Abstract

The study and data collection on local restaurant and local Isan food to promote Gastronomic tourism in Mahasarakham Province is a Mixed method research with the objectives of 1) To study and gather the general information of restaurant, local food, flee market and other which related to local food in Mahasarakham province 2) To analyzed tourists motivation for various types of food within Mahasarakham province and 3) Develop a leaflet of gastronomic tourism in research areas within Mahasarakham province. The research area consists of Mueang District, Kantharawichai District, Wapi Pathum District and Kae Dam District.

The result of the research found that the context of restaurant, local food, flee market and other which related to local food in the research area; Mueang District and Kantharawichai District have greatest potential for making gastronomic tourism maps because there are a lot of gastronomic tourism resources and is well-known among Thai tourists. Most of the tourists are female (76%), age 21-30 years old (64.5%) and have a bachelor's degree (89.0%). Top three of favorite restaurant and gastronomic tourism resources in Mueang District are Sweet me coffee ($\bar{x}$ = 3.19) followed by Night market ($\bar{x}$ = 3.03) and flee market called Talad night ($\bar{x}$ = 2.84). For Kantharawichai District, the first favorite is Talad Noi (Noi Market) ($\bar{x}$ = 3.19) followed by Khlong Thom Night market ($\bar{x}$ = 3.03) and Sweet me coffee ($\bar{x}$ = 2.84). The overall satisfaction level of both areas is moderate. The overall level of Push factors that have an effect on the use of various types of restaurants within Mahasarakham Province is a high ($\bar{x}$ = 3.45). The highest push factor for the use of various types of restaurants is Social ($\bar{x}$ = 3.92) followed by Budget ($\bar{x}$ = 3.82) and Eclectic ($\bar{x}$ = 3.73). The overall level of Pull factors that have an effect on the use of various types of restaurants within Mahasarakham Province is high ($\bar{x}$ = 4.10). The highest pull factor for the use of various types of restaurants is good flavors ($\bar{x}$ = 4.37) followed by Restaurant service ($\bar{x}$ = 4.30) and Quality of food or quality of ingredient ($\bar{x}$ = 4.23)

Based on the data above, it can classify gastronomic tourism resources into categories. Makes it easy to create a various gastronomic tourism route maps and guidebook to suit each type of tourists and attract tourists to have an experience of the local food and can interpret the meaning and significance of intangible cultural heritage of gastronomic tourism within the research areas.

Keyword: Gastronomic Tourism, Tourist motivation, Push and Pull factors