

Title: Technological Innovation and Challenges in Thai Catering
Industry

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Degree: Master of Business Administration

Major: Management

Academic Year: 2025

ABSTRACT

As a vital pillar of Thailand's economy, the food service industry has accelerated technological innovation in recent years, driven by both the recovery of tourism markets and the digital transformation of domestic consumption. This study systematically analyzes the current status, driving factors, and challenges of technological innovation through questionnaire surveys with 120 Thai catering enterprises and semi-structured interviews with 20 operators.

The research reveals significant stratification in technology adoption: basic technologies like online ordering systems and mobile payments show high penetration rates at 75% and 70.8% respectively, while smart technologies such as AI-powered customer service and automated kitchen equipment have lower adoption rates at 16.7% and 25%. Key drivers include enhancing customer experience (average score 4.5), reducing operational costs (4.2), and improving efficiency (4.0), while major challenges involve high investment costs (66.7%), insufficient employee training (58.3%), and technical integration difficulties (45.8%).

In additions, large chain enterprises lead in technology adoption, while small and medium-sized businesses and street vendors lag significantly due to cost constraints and digital literacy gaps. Bangkok demonstrates higher technology adoption levels than Chiang Mai and Phuket. The study establishes a three-dimensional analytical framework of scale-city-technology, proposing stratified technological innovation pathways to provide practical guidance for enterprises optimizing technology adoption, policy formulation, and platform development.

Keywords: Thai catering industry; technological innovation; stratified application

