

## บทความวิจัย (ก.ค. – ธ.ค. 2562)

## การศึกษาเปรียบเทียบของนักท่องเที่ยวชาวไทยและนักท่องเที่ยวต่างชาติที่มีต่อความพึงพอใจต่อการท่องเที่ยวทางด้านการอาหารในประเทศไทยกรณีศึกษาจังหวัดพัทลุง

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ผู้ช่วยศาสตราจารย์ ดร.ศักดิ์ชัย เศรษฐ์อนวัช คณะการจัดการและการท่องเที่ยว มหาวิทยาลัยบูรพา

## บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาเปรียบเทียบนักท่องเที่ยวชาวไทยและความพึงพอใจของนักท่องเที่ยวชาวต่างประเทศที่มีต่อการท่องเที่ยวเพื่อทำอาหารในประเทศไทย: กรณีศึกษาเมืองพัทลุงจังหวัดพัทลุง วัตถุประสงค์ของการวิจัยเพื่อศึกษาเปรียบเทียบนักท่องเที่ยวชาวไทยและความพึงพอใจของนักท่องเที่ยวต่างชาติที่มีต่อการท่องเที่ยวเพื่อทำอาหารในประเทศไทย: กรณีศึกษาเมืองพัทลุงจังหวัดพัทลุง และเพื่อศึกษาปัจจัยการตลาด 7Ps ที่มีผลต่อความพึงพอใจของนักท่องเที่ยวชาวไทยและนักท่องเที่ยวต่างชาติ นักวิจัยได้ทำการสำรวจประชากรของนักท่องเที่ยวชาวไทยและนักท่องเที่ยวชาวต่างชาติ 800 คน ผู้ตอบแบบสอบถามคือนักท่องเที่ยวชาวไทยและนักท่องเที่ยวชาวต่างชาติที่มีความพึงพอใจต่ออาหาร Street food พัทยาช่วงเวลาที่ 1 พฤษภาคม - 30 พฤษภาคม 2561 วิเคราะห์ข้อมูลโดยใช้การวิเคราะห์เชิงพรรณนา วิเคราะห์ความแปรปรวนทางเดียวและการถดถอยเชิงเส้นผ่านโปรแกรม SPSS ผลการวิจัยพบว่าคนไทยและต่างชาติมีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ.05 1) ผลลัพธ์ 2) สถานที่ 3) การส่งเสริมทางการตลาด 4) ผู้คนและ 5) ลักษณะทางกายภาพไม่มีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ .05 ได้แก่ 1) ราคาและ 2) กระบวนการพบว่ามี ความแตกต่างกันอย่างมีนัยสำคัญเมื่อเปรียบเทียบค่าเฉลี่ยระหว่างประเทศไทย จะเห็นได้ชัดเจนว่านักท่องเที่ยวต่างชาติมีความพึงพอใจต่อนักท่องเที่ยวเป็นรายบุคคลมากกว่าประเทศไทย 1) ผลลัพธ์ 2) สถานที่ 3) การส่งเสริมทางการตลาดและ 4) ลักษณะทางกายภาพปรากฏว่านักท่องเที่ยวต่างชาติพึงพอใจต่อนักท่องเที่ยวชาวไทย

คำสำคัญ: เปรียบเทียบ ความพึงพอใจ วิธีทำอาหาร

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## Comparative study of Thai tourists and Foreign tourists satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya Chonburi Province

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## Abstract

The purpose of this research focuses comparative study of Thai tourists and Foreign tourists satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya Chonburi Thailand. Research objective for to study comparative study of Thai tourists and foreign tourist satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi. And to study the 7Ps marketing factors that affect to satisfaction of Thai tourist and foreign tourist. The researchers surveyed the population of Thai tourist and Foreign tourists 800 respondents. The respondents are the Thai tourist and Foreign tourists satisfaction to Street food Pattaya, Chonburi period May 1- August 30, 2018. The information gathered is analyzed using descriptive analysis, One way ANOVA and Regression linear through a SPSS program. The result perform Thai and foreigners were significantly different at the .05 level of significance. 1) Product 2) Place 3) Promotion 4) People and 5) Physical Evident There was no statistically significant difference at .05 level include 1) Price and 2) Process were found to have significant differences when comparing average between Thailand and foreign tourists can be seen clearly foreign tourists are satisfied in the individual tourists than Thailand. 1) Product 2) Place 3) Promotion and 4) Physical evident. It appears that foreign tourist satisfaction than Thai tourists.

Keywords: Comparative, Satisfaction, Gastronomy

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## INTRODUCTION

At present, the development of the tourism industry has various and complex as a process links and support local resources because of competition with more and more, including the factors that affect the environment. The tourism industry must adjust constantly. It is known to the openness of the world at present. Of course, tourists claim to want to experience the new. All the time, mostly the experience on the foundation. Its unique culture in the local tourists to visit.

Gastronomy Tourism or call it simply food tourism many people would think about eating only, but in fact, food tourism is more than that for the definition of food tourism. Research on several agreed that 'food tourism' is the journey to experience the experience in food in each area. The main purpose is entertainment and leisure besides dining experience, food tourism, including visiting places of cooking. The importance of Gastronomy Tourism in Thailand. The present government has significance to the economic development all creative to strengthen inside to Thailand policies 4.0 and information report from Economic Tourism Ministry of tourism and sports enter.

The researcher interested in the study of Street food at Pattaya province because the statistics from the tourists attraction for both local and foreign. Since the year 2016-2017 number of tourists Thai and foreigners are becoming increasingly. (Tourist of Pattaya 2016-2017).

Said that Pattaya is ready to welcome tourists throughout the year because Pattaya has many attractions. The beaches of white sand and there are other attractions. As well as natural attractions and tourist attraction built to give visitors a good impression. And keep the good memories of visiting many of Pattaya. The nightlife at Pattaya, a tourist town perfectly. The food is also popular in Pattaya Street food there are various types of food, such as food, seafood, sugary foods, with both sides. The small shop and restaurants big and market focused on selling only food seafood tourists can buy and eat and affordable prices. So the researcher interested in the importance of food tourism of Pattaya because can be considered as a major tourism income and interest to study comparative study of tourist satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi. This compares tourists both Thailand and foreign tourists to find satisfaction in food to contribute to the planning, development and other attractions. The revenue increase as well.

### Research question

Marketing factor how to effect comparative study of Thai tourists and foreign tourists satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi.

### Research objective

1. To study comparative study of Thai tourists and foreign tourists satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi.
2. To study the 7Ps marketing factors that affect to satisfaction of Thai tourist and foreign tourist.

### The scope of the research

1. Population scope: Thai tourists and foreign tourists in Pattaya, Chonburi.
2. Place: Pattaya city area at Chonburi province.
3. Time scope: From May 1- August 30, 2018.
4. Source of data: Primary data, collected through questionnaires, and secondary data.

### Literature review

Pimolsompong (2005, p. 22) Said demographic factors refers to the characteristics of the population, such as sex, age, status, education level, income, occupation, or which affect the buying needs of the service. When referring to a form of communication that audience is a people-sized. A diverse and not necessarily in the same society ever known or experienced together before. Which allows the audience to look different in many aspects, especially the demographic characteristics including age, sex, education and the economy and society will behave differently interested in receiving information

varies with the research has been collecting basic data on demographic characteristics to understand the relationship between demographic characteristics of the details are as follows:

1. Age
2. Gender
3. Status
4. Education
5. Occupation
5. Occupation

#### Theory and concepts marketing factor (7Ps)

Kotler (1997, p. 92) said Marketing factor represents a variable or a marketing tool that can be controlled organizations often used together to meet customer needs and satisfaction as the goal. Originally part of the marketing mix is only 4 variables only (4Ps) include Product, Price, Place, Promotion Later, with the additional variable up to 3 variables include People, Physical evidence, and Process. To comply with the important concept of modern marketing. Especially with businesses the service Thus, collectively known as the marketing mix model 7Ps

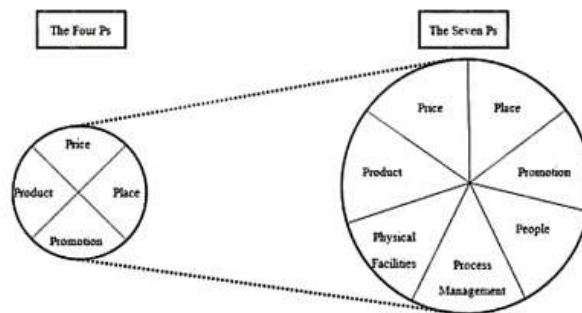


Figure 1 Adding elements of the marketing factor is a traditional 4Ps to 7Ps.

Source: MaGrath (1986).

#### Research methodology

Research design: Comparative study of Thai tourists and foreigner tourists satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi. A quantitative research, which uses a questionnaire as a tool to collect information.

Population and sampling design: For the population in this research is that tourists Thai and foreigners who travel Thailand in Chonburi Province. The search revealed that in the year 2017 with a total of 13,638,542 tourists in Chonburi Province all of which were intended to study the comparison, Thai tourists, and foreign tourists. The number of tourists from Thailand in 2017 all 4,675,555 people, and the number of foreign tourists in 2017 all 8,962,987 people. (Ministry of Tourism & Sports, 2018)

To determine the size of the sample used in the research. Which is calculated from a sample of Taro Yamane formula determined by the confidence that the sample size of 95 has 800 samples using purposive sampling (Purposive Sampling),

#### Research instrument

Part 1 questionnaire about demographics of respondents Thai tourists and foreigner tourist in Pattaya, Chonburi, including sex, status, age, education, career, income. The nature of the questionnaire will be there are several answers (Multiple Choices), also known as Close-ended Question.

Part 2 information about behavior customer use service Street food Pattaya, Chonburi.

Part 3 the questions used in the assessment opinions about marketing mix (7Ps) affecting the satisfaction gastronomy tourism Thai and foreigners. The question in this section is the questionnaire Rating Scale have weight 5 configuration level (Five-Pont Likert Scales).

Statistical analysis: In this study, the researcher analyzes the data collected from questionnaires. Using the computer data processing program for research. Are analyzed by using descriptive statistics by the statistical analysis used in this study. Statistical data analysis and hypothesis test 2 types.

#### Descriptive statistics

1. Analysis of data on the demographic characteristics of the sample, including gender, age, education level, occupation, income. It will make a presentation in the form of a distribution table frequency, Percentage, Mean.
2. Analysis of the data relating to the marketing factor (7Ps) that affect customer satisfaction in the gastronomy tourism of Thai tourists and foreign tourists. It will make a presentation in the form of a percentage, mean and standard deviation.

The statistics used in this research are 3 types; 1. Percentage 2. Means and 3. Standard deviation for descriptive statistics analysis to use the interpretation of data from the questionnaire.

#### Research result

Descriptive statistics: Information about customer behavior uses service Street food Pattaya, Chonburi Thai tourists

Table1 Information about customer behavior uses service Street food Pattaya, Chonburi Thai tourists. (n = 400)

Behavior uses service Street food	Number of frequency	Percent (%)
1. How often to use the service of Street food Pattaya, Chonburi.		
Less than 1 time per month	281	70.3
1-2 times per month	65	16.3
3-4 times per month	23	5.8
More than 4 times per month	31	7.8
Included	400	100
2. The average costs per time to use the service of Street food Pattaya, Chonburi.		
Lower than 200 Baht	98	24.5
201-500 Baht	188	47.0
501-800 Baht	64	16.0
More than 801 Baht	50	12.5
Included	400	100
3. The reason that you choose to use the service of Street food Pattaya, Chonburi.		
Street food Pattaya, Chonburi has price not expensive.	88	22.0
Street food has a wide selection of local food.	169	42.3
Near the famous tourist attractions of Pattaya, Chonburi.	143	35.8
Included	400	100
4. The day that you choose to use the service of Street food, Pattaya, Chonburi.		
Weekdays	86	21.5
Saturday-Sunday/ Public holiday	314	78.5
Included	400	100



Table1 Cont.

Behavior uses service Street food	Number of frequency	Percent (%)
5. Characteristics to use the service of Street food, Pattaya, Chonburi.		
Alone	21	5.3
With friends	285	71.3
With family	85	21.3
With the tour company	9	2.3
Included	400	100

From table 1 above Information about Thai tourists customer behavior uses service Street food Pattaya, Chonburi most of the samples used Street food in Chonburi less than 1 time per month 281 people percent 70.3 The average costs per time to use the service of Street food Pattaya, Chonburi is 201-500 baht per times 188 people percent 47.0 the reason that you choose to use the service of Street food Pattaya, Chonburi most is Street food has a wide selection of local food 169 people percent 42.3 the day that you choose to use the service of Street food, Pattaya, Chonburi most is Saturday-Sunday / Public holiday is 314 people percent 78.5 and characteristics to use the service of Street food, Pattaya, Chonburi of most Thai tourists is with friends 285 people percent 71.3 the sample of 400 Thai tourists.

Part 2: Univariate analysis of statistically significant differences between Thai tourists and foreign tourists who have comments on the ingredients of the marketing of street food in Pattaya.

Table2 Univariate analysis of statistically significant differences between Thai tourists and foreign tourists who have comments on the ingredients of the marketing of street food in Pattaya.

Marketing Mix Factors		Sum of Squares	df	Mean Square	F	Sig.
Product Satisfaction	Between	1.435	1	1.435	4.265	.039*
	Within	267.855	796	.337		
Price Satisfaction	Between	1.407	1	1.407	3.849	.050
	Within	291.055	796	.366		
Place Satisfaction	Between	53.941	1	53.941	140.904	.000*
	Within	304.723	796	.383		

Table2 Cont.

Marketing Mix Factors		Sum of Squares	df	Mean Square	F	Sig.
Promotion Satisfaction	Between	83.783	1	83.783	146.931	.000*
	Within	453.899	796	.570		
People Satisfaction	Between	3.427	1	3.427	6.913	.009*
	Within	394.678	796	.496		
Process Satisfaction	Between	.642	1	.642	1.419	.234
	Within	360.130	796	.452		
Physical Evident Satisfaction	Between	67.594	1	67.594	150.832	.000*
	Within	356.718	796	.448		

\* Significance at 0.05 level

From table 2 show that Thai and foreigners were significantly different at the .05 level of significance. 1) Product 2) Place 3) Promotion 4) People and 5) Physical Evident There was no statistically significant difference at .05 level include 1) Price and 2) Process

The issue of the 5 were found to have significant differences when comparing average between Thailand and foreign tourists can be seen clearly foreign tourists are satisfied in the individual tourists than Thailand. 1) Product 2) Place 3) Promotion and 4) Physical evident. It appears that foreign tourist satisfaction than Thai tourists, as table 11.

Part 3 The mean and standard deviation of the marketing mix factors services by type of tourists.

Table 3 The mean and standard deviation of the marketing mix factors services by type of tourists.

	Type tourists	Mean	Std. Deviation
Total satisfaction with the product.	Thai	3.4408	.60508
	Foreign	3.3560	.55424
Total satisfaction with the place.	Thai	3.5661	.61817
	Foreign	3.0461	.61927
Total satisfaction with the promotion.	Thai	3.4677	.76128
	Foreign	2.8196	.74899
Total satisfaction with the people.	Thai	3.5472	.65723
	Foreign	3.6783	.74771
Total satisfaction with the Physical evident.	Thai	3.5416	.65893
	Foreign	2.9595	.67967



## Research result

This research aims to comparative study of Thai tourists and foreigner tourist's satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi.

### Part 1 Descriptive statistics

Analyze the personal data of the respondents.

#### Gender

Thai tourists: Gendermost respondents were female more than male.

Foreigner tourist's: Gendermost respondents were male more than female.

#### Status

Thai tourists: Status most respondents single secondly, those with marital status and divorced respectively.

Foreigner tourist's: Status most respondents single secondly, those with marital status and divorced status respectively.

#### Age

Thai tourists: Most respondents were 20-30 year secondly 31-40 year, age 41-50 year and age lower than 20 years respectively.

Foreigner tourist's: Most respondents were 31-40 year secondly 20-30 year and age 41-50 year more than 51 year and lower than 20 years respectively.

#### Education

Thai tourists: Most respondents were bachelor degree, other, Master's degree, Lower than Bachelor degree, Doctoral degree respectively.

Foreigner tourist's: Most respondents were bachelor degree, Other, Master's degree, Lower than Bachelor degree, Doctoral degree respectively.

#### Occupation

Thai tourists: Most respondents were private employees, Student, Owner business, Other, Government Officials respectively.

Foreigner tourist's: Most respondents were other, Owner business, Student, Private employees Government officials respectively.

#### Income

Thai tourists: Most respondents were income 15,000-19,999 bath, Income 10,000-14,999 bath, Income 20,000-29,999 bath, Income more than 30,000 baht, Income lower than 5,000 baht, Income 5,000-9,999 baht 41 respectively.

Foreigner tourist's: Most respondents were income more than 30,000 baht, Income 20,000-29,999 bath, income 15,000-19,999 bath, Income 10,000-14,999 bath, Income 5,000-9,999, Income lower than 5,000 baht respectively.

### 2. Information about customer behavior uses service Street food Pattaya, Chonburi

How often to use the service of Street food Pattaya, Chonburi.

- Thai tourists use Street food less than 1 time per month.
- Foreigner tourist's use Street food less than 1 time per month.

The average costs per time to use the service of Street food Pattaya, Chonburi

- Thai tourists 201-500 baht
- Foreigner tourist's lower than 200 baht

The reason that you choose to use the service of Street food Pattaya, Chonburi.

- Thai tourists Street food has a wide selection of local food.
- Foreigner tourist's Street food has a wide selection of local food.

The day that you choose to use the service of Street food, Pattaya, Chonburi.

- Thai tourists and Foreigner tourist's choose to use Saturday-Sunday/ Public holiday

Characteristics to use the service of Street food, Pattaya, Chonburi.

- Thai tourists and Foreigner tourist's use the service with friends

3. Marketing factor (7Ps) affecting the satisfaction gastronomy tourism Street food Pattaya, Chonburi

Product

- Thai tourists overall level was much

The arrangement

1. The Street food of Pattaya is a delicious level much
  2. The Street food of Pattaya is a fresh level much
  3. The Street food of Pattaya is right amount level neutral
  4. The Street food of Pattaya is a clean level neutral respectively.
- Foreigner tourist's overall level was neutral

The arrangement

1. The Street food of Pattaya is a delicious level much
2. The Street food of Pattaya is a fresh level neutral
3. The Street food of Pattaya is right amount level neutral
4. The Street food of Pattaya is a clean level neutral respectively.

Price

- Thai tourists overall level was much

The arrangement

1. Price of Street food matches the quality of the food level much
  2. Price is proper for the quantity of food for Street food level much
  3. There are details about the price of Street food properly level neutral
  4. Price of Street food are fixed and do not change often level neutral respectively
- Foreigner tourist's overall level was neutral

The arrangement

1. Price of Street food matches the quality of the food level much

2. Price is proper for the quantity of food for Street food level neutral
3. There are details about the price of Street food properly level neutral
4. Price of Street food are fixed and do not change often level neutral respectively.

Place

- Thai tourists overall level was much

The arrangement

1. Location of the Street food can be easily accessed level much
2. The sign of Street food is easy to see level much
3. Street food has social channels to contact to order easily such as Facebook, Line. level

neutral

4. The area around the Street food is adequate parking level neutral respectively.

- Foreigner tourist's overall level was neutral

The arrangement

1. The sign of Street food is easy to see level much
2. Location of the Street food can be easily accessed level much
3. Street food has social channels to contact to order easily such as Facebook, Line level

neutral

4. The area around the Street food is adequate parking level not much respectively.

Promotion

- Thai tourists overall level was much

The arrangement

1. Advertisement of Street food through multiple channels such as Facebook, a website about food (Wongnai.com) level much

2. Advertisement of Street food is well known level much
3. Street food has promotion activities, such as discount the price of food level neutral
- Foreigner tourist's overall level was neutral

The arrangement

1. Advertisement of Street food is well known level neutral
2. Street food has promotion activities, such as discount the price of food level neutral
3. Advertisement of Street food through multiple channels such as Facebook, a website about food (Wongnai.com) level not much respectively.

People

- Thai tourists overall level was much

The arrangement

1. The entrepreneurs/ employees of Street food are willing to provide service level much
2. The entrepreneurs/ employees of Street food are polite and friendly level much
3. The entrepreneurs/ employees of Street food have enthusiasm and attentive level much

4. The dress of entrepreneurs/ employees of Street food is appropriate and polite level much respectively.

Foreigner tourist's overall level was much

The arrangement

1. The entrepreneurs/employees of Street food are polite and friendly. level much
2. The entrepreneurs/employees of Street food have enthusiasm and attentive level much
3. The entrepreneurs/employees of Street food are willing to provide service level much
4. The dress of entrepreneurs/employees of Street food is appropriate and level

muchrespectively.

Process

- Thai tourists overall level was much

The arrangement

1. It is fast and accurate for ordering and service of Street food. level much
2. The payment of food is convenient to fast and properly level much

Street food has a delivery service nearby level muchrespectively.

- Foreigner tourist's overall level was much

The arrangement

1. The payment of food is convenient to fast and properly level much
2. It is fast and accurate for ordering and service of Street food level much

Street food has a delivery service nearby level neutralrespectively.

Physical evidence

- Thai tourists overall level was much

The arrangement

1. Menus of Street food easily to see level much
2. Tables and chairs are suitable for Street food level much
3. The number of seats is enough for Street food level much
4. The atmosphere of the Street food is clean and not crowded level muchrespectively.

- Foreigner tourist's overall level was neutral

The arrangement

1. Menus of Street food easily to see level neutral
2. The atmosphere of the Street food is clean and not crowded level neutral
3. The number of seats is enough for Street food level neutral
4. Tables and chairs are suitable for Street food level neutralrespectively.

Part 2 Inferential statistics analyze MANOVA

Univariate analysis

Thai and foreigners were significantly different at the .05 level of significance. 1) Product 2) Place 3) Promotion 4) People and 5) Physical Evident There was no statistically significant difference at .05 level include 1) Price and 2) Process were found to have significant differences when comparing average between Thailand and foreign tourists can be seen clearly foreign tourists are satisfied in the individual tourists than Thailand. 1) Product 2) Place 3) Promotion and 4) Physical evident. It appears that foreign tourist satisfaction than Thai tourists

## Discussions

Thai Tourists satisfaction in product more foreign tourists because product of Street food Thailand and the food is spicy, which is bordered by Thailand's favorite already and then Thailand with a unique identity will correspond to the research article of Jedsarid Sangkapan, Kettawa Boonprakarn, Chutima Wangbenmat 2016 study to Tourist Satisfaction towards Klong Hae Floating Market, Hat Yai District, Songkhla Province. That said, the quality of the product and the atmosphere of the tourist market has been satisfied by most tourists.

Thai Tourists satisfaction in place more foreign tourists because tourists know directions include transportation and well location of Street food it is widely known. The tourists know as well that the shop Street food looks like this the sign and store, but also in Thailand. There may be quite a few foreign languages, including English, Russian. Will correspond to the research article of Natthanon Ratcharujithong 2015 study to Customers satisfaction on services of Burapa Samyod hotel said that the location factors are important especially in the store and the symbol of the store.

Thai tourists satisfaction in promotion more foreign tourists because famous website advertising Wongnai.com is advertising channel fast therefore, tourists can access the information of the restaurant increase. Will be consistent with the research of Arita Jinda 2009 study to Market factors that affect the satisfaction of tourists from Thailand at the 4-star hotel in Pattaya municipality. That said, the marketing promotion, including advertising, discounts, and special services are important 5 level.

Foreign tourists satisfaction in people more Thai tourists because Thailand is known as the Land of Smiles to make foreign visitors feel the hospitality of the people of Thailand. Will be consistent with the research journal of Prapaporn Phanom Phrai 2008 study to The need of foreign tourists towards the hospitality of Chiang Rai People said that the attitude of foreign tourists to the people of Thailand overall much levels. Including the friendly people of Thailand.

Thai tourists satisfaction in physical evident more foreign tourists because Thai tourists are accustomed to Street food which are common in the area. Will be consistent with the research of Wilaiwan Siriampai 2012 study to Factors influencing buying behavior of visitors at Baan Sakae Krang Ancient market (Trok Rong Ya Walking Street), Uthai Thani Province said the process and physical and presentation is very important. And tourists satisfaction is at a high level.

## Recommendations for research

1. There should be a study to compare. Satisfaction with the behavior of tourists. In order to know the needs of tourists, both foreign and Thailand in depth. And to determine strategies and be managed in accordance with the target to increase capacity to meet the needs of tourists as much as possible.
2. There should be a study on hygiene of food Street food to cleanliness and hygiene. And raise food Street food, Pattaya Chonburi is the internationally recognized more.
3. Study of the Integrated Marketing Communications to develop a marketing communications to targeted high performance and maximum satisfaction.

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