

Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists in Bangkok.

Wiriya Boonmalert

81 Soi Pattanakarn 20 Suanluang Bangkok, Thailand

wiriya.bo@ssru.ac.th

Abstract. This research project is a survey by objective 1) To study the causal factors, factors that influence the business potential for restaurants to accommodate tourism halal culture on logistics route, thinks in the same sector, ASEAN. Contains the environment factors in the external environment factors. Factors, the availability of resources. A factor of cooperation in halal food production industry chain. To create a trust factor. And competitive advantage in factor 2) To study the causal relationship to increase its restaurant business to accommodate tourism halal culture on logistics route in the ASEAN region 3) In order to check the conformity of the model with empirical data to increase business potential restaurant to accommodate leisure. Halal culture on logistics route in the ASEAN region. By population in this study is. Muslim restaurant in Bangkok. The results of the analysis of the data found that Muslim food establishments, most of which are Muslims then. In addition, users would need to know the main Cook of halal is a Muslim, then. Raw materials must be in accordance with the methodologies of halal with as well. Business owners must be responsible if things that are need to be clean and properly according to Islamic principles. Because the main properties associated with religion. If done wrong, you'll feel the sin which is sensitive. And that is to build trust with our customers is Muslim, so as to meet the required standards of halal food is the subject of cooperation and mutual benefit is Department of Muslim consumers. Entrepreneurs and the nation.

Keywords— Enhancement of Restaurant Business, Halal Culture, Tourist, Bangkok,

INTRODUCTION

Based on the research. Crescentrating Halal tourism experts in Singapore, together with DinarStandard Companies in the US who follow the Muslim lifestyle market find that 2011 Muslim tourists around the world are a niche market with a market value of \$ 126,100 million. The demand is expected to grow by 4.8 percent per year until 2020, compared with a global average of 3 percent, and the number of Muslims worldwide will increase from the current 1,600 million to 2,200 million in the year. 2573 accounted for 26.4 percent of the world population. Halal is a word derived from Arabic meaning that any production, service or distribution that does not contravene the laws of religion can therefore be said to be "halal food". Through the process of mixing, processing, or transforming the doctrine. Is guaranteed Muslims generally can consume food. We can observe the product as a "Halal" or "halal" seal on the side of the packaging.

Halal food is of great interest to Thai society. It is not only Thai Muslims who need to consume halal food. All countries around the world accept quality Thai food. If added to the production halal correct. It will expand the market. Service sector, especially restaurant, restaurant, Halal kitchen in hotels. Must adapt to Halal standards. To accommodate this group of tourists will have increased. The Muslim market has a high potential. There are also Muslim tourists who want to visit Thailand. But there are problems with finding reliable halal food. Hard to find And most of the open service is often not meet the needs of the customer needs. Consumption is a major obstacle to the growth of Muslim tourists. Entrepreneurs who want to scramble these markets.

There should be four areas: personnel, food and management, including religious knowledge. (Halal Food) It is a matter of great interest from Thai society. It is not only Thai Muslims who need to consume halal food. All countries around the world accept quality Thai food. If added to the production halal correct. It will expand the market. Service sector, especially restaurant, restaurant, Halal kitchen in hotels. Must adapt to Halal standards. To accommodate this group of tourists will have increased. The Muslim market has a high potential. There are also Muslim tourists who want to visit Thailand. But there are problems with finding reliable halal food. Hard to find And most of the open service is often not meet the needs of the customer needs. Consumption is a major obstacle to the growth of Muslim tourists. Entrepreneurs who want to scramble these markets.

Thailand is one of the gateways to ASEAN. So to prepare the entrepreneur. In support of the entry into the ASEAN Economic Community And the publicity is widely known. It is a development based on the potential of the area and the quality of life of the people in accordance with the plan to develop the production and economic infrastructure in line with the potential of the area and the needs of the people. Halal food is also an important element in promoting Muslim tourism. Brunei Darussalam, Indonesia and Malaysia. It has become Thailand's main market for food exports. Halal and products Thailand's strengths in agriculture with high quality standards. Halal food industry in Thailand has advantages over other countries in ASEAN. In the 11th National Economic and Social Development Plan (2012-2016), the direction of halal development is set in "Strengthening the agricultural strategy.

Food security and energy ", which sets out ways to increase agricultural productivity throughout the chain of production that supports community production and services in creating value added for agricultural, food and energy based

knowledge creation. Identity products such as food and halal products. It also supports the upgrading of agricultural and food standards to international standards. From the background and importance. The researcher is interested in studying the opportunities of Halal tourism business in the form of trade strategies, investment to empower entrepreneurs, and the readiness of restaurant operators to support Halal culture tourists. In the ASEAN logistics route To be ready for economic change. Trade, investment And future travel To be able to develop Thailand's competitiveness for stability and sustainability.

RESEARCH OBJECTIVES

- 1) To investigate causal factors influencing the enhancement of restaurant business in Halal culture in Bangkok. External environment factors Resource availability factor Cooperation factors in the Halal food industry chain Factors to build credibility. And the competitive advantage.
- 2) To investigate the causal relationship model that leads to the enhancement of restaurant business in Halal culture in Bangkok.
- 3) To check the consistency of the model with empirical data to improve the business potential of Halal restaurant in Bangkok.

LITERARY REVIEW

Nowadays, communication, communication and modern communication are more likely to promote cultural spread. The tendency for cultural diffusion to other fast-paced cultures, a process of exchange of cultural change from outside. When new things happen, they tend to spread to other cultures. Cultural and social change is interrelated because social change is a cultural change that leads to change. And cultural change requires a person. This is the act of being, leading to change as well. Sometimes, the change is slow, it does not affect the way of living of members in society. But in some cases, it quickly changed. Inconsistent and extensive areas that severely affect the way members live in society. Tourism is a path leading to cultural change. If talking about tourism. Or travel means traveling through or planning a trip from one place to another using a vehicle. Be nearby or go to a foreign location. Including all kinds of movements, regardless of purpose. Tourism has many and many meanings.

Tourism must consist of At least three factors are travel, camping and eating out. It determines what the tour is. It must be done from the point of view of all three factors, ie, travel means travel, which travel is counted as travel must have at least three conditions, namely, must be temporary, must be voluntary. Travel And not for occupation. restaurants and beverages It is one of the factors in the spending of tourists. When traveling Catering to tourists Must have national food of tourists and local food. Because both types of food is what tourists want. At present, the restaurant business has expanded rapidly. To meet the needs of tourists and the local people. Halal food, which is the only food of the Muslims, is an unbinded food. In particular, the meat must be halal meat. And do not add Haram or banned foods like liquor or pork fat, etc. Halal meat or animal products. It happens only when the animal is properly slaughtered according to Islamic guidelines. Halal food is a commodity that deals with religious rules. Halal awareness, quality of food, Islamic brand and product mix that affect the willingness to buy non-Halal food packaging in Muslim consumers in Bangkok.

HOW TO CONDUCT RESEARCH

- 1) Population and sample The population interested in this study. Can be divided into 2 groups.

1.1 The group of Muslim restaurant operators in Bangkok metropolitan area has 44 population (shops).

1.2 Government agency is the Islamic Administration Board.

For the group of Muslim restaurant operators. Krejcie and Morgan [8] and the use of stratified random sampling and multi-stage random sampling were used. This is a sampling of the population that is clearly different [9]. And cover the population as much as possible.

For data collection from July to August 2016.

- 2) Sampling

This study uses the Accidental Sampling method to conduct the survey using questionnaire. And using a specific sample selection for conducting interviews using interviews.

- 3) Tool and Tool Quality

The questionnaire was prepared by a panel of questionnaires to study the readiness of entrepreneurs in the operation of Muslim restaurants.

Interviews are tools used to study the management of enterprises in various fields. That corresponds to the style of the Muslim restaurant.

- 4) Data collection

The research project will collect primary data by exploratory interviews from those who are involved. And was used in the design of data collection tools. Primary data collection method is divided into 3 parts.

4.1 Depth interview (Depth Interview) and the method of recording and transcribing interviews. To get the full information.

4.2 Questionnaire collection using Face to Face Survey

4.3 Focus grouping with restaurant operators.

- 5) data analysis

The procedures and methods of data analysis are divided into two types.

5.1 Quantitative data analysis Use statistical processing. By statistical analysis, to find the relationship of the variables from the research.

5.2 Qualitative data analysis. It will be analyzed and synthesized using Content Analysis techniques. After that, both quantitative and qualitative data will be analyzed and integrated into the study.

RESEARCH RESULT

According to the survey, Muslim tourists have different needs than other tourists. Both clothing, food, lodging, travel and shopping. That would be wrong or contrary to religious principles. Most Muslim entrepreneurs are very aware of this. Basic facilities for Muslims are hotels with the Gibbat sign. (Sign of Makkah direction) Signpost to Prayer Room Halal Prayer Halal Toilet with sprinkler for body wash And travel with time for daily prayer. Most establishments lack the preparation of these things. In some of the establishments provided, it is not enough for the amount of people to access. Because the establishment has limited space. Making the place for prayer is not appropriate. In addition to the place for doing business, then. The Muslim food establishments, mostly emulators, Besides, the cook must know Halal or the Muslims. Raw materials must also be processed by Halal. The food is clean and properly cooked according to Islamic principles. What Muslim entrepreneurs do to their customers is what they eat. Because of religious principles. Build confidence in using halal restaurant service as a Muslim entrepreneur.

The symbol of a Halal establishment is to assure the customer of the size, clarity and location of the symbol. Use of technology to identify the location of the establishment. By customers who know the establishment, due to suggestions from the Muslims together. Or acquaintance or acquaintance with the owner of the establishment. Important to develop a medium-sized restaurant in Bangkok. Must get Halal It demonstrates the process of producing fresh and clean food according to the criteria that the religion certifies and passes the criteria. This enhances the credibility of entrepreneurs and the development of the Halal potential. In order for Muslims to consume Islamic halal food correctly. It is safe, safe, and safe from Islamic (Harem) prohibited substances and contaminants. Entrepreneurs gain business benefits of recognizing the correct halal production of Islamic and The country benefits from economic development by the government to support the development of the halal industry as a whole in terms of raw materials development. Marketing Entrepreneurial Manufacturing Facts and Improvements Halal food standards of Islamic organizations To export halal food in the global market.

RECOMMENDATION

- 1) There should be a continuous and concrete leadership in the implementation of Halal. Link integration The work of the relevant departments to drive the halal business.
- 2) The government lacks the main responsibility and links the development of halal. All sectors have consistently performed effectively. There is also a lack of storage systems. And halal services of the country Lack of Halal Law And the halal consumer protection of the country, therefore, affect confidence. Both the global and domestic markets.
- 4) Knowledge creation Understanding and Marketing Raise awareness of the importance of halal business.

REFERENCES

- Chidchan H., 1994. Principles and management of the tourism industry. 7th edition, Bangkok: Ramkhamhaeng University Press.
- Chusit C., 1995. Basic Industrial Components. Tourist Booklet
- Kroeber, A. L. (1944). Anthropology. New York, 1923. Configurations of Culture Growth.
- PHAJONGJIT A., 2000. Changes in Thai society and culture. Bangkok: University Ramkhamhaeng
- Tum C. and Yibbhan P., 1984. The Role of Tourism in Bangkok: Thai Wattana Panich