

The role of urban food street stakeholders in sustainable tourism: Case study of Bangkok, Thailand



Phusit Phukamchanoad *

Department of Social and Cultural Development Management, Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University, Bangkok, Thailand

ARTICLE INFO

Article history:

Received 4 September 2024

Received in revised form

11 December 2024

Accepted 10 January 2025

Keywords:

Urban food streets

Stakeholder involvement

Food street ecosystem

Street food management

Sustainable community development

ABSTRACT

This study aims to examine the role of stakeholders in managing urban food streets, develop an ecosystem framework for food street management, and explore stakeholder involvement in food street operations in Bangkok. Data were collected from three well-known food streets in Bangkok—Ratchawat Road, Khaosan Road, and Yaowarat Road—through interviews with 30 key informants and a questionnaire survey of 400 respondents. The findings indicate that public participation in food street management was moderate, with customers, tourists, and the general public being the most influential stakeholders. Supporting street food vendors and small entrepreneurs plays a social role by aiding low-income urban populations and contributing to the city's social and economic dynamics. The study proposed the 'Food on Street' ecosystem, which emphasizes the collaboration of various stakeholders, including community leaders, entrepreneurs, hawkers, local merchants, government officials, tourists, customers, and local residents. Additionally, vendors have begun adopting mixed trading methods such as online, on-site, and on-demand services. Transforming food streets into organized Food Truck markets enhances tourism and strengthens local economic systems, contributing to sustainable community development and well-being.

© 2025 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

1. Introduction

The Secretary-General of UN Tourism stated that the primary objectives of UN Tourism include improving individual well-being, protecting the natural environment, promoting economic growth, and strengthening international cooperation. Leading organizations such as UN Tourism, the World Economic Forum (WEF), the World Travel and Tourism Council (WTTC), and Euromonitor anticipate that the global tourism industry will continue to expand in 2024, despite challenges such as economic crises, climate change, and inflation. The impact of the COVID-19 pandemic and geopolitical uncertainties highlights tourism's role in fostering global connectivity, making it a crucial instrument for political and economic transformation (Butler and Suntikul, 2017). In Thailand in 2023, the tourism industry significantly contributed to the country's

tourism GDP through both direct and indirect impacts. The most direct contributors include hotel and accommodation services, along with food and beverage services, retail and souvenir sales, air passenger transportation, and road transport. These sectors together account for 73.75 percent of the total gross domestic tourism product. Indirectly, the tourism industry influences other sectors through production linkages, contributing an additional 7.51 percent to the economy (Zhang et al., 2023).

Tourism, in addition to creating tangible revenue, reflects cultural tourism, which influences local behavior. As tourism is also deeply rooted in culture, it influences performers' expressive behavior and cultural event dancing. In Bhutan's tourism festivals, religious festivals bring together forces of modernity through local youth and tourists (Suntikul, 2018). Street food hawking, for instance, is traditional throughout Southeast Asia, including Singapore and Ho Chi Minh City. Street food emerges as a reflection of the locals and a reaction to the homogenization of cuisine associated with globalizing forces; as such, it is of interest to tourists and worthy of protection (Henderson, 2019).

In Bangkok's urban districts, "food street tourism activities" directly improve the quality of life for inhabitants, as stakeholders participate in driving

* Corresponding Author.

Email Address: phusit.ph@ssru.ac.th

<https://doi.org/10.21833/ijaas.2025.01.022>

Corresponding author's ORCID profile:

<https://orcid.org/0000-0003-0705-221X>

2313-626X/© 2025 The Authors. Published by IASE.

This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

food routes closer to the community; innovative methods are used for communicating with one another during the pandemic and created the format of a moveable food truck or moving kitchen (Food Truck), a blend of "restaurant" and "street food." Currently, it is an interesting business that is becoming a popular trend among modern food consumers. COVID-19 highlights the importance that "food streets" in general positively affect the local quality of life development because they are a source of income that can improve the local merchants' standard of living.

Human resources are another key pillar in tourism. For example, it is a keystone of the Southern African Development Community economy (Rasethuntsa, 2022). Agencies or entrepreneurs play a significant role in Sri Lanka's Community Based Tourism (CBT), making a significant economic contribution. For entrepreneurs, community tourism leads to success in Sri Lanka's tourism industry (Kaluarachchige et al., 2021). Similar agencies are responsible for regulating SMEs in Bangkok and solving problems happening to the local merchants.

In Bangkok, food street management is a social policy implemented by a number of state agencies such as the Ministry of Tourism and Sports, Bangkok Metropolitan Administration (BMA), and the Tourism Authority of Thailand, which work together with other private tourism agencies, especially the tourism of Klong-Lad-Ma-Yom floating market community (Phukamchanoad, 2022). They also influence the economy at the macro level (Eslami et al., 2019). The food streets are regulated in accordance with the existing government measures for public safety. Some temporarily permitted areas are provided as "commercial zones" in this capital city, allowing the citizens and other stakeholders such as local merchants and entrepreneurs to sell their unique products on the food streets. Community leaders, Thai tourists, and foreign tourists who cannot return to their homelands due to the COVID-19 situation are the major customers of these food streets (Gupta and Solanky, 2021; Yusrini et al., 2022).

Nonetheless, food streets in Bangkok are generally centralized by government agencies of each district in which the municipal office of Bangkok Metropolis is responsible for the law and order as well as the activity management of the major commercial streets (i.e. Khaosan Road, Yaowarat Road, Phet Kasem Road, and Lat Phrao Road). Since the local stores in the food streets must be registered to acquire an operation license from the state, their activities are controlled in a top-down manner. This often leads to a lack of participation from the general public, community leaders, and local entrepreneurs (Dahles et al., 2020).

Therefore, it is crucial to encourage public participation, considered the "Inside-Out Blasting" process, which allows the citizens who are the major stakeholders of the food streets to make decisions and develop the areas by themselves. Public participation also prepares them for the external

driving forces for local development in the future. Urban communities need active participation from key stakeholders because sustainable food street management requires genuine collaboration from all sectors (Vara-Sánchez et al., 2021).

The participation of urban networks plays a huge role in area development in the following aspects: 1) collective decision-making, 2) collective operation, 3) mutual benefits, and 4) participatory evaluation. There are seven levels in practical public participation, including 1) collective understanding and acknowledgment, 2) participatory exploration, analyzing, and synthesizing, 3) collective planning and decision-making, 4) collective operation, 5) participation in monitoring, evaluation, follow-up, and revision, 6) mutual interests, and 7) collective responsibility (Phukamchanoad, 2024). When all networks cooperate with one another, fewer street vendors would be arrested due to the clear, effective food street management. Tourists would buy products and services more conveniently because all stakeholders regularly monitor and maintain the law and order of the food streets under the public consensus (Moreno-Gil and Coca-Stefaniak, 2020).

The main objective of the study is to reflect on stakeholders' perspectives and investigate their engagement and creativity in trading during the COVID-19 pandemic in order to drive food street tourist activities in the urban community. Bangkok has three food streets: Ratchawat Road, Dusit District; Khao San Road, Phra Nakhon District; and Yaowarat Road, Samphanthawong District. All three streams were examined to demonstrate the communication ecosystem that exists between locals and tourists. The findings can provide guidance to the government on how to handle tourism in the country more effectively.

2. Literature review

Understanding the stakeholders, perspectives, and participation of individuals in food street activities is crucial for appreciating the social and cultural dynamics of urban communities. This section explores the concepts of perspective and participation, discussing how they influence and reflect individuals' experiences and behaviors in food street environments. By examining these aspects, we can gain insight into how food streets foster community engagement, cultural expression, and economic development. The following are key findings from the literature that guide this research into discovering new knowledge about stakeholders to food streets in Sustainable Tourism.

2.1. Stakeholder theory

Stakeholder theory (ST) is a theory focused on the role of positive executives, emphasizing the system of collaborative activities of two or more persons in support of social responsibility. Stakeholder management, also known as stakeholder strategy, is the process of managing and

integrating the connections, relationships, promotion, and interests of shareholders, employees, consumers, suppliers, communities, and other groups to ensure the firm's long-term success. Executives must create satisfaction for those who have results for the company, including employees, customers, suppliers of production factors, and local community organizations. It is considered the creation of social responsibility for stakeholders, which must be appropriately applied to the actual situation or event. The stakeholder theory has not yet been fully accepted, but it is a guideline to explain stakeholders' social responsibility and social performance, leading to the selection of a framework for work that must identify legitimate stakeholders using qualitative criteria with three characteristics: Power, legitimacy, and urgency (Mitchell et al., 1997). However, when the stakeholder theory (ST) was researched, it was discovered to be a deep theory in corporate ethics and organizational management, although it is still limited to specific sectors of work or groups. To date, no research has sought to evaluate stakeholder theory research to remedy this gap (Mahajan et al., 2023).

2.2. Perspective

The term "point of view" is related to the essential concepts of seeing, feeling, perspective, and attitude toward something. It refers to a basic perspective about facts, policies, and values. The more points of view are shared, the more likely they will reflect individual viewpoints. As with "perspective" and "viewpoint," these terms denote a position from which a person or group observes objects, people, or events and communicates their opinions. "Aspects" refers to the sides, qualities, or traits that the objects of perception or cognition appear to have. These basic meanings are suitable for everyday communication and understanding.

On the other hand, "attitude" represents the level of sentiments and thoughts a person holds about a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event, and 3 Components of Attitude: Affective Component, Behavioral Component, and Cognitive Component (Jain, 2014). In the social psychologist dimension, the term "attitude" refers to our relatively enduring evaluation of something, where something is called the attitude object. The attitude object might be a person, a product, or a social group (Wood, 2000). Some attitudes are more likely to be based on beliefs, some are more likely to be based on feelings, and some are more likely to be based on behaviors (Stangor et al., 2022). This research uses the term "perspective" to describe the feelings observed in the current phenomenon of groups engaging in food street activities in urban communities. It seeks to understand how individuals transmit their viewpoints and reflect their feelings about participating in street food activities based on factual experiences.

2.3. Participation

Participation is a concept that represents democracy and shared responsibility. It involves the collaboration of two or more individuals and reflects collective behavior within a specific context. The term is commonly used in development activities, political science, social work, and community services. Previous studies associate "participation" with related terms such as "public participation," "partnerships and networks," and "area-based stakeholders," all of which refer to the collective actions of a group within a particular area. These actions include shared decision-making, joint planning, mutual benefit-sharing, participatory monitoring and evaluation, and collaborative problem-solving. In the context of area development activities, participation often highlights the diversity of stakeholders working together.

2.4. Urban community development

Communities are classified into different types, such as urban and rural communities. Urban communities typically provide advanced technological developments and more employment opportunities compared to rural areas. However, they are often regarded as more materialistic, whereas rural communities tend to emphasize close social relationships and strong adherence to local traditions and customs. According to the Bangkok Metropolitan Administration's Regulations on Communities and Community Committees B.E. 2555, enacted in 2012, an urban community is defined as a densely populated area with access to public facilities, services, and transportation. Urban areas encompass various community types, including slums, suburban neighborhoods, community housing, high-rise residential buildings, and housing estates. Thai urban communities are characterized by socio-cultural diversity, a fusion of local arts and lifestyles, and a combination of formal and informal developments in public infrastructure and services. They are known for their complexity and diversity, particularly in social and cultural aspects, as they include many hidden communities not typically found in rural areas.

Another study further categorizes communities into five types: environmental, agricultural, non-agricultural, industrial, and urban (Phukamchanoad, 2024). Specifically focusing on urban communities, a study in the Dusit District identified 46 officially registered communities. These communities actively engage in community activities and have established community committees. Despite being influenced by the Sufficiency Economy Philosophy, residents live quite independently, with limited interactions with each other (Phukamchanoad, 2019). The urban community has developed alongside the food street areas in the Dusit, Phra Nakhon, and Samphanthawong districts. In Bangkok, well-developed communities with comprehensive public

services and infrastructure can be densely populated yet remain highly functional and distinct from slums.

The development of urban society is critical, as it directly impacts people and serves as a tool for resolving crises, addressing various difficulties, and producing things that are enjoyable, cheerful, and stable in life. The ultimate goal is to foster an environment where people, society, culture, technological innovation, and the natural environment coexist and rely on one another. This interaction should support and benefit all parties, serve as a protective shield, maintain integrity, seek common ground, and preserve the distinctions among people, society, culture, innovation, and nature. This balance should lead to happiness, mutual support, and ultimately, sustainable and stable societal growth (Phukamchanoad, 2022). Meanwhile, rural area development has been achieved through processes that establish close relationships with grassroots individuals to support the Sub-district Administrative Organization, emphasizing moral roles in self-reliance. This approach has led to mutual assistance and advanced physical, economic, social, cultural, and environmental growth, thereby strengthening communities at a higher level.

To ensure that the benefits of urbanization are fully shared and inclusive, urban growth management policies must provide universal access to infrastructure and social services, with a focus on the needs of the city's poor and other vulnerable groups for housing, education, medical care, decent work, and a safe environment. As the globe continues to urbanize, sustainable development is becoming increasingly dependent on good urban growth management, particularly in low- and middle-income countries (Profiroiu et al., 2020). Local residents, consumers, and tourists in the food street activity areas, which are managed by government agencies as tourist attractions, help generate revenue for locals. The benefits of the food streets directly impact the development of the urban community while also improving the scenery. Supporting scholarships for youth helps public services and convenience for merchants, cart vendors, hawkers, and various stores in the region, gradually enhancing their quality of life.

2.5. Social and economic well-being

"Good quality of life" is the highest goal that every human being expects and strives for, balancing physical needs with realistic goals. A person's quality of life results in well-being, both objective and subjective, and must be considered as it stems from within and includes emotions and satisfaction. Well-being encompasses satisfaction, meeting needs, and achieving what one desires, as well as feeling satisfied. It also includes choice freedom, safety, and access to values that go beyond personal preference.

There are measures of the standard of living in Thailand. Sufficiency, or having "enough to eat, enough to use," is a useful concept to explain well-

being. Similar to the royal advice, national development needs to gradually, establish a foundation that is adequate enough as an initial step for most people by employing techniques and affordable equipment. Theoretically, it is accurate that one's everyday life will truly bring about "happiness." Therefore, the term "sufficiency" is also used to measure well-being.

Thailand's 13th National Economic and Social Development Plan has created a tourist-focused economy by transforming the tourism sector, an important service sector in Thailand, into tourism that prioritizes quality and sustainability. By encouraging tourism that focuses on quality, value, and sustainability, capacity is generated by providing value to services that align with the modern market's direction and trends. The social dimension seeks to lessen the high level of income disparity between the poor and the wealthy. It was discovered that income the average gap between the poorest and richest groups was about 16 times, with the highest income category's income increasing quicker than that of lower-income groups. Meanwhile, low-income people have accumulated more debt continually.

When the economy grows, so does society and the environment, potentially improving people's well-being. The economic and social components of existence are linked to the cultural dimension in terms of living standards and demographic aspects. The development process and resource allocation help reduce problems in society. Social advancement leads to people in society coexisting amicably, fostering social solidarity, and improving people's quality of life, health, intellectual development, and reasoning in the workplace. Environmental elements, the natural environment, and family life also contribute to this improvement. The development of economic, social, and cultural systems in Phetchabun Province showed statistically significant effects on the quality of life at a level of .05 (Saithongphua et al., 2023). In this study, the researcher argues that food street activities play a crucial role in representing the economic and social dynamics of communities, thereby contributing to a sustainable quality of life.

2.6. Food streets in sustainable tourism

Food streets are footpaths where street vendors sell ready-to-eat food and beverages in public. They usually consist of food stalls, food carts, and food trucks. The food sold there is normally the popular local food which reflects the unique eating culture of each country. In Thailand, the 'street food' business generates more than 271,355 million baht per year. Many foreigners recognize 'Bangkok' as the capital city of street food.

Historically, during the early years of the Rattanakosin Kingdom, women from the peasant class were the initiators of these food streets, selling food alongside growing crops. Initially, they started their business at floating markets both on-site and

off-site (as they traveled by boat). Later, with the construction of more roads in Bangkok, the major means of transportation shifted to road vehicles. Consequently, more businesses operated on land, particularly outside the city gate. Vendors moved around more frequently and eventually became 'street vendors.' From the year 1980 onward, street vending rapidly expanded into many labor communities where agricultural culture was replaced by industrial culture. Both mobile and on-site street vending have played a significant role in the Thai economy up to now.

Recent research on the merchants and customers of food streets in Lak Si District, Bangkok, disclosed that most of the merchants had a low level of education and were on average 40 years old or older. More than 75% of the merchants were women. The average value of street vendors' investments was 2,237.48 baht per day, while their average daily income was 3,208.40 per day. During the economic depression period, more women became street vendors. Customers were of all age groups, with the majority (35%) being labor workers earning not over 9000 baht per month. About 40% of the customers bought street products on a daily basis, and 50% spent more than 100 baht for each purchase. Their primary reasons for purchasing street products were convenience, cheaper prices, and intimate interactions between customers and street vendors.

Food streets best reflect culture and communication in tourism, enhancing interaction between communities through religious activities, clothing, cuisine, and souvenirs. Local people have more chances to make contact with tourists on food streets, and each unique tourist attraction influences local people's quality of life. Tourism should be managed by the local people, allowing those with the necessary abilities, products, and working power to manage it at a moderate cost. Food streets can produce cash to improve people's quality of life and the local economy immediately.

Thai street food, in particular, is becoming popular among foreign tourists due to its reasonable prices, suitability for the basic Thai lifestyle, and customization options. Thailand's food streets are recognized as a street food paradise with delectable dishes offering various tastes and dining experiences. There is a wide variety to choose from, including savory food, desserts, fruits, and drinks, available from food carts and hawker stalls. Popular dishes include pad Thai, tom yum goong, massaman curry, papaya salad, green curry, and sweets such as mango sticky rice and assorted fruits. The World Street Food Congress has selected Thai street food as one of the top three most popular foods. For the second year in a row, CNN has selected Bangkok as one of the 23 cities in the world with the finest street food. However, there are doubts about its potential as a long-term tourist attraction.

The key characteristics of street food must convey the cultural and local experience, menu and atmosphere, employee service, main food quality,

value for money, and product attractiveness. Employee abilities, packaging, quantity, tradition, and authenticity strongly affect tourist behavior (Jeaheng and Han, 2020). This is consistent with research on the value of food tourism, which shows that factors such as taste or quality value, health value, price value, emotional value, and prestige value positively affect tourists' attitudes toward local food. While destination food image did not influence the intention to visit the destination for food tourism, it positively affected the intention to recommend local food (Rousta and Jamshidi, 2020).

Street foods combine the authentic culture of the local people and the traditional values by using local resources, contributing to local economies, and maintaining a sustainable tourism system (Ellis et al., 2018; Henderson et al., 2012). Street food is a core motivation for tourists and a main component of their decision-making processes when traveling (Henderson et al., 2012). Street foods also provide opportunities to increase long-term sustainability at tourist destinations (Jeaheng and Han, 2020). This indicates that food street tourism is primarily intended to benefit local communities' grassroots economies, providing low-income people in the capital with access to affordable meals and economic items that everybody can afford.

In summary, food streets are open spaces where a variety of affordable food and products are sold. The products are usually unique and conveniently accessible. Vendors may sell their products and services by walking around, using a cart or a truck, or opening a stall or a shop. They optimize their limited spaces as much as possible, with the main strategy being the ability to move freely and rapidly in response to sudden changes in area management. Street food creates merchant stands and small enterprises, teaching people how to be self-sufficient and earn money to improve their family's quality of life. Not only do they generate money that expands the country's economic circulation system at a micro level, but they also reduce local people's reliance on the state and help mitigate social unfairness. Due to this approach of sustained social development, the standard of living can constantly rise.

3. Research methodology

In this study, mixed methods research was employed to collect data over a period of four months from Ratchawat Road in Dusit District, Khao San Road in Phra Nakhon District, and Yaowarat Road in Samphanthawong District, Bangkok. These districts were selected as the research settings due to their proximity to Suan Sunandha Rajabhat University, which was assigned to select and develop a food street as part of its academic services under the Rajabhat University system. Since this research involved human subjects, the protocols and research ethics documents, as well as the informed consent forms, were signed by the research participants to confirm their agreement to participate. This research project was approved by the Research Committee of

the Suan Sunandha Rajabhat University Institutional Review Board (COE.2-026/2021). The data collection process consisted of 4 steps, each utilizing different research tools:

3.1. Questionnaire for 400 sample groups

For the quantitative research, a questionnaire survey was conducted with 400 samples selected from a populated area of more than 100,000 people in the district. The simple random sampling method was applied to select the questionnaire respondents. The questionnaire was developed from the concept of perspective and public participation. The research team and the Department of City Law Affairs of Dusit District co-created the questions, which included 20 questions on public perception and 35 questions on public participation. These sets of questions passed the reliability test with high values value ($\alpha=0.979$ and $\alpha=0.975$).

3.2. Interview with 30 key informants

In terms of the qualitative research, interviews were conducted with 30 key informants, which included 6 community leaders, 6 community network representatives, 6 Food Street management committee members, 6 representatives from the business and entrepreneur sectors, and 6 representatives from the district offices. The key informants were selected by the non-probability sampling and purposive sampling methods. Telephone interviews were conducted with key informants who were unavailable onsite. There is a method of justifying significant information providers using three criteria: (1) have a stake in Food Street decision-making based on the network's role. (2) have participated in food street activities for at least three years in a row; (3) be a person who is currently working on promoting food street development.

3.3. Focus group discussions

Data was gathered through focus group discussions with representatives from the three food streets, including merchants and government officials. These discussions aimed to find appropriate perspectives for administering food streets designed by, for, and owned by the people, employing a full triangulation method.

3.4. Participant observation on the food street

The researcher engaged in participatory observation on the food streets, examining diagrams that depicted interactive communication between individuals on the food streets. This helped observe phenomena from participatory observation during the food street's inauguration, combining perspectives from three different positions into one comprehensive image. This research selected

participants were chosen for observation based on the following criteria: (1) being an ordinary enterprise selling products on the food street; (2) the shop must have at least two payment channels for purchasing products, such as cash, bank transfer (QR code scan), and digital wallet; and (3) being a street vendor, stall, or permanent shop that is solely for the community.

Regarding quantitative data analysis, the collected questionnaire responses were reviewed, and only complete ones were selected. Each question was previously coded and input in the Statistical Package for the Social Sciences (SPSS) program. By using the SPSS program, the general demographic data was analyzed by descriptive statistics such as percentage, arithmetic mean, and standard deviation. Inferential statistics, including Independent-Samples T-test (T-test) and One-Way ANOVA (F-test), were also used for comparing and testing the data. The scores in the rating scale were interpreted as follows: 1.00-1.80=lowest; 1.81-2.60=low; 2.61-3.40=moderate; 3.41-4.20=high; 4.21-5.00=highest. Pearson Correlation Analysis was used to examine the relationship and influence between attitude variables and participation in area development activities in food street development, with the relationship strength defined as low ($r=.10$ to $.29$), moderate ($r=.30$ to $.49$), or high ($r=.50$ to 1.0) (Pallant, 2013) and multiple regression analysis is the statistical method of the linear model: x_1, x_2, x_3, \dots with $y_1, y = a + bx$.

Meanwhile, the qualitative data gained from the interviews was analyzed by the content analysis approach. The qualitative data analysis process consisted of the following stages: (1) data validation with the research participants (2) data organization, (3) data analysis, and (3) interpretation of the simple compiled data.

Once the data analysis processes had been completed, research and academic service activities such as seminars and workshops were conducted in the Dusit District to share research findings with the local food street administrations in one day. The entire research process of this study was grounded on the conceptual framework co-designed by the four Rajabhat Universities in Bangkok, as well as the concepts of Community-based research (CBR), Design Thinking, the system theory, and Outcome Mapping (Patton and McMahon, 2014; Minati et al., 2016; Phukamchanoad, 2023). The theoretical framework shows the involvement of multiple stakeholders, as illustrated in Fig. 1.

4. Results

The findings of this research were categorized into 4 major themes for the role of food street stakeholders: 1) Stakeholder Perspectives on Urban Food Streets, 2) Level of Public Participation in Urban Food Streets, 3) Suggestions of the Stakeholders on Urban Food Street Management, and 4) Process Innovation of the Stakeholders on Urban Food Street Management.

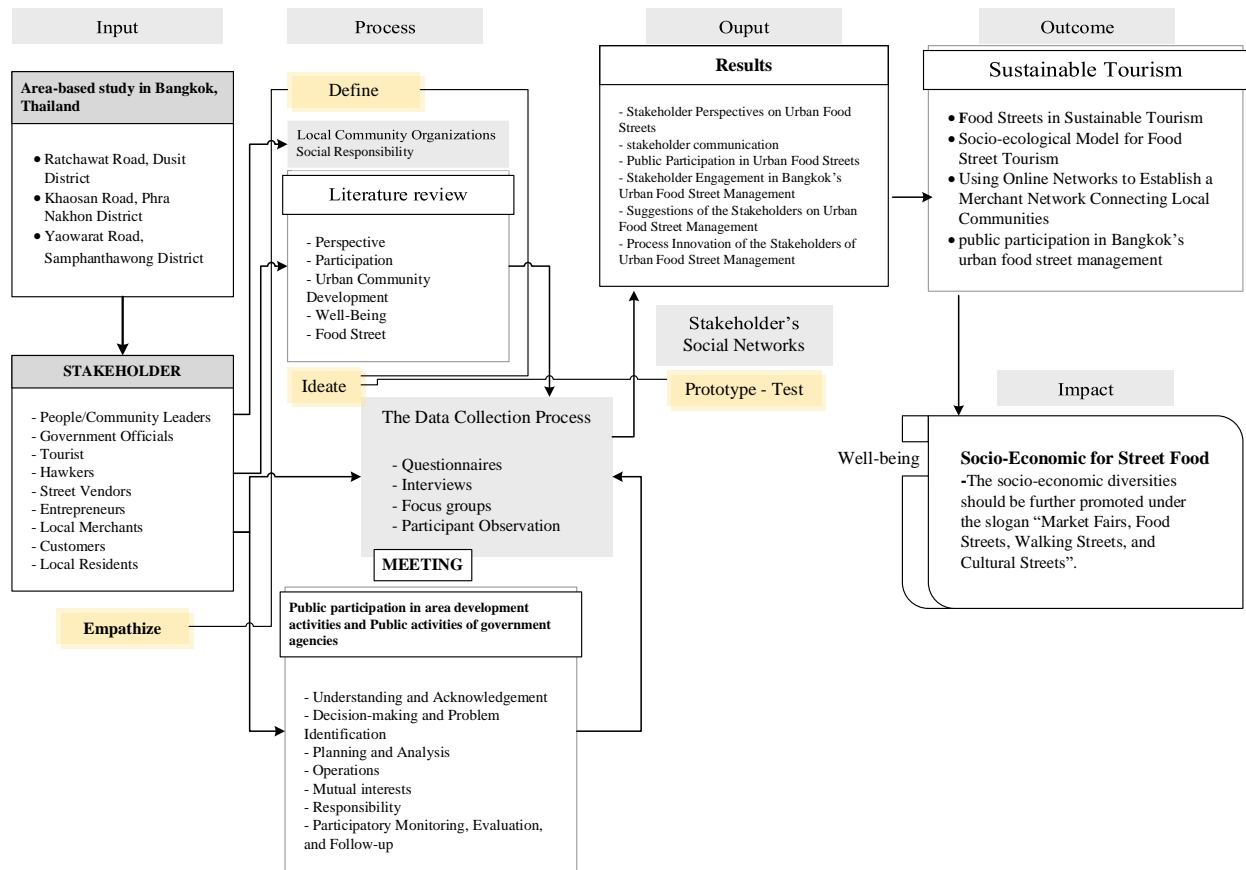


Fig. 1: Theoretical framework using design thinking and system methodology (Patton and McMahon, 2014; Phukamchanoad, 2023)

4.1. Stakeholder perspectives on urban food streets

The phenomenon of trading on food streets (street food) for citizens with storefronts, merchants, hawkers, stalls, and visitors reflects their membership within or outside the community or proximity to the food road area. Factors include the familiarity of merchants and sellers, the longevity of trading careers in the street food area, and the geographical challenges individuals face on the street food street. It was discovered that the COVID-19 epidemic had a negative impact on people's livelihoods in the street food trade. Customers, the general public, and tourists (buyers) were the most affected by the epidemic since their actions impacted entrepreneurs and merchants. Vendors on food streets noted that the majority of individuals on the food streets were "vendors" and "customers." "Private employees" with a salary of 10,000 baht or more indicated that tourists purchasing meals on the food street are a group of private employees who work and live in the region and will be significant consumers.

According to Table 1, most of the research participants were members of a local occupational guild (13.77%). Only a few merchants had close relationships with one another on these food streets (27.05%). Furthermore, groups of people who had the biggest influence on food street businesses were 1) customers, tourists, and the general public (33.57%), 2) local entrepreneurs (20.29%), and 3)

street vendors (20.05%). Based on their participation in the urban food street management, the research participants asserted that the top 5 challenges to street food business operations included: 1) COVID-19 pandemic (33.09%), 2) high maintenance costs and other small fees (23.91%), 3) unregulated hawkers and contaminated food (18.60%), 4) too narrow footpaths for customers and tourists (17.87%), and 5) uncertainty of the temporarily permitted areas policy (16.67%).

The research team examined stakeholder agreements on public participation and government involvement in food street management based on demographic factors such as age, education level, monthly income, and occupation. The findings indicate that public perception of food street development for world-class tourism was highly positive, with an overall agreement score of 4.43.

The highest levels of agreement were found in several key areas. Respondents strongly supported the idea that street food in Bangkok should be diverse to meet the varying demands of customers (4.64) and emphasized the importance of cleanliness and safety in street food (4.63). There was also strong agreement that the government should support all provinces in establishing food streets that offer authentic local cuisine, including E-san, northern Thai, southern Thai, and traditional Thai dishes, and that food street development should not involve banning street vendors or hawkers (4.61). Additionally, respondents agreed that each food street should have volunteered to ensure public

safety for customers, tourists, and locals, that street food prices should be reasonable, and that local merchants should be responsible for maintaining cleanliness in food streets (4.60). They also

acknowledged the government's crucial role in promoting food streets as part of world-class tourism (4.58).

Table 1: Stakeholder perspectives on urban food streets

Stakeholder perspectives on urban food streets	Frequency (amount)	Valid percentage
Social group membership status	80	19.32
Local occupational guilds	57	13.77
Village savings groups/urban community savings groups	9	2.17
Local merchant groups	17	4.11
Relationships between local merchants on the food streets		
Everyone knows each other	50	12.08
Only a few people who run nearby businesses know each other	112	27.05
Local merchants rarely interact with one another	41	9.90
Groups of people who influenced the food street businesses the most		
Family	59	14.25
Street vendors	83	20.05
Commercial building owners	54	13.04
District office	42	10.14
Police	45	10.87
Local entrepreneurs on the food streets	84	20.29
Customers, tourists, and the general public	139	33.57
Challenges to street food business operations		
Bangkok Metropolitan Administration (BMA)'s footpath policy	62	14.98
Conflicts between the local vendors	52	12.56
High maintenance costs and other small fees	99	23.91
Price wars	58	14.01
Unregulated hawkers and contaminated food	77	18.60
Too narrow footpaths for customers and tourists	74	17.87
COVID-19 pandemic	137	33.09
Too strict government measures	66	15.94
Uncertainty of the temporarily permitted areas policy	69	16.67
Lack of vendor support policies/sudden prohibition/sudden relocation announcements from the government	59	14.25

However, the lowest level of agreement was observed for the idea that only the government should be responsible for developing food streets into world-class tourist destinations. This suggests that respondents believed food street development should be a collaborative effort involving multiple stakeholders rather than the sole responsibility of the government. In summary, respondents placed greater emphasis on food variety and safety than on

regulations and management. They supported the availability of diverse and safe food options while opposing the banning of street vendors and hawkers, who they believed contributed to the unique character of each locality. Additionally, they advocated for the establishment of food streets in all provinces to showcase authentic regional cuisine (Table 2).

Table 2: Perspectives on food streets and how to achieve world-class tourism

No.	Stakeholder perspectives on food streets for world-class tourism	Mean	SD	Level
1	Only the government is responsible for developing food streets into a world-class tourist destination	3.58	1.33	Agree
2	Bangkok Metropolitan Administration and district offices can develop food streets into a world-class tourist destination	4.08	1.31	Agree
3	Any development requires cooperation between the 4 players: SMEs, private entrepreneurs, district offices (in Bangkok), and the government	4.20	1.33	Agree
4	Food streets should be operated in Bangkok and coastal cities	4.23	1.45	Agree
5	Walking streets are applicable in Thailand	4.49	1.36	Very agree
6	Street food must be clean and safe	4.63	1.42	Very agree
7	Street food prices must be appropriate	4.60	1.39	Very agree
8	Street food must be randomly checked by the district offices or the responsible networks of the food streets	4.52	1.40	Very agree
9	Every food street should have a network or organization clearly established for its development	4.53	1.39	Very agree
10	Every food street should have volunteers who take care of public safety (for customers, tourists, and local people)	4.60	1.36	Very agree
11	Cleanliness of the food streets can significantly affect the willingness to purchase from customers, tourists, and local people	4.55	1.41	Very agree
12	Local merchants are the frontline responsible for the cleanliness of the food streets	4.60	1.45	Very agree
13	The Environment and Sanitation Department of the municipal office plays a direct role in food street development within their responsible areas	4.51	1.37	Very agree
14	Participation in food street development should arise from the willingness to participate among the local people, merchants, networks, and the public sector	4.50	1.43	Very agree
15	The government plays the most important role in promoting food streets to achieve world-class tourism	4.58	1.31	Very agree
16	Food streets are world-class tourist destinations that can be found anywhere, including Bangkok (the capital city of street food)	4.57	1.37	Very agree
17	The government should encourage all provinces to establish food streets where local authentic food can be found (i.e. E-san cuisine, northern Thai cuisine, southern Thai cuisine, and Thai traditional cuisine)	4.61	1.40	Very agree
18	Food street development does not require a ban on street vendors/hawkers	4.61	1.37	Very agree
19	Street food in Bangkok should have a high diversity in order to respond different demands of the customers	4.64	1.37	Very agree
20	Street vending is a unique identity of food streets, which appeals customers, tourists, and local people	4.56	1.38	Very agree
	Total	4.43	1.19	High

SD: Standard deviation

It could be seen that research participants with different age groups had different perceptions of public participation and government participation in food street management. The research participants

aged not over 50 years had a more positive attitude toward both public participation and government participation than those aged 51 years and over at a significance level of 0.00 (Table 3).

Table 3: Comparison between stakeholder perspectives on urban food street management (age)

Comparison	Age groups	Mean	Source of variance	SS	df	MS	F	Sig
Perspectives on public participation	≤25 years old	4.38	Inter-group	57.947	2	28.974	22.838	0.000*
	26-50 years old	4.68	Intra-group	503.665	397	1.269		
	51 years old ≥	3.37	Total	561.613	399			
Perspectives on government participation	≤25 years old	3.98	Inter-group	29.563	2	14.781	18.708	0.000*
	26-50 years old	3.67	Intra-group	313.672	397	.790		
	51 years old ≥	3.03	Total	343.235	399			

*: Statistically significant at the 0.00 level; SS: Sum of squares; df: Degrees of freedom; MS: Mean square F: F-statistic; Sig: Significance or p-value

Second, research participants with different educational levels also had different Perspectives on public participation and government participation in food street management. The research participants who earned a high school diploma or those with an

equal or higher degree of education had a more positive attitude toward public participation and government participation than those who earned a lower degree of education at a significance level of 0.00 (Table 4).

Table 4: Comparison between stakeholder perspectives on urban food street management (educational level)

Comparison	Educational levels	Mean	Source of variance	SS	df	MS	F	Sig
Perspectives on public participation	Elementary school/junior high school	3.91	Inter-group	83.248	2	41.624	34.544	0.000*
	High school/vocational certificate/high vocational certificate	4.77	Intra-group	478.364	397	1.205		
	Undergraduate	4.84	Total	561.613	399			
Perspectives on government participation	elementary school/junior high school	3.61	Inter-group	5.526	2	2.763	3.248	0.000*
	High school/vocational certificate/high vocational certificate	4.04	Intra-group	337.709	397	0.851		
	Undergraduate	3.78	Total	343.235	399			

*: Statistically significant at the 0.05 level

Next, the research results showed that research participants with different monthly wages had different perceptions of public participation and government participation in food street management. The research participants who earned

more than 10,000 Thai baht had a more positive attitude toward public participation and government participation than those who earned not over 10,000 Thai baht at a significance level of 0.00 (Table 5).

Table 5: Comparison between stakeholder perspectives on food street management (monthly incomes)

Comparison	Monthly incomes	Mean	Source of variance	SS	df	MS	F	Sig
Perspectives on public participation	≤10,000 THB	3.88	Inter-group	86.433	2	43.217	36.106	0.000*
	10,001–15,000 THB	4.40	Intra-group	475.179	397	1.197		
	15,001 THB≥	4.98	Total	561.613	399			
Perspectives on government participation	≤10,000 THB	3.54	Inter-group	10.579	2	5.289	6.312	0.002*
	10,001–15,000 THB	3.95	Intra-group	332.656	397	0.838		
	15,001 THB ≥	3.74	Total	343.235	399			

*: Statistically significant at the 0.05 level

Lastly, the research results revealed that research participants with different occupations had different perspectives on public participation and government participation in food street management. It was

found that students had a more positive attitude toward public participation and government participation than any other occupational groups at a significance level of 0.00 (Table 6).

Table 6: Comparison between stakeholder perspectives on urban food street management (occupations)

Comparison	Occupations	Mean	Source of variance	SS	df	MS	F	Sig
Perspectives on public participation	Students	4.46	Inter-group	93.529	5	18.706	15.745	0.000*
	Merchants	3.84	Intra-group	468.083	394	1.188		
	Private sector	5.06	Total	561.613	399			
	Public sector	4.85						
	Self-employed	4.49						
Perspectives on government participation	Tourists/freelancers	4.54	Inter-group	30.659	5	6.132	7.729	0.000*
	Students	4.19						
	Merchants	3.54						
	Private sector	3.54	Intra-group	312.576	394	0.793		
	Public sector	3.76						
	Self-employed	3.48						
Tourists/freelancers	3.76	Total	343.235	399				

*: Statistically significant at the 0.05 level

The study used participatory observation to show stakeholder communication in the three food street locations, analyzing the contents into a single

diagram that shows the characteristics of people repeating their behavior (Fig. 2).

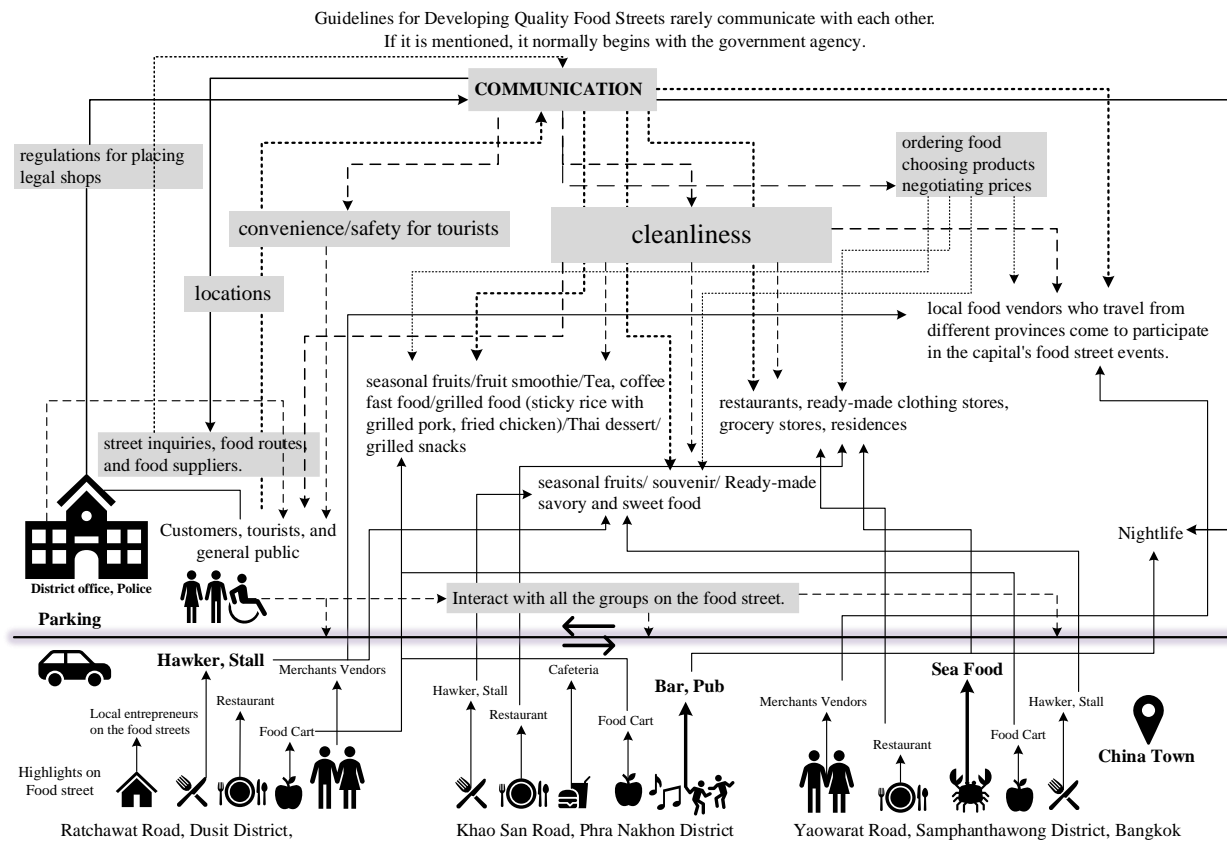


Fig. 2: Stakeholder communication

4.2. Level of public participation in urban food streets

Overall, the level of participation or Engagement in food street development activities organized by government agencies for achieving world-class tourism was relatively moderate ($\bar{x}=3.73$). Considering each aspect, the general public engaged in the aforementioned activities at a moderate level. The most engaged activity was “receiving mutual benefits” ($\bar{x}=4.07$), followed by sharing collective responsibility ($\bar{x}=3.80$), sharing collective understanding and acknowledgment ($\bar{x}=3.73$), making decisions and identifying problems together ($\bar{x}=3.67$), executing collective operations ($\bar{x}=3.64$),

planning and analyzing together ($\bar{x}=3.62$), and engaging in monitoring, evaluation, and follow-up processes ($\bar{x}=3.56$) as shown in Table 7. This indicates that the majority of the respondents received benefits from the food streets altogether. They also shared some responsibility with the government agencies when the food streets were opened. However, they had a lower level of participation in conducting activities (collective operations) and monitoring, evaluation, and follow-up processes. In other words, the general public seemed to engage a lot when they could gain some benefits, but if the activities were too time-consuming, they would engage less.

Table 7: Level of participation in food street development activities organized by government agencies

Participation	Mean	SD	Level
Collective understanding and acknowledgment	3.73	1.07	Moderate
Collective decision-making and problem identification	3.67	1.11	Moderate
Collective planning and analysis	3.62	1.07	Moderate
Collective operations	3.64	1.20	Moderate
Mutual interests	4.07	1.09	Moderate
Collective responsibility	3.80	1.07	Moderate
Participatory monitoring, evaluation, and follow-up	3.56	1.15	Moderate
Total	3.73	0.93	Moderate

In-depth information on stakeholder engagement at 100 percent, measured as the frequency of engaging a role in pushing for food street activities for sustainable tourism to reach a world-class level, showed that community leaders and people in the

Food Road area had the highest engagement (67.39 %), followed by local merchants and street vendors (64.49 %), and the government (63.53 %), as shown in Table 8.

Table 8: Stakeholder engagement in managing food streets for sustainable tourism

No.	Stakeholder engagement	Frequency (amount)	Valid percentage
1	Community leaders and local people	279	67.39
2	Local merchants and street vendors	267	64.49
3	Commercial building owner	146	35.27
4	District official	186	44.93
5	Traffic police	127	30.68
6	Pedestrian or company employee	149	35.99
7	Tourist	198	47.83
8	Government	263	63.53
9	Private sector network	135	32.61
10	People's network partners	120	28.99

In terms of stakeholder-based food street management, the research participants uniformly agreed that food street management necessarily involved stakeholder engagements. They also identified five key stakeholder groups: 1) community

leaders and local people (67.39%), 2) local merchants and street vendors (64.49%), 3) the government (63.53%), 4) tourists (47.83%), and 5) district offices (44.93%), as illustrated in Fig. 3.

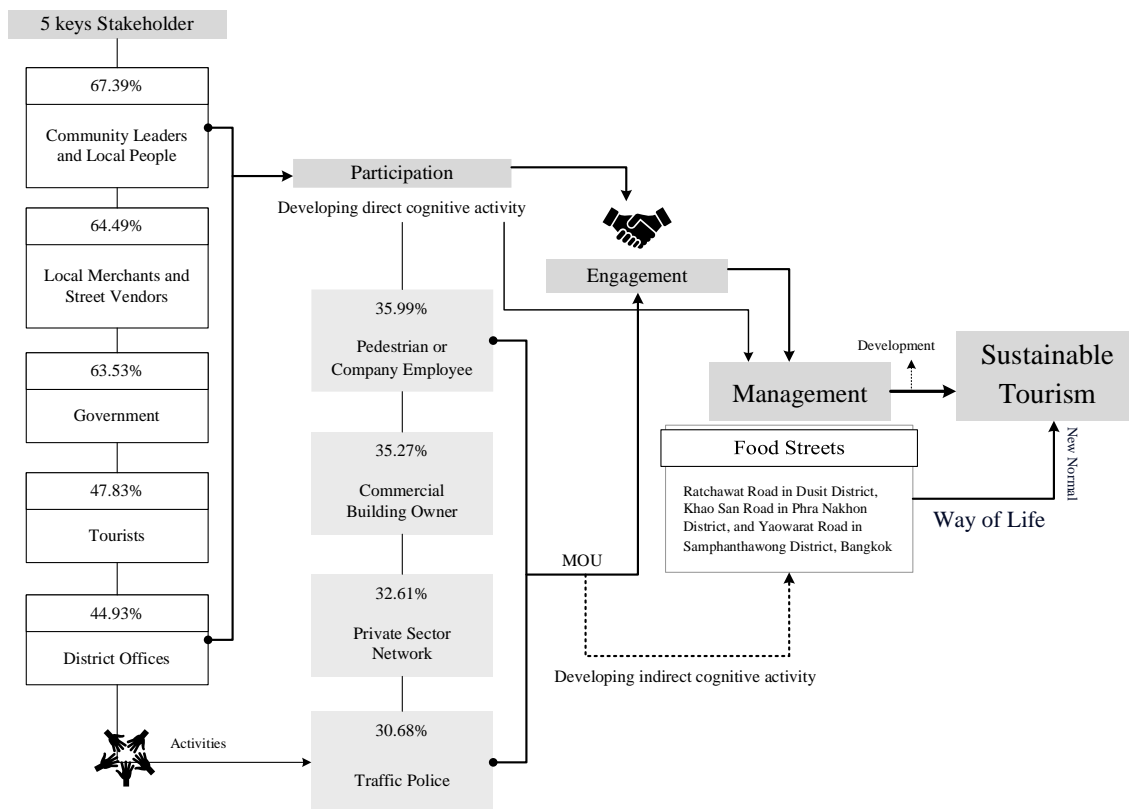


Fig. 3: Stakeholder engagement in Bangkok’s urban food street management

Furthermore, the study found a moderate ($r=0.343$, $P\text{-value}=0.000$) correlation analysis between stakeholders' attitudes and people's participation in the development of urban community food streets in Bangkok, as shown in Table 9. The findings of the stepwise multiple correlation coefficient analysis were statistically significant at the .05 level. The linear relationship between the three variables: Attitude, age, and

occupation (Table 10). The stakeholders' attitude was the best predictor variable equation with a positive impact on participation in the development of the Food Street area, and age and occupation had a negative effect, as shown by the equation: $\gamma = 3.343(\alpha) + 0.269(x1) - 0.309(x2) - 0.114(x3)$ (Table 11).

Table 9: Correlation analysis shows a positive relationship between stakeholders' positive attitudes and public participation in developing urban community food streets in Bangkok

Correlations			
		Stakeholder perspectives on food streets	Public participation in urban food streets
Stakeholder perspectives on food streets	Pearson correlation	1	.343**
	Sig. (2-tailed)		0.000
	N	400	400
Public participation in urban food streets	Pearson correlation	.343**	1
	Sig. (2-tailed)	0.000	
	N	400	400

** : Correlation is significant at the 0.01 level (2-tailed)

Table 10: Stepwise multiple regression analysis's variance

Model: source of variation		SS	df	MS	F	Sig
1	Regression	40.298	1	40.298	52.944*	.000
	Residual	302.937	398	0.761		
	Total	343.235	399			
2	Regression	60.982	2	30.491	42.887*	.000
	Residual	282.253	397	0.711		
	Total	343.235	399			
3	Regression	68.950	3	22.983	33.182*	.000
	Residual	274.285	396	0.693		
	Total	343.235	399			

*: Statistically significant at the 0.05 level

Table 11: Predictor equations for stepwise multiple regression analysis

Model: Source of variation		B	SE	β	T	Sig
Perspectives	x1	0.269	0.036	0.344	7.470	.000
Age	x2	-0.309	0.068	-0.212	-4.573	.000
Occupations	x3	-0.114	0.034	-0.158	-3.392	.001
R= .448		R ² = 0.201	F= 33.182*			
SE _{est} = 0.832		R ² _{adj} = 0.195	a=3.343			

*: Statistically significant at the 0.05 level; SE: Standard error; T: t-statistics; B: Unstandardized coefficient; β : Standardized coefficient

4.3. Suggestions of the stakeholders on urban food street management

According to the interviewees, the food streets in Dusit District were not well-developed. From the interviewees' point of view, the problems of street vending in urban areas were cleanliness and orderliness. If these problems were solved, street vending could become a new charm for tourism. Other countries added value to food streets and street vending towards proper area allocation and health and hygiene management; street closures were not necessary. It should be noted that opening a walking street can affect the local way of living, and the investments may not be worthy enough or may be unsustainable.

Street vending and street food/products should be systematically organized in order to achieve sustainability and peaceful interdependency. In other words, street food should be integrated into the local way of life, and food streets should not be closed to establish walking streets. Most

importantly, the local communities should participate in taking care of the food streets and generating more revenues towards the local products.

Key informants for 30 people provided critical and intriguing information about the development of participation management innovations and the establishment of Bangkok community networks for world-class tourism. It was determined that most of them had yet to demonstrate their participation. It is true that some people make a living from trading. However, it was suggested that you form a network of individuals and groups to connect with one another. Using the community's unique characteristics to create trade practices for the food street and modernize communication technologies. An online network of merchants should be developed to trade things, such as through barter trading, as they have previously done. The illustration shows the following characteristics in Fig. 4.

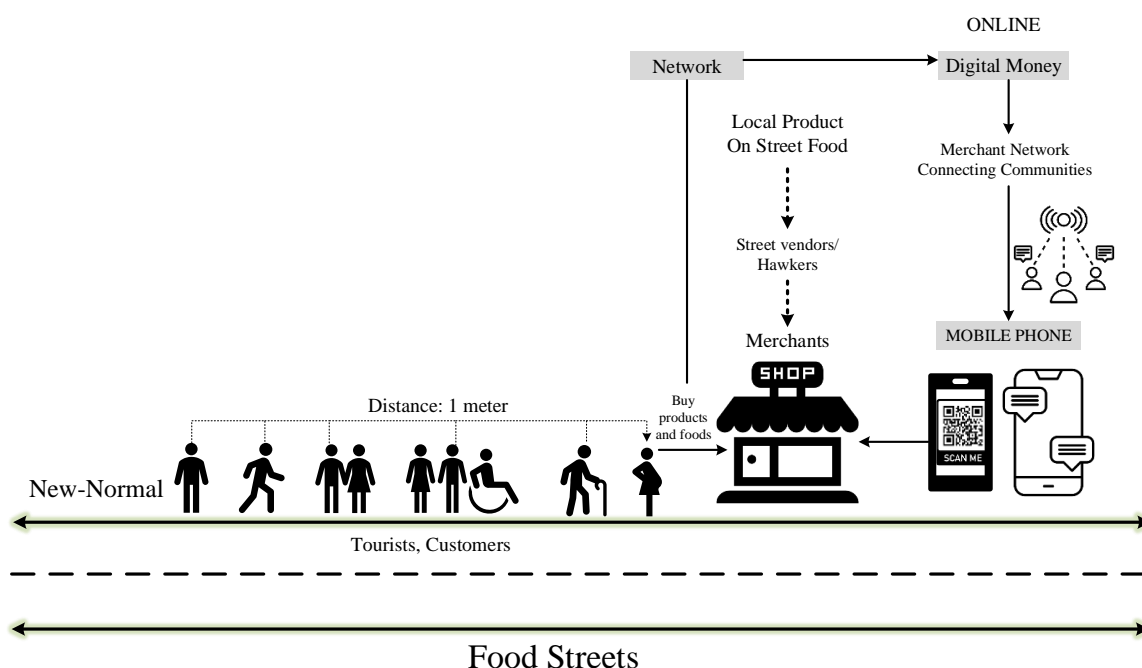


Fig. 4: Using online networks to establish a merchant network connecting local communities

4.4. Process innovation of the stakeholders of urban food street management

4.4.1. Integrating innovative spending on street food

Regarding food street innovations, the research participants provided three major suggestions as follows:

1. Restaurant menu applications should be developed and linked to food-delivery service applications such as Grab Food, Food Panda, Line Man, Uber Eats, GET Food, Skootar, Lalamove, and Happy Fresh (66.67%).
2. Each restaurant should obtain the certification marks/logos of food-safe equipment, materials, and services (62.32%).
3. The government should develop a food street application for promoting local tourism digitally. The application could be called "One Stop food," "Way of food," or "The Walking Street" (44.44%).

4.4.2. Patterns of urban food street management

According to the survey, the research participants recommended potential patterns of stakeholder-based urban food street management, which could be divided into four different styles as shown in Fig. 5. The most favorable pattern was the mixed model (49.76%), followed by the parallel model (15.94%), the bottom-up model (15.70%), and the top-down model (14.25%), respectively. The mixed model proposed the participation of all stakeholders such as local merchants, local residents, tourists, entrepreneurs, and the public sector. Meanwhile, the parallel model offered the establishment of networks

between the public and private sectors, including the local merchants. The bottom-up model represented a food street management approach which was largely mobilized by local merchants and street vendors and then networks, private entrepreneurs, district offices, Bangkok Metropolitan Administration, and the government, respectively. The least favorable pattern, the top-down model, emphasized the mobilization of food street management predominantly by the government policy, followed by Bangkok Metropolitan Administration, district offices, private entrepreneurs, networks, local merchants, and street vendors.

5. Discussions

This study may explain the interactions of society at each level using the Ecological Systems Theory applied to the establishment of a food street network to promote sustainable tourism. This begins with (1) the Microsystem, which focuses on shaping attitudes and interactions among people, sub-merchants, hawkers, and street vendors. (2) The Mesosystem involves building relationships between merchants, entrepreneurs with regular stores on food streets, and community leaders in the area. (3) The Exosystem entails developing work roles and networking partners with officials in local government institutions, mass media, and universities.

The government collaborates in creating food streets. (4) The Macrosystem develops as government policy, in collaboration with the local government sector, announces the formation of a committee to oversee the identification of a sustainable food and tourism region.

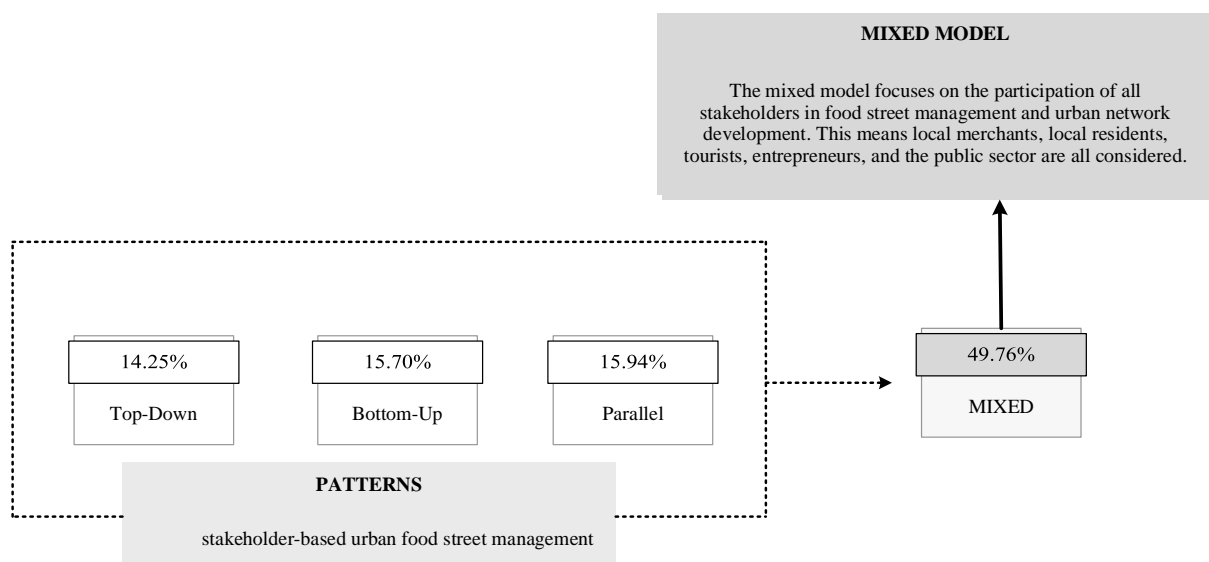


Fig. 5: Patterns of urban food street development suggested by research participants

According to the findings, the most crucial point is the fact that the government should not be a single party responsible for promoting urban food streets for world-class tourism achievement. To put it simply, public participation in urban food street

development should be allowed, with the main purpose of achieving mutual benefits. Based on the research results, this study proposes a conceptual framework for a food street development ecosystem, so-called the 'Food on Street' ecosystem (Fig. 6).

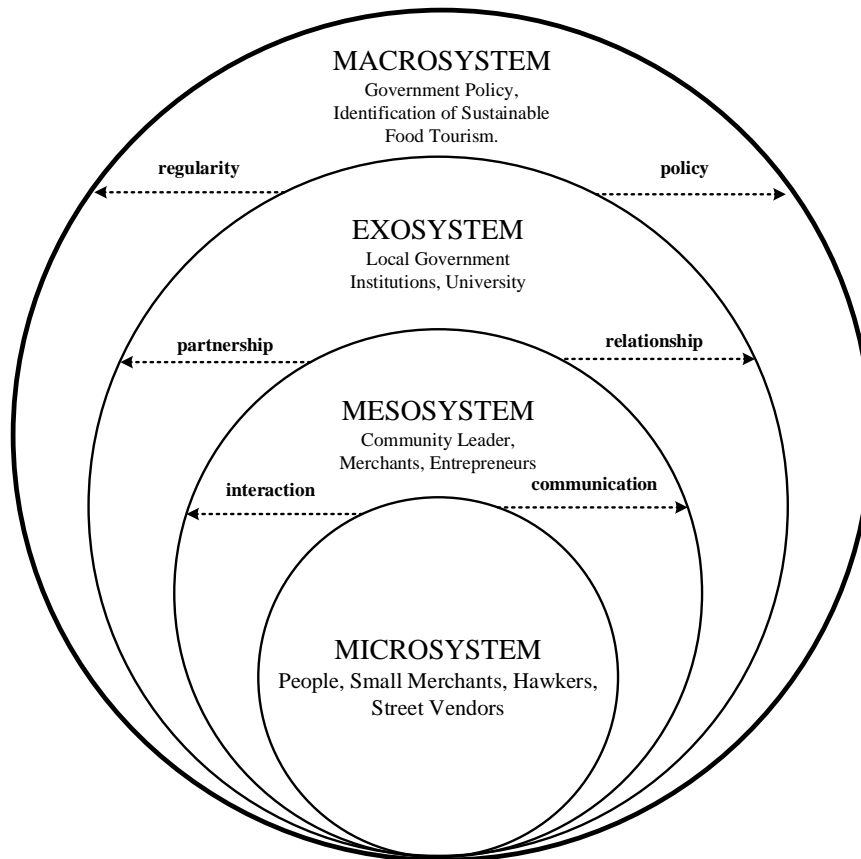


Fig. 6: Socio-ecological model for food street tourism

The application of this ecosystem is expected to enhance Bangkok's food street management effectively. Furthermore, the author has extended the knowledge of stakeholder theory from corporate management to community organizations that manage street food to sustainable tourism, using the concept of management process and network integration, connections, and promotion roles, explaining the groups of stakeholders, as follows: (1) The primary group consists of community leaders and local citizens who live on the food street and have the most important interactions and roles in relation to street vendors, hawkers, and stalls, all of which are integrated with government policies and local governments. (2) A general tourist group that communicates directly with government personnel in charge of food street tourism. (3) Pedestrians and company employees are actual consumers who visit and buy products from general stores, restaurants, and grocery stores on the food street. The final group includes private sector networks, traffic police, and public partners, which are civil society organizations that take part in activities, form social networks and promote street food products to the lowest level. However, all parties are actively working to make food streets into long-term tourist attractions. Furthermore, welcoming interaction (smile) is a positive personality attribute, according to research conducted on Thai people who regularly interact with welcoming smiles to all tourists, which is the first charm encountered regardless of how exhausted they are from work. Moreover, it was discovered that each food street has a signature food,

Somtam (Papaya Salad), which can be found anywhere from street food to floating markets, urban food system, and the government should get involved to promote it. The author believes that the individual's identity, as well as the government's serious support, should be used to communicate and promote food street vendors around the world, whether in Mexico City, Melbourne, Chicago, Hong Kong, London, Uganda, Ho Chi Minh City, Yogyakarta, Bangkok, which all share the same defining features: local food that is eaten on a daily basis, is inexpensive, quick, nutritious, delicious, interpersonal health and cultural (Muyanja et al., 2011; Privitera and Nesci, 2015; Yusuf, 2017). Especially, the need for food streets around the world requires the establishment of a regulatory structure to clean up and curb potential health and environmental hazards (Bouafou et al., 2021).

6. Conclusion

This research explores stakeholder participation in urban street food management in Dusit District, Bangkok, in order to propose a conceptual framework for a food street development ecosystem. The research results showed that the most influential stakeholders were customers, tourists, and the general public. Moreover, there were several characteristics of those people who were more likely to support public participation and government participation: Being under 50 years old, holding a high school diploma or higher, earning more than 10,000 Thai baht per month, and being students.

Even though the overall level of public participation in food street management was relatively moderate, the stakeholders in this research provided a number of solutions to the challenges against street food business operations they listed out. Based on their suggestions, the research team developed a conceptual framework for a food street development ecosystem, so-called the 'Food on Street' ecosystem.

The 'Food on Street' ecosystem was designed using a mixed model that highlighted the participation of all stakeholders in food street management. The stakeholders consisted of community leaders, entrepreneurs, local merchants, government officers, tourists, customers, and local residents. These stakeholders were connected online, on-site, on-demand, and on streets towards individual and community interactions, stores, food applications, and digital platforms. The goal of this ecosystem is to utilize empty spaces in the district by promoting Thai-style food streets or food trucks that are well-organized, clean, convenient, hygienic, accessible, and affordable.

Acknowledgment

This Research is sponsored by Suan Sunandha Rajabhat University (SSRU) and the National Research Council of Thailand (NRCT).

Compliance with ethical standards

Ethical considerations

This study was conducted in accordance with ethical research guidelines and was approved by the Research Committee of Suan Sunandha Rajabhat University Institutional Review Board (COE.2-026/2021). Informed consent was obtained from all participants before their involvement in the study, and their anonymity and confidentiality were strictly maintained. Data collection adhered to ethical principles, ensuring voluntary participation and the right to withdraw at any time.

Conflict of interest

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

References

- Bouafou KGM, Beugré GFC, and Amani YC (2021). Street food around the world: A review of the literature. *Journal of Service Science and Management*, 14(6): 557-575. <https://doi.org/10.4236/jssm.2021.146035>
- Butler R and Suntikul W (2017). *Tourism and political change*. Goodfellow Publishers Ltd., Oxford, UK. <https://doi.org/10.23912/9781910158814-3160>
- Dahles H, Khieng S, Verver M, and Manders I (2020). Social entrepreneurship and tourism in Cambodia: Advancing community engagement. *Journal of Sustainable Tourism*, 28(6): 816-833. <https://doi.org/10.1080/09669582.2019.1706544>
- Ellis A, Park E, Kim S, and Yeoman I (2018). What is food tourism? *Tourism Management*, 68: 250-263. <https://doi.org/10.1016/j.tourman.2018.03.025>
- Eslami S, Khalifah Z, Mardani A, Streimikiene D, and Han H (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel and Tourism Marketing*, 36(9): 1061-1079. <https://doi.org/10.1080/10548408.2019.1689224>
- Gupta S and Solanky M (2021). Tourism in Asia: The troubled history, demanding present and prospective future. In: Sharma A and Hassan A (Eds.), *Future of tourism in Asia: 3-19*. Springer, Singapore, Singapore. https://doi.org/10.1007/978-981-16-1669-3_1
- Henderson JC (2019). Street food and tourism: A Southeast Asian perspective. In: Park E, Kim S, and Yeoman I (Eds.), *Food tourism in Asia: 45-57*. Springer, Singapore, Singapore. https://doi.org/10.1007/978-981-13-3624-9_4
- Henderson JC, Yun OS, Poon P, and Biwei X (2012). Hawker centres as tourist attractions: The case of Singapore. *International Journal of Hospitality Management*, 31(3): 849-855. <https://doi.org/10.1016/j.ijhm.2011.10.002>
- Jain V (2014). 3D model of attitude. *International Journal of Advanced Research in Management and Social Sciences*, 3(3): 1-12.
- Jeaheng Y and Han H (2020). Thai street food in the fast growing global food tourism industry: Preference and behaviors of food tourists. *Journal of Hospitality and Tourism Management*, 45: 641-655. <https://doi.org/10.1016/j.jht.2020.11.001>
- Kaluarachchige IP, Yajid MSA, Khatibi A, and Azam SMF (2021). Entrepreneurship in community-based tourism in Sri Lanka. *Turyzm/Tourism*, 31(2): 87-101. <https://doi.org/10.18778/0867-5856.31.2.05>
- Mahajan R, Lim WM, Sareen M, Kumar S, and Panwar R (2023). Stakeholder theory. *Journal of Business Research*, 166: 114104. <https://doi.org/10.1016/j.jbusres.2023.114104>
- Minati G, Abram M, and Pessa E (2016). *Towards a post-Bertalanffy systems*. Springer, New York, USA. <https://doi.org/10.1007/978-3-319-24391-7>
- Mitchell RK, Agle BR, and Wood DJ (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review*, 22(4): 853-886. <https://doi.org/10.5465/amr.1997.9711022105>
- Moreno-Gil S and Coca-Stefaniak JA (2020). Guest editorial: Overtourism and the sharing economy-tourism cities at a crossroads. *International Journal of Tourism Cities*, 6(1): 1-7. <https://doi.org/10.1108/IJTC-03-2020-174>
- Muyanja C, Nayiga L, Brenda N, and Nasinyama G (2011). Practices, knowledge and risk factors of street food vendors in Uganda. *Food Control*, 22(10): 1551-1558. <https://doi.org/10.1016/j.foodcont.2011.01.016>
- Pallant J (2013). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS*. 5th Edition, McGraw-Hill Education, New York, USA.
- Patton W and McMahon M (2014). *Career development and systems theory: Connecting theory and practice*. 3rd Edition, Sense Publishers, Boston, USA. <https://doi.org/10.1007/978-94-6209-635-6>
- Phukamchanoad P (2022). Community-based tourism product development based on the community identity of Klong-Lad-Ma-Yom floating market Bangkok, Thailand. *Turyzm/Tourism*, 32(1): 59-76. <https://doi.org/10.18778/0867-5856.32.1.03>
- Phukamchanoad P (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok,

- Thailand. Kasetsart Journal of Social Sciences, 44(1): 61-72.
<https://doi.org/10.34044/j.kjss.2023.44.1.07>
- Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. International Journal of Advanced and Applied Sciences, 11(7): 124-137.
<https://doi.org/10.21833/ijaas.2024.07.014>
- Privitera D and Nesci FS (2015). Globalization vs. local: The role of street food in the urban food system. Procedia Economics and Finance, 22: 716-722.
[https://doi.org/10.1016/S2212-5671\(15\)00292-0](https://doi.org/10.1016/S2212-5671(15)00292-0)
- Profiroiu CM, Bodislav DA, Burlacu S, and Rădulescu CV (2020). Challenges of sustainable urban development in the context of population growth. European Journal of Sustainable Development, 9(3): 51-57.
<https://doi.org/10.14207/ejsd.2020.v9n3p51>
- Rasethunsa BC (2022). Tourism skill development initiatives in three Southern African Development Community countries: A policy guide analysis. Turyzm/Tourism, 32(2): 51-68.
<https://doi.org/10.18778/0867-5856.32.2.03>
- Rousta A and Jamshidi D (2020). Food tourism value: Investigating the factors that influence tourists to revisit. Journal of Vacation Marketing, 26(1): 73-95.
<https://doi.org/10.1177/1356766719858649>
- Saithongphua P, Khanthahat P, and Yeunyong T (2023). Economic, social and cultural development affecting the quality of life of people in Phetchabun Province. Journal of Nakhon Ratchasima College, 17(1): 131-145.
- Stangor C, Jhangiani R, and Tarry H (2022). Principles of social psychology. BCcampus Open Publishing, Victoria, Canada.
- Suntikul W (2018). Cultural sustainability and fluidity in Bhutan's traditional festivals. Journal of Sustainable Tourism, 26(12): 2102-2116.
<https://doi.org/10.1080/09669582.2018.1533021>
- Vara-Sánchez I, Gallar-Hernández D, García-García L, Alonso NM, and Moragues-Faus A (2021). The co-production of urban food policies: Exploring the emergence of new governance spaces in three Spanish cities. Food Policy, 103: 102120.
<https://doi.org/10.1016/j.foodpol.2021.102120>
- Wood W (2000). Attitude change: Persuasion and social influence. Annual Review of Psychology, 51(1): 539-570.
<https://doi.org/10.1146/annurev.psych.51.1.539>
PMid:10751980
- Yusrini L, Sochea N, Ashton AS, Ngo TDK, Islam R, Rahmawati S, Ky V, Nhi ALTH, Annuar SNS, and Ting H (2022). An outlook on responsible tourism in Southeast Asia. Journal of Responsible Tourism Management, 2(1): 58-78.
<https://doi.org/10.47263/JRTM.02-01-06>
- Yusuf M (2017). Measuring tourist's motivations for consuming local Angkringan street food in Yogyakarta, Indonesia. Journal of Indonesian Tourism and Development Studies, 5(2): 41-48.
<https://doi.org/10.21776/ub.jitode.2017.005.02.01>
- Zhang H, Liang Q, Li Y, and Gao P (2023). Promoting eco-tourism for the green economic recovery in ASEAN. Economic Change and Restructuring, 56: 2021-2036.
<https://doi.org/10.1007/s10644-023-09492-x>
PMCID:PMC10030344