

Research Questionnaire

To explore the tourists' consumption behaviors and attitudes towards local food, local wisdom of Pattaya local foods.

Please tick in or specify as your opinion.

Part 1 Personal Information

1. Nationality Thai Foreigner please specify your nationality.....
2. Gender Male Female
3. Age Under 25 yrs. 25-34 yrs. 35-44 yrs. 45-54 yrs. 55-64 yrs.
 Over 64 yrs.
4. Educational level Lower than Bachelor degree Bachelor degree
 Higher than Bachelor degree
5. Occupation Professionals Administrative and Managerial
 Entrepreneurs Government/State enterprise officers
 Commercial personnel Laborers' production
 Agricultural workers Students Housewives
 Retired/Unemployed Other, please specify.....
6. Religion Buddhism Christ Islam Other please specify.....
7. Times visiting Pattaya 1 2 3 4 Over 4, please specify.....
8. Days visiting Pattaya this time 1 day 2 days 3 days
 More than 3 days, please specify.....
9. Average expenditure for **all meals a day in Pattaya**
 Less than 500 baht 501-1,000 baht 1,001-1,500 baht
 More than 1,500 baht, please specify..... baht

Part 2 Consumer Behavior

1. Do you know any kind of Pattaya local food No Yes, but never taste
 Yes, ever taste some kind(s), please specify type of food(s) (Multiple answers)
 Boiled Stir fried Curry Steamed Fried Spicy fried
 Curry Spicy salad/salad/lap Other, please specify.....
2. This trip, are you interested any kind of Pattaya local food?
(Multiple answers)
 Hot & sour soup with shrimp Hot & sour curry with "Pla Riao Saio"
 Spicy stir fried with "Pla Cha-lam" Hot & sour soup with "Pla Kra- Ben"
 Hot & sour curry with "Pak nam" and sea fish
 Spicy stir fried with Pla Kra- Ben "Pla insee" boiled with "Chamuang"
 Hot & sour curry with sea fish and "Pak han"
 Spicy fried with "Pla Cha-lam" Tamarind soup with "Pla Kra-Bok"

- Hot curry with “Pla Het Khon” “Pla Kra- Ben” stir fried with curry
 Tamarind soup with “Pla Too” Hot & sour curry with other fishes
 “Pla Cha-lam” stir fried with chinese ceraly
 “Pla Muek” stir fried with black/red sauce
 Deep fried “Pla Wua” with garlic Deep fried “Pla MUek” with garlic
 Steamed “Pla Insi” with curry paste Deep fried “Pla Het-kon” with garlic
 Deep fried fish/shrimp/crab cakes Grilled fish cakes with curry
 Spicy salad with “Pla Ku-lea” Spicy salad with Pimp eggs
 Crab eggs dipping Pattaya paste dipping
 Other, please specify.....

Part 3 Factors influencing to food purchasing decision and attitude towards Local wisdom of food and nutrition

Suggestion: Opinion levels give 1 means strongly disagree up to 5 means strongly agree.

Evaluating Items	Opinion Levels				
	1	2	3	4	5
Factors influencing to food purchasing decision					
1. Good taste					
2. Health foods					
3. Fresh, clean, and safety foods					
4. Local food menus					
5. Reasonable price					
6. Good service and quick					
7. Atmosphere and gorgeous decoration in restaurant					
8. Near / convenient location					
9. Good view					
10. Have special events e.g. singer, music, displays					
11. Have a beautiful packaging					
12. Restaurant reputation					
13. Other, please specify.....					
Attitude towards Local wisdom of foods and nutrition					
1. Good taste, mellow, intensive flavor and aromatic					
2. Health food					
3. Nutritious foods					
4. Medicinal foods					
5. Clean and safety foods					
6. Variety menus					

Evaluating Items	Opinion Levels				
	1	2	3	4	5
7. Fine decorating foods					
8. Have local raw materials selected for cooking					
9. Have medicinal seasoning helping nutritional balance					
10. Specific local recipes and method for cooking					
11. Have set menus and condiments					
12. Have seasonal foods					
13. Have various foods in local customary festivals					
14. Uniqueness of the eating and serving culture foods					
15. Foods are Local image					
16. Foods are local wisdom and Thai wisdom					
17. Local cuisine wisdom can help to create value added of consumption					
18. The worth of local cuisine wisdom should be continually inheritance					

Part 4 Guildlines for developing the potential of restaurant entrepreneurs by knowledge management process of local food wisdom

Suggestion: Opinion levels give 1 means strongly disagree up to 5 means strongly agree.

Evaluating Items	Opinion Levels				
	1	2	3	4	5
1. Campaign for entrepreneurs' recognition of the importance of local cuisine wisdom					
2. Encourage entrepreneur knowledge, understanding Pattaya local food					
3. Arrange activities for local food knowledge exchange between entrepreneurs, experts, and / or local teacher					
4. Build networks between restaurant entrepreneurs and tourism businesses to raise the quality of local foods					
5. Arrange workshop training for entrepreneurs to use technology to gather data and body of knowledge systematically					
6. Encourage entrepreneurs to transfer local food knowledge to the young generation					

Evaluating Items	Opinion Levels				
	1	2	3	4	5
7. Form groups of entrepreneurs interested in developing the quality of Pattaya local food menus as standard					
8. Provide restaurant entrepreneurs and local food teachers participating in the local food presentation on Pattaya festivals					
9. Honor or reward Pattaya restaurant entrepreneurs and local cuisine teachers					
10. Other, please specify.....					