

EXPLORING STRATEGIES TO IMPROVE THE SERVICE QUALITY OF FOOD IN COMMUNITY-BASED ECOTOURISM: A CASE STUDY OF TRAPEANG SANGKE COMMUNITY-BASED ECOTOURISM, KAMPOT PROVINCE

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Abstract

Trapeang Sangke Community-Based Ecotourism is a well-known community in Kampot province and also an attractive ecotourism area. TPSK CBET still faces some issues related to food service that require the CBET to further strengthen food services to meet the needs of tourists. As for the problems with the food service are lack of service providers, poor food hygiene, limited food quality standards, as well as hospitality of food service, including with a number of other issues. TPSK CBET is trying to address these issues as quickly as possible to improve the food service sector in order to attract more tourists and provide income for the CBET, especially local CBET as a whole. In the meantime, the research finds out the strategies to provide for improving the food service quality in Trapeang Sangke Community-Based Ecotourism. In addition, this research has four main questions such as: 1) What are quality and food service? 2) What is the tourists' perception on the service quality of food? 3) What are the factors that influence service quality of food? 4) What are the strategies to provide for improving the service quality of food?

Keywords: Service quality, Food service quality, Food service improvement, CBET

1. Introduction

1.1. Overview of Tourism Evolution in Cambodia

Tourism in Cambodia is also an important sector contributing to Cambodia's economic development. Cambodian people can earn significant income from tourism because tourism in Cambodia has increased from year to year. This increase is due to Cambodia having a lot of tourism potential that attracts tourists to visit Cambodia. But over the last year and now, the whole world, including Cambodia, has been facing the crisis caused by COVID-19 pandemic, which has severely affected world tourism and Cambodian tourism as well. Cambodian tourism has declined since COVID-19 spread in late 2019. In 2018, Cambodia received 6.2 million tourists, an increase of 10.7% compared to 2017, which means tourism growth in 2019 was declined by 2% compared to 2018 (VOD, 2020). In 2019, according to spokesman of Ministry of Tourism, Cambodia received 6.7 million tourists, an increase of 8% compared to 2018, the number of tourists visiting Siem Reap has declined, but visitors to Sihanoukville, Kep, Kampot, Mondulhiri, Ratanakiri, Kratie and Stung Treng are on the rise and the number of visitors to visit natural and ecotourism site was increased significantly. In 2020, Cambodia received 1.31 million international tourists, a decline of 80%, and received 9 million domestic tourists, a decline of 20% compared to 2019, the decline was due to COVID-19 pandemic (MoT, 2020).

Table 1 International Tourist Arrivals in January - November 2020

1. International tourist arrivals in January - November 2020						
	Inbound tourism			Share (%) 2020*	Change (%)	
	2018	2019	2020		19/18	2020*/19
Air	3,683,783	4,051,221	746,133	58.0	10.0	-81.6
Phnom Penh Int'l Airport (PNH)	1,738,767	1,896,773	434,515	33.8	9.1	-77.1
Siem Reap Int'l Airport (REP)	1,745,983	1,517,226	240,903	18.7	-13.1	-84.1
Kong Keng (KOS)	199,033	637,222	70,715	5.5	220.2	-88.9
Land and Waterways	1,762,169	1,846,909	539,941	42.0	4.8	-70.8
Land	1,633,937	1,717,061	488,447	38.0	5.1	-71.6
Waterways	128,232	129,848	51,494	4.0	1.3	-60.3
Total	5,445,952	5,898,130	1,286,074	100.0	8.3	-78.2

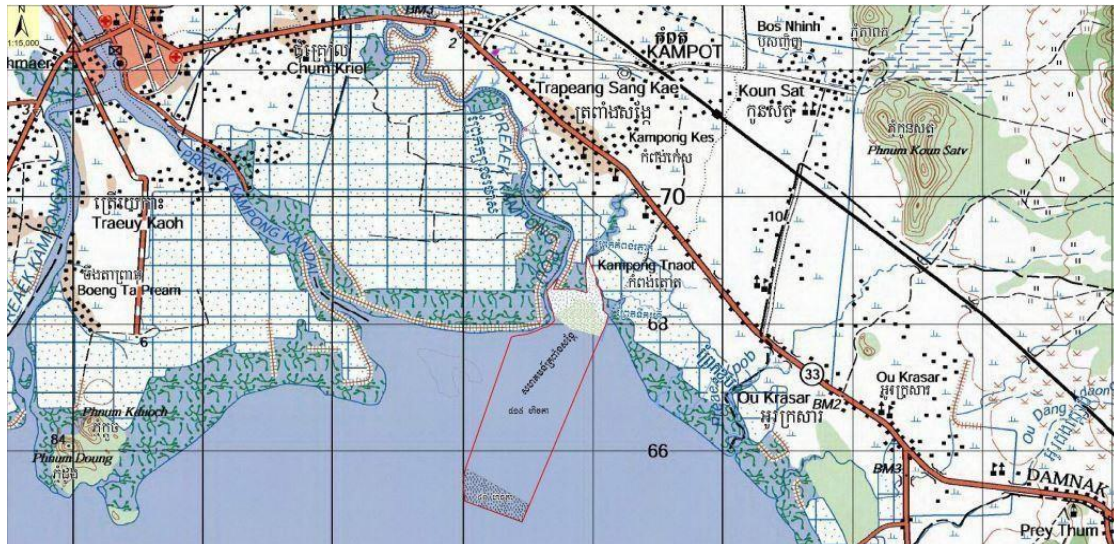
Source: MoT 2020

1.2. Background of Study Site

People living in Trapeang Sangke village began to engage in various jobs, at which time there was no division of fishery region and conservation areas (CEDT, 2017). Due to the problem of illegal fishing, anarchic deforestation and during 2004 and 2005, there were a number of other issues, such as land issues, projects development, powerful people encroach on land and destroy mangrove forests and the sea through their project development. Because of all these problems, the people and all stakeholders have established a community called Trapeang Sangke CBF, on July 10, 2009, registration with the Ministry of Agriculture, Forestry and Fisheries in 2011, with the support of relevant departments, partners, and civil society

organizations, such as: Department of Environment, Department of Tourism, Fisheries Administration, Actionaid Cambodia, FAO, FACT, PLAN, EU, CEDT, Forum Syd, and CWDC (CEDT, 2017).

Figure 1 Map of Trapeang Sangke CBET



Source: CEDT 2017

According to CEDT (2017) mentioned that Trapeang Sangke CBF was formed in 2009 with 758 members, and 369 are women of 758 members that were registration and community is located in three villages, there are Trapeang Sangke village, Trapeang Thom village, Kompong Kes village, Trapeang Sangke commune, Teuk Chhou district, Kampot province, and in 2014 this community became Trapeang Sangke CBET because of establishment ecotourism area that can provide income to the local community.

Table 2 Tourist Arrivals in TPSK CBET from 2016 - 2020

Years	National Tourists	International Tourists	Total
2016	5,506	772	6,280
2017	9,988	876	10,864
2018	43,697	926	44,623
2019	48,898	698	49,596
2020	32,719	35	32,754

Source: Sareb 2021

1.3. Research Rationale

1.3.1 Contextual Problem

The arrival of international tourists is growing rapidly, especially Chinese tourists, Cambodia has faced a shortage of supply of some services, and one of those services is food service (Prak, 2018).

According to Phe (2019), there are 13 CBET sites constantly developing in Cambodia and some tourism communities are preparing to become Community-Based Ecotourism. But along with the development, there are also some CBET sites that have issues and there is no progress.

According to Sim (2020), food service is one of the main services used by tourists. Man (2021), mentioned that although the above service is provided to the tourists well, but the tourists still have some complaints about that service, meanwhile when the tourists visit there, some of them are unhappy with service because there are no food options available when they need to eat immediately. If they order two or three days before they arrive, they will have food to eat.

Moreover, a large part of the income from food service is declining, before it was a significant increase with average monthly food service being 1600 dollars (Man, 2021), but now an average 8000 dollars that service providers get from the food service.

1.3.2 Theoretical Problem

Food service is really important for tourists. If the food service quality is not good, it might make tourists dissatisfied with the food service at the destination. The quality of food service is one of other essential services to develop the CBET and service providers must pay close attention before providing it to the tourists. CBET managers or service providers should organize programs by inviting service experts or participating in additional training courses on service to become more confident and knowledgeable in providing services. According to Adelaja et al. (1999), food service providers are gradually turning to experts and land grant programs for helping with some of their problems. Therefore, the provision of services to tourists, especially food service is necessary to be quality and the service must be satisfactory to tourists with sufficient supply. Adelaja et al. (1999) mentioned that food service establishments are faced with substantial obstacles, because price challenges remain among the most difficult problems, questions regarding policy, operating costs, labor quality, and other aspects. Speller & Jones (1994), there are still service quality issues, so there is a lot of research and publications of service quality to find the solutions towards those issues.

1.3.3 Methodological Problem

There has been previous research on topics related to the service sector in TPSK CBET but those studies were only focused on all the services available in TPSK CBET, which is different from the study that focused on only food service. This study is not only focused on the perception of tourists on the quality of food service, but also wants to provide the recommendations for strategies to improve the service quality of food in TPSK CBET.

There are some studies which had been found and studies previously on research topics in TPSK CBET, but the topics of their research are different such as;

1) Min (2019) in his study was focused on market-oriented product innovation. 2) Tauk (2016) in which his research focused on the management status of TPSK CBET. According to two researchers above, there is not yet research related to provide the strategies to improve the service quality of food.

1.4. Aim and Objectives

1.4.1. Aim

To discover strategies provision for improving the service quality of food in TPSK CBET.

1.4.2 Objectives

To achieve the aim of the study, three objectives were stated as following:

- a) To analyse tourists' perceptions on the service quality of food in TPSK CBET
- b) To investigate factors influencing service quality of food in TPSK CBET.
- c) To explore providing the strategies for food service quality improvement in TPSK CBET.

1.5. Research Questions

To make this research get a good result and success, four research questions has been stated below:

- a) What are service quality and food service?
- b) What are the tourists' perceptions on the service quality of food?
- c) What are the factors that influence service quality of food?
- d) What are the strategies to provide for improving the service quality of food?

2. Literature Review

2.1. What is CBET?

Ecotourism was defined as tourism to natural areas that promotes environmental awareness, conservation, and sustainability while also maintaining local community, increased awareness of environmental vulnerability as well as the understanding value of biodiversity (Bjork, 2000). Community-Based Tourism is a form of tourism where the local community has a significant amount of control over and interest in its growth and management, and where the most of the benefits remain in the community (WWF, 2001).

According to Neth et al. (2015 as cited in Min, 2019) stated CBET is coming from the combination of Ecotourism and Community-Based Ecotourism.

Table 3 Emergence of CBET

Ecotourism	+	CBT	=	CBET
<ul style="list-style-type: none"> - Traveling responsibly and appreciating nature - Obtaining successful tourist experiences - Local people's living conditions - Environment and culture 		Sustainable tourism contributes to the socio-economic development of the local community, such as building capacity, empowerment, and reducing poverty.		CBET is a form of ecotourism that was controlled, developed, and managed by the local community, with the majority of the benefits remaining in the community.

Kiss (2004), stated CBET is a tool for biodiversity conservation based on the right principles and create benefits for the national economy, especially the people in the community, in this case the biodiversity conservation and national economic development are determined by factors related to the revenue generated from competition and the success of tourism management, as for CBET projects also being successful because of the people in the area get benefits greatly from CBET development.

Rith (2010) proposed CBET as tourism which took place in specific environments where local people had an integral place in organizing and coordinating all activities alongside other stakeholders and integrated the social needs and cultural significance of communities with environmental priorities while encouraging sustainable tourism.

CBET was established to handle tourism growth operations in the area. In order to provide sources of local income, promote sustainable forest conservation capacities and raise awareness of the importance of responsible sustainable development for long term benefits (CDRI, 2013).

2.2. Definition of Service Quality and Food Service

2.2.1. Service Quality

Service quality has been identified the managing hospitality, tourism and leisure firms that requires an orientation towards conceptualizing and implementing the service (Christou, 2003).

Besides that, service quality defined an extent as objective or experience to meet someone's needs (Albrecht and Bradford, 1990 cited in Morrison, 1996). According to Bebeko, 2000; Fick & Ritchie, 1991; Parasuraman et al., 1985 cited in Ban & Ramsaran (2016), the service quality is defined to vary according to the tourist's satisfaction or customers and their perceptions. The quality of service in the tourism sector is very important, especially receive attention from researchers and

service providers alike, and is considered to be very important, it not only meets the needs of tourists or customers, but it also has a competitive advantage (Chen & Chen, 2010; Perera & Vlosky, 2013; Ramsaran Fowdar, 2007; Wilkins, 2010; Žabkar et al., 2010 cited in Ban & Ramsaran, 2016). Research and understanding the quality of service is very necessary and important for managers and tourists, because the CBET area will improve the service when receiving feedback from tourists (Ban & Ramsaran, 2016).

The service sector has been one of the main drivers of economic growth in recent decades, but with the growth of this sector, there are also some problems that occur in the service sector, such as quality issues and others.

2.2.2. Food Service

Food service was defined apart from other service sectors such as financial and professional services (Johns, 1999). The service sector accounts for approximately of GDP in developed economies (Narayan et al., 2009), in the developing economies, services are contributing on a larger scale than ever before and some developing countries have traditionally shown a revealed comparative advantage in service exports.

According to Elmont (1995), food service is an important component of tourism growth and contributes to the country's economy of tourist destinations. However, it is important that service providers should not overlook the value of food service in creating tourist satisfaction.

Moreover, quality of food, value for money, choice of dishes, level of food service, attractiveness of environment, and food presentation were the factors that had the most impact on the overall food service experience, so food service is a major contributor to visitor satisfaction, and levels of satisfaction with food service vary significantly (Nield, Kozak & LeGrys, 2000).

The following five related gaps might well be stated as service quality gaps:

Gap 1: Gap between Management Perception and Customer Expectation

When managers or a service supplier needs to fully consider what the customer requires or needs, a gap arises. It can also be concerned with the ability in coordination between touch staff and employers

Gap 2: Gap between Service Quality Specification and Management Perception

This gap arises when managers or a service provider reasonably knows the customer's needs but fails to set a performance standard. It may be related to poor system design, poor physical information, or an inefficient service development method.

Gap 3: Gap between Service Quality Specification and Service Delivery

This gap can appear in conditions where service personnel are already available. It may happen as a result of insufficient preparation, inability, or failure to meet service standards.

Gap 4: Gap between External Communication and Service Delivery

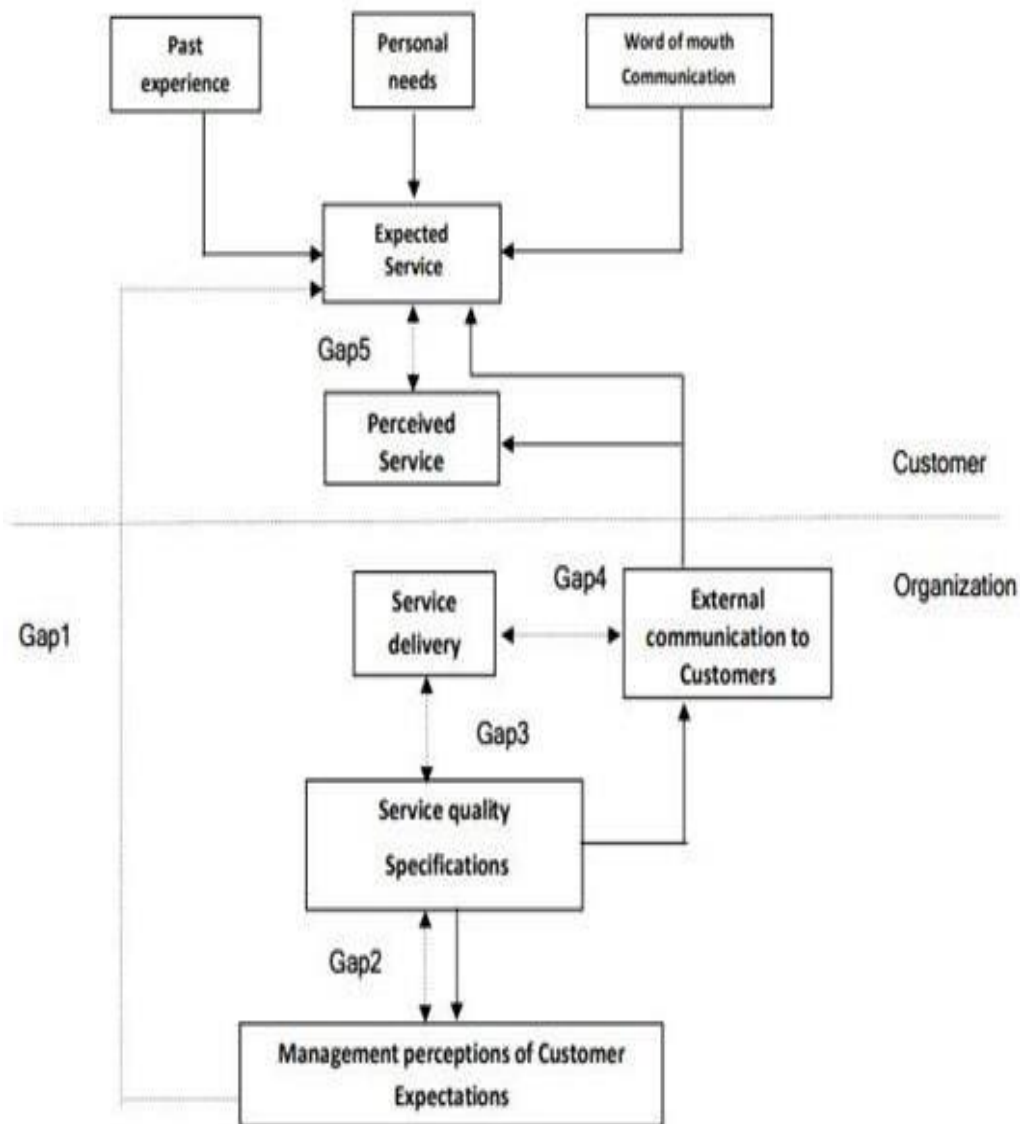
The statements posted by community leaders and advertising have a significant effect

on consumer expectations. This gap exists because these perceived standards aren't reached at the point of service provision.

Gap 5: Gap between Perceived Service and Expected Service

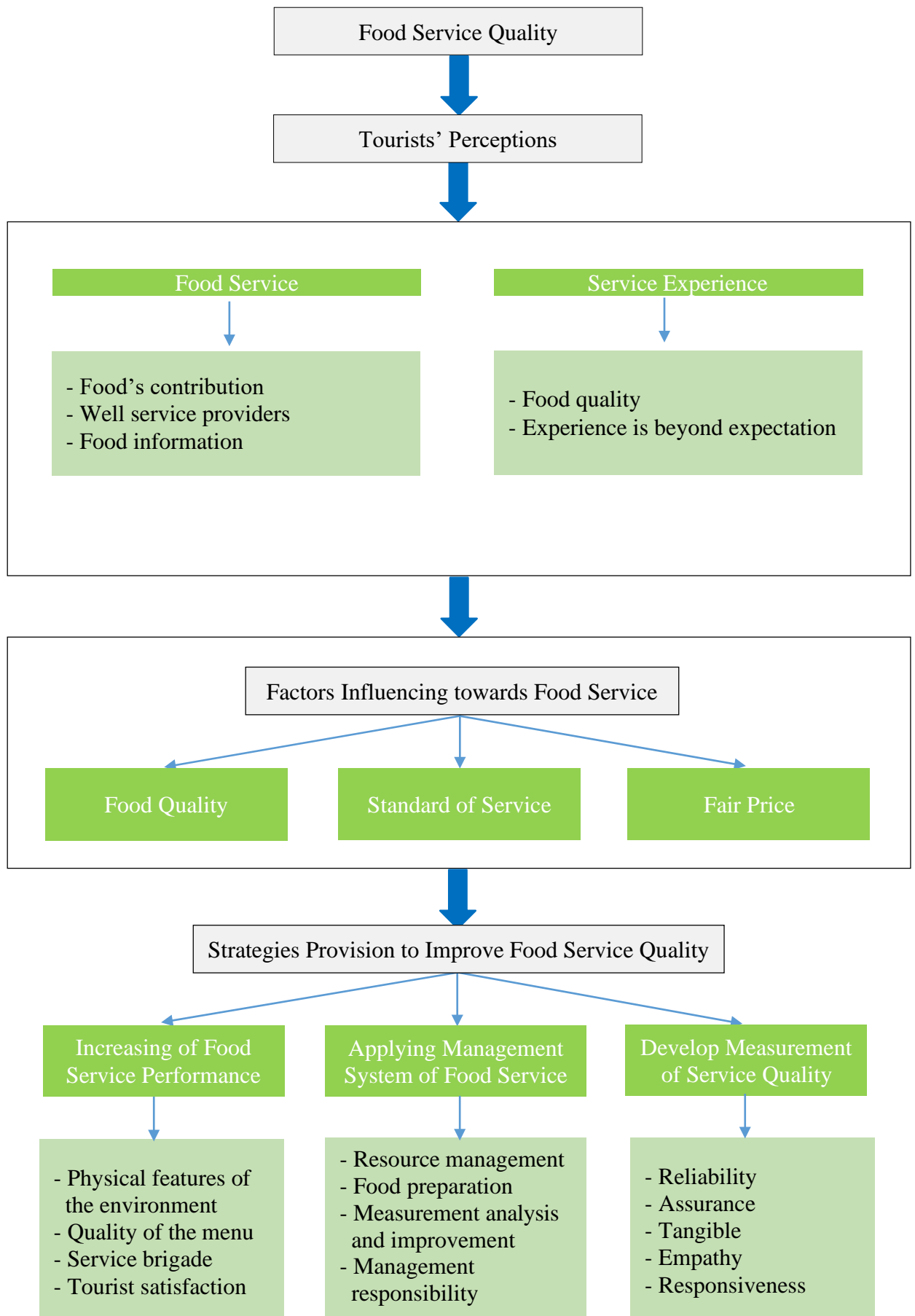
When a customer misunderstands the service quality, a gap arises. For example, a restaurant owner may often contact a customer to check up and satisfy, however the customer may perceive this as a sign that something is off or that the service providers are providing poor service.

Figure 2: Model of Service Quality Gaps



Source: Siami 2012

2.3. Conceptual Framework



3. RESEARCH METHODOLOGY

3.1. Research Design

In this study was a type of exploratory research. Exploratory research is defined as research conducted to learn more about a topic that isn't well defined. It is carried out in order to gain a better knowledge of the current situation, but the results will not be conclusive. It responded to qualitative research methodology that was designed for important questions for interviewing the tourists.

3.2. Data Collection Techniques and Tools

The interview was used as a tool for data collection and divided as one group of respondents: service users (tourists) that have ever visited and used the food service in Trapeang Sangke CBET. Qualitative research for achieving the above objectives. There were two types of data used:

3.2.1 Primary Data

Primary data is a form of data that researcher collected through in-depth interviews, and so on. In-depth interview as a method of gathering information from:

- Youth Travelers that had experiences with the food service in Trapeang Sangke CBET.
- Researcher decided whether to choose youth travelers to interview. According to Sareb (2021), the sixty percent of the tourists who used the food service in TPSK CBET are youth travelers.

3.2.2 Secondary Data

- Secondary data is the data that has already been compiled and made readily available for researchers to use for their own analysis by primary sources. It is a type of knowledge that has already been gathered in the past.
- The researcher used the previous report's journal review article, government summary, books, journal, internet, and academic articles. Documents in Trapeang Sangke CBET, the records from MoT, website, as well as soft and hard documents.

3.3 Sampling Techniques

Sampling techniques are very important for researcher to know information from the respondents.

Researcher chose a category of youth travelers to be respondents in the interview. Youth travelers that visited and used the food service in TPSK CBET were a group of tourists who had a mangrove planting program, environmental program, youth program, volunteer program, as well as a group of youth travelers who had only a holiday and which are not related to the above categories.

Youth travelers between the ages of 18 and 26 were the key informants for this study from different backgrounds. Fifteen respondents were interviewed in this research. Reasons the researcher chose only 15 respondents to interview because they were key informants who could provide detailed information to the researcher. On the other hand, all of the key informants have experienced using food service in

Trapeang Sangke CBET.

According to Sareb (2021), mentioned youth traveler is a group of tourist that visited TPSK CBET and used the services in the community more than other group, and this group of tourist provided benefits to the community directly, especially local people (service providers) got income through the use of services of all those youth travelers.

To help in the collection of data in the field work, one method of sampling was used in data collection, there is purposive sampling. According to Palinkas et al. (2013) stated in qualitative research, purposive sampling is commonly used to identify and choose information-rich cases related to the phenomenon of interest. Despite the fact that there are a variety of purposeful sampling strategies, criteria sampling appears to be the most prevalent in implementation research (Palinkas et al., 2013), but then again combining sample strategies may be more suited to the goals of implementation research and more in line with recent advances in quantitative methods.

Table 4: Summary of the Research Participants

Key Informants	Number of Informants	Location of the Interview	Interview Duration
Youth Travelers	15	TPSK CBET	Around 40 minutes

3.4 Data Analysis

This study used thematic analysis to evaluate the data, which is the most common method for these kinds of data collecting tools. Through interview transcripts, online activity, or responses, the researcher used thematic analysis to learn more about people's views, opinions, experience, knowledge, or purpose. According to Bryman (2008), thematic analysis is used to analyze data and facilitate the establishment of an indicator of the sub-theme of step for each transcript detail. Based on Braun & Clarke (2006), stated thematic analysis was divided into five phases such as:

- 3.4.1 Familiarizing with the data: use of transcribing process to note down initial idea, read and reread data to identify idea.
- 3.4.2 Generating initial codes: interesting data were highlighted in a systematic way, data collected and comments tagged.
- 3.4.3 Defining and naming interpretive codes: collate codes into possible themes with close reference and gathered relevant data to each possible theme.
- 3.4.4 Identifying patterns across all data to derive themes: cross-check if themes worked in relation to the codes and generate a thematic map of the analysis.
- 3.4.5 Defining and naming themes: themes are being refined as the coding process continues.

4. Finding And Discussion

4.1. Tourists' Overall Perceptions on Food Service Quality

4.1.1. General Perceptions

As found, each tourist's perceptions of the quality of food service are varied. The perceptions of all those tourists are important for CBET development. However, this part discusses the perceptions of key informants to food service quality in TPSK CBET that they have experienced there. The overall view of food service is part of the perception of youth travelers who visited and experienced food in TPSK CBET. Overall view of food service is to mention that the food has quality including delicious food, the pricing is affordable, and most significantly, the food has a unique taste rather than that key informants have experienced anywhere. As reviewed in the literature, tourists' perceptions on food are dependent on the quality of service provided to the tourists and combined with acceptable service providing both of quality and price (Nield, Kozak & LeGrys, 2000). Furthermore, the food prices delivered to tourists are appropriate because the real prices of food there are mostly reasonable, particularly the quality of food is ideal for the price, and therefore this price can be easily implemented to other sites without being outrageously expensive to start serving to tourists. Reza et al. (2017) identified tourists' essential perceptions through evaluating and setting priorities the service quality that the price is also part of the priority.

4.1.2. Service Experience Perceptions

The tourists who visited TPSK CBET and had experience with the food service, exactly want to get a good food service experience. If the service providers show food service provision to the tourists in a high quality level, the tourist can get a memorable experience with food service. Based on Chheang (2011), the tourists' perceptions and experiences were examined, and it was found that tourists have a good impression of the food in the destination, and that their perceptions have fulfilled their expectations according to local food service providers. The taste, hygiene, and hospitality are all factors that influence the food service experience that tourists have while visiting the site. Hansen, Jensen & Gustafsson (2005) discovered that the core product, food interior, personal social gatherings, and food quality are all important factors in influencing tourists' experiences. As for Goolaup & Mossberg (2016), mentioned that the physical environment is one of the most important factors in tourists' food experience. Moreover, the food environment, the nature in which the eating experience arises, food variety and diversity, the destination's perception, the service providers' performance and the tourists' service are attributes that the food tourists' look for while evaluating their dining experience while traveling (Chang, Kivela & Mak, 2011).

4.2. Factors Affecting the Quality of Food Service

4.2.1. Awareness and Implementation of Service Providers

The cooking skills are required, as well as a knowledge of how to provide high quality food for tourists or customers. In order to improve the quality of food service, service providers must be trained in TPSK CBET. This indicates that the CBET managers or the food service providers should seek out training facilities that offer food training courses and train them to become more skilled and confident in the cooking in order to produce high quality food. Based on what has been mentioned from Bell, Auh, & Smalley (2005), in the food place, service quality is closely linked to how staff conduct their tasks and professional service quality is linked to food quality, while staff is essential to have skills or awareness of food service.

In terms of hygiene, service providers should pay much attention to it as well, because if the CBET or the processing of food is dirty, it is one of the reasons why tourists may be hesitant to eat there. The functional service refers to the performance of the employees, whereas the technical service refers to the quality of the food, in previous studies have identified that these two factors of quality perception that service providers should implement (Caruana et al., 2000; Cronin, Brady, & Hult, 2000; Jang & Namkung, 2009).

4.2.2. Taste and Nature of Food

The tourists or customers always ask about food, how something tastes, the answer could be “good” or “delicious”. Taste leads to better food quality. On the other hand, the taste and nature of food also contribute to the quality of food service. If the food served to tourists is delicious and of good quality, service providers may provide quality food service to tourists. The food in TPSK CBET is good, and most of them eat local dishes, particularly seafood. The amount of food in TPSK CBET is taken from the market when tourists are in need, and some is bought from local fishermen. The food quality was supported by tastiness, utilitarian values, food portion size, food variety, and healthiness options, including price of food to supported the idea of food quality (Kivela, Inbakaran, & Reece, 2000; Raajpoot, 2002; Sulek & Hensley, 2004; Namkung & Jang, 2007). Furthermore, the taste of food is also related to the price of food, which means that if the food is quality and delicious, even if the price is a bit expensive, tourists can accept it. The literature review, fair price is the price for a product or service that the tourists or consumers consider to be appropriate and reasonable (Rajendran, 2009). Also, pricing fairness is one of the factors that impacts customers or tourists' involvement (Sulek and Hensley, 2004).

4.3. Providing Food Service Improvement Strategies

4.3.1. Food Preparation

Food preparation to be standard in CBET level is a set of criteria that a food must meet if it is to be suitable for tourists' consumption, such as source, composition, appearance, freshness, and permissible additives. Food preparation is also a strategy to contribute to improve the service quality to become a standard of food in the service sector. Food preparation means making standard food and can only be achieved by thinking about it and planning how to make it suitable and reasonable. Because hygiene is an important part of food quality and standard, TPSK CBET should focus on it. Furthermore, taste is essential since it may establish the quality of

a dish or make CBET famous through word of mouth because of the taste of food. The increasing of food service performance is one of other strategies that contributed to the food service quality improvement. Managers of tourist site can implement these strategies to improve the quality of their food service in order to fulfill the needs of tourists; physical features of the environment, such as: size, flexibility, seating, comfort, recycling, cleanliness, good environment, decoration, etc (Barros, 2013; Ma et al., 2014; Soriano, 2003). Quality of the menu, such as: variety of dishes, presentation, taste, fresh produce, food intake, and food quality are all important factors (Barros, 2013; Ma et al., 2014; Peng et al., 2017; Soriano, 2003). Service brigade, such as: waiting time, preparation, speed of service, responsive service providers, personal presentation, product knowledge, communication with tourists, and time dedicated (Madanoglu, 2004; Soriano, 2003).

4.3.2. Service Providers' Capability

Along with the service providers' ability is enhanced by the service providers' skill to serve tourists or customers. The food service providers' abilities or skills are required to enhance strategies for improving food service quality. TPSK CBET should implement programs to enhance the ability of chefs or food service providers more forcefully to engage in enhancing the quality of food service. The literature review revealed that problem-solving ability, presence in the location, tourists contact, ability, and speed of response were shown about ability of service providing management (Soriano, 2003). Incidentally, the capacity of service providers to serve tourists or customers is demonstrated through service provider training. Food service providers' capabilities are required to enhance strategies to enhance food service quality.

4.3.3. Food Control

In terms of food control, it is like just by involving food preparation and management, it can achieve food quality. Most tourists explained how to manage the food in the food sector such as establishing a food manager: is necessary for the CBET since food service is required and the food must be of high quality in order to offer tourists. Food manager can also contribute with quality control, hygiene, and tourist food preparation. The food service management system was defined as delivering service quality, which may have resulted in increased productivity and increased business sector competitiveness (Kruger, 2001 cited in Gupta et al., 2005). Likewise, creating storage for food; the tourists who visited TPSK CBET may be aware that the community does not yet have sufficient food storage, which means that if they want to eat, they may checkout before arriving at CBET. The challenge is that the CBET does not have sufficient storages capacity and does not have alternative food to support tourists.

5. Conclusion

The result is acceptable to fill the question of the study. It is essential to find out about strategies for CBET implementation aimed to improve the food service sector as well as improving the quality of food service. With the contribution from all key respondents, they are knowledgeable that TPSK CBET should formulate the strategies to improve the quality of service and to meet the needs of tourists when

they come to visit TPSK CBET.

Based on the key respondents on their perceptions of the food service quality, there are different perceptions such as overall view of food service, and experience of food service. These two perceptions show that the quality of food service in TPSK CBET is acceptable, but it is not yet very good, such as food hygiene, food prices, hospitality, as well as marketing strategies to promote food are still limited. These perceptions also affect the experience of tourists including both good and bad experiences. Having a good experience means that the service providers provide the food quality to tourists.

On the other hand, the factors affecting the quality of food service that the results revealed, the knowledge of service providers, service implementation, and the taste including source of food. These factors contributed to the quality of food service in TPSK CBET. As for service implementation, it is necessary to focus on food hygiene and feedback from tourists. One more, the taste of food is delicious and of high quality. Additionally, making food standard, strengthening the service providers' ability, establishing food management, and improving the shortcomings are the strategies of food service quality improvement. Tourists may get a good standard of food and quality only if it is appropriate, and hygiene including fresh food are key components of food quality and standard. As for strengthening the service providers' ability, it is a skill development and the food service providers are necessary to have the ability to involve in improving food service quality, especially for TPSK CBET development. Moreover, establishing food management concentrated on the requirement of a food manager. Food manager can also be linked with food preparation for tourists, as well as quality control and hygiene and food storages are essential for food to support the tourists. And the last is improving the shortcomings, it highlights the shortcomings of the food service, so any shortcomings should be corrected and further improved.

The food service providers require active involvement through the implementation of strategies to effectively revitalize food service in CBET. Enhancing service delivery, food hygiene, food preparation, price, taste, hospitality, as well as other sectors in the food service are all indicative of quality and acceptable service for implementation in CBET level.

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