The Connectivity of BRI & Tourists’ Approach to Local Food
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accordingly, Tarik Sengel views on “Tourists’ Approach to Local Food” and Christina Geng-Qing Chi views on “Investigating the Structural Relationships Between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions.” Methodology Quality is used.
Objection:

- to define the Connectivity of BRI and Tourists’ Approach to Local Food in tourism in order to identify which tourists are interested in local food as an attraction.

- first, how tourists’ approach local food consumption, The findings of the study views on Tarik Sengel Christina Geng-Qing Chi.

- second, the Connectivity of BRI and Tourists’ Approach to Local Food in tourism in order to identify which tourists are interested in local food as an attraction in Thailand.
1. Food Tourism

*Thai- TV ; Love Destiny Fever in Food*

- Thai Fruit Dip (Nam Pla Waan | Sweet Fish Sauce)
- Crispy noodle wrap ped dumpling

when defining food tourism there must be a differentiation among those tourist behaviors who consume food as a part of their travel experience and those who select destinations solely influenced by their interest of food.
2. Food Trends and Local Food

*The Golden Principles of Thai’s Local Food Culture*

- consuming local food, of the region means gaining in-depth knowledge about the destination’s culture.
3. Factors Influencing Local Food

Factors affecting local food consumption, Mak et al. (2012) reports five dimensions; cultural and religious factors, socio-demographic factors, motivational factors, personality and past experience.

- Food choices are affected by the single pop song & popular drama series
4. Thailand and Its Tourism

Tourism is a major economic contributor to the Kingdom of Thailand. Located in Southeast Asia, Thailand is a unique nation in its own right, rich with culture and nature.

- The Tourism Authority of Thailand (TAT) uses the slogan "Amazing Thailand" to promote Thailand internationally. In 2015, this was supplemented by a "Discover Thainess" campaign.

- Thailand’s diverse society is comprised of three main ethnicities—Thais, Chinese, and Indians—and many other ethnic/race (the indigenous people) that live mainly in rural areas of the country.

- In 2018 The ratings are phenomenal, Ayutthaya’s tourism is benefiting immensely and the fan fever sweeping Thailand is making headlines overseas. As a TV series, —Love Destiny‖ has succeeded on many fronts, treating history, Thainess and Thai culture with great respect but also with wit and humour. Food and Cooking in Thai TV Dramas, Love Destiny, 17th Century Siam, and Crispy Noodle-Wrapped Pork Dumplings.
For a country that takes such great pride in its cuisine, Thailand, surprisingly, hasn’t seemed very enthusiastic about spotlighting its food in its cinematic endeavors.
5. Thailand and Its Tourism

street food chinatown bangkok
6. A new Silk Road – the revival of Tourists’ Approach to Local Food

- five major areas to improve connectivity: (i) policy coordination, (ii) infrastructure construction, (iii) unimpeded trade, (iv) financial integration and (v) people-to-people ties. Among these five, infrastructure construction (including railways and highways) is the dominant feature of the New Silk Road. Therefore, Seven particular OBOR implications for Thailand.

- No: 6 Investment hub: Thailand's neighboring countries are more directly linked to the route of the Silk Road Economic Belt (SREB) and the Maritime Silk Road (MSR). This opens great opportunities to participate on these developments from Thailand as Southeast Asia's investment hub.
7. Culinary Tourism

- 7.1 What Hotels and Tourism Businesses Can Do To Promote Food Tourism
- 7.2 Social Media for Local Food Tourism
- 7.3 Cooking Classes and Workshops
- 7.4 Local Food Tourism Helps To Promote Destination Marketing
8. The Connectivity of BRI and Tourists’ Approach to Local Food

- Local food image positively influenced food satisfaction. Local food satisfaction positively influenced tourists’ behavioral intentions. Local food positively influenced tourists’ behavioral intentions. Local food satisfaction positively influenced culinary quality. Local food image positively influenced culinary quality.

- The government Connecting BRI developed a New Asia- Tourists’ Approach cuisine marketing effort to local food in order to attract visitors to savor its cuisine
9. Conclusion

Local food is a major component for both leisure and business segments of tourism industry and eating is the only activity that prompts all five senses; vision, tactile, auditory, taste and olfaction.

Local food was an imperative contributor in destination tourism due to its capability in influencing tourists’ perceived image culture, geography, architecture, food satisfaction, culinary quality, and consequently impacting tourists’ behaviors in the selection of a travel destination.

The Chinese belt and road initiative is still in the initial years of implementation.

It will swiftly have a huge impact on Thailand’s economy.

A plethora of new business opportunities is available along this huge initiative.

This includes (i) road, railway, and marine technology,

(ii) the energy sector (energy supply, distribution, storage),

(iii) information technology, and (iv) transport and logistics.
Thank you

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