

Developing a training program to enhance conservation awareness and attitudes among Thai hotel cooks: A comparative study



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ABSTRACT

Thai cuisine, a reflection of the nation's cultural identity, has evolved over time and embodies the way of life, thoughts, and mindset of the Thai people. This study aims to develop a training program designed to heighten participants' understanding of conservation issues and assess changes in their conservation attitudes pre and post-training. The research, conducted among 354 Thai hotel cooks, reveals a fundamental challenge in Thai food preparation: the lack of standardized conservation and marketing practices. This encompasses basic culinary skills and regional cooking variations. Culinary schools often emphasize their own culinary philosophies, further exacerbating the issue. Results from the training program indicate that business owners significantly improved their cooking practices, adhered to the National Standard for Thai food sanitation, catered to dietary needs, and embraced authentic Thai cuisine. The Delphi method facilitated consensus on the appropriateness of the training program, and 100 participants reported enhanced project management skills and culinary expertise. The participants expressed satisfaction with the trainers' expertise and communication skills. This research has implications for training programs aimed at promoting awareness of traditional conservation issues and fostering conservation attitudes in the context of Thai food preparation.

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1. Introduction

Thai cuisine, the traditional food of Thailand, has evolved over time and has become an integral part of the nation's identity. This cuisine showcases the lifestyle, thoughts, and values of the Thai people distinctly. It originates from the knowledge of selecting appropriate ingredients from the land. The preparation of each dish varies significantly across different regions of Thailand, highlighting regional uniqueness (Li and Chung, 2021; Fusté-Forné and Wolf, 2023). Additionally, Thai cuisine incorporates culinary influences from various cultures, including China, India, Laos, Vietnam, Myanmar, and Malaysia. However, before these foreign dishes are adopted into Thai cuisine, they are typically altered to align with the flavors of local ingredients and the preferences of the Thai palate (Hubert, 2022;

Kadarisman, 2022). No matter what nation, the food culture is accepted through its beautiful, long history. The basis of Thai food from a few simple ingredients is rice, chili, salt, and meat, mainly containing fish until it has become a Thai expression that has been said since the tradition of Thais as "eat rice, eat fish."

Individuals who cook Thai food play a critical role in preserving the authenticity of Thai cuisine. A notable aspect of their role involves preparing traditional Thai dishes for various settings, including hotel banquets and room service. Over time, there have been modifications in recipes and cooking processes, occasionally leading to the misuse of ingredients and a loss of the unique character of Thai cuisine. Consequently, it is essential for Thai chefs to possess a deep understanding of traditional Thai culinary practices, including the distinct flavors and cooking techniques unique to Thai culture (Santarita, 2022; Sinsawasdi and Dhevabanchachai, 2022; Sinsawasdi and Rattanapanone, 2022). They are significant key change agents to food culture and the value of Thai food styles. However, they are also required standards to cook and appreciate with their professional best as well.

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Setting standards for the conservation of Thai food to be effective and of quality and the initial step should start with the development of personnel in the organization or organization to have knowledge both broadly and deeply. In terms of theory, technique, and practical application in the culinary application of Thai people, it can be considered that there are specific techniques along with the harmonious application of local wisdom, such as rice, as the main food of Thai people. In addition to eating with side dishes, rice can also be cooked into sweet and savory dishes and processed into various foods that are commonly eaten (Sinsawasdi et al., 2022). Furthermore, rice is used to make a variety of culinary items. It may be processed into flours, starches, and oils, which can then be used in a variety of recipes and culinary items. It is used to make rice noodles, rice bran oil, and rice flour-based products, and it adds depth and texture to a variety of meals. Rice is a flexible ingredient that can be molded into a wide variety of recipes, from salty to sweet, and even makes its way into food, making it a genuinely vital component of world cuisine.

Thai cuisine is characterized by its staple dishes like chili paste, curry, and yum. Chili paste, often regarded as the essence of Thai cooking, is typically served with vegetables and placed centrally on the table. This paste enhances the variety of flavors in a meal and stimulates the appetite (Spence, 2023). Both curry and chili paste are usually named after their primary ingredients, which could be vegetables or meats, exemplified by dishes like fish curry with sweet zucchini and shrimp paste skewers. Traditional curry is made by boiling a mixture of chilies, shallots, and lemongrass in water. This method, known as boiled curry, predates the use of coconut milk in curry. In Thai culture, food transcends being a mere necessity; it is also intertwined with emotional, spiritual, and social aspects. Thai cuisine reflects familial bonds, kinship, and even connections with departed relatives (Chotipant, 2022). The arrangement of food as an offering thus appears in tradition (Parmin et al., 2019). In all regions of Thailand, food also serves as a means for community members to collaborate in religious and cultural rituals, fostering the preservation and inheritance of their faith and lifestyle. This practice promotes diversity and peaceful coexistence within the community, emphasizing mutual support and harmony (Singhato et al., 2022).

The primary sections of this topic include responsibilities and roles in Thai cuisine, education on preparing both sweet and savory Thai dishes and showcasing these foods through distribution and demonstrations to recipients, such as diners. It is necessary for chefs to gain knowledge about Thai food culture and its various styles. Different types of banquets and exhibitions offer insights into Thai cuisine, catering not only to locals but also to tourists from other countries (Casey et al., 2014). In addition, the chef is a person who plays a role and is important in transmitting Thai arts and culture to

the service users (Samori et al., 2023; Subhasri et al., 2023). If chefs lack proper knowledge of Thai cuisine and its cooking processes, they may alter the original recipes, leading to the gradual transformation of unique Thai dishes into variations resembling those of other national cuisines (Filimonau et al., 2023). Such changes risk losing Thailand's distinct flavors and culinary heritage. This study aims to develop a training program to enhance understanding of Thai food preservation. It also seeks to assess changes in participants' attitudes towards conservation before and after the training.

The researcher recognizes the need for a training model that promotes awareness and dissemination of Thai cuisine globally. Further research is necessary for the conservation and global transmission of Thai food. This study examines the correlation between the basic knowledge of Thai food practitioners and their role in conserving Thai cuisine across the country. It evaluates the overall contribution of Thai food entrepreneurs to the national conservation and dissemination of Thai cuisine, aiming to heighten awareness of Thai culinary arts and culture for future generations' preservation.

2. Method

This study divided the research procedure into 3 phases for developing training courses to raise awareness of Thai food conservation and dissemination to the world kitchen of Thai cooks in hotels across Thailand.

- Phase 1: This research focuses on the challenges and roles in conserving Thai cuisine among chefs in hotels across Thailand. A survey method was employed for this study, targeting Thai chefs working in hotels that are members of the Thai Hotels Association. The study involved 354 chefs who were surveyed using questionnaires. These questionnaires were reviewed and validated by experts to ensure content validity, achieving an index of item-objective congruence (IOC) ranging from 0.67 to 1.00. The validity of the questionnaire was further confirmed through a trial with a group of 30 individuals who were not part of the main sample but shared similar characteristics. The reliability of the questionnaire was established using Cronbach's alpha coefficient, which yielded a value of .92, indicating it falls within the acceptable reliability range.

Consequently, the questionnaire was utilized to gather basic demographic data from the respondents. This information included gender, age, educational background, field of study, and experience in preparing Thai food in hotels. The role of hotel staff in preserving and promoting Thai cuisine in Thailand was evaluated in four key areas: job position and responsibilities, education in Thai food, preparation of savory and sweet dishes, and methods of distribution and demonstration. Each

area was assessed on a four-level scale, with responses scored on a rating scale: 4 (often), 3 (somewhat), 2 (less), and 1 (never). The average score for each item was calculated, and the results were interpreted as follows: 3.28-4.00 indicating 'often,' 2.52-3.27 as 'somewhat,' 1.76-2.51 as 'less,'

and 1.00-1.75 as 'never.' Additionally, the questionnaire included an optional open-ended question for respondents to provide comments on the preservation and dissemination of Thai food. The demographic data of the respondents are presented in [Table 1](#).

Table 1: General information about respondents

Information	Respondents (n)	%	
Gender	Male	180	50.80
	Female	174	49.20
	Total	354	100.00
Ages	Lower than 30 years	33	9.30
	30-40 years	90	25.40
	Upper than 40 years	231	65.30
Educational level	Total	354	100.00
	Lower than Grade 12	97	27.40
	Grade 12	79	22.30
Majoring subject	Vocational diploma	44	12.40
	Higher vocational diploma	85	24.00
	Bachelor degree	49	13.80
Working experience in cooking in hotels	Total	354	100.00
	Food and Nutrition	171	48.30
	Home economics	53	15.00
Working experience in cooking in hotels	Education	91	25.70
	Others	39	11.00
	Total	354	100.00
Working experience in cooking in hotels	1-10 years	66	18.60
	11-20 years	166	46.90
	21-30 years	89	25.10
Working experience in cooking in hotels	More than 31 years	33	9.30
	Total	354	100.00

[Table 1](#) indicates that among the survey respondents, 50.80% were male and 49.20% were female. A majority of them, specifically 65.30%, had an educational level below Grade 12, with 27.40% holding a vocational diploma. Regarding work experience, the most common range was between 11-20 years, accounting for 46.90% of the respondents. In terms of their roles within Thai food kitchens, the most prevalent area of work was in the preparation of curries, chili pastes, and curry dishes. This was closely followed by those working in units specializing in stir-frying and vegetable dishes. It was observed that many of the respondents occupied senior positions, with a significant number serving as executive chefs and head cooks. Other notable roles included deputy head butlers, deputy head housekeepers, cooks, and assistant cooks.

- Phase 2: The synthesis of a Thai food conservation training program was carried out using the Delphi method in Phase 2 of the study. This phase involved 17 experts who utilized content analysis and the Delphi method as research tools. The aim was to develop a training program for Thai food cooks in hotels, using data gathered from Phase 1. The Delphi method began with the creation of initial queries. This process included collecting ideas, information, and suggestions from existing training materials focused on the conservation and global dissemination of Thai cuisine, as practiced by Thai food entrepreneurs in hotels. The research also reviewed literature and previous studies related to training organizations. This encompassed various aspects such as the identification of training needs, the structure of the course, duration, content, various training

activities, supplementary training activities, and methods of assessment.

In the second round of questionnaire creation, after receiving responses from the first round, the feedback was utilized to refine the questionnaire. This refinement was based on expert suggestions to enhance the clarity and relevance of the questions while retaining the original question format. In the third round, the questions were kept consistent with those in the second round. This stage involved presenting the median and quartile deviation of the majority opinion alongside the experts' views. This allowed each expert to decide whether to maintain their original response or modify it in line with the majority opinion expressed in the questionnaire. If an expert chose to stick with an original answer that differed from the majority, they were required to provide a rationale for their decision. This process ensured a comprehensive and considered approach to finalizing the questionnaire content.

- Phase 3: The study's third phase involved evaluating the effectiveness of training courses on the roles of conserving and promoting Thai cuisine. To assess this, workshops were conducted, and a comparison of the participants' knowledge and skills before and after the training was made. A total of 100 participants were involved in this training program. The primary research tool in this phase was a questionnaire designed to measure participants' level of understanding, management skills, and satisfaction with the training program. The questionnaire items were categorized into three levels of opinion, with a rating scale for scoring. The mean scores were then calculated and

interpreted as follows: 2.36-3.00, indicating a high level of understanding or satisfaction, 1.68-2.35, signifying a moderate level, and 1.00-1.67, representing a low level. Additionally, there was an optional section for open-ended comments on the preservation and dissemination of Thai food. The data collection tools were validated by experts, ensuring content validity by analyzing the index of consistency between the questions and the objectives, with index values ranging from 0.67 to 1.00. The reliability of the questionnaire was confirmed with a Cronbach's alpha coefficient of .92, which is considered acceptable.

3. Result and discussion

This research was undertaken to develop a training program aimed at increasing awareness about the conservation and global dissemination of Thai cuisine, particularly among Thai food entrepreneurs working in hotels across Thailand. The results of this study are reported as follows.

3.1. Problems and role of Thai food conservation of Thai food cooks in hotels

The study examined the role of preserving and spreading Thai cuisine in hotels across Thailand. It identified seven key duties and roles, which were generally performed at a moderate level. These responsibilities included creating new food items, cooking independently, writing hotel food menus, participating in incoming surveys related to food item creation, engaging in external demonstrations such as television and radio appearances, and playing a part in selecting and ordering raw materials. The detailed findings of these roles and duties are presented in [Table 2](#).

The study assessed the involvement of Thai food cooks in the preservation and dissemination of Thai cuisine through education, finding that their engagement in various activities was at a moderate level. The roles were ranked based on their average scores, highlighting activities such as supporting and promoting Thai culture in food conservation, learning about ingredient sourcing for Thai cooking, advising others on Thai food studies, engaging in part-time study and research, supporting Thai cuisine education, recommending educational resources to others, and using original recipes in cooking.

In summary, the role of Thai food operators in both preserving and sharing Thai cuisine through educational means was moderately active. Thai chefs are not only responsible for preparing and serving authentic Thai food but also play a crucial role in promoting and supporting Thai culture through their culinary practices. This involves a commitment to using genuine, high-quality ingredients and engaging in continuous professional development. Thai chefs are expected to contribute to educational efforts focused on national cuisine, thereby playing a vital role in maintaining the integrity of traditional Thai

food and promoting Thai culture on a global scale ([Yazicioglu and Kanoglu, 2017](#)).

The role of Thai chefs in conserving and disseminating Thai cuisine, particularly in the context of cooking sweet and savory foods, is moderately significant. The preparation of sweet dishes, with attention to their nutritional value, and the consideration of taste and uniqueness in Thai food are important aspects. The use of spices and herbs in savory dishes, which are often adapted for use in banquets, shows innovation in recipe development. Additionally, both sweet and savory Thai foods are not only easy to eat but also play a role in traditional and cultural festivals ([Barthes, 1997](#); [Saba et al., 2019](#)). In summary, the involvement of Thai chefs in preserving and promoting Thai cuisine through the preparation of sweet and savory foods is at a moderate level.

Thai cuisine is renowned throughout the globe for its distinctive flavors, vibrant hues, and diverse culinary traditions ([Baldwin, 2017](#)). It is essential to preserve and disseminate Thai cuisine so that its cultural heritage is maintained and admired worldwide. In this discussion, we examine the role of Thai food distributors in both distribution and demonstration, focusing on the conservation guidelines, the significance of simultaneous distribution and demonstration, the broadcasting of Thai food, and the ongoing efforts of program agencies to invite demonstrations and provide customers with advice on Thai food conservation ([Jaichuen et al., 2019](#)). Distributors and demonstrators of Thai cuisine play a crucial role in preserving and disseminating the cuisine ([Park et al., 2019](#)). By adhering to conservation guidelines, conducting simultaneous demonstrations during distribution, disseminating Thai food, and actively engaging customers, they contribute to the worldwide promotion and appreciation of Thai cuisine. Collaboration between Thai food operators and program agencies strengthens the dissemination of knowledge and cultural heritage regarding Thai cuisine.

The involvement of Thai food operators in preserving and spreading Thai cuisine through distribution and demonstration is moderately significant. They undertake various activities, such as explaining Thai food and its conservation methods, with a focus more on distribution than demonstration. However, they often combine distribution to customers with live demonstrations. Additionally, Thai food is frequently showcased in media broadcasts, and program agencies regularly invite these operators for demonstrations. During these events, they provide advice to customers about conserving Thai cuisine. Both distribution and demonstration are continuously implemented as part of their role. In conclusion, the role of Thai chefs in conserving and disseminating Thai food through distribution and demonstration is at a moderate level. The assessment of the need for hotel training programs specific to Thai cuisine is detailed in [Table 3](#).

Table 2: The role of conservation and dissemination of Thai food in hotels (N=354)

The role of conservation and dissemination	Scale of practice				\bar{X} ± S.D.	Level of practice
	Often	Somewhat	Less	Never		
Front and position	20	190	116	28	2.57	
1. You are invited as a lecturer	(5.60)	(53.70)	(32.80)	(7.90)	±.71	Somewhat
2. You are involved in the adaptation of the recipe	28	149	100	80	2.34	
	(7.90)	(41.20)	(28.20)	(22.60)	±.91	Less
3. You can write a list by hotel's own food	19	247	67	21	2.74	
	(5.40)	(69.80)	(18.90)	(5.90)	±.64	Somewhat
4. You set the recipe for food item	32	200	77	45	2.62	
	(9.00)	(56.50)	(21.80)	(12.70)	±.82	Somewhat
5. You have gone outside to demonstrate	29	219	47	59	2.61	
	(8.20)	(61.90)	(13.30)	(16.70)	±.85	Somewhat
6. You prepare a business model	34	159	106	55	2.48	
	(9.60)	(44.90)	(29.90)	(15.50)	±.86	Less
7. You have cataloging food as you can self-cooking	29	247	48	30	2.77	
	(8.20)	(69.80)	(13.60)	(8.50)	±.71	Somewhat
8. You have a role in placing an order, raw materials for self-assembly	17	217	84	36	2.60	
	(4.80)	(61.30)	(23.70)	(10.20)	±.73	Somewhat
9. You have surveyed the list of who came in	27	250	31	46	2.72	
	(7.60)	(70.60)	(8.80)	(13.00)	±.78	Somewhat
Total					2.61	
					±.34	Somewhat
Thai food education						
1. Have a field trip about Thai food	41	165	91	57	2.53	
	(11.60)	(46.60)	(25.70)	(16.10)	±.89	Somewhat
2. Study and do some part-time research	68	143	91	52	2.64	
	(19.20)	(50.60)	(25.70)	(14.70)	±.95	Somewhat
3. Have improved the formula for food used in the hotel	47	179	78	50	2.62	
	(13.30)	(50.60)	(22.00)	(14.10)	±.88	Somewhat
4. In studying the recipes, you use Original recipes	47	160	93	54	2.56	
	(13.30)	(53.70)	(26.30)	(15.30)	±.90	Somewhat
5. Have studied procurement, assembly raw materials Thai food	30	190	114	20	2.64	
	(8.50)	(53.70)	(32.20)	(5.60)	±.71	Somewhat
6. Have advised further education to others	30	193	82	49	2.57	
	(8.50)	(54.50)	(23.20)	(13.80)	±.83	Somewhat
7. Have supported about Thai cuisine	27	184	117	26	2.59	
	(7.60)	(52.00)	(33.10)	(7.30)	±.73	Somewhat
8. Support and encourage Thai culture in conservation Thai food	20	209	117	8	2.68	
	(5.60)	(59.00)	(33.10)	(2.30)	±.61	Somewhat
9. Have advised others about Thai cuisine	26	197	110	21	2.64	
	(7.30)	(55.60)	(31.10)	(5.90)	±.70	Somewhat
Total					2.60	
					±.36	Somewhat
Savory cooking sweet						
1. You have developed a recipe.	36	188	80	50	2.59	
	(10.20)	(53.10)	(22.60)	(14.10)	±.85	Somewhat
2. You have adapted it to use the party	33	184	107	30	2.62	
	(9.30)	(52.00)	(30.20)	(8.50)	±.77	Somewhat
3. Nutrition is taken into account	18	221	105	10	2.69	
	(5.10)	(62.40)	(29.70)	(2.80)	±.60	Somewhat
4. You consider the value of nutrition	16	231	100	7	2.72	
	(4.50)	(65.30)	(28.20)	(2.00)	±.57	Somewhat
5. You have managed and come up with a recipe	19	197	127	11	2.63	
	(5.40)	(55.60)	(35.90)	(3.10)	±.89	Somewhat
6. Spices and herbs are principle uses	26	202	93	33	2.62	
	(7.30)	(57.10)	(26.30)	(9.30)	±.75	Somewhat
7. You have emphasized the importance of cooking	25	229	78	22	2.72	
	(7.10)	(64.70)	(22.00)	(6.20)	±.68	Somewhat
8. You take into account the taste of food and uniqueness	22	235	67	30	2.70	
	(6.20)	(66.40)	(18.90)	(8.50)	±.70	Somewhat
9. You've focused on easy to eat and use in traditional festivals culture	23	201	90	40	2.58	
	(6.50)	(56.80)	(25.40)	(11.30)	±.77	Somewhat
Total					2.64	
					±.35	Somewhat
Distribution and demonstration						
1. Join to the demonstration and organized Thai food for sale	14	197	133	10	2.60	
	(4.00)	(55.60)	(37.60)	(2.80)	±.61	Somewhat
2. It has been practiced continuously	20	202	96	36	2.58	
	(5.60)	(57.10)	(27.10)	(10.20)	±.74	Somewhat
3. You have focused on distribution more than a demo	9	226	111	8	2.66	
	(2.50)	(63.80)	(31.40)	(2.30)	±.56	Somewhat
4. You emphasized the demonstration of the recipe in various of Thai cuisine	26	200	89	39	2.60	
	(7.30)	(56.50)	(25.10)	(11.00)	±.78	Somewhat
5. You have conveyed the style of eating	17	237	61	39	2.65	
	(4.80)	(66.90)	(17.20)	(11.00)	±.73	Somewhat
6. The demo you have explained Thai Food and conservation guidelines	24	241	69	20	2.75	
	(6.80)	(68.10)	(19.50)	(5.60)	±.65	Somewhat
7. You use Thai ingredients in Thai cooking based season	20	192	101	41	2.53	
	(5.60)	(54.20)	(28.50)	(11.60)	±.77	Somewhat
8. The entry agency is invited. Do you go to demonstrations often?	26	207	85	36	2.62	
	(7.30)	(58.50)	(24.00)	(10.20)	±.76	Somewhat
9. You have a demonstration along the way	24	206	103	21	2.65	
	(6.80)	(58.20)	(29.10)	(5.90)	±.69	Somewhat
10. You gave advice to clients during the demonstration	3	248	67	36	2.61	
	(0.80)	(70.10)	(18.90)	(10.20)	±.67	Somewhat
Total					2.62	
					±.35	Somewhat

Table 3: Need assessment about the training program for Thai food in hotels (N=354)

Item	N	%
1. Knowledge of authentic Thai food	330	19.28
2. Basic knowledge of cooking	303	17.70
3. Thai food nutrition	266	15.54
4. Food sanitation	225	13.14
5. Loss of nutritional value when cooking	207	12.09
6. Arrangement of Thai food and side dishes	196	11.45
7. Thai food business abroad	185	10.81

Table 3 shows that the training needs of chefs Thai food cooks in order of need for training are as follows: 19.28% of knowledge of authentic Thai food, 17.70% of basic knowledge of cooking, 15.54% of Thai food nutrition, 13.14% of food sanitation, 12.09% of loss of nutritional value when cooking, 11.45% of arrangement of Thai food and side dishes,

and 10.81% of Thai food business abroad respectively.

3.2. Development and the validity of the training program

The development of the training program was based on eight key components: principles, objectives, course structure, training duration, content, activities, additional activities, and assessment methods. The Delphi method was utilized in this study, starting with the first round, which established the need to construct these components. Subsequent rounds, specifically the second and third, focused on validating the structure and content of the training program (Table 4).

Table 4: The second and third rounds of the Delphi method

Item	Second round				Third round			
	Median	Q3	Q1	I.R.	Median	Q3	Q1	I.R.
1. Principle	5.0	5.0	4.5	0.25	5.0	5.0	5.0	0.00
2. Aim	4.0	5.0	3.0	1.00	4.0	4.0	4.0	0.00
3. Course structure	5.0	5.0	4.0	0.50	5.0	5.0	5.0	0.00
4. Training duration	4.0	5.0	3.0	1.00	4.0	4.0	4.0	0.00
5. Training content	4.0	5.0	3.0	1.00	4.0	4.0	4.0	0.00
6. Training activities	5.0	5.0	4.0	0.50	5.0	5.0	5.0	0.00
7. Additional training activities	4.0	5.0	4.0	0.50	4.0	4.0	4.0	0.00
8. Assessment	5.0	5.0	4.0	0.50	5.0	5.0	5.0	0.00

Q: Quartile; I.R.: Interquartile range

Table 4 presents the median and quartile deviation for each item, indicating that most items were rated as very appropriate to extremely appropriate by the experts. The quartile deviations, mostly ranging between 0.00-1.00, suggest a low variation in expert opinions. The third round of the Delphi method involved analyzing the suitability of various aspects using a 5-level assessment scale, similar to the questionnaire used in the second round. The purpose of this round was to allow experts to either confirm their original responses or modify them, providing reasons for any changes. This round showed the median and quartile deviation of responses, illustrating that most experts aligned their answers with the majority opinion. The results indicated a consensus among the expert group, with no significant fragmentation in their responses.

The objective of the training course is to comprehensively address the key competencies required for service personnel, focusing on the development of knowledge, skills, and attitudes essential for service work. The overall relevance of this approach is considered very appropriate. This aligns with the concept that employees in service roles should possess vital qualities such as knowledge, skills, attitude, personality, creativity, and personal development (Vnoučková, 2018). Regarding the training course structure, experts concurred that its overall suitability ranges from very appropriate to extremely appropriate (Brummett et al., 2007). This agreement is based on the researcher's intent to align the course structure with its goals and objectives, particularly emphasizing the development of a service-oriented

attitude. Consequently, the curriculum is designed to allocate 50% of the total training duration to attitude development, with the remaining time dedicated to knowledge and skill enhancement in accordance with the predetermined curriculum structure.

The duration of the training is deemed very appropriate, given the extensive content that needs to be covered. A 24-hour training period is considered suitable to facilitate a change in attitudes, which are generally long-lasting and formed over time (Guimarães et al., 2019). Attitudes are not easily altered in a short period; hence, a sufficient duration is necessary to enable the change in mindset and adapt to new learning and attitude shifts.

The scope of the training content is also rated from appropriate to very appropriate. The researcher has tailored each training topic based on the research subject and expert opinions, ensuring relevance and comprehensiveness.

The training methodology, which focuses on trainee participation, is viewed as highly suitable. It aligns with the concept of achieving the desired attitude through clear learning objectives and participatory learning situations. Techniques like small group discussions allow trainees to form their conclusions and encourage full group involvement, giving everyone a chance to express their intentions and attitudes. Role-playing, games, and simulations are used to demonstrate acceptable behaviors and attitudes.

To maximize participant engagement, various methods are employed, including group discussions, action meetings, games, learning through case studies, problem-solving exercises, brainstorming, assignments, and demonstrations. These diverse

approaches ensure active involvement and effective learning outcomes.

3.3. Implementation of training program

The program is designed to enhance participants' understanding and awareness of Thai food in hotel settings. It focuses on improving participants' knowledge of conservation issues, their attitudes toward preserving cooking practices, and their overall satisfaction with the program. Participants have expressed their contentment with the instructors' expertise and communication abilities.

Table 5: Level of understanding, project management, and satisfaction with the training program

Item	High	Moderate	Low
Understanding	82 (82.00%)	14 (14.00%)	4 (4.00%)
Project management	80 (80.00%)	20 (20.00%)	0 (0.00%)
Satisfaction towards training program	87 (87.00%)	13 (13.00%)	0 (0.00%)

The program's primary objective is to increase awareness among Thai cooks in hotels across Thailand about conserving and disseminating Thai cuisine globally. The course successfully met its goals in developing knowledge, skills, and particularly in fostering attitude development. Experts agree that the focus on these areas is appropriate, and overall, the approach is deemed very suitable. The research highlights that personnel development policies in hotels should emphasize education, skill development, and attitude development among service staff.

Training activities were designed to highlight both positive and negative impacts of service behavior, leading to changes in attitudes and behaviors while also being enjoyable. Experts rated the appropriateness of these methods highly. Effective attitude-building involves preparing learners for the process, using role-play or simulation for expression, creating emotional connections, and providing reinforcement in simulated situations (Li et al., 2020; Balder et al., 2020; Kim et al., 2021).

The evaluation of the training program involved pre- and post-training knowledge tests and assessments of training quality, which experts also found very appropriate. The most popular method of training evaluation currently involves comparing results before and after training to understand the changes in trainee performance.

4. Conclusion

The training program encompasses critical cooking skills and acknowledges regional variations in food preparation expectations. Additionally, culinary education often reflects the specific cooking interpretations of the educational institution. After participating in the training, it was clear that the company owners had significantly improved their understanding of proper cooking techniques, nutritional requirements, and authentic Thai cuisine.

The purpose of implementing the training program was to enhance participants'

Additionally, the training programs are deemed suitable and beneficial for deepening the understanding of conservation issues and fostering positive attitudes towards the conservation of Thai food. These outcomes are detailed in Table 5. The training program achieved high levels of satisfaction among participants, with 82.00% expressing high satisfaction with their understanding level, 80.00% with the project management level, and 87.00% with the overall training program. This indicates that the program effectively enhanced participants' understanding and addressed their concerns.

comprehension of conservation issues, foster attitudes toward resource conservation in cooking, and improve overall satisfaction with the program. The training effectively increased participants' skills in project management and culinary expertise. Participants appreciated the instructors' depth of knowledge and effective communication skills. The training was found to be both suitable and beneficial in raising awareness about conservation issues and fostering a conservation-minded approach to Thai cuisine.

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Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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