



# **A Study into the Viability of Chiang Mai as a Gastronomic Tourism Destination.**

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**SUBMITTED IN PART FULFILMENT OF THE DEGREE OF  
MASTERS OF ARTS IN GASTRONOMY**

**Adelaide University  
May 2004**

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## **ABSTRACT**

This dissertation is to examine the behavior of middle to upper income Bangkokian family travel to destinations because of food related reasons. This is because the behavior of Thai people does give importance to food and everything that is related to food and eating. Most of the Bangkokian tourists who are in the middle to upper income range do travel to Chiang Mai, Thailand party because of food related reasons. Therefore, I draw my attention to the fact that Chiang Mai is a destination that could be turn into gastronomic tourism destination.

Chiang Mai does have all the appropriate components to become a gastronomic tourism destination. I have base my interpretation from a model of 'Development of Gastronomic Tourism' by Anne-Mette Hjalager, she has defines the important driving forces and barriers to the creation of gastronomic tourism with the four orders' of gastronomic tourism, and Chiang Mai turns out to be a possible destination.

As I will show, Chiang Mai has already established itself as a tourism destination, so it is not difficult to incorporate gastronomy or food related issue into tourism and turn it into a gastronomic tourism that will increase more attraction to tourists. Chiang Mai, nowadays, is on the top of the list in having diverseness in food. Consequently, Chiang Mai is precise in being the next gastronomic tourism destination.

## Declaration

This work contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text.

I give consent to this copy of my dissertation, when deposited in the university library, being available for loan and photocopying.

Signed .. ..... Date 18 May 2004 .....

## Supervisor certification

I, Pim Shaw, certify that I have read the final draft of the thesis of Jira Tontapanish and I am satisfied that, on the basis of technical presentation, the thesis is worthy of examination.

Signed ... Date 16 May 2004 .....

## **ACKNOWLEDGEMENT**

This dissertation would not be possible without the contributions from many people who helped me to make this to an end. Therefore, I would like to thank all the people who have involved and helped supporting me throughout this dissertation.

Most significantly, I would like to give many thanks to my parents and my family for all their encouragement and support through my entire study career. To the Shaw family, without them I would not have completed this dissertation. Thanks for the entire assistance and help, and most importantly, for providing me with a place to stay and food to eat over the whole period of time that I was in Chiang Mai. I am also grateful to have Dr. Barbara Santich as my instructor and for her support and understanding during the entire Gastronomy course. To my classmates and friends, thanks for all the support and help with whatever they did.

Again, without any one of them, I would have not completed this dissertation. I am very grateful and appreciated for all the supports. Thank you very much!!!!