

## Abstract

Project ID : RDG/BRU-๐๑๑

Project name : Electronic information system of safe food establishments for sport tourist attraction in Muang district, Burirram province

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There are three proposes of this study. The first propose is studying behavior and factors that affect the choosing the safe food establishments in Muang district, Burirram province. Second, create data base of electronic information system of safe food establishments for sport tourist attraction in Muang district, Burirram province. The last propose is creating website of electronic information system of safe food establishments for sport tourist attraction in Muang district, Burirram province. The samplings of this study are 200 people who are the tourists, businessman and related people.

There are three instruments of the study. Firstly, behavior and factors that affect the choosing the safe food establishments in Muang district, Burirram province questionnaire. Second, interview form for collecting data of food establishments and the last one is efficiency assessment of information system for specialist.

The result of the studying behavior and factors that affect the choosing the safe food establishments in Muang district, Burirram province found that the consumers are always come to restaurant with their friends at 11.30 a.m. -3.30 p.m. They pay about 1,001 – 1,500 Baht per time. The highest level of satisfaction to the least satisfaction of factors that affect the choosing the safe food establishments are restaurant's staff ( $\bar{x}$ =4.48), restaurant ( $\bar{x}$ =4.44) and food ( $\bar{x}$ =4.43). There is creating data base of electronic information system of safe food establishments by collecting data from characteristic and safe food standard (Clean Food Good Taste). There is creating website of electronic information system of safe food establishments for sport tourist attraction by using web browser. Google Chrome is the best program for supporting the information because it include home page and back office The efficiency assessment of electronic information system of safe food establishments for sport tourist attraction is in satisfaction level.