Investigating incentive polices to promote the development of restaurant in Shuanglin

Shen Xia-xia[1], Ntapat Worapongpat[2] *, Tachakorn Wongkumchai[3]

[1,3] Faculty of Management Sciences Dhonburi Rajabhat University

[2] Center for Knowledge Transfer, Technology, Community Innovation, Entrepreneurship, Tourism and Education Eastern Institute of Technology Suvarnabhumi (EITS)

and Educational Innovation Institute Association for the Promotion of Alternative Education, Thailand

* Corresponding Author's e-mail: dr.thiwat@gmail.com[*2]

Abstract

This research is aimed at research objectives. 1: To study information about the personal factors of tourists in Shuanglin. 2: To study the food consumption behavior of tourists in Shuanglin. 3. To study the level of satisfaction of tourists with the factors of the marketing mix of tourist services in Shuanglin. 4. To study the analysis of restaurant development. among tourists in Shuanglin. This research is a combination of qualitative and quantitative research (mixed methods). Research tools include questionnaires and interviews. The sample group was Chinese tourists who came to travel. and used the services of the restaurant in Shuanglin for 400 people, with an error level of 0.05 that came from random sampling. Then take the data collected from the questionnaire and analyze it using descriptive statistics consisting of percentage, mean, standard deviation, and content analysis. Then use the data collected from the documents, literature, and interview form. The research results found that: 1. The majority of tourists are female, aged between 20 and 29 years, single, and have an average monthly income. 10,001–15,000 customers who come to use the service come back to receive the service repeatedly. 2. Most tourists choose to eat at restaurants for the reason that the food is hygienic and there are promotions during important festivals. 3. Satisfaction of tourists in Shuanglin regarding product-service marketing mix factors, namely service formats. Using fresh, clean ingredients 4. The development of tourist restaurants in Shuanglin has a good trend for domestic and foreign tourists with high purchasing power. and quality tourists.

Keywords: motivation guidelines tourist promoting restaurant development through a through a marketing mix

Introduction

China has ranked the 10 cities with the highest spending in 2021 by comparing the value of retail sales of consumer goods, or the value that indicates consumer demand for consumer spending, in each city. According to some experts, cities with high levels of retail sales of consumer goods or purchasing power have one important element: a high rate of economic growth. has a large population and other factors, such as transportation networks, that can attract the influx of population from neighboring cities. This leads to the integration of people, skilled workers, and industries. This will stimulate urbanization development and contribute to Beijing's spending power. The capital and political, economic, and cultural center of China. Which is located in the economic zone Beijing-Tianjin-Hebei (Beijing-Tianjin-Hebei Region) was ranked 2[nd.] In 2021, the value of Beijing's retail sales of consumer goods was 1.49 trillion yuan. An increase of 8.4 percent from 2020 in that amount. Food and beverage retail sales grew by 27.5 percent. Moreover, in 2020, Beijing's population spent more than 80.3 percent on online platforms, especially for (1) clothing and apparel categories; Accounting for 68.6 percent (2) of items used in daily life Accounting for 68.1 percent (3) food Lin, J., Guia Julve, J., Xu, H., & Cui, Q. (2020) beverages, liquor, and cigarettes, and (4) cosmetics, etc. Beijing is also pushing for new forms of consumption that are more intelligent or digitally developed, such as online entertainment products and consulting services. online doctors, etc., and promote convenience for the elderly group in consuming products through online platforms. and cross-border electronic commerce (Jia, SS, 2020).

In addition, eating out is considered another form of relaxation. Zuo, Y., Zhang, K., Xu, S., Law, R., Qiu, Q., & Zhang, M. (2022). Not only does it meet the needs of the body when hungry, but it is also a response to emotional feelings. To create the aesthetics of eating and relaxing. Wan, YKP, & Choi, SH (2022) Today's consumers This has led to increased interest in using the services of middle-class restaurants. Chen, Q., Huang, R., & Hou, B. (2020). This can be seen from the fact that there are many mid-range restaurants open in the area. Chaiyasain, C. (2021).That's because middle-class restaurants have appropriate decorations. Thanaphon Charoon Nimman. (2023) and Thammasane, S. (2021). There is a casual atmosphere and friendly service. It also has a very affordable price. Can reach consumers at almost every level. Aphiphatthawararodom, K. (2020), which can answer the needs of today's consumer groups very well. Therefore, the researcher is interested in studying middle-class restaurants. Nunpakdee, K., & Chairatana, P. (2021) by selecting delicious restaurants to be used as case studies. H., Kortana, T., & Aunyawong, W. (2020). Because the delicious restaurant is classified as a medium-level restaurant, Jia, SS (2020), which is decorated in a casual style and has a friendly atmosphere. Zhu, D., Wang, J., Wang, P., & Xu, H. (2022) Moreover, the food prices are not very expensive. Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Various groups of customers come to use the service, including families, teenagers, and working-age groups. To the elderly group, with delicious restaurants, no branches, and only one shop located in Beijing Region, China Koc, E., & Ayyildiz, A.Y. (2021).

The researcher is interested in studying the subject. Incentive guidelines to promote restaurant development in Shuanglin and increase the capabilities of the marketing mix that influence decisions on the management and marketing strategies of the catering business, creating strategies to meet the needs of customers. trade and determine the target customer group next.

Objectives

1. To study information about the personal factors of tourists in Shuanglin.

2. To study the food consumption behavior of tourists in Shuanglin.

3．To study the level of satisfaction of tourists with the factors of the marketing mix of tourist services in Shuanglin.

4. To study and analyze restaurant development. of tourists. in Shuanglin

Literature review

N. Worapongpat, (2022). Behavior of accepting digital marketing communications of tourists who plan their travel. A case study of Asian tourists, The results of the research are as follows: 1. There is a behavior in traveling by using the tour bus service due to factors In terms of travel expenses without worrying about Factors regarding the duration of travel, choose to consider the use of transportation services. 2. Have the behavior of choosing to receive information on tourism by receiving messages from talking, interacting with people in the community such as vendors, and interacting with Tourists among themselves to exchange travel information. Travel guides are received from the accommodations and the accommodations are considered a source of information. For good tourism, one that interacts with restaurants and coffee shops in that tourist destination as well. They will know that there are activities that promote tourism in that province through Social Media, thus causing interest in entering. Participate in activities and 3．Have an interest in traveling from want to open up new experiences in tourism as this may be my first time traveling here and have an interest in receiving travel news. from communities in various social media, thus causing more interest

N. Worapongpat (2022). Facebook, and Line application usage behavior that affects product purchasing decisions. and tourist services: a case study of Don Wai Floating Market After the COVID-19 situation. Food tourism is travel to experience the food in each area Its main purpose is entertainment. In addition to dining experiences, food tourism also includes visits to culinary establishments, food festivals, markets, shows, and cooking demonstrations. or various travel activities related to food In addition, this type of travel experience It is also related to groups of tourists who like to try learning about new cultures in each locality. knowledge development Understanding of quality and appearance related to products travel Including local food in each region through consumption, so food tourism experiences can take place in a specific location. or occurs for any purpose from all of the above.
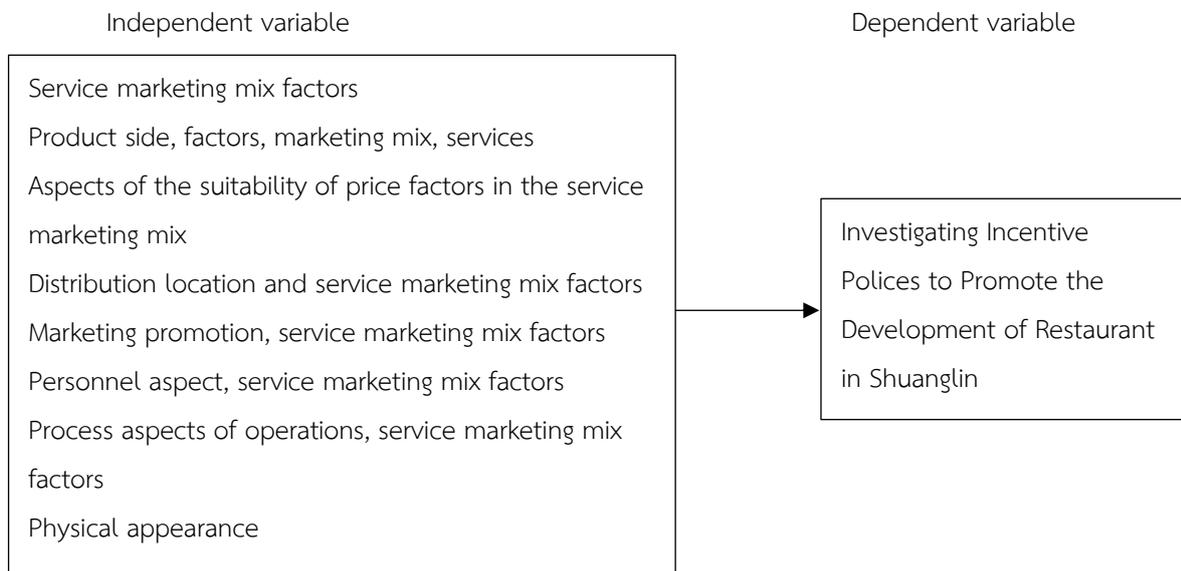
Conceptual framework

Independent variable   Dependent variable

Service marketing mix factors
Product side, factors, marketing mix, services
Aspects of the suitability of price factors in the service marketing mix
Distribution location and service marketing mix factors
Marketing promotion, service marketing mix factors
Personnel aspect, service marketing mix factors
Process aspects of operations, service marketing mix factors
Physical appearance

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Figure 1 conceptual framework.

Methods

This research is a research that combines qualitative and quantitative research (Mixed methods) with the following research methods.

1. Population and samples

1.1 The population and sample used in the quantitative research study include Chinese tourists traveling for tourism. and used restaurant services in Shuanglin In determining the sample, the researcher determined a total sample of 384 people using random sampling (Accidental. Sampling) and reserved another sample of 16 people. Therefore, in this research, Therefore, a sample size of 400 people was used, which passed the criteria according to the specified conditions, which is not less than 384 people, as in the formula. Cochran, W. G. (1977).

1.3 The target group includes restaurant operators. People whose roles are related to business and government agencies in determining the population, the researcher has determined a total population of 9. people using the method of purposive sampling. (Purposive).

2. Research tools include 1) interview form (Interview) 2.) questionnaire (Questionnaire) 3) other, quantitative samples. The questionnaire (Questionnaire) consists of part 1: information on personal factors of tourists, including gender, age, status, and average monthly income. Part 2: information on the food consumption behavior of tourists, consisting of reasons for choosing to use the service. The period was chosen to use the service. Consumption expenses. Number of members who use the service. and the number of times people come to use the service Part 3. Satisfaction level of tourists with service marketing

mix factors. Part. 4. Opinions and suggestions about restaurants in Shuanglin, Nanshun District, Huzhou City, Zhejiang Province as well as The researcher took the questionnaire to determine the quality of the instrument, including 1) bringing the questionnaire to a consultant and making improvements according to the recommendations. 2) bringing the revised questionnaire to present. Three experts were presented to check the consistency of the content by estimating the consistency of the objectives with the questions (Index of Item-Objective Congruence: IOC). has an IOC value between 0.80-1. 00 and 3) testing the tool with a non-sample population of 3 0 sets, with the evaluation results having discriminatory power between 0. 25 - 0. 75 and finding the confidence value of Questionnaire by method of Cronbach, LJ (1951). The result of the confidence evaluation has a confidence value of 0. 95.

3．Data collection includes collecting data from 1）primary data (Primary Data) is data obtained from in-depth interviews with the target group and using questionnaires. 2）Secondary data is information obtained from collecting information from various documents (Document Research) such as books, textbooks, academic documents, research, and related electronic media, etc.

4. Data analysis includes: Data analysis is divided into 2 parts: 1) Qualitative data analysis. By using the information obtained from In-depth interviews with target groups and collecting data and documents for content analysis 2) Quantitative data analysis

5．Statistics used in the research include a ready-made descriptive statistics program consisting of percentage (Percentage) and mean (Mean). Standard deviation (Standard Deviation)

Results

Objective 1 Research results Number of personal factors of tourists in Shuanglin, the number of males was 153, accounting for 38.00 percent, and the number of females was 247, accounting for 62 percent. In terms of age, the majority were between 20-29 years old, the number of 154 people, accounting for 38.60 percent. In terms of status, the majority were single, numbering 216 people, accounting for 53.80 percent of income. Most of them have incomes of more than 20,001 yuan, accounting for 34.70 percent.

Objective 2 The research results found that the Food consumption behavior of tourists in Shuanglin Most tourists choose to eat at restaurants for that reason. Hygienic food For the most part, most tourists choose the period of 12.01-14.00. Most of the food costs 301–400 yuan per visit. Most of the time, the number of members who come to use the restaurant at a time is 1-2 people per time. Most come to use the restaurant 1-2 times/week. Most come to use the restaurant 1-2 times/week.

Objective 3．The research results found that Tourist satisfaction levels with factors in the tourist service marketing mix. The most in Shuanglin is that the food uses fresh, clean ingredients.

Table 1 the average values and standard deviation of tourist satisfaction levels in Shuanglin on
service marketing mix factors Product side

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Service marketing mix factors Product side	Mean	S.D.	level
There are many types of food items to choose from.	3.87	0.76	a lot
Quality food Correct according to hygiene principles	3.93	0.75	a lot
Delicious, mellow taste	3.85	0.75	a lot
Decorating food that is beautiful and appetizing	3.76	0.75	a lot
Food uses fresh, clean ingredients.	4.07	0.81	a lot
together	3.91	0.58	a lot

From Table 1, The results of the data analysis found the satisfaction level of tourists in Shuanglin on product service marketing mix factors. Overall, it is at a high level. The items with the highest average level of satisfaction were food that used fresh, clean ingredients. Next is quality food. Correct according to hygiene principles And the item with the lowest average satisfaction level is a Beautiful and delicious food decoration

Table 2 the average and standard deviation of tourists' satisfaction levels in Shuanglin on service marketing mix factors Process aspects of operations

Service marketing mix factors Process aspects of operations	Mean	SD	level
There is convenient and fast service.	3.78	0.79	a lot
Can pay for services conveniently	3.82	0.76	a lot
Accuracy of service	3.85	0.77	a lot
Orderliness in arranging customer rankings	3.73	0.74	a lot
Equal customer service	3.84	0.78	a lot
together	3.81	0.67	a lot

From the chart that 2 The results of the data analysis found that the satisfaction level of tourists in Shuanglin that affect service marketing mix factors. Process aspects of operations Overall, it was at a high level. The items with the highest average satisfaction level. That is, there is equal customer service. is. Accuracy in providing services And the item with the lowest average level of satisfaction was being able to pay for services conveniently.

Table 3 The average values. and standard deviation of satisfaction level of tourists in Shuanglin on
service marketing mix factors Physical appearance

Service marketing mix factors Physical appearance	Mean	SD	level
Restaurant equipment is arranged in an orderly manner and is clean	3.92	0.76	a lot
The restaurant has enough places to sit and wait in line	3.62	0.82	a lot
The restaurant is decorated to create a good image consistent with the price level.	3.81	0.81	a lot
The restaurant has amenities, Ramps for the disabled, clean bathrooms	3.62	0.90	a lot
The restaurant has a sign with a logo. Hygiene standards clearly	4.03	0.78	a lot
together	3.81	0.67	a lot

From chart 3 The results of the data analysis found that the satisfaction level of tourists in Shuanglin on service marketing mix factors Physical appearance Overall, it is at a high level. The item with the highest average level of satisfaction was that the restaurant had a sign with a logo clearly showing hygiene standards. Second, the restaurant has the equipment arranged in an orderly manner. and is clean the item with the least average level of satisfaction is that the restaurant has facilities. Ramps for the disabled, clean bathrooms

Objective 4 The results of the research found that in the development of restaurants for tourists in Shuanglin, There is a high opportunity for growth and a future.

Table 4 Results of the analysis of strengths, weaknesses, opportunities, and threats (SWOT analysis)
of restaurants for use in accommodating restaurant tourists. in Shuanglin

(Strength)	(Weakness)

1. A variety of services and food menus using local ingredients.	1. Product image and serving a menu of local specialties
2. Overall the suitability of the price is at an appropriate level.	2. Collection of tourist customer behavior data for use in promotion stimulate awareness Marketing program
3. Distribution channels through social media	3. Lack of marketing to specific groups quality tourists
4. Arranging the atmosphere in the restaurant to be in line with the tourist attractions.	4. The service side should emphasize service by paying equal attention to customers.
	5. In terms of personnel, there should be training for employees to have knowledge. Communication skills
	5. Ability to support tourist groups

(Opportunity)	(Threat)
1. Public relations promotion The government sector should support funding in Doing public relations to make it known by tourists	1. Business establishments Lack of creating a store identity consistent with tourist attractions
2. The government has measures to promote friendly tourism within the country.	2. Raw materials and storage processes
3. The government sector provides assistance in Funding and knowledge training should be organized. regarding organizational management for Entrepreneur	3. In terms of methods for washing raw materials, those who do their duties still lack knowledge and understanding.
	4. Employee side, service heart

Table 5 Guidelines for studying restaurant development for use in accommodating tourists to restaurants in Shuanglin with TOWS Matrix analysis

Strategy (SO)	Strategy (WO)
1. Market surveys are still in great demand.	1. Accelerate the promotion of public relations both offline and online.
2. The tourist market should be divided.	2. Use information technology to control work, forecast and analyze business.
3. Marketing should follow government policy.	3. Organizing activities within the restaurant According to the festival
Strategy (ST)	Strategy (WT)

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1. Creating a network of business partners	1. Develop skills and increase the capabilities of personnel
2. Focus on specific customer groups For example, tourists have high purchasing power.	2. Ask for help from government agencies in promoting and supporting in the form of tax deductions.
3. Conduct business by emphasizing various operational processes.	3. The public and private sectors (associations) should work together to improve facilities. and government service standards

Discussions

Results from research objective 1 found that most tourists in Shuanglin are female, aged between 20 and 29 years, single status, with an average monthly income of 10, 001–15, 000 baht. This may be due to regular service training to provide knowledge to employees to strengthen their Potential to perform quality work and to create an impression on customers who come to use the service so that they come back to receive the service repeatedly. This is in line with Chaiyasain, C. (2021) studying guidelines for increasing capabilities and service innovation for restaurant businesses in the 4.0 era to promote and develop Phuket province as a creative food city. Guideline for Competitive Advantage and Service Innovation for Restaurant Business 4.0 to Encourage and Develop Phuket as a Gastronomy Creative City It was found that Operating a restaurant business aims to increase competitiveness and integrate new services. Innovation to transform and promote Phuket as a creative food city Synthesis results Reveal that restaurant operators need to improve their operations to adapt. The rapidly changing tourism situation and diverse target groups Food tourists take their time. Time and budget for Phuket's third most popular activity Therefore, to be successful in this matter Ideas that restaurant operators should consider using the "8ps" marketing mix concept (products, prices, places, promotions, people, physical evidence, and presentation, processes, and partnership) Resource development, identity, knowledge management environmentally friendly Technology systems and stakeholders to support restaurant development to be efficient and Sustainability according to Phuket Restaurant Business 4.0

Results from research objective 2 found that most tourists choose to consume at restaurants for the reason that the food is hygienic. with access to services from 12.01–14.00. along with 1-2 members eating at a time, which costs 201–400 yuan per time, while using the restaurant service was found to be used 1-2 times/week. This may be because there are Organizing promotions during important festivals such as Chinese New Year and New Year festivals that stimulate spending to attract customers. This is consistent with Thanaphon Charoon Nimman. (2023). Study on the development of service marketing strategies to create awareness of value for the success of the restaurant business in Chumphon province. It was found that 1) the sample group had 1-3 service usage behaviors. times per month. The purpose is to meet

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friends/family. Service time: Saturday-Sunday. The duration of service is 1-2 hours. There is a cost of 500-1,000 baht and there are 3-4 people involved in using the service. Service marketing strategy level Overall and in each aspect, opinions were at a high level. Level of perceived value of the business Overall and in each aspect, opinions were at a high level. 2) Service marketing strategy factors influence the perception of the value of the restaurant business in Chumphon province. 3) Service marketing strategy to create the perception of value for success. The restaurant business in Chumphon province Apply an integrated marketing mix with 7 strategies: (1) product-focused strategy (2) service value-added strategy (3) brand-building strategy (4) customer response strategy 5) marketing communication strategy 6) strategy to create Cooperation 7) Channel integration strategy

The results of research objective 3 found that the satisfaction of tourists in Shuanglin City. Factors affecting the product service marketing mix are service formats and, the use of fresh, clean raw materials. This may be because entrepreneurs select to use quality, fresh, clean raw materials. For storage, they are stored in cabinets. Separate specific portions of each type of food into separate sections. This is in line with Thammasane, S. (2021). Studying the management model of restaurant business in the new normal era for entrepreneurs. It was found that 1) The format of restaurant management in the new normal era has 4 aspects: finance, learning, and development. Internal processes and customer side. The most important administrative problem is Relevant government agencies have no measures. or a clear action plan for entrepreneurs. 2) Factors in financial management, customers, learning, and development. and internal processes It is important to business operations at a high level. 3) Model for entrepreneurs. It was found that all 4 aspects of restaurant management are factors affecting the success of management for restaurant business operators in this era. "New normal" by finance It is a factor that affects the success of management for restaurant business operators in this era. The most "new normal"

Results from research objective 4 It was found that the development of restaurants Tourist demand in Shuanglin has a good trend from both domestic and foreign tourists. Having a high level of purchasing power has important elements: economic growth rate, a large population of tourists, and government support factors.

Originality and new knowledge

from study Investigating Incentive Polices to Promote the Development of Restaurants in Shuanglin Found knowledge that can be summarized in a diagram as follows.
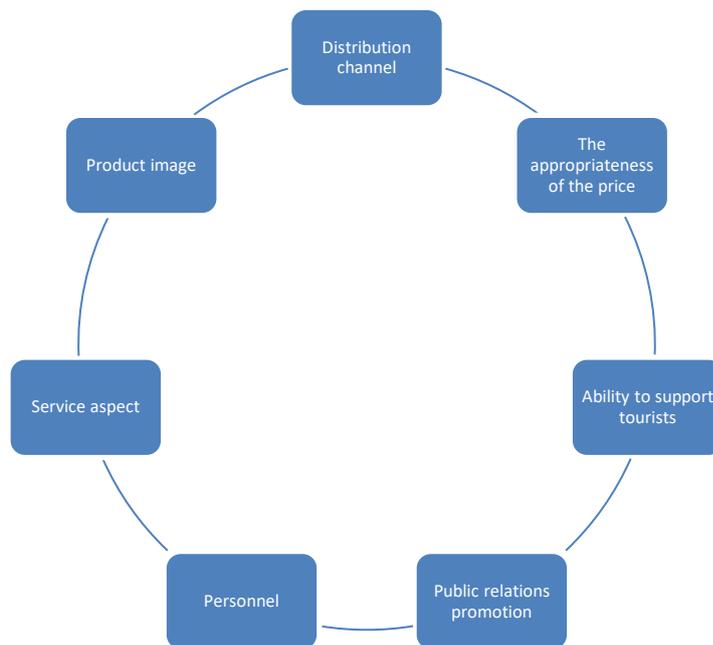
Diagram 2 Guidelines for restaurant development. in Shuanglin

From Diagram 2, the research can be summarized as guidelines for use in restaurant development as follows: 1. Product image It can affect the development of quality in food production processes that are strictly correct. 2. Service aspect It raises the quality of work performance. By focusing on services that are equal, 3. Personnel aspect: creating an impression on tourists who come to use the services in the restaurant. 4. Promoting public relations for tourists to travel within the boundaries of Shuanglin 5. Ability to accommodate tourists Can build confidence in food consumption at a very high level. 6. Suitability of Price At the same price, whether it is a domestic or international tourist. 7. Distribution channels and various social media can target customers at all levels and are convenient, fast, and not expensive. As well as government agencies, data from research studies can be used as guidelines for developing restaurants that are likely to increase in the future.

Suggestions

    1. Suggestions for applying research findings

    1.1 Results from research objective 1 found that they can be used as guidelines for strategic planning in food business management. This will contribute to the growth of the tourism industry. Therefore, relevant agencies should take action. As such, there should be a focus on developing the product, including product and price suitability. Aspects of marketing promotion. Process aspects of operations and physical appearance.

1.2 Results from research objective 2 found that the level of satisfaction with the service marketing mix factors in each aspect towards food consumption behavior. Therefore, relevant agencies should take the following actions: It is a guideline for developing restaurants that can effectively accommodate target groups of tourists.

1.3 Results from research objective 3 found that restaurants use raw materials. In addition, the taste of the food is delicious and mellow, which is related to the cost of food consumption. Therefore, relevant agencies should take the following actions: Restaurant operators should be aware of the importance of purchasing fresh ingredients. Only clean food can be produced. In addition to being cooked, it should be delicious and up to standard. In order to raise awareness and impress consumers, they will spread the word and return to use the service.

1.4 Results from research objective 4 It was found that the operational process in terms of providing convenient, fast service and orderliness in arranging customer orders Therefore, emphasis is placed on the process of effective service operations. It will help to create a competitive advantage for entrepreneurs, as well as customers receiving quality service.

2. Suggestions for future research

This research has found that there should be a comparative study of service marketing mix factors that affect food consumption decisions among consumers. The next research issue can be applied to the satisfaction level of service marketing mix factors that affect food consumption decisions between Thai tourists and foreign tourists.

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