

Abstract

Projects subject “Get in town and IC Siam as cocktails and mocktails” Which is intended to be an alternative to a hotel, the hotel has introduced a formula to adapt in the future. And allows guests to try new flavors. Diverse in taste, attractive decorations. In order to attract guests to use the service.

The study found that drinks Get in Town is fantastic, the largest number, followed by the taste, respectively, and from satisfaction to drink IC Siam is a creative and colorful. The largest number, followed by decorative patterns. As a result, operators are interested to bring these two types of options to further development of alternative and add a new menu options in the future.

Keywords : Variety/ Creativity