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**Factors Affecting Local Food
Preferences of Domestic Tourists
in Luang Prabang Province, Laos**

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TABLE OF CONTENTS

1. Introduction	1
1.1 Research objective	2
1.2 Research Hypothesis	2
2. LITERATURE VIEW	4
2.1 The role and attractiveness of Local food in Rural Tourism	4
2.2 General Overview of Local food	7
2.3 Characteristics of Lao food and Local food in Luang Prabang	8
2.3.1 Terms for Luang Prabang Local Food Type	10
2.3.2 Ingredients and other practical information for local Luang Prabang food	13
2.3.3 Laos Eating Habits	23
2.3.4 Local Food and Belief in Luang Prabang	25
2.4 Tourist Food Consumption	26
2.5 Factors Influencing Food Preferences	28
3. Research Methodology	31
3.1 Research approach and Data Collection method	31
3.2 Sample and Sampling Procedure	32
3.3 Data processing and Analysis	33
4. Results and Evaluation	34
4.1 Analysis of collected data (by questionnaire, quantitative result)	34
4.1.1 Demographic profile of respondents	34
4.1.2 Travel behavior of respondents	37
4.1.3 The preference level of Luang Prabang local food	38
4.1.4 Factors affecting Luang Prabang local food preferences	40
4.2 Analysis a deep interview in the aspect of restaurant owners in Luang Prabang (qualitative result)	45
4.3 SWOT Analysis to Luang Prabang Local Food	47
4.3.1 The Strengths	48
4.3.2 The Weaknesses	48
4.3.3 Opportunities	49
4.3.4 Threats	50
4.4 Proving the hypothesis	50
5. Conclusion and recommendation	51
5.1 Conclusion	51

5.2 Recommendation	53
6. Summary	54
Bibliography.....	56
LIST OF FIGURES.....	61
LIST OF TABLES.....	62
Attachment:	
Appendix 1: Some recipes of Luang Prabang local food	63
Appendix 2: Questionnaire of case study	70
Interview questions.....	77
Appendix 3: Declarations	79
ACKNOWLEDGMENT	81

1. Introduction

Humans are well-known for their ability to live regularly relying on food, clothing, medication, and shelter. Food is the most crucial factor in sustaining life. Local food is the wisdom of our ancestors that indicated the culture and unique characteristics of cooking. It is one of the most crucial aspects of everyday life, as well as a significant part of tourism. In relation to the modern or mainstream food system, the terms "local food" and "regional food" are frequently used interchangeably to refer to food produced close to its point of consumption.

Lao cuisine is distinct from the food of the rest within Southeast Asia. The Lao originated in the north, in what currently constitutes China, nevertheless, they moved south and brought their Lao traditions with them. Because of historical Lao migrations into nations nearby such as Thailand, China, Myanmar, Vietnam, and Cambodia. Lao cuisine has had a significant influence on neighboring Northeastern Thailand, where it is called "Isan", and some Lao culinary influences are also present in Cambodia and Northern Thailand, where it is called "Lanna", where the Lao have migrated. Laos' main food is steamed sticky rice, which is eaten by hand. In reality, the Lao consume more sticky rice than any other group or people on the planet; sticky rice is considered the essence of what it means to be "Lao," and many Lao refer to themselves as sticky rice descendants. Galangal, lemongrass, and Lao fish sauce are important ingredients which always applied in Lao kitchens.

Things that make Lao food different from nearby countries' cuisine are rich in tastes, herbs, and simple, fresh ingredients. Lao cuisine has many regional variations, due in part to the fresh foods local to each region and one of them is Luang Prabang food, this province is located in the northern part of Laos, it is a touristy city in the mountainous that draws more visitors than any other place in the country. The attraction is obvious, as Luang Prabang is one of Southeast Asia's best-preserved old towns. Luang Prabang is well-known for its French colonial architecture, historical significance as the capital of the Kingdom of Laos, and abundance of Buddhist monasteries. Another tourist attraction is Luang Prabang authentic food, regarded as Laos' culinary capital, Luang Prabang is similar to the great window into the country's food with its abundance of local food and restaurants. Luang Prabang cuisine mixes Laotian basics like sticky

rice and Jaew (dipping sauce or paste) with Luang Prabang specialties. Luang Prabang food includes Or Lam (stew), Luang Prabang Salad, and Mekong River Seaweed.

According to preliminary surveys, Luang Prabang Province has developed its own unique local food which is rich in nutrition and has benefited tourism and the economy and has made it stand out among the public, plays a significant role in the overall experience of tourists. It is a unique and valuable source of differentiation that is used to enhance tourist's experience specially for domestic tourists. On the other hand, the evolution of local food in Luang Prabang in the present day has slightly changed due to the influence of new ingredients being introduced into the cooking, including improving the traditional taste by adding seasoning powder, causing new generations to not know the origin of the taste. According to the trend of the new generation, such as fast food from other regions which are foods that are high in fat and contaminated in the production process.

Therefore, it is necessary to return to focus on local food is becoming a choice for those ones who are concerned about healthy because most local foods use local ingredients and organic ones, it also supports local communities and small businesses. Consequently, a difference in tourists' perspectives about local food in Luang Prabang, came up with ideas and inspiration for the desire to conserve local food in Luang Prabang, and the importance of local food to tourism in Luang Prabang Province. Therefore, this title was chosen to research aims to answer the main research problems consisting of what is the preference level for local food consumption among domestic tourists in Luang Prabang and which factors affect the local food preference of domestic tourists in Luang Prabang.

1.1 Research objective

- The purpose is to research the local preference levels of domestic tourists in Luang Prabang.
- To investigate the factors affecting local food preferences of domestic tourists in Luang Prabang in the aspect of improving quality of food and service.

1.2 Research Hypothesis

There are differences in local food preference levels of domestic tourists in Luang Prabang based on demographic factors.

H1 Food familiarity affects the local food preference of the domestic tourists in Luang Prabang.

H2 Convenience and availability of consuming local food factor affects the local food preference of the domestic tourists in Luang Prabang.

H3 Taste satisfaction affects the preference of local food of the domestic tourists.

H4 Price factor affects the preference of local food of the domestic tourists.

H5 Marketing communication affects the preference of local food of the domestic tourists.

This thesis is based on secondary and primary research. In my secondary research, I studied the relevant literature sources. In my primary research, I used a questionnaire to ask domestic tourists' points of view about the regional food they eat in Luang Prabang and why they choose it.

Moreover, there is another point of view comes from a deep interview on the side of business owners in the tourism industry in Luang Prabang like local restaurant owners. SWOT analysis is the part that is used for situational assessment of local food preferences.

2. LITERATURE VIEW

2.1 The role and attractiveness of Local food in Rural Tourism

The role of gastronomic tourism in rural development can be defined as the process of improving and preserving the economic and social well-being of rural communities. Food, crafts, folklore, visual arts, literary references, historical and prehistorical sites, landscapes, and associated flora and fauna are all emphasized in rural development theories (BESSIÈRE, 1998), Rural tourism has the potential to contribute to socioeconomic diversification, community development, and image enhancement. Food has always been a major aspect of tourism, but its relevance has grown in recent years, particularly in rural areas where it can play an important role in rural tourism and appeal to visitors' desire for authenticity (SIMS, 2009). Local food consumption, rural heritage, and a 'rural country estate' are all linked in research. However, these authors argue that the importance of local food in rural tourism is largely unknown due to a lack of experimental evidence (RAY, 1998).

Tourism and gastronomic heritage are inextricably linked. Nonetheless, some tourists eat simply because they have to (YEOMAN I., et al, 2015). Others may regard food or gastronomy as the "enjoyment of the very best in food" as a major draw or even the primary motivator for a trip (SCARPATO, 2003). Food has become a real tourist attraction in certain circumstances and can play a vital part in the visitor's experience. 'Gastronomic', 'culinary', 'cuisine', or 'gourmet' tourism is becoming more popular, and tourists are becoming more venturous and open to new experiences (HENDERSON, 2009). Subsequently may involve eating, preparing, and presenting food items, cuisines, and eating systems that differ from those of tourists. Consider cooking classes for tourists in Thailand as a way to both sustain and spread local food culture. Food festivals, routes, and trails can also be included (WANTANEE S., et al, 2015).

Gastronomic tourism allows visitors to learn about regional culture and interact with its traditions and heritage, as well as the current way of life. Eating local food allows you to 'taste a destination' (CORIGLIANO, 2002). There was an analysis of tourists' motivations to consume local food, covering cultural experience, excitement, sensory appeal, interpersonal relationships, and health concerns. Tourists are often drawn to rural destinations because of the perceived tradition and authenticity of typical local products and the lifestyle of the local community (KIM

Y.G., EVES A., 2012). Rural areas' positions in the tourism industry are evolving as they are increasingly viewed as places for entertainment and leisure activities, as well as an alternative to city life (BESSIÈRE, 1998). Tourism has the potential to protect rural heritage while also contributing to economic growth and the well-being of local communities when properly developed. In an ideal world, tourism would preserve and promote indigenous products while also supporting traditional farming and local culture in general (MONTANARI A., STANISCIA B., 2009).

From my point of view, local food plays a very important role in rural tourism: first, it is one of the main elements of tourism when tourists visit destinations, they have to eat every day, some tourists might consider not visiting a destination or a country because of the local foods are different from those they eat daily in their home countries or they see those kinds of food are not attractive to them or local food might be the main purpose for tourists to visit destinations. Second, it reflects the identity and uniqueness of a country and presents the culture of the local community. This is because any local foods belong to the people of a village, a region, or a country, they are cooked from local raw materials and prepared in the ways or styles of local communities. As a consequence, tourists encounter a unique experience while they are visiting a destination because of the typical and authentic foods of the destination. Third, if local food becomes popular at a certain stage among tourists, it could create the image of a destination becoming "A destination for food" (THAVIPHET, 2019). Laos is considered a new and not well-known destination in South-East Asia compared to the neighboring countries surrounding it. The main attractions of Laos to appeal to tourists are not local food yet because Laos is not yet a destination for food for tourists. However, the local foods of Laos can play very important roles in the near future to become one of the essential elements for tourist decision-making to visit Laos. Importantly, as Luang Prabang is the top tourist destination of Laos, apart from the current main natural and cultural attractions, Luang Prabang foods can be another main component of tourism growth in Luang Prabang in particular and Laos in general. The reasons why I emphasize this point are Luang Prabang food is unique and delicious, it becomes more and more popular among international and domestic tourists. It can be observed along the main roads and street corners of the city, there are typical foods of Luang Prabang available sold for tourists and they are so crowded. Actually, not only Lao foods of Luang Prabang are popular, but also European foods are also interesting for tourists, who like to eat European foods in Luang

Prabang. This is because Laos used to be a colonial country of France. Luang Prabang people as well as Lao people practice cooking European foods (particularly French and Italian dishes) from one generation to another generations, which is why the taste of European food in Luang Prabang is similar to the original one. In summary, local food can definitely bring to the economy the benefits such as can contribute to an increase in the number of tourist arrivals in Luang Prabang, in consequence, will generate an increase in revenue from tourism, then lead to growth in the local economy. It can contribute to preserving local culture from one generation to others. It can also contribute to the long-term sustainability of local agriculture which is the key supply chain sector of tourism. I agree with the recommendations of (THAVIPHET, 2019), who argues that in order to increase the role and attractiveness of local food in Luang Prabang, all stakeholders should consider the following recommendations:

- The local communities, the public and private sectors should work closely and make maximum efforts to bring tourism back to Luang Prabang by preserving and promoting local foods of Luang Prabang as one of the key attractions of the province.
- To develop the connection between foods and each sub-destination of Luang Prabang by supporting the campaign called " One village one food product".
- To present unique procedures for food preparation that pay attention to tourists.
- To maintain the typical presentation of local foods of Luang Prabang, for example, food interpretation; the feature, color, and decoration of foods that make the food look delicious.
- To encourage the use of local raw materials, authentic and unique ingredients that are diverse and rich in nutrition.
- To keep the unique taste of Luang Prabang foods which are eatable for tourists who come from any continent around the world.
- To support the campaign in order to maintain the hygiene and good smell of food as well as to carry out proper food preparation for environmentally friendly, at the same time avoiding using the meat of wild animals or prohibited animals.

2.2 General Overview of Local food

Most of the areas in this research refer to local food. The first recognition of local food that comes to mind is fresh, healthy, sustainable, and tasty food. We will discuss three terms that help define local food such as geographical terms, supply chain, and ecology dimension.

Local food can be defined using the geographical term or food miles, which is the spacing between where the food was grown and where it is sold or consumed. The total distance a product can travel while still being considered a locally or regionally produced agricultural food product. According to the definition adopted by the United States Congress in the 2008 Food, Conservation, and Energy Act (CONGRESS, 2008) is produced within 400 miles of its origin or within the state in which it is produced. The general public, on the other hand, considers food to be local when it comes from farms within 100 miles or within the state. When food travels, it is critical that information about the food travels with it to ensure its origin. In many cases, one intermediary, such as a restaurant or a retail store, may exist between the farm and the consumer. However, the question remains as to how this intermediary defines local food and does that definition meet the expectations of consumers. This is where supply chain management comes in, by establishing a network of connected partners to share accurate information. It is critical that product information travels with food to ensure its beginning. In many cases, one intermediary such as a restaurant or a retail store, may exist between the farm and the consumer. However, this is where supply chain management comes in, by establishing a network of connected partners to share accurate information.

The following term will explain how to define local food through a supply chain term as processes of delivering a product from the producer to the consumer (KING R.P., et al, 2010). The concept of Short Food Supply Chain (SFSC) Some people define local food as produce bought directly from the farm, either at the farm itself or at a farmers' market, implying a reduction in the number of intermediaries between the primary food producer and the final consumer. Farmers' markets have steadily increased in number, from 1,755 in 1994 to 2,756 in 1998 and 5,274 in 2009, according to USDA's Agricultural Marketing Service (USDA, 2010). Some definitions of local food refer to environmental characteristics or the context in which the food is grown on a local scale. Assume that food is grown in a specific region with climate A, soil type B, watershed system type C, and species type D. Any food produced in the same

environment, even if it originated elsewhere, is considered local to that region. According to definitions in my region, there are many researchers who gave meaning to local food as the food that cook or make to eat within one particular locality and inherit for a long time until it was recognized as a unique identity of that locality (AMPHAI, 2011). Furthermore, local food is a popular cuisine that eats within a particular locality. It consists of local vegetables, herbs, and ingredients from that locality. There are recipes and how to cook from ancestors to nowadays generation. However, each local food is different depending on the natural condition of each region that delivered ingredients to local people, it's also including the experience of the cooking experiments and taste of consumption, thus becoming a local food (SANSANEE, 2016).

Local food is a unique food which is popular in each group of people in particular area. It can be cooked from ingredients that are readily available locally or from near villages and farms; it involved a food that has been eaten locally such a decade and has been passed down from generation to generation (SAOWAPA, 2015).

In conclusion, the definition of local food has depended on who defines, it can be cooker or consumer who buy them. From my point of view, it is a process of producing food in locality, local community is the one who create local food identity, it's also one of ancient cultures which indicate the growing movement of local society. For this movement increases the number of small farms and producers on local market, meaning an increase of partners that can be included in a supply chain, with consumers wanting more information on where their food comes from, it is essential to keep a transparent flow of information among all partners in supply chain.

2.3 Characteristics of Lao food and Local food in Luang Prabang

The Lao originated in the north, in what is now China, but they moved south and brought their Lao traditions with them. Lao cuisine has had significant consequences on surrounding Northeastern Thailand, and some Lao culinary influences have also reached Cambodia and Northern Thailand, where the Lao have relocated. Like most Southeast Asian countries, Laos has been heavily influenced by Indian and Chinese cultures. Since ancient times, the Lao people have traded directly with ancient China. However, the Indianization had the most impact on Laos due to the spread of Hinduism, Buddhism, and Islam into Southeast Asia during this period took with it Indian traditions and culture to what are now Indonesia, Malaysia, Singapore, Thailand, Burma, Cambodia and Laos where it took roots and continues to flourish to this day

(MCDERMOTT, 1999). During this time Buddhist monks introduced traditional Indian spices, curry, and coconut milk to Laos. Because of the emphasis on sticky rice in Lao cuisine, coconut milk and noodles were never prominent. Coconut milk, curry, and noodles are only found in a few Laotian soups, noodle dishes, and sticky rice-based desserts. Lao food differs from neighboring cuisines in a variety of ways (ATUL, 2015). One difference is that the Lao meal always includes a large amount of fresh raw greens, vegetables, and herbs served on the side undressed. Another difference is that savory dishes are never sweet, and some are bitter. In Lao cuisine, there is a saying in Lao cuisine, "Wan pen lom; khom pen ya," which translates as "sweet makes you dizzy; bitter makes you healthy". Mint and dill are two of the most important green herbs in Lao cuisine but are often ignored by their neighbors. Unlike in neighboring countries, galangal is a popular cooking herb in Laos. It appears in probably the majority of Lao dishes, along with the conventional herbs: garlic, shallots, lemongrass, etc (PHIASING, 2013).

The food culture is unique to each region in Laos. Northern food like Luang Prabang is the same. The characteristics and taste of food are different from southern Laos such as Pakse, Savannakhet, or even central Laos such as Vientiane and Thakhek. Luang Prabang food is considered Northern Lao food which is the lightest taste among the three regions of Lao food because Luang Prabang was the capital of Laos for a long time, even during the French colony, the capital was in Vientiane, but the king and royal court remained in Luang Prabang. Therefore, Luang Prabang food is compared to the food of the aristocracy or the royal food. Authentic Luang Prabang food has a light, not spicy flavor, without curry paste added. Instead, crab paste or shrimp paste is used. Another main ingredient composes with vegetable, herbs and spices which grows from local Luang Prabang area, for illustrate pepper wood or "Sakarn" is a remarkable flavoring of Luang Prabang, it's a thick vine sold by the log and cut into small pieces when used, the wood releases a spicy, peppery, and earthy flavor when cooked in a popular dish as stews or "Or Lam". Usually, the wood is removed before serving but most people like to suck on the stew juice a zesty numbing sensation in the mouth. Most of cuisines are steamed and boiled, the method of cooking is simple and uncomplicated, except for the food of the royal people in the royal court. There will be more complicated steps and methods of cooking. Mekong seaweed or river weed is one of the uniqueness of Luang Prabang, it grows naturally in the Mekong River, some call it moss, it's popular to find in the fresh and fast-moving water places by local people, there are similarities with seaweed in the sense that sheets of the stuff

are flat and dark green. Actually, it's sturdier and thicker than the delicate brittle dryness of seaweed.

2.3.1 Terms for Luang Prabang Local Food Type

Food of Luang Prabang people besides rice and fish, there is also a wide variety of meats and vegetables. The food that local people in Luang Prabang consume can be divided into two types, the first type is savory food or main course, which means food that is eaten with rice in order to increase flavor and nutritional value. The original taste of Luang Prabang's savory dish is saltiness, in almost every recipe taste and check the saltiness. Some tricks the former royal chef touching the ingredients with his fingertip and then putting his fingertip to his lips, thus tasting cooked ingredients, when it would be usual to take a tiny spoonful if a mixture is insufficiently salty, "Padek" or fermented fish sauce is added and sugar is hardly ever used. Luang Prabang savory dishes have many categories such as (PHIASING, 2013)

- "Mok" means to sear or cook by placing something directly into the glowing embers and hot ashes of the charcoal fire, what is put in may or may not be protected by a wrapping of banana leaf. For searing, as in the initial preparation of chili peppers or shallots for many dishes, there would be no wrapping.
- "Nueng" means to steam, food is often steamed after being enclosed in banana leaf wrappers, and the Lao sort of steamer is called "Houad" as figure 1. "Mawk" is the name for something which has been steamed, shows on figure 2.



Figure 1 - The Lao sort of steamer is called "Houad" made from bamboo

Source: <https://www.welikejourney.com/2018/02/12/charitytrip-banpabongpiang/>



Figure 2 - Type of Luang Prabang Local food called “Mawk

Source: <https://www.youtube.com/watch?v=YcaX0grBhq4>

- "Or" means to stew or a stew, this is a unique stew that is less liquid than a western stew, and another kind of name might be called braising.
- "Ping" or "Kang" means to grill, the word "Kanab" is a noun that denotes food wrapped in a banana leaf package and grilled in it, usually by placing it over or in a charcoal fire. The figure 3 below shows a "Kanab". The one on figure 4 shows the different shapes of a package which is used when the grilling is being done with the aid of a "Mai Heep Neep", the split bamboo device which is gripping it.



Figure 3 - A banana leaf package and grilled above a charcoal fire, called “Kanab”

Source: <https://pantip.com/topic/30573407>

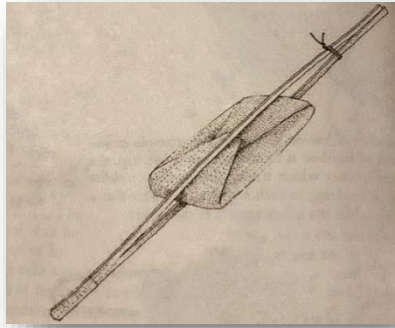


Figure 4 - The different shapes of a package which is used "Mai Heep Neep", the split bamboo device which is gripping it

Source: Book of Traditional Recipes of Laos by (PHIASING, 2013)

- "Keng" is the noun meaning soup, and "Tom" is a verb that means boil, there are many kinds of soup such as sour soup, fish soup, piquant soup of catfish, we also put meat and vegetables in soup and most of the Lao soups contain a relatively high proportion of solid matter, this close to what we might call a stew in the west.
- "Houm" means to cook in a pot over a very low fire.
- "Kiaw" means to go on cooking, in order to reduce the liquid in a dish.
- "Khua" or "Pad" means to stir fry with a little bit of oil in a hot dry pan, it is commonly used when a number of ingredients are being fried together. Another dish is "Jeun" which would be used for a deep-frying operation.
- "Ua" indicates a stuffed dish, for example a stuffed pepper, bamboo, lemongrass as shown on figure 5.



Figure 5 - A pork stuffed peppers, bamboo, lemongrass dishes or called “Ua”

Source: https://krua.co/food_story/ua-lannastuffedfood/

- "Yam" refers to a mixture, sometimes like what in the west would call a salad.
- "Tam" means to pound, pounding is done with a pestle and mortar as shown on figure 6 like pounded ingredients then mix it with liquid components or dressing.



Figure 6 - A pestle and mortar in Laos

Source: <https://my-best.in.th/51498>

2.3.2 Ingredients and other practical information for local Luang Prabang food

- Rice and pasta type: The Lao are notoriously partial to sticky or glutinous rice, about a third of the rice consumed in Laos is ordinary, non-glutinous rice. There is more continuous spectrum of varieties of rice from the markedly non-glutinous to the markedly glutinous. All varieties of rice belong to the species *Oryza Sativa*. "Khao Niaw" is the Lao name for glutinous rice, and "Khao Chao" is the Lao name for non-glutinous rice. A plenty of ingredients that produce from rice such as rice flour by a result of using an ancient rice grinding mil is shown on figure 7 it would be a part of Lao dessert, "Khao beua" is sticky rice which has been soaked in water then pounded to make a sort of rice flour, for use when small quantities are needed in stew menu. Besides that, there are some products that made from rice such as "Khao Jee" is cooked sticky rice which has been mashed and then grilled, in small quantities, to a golden colour. It is an alternative for breakfast instead of western type bread, the most popular pasta type product in Laos is "Khao Poun", or a rice vermicelli. This is the main ingredient in the national dish; this product is sold in the markets in bunches which are arranged round a circular bamboo basket,

each bunch overlapping with the next, and each circle of bunches constituting one of what may be many layers piled on top of each other, one basket would comprise about 8 to 10 bunches and would weigh about half a kilo (PHIASING, 2013).



Figure 7 - An ancient grinding rice to be a rice flour or called a “Mo”

Source: <https://my-best.in.th/51498>

- Fish sauce and fermented fish (Padek): Nam Pa or fish sauce is an ingredient found in almost every recipe. Every South-East Asian country has its own fish sauce such as: nuoc mam in Vietnam, tuk Trey in Cambodia, nam pla in Thailand, ngan-pya-ye in Burma, and so on. Fish sauce plays then same role in this region as soy sauce in China and Japan. It is prepared by steeping fish in brine for a long time, as in Laos far from the sea, a mixture of 20 percent from sea fish and 80 percent from fresh water fish used to be the norm and draining off the liquor which is formed. This is brown in color, rather like a peaty Scotch whisky, and is usually sold in bottles. Padek is related product, but more specific to Laos and northern of Thailand. It can best be described as fish sauce with chunks of fermented fish still in it, also rice dust and rice husks. The whole mixture may be used in cookery; or the pieces of fish alone, with the rice dust and husks cleaned off them; or only the liquid without any solids. Padek has a very strong smell and the large pottery jar (figure 8) which contains a household's supply is usually kept out on a verandah. In Laos, most fermented fish is home-made, based on traditional believe Padek which is good quality must have a strong smell and salty.



Figure 8 - Pottery jar of fermented fish in Laos

Source: <http://www.esanpedia.oar.ubu.ac.th/localobjects/?p=179>

Fish are plentiful in Laos, not only in rivers, lakes and ponds, but also in the wet paddy fields and irrigation canals and ditches, more than 80 species which are most commonly marketed and eaten in Laos (DAVIDSON, 1975) such as catfish, scaly fish, sneak head fish and the king of Laotian fish is “Pa Beuk”. It’s the biggest and the best one, a vegetarian catfish with very fine flesh and is also the source of Laotian caviar, a great delicacy. There are other aquatic foods such as frogs, freshwater mollusks, and shrimps, it also mentioned water algae or river weeds. In the local market at Luang Prabang one used to see white enamel bowls full of dark green semi-liquid stuff, which was algae collected from ponds, rivers, and other stagnant waters during the rainy season. The name in Luang Prabang was "Thao"; in Vientiane called "Phak Thao". According to "Les plantes utiles du Laos" book (VIDAL, 1963), these algae apparently belong to the genus *Spirogyra* and the book refers also to two kinds of algae in the north of Laos, both known as "Kai". The first of the two is described as a mixture including *Cladophora* spp and also *Spirogyra* spp, the author of the book believes that the second sort which was identified as *Dichotomosiphon Tuberosum* is much rather and found mainly in the vicinity of Luang Prabang.



Figure 9 - Luang Prabang Riverweed (Mekong Riverweed)

Source: <http://dmagicube.blogspot.com/2019/03/laos-food-to-eat-in-luang-prabang.html>

Meat types such as buffalo, pork, chicken, and duck. For buffalo meat may consume raw in “Lap” or spicy salad menu, dried meat, or cooked in various ways. One very popular ingredient in Lao cookery in Luang Prabang is dried buffalo skin. The figure 10 below shows pieces of the skin that appear when sold in the markets. For pork meats, families living in villages usually have their own pigs, and everyone enjoys pork meat. However, many other parts of the pig are eaten also, such as trotters, tripe, and fried pork skin. Chicken is a food that is highly esteemed by all the Lao people. Some cooked chicken often appears as one of the symbolic foods which are used in sacred rituals related to belief such as a Baci ceremony, and the charming Lao ceremony, and chicken is a main or subsidiary ingredient (PHIASING, 2013). One part of the chicken which cooks frequently is the gizzard and all chicken giblets are regarded as delicacies, even the feet of the chicken are used in Lao cookery. Ducks are less common in the markets but are also prized food. Lao families often raise their own ducks in their gardens. The esteem in which duck meat is held is illustrated by a Lao superstition, that one should never serve duck to a visiting relation since this might be thought to imply that you were presenting an honorific dish as a final farewell gesture to the visitor. In addition, some Lao commonly eat wild chicken, quail, small birds, small kinds of deer, water monitors, sneak, and insects.



Figure 10 - Dried buffalo skin

Source: <https://eatdrinklaos.com/blog/lao-produce-buffalo-skin>

The coconut occupies a place of primary importance in Lao cookery. All of the coconut components are used in many Lao cuisines such as coconut oil, coconut water, coconut milk, and coconut cream by using a traditional method of extracting the white meat inside the coconut and grating it, the use of the device shown the figure 11, which is called "Rabbit", it may cause from the grater knife used to grate coconut meat are long, like rabbit teeth. The way to do is half a split coconut is worked back and forth over the projecting sharp edge, and the meat of coconut allowed to fall squeezed through suitable thin cloth to produce what it called the first extraction of coconut cream, this part is commonly uses for dessert dishes. The process is repeated to produce the second extraction which is naturally less creamy than the first, and a third extraction also be taken, it is not intense and usually uses for savory dishes.

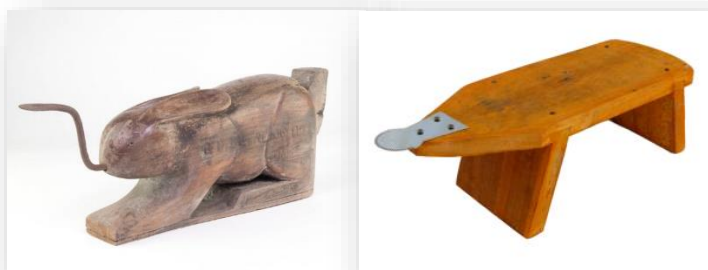


Figure 11 - Shows past (left) and present (right) of "Rabbit" Coconut gritters in Laos

Source:

<https://museum.socanth.tu.ac.th/collection/%E0%B8%81%E0%B8%A3%E0%B8%B0%E0%B8%95%E0%B9%88%E0%B8%B2%E0%B8%A2%E0%B8%82%E0%B8%B9%E0%B8%94%E0%B8%A1%E0%B8%B0%E0%B8%9E%E0%B8%A3%E0%B9%89%E0%B8%B2%E0%B8%A7/>

Some acid and sour-tasting ingredients have been used in Laos, the lemon is not available in Laos, as usual in tropical areas, the lime which is too well-known, tamarind, Kaffir lime (Citrus Hystrix), and its leaves, broken into small pieces are used in many recipes, it plays the role as bay leaves do in western cookery and do not have a sour taste. But the juice of the Kaffir lime is occasionally used. Although lemon is not present in Laos, something that has the flavor of lemon is lemongrass, the principal edible species is Cymbopogon Citrus (PHIASING, 2013). Lemongrass is the obvious alternative to lemon, lemon peel, or lemon juice. But there are some dishes, for example, fish steamed on a bed of fresh lemongrass, helps to kill the bad smell of fish or other meats.



Figure 12 - The Kaffir lime

Source: <http://dmagicube.blogspot.com/2019/03/laos-food-to-eat-in-luang-prabang.html>



Figure 13 - The Lemongrass

Source: <https://www.thekohsamuiguide.com/lemongrass-towels-how-to/>

Edible flowers refer to banana flowers, flowers of the ginger plant, flowers of the cultivated and wild plant which has a bitter taste are used in Lao cookery as side dishes.



Figure 14 – Flowers of the cultivated and wild plant (Cork Wood Tree)

Source:

<http://srdi.yru.ac.th/bcgy/page/1030/%E0%B9%81%E0%B8%84%E0%B8%82%E0%B8%B2%E0%B8%A7.html>



Figure 15 - Flowers of the ginger plant

Source: <https://www.samunpri.com/%E0%B8%82%E0%B9%88%E0%B8%B2/>



Figure 16 - The banana flower

Source: <https://today.line.me/th/v2/article/p36q97>

Eggplants, the Lao use in their cooking most often are round eggplant and small eggplant. These round eggplants are most often green in color, but they may also be found in white and yellow. Round eggplants are mostly suitable for making stew and paste recipes. Some people eat just only them because they have a sweet taste. There is also a yellow one, which is suitable for salad, and one kind of round eggplant, which has a thinner, hairy skin and bitter taste.



Figure 17 - Kind of local round eggplants

Source: <https://health.kapook.com/view179253.html>

- Chili and other peppers: there are four kinds of chili plants which is popular to use in Lao culinary such as long pepper, small round peppers which are called peppercorns can be either white, green, or black in color, third one is sweet pepper, and the pimento or tiny chili pepper.

- Salad leaves, the cabbage family, and other edible leaves. The familiar lettuce is often used to provide leaves for wrapping up morsels of food before eating them. Another popular salad leaf, mildly pungent is shown below figure 18 are often used as edible wrapping leave. The cabbage family such as green cabbage or mustard greens, Chinese white cabbage, and special cabbage called hill tribe cabbage or known as Hmong cabbage, is popular to do pickle in Laos. There are many edible leaves in Laos that we call vegetables such as water spinach, mango, and tamarind young leaves impart a sour taste which used in soup and for marinating fish before drying them, plant climbing, and another one with a rather woody stem, whose leaves are often cooked with bamboo, to help rid the latter of a bitter taste.



Figure 18 - Salad leaf, mildly pungent

Source: <https://www.blockdit.com/posts/5bf1df09fab5120a743392d2>

Bamboo and rattan, there are three species of bamboo that are used as food in Laos: *Gigantocjalea Nigrociliata* (Nor Mai Lai), *Bambusa Tulda* (Nor Mai Bong), and *Dendrocalamus Hamiltonii* (Nor Mai Hok). What people eat are the young bamboo shoots, prepared for consumption by being boiled or pickled with rice and salt for about a year in large earthenware jars. An alternative technique of Lao people is to store the chopped shoots wet in rice washing water. They keep well either away. Rattan is popular to eat in the northern part of the country, it is suitable to steam and eat with chili sauce or fermented fish paste, and it can do as a paste as well. Sa Kan or pepper wood is another woody stem, with a spicy flavor which is a signature of Luang Prabang province as an outstanding ingredient in a stew dish and belongs to the genus *piper*, it is shown below on figure 19.



Figure 19 - Sa Kan or pepper wood

Source: <https://foodfromnorthernlaos.com/2010/08/10/chilli-wood/>



Figure 20 - Rattan

Source: <https://www.hrdi.or.th/Articles/Detail/22>

Herbs that the Lao do use in large quantities are coriander, sometimes called Chinese parsley, its leaves appear as a garnish in a large number of Lao recipes, and it has heavily flavored, besides that dill is quite often used in fish cookery. Mint is used in Lao cookery, the other mint usually available in Laos is probably a sort of mint leaves basil and sweet basil. While all these herbs are used as aromatic ingredients to supplement these few herbs are the various forms of rhizomes of ginger and kindred plants like galangal are a little harder than ginger and have a somewhat different flavor, but are used in the same way.

Table 1: List of Luang Prabang Local Food

Savory	Dessert
Luang Prabang Stew (Or Lam)	Coconut Pancake (Khaonom Babin)
Minced and pounded roasted rice with pork skin (Mooh Nam)	“Mouse poo” biscuits (Khaonom Key Nou)
Luang Prabang Chili Paste with buffalo skin (Jeow Bong)	Indigenous cassava cracker (Khao Kiap Mun Ton)
Sticky rice wrap (Mieng Muang Luang)	Melon in Coconut milk
Luang Prabang herbal sausage (Sai Oua)	Sweet Rice Pudding with Pandan in Coconut Milk (Khao Long)
Mekong Riverweed (Kaipen)	Fried Banana Balls (Khaonom Mor Tord)
Luang Prabang hot and Spicy Papaya salad (Tum Mak Hoong)	Sticky Rice Cracker with Cane Sugar (Khao Khob)

Source: (PHIASING, 2013). The practical information can find in Appendix 1.

2.3.3 Laos Eating Habits

Lao people are known for their pleasant personalities and tolerant, easygoing attitudes. The dominant religion in Buddhism is mixed up with elements of spirit worship in various forms. Until the last few years, one of the most noticeable features of daily life was the morning procession of Buddhist monks around the towns, accepting offerings of food from the willing population. In this respect, food had an important role in the religion. Eating at home in Laos gives the impression of being completely relaxed; hospitable, informal, and free of any feeling of hurry, or anxiety. Such, at least, is the impression that an occidental visitor will receive. In fact, however, the relaxed atmosphere invests procedures that are surprisingly formal, with the proviso that the concepts and traditions refer to strengthening relationships for those of the older generations to be familiar with young Lao although still implicit in certain features of their table manners. Briefly, one has to understand that two important concepts in Lao life are paying respect to elder members in the family, and treating your guest with your food, both concepts give rise to what might be called contractual obligations and apply to the eating habits of Lao people (PHIASING, 2013).

For the serving food method and table ware, it is not part of Lao tradition to sit around a high table and to eat successive courses alike in the western style. Instead, they have the food put out all at once on low tables which made from bamboo, such as the figure shown below, help and dispose themselves comfortably while they eat. They have a range of plates which vary from a

very large round platters what we call a tray which fits on to one of the low circular bamboo tables. There are in many types of plates which applies for food such as main plate is a fairly large oval serving dish, fairly deep and with a rim. Small plate for use by a person, large plate suitable for serving food, Lao people like to use soup bowls as individual soup bowls, chopsticks are not part of the Lao tradition which is influenced by China, a spoon is used for soups and dishes with more liquid than can conveniently be mopped up with sticky rice. Sticky rice itself almost counts as a piece of tableware, since it is used both as a pusher for bits of food and to sop up liquids. Each person usually has his or her own little basket of sticky rice, which may be of various patterns, as shown in the figure 21.



Figure 21 - Bamboo table for serving a food in Laos

Source: https://en.wikipedia.org/wiki/Lao_cuisine



Figure 22 - Unique table for serving a food in Luang Prabang

Source: <https://sites.google.com/site/nangow2556/hnwy-kar-reiyn-ru15>

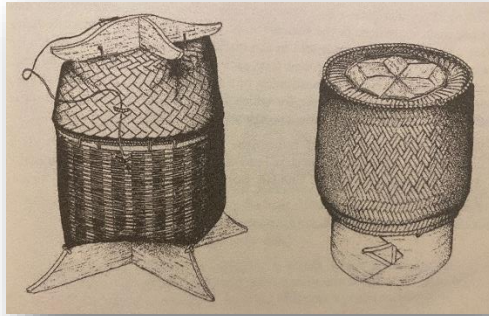


Figure 23 - Sticky rice containers. The one on the left comes from Luang Prabang, the other one is typical of kind used in Vientiane

Source: Book of Traditional Recipes of Laos by (PHIASING, 2013)

The person eating will take some sticky rice between the fingers, knead it slightly together, and then use it as described above. It is also common to eat with the fingers, this can be done delicately by wrapping up mouthfuls of food in edible leaves, which indicates the use of such leaves to wrap up morsels of food, or a mixture of morsels before eating them. The Lao often have one place of edible leaves, another of meat or fish, or vegetables, and a bowl of sauce for dunking. The leaves enable them to eat the food with the sauce without employing any cutlery.

2.3.4 Local Food and Belief in Luang Prabang

One remarkable ceremony in Luang Prabang related to local food is a baci ceremony, it is such a charming Lao institution that it deserves mention here, although the presence of symbolic food is only one aspect of it, while an important one. Eggs, chicken, and some local Luang Prabang desserts such as rice crackers with cane sugar, steamed coconut milk sticky rice with banana are the principal symbolic food used, but rice is almost always in evidence also.

A baci ceremony is a highly informal ceremony which may be held to mark any important occasion, such as a birthday, a wedding, the start or conclusion of a major journey as if someone is going abroad, or for greeting distinguished visitors. It represents a mixture of Buddhism and spirit worship, and the person officiating may accordingly be either a monk or a chant master. In either event, the centerpiece is a blessing tree which is usually made from banana leaves,

flowers, and symbolic foods surrounding it. The monk or chant master intones prayers and benedictions appropriate to the particular occasion and then, the person being honored has had some symbolic food placed in his hand which means giving good luck to receivers, white cotton strings are tied around his or her wrists, to the accompaniment of further benedictions. After this, all participants who have been sitting around the blessing tree are allowed to tie more strings and are also permitted to tie strings around each other's wrists, so that the whole affair develops into a free for all from which everyone emerges at least with some strings. Based on this belief these strings must never be cut, and should not be removed for three days and many people leave them on for longer (PHIASING, 2013).



Figure 24 - Baci ceremony

Source: <https://www.asiadmc.com/experiences/laos/baci-ceremony>

2.4 Tourist Food Consumption

Tourist food consumption has received little attention in the hospitality and tourism literature, despite being an important form of tourist consumption. This was due to the traditional presumption that food is a 'supporting resource' that supplements a destination's appeal to its tourists, as well as the conventional belief that eating while traveling is a 'supporting consumer experience' (QUAN, WANG, 2004), which is largely an extension of tourists' daily routines. However, there has been a surge in research interest in food consumption in tourism in recent years, with studies focusing on topics such as food service (NIELD. K, 2000), local food consumption (KIM, EVES, 2009), food or gastronomic experiences in tourism (CHANG, el at., 2011), and tourist food preferences and choice.

The expanding fascination is fueled by an increasing number of destinations, such as Australia, New Zealand, Italy, and Singapore, that use their culinary resources to promote and differentiate themselves from others (HALL M., 2002). Despite the recent surge in interest. However, it should be noted that research in the field is still in its initial stages, and its fundamental tenets

are still being established. A number of researchers have emphasized the importance of research into this important aspect of hospitality and tourism (COHEN, AVIELI, 2004). Studies conducted by the researcher, tourist food demand is inelastic (AU, LAW, 2002). According to other studies, food consumption expenditure can account for up to one-third of total tourist expenditure. As a result, the economic benefits brought by tourist food consumption can have a significant impact on the economic viability and sustainable competitiveness of a destination and the hospitality businesses that operate in the locality.

The primary goal of food consumption research is to identify the factors that influence various food-related behaviors, most notably liking, preference, choice, and intake. Although these terms were used interchangeably in many studies, they have subtle differences. "The palatability or pleasure obtained from tasting a given food" is defined as "food liking" (GIESEN, et al., 2010), whereas food preference "assumes the availability of at least two different items and refers to the selection of one over the other" (ROZIN, VOLLMECKE, 1986). Although most people prefer foods they prefer, food liking is only one of several motivations that can account for a preference. Food liking may be unaffected by factors such as availability, perceived health value, convenience, and economic considerations (LOGUE, 1991). Food choice is defined as a person's conscious and unconscious decisions made at the point of purchase, consumption, or any point in between (HERNE, 1995). Food choice, in aggregate, generates consumer demand for food system suppliers who produce, process, and distribute food. Food selection is also important in the symbolic, economic, and social aspects of life because it allows people to express their preferences, identities, and cultural meanings (SOBAL, et al., 2006).

In conclusion, food liking, preference, choice, and intake are overlapping but not exactly equivalent concepts associated with food consumption behavior (LOGUE, 1991). Their relationship simply: 'liking is a major determinant of preference, and preference is a major determinant of intake, but many other variables intervene' was described by (ROZIN, 2006). Figure 25 summarizes their relationship, with 'intervening variables' illustrated as a single variable that exerts indirect influences. The following section discusses these 'intervening variables,' which can be divided into three broad categories: the individual, the food, and the environment. The primary focus of this study is on tourist food preference, taking into account the practical usefulness of food preference over food liking, the social and economic

significance of food choice in aggregate form, and the potential difficulties in measuring tourists' food intake during their travel.

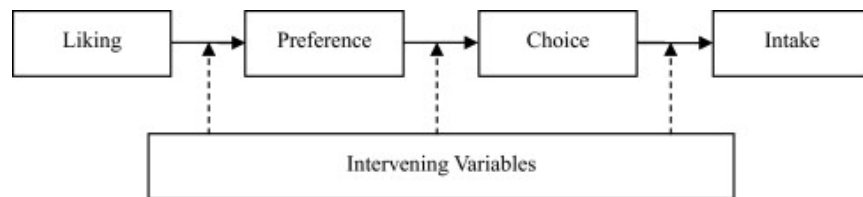


Figure 25 - A schematic representation of the relationship between, food liking, preference, choice and intake

Source: <https://silo.tips/download/factors-influencing-tourist-food-consumption>

2.5 Factors Influencing Food Preferences

In general, food preference refers to the preference for one food item over another (ROZIN, VOLLMECKE, 1986). The term "food preference" is defined in the context of this study as tourists' expressed preference between two or more food items available at the destination.

Expanding on (RANDALL, SANJUR, 1981) theoretical model, (MAK, et al., 2012) propose that potential three sets of factors affecting food preferences (Figure 26) in the context of tourism can be categorized into the tourist, the food in the destination, and the environment, each group of factors includes several characteristics. Food in the destination presents such taste, appearance, price and value, and food availability. The destination environment contributes such as gastronomic image or identity, and marketing communications. Arguably, there is a substantial change in both the 'food' and the 'environment' components. Above all, tourists' former attitudes towards food and eating might change, and a different set of motivations might influence their preferences and choice of food in the new and unfamiliar environment. A small number of studies were identified from the growing literature on destination food research that attempted to investigate the factors influencing tourists' food consumption at various destinations. For instance, the researchers, based on the findings of in-depth interviews with 20 travelers, developed a local food consumption model, which indicated that motivation, demographic variables such as gender, age, educational background, and income, and personality traits all influence food consumption (KIM, EVES, 2009). Women were found to be more interested in sampling local food than men in that study, and the study also revealed that older and better-educated tourists thought local food was more of a tourist attraction during

their vacation. Likewise, these results were confirmed by (SENGEL, 2015), who gave proof to support the notion that female tourists are more willing to try unfamiliar food while on vacation than male tourists. Furthermore, nationality and cultural background have been found to influence food consumption among tourists. Asian tourists are less likely than Western tourists to try local cuisine while on vacation abroad (COHEN, AVIELI, 2004). Hofstede's cultural dimensions were proposed as a possible explanation for this phenomenon (TSE, CROTTS, 2005). Western tourists are generally associated with risk-seeking cultures and are thus more willing to try new foods at a vacation destination. According to the literature review, there are differences in food consumption based on demographic factors.

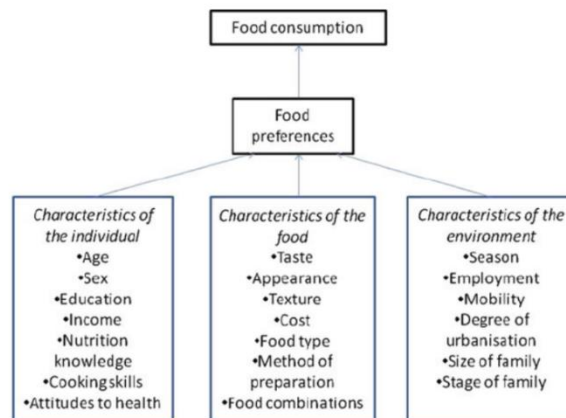


Figure 26 - Factors Affecting Food Consumption in Tourism (adapted from "A Theoretical Model for the Study of Food Preferences", (RANDALL, SANJUR, 1981))

Source: [https://www.researchgate.net/publication/287244627 Theories of Food Choice#pfc](https://www.researchgate.net/publication/287244627_Theories_of_Food_Choice#pfc)

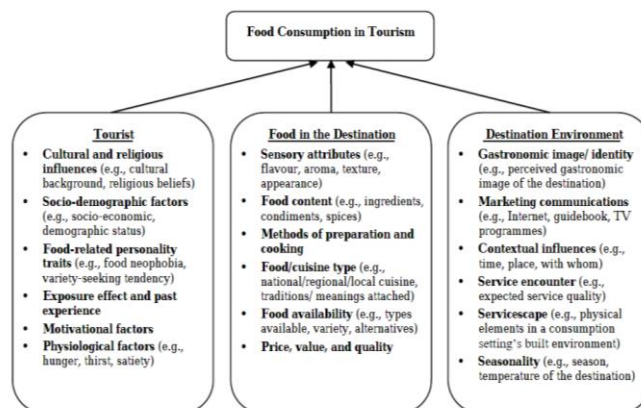


Figure 27 - Factors influencing food preferences, (RANDALL, SANJUR, 1981), p.154

Source: <https://silo.tips/download/factors-influencing-tourist-food-consumption>

Furthermore, (MAK, et al., 2012) investigated the factors that influence tourists' food consumption, identifying five factors: cultural, nationality, and religious factors, socio-demographic factors, motivational factors, food-related personality traits, and previous experience, exposure, or food familiarity. It was discovered that previous food experience leads to a tendency to repeat exposure and, thus, familiarity with the food, and thus contributes to the development of positive food memories. Similarly, a more recent study (SENGEL, 2015) suggested that demographic, motivational, and psychological factors all influence food consumption. Furthermore, food image perception has been identified as a key factor influencing destination food consumption. According to (SEO, et al., 2017), food image influences consumption and it was discovered that destination food image positively influences local food preference and consumption intention of people on vacation in Korea. Furthermore, the study identified five destination food image dimensions and how these affect tourists' local food consumption and preference restaurant service, food taste, health and hygiene, variety and eating manners, and unique cultural experience (PROMSIVAPALLOP, JARUMANEERAT, 2018). This study will concentrate on key factors identified in the preceding literature review that may influence aspects of local food preference, with demographic factors, food familiarity, food image, food availability, taste satisfaction, price factor, marketing communication factor, and belief factor chosen as key influencing factors for inclusion in the scope of the study.

3. Research Methodology

3.1 Research approach and Data Collection method

The thesis is based on secondary research is a review of relevant literature and a summary of sources, while the primary research is used quantitative research with survey questionnaires is provided in the Appendix 2 section of this thesis. The survey consists of four main sections related to the preference for consuming local food of domestic tourists in Luang Prabang based on:

- Demographic information and travel habits of the sample group such as gender, age, education, occupation, income, objective for traveling, travel with whom and spending during travel.
- The preference level of consuming local food of domestic tourists in Luang Prabang, which has been classified into 2 types of local food in Luang Prabang such as food and dessert.
- Factors affecting local food preferences of domestic tourists in Luang Prabang.
- Additional comments and suggestions are relevant to the local food preferences of domestic tourists in Luang Prabang.

Most question formats are multiple-choice for both categorical and quantitative variables. The survey was created via an online platform such as Google Forms and sent through social media like Facebook, the primary data source tool used.

Another tool used for this study is quantitative by using online deep interviews (Appendix 2 – Interview questions) with owners of restaurants in Luang Prabang, in order to achieve different perspectives about local food from the tourism business in Luang Prabang. On the other hand, suggestions from entrepreneurs are necessary in order to contribute to tourism development in Laos.

Use SWOT analysis for situational assessing about local food in Luang Prabang through domestic tourists and business owners' perspective for the purpose of improving food and service in tourism industry.

3.2 Sample and Sampling Procedure

The sample group is domestic tourists who have been traveled to Luang Prabang province and also local people in Luang Prabang province. The total of respondents which received from the online questionnaires are 147 people plus 2 respondents from the side of restaurant owner in Luang Prabang. The preference level scale was used in the part of the preference level of consuming local food of domestic tourists in Luang Prabang the scale of responses was used in the level of like scale and the opinion level was used in another main part of the factors affecting local food preferences of domestic tourists in Luang Prabang. These scales are an easy and popular measurement method. The respondents were asked to indicate their opinions from dislike extremely to like extremely or strongly disagree to strongly agree. The following five points scale was used in this study:

Rating preference level mean:

$$\text{Level} = \frac{\text{Most score} - \text{Least score}}{\text{Amount step}}$$

$$\text{Level} = \frac{5 - 1}{5} = 0.8$$

Table 2: Scale preference level mean

Scale	Preference Level	Rating
4.20 - 5	Like extremely	5
3.40 – 4.19	Like	4
2.60 – 3.39	Moderate	3
1.80 - 2.59	Dislike	2
1 - 1.79	Dislike Extremely	1

Source: my own calculation from Microsoft Excel

Table 3: Scale Opinion level mean

Scale	Opinion Level	Rating
4.20 - 5	Strongly Agree	5
3.40 – 4.19	Tend to Agree	4
2.60 – 3.39	Moderate	3
1.80 - 2.59	Tend to Disagree	2
1 - 1.79	Strongly Disagree	1

Source: my own calculation from Microsoft Excel

3.3 Data processing and Analysis

The duration of collection data was almost two weeks, by accepting responses started on 3rd February 2023 until closing forms date on 20th February 2023. Data were processed during the second week of March to develop explanations and test hypotheses about factors affecting Luang Prabang's local food preference and was analyzed using Microsoft Excel.

4. Results and Evaluation

4.1 Analysis of collected data (by questionnaire, quantitative result)

4.1.1 Demographic profile of respondents

Table 4: Percentage of respondents have ever traveled to Luang Prabang

Have you ever traveled to Luang Prabang province?	Frequency	Percentage (%)
Yes	123	83.7%
No	24	16.3%
Total	147	100%

Source: my own calculation from Microsoft Excel

Table 5: Percentage of respondents have ever eaten Luang Prabang local food

Have you eaten Luang Prabang local food?	Frequency	Percentage (%)
Yes	123	83.7%
No	24	16.3%
Total	147	100%

Source: my own calculation from Microsoft Excel

Table 4 answers the question “Have you ever traveled to Luang Prabang?” are as results of 123 respondents or 83.7% of the total respondents who have ever traveled to Luang Prabang province and 24 respondents or 16.3% of the total respondents have never traveled there, while a total of respondents is 147. As compared the amount of frequency and percentage in table 4 are the same as in table 5 which means respondents who have traveled to Luang Prabang also have eaten Luang Prabang Local food. In-depth part of the respondents who have never visited Luang Prabang province, a questionnaire was allowed to answer questions before sending a form. As a result, 87.5% of those who have never traveled to Luang Prabang also plan to visit this place in the near future, for many reasons such as Luang Prabang is an elegant world heritage site city that should visit once time life, to enjoy nature and relax with family and friends, to find new experiences and taste local food in Luang Prabang. And 12.5% of those who have never traveled to Luang Prabang still haven't planned to visit there because they don't have time and budget.

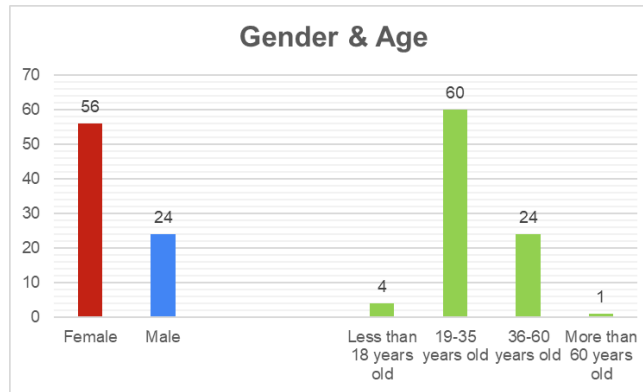


Figure 28 - Gender and Age demographic of the research

Source: my own calculation from Microsoft Excel

Figure 28 shows the age and gender of domestic tourists who have ever traveled to Luang Prabang and responded to the questionnaire: 123 persons divided into 56 (66.7%) females and 24 (33.3%) males. The majority of persons aged between 19-35 years old (74.8%) followed by the persons aged between 36-60 years old (19.5%).

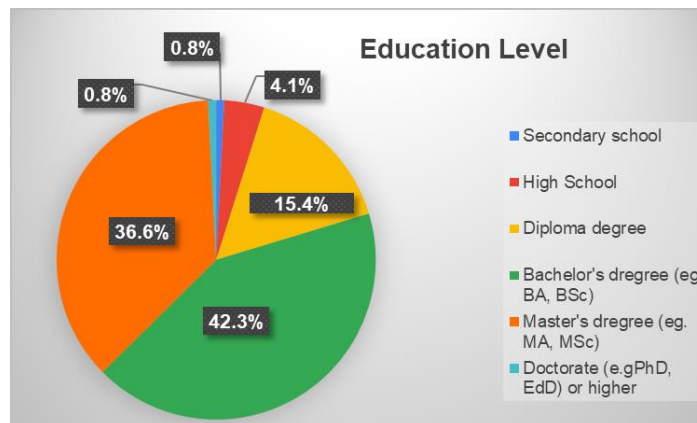


Figure 29 - Education level of respondents of the research

Source: my own calculation from Microsoft Excel

Figure 29: This picture chart illustrates the education level of the samples: 42.3% of respondents completed a Bachelor's degree, while 36.6% received a Master's degree, followed by 15.4% is a Diploma degree.

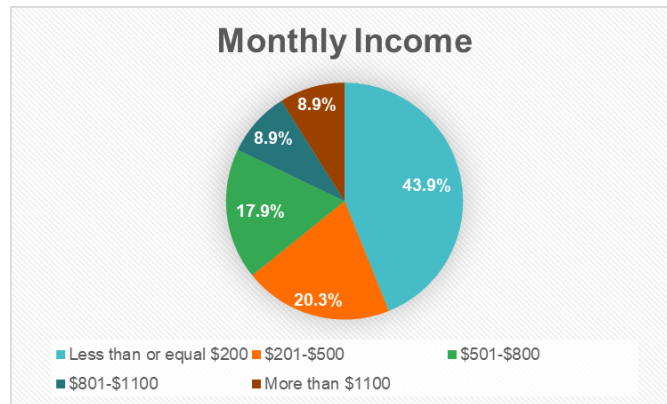


Figure 30 - Monthly of respondents of the research

Source: my own calculation from Microsoft Excel

Figure 30 presents ranges of monthly income that were answered by respondents: 43.9% of the sample have a monthly income less than or equal to \$200 (54 of 123 respondents), 20.3% earn between \$201-\$500 monthly, 17.9% of respondents receive monthly wage between \$501-\$800, for income between \$801-\$1100 and more than \$1100 are applied only 8.9% of respondents respectively.

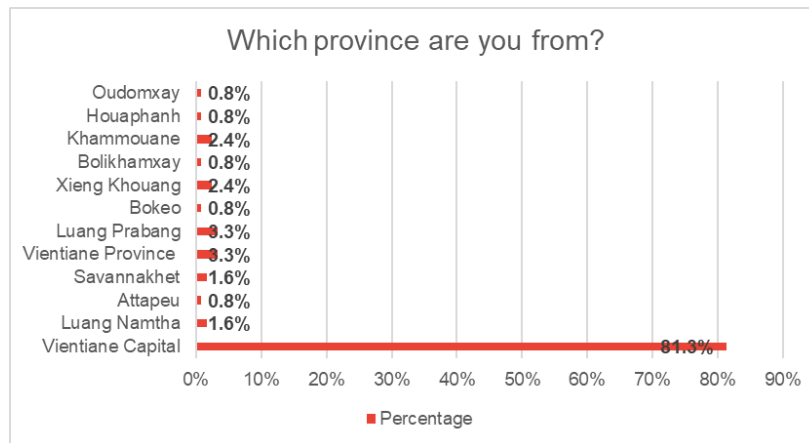


Figure 31 - Province which respondents came from

Source: my own calculation from Microsoft Excel

Figure 31 appears clustered bar that illustrated the province of Laos where domestic tourists came from. Vientiane Capital represents 81.3% of the province in which the majority of respondents who have traveled to Luang Prabang are from. Meanwhile, 3.3% of respondents came from both Vientiane Province which is located in the central of Laos, and Luang Prabang respectively, and 2.4% of respondents are from both Khammouane Province (central Laos) and Xieng Khouang Province in the north of Laos.

4.1.2 Travel behavior of respondents

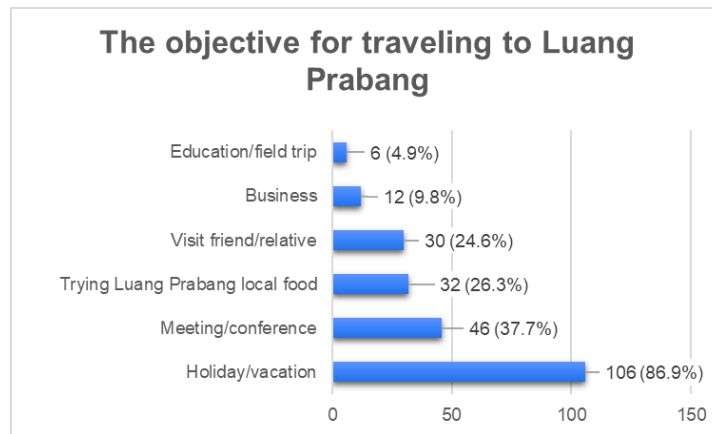


Figure 32 - The objectives for traveling to Luang Prabang of respondents

Source: my own calculation from Microsoft Excel

Figure 32: This graph clarifies the objectives of domestic tourists who have traveled to Luang Prabang. The first reason is for "holidays and vacations" which shows 106 tourists or 86.9% of respondents followed by the second purpose is for "meetings and conferences" including 37.7% of respondents or 46 persons, then "trying Luang Prabang local food" is the third purpose that motivates domestic tourists to visit Luang Prabang, it received 32 people or 26.3% of respondents.

Apart from that, family/cousin (63.1%) was selected to travel with the most, followed by friends/couple (53.3%), and colleagues (44.3%) respectively.

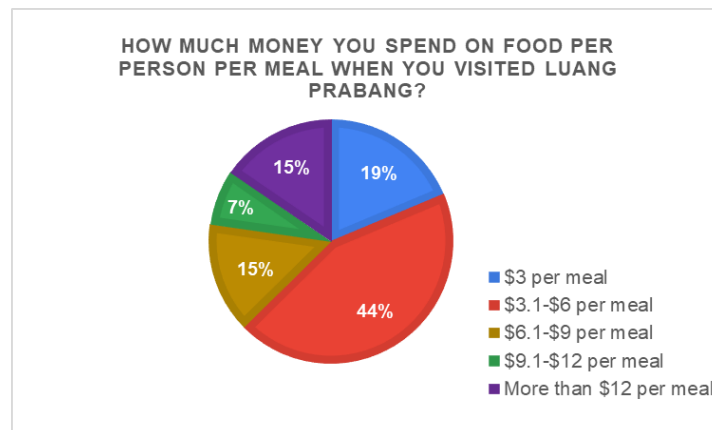


Figure 33 - Range of spending on food per person per meal when domestic tourists visited Luang Prabang of respondents

Source: my own calculation from Microsoft Excel

Figure 33 analyzes the range of money spent on food per person per meal when visiting Luang Prabang of respondents, the most frequently reported was between \$3.1-\$6 per meal (44%), while the range of spending \$3 per meal (19%), \$6.1-\$9 per meal (15%) and more than \$12 per meal (15%) were the two other major groups. Only 7% of respondents spent between \$9.1-\$12 per meal.

In order to answer the question "How often do you eat Luang Prabang local food when you traveled in Luang Prabang?" results are examined as 56.9% of respondents eat Luang Prabang local food several (more than 3 times), 30.1% of respondents eat Luang Prabang local food sometimes (2-3 times), 10.6% of respondents eat rarely (once) and just 2.4% of respondents said never eat Luang Prabang local food when they have traveled in Luang Prabang.

Table 6: Frequency and percentage of Luang Prabang local food kinds which respondents prefer

What is kind of your favorite Luang Prabang local food?	Frequency	Percentage (%)
Savory dish	35	28.5%
Dessert	4	3.3%
Both of them	83	67.5%
None of them	1	0.8%
Total	123	100%

Source: my own calculation from Microsoft Excel

Table 6 indicates the kind of favorite Luang Prabang local food of respondents, which were savory dishes and desserts. For the results, both kinds of food received the most preference percentage about 67% of respondents, followed by savory dishes approximately 28% of respondents, 3.3% of preference of respondents is desserts and only 0.8% of respondents don't prefer both of them.

4.1.3 The preference level of Luang Prabang local food

Table 7: Result of the rating preference of Luang Prabang local food for savory dishes lists of respondents

Type of local food (savory dishes)	\bar{x}	S.D	Preference Level meaning
Luang Prabang hot and Spicy Papaya salad (Tum Mak Hoong)	4.21	0.916	Like extremely
Mekong River weed (Kaipen)	4	0.923	Like
Luang Prabang Stew (Or Lam)	3.96	0.931	Like
Luang Prabang herbal sausage (Sai Oua)	3.94	0.917	Like
Luang Prabang Chili Paste with buffalo skin (Jeow Bong)	3.77	1.069	Like
Sticky rice wrap (Mieng Muang Luang)	3.66	0.997	Like
Pounded roasted rice with pork skin (Mooh Nam)	3.5	0.881	Like
Total	3.86	0.948	Like

Source: my own calculation from Microsoft Excel. *(\bar{x} = **Mean**), (S.D = **Standard Deviation**)

Table 7 demonstrates the sample has a preference level for Luang Prabang local food (savory dishes) the average is (\bar{x} = 3.86) and compared with the preference sale in table 2 received a "Like" of preference level overall. When considering the preference for consuming Luang Prabang local food divided into types of savory dishes menu found that the sample has different preferences which explain by ordering from large to small: the top three menus that the sample prefers the most are Luang Prabang hot and Spicy Papaya salad or Lao name is "Tum Mak Hoong" (\bar{x} = 4.21) there are some reasons based on comments of the samples: this menu has flavorful, spicy food that makes colorful life, because of the uniqueness of Luang Prabang Papaya Salad by shaving into wide, thin strips rather than grated, so that the fruit-vegetable retains a texture and crispiness after it's pounded in the mortar with the other ingredients and using crab paste for saltiness which makes this menu different from other regions in Laos. Followed by Mekong River weed (\bar{x} = 4) because it's crispy and delicious, and its texture is quite similar to seaweed, the taste is not strong so, it's suitable for those who can't eat spicy, more than that it's easy to grab and go, price it's cheap, good to support Lao products. Luang Prabang stew (\bar{x} = 3.96) because it's an authentic soup for them that is only found in Luang Prabang, another reason is this menu is rich in nutrition with vegetables, meat, and herbs. The Pounded roasted rice with pork skin menu is the less popular menu which received an average

of only ($\bar{x} = 3.5$) because the texture of this menu is a bit dry, they don't like pork skin and it's not easy to eat cause need to wrap it with vegetables before eating, someone said it's too sweet.

Table 8: Result of the rating preference of Luang Prabang local food for dessert dishes lists of respondents

Type of local food (dessert dishes)	\bar{x}	S.D	Preference Level meaning
Melon in Coconut milk (Nam Warn Loy Mark Teng)	3.73	0.896	Like
Sticky Rice Cracker with Cane Sugar (Khao Khob)	3.67	0.945	Like
Coconut Pancake (Khaonom Babin)	3.52	0.969	Like
Indigenous cassava cracker (Khao Kiap Mun Ton)	3.51	0.871	Like
Fried Banana Balls (Khaonom Mor Tord)	3.49	0.986	Like
Sweet Rice Pudding with Pandan in Coconut Milk (Khao Long)	3.32	0.97	Moderate
“Mouse poo” biscuits (Khaonom Key Nou)	3.06	0.997	Moderate
Total	3.47	0.948	Like

Source: my own calculation from Microsoft Excel. * (\bar{x} = **Mean**), (S.D = **Standard Deviation**)

Table 8 brings up the sample has preference level for Luang Prabang local food (dessert dishes) the average is ($\bar{x} = 3.47$) and compared with the preference sale in table 2 received a "Like" of preference level overall. When considering the preference for consuming Luang Prabang local food divided into types of dessert menu found that the sample has different preferences which explain by ordering from large to small: the top three menus that the sample prefers the most are Melon in coconut milk or Lao name is "Nam warn loy mak teng" ($\bar{x} = 3.73$) there are some reasons based on comments of the samples: when eating this menu feeling fresh is coming and it also has a good smell of local traditional melon which grown in Luang Prabang. Followed by Sticky Rice Cracker with Cane Sugar ($\bar{x} = 3.67$) because it's crispy, and has a smell of rice combined with the sweetness of cane sugar which is not too sweet that become a good combination. Coconut Pancake ($\bar{x} = 3.52$) because it's an authentic dessert that can be found only in Luang Prabang, with a soft and chewy texture made from local ingredients like coconut and sticky rice flour. The “Mouse poo” biscuits menu is the less popular menu which received an average of only ($\bar{x} = 3.06$) because the texture of this menu is quite hard, dry, and too sweet

4.1.4 Factors affecting Luang Prabang local food preferences

Table 9: Opinion level result of Food familiarity factor which affects Luang Prabang's local food preference

Food Familiarity Factor	\bar{x}	S.D	Opinion Level meaning
Familiarity, previous experience	3.82	1.032	Trend to Agree
Always eat Luang Prabang local food only when you travel	3.08	1.207	Moderate
A novelty that has never been eaten before	2.67	1.275	Moderate
Total	3.19	1.172	Moderate

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 9 explains the first factor Food Familiarity which affects Luang Prabang's local food preferences. This factor included sub-factors such as "Familiarity or previous experience" as Luang Prabang local food is a common food for you (always eat this local food in daily life), "Always eat Luang Prabang local food only when you travel" (\bar{x} = 3.08), "A novelty that has never been eaten before" (\bar{x} = 2.67). Based on table 3, Familiarity or previous experience is a sub-factor that respondents tend to agree affects Luang Prabang's local food preferences with a mean score of (\bar{x} = 3.82) and for the remaining two sub-factors, respondents moderately agree.

Table 10: Opinion level result of Convenience and availability of consuming local food factor which affects Luang Prabang's local food preference

Convenience and availability of consuming local food factor	\bar{x}	S.D	Opinion Level meaning
Luang Prabang local food is easy to buy and eat when travel	4.09	1.059	Trend to Agree
Many local restaurants are available to eat local food	3.86	1.023	Trend to Agree
Many types of food to eat	3.96	0.952	Trend to Agree
Total	3.97	1.011	Trend to Agree

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 10 describes the second factor Convenience and Availability of consuming local food which affects Luang Prabang's local food preferences. This factor included sub-factors such as "Luang Prabang local food is easy to buy and eat when traveling " (\bar{x} = 4.09), "Many local restaurants are available to eat local food" (\bar{x} = 3.86), and "Many types of food to eat" (\bar{x} = 3.96). All sub-factors received a "Tend to agree" opinion level which affects Luang Prabang's local food preferences with a mean score of from respondents.

Table 11: Opinion level result of Food image factor which affects Luang Prabang's local food preference

Food Image Factor	\bar{x}	S.D	Opinion Level meaning
Eating Luang Prabang Local food is trendy	3.8	0.911	Trend to Agree
Eating local food is unfashionable	2.43	1.248	Trend to Disagree
Food decoration, appearance, color of food	3.56	0.95	Trend to Agree
Hygiene: cleanliness, freshness of local food	3.84	0.979	Trend to Agree
Uniqueness of local Luang Prabang food	4.09	1.031	Strongly Agree
Typical Presentation	3.96	0.935	Trend to Agree
Unique procedures for cooking	3.95	0.93	Trend to Agree
The use of local raw materials	4.01	0.899	Trend to Agree
Unique culture of eating	3.94	0.981	Trend to Agree
Local food is healthy food	3.5	1.046	Trend to Agree
Total	3.71	0.991	Trend to Agree

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 11 shows the third factor Food Image which affects Luang Prabang's local food preferences. Sub-factors that respondents tend to agree with affect Luang Prabang's local food preferences covers "Eating Luang Prabang Local food is trendy" (\bar{x} = 3.8), "Food decoration, appearance, color of food" (\bar{x} = 3.56), "Hygiene: cleanliness, freshness of local food" (\bar{x} = 3.84), "Uniqueness of local Luang Prabang food" (\bar{x} = 4.09), "Typical Presentation" (\bar{x} = 3.96), "Unique procedures for cooking" (\bar{x} = 3.95), "The use of local raw materials" (\bar{x} = 4.01). Only "Eating local food is unfashionable" (\bar{x} = 2.43) is the sub-factor that respondents tend to disagree with.

Table 12: Opinion level result of Taste satisfaction factor which affects Luang Prabang's local food preference

Taste satisfaction Factor	\bar{x}	S.D	Opinion Level meaning
Local taste (unique taste)	4	1.024	Trend to Agree
Normal taste (taste same as other food, doesn't have outstanding taste)	2.5	1.133	Trend to Disagree
tastiness	4.13	0.917	Trend to Agree
Good smell	3.97	0.922	Trend to Agree
Total	3.65	0.999	Trend to Agree

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 12 illustrates the fourth factor Taste satisfaction which affects Luang Prabang's local food preferences. Sub-factors that respondents tend to agree with affect Luang Prabang's local food preferences include "Local taste or unique taste" ($\bar{x} = 4$), "Tastiness" ($\bar{x} = 4.13$), and "Good smell" ($\bar{x} = 3.97$). Just the "Normal taste (same taste as other food, doesn't have outstanding taste)" sub-factor with receive a mean score of ($\bar{x} = 2.5$) which determines respondents tend to disagree with affecting Luang Prabang local food preference.

Table 13: Opinion level result of Price factor which affects Luang Prabang's local food preference

Price Factor	\bar{x}	S.D	Opinion Level meaning
Local food is cheaper than other kind of food	2.9	0.978	Moderate
Price of local food is affordable when compared to other kind of food	3.39	0.911	Moderate
Local food is expensive than other kind of food	2.91	1	Moderate
Price is reasonable for the quality of the local food	3.42	0.961	Trend to Agree
Total	3.15	0.963	Moderate

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 13 illustrates the fifth factor Price which affects Luang Prabang's local food preferences. Sub-factors that respondents moderately agree with affect Luang Prabang's local food preferences include "Local food is cheaper than other kinds of food" ($\bar{x} = 2.9$), "The price of local food is affordable when compared to other kinds of food" ($\bar{x} = 3.39$), "Local food is expensive than other kinds of food" ($\bar{x} = 2.91$). Respondents tend to agree with this sub-factor "Price is reasonable for the quality of the local food" ($\bar{x} = 3.42$) affects Luang Prabang's local food preference.

Table 14: Opinion level result of Information source factor which affects Luang Prabang's local food preference

Information sources on consuming local food factor (Marketing communication)	\bar{x}	S.D	Opinion Level meaning
Television (Touring TV program) /Movie	3.09	1.249	Moderate
Internet/website/social media	3.7	1.217	Trend to Agree
Past experience	3.9	1.098	Trend to Agree
Word of mouth: advice from others	3.72	1.077	Trend to Agree
Magazine/brochure/Poster	2.94	1.144	Moderate

Local tourism office/center	2.74	1.182	Moderate
Travel agency company	2.79	1.219	Moderate
Total	3.26	1.169	Moderate

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 14 shows the sixth factor Information sources or (Marketing communication) which affects Luang Prabang's local food preferences. Sub-factors that respondents tend to agree with affect Luang Prabang's local food preferences are "Internet/website/social media" (\bar{x} = 3.7), "Past experience" (\bar{x} = 3.9), and "Word of mouth: advice from others" (\bar{x} = 3.72). Respondents moderately agree with these sub-factors: "Television (Touring TV program), Movie" (\bar{x} = 3.09), "Magazine/brochure/Poster" (\bar{x} = 2.94), "Local tourism office/center" (\bar{x} = 2.74), and "Travel agency company" (\bar{x} = 2.79) affect Luang Prabang's local food preference.

Table 15: Opinion level result of Belief factors which affects Luang Prabang's local food preference

Belief factor	\bar{x}	S.D	Opinion Level meaning
Belief of Local food is a medicine to heal some disease	2.71	1.148	Moderate
Eat local food in various rituals ceremony such as Baci ceremony	3.19	1.149	Moderate
Total	2.95	1.149	Moderate

Source: my own calculation from Microsoft Excel. *(\bar{x} = Mean), (S.D = Standard Deviation)

Table 15 explains the seventh factor Belief which affects Luang Prabang's local food preferences. Sub-factors include the "Belief of Local food is a medicine to heal some disease" (\bar{x} = 2.71) and "Eating local food in various rituals ceremony such as Baci ceremony" (\bar{x} = 3.19) both of them received moderately agree with affecting of Luang Prabang's local food preferences from respondents.

Table 16: Ranking factors affects Luang Prabang's local food preference of domestic tourists based on Average and Standard Deviation

Factors	\bar{x}	S.D	Opinion Level meaning
Food Familiarity	3.19	1.172	Moderate
Convenience and availability	3.97	1.011	Tend to Agree
Food Image	3.71	0.991	Tend to Agree
Taste Satisfaction	3.65	0.999	Tend to Agree
Price	3.15	0.963	Moderate
Information sources	3.26	1.169	Moderate
Belief	2.95	1.149	Moderate
Total	3.41	1.064	Tend to Agree

Source: my own calculation from Microsoft Excel. *(\bar{x} = **Mean**), (S.D = **Standard Deviation**)

Table 16 summarizes the overall factors that affect the local food preferences of domestic tourists in Luang Prabang is at (\bar{x} = 3.41) tend to agree or high level, sorted in descending order, Convenience and availability factor (\bar{x} = 3.97), followed by Food image factor (\bar{x} = 3.71), Taste Satisfaction factor (\bar{x} = 3.65). Factors that moderately agree are Information sources factor (\bar{x} = 3.26), Food Familiarity factor (\bar{x} = 3.19), Price factor (\bar{x} = 3.15), and Belief factor (\bar{x} = 2.95) respectively.

4.2 Analysis a deep interview in the aspect of restaurant owners in Luang Prabang (qualitative result)

This report summarizes the findings of a deep interview with restaurant owners in Luang Prabang on February 8, 2023, to learn more about their perspectives and experiences regarding the factors influencing domestic tourists' preferences for local cuisine in Luang Prabang. Open-ended questions were used in the interview, and participants were encouraged to elaborate on their responses in order to provide rich, complete details information.

The interview revealed that most of the restaurants in Luang Prabang are owned by local people due to Luang Prabang being a tourist destination and a world heritage site that has been listed by UNESCO causes of high demand and appropriate to open restaurants here. There are two main cuisines that restaurants in Luang Prabang offer to guests such as authentic Luang Prabang cuisine and international especially western cuisine, but Luang Prabang local food is a food that every restaurant must have, some signature and best seller of local dishes in restaurants are Luang Prabang Stew (Or Lam), deep fried Mekong river weed (Kaipen), Luang Prabang sausage

(Sai Oua), Luang Prabang Chili Paste with buffalo skin (Jeow Bong), Luang Prabang Watercress salad, Luang Prabang hot and Spicy Papaya salad (Tum Mak Hoong), and Banana leaf steamed fish with herbs (Mok Pa). These local dishes are very popular with foreigners and also domestic tourists. Relating to the significance of Luang Prabang local food they expressed opinions on the aspect of business owners as Luang Prabang local food has advantages on their restaurant by creating a good image for a restaurant as long as unique taste, local spices combined with a method of cooking is traditional way boost strong flavor and taste which is representative Luang Prabang local food, Luang Prabang local food can motivate tourists to visit their restaurants while increasing sales. On behalf of the restaurant, they provided detailed descriptions of their experiences related to the preference of tourists between local food and international food, mostly local food because when visiting Luang Prabang tourists prefer to try out authentic Luang Prabang food made by locals, another reason is ingredients of local food came from local suppliers specifically from local markets where villagers from rural area bring their organic products to sell such as rice, fish, vegetable, herbs, meats, and areas of source production famous local products or ODOP (One District One Product) in Luang Prabang including Mekong river weed (Kaipen), Luang Prabang Chili Paste with buffalo skin (Jeow Bong), mushroom and etc.

In addition, they also shared their perspective on factors affecting Luang Prabang's local food preferences of domestic tourists, including previous experience or food familiarity has influenced Luang Prabang's local food preference in view of food familiarity can influence local food preferences significantly. Individuals who are familiar with certain types of food are more likely to prefer and consume those foods. This is due to the fact that familiarity creates a sense of comfort, which can influence food choices. For a question about "the service that restaurant provinces affect tourist's preference or not? and why?" one of the interviewees give an opinion that service is important but it does not affect local food preferences because the uniqueness of local food is attractive by itself. On the other hand, another opinion mentioned service of restaurants affects Luang Prabang's local food preferences thus they always train their staff to have a service mind. In other respects, they explained taste is one of the important factors as Luang Prabang food has the lightest taste if compared to food in other regions in Laos, it's a benefit of expanding Luang Prabang local food to international tourists. Another advantage is the price of local food is very affordable by using local ingredients that have grown within a country which leads to the low cost of food production, hygiene, food presentation, and

information that restaurant provides to guests such as promoting local food menu in front of the restaurant and mentioned details of ingredients provided in the book menu and presents food when serving to customers are also affected by Luang Prabang's local food preferences among tourists. Furthermore, some traditional events and festivals that are related to beliefs can affect local food preferences, which means more explorers can get to try local food and spread the word to their friends and family to know more about our food.

In conclusion, business owners expressed opinions on the significance of local food, as it has advantages for creating a good image and motivating tourists to visit their restaurants while increasing sales. The restaurant provided detailed descriptions of their experiences related to the preference of tourists between local food and international food. They also shared their perspective on factors affecting Luang Prabang's local food preferences of domestic tourists, such as previous experience or food familiarity. This is due to the fact that familiarity creates a sense of comfort, which can influence food choices. Service is important, but it does not affect local food preferences because the uniqueness of local food is attractive. Luang Prabang's local food preferences are influenced by taste, affordability, service, and traditional events and festivals. Expanding local food to international tourists is a benefit, as it allows more explorers to try local food and spread the word about it. In order to contribute to tourism development in Laos business sector has suggested more collaboration between public and private sectors and promoting Luang Prabang local food is very compelling at least twice a year.

4.3 SWOT Analysis to Luang Prabang Local Food

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategic tool used to evaluate internal and external factors that can affect local food in Luang Prabang and help identify areas of improvement.

I applied SWOT analysis for situational assessing about local food in Luang Prabang through domestic tourists and business owners' perspective for the purpose of improving food and services in tourism industry.

4.3.1 The Strengths

- Unique and authentic: Luang Prabang's local food is unique and authentic, reflecting the local culture and traditions.
- Fresh and healthy ingredients: the food is made using fresh and locally sourced ingredients, including herbs, spices, vegetables, and meats. As a result, locally grown produce often has a richer flavor and higher nutrient content, making it an excellent choice for those who value both health and flavor in their food.
- Affordable: compared to other popular tourist destinations, the local food in Luang Prabang is relatively affordable, making it accessible to a wide range of travelers. As a result, because of lower transportation costs, local farms can offer their products at a lower price.
- Varied options: Luang Prabang offers a range of local food options, from street food to fine dining, allowing visitors to experience the local cuisine in different settings.
- Local foods help to boost the economy of the community: purchasing products or ingredients from local farmers and restaurants keep your money local. This works to build the economy in your community, instead of a corporation in another state or country. Whereas the produce passes through fewer hands, more of the money spent is returned to the growers.
- Local foods increase food safety: the fewer processes between the source of your produce and your plate, the lower the risk of contamination because growing on a local farm using more natural methods such as organic fertilizer.

4.3.2 The Weaknesses

- Lack of diversity: while there are many local food options available in Luang Prabang, there may be a lack of diversity when it comes to international cuisine, which could limit the appeal to certain types of travelers such as vegetarian or vegan and Halal options, which may not meet the dietary preferences of some visitors.
- Lack of formal marketing or branding for local food, which may limit awareness and exposure to potential customers, only local people recognize.

- Seasonal availability: Certain ingredients used in local food dishes may only be available during specific seasons, which could limit the variety of dishes available to tourists.
- Inconsistency in quality: The quality of local food may vary from one vendor to another, which could be a challenge for tourists who are trying to find the best places to eat.

4.3.3 Opportunities

- Growing tourism industry: as rural tourism and culinary experiences continue to grow in Luang Prabang, there is an opportunity for local food vendors and restaurants to attract more customers and expand their businesses.
- Cross-cultural fusion: there is an opportunity for local food vendors and restaurants to incorporate international cuisine into their menus, providing a more diverse range of options for tourists.
- Promoting sustainability: there is an opportunity for local food vendors and restaurants to promote sustainable practices by sourcing ingredients locally and reducing food waste. For example, there is a restaurant in Luang Prabang named "Bio Bamboo" which uses bamboo for food containers and cutlery (BAMBOO, 2022).
- To build confidence in food safety with the corporate public (the Ministry of Health) and private sectors by launching the "Lao safe" project a series of health and hygiene standards for different subsectors of the tourism and hospitality industry, especially restaurants (MINISTRY OF INFORMATION, 2023).
- Online presence: there is an opportunity for local food vendors and restaurants to create an online presence to attract more customers, particularly younger travelers who rely heavily on technology for travel planning and also joining food delivery applications created another channel to expand the market of local food.
- Development of formal marketing strategies and branding for local food, increasing awareness and recognition of Luang Prabang's culinary scene.
- Collaboration with local farmers and producers to expand the availability of fresh and local ingredients.
- British celebrity chef Gordon Ramsay names Laos as World's Top Food Destination during an interview with Korean Youtuber (SEUNG-YEON, 2023). This may raise the

reputation of local food in Laos as well as in Luang Prabang and motivate tourists around the world to come to visit our region.

4.3.4 Threats

- Competition from international chains: international restaurant chains may move into Luang Prabang, competing with local food vendors and restaurants for customers. Additionally, competition from other destinations with well-established culinary scenes may divert customers away from Luang Prabang.
- Economic challenges: economic challenges such as inflation, rising food costs, and changes in government policies could make it difficult for local food vendors and restaurants to operate and remain profitable.
- Changing consumer preferences: changing consumer preferences may impact the demand for local food, particularly if younger generations are more interested in international cuisine than local cuisine.
- Fluctuations in the availability and quality of local ingredients due to weather, climate change, or other factors, which may impact the quality of local food offerings.
- Potential negative impacts on local culture and environment from over-tourism and unsustainable food practices.

4.4 Proving the hypothesis

Based on table 16 Ranking factors affects Luang Prabang's local food preference of domestic tourists based on Average and Standard Deviation which answer my hypothesis below:

Table 17: Research hypothesis and status

Research hypothesis	Status
H1: Food familiarity affects the local food preference of the domestic tourists in Luang Prabang.	Not verified
H2: Convenience and availability of consuming local food factor affects the local food preference of the domestic tourists in Luang Prabang.	Verified
H3: Taste satisfaction affects the preference of local food of the domestic tourists.	Verified
H4: Price factor affects the preference of local food of the domestic tourists.	Not verified
H5: Marketing communication affects the preference of local food of the domestic tourists.	Not verified

Source: from my own research

5. Conclusion and recommendation

5.1 Conclusion

In conclusion, this thesis indicates how Luang Prabang's local food plays important role in Lao rural tourism. As a result of the questionnaire, 147 people answered we got 123 domestic tourists who have visited Luang Prabang, divided into 56 females equals 66.7%, and 24 males equals 33.3%. The majority of respondents aged between 19-35 years old and 36-60 years old. Most of the respondents completed a Bachelor's degree, they have a monthly income of less than or equal to \$200, and the majority of respondents who have traveled to Luang Prabang are from Vientiane Capital. The first reason is for "holidays and vacations" followed by the second purpose is for "meetings and conferences", then "trying Luang Prabang local food" is the third purpose that motivates domestic tourists to visit Luang Prabang. The range of spending on food per person per meal when visiting Luang Prabang of respondents is between \$3.1-\$6. The kind of favorite Luang Prabang local food of respondents is both kinds of food (savory and dessert) received the most preference percentage about 67% of respondents.

Based on the first objective the research "to research the local preference levels of domestic tourists in Luang Prabang" found that the Luang Prabang local savory dish that respondents prefer the most is Luang Prabang hot and Spicy Papaya salad or Lao name is "Tum Mak Hoong" and the Luang Prabang local dessert dish that respondents prefer the most is Melon in coconut milk or Lao name is "Nam Warn Loy Mak Teng".

The second objective is "to investigate the factors affecting local food preferences of domestic tourists in Luang Prabang in the aspect of improving quality of food and service" as a result the first factor is "Food Familiarity" including sub-factors that respondents tend to agree with is "familiarity or previous experience", followed with moderately agree to affect Luang Prabang local food preference of respondents with sub-factors of "always eat Luang Prabang local food only when you travel" and "a novelty that has never been eaten before" respectively. The second factor is "Convenience and availability of consuming local food factor" received tend to agree on the opinion level result for sub-factors including "Luang Prabang local food is easy to buy and eat when traveling ", followed by "many local restaurants are available to eat local food, and "many types of food to eat". The third factor is "Food Image Factor" includes sub-factors that tend to agree with affect Luang Prabang's local food preferences covers "eating Luang

Prabang Local food is trendy", "food decoration, appearance, color of food", "hygiene: cleanliness, freshness of local food", "uniqueness of local Luang Prabang food", "typical presentation", "unique procedures for cooking", "the use of local raw materials". Only "eating local food is unfashionable" is the sub-factor that respondents tend to disagree with affect Luang Prabang's local food preference. The fourth factor is "Taste satisfaction factor", there are sub-factors that respondents tend to agree with affect Luang Prabang's local food preferences included "local taste or unique taste", "tastiness", and "good smell". Just the "normal taste (same taste as other food, doesn't have outstanding taste)" sub-factor which determines respondents tend to disagree with affecting Luang Prabang local food preference. The fifth factor is "Price factor" respondents tend to agree with this sub-factor "price is reasonable for the quality of the local food" which affects Luang Prabang's local food preference, other sub-factors that respondents moderately agree with affect Luang Prabang's local food preferences included "local food is cheaper than other kinds of food", "the price of local food is affordable when compared to other kinds of food", "local food is expensive than other kinds of food" respectively. The sixth factor is "Information sources or Marketing communication factor" sub-factors that respondents tend to agree with affect Luang Prabang's local food preferences are "past experience", "word of mouth: advice from others", and "internet/website/social media". Other sub-factors left received moderately agree of opinion level. The seventh factor is "Belief factor" which included "belief of Local food is a medicine to heal some diseases" and "eating local food in various rituals ceremony such as the Baci ceremony" both of them received moderately agree with affecting of Luang Prabang's local food preferences from respondents. In summary, the overall factors that affect the local food preferences of domestic tourists in Luang Prabang are at tend to agree or high level sorted in descending order, "Convenience and availability factor", followed by "Food image factor", and "Taste Satisfaction factor". Factors that moderately agree that affect Luang Prabang's local food preferences are "Information sources factor", "Food Familiarity factor", "Price factor", and "Belief factor" respectively.

My understanding of these results in this study, there was confirming the verification of my hypothesis H2 and hypothesis H3, but also not verified for my hypothesis H1, H4, and H5.

5.2 Recommendation

Developing local food in Luang Prabang Province, Laos can be a great way to promote the region's cultural heritage, it is also a part of rural tourism which can support local farmers and food producers, and enhance the overall tourism experience for visitors. According to the study found local food of Luang Prabang seems to be popular and known well but in fact, some local food of Luang Prabang is forgotten and started to disappear soon because the new generation even knows or consumes local food. There are some recommendations to consider in order to support, develop and conserve Luang Prabang's local food including educating visitors and the new generations about the cultural significance of local food by providing information offline and online about the cultural significance of local food, including the history and traditions behind specific dishes. This will help visitors and local likes teenagers appreciate the food on a deeper level and understand its importance to the local community. Besides that, contribute to developing sustainable food practically by encouraging sustainable food practices, such as using locally grown, organic ingredients and reducing food waste. This will not only benefit the environment but also contribute to the long-term viability of the local food industry. All of these suggestions should start from a fundamental of local communities, the public and private sectors should collaborate and make every effort to bring tourism back to Luang Prabang by continuing to work with local farmers, food producers to source fresh, locally grown ingredients, partner with local restaurants and food businesses to promote and serve local food, this will not only support the local economy but will also ensure that visitors are able to taste the freshest and most authentic local food. Additionally, a recommendation for an upcoming study in the future is to conduct research on the local food scene and identify unique dishes or ingredients that are specific to the region, study fusion food by local chefs and food producers to promote these specialties, and create menus that highlight them.

6. Summary

This thesis examines the essentials of local food in rural tourism, gastronomic tourism is essential for rural development, focusing on local culture and heritage as it reflects the identity and uniqueness of a country and presents the culture of the local community. It is cooked from local raw materials and prepared in the ways or styles of local communities, creating a unique experience while visiting a destination. If local food becomes popular, it could create the image of a destination becoming "A destination for food". Laos is a new and not well-known destination in South-East Asia, so its main attractions are not local food yet. The local foods of Laos can play an important role in tourism growth, as they are unique and popular among international and domestic tourists. Local food can bring economic benefits such as an increase in tourist arrivals, revenue from tourism, and growth in the local economy, as well as preserving local culture from one generation to the next. Consequently, a difference in tourists' perspectives on local food in Luang Prabang, came up with ideas and inspiration for the desire to conserve and develop local food in Luang Prabang. Therefore, this title was chosen to research aims to answer the main research problems consisting of what is the preference level for local food consumption among domestic tourists in Luang Prabang and which factors affect the local food preference of domestic tourists in Luang Prabang. As a consequence of this study, it is clear that Luang Prabang's local food is one of the attractiveness which motivates tourists, especially domestic also international tourists to visit Luang Prabang based on the research about the local food preference of domestic tourists in Luang Prabang is high level, or they like Luang Prabang local food for both savory and dessert including Luang Prabang hot and Spicy Papaya salad, melon in coconut milk, and etc. According to the reference of the literature review, three sets of factors affecting food preferences in the context of tourism can be categorized into the tourist, the food in the destination, and the environment, each group of factors includes several characteristics. Food in the destination presents such taste, appearance, price and value, and food availability. The destination environment contributes to such gastronomic image or identity, and marketing communications. Arguably, there is a substantial change in both the 'food' and the 'environment' components. Above all, tourists' former attitudes towards food and eating might change, and a different set of motivations might influence their preferences and choice of food in the new and unfamiliar environment (RANDALL, SANJUR, 1981). When compared with this thesis results found only three factors affecting the local food preferences of domestic

tourists in Luang Prabang are the convenience and availability factors which include easiness to eat and buy Luang Prabang local food during travel in Luang Prabang for domestic tourists like many local restaurants to eat and many types of local food to eat. Followed by the food image factor include food appearance, hygiene, and uniqueness. The last is the taste satisfaction factor includes how the taste of Luang Prabang local food, whether it is tasty or normal taste. The other perspectives of restaurant owners in Luang Prabang expressed all factors above are important and influence the local food preferences in Luang Prabang although the service provided by restaurants is another factor that should add more. Therefore, the findings of this study are considered to add knowledge of Luang Prabang local cuisine in the part of culinary studies in Laos by preliminary.

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LIST OF FIGURES

Figure 1 - The Lao sort of steamer is called "Houad" made from bamboo	10
Figure 2 - Type of Luang Prabang Local food called "Mawk.....	11
Figure 3 - A banana leaf package and grilled above a charcoal fire, called "Kanab"	11
Figure 4 - The different shapes of a package which is used "Mai Heep Neep"	12
Figure 5 - A pork stuffed peppers, bamboo, lemongrass dishes or called "Ua".....	13
Figure 6 - A pestle and mortar in Laos.....	13
Figure 7 - An ancient grinding rice to be a rice flour or called a "Mo"	14
Figure 8 - Pottery jar of fermented fish in Laos	15
Figure 9 - Luang Prabang Riverweed (Mekong Riverweed)	16
Figure 10 - Dried buffalo skin.....	17
Figure 11 - Shows past (left) and present (right) of "Rabbit" Coconut gritters in Laos	17
Figure 12 - The Kaffir lime	18
Figure 13 - The Lemongrass	18
Figure 14 - Flowers of the cultivated and wild plant (Cork Wood Tree)	19
Figure 15 - Flowers of the ginger plant.....	19
Figure 16 - The banana flower	20
Figure 17 - Kind of local round eggplants	20
Figure 18 - Salad leaf, mildly pungent	21
Figure 19 - Sa Kan or pepper wood	22
Figure 20 - Rattan.....	22
Figure 21 - Bamboo table for serving a food in Laos.....	24
Figure 22 - Unique table for serving a food in Luang Prabang	24
Figure 23 - Sticky rice containers.....	25
Figure 24 - Baci ceremony	26
Figure 25 - A schematic representation of the relationship between, food liking, preference, choice and intake	28
Figure 26 - Factors Affecting Food Consumption in Tourism (adapted from "A Theoretical Model for the Study of Food Preferences"	29
Figure 27 - Factors influencing food preferences.....	29
Figure 28 - Gender and Age demographic of the research.....	35
Figure 29 - Education level of respondents of the research	35
Figure 30 - Monthly of respondents of the research.....	36
Figure 31 - Province which respondents came from	36
Figure 32 - The objectives for traveling to Luang Prabang of respondents	37
Figure 33 - Range of spending on food per person per meal when domestic tourists visited Luang Prabang of respondents	37
Figure 34 - Or Lam (Luang prabang stew).....	64
Figure 35 - Sai Oua (Luang Prabang Sausages).....	65
Figure 36 - Jeow Bong (Luang Prabang Chili Paste with buffalo skin).....	66
Figure 37 - Nam Warn Loy Mak Taeng (Melon in Coconut Milk)	66
Figure 38 - Khao khob (Sticky Rice cracker with cane sugar).....	67
Figure 39 - Khaonom Babin (Coconut Pancake)	68
Figure 40 - Original Lao stove It is called "Tao Lo"	68
Figure 41 - A ladle is called "Jong" is made from coconuts	69
Figure 42 - A strainer made from finely woven strands of bamboo.....	69

LIST OF TABLES

Table 1: List of Luang Prabang Local Food.....	23
Table 2: Scale preference level mean	32
Table 3: Scale Opinion level mean.....	33
Table 4: Percentage of respondents have ever traveled to Luang Prabang	34
Table 5: Percentage of respondents have ever eaten Luang Prabang local food	34
Table 6: Frequency and percentage of Luang Prabang local food kinds which respondents prefer.....	38
Table 7: Result of the rating preference of Luang Prabang local food for savory dishes lists of respondents.....	38
Table 8: Result of the rating preference of Luang Prabang local food for dessert dishes lists of respondents.....	40
Table 9: Opinion level result of Food familiarity factor which affects Luang Prabang's local food preference	41
Table 10: Opinion level result of Convenience and availability of consuming local food factor which affects Luang Prabang's local food preference.....	41
Table 11: Opinion level result of Food image factor which affects Luang Prabang's local food preference	42
Table 12: Opinion level result of Taste satisfaction factor which affects Luang Prabang's local food preference	42
Table 13: Opinion level result of Price factor which affects Luang Prabang's local food preference...	43
Table 14: Opinion level result of Information source factor which affects Luang Prabang's local food preference	43
Table 15: Opinion level result of Belief factors which affects Luang Prabang's local food preference	44
Table 16: Ranking factors affects Luang Prabang's local food preference of domestic tourists based on Average and Standard Deviation.....	45
Table 17: Research hypothesis and status	50

Appendixes

➤ Appendix 1: Some recipes of Luang Prabang local food

Luang Prabang savory recipes: (PHIASING, 2013)

1. Or Lam (Luang prabang stew)

Ingredients:

- 3 pieces of dried buffalo meat, sliced into smaller pieces and washed
- 2 strips of dried buffalo skin (see page 13) cook it by putting it directly into the charcoal fire and then scraping off the burned parts, after which cut it into smaller pieces and soak them in water
- 3 or 4 (small) shallots, peeled
- 1 piece of crisp-fried pork skin, sliced into smaller pieces
- 1 piece of Sa khan or pepper wood (an aromatic plant, see page 17) long-peel off and discard the rough outer skin and divide it into small parts
- 3 spring onions
- 1 stalk of lemon grass-sear it in hot ashes, then wash it and crush it
- 7 young round eggplants (see page 16)
- 7 fresh chili peppers (large ones)
- 1 bunch an edible leaf (see page 15)
- 1 bunch of young shoots (stems and leaves) of a chili pepper plant
- A considerable amount of sweet basil leaves
- 1 bunch of dill, chopped
- A considerable amount of chopped spring onion leaves
- Salt and Padek (fermented fish sauce)

Method:

Put one liter of water into a pot and place it on the fire. Add salt, the crushed stalk of lemon grass, the buffalo meat, the buffalo skin, the shallots, the chili peppers, the eggplants and the sa-kahn. Wait for all this to come to the boil, then add some Padek by using a small-meshed strainer (as shown on page 59) Leave it boiling until the chili peppers and eggplants are done-then take out these ingredients, pound them finely and return them to the pot. Next, add the phak tam ling and the young shoots of chili pepper. Taste and check the saltiness. Then add the crisp-fried pork skin, the chopped dill and the sweet basil leaves. Take the pot off the fire. Transfer the contents to a bowl. Garnish the dish with chopped spring onion leaves and serve it with Luang Prabang sausage

Note: there is no one definite recipe for Or Lam because there are no fixed rules about how to make it. Some people put in a very large quantity of fresh vegetables and mushrooms, until the dish is more like a vegetable stew.



Figure 34 - Or Lam (Luang prabang stew)

Source: <https://discoverlaos.today/la/post/northern-soul-food>

2. Sai Oua (Luang Prabang Sausages)

Ingredients:

- 400 grams of pork meat including 150 grams of fat, washed and minced
- 2 dried chili peppers, soaked in water until soft
- 10 small shallots
- 10 black peppercorns (pounded together finely)
- Coriander leaves, finely chopped
- Salt and fish sauce
- 1 bunch of pig's intestines, turned inside out and washed and then turned right side out again

Method:

Place in a bowl the pounded ingredients, the minced pork, the minced pork fat and the chopped coriander leaves. Add the fish sauce and mix all together. Take a very small sample portion of the mixture, wrap it in pieces of banana leaf and grill it until cooked. Taste it and check the saltiness. (If this test is satisfied, you can proceed to make the sausages. If the taste of the grilled sample is not right, adjust the seasoning)

Stuff a section of the pig's intestine with the mixture from the bowl, taking care not to include any air bubbles. If there are any, use a needle to let them escape.

Tie the intestine into portions as you stuff it, each portion to be 15 cm long. There should be two knots between each section with a space in between for cutting them apart. Use a bamboo holder (see page 9) to grill them until they are done. Then transfer them to a platter. Serve with Jeow Bong.



Figure 35 - Sai Oua (Luang Prabang Sausages)

Source: <https://discoverlaos.today/la/post/northern-soul-food>

3. Jeow Bong (Luang Prabang Chili Paste with buffalo skin)

Ingredients:

- 10 dried red chili peppers, to be grilled slowly until brittle (but do not let them burn and turn black) and then pounded finely
- 5 small shallots
- 5 small heads of garlic
- 2 slices of galangal, finely pounded
- Salt and fish sauce
- Chopped coriander leaves
- Half of a strip of dried buffalo skin (see page 13), grilled until done, then scraped smooth, cut into thin small slices and soaked in salt water

Method:

Pound together, until they are thoroughly mixed, all the previously pounded ingredients. Sprinkle salt on them and add a little water. Mix, and add the pieces of buffalo skin. Taste and check the saltiness. If the mixture is too thick, add some warm water. Put the mixture on a platter and garnish it with chopped coriander leaves. Serve it with sticky rice.

Note: Bong means pickled. This sauce is not literally a pickle; but it can keep for a very long time, as pickles do.



Figure 36 - Jeow Bong (Luang Prabang Chili Paste with buffalo skin)

Source: <https://www.dreamstime.com/photos-images/plara.html>

Luang Prabang dessert recipes: (PHIASING, 2013)

1. Nam Warn Loy Mak Taeng (Melon in Coconut Milk)

Ingredients:

- The grated meat of 1 coconut
- 200 grams of sugar
- 1 melon

Method:

Make two extractions of coconut milk. Mix the sugar into the second extraction, and add the melon, cut into small, thin strips. Pour the mixture into individual bowls and top each with a share of the first extraction of coconut milk. The taste is very refreshing.



Figure 37 - Nam Warn Loy Mak Taeng (Melon in Coconut Milk)

Source: <https://pantip.com/topic/34960582>

2. Khao khob (Sticky Rice cracker with cane sugar)

Ingredients: (this recipe for making 16 to 20 pieces)

- 500 grams of sticky rice, previously soaked overnight
- 2 pinches of salt
- 100 to 150 grams sugar

Method:

Drain and steam the rice, then allow it to cool and form it into round shapes like crumpets, about 8 cm or 3 inches and fairly thin. Allow these dry in the sun, which may take 1 or 2 days. They should become completely dry. After this, deep-fry the biscuits in vegetable oil or pork fat. Meanwhile, heat the sugar until it reaches the caramel stage. As soon as this has happened, the

caramel is quickly applied in concentric circles on top of the biscuits, giving them a sweet topping. Keep the biscuits in an airtight container for a day or two before eating them.



Figure 38 - Khao khob (Sticky Rice cracker with cane sugar)

Source: <https://cooking.kapook.com/view214336.html>

3. Khaonom Babin (Coconut Pancake)

Ingredients: (this recipe for 1 cake of about 8 inches)

- 300 grams of sticky rice flour
- 200 grams of ordinary rice flour
- 400 grams of grated coconut
- 200 grams of sugar
- A pinch of salt
- Water to make the dough

Method:

Mix the two flours together on a board and make a well in the middle. Add the coconut, sugar and salt to water in a bowl, mix and then put in the well to make the dough. Use a wooden spoon to mix the dough thoroughly. Pour the dough into a lightly oiled cake tin about 8 inches and put it in a pre- heated oven at 350° F. It will be ready in about 40 minutes. To prevent it from becoming too dry, sprinkle a little vegetable oil on to it after about 30 minutes of cooking.



Figure 39 - Khaonom Babin (Coconut Pancake)

Source: <https://www.bloggang.com/m/viewdiary.php?id=minieii&group=10>

Cooking Utensils

The typical Lao stove is the charcoal burning equipment shown in the figure 40 below. It is called "Tao Lo". If a cook were using a wood fire, the logs instead of charcoal, the stove would consist of three stones arranged to form a shelter and support, like a camper's fire in the west or sometimes use an iron tripod, called "Kiang". The wok used through out South-East Asia and probably of Chinese origin, it called "Mor Kang" in Laos. The word for steamer (the upper part) is "Houad" the figure 1 shows the traditional kind of steamer used in Laos. The name for its lower part is "Mor Nueng" it means steam pot which was made from aluminum. Every household in Laos use these equipments to cook a sticky rice and steam food by using steam bamboo rack fitting on top of each other and permitting the passage of steam all the way up, so that different dishes can be cooked simultaneously in the various layers.



Figure 40 - Original Lao stove It is called "Tao Lo"

Source: <http://bruceteakle.blogspot.com/p/cooking-on-thai-charcoal-stove.html>

A soup pot is known as "Mor Khaeng" in Laos. The traditional Lao soup pot is made of pottery and has two raised handles. However, many Lao families nowadays use modern aluminum soup pots. A ladle is called "Jong", it is made from coconuts are shown in the figure 41 below, they vary greatly in capacity. One of them, the upper of the two, would be used as a dipping cup, people can dip it into a liquid and drink from it. A strainer made from finely woven strands of bamboo is illustrated below on figure 42 together with the different and specialized strainer which is used for lowering "Padek" or fermented fish into something which is cooking, in such a way as to ensure that the fermented fish liquid circulates in the dish while the solids remain in the basket (PHIASING, 2013).



Figure 41 - A ladle is called "Jong" is made from coconuts

Source:

<http://www.changyimcm.com/product/278/%E0%B8%81%E0%B8%A3%E0%B8%B0%E0%B8%9A%E0%B8%A7%E0%B8%A2%E0%B8%95%E0%B8%B1%E0%B8%81%E0%B8%99%E0%B9%89%E0%B8%B3-%E0%B8%81%E0%B8%B0%E0%B8%A5%E0%B8%B2%E0%B8%A1%E0%B8%B0%E0%B8%9E%E0%B8%A3%E0%B9%89%E0%B8%B2%E0%B8%A7>

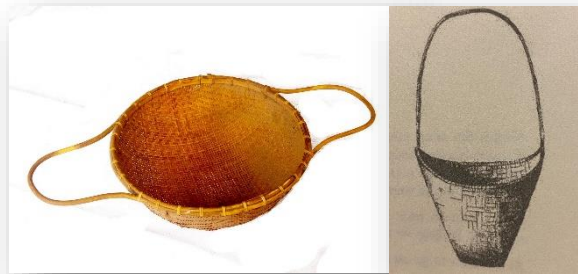


Figure 42 - A strainer made from finely woven strands of bamboo

Source: Book of Traditional Recipes of Laos by (PHIASING, 2013) and

https://www.sac.or.th/databases/traditional-objects/th/equipment-detail.php?ob_id=34

➤ Appendix 2: Questionnaire of case study

On behalf of the Master's student in Tourism Management from the Hungarian University of Agriculture and Life Science (MATE), Károly Róbert Campus. This survey was created with the objective of preparing a questionnaire for collecting study data to support my final thesis on the topic "Factors Affecting Local Food Preferences of Domestic Tourists in Luang Prabang province, Lao PDR".

Therefore, this questionnaire was arranged to question your opinion and information. Every answer will be recorded as anonymous, the survey takes around 8-10 minutes to fill out, please choose the answer which is the most accurate to you and the gathered information is only used for the purpose of education.

Thank you for your kind help, it will highly help my dissertation to be done. I really appreciated.

Vanhvisa Phoupaseuth

I. General Information:

1. Have you ever travelled to Luang Prabang province?
☐ Yes (continue to answer Section II)
☐ No (continue to answer questions number 3 and 4)
2. Have you eaten Luang Prabang local food?
☐ Yes (continue to answer Section II)
☐ No (continue to answer questions number 3 and 4)

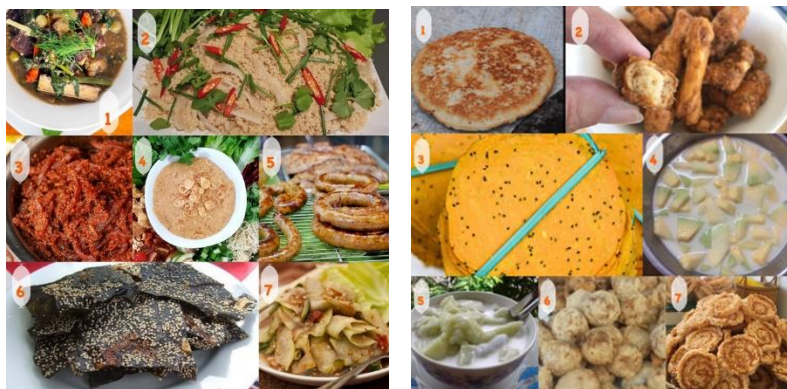
3. Would you like to visit Luang Prabang in the nearly future?
☐ Yes
☐ No
Why?
4. Would you like to eat Luang Prabang local food in the nearly future?
☐ Yes
☐ No
Why?

5. The objective for traveling to Luang Prabang (you can choose more than one)
☐ Holiday/vacation
☐ Business
☐ Meeting/conference
☐ Visit friend/relative

- ☐ Education/field trip
- ☐ Trying Luang Prabang local food
- 6. Who do you travel with?
 - ☐ Family / Cousin
 - ☐ Friend / Couple
 - ☐ Travel alone / Solo traveler
 - ☐ Colleagues
- 7. How much money you spend on food per person per meal when you visited Luang Prabang?
 - ☐ Less than or equal 50,000 kip/ \$3 per meal
 - ☐ 51,000-100,000 kip / \$3,1-\$6 per meal
 - ☐ 101,000-150,000 kip / \$6,1-\$9 per meal
 - ☐ 151,000-200,000 kip / \$9,1-\$12 per meal
 - ☐ More than 200,000 kip / More than \$12 per meal
- 8. Have you ever eaten local food in Luang Prabang when you traveling in Luang Prabang?
 - ☐ Never
 - ☐ Rarely (once)
 - ☐ Sometime (2-3 times)
 - ☐ Several (more than 3 times)
- 9. What is kind of your favorite Luang Prabang local food?
 - ☐ Savory dish
 - ☐ Dessert
 - ☐ Both of them
 - ☐ None of them

II. The preference rank of consuming Luang Prabang local food:

Please read the following list of Luang Prabang local food: main course and dessert then rate how much on average you like the specific item below:



Photos of Luang Prabang savory dish and dessert are showed respectively below:

Type of Local food	Preference Level of Luang Prabang Local Savory dishes:				
	Dislike Extremely 1	Dislike 2	Moderate 3	Like 4	Like extremely 5
Food					
1. Luang Prabang Stew (Or Lam)					
2. Pounded roasted rice with pork skin (Mooh Nam)					
3. Luang Prabang Chili Paste with buffalo skin (Jeow Bong)					
4. Sticky rice wrap (Mieng Muang Luang)					
5. Luang Prabang herbal sausage (Sai Ou)					
6. Mekong Riverweed (Kaipen)					
7. Luang Prabang hot and Spicy Papaya salad (Tum Mak Hoong)					
Dessert					
Preference Level of Luang Prabang Local Dessert					
1. Coconut Pancake (Khaonom Babin)					
2. “Mouse poo” biscuits (Khaonom Key Nou)					
3. Indigenous cassava cracker (Khao Kiap Mun Ton)					
4. Melon in Coconut milk					
5. Sweet Rice Pudding with					

Pandan in Coconut Milk (Khao Long)					
6. Fried Banana Balls (Khaonom Mor Tord)					
7. Sticky Rice Cracker with Cane Sugar (Khao Khob)					

Which savory dish do you like the most (in the list above)? Why?

.....

Which savory dish *DON'T YOU* like the most (in the list above)? Why?

.....

Which dessert do you like the most (in the list above)? Why?

.....

Which savory dish *DON'T YOU* like the most (in the list above)? Why?

.....

III. Factors affecting local food preferences of domestic tourists in Luang Prabang

What are factors do you think related to your preference of consuming Luang Prabang local food? Please rate factors you selected base on your opinion.

Factors	Opinion Level				
	Strongly Disagree 1	Tend to Disagree 2	Moderate 3	Tend to Agree 4	Strongly Agree 5
Food familiarity					
Familiarity, previous experience: Luang Prabang local food is common food for you (always eat this local food in daily life)					
Always eat Luang Prabang local food only when you travel					

A novelty that has never been eaten before					
Convenience and availability of consuming local food					
Luang Prabang local food is easy to buy and eat when travel					
Many local restaurants are available to eat local food					
Many types of food to eat					
Food image factor					
Eating Luang Prabang Local food is trendy					
Eating local food is unfashionable					
Food decoration, appearance, color of food					
Hygiene: cleanliness, freshness of local food					
Uniqueness of local Luang Prabang food such as eating Mekong seaweed, putting pepper wood in the stew					
Typical presentation					
Unique procedures for cooking (Tourist have seen unique procedures for cooking local food somewhere in Luang Prabang)					
The use of local raw materials					
Unique culture of eating such as the cultural inheritance of eating sticky rice (eating with					

hands), and using a traditional bamboo low table or tray for eating habits					
Local food is healthy food					
Taste satisfaction					
Local taste (unique taste)					
Normal taste (taste same as other food, doesn't have outstanding taste)					
Tastiness					
Good smell					
Price					
Local food is cheaper than other kind of food					
Price of local food is affordable when compared to other kind of food					
Local food is expensive than other kind of food					
Price is reasonable for the quality of the local food					
Information sources on consuming local food (Marketing communication) Do you get an information from?					
Television (Touring TV program) /Movie					
Internet/website/social media					
Past experience					
Word of mouth: advice from others					
Magazine/brochure/Poster					
Local tourism office/center					

Travel agency company					
Belief					
Belief of Local food is a medicine to heal some disease					
Eat local food in various rituals ceremony such as Baci ceremony					

In your opinion, is there any other factor affecting Luang Prabang local food preferences you would like to suggest?

IV. Demographic Information:

10. Gender

☐ Female

☐ Male

11. What is your Age?

☐ Less than 18 years old

☐ 19 – 35 years old

☐ 36 – 60 years old

☐ More than 60 years old

12. What is your education level you have completed?

☐ Secondary school

☐ High school level

☐ Diploma degree (Bachelor's degree (e.g BA, BSc) or Master's degree (e.g MA, MSc)

13. What is your current occupation?

☐ Student

☐ Self-employed

☐ Unemployed

☐ Public servant

☐ Private firm employee

☐ Retried

☐ Other.....

14. How much your monthly income?

☐ Less than \$200 per month

☐ \$201 - \$500

☐ \$501 - \$800

☐ \$801 - \$1100

☐ More than \$1100

15. Which province are you from?

.....

➤ **Interview questions**

1. Why do you choose to open the restaurant in Luang Prabang?

.....
.....

2. What kind of cuisine do you offer at your restaurant?

.....
.....

3. Are there any Luang Prabang local food or menu included in your restaurant? If yes, could you please mention some signature local dishes or best seller local dishes in your restaurant?.....

.....
.....

4. Do you think Luang Prabang Local food have advantage on your restaurant? Please give an explanation (For example: increase sell, image of your restaurant, etc)

.....
.....
.....

5. On behalf of the restaurant, which food do you think customers prefer the most between local food and international food? Could you please explain why?

.....
.....
.....

6. Do you use local ingredients in your menu? Give a reason why or why not?

.....
.....

7. Where do you get all your supplies? Is your supplier from the local area or not? and why you choose them to be your suppliers?

.....
.....

8. In your opinion, do you think the previous experience of Luang Prabang local food effect on tourist's preference or not?

.....
.....

9. Do you think service that restaurant provides effect on tourist's preference or not? Why?

.....
.....

10. What do you think about image of Luang Prabang Local food in the aspect of restaurant business?

.....
.....
.....

11. Do you think Taste, Price, Unique procedures for cooking, Food presentation, Hygiene effect on tourist's preference of Luang Prabang local food? Which are the first three effective reasons? Why?

.....
.....
.....
.....

12. Does your restaurant provide information about Luang Prabang local food to tourists? How?

.....
.....
.....

13. Do you think traditional events or festivals influence on tourist's preference of Luang Prabang local food? Why?

.....
.....
.....

14. Is there any suggestion about Luang Prabang local food as a contribution for tourism development in Laos?

.....
.....
.....

Appendix 3: Declarations

DECLARATION

on authenticity and public assess of final master's thesis

Student's name: Vanhvisa PHOUPASEUTH
Student's Neptun ID: BPNFO0
Title of the document: Factors Affecting Local Food Preferences of Domestic Tourists in Luang Prabang Province, Laos
Year of publication: 2023
Department: Tourism Management

I declare that the submitted final master's thesis is my own, original individual creation. Any parts taken from another author's work are clearly marked, and listed in the table of contents.

If the statements above are not true, I acknowledge that the Final examination board excludes me from participation in the final exam, and I am only allowed to take final exam if I submit another master's thesis.

Viewing and printing my submitted work in a PDF format is permitted. However, the modification of my submitted work shall not be permitted.

I acknowledge that the rules on Intellectual Property Management of Hungarian University of Agriculture and Life Sciences shall apply to my work as an intellectual property.

I acknowledge that the electric version of my work is uploaded to the repository system of the Hungarian University of Agriculture and Life Sciences.

Place and date: 2023 April 26

A handwritten signature in blue ink, reading 'Vanhvisa Phouphaseuth', with a stylized flourish above the name.

Student's signature

STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Phoupaseuth Vanhvisa (Student's name) BPNFO0_ (Student's NEPTUN ID), I here declare that the master's thesis has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/don't recommend¹ the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes no^{*2}

Place and date: Gyöngyös, 2023. year april_ month_13. day



Internal supervisor

¹ Please underline applicable.

² Please underline applicable.

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