



**INTERNATIONAL TOURISTS' PERCEPTIONS AND EXPERIENCES OF LOCAL  
FOOD IN CAPE TOWN**

by

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**at the Cape Peninsula University of Technology**

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## **DECLARATION**

I, Ndinelao Efinge Shikemeni, declare that the contents of this dissertation represent my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

**Signed**

**Date** 01/10/2020

A handwritten signature in blue ink, appearing to be 'N. Shikemeni', written over a light blue horizontal line.

## **ABSTRACT**

Food has an extremely important role in the economy relating to how it is prepared, knowledge of food and consumption. Therefore, it was considered important to investigate the connection between food and tourism. The aim of the study was to obtain knowledge of the association between local food and tourists' experiences thereof. The study sought to investigate tourists' perceptions of Cape Town's local food and how to increase its consumption.

To discover perceptions and experiences of international tourists pertaining to local food in Cape Town, the study focused on four key tourist attractions that are part of the Cape Town Big 7, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs. A quantitative research approach was used to gather data by using questionnaires. The targeted sample size was 384; however, only 300 surveys were administered across the four areas. Some were deemed unusable and the actual sample achieved was 292. The quantitative data were analysed using the Statistical Package for Social Sciences version 24 and the open-ended questions were analysed using the constant comparative method.

The findings of the study revealed no significant relationship between participants' perceptions and experiences of local food. Additionally, seafood was considered a local food in Cape Town and strongly refers to geographical proximity. The analysis revealed that tourists considered food as local when produced from local ingredients in the country of origin, using the raw ingredients of that country, which links to the three domains of proximity, which are geographical, relational and value. The findings confirm that tourists rated their local food experience in Cape Town as excellent. The three factors that motivated local food consumption were i) local food assisted in gaining knowledge about culture, ii) the physiological factor as familiarity was important and iii) the physical environment factors, such as a restaurant's decor, music and architecture, are supportive of the culture and food served. An awareness of local food is necessary to attract tourists to a destination for its local food offerings and to increase its consumption. Local food can be used to contribute to sustainable tourism development by connecting local food producers, establishments or markets and marketing organisations in order to enhance the tourism industry.

The study recommends more rigorous marketing of Cape Town as a food destination. Greater importance should be placed on the origin of raw ingredients used in local dishes and the use of local products should be implemented and emphasised. Policy on the planning of gastronomic tourism needs to highlight the importance of a synchronised approach to tourism and food. To close, it is vital for local food and tourism to be sustained for future benefits for South Africa.

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## **DEDICATION**

To my parents, João Paulo and Ndakulilwa Shikemeni, my aunt Josephine Nghaalukako, my late big brother Tuhafeni, little brothers Diago and Mathew.

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## **ABBREVIATIONS AND ACRONYMS**

CoCT	City of Cape Town
DEAT	Department of Environmental Affairs and Tourism
DoT	Department of Tourism
FTTSA	Fair Trade in Tourism South Africa
GDP	Gross Domestic Product
IDP	Integrated Development Plan
OECD	Organisation for Economic Co-operation and Development
SPSS	Statistical Package for Social Sciences
UNWTO	United Nations World Tourism Organisation
WDC	World Design Capital
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

## CHAPTER 1

### INTRODUCTION AND BACKGROUND

#### 1.1 Introduction to the study

Food has a vital position and role in the economy pertaining to how it is prepared, the knowledge thereof and its consumption (Seery, 2010:5; Organisation for Economic Co-operation and Development (OECD), 2012:3; Timothy, 2016). The element of consumption plays an important role in tourist experiences, as tourists consume sounds, sights and food is also initially used to acquire knowledge about other cultures as dining out is becoming a common activity amongst tourists mentions Shenoy (2005:1) and Chang et al. (2011:307). Pullphothong and Sopha (n.d.) note that gastronomy contributes greatly to the way destinations are experienced by tourists. Hence, this leads to some tourists revisiting the destination to appreciate the unique gastronomy. The OECD (2012) acknowledged that growth of food tourism is an important aspect of a tourist's stay at a destination and it contributes to creating a meaningful experience for the tourist. Food therefore, plays a major role when a tourist needs to choose a destination as it enhances the destination's appearance and significance (Sánchez-Cañizares & López-Guzmán, 2012:229). It is considered important to examine the correlation between food and tourism (Lin et al., 2011:32; United Nations World Tourism Organisation [UNWTO], 2015:1).

The word gastronomy is derived from the word *gastos*, which is of Greek origin meaning stomach and *gnomons*, which is knowledge or law, so gastronomy is the study of eating food (Kyriakaki et al., 2010:2). Zainal et al. (2010:15) highlight that there is an increase in the relationship between food and tourism and through this, food has developed as a tourism component. Gastronomy, as a result, contributes greatly to the tourism industry; this is because tourists enjoy an assortment of foods and the excitement of exploring new food options, hence literature highlights that gastronomy is an important element of tourism development within any destination (Wijaya et al., 2016:374). Boniface (2003:76) and Long (2004:2) agree that food is a source of enjoyment, whether it be the main reason for travel or not. Grbac and Milohanovic (2008:83) also acknowledge that food may not be the main reason why tourists travel to a destination but it is considered an important component of the tourism industry. Undoubtedly, while food remains the source of pleasure, it also adds to the uniqueness of the travelling experience of tourists (Grbac & Milohanovic, 2008:83). Food is thus considered essential for society as it has a symbolic meaning with regard to traditions and culture and it is the reason why travel dining has become a significant experience when exploring the culture of a destination (Chang et al., 2011:307). Long (2004:5) states that the food and beverages of people within a specific area is a doorway into their culture and provides a sense of the reality of elements within the culture of those individuals. Thus, local food is used to attract tourists to

a destination as it is considered a part of the destination's distinctiveness and a national symbol (Jang et al., 2012:990).

Long (2004:2) notes that local food is gradually becoming a medium to explore new cultures, while there is mounting interest in local food but a lack of clarity on this concept, as well as experiences. Numerous authors agree that local food has different interpretations (Clark & Chabrel, 2007:373; Sims, 2009:322). Ojong and Ndlovu (2013:35) state that this is due to the uniqueness of food, varied tastes or the preparation methods.

Since the first democratic election in South Africa in 1994, tourism has increased (Pineda & Brebbia, 2004:275). South Africa as a developing country prior to 1994 was considered not safe to visit because of political upheaval (South Africa. Department of Environmental Affairs and Tourism [DEAT], 1996:14). Following the formulation and implementation of policies post-1994, tourism has gradually grown (South Africa. DEAT, 1996:5). In 2018, international tourist arrivals were recorded at 10,472,105 million, while in 2019 these numbers decreased slightly to 10,228,593 million (South African Tourism, 2020d). Binns and Nel (2002:235) opine that tourism is a key strategy to economic growth, which would contribute towards reducing poverty within the country. This opinion corroborates Pullphothong and Sopha's (n.d.) view that when tourists develop the urge to explore the culture of a destination, tourism gradually develops into gastronomic tourism, which includes food experiences. As food is a human need, it is an important element of a tourist's stay and can greatly influence future visits to the destination. Moreover, gastronomic tourism offers an opportunity for the destination to overcome social and economic challenges (Torres, 2002:285).

## **1.2 Background to the study**

### **1.2.1 Culinary tourism and culture**

According to Pullphothong and Sopha (n.d.), the quest by tourists for distinctive, memorable eating and drinking is defined as culinary tourism. While, Long (2004:2) stated that culinary tourism is concerned with food as a subject, destination and driver for tourism, further noting that food is gradually becoming a tool to explore new cultures. Alternatively, gastronomic tourism is a subcategory of cultural tourism as it represents food from an identified destination (Richards, 2002:5).

Food is a substance that is necessary to sustain life (Mintz & Bois, 2002:107). Seery (2010:1) argues that the consumption of food is a universal activity that provides insight into the lifestyles, history and culture of individuals. Therefore, food is significant as it symbolises the past, tradition and culture (Chapple-Sokol, 2013:173). The uniqueness of food intrigues people; this could be in the taste or merely the preparation methods (Ojong & Ndlovu, 2013:35).

Food and beverages of people within a specific area is a doorway into their culture and provides a sense of the reality of elements within the culture of another individual (Long, 2004:5). Globalisation in today's world has led to the fear of cultural homogenisation and loss of diversity (Blakely, 2011:51-52). Despite this loss, there is a demand and appreciation for high-quality cuisine through the legacy and historical background, whereby tourists are eager to travel the distance to understand a host nation's unique cultural foods (Blakely, 2011:51-52).

UNWTO reports that many tourists return to destinations due to the gratification of cuisines and therefore gastronomy has become an integral part of the tourism experience. Gastronomic tourism has become prominent over the past years as food is interrelated to the origin of culture and tradition, which creates a platform for destinations to market their uniqueness (UNWTO, 2012:4). Hence, for the purpose of this study the term gastronomy or gastronomic tourism will be used consistently.

### **1.2.2 Importance of gastronomy in tourism**

Gastronomy attracts tourists to a destination because food is considered a national identity and cultural symbol (Jang et al., 2012:990). Destinations are now using food as a marketing element to attract tourists, which boosts the hospitality industry (Lin et al., 2011:30) and therefore it is important to study the relationship between food and tourism (Lin et al. (2011:32). Food is considered a significant component of a destination's brand because it is linked to culture (Hashimoto & Telfer, 2006:32).

According to Kyriakaki et al. (2010:3), alternative tourism presents economic benefits to the local community. Therefore, gastronomy is an alternative type of tourism that promotes economic development (Sims, 2009:322). The experience of tourists with gastronomy contributes greatly to building cultural heritage at a specific destination (Kyriakaki et al., 2010:3). Gastronomic tourism has a multiplier effect as it benefits other industries within the destination as well as the tourists (Tikkanen, 2007:724; Everett & Aitchison, 2008:156; Green & Dougherty, 2009:38; Sims, 2009:326). Consumption of locally-produced cuisine enhances the tourist experience as they gain knowledge of different cultures, which creates cultural connections between hosts and guests (Kyriakaki et al., 2010:3).

Because food is a physiological need of human beings, it offers a unique element to the local culture of a destination (Frochot, 2003:79; du Rand et al., 2003:101; Tikkanen, 2007: 726). This allows the destination to use this uniqueness to its advantage in terms of developing food true to the destination, to set it apart. It allows food and tourism to become essential elements of any destination (Hjalagar & Richards, 2002:227; du Rand & Heath, 2006:211) because a destination's culture is reflected through food and the local people (Lee & Arcodia, 2011:357). This makes gastronomic tourism an important attraction (Yurtseven, 2007:19) because it

contributes to employment creation and unites people, thereby contributing to the eradication of economic and social challenges (Torres, 2002:285).

Food is one of the pursued tourism elements that could possibly develop a destination and distinguish it competitively, which could lead to the development of local agriculture and economic growth (Frochot, 2003:81). The literature emphasises that a destination's competitiveness also lies within its local and regional food, as it has become an element of tourism development and destination marketing (Ignatov & Smith, 2006:241; Okumus et al., 2007:256). Okumus et al. (2013:412) highlight that local food therefore plays a vital role in terms of tourists selecting their travel destination. The study of food is consequently an important element in the growth and development of tourism within any destination as tourists continue to seek unique experiences in a gradually evolving world (Boniface, 2003:34; Horng & Tsai, 2012:801; Kim & Eves, 2012:1465).

### 1.2.3 Sustainable gastronomic tourism

Gastronomy is important for tourism and an attraction that encourages tourism (Alberto, 2014:5). For gastronomy to be sustainable, it should promote cuisine from an identified destination, which is linked to a triple bottom line (social, environmental and economic) (Yurtseven, 2007:19). Sustainable gastronomy is thus involved with communities changing socially, environmentally and economically in a positive manner whilst ensuring the optimal health of the community members (Scarpato, 2002:3).

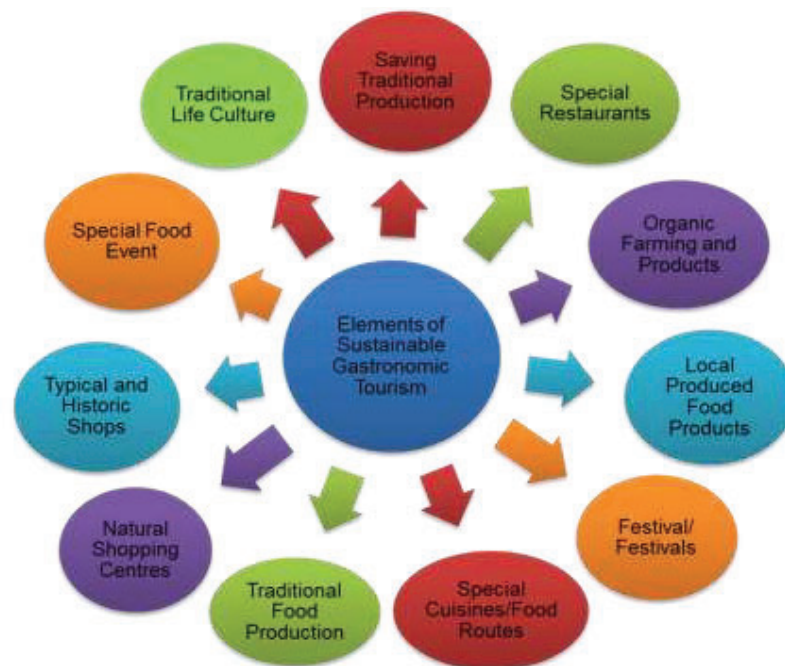


Figure 1.1: Elements of sustainable gastronomic tourism

(Yurtseven, 2007:25)

Figure 1.1 illustrates that sustainable gastronomic tourism links different sectors within a destination, as they work together to increase the growth of local tourism through encouraging local agriculture and gastronomic heritage (Yurtseven, 2007:19). Sustainable gastronomic tourism therefore not only presents new attractions but also enhances local tourism through the promotion of agriculture and gastronomic heritage (Poon, 1993:53).

#### **1.2.4 Tourism and local food**

Food contributes greatly to the tourism industry. Previous studies concerning the role of food in tourism observed food from various viewpoints, such as an attraction, a product element, an experience, a cultural phenomenon and the relationship between food and the people (Meler & Cerovic, 2003:178; Cohen & Avieli, 2004:756; Quan & Wang, 2004:298).

Hjalagar (2002:23) describes the development of gastronomic tourism in a hierarchical system in the following statements:

- Firstly, existing resources, material or immaterial, which attract a growing number of tourists;
- Secondly, this would continue to develop vertically and horizontally, leading to the involvement of the suppliers;
- Thirdly, the implementation of the parallel elements of service to the substantive provision of food provides a widespread tourism experience; and
- Lastly, gastronomic tourism has been established around knowledge and innovative capabilities that are pertinent to both food and tourism within a specific area.

Locally-inspired food is a growing trend that draws tourists to many destinations (Askegaard & Madsen, 1998:553). Local food tourism is thus centred on elements such as beverages, food history, food myths, food specialities, festive food, ingredients, past and present food production practices and what they symbolise (Eriksen, 2013:48). The growth of this trend has captured the attention of journalists, academics, chefs, consumers and governments (Mount, 2012:109). However, the term 'local food' has no universal definition (Eriksen, 2013:48), which leads to the perception of local food as depending upon the location of the consumer. Local food might be described as "produced locally where the individual lives" or "when food is produced and consumed within the same country" but these are not the only classifications and it can take multiple forms (Eriksen, 2013:48). Mount (2012:109) states that local food perceptions and definitions thereof will differ from individual to individual because of various elements such as priorities, anxieties, capacities, goals and values. According to Pearson et al. (2011:887), the varied understanding of 'local food' not only causes confusion in the



academic arena but also within the tourism industry, for concerns regarding future developments.

This study subscribes to Sims' (2009:323) definition of local food as, "Local food refers to the characteristics of food products of an identified region, consumed in the local area and by use of local raw ingredients."

Mynttinen et al. (2015:456) attempt to obtain a detailed understanding of tourists' perceptions, experiences, value and awareness of local food within the South Savo region of Finland. They found that local food was poorly recognised within the region, hence, tourists were unfamiliar with what local food comprises and the meaning thereof (Mynttinen et al., 2015:455). Their findings suggest that further research should be conducted to elucidate perceptions of local food and its consumption (Mynttinen et al., 2015:456). Consequently, the current study follows certain objectives of the Mynttinen study.

### **1.2.5 Overview of gastronomy**

There are important elements that must be present in determining a country's cultural identity, including history, etiquette, recipes of dishes, ethnic diversity, geography and food ingredients (Kamanga, 2010:8). López-Guzmán and Sánchez-Cañizares (2011:67) assert that gastronomy has been acknowledged as an aspect of local culture; furthermore, it promotes tourism and local economic development and finally, it has an impact on the local economy and consumption arrangements.

Gastronomy in Cape Town has evolved and in 2014 the city was named the food and dining capital of South Africa and the African continent (Cape Town Tourism, 2014b). It allows gastronomy to be a central point when people travel to the city. In addition, Cape Town was named the number one food city in the world by the Condé Nast Traveler magazine (Lombard, 2016). Cape Town has a diverse multicultural community that has an influence on gastronomy. A variety of cuisines are to be found, such as Brazilian, Chinese, Congolese, French, Greek, Italian, Japanese, Korean, Malay, Moroccan, Portuguese and Thai (Cape Town Tourism, 2014a; Ludman, 2014). The different cuisines present a social phenomenon, bringing people together and developing a destination's gastronomy (Lukman, 2014).

In many food establishments in the city, the menu is strongly influenced by the Mediterranean in the seafood served (Smart Cape, 2014). Cape Malay cuisine has Middle Eastern influences, known to be spicy and sweet, which came with the advent of the Dutch East India Company in 1652 (South African History, 2014). Indian cuisine was introduced at the Cape by the thousands of labourers that arrived in Cape Town in the 19<sup>th</sup> century (Cape Town Tourism, 2014a). Indian cuisine is known for atjar—a vegetable or fruit relish—briyanis, samosas and a variety of curries (Reprobate Magazine, 2013). According to South African Tourism (2014a),

African cuisine originates from the African continent and corn and maize are the most well-known ingredients or foods. Examples of typical African food include mielies, samp, beans, maize kernels, mopani worms and African beer. Budden (2009) notes that Afrikaans food is based on Dutch, German, French and Cape Malay cuisine. Examples would be biltong (dried and spiced meat), frikadelle (meatballs), potjiekos (a stew of vegetables or meat cooked in a cast iron three-legged pot over a fire), braai (barbeque), boerewors (sausage) and konfyt (fruit pieces soaked in lime water and then cooked in spices and syrup).

As there is a wide variety of food offered in Cape Town, the lack of a distinct definition of 'local food becomes important to determine for tourists when they visit the destination. Foods that tourists deem local can be promoted for the benefit of the local economy.

### **1.3 Clarification of key concepts**

#### **1.3.1 Culinary tourism**

Culinary tourism is travel in pursuit of prepared food, beverages and memorable gastronomic experiences (Wolf, 2002:24).

#### **1.3.2 Culture**

Culture is the amalgamation of behavioural patterns, morals, values and beliefs, that a group of individuals of the same race, ethnic, religious or social background share (Zion, 2005:5).

#### **1.3.3 Cultural gastronomy**

Cultural gastronomy is the art of tourists travelling purely for the consumption of locally-produced food to obtain knowledge about another culture (Kyriakaki et al., 2010:3). It pertains to reflective eating and maintaining an association with another culture as well as the food preparation (Santich, 1996:180).

#### **1.3.4 Cultural tourism**

Cultural tourism is the interaction of visitors with the local people within their environment whereby they immerse themselves in the local lifestyles, beliefs and traditions (Ivanovic et al., 2009:297). According to Richards (1996:25), cultural tourism is tourists travelling to a destination to obtain knowledge about the history and heritage of others.

#### **1.3.5 Gastronomy**

The word gastronomy is derived from the Greek word *gastos*, meaning stomach and *gnomons*, which is knowledge or law and therefore, gastronomy is the study of food eating (Kyriakaki et al., 2010:2). The term gastronomy consists of culinary elements such as dishes, foods, nutrition, food science and the methods to prepare them and focuses on both food and beverages (Sánchez-Cañizares & López-Guzmán, 2012:231).

### **1.3.6 Gastronomic tourism**

Karim et al. (2009:64) describe gastronomic tourism as trips made to destinations where the local food and beverages are the main motivating factors for travel.

### **1.3.7 Local food**

Local food refers to food products of an identified region, consumed in the local area and made with local raw ingredients (Sims, 2009:323).

### **1.3.8 Perception**

A perception is a process that individuals apply to interpret, organise and select the information that assists in the development of a significant world image (George, 2003:577).

### **1.3.9 Sustainable gastronomic tourism**

It is important to note that sustainability is an important global phenomenon and therefore it is imperative that it is integrated into this study. According to the UNWTO (2013), sustainable tourism is an amalgamation of tourism that is inclusive of economic, social and environmental impacts of a destination for current and future purposes, taking into consideration the needs of the environment, hosts, visitors and industry.

Sustainable gastronomic tourism is the promotion of cuisine from an identified destination, which is closely linked to cultural, social and environmental aims; local gastronomy supports sustainable development (Yurtseven, 2007:19).

### **1.3.10 Tourism**

UNWTO (n.d.) notes that:

Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be tourists or excursionists, residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

The term tourism is subject to varying clarifications (Sharpley & Stone, 2014:27). Sharma (2004:163) interprets tourism as a social activity that involves people travelling from one place to another.

From the two definitions above, it is apparent that tourism is the short-term movement of individuals outside of their everyday environment to other destinations and with numerous motives for travelling.

#### **1.4 Motivation for research**

Tourism trends over the years indicate that tourists' interests are not limited to culture, history and the environment but include the desire to explore culinary experiences (Santich, 2004:20; Kyriakaki et al., 2010:2). Mynttinen et al. (2015:455) agree that food experiences and tourism have developed progressively and are significant for the development and growth of a destination. Previous studies have categorised food as an attraction, a product constituent, an experience or a cultural phenomenon regarding tourists (Meler & Cerovic, 2003:185; Cohen & Avieli, 2004:157; Quan & Wang, 2004:298). Consequently, money is spent on food as well as visits to attractions (Wansink, 2004:465; Wolf, 2006:57) and food becomes the main entry on a traveller's budget (Meler & Cerovic, 2003:179; Koc, 2013:833).

The food industry is becoming highly competitive and it is for this reason that the quality of food is highlighted to enhance satisfaction, which in turn will lead to a great experience for the tourist (Kuo et al., 2011:551). A study undertaken in Port Elizabeth on local food establishment expectations and experiences highlights that customers, in general, are attracted to restaurants for more than just food, as they seek an experience (Mhlanga, 2013:314). Kuo et al. (2011:551) contend the service quality level, the satisfaction of customers and reliability are important factors within the food industry, as they are the main contributors to the development of perceptions that lead to the shaping of experiences. The development of the relationship between the quality of service offered and satisfaction of customers leads to tourists being assured of quality gastronomic experiences. This leads to the positive perceptions of potential diners. Hence, there is a need for quality local food to exceed the expectations and gastronomic experiences of tourists. This study assessed international tourists' perceptions and experiences of local food in Cape Town. The study focused on international tourists due to the unfamiliarity of the local food and more importantly the perceptions of local food as well as food related experiences during their holidays have not been studied in detail. Additionally, the results would assist to identify key international markets for local food in Cape Town.

#### **1.5 Statement of research problem**

Sims (2009:322) argues that irrespective of the growing interest in local food, this type of culinary experience has not been sufficiently researched (Morris & Buller, 2003:560). Moreover, a study was undertaken in the Free State Province of South Africa, which highlighted the conception of a food identity for the province as it is least visited (Coughlan & Hattingh, 2020:102). Herewith, this study identified the food unique to this province, necessary marketing strategies to be implemented, the importance of food tourism in developing the tourism sector in the province, the development of a unique food tourism route which can be used to brand tourism in the province and finally, it identified a literature gap, which encouraged the further studying of food tourism in South Africa and the need to establish authentic food identities for various destinations in South Africa (Coughlan & Hattingh, 2020:101). Local food

is an essential supportive tourism attraction, however it has not been thoroughly promoted in the past (South African Tourism, 2019c). Similarly, Correia (2019) states that operators in the wine and food industry in South Africa have specified that there had been a 60% growth, and this has been due to authentic cultural food experiences of tourists. Therefore, it is vital that those who offer local food experiences are informed regarding new products, offerings and trends. Furthermore, while food can be used to showcase the diversity of South Africa, it is imperative that sustainability and an awareness thereof should be incorporated in these food offerings (Correia, 2019). According to Molefhe et al. (2014:13) elements of concern on the subject of local food are authenticity, overall experience including the ambience, setting, décor, music, taste, texture, drink pairing of local food, and the attentiveness and presentation of waiting staff, hence it should symbolise a particular culture. Other important elements identified were service, cleanliness and hygiene, and menu variety (Molefhe et al., 2014:14). Therefore, this study discusses international tourists' perceptions and experiences of local food in Cape Town and identifies new ways to develop favourable perceptions and experiences. The focus areas of the study were four of the Big 7 attractions in Cape Town, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island (Cape Town Tourism, 2015:31).

This will encourage Cape Town to improve local food as a tourism product offering and to improve its marketing. The term 'local' is, however, subject to a variety of interpretations and the understanding and perception thereof will vary (Allen & Hinrichs, 2007:269). It is thus vital that a new body of knowledge is uncovered to improve and sustain the perceptions regarding local food and its consumption (Mynttinen et al., 2015:456). Mynttinen et al. confirm that there is a knowledge gap regarding the types of perceptions and experiences international tourists have about local food at the destination they are visiting (Mynttinen et al., 2015:456). To increase the consumption of local food in Cape Town, it is important for the international tourists to identify and conclude their perceptions and experiences and the connection between these perceptions and experiences.

## **1.6 Research aim**

The aim of the study is to obtain knowledge and understanding about international tourists' perceptions and experiences of local food.

## **1.7 Research questions**

The following questions provide guidance for the study:

- What do international tourists in Cape Town perceive as local food?
- What are the international tourists' experiences of local food?
- What motivates international tourists to consume local food?

- How could the consumption of local food be increased?

## **1.8 Research objectives**

- i) To determine what international tourists in Cape Town perceive as local food;
- ii) To determine international tourists' experiences of local food;
- iii) To determine what motivates international tourists to consume local food; and
- iv) To determine how the consumption of local food can be increased.

## **1.9 Research methods**

### **1.9.1 Study area**

To discover how international tourists perceive and experience local food in Cape Town, four of Cape Town's Big 7 key tourist attractions were the focus areas of this study. The Big 7 attractions are unique and known as the most celebrated attractions in Cape Town, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway, the Nelson Mandela Gateway to Robben Island, Cape Point, City Walk and V & A Waterfront (Cape Town Tourism, 2015:31). In addition, they are frequented by a large number of international tourists. Attractions participating in the study were Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs. The researcher collected data at the attractions, rather than food establishments or markets, which prevented a predetermined definition of local food being imposed on the respondents. This allowed tourists to determine their own unique definition of local food.

### **1.9.2 Research methods and design**

This study adopted the quantitative method as it allowed for a variety and large number of participants despite time constraints. Permission was granted at the individual attractions to approach tourists to complete the survey questionnaires.

### **1.9.3 Primary data**

The study included questionnaires as respondents indicated their level of agreement and disagreement (George, 2011:144). The questionnaire consisted mainly of closed-ended questions to which respondents could tick 'yes' or 'no', or mark their choice from a box containing multiple statements. Some open-ended questions provided respondents with an opportunity to express their opinions.

#### **1.9.3.1 Questionnaires**

The surveys were conducted face-to-face with tourists at the individual attractions. The questionnaire was sub-divided into three sections where A = background information, B =

perceptions and experiences and C = biographical information. Participants were asked to indicate their level of agreement by use of five-point Likert rating scales. In addition, multiple response questions were asked to attain much of the participants' views, which allowed to comprehend a greater overview. Sufficient space was provided for responses to open-ended questions.

#### **1.9.4 Secondary data**

Secondary data is valuable in that it saves time and is cost efficient as it allows a researcher to build on existing research without investing time or money because someone else has already collected the data. Secondary sources used in this study include books, journal articles, academic dissertations, Internet sources, government documents and dictionaries.

#### **1.9.5 Sampling**

The population consisted of international tourists. A purposive and non-probability sampling methods were employed, as the researcher approached international tourists at the respective attractions to invite their participation. The total population size (N= 616 798) and sample size ( $n= 292$ ) was dependent on the number of international tourists at the attractions. Data were collected from June to September 2016 at the respective attractions. The sampling method is discussed in more detail in Chapter 4.

#### **1.10 Method of data analysis**

The Statistical Package for Social Sciences (SPSS) version 24 was used to analyse the quantitative data. A statistician from the Cape Peninsula University of Technology assisted the researcher with the analysis of the data. The constant comparative method was used to analyse the qualitative data from the open-ended questions.

#### **1.11 Limitations**

The study was limited by a language barrier, as some of the international respondents did not understand English and were unable to interpret the instructions and questions of the survey questionnaire. Unfortunately, the selected fieldwork assistant did not complete the fieldwork phase as per their initial agreement with the researcher. Additionally, there were restrictions placed on the researcher at the attractions and the fieldwork could only be conducted in certain areas within the attractions. The limitations are discussed in detail in Chapters 4 and 6.

#### **1.12 Ethical considerations**

Ethics is the cornerstone to conducting meaningful research and it is the researcher's duty to protect the participants (Heffernan, 2005:87; Drew Study, 2007:56). Manchester School of Art (2012:8) agrees that as a researcher one should respect human dignity at all times and avoid discrimination. It is thus important to protect participants from harm, ensure privacy and obtain consent (Research Methods Knowledge Base, 2006). Plagiarism and fabrication of results are

regarded as serious misconduct and may result in invoking disciplinary procedures (Manchester School of Art, 2012:8). Plagiarism is considered an element of ethics. It is important to avoid it and always ensure sources are acknowledged.

This study strongly considers ethical considerations as the foundation of this research. The information presented does not mislead the readers and all sources are cited to avoid plagiarism. The researcher was aware of the voluntary participation principle and ensured confidentiality and anonymity of the respondents. The participants were fully informed of the participation procedures by the researcher and their information will not be disclosed to parties not directly involved in the study. Permission letters were granted by the participating attractions and the Faculty of Business Ethics Committee of the Cape Peninsula University of Technology deemed the study to be ethically sound. The authors of the Mynttinen study also granted permission to use their questionnaire and study as a guideline for this study.

### **1.13 Delineation of the study area**

The study was conducted at four of Cape Town's Big 7 attractions, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs. The focus was on how international tourists perceived and experienced local food in Cape Town.

### **1.14 Significance of the study**

The importance of the study is that it adds to the body of knowledge on the tourism and culinary industries. The study highlighted the importance of tourist perceptions and experiences regarding local food in Cape Town and the implementation of new procedures in the pursuit of developing favourable perceptions. This new body of knowledge will assist local food establishment owners to improve their offerings whilst creating an authentic experience for future tourists and working towards increasing tourists to Cape Town. The findings will assist Cape Town in improving local food as a tourism product offering and the marketing of gastronomic tourism.

### **1.15 Structure of the dissertation**

The theoretical outline of the study reflects the practical development of the research, which is outlined below.

## **Chapter 1: Introduction**

Chapter 1 introduces the study, which seeks to understand tourists' perceptions and experiences of local food in Cape Town, and provides a background and context to the study. A brief outline is provided of the problem statement, the research objectives and research questions of the study, the rationale for the study and the benefits of the study. This is followed by definitions of basic terms and concepts.



**Chapters 2 and 3: Literature review**

Chapters 2 and 3 review relevant literature, including a conceptual framework of important theories to support this study. It makes conceptual distinctions and organises ideas from existing literature. Secondary sources used in this study include books, journal articles, academic dissertations, Internet sources, government documents and dictionaries.

**Chapter 4: Research design and methodology**

This chapter discusses the research methodology and techniques employed for this study, including the study area, research design, data collection, validity and reliability, research ethics and data analysis.

**Chapter 5: Data analysis**

Chapter 5 analyses and interprets the data that was obtained from the various attractions. The results are presented in text, as well as graphically in figures, tables and bar charts.

**Chapter 6: Conclusions and recommendations**

This final chapter revisits the research objectives to indicate how each was achieved and summarises the main findings of the study. Based on these findings, recommendations are proposed. The chapter concludes with an evaluation of the study in terms of limitations and contributions to the body of knowledge on the tourism and culinary industries, and provides direction for future research.

## **CHAPTER 2**

### **BACKGROUND OF LOCAL FOOD**

#### **2.1 Introduction**

This chapter provides the background to perceptions and experiences of international tourists of local food. These are discussed in relation to cultural tourism and gastronomic tourism in Cape Town. The chapter examines relevant literature on cultural gastronomy, gastronomic tourism development, defining local food, factors influencing food choices and elements influencing local food consumption. The importance thereof for future gastronomic tourism in Cape Town and South Africa is highlighted.

The objective of the current chapter is to identify the role of cultural gastronomy in tourism. It also outlines the development of gastronomic tourism and highlights the various local food options in Cape Town. A discussion on deluxe gastronomy is outlined with emphasis on quality. The definition of local food is discussed in detail and is linked to proximities. The perceptions of local food are delineated as well as factors that influence food choices. The different types of authenticity, such as objective authenticity and contrast authenticity are underlined. Furthermore, the importance of service delivery in local food establishments and markets, and quality service is stressed. Finally, elements that play a role in a tourist's decision to consume local food and how strategic marketing can be used to encourage tourists to consume local food are discussed in detail.

#### **2.2 Cultural gastronomy and its impact on tourism**

An aspect highlighted by Molefhe et al. (2015: 11-12) was the constant evolution of the tourism industry and whether or not cultural gastronomy was considered a tourist attraction in Cape Town. The study highlighted that individuals are often curious about other cultures and that food is one of the most significant elements of culture. Cultural gastronomy plays an integral part in drawing people to a destination and its culture.

A driving force for economic growth of a destination is local food and gastronomy (Telfer & Wall, 1996:642; Nursal et.al., 2019:2). Lorenzini (2011:1446) states that food, tourism and agricultural industries are complementary as they are synonymous with downstream and upstream linkages, leading to strong multiplier effects. When focus and value are placed on the production of local raw ingredients, it highlights the use of these ingredients, thereby creating employment and training of communities, which leads to economic, social and tourism development, eventually creating a legacy. Mynttinen et al. (2015:466) confirm that the close proximity of producers within a destination is linked to the freshness of food, as there are fewer added preservatives and shorter transportation distances of raw ingredients.

Although many previous studies have focused on local food and tourism and the benefits of their synergy, few studies have investigated whether positive local food perceptions and experiences lead to repeat visitation (Kivela & Crofts, 2006; Sims, 2009; Molefhe et al., 2015; Mynttinen et al., 2015). This study is therefore exploratory in nature and provides valuable information about tourists' local food perceptions and experiences. Sparks et al. (2003:8), Kivela and Crofts (2006:357) and Barros and Assaf (2012:220) found that there is a positive relationship between food quality perception and tourists' intention of repeat visitation.

### **2.3 Gastronomic tourism development**

Richards (2002:5) states that gastronomic tourism is a subcategory of cultural tourism as it represents food from an identified destination. Hence, food contributes greatly to the tourism industry as it is a human need and tourists have to sustain themselves physically. Food is observed from various perspectives, including being an attraction, a product component, an experience, a cultural phenomenon and a link between food and people (Cohen & Avieli, 2004:756; Quan & Wang, 2004: 298). Within the context of this study, food is considered as a connecting component within communities, referring to local raw ingredients, freshly prepared food served at restaurants, cafés and street take-aways.

Hjalagar (2002:23) describes the importance of the development of gastronomic tourism within a hierarchal context. Firstly, the necessary resources are made available and these attract an increasing number of tourists. Secondly, these resources would continue to develop vertically and horizontally, positively leading to the involvement of the suppliers of local food. Thirdly, the parallel elements of service and material provision of local food enhance the tourism experience. Lastly, the development of gastronomic tourism is established around knowledge and innovative capabilities that are allied to food and tourism within a specific locality, continually heightened for tourism professionals in the food and tourism sector to belong to the target group. Therefore, gastronomic tourism development is developed through local gastronomy (Gössling & Hall, 2013:7).

Cultural tourism is centred on the elements of history of food and ingredients, historical and existing food production practices, celebratory foods, food specialities and that which they symbolise, myths about food and drink intake (Gastronomy of Finland, 2013). Gastronomic tourism represents the local community and their customs through the food they consume.

Gastronomic tourism in recent years has grown throughout the world, with destinations and tourism companies acknowledging its importance to economic development (UNWTO, 2012:5). Importantly, the Slow Food movement, an organisation that promotes local food and traditional cooking, is present in over 122 countries and offers food initiatives for chefs from 18 countries in the world (UNWTO, 2012:5).

South Africa has numerous food establishments and markets serving a variety of cuisines that reflect the diverse cultures of the local community (Dining Out, 2014). Cuisines on offer in South Africa are Cape Malay, Dutch, Chinese, Japanese, Taiwanese and Indian (Green Route Africa, 2012:18). Warm hospitality, fine dining, award-winning wines and a very cosmopolitan culture are all facets of Cape Town (Green Route Africa, 2012:3). In 2015, Cape Town was named the best food city of the world by the Condé Nast Traveler magazine (Williams, 2015) and the Western Cape was positioned ninth in 2019 as one of the world's best food destination (National Geographic, 2019). Similarly, a study confirmed that Cape Town has become the cuisine capital of South Africa (Molefhe et al., 2015:11-12).

Cape Town is known for its variety of geographical locations that contain rich history and offer memorable food experiences. Examples are the Bo-Kaap, which is one of the oldest residential areas and closely associated with the Muslim community of Cape Town (Cape Town Tourism, 2014b: 48-49; South African Tourism, 2014a) and the townships, the legacy of apartheid, namely Langa, Gugulethu, Khayelitsha and Imizamo Yethu (Cape Town Tourism, 2014b: 48-49; South African Tourism, 2014a).

Molefhe et al.'s (2015:17) study asked that due to the ongoing evolution of the tourism industry, whether respondents consider cultural gastronomy a tourist attraction in Cape Town and why is it significant. The majority of respondents agreed that cultural gastronomy in Cape Town was a tourist attraction. One participant stated that individuals are often curious about other cultures, that food is one of the most notable elements and it is important for citizens to gain knowledge about other cultures. A second respondent indicated that cultural gastronomy plays an integral part in attracting people to a destination and the culture, while a third respondent added that the human constantly seeks knowledge and looks for new experiences (Molefhe et al., 2015:17). To ensure the quality and standard of food experiences, it is important to have a perspective on deluxe gastronomy.

### **2.3.1 Deluxe gastronomy**

According to Ehrmann et al. (2009:526), research shows that mass markets such as corporate travel and incentive travel groups are reluctant to pay a premium price for cuisine. However, a small group of quality and status-orientated people are willing to pay top prices for superior cuisine (Ehrmann et al., 2009:526-528). High quality in deluxe gastronomy is vital; leading restaurants create trends, form expectations and set the standard for quality in gastronomy, thriving for creativity and individuality (Surlemont & Johnson, 2005:577).

Because these deluxe restaurants charge significantly higher prices than regular restaurants do, the meal quality and meal experience becomes very important (Ehrmann et al., 2009:528). Deluxe or speciality restaurants serve a unique cuisine and Cape Town has many, delivering top quality offerings to an identified market, which meet the expectations of patrons (Buxton,

n.d). Food prices are linked to the level of quality as per consumers' perceptions, which lead them to develop a specific expectation of food experiences (Becker, 1991:1110). Food quality should not be assessed in terms of price only but also by the chef's qualifications and experience, ingredients used, staff and the ambience of the restaurant (Surlemont & Johnson, 2005:582).

## **2.4 Defining local food**

Research on local food is ongoing, giving rise to various definitions of the term 'local' food (Pearson et al., 2011). Local food, therefore, has different meanings to different people (Eriksen, 2013:49). Researchers do not aim not to propose a single definition but rather to clarify and interpret the definitions that are set out.

Proximity is used in this context to clarify the meaning of local food (Eriksen, 2013:51). The originality of food in Cape Town is taken into consideration and when food is from the same destination, it is deemed to be local food. The proximity signifies the geographical importance (Knoben & Oerlemans, 2006:76). Conversely, the term 'local food' cannot be based solely on geographical proximity (Futamura, 2007:220; Dunne et al., 2010:48). The production and manufacturing of the food should be considered as food can be produced within one destination and manufactured within the next. The industry professionals could classify the place of origin according to their established criteria and so it will differ from the visitor criteria. Ostrom (2006:77) elaborates that although local food is based on location, there are elements such as relation and values that also need to be considered. Thus, there are three domains to proximity when identifying the meaning of local food, namely "geographical, relational and values of proximity" (Eriksen, 2013:51). It is important for tourism planning officials in the CoCT to ensure coordination and implementation of these three domains to experience continuous sustainable growth of local food tourism.

### **2.4.1 Geographical proximity of local food**

The understanding of geographical proximity is known in terms of territorial locality, the radius within which food is produced, where it is consumed and where it is circulated; thus, the relationship between food and place is strong (Eriksen, 2013:52). Feagan (2007:23) argues that food and place are interwoven but Hinrichs and Allen (2008:342) believe that food and place are not persistently linked.

### **2.4.2 Relational proximity of local food**

According to Eriksen (2013:52), the understanding of relational proximity is the close location between producers, distributors, retailers and consumers. Local food is used to reconnect through the direct exchange between the producer and consumer (Mount, 2012:113). This type of proximity between producers and consumers is referred to as immediate and personal cohesive space (Hinrichs, 2000:295).

### **2.4.3 Values of the proximity of local food**

The understanding of values of proximity relates to the various values attributed to local food by the producers, distributors, retailers and consumers (Eriksen, 2013:52). Duram and Oberholtzer (2010:100) aver that the sustainable environment, social reasonableness, organic production and support of local farmers are values linked to local food. The definition of local food should be an amalgamation of the producers, distributors, retailers and consumers. This will avoid the variations and provide one definition that is supported by all participating parties.

From the above, it is clear that each essential component of the proximity domains needs to be identified, emphasising the significance of each individual component. The geographical domain projects the importance of distance between where the food is produced, retailed, distributed and the community. The relational domain highlights the direct connection between producers, distributors, retailers and the location of the consumers. Lastly, the values domain focuses on the values required for local food. If local food is defined accordingly, its uniqueness could encourage potential tourists to select a destination for future visitation, whilst simultaneously developing perceptions. Hence, reviewing tourists' perceptions of local food is also vital.

### **2.5 Tourists' perceptions of local food**

The consumption of food has been largely overlooked in tourism literature (Cohen & Avieli, 2004:761). According to Godfrey and Clarke (2000:31), food is considered a supporting element of tourism rather than a sole attraction. Telfer and Wall (2000:428) agree that there has been increased interest in tourists' food consumption. According to Molefhe et al. (2015:13-14), local food establishments and markets are an integral part of tourism as they are a unique cultural attraction. Local food is a vital element for the business and leisure sectors within the tourism industry (Kivela & Crofts, 2005:46). However, tourists do not trust the safety and quality of food, or its effect on their health. They are reluctant to try local food, which encourages local food providers to ensure the quality and safety of their food. The five elements contributing to culinary quality in local food establishments and markets are atmosphere, service, cleanliness, hygiene and menu variety (Molefhe et al., 2015:13). The presence of these five elements enhance a tourist's perception of local food. Mak et al. (2012:930) report that when tourists are in a new environment their perspective on food and eating changes. Therefore, the perception of local food differs from one individual to the next, due to their own personal experience or that of relatives and friends (Yüksel & Yüksel, 2003:54).

Sengel et al. (2015:430) report that there is limited literature available on the perceptions of tourists on local food. In addition, food tourism needs additional analysis in South Africa (Martin et al., 2019:3). This makes it difficult for local food providers to improve their offerings to be

more appealing to tourists. The current study investigates tourists' perceptions of local food and identifies changes required to improve these perceptions. According to Coughlan and Saayman (2018:97) previous studies confirmed that the value and importance of authentic local food to a destination's food identity are vital for a sustainable tourism industry and for the local communities. Additionally, it is important for governments and food and drink establishment owners to cooperate and align plans in order to ensure that local and authentic experiences are offered sustainably to maintain local heritage and educate locals (World Food Travel Association, 2019:29).

Choice of food is one of the aspects taken into consideration in obtaining a better understanding of the consumption of local food (Giesen et al., 2010:76). Several factors that influence food choices are presented in the following section.

## **2.6 Factors influencing food choices**

The interest in local food has grown over the past decades and ethical practices and transparency in food production are vital for continuous growth (Adams & Salois, 2010:335; Hempel & Hamm, 2016:310). Therefore, attention must be focused on aspects related to health, quality and the taste of food during production (Padel & Foster, 2005:609; Hemmerling et al., 2015:23).

Tourists are increasingly interested in the origins of local food in their quest for knowledge on the topic. The determinants of local food purchases are intertwined with the tourists' age, education, gender, income and organic food consumption (Shafie & Rennie, 2012:362). The consumers purchasing decisions are therefore highly based on the quality and taste thereof (Aschemann-Witzel & Niebuhr Aagard, 2014:552). The overlapping relations with both organic and local food is based upon qualities such as; freshness, taste, healthiness, animal well-being as well as environmental friendliness (Robinson-O'Brien et al., 2009:13; Miroso & Lawson, 2012:117).

Cape Town provides excellent cultural experiences with its numerous restaurants that offer cultural food and local entertainment. Examples of such restaurants to visit are the Bo-Kaap Kombuis which offers Cape Malay cuisine, The Africa Café offering cuisine from across Africa, Mzoli's Place and aMadoda Braai and Restaurant offering a unique South African township experience, Gold Restaurant, Mama Africa and Marco's African Place, which offers African cuisine and live African music (Collison, 2016).

### **2.6.1 Authenticity of local food**

According to Lin et al. (2011:32), food has the ability to improve the authenticity and sustainability of a destination. For gastronomy to be sustainable, it should promote food from an identified destination that is closely associated with socio-cultural and environmental

elements such as social justice, fair trade, local gastronomic systems and promotion of environmental sustainability (Yurtseven, 2007:19). Gastronomy contributes to the development of markets for local specialities, gastronomic centres, eco-museums and wine routes that encourage local development (Yurtseven, 2007:19). Sustainable gastronomy is therefore involved with communities, bringing positive social, environmental and economic changes while ensuring the optimal health of the community (Scarpato, 2002:3).

Tourists are eager in their search for uniqueness and novelty in destinations. Therefore, individuals tend to place significant value on the element of authenticity. Tourists demand traditional and local food, which is closely linked to authenticity, furthermore there are different forms of the term authenticity, such as objective authenticity, based on the static understanding of place and culture and contrast authenticity, based on the belief that all cultures change and there are no pure societies (Sims, 2009:324). An important gastronomic principle implies that “authentic meals have to be true to a place” (Scarpato, 2002:5-6). Jang et al. (2012:990) refer to authenticity as the uniqueness and difference of a particular element. Cape Town is currently developing gastronomically and some wines and a few food ingredients are unique to the region but other ingredients are from other regions within South Africa and beyond its borders. Therefore, contrast authenticity applies to Cape Town because of the multicultural mix of people living in and moving to the city (Sims, 2009:324).

Considering the varied definitions of authenticity, it is the responsibility of the food providers to ensure that their products contain unique elements that are true to the place. The tourist, however, will continue to value authenticity of food in terms of their personal principles, which differ from one individual to the next. Therefore, local food establishments and markets should offer food of a sound local origin, tied to tradition and use innovative techniques (UNWTO, 2012:12).

Tourism providers are concentrating on the food as an important element of a destination tourism product, as gastronomic tourism provides tourists with an authentic culinary education and an “understanding, appreciation and connection to a destination” (Pullphothong & Sopha, n.d.). Specific foods and beverages of an area is becoming one of the main reasons for travel and key role players in the tourism industry are focusing on how a destination should be reflective of the area’s different flavours and authenticity (López-Guzmán & Sánchez-Cañizares, 2011:63).

According to Yurtseven (2007:17), the use of authentic local food can add to the sustainability of a destination. Therefore, gastronomy plays an important role in sustaining the development of tourism (Yurtseven, 2007:17; UNWTO, 2012:12).



## **2.6.2 Authenticity and trends of local food**

Seery (2010:2) opines that the concept of authenticity is a vital element of gastronomic tourism; food is considered authentic when it is simple, natural, ethical and rooted in a region, which contributes to the making of a food destination. Authentic food is related to the perception of uniqueness to people (Long 2004:1). Tourists appreciate foods that are reflective of the local, regional or national heritage. Authentic foods usually have distinctive flavours and smells.

Gastronomy has become an important element of a destination's local culture (Seery, 2010:3). It is through the consumption of food that one also learns about another culture. The manner in which ingredients and fresh food products are combined and cooked contributes to a significant national identity (Seery, 2010:3). Food plays a significant role in a tourist's overall experience at a destination and the element of authenticity is important (Yeoman, 2008:45). Tourists are curious about the unknown and want to gain more knowledge of food. Quality is an important aspect of authentic food in terms of food production, preservation, preparation and presentation. An increasingly health-conscious world means food trends are leaning to healthy eating – less fat, less sugar, less salt, more vegetables and more fruits (Yeoman, 2008:47-48). It is important for local food establishments and markets to be aware of this trend and cater for a variety of individuals, as consumers are becoming more demanding and fastidious about the food they consume (Seery, 2010:5).

Therefore, gastronomy is an important element of culture and lifestyle and encompasses values such as respect for culture and tradition, healthy lifestyle, authenticity and sustainability (UNWTO, 2012:9). Gastronomic tourism has created an opportunity to rejuvenate and expand tourism, which enhances local economic development and involves a wide range of professions.

Table 2.1 below depicts a list of trends within the gastronomic industry.

**Table 2.1: Top trends in the gastronomic industry**

Trends in the gastronomic industry	
Locally sourced meats and seafood	Half-portions/smaller portions for a smaller price
Locally grown produce	Organic produce
Sustainability	Nutrition/health
Nutritionally balanced children dishes	Culinary cocktails (e.g. Savoury, fresh ingredients)
Hyper-local (e.g. restaurant gardens, do your own butchering)	Newly named cuts of meat (e.g. Debever steak, pork flat iron, Petite Tender)
Children's nutrition	Fruit/vegetable children's side items
Sustainable seafood	Ethnic-inspired breakfast items (e.g. Asian-flavoured syrups, chorizo, scrambled eggs, coconut milk pancakes)
Gluten-free/food allergy conscious	Artisan Cheeses
Simplicity/back to basics	Ethnic spices
Farm/estate-branded ingredients	Street food-inspired dishes
Micro-distilled/artisan liquor	African flavours
Locally-produced wine and beer	Ethnic condiments (e.g. sriracha, sambal, chimichurri, gochujang, zhug)
Vegetable card substitutes (e.g. cauliflower rice, zucchini spaghetti)	

(Ryan & Brown, 2011:6; Simon, 2017)

According to Molefhe et al. (2011:10-11), common gastronomic trends in South Africa and Cape Town are locally-sourced meats and seafood, locally-grown produce, sustainability, locally-produced wine and beer, organic produce, nutrition/health, ethnic-inspired items, ethnic spices, street food-inspired dishes and African flavours.

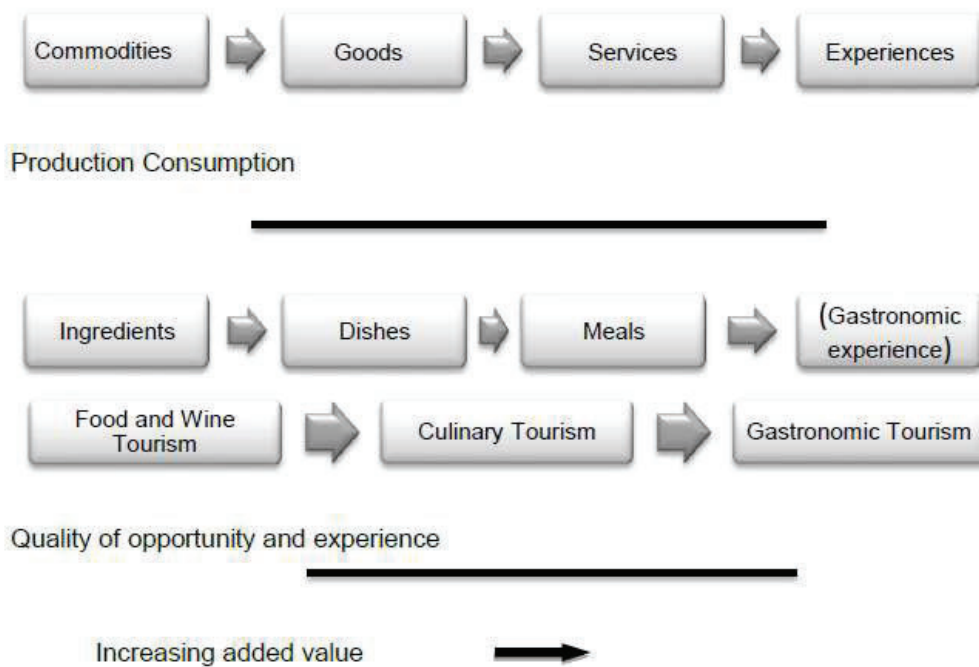
### **2.6.3 Service delivery in local food establishments and markets**

Lin and Mattila (2010:820) argue that the component of service has an influence on consumption experiences as essentials such as colour, design, layout, music and scent contribute significantly in the physical environment (Bitner, 1992:60). Service often involves encounters between tourists and the service employees, therefore, evaluation by customers is viewed holistically (Lin & Mattila, 2010:820). Individuals offering the service could satisfy or dissatisfy tourists; evaluation by customers regarding their culinary experience at local food establishments and markets commences when they interact with the service offered (Lin & Mattila, 2010:823).

Kivela and Crots (2006:362) note that food adds to an individual's overall experience and is considered a pleasure factor, which attracts tourists to a destination. Food consumption when travelling includes a social factor, such as dining with others, making new social contacts and

maintaining existing ones (Fields, 2002:39). Food is regarded as a platform to experience the local culture of a destination (Lee & Crompton, 1992:733; Ondimu, 2002:1040; Kiverla & Crots 2006:359). Tourists thus build their knowledge of local culture through food consumed at different food establishments or markets at the destination (Fields, 2002:42).

It is important to understand how tourists evaluate local food experiences in terms of their expectations. Figure 2.1 illustrates how gastronomic tourism offers quality experiences.



**Figure 2.1: Gastronomic tourism and quality experiences**

(Hjalagar & Richards, 2002:19)

Individuals who are passionate about gastronomy travel to destinations purely in search of good quality food, which is the main purpose of their travel. Hence, gastronomic tourism is when people travel purely to experience the taste of drinks and food, which would provide a lasting memory (Karim et al., 2009:64). The quality food experience starts with a sampling of raw products and thereafter includes the different suppliers involved, the chefs, the food preparation process, the dish served and the service delivery at food establishments and markets.

During the production, consumption and gastronomic experience processes, food quality and service delivery are important aspects of an excellent gastronomic tourism experience. High quality experiences increase the value of gastronomic tourism.

#### **2.6.4 Quality of food**

Pendergast (2006:144) argues that when the quality of food is poor it is likely to have a negative impact on how a tourist perceives the local food and the destination. The quality and safety of food are fundamental and strict measures are crucial to maintain it. Jang et al. (2011:668) state that food quality should be emphasised. To maintain high-quality cuisine or local food tourism reflex-ability is required. (Sims, 2009:322). Tourism reflex-ability is when a destination develops goods and products that distinguish it from other destinations, which leads to continuous quality management. As the demand for quality, experience and originality grows, there is an increase in specialisation and diversification needed by consumers. Moreover, the quality of local food could have an effect on its intake.

#### **2.7 Local food consumption**

It is important to investigate the various elements at play in the individual's decision regarding consumption of local food. From consumption, perceptions are created, which influence future consumption.

##### **2.7.1 Elements influencing local food consumption**

Sengel et al. (2015:431) argue that tourists' perceptions of local food have been overlooked in literature and therefore it is very important to elucidate on what drives tourists to consume local food. According to Giesen et al. (2010:78), previous studies have covered broad factors on consumption of local food such as the "liking, preference, choice and intake of food." Food liking refers to the pleasure of tasting food and palatability, thus making quality and taste a priority for local food establishments or markets as it influences perceptions (Duarte Alonso et al., 2013:551). However, each individual's partiality for local food differs.

Mak et al. (2012:931) identify the factors of traditional and spiritual, socio-demographics, past experiences, personality and motivation as relevant for tourists' local food consumption. Kim et al. (2009:424) concur with these factors and further subdivide the factors of consumption into "exciting experience, escape from routine, well-being concern, obtaining knowledge, authentic experience, togetherness, prestige, sensory appeal, physical, demographic factors (gender, age, education), psychological factors (neophilia or neophobia)". Consequently, there are different attributes to be considered when analysing the behaviour of tourists' local food consumption.

##### **2.7.1.1 Demographic factors**

According to Kim et al. (2003:171), religious belief, marital status, education level, age and gender all influence tourists' consumption of local food. With food preferences, age, gender and social status are the most influential (Sengel et al., 2015:431). Tourists' food preferences differ with age, gender and social status. Gender plays a role in local food choices, with females often being concerned about their weight and the calorie content of foods (Rozin, 2006:21).

Flynn et al. (1994:1103), Wadolowska et al. (2008:124) and Kim et al. (2009:425) agree that food safety is more of a concern to women, whereas males are more concerned with taste. However, all individuals are making healthier food choices (Olsen, 2003:202; Sengel et al., 2015:431). Therefore, food quality is important to individuals when selecting food. Tourists from different countries have different food experiences (Kivela & Crofts, 2005:41). Individuals with higher income and higher education level tend to be interested in local food consumption because it broadens their knowledge about a particular local culture (Wadolowska et al., 2008:125).

#### **2.7.1.2 Motivational factors**

Factors that motivate travel have a significant influence on tourists' intake of local food (UNWTO, 2012:7; Cetin & Bilgihan, 2015:36) and play a role in their experience of a destination. Motivational factors such as physical, cultural, interpersonal and stature all influence a tourist's consumption of local food (Fields, 2002:40). When visiting a new destination, tourists are keen to sample the local food, motivated by the taste, appearance, smell and authenticity of local cuisine.

#### **2.7.1.3 Psychological factors**

Psychological factors that affect the consumption of local food by tourists are individual characteristics, previous experiences and the search for variety (Sengel et al., 2015:432). The enthusiasm for trying unfamiliar food is recognised as a pull factor for tourists to consume local food (Quan & Wang, 2004:300; Chang et al., 2011:311). However, Sengel et al. (2015:432) argue that some tourists might prefer food from their own origins. Sengel et al. go further to state that previous experiences of local food could influence local food consumption at a new destination. Tourists who are well travelled are more open to trying new foods than those who have not travelled much (Ryu & Jang, 2006:509).

Food has always been a significant element of the tourism industry and a tourist attraction (Henderson, 2009:319) although some tourists are loathe to consume unfamiliar food (Seo et al., 2013:295). Their fears of consuming unfamiliar food could be rooted in concerns of health, hygiene and safety of local food consumption, which is why transparency and knowledge sharing would encourage more interest in local food. Food neophobia, or the fear of trying new foods, could cause some individuals to hesitate in consuming local food, although seasoned travellers over time become less food neophobic (Seo et al., 2013:295).

Individuals' accustomed to local food are more likely to consume it (Seo et al., 2013:295). Marks and Olson (1981:146) and Johnson and Russo (1984:543) state that familiarity is the knowledge of a particular product. The level of familiarity influences consumer behaviours, mainly their preferences, trust, perceived risk, information search, decisions, confidence in the decision and finally purchase motivation (Murray & Schlacter, 1990:59; Kim et al., 2008:547).

Additionally, consumers' experiences with products affect their attitude to local food and should be included within the definition of familiarity (Alba & Hutchinson, 1987:416; Rao & Sieben, 1992:261). A new definition of familiarity could be the knowledge and experience of something. Baloglu (2001:128) and Ha and Perks (2005:440) argue that familiarity is an important element in a tourist's destination selection process and prior knowledge of destination attractions, food, language and culture could influence their choice. Globalisation engenders familiarity with foreign cuisine (Seo et al., 2013:295).

There is a symbiotic relationship between destination familiarity and destination image (Baloglu, 2001:129; Hyun et al., 2005:150; Qu et al., 2010:379). This happens through personal experiences of tourists, that familiarity gradually develops a new image of the destination. Familiarity with local food relates to the image of local food (Kim & Richardson, 2003:221; Kwon, 2005:337). According to Seo et al. (2013:296), increased exposure to unfamiliar local food could lead to increased consumption. It is important to realise that tourists formulate the image of a destination through their individual concepts of that which is familiar to them from their experiences. According to sociological and psychological literature, food choices are influenced by taste, health, social status and cost (Seo et al., 2013:296), individual and social factors (Worsley et al., 1983:36), health concerns (Wandel, 1994:36; Lindeman & Stark, 1999:148), food habits and eating patterns (Sanjur, 1982:23), emotional states (Connors et al., 2001:190; Gibson, 2006:54), environmental factors and convenience, time and effort (Connors et al., 2001:191) and values focusing on cognitive and motivational factors (Rappoport et al., 1993:38).

The influences of local food stem from factors such as social status and the value of symbolic meanings (Frust et al., 1996:250). Symbolic meanings are intertwined with traditions of a particular group of people. Seo et al. (2013:296) opine that individuals have unique needs, influenced by personal factors and preferences. Previous studies mention that there are impacts of utilitarian and hedonic values on food intake linked to food fondness and consumption (Peryam & Pilgrim, 1957:10; Bell & Marshall, 2003:236; de Graaf et al., 2005:25). Hedonic consumption is pleasure related to and closely interlinked with sensory pleasure and fun, whilst practical consumption is goal-oriented and mainly focused on fulfilling basic needs (Hirschman & Holbrook, 1982:94).

When on holiday, most tourists are eager to try new food. A third of a tourist's expenditure is on food (Kim et al., 2009:425). Effective marketing could encourage tourists to sample local food at a destination. Familiarity with local food leads to an improved image of it and image is a vital part of their satisfaction. Tourists orientate themselves with local food prior to travelling to a destination by researching the local food offerings; knowledge of local food encourages unique purchase behaviour (Feldmann & Hamm, 2015:153).

#### **2.7.1.4 Physical environment**

Local food establishments should not only focus on offering great food but should pay attention to the overall meal experience, which includes the physical environment. Atmosphere, service, furniture design, seating arrangements, cleanliness and hygiene, menu variety and cutlery are all part of the physical environment of food establishments (Molefhe et al., 2015:9). The implementation of more cultural aspects within restaurants is also very important.

### **2.8 Marketing of local food**

It is essential that local food be marketed appropriately and through the right channels. For the purpose of South Africa, through the Jurni company various tourism stakeholders have a right to use a marketing platform on the South Africa Tourism website, which allows them to reach tourists who are enticed by food tourism (Coughlan & Hattingh, 2020:102). A study by Alderighi et al. (2016:324) focused on the influence that local food has on tourists' return visits to a destination. It is important to identify from where the food within the destination originates as it is linked to history and culture, leading to the appreciation of local food for both locals and tourists. Alderighi et al. (2016:324) argue that it is vital for policymakers to be in agreement on the formulation of strategies to create a positive link between local food and tourism via distribution and promotional channels. Improved quality will lead to excellent meal experiences and enhance tourist satisfaction.

Intelligent and clever advertising has a positive and persuasive effect on an industry (Dube & Manchanda, 2005:83). The increase of information regarding a certain product or service to a consumer is known as informative advertising (George, 2011:330). Advertising of local food as a tourist attraction in Cape Town will contribute to it becoming known as a gastronomic destination. Barros and Assaf (2012:221) investigated the reasons why tourists return to Lisbon and found that marketing of local food played an important role in these return visits. This emphasises the importance of local food in marketing a destination.

Kivela and Crotts (2006:373) conducted a study on the importance of gastronomy as an element of a tourist's experience at a destination.

Food plays an important role in the shaping of tourist experiences at destinations. It is important that these experiences are recorded and appropriately adjusted marketing is applied to create a positive image of the destination and to ensure its economic health. Alderighi et al. (2016:325) found that the quality of local food is a valuable factor in marketing a destination and making it attractive to tourists. This makes the destination competitive with other destinations, which is also known as the business stealing effect, whereby destinations compete with each other to attract tourists. It is important for destination marketing organisations to draw from this information when creating promotional strategies.

The uniqueness of local food at a destination reinforces that destination's image (Sims, 2009:325; Boyne & Hall, 2004:83). Therefore, destination marketing organisations should use the local food offered at a destination as a marketing strategy to highlight the culture that makes the destination unique. This uniqueness encourages potential tourists to select a destination for future visitation, whilst also creating and forming their perceptions.

## **2.9 Summary**

Cultural tourism makes use of food from an identified destination to represent the local culture, which is linked to communities. Gastronomic tourism as a subcategory of cultural tourism is an integral part of drawing people to a destination and its culture through food. Food quality rests on a chef's qualification as well as experience, ingredients used, staff and ambience of the restaurant, not merely prices charged. During food production, issues related to health, quality and taste should be prioritised.

Research on local food is ongoing, giving rise to different definitions of the term 'local food', which is clarified by using the factor of proximity. Regarding the originality of food in Cape Town, when food is sourced from the destination visited, it is deemed to be local food. Hence, three proximity domains have been identified to understand the term 'local food', namely values, relational and geographical proximity (Eriksen, 2013:51).

Limited literature exists on tourists' perceptions of local food, which has led to local food providers being unsure of changes to implement to attract more tourists to their establishments. Authenticity remains the responsibility of these food providers and there is continuous pressure on them to ensure their products maintain unique elements that are true to the place. Unfortunately, South African 'local food' lacks clear definition due to the limited literature on this phenomenon.

As the demand for quality, experience and originality grows, there is an increase in specialisation and diversification needed by consumers. The quality of local food has an impact on its consumption.

There are different elements to be considered when analysing tourists' local food consumption, namely, demographic, motivational, physiological, financial, as well as the physical environment.

Existing literature was objectively reviewed and the views and perspectives of various authors presented through argument and fact. This allowed the researcher to introduce new concepts to the study.

The following chapter presents the research methodology applied in this study.



## **CHAPTER 3**

### **TOURISM AND LOCAL FOOD**

#### **3.1 Introduction**

This chapter offers a contextual background and the history of tourism and local food in Cape Town, as well as South Africa. It highlights how it is and can be integrated with existing policies for future developments and skills interventions of the local community. In addition, it focuses on the relationship between tourism and local food and the contribution and challenges to Cape Town and South Africa.

The aim of this chapter is to provide an overview of the knowledge and understanding of tourism and local food in the world. It deliberates the evolvement of gastronomic tourism in the world and the importance of local food. The chapter further outlines how tourism and local food in South Africa developed and the effects of certain laws on tourism during its inception. In addition, the significance of tourism on the economy is highlighted. Moreover, there is a discussion on tourism and local food in Cape Town and the city's strategic plans to better the tourism product through the Integrated Development Plan (IDP) and how it can be used to further develop local food within the city.

#### **3.2 Tourism and local food in the world**

It is important to give an overview of tourism and local food as it is the foundation for the study. This will provide knowledge and understanding of the relationship between tourism and food. The word tourism has a broader scope than only international travel (Roday et al., 2009:4). Tourism is the movement of individuals to places outside their common environment for a short period and includes activities and facilities in which they partake whilst visiting a destination (Timothy, 2005:9). Rodgers (2001:2) notes that travel and tourism are directly related because travel is associated with the various methods and organisations that get tourists to their destinations and tourism takes place for leisure or recreational purposes.

The evolvement and development of gastronomic tourism in the world led to the establishment of an inclusive and thematic tourism offering in terms of elements within destinations. These elements include sites, restaurants, tourism guidebooks, a differentiated quality, gastronomic events or activities, economic development and finally, a historical element (UNWTO, 2012:7).

Food that is deemed local is being noticed increasingly across the world, as there is a gradual growth in the local food movement due to consumers' demand for locally produced food (Darby et al., 2008:476). However, Askegaard and Madsen (1998:557) have a different perspective, stating that the local food trend is not considered new because there has been a long existence of different regional culinary cultures. Darby et al. (2008:476) and Eriksen (2013:47) state that it is not easy for consumers to identify what local food is, as they all have their varied opinions

on it and this makes it challenging to find one universal meaning. Furthermore, there is a movement towards the discovery of new cultures through food in a world that is very westernised (Chang et al., 2011:2). The contrast is often made in defining what local food is or not, as tourists may deem that food is local when it is found within the country or city visited although it could be that the food is not originally from the destination (Molefhe et al., 2015:16). This makes the definition of local food highly debateable (Mynttinen et al., 2015:457).

Mount (2012:114) acknowledges that the elements used to identify local food per individual are anxieties, capacities, goals, unique priorities as well as values. Eriksen (2013:47) opines that in addition, there is a different connotation to local food between consumers and producers. The most apparent importance between the two is the freshness, taste and quality of the food; nonetheless, non-monetary values are not as vital to the producer as for the consumer (Selfa & Qazi, 2005:453). According to Dunne et al. (2010:50), the idea of local food means from where the food originates. The local food meaning has been rattled by the academic and practical consequences, thus leading to frustrating developments in the sector (Pearson et al., 2011:887). The transparency of the development of local food ingredients, recipes and definitions of local food will assist in clearing up misunderstandings between the various parties (academics, governments, tourists, industry participants) involved (Tregear, 2011:422).

### **3.3 Tourism and local food in South Africa**

Initially, tourism in South Africa was affected by racial laws. These laws affected accessibility to facilities and their use. The laws consisted of pass laws and the Reservation of Separate Amenities Act, Act No 49 of 1953, which formed part of the apartheid system of racial segregation in South Africa. The Act legalized the racial segregation of public premises, vehicles and services, while the pass laws restricted the movement of non-white persons (South Africa. DEAT, 1996:11). These restrictions resulted in the isolation of various communities. The laws hampered the development of tourism because many tourists were not willing to travel to the country (South Africa. DEAT, 1996:11). Eventually, when these laws were removed with the development of the 1998 White Paper, the country became accessible to international visitors and was placed in a better economic position. This also saw improvement across sectors such as agriculture, education, politics, mining, sports, infrastructure and technology (City of Cape Town [CoCT], 2017:15).

South Africa became affiliated to the UNWTO in 1995. Furthermore, UNWTO's review on African tourism reported South Africa as "one of the most promising tourism destinations on the African continent" (South Africa. DEAT, 1996:7). Tourism since 1996 has experienced improved levels of competitiveness and sustainability, and strengthened regional, African and international partnerships, increased inclusive economic contribution and integrated with other

governmental sectors within the country (South Africa. Department of Tourism [DoT], 2014:29). In efforts to facilitate social development and economic growth continuously, South African cities improved their services and implemented the necessary strategies, which has supported economic recovery and development (CoCT, 2017:15).

Tourism adds significant value to the country's economy. It has become a key foundation of income in South Africa, contributing both socially and economically. It provides jobs, skills and academic development, while local food and tourism have grown increasingly close and have developed into a distinctive niche market (Food Routes, 2014). According to CoCT (2017:15), South African cities offer various economic prospects, which has resulted in the migration from rural areas as well as other African countries. This attracts people with unique cultural backgrounds and skills to the country. Infrastructure and services within the country have been transformed significantly, which has enabled positive economic and social development to take place through carefully considered and planned strategies (CoCT, 2017:15). Similarly, the establishment of bodies like the Fair Trade in Tourism South Africa (FTTSA) reveals its commitment to establishing the best and a balanced tourism industry for all stakeholders involved in the tourism industry. Fair Trade Tourism (2017) states that "Fair trade in tourism is to ensure that people whose land, natural resources, labour, knowledge and culture which is used for tourism activities, actually do benefit from tourism." The existence of such bodies gives value not only to the tourism resources but also to its people. In this way, while tourism grows as an industry, people who contribute also reap benefits. The role of these bodies in the growth and development of the tourism industry remains crucial.

In addition, the direct contribution of the travel and tourism sector in 2018-19 was R116.9 billion to the country's Gross Domestic Product (GDP) (South Africa, 2019:10). Due to the contribution of tourism to the economy, the priority is to ensure that local food and tourism offerings are more compelling and competitive by improving the standard and service delivery, and if this is done right it ought to create economic opportunities, build skills and reduce unemployment in South African (Wine & Food Tourism Conference 2019). Moreover, the direct contribution of the travel and tourism sector in the Western Cape Province is R17 billion annually, employing over 200 000 people and accounts for 7% of tourism growth (Wine & Food Tourism Conference, 2019).

While the country is well known for its natural attractions, local food has also become a major attraction. South African Tourism (2017b) highlights some local foods as the South African braai (barbecue), a township shisa nyama (a Zulu phrase that literally means to 'burn meat' but usually refers to the gathering of friends and family for a braai), biltong (dried spiced meat), Cape Malay food and boerewors (literally translated as farmer sausage, usually made of beef and pork with spices added). Hence, South African food has a strong sense of origin.

### **3.4 Tourism and local food in Cape Town**

Cape Town is known as the Mother City and is located in the Western Cape Province. The climate is Mediterranean and therefore tourist season is favourable between the months of October to March (Cape Town & Western Cape, 2010:22; Time Out Cape Town, 2014). The tourism vision of Cape Town is for the city to focus efforts on endorsing cultural heritage tourism, which can be discovered through historical architecture and colourful gastronomy, which comprises of flavour, cooking methods, colours of food, type of food, celebrations, appearance, unique consumption methods and condiments (Cape Town Tourism, 2021), and to capitalise on collaborations that exist amongst creative industries, creative city promotion and tourism development (CoCT, 2010:7). Conferring to Coughlan and Hattingh (2020:102) food tourism has expanded mainly in the Western Cape Winelands, specifically in Franschoek. As a result it is imperative that local food be made part of tourism marketing programmes in order to aid tourism development and growth (Ellis, Park, Kim & Yeoman, 2018; Fox, 2007). Similarly, the city has a vision and mission to ensure sound development and sustainability, whereby local food production can be incorporated in a practical manner such as supporting financial assistance to those providing local food and equipping local farmers that provide local produce with consistent agricultural training. Below is the detailed vision and mission of Cape Town that supports its Integrated Development Plan (IDP).

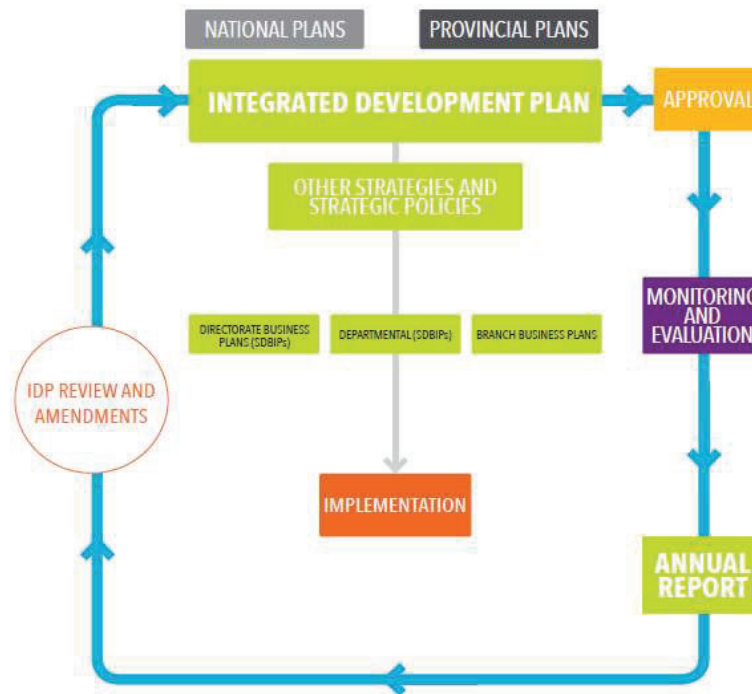
#### **Vision**

- “To be an opportunity city that creates an enabling environment for economic growth and job creation, and to provide assistance to those who need it most;
- To deliver quality services to all residents; and
- To serve the citizens of Cape Town as a well-governed and corruption-free administration.” (CoCT, 2017:4).

#### **Mission**

- “To contribute actively to the development of its environment, human and social capital;
- To offer high-quality services to all who live in, do business in or visit Cape Town; and
- To be known for its efficient, effective and caring government.” (CoCT, 2017:4).

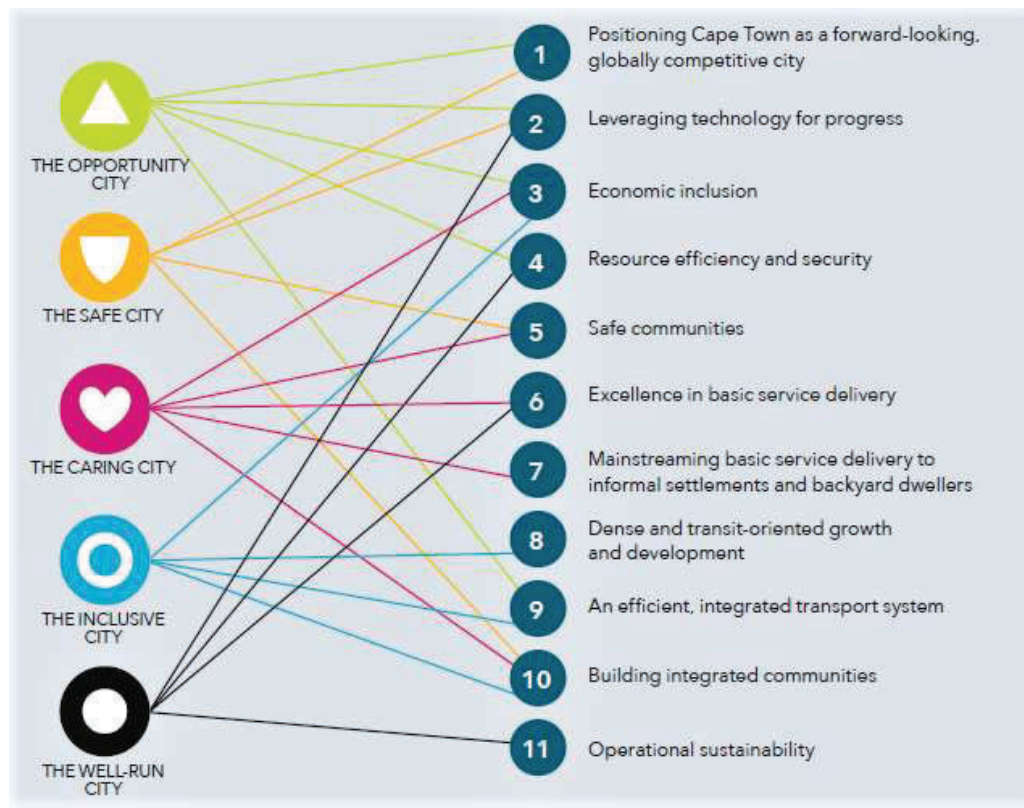
Additionally, to ensure the vision of the city is achieved, the IDP of Cape Town has implemented a five-year plan, which is a strategic planning instrument that guides and informs the planning, development and decisions within the municipality (CoCT, 2017:5).



**Figure 3.1: The Integrated Development Plan**

(City of Cape Town, 2017:5)

Figure 3.1 illustrates the annually reviewed IDP and how it aligns with national and provincial strategies (CoCT, 2017:5). According to the CoCT (2017:16), there are challenges and opportunities for tourism in Cape Town in terms of the local community, municipality and businesses, which are further sub-divided into the categories of environment, economic, geographical, infrastructure, service delivery and social. In addition, there are 11 priorities identified that are used by the city to accelerate the five strategic focus areas of the IDP (CoCT, 2017:31). Figure 3.2 illustrates the priorities and focus areas.



**Figure 3.2: Transversal alignment - IDP focus areas and priorities**

(City of Cape Town, 2017:31)

The CoCT (2017:32) further states that even though Cape Town is considered a world-class tourism destination, more work needs to be done for the City to offer investment opportunities for further development. Hence, it is vital to provide an overview of local food in Cape Town and how it can benefit the City's development, as it is part of the City's gastronomic tourism, which is discussed in detail in Chapter 2.

### 3.5 Summary

The tourism industry is one of the core industries in South Africa. The national and provincial government acknowledges the importance of tourism and its economic contribution. It is very important for all policy makers to be in tune, to formulate strategies to expand the positive link between local food and tourism.

Tourism in South Africa has become a cornerstone of income in South Africa, contributing both socially and economically, providing jobs, creating skills and supporting academic development. Local food and tourism have grown increasingly close and have developed into a distinctive niche market (Food Routes, 2014).

Wine & Food Tourism Conference (2019) confirms the excellent relationship between tourism and food in the Western Cape; the direct contribution of the travel and tourism sector is R17 billion annually, employing over 200 000 people and accounts for 7% of tourism growth.

Cape Town is referred to as the gastronomic capital of South Africa. To sustain the city's local food, this food must conform to environmental and socio-cultural practices. Local gastronomic systems should promote social justice, environmental sustainability and fair trade of a destination.

This chapter discussed the history of tourism in South Africa, which is important to understand. The chapter addressed the relationship between tourism and local food in Cape Town and South Africa and how they co-exist.

The following chapter presents the development of gastronomic tourism and a comprehensive definition of local food.

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

#### **4.1 Introduction**

This chapter discusses the research methods and procedures employed in this study. King and Harrocks (2010:6) state that in a research study, the methodology encompasses the specific procedures or techniques used to identify, select, process and analyse information about the topic under investigation. An overview of the study area, population, sampling choice, sample size and data analysis tools is given. Finally, details are provided concerning development of the survey instrument and its validity and reliability.

Rule and John (2011:96) state that research methods must be selected with thoughtfulness by considering the study's objectives. It is therefore important for the research methods to be justified accordingly by the researcher as validity and reliability should be considered. The method of data collection depends on whether a qualitative or quantitative approach is applied to achieve the objectives of the study. These two methods complement each other and researchers argue that the foundation of quantitative research is primarily qualitative work (Veal, 1992:25; Ritchie, 2003:38; Whittemore & Melkus, 2008). The study is descriptive, otherwise also known as exploratory (Veal, 2011: 6) as it is an attempt to discover international tourists' experiences and perceptions of local food in Cape Town through quantitative research. George (2008:108) states that quantitative research is the compilation and examination of statistical information and gathering a limited quantity of data from an outsized sample. This study therefore primarily adopted the quantitative method as it accommodates a large number of participants within rigid time constraints, in addition it allowed to explore international tourists' perceptions and experiences of local food.

This chapter describes the procedures that were used prior, during and post- the fieldwork. The data collection and method of analysis are discussed in detail, as well as the study area and sample. A section on research ethics concludes the chapter.

#### **4.2 The study area**

Four key tourist attractions, which are part of the Cape Town Big 7, were the main focus areas of this study. The Big 7 attractions have a unique element to offer and are known as the most celebrated attractions in Cape Town, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway, the Nelson Mandela Gateway to Robben Island, Cape Point, City Walk and V & A Waterfront (Cape Town Tourism, 2015:31). These attractions are visited by a large number of international tourists. Attractions that took part in the study were Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs.



The researcher collected data at the attractions rather than at food establishments and markets to prevent a predetermined definition of local food being imposed on the respondents.

Figure 4.1 below illustrates the study sites.



Groot Constantia Wine Estate  
(Olivier, 2014)



Nelson Mandela Gateway to Robben Island  
(Cape Town Travel, 2013)



Kirstenbosch Botanical Gardens  
(Moko, 2018)



Table Mountain Cableway  
(Nienaber, 2017)

**Figure 4.1: Data collection sites**

### **4.3 Research questions**

The aim of the study was to determine the association between local food and tourist experience. The study sought to provide an understanding of tourists' perceptions of local food in Cape Town and how to increase its consumption.

- i) What do international tourists in Cape Town perceive as local food?
- ii) What are the international tourists' experiences of local food?

- iii) What motivates international tourists to consume local food?
- iv) How could the consumption of local food be increased?

#### **4.4 Research design**

The research design is the framework of methods and techniques chosen by a researcher. It outlines the methods used to collect and analyse data to answer the research questions (Khosrow-Pour, 2006; Leedy & Ormrod, 2010). According to Burns and Grove (2001:195), the outline for guiding a study that includes regulating aspects that may hinder the legitimacy of the conclusions, is referred to as the research design. The research design has two functions, one is to develop the logistics required for the study undertaking and the second is the quality of procedures that ensure accuracy, objectivity and validity (Struwig & Stead, 2001:23).

A quantitative research approach was used to gather data by use of questionnaires, which were administered directly to international tourists by selected fieldworkers and the researcher, at the four attractions. The quantitative method was adopted to allow for a variety and a large number of participants in relation to their local food experiences and strict time constraints. The researcher also made use of the constant comparative method for the open-ended questions within the surveys, to compare international tourists' perceptions and experiences of local food systematically.

##### **4.4.1 Research population and sample**

Research population refers to a total number of units from which one could collect data (Burns & Burns, 2008). Component/units/items refer to human individuals, events, organisations and businesses. The literature further explains that a population meets all the required criteria to be part of a study (Burns & Grove, 2001:213). A sample is defined as a small representation of the entire population (Veal, 2006).

##### **4.4.2 Population**

The population for the study was determined by international tourists' visitation numbers during the off-peak tourism season in Cape Town between the months of June to September of 2016. Therefore, data was collected during the off-peak season due to the researcher attaining the permission from Nelson Mandela Gateway to Robben Island on 13 April 2016 (refer to Appendix D) and thereafter ethical clearance (refer to Appendix F) was granted on 18 May 2016. These visitation numbers were provided and confirmed by each attraction representative via email to the researcher. The population comprised 616,798 international tourists from four of the Big 7 attractions, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs.

#### 4.4.3 Sampling strategy

Below is the study sample calculation (Raosoft, 2004):

$$x = Z(c/2r(-r));$$
$$n = N x/(N-1)E^2 + x); \text{ and}$$
$$E = \text{Sqrt}[(N - n)x/n(N-1)]''.$$

x is the given error margin size;

n is the given population size;

E is the table value of chi-square;

Z is the critical value of confidence;

R is the percentage of responses the researcher is concerned with; and

s is the required sample size.

##### 4.4.3.1 Sample

The study's sample was pre-determined through the use of a statistical sample size calculator called Raosoft (2004) and was drawn from the total population of the study. A sample comprises units selected from the population (Boeije, 2010:35). The study made use of a non-probability sampling strategy, which according to Kumar (2014:242) is applicable when the selection of population elements is dependent upon specific study considerations. Thus, the sampling method utilised by the researcher was purposive sampling as only international tourists were required as part of the study objectives. The researcher specifically confirmed where the tourists were from, before they were asked to complete the questionnaire. The sample size to match the population number was a 95% confidence level. According to Raosoft (2004), to attain the 95% confidence level with a population size of 616,798 the targeted sample size is 384. Due to restrictions placed on the researcher at the attractions, the fieldwork could only be conducted in certain areas, resulting in 300 surveys being administered across the four study areas. Unfortunately, the selected fieldwork assistants did not complete the fieldwork phase as per their initial agreement with the researcher. Of the 300 questionnaires administered, eight were returned unusable because some foreign participants did not understand the instructions and questions of the survey. Hence, the actual sample was 292, Nelson Mandela Gateway to Robben Island (174), Table Mountain Cableway (67), Groot Constantia (26) and Kirstenbosch Botanical Garden (25).

**Table 4.1: Comparison of targeted and actual sample of the population**

<b>Population Size</b>	<b>Targeted Sample (as projected)</b>	<b>Actual Sample (respondents)</b>
N= 616 798	n= 384	n= 292

#### **4.4.4 Pilot study**

A test which is conducted on a small sample of the research study population is known as a pilot (Veal, 2006; Shuttleworth, 2008). To detect errors within the survey instrument and the fieldwork processes, the researcher undertook a pilot study. The pilot study was conducted with participants who met the selection criteria as they were international tourists above the age of eighteen. The survey instrument was distributed to 30 participants at the four study areas from 20 to 25 May 2016. Results from the pilot study identified repetition of multiple answer options and the repetition of wording within questions, which led to the reformulation of two questions. Therefore, the results from the pilot study did not form part of the main study results.

The pilot study also permitted for changes to be implemented to expand the logistics of the data collection period at the distinct study areas. Hence, the pilot study increased the level of confidence and limited the error margin.

#### **4.5 Data collection**

Data collection is a mechanism used to accumulate data and to investigate information, outlooks and abilities (de Vaus, 2001:9). The research method used to collect data was a questionnaire survey.

The questionnaires were distributed to international tourists at the respective attractions, whereby the researcher and assistants verbally confirmed with the potential participant to state where they are from prior to completing the questionnaire. The researcher and assistants collected data over a period of three months. Upon arrival at the individual attractions, the researcher and assistants approached tourists for completion of surveys. Once permission was granted by the tourists, they completed the surveys.

##### **4.5.1 Data collection method**

Data collection is the gathering of evidence essential for the purpose of the study. These methods include observations, personal interviews, telephone interviews, questionnaires and interview schedules (Kothari, 2004:17-18). This study employed the questionnaire method because it permits data to be quantified.

Key aspects covered in the survey instrument were to determine the tourists' perceptions and experiences of local food in Cape Town; to determine how tourists' perceived local food; to assess what encourages tourists to consume local food; to determine the tourists' experiences of local food; and lastly, to determine the elements to be implemented to increase the consumption of local food. The questionnaire is contained in Appendix A. The outline of the questionnaire is discussed below.

#### **4.5.1.1 Questionnaire**

Brace (2008:46) and Curtis (2008:2) state that a list of written questions which are completed by respondents is defined as a questionnaire. The questionnaire layout was structured so that the sequence was easy to follow and the questions were clear, unambiguous and easily understood by the respondents. It consisted of both closed-ended and open-ended questions. The closed-ended questions were important to prompt information required to answer the research questions, whereas the open-ended questions allowed freedom for expression in terms of perceptions, experiences and attitudes of international tourists to local food. The questionnaire was compiled in English with structured questions that included a five-point Likert scale, which allowed respondents to indicate their level of agreement. Additionally, multiple response questions were included to attain copious information of the participants' views, as it allowed to comprehend a bigger overview. Hence, answers to multiple response questions convey supplementary information (Verbić, 2012:467). Ample space was provided for open-ended questions.

The questionnaire comprised three sections, as outlined below.

#### **Section A**

This section captured respondents' background information and what they liked most about Cape Town. It established the respondents' reasons for visitation. This enabled the researcher to gain an understanding of the relationship between patterns of local food consumption and respondents' length of stay.

#### **Section B**

Section B captured respondents' perceptions and experiences of local food in Cape Town and other destinations. It established varied definitions of local food, interests in local food and consumption thereof, and the quality of local food experiences. This information was valuable in explaining local food perceptions and experiences

#### **Section C**

This section captured respondents' demographic profiles. It established respondents' profiles, gender, age, nationality, residency and identified target markets.

#### **4.5.1.2 Field study**

Written consent was obtained from the four study areas to approach visitors. The field workers consisted of three individuals and the researcher, who briefed them about the study. The field workers approached international respondents at the study areas during June to September 2016. The respondents were briefed about the study and assured of confidentiality and anonymity upon participation.

Unfortunately, the selected fieldwork assistants did not complete the fieldwork phase as per their initial agreement with the researcher. This resulted in the researcher completing the data collection alone, which was time consuming and limited the targeted sample number being reached. Due to financial constraints experienced by the researcher and a delay in registration in 2019, the researcher was based in Namibia and this study was therefore completed in 2020.

#### **4.6 Data analysis**

The closed-ended questions were analysed by use of the quantitative method and open-ended questions were analysed by use of the constant comparative method. The quantitative data collected was analysed utilising the Statistical Package for Social Sciences (SPSS) version 24. Descriptive statistics were used primarily to interpret the data and some inferential statistics. Numerical values with reference to a range of numerical frequencies, chi-square, cross-tabulation and correlation tests were the medium of the data analysis. These frequencies, chi-square, cross-tabulation and correlation tests were later transferred into charts, graphs and tables and are presented in Chapter 5. Maree (2007:186) states that to interpret data easily, it should be presented in graphical format. The qualitative data were interpreted through content analysis, where themes and relationships were drawn from the results and discussed in relation to existing studies. The results are presented in lists and tables in Chapter 5.

#### **4.7 Validity and reliability**

The validity of the measurement method is the point to which the measurement process actions the variable it claims to measure (de Vos, 2006; Rule & John, 2011). Reliability refers to the consistency and stability of a research measurement over a variety of conditions, whereby identical results should be attainable (Golafshani, 2003:598; Phelan & Wren, 2005; Maree & van der Westhuizen, 2009:28; Drost, 2011:106).

The survey format of this study was adopted from a previous study on local food and tourism. The study dealt with the perceptions of food and its locality among Russian tourists in the South Savo region of Finland. It attempted to obtain a detailed understanding of tourists' perceptions, experiences, values and awareness of local food within the region (Mynttinen et al., 2015:455). The use of a previous study and a pilot study contributed to the validity and reliability of the current study.

The survey instruments were reviewed and ratified extensively by the researcher. During the pilot study respondents were asked for suggestions to make the questionnaires easier to understand and suggestions were provided accordingly.

#### **4.8 Ethical considerations**

Ethical considerations relate to the moral standards of a researcher, regarding the level of honesty and what is wrong and right (Gitman & McDaniel, 2009:39). Through the application of ethics, it provided the researcher with important guidelines on the acceptable morals throughout the research processes.

The researcher was granted written permission by the managers of the participating attractions to approach potential participants (refer to Appendices B, C, D and E). Respondents were not requested to provide their names, which maintained their anonymity and furthermore, they were assured of confidentiality at all times. Their participation was voluntary and they were free to withdraw at any time. Respondents had to be over the legal age of 18 years old. No information regarding the nature of the study was withheld from the respondents.

The researcher acknowledged the work of others through citations. Most importantly, the Faculty of Business Ethics Committee of the Cape Peninsula University of Technology deemed the study ethically sound and granted ethical clearance (see Appendix F).

#### **4.9 Summary**

The research methodology and techniques used in this study were explained. In terms of the research techniques, the chapter points out that the survey technique was employed to elicit answers to the research questions. As regard research methodology, this chapter conceptualised the salient concepts of this study and described the data collection instrument (questionnaire) that was used. The chapter is concluded by a discussion on the ethical considerations applied in this study.

The next chapter, Chapter 5, analyses and interprets the data collected.

## **CHAPTER 5**

### **ANALYSIS AND INTERPRETATION OF DATA**

#### **5.1 Introduction**

This chapter focuses on the analysis and presentation of the findings concerning the survey questionnaires from the four key study areas. To validate the findings of the study, the quantitative findings are discussed in detail. The findings are presented in the form of graphs, pie charts, tables, cross tabulations, chi-square and descriptive summaries that are aligned with the research questions and objectives of the study. The results are to provide an understanding of the perceptions and experiences of local food, to ensure Cape Town becomes a thriving local food destination and enable it to attract more international tourists.

The chapter provides a demographic profiling of the respondents, followed by the results and analysis that meet the first research objective. It also presents the results and analysis of international tourists' experiences of local food, which meet the second research objective. Thereafter the results and analysis of international tourists' motivations to consume local food are presented, which offers answers to and an understanding of the third research objective. The fourth research objective is met by the analysis of elements that enhance increased consumption of local food by international tourists.

#### **5.2 Profile of respondents**

The number of participants in the survey was 292 ( $n=292$ ). Respondents were profiled according to the demographics of gender, age, nationality and permanent residency.

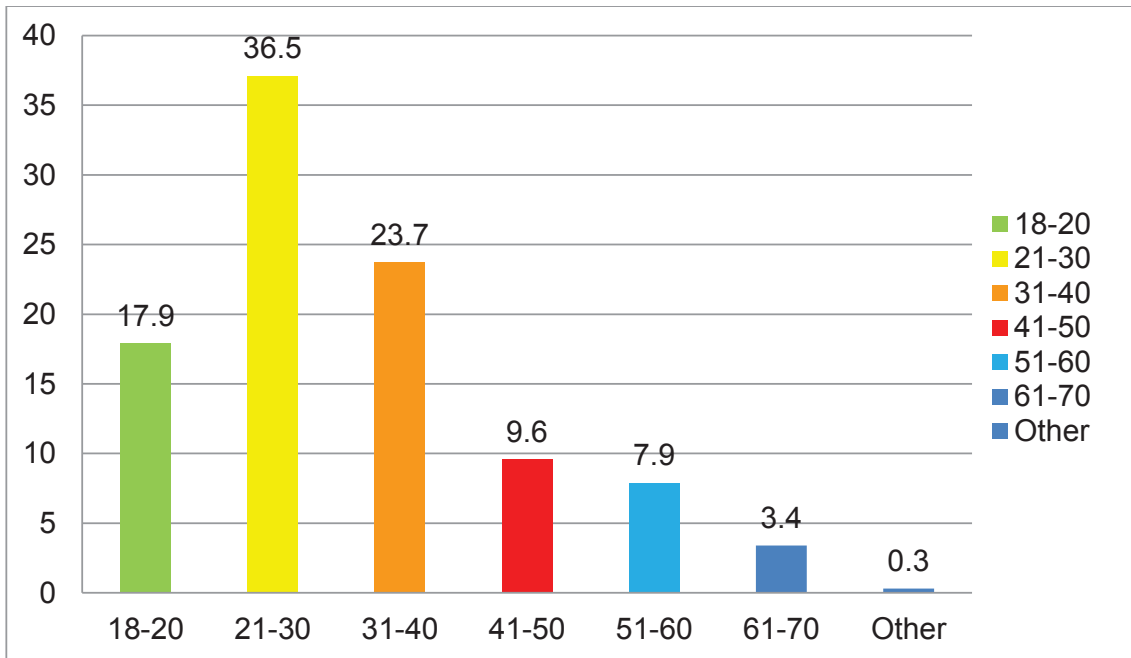
##### **5.2.1 Gender**

The results revealed that majority of the respondents were female (64.7%) whilst the male respondents comprised 34.9%.

##### **5.2.2 Age of respondents**

Figure 5.1 depicts the age of the respondents (in %,  $n=292$ ). Respondents under the age of 18 were not approached as they are not of legal age. The results reveal that the majority of the respondents (36.5%) were between the ages of 21-30 years, followed by the 31-40 years age group (23.7%) and 18-20 years (17.9%). There were fewer respondents in the older age categories 41-70 years, 51-60 years and 61-70 years. This confirms that the younger age categories are open to exploring new destinations. In addition it established a suitable marketing approach and a behaviour guide related to the respondents' age.





**Figure 5.1: Age of respondents**

### 5.2.3 Nationality of respondents

Table 5.1 below depicts the nationality of the respondents. It is imperative that this information is included because it shows that respondents may have a different nationality to that of their permanent country of residence. Nationality may possibly influence food preferences. The main nationalities were English (13%), German (12.7%), American (11.3%), Australian (10.9) and Dutch (7.9%). This indicates that the majority of the respondents were from Europe, followed by North America and then Australia. The nationality of respondents revealed the different tourist markets.

**Table 5.1: Nationality of respondents**

<b>Nationality of respondents (in %, n=292)</b>					
<b>Asia</b>	<b>%</b>	<b>Africa</b>	<b>%</b>	<b>North America</b>	<b>%</b>
Indian	0.7	Egyptian	3.1	American	11.3
Malaysian	0.7	Malawian	1	Canadian	3.1
Saudi	0.7	Nigerian	1	Jamaican	0.7
Taiwanese	0.7	Zimbabwean	1	Mexican	0.3
Japanese	0.3	Namibian	0.7		
Korean	0.3	Angolan	0.7		
Kuwaiti	0.3	Ethiopian	0.6		
		Congolese	0.3		
		South African	0.3		
<b>South America</b>	<b>%</b>	<b>Europe</b>	<b>%</b>	<b>Australia</b>	<b>%</b>
Brazilian	3.4	English	13	Australian	10.9
Chilean	1	German	12.7		
Venezuelan	0.7	Dutch	7.9		
Argentinian	0.7	French	4.1		
Colombian	0.3	Italian	3.1		
		Spanish	2.7		
		Belgian	2.4		
		Irish	2.1		
		Austrian	1		
		Norwegian	0.7		
		Scottish	0.7		
		Turkish	0.3		
		Danish	0.3		
		Greek	0.3		
		Portuguese	0.3		
		Slovakian	0.3		
		Welsh	0.3		
		Swiss	0.3		

#### **5.2.4 Permanent residency**

It is important that permanent residency is included from a tourist arrival perspective as respondents may have indicated their nationality but it cannot be assumed that this is where they reside. Moreover, they could be influenced by the culture of the country in which they live.

The results indicate that the majority of respondents permanently reside in the United States of America and in the United Kingdom (14% each), Germany (13%) and Australia (11.3%), followed by the Netherlands (7.2%) and France (5.5%) (see Table 5.2).

As seen in the nationality section above (section 5.2.3), the majority of the respondents reside permanently in Europe, North America and Australia. The findings reflect some of the key tourism markets for South Africa and Cape Town (South African Tourism; 2017b:33; Cape Town Tourism, 2016:7).

**Table 5.2: Permanent residency of respondents**

<b>Permanent residency of respondents (in %, n=292)</b>					
<b>Asia</b>	<b>%</b>	<b>Africa</b>	<b>%</b>	<b>North America</b>	<b>%</b>
United Arab Emirates	1.7	Egypt	2.7	United States of America	14
China	1	Namibia	0.7	Canada	3.1
Malaysia	0.7	Nigeria	0.7		
India	0.3	Zimbabwe	0.6		
Japan	0.3	Angola	0.3		
Kuwait	0.3	Democratic Republic of Congo	0.3		
Saudi Arabia	0.3				
<b>South America</b>	<b>%</b>	<b>Europe</b>	<b>%</b>	<b>Australia</b>	<b>%</b>
Brazil	3.4	United Kingdom/England	14	Australia	11.3
Argentina	0.7	Germany	13		
Chile	0.3	Netherlands	7.2		
Colombia	0.3	France	5.5		
Mexico	0.3	Spain	2.7		
		Belgium	2.4		
		Switzerland	1.4		
		Denmark	0.7		
		Norway	0.7		
		Turkey	0.7		

### **5.3 International tourists' perceptions of local food in Cape Town**

Local food establishments or markets are known as ethnic eating places and are representative of a culture (Jang et al., 2011:663). Local food refers to the characteristics of food products of an identified region, consumed in the local area and made with local ingredients (Sims, 2009:323). An important element of the study was the significance attached to local food by the respondents. However, before determining the importance of local food, it was necessary to understand what respondents regarded as local food. Hence, respondents were asked to state their individual definitions of local food. The overwhelming majority of respondents (96.2%) had similar definitions but a few were unfortunately unable to verbalise a definition. The entire notion behind the concept of asking the respondents to provide their own

definition was because the concept of local food differs from one individual to the next. The findings support Eriksen's (2013:49) contention that local food has a different meaning for every individual. Hence, researchers do not aim to suggest a fixed meaning but to clarify the meanings that are set out.

The definitions below present the participants' responses:

"A blend spices and tastes"

"A lot of meat and spicy"

"Authentic food made by locals"

"Cuisine that originated within that location and are staples of the local people"

"Cuisines that are commonly eaten by locals of the country, this can be made in the country or product and ingredients from overseas"

"Diversified"

"Elegant, important to the culture, fresh, non-commercialised"

"Flavourful, wide variety"

"Food commonly is eaten by those who live within that area"

"Food made using local ingredients and traditional recipes"

"Food produced, collected by local people and prepared in a traditional way"

"Food that has the characteristics of the local and found only in that place"

"Food that makes use of the ingredients from the country"

"Food that you may not necessarily find anywhere else in the world. Food that is traditionally from the particular destination and has been for years"

"Healthy and exotic"

"Local food is unhealthy, healthy foods are hard to find or expensive"

"Locally grown, culturally appropriate, healthy, organic and sustainable"

From the above local food definitions, distinct similarities are noticeable that are important for local food definitions and potential consumption, namely tradition, the proximity of ingredients, the involvement of local people, health, affordability and distinctiveness. These are the elements they consider as important during their food selection process. Additionally, these definitions relate to the three local food proximities of Eriksen (2013:52), being geographical (relating to the relationship between food and place), relational (relating to the close location between producers, distributors, retailers and consumers) and finally, value (relating to the different values of, place of origin, traceability, authentic, freshness and quality of local food).

Based on the responses, it is evident that local food has varying definitions. Table 5.3 reflects the domains of proximity in relation to the respondents' definitions of local food. The table confirms that respondents' definitions of local food tend to lean more towards the geographical and value proximities.

**Table 5.3: Domains of proximity**

<b>Domains of proximity</b>	<b>Local food definitions</b>
Geographical proximity	<p>"Cuisines that are commonly eaten by locals of the country, this can be made in the country or product and ingredients from overseas"</p> <p>"Food commonly is eaten by those who live within that area"</p> <p>"Food that has the characteristics of the local and found only in that place"</p> <p>"Food that makes use of the ingredients from the country"</p> <p>"Food that you may not necessarily find anywhere else in the world. food that is traditionally from the particular destination and has been for years"</p>
Relational proximity	<p>"Cuisine that originated within that location and are staples of the local people"</p> <p>"Food made using local ingredients and traditional recipes"</p> <p>"Food produced, collected by local people and prepared in a traditional way"</p>
Values of proximity	<p>"A blend spices and tastes"</p> <p>"A lot of meat and spicy"</p> <p>"Authentic food made by locals"</p> <p>"Diversified"</p> <p>"Elegant, important to the culture, fresh, non-commercialised"</p> <p>"Flavourful, wide variety"</p> <p>"Healthy and exotic"</p> <p>"Local food is unhealthy, healthy foods are hard to find or expensive"</p> <p>"Locally grown, culturally appropriate, healthy, organic and sustainable"</p>

To further support how respondents perceive local food they were asked what they considered to be local food (multiple responses). The majority of the respondents (60.6%) indicated that food is local when produced from local ingredients, followed by 52.1% who stated that food is local when produced in the country of origin using the raw ingredients of that country, whilst 25% indicated that food is local when produced locally with imported ingredients. Table 5.4 below depicts these results.

**Table 5.4: Perception of local food**

<b>Perception of local food (in %, n=292) (Multiple responses)</b>	
Produced locally from local ingredients	60.6
Produced in the country of origin using the raw ingredients of that country	52.1
Produced locally but ingredients can be imported	25

In addition, respondents were asked which foods they consider to be locally from Cape Town (multiple responses). The results indicate that most of the respondents (68.6%) consider seafood (local sea life ingredients) as a food from Cape Town. Only 10.6% of the respondents referred to African cuisine as part of Cape Town's local food, with reference to kudu and ostrich meat. The results show that slightly fewer respondents (9.2%) consider Cape Malay as food from Cape Town, which is somewhat surprising given the strong influence of this type of cuisine in Cape Town. A mere 6.9% consider Afrikaans food to be local, with reference to foods such as pap (porridge), vleis (meat) and biltong (dried spiced meat). The table below depicts these results.

**Table 5.5: Local food from Cape Town**

<b>Local food from Cape Town (in %, n=292) (Multiple responses)</b>	
Seafood	68.6
African	10.6
Cape Malay	9.2
Afrikaans	6.9
Indian	2.2
Other	1.5

Below are the themes that emerged from the respondents, concerning their choices of local food in Cape Town.

**Seafood**

“Seafood because Cape Town is a coastal community”

“There are a lot of seafood restaurants”

“Cape Town is a port town”

“Cape Town is within close proximity to the ocean”

“Due to the abundance of fishing”

*This affirms seafood as geographical proximity.*

### **African**

“Because it is Africa”

“We are in Africa”

“Because it is located here”

“It can be influenced by local food of other African destinations”

“Due to the African culture”

*The above affirms African as value of proximity.*

### **Cape Malay**

“Unique mix of cultures relating to the city's history”

“Rich historical background”

“The cuisine that developed here and nowhere else”

“From the Muslim community”

“Because of the slavery brought from Asia and the influence of the Cape Town people”

“Indonesian influence”

*This affirms Cape Malay as value of proximity.*

### **Afrikaans**

“Because Cape Town is in Africa”

“Due to the Dutch people”

“Because I am in Africa”

“This is a very important culture in South Africa”

“Afrikaans culture”

*This acknowledges Afrikaans as value of proximity.*



The food chosen is evidence of South Africa and Cape Town's cultural diversity, due to the variety of food flavours associated with what is considered local food. The themes above acknowledge the geographical and value of proximity, in line with the three proximities of Eriksen (2013:52). Moreover, geographical proximity is apparent in the responses relating to seafood as Cape Town is a coastal city, while, value of proximity is apparent in terms of the responses relating to history, culture and authenticity. Meanwhile, relational proximity is not evident in the responses.

#### 5.4 International tourists' experiences of local food

To obtain an understanding of international tourists' local food experiences, respondents were asked if they had tasted local food whilst in Cape Town; 75.6% of the respondents indicated they had tasted local food, while 24.4% had not.

The findings reveal that local food is a growing phenomenon and should be cultivated accordingly to ensure that tourists are consistently interested. The finding supports Darby et al.'s (2008:476) contention that food that is deemed to be local is increasingly being noticed across the world. The local food movement is steadily growing due to consumers' demand for locally-produced food.

An element used to determine international tourists' perceptions of local food is their experience thereof. Respondents were asked to rate their local food experience in Cape Town by using a 5-point Likert-type scale (excellent=1, good=2, average=3, poor=4 and very poor=5).

Table 5.6 below, illustrates their ratings of their local food experiences in Cape Town. Most of the respondents indicated that their local food experience was excellent (51.9%) to good (42.9%). Only 4.3% of the respondents rated their local food experience as average (4.3%) and even fewer respondents (0.4%) rated it as poor and very poor (0.4%). These findings confirm that respondents were satisfied with their local food experiences in Cape Town, which bodes well for the future of culinary tourism (Pendergast, 2006:144).

**Table 5.6: Local food experiences in Cape Town**

<b>Local food experiences in Cape Town (in %, n=231)</b>	
1. Excellent	51.9
2. Good	42.9
3. Average	4.3
4. Poor	0.4
5. Very Poor	0.4

In addition to identify international tourists' experience and perception of local food, the respondents' were asked whether they would recommend local food in Cape Town. Table 5.7 below, depicts the results.

**Table 5.7: Recommendation of local food in Cape Town**

<b>Recommendation of local food in Cape Town (in %, n=231)</b>	
1. Yes	93.9
2. No	6.1

Respondents were asked to name a destination in relation to excellent local food experiences they have experienced.

The top 10 destinations are presented in Table 5.8 below.

**Table 5.8: Top 10 destinations with excellent local food experiences**

<b>Top 10 destinations with excellent local food experiences (in %, n=292)</b>	
<b>Italy</b>	<b>17.1</b>
“Fresh ingredients, excellent choices, dishes and taste” “Fresh seasonal ingredients. Home cooked and based around family” “Known for pasta and pizza” “Pizza and pasta are really good and crispy” “Pure and simple ingredients. Great taste” “Italy, quality and freshness of ingredients” “They have some of the most excellent local cuisines in the world” “Traditional items (tomatoes and pasta) are produced and prepared in the area. Tastes very good”	
<b>South Africa</b>	<b>6.3</b>
“Meat dishes and seafood”	
<b>France</b>	<b>5.4</b>
“Easy access, low cost, you can find it everywhere without being heavily promoted” “A lot of different specialities depending on the place you are visiting” “I really like the bistros and local food with meat and potatoes” “The herbs in Provence” “There is a lot of local food. Mountains to see and it depends on where you stay”	
<b>Spain</b>	<b>4.2</b>
“Easy to obtain as its everywhere and not expensive”	
<b>Thailand</b>	<b>3.9</b>
“A lot of street food stalls with food cooked by locals” “Fresh, authentic cuisine” “Buying street food was nice and cheaper than that of the restaurants”	
<b>United States of America</b>	<b>3.6</b>
“New Orleans, spices and the culture”	
<b>India</b>	<b>3</b>
“Distinct spices” “Street food with locally sourced products”	
<b>Japan</b>	<b>3</b>
“I love Japanese food and dedication to the preparation and cooking process”	
<b>United Kingdom</b>	<b>1.8</b>
“Great fish on a local way much-baked things and the traditional breakfast”	
<b>Germany</b>	<b>1.8</b>
“Bratwurst is the best” “I had very good experiences for every meal”	

It is noteworthy that South Africa is listed second and surpassed French cuisine. The results therefore align with Williams (2015) who reported that Cape Town was named the best food city in the world by the Condé Nast Traveler magazine. While, the Western Cape was placed

ninth in 2019 as one of the world's best food destinations (National Geographic, 2019). These results also create awareness that international tourists are eager to consume South African local foods.

Table 5.9 below presents a few of the respondents' reasons for selected destinations not represented in the Top 10 destinations. Although the destinations below are not represented in the Top 10, the responses from the respondents can also be categorised using Eriksen's (2013:52) three domains.

**Table 5.9: Respondents' reasons for selecting excellent food destinations**

<b>Country</b>	<b>Reasons</b>
Angola	"Locally grown and fresh food"
Argentina	"Very delicious steak"
Australia	"Coastal lifestyle with abundant seafood"
Austria	"Wiener schnitzel after a long walk"
Brazil	"Because is the food from my place" "The food in my country is like really very exotic"
Caribbean	"Flavour of spices"
Chile	"It tastes and is with products solely from the country"
China	"Local food and local way to eat"
Cuba	"Most dishes are made with local ingredients and tradition is strong there"
Egypt	"Fresh food, the location of restaurants on the water, the ambience of the restaurant, Hookah smoking with dinner is a good example of having a total cultural experience"
Ethiopia	"Because I love the food and cultural habits"
Greece	"Locally farmed, freshly caught food"
Hong Kong	"Unique flavours"
Ireland	"A lot of locally produced food used in restaurants"
Jamaica	"Food produced is usually quite tasty and appealing"
Kenya	"Great experiences which were enhanced by local food"
Malaysia	"Spices" "Multi-cultural food"
Mexico	"Spices"
Morocco	"Use of spices"
Namibia	"Local ingredients"
Nepal	"Zero imports, everyone has a garden and they use it to prepare food"
Nigeria	"International hotels basically provide local food"
Norway	"Because I went there in completely dark time so they had to adapt"
Peru	"History of food"
Portugal	"Lots of traditional food made with local ingredients grown in the country"
Scotland	"Excellent seafood and fish too"
Taiwan	"Because I love their food as well and a great experience here with local food reminds me of eating with my family"
Turkey	"Fresh ingredients and nice taste"
Zimbabwe	"Raw ingredients"

The following cuisine terms are linked to Eriksen’s domains of proximity.

**Table 5.10: Destination cuisine terms linked to domains of proximity**

<b>Geographic proximity</b>	<b>Relational proximity</b>	<b>Values of proximity</b>
Ingredients produced from the area	Demand for fresh food	Unique spices
Availability of local food	Local food prepared as locals would	
	Food preparation and cooking processes	

The results from the respondents convey important themes for the local food industry and more so measures can be drawn from these themes, and can be implemented accordingly. In addition, the use of fresh ingredients is closely linked to health, quality and the taste thereof (Padel & Foster, 2005:609; Hemmerling et al., 2015:23).

Themes additionally represent the importance of transparency in food production leading to continuous growth (Adams & Salois, 2010:335; Hempel & Hamm, 2016:310). Hence, tourists are increasingly demanding the reassurance of the origin of the food as they desire to obtain knowledge about local food. The theme ‘local food prepared as locals would’ in this study validates the Stephen et al. (2008:294) study that it is an important element that contributes to the cultural character of a destination. The character of a destination is represented in the way of life, people, history, food, festivals and tourist attractions, furthermore food is observed from various perspectives such as; a cultural phenomenon, a product component, an attraction, an experience, and a link between food and the people (Cohen & Avieli, 2004:756; Quan & Wang, 2004:298). Finally, this study confirms the findings in Seery (2010:3) that the identified themes; unique spices, the demand for fresh food, ingredients produced from the area as well as food preparation and cooking processes by mentioning that the manner in which ingredients and fresh food products are combined and cooked, contribute to a significant national identity.

### **5.5 International tourists’ motivations to consume local food**

To discover how respondents became aware of local food in Cape Town, they were asked how they learnt about it. Table 5.11 displays the responses to this question.

The information sources identified by most respondents were relatives and friends (41.1%), tourism brochures (31.5%), social media (22.9%) accommodation information desks (18.8%) and travel magazines (17.5%). These results support the role of familiarity and the important role it plays when tourists would like to consume local food. Familiarity influences consumer behaviour on preferences, trust, perceived risk, information search, decision time, confidence, indecision and motivation to purchase (Murray & Schlacter, 1990:59; Kim et al., 2008:547).

Additionally, the results emphasise the importance of local food marketing through a variety of mediums to reach potential tourists, such as tourism brochures, social media, accommodation information desks and travel magazines. The most-selected information outlet (relatives and friends) reflects trust and the influence that experiences have on certain future choices (Alba & Hutchinson, 1987:416; Rao & Sieben, 1992:261).

**Table 5.11: Information sources for local food awareness**

<b>Information outlets for local food (in %, n=292) (Multiple responses)</b>	
Relatives and friends	41.1
Tourism brochures	31.5
Social media	22.9
Accommodation information desks	18.8
Travel magazines	17.5
Travel agencies	6.8
Previous visits	6.5
Shopping centre information desks	6.2

### **5.5.1 Purpose of visiting Cape Town**

The purpose of visiting Cape Town is an important factor in determining the consumption of local food as tourists enjoy exploring new cultures.

Currently, there is a movement towards the discovery of new cultures through food in a world that is very westernised. Hence, tourists visiting unfamiliar destinations are seeking something different. Referring to the literature in Chapter 3, Cape Town was voted the number one destination in the world, which contributes to attracting more tourists to the city (Times Live, 2014).

Respondents were asked to indicate their main purpose of visiting Cape Town. The majority of the respondents were in Cape Town for leisure (78.4%), while 11% indicated 'other' options, including volunteer work, education, employment and conference. A further 7.2% of the respondents were in Cape Town to visit relatives and friends and 3.8% were in Cape Town for business purposes.

### **5.5.2 Reasons respondents like Cape Town**

A question was posed in this section, What do you like most about Cape Town? Respondents were asked to rate what they liked most about Cape Town regarding attractions, nature,

culture, people and food in order of importance using a 5-point Likert-type scale, with 1 being most liked and 5 being least liked.

According to Coustas (2012), there are 10 reasons why people like Cape Town, namely the mountains, beaches, lifestyle, food, scenic drives, eclecticism, wine, weekend markets, great attractions and people. These reasons are important for any destination as they attract people. Hence, it becomes very important to provide knowledge about the motivation for local food consumption and to identify tourists' viewpoints on nature, attractions, culture, people and food when visiting Cape Town. The following table display the results:

**Table 5.12: Most-liked elements of Cape Town - mean and standard deviation**

<b>Most-liked elements of Cape Town (in %, n=292)</b>					
<b>Elements</b>	<b>Attractions</b>	<b>Nature</b>	<b>Culture</b>	<b>Food</b>	<b>People</b>
<b>Mean statistic</b>	2.28	2.94	3.34	3.32	3.10
<b>Std. Error</b>	.071	.081	.084	.088	.091
<b>Std. Deviation</b>	1.213	1.332	1.372	1.426	1.467

The findings reflect the variations in the elements when mean and standard deviation is compared. These results confirm that the elements, such as people and food, have a larger standard deviation, which show that the data points are spread out over a large range of values. Meanwhile, attractions, nature and culture have a lower standard deviation, which indicate that the data points tend to be very close to the mean. When considering the mean values, where the lower the average the higher the rankings, the elements, in order of importance and most liked are; attractions, nature, people, food and culture. However, when considering the standard deviation there is more variability in the most-liked elements in relation to people, food and culture as opposed to attractions and nature. The position of these former elements suggest that they are inextricably interconnected and confirm a destination's culture is reflected through food and the local people (Lee & Arcodia, 2011:357). The results further support Field's (2002:40) study, that local food experiences are affected by the physical area in which it takes place, influences of the local people, interaction with these people and the importance of local food for the tourists. Hence, the four motivational factors play an important role, namely physical, cultural, interpersonal and stature (Field, 2002:40). Finally, the role of food in tourism is observed as an association between food and the people (Meler & Cerovic, 2003:178; Cohen & Avieli, 2004:756; Quan & Wang, 2004:298).

The five elements, nature, attractions, culture, people and food are important for any destination as they contribute to attracting people to the destination. They all form part of the foundations of tourism, thereby contributing to the various tourism impacts as well as their costs and benefits. Most importantly, food is a necessity for survival, but also offers insight into



lifestyles, history and culture (Mintz & Bois, 2002:107), thus providing tourists with an opportunity to engage with local culture through food.

### 5.5.3 Duration of stay

Duration of stay is an important factor to consider as it has an influence on the length of time available to discover the city, find out about local food and money tourists would spend on food during their stay in Cape Town. Respondents were asked to indicate their duration of stay in Cape Town and responses are depicted in Table 5.13.

**Table 5.13: Duration of stay**

Duration of stay (in %, n=292)	
1 – 6 days	50.6
1 week	17.4
1 – 2 weeks	12.7
2 – 3 weeks	5.5
3 – 4 weeks	0.3
1 month	5.8
1 – 2 months	3.7
2 – 3 months	3.4
5 months	0.6

The majority of the respondents' stay was 1–6 days (50.6%), followed by 1 week (17.4%) and 1–2 weeks (12.7 %). The results confirm that most tourists opt to visit for a few days. The longer tourists stay at the destination the more time they have to explore the local food of the area. A few tourists mentioned that due to their period of stay, it is difficult to say they have explored local food and to rate these experiences accordingly. Below is a comparison of two respondents to validate how the duration of stay affects perceptions and experiences of local food.

#### Respondent 1:

- Duration of stay: Two months
- Local food experience in Cape Town: Excellent
- Recommend local food: Yes

#### Respondent 2:

- Duration of stay: Two days
- Local food experience in Cape Town: Good

- Recommend local food: No

It is important to note that even though respondents with a shorter stay did not have the best local food experience, in comparison there were respondents with the same duration of stay that had excellent local food experiences and would recommend their local food experience.

#### 5.5.4 Respondents' visits to Cape Town

Previous visits are important in determining the experiences and perceptions of tourists of local food. It should be noted that repeat visits lead to familiarity with local food. Hence, the level of familiarity influences respondent behaviour towards their decision time, preferences, confidence in decision, information search, trust, perceived risk, decision time and purchase behaviour of local food (Murray & Schlacter, 1990:59; Kim et al., 2008:547). This could lead to return visits, good word of mouth referrals to relatives and friends, excellent travel magazine or travel blog features. This would, in turn, attract more tourists to the destinations and create awareness of local food.

**Table 5.14: Respondents' visits to Cape Town**

<b>Respondents' visits to Cape Town (in %, n=292)</b>	
Once	63.4
Twice	4.8
Thrice	2.4
Four times	5.5
Never visited previously	24

Table 5.14 illustrates the respondents' number of visits to Cape Town, including the current visit. The majority of the respondents had previously visited Cape Town once (63.4%), while for 24% it was their first visit. Below is a comparison of three respondents' perceptions and experiences of local food in comparison to the number of previous visits to Cape Town:

##### **Respondent 1 (previously visited once):**

- Perception of local food: Produced in the country of origin using the raw ingredients of that country.
- Local food experience: Excellent
- Recommend: "Yes, it's nice"

##### **Respondent 2 (previously visited twice):**

- Perception of local food: Produced in the country of origin using the raw ingredients of that country.

- Local food experience: Good
- Recommend: “Yes, it’s good”

**Respondent 3 (never visited previously):**

- Perception of local food: Produced locally from local ingredients.
- Local food experience: Excellent
- Recommend: “Yes, part of the experience and culture”

The comparison between the three respondents confirm that they did not need to have visited Cape Town previously to have excellent perceptions and experiences of local food.

**5.5.5 Elements that encourage interest in local food**

It is important to understand elements that encourage international tourists’ interest in local food. Respondents were asked what encouraged their interest in local food (multiple responses). Table 5.15 presents the results.

**Table 5.15: Elements that encourage interest in local food**

<b>Elements that encourage interest in local food (in %, n=292) (Multiple responses)</b>	
Taste	80.8
Peers	43.8
Ingredients	43.8
History	36.6
Cost	25.7
Preparation	21.2
Health	12.7
Media	9.6
Preference	8.2
Religion	3.1

The elements with the most impact were taste (80.8%), followed by peers and ingredients (43.8% each), history (36.6%), cost (25.7%) and preparation (21.2%).

Cross-tabulation of respondents’ responses on elements that encourages their local food interests linked with their ages is presented in Table 5.16.

Table 5.16: Cross-tabulation of elements that encourage interest in local food/respondents

Cross-tabulation of elements that encourage interest in local food/respondents' ages (in %, n=292) (Multiple responses)							
Taste	21-30 (86)	31-40 (55)	18-20 (41)	41-50 (23)	51-60 (8)	61-70 (1)	73(1)
History	21-30 (41)	31-40 (25)	18-20 (16)	51-60 (10)	41-50 (9)	73 (1)	
Ingredients	21-30 (50)	31-40 (26)	18-20 (20)	41-50 (15)	51-60 (11)	61-70 (6)	73 (1)
Preparation	21-30 (20)	18-20 (10)	31-40 (9)	41-50 (6)	51-60 (4)	61-70 (4)	
Preference	21-30 (16)	18-20 (5)	31-40 (2)	41-50 (2)			
Peers	21-30 (56)	31-40 (27)	18-20 (24)	41-50 (10)	51-60 (7)	61-70 (2)	73 (1)
Cost	21-30 (32)	31-40 (20)	18-20 (12)	41-50 (5)	51-60 (3)	61-70 (3)	75 (1)
Media	21-30 (9)	18-20 (7)	31-40 (7)	41-50 (3)	51-60 (2)	61-70 (1)	
Religion	18-20 (4)	21-30 (4)	41-50 (1)				
Health	21-30 (13)	31-40 (8)	51-60 (6)	41-50 (5)	18-20 (4)	61-70 (2)	

The findings reveal that the taste of local food is very important for most respondents, in particular the age groups of 21-30, 31-40, 18-20 and 41-50. Other elements of importance to these age groups are peers, ingredients, history, cost and the preparation of food. Important elements to consider for age group 21-30 are taste, peers, ingredients, history and cost. It is important to note that, particularly for this age group, cost is a priority, which can be ascribed to them moving into the working environment. Additionally, peers also stand out for this age group as it is during this time that they would consider the opinions of their peers. For the 31-40 year age group it is taste, peers, ingredients, history and cost. For this age group, cost is not vital; they often prefer quality experiences and would therefore spend more on experience than the 21-30 age group would. Finally, for the 18-20 year group, it is taste, peers, ingredients, history and cost. For this age group cost is not regarded as important as they are often not employed. However, they do have high regard for their peers' opinions, especially if it concerns their experiences.

The findings correspond with Selfa and Qazi (2005:453), that the freshness, taste and quality of the food are important. Aschemann-Witzel and Niebuhr Aagard (2014:552) also note that consumer purchasing decisions are based very much on the quality and taste of local food. Finally, the liking of food refers to the pleasure experienced when eating tasty, palatable food, thus making quality and taste a priority for local food establishment or market choice as it is linked to the formulation of perceptions (Duarte et al., 2013:551). Additionally, it has implications for marketing and creating an opportunity to enhance local food consumption. From these results, market segmentation can be considered accordingly when designing a local food marketing strategy for a destination.

The themes further reveal that tourists have various choices and motivations for food and that gastronomic tourism has a variety of meanings (Hall et al., 2004:17). It is important to understand that travel motivational factors have a profound effect on the tourists' intake of local food (Cetin & Bilgihan, 2015:36; UNWTO, 2012:7). Therefore, tourists' experiences at destinations are extremely important.

Local food has an impact on international tourists' stay at a destination. Hence, respondents were asked whether they would recommend the local food. Most of the respondents indicated yes (93.9%), which is a positive indication because most respondents were satisfied with local food in Cape Town. A mere 5.8% of respondents indicated no and a few (0.3%) stated they were yet to consume local food.

The following statements were extracted from the respondents' reasons to recommend local food.

"It helps you understand the culture"

"It is special and I like it, differs from German food"

"Accessibility and cost"

"Affordable, fresh and made with lots of flavours"

"Always good to taste different food"

"It brings you closer to people's culture"

"The flavour and originality"

"The African culture presentation in Long Street"

"Rich in history and food is excellent"

"Great chefs, ingredients and value for money"

Themes that emerged from the statements that food should be a medium to gain knowledge about a new culture are, 'It needs to be distinct, easily available and affordable' and 'Tourists desire local food experiences that are worth the price placed upon it'. These statements reflect that local food establishments and markets are an integral part of tourism as they are a unique cultural attraction (Molefhe et al., 2015:13-14). The statements also confirm gastronomy is an important element of culture and lifestyle as it exemplifies traditional values that are associated with innovative trends in the tourism industry, such as respect for culture and tradition, healthy lifestyles, authenticity, sustainability and experiences (UNWTO, 2012:9).

In comparison to the respondents that said yes, 5.8% of the respondents stated they would not recommend the local food in Cape Town due to the following reasons:

"Have not tasted enough of the local food"

“The food is unhealthy”

“The food is not good”

“The food is not distinctive enough and not to my palette”

“I have not had any delicious food”

Themes that emerged from the respondents' statements are that some tourists take a long time to become familiar with new foods; health is paramount when consuming new food; the quality of food should be improved to develop its uniqueness and taste; some those tourists do not like local food and rather opt for food with which they are familiar. From these statements, it is clear that culture is an integral part of society and travelling. As mentioned by a respondent in one of the statements, “Food helps one understand the culture.” Another respondent stated, “It is important to try something different as it brings one closer to the local people.” However, it was important to consider the different customs and preferences of tourists with regard to the statements of the respondents who were not curious about the cultural cuisine.

## **5.6 Increasing local food consumption**

Following from their responses on recommendation of the local food in Cape Town, respondents were asked about the changes they would implement to increase the consumption of local food in Cape Town.

The following are some of the main responses to this question:

“Advertise where to find local food”

“Avoid mass consumption of big branches (KFC)”

“Create more awareness about typical local food”

“Decrease the number of KFC's and McDonalds”

“Describe the ingredients used so as to be aware and not scared to try new things”

“Flyers at the airport regarding local food”

“Greater availability and social media presence”

“I don't think there are enough local restaurants”

“I would be nice to have more information in the hotels and hostels”

“Increase the number of local restaurants in tourist areas”

“Just local ingredients, fewer imports”

“Less import of export products”

“Make spectacular local food trucks”

“Making the healthier and in more accessible prices”

“Restaurants should provide information on the food they serve and the advantages of consuming local food”

Themes that emerged from this question are that there is a lack of information about local food within the city, whether at the airport, accommodation establishments and local food establishments or markets; tourists want to be informed; and if local food perceptions and experiences are to be positively influenced, there is a need to ensure appropriate awareness is created, which should involve the cohesion of industry parties.

### 5.6.1 Cross-tabulation between age and information medium choice

This section indicates the results of respondents’ local food information medium choice in correlation with the varied age groups (multiple responses). Table 5.17 displays the results of the tourism brochure information medium per age group.

**Table 5.17: Medium - Tourism brochures**

<b>Medium: Tourism brochures (in %, n=292) (Multiple responses)</b>	
18 – 20	17.5
21 – 30	40.6
31 – 40	21.9
41 – 50	7.6
51 – 60	6.5
61 – 70	5.4

Table 5.18 presents the results of the travel agency information medium per age group.

**Table 5.18: Medium - Travel agencies**

<b>Medium: Travel agencies (in %, n=292) (Multiple responses)</b>	
18 – 20	15
21 – 30	40
31 – 40	15
41 – 50	15
51 – 60	10
61 – 70	5

Table 5.19 shows the results of the travel magazine information medium per age group.

**Table 5.19: Medium - Travel magazines**

<b>Medium: Travel magazines (in %, n=292) (Multiple responses)</b>	
18 – 20	22
21 – 30	36
31 – 40	26
41 – 50	10
51 – 60	2
61 – 70	4

Table 5.20 depicts the results of the accommodation information medium per age group.

**Table 5.20: Medium - Accommodation information**

<b>Medium: Accommodation information (in %, n=292) (Multiple responses)</b>	
18 – 20	7.2
21 – 30	43.6
31 – 40	14.5
41 – 50	9
51 – 60	16.3
61 – 70	9

Table 5.21 presents the results of shopping centres' information desks medium per age group.

**Table 5.21: Medium - Shopping centre information desks**

<b>Medium: Shopping centre information desks (in %, n=292) (Multiple responses)</b>	
18 – 20	11.7
21 – 30	41.1
31 – 40	23.5
41 – 50	17.6
51 – 60	5.8
61 – 70	0



The results confirm that the selection of information medium is correlated to the respondents' age. The results reveal that for the 18-20 year age group travel magazines (22%), tourism brochures (17%) and travel agencies (15%) are the preferred medium, while for the 21-30 year age group, accommodation information desks (43.6%), tourism brochures (40.6%) and travel agencies (40%) are the most popular. The 31-40 year age group prefer travel magazines (26%), shopping centre information desks and tourism desks (21.9%) information mediums. Hence, local food should be marketed through the information mediums preferred by the different age groups

In addition to the choice of information medium, the choice of local food establishment should be considered carefully according to elements that speak to the tourists' desires. Respondents were asked to select from the following three options when they would visit a restaurant serving local food. The results are depicted in Table 5.22:

- If more information about the location of restaurants serving local food was provided.
- If the restaurant's decor, music and architecture are supportive of the culture and food served.
- If restaurants used locally produced ingredients / locally produced raw ingredients for their dishes.

**Table 5.22: Important elements when selecting a local restaurant**

<b>Important elements when selecting a local restaurant (in %, n= 292) (Multiple responses)</b>	
If more information about the location of restaurants serving local food was provided.	45.2
If the restaurant's decor, music and architecture are supportive of the culture and food served.	43.8
If restaurants used locally produced ingredients / locally produced raw ingredients for their dishes.	31.5
Other	2.5

The option rated highest in relation to selecting a local restaurant was if more information about the location of restaurants serving local food was provided (45.2%), followed by the restaurant's decor, music and architecture (43.8%) are supportive of the culture and food served 43.8% and finally, if restaurants used locally produced ingredients/locally produced raw ingredients for their dishes (31.5%). Very few respondents (2.5%) indicated 'other', stating "if I had a strong recommendation from another individual", "if I had more information about the ingredients", "if restaurant is in a great location or had great reviews", "if they serve good-looking vegetarian food", proximity to hotel, attractions and online reviews.

The results confirm that other aspects besides the food contribute to the overall tourist experience (Mhlanga, 2013:314; Molefhe et al., 2015:11). Most importantly, the concept of local food distinctiveness is valuable when visiting local food establishment or markets.

### 5.7 Chi-square analysis of local food perception and local food experience of international tourists

This section is based on the tourists' perception of local food analysed in Table 5.4 (question 7) in the survey and their experiences of local food as identified in Table 5.6 (question 11) in the survey. A Chi-square test was conducted to ascertain whether there is a significant statistical relationship between the two variables.

A Chi-square test tests the association between two categorical variables (Gau & Gursoy, 2011:234). This test is a statistical technique and when variables are statistically significant, there is an association between the variables. Welman et al. (2005:236) state that conclusions can be drawn from these results. When the value is  $\leq 0.05$  the Chi-square test confirms there is a statistically significant relationship; when the value is  $> 0.05$  there is no statistically significant relationship between the variables (Gau & Gursoy, 2011:235).

**Table 5.23: Relationships between perception and experience of local food**

Relationships between perception and experience of local food (in %, n=292)						
Question 11	Question 7					
	Q7 local 1		Q7 local 2		Q7 local 3	
	Count	Column n%	Count	Column n%	Count	Column n %
Excellent or Good	123	95.3%	140	94.0%	59	95.2%
Average	6	4.7%	7	4.7%	3	4.8%
Poor or Very Poor	0	0.0%	2	1.3%	0	0.0%

**Q7 local 1:** Produced in the country of origin using the raw ingredients of that country.

**Q7 local 2:** Produced locally from local ingredients.

**Q7 local 3:** Produced locally but ingredients can be imported.

**Table 5.24: Pearson Chi-square test (*p*-value)**

Pearson Chi-square test ( <i>p</i> -value) results of international tourists' perception and experiences of local food with statistical significance at 0.05	
Experience	Perception
	Chi-Square 7.468
	df 12
	Sig .825 <sup>a,b</sup>

Table 5.23 presents the relationship between the variables perception and experience of local food. Due to the small numbers in the “poor” and “very poor” of question 11, the first two and the last two categories were combined. So “excellent” and “good” became one category and “poor” and “very poor” became one category. The percentages in Table 5.23 reveal that there is no difference between perception and experience between the three groups and this is confirmed in the Chi-square test (Table 5.24) the *p*-value (significance) is above 0.05, which is .825<sup>a,b</sup>.

The Chi-square test confirms that there is no statistically significant relationship between the international tourists' perceptions and experiences of local food. This result indicates that experiences and perceptions of local food change constantly and that not all experiences shape the same perception. The finding is supported by the statement that there are various perceived images of tourist destinations and their dependence upon the cultural factors and culture ought to have a different range of perceptions of food (Neild et al., 2000:378; Riley, 2000:188; Beerli & Martín, 2004:661). Mak et al. (2012:930) agree that when tourists are in a new environment their perspectives on food and eating do change. This leads them to set new motives that would affect their preferences of food choices. Assessing the satisfaction of culinary tourism experiences is important for improving the tourism product offering in Cape Town and it will contribute to changing the perceptions of tourists.

These results are based on the non-empty rows and columns in Table 5.23. Therefore, more than 20% of the cells in Table 5.23 have estimated cell counts of <5. Additionally, the minimum expected cell count in Table 5.23 is <1. According to the results in Table 5.24, there appears to be no significant relationship between tourists' perceptions and their experiences with local food.

### **5.8 Cross-tabulation between experience and recommendation of local food**

This section is based on Table 5.6 which refers to respondents' local food experiences in Cape Town (question 11) in the survey and Table 5.7 respondents' recommendation of local food in Cape Town (question 15) in the survey. To further understand the relationship between

perception and experience of local food a cross-tabulation was carried out and below are the results in Table 5.25:

**Question 11:** How would you rate your local food experience?

**Question 15:** Would you recommend the local food in Cape Town?

**Table 5.25: Cross-tabulation between questions 11 and 15**

Cross-tabulation between questions 11 and 15 (in %, n=231)					
Question 11	Count	%	Question 15	Count	%
Excellent	120	51.9			
Good	99	42.9	No	16	6.1
Average	10	4.3			
Poor	1	0.4	Yes	215	93.9
Very Poor	1	0.4			

The results above are based on the non-empty rows and columns of both questions. These results confirm that respondents who had excellent and good experiences will recommend local food from Cape Town, whilst those with average to poor experiences would not. However, there were respondents that indicated their experiences were good but would not recommend.

It is noteworthy that even though the local food experience was good, the perception would not necessarily be positive. The theme that emerges is that when respondents would recommend local food it means that they have a positive perception of local food and if they are not willing to recommend, it is a negative perception.

## 5.9 Summary

This chapter analysed and interpreted data collected from international tourists at the four key attractions regarding their perceptions and experiences of local food in Cape Town. The responses were discussed thematically according to the questionnaire. The research findings established what international tourists perceive as local food in Cape Town, as well as their experiences of local food, their motivations to consume local food and the elements that would increase the consumption of local food by international tourists.

Responses of the participants were discussed in relation to the survey instrument and the differences and similarities noted accordingly. The findings revealed no significant relationship between participants' perceptions and experiences of local food. The findings confirmed that the taste of local food is paramount for most respondents when selecting a local food experience but food is not always the most important component when tourists visit Cape

Town. In addition, food in South Africa and Cape Town is a melting pot of cultures, due to the variety food flavours. It revealed that culture, people and history are interlinked to local food because local food experiences are affected by the physical area in which in which they occur, influence of the local people and interaction with these people and their culture. The results established that Eriksen's three proximities are significant in identifying local food from a particular area and confirmed that respondents' definitions of local food lean towards the geographical and value of proximities.

The findings established the blueprint from which conclusions are drawn and recommendations are made, which are presented in the following chapter, Chapter 6.

## **CHAPTER 6**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **6.1 Introduction**

The study examined the perceptions and experiences of international tourists of local food in Cape Town, focusing on four of Cape Town's Big 7 attractions, namely Groot Constantia, Kirstenbosch Botanical Gardens, Table Mountain Cableway and the Nelson Mandela Gateway to Robben Island, from where the ferry departs. Literature was reviewed to determine the association between local food, tourists' perceptions and experiences, the value of local food and motivational factors leading to the consumption of local food. The main elements that the literature uncovered were the concerns surrounding the definition of local food, the motivational factors that lead to the consumption, authenticity of the local food, tourists' perceptions and experiences of local food and how gastronomic tourism is evolving.

In the previous chapter, the findings of the study were evaluated and interpreted. This chapter presents the conclusions and recommendations drawn from the findings in Chapter 4 to determine whether the study objectives were achieved.

#### **6.2 Limitations of the study**

Some challenges faced in the duration of the study hampered the intended flow of execution. These limitations are addressed below.

##### **6.2.1 Language barrier**

The study was limited by a language barrier. A few of the international tourist respondents did not understand the English instructions and questions. This resulted in some incomplete survey questionnaires that were unusable.

##### **6.2.2 Fieldworkers**

The selected fieldwork assistants did not complete the fieldwork phase as per their initial agreement with the researcher. Therefore, the researcher completed the fieldwork without any assistance, which necessitated numerous return visits to the study sites.

##### **6.2.3 Attraction restrictions**

Representatives of Table Mountain Cableway and Groot Constantia allocated specific points within the attraction to conduct fieldwork but tourists were not always present in these areas. This resulted in the researcher having to return to attractions a number of times to attain the required sample size. This meant that the researcher had less time to explain the survey to each participant before moving on to the next one. Hence, fewer participants were achieved than initially anticipated.

#### **6.2.4 Targeted sample compared with actual responses**

The initial targeted sample was not achieved, which is regarded as a limitation of the study. The fieldwork was conducted during off-peak tourism season from June to September 2016. According to Raosoft (2004), to attain a 95% confidence level with a population size of 616,798, the target sample size is 384. Eight of the 300 administered surveys were deemed unusable, resulting in an actual sample of 292 across the four study areas.

However, despite the limitations discussed above, the data collected met the purpose of the study.

#### **6.3 Objectives of the study**

Study objectives are the foundation of any research and are the base from which survey instruments are developed.

The following sub-sections discuss and evaluate each objective in relation to the findings. These sub-sections reveal the aim of the research as initially discussed in Chapter 1. Finally, conclusions are drawn for each objective.

##### **6.3.1 Objective 1: To determine what international tourists in Cape Town perceive as local food**

In relation to Objective 1, respondents were asked to define local food. The responses were diverse, however, a few were challenged to provide a definition. This allowed the respondents freedom to state their individual unique definitions of local food.

Respondents were further asked what they consider to be local food. The two most common responses were “Food is local when produced from local ingredients” and “Food is local when produced in the country of origin using the raw ingredients of that country.” It can be concluded that tourists have similar perceptions of local food, it is important to them and it is in great demand.

Furthermore, respondents were asked which food they consider to be local from Cape Town, which assists to identify specific food aligned with the destination. The majority of the respondents indicated that seafood is associated with the destination, while food types such as Cape Malay, African, Afrikaans and Indian were rated low. Importantly, the findings confirmed that tourists considered food as local when produced from local ingredients in the country of origin, using the raw ingredients of that country, which links to Eriksen’s (2013) three domains of proximity—geographical, relational and value.

This objective concludes that the geographical proximity is more apparent due to it connecting to seafood as Cape Town is a coastal city and the value proximity is apparent in terms of the responses relating to history, culture and authenticity. Meanwhile, relational proximity was less

evident. Tourists are intrigued by local food and with seafood being recognised as local food. It is evident that food in Cape Town is linked to the city's cultural diversity.

A Chi-square test based on international tourists' perception of local food, which is question 7 of the survey, and their experiences of local food which is question 11, confirmed that there is no statistically significant relationship between the respondents' perceptions and experiences of local food. This result means that experiences and perceptions of local food do change and not all experiences shape the same perception.

### **6.3.2 Objective 2: To determine international tourists' experiences of local food**

Concerning Objective 2, respondents were asked whether they had tasted local food in Cape Town, to which the majority of the respondents indicated 'yes' and only a few indicated 'no'. Hence, many tourists have tried the local fare but there is still a need to encourage the consumption thereof continuously.

Respondents were asked to rate their local food experiences by use of a 5-point Likert-type scale, to which most of the respondents chose 'excellent'. In addition, a cross-tabulation was completed on question 11 of the survey, 'How would you rate your local food experience' and question 15, 'Would you recommend the local food in Cape Town', to obtain an understanding of the relationship between perception and experience. The results confirmed that respondents who had excellent and good experiences would recommend local food from Cape Town, whilst those with average to poor experiences would not.

Respondents were asked to name the destination where they had had excellent food experiences and the majority stated Italy. These responses provided important themes that could be implemented for excellent local food experiences in Cape Town. Themes were drawn from the justification of their selected destination and the themes were namely; the demand for fresh food ingredients, ingredients should be produced in the area, food should be prepared as local people would prepare food in their homes, accessibility to the restaurants serving local food, the unique spices contribute to making the local food experience special and different, the inclusion of local food in hotels, delicate attention to the food preparation and cooking processes and a need for street food stalls.

It can be concluded that most tourists were satisfied with their food experience in Cape Town.

### **6.3.3 Objective 3: To determine what motivates international tourists to consume local food**

Relative to Objective 3, three factors that influence local food consumption were identified. Firstly, the motivational factor—the majority of tourists indicated that local food assists with gaining knowledge about culture. Secondly, physiological factors—a few tourists stated that familiarity is important; they do not like the local food but try something different because it



brings them closer to the local people. Finally, the physical environment factor—most of the respondents indicated that they would be attracted to a restaurant serving local food if the restaurant's decor, music and architecture were supportive of the culture and food served there.

To determine the medium that made respondents aware of local food in Cape Town, they were asked how they found out about local food in Cape Town. The majority stated that they had found out from relatives and friends, tourism brochures, social media, accommodation information desks and travel magazines. It is paramount that local food unique to the destination is consistently advertised to create and revive the awareness thereof through the information mediums best fitting for tourists.

Furthermore, respondents were asked what encouraged their interest in local food. This was cross-tabulated with their ages and identified the respondents' preferences. The most-identified elements were taste, peers, ingredients, preparation and history, while the fewest selected were media, health and lastly religion. The findings reveal that the taste of local food is very important for most respondents, which highlights the importance of the freshness, taste and quality of the food. In particular, the important elements to consider for age group 21-30 were taste, peers, ingredients, history and cost. For age group 31-40 it was taste, peers, ingredients, history and cost. Lastly, for the 18-20 age group it was taste, peers, ingredients, history and cost. This shows a need to create awareness via the different information mediums by targeting specific age groups and their preferences.

In addition, comparisons between three respondents were made to confirm their perceptions and experiences of local food in comparison to the number of previous visits to Cape Town. The finding established that respondents did not necessarily have had visited Cape Town previously to have excellent perceptions and experiences of local food to recommend it.

#### **6.3.4 Objective 4: To determine how the consumption of local food can be increased**

In terms of Objective 4, respondents were asked what changes would enhance the awareness of local food. The majority of them stated that advertising is a powerful tool, which should be persistently used to encourage continuous growth of local food consumption.

To meet this objective further, respondents were asked to select from three possible answers, when they would visit a food establishment or market serving local food. The majority of the respondents stated that if more information on the setting of restaurants serving local food was provided and if the restaurant's decor, music and architecture was supportive of the culture and food served.

In addition, respondents were asked to rank what they liked most about Cape Town in terms of attractions, nature, culture, food and people. These unique elements each attract tourists to the destination. The results confirmed that the general agreement amongst the respondents is that they value nature, culture and attractions as more important than food and people. Although, food and people are not regarded as the most important elements that attract tourists to Cape Town, they are however inextricably linked to culture and this link could be used to increase interest and consumption of local food. This means that food is not always the most important factor when tourists visit Cape Town.

In addition, respondents were asked to indicate their duration of stay, which influences their available time to explore local food. The majority of respondents indicated a one-week stay. Previous visits are important in finding ways to increase local food consumption and most of the respondents had previously visited Cape Town. A comparison between respondents concerning their previous visits to Cape Town and their experiences of local food confirmed that previous visits are not necessary to formulate excellent perceptions and experiences of local food. It is experiences at various local food establishments or markets that shape perceptions. It can be concluded that awareness of local food is necessary to draw tourists to the destination for its local food offerings.

A cross-tabulation between age and choice of information medium confirmed that the choice of information medium was relative to the respondents' age. Results reveal that 18-20 year olds prefer travel magazines, tourism brochures and travel agencies, while those in the 21-30 year bracket opted for accommodation information desks, tourism brochures and travel agencies. The 31-40 year age group chose travel magazines, shopping centre information desks and tourism desk information. Therefore, local food should be marketed through the information mediums preferred by the different age groups.

The discussion above concludes that the objectives of the study were achieved.

## **6.4 Recommendations**

The following recommendations of the study emanate from the results and are supported by the literature review.

### **6.4.1 Marketing of local food**

The food unique to Cape Town, namely seafood, African, Cape Malay and Afrikaans cuisine, should be consistently advertised through various mediums to create and revive the awareness thereof. This would encourage more tourists to acquire an interest in local food and create an opportunity to grow local food consumption. Information on the location of food establishments and markets serving local food should be provided. Cape Town needs more rigorous marketing with a focus on the identified tourist markets as a food destination through

the media which best fits the market, including the types of local foods offered in the city. Focus should be on unique market segmentation because as individuals grow older, their needs and wants change. From these results, market segmentation can be defined accordingly when designing a local food marketing strategy for a destination. The distinctive marketing of local food would allow Cape Town to compete with other renowned food regions in countries such as Italy and France.

#### **6.4.2 Ingredients unique to Cape Town**

Greater emphasis should be placed on the originality of raw ingredients used in local dishes (seafood, African, Cape Malay and Afrikaans) and the use of local products from the destination, especially from local farmers should be implemented and highlighted. It is also vital that various types of ingredients unique to Cape Town are considered.

#### **6.4.3 Local restaurants**

A restaurant's décor, music and architecture should reflect the culture and food served, as they influence tourists' perceptions of local food. Attention to cooking processes unique to the culture should be considered.

#### **6.4.4 Local food channels within the city**

There is a need for local food to be served in hotels and the development of more street stalls that serve local food. The serving of local food in hotels could be implemented through collaborations with local food establishments or markets, guest chef or themed dinner evenings. Local food street stalls could be granted permission to move location throughout the city to tourist frequented settings, should financial constraints impede the purchase of new stalls due to the current economy.

These recommendations, which emanated from the findings, may assist owners of local food establishments to improve their offerings to create an authentic experience for tourists and encourage more tourists to visit Cape Town. In addition, this would improve local food as a tourism product offering and enhance destination marketing.

#### **6.4.5 Local food and Cape Town government**

In terms of policy relating to the planning of gastronomic tourism, policy needs to highlight the importance of a synchronised approach to tourism and food, and requires input from all interested and affected parties in Cape Town. Additionally, there should be more research into local food in Cape Town and South Africa in general, an area that currently lacks.

It is important for local industry to be educated on the significant contribution that local food and tourism makes to the City and South Africa. In addition, it should be promoted as an attractive industry in which to work, which could increase its contribution to the country's GDP.

The State could make financial investment in sustainable agricultural practices to increase local food production and create jobs.

#### **6.4.6 Local food and tourism**

It is vital that the significance of local food in Cape Town is sustained because the Western Cape has been selected by the National Geographic Traveller Food as one of the world's best food destinations in 2019. The continued recognition of the importance of local food, through valuable connections with people and culture would continuously draw tourists seeking out unique local food experiences, which in turn would create employment within the tourism industry. Furthermore, cooking and food preparation techniques would evolve over the years and could lead to the development of a food tourism route throughout South Africa and establish authentic food identities for the various provinces.

#### **6.5 Possible future research**

Possible areas for future research, identified from the findings, are:

- The use of local fresh ingredients in local restaurants in Cape Town; the findings could serve as guidelines for tourists' perceptions of local restaurants making use of local fresh ingredients.
- The promotion of local food and the influence thereof on tourists' food choices during their stay in Cape Town should be investigated.
- Evidence of culinary tourism planning within the Western Cape.
- How local food could contribute to sustainable tourism development in the Western Cape.

This will help to determine the extent to which local food contributes to attracting tourists to the City. If tourists have a great experience it could lead to creating positive perceptions of local food, electronic word of mouth marketing and repeat visits. Furthermore, the improvement of local food offerings with the use of local raw ingredients will instil a sense of pride in the providers and the local community.

#### **6.6 Conclusions**

The findings confirmed that the definition of local food varies among tourists. Thus it established various meanings and ways in which local food offerings can be improved according to the unique definitions. Tourists consider food to be local when produced from local ingredients in the country of origin, using fresh ingredients of that country. The research also revealed that tourists were generally satisfied with their local food experiences, which draws positive attention to the destination and its gastronomic industry.

Most of the respondents likened their Cape Town food experience to their experience in Italy. Since Italy offers one of the best culinary experiences in the world, this is an opportunity for tourism planning representatives to create measures to improve the local food offering in Cape Town by learning from renowned food regions in countries such as France and Italy.

Findings suggested poor promotion of local food in Cape Town, highlighting the importance of advertising and creating awareness as tourists are unfamiliar with the City's variety of local foods. It was also revealed that local food is not always the main attraction for tourists when visiting Cape Town. Consequently, promoting local food together with other unique attractions is important to draw tourists to the destination.

Some tourists are not aware of local food and therefore it is difficult to ensure authenticity. There is a need to maintain tourists' positive perceptions and experiences of local food and to continuously work on improving the negative ones, as tourists who had excellent experiences will recommend the local food from Cape Town. Local food should be marketed through the information mediums preferred by the different age groups.

The consumption of local food is frequently driven by taste, peers, ingredients, preparation and history. To increase the consumption and positive perceptions of local food more information about the location of establishments or markets serving local food should be provided. The establishment's decor, music and architecture should be related to the culture and food served. Establishments should use only locally produced ingredients in their dishes. Local food can be used to contribute to sustainable tourism development by connecting local food producers, establishments or markets and marketing organisations in order to enhance the tourism industry.

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# APPENDICES

## APPENDIX A: QUESTIONNAIRE

<p>The study will attempt to understand international tourists' perceptions and experiences regarding local food in Cape Town. The insights gained will be used to further enhance the tourist experiences of local food in Cape Town. This survey should take you less than 10 minutes to complete. Note that all answers will be kept confidential and treated as anonymous. Thank you for your participation.</p>	<p><b>OFFICIAL USE ONLY</b></p> <p>Attraction: _____</p> <p>Date: _____</p> <p>Questionnaire #: _____</p>
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Instructions to completing the questionnaire

- Please use a cross (X) at your selected answer; and
- When asked to give a reason for your answers please write in print (Example: LOCAL).

### Section A: Background Information

1. What is your primary purpose for visiting Cape Town?

Leisure	1	Visiting friends & relatives	3
Business	2	Other (Specify) .....	4

2. How many times have you visited Cape Town including this visit?

1 (time)	1	3 (times)	3
2 (times)	2	4 (times or more)	4
Never visited previously	5		

3. Rank what you like most about Cape Town in order of importance from 1 to 5 with 1 being most liked and 5 least liked?

Attractions		Food	
Nature		People	
Culture		Other (Specify) .....	

4. What is your duration of stay in Cape Town?

< 7 days (specify no. of days) .....	1	3 weeks	4
1 week	2	1 month	5
2 weeks	3	> 1 month (Specify no. of days) .....	6

### Section B: Perceptions and experiences

5. Which cuisines do you consider to be locally from Cape Town? Provide reasons for your choices. Multiple responses permitted.

Seafood		1
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Cape Malay		2
Indian		3
African		4
Afrikaans		5
Other (Specify)		6

6. How would you define local food?


7. What do you consider to be local food? Multiple responses permitted.

Produced in the country of origin using the raw ingredients of that country	1
Produced locally from local ingredients	2
Produced locally, but ingredients can be imported	3

8. What encouraged your interest in local food in Cape Town? Multiple responses permitted.

Internal Elements		External Elements	
Taste	1	Peers (Family, Friends, Travel Partners)	6
History	2	Cost	7
Ingredients	3	Media	8
Preparation	4	Religion	9
Preference	5	Health	10
Other (Specify) .....	11		

9. When would you visit restaurants serving local food in Cape Town? Select an option below.

Local food is defined as: "Food products of an identified region, consumed in the local area and by use of local raw ingredients".

If more information about the location of restaurants serving local food was provided.	1
If the restaurant's decor, music and architecture are supportive of the culture and food served.	2
If restaurants used locally produced ingredients / locally produced raw ingredients for their dishes.	3
Other (Specify):	4

10. During your stay in Cape Town have you tasted local food?

Yes	1	No	2
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11. How would you rate your experience of local food in Cape Town?

Excellent	1	Average	3
Good	2	Poor	4
Very Poor	5		

12. Which destination comes to mind in relation to excellent local food experiences? Provide a reason.

Country:
Reason:

13. What changes should be implemented in order to increase the consumption of local food by tourists to Cape Town?


14. How did you find out about local food in Cape Town? Multiple responses permitted.

Tourism brochures	1	Shopping centre information desks	5
Travel agencies	2	Social media	6
Travel magazines	3	Relatives and friends	7
Accommodation information desks	4	Previous visits	8
Other (Specify) .....	9		

15. Would you recommend local food in Cape Town? Provide a reason.

Yes	
No	

Section C: Demographic profile

16. What is your gender?

Male	1	Female	2
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17. What is your age?

18-20	1	41-50	4
21-30	2	51-60	5
31-40	3	61-70	6
>70 (Specify) .....	7		

18. Country of origin? (Nationality)

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19. Current permanent residence? (The country where you live)

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Thank you for your participation!

## APPENDIX B: PERMISSION LETTER FROM GROOT CONSTANTIA



### GROOT CONSTANTIA TRUST NPC RF

Private Bag X1 Privaatsak, Constantia, 7848, RSA Tel: +27 (0)21 794-5128 Fax: +27 (0)21 794-1999 www.grootconstantia.co.za  
Reg No. 1993/003391/08

29 February 2016

TO WHOM IT MAY CONCERN

**RE: PERMISSION TO UNDERTAKE STUDY IN CAPE TOWN**

This is to confirm that Ndinelao Efinge Shikemeni, student number: 211141259 , a Tourism Management Masters student at the Cape Peninsula University of Technology, is hereby granted permission to conduct surveys at the Groot Constantia Wine Estate as of 1<sup>st</sup> June 2016 to 31<sup>st</sup> September 2016.

Yours sincerely

Grant Newton

Sales & Marketing Manager

**Mobile: +27 78 275 4898**

**Office: +27 21 794-5128**

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DIRECTORS: Dr E A Messina (chairperson), G D May (vice chairperson), M E Africa, H Bailey, H M J du Preez,  
C Lin, T A Maphoto, A J van Velden, S M Lehmann, M M Mokgoro, M W Jorgolo, R Omar, A W Eksteen (Secretary)

## APPENDIX C: PERMISSION LETTER FROM SANBI



01 March 2016

TO WHOM IT MAY CONCERN

### RE: PERMISSION TO UNDERTAKE STUDY IN CAPE TOWN

This is to confirm that Ndinelao Efinge Shikemeni, student number: 211141259 , a Tourism Management Masters student at the Cape Peninsula University of Technology, is hereby granted permission to conduct surveys at Kirstenbosch National Botanical Garden as of 1st June 2016 to 31st September 2016.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sarah Struys", is written over a light grey circular stamp.

Sarah Struys  
Events Manager

---

South African National Biodiversity Institute  
Private Bag X7, Claremont 7735  
Kirstenbosch, Rhodes Drive, Newlands 7700  
Tel 021 799-8783 • [www.sanbi.org](http://www.sanbi.org)



## APPENDIX D: PERMISSION LETTER FROM ROBBEN ISLAND



13 April 2016

TO WHOM IT MAY CONCERN

**RE: PERMISSION TO UNDERTAKE STUDY IN CAPE TOWN ATTRACTIONS**

This is to confirm that Ndinelao Efinge Shikemeni, student number: 211141259, a Tourism Management Masters student at the Cape Peninsula University of Technology, is hereby granted permission to conduct surveys at Robben Island as of 1<sup>st</sup> June 2016 to 30<sup>th</sup> of September 2016.

Yours sincerely

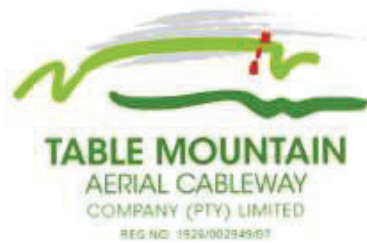
A handwritten signature in black ink, appearing to read "Ndlangisa", is written over a dotted line.

Ms. Nomonde Ndlangisa  
Senior Manager: Marketing and Tourism



Robben Island Museum, PO Box 51806, V&A Waterfront 8002  
• Tel +27 (0) 21 413 4200 • Fax +27 (0) 21 419 1057 • website: www.robben-island.org.za

## APPENDIX E: PERMISSION LETTER FROM TABLE MOUNTAIN CABLEWAY



2<sup>nd</sup> March 2016

To Whom It May Concern

This is to confirm that Ndinelao Efinge Shikemeni, a student at CPUT is hereby granted permission to conduct surveys at the Lower Station of Table Mountain Cableway from 1<sup>st</sup> June 2016 to 30<sup>th</sup> September 2016.

Yours sincerely



SABINE LEHMANN  
MANAGING DIRECTOR

## APPENDIX F: CPUT ETHICAL CLEARANCE



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 6801680 • Email: saliefa@cput.ac.za  
Symphony Road Bellville 7535


Office of the Chairperson Research Ethics Committee	Faculty: <b>BUSINESS</b>
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At a meeting of the Research Ethics Committee on 18 May 2016, Ethics Approval was granted to SHIKEMENI, Ndinelao Efinger (211141259) for research activities Related to the MTech/DTech: MTech: TOURISM & HOSPITALITY MANAGEMENT at the Cape Peninsula University of Technology

Title of dissertation/thesis:	International tourists' perceptions and experiences of local food in Cape Town Supervisor: Prof K Swart & Ms P Ebrahim
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Comments:

Decision: **APPROVED**

	18 May 2016
Signed: Chairperson: Research Ethics Committee	Date

## **APPENDIX G: GRAMMARIAN CERTIFICATE**

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

8 August 2020

### **LANGUAGE & TECHNICAL EDITING**

**Cheryl M. Thomson**

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### **INTERNATIONAL TOURISTS' PERCEPTIONS AND EXPERIENCES OF LOCAL FOOD IN CAPE TOWN**

**Supervisor: Prof K Swart-Arries**

**Co-supervisor: Ms Parveen Ebrahim**

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Master's dissertation of NDINELAO EFINGE SHIKEMENI, student number 211141259, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



**CHERYL M. THOMSON**

Email: cherylthomson2@gmail.com

Cell: 0826859545