

THE INFLUENCE OF CULTURAL HERITAGE VALUES AND GASTRONOMY TOURISM ON CULTURAL IDENTITY IN PHUKET OLD TOWN, THAILAND

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Abstract: The present study sought to examine the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand. The sample was 400 tourists chosen through accidental sampling; a questionnaire was distributed to them to collect the data. The results were analyzed through a statistical computer program that consists of factor analysis, exploratory factor analysis, confirmation factor analysis, and structural equation modeling. Research results in structural equation modeling show that there are two factors: cultural heritage value and gastronomy components, which will influence the cultural identities in Phuket Old Town, Thailand. The findings suggest that the final model can analyze to key activities four D's of Design to be sustainability for the cultural heritage values and gastronomy tourism in Phuket Old Town.

Key words: cultural heritage values, gastronomy tourism, cultural identity, cultural tourism, cultural heritage tourism

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INTRODUCTION

Gastronomy tourism is regarded as one of the types of tourism that has been growing in popularity in many countries. In fact, a number of tourist attractions across the globe have been using local food to encourage tourists since the food has its own unique features, has been inherited for centuries, and is vital for the livelihood and culture of people in communities. It serves to portray the uniqueness and culture of the tourists' destination, which encourages them to visit such a place for the first time, imprints them with an impression of the taste of the food, and finally drives them to revisit there. Consequently, provided that Thailand promotes tourism with local Thai cuisine, it will promote tourism proactively. This will be compliant with the government's policy, which places emphasis on food and tourism development, along with its public relations for Thai food at an international level (Chimbanrai and Vongsaraj, 2015).

Gastronomy tourism can act as a unique selling point for countries to strengthen their tourism image and promote their cultural heritage (Otengei and Changha, 2023). In addition, the Twelfth National Economic and Social Development Plan (2017-2021) mentions the promotion of Thai gastronomy tourism. Such promotion is driven in conjunction with the production development of the agricultural sector, or Food Innopolis, which aims to enable tourists to expose themselves to the local atmosphere and culture as part of authentic local tourism and simultaneously support environmentally friendly gastronomy tourism and healthy food. The movement to promote gastronomy tourism has been clearly projected in different ways, including by the Tourism Authority of Thailand and the Michelin Guide.

Thailand's creation of "the Michelin Guide Bangkok", hosting "the 4th UNWTO World Forum on Gastronomy Tourism" which was Asia's first international academic seminar on gastronomy tourism, organizing the food festival "Amazing Thai Taste Festival", or the latest campaign "Eat Local: Localicious," which publicizes tourist routes to encourage people to try local cuisine Hence, gastronomy tourism has played a crucial role in the development of the tourism economy throughout the globe and in the country at local, regional, national, and international levels. "Food Tourism" is a novel type of tourism that has been gaining popularity among tourists (Wungrath, 2018).

UCCN (The UNESCO Creative City Network) was established in 2004 in order to strengthen collaboration among cities to use creativity for sustainable urban development. Currently, the network has 116 member cities with the mutual aim of drawing on creativity and culture as a strategy for local development and strong international collaboration. The creative cities integrate cultural heritage with modernity for creativity or inherit innovation from their original identity. As determined by UNESCO, the cities are to be chosen from urban or metropolitan areas, for those areas are hubs of science and are capable of driving the economy, society, and environment towards sustainable development. In particular, creative cities are classified into seven types as follows: 1. City of Literature; 2. City of Film; 3. City of Music; 4. City of Crafts and Folk Arts; 5. City of Design; 6. City of Media Art; and 7. City of Gastronomy. Phuket City Municipality was recognized as a city of gastronomy by UNESCO in 2015, being the first city in Thailand and ASEAN to be awarded with such a title and one of 18 cities of gastronomy in the world. In fact, the unique feature of Phuket lies

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in its cultural diversity, particularly food culture such as Andaman seafood, Thai food, local Baba food, and the processed food industry. Its local food has its own identity and special recipes inherited from family members, and it uses only ingredients exclusively available in the province. The collaboration between the public and private sectors in Phuket is strong and can contribute to developing innovation in gastronomy and increasing economic values, which serve as vital factors in creative economic development based on cultural identity (Phuket Provincial Tourism and Sports, 2017). With Phuket being recognized as a city of gastronomy by UNESCO, it enables Phuket to develop its economy by building on gastronomy tourism businesses. In this context, this study investigates the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand.

LITERATURE REVIEW

1. Cultural Heritage Values

Cultural heritage is a social construct that changes over time and space in response to different social, economic, and cultural processes among others. Cultural heritage value improves its capacity for continuity and adaptation to change over time as new heritage values emerge (Ginzarly and Srour, 2022). A sustainable use and preservation of historic buildings requires broad and long term compromises between social, economic and environmental aspects (Lingfors et al., 2019). The cultural values model helps categorize the sorts of benefits which cultural heritage provides to people. Several recent studies have attempted to bridge the gap or rather, fit the piece of the cultural values model in the ecosystem services concept (Reher, 2020). Historical value is the ability of a heritage asset to represent or stimulate a relationship or response to the past. It is the timing and layering of the traces that remain over time.

This value is based on antiquity and authenticity. Heritage reflects the culture that has been expressed at a particular time in a specific context. Heritage or social values cannot survive. Aesthetic value results from the pleasure and emotions felt when looking at cultural heritage assets. It is a subjective dimension. Another aspect of its artistic value and its contribution to the artistic development and perfection of its style is that it is formulated according to norms and has an objective dimension. Spiritual value refers to the fact that inherited property is associated with a spiritual or religious meaning, while intellectual or educational value is based on the fact that inheritance can be considered a document that can be taught. We are certain things and can therefore be beneficial to the development of society.

Economic value is the value derived from the possible commercial use of a resource, now or in the future. The use value of heritage assets refers to the goods and services that are obtained from their use. This is because these goods and services can be traded in the market. So it's easy to give a price. The inactive value that represents the existence of a heritage asset is pure and simple. Its existence is unknown and not used. Options' value is not easy to express in terms of price because it is an economic value that is not exchanged in the market. It represents the value it provides to the individual. (not benefiting from cultural or heritage activities) derived from the possibility or option of consuming heritage assets in the near or distant future. If desired, some of the values that we just classified as cultural values are also unused values. Use value usually falls under the category of economic value since a person is willing to pay money to obtain or protect something. Non-use value is generally divided into subcategories with the aim of highlighting characteristics that can drive economic decisions in heritage conservation (Vecco, 2018).

2. Components of Gastronomy Tourism

Considering all definitions of the gastronomy tourism components, a conclusion of the components of gastronomy tourism was drawn based on the concepts proposed by Stone et al. (2022), World Food Travel Association (2019), Smith and Xiao (2008), Canadian Tourism Commission (2002) and Puntien et al. (2017). In particular, their concepts were adapted to UNWTO and Basque Culinary Center's concept of gastronomy tourism (2019). Hence, it can be concluded that there are six components of gastronomy tourism as listed below.

- 1) Gastronomic heritage comprises the nature of food, heritage, and food resources, food culture of local areas, gastronomy tourism routes, community areas, recipes, and local food.
- 2) Gastronomic products, producers and food industries consist of gastronomy tourism products, certification of protected designation of origin (PDO), and protected geographical indication (PGI) which guarantee that the place of origin of the products is true as indicated on the label and that the products are of high quality according to the registered standard. The component in this category also includes production sites and concerned food industries.
- 3) The hospitality sector features catering and accommodation, gastronomy tourism services, events, and types of events.
- 4) Specialist trade covers product distribution channels, such as a community market and a walking street, and local products.
- 5) Events and activities comprise organization of events or activities which can present food products efficiently.
- 6) Venues for gastronomic education and research feature museums, places which provide knowledge about food products, university research centers, training centers, community enterprises, or organizations which offer training courses and knowledge about food.

3. Identities Construction

The circuit of culture is a foundation for developing theory on public relations that enlightens relevant practices globally (Curtin and Gaither, 2005). Hall and Gay (1996) explain that identity does not naturally exist or emerge on its own but is formed within culture at a particular period of time. In the meantime, culture itself is a social construct and not a static concept but a circuit, specifically referred to as a "circuit of culture", in which identity is produced to be consumed and regulated, and meanings are created through symbolic systems of representation that are associated with

diverse identity positions used to construct identity. Identity is a form of reflection as to "who I am," which is developed through one's interactions with others, self-reflection, and others' views towards him or her. Besides, one needs to present oneself or accept the identity of his or her choice. That is, it involves exploring what one's identity is, how it differs from that of others, and how it is perceived from others' perspectives and factor from Figure 1 was added to and adjusted by the author for the study instrument. Ayeni (2018) will apply the Circuit of Culture model to the promotional and publicity efforts of Angelina Jolie and analyze several aspects of her activities that explain her efforts to create awareness for the plight of refugees. The circuit of culture elucidated the connections among practices and among arrangements of practices. Since it is designed to highlight the complex of processes to which practices give rise, the circuit of culture was also helpful in understanding which parts of a practice are more likely to influence the agents in others (Mora et al., 2019). Model of Tourism Production and Consumption in Nanjing Yunjin goes beyond the dual separation of production and consumption. Under the guidance of cultural reproduction theory, a research model of cultural production, consumption, and reproduction suitable for intangible cultural heritage tourism research has been developed. From the perspective of object and subject, it then analyzes and discusses the potential influencing factors of cultural tourism reproduction and consumption processes (Zhang et al., 2020). In order to generate hypotheses on the relationship between cultural heritage values, gastronomy tourism, and cultural identity in Phuket Old Town, the author of this literature study took into account variables pertaining to creating the structural model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand.

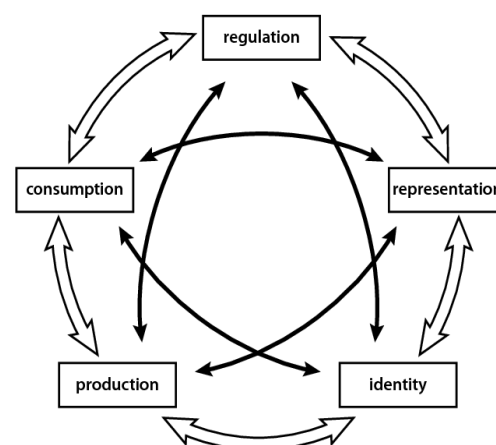


Figure 1. Circuit of Culture Model (Schmidt, 2016)

the structural model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand.

METHODS

In this study, a questionnaire was employed as an instrument to collect data among tourists who visited Phuket Old Town. The sample size for this study was 400 in total. The questionnaire was structured; the questions were closed-ended items, which allowed the respondents to express their opinions fully and the researcher to obtain the most accurate data. The questions were divided into five parts, as listed below. Part 1: Personal Information of the Respondents; Part 2: Cultural Heritage Values of the Phuket Old Town; Part 3: Gastronomy and Tourism Components of the Phuket Old Town; Part 4: Identity Construction of the Phuket Old Town; Part 5: Opinions and Suggestions. According to the literature review, the factors and items of cultural heritage values and gastronomy components of the Phuket Old Town are listed in Table 1.

Table 1. Factors and Items

| Factors | Items |
|-----------------------------|---|
| 1. Cultural Heritage Values | IV: Identity Value |
| | ATV: Artistic and Technique Value |
| | RV: Rarity Value |
| | EV: Economic Value |
| | FV: Functional Value |
| | EDV: Education Value |
| | SV: Social Value |
| 2. Gastronomy Components | PV: Political Value |
| | GASHER: Gastronomic Heritage |
| | GASPRO: Gastronomic products, producers and food industries |
| | HOSSEC: Hospitality sector |
| | SPETRA: Specialist trade |
| | EVENAC: Events and activities |
| 3. Identities Construction | VEGAS: Venues for gastronomic education and research |
| | PROD: Production |
| | CONS: Consumption |
| | REGUL: Regulation |
| | REPRE: Representation |

2. Conceptual research model and hypothesis

Hypotheses were developed according to the review of literature on the model of heritage-based gastronomy tourism in relation to the cultural identity in Phuket Old Town, Thailand, namely cultural heritage values, gastronomy tourism components, and identity. Below are the research hypotheses.

H₁: The cultural heritage values influence the identity of gastronomy tourism as a living cultural heritage in the Phuket old town, Thailand.

H₂: The gastronomy components influence the identity of gastronomy tourism as a living cultural heritage in Phuket Old Town, Thailand. Following hypothesis formulation, a conceptual research model was constructed according to the above hypotheses, and therefore the model could be drawn as shown in Figure 2.

3. Validity and Reliability Test

The forty of questionnaires were improved by testing them out with tourists in Phuket Old Town. Therefore, the researcher tries to retrieve and analyze the data to ensure reliability, utilizing the method of calculating the number of sample questionnaires that are going to be used to test the data. In order to guarantee the quality of questionnaires, they are validated by using Cronbach's alpha to improve the reliability coefficient of internal consistency with the formula (Cronbach, 1970). From parts 2, 3, and 4 of the questionnaires, the Cronbach's alpha analysis indicated a value of 0.843.

4. Model Development

The model development using by input the the quantitative data to statistical computer programs, consisting of the SPSS program and the AMOS program. The exploratory factor analysis was the first statistical technique to categorize the exogenous factors or items of the model and then test the model fit using a measurement model (confirmation factor analysis). Finally, a model was formulated from measurement models and endogenous factors toward a fit model. (Adapt from Hai et al., 2023; Potjanajaruwit, 2023; Prayitno et al., 2023; Sutiadiningsih et al., 2023).

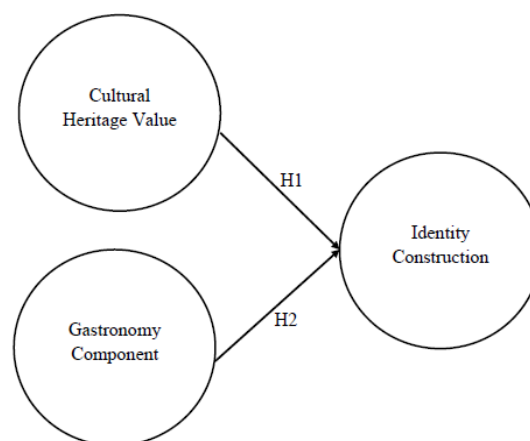


Figure 2. The research hypothesis

Finally, a model was formulated from measurement models and endogenous factors toward a fit model. (Adapt from Hai et al., 2023; Potjanajaruwit, 2023; Prayitno et al., 2023; Sutiadiningsih et al., 2023).

RESULTS

1. Exploratory factor Analysis

Exploratory factor analysis of cultural heritage value in the computer program of SPSS receives the data input with Kaiser-Meyer-Olkin (KMO) at 0.660 ($KMO > 0.6$) and Bartlett's test of sphericity at 0.00 (sig.) (Tabachnick et al., 2013). Then the reliability of each factor was examined. In Part 2, there were 8 items, and according to Table 2, factor loading for the cultural heritage value of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand, Led the categorizing of the factors into 3 groups, The first group of factors consists of variables ATV, IV, and FV, so the researcher named this group "Identity Value". The second group of factors consisted of variables EV, PV, and EDV, whose names were "Economic and Political Value". The last group of factors consisted of variables RV and SV, whose name is "Social Value". Exploratory Factor Analysis of Cultural Heritage Value: The computer program of SPSS receives the data input with Kaiser-Meyer-Olkin (KMO) at 0.789 ($KMO > 0.6$) and Bartlett's test of sphericity at 0.00 (sig.) (Tabachnick et al., 2013). Then the reliability of each factor was examined.

In Part 2, there were 8 items, and according to Table 3, factor loading for the cultural heritage value of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand, Led the categorizing of the factors into two groups, The first group of factors consists of the variables GASHER, EVENAC, SPETRA, and GASPRO. The second group of factors consisted of the variables HOSSEC and VEGAS. The researcher named each group of factors: the first group being "Gastronomic Heritage" and the second group being "Hospitality Sector".

Table 2. Factor loading for exploratory factor analysis of the cultural heritage value of the model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand

| Item | Factor | | | Cronbach's α | |
|------|--------|-------|-------|---------------------|------|
| | 1 | 2 | 3 | | |
| ATV | .791 | -.130 | -.355 | .819 | .872 |
| IV | .766 | -.165 | -.345 | | |
| FV | .753 | -.076 | -.363 | | |
| EV | .146 | .773 | -.032 | .813 | |
| PV | .226 | .757 | .088 | | |
| EDV | .133 | .661 | -.106 | | |
| RV | .570 | -.020 | .720 | .817 | |
| SV | .586 | -.126 | .696 | | |

Table 3. Factor loading for exploratory factor analysis of the gastronomy component of the model of living heritage pattern and gastronomy tourism on cultural identity in Phuket Old Town, Thailand

| Item | Factor | | Cronbach's α | |
|--------|--------|------|---------------------|------|
| | 1 | 2 | | |
| GASHER | .890 | .069 | .893 | .829 |
| EVENAC | .888 | .095 | | |
| SPETRA | .864 | .158 | | |
| GASPRO | .802 | .185 | | |
| HOSSEC | .125 | .905 | .803 | |
| VEGAS | .136 | .903 | | |

2. Confirmatory Factor Analysis

Confirmatory analysis of the cultural heritage value of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand, was conducted to confirm whether or not the variable

categorization that had separated the factors into three groups was model-fit. The first group of factors was "Identity Value", the second group was "Economic and Politic Value", and the last group was "Social Value". After entering the data into the computer program "AMOS". the researcher found the output did not fit the model.

Therefore, model improvement was necessary, and an examination of Modification Indices (MI) revealed relations between some pairs of analyzed variables. As a result, the researcher omitted variables "ATV" and "EDV". The results perfectly fit the model, and the value of the chi-square was 9.643, df = 6, p =.141 (>.05), CMIN/DF = 1.607, GFI =.992, RMSEA =.039 (<.08) (Arbuckle, 2011). The 1st order confirmatory factor of cultural heritage value is represented in Figure 3, and the 2nd order confirmatory factor of cultural heritage value is shown in Figure 4.

Confirmatory Analysis of the gastronomy component of the model of living heritage pattern and gastronomy tourism on cultural identity in Phuket Old Town, Thailand, was conducted to confirm whether or not the variable categorization that had separated the factors into two groups was model fit. The first group of factors was Gastronomic Heritage, and the second group was Hospitality Sector. After entering the data into the AMOS program, the researcher found that the output did not fit the model. Therefore, model improvement was necessary, and an examination of Modification Indices (MI) revealed relations between some pairs of analyzed variables. As a result, the researcher omitted the variable "GASPRO". The results perfectly fit the model, and the value of the chi-square was 5.365, df = 4, p =.252 (>.05), CMIN/DF = 1.341, GFI =.995, RMSEA =.029 (<.08) (Arbuckle, 2011). The 1st order confirmatory factor of components of gastronomy is represented in Figure 5, and the 2nd order confirmatory factor of components of gastronomy is shown in Figure 6.

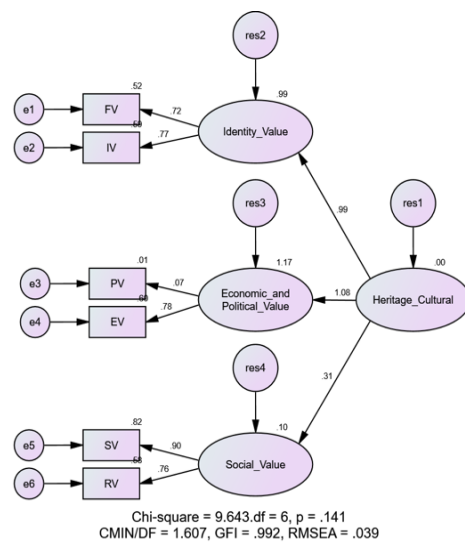
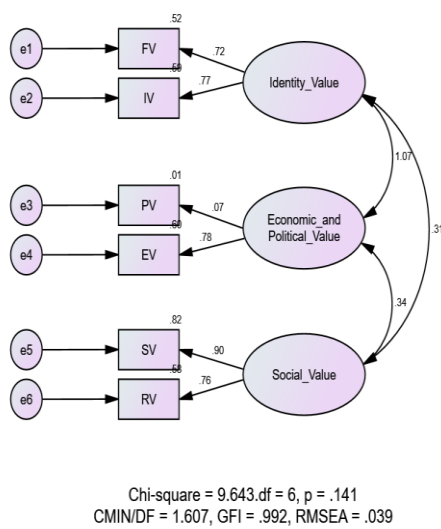


Figure 3. The 1st order confirmatory factor of cultural heritage value; Figure 4. 2nd order confirmatory factor of cultural heritage value

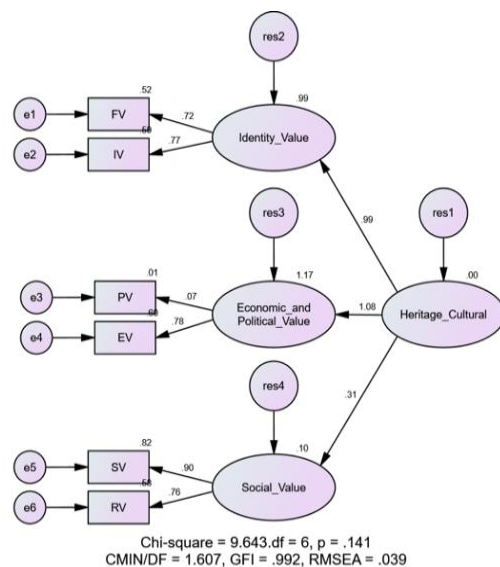
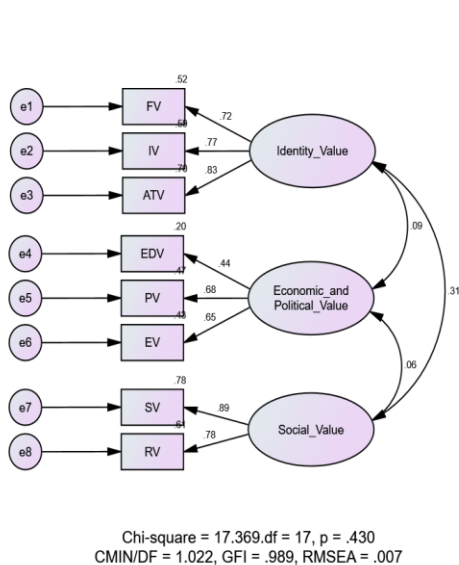


Figure 5. The 1st order confirmatory factor of components of gastronomy; Figure 6. 2nd order confirmatory factor of components of gastronomy

3. Structural Model

The influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand. The structural model (Byrne, 2010) depicts the 'impact' of factors or latent variables on other factors in empirical data obtained from the sample group. To corroborate the outcome, the structural model was compared to a model fit. According, the comparison revealed a goodness of fit at CMIN - p (Chi-square Probability Level) > 0.05,

CMIN/DF (Relative Chi-square) < 3, GFI (Goodness of Fit Index) >.90, RMSEA (Root Average Square Error of Approximation) < .08 (Arbuckle, 2011). The analysis of the structural model is as follows:

Table 4 shows the standardized residual covariances of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand. Reveals the observable values of the structural residual covariances of each pair of latent variables at +2 to -2. Therefore, it can be said that these effective indicators (Hair et al., 2010).

Table 5 above shows the regression weights and significance of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand. Each factor and variable has an effect on each other, as suggested in the hypothesis with statistical significance at 0.05, *** P-value<0.001, with an acceptance as follows: 1) Cultural heritage values that have an influence on Identity Construction (P-value = .026). 2) Gastronomic heritage has an influence on Identity Construction (P-value = .734). Table 6. Standardized regression weights of the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand That indicates the influence of standardized regression weight between factors and factors, and factors and variables in the structural model.

Table 4. The standardized residual covariance of the model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand

| | PV | SPETRA | GASHER | PROD | CONS | SV | RV |
|--------|--------|--------|--------|--------|-------|------|------|
| PV | .000 | | | | | | |
| SPETRA | -.624 | .000 | | | | | |
| GASHER | -.477 | .000 | .000 | | | | |
| PROD | -1.222 | -.327 | .304 | -.040 | | | |
| CONS | .377 | .252 | -.367 | -.048 | -.039 | | |
| SV | -.001 | -.317 | -1.115 | -1.715 | -.762 | .000 | |
| RV | .005 | .594 | -.118 | -.486 | .960 | .056 | .000 |

Table 5. Regression Weight

| Factors (Cause – Effect) | | Estimate | S.E. | C.R. | P | Hypothesis | |
|--------------------------|------|-------------------------|-------|------|--------|------------|----------|
| Identity Construction | <--- | Cultural Heritage Value | .071 | .032 | 2.220 | .026 | Accepted |
| Identity Construction | <--- | Gastronomic Heritage | .495 | .032 | 15.599 | *** | Accepted |
| RV | <--- | Cultural Heritage Value | .832 | .059 | 14.108 | *** | Accepted |
| SV | <--- | Cultural Heritage Value | 1.000 | | | | |
| CONS | <--- | Identity Construction | 1.000 | | | | |
| PROD | <--- | Identity Construction | 1.106 | .077 | 14.353 | *** | Accepted |
| GASHER | <--- | Gastronomic Heritage | 1.000 | | | | |
| SPETRA | <--- | Gastronomic Heritage | 1.027 | .054 | 18.879 | *** | Accepted |
| Identity | <--- | Cultural Heritage Value | 1.080 | .082 | 13.133 | *** | Accepted |

Table 6. Standardized regression weights of the model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand

| Factors (Cause – Effect) | | Estimate | |
|--------------------------|------|-------------------------|-------|
| Identity Construction | <--- | Value | .082 |
| Identity Construction | <--- | Gastronomic Heritage | .977 |
| RV | <--- | Cultural Heritage Value | .754 |
| SV | <--- | Cultural heritage Value | .645 |
| CONS | <--- | Identity Construction | .744 |
| PROD | <--- | Identity Construction | .753 |
| GASHER | <--- | Gastronomic Heritage | .865 |
| SPETRA | <--- | Gastronomic Heritage | .835 |
| PV | <--- | Cultural heritage Value | 1.039 |

Table 7. The result of hypothesis testing of the model

| Hypothesis | Relationship | Standardized Path Coefficient | Result | Significant (p) |
|------------|---|-------------------------------|-----------|-----------------|
| H1 | Cultural Heritage Value ---> Identity Construction | 0.07 | Supported | 0.26 |
| H2 | The Gastronomy Component ---> Identity Construction | 0.49 | Supported | .*** |

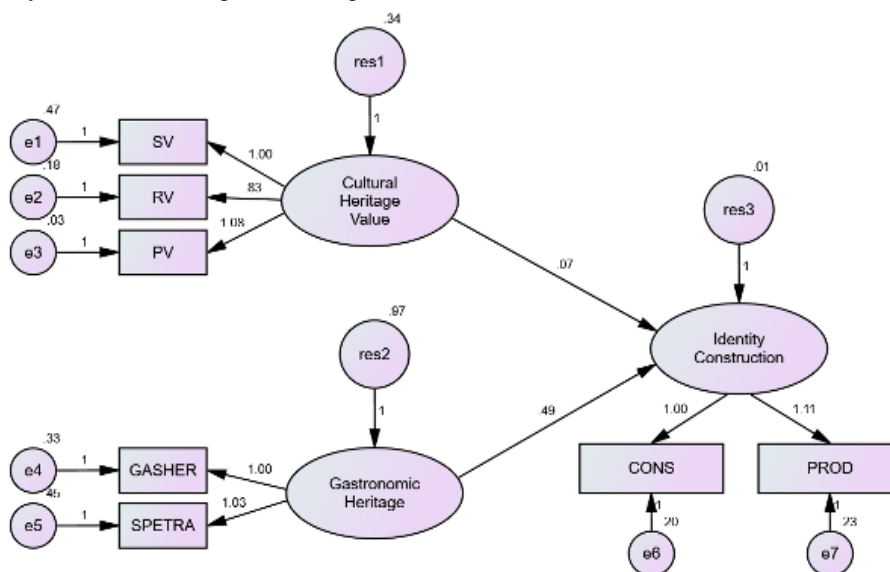
Result of hypothesizing and testing the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand According to hypothesized testing, which is shown in Table 7 and summarized as follows:

- 1) Cultural heritage value has an influence on the condition of identity construction with statistical significance (Sig H1).
- 2) The gastronomy component has an influence on the condition of identity construction with statistical significance (Sig H2).

The final model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand in Figure 7, the result is shown as Chi-square = 18.458, df = 12, p = .102 (>.05), CMIN/DF = 1.538, GFI = .987, and RMSEA 0.037 as follows:

- 1) Cultural Heritage value factor consists of 3 variables: 1) Social value (SV) yields the greatest weight at 1.0, 2) Rarity value (RV) yields the second greatest weight at 0.83, and 3) Political Value (PV) yields the second greatest weight at 1.0.
- 2) Gastronomic Heritage factor consists of 2 variables: 1) Gastronomic heritage (GASHER) yields the greatest weight at 1.0, and 2) Special trade (SPETRA) yields the second greatest weight at 1.03.

3) Identity Construction factor consists of 2 variables: 1) Consumption (CONS) yields the greatest weight at 1.0, and 2) Productivity (PROD) yields the second greatest weight at 1.11.



Chi-square = 18.458, df = 12, p = .102
CMIN/DF = 1.538, GFI = .987, RMSEA = .037

Figure 7. The Structural Model

CONCLUSION

This research presented the influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand. The researcher collected 400 samples of tourists in Phuket Old Town and selected the data to confirm the model. Therefore, the model was developed by computer statistical programs SPSS and AMOS and used statistical techniques including EFA, CFA, and structure models. Finally, three factors can be distinguished: 1) the cultural heritage value 2) The gastronomy component is modified to be gastronomic heritage; and 3) Identity construction is followed by minorities. The influence of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand Therefore, it can be summarized in Figure 8. The summarized model can be analyzed by key activities, the four D’s of design, or double diamond (UK Design Council, n.d.), to be sustainable for the living heritage pattern and gastronomy tourism:

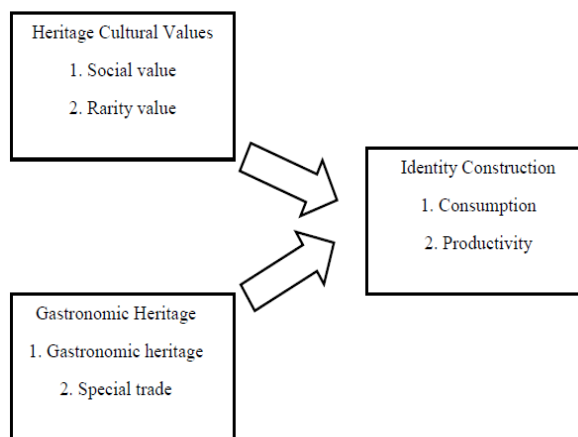


Figure 8. The Model of cultural heritage values and gastronomy tourism on cultural identity in Phuket Old Town, Thailand

1) Discover to survey and find the problem that concerns multiculturalism in Phuket Old Town is important to success preservation with the food, cultural and traditional to the new generation awareness with the value from ancestors and ability to transmit and uphold the ancient recipes through generation within their families and communities with creativity and sustainability.

2) Define is to identify the problem and gather the knowledge and contents of living heritage to select the key factors to analyze and synthesize the direction of a new generation easily accessible via a creative platform. This process must include a survey of more samples of them to find their needs and a discussion with those who are concerned with the contents, including government agencies, the private sector, and local communities, to consult on solutions and development.

3) Develop a process after surveying the new generation about the problem with the living heritage pattern; therefore, the easiest way to access it is through technology. The technology is the good platform to transmit the knowledge and contents that preserve the heritage, and the good way is the game of gastro diplomacy. The gastronomy game is to preserve culture and construct identities via the new consumer broadcast worldwide.

4) Deliver is transmitting the Gastro Game with knowledge and contents to construct perceptions and identities from the cultural heritage value and gastronomy of the local communities to the representation of the consumer as a soft power and motivate tourists who visit the Phuket Old Town to try the real culinary and get new experiences of technology and life.

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