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# The development of innovative forms local food into creative economy food

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**Abstract**---This study was a mixed research study. The operation was divided into 4 phases: Phase 1 studied concepts related to local food Creative Economy and Techniques for Upgrading Local Wisdom to Creative Development, Phase 2 Build a framework for developing innovative forms of local food to creative economy food, Phase 2 is to develop a traditional food innovation model towards creative economy food, and phase 4 is to study the acceptance and feasibility of the traditional food innovation model to creative economy food. The objectives of this study were to develop innovative forms of local food into creative economy food. The results of the study revealed that the overall creative economy guideline factors were at a high level. Sustainable development was found to be at a high level. The six creative economic guideline variables are 1 ) product differentiation strategy, 2 ) partnership strategy, 3 ) environmentally friendly production strategy, 4) innovation strategy, 5) employee strategy, and 6) strategy marketing able to explain sustainable tourism management at 68.30 percent. The components of the development of innovative forms of local food to creative economy food consisted of 1) the identity of local food 2) community organizations 3) management 4) learning to integrate through the creative economy approach. Using 1) Product Differentiation Strategy 2) Partnership Strategy 3) Environmentally Friendly Manufacturing Strategy 4) Innovation Strategy 5) Employee Strategy 6) Marketing Strategy Evaluation of the innovative model of local food to creative economy food possibility followed by usefulness, accuracy and appropriateness at a high level.

**Keywords**---development, innovation, local food, creative economy.

## Introduction

Thai food, local food is a food culture that should be preserved. Because each local food is a food culture that should be preserved in the style of each culture. These dishes have been cooked from generation to generation. Traditional recipes

are therefore the perfect combination of food types, quantities of vegetables, meats, and seasonings. There is a charm of folk in itself. In addition, local food through learning and knowledge transfer is important to the way of life. Learning and knowledge transfer provides a means to pass on knowledge, expertise and values and practices by telling or making a look at the view from a real example giving practice. It aims for learners to recognize and develop human knowledge and abilities. From learning and transferring knowledge to the new generation who created. Refined eating behavior until it is accepted as a local eating culture that consists of beliefs, values, attitudes and accumulated experiences as rules governing the eating culture of each society, causing food to be classified according to traditions and beliefs [1]. From the above, it can be seen that Local food is regarded as a local cultural capital that accumulates knowledge and conveyed intensely because of the past to the present Local food is generally natural. There is little improvement most of the dishes served are seasonal and are readily available locally. This makes the local food different in each area.

However, local food in each area has been adapted from eating behavior that has been refined until it is accepted as a local eating culture that consists of beliefs, values, attitudes, and accumulated experiences. Rules governing the eating culture of each society causing food to be classified according to traditions, beliefs and values. Some foods, despite their high nutritional value, may be labeled as prohibited foods, such as pork prohibited for Muslims. Forbidden beef for Hindus, or eggs, fish, slang for mothers of the month. (Mother of a new born baby) Lanna people Some food, although unhygienic or not nutritionally important. It may be believed that it is a special food or food that must be eaten on various occasions. For example, Larb is a super food that is indispensable for Lanna traditions or hospitality [2]. Therefore, modifying any undesirable eating habits can be difficult or impossible. Because it is not only a modification of individual eating behaviors, but also an adjustment to the eating culture of the whole society. In addition, the current problem of local food in terms of personnel, there is still a lack of knowledge and understanding about hygiene. Lack of modern tools and technology unstable food quality Food packaging has not been developed to be satisfactory. Lack of development and research on production methods to be accepted among consumers including communities unable to produce food that is unique and comes from their own wisdom [3]. In addition, the behavior of consumers as well as the lifestyle of people in today's society has changed. Therefore, local food should be developed and upgraded to be able to create value for local food while conserving local food and exporting the country's traditional food culture to the international by using culture combined with creative economy ideas to be a driving force for the economy and society Create cultural products.

"Creative economy" is "creating value from human thinking" is a concept that drives an economy based on the use of knowledge, education, creativity and the use of intellectual property wit (Intellectual property) linked to cultural roots. When combined with knowledge, technology and modern innovations lead to Creative Industries or manufacturing industries that rely on ideas. Creativity is an important raw material. "Creative economy" is a concept of economic development with a long history which has been used as one of the main development strategies of many leading countries in the world to serve as a guideline for the country's cultural exports to the international by using culture

combined with creativity as a driving force for the economy and society Create cultural products thinking Create and develop quality products use less resources but get more value. to help spread income to the general public. As the 12th National Economic and Social Development Plan emphasizes on “Economic Development and Thai society to be stable on the basis of sustainable development The Thai society must be a society that is fair and free from inequality. Citizens must be disciplined, awake and learn, have skills and attitudes that are good values. healthy body and a perfect mind, Thailand must be developed. To be able to be the kitchen of the world in terms of food quality and safety. At the same time, the role of the knowledge sector mechanism should be increased. innovative technology and creativity as the main tools for driving the development and expansion of the economic base, along with increasing the productivity of existing production bases and services, as well as expanding existing production and services using digital. and smart technology” (Office of the National Economic and Social Development Board, 2016). Creative tourism is growing rapidly. Food, in particular, has become part of the creative tourism craze. Many areas use local food as an incentive to attract tourists with strange looks, tastes and ingredients. But if there is still a lack of creativity to stand out in the local food culture clearly. From the aforementioned Therefore, the researcher is interested in developing innovative forms of traditional food into creative economy food. By bringing local food culture that indicates the identity and food culture to collect creatively and the development of the original food to preserve and carry on the local food culture add value by applying food and finding different points from new food developments and develop into a creative economy food.

### **Objectives**

- To study the history and the local food culture of Thailand
- To study the conditions, problems and ways to add value to local food for preserving and inheriting unique cultures through the creative economy concept.
- To develop innovative forms of local food into creative economy food

### **Material and Methods**

Study subjects the development of innovative forms of traditional food into creative economy food is a mixed method research, initially using a Systematic Literature Review [4] mixed with qualitative research. to create a conceptual framework The development of innovative forms of local food to creative economy food an approximate research method was used to test the innovative model of traditional food to creative economy food at the end of the research, the operation is divided into 4 phases as follows:

#### **Phase 1: Studied concepts related to traditional food. Creative economy and techniques for upgrading local wisdom to creative development**

1. Exploratory Research using semi-structured interviews.
2. Systematic Literature Review.

**Phase 2: Build a framework for developing innovative forms of local food to creative economy food.**

1. Create and test a questionnaire with 5 experts related to local food development and creative economy.
2. Quantitative research with a sample size 20 times the number of parameters
3. Analyzing the composition of the innovative food model from local food to creative economy food.
4. Analysis of innovative patterns of local food to creative economy food.

**Phase 3: Develop innovative forms of local food to creative economy food**

Apply the framework of the innovative form of local food to creative economy food from step 1 to develop the innovative model of local food to creative economy food.

**Phase 4: studied the acceptance and feasibility of innovative forms of traditional food to creative economy food.**

1. Explore the acceptance and feasibility of innovative forms of traditional food to creative economy food.
2. Analyze the number of people who accept the innovative form of traditional food to creative economy food.

**Results**

**Part 1 Personal Data of the Samples**

The sample group consisted of 400 people, mostly 280 females, representing 70.00 and 120 males, representing 30.00 percent, respectively. Most of them were aged 36-45 years, 165 people, representing 41.25 percent, followed by age 26-35 years old, 159 people, representing 39.75 percent, aged 45 years and over, 69 people, representing 17.25 percent, and under 25 years, 7 people, representing 1.75%, respectively. Most of them had a bachelor's degree, 148 people representing 37.00 percent, followed by Diploma/ High Vocational Certificate 112 persons representing 28.00 percent Secondary Education/ Vocational 81 persons representing 20.25 percent Elementary Level 40 persons representing 10.00 percent and 19 people after bachelor's degree accounted for were 4.75 percent, respectively. Most of them have private business careers of 120 people, representing 30.00 percent, followed by employed in the amount of 93 baht, representing 23.25 percent, government service / state enterprises of 91 people, representing 22.75%, farmers of 65 people, representing 16.25 percent, and others. 31 people, representing 7.75 percent, respectively. Most had income from 10,001 - 20,000 baht, 184 people, representing 46.00 percent, followed by 20,001 - 30,000 baht, 153 people, accounting for 38.25 percent, higher than 30,000 baht, 40 people, representing 10.00 percent and not more than 10,000 baht for 23 people, representing 5.75 percent, respectively.

## Part 2 Creative Economy Approaches

The average of the overall creative economy guideline was found to be at a high level (mean = 3.84). Eco-friendly production strategy followed by marketing strategy Affiliate Strategy innovation strategy Employee strategy and product differentiation strategies, respectively, can be considered in each aspect as follows:

In terms of product differentiation strategy, it was found that it was at a high level (mean = 3.72, S.D. = 0.49). Considering the mean, it can be sorted from highest to lowest mean as follows. Bringing innovations and new forms of products and services by focusing on the management of the new era Marketing Management used to bring local food to the international market followed by Local food identity can be used to create different food products, Traditional food has unique competitive advantages. Specialty in food products and using strategies to differentiate the local food with a special identity that is different from other competitors, respectively.

In terms of partnership strategy, it was found that it was at a high level (mean = 3.72, S.D. = 0.55). Considering the mean, it can be sorted from the lowest mean as follows Creating a network between communities to cooperate in creating the value of local food to creative economy food followed by Community members share their knowledge with food experts, create awareness that Local food has a unique identity and is worth preserving, creating a network of cooperation with relevant agencies, both private and government agencies, in the development of local food to creative economy food and to promote, conserve, restore, inherit local food both in the community and those who like to eat local food, respectively.

In terms of environmentally friendly production strategies, it was found that it was at a high level (mean = 3.95, S.D. = 0.55). Considering the mean, it can be sorted from the highest to lowest mean as follows Bringing local food to develop and create value for local food create learning opportunities and increase the experience for the diners followed by Communicating environmental conservation information that Development of local food to creative economy food does not affect the environment, effective management of local food and the creation of local food that will impress the tasters with good quality standards along with environmental protection, respectively.

In terms of innovation strategy, it was found that it was at a high level (mean = 3.81, S.D. = 0.55). Considering the mean, it can be sorted from the lowest mean as follows Recording or creating a database of wisdom teachers village sage or an expert on local food followed by the development of local food to a modern creative economy food that effectively responds to the needs of the consumers, learning knowledge about innovative local food creations and communities have research and development innovations to develop local food into new creative economic food, respectively.

In terms of staff strategy, it was found that it was at a high level (mean = 3.80, S.D. = 0.55). Considering the average, it can be sorted from the lowest mean as follows the community has community scholars who have knowledge in local

food. By using local wisdom skills that have been accumulated to promote learning within the community, including bringing local food culture to create identity and pride in the community followed by the community has an open mind. have curiosity Have patience, take risks, have a metaphorical mindset, The community provides opportunities and supports creative talent to participate in the development of local food to creative economy food. and the community who play an important role in driving the learning process of the community, the application of local food wisdom at the individual, family, community, etc. levels, respectively.

In terms of marketing strategy, it was found that it was at a high level (mean = 3.94, S.D. = 0.54). The community has a way of presenting. Exchanging valuable local food for diners to receive creative products, The community has formulated marketing strategies to develop local food into creative economy food followed by Communities should focus on attraction. by giving importance to local food with distinctive identity and the community has promoted and promoted the local food of the community to interested parties or other agencies. related continuously, respectively.

### **Part 3 Analysis of Sustainable Development**

Sustainable development was found to be at a high level (mean = 3.94, S.D. = 0.45). Considering the mean, it can be sorted from the lowest mean as follows. Maximizing benefits and reducing negative impacts cultural to the community followed by Maximizing benefits and reducing negative impacts socio-economic to the local community Increasing benefits and reducing negative environmental impacts and effective sustainability management, respectively, can be considered in the following areas:

In terms of effective sustainability management, it was found that it was at a high level (mean = 3.86, S.D. = 0.32). When considering the mean, it can be sorted from the meanest to the lowest as follows. In the process of developing local food, there is a department, department, group or committee responsible for coordinating the management of local food development which involvement between the public and private sectors followed by Resources have been provided to reduce the impact of changes in the local food menu that have been developed. It aims to balance local economic, social, cultural, and environmental needs in order to analyze opportunities for developing local food into creative economy food, everyone has access to contribute to the development of the community's traditional food, the development of local food is a long-term strategy in sustainability management, The strategic plan was developed from the process of public participation. Resources and attractions of local food as well as natural and cultural attractions are regularly assessed. and disseminating information to the public, respectively.

In terms of increasing benefits and reducing negative impacts Socio-economic to the local community was found to be at a high level (mean = 3.97, S.D. = 0.49). Considering the mean, it can be sorted from the highest to lowest mean as follows there is a system that consistently supports public participation in planning and decision-making related to the development of traditional food to creative

economy food followed by opportunities for employment, training, occupational safety and fair income from local food development activities into creative economy food, there is a system that supports and enables entrepreneurs, communities and the public to contribute to community and sustainability projects, there is a system that supports entrepreneurs. local small and medium and promote sustainable local food and fair-trade principles which is based on natural resources and local culture which may include performing arts craft agricultural products, etc., and are assessed, protected and, if necessary, action is taken to restore access to local food. both in natural resources and the culture of local people, respectively.

In terms of increasing benefits and reducing negative cultural impacts on communities and tourists, it was found that they were at a high level (mean = 3.98, SD = 0.50) the following Guidelines have been published and prepared that will enable local food to be developed into a creative economy food, followed by there is a system that ensures the protection and protection of intellectual property rights of individuals and localities, There is a local food development management system, This includes measures to preserve and protect and glorify local food It provides accurate information about local food, The information is culturally appropriate. It was developed through community participation and it is broadcast in a language that most tourists can understand. and have policies and systems to assess Restoration and conservation of local food, respectively.

In terms of increasing benefits and reducing negative environmental impacts, it was found that it was at a high level (mean = 3.94, S.D. = 0.50). There are guidelines and regulations to reduce noise and light pollution. Encourage entrepreneurs to follow the guidelines and regulations followed by there is a system that complies with the law. and local, national and international standards for hunting, capturing, exhibiting and trading plants and wildlife. There is a system to encourage entrepreneurs to measure, monitor, reduce the impact and report to the public on the consumption of local food. There is a system to increase the use of transportation systems that low impact including public transport and transportation systems that do not require energy and there is a system to promote the development of local food to reduce, reuse and recycle. Waste that is not recycled or recycled must be disposed of safely and sustainably, respectively.

#### **Part 4: Results of the analysis of creative economy approaches that affect sustainable development**

The highest determining coefficient (R Square) is 0.683, meaning that the 6 variables are 1) Product Differentiation Strategy 2) Partner Strategy 3) Eco-Friendly Manufacturing Strategy 4) Innovation Strategy 5) employee strategy and 6) marketing strategy Sustainable tourism management can be explained by 68.30 percent, the remaining 31.70 percent due to the influence of other variables. The test results for the relationship of the parent variable and the variable followed by the multiple regressions analysis technique revealed that the parent variable, product differentiation strategy Affiliate Strategy innovation strategy Employee strategy and marketing strategy able to forecast sustainable development statistically significant.

## **Part 5 Results of group interview activities**

### **Issue 1: Current situation of local food**

Past country development resulting in continuous economic expansion Communication and transportation is convenient and fast. More people in urban areas and occupations in the industrial sector change the way of life of the people. This includes health status, people get sick and die due to non-communicable diseases, such as cancer, cardiovascular disease, diabetes, high blood pressure, etc., all of which are mainly caused by food consumption habits of the people. Various situations these make people around the world turn to awareness about the conservation of natural resources protect the environment and return to living in harmony with nature, such as the restoration of local wisdom and Thai traditional medicine Using herbs and eating herbal food, etc. but from the situation global society development Western food consumption effect of advertising ease of purchase. The rushing state of today's society. The way of living has changed, affecting food consumption behavior of Thai people. Some families do not have time to cook for themselves. must rely on one dish fast food and the price is quite economical. These may result in inadequate nutrition or too much There may be chemical contamination. stale in food as well as synthetic substances for food preservation, flavoring, color and flavor that may be harmful "Local food" is an alternative to Thai people to seek good things to return to nature. Prehistoric humans used leaves, grasses, flowers, roots of trees for food and to add flavor, they used the tops of various plants. It is mixed and flavored to have a delicious taste when consumed and healthy good excretory system able to cure illness causing the origins of Thai traditional food to the present. Thai traditional food, there are many different types and flavors. Each type is different according to the culture of each locality or influenced by the eating culture of neighboring countries. Thai traditional food can be divided into 4 regions: Northern, Northeastern, Central and Southern.

### **Issue 2: Approaches to developing local food into creative economy food**

Approaches for the development of local food to creative economy food Starting with community members participating in management. for the benefit of the community by focusing on creating interactions by taking into account the sustainability of the environment, society, culture and community to participate in joint thinking, planning, doing, sharing responsibility and share the benefits to make the community the most beneficiary resulting from the development of local food to creative economy food. Create an opportunity to exchange knowledge with visitors who have different cultures, traditions, lifestyles and lifestyles to seek new experiences, to realize the value of culture, traditions and way of life in the places visited by tourists. When it can be developed into creative food, it should lead to income distribution to the community. Create jobs and generate income for people by having to set clear goals Everyone in the community should be involved.



### **Issue 3: Factors affect the success of the development of traditional food into creative economy food**

It has to start with understanding the community members to see the benefits of developing local food into creative economy food must have opinions and asking for cooperation from all sectors in the community or community members to participate in tourism management together to build a network together to study the potential of the community and the possibility of developing local food into creative economy food. The key factor is Local food must be able to attract both the taste and the uniqueness of the food. It is related to natural resources, traditions, culture, community way of life. coordinate systematically have a good understanding of the development of local food into creative economy food Save or create a database of wisdom teachers village sage or an expert on a variety of local food including communities who feel cherished for natural resources, culture or things that are their roots.

### **Issue 4: The application of creative economy concept in the development of local food to creative economy food**

Importantly, the knowledge base that can be used to build on ideas like this can be generated by human capital, such as education and training that bring about new ideas cultural capital, such as Thai traditional culture and social capital, such as local customs and knowledge, etc. However, the development of the creative economy in community-level development is possible must contain Implementation of the 4 P strategy along with the action, consisting of 1. Community (People), 2. Product, 3. Tourism (Place), and 4. Preserve. Have a focused drive plan to answer and be appropriate according to the condition of the problem and community and local needs. There is capital from within the locality that can be used to build on create a process of participation and create a sense of belonging. Creativity must come from knowledge that is built on research bases through networking and alliances both at the community level and in academic networks.

### **Part 6: Development of innovative forms of local food into creative economy food**

The community must bring the elements of the development of innovative forms of local food into creative economy food. which consisted of 1) the identity of local food 2) the aspect of the community organization 3) the aspect of the management 4) the aspect of learning to integrate through the creative economy approach using 1) Product Differentiation Strategy 2) Partnership Strategy 3) Environmentally Friendly Manufacturing Strategy 4) Innovation Strategy 5) Employee Strategy 6) Business Strategy market.

### **Conditions for elements of community-based tourism management**

Component 1 Natural Resources and Culture. The community must consist of a rich natural resource base suitable for the development of local food to creative economic food production methods that rely on and use natural resources in a

sustainable way. There is a cultural base that is used as an anchor to be able to develop local food into creative economy food with quality and culture.

**Component 2 Community Organization.** The community had to create sages or people with knowledge and skills in local food. Emphasis is placed on the participation of communities and people from the beginning to the end of the process. Build understanding within the community be strong feeling of ownership and taking part in the process of developing local food into creative economy food.

**Component 3 Management.** The community must have a system to manage the learning process among villagers. Build awareness of local food preservation. There are rules and regulations for managing the environment, culture and local food. There is a fair distribution of benefits. There is a fund that contributes to the economic and social development of the community. There is an organization or mechanism for managing tourism and can be linked to the development of local food to creative economy food.

**Component 4 Learning.** The community must have a system to manage the learning process between the villagers and the community philosophers on local food. Awareness of building awareness about the conservation of local food and culture has the nature of the process of creating awareness activities and understanding of different local foods. Relationships are built within the community and external relations should be linked to the development of local food to creative economy food.

### **Creative economy approach**

1. **Product Differentiation Strategy.** There is a guideline for the operation, namely bringing new product and service innovations by focusing on the management of the new era. Marketing Management used to bring local food to the international market Create an identity of local food that can be used to create different food products because traditional food has unique competitive advantages.
2. **Partnership Strategy.** There is a way to do this: create a network between communities to cooperate in creating the value of local food to creative economy food. Community members share their knowledge with food experts. create awareness that local food has a unique identity and is worth preserving. Creating a network of cooperation with agencies involved in the development of local food into creative economy food.
3. **Environmentally friendly production strategy.** There is a guideline for the operation, namely bringing local food to develop and create value for local food. Create learning opportunities and increase the experience for the diners. Communicating environmental conservation information that Development of local food to creative economy food does not affect the environment and the creation of local food that will impress the tasters with good quality standards along with environmental protection.
4. **In terms of innovation.** There are guidelines for implementation. There is a process of recording or creating a database of wisdom teachers. Village sage or an expert on local food the development of local food to a modern creative

economy food that effectively responds to the needs of the consumers. Learning knowledge about innovative local food creations. The community has researched and developed innovations to develop local food into new creative economic food.

5. Employee strategy. There is a guideline for the operation, namely the community has a community sage who has knowledge in local food by using local wisdom skills that have been accumulated to promote learning within the community. Bringing local food culture to create identity and pride in the community open community. Provide opportunities and support creative people to participate in the development of local food to creative economy food.
6. Marketing strategy. There is a guideline for action, namely the community has a channel to present. Exchanging valuable local food, the community has formulated marketing strategies to develop local food into creative economy food. Communities should focus on attraction by giving importance to local food that has a distinctive identity, the community has continuously promoted and promoted the local food of the community to interested parties or other relevant agencies.

#### **Part 7: The results of the evaluation results of the innovative form of local food to creative economy food**

The assessment of the model of traditional food innovation model to creative economy food overall, it was found that it was at a high level. When considering the mean, it can be sorted from least to greatest as follows: probability, followed by usefulness, correctness, and appropriateness, respectively.

#### **Discussion**

Factors in the creative economy as a whole at a high level, including environmentally friendly production strategies followed by marketing strategy affiliate strategy innovation strategy employee strategy and product differentiation strategies. Sustainable development was found to be at a high level, including increasing benefits and reducing negative impacts cultural to the community followed by Maximizing benefits and reducing negative impacts socio-economic to the local community, increasing benefits and reducing negative environmental impacts and effective sustainability management. The highest determining coefficient (R Square) is 0.683, meaning that the 6 variables are 1) Product Differentiation Strategy 2) Partner Strategy 3) Eco-Friendly Manufacturing Strategy 4) Innovation Strategy 5) employee strategy and 6) marketing strategy Sustainable tourism management can be explained by 68.30 percent, the remaining 31.70 percent due to the influence of other variables. The test results for the relationship of the parent variable and the variable followed by the multiple regressions analysis technique revealed that the parent variable, product differentiation strategy affiliate strategy innovation strategy employee strategy and marketing strategy able to forecast sustainable development statistically significant. In line with Supattra Khamhaeng's research, marketing strategies for local food products for sustainable development. Local food related to consumer behavior and eating behavior Food quality related to consumer behavior. Local food product marketing strategy search results affect the performance of local

food products. Therefore, it can be concluded that it is consistent with the empirical data on marketing strategies of local food products. Marketing promotion, price, place of sale physical appearance process personnel Customer Service.[5]

Approaches for the development of local food to creative economy food Starting with community members participating in management. for the benefit of the community by focusing on creating interactions by taking into account the sustainability of the environment, society, culture and community to participate in joint thinking, planning, doing, sharing responsibility and share the benefits to make the community the most beneficiary resulting from the development of local food to creative economy food. Create an opportunity to exchange knowledge with visitors who have different cultures, traditions, lifestyles, and lifestyles to seek new experiences, to realize the value of culture, traditions and way of life in the places visited by tourists. When it can be developed into creative food, it should lead to income distribution to the community. Create jobs and generate income for people. Everyone in the community should be involved. Applying the concept of creative economy in the development of traditional food to creative economy food, it is important that a knowledge base that can be used to build on this kind of capital-based thinking can be generated through human capital, such as education and training at lead to new ideas Cultural capital, such as Thai traditional culture and social capital, such as local customs. However, the development of the creative economy in community-level development is possible must contain implementation of the 4 P strategy along with the action, consisting of 1. Community (People), 2. Product, 3. Tourism (Place), and 4. Preserve. This is consistent with the research of Kanokwara Phuangprayong on the role of creative economy and creative behavior in developing and upgrading Thai community enterprises by applying the concept of creative economy and creative behavior as a mechanism for developing and upgrading [6]. Thai community enterprises to be “creative organizations”, Thai community enterprises need to rely on the use of creativity as “creators” to carry out activities. Production of goods and services that are in line with the economic system in the age of globalization. Corresponding to the research of Siripong Untornphan and Samphan Polaphak on the management of community creative economy promotion in Nakhon Nayok Province according to the philosophy of sufficiency economy an important management development approach is that the province should manage the promotion of creative economy in terms of personnel, tools/equipment, and transfer knowledge to community enterprise groups seriously and continuously. [7] The key factor contributing to the successful management development approach is the government's continually clear policies for promoting community creative economy. Provincial executives should have a good vision including providing budget support adequate and integrated functionality.

The development of innovative forms of local food to creative economy food. The community must bring the elements of the development of innovative forms of local food into creative economy food which consisted of 1) the identity of local food 2) the aspect of the community organization 3) the aspect of the management 4) the aspect of learning to integrate through the creative economy approach. Using 1) Product Differentiation Strategy 2) Partnership Strategy 3) Environmentally Friendly Manufacturing Strategy 4) Innovation Strategy 5)

Employee Strategy 6) Marketing Strategy. Consistent with the research of Preecha Muneesri (2020), the creation of local food identity and promotion mechanisms Chawang District Community Tourism Nakhon Si Thammarat Province. This study presents the process of bringing local food identity of Chawang District into the process of upgrading local wisdom to creative tourism by conservation, rehabilitation, application, reconstruction to create new activities.

## **Conclusion**

Local food is food that is consumed in daily life. And it is a food that is consumed on various occasions such as food during religious traditions. Traditions of making merit on important occasions such as making merit for housewarming, weddings, ordination, and food during the transition of life or sickness. Local food or local food is not only delicious, mellow and varied, but also unique that indicates the culture and wisdom of Thai people. In each locality that has been developed into healthy food Thai traditional food is a nutritious balanced food, a perfect blend of types and quantities of food. Most of which have rice as a staple food, maybe rice or Sticky rice depending on the locality and often it is brown rice, which is rich in important vitamins. The cooking is boiling, curry, yam salad, with simple cooking, not meticulous, does not take much time. Use less oil for cooking. Not much meat was used. Protein sources are from fish, chicken, eggs, pork and other animals. Some local all ingredients are herbs derived from nature. And most importantly, whether it is a variety of local food that can be found, can be cooked or used as a dipping sauce for various types of chili or simmering dishes. As for the satisfaction in taste or deliciousness of food, there are no fixed rules. It can be seen that Thai traditional food is low-fat but high-fiber. It is nutritious, including vitamins, minerals, enzymes, fatty acids.

It is safe from chemicals and also has wonderful medicinal properties that are hard to find in other foods. At the same time, it also promotes good relationships among family members who have the opportunity to talk during meals. As well as to conserve and develop Thai food to be invaluable to Thai people forever. Therefore, local food It is unique that expresses the culture of each locality. The local food of the villagers relies on the surrounding nature and is simply prepared. Diversified. It is unique and has a delicious taste. Local food is a combination of food types, quantities and types of local vegetables. Meat and seasonings perfectly. Satisfaction with the taste of food, or Deliciousness has no fixed rules. Which each local person will receive and learn from a young age.

Therefore, the study of the development of innovative forms of traditional food into creative economy food is a mixed method research, initially using a Systematic Literature Review (Fink 2013) mixed with qualitative research. To create a conceptual framework the development of innovative forms of local food to creative economy food An approximate research method was used to test the innovative model of traditional food to creative economy food. Therefore, the following conclusions were drawn:

1. Bringing innovative products and services to new forms by focusing on the management of the new era Marketing Management used to bring local food to the international market Create an identity of local food that can be used

to create different food products because traditional food has unique competitive advantages.

2. Build a network between communities to cooperate in creating value of local food for creative economy food. Community members share their knowledge with food experts. Creating a network of cooperation with relevant agencies, both private and government agencies, in the development of local food to creative economy food, promotion, conservation, rehabilitation, inheritance of local food both in the community and those who like to eat local food.
3. Bringing local food to develop and create value for local food create learning opportunities and increase the experience for the diners Communicating environmental conservation information that development of local food to creative economy food does not affect the environment effective management of local food and the creation of local food that will impress the tasters with good quality standards along with environmental protection.
4. There is a process of recording or creating a database of wisdom teachers. Village sage or an expert on local food the development of local food to a modern creative economy food that effectively responds to the needs of the consumers. Learning knowledge about innovative local food creations the community has researched and developed innovations to develop local food into new creative economic food.
5. The community has community scholars who have knowledge in local food by using local wisdom skills that have been accumulated to promote learning within the community. Bringing local food culture to create identity and pride in the community open community. Provide opportunities and support creative people to participate in the development of local food to creative economy food.
6. Communities have channels to offer valuable local food exchanges so that diners can get creative products. The community has formulated marketing strategies to develop local food into creative economy food. Communities should focus on attraction by giving importance to local food that has a distinctive identity; the community has continuously promoted and promoted the local food of the community to interested parties or other relevant agencies.

Offer a valuable local food exchange for diners to receive creative products. The community has formulated marketing strategies to develop local food into creative economy food. Followed by Communities should focus on attraction. By giving importance to local food with distinctive identity, and the community has promoted and promoted the local food of the community to interested parties or other agencies. Continually related.

However, the innovation of local food to creative economy food as a whole was found to be at a high level. When considering the mean, it can be sorted from least to greatest as follows: probability, followed by usefulness, correctness, and appropriateness, respectively.

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