

# **Master Thesis**

## **The Role of Street Food vendors on Tourism Development in Bangkok, Thailand**

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September 2017

Thesis Presented to the Higher Degree Committee  
Of Ritsumeikan Asia Pacific University

In Partial Fulfillment of the Requirements of the Degree of  
Master in International Cooperation and Policies  
(Tourism and Hospitality)

## **Acknowledgement**

Firstly, I would like to thank Ritsumeikan Asia Pacific University for accepting me as their student twice. I have been living in Beppu city since 2006 and it has become my second home. The university has given me many blessing opportunities for my studies and career. I can not thank enough to APU for such a grateful life during both Undergraduate and Graduate study time.

Secondly, I would like to thank to my supervisor; Professor Vafadari Kazem for the constant cares, advices, time and all the useful knowledge that he has been providing me. My completion would not be successful without him. I would also like to thank all Professors in Tourism and Hospitality Division for all the interesting and inspirational classes which have opened my eyes to see such incredible knowledge about Tourism. I have gained much of Tourism insights that will motivate me towards my career path in the future.

Thirdly, I would like to share my true appreciation and gratitude on all foreign tourist who took their time voluntary participating in interviews for this research , and all the street food sellers in Bangkok, Thailand for their cooperation and generosity to allow me for an interview. This thesis would not be truly completed without their helps. It was such a wonderful experience that gives me chances to get to know more about my thesis's topic with the real situation and perception.

Lastly, I would like to send my regards to my family, friends and all supportive people who are part of my life and have always believed in me. Especially my mother, my father and my brother for their endless love and respect on me in whatever decision I make and accept all my flaws. I love you very much.

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## **LIST OF ABBREVIATION**

UNWTO	United Nations World Tourism Organization
F&B	Food and Beverage
WHO	World Health Organization
FAO	Food and Agriculture Organization of the United Nations
BOI	Board of Investment
GMP	Good Manufacturing Practices
HAACP	Hazard Analysis and Critical Control Point
BMA	Bangkok Metropolitan Administration
MSG	Monosodium Glutamate

## **Abstract**

This research focuses on food tourism, particularly the case of street food development in Bangkok, Thailand. It explores the insights of food tourism focusing in each part such as the definition of food tourism, significance, trends, marketing and branding. The second main part of the research explore street food tourism in general and perspectives of street food with emphasize on Bangkok, Thailand. It keeps an eye on the connections between food, local sellers, location and buyers. It also explain the role of local government and authorities in management of conditions and control.

Indebt interview results along with SWOT analysis are applied in this research in order to enable more precise deliberation and discussion of the study. Finding part allows readers to find out about the answers of research question if it is correctly assumed or not. Moreover, the issues and suggested solution are discussed to increase the strengths of the research.

Food tourism, and research on street food in Thailand is rather a new topic and need to be more explored. However, it represents a new type of tourism that can associate with other activities and boosts up local economy by provoking local people to recognize their uniqueness and appreciation on cultures, traditions and lifestyle through local dishes. This is a useful tool to attract foreign tourists and increase income and sustainability to the region. This research will bring insights on how to make street food more noticed and increase representativeness of Bangkok to other people and hopefully further applications for future developments of street food including branding, promotion and government policy towards street food.

# Chapter 1

## 1.1 Research Background

There is a great emphasize on food and food culture in tourism literature. Food is a constant need of human beings and especially in travel with more care and caution. It is sometimes the main propose of travel as people want to explore new experience that they cannot have in their hometown. Food, in fact, plays a significant role in the economy of destination. The role of food shows us the destination's culture, society, traditions, uniqueness and identity and generally represents the daily life and background of the locals and it is a vital way for tourists to learn to experience and to understand new cultures through food (Groffman, 2010). Therefore, the role of food helps tourists to increase their understanding of a place, people in the area where they are travelling. Moreover, food and nutrition related culture plays a key role integration between host and guest in destination and mediate in this case introduce the destination and satisfy the needs of tourists.

People may visit such destinations from short distance to enjoy authentic food. There are many places around the world that food is the main attraction for tourism such as Italy, Japan, and Thailand and such. A good example is Yufu village in Oita prefecture in Japan that attracts local travelers from the prefecture besides millions of incoming tourist who visit the village at the same time. Each country or place can easily represent their stories that they wish to give to tourists along with the designated menus and increase values of the dishes. Clearly, to develop the role of food through tourism promotion is one of the today's popular tools for attracting tourists to pay their visit; it is also strongly believed that the role of food can bring so many positive impacts and results to the tourism industry if it is given attention to the right direction. Therefore it's important to understand the role of food as tourist attraction and value adding tool and how to enhance this function by destination management during the time.

The role of food tourism in a successful destination such as Thailand is very significant in satisfying both domestic and international travel market. According to the successful rate of tourism in Thailand, the role of food has become more important either to domestic or international tourists. In Bangkok, more than 20 million tourists pay their visits every year since 2011 and reach the highest amount of tourists in 2015 when 29.88 million tourists come to Bangkok (TAT, 2015).

This shows that Bangkok has a potential to be a place where food tourism development can be emphasized.

However, there are still some problems of the role of food, especially the local Thai food at street hawkers' level that are famous among the locals but still occasionally invisible for international tourists. Some facts that are essential components that keep these kinds of food and shops not-so-famous among the tourists such as language barrier, no clear explanation, no easy pictures shown, no promotion or support from relevant sections, and hygienic concerns. Clearly, these difficulties might affect the decision making on international tourists choose not to buy street vendors; as tourists may prefer to eat in a big restaurant, inside department stores and some promoted places on the magazine with English language and other services provided. Thus, the potentials of food tourism are not reached and there is a need to develop destination capacity to enhance tourism applications of food culture to narrow the existing gap. The idea is not only to gain benefits and profits from tourists, but in the same time, is to provide them health and wellbeing level on their travels (Choi & Turk, 2011)

Hence, this research will explore to the role of food tourism in the development street vendors in Bangkok city as a tourist destination and to prove how food has important role that can impact on the improvement of tourism as a major attraction to invite more tourists, create jobs, bring sustainable growth and long-term happiness for both local and international tourists (Sharples, 2003)

## 1.2 Objectives of the Study

The purpose of this research aims to develop the role of food in tourism development specifically to street food sellers who sell local Thai food (including drinks, desserts and snacks) in Bangkok city, Thailand as a main tourist attraction. In particular we explore the role of food tourism and its association with cultural resources such as food festivals, and the Thai-style local food.

1. To explore the role of street food in tourism development in Bangkok, Thailand.
2. To study ways of improving satisfaction and the Thai-ness and authentic experiences of foreign tourists with food tourism in Bangkok
3. To find out ways of enhancing and recognition of local hawkers and to support tourists in making decision
4. To determine relevant information and necessary supports to explore street food destination including food selection and desires

## 1.3 Research Questions

1. What are the international tourists' perceptions towards street food in Bangkok?
2. How food tourism development increase satisfaction and fulfillment to tourists?
3. What are main factors that affect tourists' decision making in street food tourism?

### Sub-questions

- *How does language affect selling food in street food tourism?*
- *How does existing information help tourists with local food selection ?*
- *How does hygiene affect food tourism in street vendor level?*

## **1.4 Outline of thesis**

Chapter 2 reviews literature, background and definition of food tourism, and discuss how food is connected and associated to tourism. The successful case studies of food tourism are explored in this chapter. Then, the deeper information about tourism and food in Bangkok, Thailand; in order to understand how food is important to the lifestyle and consumption behaviors of Bangkok city people. At the end of literature review part, the research will give details about street vendors in Bangkok, in order to understand the concept and to link to the development as a tool to attract international tourists; by talking about the current situation and problems of it. Next, Methodology gives content about qualitative interviews to the street sellers, as well as international tourists as to point out the situation and perspectives of both sides through the role of food. Chapter 4 covers about the analysis part including SWOT analysis to go much deeper about the personal opinions and ideas of street food sellers and international tourists towards current situation of Bangkok street food. Next, chapter 5, findings and discussion of the research questions; the interviews will be discussed and also to explain about the concepts and problems and the suggestion and solution if can be found. Ultimately, conclusion part in chapter 6 which includes the general and emphasized conclusions of the overall research and new ideas as to help improving the case study of street food for further future researchers who want to focus on street food and food tourism.

## **1.5 Significance of the Study**

This research will emphasize on the development of the street vendors, that particularly sell Thai food (including deserts, drinks and snacks) in Bangkok city as to raise the importance of the local lifestyle, and Thai-ness of the local people in the city in tourists' perspectives,

This research focuses on the problems of street food and the solution in order to promote more about Thai food through street vendors and local places where it has been unknown among tourists for long time. This will help to improvement the standard, information and image of the local food in Bangkok and encourage more tourists to decide to try the food without any concerns or difficulties in communication, cleanness, misunderstanding messages and any other barriers. Moreover, the study will be beneficial to tourism industry from regional community to national community; as to promote local food and food tourism as a main tourist attraction, financial flow will be created and distribute equitable income and jobs to the area (Kezis et al, 1998)

To improve destination image, reputation, uniqueness and identity through food is another significance of this study as it will help the local street food sellers to be able to interact more with tourists via their food. It is why street food and other local shops are important, as it gives tourists a fond memories on their travels and represents the roots of the cultures of Bangkokians, where they can understand the Thai-ness and share differences with their owns (Laiola, 2009.) Ultimately, the research will point out the way to sustain the street food career, in order to help local economy in the region and bring up street food occupation to be more recognized and accepted at national level (Choi & Turk, 2011)



## **Chapter 2**

### **Literature Review**

#### **Introduction**

There are 3 main parts in this Chapter. First Part presents general information of Food Tourism, including definitions, significance, trends, authenticity and nostalgia. It also explains the meaning of experience economy, who are the Foodies, and the typology of Food Tourism. Part 2 discusses the details of Business of Food Tourism; the economy, marketing and branding of the business. The discussion in the last part is narrowed down to the Street Food, definitions, and the differences of Street Food in each country and customer profile. It also provides views about the positive and negative sides of Street food and risk management in Street food tourism.

#### **Part 1: Food Tourism**

##### **1.1. Definition of Food Tourism**

Food tourism explores the interest and attention on food through tourism. Lucy M. Long (2003) states that “food tourism is a framework for trying to gather the notion of perspective and the variety of instances in which a foodway is considered representative for the other”. When food becomes a main purpose of one person and it emerges that person to go travel to other countries just for exploring and experiencing new cultures, traditions through food. The meaning of food tourism can be implied as a new activity for tourists to learn and open their eyes in something new, to accept the differences of the places they visit and to internationally gain encouragement in trying otherness and to understand the place, identity, cultures, traditions, history and lifestyle.

Through tourism, we satisfy our curiosity about otherness. We are ready to try unusual meals and participate the foodways by activities or meal systems as a ‘connector’ between us and others. Sometimes, the result might turn out as we may not like it but we will accept and enjoy the sense of otherness (Long, 2003). John J.

Hogniman said that food tourism is somehow a cookery complex that includes several things such as meal systems, attitudes, habits and such. Therefore, food tourism is way far different from typical travelling; since it includes more than a journey but a taste, smell, feelings of touched to other cultures, traditions, histories and authenticity. (Lucy M Long 1998. 181-185: Culinary Tourism)

Moreover, Halls and Sharples (2003) defined food tourism as another experimental trip of a traveler who seek to have a recreation with food as a main purpose. It includes not only edible meals yet all activities and events such as food fairs, markets, shows and such; particularly focusing on food in the area where we travel and we do not have them in our homes (UNWTO, 2012)

## **1.2 Significance of food tourism**

UNWTO reports that nowadays, the popularity of food tourism is getting more famous among tourists; particularly those who have disposable income and looking for a better quality food during travelling. These people are willing to pay for premium food or a good environment with authentic dishes to fulfill their trips. Food can bring such good edible memories and experiences to us and we are able to forget the moment we travel through and go into the cultures for real.

Some countries that food and drinks have become the inseparable elements in their cultures and traditions. For example in Italy, where pizza and spaghetti are symbols for tourists to eat, in Japan Green-tea is a must to try in any form either in meal or dessert (Groffman, 2015). Moreover, food is highly considered as one of the most important factors during travel as an “Oasis” where we can consume food as understand the background, authenticity and history of a place we go. During vacationing, food is the main social connector and creates a ‘time oasis’ which means it connects people together on the table and share a meal (Yeoman, 2008).

### 1.3 Trends of food tourism

While cuisine has always been an important part of most travel experiences, the concept of traveling to a destination specifically for its F&B product is a relatively recent mainstream consumer trend. The 2013 “American Culinary Traveler Report,” by Mandala Research, revealed about the rise of American travelers who particularly explore learning the traditional dining experiences, the numbers have increased to 51% by year 2013. People tend to seek something that can give them a new taste of “otherness” that they cannot find at home, which causes more demand on food tourism. The demanding of original meals and storytelling is also increasing as tourists look for more value-adding of what they pay for the consumption. Moreover, the social network such as Facebook or Instagram can be another provocative factor to drive tourists become more interested in food hunting. The online media makes food in each destination more tangible since there are short video or photos that people can go check, and certainly Google map that can lead them to the place easily.

According to Wong (2003), exploratory eating is very important as it is a matter of personal preference and accessibility, that person is willing to promote the products they have tried to other persons, and somehow commercial is included.

The image of celebrity (actors, actresses, chiefs and such) is absolutely one of the components that thrive the awareness and trends on food to people. Nowadays audiences follow eating trends from the celebrity and go to those places to try out new food. Yeoman et al (2015) gave an example of the emerging of celebrity chefs since the late 90s such as Jamie Oliver and so on; including current-time-online-chefs Laura Vitale and others. These talented chefs have raised the knowledge of new cooking and lifestyle and choices on food consumption.

#### 1.4 Authenticity and Food Tourism

How do we determine the feeling of authenticity when we eat food? There are many scholars argue about the sense of a place and real meaning of authenticity on food. Authenticity strongly is concerned to the word “local” and “sense of place” (Scarpato & Daniele 2003); as tourists who seek for eating in a local place, food should be cooked by the local households, and they avoid eating in a modern restaurants, hotels or food-chained restaurants such as McDonald’s or KFC. Blakey (2011) stated that ‘local’ can be implied to the level of freshness and quality of the food circles; the more it is fresh, the more it should be defined local. It can be seen that not necessary that authenticity and local must imply to the historical, heritage, cultural background of a food or people or place. Craik (1997) and Urry (1995) describe that some certain tourists look for experiences that offer them unique cultures, the richness of pure authenticity where it is unusual to find in their homes and not in a typical tourist spot.

In gastronomic terms, sense of place is the ‘respect for local climate’ and that, to be authentic, meals ‘have to be true to place’). It cannot be denied that this ‘sense of place’ has an essential primary relations for tourists in food tourism experiences (Scarpato and Daniel, 2013).

In addition, Bell and Valentine (1997) gave the statement that food is the root that tells each person’s identity, it is also concern to the geography and landscape of a place, which associated to the products used in consumption. Local food is one way that others can learn through, to get to know further about the place. Local development can be seen as a process of territorial and heritage construction.

Cultural, traditional and historical factors are somehow important parts that drive tourists looking for a food that can give them the feeling of old-days. Tourists want to feel as they are in the real past and feeling like home through their travels. Feeling authenticity includes several aspects, not only the traditional food served but the surroundings, the process of eating, the procedures of making, serving, and the

ambience around. This is the concept of ‘feeling authenticity’ while eating the local in a destination we are currently staying. “Tourists who travel to have unique food experiences create a demand for an experience that is authentic, and is different from their own” (Van Keekan & Go, 2006, p. 59; Sims, 2009, p. 321). Furthermore, local food is a vital connector to relate the community including their history, cultures, lifestyle and so on with the travelers as they can learn and feel the real experience through what they have seen, tasted, eaten and felt. “Local food” has a capability to broaden tourists in experiencing their cultures, history, heritage, geography and such by connecting the food with visitors (Sims, 2009).

Hall and Wilson (2003) explain that tourists who visit the places in order to find authentic and different dishes from what they have at home, it is also really useful for the local economy as it helps to boost up the business around the area; and this is a sustainable growth to the local community. An example of a study taken placed in Bali, Indonesia by Reynolds (1993); he stated that local tour offered a westernized food to tourists, however, tourists showed that they did not want western food but a local food where they expected to experience something different and real. A research by EUROTEx showed that tourists stated that authenticity of food is very important that can effect tourists’ decision whether to buy local products or not (Richards, 1999).

The trend of authentic food has increased slightly over the past few years. Ian Yeoman (2008) gave an example of ‘Individualism’; defining as tourists who seek for the premium quality cuisine, fresh cooked, and need to be local to giving them a sense of authenticity of the destination. In Australia, some Starbucks branches failed due to the lack of individualism. Tourists reject to Starbucks as they can find it in their homes, but rather other local coffee shops. However, the meaning of authenticity and local can be implied in various perspectives, it individually depends on how a person sees things.

## 1.5 Food and Nostalgia

The definition of Nostalgia is a feeling of home, a sense of place where we belong. Nostalgia is somehow related to food we eat. The taste of food can remind us of home, childhood memories or individual interests or experiences. April Fehling (2015) states that confront food is nostalgia; when people get tired of their adult life, sick or down; the great thing to make them feel better is to drink or eat something that we are used to and have had it since we were kids. Many Asian-born Americans love to go to those Asian restaurants in their towns to eat traditional dish such as Chinese soup, Korean Bi Bim Ba, or Japanese Katsu; just to feel something from their pasts (Fehling, 2015). Thus, food is one of the main tools that bring us back to our comfort zone and safety.

Nostalgia feeling does not only give us a time-machine but an improvement of mentality, safe-guarding and connection to the others. A sentimental of the past we always remember as 'those good old days'. When we taste food, the feelings of nostalgia often pop up at the moment we are there; the feelings arising from a product we eat, taste, smell, touch and hear which influences us to experience the moment of 'missing home' (Hirsch, 1992). In general, food has a great impact to consumers not only about the taste but; if a producer intends to focus on the nostalgia, the brand, design, marketing campaign or packaging should be something that triggers buyers that they can immediately sense a feeling of home and childhood (Vignolles and Pichon, 2014). We already have tangible examples as heritage sites, those sites serve as a significant development resource particularly for those poor countries; because they fascinate tourists for the visit, many organizations come for international funds as for the renovation, preservation and restoration (Newland and Taylor, 2010).; why not we can have food as another tool to identify its own uniqueness and attract tourists by the nostalgia feeling as well.

## **1.6 The Experience Economy**

Because of these reasons, the ‘new’ tourist had become well established in the psyche of travelers as well as the industry, and that destinations were emerging that offered tourists distinct choices and experiences. The idea that a destination could be viewed as a ‘food specialized locale’ as it has a vital role to change the destination from mass tourism to niche tourism (Boyd, 2015). This will give tourists satisfaction on local and authentic experiences as part of their trips, which we cannot reject that food, of course has become another great driver in increasing tourists to a destination and moreover, a tool that makes them satisfied through the journey and seeing food as an exclusive experience.

Yeoman and McMahon-Beattie (2015) declare that the number of food tourism products is growing, and it is representing as a range of different experiences designed to satisfy the needs of gastronomists or consumers who want to gain social capital. Food tourism has become symbol of new tourism within which culture has metamorphosed into a normalized experience. Moreover, they have stated that foodstuffs and cuisine are greater elements in tourism that bring out identity, cultural significance and localism to tourists (Yeoman and McMahon-Beattie, 2015). This helps in raising the value of the local food and creating the ‘Experience Economy’; it is something that we receive from our experience not materials and it makes us feel satisfied on travel experiences, which makes unforgettable memory. The expenses we pay, we can feel that it is worth and disposable. However, to measure the feeling and value of experienced economy is difficult; the questions is how do we measure Experience Economy of tourists through food experiences?

## **1.7 Who are the Foodies?**

The new food traveler is somehow a new kind tourist in the industry. Yeoman et al. explains that following realm of Pine and Gilmore’s experience economy (2010); saying that food explorer seeks for something more than a scripted or staged experiences, yet, they look for something more than that, which is authenticity or

distinctiveness for their individual experiences. The foodie appears as a tourist who is interested or passionate for food wherever they travel, and this supports social and cultural capital (Grenfell, 2012). Yeoman, McMahon-Beattie and Wheatley (2015) have argued that foodies is also a term describing to an urban person who perceives for local food or known as an ancient product that they can experience pragmatically and learn through it.

This also means that foodies are people who is passionate about eating and travelling for food is a main goal for them. The foodies can be really beneficial to the tourism industry as they can collaborate social capital and cultural capital to each other. For example given, a foodie who travels for local food in some place may write a blog on the social media; where people read and follow his/her journey to search for the same food. This brings social capital and cultural capital in the same time as there is an interaction between people in social media, and between a host and tourists in the destination.

### 1.8 Typology of Food Tourism

Pillsbury (1990) clarified that there are 2 categories of food which are body food and soul food. The differences between these two are the process of cooking, ingredients preparation, and the types of food that come out. Body food is usually referred to typical fast food that can fulfill our hungers, yet without any specialties. Soul food, is usually exotic, localized, unique, slowly progressed with particular feeling and goals. Soul food is not for a normal meal, but for special occasion and for people who look for something different and better quality.

Ann-Mette Hjalager (2001) clarified about gastronomy tourism that there are 4 main types that drive gastronomy tourism forces and barriers of food tourism creation; which as

1. ***First order, Indigenous Development:*** The building up of gastronomy tourism with the existing resources, knowledge, and economic structures.
2. ***Second order, horizontal Development:*** This part is the cooperation with the suppliers,



materials, ingredients, and producing process to the food

3. ***Third order, Vertical Development:*** Creating new types or things to the food, such as collaboration between food and activities. This stage is actually to develop the materials to becoming more important.
4. ***Fourth order, Diagonal Development:*** Improving the existing knowledge of gastronomy and creating unique experiences, ideas and enhancing economy of food tourism. The benefits of the locals should be earned especially from the fourth order: Diagonal Development (Hjalager, 2001).

Corigliano (2001) has mentioned that both localization and globalization on food tourism should be kept in balance. The development of globalism should not take over localism; while localism should be able to create new things or value-adding to their products and sustain the economic and environment of the community.

## **Part 2.2: Business of Food Tourism**

### **2.2.1 The economy of Food tourism**

According to the trend of food tourism, the related effect is definitely the economy that comes from tourists' spending. Hall and Sharples (2003) stated that the role of food tourism is somehow a recognition of business opportunities because food can be a symbol of the lifestyles and define identity to the community. In UK, tourists expenditures spent on food and beverages from 2008 – 2013 had increased slightly from 27.7 billion British pounds to 31.1 billion British pounds (Statista Portal Website, 2016). Moreover, from Economics Research Associate of Australia states that 36 percent of tourists' expenditures per capital daily, spend on lodging and 28 percent on food and beverages which is the second essential components during their holidays; "because it is integral to the tourists' experience, food has become an important element in the marketing of tourism" (Hashimoto and Telfer, 1999).

This shows that the economy inside tourism industry contains big amount of financial flow in food and drinks; which means that food tourism brings great profits in job creations, and income to tourism industry of every country.

Food can be adjusted into an image representative of one place especially creating branding and marketing campaign to lure tourists. The local products can be unbelievably significant as a means to gain revenues from selling to visitors, and tourists will feel that they can find the products only in here.

UNWTO has defined that gastronomy is strategic element in defining the brand and image of their destination; which is an important element to improve the community in earning income and job creation by creating their unique food and beverages to attract tourists. In Canada, the GDP gains from F&B section from tourism section was almost 15 billion Canadian dollars and more than 800,000 employment generated by tourism on F&B part in 2011 (The Statistic Canada, 2011)

### **2.2.2 Marketing and Branding**

Hall and Sharples, 2003 state that to creating food as a marketing and branding destination is important for food tourism; since food is able to emphasize as a main holiday activity for tourists. Food and Wine Tourism in Ontario, Canada is a great example as a successful case of a destination development through marketing and branding. In New Zealand, Wine Tourism is considered as a huge success for rural community. Thomas (2004) explained as branding brings local producers and consumers together. There is an integration between tourists and the locals; simultaneously, the area is developing its economy as the creation of food and wine brand and tourism. The promotion on marketing campaign and brand creating is extremely essential, to stress the identity, culture, tradition, history and lifestyle of a destination and people; and tourists can learn through it. Segmentation is another important thing for branding; since it can tell us the exact types of tourism qualify and what special interest they are looking for in food tourism product (Boyd, 2015).

As mentioned before local products (including food, drinks and consumed packaged products) are great connector between host (the local community) and international consumers (tourists) to each other. Tourists are encouraged to purchase souvenirs because they are aware of the products they can only find in the place they travel.

Local food could help differentiating destinations by developing a ‘sense of place’, which allows visitors to experience the identity and uniqueness of a place by tasting the food and learning about the background, history, traditions and cultures; while there is an economic benefits happening to the local communities (Haven-Tang & Jones, 2015) and also to keep a balance between the business operation and the development of the new consumption competitiveness (Everett, 2008). Food tourism is a positive effect to a destination as it promotes a destination, a brand that tourists seek for when they do not have in their homes. Other experts mentioned the role of local food and food tourism has been recognized as a great driving force that can improve the area’s capability and strength to compete with other tourist destinations (Du Rand & Heath, 2006; Presenza & Del Chiappa, 2013)

### **Part 2.3: Street Food**

#### **2.3.1 Definition and the differences of Street Food in each country**

In General, street food is understood to be food sold on the street, where people can find easily. World Health Organization (WHO) has given a definition of street food as “foods and beverages prepared and/or sold by vendors in streets and other public places for immediate consumption or consumption in later time without further processing or preparation”. Irene Tinker (1997) states that street vendors can be sold by anyone (man or woman), anytime (day to night) and anything that is quickly cooked where each country has its own styles and types of street food depending on their cultures, landscape and climate. Tinker (1997) differentiated street food types in Thailand as most of fast meals sold on street food are served top on rice; while in the Philippines are often both rice and noodles. He also stated that each country has different perspectives on street food, even the sellers; for example given as in Bangladesh, it is extremely rare to find female seller, while in Senegal, offered a lot of street vendors but people are not used to eating on the street, thus, they will buy for take home and eat at home. The classification of street food in each nation reveals towards local attitudes on food and their background (Tinker, 1997).

### 2.3.2 Is Street food positive or negative?

WHO has given a term of benefits of street food as cheap, convenient, nutritious, attractive to tourists, beneficial to economic growth, and a chance for self-employment with business development skills with low capital investment. Particularly in Asia; is surely well-known among tourists as a variety of street food. In each country has its own national food, local food, drinks and desserts sold to attract tourists. Street food in Asia often offers not only the inexpensive and nice taste but it represents localism to the people. Winarno and Allain (1988) commented that street food has a benefit in economic development of many towns and cities and makes the community gaining self-sufficient economy. Example given in Bogor city, Indonesia, street food sales circulation is worth at US\$ 67 million yearly (Cohen, 1986; Winarno and Allain, 1988). Allain (1998) said that in Malaysia, street food sales amount will be US\$2.2 billion if calculating estimated 100,000 stalls of a daily sale. Clearly, the significance of street food has brought great benefits to Asian countries; since they have received earnings from both domestic and international consumers. Hence, street food has become an undeniably vital part of daily life consumption to everyone. In Africa and Asia, households in the city roughly spend 15 to 50 percent of food expenses on street foods (Cohen, 1986).

On the other hand, street food is not always fully positive to the people and area. FAO (Food and Agriculture Organization of the United Nations) commented that street food may encourage consumers who seek for convenience and low cost meals while they pass over hygiene, sanitation or nutrition of the food. Some cases, buyers have little understanding about the cleanness of the cooking process, preparation and nutritious of street food. The result of joint Netherlands/Indonesia research project on street foods (1998-1992) revealed that street food contains both good and bad sides to consumers as some food contains high calories, but cheap or some has low calories, yet not enough energy for consumers. Nevertheless, street food has positive aspects to urbanized community due to the easy accessibility, availability, prices, and fast process of cooking or selling (Winarno and Allain, 1988)

### 2.3.2 Risk management on street food

(a) *Health* and (b) *Safety* on food we eat is extremely important, particularly for tourists who travel far away from home, and try the food that is different from daily routine. Sir Frank Moore (2003), the Chairman of Australian Tourism Forecasting Council stated that to travel abroad is constantly very risky because there is always a chance to receive exotic virus or diseases or any other factors that are beyond predictions during their stays in other countries, especially developing countries. Tourists should be aware of the risk on health and safety through the available information and technology. Street food is somehow perceived as unclean, inappropriate, uneducated, lack of standard, lack of safe food management, and a great chance of illness to consumers (WHO, 1996).

Health concern is truly significant to tourists as to prevent them from getting sick while travelling, yet, still not many countries are aware of the standard and basic requirements of selling street vendors. This has caused several negative effects to consumers. In 1993, World Health Organization has done a survey with over 100 nations who are members of the organization; the results showed that main issues of street food are shown below;

1. Street-vended foods may pose significant public health problems
2. Lack of basic infrastructure and services, such as potable water supplies
3. Difficulty in controlling the large numbers of street food vending operations because of their diversity, mobility and temporary nature
4. Insufficient resources for inspection and laboratory analysis
5. General lack of factual knowledge about the microbiological status or the precise epidemiological significance of many street-vended food
6. Poor knowledge of street vendors in basic food safety measures
7. Inadequate public awareness of hazards posed by certain street foods

Source: World Health Organization (1993)

## **Part 2.4: Street food in Thailand**

### **2.4.1 History of Street food in Bangkok**

Bronwyn Isaacs (2014) stated that in the mid-of Twentieth Century, Thailand's economy has started to grow. The housing was built along the canal in Bangkok and also inside small alleys which called "Soi", a lot of women in that time started selling food by going along the canal to other houses. It was also the beginning of the new era of agricultural industry of Thailand where new opportunities raised, many agri-food businesses, infrastructure and transportation were booming (Brunch and Gossm 2001). Since that period, Bangkok has been settled as a major city of business, trade, food, development projects and such. Many locals started to sell food along the street, or in "soi" near their houses. Food is everywhere in Bangkok. Yasmeeen (1996) stated about the history of Thai food is generally contained 4 tastes in one dish as sweet, salty, sour and spicy; which makes the taste deliciously balance. Thai food has been influenced from the Portuguese as for egg and sugar as dessert as well (Issacs, 2014)

Issacs (2014) has done a research on street food in Bangkok previously and spent 8 weeks in Bangkok, eating and talking to street vendor sellers (in Thai language called "Mae Kha"), in order to know more about the history and importance of street food in Thailand. He stated that many Mae Kha told him that not everyone in Bangkok has a proper kitchen (those who live in a flat) and enough time to cook, therefore, selling street food is actually considered as "convenient" for the Bangkokians. In a meaning of street food in Bangkok, you can imagine from eating the tom yam noodles or Thai traditional iced coffee with a traffic jam background on the busy footpath with affordable prices, and you can jump on the bus or motorcycle taxi right away after a quick purchase of food.

On the other hand, Wilson (2004) has mentioned that the relationship between consumers and sellers is related to each other as it is a everyday-economic-practice. This can imply to the public and private spaces interruption; as many street sellers are taking the public footpath and creates the inconveniences to people who walk or transportation. Zopransetti's (2013) argued that in Bangkok, those motorcycle taxis or small transportation that can access into 'soi' are important to drive local economics and provide

experiences of movement and the feeling of living in Bangkok which leads to nostalgia of the past or rural hometown feeling. However, Issacs (2014) stated that street food must be convenient, fast, but also not dangerous; the motorcycle taxis that can get you anywhere drive fast and it is not safe for passengers. From his research and interview with the sellers, in Thai society, many people respect 'Mae Kha' as we perceive them as a work hard woman from rural area as to find a new life or way of earning income to support their families. Yet, Yasmenn (1996) argued that there is also a misunderstanding between the hard working women or 'Mae Kha' and the sexual insinuation terms by working on the public spaces or street.

#### **2.4.2 Food Service and Control in Thailand**

Food industry in Thailand is definitely huge business. Dr. Petch Chinabutr a President of National Food Institute states that Thailand is a strategic hub of food production both in Asia and the world since Thailand has got various natural agricultural products and biodiversity (BOI, 2013). Moreover, the growth of Halal food is getting incredibly expanded through these years. Thailand has also well-prepared on the Halal food service even though the majority of Thai population is Buddhist. In Thailand, exports of halal products amounted to US\$433 million in 2011, a 30% increased from US\$333 million in 2010. Up to 60% of the exports went to Indonesia, Malaysia and Brunei. Thailand ranks first for halal exports among the 10 countries in Southeast Asia (BOI, 2013). That is the reason why service and control of food industry in this country extremely matters. Service is vital part of tourism industry's management. Department of Tourism in Thailand has stated that to providing tourists a good service, global standard, convenience, sanitation, and safety is a heart of tourism in Thailand as it creates confidence and trust to the tourists that they can completely rely on us while travels. Hence, the Department of Tourism has always been trying to improve the service and quality of services in the country as to be able to compete in global society more efficiently; because food service and standard in Thailand still needs a big change and improvement.

In year 2010, the Department of Tourism has made an indicator to indicate the satisfaction of tourists on food service and standard by aiming to develop the role of food service and quality in Thailand; secondly to create a better image of food service and to increase capability of competitiveness. However, this industry does not return sellers a big amount of profits but predicted to gradually increase (Jarungklin, 2012; Stock Exchange of Thailand). Jaungklin (2012) has suggested in her research paper that if the relevant stakeholders in food industry can integrate to each other to making planning, management, or making new policies to adapt in food service business. They will surely gain more profits even during bad economic period; since food industry is seriously unstable, due to unsteady costs of food.

Food safety and control are under Ministry of Public Health of Thailand; its main roles are implementation of this law, and is to guarantee the quality and safety of food (Department of Science Service Thailand, 2014). Accordingly to Department of Science Service Thailand (2014) on Ministry of Public Health regulation, food sellers and products are required to be approved by several following requirements such as;

- Hygienic and labelling
- Production and importation
- Registration of specific-controlled food
- Advertisement
- Packaging materials
- Inspection of food manufacturing premises and sellers
- Sampling and quality assessments of food
- Taking legal action
- Conduct epidemiological studies
- Promotion of consumer awareness and voluntary compliance of food manufacturers
- Controlling of food plants to meet GMP standard
- Collaboration with government and private agencies
- To assemble, disseminate and exchange information on food
- Issuing certification (GMP, HACCP and Sanitation certificate)



### **2.4.3 Street vendors in Bangkok**

Despite rapid growth of economic situation around the world, people's lifestyle and eating habits are changing; it has come to the development of street food to provide supports for the busy city inhabitants, especially in every large city of each country. "Street food vending is a global phenomenon present in both the developed and developing worlds and it is increasingly evident as countries continue to modernize, urbanize, and globalize" (Pill, 2011). A street food vendor is broadly defined as a person who offers foods for sale to the public without a permanent built up structure but with a temporary static structure or mobile stall-head load/wheel-barrow/truck (Janie and Marie, 2010; Nurudeen, Lawal, Ajayi, 2014).

Bangkok is plentiful of street food choices; along both sides of main streets or small alleys are always available for people to grab something to satisfy them. Street vendors in Bangkok is considered as a great competitor to the restaurants in department stores; since they offer cheaper prices and more local tastes. Beside the local food sold on the street, snacks and desserts are also easy to find. Demand of sweet and savory snacks in Thailand has continued to increase, driven by aggressive advertising and marketing activities among leading players in the industry (BOI, 2011). From the information of BOI (Board of Investment of Thailand) shows that sweet and savory snacks grow year-on-year in 2011 and the market of sweet and savory snacks is expected to reach US\$1 billion in 2016.

Yalada Pornprasert (2015) states that most street vendor sellers are from rural part of Thailand as they have come to Bangkok to seek a better life and job, many have ended in the factory, yet, many decided to become a street food seller because of low investment capital and also without tax payment. Thailand and street food have been together for centuries, however, this kind of business is considered as a 'micro-enterprise' which the meaning is even tinier than 'small enterprise'; because selling street food in Thailand needs only few spaces somewhere on the footpath (Pornprasert, 2015).

Pichet Lapanupan (2002), had done a research on the decision making of tourists in Chiang Mai city, Thailand; the result revealed that tastes and sanitation had the most

influence in decision making street food in Thailand. Smith Leela-amorn (2013) stated that the main issues of street food in Bangkok, particularly in Yaowaratch or known as Chinatown in Thailand are about the factors that tourists are unable to feel, taste, how it was cooked and such. He suggested that street sellers should provide physical information that customers are capable to feel when they see food. Moreover, parking spaces and seats are much needed to provide conveniences to the tourists as they will feel much more enjoyable during eating.

Pornprasert (2015) says that the number of street vendors in Bangkok actually grows gradually every year. Street food can help freelance entrepreneurs to survive their lives, obviously street food gives opportunity to those people in investment and incredibly increases the GDP to the nation at some level (Niramon Nirathorn, 2014; Pornprasert, 2015). Jirarat Jantawatcharagorn (2016) also states that to be acknowledged about planning in the right market, right customers will make efficiently results to the business; because customers have ‘Ability to buy’ and ‘Willing to buy’ potential; and if we realize how important it is, this micro-enterprise will be able to grow even further.

#### **2.4.4 Bangkok Street food: Soi, Mae Kha, Luk Kha, Raan Kha, Pang Loei, and Social Rights against Rules**

In Bangkok, the places where communication is interacted are usually in ‘Soi’ area (small lanes/alley). Social activities happen in ‘Soi’ where ‘Mae kha’ (seller) and ‘Luk kha’ (customer) talk and buy food (Stonington, 2012). Moreover, ‘Soi’ is a space where strongly nostalgia feelings commonly happen, and friendly feeling to many people. Isaacs (2014) stated that many people feel more comfortable eating in ‘Soi’ than a restaurant, as well as, travelers who stay in ‘Soi’ will eat around the area following internet comments and websites as well. ‘Soi’ is very powerful space to create extreme social relationship, cultures, nostalgia and uniqueness of street food in Bangkok (Isaacs, 2014). Bangkok Street food is also perceived as a ‘Heritage’ feeling as it gives historical information to people in the modern society (Taylor, 2008).

In Street food terms, Isaacs (2014) clarified that there are two terms as 'Raan Kha' which means street vendors located on street or soi where sellers have set up tables, chairs, electricity and water but temporary as they can move out quickly if they need to. 'Pang Loei' is usually referred to movable or drifting hawkers. They can move from place to place and not settled in one specific spot. 'Pang Loei' sellers will use portable gas for cooking but not electricity like 'Raan Kha'. However, many 'Raan Kha' or 'Pang Loei' are located on typical sidewalk or small 'Soi' where it somehow interrupts public spaces and walking spaces for people. This has been a big argument between 'Mae kha', 'Luk kha' and government about how to manage this. Issac (2014) clarified that many Thais feeling considerate and sorry for 'Mae kha' since they are mostly from rural provinces. Therefore, the social rights which is technically illegal, has become common thing for street vendors even though it is not right in terms of laws.

## **Summary**

The literature review shows the important relationship between food and tourism. As we can see that many researchers have strongly suggested about trends and lifestyle of current times that it has been changing over the past years as people start to recognize the importance of food while travelling. The impact of food that can influence tourists to spend more expenses on edible products and bring such great financial supports to the community, and national level.

There are very few researches that seriously focus on the development of street food; although many researches have stated about the problems of street food in Thailand, however, there has never been a 'how' to improve in real practices. In the Literature Review, it comments about the policy and law of standard of street food, and what the sellers are 'supposed' to really do. In the reality, there are still unfollowed practices, lack of knowledge of both sellers and customers and there is a huge gap to fill all these problems. Particularly, the emphasize of the development of street food such as the standard of street food, how to measure and control sufficient resources, environment, products and such of street food, how to educate sellers and buyers to be aware of the quality of food, how to add more value-adding and nutritious to street food, how to add uniqueness and authenticity to the street food, and how to make street food of a destination become an essential aspect to encourage or promote to tourists for coming to a country as food tourism as a main purpose and create sustainable income, and environment.

This research focuses on the development of the street food in Bangkok city and to improve the quality, standard, image and such of street food in Bangkok. The current condition and issues should be focused on both sides as consumers and sellers. Therefore, the deeper study on the current situation, problems and suggestion to improve street food in Bangkok will be discussed in this research, as well as to be useful information of street food in Thailand for future researchers.

## **Chapter 3**

### **Methodology**

#### **Introduction**

In chapter 3, covers about the methodology of the research which includes the theoretical framework of why Bangkok has been chosen as the research area and the scope of the research methodology, followed by research design as the qualitative and observation method are discussed. Then, data collection which will discuss about qualitative data(s) as there are two data, street food sellers' data and foreign tourists' data, in this part, primary data and secondary data are also explained. Following by sampling design which talks about how the interview questions were designed, and the method analysis as SWOT is used for the analyzing part. Lastly, it is ended by research ethnic of this study.

#### **3.1 Theoretical framework**

Since Bangkok has been named as the most visited city in 2016 with 21.47 million visitors in total (Smith, 2016); this has supported the reasons why the author chose Bangkok for the research location. Moreover, CNN (2017) has also voted as Bangkok to be number one best street food in the world. This suggests that Bangkok is a city with potential to become the main destination of food, particularly street food industry and attracts more travelers for a food visit. The author has cramped the areas of the research into 2 parts as city center and outskirt of Bangkok for the interview in order to get several of street food sellers' perspectives based on the store location and types of customers. Moreover, SWOT analysis has been applied in this research in order to acknowledge the advantages/disadvantages and the chances/harm and what to strengthen and protect street food industry.

Figure 3.1: Bangkok, Thailand Map

Source: BTS Bangkok Thailand Airport Map



Figure 3.2: Bangkok City Map

Source: Tambon.blogspot

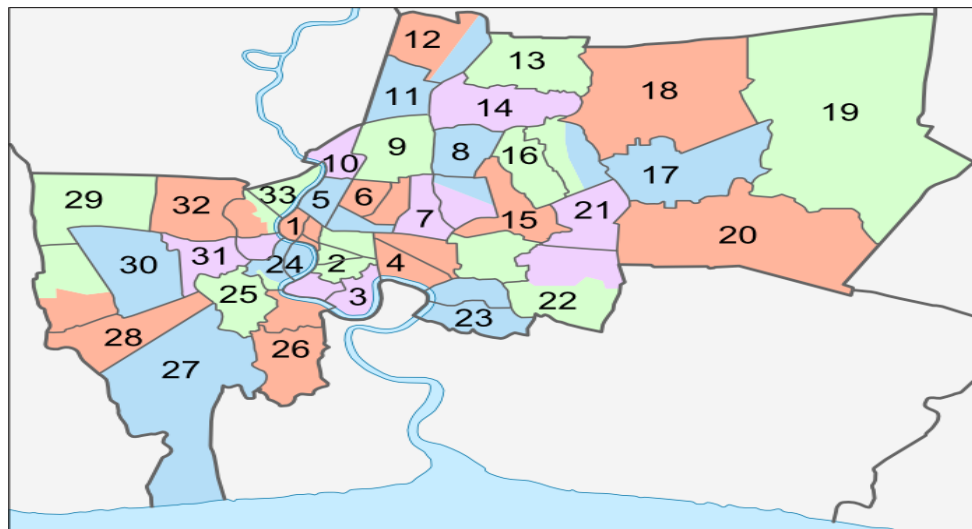
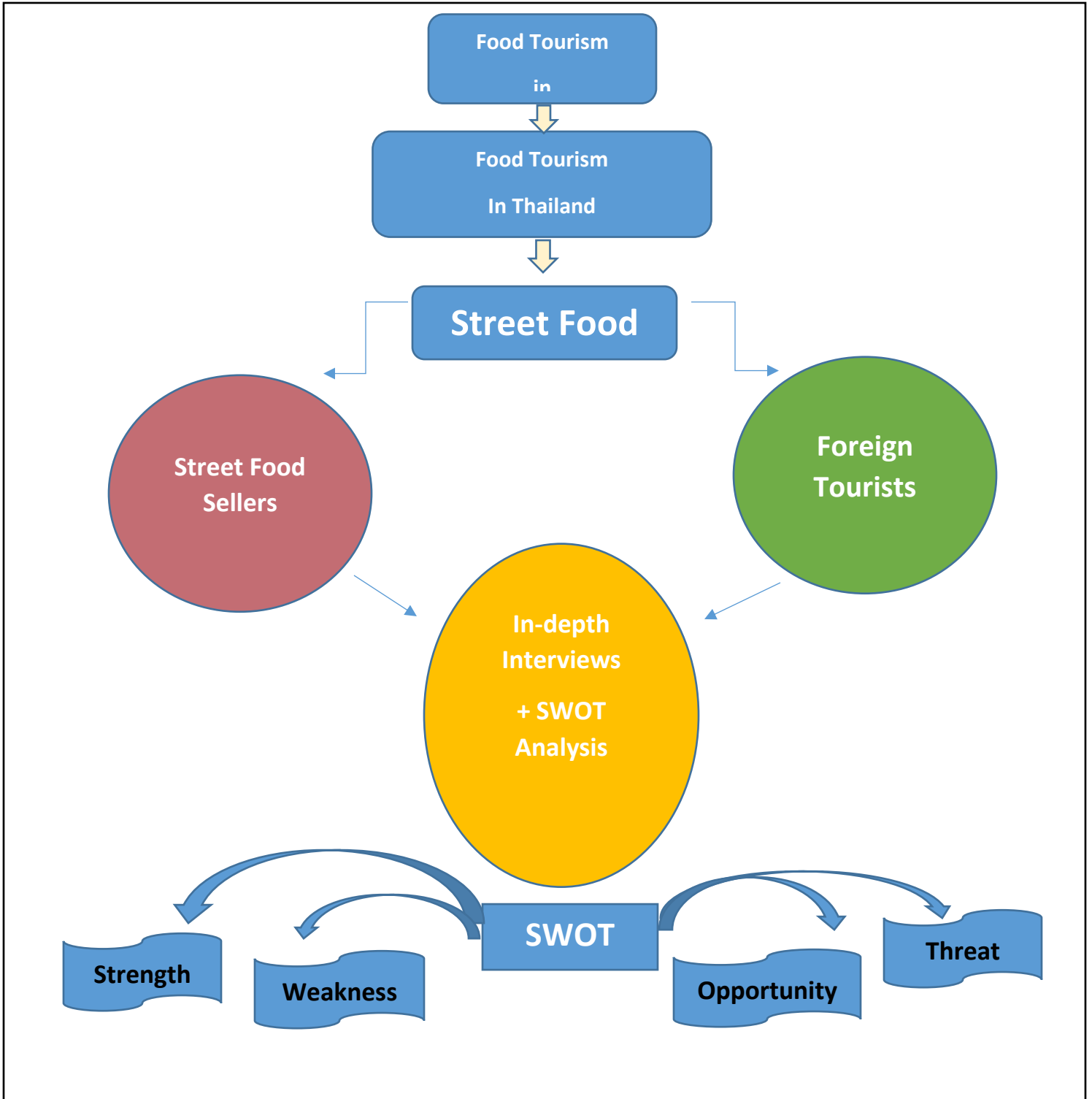


Figure 3.3 Research Structure

Source: Author (2017)

### Research Structure



## 3.2 Research design

### 3.2.1 Qualitative design

Qualitative method is applied for this research as it is the most suitable method based on the author's intention and to answer research questions more efficiently. Anderson (2010) suggests that the usefulness of qualitative method is that the results will allow researchers understanding with the current situation deeper, and the details of the problems and such will be very informative since it gives the responses in local condition, real issues that occurring and interacting in the local area with local language. Moreover, it can help the author to conduct the research with better ideas of the specific groups of interviews along with the comparison of the case (Anderson, 2010). In this research; 2 qualitative practices were conducted as;

- **In-depth Interview:** Berry (1999) stated that in-depth interview is usually known as a famous tool to draw out profound results for better understanding point of views and exploration. Hitchcock (1987) suggested that there are 9 types of in-depth interviews for the research field as structured interview, survey interview, counselling interview, diary interview, life history interview, ethnographic interview, informal/unstructured interview, and conversations. In this research, the structured interview has been applied as there are questions already prepared to both groups of interviewees. Additionally, the type of questions are set to be open-ended questions and small number of structured questions with choices and rating type.
- **Observation:** Marshall and Rosemann (1989) gave the definition about observation as "the systematic description of events, behaviors, and artifacts in the social setting chosen for study". Observation method often gives interview situation in the natural process by talking and participating with the locals, atmosphere and actual condition of the research. Furthermore, observation allows observer to sense the real problems, and enables to memorize the events much better. For this research, the author has visited the local areas by herself and interacted with both street food vendors and international visitors who purchased food on the street



### 3.3. Data collection

- **Primary data:** In-depth interviews on street vendors and international tourists, also, direct observation.
- **Secondary data: several data about food tourism is a main literature for this section.** Prior the primary data, the researcher went through papers about food tourism and other related topics (such as definition, marketing, experience economy, authenticity, foodie ad the information of street food in Bangkok; translated from Thai to English) in order to gain the fundamental understanding about food tourism studies and the concepts of it; moreover, for the ideas of making research interview questions through the literatures. The secondary data is gathered from textbooks, academic researches and journals, news articles, information from Thailand Tourism Authority

### 3.4 Sampling design

As for sampling design, the interview was conducted in in-depth interview style with open-ended questions in order to give both groups consider and speak deeply about their opinions and perceptions, choices and rating the satisfaction based on their personal views (5 as “Very Satisfied/ 4 as “Satisfied”/ 3 as “Somehow Satisfied”/ 2 as “Less Satisfied” and 1 as “Not Satisfied At All”). Additionally, for foreign tourists, some choices were given to select to show their preferences. The length of the interview took roughly from 20 minutes up to 1 hour, depending on the interviewee.

In general, the interviews went well and smoothly and the author received full cooperation from the interviewees. Some issues have occurred slightly such as the change of interview time, places, and the delay of receiving confirmation from the street food sellers (due to their busy operation time and inconveniences). Most appointed time of the interview with the sellers are commonly in rush hour such as 8-10 AM or 5-7 PM (weekends and weekdays). Basically, these are the only times that sellers are flexible which means interviewing and selling simultaneously; as the problem is that there are very crowded and possibly affected to the miscarry results as the sellers will be rushing to give details. Moreover, some details cannot be disclosed due to the uncomfortable feeling of the sellers. Therefore, some questions and parts of the interview were deleted and adjusted; this part is related to the interview ethnics and limitations of the research.

Furthermore, the observation was included at the same time of interview events, as the researcher has visited some nearby areas with different street vendors, to observe the real situation of selling, communication between sellers and buyers, numbers of consumers (Thais and foreigners), the cooking process and food preparation, the outfit of sellers, prices, traffic conditions, pedestrian conditions, trash, waste, water use and such. This has given the author full knowledge and experiences about the participation with the locals and analyze the real situation and possible issues.

Image 3.1 One of Interviewed Street Vendors

Source: Author (2017)



The interviews took place Bangkok, Thailand both city areas and outskirts areas of the city, as for the parts of street food vendors and international tourists who were voluntary to take their times and talking, and Ritsumeikan Asia Pacific University, Japan (for two voluntary interviewees as a foreign tourist who has been to Bangkok). All the interviews were recorded by voice memory and later on translated into English (for street food sellers' part) and then analyzed. There are two parts of the interviews as can be separately described as;

- Street food sellers: Most of street food sellers contain no degrees in education and the age are average at 32 years old. Number of interviewees is 10 with 20-60 minutes length for the interview, with the general information of the shop;

Table 3.1: List of Street food seller interviewees

Source: Author (2017)

	Shop 1	Shop 2	Shop 3	Shop 4	Shop 5	Shop 6	Shop 7	Shop 8	Shop 9	Shop 10
<b>Age</b>	55/60	56	58	67	40/52	65	49	55	46/34	39
<b>Gender</b>	M/F	F	F	F	F/M	F	M	F	F/M	F
<b>Shop Location</b>	Nawamin Road	Klongchan	Aree	Samma-korn Village	Klongchan	Onnut	Petchburi	China town	Ramkamh aeng University	Intrarak Market
<b>City or Suburb area</b>	Suburb	Suburb	City	Suburb	Suburb	City	City	City	City	Suburb
<b>Type of Food</b>	Roasted/ Crispy Pork Noodles and Rice	Curry Puff (Chicken, Mushroom, Pineapple and Taro)	Siam Gourami Fried Fish	Tomyam Pork Noodles	Pork Congee	Steam wantan Steamed Fish Ball	Fried Fish Balls/ Fired Sausage/ Fried Wantan	Fresh Orange Juice and Papaya Tea	North-eastern Food (Papaya Salad, Grilled Chicken and Sticky Rice)	Southern Food (Southern curry and other menus with Rice)
<b>Operation Time</b>	6 – 11 PM	6-10 AM	6 AM – 1 PM	9.30 AM – 2 PM	6-11 AM	1-7 PM	3-8 PM	6 – 11 AM	6 AM – 4 PM	6.30 AM – 2 PM
<b>Length of Selling</b>	20years (more)	20years (more)	20years (more)	25 years	20years (more)	20years (more)	5 years	20 years (more)	7 years	20years (more)

There are 7 main parts and 43 sub-questions of the Interview questions (mostly open-ended questions and some rating type)

1. General Information
2. Business/Marketing/Promotion
3. Governance relation
4. Customer Profile/Language/Communication

5. Taste/Authenticity/Culture of Street food

6. Safety and Nutrition

7. Development and Future of Street Food in Bangkok

- Foreign tourists: number of interviewee is 6 (4 nationalities) with 60 minutes length of interview. All of them have received high education with at least Bachelor Degrees, which they stated that most of their colleagues and friends in their home countries do have similar perspectives on the street food in Bangkok city.

Table 3.2: List of Foreign buyer interviewees

Source: Author (2017)

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5	Interviewee 6
<b>Age</b>	25	24	25	26	29	37
<b>Gender</b>	M	M	F	F	M	M
<b>Nationality</b>	Indonesia	Indonesia	Nepal	Vietnam	Laos	Laos
<b>Occupation</b>	Lecturer	Master Student	Cooperate Officer at Airline Company	Purchaser	Master Student	Government Officer
<b>Vacation per year</b>	4-5 times a year	More than 5 times a year	4 times a year	5 times a year	More than 5 times a year	More than 10 times a year
<b>Food preferences</b>	No Spicy food (can but prefer not to)	Halal	-	-	-	-
<b>Main interests in destination choosing</b>	Culture, Massage, Spa, Food, Shopping, Nature	Culture, Food, Nature, Visiting friends, Adventure	Night life, Food, Nature, Adventure, Visiting friends, Shopping	Food, Nature, Massage and Spa, Shopping	Nature, Food, Night life, Culture	Nature, Food, Night life, Spa, Shopping

There are 5 main parts and 31 sub-questions (mostly open-ended questions and some rating and selecting choices)

1. General Information
2. Food Tourism
3. Bangkok and Street Food
4. Relationship and Interaction between Street Food Sellers and Buyers
5. Personal Point of View Towards Street Food in Bangkok

### **3.5 Limitation of the study**

Firstly, accessible data and researches about food tourism in Bangkok which are rare comparing to the other types of tourism studies since there are not many scholars have done. Moreover, the difficulty of the existing resources on food development on tourism particularly street food details; since there have not yet been many researches about food development on tourism in Thailand. The information and supportive researches are very limited. The researcher must find other similar cases in other cities around the world as supportive resources as much as possible to be able to provide enough evidences. It is a must for researcher to find relevant researches, books, journals, newspaper, interviews, magazines and so on as much as it is possible, in order to having enough knowledge and information to complete the research. Some research articles about street food in Bangkok were published in Thai language, which must be translated to English as it is not a direct detail.

Secondly, limited time is another issue. The researcher plans to do at least 10 in-depth interviews with the local hawkers and 10 in-depth interviews with foreign customers, nonetheless, the limitation of time is a main problem. In this part, the full cooperation between sellers and researchers might not be fulfilled since some interview took place during rush hours; meaning there were several customers and busiest period of the selling. The interview might not be completely focused and some answers could be missing from the sellers. Additionally, researcher had difficulties on finding voluntary foreign customers who is willing to take their times to participate the interview. Most of international tourists do have their own schedules and the result was that the author only successfully got 6 volunteers for this interview.

Lastly, issue of research ethnics; Resnik (2015) suggested that research ethnics are all about the norms of interview, the acceptable or unacceptable behaviors throughout common sense of human beings. During the research interview, some part of the questions we deleted or adjusted following the actual condition of the interview. Some information cannot be disclosed by the sellers such as Tax payment, real income and rental payment to the owners of townhouse and BMA.

### **Summary**

Generally, chapter 3 is discussed about the overall framework of this research as the specific type of tourism and the location of the research. The necessary methods applied in this chapter are primary data which are the books, academic journals, news, and such; secondary data as the main which are 2 in-depth interviews from local street vendors and international tourists. In addition, the SWOT analysis has been included for more precise analysis together with the self-observation of the author. The limited factors and difficulties of the research are also added in this chapter

## **Chapter 4**

### **Analysis**

#### **Introduction**

This chapter covers 2 major parts it is discussed based on the secondary data as the in-depth interviews; it is generalized about the deep analysis of street food sellers and foreign tourists based from the interview questions and it has been distinguished into different main topics. The SWOT analysis is narratively discussed as the last part of this chapter for pointing out the advantages and useful prospects; on the other hand, the disadvantages and harms of street food business in Bangkok city.

Please note that all the interviews from local street food sellers have been translated from the original Thai language to English language by the author.

#### **Interviews Analysis**

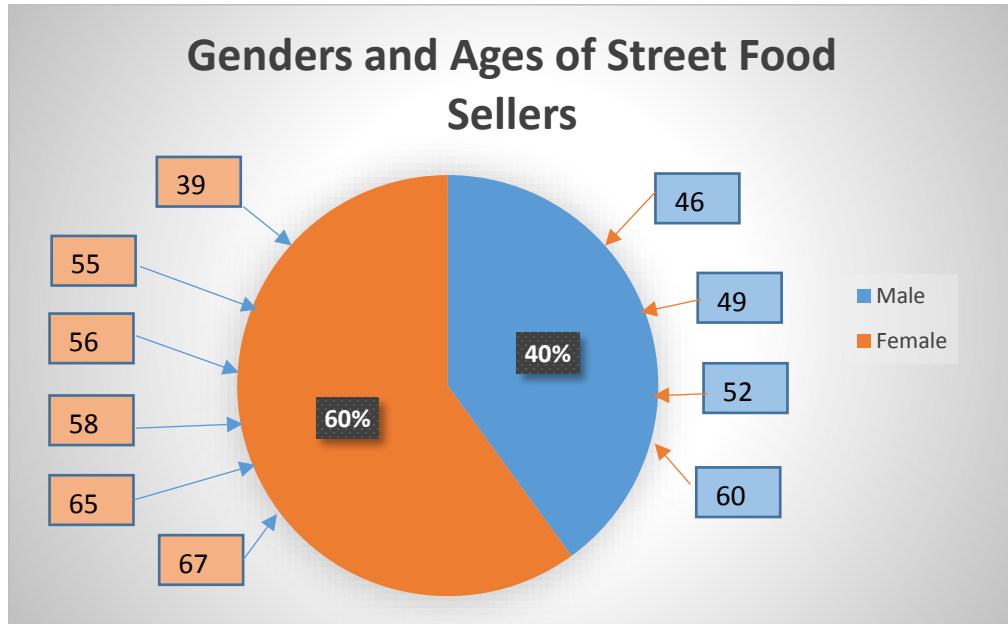
##### **4.1 The Analysis on Street food sellers**

###### **4.1.1 General Information:**

The in-depth interviews have been focused on the specific locations in Bangkok city both organized and suburb areas of the city; in order to gain un-biased data and details of the results. Moreover, the locations are both in popular tourist spots and common local communities where small numbers of foreigners live there. The author has appointed all the street food sellers in advanced with the particular times of interview (mostly based on the sellers' preferences). There were no focusing on the age and length of selling. Notwithstanding, the average street food sellers' age is from 40-60; considering old age as the figure below;

Figure 4.1: Gender and Ages of Interviewed Street Food Sellers

Source: Author (2017)



The Length of selling is average at 20 years and more which means they have started street food business since young age, somehow during 1980s. This implies that they have started the business before internet era became famous and survived in 1997 as it was one of the worst downhill national economic effects of the country. Thailand was badly wounded by Tom Yam Goong Crisis in 1997 due to the massive collapses on Baht currency without government capable help. The nation was in debts by IMF, job loss, business bankruptcy and extremely weak Thai Baht (BBC, 1998). Nevertheless, the street food sellers, 8 shops as they have been running this business before this crisis, stated to be less affected and were able to survive through the worst period of the country. This shows that street food business has been in good shape even the economy was down.



## 4.1.2 Economy of the business

### 4.1.2.1 Laboring

The average labor rate of street food employee in Bangkok is at low-level and mostly it is self-employment as the rest of shops run the business without labor. Based on the interview results, there were 2 issues of laboring as;

- Expensiveness

Many sellers perceive their businesses as a small family-sized business type. To hire an employee might be importantly considered by the owners however, many of local sellers still think that it is not worth since Thailand has launched the law of minimum wage a few years ago, comparing to the small-size business such as street food, the labor is not necessary unless the owner is busy or wants to expand the shop. It will give them more financial burdens and less profit. Minimum wage in Thailand is at 300USD per month (which is high comparing to other Southeast Asian countries, and most of employees expect to work more than 5 days a week with free food, transportation and such).

Image 4.1 Tom Yam Pork Noodles shop with an employee

Source: Author (2017)



- Difficulties in finding labors

Finding a legal and proper labor is one of the issues in Thailand at the moment. Many of migrant labors request such good welfares and fund in accommodation and transportation; when street food business is not big enough comparing to the factory or company to give such advantages to the workers. There is only 1 shop (seller 4) that is currently hiring an employee as 1 Thai with the wage rate at 10,000 Baht per month or 300 USD; while shop 2 (Seller 2) used to hire on Laotian girl with the rate of wage at 6000 Baht per month or 200 USD equivalent in 10 years ago. Following figure shows the average minimum wage of Southeast Asian nations;

Figure 4.2: The minimum wage of Southeast Asian Region

Source: HKTDC SME Center (2015)

Minimum wages in selected Asian countries	
Country	Minimum wage
Myanmar	US \$65* per month
Bangladesh	US \$68 per month
Sri Lanka	US \$50-53 / US\$60-72 per month (unskilled / skilled worker)
Cambodia	US \$128 (garment and shoe industries)
Vietnam (HCMC/Hanoi)	US \$145 per month
Indonesia (Jakarta)	US \$215 per month
Thailand (Bangkok)	US \$9-10 per day
Philippines (Manila)	US \$10-11 per day

\* A temporary minimum salary standard for industrial zone workers (Myanmar's minimum wage had not been announced yet as at end-January 2015)

Source: various sources, including national bureaus and international organisations (e.g. WageIndicator Foundation)

The figure clearly shows that minimum wage of Thailand (in 2015) is far more than other neighboring countries such as Laos, Myanmar, Cambodia and Vietnam. It is not surprising that Thailand has gained millions of oversea labors in the country particularly unskilled workers field since a rare number of Thais would do the jobs (Samui Times Newspaper, 2013). The advantage of migration can be easing the dramatic decreasing of its labor amounts, however, the legal registration is still a problem (Lounkaew, 2015).

Lounkaew (2015) suggests that it is very much needed to bring those illegal aliens placed into the correct system, thus, we can investigate and control them.

Another factor of not hiring any employees is aging society. Some sellers stated about their aging condition and no expectation or capability in continuing this shop. This is also concerned to the unsustainability of the business due to no ancestors or children; who want to continue this career. It is more preferable for the shop owners to see their children work in other areas, with more social respect such as office job, government officer, teacher, entrepreneurs and such. They perceive as street food career is not high in social respect and tough for their children (Seller 1 and Seller 3, 2017). Since 2003, Thailand has stepped into aging society and by 2030, the percentage of aged population with age of 65 up will be at 23% of a whole inhabitants (United Nations, 2015).

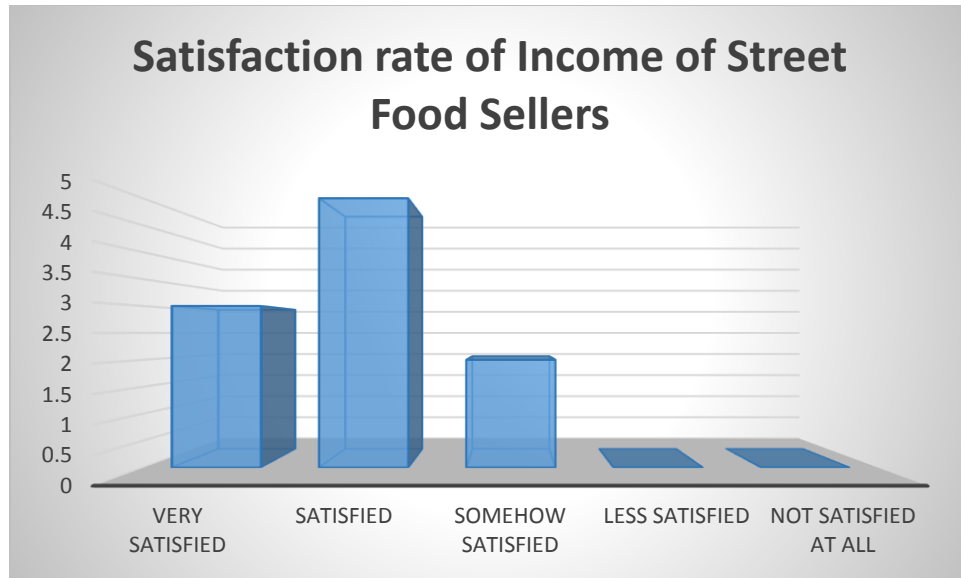
Furthermore, it is found that some owners do not wish to hire because their process of cooking needs patience and exquisite. Employees are not aware of it and it will affect the outcome of the products (Seller 8, 2017). Therefore, it is hard for sellers to hire the employee as they expect, not only the skills but the cares they have on food preparation and cooking. The reputation and quality of products will be unstable and degraded.

#### ***4.1.2.2 Financial Status***

This part directly supports to the Literature Review as food tourism supports the local economy and raising more income to the community (The Statistic Canada, 2015). Half of street food sellers buy from main wholesale spots either fresh market or supermarket; meanwhile the others buy direct products from slaughter houses or farms. The positivity of street food is definitely that it supports local products and income, particularly those who buy direct sale as it passes no merchandise and the price of commodities will not be exploited. This means street food business does have a good impact and support each other's business with local markets and direct sellers. This makes the domestic economy flows sustainably. For the satisfaction rate of income of the street food sellers can be explained with the figure below;

Figure 4.3: Satisfaction of Income of Street Food Sellers

Source: Author (2017)



From the figure, it can be seen that none of owners chose “Less satisfied” or “Not satisfied at all”. This implies that street food business provides good level of profits. It literally drives financial flow for the nation’s GDP. Many of them stated that by selling street food can give them a better life, not only being their own boss but being able to feed a whole family, sending their kids to school and get education (Seller 5, 2017) Klubdee (2015) has stated that street food career is another job that can increase income to Thai people because street food in Thailand provides simple dish but tasty and it needs no high skill chiefs to cook. Moreover, the capital is very low, therefore, street food supports most people (Thai and foreigners) to be able to access to the taste, ingredients and cultures (Klubdee, 2015)

Secondly, the interviewees have admitted that there were some people trying to copy and sell same food in the same area, however, none of them could succeed. This implies that each street food shop is strong enough to compete with other sellers who tried to copy their products. They have their long-term customers who rely on the original taste. Even some copy shops tried to sell in cheaper prices, the customers still choose to buy from the original (or first) shop. It is a positive result that street food sellers (based on the interview), each shop is able to remain their stable recipe, quality and protect customers from other competitors. High percentage of repeaters means that the level of

satisfaction is also high. It can also be said that customers also do like to buy (or trust) with the sellers that they have bought before, or the taste and products they are familiar with. As it is clearly seen that the strong authenticity and originality made it almost impossible for the others to come in and survive.

Image 4.2: The Original Recipe of Tom Yam Pork Noodles

Source: Author (2017)



For the competitors around the area, the result shows that there are no competitors in the area, each shop has their own customers and other shops around also have their own customers. They sell different food with different target. This means that many sellers can remain their business as long as they want because there is no bad relationship to other sellers nearby. Moreover, we can see that they might have made a deal in advanced that in this area, one type of food can be sold and should be different products if there is another seller wants to sell in the same area. It is also clear that each seller respects each other's rights and help each other when one gets in trouble which makes their business goes well and smoothly; which is a safe environment for them.

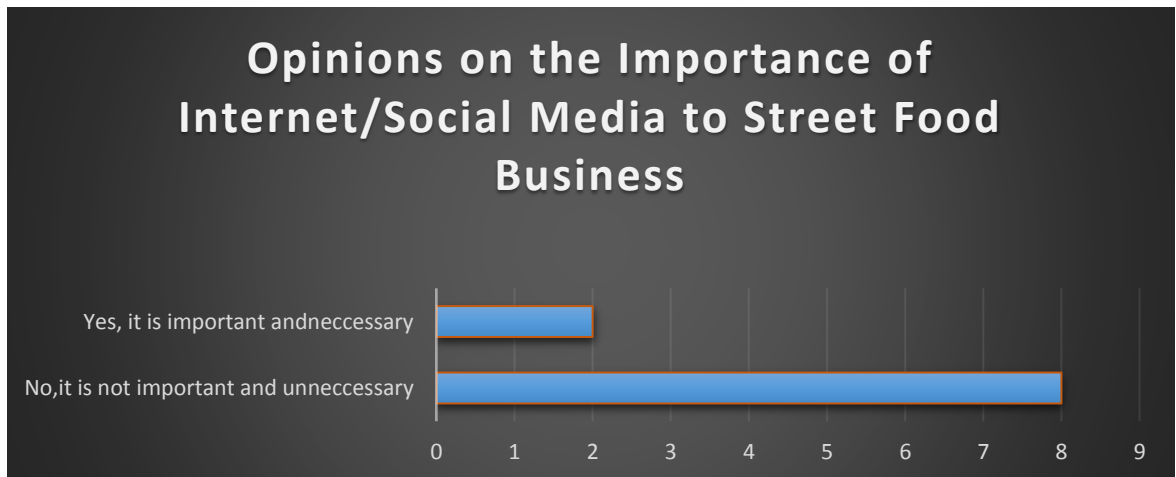
#### 4.1.2.3 Expansion: Marketing and Promotion Plan

Obviously, the limited capacity of production does not encourage promotion and expansion plans for most of shop sellers. Majority of the sellers are older than 50 years-old and it seems that they have no energy to think of marketing plan or future plan to expand their business. Besides aging issue, lack of promotion knowledge is another main factor. The business has been run in a very traditional way and there is no reasons to expand since they have no willingness to take the advantage from new tools such as social media to promote. Most of the sellers explained that there is no motivation for them and as soon as their children get a proper job, they will soon quit. Furthermore, as mentioned, most of the shops have their own customers and most of the customers are long-term repeaters; which means that customers generally prefer to buy food from the shop they regularly buy or familiar with and it brings stable income to the sellers as they know that they have strong customer base. It is not necessary for them to try to find new customers. The bad part of this issue is that there will be no provocation or challenges on the owners to create something new for their shops.

To be fairly suggested, social media is extremely important for the current days. 2 out of 10 shops, stated that their niece or children are helping them selling through social media and think that internet and social media is necessary for street food business. The perspective on social media or internet from the street food sellers can be described in the figure below;

Figure 4.4: Opinions on the importance of Internet/Social Media to Street Food Business

Source: Author (2017)



It can be seen that the younger generation is more familiar and professional with social media and can see the good parts of using them in business, even only street food. Nevertheless, due to high age of most sellers, their perception about social media is as somehow important but not necessary for their business. Despite, promoting or adding marketing plans are hardly considered. Additionally, many sellers started their business around 10-20 years ago when internet or social media had no impact for them and they did survive since that era. However, in the future, it might be necessary for them to try promoting or doing new marketing plans in order to survive in the digital era. According to Hall and Sharples (2003), Thomas (2004) and Boyd (2015); they have suggested that to create branding and marketing on food is essential as it is a connector between the locals and tourists; thus, tourists can see the emphasized characters and uniqueness of each place's dishes and it has become a symbol and main tourist activity. Therefore, training or education in social media is important in order to help street food industry in Bangkok expand its products, sustainability and income.

#### ***4.1.2.3 Strengths of the shop***

Strengths of the shop can be viewed in such different ways. Based on the interview, sellers seem to have various opinions and perceive in total different ways in their own strengths as to attract customers. In the result can be seen from the figure below as;

Figure 4.5: Strengths of Each Street Food Vendor

Source: Author (2017)



It can be explained as;

- 30% of sellers give Hygiene and Quality as their strengths
- 50% of sellers stated that their authentic unique recipe is the key
- 20% believed that their personalities are the strongest part to attract customers; which they mean as integrity and being real.

Each sellers has their own perceptions about the strength of their shops as the charm and attraction. It can be anything from the visible factors such as food, recipe, quality, cleanness to invisible factors such as personalities and even deeper than that which is integrity. However, authenticity and originality is the strongest amongst all and most repeatedly mentioned by the shop owners. It is the key that reveals as street food shops in Bangkok contain its own recipe which cannot be found anywhere. This is the strong point to create branding and to attract international tourists for trying authentic Thai taste.

### **4.1.3 Governance Relationship**

#### ***4.1.3.1 Basic Rules and Support from related Government***

The rules and supports from related public section are extremely significant to small business like street food, as it will help the sellers and protect their rights. Moreover, it will help to solve any miscarried understanding or problems caused in the society. Based on the interview, there are some regulations exist but is not fairly and broadly applied to all hawkers, depending on the location (Seller 3, 2017). The shops near main road and city center are better in awareness of the ruled and enforcement more than shops in the small alley or street. Seller of shop 1, 3, 4, 7 and 10 claimed that their locations are on the main road which they need to follow BMA's rules such as wearing a cap to cover their hair, napery and such. This clearly shows that BMA (Bangkok Metropolitan Administration) does not have standard policy to every street sellers which is the weakness of this business. It makes sellers who sell in different areas (from the main road and not main road or 'Soi') behave differently to customers. However,



according to Issac (2014) in Literature Review; ‘Soi’ is a very powerful place where majority of households are located, and also people walk by (both Thais and Foreigners) and it is a particular spot where hawkers and customers usually interact. Therefore, it is also an important locations to be recognized and managed the food check as equal as main road.

Image 4.3 The Seller has covered her hair with napery and food inside glasses cover to prevent dust from cars and pollution

Source Author (2017)



Moreover, seller 3 stated that she moves her shops around Bangkok, and she will wear a napery and cover her hair only when she sells on the main road, when she goes to the small street, where rules are not applied officially and strictly, she will not follow the rules. The problem shows that personal engagement towards regulation is low since some sellers is unable to behave in the same standard and it is needed to find out what difficulties occurred them in terms of not following the common rules. Training, seminar or conferences are highly recommended; to educate a whole sellers about this

and to increase the image of street food, improve the work of BMA to be more active and serious in applying regulations.

The business is entirely self-supported since there are no supports at all from government or related offices. This gives both positive and negative result to the street food business. The positive is that it is perceived as small business is able to survive by themselves and strengthens financial stability. For negativity, Bangkok is full of street food stalls, yet, the government does not put attention to them or give them the help. This makes more difficult to solve any problems that will happen later such as mafia in each area, different standard of rental prices, different qualities and rules. It should be said that street food business needs full support from the government in order to support their occupations, rights, standards and so on.

Social welfare is not considered to be a mandatory or applied to street food sellers. This is the weakness and disadvantage for the sellers and this business, because there is no protection in health to them when they should have been. The conflict generally happens as sellers will claim that there is no rules for them to register under social welfare, therefore, they do not wish to pay taxes. It makes negative effects to the sellers when they are sick or want to claim something from the government as they cannot due to the absence of tax payment. This is also concerned to equal right factors and importance of health protection to every citizen. From the interview result, only 50% of street food sellers perceive that health insurance is important to them, in case something happens. However, the other half perceive that it is not necessary and will make them pay more expenses.

Surely, a big cooperation between related government and street vendors about social security welfare is highly recommended. Health insurance is unnecessary and expensive which increase financial burdens (Seller 10, 2017); this can be worryingly wrong in some point of views since the interviewee thinks of financial concern matters more than his life. In order to becoming competitive and reaching global standard of street food, perception change is a must towards the proper and organized social

welfare system as to allocate and control all the street food vendors and to raise the awareness of health risk and protection to them and their career.

Image 4.4 One of the examples of street vendors without any covers on the food and next to the road

Source: Author (2017)



#### ***4.1.3.2 Current issues with the related Government***

Zoning is definitely a main problem at the moment in Bangkok and street food business. It does not only happen between sellers and affected pedestrian users (as the pedestrian users perceive street food sellers as a ‘troublesome’), but also with BMA as well. According to the interview, it reveals that BMA can manage to move sellers out from the area anytime they want. Seller 10 (2017) has stated that she was kicked out from one area, and she had to find another area to sell; which means she had to start all over again and the new area gave her lower income than the first one. Despite the lack of clear applied rules, sellers cannot complain or resist anything.

However, Act of Parliament: Cleanness and Decorum Act 1992, has been applied for decades. It is stated that about the information of rules in keeping public spaces clean, sanitation and waste collection to the citizens and related government officers about their rights, and the fine rate and punishment to the disobeyers (King’s Prajadhipok’s Institute, 2016). There has been some acts from BMA officers trying to manage the

public pedestrian spaces and zone since the military has taken over from 2014 (Bangkok Business News, 2016). Main issue about the current legal problem is that this Act has never been strictly and actively applied which confuses many street vendors about the general rules of public spaces and understanding to them.

Image 4.5 the example of tables and chairs set up on main road from street vendors

Source: Author (2017)



According to Bangkok Business News (2016), it has been informed that BMA has successfully managed and cleared out some unorganized hawkers in Bangkok city for 48 districts out of 50 districts in total (under 73 main roads with estimated 309 kilometers); the hawkers whom effected is in total 17,812 shops. Meanwhile, some business district in Bangkok where it is a tourist spot, has been enforced to stop the selling for 24 hours without any exemptions, if resisting, the sellers will be fined following the Royal Act. Mainly, the negotiation between BMA and sellers have been fairly compromised and it is promised by the officers in finding new places for the vendors to sell their food. The target of eliminating street stalls from BMA was set to be completed by end of 2016, however, the problem is still not finished and keeps going until now. The City Hall is aiming to manage the unorganized space using, orders and

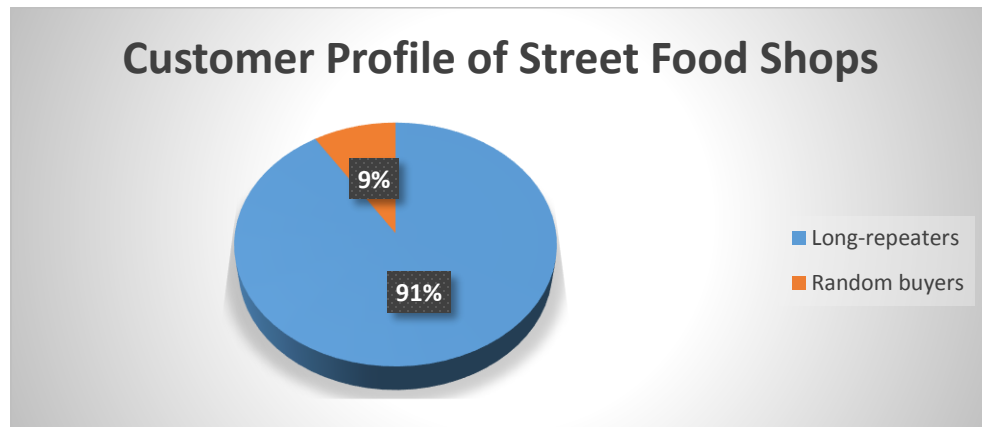
hygiene control particularly the main tourist areas such as China Town, Kao Sarn Road and such (Bangkok Metropolitan Administration, 2017).

#### 4.1.4 Customer Profile

Customer profile is necessary for information analysis as it can inform many things in the research such as the type of preferable food on specific buyers, locations, and weakness of the shop as to increase more types of customers. Based on the interview, every shop has every range, age and occupation. The general overlook can be found in the figure below;

Figure 4.6: Customer Profiles of Street Vendors in Bangkok

Source: Author (2017)



Obviously and strongly, major customers of every shop are actually long-repeaters or someone who live nearby or walks pass by often. This means clearly that every shop receives their own types of customers based on the locations and most of them are loyal who are familiar with the taste of their products as they usually buy. For foreign customers, only a few shops state that they have many foreigner, others answered as ‘sometimes’; this means that typical street vendors in Bangkok do not really attract enough foreign consumers. Each seller gives different opinions such as their locations might not be in tourist spot, or they do not focus on foreign customers since they have many Thai customers already, or they cannot speak good English, or they think the image of street food in Bangkok is not good and dirty, that’s why foreigners do not feel comfortable to buy at the first glance (Interviewed seller 1, 2017)

Seller 3 stated that her products (Siam gourami deep fried fish) are exported to other countries; while seller 8 also defined that main customer of the shop is mostly a high-income person who is willing to pay high prices for her products. In this case, it is obvious as a value-adding to the street food commodity. Exporting simply means good quality and a chance in representing Thai cultures through the food. In the same time, high-income customers automatically increase value-adding to their products. Therefore, customer profile is somehow related to the product values.

#### **4.1.5 Community Support**

The community and its support can be very beneficial to the street vendors since it encourages both parties to get more involved in relationship of the business and communication. Based on the result, 3 sellers think that they have received supports from local community from the purchasing and also talking. However, the rest said that they just have a general talk and it does not consider support and 'No' support at all. Recently, there has been a big issue about the complaint of hawkers by the affected residents in the area such as the trash and public space invading (Seller 9, 2017). This shows that most local communities around Bangkok area do not communicate with the sellers, even though there are problems going on at the moment such as pedestrian sidewalk problems or traffic. There has been a rumor that local residents hold the negative perspectives towards street food sellers (Seller 5, 2017). This increases difficulties to the solution when both parties do not get to know each other and share comments (even while purchasing/selling). There should be a mutual meeting to gather both sides (sellers and buyers) for bringing them together and have a genuine talk of what to do and improve; because the local communities are the groups of people who receive direct effects from street food vendors. Moreover, the community support is very important to the future of street food. It is highly recommended for both sides to incorporate more to each other in order to solve the problems and misunderstanding on street vendors. The support can be in any form besides purchasing and talking as an example of managing garbage by both street food sellers and residents or cleaning the pedestrian walk together.

Besides communicating, there has also been frequent questionings from sellers to buyers about feedback of their food. This shows that most street food sellers do care about their products and eager to improve if there are any complaints or negative feedback. It is a positive result as sellers can know their weaknesses and what to improve about their tastes of food, quality and such. However, most shops receive good and stable comments about their food which can be no challenge for them to create new menus.

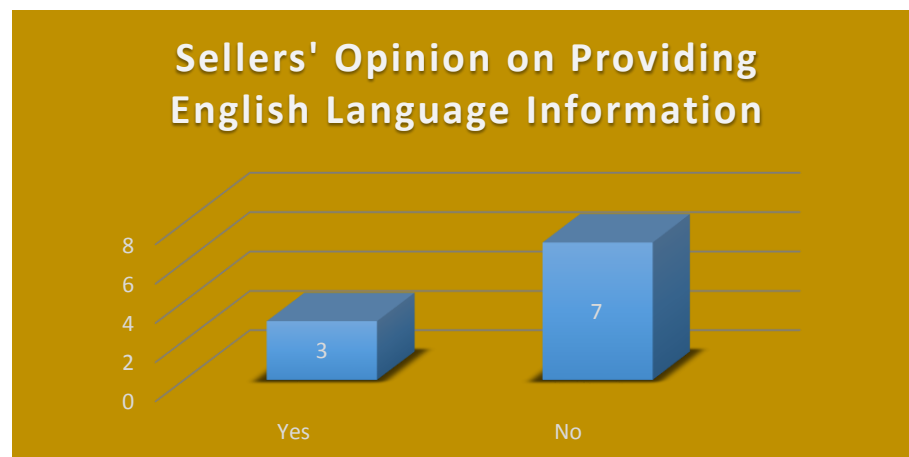
#### 4.1.6 Language and Communication

##### 4.1.6.1 English Language

For street food business, the role of language can be very vital since it is a connector between local sellers and international tourists through communication and food. Yet, surprisingly, 7 shop sellers stated that they don't think language and communication problem is a barrier or ever brought them to big trouble. Many stated that this kind of problem actually happens once in a while, and with Thai customers instead (normally, about the complaints of quality and food). Only 1 shop seller said that he/she thinks language is a main problem here especially when foreigners come to buy and he/she cannot explain anything. This part, it can be analyzed that language issue or miscommunication occur very rare and does not take a main role of street food selling problems. Additionally, quality of products they sell turn to be more effected to customers' especially Thai people. Providing English language sign and information is not a priority to the sellers. Following the figure below;

Figure 4.7: Sellers' opinions on providing English language information

Source: Author (2017)



30% of the sellers perceived that it is a good idea and it should be considered putting English language signs and details for their shops. 70% stated that it is not necessary since using easy words or finger pointing can solve this difficulty. In the actual situation, none of them puts English language details. Clearly, it shows that general Thai street sellers' perception towards English language is very casual as they have no eager to provide better details as to support more foreign customers. Again, training of the importance of English language and easy communicative English language courses are highly recommended to every street seller. In order to compete with Southeast Asian nations, language ability is one of the main weaknesses for Thai people; even though street food in Bangkok is considered as one of the best in the world (CNN, 2017). If we can slightly change their perceptions' towards the necessity of English, the more attractive of street food in Bangkok will get and it can attract more foreign tourists to try new food because communication is very essential key between sellers and buyers.

#### ***4.1.6.2 Existing Information***

The existing information such as signs explaining about the prices, ingredients and such should be considered as a major mandatory in selling; since the information can tell customers general ideas about the food and aware of the cost. From the interview result, half of the sellers have put prices and food details sign but the other half stated that it is not necessary since most customers are long-repeaters and already know the price and products. This shows that there are still a lot of sellers who do not perceive the proper information is necessary and important even though it is a very simple task. Moreover, the proper detail seems to be small issue since there is no demand on customers. It is needed to encourage sellers or give some training of how importance of the proper information can affect customers' decisions easier whether to buy or not. Additionally, proper detail signs can give an idea of the products to customers who do not know, especially those who are aware of religion matters and allergy.



Image 4.6 Example of Prices shown in general hawkers in Bangkok

Source: Author (2017)



#### **4.1.7 Taste, Authenticity and Culture of Street Food**

##### ***4.1.7.1 Unique Recipe***

Most sellers have the authentic recipe from their families or by her/him which defines the originality of the food. This is the proof of authenticity and strong point of street food in Bangkok. The authentic recipe is an important tool for promoting and selling its uniqueness to international travelers. Therefore, the original recipe and taste certainly increases level of representation of Thai cultures, lifestyle and background to foreigners and fulfill satisfaction rate, following Scarpato and Daniel (2013) and Sims (2009) in Literature Review.

The other advantage is the difficult for others to copy; because it cannot be found in other places, which makes the food impossible to be copied and competed. It provides various styles of cooking, products and singular tastes based on the sellers themselves.

Generally, the sellers take 6-12 months for practicing as to become familiar and professional with the recipe and cooking process; sellers need quite some time to get used to in cooking since their recipe or cooking process is unique. This also means that most street food in Bangkok is freshly cooked and prepared (mostly day by day) as sellers will not prepare many ingredients just in case there are leftovers (Interviewed seller 1, 2017) and there is no need for high education and skills but practices.

Image 4.7 and 4.8 the samples of Authentic Thai Dish on street food

Source: Author (2017)



Thai Southern Food



Pork Congee

Furthermore, besides the authenticity of recipe, some factors are also the strengths of street food industry in Bangkok as well. Based on the interview result, each seller states various points of their strong points. The answers come out such as personalities, original recipe, hygiene or quality of products. Clearly, the answers show the perceptions from invisibility to visibility; as hygiene, recipe and product quality are visible things that sellers think it is their strengths; while personalities are something invisible as some sellers think it is very important to make their shops stand out. They all might need to think in both types as personalities and also tangible parts; thus, it will improve their shops very quickly if the sellers can see both not only one side (e.g. maintain the hygiene, quality and original recipe while improving personalities as being more friendly and such)

#### ***4.1.7.2 Continuous Ancestors***

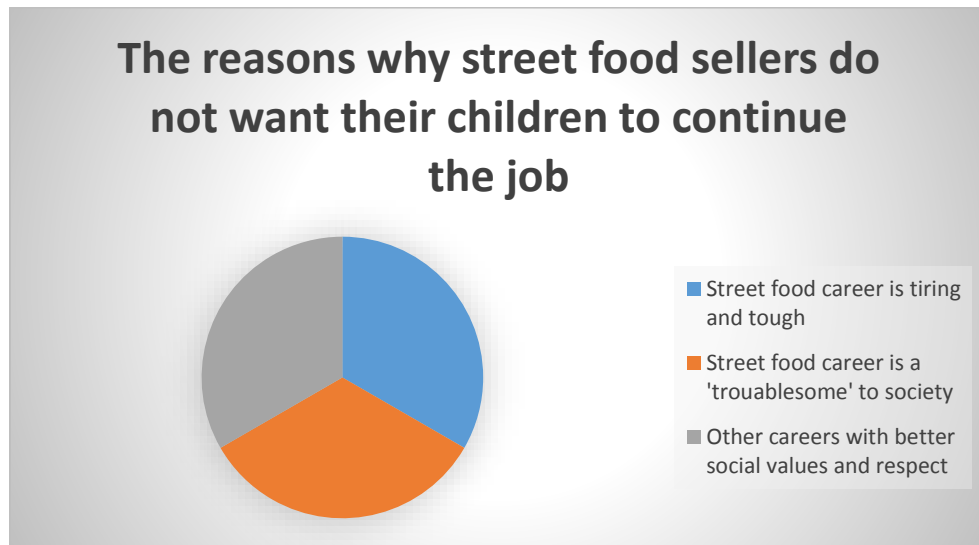
As mentioned previously, all of the sellers do not expect to continue their. Additionally, most of their children also express the unwanted feelings to continuing parents' business since they have no interest and are able to choose more job selections. Self-interest is very important for this part; since it can bring sustainability and solution for this problem. Training and career path support should be added in order to attract the

children of street vendor sellers to recognize the challenge and opportunity in the future of food tourism and start to take the skills and business from their parents continuously.

Beside the children but also for the parents' perspective; even though, most shops stated that they have started this business by themselves and it provides them good income for being able to send their children to schools, nevertheless, all of directly rejected as if they wish/ their children want to continue this job. The reasons can be seen in the figure below;

Figure 4.8: The reasons why street food sellers do not want their children to continue the job

Source: Author (2017)



Basically, as they have claimed, it is a very tough career and needs great patience and they do not want their children to follow their paths. Every seller hopes that their children will continue working in the office and no need to work in street food business and have a better and respectful job. As one seller stated that 'selling street food is a career where some people look down and perceive as a job of uneducated people who have nothing to do; these people generally cause troubles to the public and dirty'. In addition, social value in respect has big impact to the perspectives of street food sellers as they still feel that this career is not respected enough by the others and considered as a low-level of career. Street food job is also perceived very badly and considered as a 'trouble maker' to the society (Seller 8, 2017). This part is related to the statement of

Wilson (2004) claiming that the relationship between sellers and customers is everyday-economic-practice; which connects these two parties and lead to the economic activities and the understanding to each other. It is very clear that both sellers and affected local residents or customers have a diverse opinion towards street food career. Thus, changing the perception of sellers towards street food career is highly needed. Furthermore, training them to respect the laws, public spaces and continue their jobs without causing any troubles. The related section such as government should step in and conduct regulations strictly; so that every seller would know what to do and not to because not everyone follows the general rules and carries personal responsibility to the public. Therefore, a standard rule is a must to make all of them follow and to respect local community. If they all know clearly what rules to follow, all the troubles and problems will not happen. This will finally change general people to have positive perceptions to street food business. Lastly, career path support has to be included from the government in order to support and sustain street food occupation.

#### **4.1.8 Safety and Nutrition of Street Food**

##### ***4.1.8.1 Hygienic concerns***

Hygiene and sanitation are under basic laws of Ministry of Public Health of Thailand according to the Department of Science Service (2014) as to make sure the food is safe to consume. Based on the interview, there is no problem yet concerning to hygiene and sanitation. The result came out fortunate as none of the shops have experienced or heard of the food poisoning from their products. This clearly means that at least the ingredients and equipment are cleanly prepared even at street food level. However, some sellers admitted that they did not wash much of the raw materials, it certainly shows the weakness and main problem of street food here as sellers do not have a standard of cleaning or preparation materials since there is no strict and active regulation and check from the related government. The result of food check can be described as the figure below;

Figure 4.9: Food Investigation from Ministry of Public Health

Source: Author (2017)



As for the food check, only 4 shops stated that they have been checked from Ministry of Public Health staff randomly on their materials but none of them have any feedbacks from the officers or specific advises. Other 6 shops stated that they have never received any food investigation from the Ministry. The reason can be as that their shops are not located in 'Soi' (small street) which is not usually focused as same as main road. In this part, more training and education in hygiene and the effects of diseases from chemical should be added to everyone who sells street food since there is no alert mandatory act for them and no serious regular check on the products. Giving a certain certificate to any sellers who pass the hygiene training session and usual check up on their products and shops is highly suggested. The certified paper means that sanitation of the shop meets national standard and safe.

Shop registration is also necessary. There needs to be better management and cooperation to each other since hygiene is extremely vital to health conditions of people since there is no control of the use amount of pesticide and herbicide or any other harmful chemicals into food (Department of Agricultures, 2016).

The improvement on thoroughly regular food investigation along with strictly active laws does not only improve the living standard of Thai people but also foreign travelers who come to Thailand for trying street food and preventing them from receiving sickness of food poison (according to WHO, 1996 in Literature Review). This will upgrade the quality and standard of street food images in Bangkok. To raise the awareness of hygiene and food safety to all citizens is a must and necessary for healthy sustainable society. Moreover, most sellers should have been trained about how importance of chemicals in raw materials and it can give bad effects to consumers. The cooperation between sellers, related section such as BMA and Ministry of Public Health should be added in at this part.

In addition, from the interview answers, the type of sellers can be analyzed as two types. Firstly, the sellers who think sanitation matters and always follow basic rules based on their own responsibility to society. Secondly, the sellers who gives importance to the amount of circulation and lowest investment; meaning that there is no cleaning or washing materials and ingredients since this is considered as an unnecessary time waste and cost for the sellers. This also leads to different types of buyers as people who choose quality and clean products, and the buyers who choose of cheap prices rather than sanitation.

Image 4.9 One of the interviewed street vendors during rush hour with many customers

Source: Author (2017)



Anyway, most sellers state that economic situation is extremely important for consumers' decision besides the clean and good quality of products. They disagree that if they increase the quality or invest more on hygiene and the prices would make customers buy their products. It can be described that prices seem to be inelastic as we can see the issues of sellers' perspective towards themselves, economy and customers; as they are not eager to change or improve the hygiene or quality since they perceive that it will ruin their circulation and no one will buy due to the higher prices (Seller 10, 2010)

Shop seller 9 (2017) claimed that it is not worth to buy more expensive and better quality ingredients, investing more water fees in washing and cleaning process. This is obviously a conflict of sellers' ideas and expectations as they also want to see the improvement on the quality and hygiene. The issue of this part is that most sellers tend to worry about the price of selling and if they will be able to sell or not, instead of improving the sanitation and quality. Personal moral and accountability to social can be analyzed in this section; if a seller is aware of sanitation, he/she will add more time and capital in cleaning and washing process to make their food meet the standard. Yet, the matter of cost is very sensitive, thus, it might be difficult to change their mindsets, except for applying active and serious regulations and punishments from related public sectors

#### ***4.1.8.2 Organic Food Opportunity***

The possibility of organic or healthy food business seems to be far away both customers and producer side since the demand is not high enough. Besides, most sellers perceive that their food is healthy and contain enough nutritious already (exemption for snack vendors as they have no comments on this part). It also is obvious that none of sellers are interested in increasing nutrition (meat or vegetables) more into their dishes since they want to keep the balance of their taste. Most sellers perceive that tasty food should contain balancing quantity between nutrition and original recipe. It is clear that many sellers care about taste and balancing more than nutrition yet it is understandable that sellers might perceive that their products are nutritious already. However, it is strongly



recommended if they receive a proper knowledge about the nutrition facts and know the right way to use the ingredients. Adding more nutrition might not be necessary but to proceed the cooking procedures in right way with clean and safe ingredients might be extremely necessary to keep the nutrition stay in the dish

Image 4.10 and 4.11 Samples of Street Food Snacks in Bangkok that are often seen as unhealthy

Source: Author (2017)



Fried Fish Balls and Sausages



Fried Wantan

#### 4.1.8.3 Accident Concerns and Waste

Main problem is that the traffic management and safety of roads in Bangkok city isn't accessible to all shops and buyers. Even though 50% of shop sellers stated they have never experienced any accidents concerning to bicycles, motorcycles or cars. Nevertheless, one seller stated that there was one person died from car accident in front of the street she sells her food (Interviewed seller 2, 2017). The number of accidents happened on street food can be seen in the figure below;

Figure 4.10: Numbers of accident happened on street food (based on interviewed sellers)

Source: Author (2017)



From the result, it is quite high as half of sellers stated to have seen or experienced accidents from selling food. However, the reaction of sellers was surprising since many of sellers seem to think it as a 'not-so-serious' part of their career. Some seller said that it is the way Bangkok is, since no one comes up with strict laws or ideas to change, thus, it makes a whole city messed up (Seller 9, 2017). For example, footpaths in Bangkok are generally narrow and when street cart is located, it will automatically reduce the space for walking, which means somehow people have to walk outside the pedestrian and leads to a chance of getting hit by vehicles (Interviewed seller 7, 2017). In fact, the pedestrian was originally supposed to be for walkers, but as time goes by, the more street vendors appear which makes people have to walk on the street or road more often because of the limited pedestrian way. This has become a casual habit in

many areas in Bangkok which has made it as a normal act. The more accidents happen, it means the more normal of this kind of situation has become to the eye of sellers or everyone (Interviewed seller 8, 2017).

In this part, zone management is strongly required to solve the problem. In addition, intense knowledge needs to be applied to everyone especially sellers and drivers as to increase their morals. Moreover, related government section must immediately be active for the safety of people. What Bangkok really lacks, is the strict regulations when we already have every law applied thoroughly but there is no serious actions from the related public sectors. The example can be fining or taking license of the people who do not follow the rules. This needs a cooperation from every part not only the laws itself but both sellers and drivers. What it needs is not to get rid of the street vendors but a proper area for them to sell where there is no trouble to pedestrian walkers and traffic, so that, it can be safe for everyone (Seller 1, 2017).

As well as garbage and waste control. Based on the interview, in general, most sellers need to pay to BMA and owners of a house or townhouse they locate their shops in front (depends on the areas). Public space use and garbage seem to be the main issues since it negatively affect to the community and public. Street food sellers will be the first target to get blamed from people from the trash and dirty on the street. This shows that generally, people have perception towards street food vendors as dirty makers. No matter what happens, BMA and people will blame street vendor sellers without investigating, while it can be others who just walk by and randomly throw trash (Interviewed seller 7, 2017).

In general, most sellers are extremely aware of their actions since they claim that the spaces they are using are public or in front of someone's house; hence, managing and cleaning after selling is a must and certainly inner accountability towards society and to respect house owners. Clearly, most street food sellers take their responsibility well about keeping the area clean. In fact, there is a common sense of waste management and dirt control throughout the actions of street food sellers, nonetheless, there is still

a lack of strict regulation which can be from the related government and also community based. The suggestion can be as a collaboration between sellers and neighborhoods as creating a path through helping cleaning the community or footpath. Street food sellers should gather together once a week to clean up where they sell food and local residences as to emerge activity and leadership, so that the image of street food can be less negative and more understood by the affected local residents.

#### **4.1.9 Future Development on Street Food in Bangkok**

##### ***4.1.9.1 Expectation and Challenges towards Street Food***

Due to several reasons from street food sellers as previously mentioned, this directly affects to the loss of opportunities and challenges in street food business. Most sellers could not think of any further views in their career paths. Even though this career can feed the whole family but still no desire for their children to continue this job. Mainly, the reason they started this career is because they did not have enough education to work in a company, no choices since they are from other rural provinces (Supported to Pornprasert, 2015). Today's, their children are free to choose career paths and the parents also want their kids to work in some other places where respect and honor are served, not a street food seller as mentioned before.

Giving knowledge about government support, career path development, marketing strategy and mindset training about street food occupation are highly recommended. The problem of an unorganized management of street food in Bangkok, it leads to the misunderstanding and bad perception towards the sellers. That is the reason why most sellers look down on their own careers. Most importantly, tourism benefits is the key; by providing knowledge of food tourism and how important it is of street food can positively effect to the income and give sustainability to their careers. Language, standard and practices rules, hygiene and such are strongly vital to be added; in order to show them the good long-term future of this career.

#### 4.1.9.2 Sellers' Perceptions on Street Food

Getting to know the sellers' perceptions towards their own career is very important in order to know their general mindsets about the image and real condition of street food in Bangkok. There are different opinions on sellers' perspectives on street food career, it can be seen in the figure shown;

Figure 4.11: Street food sellers' perspectives on the career

Source: Author (2017)



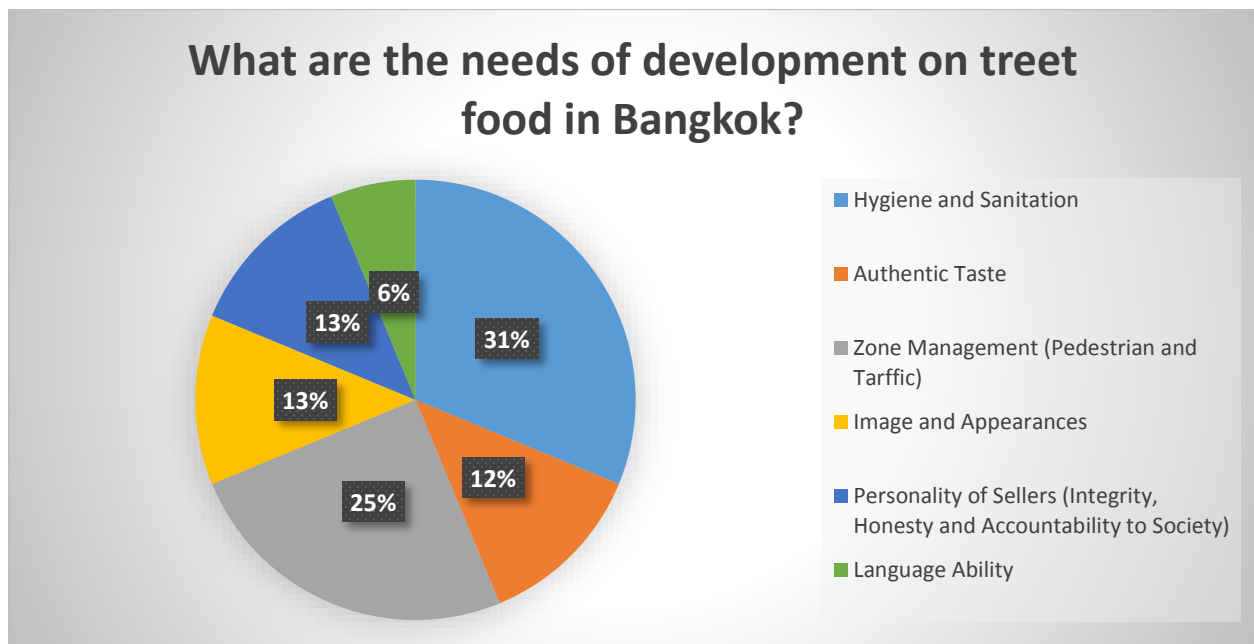
The sellers who expressed that they perceived positively on street food career is because street food provides cheap prices, conveniences and deliciousness are exactly the answers to the lifestyle of Bangkok people. Meanwhile, street food in Bangkok still has several weaknesses such as dirty, unhealthy, and troublesome to community; meaning that sanitation and awareness about safety of food is important and need to be advertised. General buyers of street food are still from low-class to middle-class. If the rich, would not perceive as a good image because high-income class thinks that street food in Bangkok, is not clean and contains little amount of nutrition, and also a troublemaker. For low-income to middle-income class, street food is still very necessary to them as it is cheap. Middle class who has no time to cook will also perceive street food as a necessary thing for their daily life. This makes the perception towards street food both negative and positive; which is a common thing for every career (Interviewed Seller 8, 2017)

#### 4.1.9.3 Improvement

Commonly, majority of sellers expect to see street food business in a better management with good zoning, sanitation development and increasing accountability and moral level of the sellers, as well as some other additional answers such as authenticity of taste, image and appearances and language ability. It can be seen from the figure below;

Figure 12: Expected improvements on street food in Bangkok city by interviewed sellers

Source: Author (2017)



The result shows that most sellers have high hopes in street food business, as well as to see it more developed to global standard. Zone management, sanitation matters, image and appearances, maintaining authentic taste and language ability can be improved from training, educating, and applying laws as regularly mentioned and repeated by the author. However, increasing accountability and morals are incredibly hard to do. This does not mean it is impossible but it may take a very long time to accomplish this quest. The cause of immoral and irresponsible actions of street food sellers in Bangkok (selfishly take public spaces, dirty equipment and ingredients, cheating prices to foreign buyers and etc.) are somehow from lack of education. This kind of education does not

imply to high achievement from academic but about being respectful and selfless to the society.

Image 4.12 Street Vendors in small alley or 'Soi' and the public space invasion 'causing troubles in traffic, accident and messy and dirty image and environment

Source: Author (2017)



In Thailand, majority of people do not think about the society much (if comparing to Japan and how they teach their people about being polite and considerate when you go outside). That is the reason to cause several problems and negative effects to others. Teaching people and making it become as a culture or national perception; moral and accountability level of Thai people (also street food sellers) will increase. The good example is to adapt some part of education system, at least for the new generation will be able to learn and to become a well behaved citizen who is considerate about other people and responsible for society. It is obvious all are connected to each other. It is not only about street food sellers but it gives us a whole idea to what is literally lying in our society and the right way to change them.

All of the sellers strongly believe that street food in Bangkok can become another important tourism section to boost up national GDP. There are several good sides of street food in Bangkok, however; some essential aspects of street food are still under-developed. This degrades the image and standard of the street food; where it is highly suggested to be improved as priorities. If we can improve all the negativities mentioned from the sellers, street food in Bangkok will be fulfilling potential as an important tourism section which can help to increase national income, enlarging small-size business to sustainability, while; preserving the traditional and authentic Thai food, connecting with international tourists through street food and has become a hub of food tourism; supported to Nirathorn (2014), Promprasert (2015) and Jantawatcharagorn (2016) in Chapter 2: Literature Review P. 23.



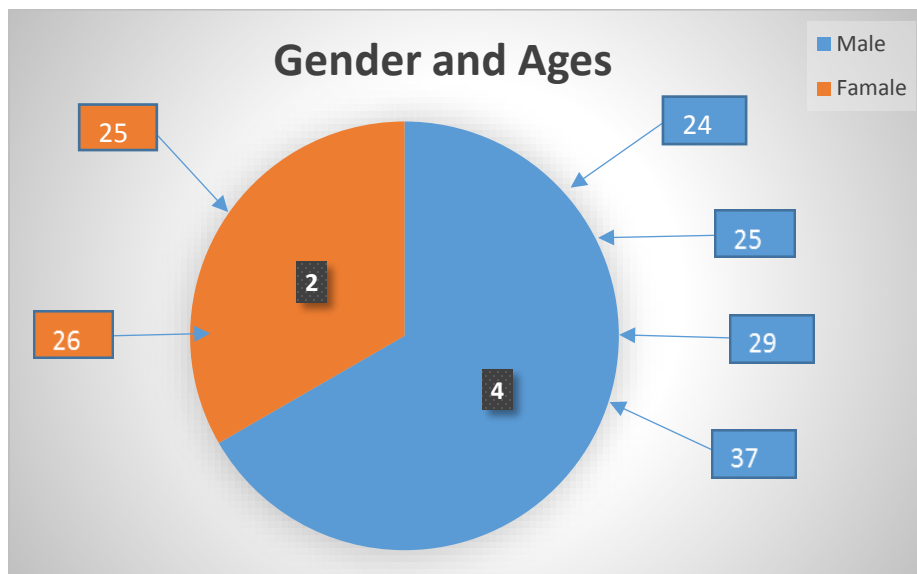
## 4.2: The analysis on foreign tourists

### 4.2.1 General Information

There were 6 voluntary international tourists who were pleased to give their times for the interview; 4 males and 2 females. Interviewees are at the age from 24-37, considering Gen X (born from 1965-1976) and Gen Y (born from 1977 – 1995). It can be said that all of them have experienced working or currently working. Both generations were born in a normal era where computer and internet were initially introduced. The characters of both Generations are independent, flexible, modern, and not afraid to express their feelings, particularly Generation Y, whom patience is also low (Satidthavorn and Permsuwan, 2009).

Figure 4.13: Genders and Ages of Interviewed Foreign Tourists

Source: Author (2017)



Based on the interview result, it is obvious that most of them are frequent travelers who travel at least more than 4 times per year which gives them enough experienced of travelling aboard and experiences different cultures; as they are not afraid to try new different things and meet several ranges of people. All of them stated that they often travel by themselves without arrangement from tour agency which implies that they are the typical young group of people who are very confident and independent on themselves and they do not need help from traditional tour agency services. Moreover, food and nature are

the main interests to all of them which means that all of the interviewees do give attention to food as an aim while travelling. All of them are not shy to express their attitudes and opinions towards their experiences on travelling and eager to learn and travel more as much as possible.

## **4.2.2 Food Tourism**

### ***4.2.2.1 Definition***

The age of interviewees are between 24-37 year-old; considering as a young and new generation, with high education as all of them graduated at least Bachelor degrees with good career situation or background, yet, food tourism is unfamiliar to half of them. Half of the interviewed tourists stated that they have ever planned for food tourism before. Interviewee number 1 said that Bangkok was the destination of food tourism he went as well. Another half stated that they do not really plan for food tourism when travelling. Even though all of the interviewees have travelled quite frequently, however, only some who has heard of food tourism and consider as one type of travelling; which means that food tourism's popularity is not as famous as other kinds of tourisms even though food is necessary and accessible in any where we go. Promoting more information and knowledge about food tourism is essentially recommended in order to attract and encourage more tourists/travelers interested in this type of tourism.

Generally, all of interviewees understand the definition of food tourism as a culture, love on food, personal interest and a destination promotion; as every interviewee gave different definitions on food tourism based on their personal opinions. The idea of "trying food in a regional area" is basically included in every interviewee's answer. This means that food tourism is already existed in common understanding of tourists. Even though, the answers from the interview are generally broad but it is directly linked to the Literature Review part following Wong (2015) has food is greatly seen as a connector between themselves and the cultures of each place they go; since some of

them have mentioned of learning, exploring and experiencing the lifestyle, background and beliefs through food they eat.

#### 4.2.2.2 Significance of food

Supporting to Yeoman (2008), food is definitely a great ‘Oasis’ that brings people together. Food plays an important role to tourists while they travel, even to some who has never heard or planned food tourism before and to most of the travelers. Food can be involved in their travels and give them new experiences through what they eat in each place unconsciously, because of its importance and necessity. The result shows as the figure below;

Figure 4.14: Importance rate on Food

Source: Author (2017)



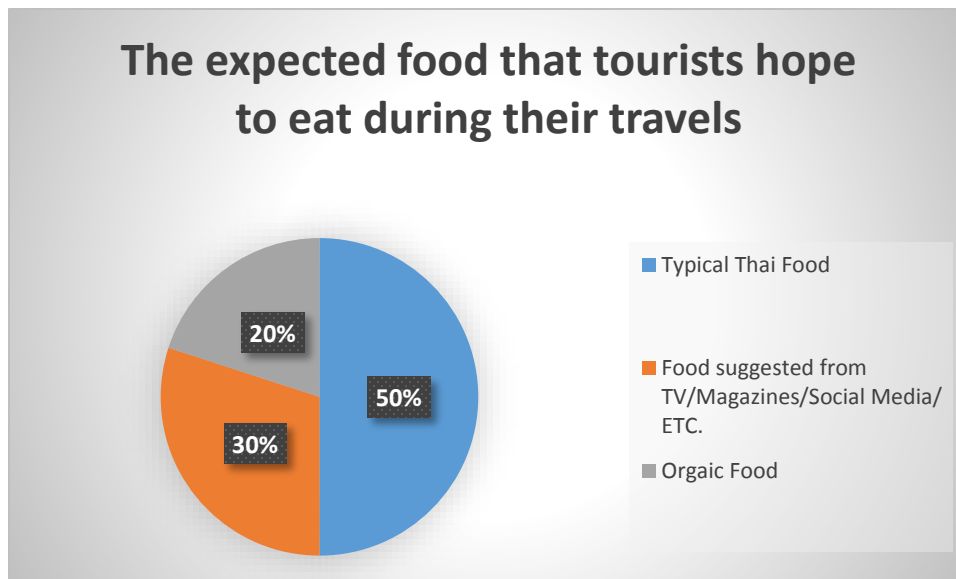
- 3 Interviewees rated 4 “Important”
- 2 interviewees rated 5 “Very important”
- 1 interviewee rated 2 “Less Important”

Most interviewees also stated that they look for something that cannot be found or rarely offered at their homelands, which supports to Halls and Sharples (2013) explanation of food tourism as a recreation through food activities. It is clear that all interviewees expect to eat the local food or something that is different from their daily

meals when they travel and also prices play vital roles in decision making here. This can be said that local/traditional/authentic food is believed to be a priority, along with reasonable prices. Even though the interviewees are still young, however, they do not look for franchise food (Burger King, McDonald's, KFC, etc.) when they travel yet they are completely opposite as they want to try the signature food of each country they go as they claimed that it increases international experiences for their trips as these authentic foods are singular and give different feeling comparing to the franchise foods. This immediately supports to Scarpato & Daniele (2003) of the explanation on 'sense of place'. The result can be found as the figure below;

Figure 4.15: The expected food that tourists hope to eat during their travels

Source: Author (2017)



Interviewee number 7 (2017) also stated that he does not and never want to try Western food when he travels to any country that has its own local food. The result of this is positive in fact to support food tourism of each place. Local and authentic food can be used to attract foreigners as long as it is supported, characterized and promoted well, due to its differences and uniqueness.

#### **4.2.2.3 Foodies**

Foodies has become another new trend towards some specific groups of travelers, as it refers to the person who travels in a specific area for finding a preferably specific food as an aim of travels. 5 interviewees answered as they consider themselves as a Foodie, except only one person who stated that food is not a main thing for him and he does not consider himself as a foodie. All the 5 interviewees have given various personal reasons why they consider themselves as a Foodie as;

- Love to eat and try everything
- Never hesitate or reject offered food from anyone when travelling
- Food is important and necessary
- Always taking photos and analyze the ingredients of each food before eating
- Love to explore special or local food when travelling

This means that even though some travelers never planned for food tourism, yet, they do consider themselves as a Foodie. Even though a term Foodie has just been introduced and used in a very specific group of people, we can clearly see that it has a big effect to some tourists (interviewees) as they perceive that being a Foodie is someone who always enjoys eating and connecting food with their travels. It is obvious that food brings excitements to the Foodies and it has become an important part of their travel experiences; which is somehow linked to the definition of Foodies accordingly to Grenfell (2012).

These groups of travelers are extremely vital to the future of food tourism; as they are very well travelers who love to explore food and this supports tourism section. We can see that they are familiar with smartphones, internet, social media and such where they can promote food tourism through these to provoke more people (especially those who are aware of being a Foodie but never planned for food tourism). Moreover, these Foodies are not afraid of different cultures and more open-minded while they can appreciate the local people, local food and learn cultures from it. Clearly, foodies are one of the essential thriving elements to grow food tourism industry.

### **4.2.3 Street Food in Bangkok**

#### ***4.2.3.1 Image of Bangkok***

Food is absolutely important but it has to be collaborated along with other kinds of activities such as Spa and Massage, Night Life, Shopping, and Adventures; in order to make food more active or popular. Based on the result, food has been included for 5 interviewees as the purposes of their Bangkok travel plan (out of 6 interviewees); this typically means that Bangkok has its own good background and reputation about food already. We can see that travelling to Bangkok and expecting for food is not new to the tourists' perceptions. This result is literally a positivity; since before researching, the researcher has never predicted food to be the main purposes for the tourists. However, food alone, does not present Bangkok as a strong image; thus, it needs a branding function. This is seen as an opportunity to create food branding or whatsoever incorporated with Tourism section to promote food tourism through street food.

#### ***4.2.3.2 Frequency of street food consumption***

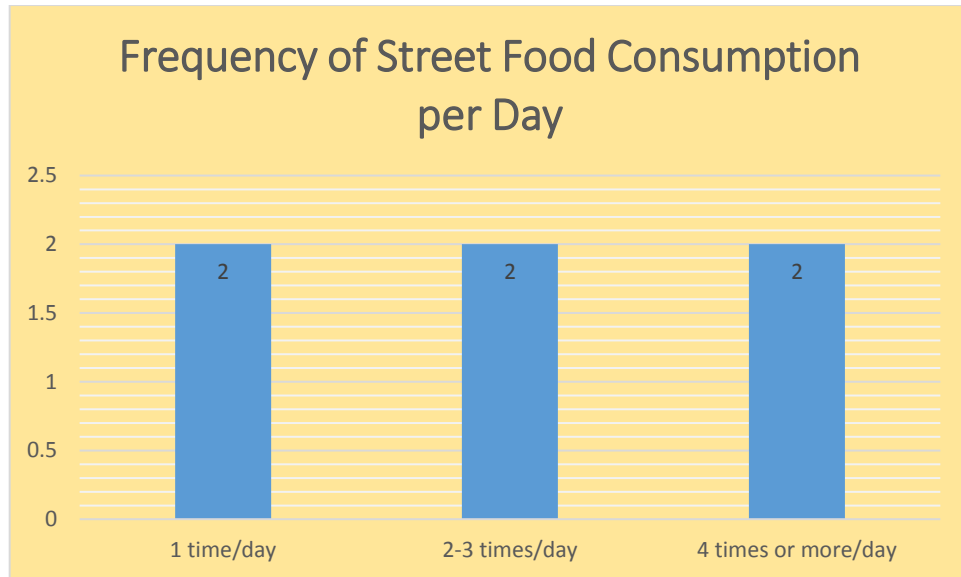
Street food is definitely an essential eating spot to the foreigners. According to the interview, all interviewees love to have meals on the street vendors every day during their trips in Bangkok, although some interviewees also enjoys eating inside a mall or a restaurant occasionally. We can see that street food in Bangkok can attract foreigners to buy food more than food court in a department store, restaurant or a hotel even though these tourists can choose where to eat. However, it cannot be confirmed that all international tourists prefer eating at the street vendors than hotel/restaurant; because these interviewees are frequent travelers who are familiar with different cultures and people.

However, based on the interview result and the details of interviewees; it can be implied that street food in Bangkok is generally attractive enough to most foreigners, but might also be more attractive to some group of travelers particularly to the frequent ones and whom who do not rely on tour agency or eager to experience getting to know the

lifestyle and cultures. The result of frequency of street food consumption is neutral and fairly divided as below figure;

Figure 4.16: The Frequency of Street Food Consumption per Day

Source: Author (2017)



- 1 times/day (2 persons)
- 2-3 times/day (2 persons)
- 4 times or more/ day (2 persons)

The average is 2-3 times per day. This shows that at least, once a day, these travelers will try street food in Bangkok and it is their daily habit during their trip here. Street food has a big impact to the eating routine of foreign travelers and considered as an essential part of their trip since all interviewees gave their preferences as they prefer to eat in street food vendors due to various reasons such as cheap, better feelings of being local and learning Thai cultures through it, and all of them mentioned that street food gives better taste comparing to hotels/malls. This proves to Yeoman and McMahan-Beattie (2015) that is believed to be 'Experienced Economy' that food is also one of those elements that tourists use to learn and experience one another's cultures, lifestyle, and background. All of them stated that street food does give a feeling of local and nostalgia comparing to eating inside a hotel or a mall.

Another supporting fact, the price of street food in Bangkok is not high and interviewees seem to enjoy spending their money on different food to taste. The average prices of street food spent from the interviewees are from 100 – 600 Baht (3.5 – 20 USD) which is quite low comparing to other countries. 2 interviewees from Laos stated that they think street food should not be spent more than 150 Baht in Bangkok and most people can have that within 150 Baht (5 USD) with delicious and satisfied dishes here. Essentially, reasonable prices of street food in Bangkok is another strength and makes Bangkok different from another big city as you can find cheap and tasty than a restaurant/hotel. Furthermore, the typical Thai food is famous enough and it can be one of the main interests to tourists as they hope to try while they are in Bangkok and it supports the local products, local sellers as they are able to sell these products for foreigners. Originality and authenticity are more focused than fast food/ western food through tourists' perceptions.

Image 4.13 and 4.14 Samples of Unique Thai street food

Source: Author (2017)



Deep-fried Siamese Gourami Fish with Sticky Rice





Curry Puff in Thai Recipe

#### ***4.2.3.3 Expectations***

##### **❖ Bangkok City**

There are various personal expectations about Bangkok city, comparing to their first Image before travelling. The interviewees have expressed about how the reality differentiates the expectations of Bangkok as;

- It is not so different from their expectations
- It is too crowded, too big and too globalized
- Prices are too expensive and not as cheap as she expected or heard
- The city keeps developing every year she revisits and it goes very quickly

Some tourists firstly thought Bangkok was a typical capital city that is full of cultures and temples but in reality it is very internationalized and modern and you cannot really find Thai lifestyle or cultures in this city since it is just as same as a western city that lost its traditions. Based on the interview answers, it shows that most tourists expect more of authenticity and some is not satisfied because of the urbanization and commodification of Bangkok. The interviewees expressed their personal feelings by some words such as modernization, globalization, prices increases and development.

However, street food is still a famous activity throughout their unsatisfied opinions about the urbanization since only 2 interviewees have refused to try street food in Bangkok due to the extreme/exotic food or anything related to religion. In this part, if the sellers can provide Halal and other food, it would be able to satisfy the Foodies or tourists more. Speaking positively, all of interviewees have never rejected street food in Bangkok as long as the food is typical Thai or normal. This shows that overall street food in Bangkok have been in good position as it is attractive to get attention from foreigners without any rejections from food offer. Moreover, it can be said that typical Thai food offered to foreign customers are generally acceptable.

Image 4.15 Typical busy day in Bangkok City and pedestrian walk

Source: Author (2017)



### ❖ **Street Food**

Street food in Bangkok is quite famous amongst tourists and it is necessary to know what their expectations are towards food here. Surprisingly, a lot of interviewees stated that they expect to see better image and appearances of street food. Food decoration seems to be influential towards tourists since most interviewees stated that they usually check Image and appearance before they decide to purchase food from street. This definitely means that the outside look does have a big impact to the decision making in

the perspective of foreigners (hygiene, prices come second when it was expected to be the first thing). This shows that cheap prices (which is a strong point of Bangkok street food) is not initially focused by foreign buyers but the image is extremely significant even though it can be less clean or more expensive. Another facts such as quantity of buyers, proper information (is also very important to Interviewee1 as he said it can give him basic ideas about food that he is buying) and personality of sellers are mentioned to be the affect to decision making but not so high as much as image and appearance/hygiene/prices.

Sanitation/hygiene are the most concerned for street food in Bangkok as most interviewees are worried of the general standard of Bangkok street food. Many of them stated that a lot of street vendors are in bad and dirty image not only about the food but the equipment and ingredients. The sellers are highly suggested to learn keeping balance between sanitation/hygiene and authenticity of their equipment and recipe as old but clean. Other various answers are such as existing inform; this point is extremely important since there are many more Thai food that is tasty but only known locally not internationally; if there is a proper detail explaining about the dish, foreigners will be able to understand and try more menus of the local and authentic Thai food besides Pad Thai and Tom Yam Goong (Interviewee 2, 2017)

Street food is not a long-time eating habit, hence, the sellers do not commonly put organic or nutrition ingredients much in their dish; yet, it is wanted anyway by some tourists. 4 interviewees said if there is more organic food in Bangkok's street food. The other 2 said "No" and "Don't care"; this shows that the awareness of organic and healthy food is increasing slightly. Some tourists would like to explore the typical local food and organic food in the same time. Organic food is another next move along with street food as it provides more choices to tourists particularly those who is aware of nutrition and calories. It can be another development in food tourism (inside street food) and the new thing that can give differences to tourists since street food does not always mean unhealthy, lack of nutrition or dirty but it can be organic, nutritious, clean and enjoyable (Interviewee 2 , 2017). This is an opportunity for local sellers to add

more nutrition or green products into their food or adjust into another new menus while using local products and maintain authentic taste as to attract foreigners. However, the expectation (in overall) of foreign interviewees is quite different from the perspective of street food sellers since most of them do think that their food is specially nutritious enough and it does not really need to change into more organic products since it is such a big different group of customers. Some sellers said that organic food should be sold in an expensive place and price. It does not fit to street food category.

Image 4.16 Common Street Vendors in Bangkok City

Source: Author (2017)



#### ***4.2.3.4 Current situation of street food***

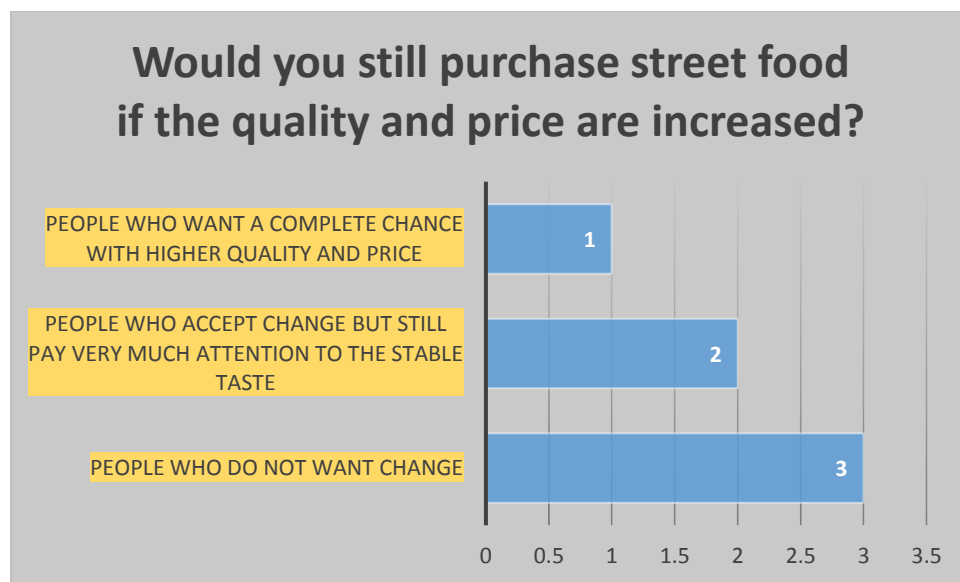
It is extremely significant to know what international tourists think about the current situation of street food in Bangkok city; as to find out the general standard and issues. Fortunately, all interviewees have never experienced any food poison or sickness from street food in Bangkok so far. All of them also mentioned that even though they have received any sicknesses, it would only make them stop eating street food but temporarily; since it is a common situation of eating habits as you receive sickness or food poison while food is still important to everyday life. From the result, it can indicate that even though some travelers have suggested that hygienic concern is something that needs to improve highly; yet, all of them have never had bad experiences from food poison or sickness. This means that in general, the standard of hygiene and sanitation

of street food in Bangkok is considered as good enough as it never causes any sicknesses to foreigners and the tourists might be too worried about the condition beyond the actual situation. Interviewees from Indonesia, Nepal, and Vietnam have also said that street food in Bangkok is much cleaner than their countries. However, if we compare to other developed countries like Japan or Europe, the image looks like it is not so clean.

Nevertheless, the interviewees do have different perspectives towards the quality and price increases on street food in Bangkok condition. In this part, it can be analyzed as 3 different types of customers as figure below;

Figure 4.17: The answers to the question of interview “Would you still purchase street food in the quality and price are increased?”

Source: Author (2017)



- “People who do not want change”: 3 interviewees said street food has its charm as it is cheap, therefore, the increasing prices idea should not be applied here. This kind of consumers do prefer the reasonable prices and do not care much of the quality. They would think a lot if the prices of food rise, since the amount of buying will become less and it means less satisfaction

- “People who accept change but still pay very much attention to the stable taste”; 2 interviewees stated that they do not mind to pay more if the quality is improved on street food, however, it is very important that the taste of food should stay same and authentic. If it is changed, they would not buy. This kind of consumers care most about the taste as it should be as delicious as it used to be and the originality of the food has big impact to them. As long as the prices do not go up too high and food tastes the same, they are still okay to purchase.
- “People who want a complete change with higher quality and price”. 1 interviewee stated that he is willing to pay as much as he can as long as the food is a very high quality. We can see that this kind of consumers is the rare one who perceives as quality is the most important. To remain reasonable, typical street food does not attract much to him/her if the image or ingredients are not in high quality.

#### **4.2.4 Relationship between local street food sellers and international buyers**

##### ***4.2.4.1 Personal feelings on street food sellers***

In general, impressions towards local sellers are considered as good feeling by the foreigners and there is no such big issues on misunderstanding or serious problems such as cheating or fighting. The common expressions of street food sellers can be described as “Generous”, “Nice”, and “Friendly”. All of the interviewees seem to have no problem towards the sellers so far. This means that most street food sellers in Bangkok can deal well with foreigners even though their language skills are not high. This part can be used as an image to attract more foreigners to buy their food as a selling of “good impression”. However, one interviewee stated that he has met one bad attitude seller; therefore, he thinks personalities should be considered to improve here (Interviewee 6, 2017). It is a proof that “first impression” is extremely important to some people who do care much about attitudes and personalities. However, this is a very personal issue and tricky to solve since it is concerned to mentality. Yet, it can be a sign for most sellers to be aware of their attitudes, personalities, words and behaviors to foreign customers as well.

#### ***4.2.4.2 Difficulties in purchasing food***

The communication level between local sellers and international buyers can bring some difficulties due to the lack of English ability which leads to misunderstanding and effect on the decision making. Even though 4 interviewees stated that they suggest local sellers should learn more English and it would be nice to see them able to speaking at least fundamental level to ease the difficulties. However, none of them perceive language as a main problem.

One interviewee explained as he personally thinks that it is not the loss to international tourists but conversely, it is the loss of chance to local sellers instead. The meaning is that, when a seller is unable to explain well enough, sometimes, because of the religion matters and such, it creates questions and uncertainty about the food ingredients; to some person, this is extremely essential and if they do not receive well explanation, they will not decide to purchase food (Interviewee 1, 2017). Therefore, it is the sellers' loss of opportunity to gain more international customers and income if they are unable to communicate or improve their language skills.

English learning is highly recommended for the sellers' own sakes and in order to gain more customers and chances. Although, tourists tend to be understandable well about the language capability of Thai people as the problem of unable to communicate might be a little bit frustrated but it happens to every place where English is not the official language, especially Thailand where it had never been colonized by any western countries. Sometimes, tourists may need to accept, respect and adjust their behaviors to the local destinations where they are holidaying since it is impossible to put high prospects to the people in that country about English ability (Interviewee 3, 2017). Therefore, language is considered as a problem and difficulty but not as serious as the author has questioned. Nonetheless, it is highly recommended by foreign tourists that it should be improved in order to meet global standard and the main food tourism through street food.

#### 4.2.5 Personal perspectives on street food in Bangkok

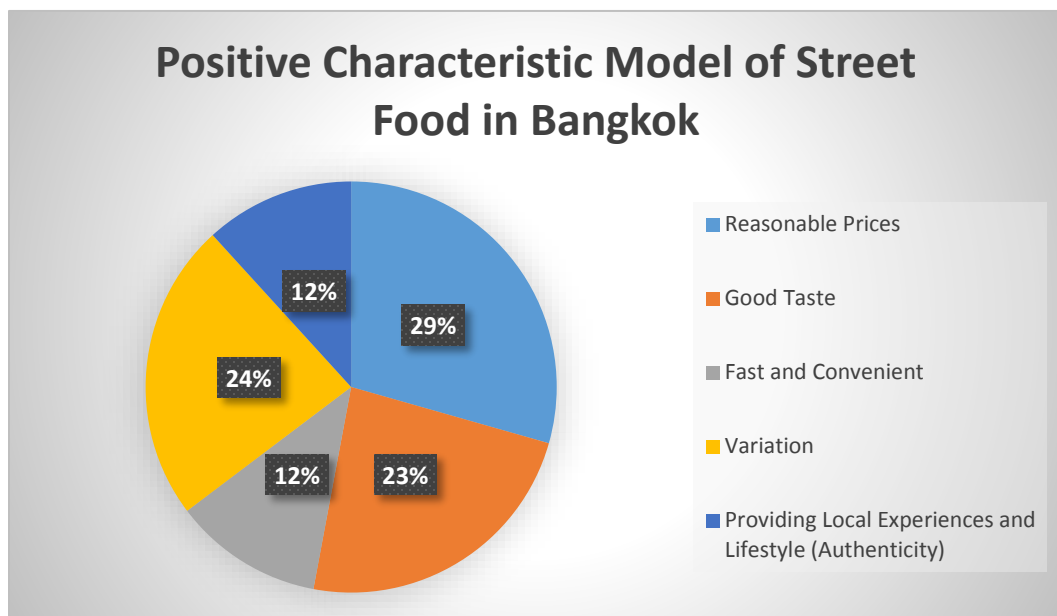
In order to develop the street food industry, it is extremely necessary to acknowledge both advantages and disadvantages of street food from the ideas of foreigners as it will eventually benefit to the further improvement plan. Based on the interview questions, there are 4 parts show about the personal point of views of the interviewees as;

##### 4.2.5.1 Positivity

The advantage of positive sides of street food is a useful tool for street food sellers as they know what they already have as good parts and how to maintain these and make it more stable and sustainable. Most interviewees do have similar opinions about the positivity of street food in Bangkok as;

Figure 4.18: Positive Characteristic Model of Street Food in Bangkok

Source: Author (2017)



- Cheap
- Various
- Delicious
- Convenient and Fast
- Experienced of local lifestyle

This implies to the characteristic or model of street food in Bangkok in general which can attract foreigners so far. Supporting to WHO, Tinker (1997), Winarno



and Allain (1988); as mentioned as Street Food is meals cooked on the public spaces, normally providing fast and unique meals depending on the geography and it should be cheap and attractive to tourists. Based on the interview, most interviewees are satisfied with the cheap prices and conveniences of Thai street food in Bangkok. Street food has been frequently mentioned by interviewees as they are able to get some local authentic taste (at least) during their time in Bangkok through purchasing, interacting with the sellers, it is worth of money spend. Taste, is also very important as most interviewees do adore Thai food and taste, especially spicy products. The spiciness of Thai food is tasty and exceptional, comparing to other food such as Mexican or other Southeast Asians (Interviewee 3, 2017). However, it cannot be said perfectly that Thai food is preferred to all nationalities since nationalities of interviewees are all from Asia, it can be analyzed that Thai food might fit to Asian people more than the Western based on the nationalities of interviewees.

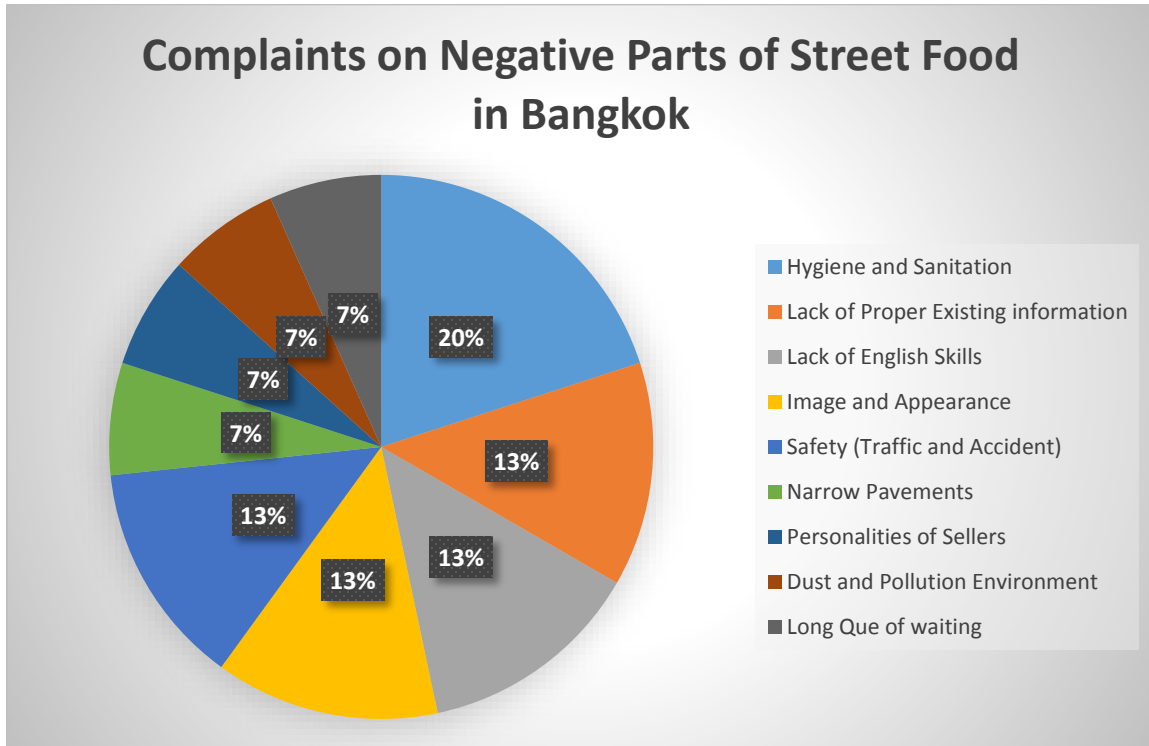
#### ***4.2.5.2 Negativity***

Negative perspectives towards street food is extremely vital, thus, the sellers will be able to focus more on the weaknesses and harms, and finally try to solve the problems and protect the possible baneful effects to their career and the image and future of street food business. Although, there are no general problems mentioned on the negativity part. Partially, various different opinions on it as below;

- Hygiene/sanitation
- Lack of existing/proper details (signs or English language and such)
- Image and appearance
- Safety (traffic and risk of car accident)
- Narrow pedestrian
- Personalities of sellers

Figure 4.19: Complains on Negatives Parts of Bangkok’s Street Food

Source: Author (2017)



Truly, it is directly related to FAO (Food and Agriculture Organization of the United Nations) has suggested and warned about the disadvantages of street food due to its unclean and unhealthy parts. Most interviewees have given their thoughts about the negativities of street food in Bangkok from their experiences; as it can be implied that the first thing we should consider the improvement is hygiene and sanitation obviously because it is the most concerning aspect of bad side of street food in Bangkok. Secondly, the lack of existing/proper details as it is regularly mentioned that most foreigners do not know what the ingredient is and what else they put or no prices shown. This is very important as it is related to the point of English capability of Thai street food sellers as well. Since learning English seems to be very difficult for street food sellers to accept, at least the existing/proper information should be shown in order to help foreigners who want to buy food and this can help cheating issue between sellers and foreign buyers. Moreover, it is also related to the loss of opportunity in selling as sellers might lose a chance to sell and

earn more income not because of no customers but the unable communication. Thirdly, image and appearances; it reveals that the image and appearances including the food, shop sellers, equipment are somehow extremely essential to the eyes of foreign customers. Image and appearances are the first thing that attract buyers; if the image and appearances are not in good shape, customers might turn down their decision to buy. Interviewee 2 stated that even if the taste is delicious, but if the image looks bad at the first glance, he would not buy. Therefore, the outside look is considered to be one of the reasons that affect decision making to customers and it generally speaks about what perception foreign tourists think of to street food in Bangkok. Increasing education and training are highly recommended.

More new information the researcher has got from this part is the additional negativities such as safety (risk of car accident), narrow footpath and personalities of sellers. 2 interviewees from Laos (Interviewee 5 and 6) gave expressed their concerns about zone organization as it is not well managed. There was a difficult time to get the food once when the pedestrian is very narrow and long que, and finally most consumers had to wait on the street instead of the footpath (Interviewee 5, 2017). This is a very serious problem, as every day, even local people are living in a risk of getting hot from a motorcycle or car from purchasing street food. This downgrades a whole standard of street food. Another interviewee stated that he thinks personalities are the most concerning aspect for him because it is an impression. Some food can be un-delicious but the seller has good attitude, so it attracts customers (Interviewee 6, 2017).

#### ***4.2.5.3 Thai Cultures on street food***

Street food is definitely a tool that connects international tourists to local cultures and experience the learning of lifestyle. Based on the interview, 4 interviewees think that street food in Bangkok represents Thai local lifestyle, background, cultures and such; since they truly look for the rich experiences of getting into originality and authenticity of Bangkok as it is related to Craik (1997) and Urry (1995). It is absolutely obvious to

learn through general street food such as the spiciness of a dish and curry paste or grilled pork as the common religion is not Muslim (Interviewee 4, 2017).

On the other hand, some interviewees perceive that street food condition in Bangkok together with multi-cultural atmosphere, making the city losing its traditional lifestyle and the authenticity; moreover, there are too many expats and migrants. This gives the ideas that some foreign tourists might feel that in big capital city like Bangkok might not be a good choice for experiencing cultures, traditions and local lifestyles from food since it is not original and authentic; even though they can find general Thai food on the street. This also means that in some perspective, Bangkok is a failure in representing Thai cultures, lifestyle and such due to its globalization and internationalization. Probably, for some of those tourists who think that way, might fit better in other smaller cities that modernization still has not fully introduced. The solution can be introduced such as creating education, promotion or business model that can bring back cultural elements to the street food.

Image 4.17 Northeastern Thai Food, a famous dish in the country with Papaya Salad, usually served with grilled chicken and sticky rice

Source: Author (2017)



#### *4.2.5.4 Bangkok as a main destination of food tourism*

Bangkok is already a popular place for tourist spot, however, food is still not a main product of it; but with the combination of other activities certainly makes Bangkok more pleasant and authentic place for food tourism. Based on the interview result, as 5 interviewees perceive as Bangkok has a potential to become a food tourism destination because Bangkok has a great and strong background in tourism already; as long as it develops weaknesses mentioned, it can become a next food tourism spot easily. Nevertheless, 1 interviewee thinks that Bangkok does not have a potential to be the next main food tourism destination; as he expressed that the urbanization is getting to the city very rapidly. Even though there are countless street food selling Thai food/dessert/snacks around the city, but some sellers are not even Thai. Some are migrants (Myanmar or Cambodia nationality) or Chinese-born or even India-born; Thai food should be cooked by the local or the Thais (Interviewee 2, 2017).

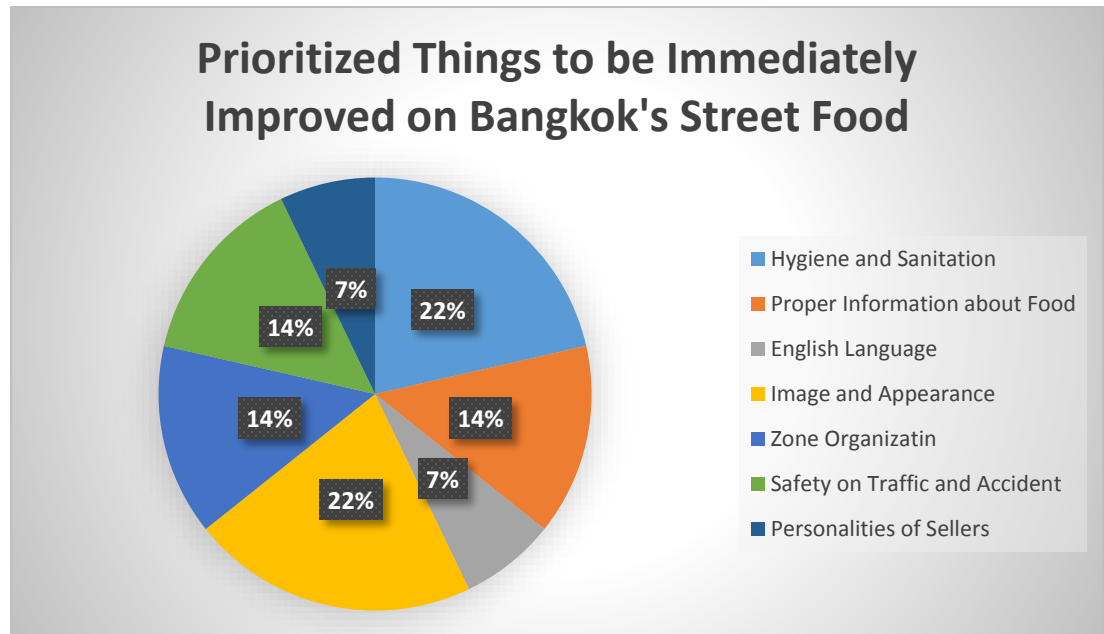
Since it is a big city and more than 14 million people are living and surviving, that is why it is difficult to have only the real Thai sellers. Everyone is surely struggling in living; and street food career is easy for migrants to do (legally) since they are unable to work in the office. Secondly, Interviewee 2 also mentioned that the initial idea of Bangkok was supposed to be rich in cultures and traditions but it is, in fact, very westernized and people are much opened. It is a good point of Bangkok as the city is free but for the part of selling its authentic, cultures, lifestyle; it is certainly decreasing. There are 2 sides of the coin in this part as it can be analyzed that it is positive and beneficial to the city and people; yet, simultaneously, it is still a sad story if we cannot maintain our cultures, traditions and authentic of food. This comment is very beneficial to the street food business; so that we can know what other things we are seen, perceived and should change to a better position. Some locals do complain about how bad it has changed of the taste of street food in Bangkok as people who do not know how to cook can sell street food and people who want to change into fusion food, change the style and look which makes the street food loses its identity and characteristic

❖ *Priority for development*

In addition, in order to develop the standard of street food in Bangkok globally, there are some recommended points that interviewees suggested for the better and sustainable development. Following the figure below, it can be described as;

Figure 4.20: Prioritized Things to be immediately improved on street vendors in Bangkok

Source: Author (2017)



Firstly, hygiene is often the most mentioned by international tourists. It can be implied that most foreign travelers perceive that hygiene and sanitation are the priority to be immediately improved. Secondly, proper information is also essential; foreigners who cannot understand Thai, suggest that the basic information of food in English is extremely necessary for letting them know what they are and this clearly affects to the decision making in buying food. Thirdly, image and appearances, it is somehow concerned to hygiene and sanitation since image and appearances of some shops look bad and dirty which makes some tourists don't feel like buying. This means that decoration of shops, ingredients and food influences the decision making on buyers. Fourthly, zone management has been mentioned; this point shares common perspective to the street food sellers' side; as most of sellers wish that the related government would come and solve this problem in order to make street food more organized. Some tourists

do think the same as zone management in Bangkok is quite bad and unorganized which causes risk of accidents. It is extremely dangerous for both sellers and buyers. This shows that everyday both tourists and local people who buy street food live in a risky life that can get into an accident anytime. One last additional point is personalities, one interviewee stated that he always looks at the personalities of sellers; which can affect his decision of purchasing food even though the food might not taste good but it is all about first impression. Accordingly to his comments, it is found out that invisible elements do relate to mind effect. The relation of personalities will lead the effect on attitudes and behaviors; thus, later on affect to the impression and feeling to customers. This part is extremely vital as it is difficult to develop or change. However, training and proper knowledge should be added about service mind section.

Image 4.18 and 4.19 Hawkers in downtown area next to subway station in Bangkok

Source: Author (2017)



Fried Fish Balls hawker on pavement and car parking on the main road behind



Northeastern Deep-fried Chicken vendor with signs and price

### 4.3 SWOT Analysis

In this research, two interviews were held and both groups are completely different categories, thus, SWOT analysis has been introduced for this research as to compare the different perspectives from street food sellers and foreign tourists and seems to be the most suitable analysis theory for this research. SWOT analysis is a popular tool to know what we have and lack and what possibly could harm us in order to set up and improve the business and future grow. Moreover, SWOT is easy strategic plan for the small and medium business such as street food industry, to be able to develop their business and achieve for better future with sustainability; by not only analyzing in the sellers' perspectives but buyers as well.

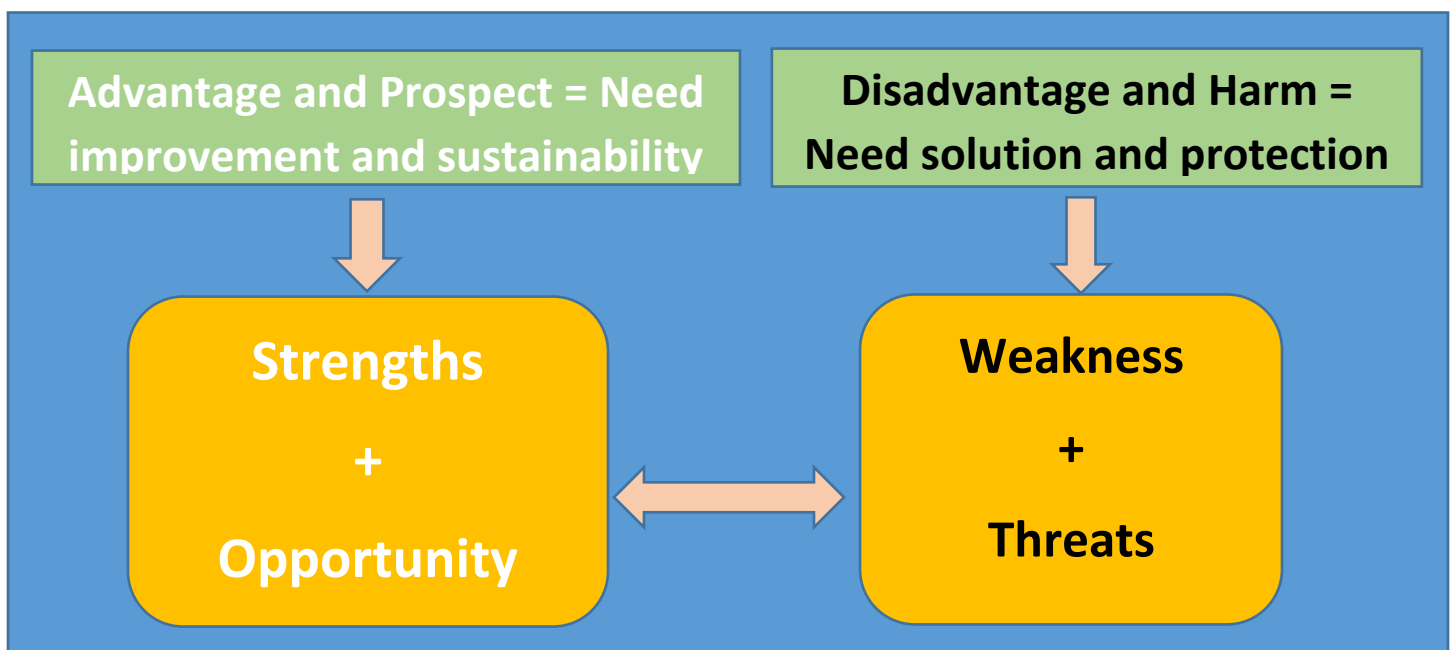
SWOT is a component of;

- Strength: what we have and good at or different from others*
- Weakness: what we don't have, what we lack and what we need to improve*
- *Opportunity: what is the external factors that can give us chances for better profits and growth*
- *Threats: what is the external factors that might harm us and what we can do to prepare to solve or protect ourselves from*

(Reference: Organization's stability and productivity: the role of SWOT analysis an acronym for strengths, weakness, opportunities and threat (2014): Ifediora, Idoko and Nzekwe)

Figure 4.21: SWOT Conclusion

Source: Author, 2017





### 4.3.1 SWOT Analysis on Street Food Sellers

Table 4.1: SWOT Analysis for street food sellers  
Source: Author (2017)

#### STRENGTHS

- Support local economic, ingredients and income
- “Satisfied” income rate of the sellers
- Singular family recipe (can’t be copied)
- No competition around the area
- Authentic taste of recipe
- Hygiene/ sanitation \*\*\*\*
- Quality
- Personalities (honesty and friendly)
- Professionality
- Taste
- Cheap prices
- Conveniences
- Nutrition
- Variety of food
- Loyal and long term customers

#### OPPORTUNITY

- The chance of standard development
- Increasing uniqueness of the family recipe to attract foreign customers
- The raise of national GDP
- Hiring more immigrant labors ( to increase producing power and expansion)
- Registration into national social security system
- Proper tax payment

#### WEAKNESSES

- Language skills + No eagerness of providing proper information (prices and details) in English
- Lack of labors and enthusiasm of continuing career
- Lack of knowledge in social media + ability of expansion
- No cooperation with related government
- No basic rules applied fairly and broadly
- No supports from related government and the community
- Unorganized zone management
- No mandatory social security welfares
- No training session
- No career path supports
- No complete check from Ministry of Public Health on food
- No promotion and marketing plan
- No hygiene standard and control of MSG use \*\*\*\*
- Lack of moral and accountability to society
- Safety concerns

#### THREATS

- Negative perspectives from the effected people (troublesome to society)
- The disappearing of Gen M sellers (no ancestors)
- No tax payment (inability to control numbers of registered sellers)
- The declining chance of receiving foreign customers
- No direct communication and misunderstanding between sellers and effected residents
- Increasing of pedestrian and traffic accidents
- Dirt and trash control and management
- Chance of cheating the prices
- Sickness from unwashed ingredients and MSG consumption

- **Strengths**

According to the interview responses, it clearly shows that in general, shop sellers purchase fresh ingredients in the fresh market where the financial flow happens, without merchandises since it is a direct sale. One shop even purchases the products directly from the farms and slaughterhouse. Street food business is a proof that it supports local economics and increase domestic income; moreover, majority of the sellers do not have any poverty issues from running street food business and they have given the rate of income satisfaction at the minimum 3 (Somehow satisfied).

Supporting the facts above, most of the shops have their own recipe which is singular and authentic and cannot be copied by others; since some copiers tried to sell their food in the nearby areas but all of them finally gave up due to the unique recipe, quality (as interviewees stated that their products are well chosen and prepared) and loyal customers. Obviously, these factors foster the business to enable to survive by themselves without the help or support from any related public fields. Furthermore, all of the street sellers perceive that street food business in Bangkok is very attractive because it provides conveniences, good taste, variation of menus, and good sanitation and hygiene standard to buyers, both Thai and foreigners. Thai food is also healthy and different from junk food which is another benefit to the customers.

- **Weaknesses**

On the other side, there are several concerns about the weaknesses of street food sellers. Language ability is surely the first factor. The common condition of language ability to Thai people is considered “bad”, some sellers do not even know the easy words of English language. This is also related to the education skills, interest and eagerness of the sellers as they have no motivation to improve. Lack of labors and the ability of expansion are low as well. There are no younger generations who want to continue this job from their parents as they perceive street food job is too exhausting and bad image. Moreover, most of sellers

are at age of 50 year-old up; which means they have no knowledge of social media use and marketing/promotion to help expanding their business.

Supports from the related government are zero; no proper registration on the social welfare, mandatory training and licensed, unstable hygiene check from Ministry of Public Health, no control on MSG use on food which can easily cause health effect to customers, no zone management and the increasing of traffic safety and lastly, no career path supports. These factors can be extremely disadvantages to the street food business in Bangkok. Another big issue is the personality, integrity, accountability standard level of the sellers as it has been suggested that some problems occur occasionally when the sellers contain bad attitudes, personalities to the buyers which creates horrible images to all street vendors. Once in a while, some cheating sellers will sell different prices to international buyers, or put Thai language on the sign so that non-Thai speakers will not understand how much, this is called cheating and lack of integrity (Seller 9, 2017)

- **Opportunities**

There are chances for street food business since the standard development can be improved in order to fulfill customers' satisfaction and upgrade street food business to the world standard. Major sellers have created their own secret-recipes; which leads to the uniqueness of the taste, in this part, it is a chance to bring up the singular recipe and sell it as the authenticity of each vendor. Later on, it will support the income increase and national GDP. Even though lacking of labors can be a great problem to the business; yet, it can be said that, it is an opportunity to create a campaign or agreement with neighboring countries such as Laos, Myanmar, Cambodia or Vietnam to bring in their people coming to work in labor class legally. This will automatically raise the producing power, capability of employment more than the current situation. Moreover, it sustains working class for Thai economy since Thailand is stepping up to the real aging society. These labors are young people who at least can speak better English, comparing to Thai street vendors; as it will give a chance for street food business to receive more foreign customers.

Lastly, it is a chance of the official registration of this career. If there is a registration into the system, government will be able to control and track down street food vendors whose behaviors are to exploiting consumers such as cheating, MSG use, dirty preparation and cooking, sanitation and such. In addition, sellers will be able to get into national social security welfares and pay tax properly. This does not only reflect the better positions of their health' sake but to raise the quality to the sellers as they will receive same treatment standard and fairly pay tax to the country.

- **Threats**

The disadvantages that can happen to street food industry in Bangkok can be from essentially tiny factors such as the negative perspectives and opinions towards street food sellers as some people who are affected by the street food business such as accident, pedestrian space, waste, food poison and such; these people perceive street vendors as a troublesome to the society since it creates a lot of mess and problems. The lack of direct communication between community and sellers is considered to be relevant. There are no meetings and direct talking to solve the problems and discuss about current situation between them and adjust misunderstanding for both parties. Moreover, since there is no support and management from the related government, it can increase accident rates through footpath and traffic, sickness from food consumption, trash and waste, or cheating prices to tourists. Street vendor sellers are similar to freelancers, as they are not under any system, no tax payment and no licensed. This can lead to the under-standard issue.

Eventually, the lack of enthusiasm in learning English, putting English details, promoting through social media, finding labors will make the harmful effect to their business as there will be no younger ones to sustain the career. Authentic taste will slightly disappear, the original recipe will finally vanish after Gen M sellers stop running the business.

### 4.3.2 SWOT on Foreign tourists

Table 4.2: SWOT Analysis for foreign tourists  
Source: Author (2017)

#### STRENGTHS

- Strong Tourism Bangkok
- Food is often main interest of their trip
- Reasonable prices
- Variation of products
- Good taste
- Conveniences
- Modern and fast development
- Provide atmosphere of local learning, cultures and traditions
- Strong signature menus
- No food poison or sickness experiences
- Good impression of sellers
- Representable of authenticity

#### WEAKNESSES

- Sanitation/ Hygiene
- Lack of proper information
- Language skills of sellers
- Safety (narrow pedestrian and risk of accidents)
- Long que/ too crowded
- "Some" bad attitude and personalities of sellers
- Image and appearances
- No organic food
- Dust and pollution
- Zone management

#### OPPORTUNITY

- Potential in food tourism destination
- Expanding new lines of Thai food (fusion and organic)
- Increasing nutrition
- Selling locally grown, produced products to support local economics
- Cooperation with related government section to improve better relationship
- Training on IT and English language
- Improvement on marketing (signs, language and image)

#### THREATS

- Loss in chances of foreign customers
- Too fast in globalization and internationalization
- The decreasing of authenticity in food and local Thai sellers
- Conservative lifestyle is fading

- **Strengths**

Based from the interview results on foreign tourists, all of interviewees stated that they have always known Bangkok as a tourist spot and its famous cultures, activities and food. Bangkok has been a popular tourism destination for decades. According to MasterCard's survey result, Hendrick-Wong (2016), the economic adviser stated that it is expected to be Bangkok as the number visited for overnight travelers' city, beating other famous cities such as London, Paris, New York, Singapore and such in 2016 with roughly 21.4 million visitors. "The outstanding strength for Bangkok is a total experience for tourists that means foreigners love to visit the city because they can enjoy many activities and taste Thai foods and experience a unique culture," Hedrick-Wong (2016). This means that Bangkok contains its strong element of the long-term consistent tourism background to tourists. All of the interviewees have usually included food as one of the main reasons of their Bangkok trip and most of them always look for street food hunting as well.

The positive perspectives towards street food in Bangkok by tourists are reasonable prices, variation, taste, conveniences (modernized and fast development) and authenticity of Thai food. Street food in Bangkok is always mentioned by interviewees as it provides the feelings of local, cultural and traditional ways of experiences; which is able to represent the background and lifestyle of Thai people enough. That is why the interviewees seemed to enjoy street food buying and experiencing. Even though some interviewees are worried about hygiene and sanitation matters of street food condition in Bangkok, yet, none of them have ever experienced food poison or sickness from consuming it. This clearly shows that the food is safe and clean enough.

- **Weaknesses**

Even though it is mentioned in "Strength" part that none of interviewees ever had sickness from street food before, nonetheless, they reveal their concerns through the hygiene and sanitation condition of general street vendors in Bangkok. Moreover, the proper information of the food such as signs, details of food, price shown are highly recommended to be provided from the sellers. Image and appearance are another big concern by the interviewees since the looks of food should be well-prepared and look-like-clean.

Additional suggestions and further prospects from the interviewees as they think it needs improvements are such as English skills of sellers, more choices on organic/healthy food if possible, the safety management on pedestrian walks due to long que and small footpath which causes more risks of accidents by the road. Dust and pollution is mentioned as some shops need to find a plastic bag to cover their food. It is suggested by the interviewees about zone management as well; as it should be somehow quickly solved. Lastly, one interviewee hoped that the attitudes and personalities of some sellers should be adjusted.

- **Opportunities**

By reason of being a famous tourism destination and strong tourism background; there is a great chance of Bangkok to become a main food tourism destination. Most of interviewees stated that street food in Bangkok is importantly a must to do when you travel there. Besides food tourism, there is high possibility for street food industry to increase new lines of its products such as the organic/healthy food to fulfill another kinds of consumers who are aware of their health but still want to try local food during their travels. It is not only an opportunity of nutrition benefits, but, as well as to support locally grown products by the locals which boosts up regional economy and raising income of both direct sellers and street sellers.

The opportunity in IT training, Marketing training, English training can be added since it will help street food sellers learn more about the benefits of these and able to improve their skills and strategy on promoting and selling. In addition, the cooperation between sellers and related public sections should be recovered; it is not only about the relationship but the further development on street food industry and long-term supports to each other.

- **Threats**

Due to the lack of English capacity of street food sellers, the one interviewee mentioned that there is a loss of opportunity to receive foreign consumers. This will affect negatively to the sellers as they will be unable to expand income as a reason of low English skills. Some tourists need explanation to acknowledge about the food ingredients due to religion

matters or such, if the seller is not able to communicate, the loss of customer will occur since foreign tourists will not decide to purchase the food.

Moreover, due to the fast development, it brings globalization and internationalization to the city rapidly; the traditional way of lifestyle in Bangkok might slightly face away. One interviewee expressed his feelings that he was disappointed to see several migrants or non-Thai citizens selling street food. This is a negative surprise as bringing non-Thai people to sell food. It is not only about the change of image but the taste of food as it will not be as authentic as it should be. The originality of street food in Bangkok can be in harmful condition (Interviewee 2, 2017)

## **Summary**

In this chapter, all the relevant elements that have the effects to street food business are well analyzed, such as the general information of both sellers and buyers, the relationship with government, the opinions on authenticity, originality, prices, taste, services, images and appearance, communication problem, pollution, traffic and accident, zone management and the satisfaction on street food in general. Some parts of the interview results can be proved and supported to the Literature Review which is the benefit to the author's research. Furthermore, the information through interview results can be brought into the next chapter in order to find the answers from research questions and the current problems and solution if needed.



## **Chapter 5**

### **Finding and Discussion**

#### **Introduction**

In Chapter 5, Finding and Discussion have been combined in the same part as to find out if the research has been matched to the initial curiosity of the author or not. Moreover, there have been some problems found after the interviews based on both street food sellers' side and foreign buyers side. The complaints from both parties have made the author recognized about the current condition of street food business and discuss about it. In this part, the author will be answering 3 research questions and then pointing out 3 problems that have been found and will be discussed about the causes of issues, the solution and suggestions.

#### **5.1 Finding**

##### **5.1.1 Research Question 1**

##### **What are the international tourists' perception towards street food in Bangkok?**

From the interview analysis, most tourists do perceive Bangkok as a city of temple, shopping, relax, night life and definitely food; since food is often included in the travel plans when they travel to Bangkok. One interviewee stated that he and his students in Tourism faculty from University in Surabaya, Indonesia had a food tourism field trip and Bangkok was the chosen destination where everyone wanted to come for street food hunt. This shows that somehow, Bangkok is a top destination where tourists always expect for good food and one of their goals to complete.

Cheap, variety, tasty, convenient and authentic are the infamous perceptions that international tourists have for the street food in Bangkok. From the result of the foreign tourists, most of them are frequent travelers from the age of 24-37, considering new generation who is familiar with the technology such as smart phones, social media sites, travel blogs and international experiences. All of them have befriended with international friends and understand enough of the diversity. All of them expect to try the local food and eager to learn Thai cultures and lifestyle as much as they could from food experiences. All interviewees like to interact with street food sellers since they

stated that street food provides the feeling of nostalgia, authentic and the atmosphere of being local, which inside a restaurant or hotel cannot give. All of the interviewees had have meals on street food in Bangkok at least once a day and they stated that it is a must thing to do while in Bangkok.

Moreover, on the result of street food sellers' interview, the sellers do get some foreign customers purchasing their food. One sellers who used to sell street food near touristic area stated that foreigners love to try Thai street food since they know it is delicious and cheap; additionally, foreigners are willing to try new things during their travels to fulfill their experiences and learn the cultures. It is very easy to sell our local food even they do not know what it is as they just want to try. Even though there are some comments about the English skills and bad images and appearances of the street food, nevertheless, all of the interviewees strongly support street food in Bangkok and hope to see the new ideas and improvement in the hygiene, zone, and such.

The comparison between street food in Bangkok and other cities in Asia such as Hanoi, Jakarta, Surabaya, Bandung, Vientiane or Kathmandu; it turns out that street food in Bangkok is much better and cleaner. The prices are fairly compatible and taste is very good. Moreover, the pickpocketing, crimes and cheating were not mentioned in this part, which shows that the safety rate is fair for international tourists (besides the traffic accident concerns). In addition, all of them have never had food poison experiences from eating street food in Bangkok and never refused the typical Thai food (only the exotic and extreme food). This indicates that in general, international tourists have positive perspectives to street food in Bangkok and they are satisfied in some level which is an advantage for tourism industry of the city.

**5.1.1.1 New Findings:** In this part, the result of the interview also reveals the concerns about Bangkok being a city of too globalized and internationalized. One interviewees from Bandung, Indonesia stated that he fairly had a great time and experience with street food in Bangkok, however, he suggests 2 points as;

1. Street food in Bangkok is various, yet, they should come up with more ideas and new signature Thai menus besides Mango and sticky rice, Pad Thai, Tom Yam Koong and Thai milk tea. These menus have been representing well about Thai-ness but it is too little for

foreigner to explore. He suggested that there are plenty of Thai dishes that can be promoted to be the signature food on street food and it would be certainly interesting to see more than these.

2. Globalization/ internationalization/ immigrants makes it lose its identity and authenticity. Even though most of interviewees do agree that street food in Bangkok represents enough Thai cultures, tradition and lifestyle of Thai people through its authentic Thai food sold. However, this Indonesia interviewee disagrees. He stated that he has noticed several non-Thai sellers on the street such as Myanmar, Laotian, Cambodian, Vietnamese, Chinese or Indians selling Thai food. This might be from the cause of expansion the city which means several migrants from other countries come for opportunity seeking.

It is very surprising yet it is a harm for street food industry. He stated that the more globalized it has become, the more authenticity and identity of this city and people is losing. This implies that some street vendors, owners might hire migrants to cook and sell for them and they are not real Thai people, which means the taste of food or the ingredients might slowly change. It is a true danger to some extent of Thai street food; since it needs this part as one of the priorities to maintain the authenticity and singularity of itself, not to get damaged by others. This might be one small issue that majority of people cannot see, but it will surely become a serious problem if we do not know how to control and sustain our identity and uniqueness; because it is a best-selling part of street food.

Furthermore, the city with fast development has 2 sides of the coin since it can be changed completely and loss its conservativeness. Therefore, it is highly recommended that street food business in Bangkok should consider about this more carefully and try to find the solution on it. Globalization and internationalization is useful and positive in some scope, but definitely not with the food that is a heart of tourism development.

## Research Question 2

### 5.1.2 How does food tourism development increase satisfaction and fulfillment to tourists?

5 interviewees stated that they consider themselves as a Foodie, only one who stated that he does not think he is a Foodie and food is less important. Accordingly, we can see that all 5 interviewees consider Food as a big matter to their lifestyle including travelling part. Most of interviewees stated that food is extremely important and necessary for them during travels since food is a path to explore new cultures, learning the people and lifestyle.

From the interview, foreign tourists do perceive that street food does represent enough Thai background, cultures and lifestyle to the eye of foreigners in some level; which is very essential tool in order to make the tourists feel as their money spent is worth by not only getting tasty, cheap, various food but to get local experiences as a memorable feeling to them. This is called “Experienced Economy”; the way to measure the worth of the money spent by satisfaction. Following the graph below as a result from interview (Part5/ Q6), the first choice in red color “Worthiness of value of money spent on street food” represents how tourists feel as they are happy enough with the value of money they have paid on food in Bangkok, the rate shows that none of interviewees feel below than “Somehow satisfied” which is a positive result. Moreover, in the blue color, the result shows “Less satisfied” rate of tourists about their street food experiences in Bangkok. There are some parts that interviewees expected to see the development in street food such as “Service”, “Language/communication skills of street food sellers”, “Existing Information”, Hygiene and sanitation”, “Safety” and “Nutrition” , in order to meet global standards. Once we know what the weaknesses are and what we should do to get ourselves to the next level, it is very useful and simple to increase the quality and standard following the negative points of the result. Most foreign tourists suggested that they hope to see street food in Bangkok to improve more about sanitation as the priority, following putting more basic details about the food such as prices, food ingredients, then pollution concern and safety (car accident). If we can improve these things to the better standard, it would definitely increase the satisfaction and fulfillment level to the tourists since they have good background of the satisfaction and fulfillment rate already.

Table 5.1: The satisfaction rating result from foreign tourists

Source: Author (2017)

**Q6. Rate the satisfaction of street food in Bangkok following these subjects;**

Choices	Rating				
	Very satisfied	Satisfied	Somehow satisfied	Less satisfied	Not satisfied at all
<b>Worthiness of value of money spent on street food?</b>	<b>II (33%)</b>	<b>III (50%)</b>	<b>I (17%)</b>		
Prices	II (33%)	III (67%)			
Service		I (17%)	III (66%)	I (17%)	
Language/communication skills of street food sellers	I (16.66%)	I (16.66%)	I (16.66%)	III (50%)	
Existing information (prices, food details)		III (50%)	I (17%)	II (33%)	
Image and appearance of street food		III I (83%)	I (17%)		
Hygiene and sanitation of street food		II (33%)	III (50%)	I (17%)	
Safety (pickpocketing, overpricing or traffic and cars concern) of street food		II (33.33%)	II (33.33%)	II (33.33%)	
Nutrition value of street food		I (17%)	III (66%)	I (17%)	
Taste of street food	III (67%)	II (33%)			
Authenticity of street food	I (17%)	III (66%)	I (17%)		
Experiences gotten from buying street food		III (67%)	II (33%)		

### 5.1.3 Research Question3

**What are main factors that affect tourists' decision making in street food tourism?**

#### Sub-questions

- **How does language affect selling food in street food tourism?**

From the research, it can be divided into 2 point of views as;

#### A. *Street food sellers*

The result was surprising as the majority of the sellers do not perceive language as a main player for their business. 7 shops out of 10 perceived that it is not a problem for them, since communicating with easy vocabularies and finger pointing are helpful enough. Only 1 seller stated that language plays a main role in selling food to customers because she used to sell in a tourist spot. In general, most sellers stated that communication issue occasionally occur with Thai customers rather than foreign customers, yet, the communication issue happens rarely. Normally, the problem is usually about complaints of food taste and quality, therefore, language does not play a main role to Thai sellers in selling food to foreign customers.

Moreover, only 30% of the shop sellers do think of putting English language signs or information to provide convenience for foreigners, but the other 70% stated that it is unnecessary. Obviously, Thai sellers have no interest and eagerness of providing English language, or even learning the basic courses even though it is extremely important and highly recommended.

#### B. *Foreign buyers*

One interviewee stated that it would be better for sellers to be able to speak English since it is a lingua franca and Bangkok is well-known for a touristic place. When he asked about something and sellers could not answer him, he decided not to buy; thus, language plays vital role in the decision making, particularly in the situation that foreigners have no clue about the ingredients. However, this situation did not stop him from purchasing street food in Bangkok since he thinks that it is not a big issue. One interviewee who cares much about Halal food also explained similar cases as Thai street food sellers were unable to explain

if the food is Halal or not; as it made him decide not to purchase it. The rest of interviewees do think that English skills of Thai sellers are quite low compare to other countries and it is recommended for the sellers to learn at least fundamental level of English. Nevertheless, all of them foreign tourists perceive that English language can be a problem but not a main one for them to purchase food or not (only to some cases as mentioned above). It is likely to be a chance of loss to sellers instead; since if they are unable to communicate in English, it means the more chances they are losing to gain more customers, especially international ones. Additionally, none of them have ever had bad or serious experiences with the sellers through language and communication.

In conclusion, for foreign buyers' point of view, language plays a fair role but not a main comparing to other factors such as personalities, hygiene, image and appearances and such; but is seen as an opportunity loss for the local sellers since they would not get more international customers and income.

- **How does existing information help tourists on local food selection?**

From the interview result, 2 interviewees gave “Less satisfied” rate for “Existing information” choice, and 1 interviewee state that it is number one significant for him along with hygiene in decision making for local food. The rest of interviewees stated that they are satisfied enough with the condition of existing information of street vendors in Bangkok as they understand that sellers provide ample details (even though it is in Thai language) but there are prices in most of the shops and it is somehow enough for street food level. Most of interviewees also stated that existing details are helpful for them to decide to purchase the food faster and more trustable to make sure that the food is edible and not something they cannot eat. Yet, all of them do not have any troubles or issues with the current condition and still prefer street food even though some shops have no information explained.

50% of street vendor sellers do consider to improve their existing information such as more clear explanation about the food details. However, another 50% stated that it is not important since most of customers are long-repeaters who are familiar with the products already. In general, the street vendor sellers are not aware of the effects on how much existing

information can have to foreign buyers and still perceive them as a small issue that can be fixed later. Clearly, exiting information on local food is not a priority to foreign customers to decide purchasing or not, on the other hand, it helps in some extent for some foreigners who wants to have an idea about the products and make a quicker decision.

- **How does hygienic affect food tourism in street vendor level?**

The answer in this part is hygiene and sanitation is importantly related to street vendor level both sellers' and buyers' sides. Definitely, it probably play the most vital role on this research since hygienic matters always are included in the priority lists to get developed from both sellers and buyers' opinions, in order to upgrade the standard and quality of street food in Bangkok to the better position. Most of the interviewed street food shops, majority of the sellers stated that they pay attention to the cleanness of food, starting from the washing process, preparation and cooking since it is relatedly effected to long-term impact of customers. This can be concerned to the safety for buyers as preventing them from sickness, dirty and low quality products. Even though it is a street food but sanitation is highly aware and cared by the sellers.

However, 3 shops admitted that they barely clean or wash the ingredients an sell the food right away. This might be the weakness and harm for street food image since there is no tangible practical rules applied in an official shape for every sellers. Apart from that, there is an investigation on food safety from Ministry of Public Health Thailand taking samples of ingredients from the sellers, although it still does not cover all vendors, yet, it is clearly seen that the investigation has been taking regularly and fairly enough in street vendor level.

To foreign buyers perception; hygiene and sanitation are one major things that usually checked before buying food. Even though street food is often one of the main agendas to foreign tourists, yet, it is one of the most worrying parts for them as well. Some interviewees stated that hygiene is not important to them as they do not care much since it is street food; but it is just a minority. Most of foreign buyers perceive as hygiene can show a lot about street food and it gives a huge impact on decision making. Hygiene is constantly mentioned by international buyers as it is one of the most concerning problems of Bangkok's street food



since some of them have seen dirty shops and local sellers who do not care much about the cleanness of the food which can possibly bring negative view to a whole industry.

Hygienic concern appears to be the privilege that should get improved immediately for street food in Bangkok for both parties as it is perceived as an important factor for international tourists' first impression on the image and later the effected decision on food purchasing. The development on hygiene and sanitation can increase attractions and satisfaction from every customer not only foreigners. Furthermore, it is an essential step to increase its efficiency, capacity and popularity to become a food tourism destination.

#### **5.1.3.1 New Findings**

Besides the 3 assumptions in this research (language, existing information and hygiene), the result reveals other factors that mainly affect the decision making besides the assumption:

- ***Image and appearances***

These factors come up as a top choice for foreigners to decide whether to purchase food or not. This clearly shows that majority of foreigners who have no knowledge about local food will pay attention to the exterior looks. Image and appearance was checked the most by the interviewees, and following hygiene condition and prices. One interviewee stated that image and appearance, besides it attracts interest of international tourists, it refers to hygiene and quality as it looks good and fresh. Accordingly, it is essentially focused by foreigners because foreigners are not as familiar as the locals about the food, thus, the outside looks are strongly influential.

- ***Quantity of buyers***

In the interview result, 2 interviewees stated about the amount of buyers at the shop; is very important and influential to attract them in buying food. Literally, if there are many people buying with long que, especially the locals, means that the food is somehow famous and delicious even though the shop looks bad and dirty. However, this factor is assumed that it only affects to the type of foreign buyers who is willing to try various food and not afraid of unsatisfied result (taste, prices, quality, hygiene and

such). It can also imply that the quantity of buyers is a tool of mind-guessing and promotion to the shop towards international tourists to decide of buying the products or not.

- ***Invisible factors (personalities, attitudes, accountability and integrity)***

This part, the result of foreign buyers' interviews match with the result of street food sellers' interviews as personalities and attitudes can affect the customers' purchasing decision. One foreign interviewee stated that he gives a lot of attention to the attitude and personality of sellers; if a seller is not friendly or nice, the more chance he will not choose to buy food even though the food is tasty or well-known. Some sellers also stated that because of their personalities and attitudes towards customers, it keeps their customers coming back and have become loyal repeaters. Moreover, being honest and social-responsible is also mentioned by the street sellers as it is a key to make the business sustainable as it wins the heart of customers in terms of trust and reliability.

## 5.2 Discussion

Thoroughly, the author has witnessed some complaints and issues during the interview and research; and the author has come to the discussion part as to analyze the recent problems that are occurring at the moment based on the interviews of both street food sellers and foreign buyers. There are 3 questions have been created and the suggestions of each problem.

### 5.2.1 How to sustain authenticity of Thai street food together with the urbanization and globalization?

From the result, some tourists have complained about the loss of authenticity and traditional ways of life which affecting the cooking, taste and original ways of street food as it can be seen from the examples of

- Having too many expats
- Migrants working as a street food sellers

However, meanwhile; some tourists have given compliments about the fast development and urbanization of Bangkok city which provides the conveniences to modern daily life as the digital era. Conflict between these two parts can be seen very clearly. The suggested on this conflict is to find the balance of both.

Firstly, increasing government supports which can apply to all street food vendors, creating the standard of rules, investigation, feedback, control, protect and sustain. The government shall support also in cultural values of street food; to increase originality and authenticity of Thai food, emphasizing on hawkers. Once every vendor is set to carry same standard, received equal treatment and good aspect of cultural values of street food; this occupation will be accepted by the others as one of the respectful, trustable and appropriate career.

Meanwhile, internationalization development is welcomed to the city in order to improve the society and competitiveness to other places. The urbanization is surely positive to providing the new lifestyle for locals and tourists in the same time, the respect on street food values is high, which makes the balance to both aspects. Labors might be the only thing that is difficult to control since nowadays, Southeast Asian countries have opened freedom of labor. The suggestion is that Government should apply rules and conditions to protect street food occupation to prioritized Thai citizens, and support migrations in this working field but in the controlled amount.

### **5.2.2 How to transfer and sustain street food to other generation and change mindset of street food sellers?**

This issue is probably the most important one. Based on the ideas of street food sellers as they do not wish to continue their careers due to several reasons; it has become a warning of unsustainability of street food business in Bangkok. To maintain the career seems to be simple and not beyond the ability of sellers since the length of practices takes short period of time to become used to with the cooking, and also this career does not require high education for being street food sellers. Additionally, most of sellers are generally satisfied with their income. The question is led to “Why do they not want their children to continue this job?”; firstly, it was very obvious that most street vendor sellers have set their mindset about street food career as tough, uncomfortable, tiring with no social values and respect. Although, it gives such profits and good life, yet, it is still not preferable for their children’s path.

Self-interest is very essential. It can be seen that the career path is already there, but the ancestors of street food sellers are not interested in continuing the career. Moreover, the new generation of people as younger children do have short patience and selling street food might not be the prioritized jobs they intend to do for the future; even though it is easy and gives good income. Therefore, increasing self-interest, encouragement and career path session are extremely needed in order to maintain the career, original recipe and ancestors from old generation street food sellers. This is directly related to the first part as if there is enough and proper support from the government in the correct ways; this career will finally be accepted by the others and the mindset of street food sellers can be adjusted.

### **5.2.3 How to improve street food business by proper support from related government and survive the business by themselves simultaneously?**

As mentioned before, street food has survived without economic crisis is because low capital and low rate. Food is necessary; from old era to the new one, food has always been an important part of surviving. However, it is also important to get recognized by the related public sectors in order to improve the standard, quality and values of street food. The positivity of this part is that most street food sellers have been running the business

for 2 decades with success by themselves. The recommended is that the support in providing facilities from the government such as water system, small building structure that can give sellers spaces in avoiding rain, heat and such. The good waste and trash collecting system is highly recommended; as well as zone management to organize shop location with bigger and wider pavements. This does not only benefit to the sellers but also customers and walkers as well. Moreover, young people nowadays have high hope in being self-boss who run their own business. Street food support is a good way to attract these young generations to start their own business if the government provides good facilities and proper help to them.

The current situation of street food in Bangkok is that the related government have been lacking in sanitation, zone management, frequency of hygiene and food safety check, also the very serious compulsory punishments to sellers. It has been as an old-fashioned street food type as an unorganized, dirty and troublemakers to the areas. If the government comes down to discuss with the issues and support this; the image and appearance of street food will get improved and finally become a positive result to the community.

Besides the related government, the sellers themselves are also required to improve themselves and follow the rules strictly. Self-improvement such as hygiene, sanitation, uniform, authenticity, taste, and such should be developed simultaneously.

Advertisement and marketing are also significant and necessary to promote to international tourists about the uniqueness of street food in Bangkok and what they can get that is different from their homelands and what street food in Bangkok offers to foreigners. The concept can be created as a symbol of street food in Bangkok as delicious, cheap, clean, and safe; moreover, showing to the tourists that street food gives them a sense of local experience which will attract more tourists on the food trying.

## **Summary**

In chapter, the author has clearly answered the research questions that have been the curiosity of this research, along with the new findings that have appeared during the interview. The relationship of initial questions and new findings are perfectly proved to the points about the development of street food in Bangkok city. Finally, the complaints and issues of the recent situation of street food have been pointed out and deeply discussed one by one. All of these parts have close connection to each other and are extremely vitally useful for the future improvement. In the next chapter, the conclusion will be directly related to this chapter and a whole research.

## Chapter 6

### Conclusion

Thoroughly, based on the interviews, analysis and discussion; it has clearly been found that street food industry has a potential and opportunity to become a main tourism spot in Bangkok city. The city itself has consistently been a famous for tourists from all over the world. Together with other popular activities and food, has certainly made Bangkok become a completely fulfilling and desirable place where tourists can explore cultures, lifestyle and background of Thai people through food, particularly street food. The variation of menus, reasonable prices, fast, convenient and tasty street food is extremely attractive. Recently, CNN has named best street food cities globally; there are 23 cities were given the position, it can be seen as the table below;

Table 1: The rank of best street food city in the world by CNN (2017)

Source: CNN News (2017)

Rank	Name of City
1	Bangkok
2	Tokyo
3	Honolulu
4	Durban
5	New Orleans
6	Istanbul
7	Hong Kong
8	Paris
9	Mexico City
10	Cairo
11	Marrakech
12	Cartagena
13	Portland
14	Dakar
15	Bali
16	Port Louis

17	Mumbai
18	Ho Chi Min
19	Miami
20	Rome
21	Rio De Janeiro
22	Sydney
23	Beijing

It has been proved that Bangkok is a preferable city for tourists that pay a visit for street food hunt as simultaneously as travelling with other purposes. What Bangkok lacks is the development of street food in some aspects, in order to increase the quality, standard and gain trust from international tourists; such as

- Improving zone management
- Hygiene and sanitation
- Image and appearance
- Traffic and pavement accidents
- Language ability of the local sellers
- Personalities which includes attitudes, integrity and morals.
- Promotion in marketing and branding is also essential in order to emphasize the authenticity and uniqueness of Thai food.
- Cooperation between private and public sectors are in-deed necessary to solve the existing issues and ease the misunderstanding between local residents, local sellers and governments.
- In addition, the way to transfer recipe and increase self-interest in street food career from generation to another is also significant, as to sustain the career and originality.

This research has wholly focused on how Bangkok city can develop itself in street food industry, to increase the benefits both regionally and nationally through tourism; and why it is important and necessary to notice the issues and find solution on it because tourism has always been a main



source of national income. Street food development will be able to boost up local economy and upgrade living income and standard to the sellers, Thai and foreign consumers as well.

Furthermore, it is recommended for any future researchers who would like to explore more about street food development on tourism, as they can be more specific in each topic of street food such as organizing street food and comparing to Singapore's success, street food (or food tourism) and nostalgia, how to measure tourists' satisfaction based on experienced economy via food, the new generation and startup business model on new era of street food, the usefulness of social media and marketing strategy on street food, and such. These topics will be useful for the other researchers who wish to put attention in a particular part and how to develop and enhance street food and food tourism to the better position.

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# Appendix I

## Research Questions for Street vendors

### Part 1 General Information

- Seller's age (อายุ) :
- Gender (เพศ) :
- Location of shop (สถานที่ขาย) :
- City area or outskirts area of Bangkok (ในเขตตัวเมืองหรือนอกเมือง):
- What kind of food/.drink? (ประเภทอาหารที่ขาย) :
- Operation time (เวลาเปิดปิด):
- How long have they been selling? (ระยะเวลาที่ประกอบกิจการ):

### Part 2 Business/Market/Promotion

- How many employees? มีลูกจ้างกี่คน
- Are the workers local people/ or migrants? ถ้ามีเป็นคนไทยหรือต่างด้าว
- Salary rate of employees: ค่าจ้างเด็กเท่าไรต่อคน ต่อเดือน
- Rate your income satisfaction from this business? ความพอใจในรายได้ของธุรกิจของคุณในปัจจุบัน

Very satisfied (พอใจมาก)	Satisfied (พอใจ)	Acceptable (พอรับได้)	Dissatisfied (ไม่พอใจ)	Very Dissatisfied (ไม่พอใจอย่างมาก)

- Where do you get raw material from? ไปซื้อของเครื่องปรุงที่ไหน
- Are they produced locally? (support local economic)/ Yes/ No วัตถุดิบที่ซื้อมาจากการผลิตของคนแถวนี้หรือคิดว่าจะมาจากที่อื่น
- Is it direct sale or not? การซื้อขายวัตถุดิบเป็นการซื้อตรงหรือไม่



- Do you consider of expanding your business, or adding new menus and promotion? Yes or No. If Yes, what are they? And what are your strategies?  
คุณคิดว่าจะขยายกิจการหรือเพิ่มเมนูใหม่ๆบ้างไหม ถ้าคิด วางแผนไว้อย่างไรบ้าง
- Has there ever been anyone trying to copy your recipe or use similar shop name or brand or style? เคยมีคนพยายามมาทำก๊อปปี้ หรือทำตาม หรือขายแข่งกับคุณไหม
- If Yes, how do you feel about it? ถ้ามี คุณรู้สึกอย่างไร
- Who are your competitors? ในพื้นที่นี้ คู่แข่งคุณคือใครบ้าง
- Do you think you are strong enough to compete with other shops or not? คุณคิดว่าคุณสามารถสู้คู่แข่งได้ไหม อย่างไร
- If Yes or No, please explain about your strengths/weakness อะไรคือจุดแข็งและจุดอ่อนของร้านคุณ
- Are there any customers (both Thai and foreigners) who visit your shop from online blogs, Tripadvisor, Instagram, Facebook and such? เคยมีลูกค้ามาซื้อจากอินเทอร์เน็ต หรือ เฟสบุ๊คบ้างไหม
- Based on your personal opinions, do you think internet is useful for your shop? Yes or No? And what are they? คุณคิดว่าอินเทอร์เน็ตโลกโซเชี่ยลสำคัญและมีประโยชน์สำหรับร้านคุณหรือไม่

### Part 3 Governance

- What are basic rules applied for street food vendors? มั่นข้อบังคับของ กทม ใหม่ในการที่จะมาเปิดร้านอาหารข้างถนน
- Are there any government supports or Bangkok Metropolitan Administration? ได้รับการสนับสนุนจากรัฐบาล หรือ กทม บ้างไหม
- What are the main legal problems of street food in Bangkok at the moment? ปัญหาด้านข้อกฎหมายหรือปัญหาอื่นๆในการค้าขายถนนท้องถนนในขณะนี้หรือไม่
- Is social welfare a mandatory for street food sellers?/ Yes or **NO** มีกฎหมายบังคับในเรื่องของการทำประกันผู้ขายหรือร้านไหม
- If No, do you register/ pay social welfare for yourself? Why? ถ้าไม่ คุณได้ทำไหม หรือถ้าไม่ทำคิดว่าควรจะทำไหม

#### Part4 Language and Communication

- Who are your main customers? Thai or foreigners? ลูกค้าหลักของคุณคือใคร อายุเท่าไร ทำงานอะไร ชอบสั่งอะไร
- How do you communicate with local community? คุณเคยมีการพูดคุยกับคนในย่านที่อยู่อาศัยแถวนี้ไหม
- Do you think local community support you or not? Yes or No คุณได้รับการสนับสนุนจากคนพื้นที่หรือไม่
- Is there any language issue or miss communication? เคยมีปัญหาทางการสื่อสารระหว่างคุณกับลูกค้าไหม เช่นอะไรถ้ามี
- Do you consider about providing proper information of the food? คุณคำนึงถึงการให้รายละเอียดเบื้องต้นเกี่ยวกับร้านหรืออาหารที่คุณขายแก่ลูกค้าไหม เช่น ราคาที่ชัดเจน เมนู ส่วนมากคนที่มาซื้อถามราคาอาหารทุกครั้งก่อนจะจ่ายเงินไหม หรือไม่ค่อยมีคนถาม
- Do you consider about providing other languages details? คุณเคยมีลูกค้าต่างชาติมาซื้อไหม ถ้ามีมีปัญหาในการสื่อสารหรือเปล่า แล้วคิดว่า ถ้าต่อไปพื้นที่แถวนี้มีชาวต่างชาติมาอยู่หรือท่องเที่ยวเพิ่มขึ้น คุณคิดว่าจะมีการเพิ่มรายละเอียดภาษาอังกฤษในตัวร้านหรืออาหารของคุณไหม ทำไม
- Have customers been asking you how much of your food before paying?/ How often? Do you think it is necessary to provide price details? Yes or No and Why? ส่วนมากลูกค้าถามราคาก่อนจ่ายเงินไหม แล้วคุณมีการติดราคาบอกหรือเปล่า คุณคิดว่าการติดราคาบอกจำเป็นไหม เพราะอะไร
- Have you asked customers about your food taste, or questionnaires to improve your products? คุณเคยมีการถามลูกค้าเรื่องรสชาติอาหารเพื่อติชม ปรับปรุงบ้างไหม

#### Part 5 Taste and Culture in Food

- What makes your food special or different from others? อะไรที่ทำให้อาหารของคุณแตกต่างจากคนอื่น หรือจุดเด่นในอาหาร
- Do you get the recipe from your family or hometown? ได้รับสูตรพิเศษของอาหารมาจากไหน
- How long have you been practicing/ educating how to cook this food? ใช้เวลาในการฝึกฝนการทำอาหารสูตรที่ขายนี้นานแค่ไหน
- Can your food/recipe be found in other places? Yes or No? and Where if Yes อาหารของคุณสามารถหาทานได้จากที่ไหนไหม

- Are they any long-repeaters (customers) come to your shop? Yes or No มีลูกค้าประจำมากแค่ไหนที่มาซื้ออาหารของคุณ
- If yes, how often do they usually come? And who are they? And what do they like to buy? ถ้ามีส่วนมากซื้ออะไร และรู้จักร้านของคุณได้อย่างไร
- Have your father/mother or older generation done this job before? พ่อแม่หรือบรรพบุรุษเคยขายอาหารนี้มาก่อนไหม
- Do you think your children will continue your job? Yes or No. If Yes, How do you think your job will benefit for your children  
คุณคิดว่าจะมีลูกหลานสืบทอดกิจการนี้ต่อไปไหม ทำไม? ถ้าใช่ ธุรกิจนี้จะส่งผลดีอย่างไรกับลูกของคุณ

### Part 6 Safety and Nutrition

- Have you heard about food poisoning around this neighborhood? If Yes, how often does it happen?  
คุณเคยได้รับข่าวสารเรื่องอาหารเป็นพิษจากการกินอาหารแถวนี้บ้างไหม ถ้าเคย เปิดอะไรขึ้น
- How do you make sure that your food is safe and clean? คุณมีวิธีการเตรียมวัตถุดิบอย่างไรบ้างในการให้อาหารของคุณสะอาดและ ปลอดภัย เช่นการล้างผัก ล้างจาน
- Is there any check from the government about the process and hygiene concerns? มีการตรวจสอบความสะอาดของชั้นตอและวิธีทำจากหน่วยงานของรัฐบาลบ้างไหม ถ้ามี มากี่ครั้งต่อเดือน และอะไรเป็นมาตรฐานของหน่วยงานรัฐบ้าง เช่น ต้องคลุมหัว
- Do you think your food is healthy or not? คุณคิดว่าอาหารของคุณมีประโยชน์พอไหม
- Do you have any demands for more nutritious or healthier ingredients adding in your food? คุณเคยคิดที่จะเพิ่มปริมาณสารอาหารในสูตรอาหารของคุณไหม
- How do you keep the balance between good taste and nutrition together? คุณปรุงอาหารให้มีรสชาติที่ดีไปพร้อมกับการให้คุณประโยชน์ต่อสุขภาพอย่างไร เพราะบางร้านใช้ผงชูรสเยอะเกินไปโดยไม่คำนึงถึงสารอาหาร
- If you increase the quality and sanitation of your food with more expensive prices, do you think customers will still buy your food? ถ้าคุณเพิ่มคุณภาพของวัตถุดิบและเพิ่มราคาให้แพงขึ้น คุณคิดว่าลูกค้ายังจะซื้ออาหารจากคุณหรือป่าว เพราะอะไร
- Is there any problem concerning to traffic?  
แล้วเคยมีปัญหาเกี่ยวกับรถจอดกับการจราจรไหม

- Are there any concerns about the accident of cars, motorcycles and such with sellers and customers? เคยมีอุบัติเหตุเกิดขึ้นจากรถยนต์ มอเตอร์ไซค์กับคนขายอาหารทางเท้าและลูกค้าที่ซื้อแถวนี้บ้างไหม
- How do you manage with the garbage, waste, used water, electricity or gas after finish using? What are your personal opinions about the damage of waste and the community or city? And what are your suggestions to this?  
คุณมีความคิดเห็นอย่างไรเกี่ยวกับ ขยะ น้ำเสียทิ้งจากการทำอาหาร ล้างจาน หรือ การใช้ทางเท้า ที่ส่งผลกระทบต่อพื้นที่และคนในพื้นที่ อะไรที่เป็นปัญหาหลักๆของธุรกิจอาหารข้างถนนในปัจจุบันนี้บ้าง

### Part 7 Future of Street Food in Bangkok

- What are the challenges or opportunities of your shop? คุณมองเห็นโอกาสของธุรกิจคุณอย่างไรบ้าง
  - What are your expectations of street food in Bangkok? ความคาดหวังเกี่ยวกับธุรกิจอาหารข้างถนนในกทม ของคุณ ควรเป็นอย่างไรบ้าง และควรมีการเปลี่ยนแปลง พัฒนาด้านไหนบ้าง
  - Please write down anything you wish to see the development of street food in Bangkok?
  - Do you think the image of street food in Bangkok is positive or negative? คุณคิดว่าคนทั่วไปมองธุรกิจอาหารข้างถนนไปในทางที่ดีหรือไม่ดี อย่างไร
  - If you still sell street food from now in the next 10 years, how do you see yourself? ในอนาคตถ้าคุณยังประกอบอาชีพนี้อยู่ คุณมองตัวเองเป็นอย่างไรในอีกสิบปีข้างหน้า และอยากเห็นอะไรไปในทางที่ดีขึ้น
  - Based on your ideas, is street food in Bangkok unique enough to represent authenticity of Thai cultures to customers? Yes or No and Why? ในความคิดของคุณ คุณคิดว่าอาหารข้างถนนในกทม มีความโดดเด่นพอที่แสดงถึงความเป็นไทย วิธีไทย ให้กับคนต่างชาติได้ไหม
  - Please rate your satisfaction of current situation of street food in Bangkok ให้คะแนนความพึงพอใจทุกๆไปของร้านอาหารข้างถนนในกทม
- A) Hygiene ความสะอาด
- B) Nutrition คุณค่าทางสารอาหาร
- C) Proper information (price, ingredients and so on) รายละเอียดของสินค้า ร้านค้า ราคา
- D) Image of food and shop (appearance, surroundings and environment) ภาพลักษณ์ของอาหาร

และร้าน รวมถึงสภาพแวดล้อม

- E) Collaboration with Government การร่วมมือระหว่างภาครัฐ
- F) Support from Government การสนับสนุนจากภาครัฐ
- G) Collaboration with local community การร่วมมือระหว่างคนและสังคมในพื้นที่
- H) Public space concerns การเกี่ยวข้องกับการใช้ที่สาธารณะ
- I) Production and ingredients การผลิตและวัตถุดิบ
- J) Selling prices ราคาที่ขาย

Very satisfied (พอใจมาก)	Satisfied (พอใจ)	Acceptable (พอรับได้)	Dissatisfied (ไม่พอใจ)	Very Dissatisfied (ไม่พอใจอย่างมาก)

- Do you think street food in Bangkok is attractive enough to foreign travelers? Yes or No and Why? อาหารข้างถนนในกทม ดึงดูดชาวต่างชาติได้ไหม
- Do you think Bangkok has a potential to be developed as a food tourism destination? Yes or No and Why? แล้วมีความเป็นไปได้ที่สามารถพัฒนาเป็นแหล่งท่องเที่ยวทางด้านอาหารได้ไหม เพราะอะไร
- What are the needs of developing street food in Bangkok? อะไรที่ควรจะต้องเปลี่ยนแปลงหรือปรับปรุงเป็นสิ่งแรกของธุรกิจอาหารข้างถนนในกทม ณ ตอนนี
- In what ways that the development of street food can help you in your career and long-term benefits? คุณคิดว่าในด้านไหนที่เราควรที่จะพัฒนาธุรกิจอาหารข้างถนนให้ไปสู่ระดับมาตรฐานสากล และช่วยในการประกอบอาชีพของคุณให้ยั่งยืน

## Appendix II

### Questionnaires for tourists who travelled/ or travelling to Bangkok

#### Tourist Info

Age: 18-25 26-35 36-45 46-60 60 above

Sex: Males Females others

Nationality:..... Occupation:.....

Food Preferences:  Halal  vegetarian  Others .....

#### Part 1: Food Tourism

- How many times a year do you go on a holiday?  
 More than 5 times a year  4-5 times a year  
 2-3 times a year  Once a year  Less than once a year
- What are your main interests when you select a travel destination each time? (CHECK ONE FROM EACH CHOICE)

Choices	Rating				
	Most important	Important	Somehow important	Less important	Not important at all
Religion					
Culture					
Massage/Spa					
Medical/health					
Food					
Night life					
Nature					
Sports					
Visiting friends/family					
Shopping					
Adventures					
Others .....					

- Have you planned Food Tourism before your trip?  
 Yes  No  
 How? .....
- What is your personal definition of food tourism?  
 .....

- Has food ever been your main reason to travel to a certain destination?

Yes       No

Where?    All destinations       Some destinations

- How important is food to you when travelling?

Very important       Important       Somehow important

Unimportant       Very unimportant

- When travelling, how do you decide what you eat or hope to eat?

(CHECK ONE FROM EACH CHOICE)

Choices	Rating				
	Most important	Important	Somehow important	Less important	Not important at all
Prices					
Traditional or authentic food of a certain destination					
Suggestions from TV/ magazines/ Internet					
Healthy/ organic food					
Locally produce food and support local people					
Franchise food (McDonald's, KFC, and so on)					
Others .....					

- Do you consider yourself as a Foodie?

Yes       No

Why? .....

**Part 2: Bangkok and Street Food**

What is your purpose of visiting Bangkok? (CHECK ONE FROM EACH CHOICE)

Choices	Rating				
	Most important	Important	Somehow important	Less important	Not important at all
Religion					
Culture					
Massage/Spa					
Medical/health					
Food					
Night life					
Nature					
Sports					
Visiting friends/family					
Shopping					
Adventures					
Others .....					

- What comes into your mind when you hear about ‘Bangkok’?  
.....
- How the reality of Bangkok trip is different from your image?  
.....
- How much do you spend on food in average in Bangkok per 1 meal?
  - Less than 150 THB (5 USD)     1000-2000 THB (33 – 66 USD)
  - 150-300 THB (5-10 USD)     More than 2000 THB (more than 66 USD)
  - 300- 600 THB (10- 20 USD)
  - 600-1000 THB (20 – 33 USD)
- Where do you usually have meals in Bangkok?
  - Department stores/ restaurants
  - Street vendors                       Hotels
  - Markets                                   Others.....
- How often do you purchase food from street vendors? (per one week)  
**(B)**.....
- Do you prefer eating inside a restaurant or street vendors? WHY?  
**(B)**.....
- Do you think street food is tastier than food in a restaurant?  
Why?**(B)**.....



- What kind of street food do you prefer to eat?
  - Typical Thai food     the very traditional Thai food
  - International food     others.....
  - Snacks                     Desserts/ Drinks
  
- Do yourself or your companion ever refused street food for one of these reasons
  - I don't like street food                     Communication problems                     the image and appearance of the food look bad     it is not delicious
  - Hygienic and sanitary concerns     lack of knowledge of what they are
  - Other reasons.....

Please select from the list what you usually check when you select the food/vendor

- Ingredients (fresh/ clean/ cooking process)
- The look of food (appearances and image)
- Water use     Equipment conditions     Prices
- Information provided in front of the shop about the food
- Quantity of buyers or queues     Location (environment and weather)
- Sidewalk condition     Dust (from traffic)     Waste and garbage
- Seller's outfit (cover their hair and napery)     Others.....

- What is the most concern or serious problems of street food in Bangkok for you?  
.....
- Do you want to see more organic shops/food from street vendors? Why?  
.....
- If the seller increases standard of their shops/products and sell in more expensive prices, would you still buy? Why?  
.....
- Have you ever experienced sickness from street food? If Yes, what is it?  
.....
- Does that sickness make you stop eating street food (permanent and temporary) or not? .....
- Do you think English language is a main problem of Thai sellers or not? If not, what is the most concerned problems? (Hygiene, safety, freshness, nutrition, information, environment)  
.....

**Part 3 Sellers/Buyers relationship**

- What is your personal opinions about street food sellers?  
.....
- Have you ever had difficulties or problems with the sellers? What is it?  
.....  
(Communication, price cheating, ingredients, exchange coins, etc)
- What is your most concerned about street food sellers at the moment?  
.....

**Part 4 Personal opinions about opportunity, authenticity, and worth of money**

- What is the uniqueness or characteristic of street food in Bangkok that considered as a positivity, comparing to other countries?.....
  - What is the bad side of street food in Bangkok.....
  - Do you think street food in Bangkok is attractive enough for foreign tourists?  
 Yes                       No  
Why? .....
  - Do you think street food in Bangkok represents local lifestyle, cultures, background and traditions of Thai people enough?  
 Yes                       No  
Why?.....
- Please rate your satisfaction on Street Food in BANGKOK the following choices(CHECK ONE FROM EACH CHOICE)

Choices	Rating				
	Very satisfied	Satisfied	Somehow satisfied	Less satisfied	Not satisfied at all
Value the money spent on food					
Satisfaction of the prices of street food					
Service of street food					
Language/communication skills of street food sellers					
Image and appearance of street food					
Hygiene and sanitation of street food					
Safety (pickpocketing, overpricing or traffic and cars concern) of street food					

Nutrition value of street food					
Taste of street food					
Authenticity of street food					
Satisfaction of getting experienced from eating street food					

- Do you think Bangkok has a potential to become a main destination of food tourism for you?  
 Yes       No  
Why?.....
- How street food in Bangkok can improve? Or the most prioritized things to change in order to meet global standard and become a main food tourism destination?  
.....

**Thank you so much for your cooperation and time!**  
**Best wishes!**