

Title: Local Recipe Improvement in MahaSarakham Province for an International Standard of Food Service Management

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This research aims to explore the local food culture in MahaSarakham province in order to improve the local recipe and to use the improved recipes for food management with an international standard service. The qualitative data was collected from a semi-structure interview form focused group discussion and workshop with the sample group of 70 participants comprising the specialists operational staffs food producers, and housewife. This qualitative data was processed with content and descriptive analysis based several theories concerning management administration and tourism image.

The research outcome indicated the local foods of MahaSarakham province for local recipe improvement were typically selected from 2 areas including Kwao Rai sub-district in Na Chueak district and Ta Khon Yang sub-district in Kantharawichai district. The local recipes from Kwao Rai were the locally processed fish products e.g. Pla Som, Pla Yor and Plan Kuan Rang and the recipes from Ta Khon Yang were Lab Hed Por and Koi Khai Mod Deang. All of the improved recipes were later used for food service management following an international standard of food service management and they were served as self-service to the customers in which all dishes were beautifully decorated and presented at a proper corner of the place along with containers and utensils such as plate, fork, spoon, sauce cup and other types of containers. The customers were freely allowed to have the foods as they wanted as it was a buffet service.