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DEVELOPMENT OF LOCAL HEALTHY FOOD, LINKING THAILAND-CHINA-MALAYSIA TO PROMOTE THE ECONOMY OF THE SOUTHERN BORDER COMMUNITY

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Abstract

This research aims to develop and improve the local healthy food, linking Thailand-China-Malaysia. The populations and key informants include those with low income and livelihood in the specified sub-district areas of Betong, Yala, Thailand, totaling 260 individuals. Thirteen individuals were interviewed. Data was collected from research documents and fieldwork information, employing a focus group and questionnaire method. It was done to develop local healthy food that would link Thailand, China, and Malaysia to enhance the economy of southern border communities in Yala. The data analysis involved qualitative information, and descriptive statistics were used for quantitative analysis. The study result indicated that the development of local healthy food for the three targeted sub-districts had a likeness to the developed local healthy food recipes for all nine items, which included Kao Mok, Ba Jang Neramit, Bua Loy, Pak Nam Betong Tod Krob Kua Kratiem, Kangsom Planil Sai Nam Lai Dok Da La, Nasi Kabu Kampong Sauce Budu Subparod, Mee Betong Pad Kreaung Kang Peenang Hoi Krang Sod, Kai Betong Neung See Ew Hed Hom, and Kang Kai Dam Sayo.

Keywords: Local Healthy Food, Southern Border Community, Thailand-China-Malaysia

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Introduction

The development of local healthy food to promote the economy of the Southern Border Community in Yala, Thailand, particularly the Betong area, has been approved by the cabinets on October 4, 2016. This initiative is part of the project called “Smart City by Triangle of Security, Wealth, and Sustainability” which aims to link Thailand, China, and Malaysia. The focus is on developing these areas into smart cities with a focus on sustainable development. Furthermore, the Betong area is rich in natural resources and tourist attractions (Yala Province Office, 2020). Betong is an attractive tourist city with remarkable geographical features, drawing interest due to its unique livelihood, culture, tradition, and food. The food is especially diverse and unique because of the coexistence of people from different races and religions. This has led to a blend of cultures and livelihoods, making the city all the more fascinating. There have been cultural influences from Buddhism, Bhraman-Hindu, Islam religions, and Chinese culture, including the Guangxai Chinese who migrated from Guangxi in southern China. Most of them traveled by boat and reached Penang Port, Malaysia before crossing to Betong and settling down for several years. Betong boasts various unique features, especially its “food culture” (Siamrath, 2018). Each culture has its unique characteristics, including lifestyle, career, residence, dress, customs and traditions, rituals, arts and performances, folk entertainment, local wisdom, and food. Currently, there are various kinds of food influenced by local cultures, such as Thai food, Melayu food, and Chinese food. Today, Thai food culture, including the cuisine in the southern border areas, is beginning to change due to globalization. Traditional unique food often has a limited menu with the same name, preparation methods, and appearance that has been used for a long time. This means that tourists who visit repeatedly may have to taste the same recipes every time. As a result, there is a need to enhance local healthy food options to offer more variety.

In order to make local food more widely popular, it should be presented in new and enhanced ways that can increase its appeal. Local dishes can sometimes be adjusted to better satisfy consumer preferences. For instance, Thai consumers tend to enjoy spicy flavors, while Chinese individuals prefer plainer tastes. Thai Muslims, on the other hand, often prefer tangy flavors with a strong aroma. As a result, the development of local healthy foods can cater to the specific preferences of each consumer group.

Literature Review

Healthy Food

The concept of healthy food emphasizes the importance and benefits of food in understanding food consumption, including nutritional concepts for selecting healthy food to eat. Furthermore, the contents of healthy food are categorized as a consuming alternative (Noorabut, 2019).

Healthy food should provide the body with complete nutrition in the right quantities and should be prepared with an emphasis on hygiene. It should be made from fresh, new, and ripe ingredients, and cooked without any poisonous substances or contaminants such as preservatives and monosodium glutamate. It's best to avoid overly spicy food and to prepare it by boiling, roasting, steaming, or baking.

Local Healthy Food

The uniqueness of local food is rooted in the cultural heritage of each area, which is shaped by its distinct geographical characteristics. As a result, the food in each locality is diverse and has its own unique identity. It is important to have a deep understanding of the components present in the local area, as they reflect the area's uniqueness as part of its culture. Feo (2005) stated that food culture typically involves the cultural inheritance of the area, taking into account its resources. For instance, consuming local food encompasses the culture, traditions, and customs of that area. Gaztelumendi (2012) emphasized that the success of food culture depends on the

characteristics of area cultures, which in turn affects cultural sustainability, the local environment, and the economic system of the community. This viewpoint is supported by Hillel et al. (2013), who argued that integrating local food into activities helps preserve the cultural heritage of the locality. This approach also contributes to the effective promotion and marketing of high-quality food products, encouraging local participation in development. Moreover, Muneesri et al. (2020) define local food as food that is specific to a specific area and made from ingredients that are well-known and available in that area. It is typically referred to as such by people who live in the area or a group of communities that have collectively developed it. On the other hand, Sirichodnasakorn (2016) defines local food as a cuisine type unique to the local community. It carries distinct characteristics that reflect the eating habits and the locally available ingredients used in cooking.

Food is an expression of local culture and nation, encompassing ways of life, tradition, and culture interconnected. National or local cuisine showcases a distinct uniqueness. The varying geographical locations impact ingredients and cooking methods differently. Therefore, Thai, Chinese, and Muslim food are all outstanding and unique in their own ways.

Culture of Thai Food: Thai food consists of dishes made with ingredients originating from or first seen among Thai people. These dishes are prepared to express Thai uniqueness and are created by the Thai people. Geographically, these dishes have originated or first appeared in Thailand. They have been discovered by various Thai tribes and have become part of the culture and tradition of the Thai people (Sirisuntorn, 2013). Thai food is typically enjoyed with rice and covers a wide range of flavors, including salty, sweet, sour, and spicy (Thanarak & Palawong, 2004).

Culture of Chinese Food: Sikkakosol (2014) stated that Teochew cuisine is unique due to its emphasis on seafood, vegetables, dips, and desserts. Being located near the sea, Teochew cuisine offers a variety of seafood dishes, and the dips are prepared according to individual preferences. Additionally, there are various types of desserts. The cooking methods employed include boiling, frying, steaming, simmering, baking, and more. Ngerichai (2014) mentioned that Guangdong and Teochew people have introduced a range of dishes, such as Dim Sum, porridge, and rice soup. Common Dim Sum dishes include Ha Kao (shrimp dumplings) and Salapao (steamed stuffed buns). Another frequently found dish is Kao Mun Kai (Hainanese chicken rice) from Hainanese cuisine.

Culture of Malaysian Food: Malaysia is a multicultural country comprising three main ethnic groups: Malayu, Chinese, and Indian. While most of the food is halal due to the predominant Malay Muslim population, there is also a variety of Chinese and Indian cuisines that are popular, such as noodles, grilled duck, salapao, Tanduree, Nasi Biryani, and dishes made with a wide array of spices, particularly Kari powder (Poramanusit, 2013). These Chinese and Indian foods have become integrated into Malaysian cuisine.

Research Methodology

Target Area and Target Group

Population and sample group: the study categorizes the target group into two groups as follows:

Group 1: Group of community leaders, community scholars, representatives from governmental organizations in the locality, and private sector agencies involved in the tourism industry. There are a total of 39 persons, with 13 persons from each sub-district, selected using the purposive sampling method.

Group 2: The poor in terms of income and livelihood dimension, focusing on the sub-district areas of Betong District, Yala Province, Thailand with a high proportion of impoverished individuals, namely Tan Namtip Sub-district (208 persons), Aiyerweng Sub-district (163 persons), and Betong Sub-district (414 persons), totaling 785 persons. The sample group size

of 260 persons was determined using the Krejcie & Morgan table, and Quota. Sampling was used based on the proportion of the population in each group.

Research Instrument

Four instruments were utilized for data collection, including (1) a focus group to gather general context about the target group, (2) a questionnaire about knowledge of local healthy food uniqueness, (3) a survey result transfer form, and (4) an interview form for sample selection.

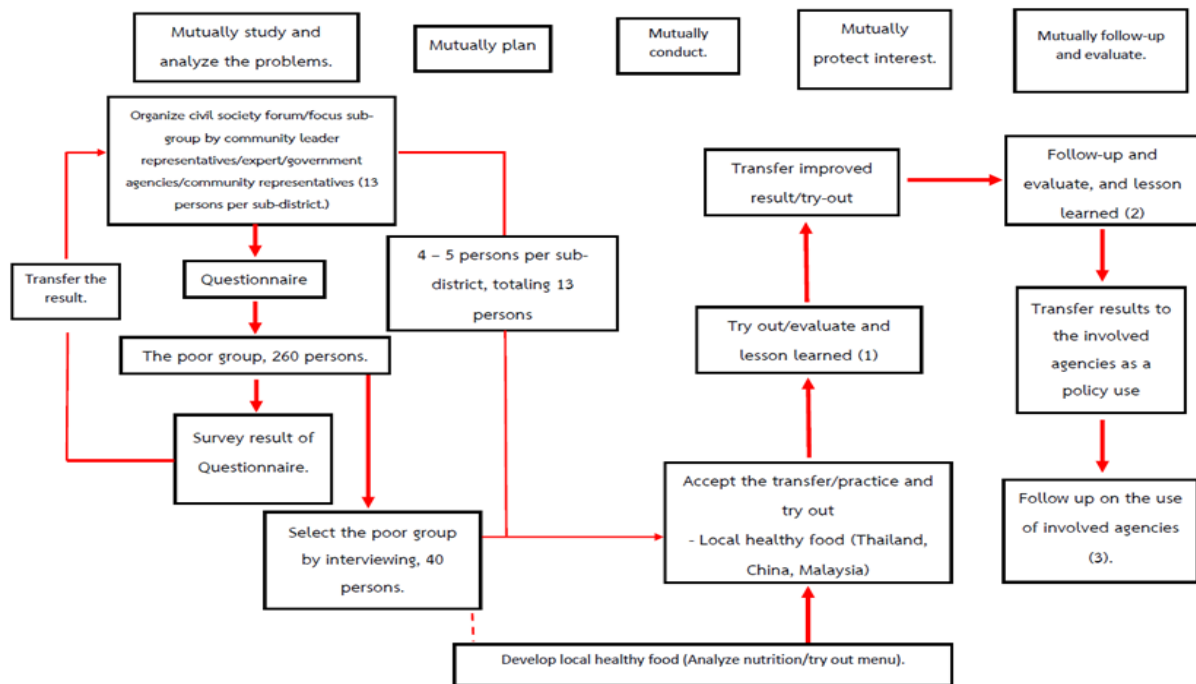


Figure 1 Procedures of Research Methodology

Research Result

Development of Local Healthy Food, Linking Thailand-China-Malaysia





From the interview with the communities of Tan Namtip, Aiyerweng, and Betong, it was discovered that there is potential for developing local, healthy food that highlights the unique qualities of each sub-district. This can lead to the expansion and enhancement of food products. Table 1 shows the selected local cuisines from the three different cultures in these sub-districts that are being considered for further development.

Table 1 The analysis results regarding the potential of local cuisine in the three cultures of the three sub-districts

District	Local Thai Culture Cuisine	Local Chinese Culture Cuisine	Local Muslim Culture Cuisine
Tan Namtip	-	Ba Jang, Bua Loy	Kao Mok
Aiyerweng	Pak Nam, Kang Som Pla Nil Dok Da La	-	Kao Yam Kam Pong
Betong	Mee Betong	Kai Betong	Kang Kai Dam

The research team collaborated with Yala Vocational College and chefs from Park View Hotel Yala to develop local healthy food. They worked together to try out the recipes, analyze their nutritional value, and evaluate customer satisfaction and pricing for marketing purposes.

Table 2 The potential development result of local healthy food

Name of food before it was developed		Name of food after it had been developed	
1) Kao Mok		Kao Mok Kai Plang Kai	
<p>Ingredients (Cigar powder): all-purpose wheat flour (40 grams), fine roasted and ground Kao-Hom Meu Lor (15 grams), Qs granulated salt, olive oil (1 teaspoon), iced water (15 grams), sliced raw corn (15 grams), and rice bran oil for frying (1 bottle).</p> <p>Method: (1) spin corn, granulated salt, olive oil, and cold water thoroughly, (2) blend wheat flour with Kao-Hom Meu Lor, add corn and knead well, let the dough rest for 20 minutes, (3) press the roll into thin sheets, cut it into a rectangle shape, wrap a spool with aluminum foil and roll the dough around it, fry the wrapped dough in hot oil until it is cooked through, and remove the foil and set the fried dough aside to cool.</p> <p>Ingredients (Kai Mok): Chicken hip split into small dice (200 grams), grounded pepper (1 teaspoon), finely pounded garlic (1 teaspoon), grounded salt (1 teaspoon), curry powder (15 grams), powder curry paste of Kao Mok (10 grams), finely pounded galangal (1 teaspoon), finely pounded lemongrass (1½ tablespoon), coconut cream (50 grams), fried onion oil (for stir-frying) (1½ teaspoon)</p> <p>Method: (1) Mix all ingredients except for fried onion oil, and let it rest in the fridge overnight, (2) heat the fried onion oil in a pan, add the chicken, stir-fry until it is thoroughly cooked and dried, then coat it with the cigar powder.</p> <p>Ingredients (Caviar Dipping Sauce of Kao Mok): coriander leaves (10 grams), peppermint leaves (15 grams), garlic (2 teaspoons), grounded salt (1/2 tablespoon), bird's eye chili (5 pieces), coriander root (1 teaspoon), sugar (100 grams), vinegar (65 grams), water (30 grams), jelly powder (1 tablespoon), chilled vegetable oil (500 milliliter)</p> <p>Method: (1) Mix all ingredients except for jelly powder, blend such ingredients together, filter out only water, (2) put the dip into the jelly powder, boil and wait until it cools down, then shape it into smakk pellets and drop them into cool oil, (3) rinse the pellets until they are clean and ready to eat with Cigar Yani.</p>			
2) Bua Loy		Bua Loy Cheese Cake	
<p>Ingredients for the cracker base: 70 grams of mashed and rough crackers, 35 grams of melted fresh butter.</p> <p>Method: (1) Mix both ingredients together, (2) press into the mold, (3) freeze until set.</p> <p>Ingredients (Bua Loy taro/pumpkin): finely steamed and ripe taro (100 grams), glutinous rice flour (7 grams), steamed mashed ripe pumpkins (100 grams).</p> <p>Method: (1) knead pumpkins with the glutinous rice flour and taro with the glutinous rice flour separately, (2) from them into small round balls, (3) boil the balls until they float, then scoop them out and drain. Finally, soak the balls into the coconut milk.</p> <p>Ingredients (Bua Loy Coconut Milk): candle-smoked coconut milk (300grams), sand herbs (75 grams), 1 teaspoon of salt, and 2 pandanus leaves.</p> <p>Ingredients (Bua Loy coconut milk cream): Bua Loy coconut milk (900 grams), softened cream cheese paste (150 grams), and gelatin powder bloomed in cold water (30 grams).</p> <p>Method: (1) Heat a little coconut milk and cream cheese over low heat, stirring until the cream cheese melts completely. Then, add the remaining coconut milk and stir until all the</p>			

ingredients are well mixed. Once the mixture is warm enough, add gelatin and stir until it melts. Allow the mixture to cool down, (2) Place the Bua Loy mixture into the cracker base. Ingredients (Strawberry Jelly): finely blended fresh strawberries (100 grams), granulated sugar (30 grams), blooming gelatin powder in cold water (30 grams), lemon juice (5 grams). Method: (1) Rinse fresh strawberries, then add sugar and lime juice and heat until boiling. Turn off the heat, add gelatin, and stir until the gelatin is completely melted. Let it cool, after that pour it over the Bua Loy coconut milk in the mold. Freeze until set well, (2) use the torch nozzle to heat the edges of the mold, then remove the dessert from the mold and serve.

Name of food before it was developed

3) Ba Jang



Name of food after it had been developed

Ba Jang Neramit



Ingredients: Sticky rice (1000 grams), Kai Chiang (1 cup), ginkgo seeds (1 cup), peanuts (300 grams), salted egg yolks (10), dried shrimp meat (200 grams), taro (500 grams), garlic (250 grams), marinated chicken (300 grams), shiitake mushrooms (1 cup), vegetable oil (3 cups), white pepper (100 grams), dark soy sauce (2 teaspoons), stew powder (3 teaspoons), light soy sauce (3 tablespoons), oyster sauce (3 tablespoons), coriander root (1 tablespoon), sugar (3 tablespoons), broth (2 measuring cup).

Method: (1) Prepare side dishes. (2) Heat a steamer to make sticky rice soft and nice. (3) Stir-fry seasoned chicken until fragrant. (4) Heat oil and fry garlic. Add dried shrimp, shiitake mushrooms, stew powder, pepper, soy sauce, sugar, salt, and seasonings. Stir-fry, followed by steamed sticky rice, color it with dark soy sauce, add to the soup, stir until dry, scoop into a container, and set aside. (5) Arrange in a container according to the shape and garnish with beautiful side dishes. (6) Steam until the ingredients start heating for 15 minutes, then it's ready to serve.

Name of food before it was developed

4) Pak Nam



Name of food after it had been developed

Pak Nam Betong
Tod Krob Kua Kratiam



Ingredients: Pak Nam Betong (200 grams), fried garlic (2 tablespoons), ground pepper (½ teaspoons), crispy fried flour (3 tablespoons), tamarind juice (2 tablespoons), sugar (2 tablespoons), chili powder (1 teaspoon), water (2 tablespoons), mala powder (1 tablespoon), and fish sauce (1 tablespoon).

Method: (1) To make Fried Pak Nam: Clean the Pak Nam Betong with water and cut it into bite-sized pieces. Sprinkle the Pak Nam Betong with a little flour. Mix the fried Pak Nam Betong with cold water and ground pepper then stir well to avoid lumps forming in the dough. After that, knead the Pak Nam with some flour thoroughly. Next, add oil into the pan. When the oil is hot, scoop out the Pak Nam that has been mixed with flour and fry it until crispy. Put the fried Pak Nam on a plate, drain the oil, set it aside and sprinkle it with fried garlic. To Make Nam Yum: Bring tamarind juice, water, sugar cane, and fish sauce to a boil. Simmer until the water thickens and add ground chili, mala powder, and adjust the taste to be sour, sweet, and salty. Serve it with Pak Nam Betong Tod Krob Kua Kra Tiam.

Name of food before it was developed

5) Kang Som Pla Nil
Dok Da La



Name of food after it had been developed

Kang Som Pla Nil
Sai Nam Lai Dok Da La



Ingredients: Tilapia fillet (400 grams), dahlia flowers (200 grams), red chili peppers (100 grams), water (700 grams), Thai garlic (100 grams), Thai shallots (100 grams), fresh turmeric (200 grams), shrimp paste (1 tablespoon), palm sugar (2 tablespoons), fresh lime juice (4 tablespoons), salt (1/2 tablespoon), pineapple pulp (300 grams)

Method: (1) Boil water in a pot. Once it's boiling, add thoroughly blended red chili peppers, peeled garlic, peeled shallots, turmeric, shrimp paste, and pineapple. Put the mixture in the boiling water and let it cook for a while. After that, add the tilapia meat and dahlia flowers, and wait until it boils again.

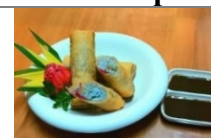
Name of food before it was developed

6) Kao Yam Kam Pong



Name of food after it had been developed

Nasi Kabu Kampong Krob
Sauce Budu Subparod



Ingredients: Jasmine rice (2 cups), Indian Anchovy (50 grams), fish meal (2 tablespoons), Chinese morning glory (blanched) (2 tablespoons), yardlong beans (1 cup), fresh Budu (1 cup), spring rolls (1 pack), butterfly pea flower juice (2 cups), pineapple pulp (1-2 cups) (finely blended), bean sprouts (1 cup), blended black pepper (1 tablespoon), and palm sugar (1/2 tablespoon).

Method: (1) Bring Budu juice and water to a boil. (2) Add pureed pineapple and palm sugar. Continue to simmer until the budu soup thickens. Taste for salty, sweet and sour flavors. Simmer until the liquid thickens. Then add only the water and lift it off. (3) Mix the ingredients consisting of steamed rice with butterfly pea flower juice, Indian Anchovy, blended fish, Chinese morning glory, yardlong beans, bean sprouts, ground black pepper, and mix together. (4) To wrap the spring rolls: Scoop out the mixed portion and place it on the spring roll sheets and wrap (5) Prepare for frying: Heat a pan with oil (medium heat). When the oil is hot, slowly add the spring rolls. You have to stir it back and forth to make the dough evenly cooked. Then serve with pineapple budu sauce.

Name of food before it was developed

7) Mee Betong



Name of food after it had been developed

Mee Betong Pad
Kreaung Kang Peenang
Hoi Krang Sod



Ingredients: Betong noodles (500 grams), boiled cockle meat (500 grams), dried shrimp soaked in water (100 grams), chicken eggs (3), shiitake mushrooms (100 grams), bean sprouts (100 grams), spring onion pieces (100 grams), soy sauce (2 tablespoons), Golden Mountain seasoning sauce (1 tablespoon), sugar (3 tablespoons), vegetable oils (4 tablespoons), Ingredients of Pee Nang curry paste: garlics (100 grams), shallots (100 grams), chili peppers Red (300 grams), large dried chilies (200 grams), red chili peppers (150 grams), pounded until fine.

Method: To prepare, heat up a pan with enough oil. Add eggs and Penang curry paste, and stir-fry until fragrant. Next, stir-fry the pounded paste until it's cooked. Then, stir-fry Betong noodles and shiitake mushrooms until the noodles are well-cooked. Add cockles and dried shrimp, and stir-fry until the meat is cooked. Season with soy sauce, Phu Khao Thong seasoning sauce, and sugar. Stir until it has a delicious, fragrant taste. Place on a plate and it's ready to serve. Garnish with bean sprouts and sliced spring onions.

Name of food before it was developed

8) Kai Betong



Name of food after it had been developed

Kai Betong Neung See Ew
Hed Hom



Ingredients: Betong chicken (300-400 grams), sliced and thin shiitake mushrooms (100 grams), sliced ginger (50 grams), one red chili, fried garlic (1 tablespoon), 2 coriander roots, 1 spring onion, noodles (250 grams), soy sauce (3 tablespoons), brown sugar (1 tablespoon), broth (3 tablespoons), sesame oil (1 tablespoon)

Method: (1) Wash and clean the Kai Betong meat, then place it in a prepared steaming container, (2) Mix together soy sauce, sugar, sesame oil, and soup. Spoon and pour this mixture over the chicken. Place shiitake mushrooms, sliced ginger, and sliced red chilies on top of the Kai Betong meat. Serve with crispy fried noodles, (3) Put the Kai Betong meat into a steamer with boiling water and steam for approximately 30 minutes. Remove from the steamer, garnish with chopped spring onions and coriander, and serve with crispy noodles.

Name of food before it was developed	Name of food after it had been developed	
9) Kai Dam		Kang Kai Dam Sa YO 

Ingredients: Black chicken, (chopped into 1 inch size, 500 grams), roasted curry paste (prepared) (1 measuring cup), vegetable oil (1/2 measuring cup), coconut milk (3 measuring cups), red grapes (10 pieces/50 grams) , green grapes (10 pieces/50 grams), cherry tomatoes (50 grams), potatoes (diced) (1 measuring cup), torn kaffir lime leaves (20 grams), red chili peppers (30 grams), shrimp paste (3 tablespoons), Fish sauce (4 tablespoons), salt (1 teaspoon), palm sugar (3 tablespoons), broth (2 measuring cups). Roasted curry paste ingredients: small dried chilies (400 grams), large dried chilies (50 grams), fresh chili peppers (300 grams), chopped galangal (400 grams), chopped lemongrass (400 grams), kaffir lime skin (4 pieces)), ginger, shallots, garlic, salt, black pepper, fresh turmeric

Method: (1) Start by chopping a 1-inch piece of chicken, wash it until all the blood is gone, and set aside. (2) Set the heat to medium, place a pan, add oil, stir-fry the curry paste until fragrant, then add the black chicken, stir and add it to the soup. (3) Begin seasoning with salt, sugar, and fish sauce, followed by 1 cup of coconut milk before simmering over medium heat for 30 minutes. (4) Prepare potatoes, cut them into cubes, and add them in first followed by grapes and cherry tomatoes, set a timer for 35 minutes, then add remaining coconut milk. Simmer for another 5-7 minutes, add kaffir lime leaves, red chilies, and turn off the heat. It's ready to serve. The total cooking time is 42 minutes, and the chicken will be just right. Take galangal, lemongrass, turmeric, galingale, and kaffir lime skin, and cut them into small pieces. (2) How to make the curry paste: Mix all the ingredients, then grind or pound them thoroughly. Once finished, scoop the paste into a container, and it's ready to use.

Quantity Analysis of the Main Nutrients

The research examines the levels of essential nutrients using chemical analysis. The results of the analysis are presented in Table 3 . It was found that the chemical components of all nine recipes led to varying improvements in the quantity of moisture, protein, fat, ash, and fiber, depending on the specific recipe. The results indicate that Kang Som Pla Nil Sai Nam Lai Dok Da La contained more moisture and ash, while Kao Mok Plang Kai had a higher protein content, and Pak Nam Betong Tod Krob Kua Kratiam had the highest fat content. Additionally, Ba Jang Neramit had the highest fiber content.

Table 3 The result shows the quantity analysis of the essential nutrients using chemical analysis.

Menu	Analysis Description				
	Moisture content (%)	Protein content (%)	Fat content (%)	Ash content (%)	Fiber content (%)
Kao Mok Kai Plang Kai	45.85	18.26	14.46	2.33	0.48
Bua Loy Cheese Cake	58.62	2.50	11.28	1.02	0.20
Ba Jang Neramit	46.25	9.26	6.48	1.53	1.43
Pak Nam Betong Tod Krob Kua Kratiam	30.38	2.93	21.26	2.70	0.58
Kang Som Pla Nil Sai Nam Lai Dok Da La	77.80	9.53	3.17	3.07	0.76
Nasi Kabu Kampong Krob Sauce Budu Subparod	66.67	2.12	5.91	2.45	0.23
Mee Betong Pad Kreaung Kang Pee Nang Hoi Krang Sod	57.18	10.14	6.51	2.10	0.39
Kai Betong Neung Se Ew Hed Hom	65.35	10.58	10.51	1.54	0.18
Kang Kai Dam Sa Yo	77.10	5.96	6.46	2.33	0.24

Likeness Evaluation Result for Food through Sensory Testing and the Marketing Impact on the Prices of All Nine Recipes

The research staff coordinated the transfer of nine local healthy food recipes and tested their marketability through pricing for the target group (as shown in Figure 2).

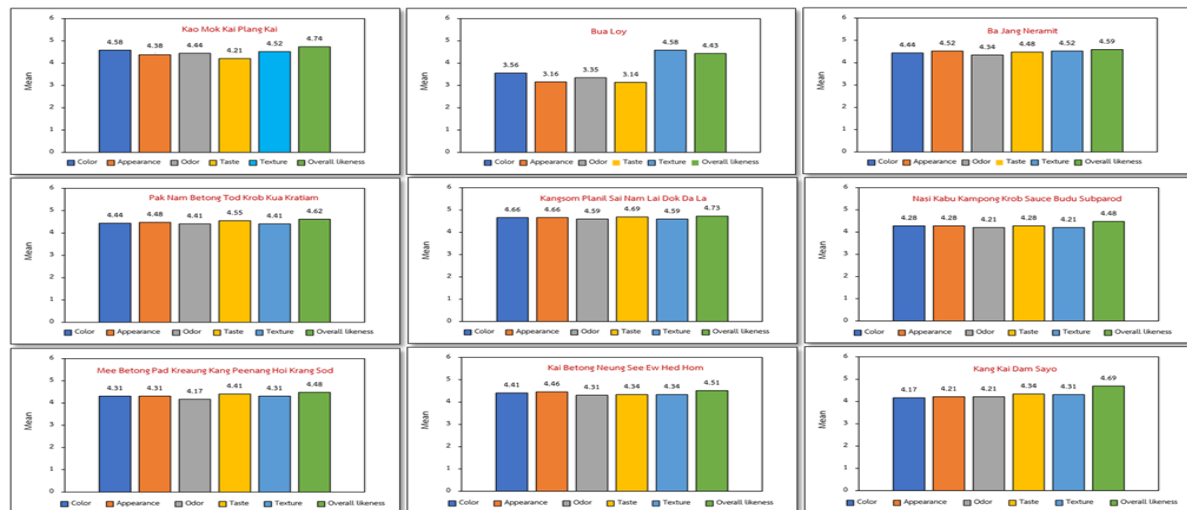


Figure 2 result from likeness assessment of the local healthy food

Figure 2 The result from likeness assessment of the local healthy food through three sub-districts, which included Tan Namtip, Aiyerweng, and Betong, totaling nine items: Kao Mok Ba Jang Neramit, Bua Loy Pak Nam Betong Tod Krob Kua Kratiam, Kangsom Pla Nil Sai Nam Lai Dok Da La, Nasi Kabu, Kam Pong Sauce Budu Subparod, Mee Betong, Pad Kreaung Kang Peenang Hoi Krang Sod, Kai Betong Neung See Ew Hed Hom, and Kang Kai Dam Sayo, found that the target group gave the overall assessment result at the level 4, which means like very much.

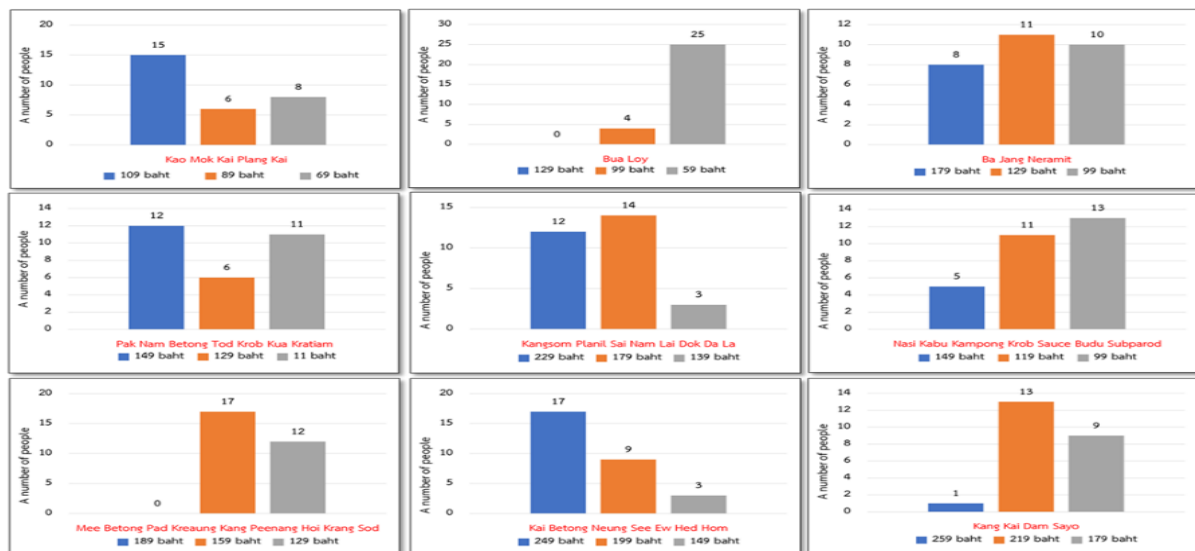


Figure 3 The marketing assessment result on the pricing of local healthy food

Figure 3 The development of local healthy food in the three sub-districts, which included Tan Namtip, Aiyerweng, and Betong, totaling nine items reveals that the target group assessed the acceptable prices for local healthy food as follows: Kao Mok (109 baht), Ba Jang Neramit (129 baht), Bua Loy (59 baht), Pak Nam Betong Tod Krob Kua Kra Tiam (149 baht), Kang Som Pla Nil Sai Nam Lai Dok Da La (179 baht), Nasi Kabu Kampong Sauce Budu Subparod (99 baht), Mee Betong Pad Kreaung Kang Peenang Hoi Krang Sod (159 baht), Kai Betong Neung See Ew Hed Hom (249 baht), and Kang Kai Dam Sayo (219 baht).

Conclusion and Discussion

Based on a study on developing local healthy food across three sub-districts, which included Tan Namtip, Aiyerweng, and Betong, the target group expressed favorable opinions on all nine food menus that were transformed into local healthy options. These menus included Kao Mok Ba Jang Neramit, Bua Loy, Pak Nam Betong Tod Krob Kua Kra Tiam, Kang Som Pla Nil Sai Nam Lai Dok Da La, Nasi Kabu Kampong Sauce Budu Supparod, Mee Betong Pad Kreaung Kang Peenang, Hoy Krang Sod, Kai Betong Neung Se-ew Hed Hom, and Kang Kai Dam Sayo. Their feedback aligned with Cohen & Avieli's (2010) proposition that promoting local healthy food alongside tourism, a concept known as "Food Tourism", could lead to widespread recognition. When catering to tourists, adjustments may be made to local dishes to cater to their preferences, particularly those of foreign tourists. Additionally, according to Wolf (2004), tourists are primarily interested in enjoying and experiencing the local cuisine at specific tourist destinations. It's significant to note that the ingredients used in developing local healthy food largely originate from the areas, providing employment opportunities and enhancing the community's identity and quality of life.

Research Recommendation

This research benefits anyone interested by expanding knowledge and results to nearby areas or other places. This helps in reducing research and development costs and involves the target group in the research to develop knowledge. It also creates job opportunities for other groups, such as retirees or unemployed people living in similar contexts.

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