AN INVESTIGATION INTO THE FACTORS INFLUENCING TOURIST CHOICE OF AN EATING ESTABLISHMENT

By

THEMBISILE HEYNE MOLOSE

Thesis submitted in fulfilment of the requirements for
the

M/Tech Degree: Management

in the

FACULTY of MANAGEMENT

at the

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

SUPERVISORS: DR. K. SWART and MR. M. NGE'TICH

Cape Town

November 2005

DECLARATION

The research herein was undertaken in the Faculty of Management, Cape Peninsula University of Technology under the supervision of Dr. Kamilla Swart and Mr. Michael Ng'etich.

The studies represent an original undertaking by the author. Where use has been made of the work of others, it has been dully acknowledged in the text. This thesis is my own original work and has not been submitted to any other form for a degree to any other university.

Thembisile Molose

Cape Peninsula University of Technology

November, 2005

ABSTRACT

This study illustrates the practical value of incorporating the assessment of data obtained from surveys conducted on tourists' views of current service offerings at eating establishments. The findings from such surveys can assist tourism and the hospitality industry managers to identify priorities for product and service improvements. In essence, the research report examines how tourists (both domestic and foreign) make the choice of an eating establishment. It also examines how greater understanding of user-satisfaction (tourists) with the hospitality products or services may improve planning for the development of these service offerings. In order to conceptualise the research problem, a review of literature is provided of selected aspects of visitors perceptions in the Cape Metropolitan region. Moreover, these aspects (facilities for children, persons with disability, special attention for pensioners, African dishes on offer) are also considered based on the argument that the views of visitors on current service offerings should be given far more prominence than generally occurs at present.

The survey of two hundred tourists was conducted during the peak holiday season of December 2004 to January 2005 in the Cape Metropolitan region of South Africa. The survey examined views and perceptions of visitors about a range of services at eating establishments. Survey results reported selected aspects of satisfaction or dissatisfaction with the services of eating establishment in the Cape Town city centre, Waterfront and Camps Bay.

The researcher concludes that current service offerings at eating establishments in the Cape Metropolitan region do little to accommodate visitors whose primary reasons for visiting are to experience the South African food and wine, especially cultural–specific foods, as well as accommodating the needs of disabled visitors, children and old age pensioners. The implications of the findings will assist relevant authorities to help enhance service offerings.

DEDICATION

To Mr Derek Joubert, Director of South African Student Education Trust (SASET) and his team, with love and in gratitude.

To my parents, with love.

To Mrs Peggy Klement (Protea Breakwater lodge/Graduate School of Business.

ACKNOWLEDGEMENTS

Herewith, I would like to express my sincere gratitude to the following whose input in this project has immensely contributed to its success.

- My Supervisors, Dr. Kamilla Swart and Mr Michael Ng'etich for their unwavering commitment, enthusiasm, expert guidance and tireless academic assistance.
- Cape Peninsula University of Technology for their scholarship in conducting this study.
- Mrs Bernie Millar (editor) who wilfully assisted in the editing of this research.
- My Parents for their endurance, encouragement and financial assistance.
- Bonga Mahlangu (partner) who truly help and encouraged this research
- Mrs Edene Du Toit, for providing me with useful information, resource - material and assistance during the research process.
- Celiwe Gala and Rose Murungi who had a positive contribution in making the survey of this research succeed.
- My Friends Khaya Nyikana, Patrick Ndakinemi and Alan Meru for their friendship and encouragement towards this study.
- Finally, in addition to the unmentioned friends and family who had a positive input, I would like to thank the Almighty God for giving me strengths and ability to do all that was required to complete this project.

TABLE OF CONTENTS

Title.....-i-
Declaration.....-ii-
Abstract.....-iii-
Dedication.....-iv-
Acknowledgement.....-v-

1 CHAPTER ONE: CONTEXT OF THE RESEARCH PROBLEM.....- 1 -

1.1 INTRODUCTION.....- 1 -
1.2 CLARIFICATION OF BASIC TERMS AND CONCEPTS.....- 2 -
1.2.1 Adolescent.....- 2 -
1.2.2 Adventure.....- 2 -
1.2.3 Adventurer.....- 2 -
1.2.4 African.....- 2 -
1.2.5 Brand loyalty.....- 3 -
1.2.6 Changed South Africa.....- 3 -
1.2.7 Catering.....- 3 -
1.2.8 Culture.....- 3 -
1.2.9 Eating establishment.....- 4 -
1.2.10 Hospitality.....- 4 -
1.2.11 Host.....- 4 -
1.2.12 Isichebo.....- 4 -
1.2.13 Pap.....- 4 -
1.2.14 Tourist.....- 5 -
1.2.15 Tourism culture.....- 5 -
1.2.16 VIP.....- 5 -
1.3 STATEMENT OF THE RESEARCH PROBLEM.....- 5 -
1.4 BACKGROUND AND THEORETICAL OVERVIEW.....- 7 -
1.4.1 The roots and customs of food service.....- 7 -
1.4.2 The tourism concept.....- 7 -
1.4.2.1 Gastronomic tourism.....- 8 -
1.4.3 The hospitality concept.....- 9 -
1.4.4 The links between tourism and hospitality.....- 10 -
1.4.5 Foreign arrivals in a changed South Africa.....- 11 -
1.5 RESEARCH QUESTIONS.....- 13 -
1.6 PURPOSE AND SIGNIFICANCE OF THE STUDY.....- 14 -
1.7 METHODOLOGY.....- 15 -
1.7.1 Primary data sources.....- 15 -
1.7.1.1 Questionnaires.....- 15 -
1.7.1.2 Selection of the sample.....- 15 -
1.7.1.3 Identification of the study areas.....- 16 -
1.7.1.4 Methods of analysing data.....- 16 -

1.7.2 Secondary data sources - 17 -
1.8 DELINEATION OF THE STUDY - 17 -
1.9 SIGNIFICANCE AND CONTRIBUTION OF THE STUDY - 17 -
1.10 FORMAT AND STYLE OF THE RESEARCH REPORT - 18 -
1.11 CONCLUSION - 19 -

2 CHAPTER TWO: THE ROOTS AND EVOLUTION OF TRAVEL AND PUBLIC EATING ESTABLISHMENTS - A LITERATURE REVIEW - 20 -

2.1 INTRODUCTION - 20 -
2.1.1 Celebrations of New Year in the 17th Century - 21 -
2.1.2 Innovation of fast food restaurants and consumerism - 22 -
2.1.3 The cycle of staff uniforms in the food service sector - 23 -
2.1.4 The intensity of competition within the hospitality industry - 24 -
2.2 THEORETICAL OVERVIEW AND CONCEPTUALISATION - 25 -
2.2.1 EXPONENTIAL GROWTH OF TOURISM - 26 -
2.2.2 TOURISM STATISTICS - 27 -
2.2.3 IMPLICATIONS ON TOURISM GAINS - EXPONENTIAL GROWTH - 34 -
2.2.3.1 Safety and security - 35 -
2.2.3.2 Safety and the hospitality consumer - 36 -
2.2.3.3 Nationality and tourist behaviour - 37 -
2.2.3.4 The influence of culture in tourism - 38 -
2.2.4 GASTRONOMIC TOURISM AND ITS COMPONENTS - 40 -
2.2.4.1 Primary component - 42 -
2.2.4.2 Secondary component - 43 -
2.3 FACTORS WITHIN AND ACROSS LEVELS OF EATING INFLUENCES - 46 -
2.3.1 Growing interest in health and nutrition - 47 -
2.3.2 Influence of adolescents in decision-making - 52 -
2.3.3 Food safety pathogens - 54 -
2.4 NEW CHALLENGES FOR TOURISM AND HOSPITALITY - 56 -
2.4.1 Other concerns for *2010* - 58 -
2.5 CONCLUSION - 59 -

3 CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY - 61 -

3.1 INTRODUCTION - 61 -
3.2 STUDY AREAS - 62 -
3.3 SELECTION OF THE SAMPLE - 63 -
3.4 RESEARCH INSTRUMENTS/METHODS - 63 -
3.4.1 Secondary data sources - 63 -
3.4.2 Primary data sources - 64 -
3.4.2.1 Pilot study - 64 -
3.4.2.2 Questionnaire survey - 64 -
3.5 METHODS FOR ANALYSIS OF THE DATA - 65 -
3.6 FIELD WORK CHALLENGE/EXPERIENCE - 65 -

3.6.1 The challenges faced by fieldworkers included the following: - 66 -
3.7 CONCLUSION - 66 -
4 CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION - 67 -
4.1 INTRODUCTION - 67 -
4.2 SECTION - ONE - 68 -
4.2.1 Profile of the tourists - 68 -
4.2.1.1 Foreign tourists – country of origin - 69 -
4.2.1.2 Province of residence (Domestic tourists) - 70 -
4.2.1.3 Historical race classification (Domestic tourists only) - 71 -
4.2.1.4 Gender profile - 72 -
4.2.1.5 Age profile - 73 -
4.2.1.6 Religion profile - 74 -
4.3 SECTION - TWO - 75 -
4.3.1 Had tourists visited South Africa previously (Foreign tourists)? - 75 -
4.3.1.1 Times that tourists visited South Africa (Foreign tourists) - 75 -
4.3.1.2 Last time tourists visited South Africa (Foreign tourists) - 76 -
4.3.2 Had tourists visited Cape Town before? - 77 -
4.3.3 How many times tourists visited Cape Town previously? - 77 -
4.3.4 Primary reasons for visiting Cape Town - 78 -
4.3.5 Had tourists eaten or intended to eat at eating establishments in Cape Town - 79 -
4.3.6 Types of eating establishment that visitors intended to eat at - 80 -
4.3.7 Type of eating establishments that are respondents' first choice - 81 -
4.3.8 Visitors' first choice of location in choosing an eating establishment - 83 -
4.3.9 Mode of transport used by the visitors - 84 -
4.4 SECTION - THREE - 85 -
4.4.1 The most influential factors in choosing an eating establishment - 85 -
4.4.2 Attributes expected at eating establishments - 88 -
4.4.3 If tourists experienced problems at eating establishment - 90 -
4.4.3.1 Clarification of problems experienced at eating establishments - 91 -
4.5 SECTION - FOUR - 92 -
4.5.1 Rating of eating out experience - 92 -
4.5.2 Price range at eating establishments - 93 -
4.5.3 Safety at eating establishments - 94 -
4.5.4 Rating of service levels at eating establishments - 94 -
4.5.5 Rating of African dishes on offer at eating establishments - 95 -
4.5.6 Rating of health and nutrition at eating establishments - 96 -
4.5.7 Rating of location of eating establishments - 97 -
4.5.8 Rating of parking access at eating establishments - 97 -
4.5.9 Rating of playgrounds for children at eating establishments - 98 -
4.5.10 Rating of special attention for pensioners at eating establishments - 99 -
4.5.11 Type of food at eating establishments - 100 -

4.5.12 Cleanliness and hygiene at eating establishments - 101 -
4.5.13 Would tourists refer friends or family to eating establishments they had visited? - 102 -
4.6 SECTION - FIVE - 103 -
4.6.1 Factors most significant to tourists in selecting an eating establishment - 103 -
4.6.2 Positive and Negative factors for tourists about eating establishments - 104 -
4.6.2 Do tourists intend to eat again at eating establishments they had visited - 105 -
4.6.4 Are adolescents an important market for restaurant marketers currently? - 106 -
4.6.5 Reasons why visitors adolescents are an important market for restaurant - 106 -
4.6.6 Availability of facilities for persons with disability - 110 -
4.6.7 Availability of children's menus - 111 -
4.6.8 Views of tourists about the availability of playgrounds for children - 112 -
4.6.9 Views of tourists about the availability of male and female toilets - 112 -
4.6.10 Views of tourists about the availability of parking at eating establishments - 113 -
4.6.11 Views of tourists about the availability of smoking and non- smoking facilities - 113 -
4.6.12 Tourists' suggestions or comments to owners of eating establishments - 114 -
4.7 GENERAL DISCUSSION AND CONCLUSIONS - 115 -
4.8 CONCLUSION - 117 -

5 CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS - 118 -

5.1 INTRODUCTION - 118 -
5.2 CONCLUSIONS - 119 -
5.2.1 Conclusions with regards to objective 1: - 119 -
5.2.2 Conclusions with regards to objective 2: - 120 -
5.2.3 Conclusions with regard to objective 3: - 120 -
5.2.4 Conclusions with regard to objective 4: - 120 -
5.2.5 Conclusions with regard to objective 5: - 121 -
5.2.6 Conclusions with regard to objective 6: - 121 -
5.3 RECOMMENDATIONS - 122 -
5.3.1 FURTHER RESEARCH POSSIBILITIES - 123 -

6. LITERATURE REFERENCES - 125 -

7. APPENDIX I - 132 -

8. APPENDIX II - 142 -

LIST OF TABLES

TABLE 1: FOREIGN ARRIVALS BY COUNTRY OF RESIDENCE - 29 -

TABLE 2: FOREIGN ARRIVALS BY COUNTRY OF RESIDENCE AND PURPOSE OF VISIT - 31 -

TABLE 3: FOREIGN ARRIVALS BY COUNTRY OF RESIDENCE AND PURPOSE OF VISIT (EXCLUDING THE AFRICAN CONTINENT) - 33 -

TABLE 4: PLACE OF RESIDENCE - FOREIGN TOURISTS (IN %) - 70 -

TABLE 5: PROVINCE OF RESIDENCE - LOCAL RESIDENCE (IN %) - 71 -

TABLE 6: AGE OF RESPONDENTS (IN %) - 74 -

TABLE 7: HAD TOURISTS VISITED SOUTH AFRICA BEFORE (IN %) - 75 -

TABLE 8: HOW MANY TIMES VISITED SA BEFORE (IN %) - 76 -

TABLE 9: HOW MANY TIMES TOURISTS VISITED CAPE TOWN BEFORE (IN %) - 78 -

TABLE 10: PRIMARY REASONS FOR VISITING CAPE TOWN (IN %) MULTIPLE RESPONSES - 79 -

TABLE 11: HAD TOURISTS EATEN OR INTENDED TO EAT AT EATING ESTABLISHMENTS (IN %) - 80 -

TABLE 12: TYPE OF EATING ESTABLISHMENTS THAT RESPONDENTS INTENDED TO EAT AT (IN %) MULTIPLE RESPONSES - 81 -

TABLE 13: THE TYPE OF EATING ESTABLISHMENTS THAT ARE RESPONDENTS' FIRST CHOICE (IN %) - 83 -

TABLE 14: THE MOST INFLUENTIAL FACTORS IN CHOOSING AN EATING ESTABLISHMENT (IN %) MULTIPLE RESPONSES - 88 -

TABLE 15: ATTRIBUTES EXPECTED MOST IN EATING ESTABLISHMENTS (IN %) MULTIPLE RESPONSES - 89 -

TABLE 16: PROBLEMS EXPERIENCED AT EATING ESTABLISHMENTS (IN %) - 92 -

TABLE 17: PRICE RANGE (IN %) - 94 -

TABLE 18: SAFETY (IN %) - 94 -

TABLE 19: RATING OF SERVICE (IN %) - 95 -

TABLE 20: AFRICAN DISHES ON OFFER (IN %) - 96 -

TABLE 21: HEALTH AND NUTRITION (IN %) - 97 -

TABLE 22: LOCATION (IN %) - 97 -

TABLE 23: PARKING ACCESS (IN %) - 98 -

TABLE 24: CLEANLINESS AND HYGIENE (IN %) - 102 -

TABLE 25: WOULD RESPONDENTS REFER FRIENDS IN (IN %) - 102 -

TABLE 26: THE MOST SIGNIFICANT FACTORS WHEN SELECTING CHOICE/TYPE OF EATING ESTABLISHMENTS (IN %) MULTIPLE RESPONSES - 104 -

TABLE 27: POSITIVE AND NEGATIVE FACTORS OF RESTAURANTS (IN %) MULTIPLE RESPONSES - 105 -

TABLE 28: DO TOURISTS INTEND EATING AT THE EATING ESTABLISHMENT IN WHICH THEY HAVE EATEN BEFORE (IN %)? - 106 -

TABLE 29: ARE ADOLESCENTS AN IMPORTANT MARKET FOR RESTAURANTS (IN %)? - 106 -

TABLE 30: REASONS WHY ADOLESCENTS ARE AN IMPORTANT FOR RESTAURANTS - 109 -

TABLE 31: FACILITIES FOR PERSONS WITH DISABILITY (IN %) - 111 -

TABLE 32: AVAILABILITY OF CHILDREN MENUS (IN %) - 111 -

TABLE 33: PLAYGROUNDS FOR CHILDREN (IN %) - 112 -

TABLE 34: MALE AND FEMALE TOILETS (IN %) .... - 112 -
TABLE 35: PARKING (IN %)........ - 113 -
TABLE 36: SMOKING AND NON-SMOKING FACILITIES (IN %)........ - 114 -
TABLE 37: SUGGESTIONS OR COMMENTS TO OWNERS OF RESTAURANTS (IN %) .... - 115 -

TABLE OF FIGURES

Figure 1: Foreign arrivals by country of residence (SADC) .... - 30 -

Figure 2: Foreign arrivals by purpose of visit (African continent) .... - 32 -

Figure 3: Foreign arrivals by purpose of visit (Overseas only) .... - 34 -

Figure 4: Historical race classification - (Domestic tourists only) .... - 72 -

Figure 5: Gender profile .... - 72 -

Figure 6: Religion profile .... - 74 -

Figure 7: Last time tourists visited South Africa (Foreign tourists) .... - 76 -

Figure 8: Had tourists visited Cape Town before (in %)? .... - 77 -

Figure 9: Tourist's first choice of the location .... - 84 -

Figure 10: Mode of transport used by tourists .... - 85 -

Figure 11: If tourists experienced problems .... - 90 -

Figure 12: Rating of eating out experience .... - 93 -

Figure 13: Playgrounds for children .... - 99 -

Figure 14: Special attention for pensioners .... - 100 -

Figure 15: Type of food offered .... - 101 -

CHAPTER: 1

1 CHAPTER ONE: CONTEXT OF THE RESEARCH PROBLEM

1.1 INTRODUCTION

With the increasing recognition across South Africa of tourism as an important economic resource, it is interesting to note that the number of foreign visitors is growing drastically. Since South Africa has become a democratic country in 1994, people, globally and locally, have shown interest in experiencing the many kinds of adventures the country does offer, for example excellent beaches, game parks, wine routes and South African cooking.

Dining out in restaurants (eating establishments) also seems to be a ubiquitous, significant and growing phenomenon, as people from all ethnic backgrounds, nationalities, ages, socio-economic groups and both genders enjoy eating out and drinking at independent, locally-owned and operated eating establishments or multi-branded chain restaurants. Therefore, in the course of tourism and travel, visitors and strangers do require and seek hospitality. Similarly, both the tourism and the hospitality industries cannot operate in isolation since hospitality is very closely allied to tourism and travel.

1.2 CLARIFICATION OF BASIC TERMS AND CONCEPTS

The following are key terms used in this study:

1.2.1 Adolescent

A young person in the process of developing from a child into an adult (i.e. the age of between 13 and 17 years old).

1.2.2 Adventure

This consists of an exciting and unusual series of events and activities in which people become involved. In essence, this includes the experience of partaking in another country's events such as large banquets, sporting events, outdoor activities, social and natural resources including wine routes.

1.2.3 Adventurer

This refers to a person who is willing to take risks and eager to have new experiences. In tourism terms, an adventurer would be a person who travels the world with the intention to explore other cultures, events and the country's natural resources.

1.2.4 African

According to the Collins dictionary (1996:11), an African is a native of Africa, especially a black person. In a "changed South Africa" an African is a person who is/was born in Africa. This includes Blacks, Indians, Coloureds and Whites as per the historical race classification.

1.2.5 Brand loyalty

A preference or behaviour in which people stay firm and support one particular brand product or service rather than another. This may be due to past experience of a particular brand or establishment.

1.2.6 Changed South Africa

Since 1994 South Africa has become a democratic country after much death and struggle including a ban on foreign trade. The changed South Africa is where every citizen in the country has an opportunity to cast his or her vote for a better society. This has also opened doors for international trade, tourism and many opportunities for South Africans

1.2.7 Catering

Catering refers to any activity or business of providing and selling of food and beverages to the public. This may include take away restaurants, pubs, fine dining restaurants, large or small banquets off- or on-site premises.

1.2.8 Culture

Collins dictionary (1996:128) describes culture as ideas, customs and art produced by a particular society. Culture is that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society (Reisinger & Turner, 2003:5). They add, "Culture is the sum total of what an individual acquires from his society, those beliefs, customs, artistic norms, food-habits, and crafts which come to him or her as a legacy from the past, conveyed by formal or informal education".

1.2.9 Eating establishment

An activity or business entity that provides or sells food and beverages to the public (*e.g.* Fast food or take -away restaurant).

1.2.10 Hospitality

Collins Dictionary (1996:271) defines hospitality as "friendly, welcoming behaviour towards guests or strangers." Hospitality may also be described as an assurance of guest comfort and the satisfaction of needs such as accommodation, food and beverages.

1.2.11 Host

According to Riesinger and Turner (2003:38), "a host may be defined as a national of the visited country who is employed in the tourism industry and provides a service to tourists". This includes hoteliers, front office employees, waiters, shop assistants, custom officials, tour guides, tour managers, and taxi and bus drivers.

1.2.12 Isichebo

The word "*isichebo*" is a Zulu word. In a hospitality context, it means mixed food. This includes meat (chicken, beef or lamb) with sauce that can be eaten with "*pap"*. When these two are eaten together they are called "*isichebo*".

1.2.13 Pap

The word "*pap*" has been borrowed from the Afrikaans language. In Xhosa or Zulu languages "*pap*" means a cooked meal. This meal is very popular in these nations. Generally, "*pap*" is made by adding maize meal to boiling water, and stirring it until it is styf. This process is done over a hot plate or open fire. Once it is cooked, it is normally served with gravy/sauce or meat. "*Pap*" is normally eaten by hand.

1.2.14 Tourist

Any person who is not a permanent resident of a place or region. This person usually stays at least one night at a place. According to Reisinger and Turner (2003:37), a tourist is "a temporary visitor staying at least 24 hours in the region visited for the purpose of leisure (holiday, sport, study, recreation), business, family (visiting friends and relatives), or meetings and conferences".

1.2.15 Tourism culture

Tourism culture is the culture that tourists bring on vacation. Moreover, it is their own culture or that of their country, which explains tourist behaviour (Reisinger & Turner, 2003:2).

1.2.16 VIP

Generally, the word VIP means Very Important Person. In a hospitality context, a VIP person is regarded as a potential customer who brings a great deal of business (money) to the hotel or restaurant establishment. Moreover, Celebrities, members of Parliament including personnel such as Ministers as well as Managing Directors and General Managers of other businesses operating within the hospitality sector may also be classified as VIP's.

1.3 STATEMENT OF THE RESEARCH PROBLEM

The world has entered a third millennium in which great changes are expected in all areas of human interest, life and activity. The hospitality industry is no different. This means that interest in experiencing the environment outside the home, such as going to beaches, game parks, visiting other countries and eating out has become a significant and growing global phenomenon. However, the extent to which tourists select their choice of an eating establishment is not clearly established in South Africa. Several factors such as safety, facilities for disabled persons, accessibility, facilities for smokers and non-smokers, playgrounds for children and special treatment for senior citizens or pensioners may influence tourist choice.

Some of these factors that hoteliers and caterers confront are obvious. However, others, such as the influence that adolescents exert over parents' decision-making when selecting eating establishments, special treatment of disabled persons and pensioners, are very subtle. These could create particular problems for operations within the industry. Consequently, certain businesses operating within the scope of tourism and the hospitality trade could experience problems such as a decline in tourist interest in buying their products and services. Some of these operations may become insolvent due to a lack of tourist business. Ultimately, annual income may be badly affected, as people working for particular businesses may lose their jobs as a result of a decline in tourist business. Bramwell (1998:35) supports the above arguments when he indicates that, over recent years there has been a growing interest in ensuring that places offer unique, desirable and satisfying products in order to attract and retain residents and tourists. However, he adds that it is wasteful when places invest their limited resources in developing and promoting a place product if the intended users are not fully satisfied with the resulting product. To eliminate the outlined problems, the researcher found that it is necessary to investigate factors that may influence tourists' choices when deciding upon an eating establishment, which is the focus of this research. The main aim is to establish whether there are any differences in tourists' perceptions of eating establishments in Cape Town specifically and South Africa generally as well as other aspects such as attributes, facilities, and other components of the meal experience. Once these factors and perceptions are established, possible suggestions and recommendations would be put forward to eating establishments and those who want to become managers in the hospitality field in order to address the problem and to enhance service offerings.

1.4 BACKGROUND AND THEORETICAL OVERVIEW

1.4.1 The roots and customs of food service

It is evident that food service operations have long since become an accepted way of life even though people tend to regard them as recent innovations. Partaking of food was a social event in which the entire family and often customers (guests) shared. However, it appears that eating establishments of these times were poorly organised and administered, and the intent was to provide food and shelter only, rather than meeting people's needs and expectations. Palacio, Harger, Shugart and Theis, (1994:4) summarise the roots and customs of this phenomenon stating that food service operations have their roots in the habits and customs that characterise our western civilization and pre-date the Middle Ages. Furthermore, certain phases of food service operations reached a well-organised form as early as feudal times in countries that exerted the most influence on the development of American food habits and customs. These countries include England, France, Germany and Sweden.

According to Palacio *et al.* (1994:9) the twentieth century has witnessed many changes in the provision of food in the United States. Today, the present status of eating establishments is impressive. These authors add that international statistics indicate a dramatic growth in the food service industry. Story, Sztainer and French (2002:46) support this with their statement that "the number of fast food restaurants in the United States of America has risen steadily over the past 25 years, increasing from about 75,000 outlets in 1972 to almost 200,000 in 1997".

1.4.2 The tourism concept

Tourism as a concept consists of activities and events for people visiting a place on holiday and the provision of services for these people. "A specific type of tourism called gastronomic tourism", which is the main focus of the study, will be outlined in the section below.

1.4.2.1 Gastronomic tourism

"Gastronomy – historically and etymologically, gastronomy relates to advice and guidance on what to eat and drink, where, when, in what manner and in what combinations" (Santich, 2004:20). It can also be understood as an art of living, the possession of skills and knowledge relating to food and drink and choice that enhance the pleasure and enjoyment of eating and drinking. Moreover, such pleasures are central to gastronomic tourism which is developing as a sub-set of cultural tourism where the experience of participating in a different culture is central. Similarly, Brotherton (2003:30) states, "the hospitality industry not only has a neutral role in the provision of these experiences, but it also has the opportunity to enhance the enjoyment of such experiences through the provision of relevant information."

Santich (2004:20) claims that food and wine tourism has become a significant part of tourism in general over the past few decades. Wolf (2002:14) agrees when he notes that "experiencing Australian food and visiting wine regions, for instance, may be two out of the five most important factors influencing gastronomic visitors to choose Australia as their destination." He adds that in South Australia, for example, over fifteen percent of national and international visitors in 1999 visited a winery to taste and buy its wines.

Other authors have gone even further by suggesting that in gastronomic terms, a sense of place is the respect for local climate and that to be authentic, meals have to be true to place (Hall, Sharples, Mitchell, Macionis & Cambourne, 2003:296-313). They add that only climatically sensitive cooking favours the sense of place and the quest for authenticity of gastronomic tourists, who have long sought local cooking and so avoid international hotel fare, and, increasingly, McDonald's. Similarly, the new global cuisine is a paradigm for gastronomy tourist products which are not only the traditional 'bricks and mortar' gastronomic poles like restaurants, wineries or food outlets, but also a new breed of gastronomic attractions within established tourist destinations, including food and wine events and festivals based on virtual clustering (Hall *et al.*, 2003:296-313). The cluster of a people's cultural village at Sun City may be cited as an example of this phenomenon of virtual clustering. This will be discussed later in this chapter.

According to Wolf (2002:14) between the 1970's and 1980's, gastronomic tourism was likely to mean dining at three-star restaurants in France. However, today it is more properly considered as a sub-set of cultural tourism. This includes the experience of participating in another culture and relating to people and places with a strong sense of their own identity. A study conducted by Hall *et al.* (2003:296-313) concludes that the relationship among food, places and cultural identity in the current era has a totally new significance as can be seen in the case of the global "sushisation". These authors claim that just because sushi, for instance, is available in some form or another in exclusive Fifth Avenue restaurants, it does not mean that sushi has lost its status as Japanese cultural property, but sushi adds to the cachet of both the country and the cuisine.

Food and wine are highlights of gastronomic tourism in countries such as Australia, Switzerland and the United States of America. According to Jung and Geistfeld (2003: 3-24) Americans are increasingly dining away from home and are spending more money while doing so. These authors add that Americans have many choices as to the type of food service facility selected, ranging from hot-dog vendors to up-scale restaurants. It is apparent that food and wine play an increasingly more important role in tourism. This concept (Gastronomic tourism) will be dealt with in more detail in the following chapter.

1.4.3 The hospitality concept

Hospitality refers to a friendly, welcoming behaviour towards guests or strangers. This includes accommodation, food and beverages. Eating establishments in this context consist of take-away restaurants, fast food outlets and pubs, while accommodation refers to guest houses, motels and hotels. Moreover, the design of these establishments would also need to meet the needs of elderly or disabled tourists. To sustain tourism growth, it can be said that hospitality services will have to meet the growing desire of tourists to learn and acquire new skills and fulfilment of their spiritual needs (Holjevac, 2003:134).

1.4.4 The links between tourism and hospitality

It was stated earlier that hospitality implies welcoming and looking after guests, while tourism consists of activities and events for people who are on holiday for various reasons. Hospitality, therefore, assures guests' comfort, satisfying their needs in accommodation and in food and beverages. Santich (2003:19) claims that "the customary understanding of hospitality consists of offering food, beverages and lodging, or offering the basic needs for the person away from home." Similarly, Brotherton (1999:168) adds, "hospitality is a contemporaneous human exchange, which is voluntarily entered into, and designed to enhance the mutual well-being of parties concerned through the provision of accommodation, food and drinks."

The hospitality concept emphasises the relationship of exchange as it involves both the demonstration of appropriate hospitable behaviour and the reciprocation of that behaviour. Furthermore, the emphasis on human exchange may be significant because the recipient of hospitality is always to some degree a stranger who is not at home in that particular environment, whether in a different country or a different city or even within the same country. Santich (2004:19) summarised the link between tourism and the hospitality concepts, pointing out that the origins of hospitality lie in a host's offering and obligation to 0offer the basic human requirements of food, drink and shelter to unknown travellers in the days before specialised establishments supplied such services.

Furthermore, the duty of a host was to help make the stranger or visitor comfortable within that different environment. Santich (2004:19) contends "to entertain a guest is to make yourself, *i.e.* the host, responsible for his happiness so long as he is beneath your roof." This may either be in a hotel or eating establishment. In essence, it is in the course of tourism and travel that visitors and strangers require and seek hospitality. It is, therefore, significant for both tourism and hospitality not to operate in isolation; otherwise the whole tourist experience may be spoiled.

1.4.5 Foreign arrivals in a changed South Africa

Masango (2004:20) reports that "according to a statement released by the South African Department of Environmental Affairs and Tourism, the statistics of 2004 showed a significant growth in foreign arrivals with an increase of over 4.2% compared to 2003". Seemingly, this witnesses the passion and interest shown by people seeking adventure, including meal experiences and other gastronomic tourism activities in South Africa.

The extent to which great changes are expected in all areas of human interest, life and activity, including eating establishments, may not exclude the hospitality industry going beyond incrementalism and creating a platform for enhancing a sustainable tourism activity, hence these (tourism and hospitality) cannot operate in isolation. This may be significant for the stability of the South African tourism and hospitality industry.

According to Masango (2004:20), it was also confirmed by the World Tourism Organisation (WTO) that 2003 was a considerably difficult year following September 11, 2001. For the tourism industry world-wide, the three negative factors were the Iraq conflict, the Severe Acute Respiratory Syndrome (SARS) and a persistently weak economy which affected mainly the USA, Germany and Japan. However, tourist arrivals in South Africa remained positively resilient, despite this gloomy backdrop.

Accordingly, these results should be seen in a global context and against the phenomenal growth achieved in 2002 when South Africa hosted the World Summit on Sustainable Development. It is apparent that South Africa is doing well in world terms and that its tourism sector is still growing despite the tough global environment. This remarkable growth in tourism development offers all South Africans, hoteliers, tour guides and restaurant owners and restaurant managers an opportunity to go beyond incrementalism and create a friendly and welcoming environment.

Activities such as sport and music within the country may open doors to several challenges and opportunities for both the tourism and the hospitality industries, as they aim to change the hospitality industry into an area of entertainment and fun for intimate partners, sports- and business people. The number of foreign tourists that come to South Africa to attend sporting events like the Cricket World Cup and the international rugby test-matches attest to this. The 2010 Soccer World Cup to be hosted by South Africa is expected to attract hundreds of thousands of fans and visitors.

Additionally, Masango (2004:18) states that the development of the Sun City concept (The people's cultural village cluster where art, crafts, African dishes and traditional dances are displayed) in the North West Province also promotes the growth and the future of cultural tourism in South Africa. According to Masango, the Cultural Village at Sun City showcases many cultural and indigenous groups in South Africa. It also highlights the day to day living and customs in rural areas by showcasing the dress, songs, dance and unique food. A visit to such a multi-cultural centre gives both local and international tourists an extra incentive to explore the country's different indigenous cultures where different African cultures are displayed. Similarly, Kleyhans (2003:3) notes that Lesedi Cultural Village (a Protea Group resort, which is referred to as Lesedi) on the outskirt of Johannesburg is a people's Cultural Village where tourists can experience five of the ethnic cultures (tribes) of South Africa. The Lesedi Cultural Village depicts the ethnic or indigenous cultures of the Ndebele, Zulu, Basotho, Xhosa and Pedi. Moreover, corporate tourists are welcome as Lesedi has conference facilities. Kleynhans (2003:3) adds that, tourists are taken on a twice-daily guided tour to each of the different tribal homesteads where they are exposed to different cultures, traditional practices/lifestyles and dances.

Although the launch of such cultural villages may promote tourism developments in South Africa as well as tourist choices and desire for adventure, a visit to such villages should provide a true reflection and authentic sense of cultural practices and traditions whereby cultural specific foods such as "*Pap*" and "*Isichebo*" should be made available to tourists. As ethnic food may be culturally strange to tourists of other nationalities and ethnicity, Kleynhans (2003:3) notes that cultural establishments such as Lesedi tend to serve western orientated dishes with an African flavour that are not always based upon authentic, culturally–specific cuisine, and, therefore, do not complete and complement the cultural experience.

In summary, it was mentioned above that some of the factors confronting hoteliers and restaurateurs, such as tourist nationality, nutrition and health, facilities for the disabled and for children, are very subtle and may impact negatively on a tourist's perceptions of an eating establishment. The researcher, therefore, aims to explore the factors, which may influence a tourist's choice in selecting eating establishments. This would assist the industry in conducting needs analyses which would help improve service offerings at eating establishments.

1.5 RESEARCH QUESTIONS

- Are there significant differences in tourists' nationality and perceptions of eating establishments?
- What are the possible factors that may influence a tourists' choice of an eating establishment?
- Are there any other aspects (attributes, facilities and location) that have a significant relationship with the components of the meal experience?
- Would tourists be willing to return or refer others to eating establishments they have visited?
- What are the consequences/implications to the industry of not providing facilities for disabled people, children and elderly people?
- What are the key considerations that can enhance the current service offerings at eating establishments in the Cape Metropole region, specifically, and in South Africa generally?

1.6 PURPOSE AND SIGNIFICANCE OF THE STUDY

The general purpose of the study seeks to make a significant contribution to the development of tourism and the hospitality industry by exploring factors that may influence tourist choice of eating establishments.

To realise this, a needs analysis will be conducted to provide recommendations within the hospitality industry to improve service offerings.

Recommendations could also be shared with those who are in the field of providing a unique ambience and meal experience to tourists including those who want to become restaurant owners, managers, and food and beverage managers.

The specific research objectives of this study are to:

- Identify factors influencing tourists when selecting eating establishments in the Cape Metropole region.

- Identify tourists' perceptions of eating establishments in the Cape Metropole region.

- Assist the hospitality industry in providing awareness to hotel and catering management with regard to ever-changing tourist needs and expectations, thereby contributing towards a sustainable hospitality industry.

- Endeavour to fill the research gap concerning tourists' dining expectations and their actual eating and dining experience, *i.e.* their meal/restaurant experience.

- To create awareness in the industry about the significance of providing facilities for children, disabled and elderly people.

- Put forward recommendations and possible suggestions aimed at enhancing the current service offerings at eating establishments in the Cape Metropole region specifically, and South Africa generally.

1.7 METHODOLOGY

The methods below will be used during the course of the study:

- Primary data sources
- Secondary data sources

1.7.1 Primary data sources

The primary data sources that will be used in this study comprise of questionnaires. These will be administered person-to-person.

1.7.1.1 Questionnaires

Questionnaire surveys are the most commonly used method to gather data about the population. They are normally directed at specific individuals, and in this case study include tourists. The survey will include closed-ended questions. These types of surveys have been useful in obtaining information that can be easily quantified especially in the case of close-ended questions (structured). One open-ended question (unstructured) will be constructed to gather further information from the tourists.

1.7.1.2 Selection of the sample

A total of two hundred individual tourists (both domestic and foreigners), sixty six at each of the two designated areas and another sample of sixty eight at a third location, using the convenience sampling approach will be chosen. The designated areas are outlined in the next section.

1.7.1.3 Identification of the study areas

To collect the data concerned, questionnaires will be conducted in the following three designated areas of the Cape Metropole region in South Africa: Victoria & Alfred Waterfront, City Centre, and Camps Bay.

The justification for selecting the above study areas is outlined in Chapter Three of the adopted research methodology with full details of each study area. This section intends briefly to inform other researchers that the study areas will be chosen for various purposes. For example, the **V & A Waterfront** is South Africa's most visited tourist destination - a worldwide hit, attracting more than 20 million visits annually (South African Tourism, 2004:1). It is a historic working harbour that has been given a new lease on life, which celebrates its restored youth in many different ways. The Waterfront provides entertainment for the whole family and all its facilities are accessible to the disabled.

According to the South African Tourism (2004:11), among the world's best cities, **Cape Town** was ranked first in Africa and the Middle East, and fifth in the world. The city centre is pleasant with old and new buildings, vibrant, new, colourful and exciting. Visitors to Cape Town and surrounds can choose from many modes of travel or mix and match as they please. The same may be said for **Camps Bay.** It is an ideal holiday destination with astonishing white sandy beaches edging the Twelve Apostles (the buttress of Table Mountain) and it is only minutes away from all the attractions of the V&A Waterfront, the City centre and Hout Bay. The Cape Metropolitan Tourism Chief Executive Officer, Rick Taylor (1999:1) contends that the Cape Metropolitan area boasts some of the countries top tourist attractions with 52% of all international visitors to South Africa visiting this region.

1.7.1.4 Methods of analysing data

The SPSS (Statistical Package for Social Science) will be utilised to analyse data. This method will describe and summarise data using descriptive statistics, tables and graphic presentations.

1.7.2 Secondary data sources

The main purpose is to explore factors that may influence a tourist's choice of an eating establishment. In order to develop more effective output of these factors, the collection of data will be primarily a study of a various journals, books, Internet, articles, magazines, dissertations, newspapers and papers presented at conferences. This information will be used to develop the literature review, the survey instrument and assist in contextualising the study in relation to factors influencing tourist choice of an eating establishment.

1.8 DELINEATION OF THE STUDY

The study is limited to investigating factors that may influence tourists' choice of eating establishments. The focus is limited to domestic and foreign tourists between the ages of 18 and older in the designated areas of the Cape Metropole region. Due to limited funds for employing a translator for foreign languages such as Portuguese, French, German or Chinese, the study will focus only on English-speaking tourists.

1.9 SIGNIFICANCE AND CONTRIBUTION OF THE STUDY

This study aims to bring together mutual thoughts and feelings of a representative sample of foreign and domestic tourists to determine to what extent the findings of this study would be different from the current trends in eating establishments; to determine who is responsible for making sure that tourist receive the best service; and why is it so critical to retain tourists. In meeting these aims, this study will be of significance in sustaining and constantly keeping up to date with relevant information regarding tourists' needs and expectations.

Through the design of a questionnaire which would entail the ever-changing needs and expectations of tourists, the research questions will be answered and this would also give some direction about the future of tourism in South Africa. In a nutshell, the recommendations would serve as a tool to promote and assist the development of tourism activities as well as hospitality services within the South African context. Such assistance and encouragement would be of significant value in promoting the development and sustainability of this remarkable growth in South African tourism.

Tourism and hospitality have been identified as one of the great industries contributing to the economic growth of South Africa. In essence, the contribution of these two industries may contribute positively towards poverty alleviation and unemployment, which may be seen as one of the challenges facing South Africa presently.

1.10 FORMAT AND STYLE OF THE RESEARCH REPORT

Descriptions and photographs of the components of gastronomic tourism are presented in Chapter Two and Appendix ii respectively, which give a visual presentation of the arrangements such as restaurants layouts, table seating and outside views at some eating establishments, as well as providing background to the study.

The theoretical overview of literature in this study reflects the practical development of the research. This will be presented in the five chapters that follow:

Chapter One:

Chapter One outlines the contextualisation of the research problem.

Chapter Two:

This chapter will review related literature to explore several factors that may influence tourist choice of an eating establishment within the context of tourism in South Africa. The specific emphasis will be on gastronomic tourism, cultural tourism as well as the impact of tourists' nationality with the interaction between host and visitors as the point of departure.

It will also discuss tourism growth, challenges and the impact of factors influencing tourists when selecting their choice of eating establishments. The intent is to demonstrate and emphasise the significance of tourist perceptions about eating establishments in the Cape Metropole region, specifically, and in South Africa generally.

Chapter Three:

Chapter Three provides an explanation of the research questions. It will also document the design and methodology followed during the study. Instruments used in the study as well as the sample design will also be discussed in this chapter.

Chapter Four:

Chapter Four will examine the main findings obtained from the survey questionnaires as well as the connection between the results and the theoretical overview.

Chapter Five:

Chapter Five will focus on the conclusion, further research and recommendations.

1.11 CONCLUSION

The absence of clearly defined factors which may influence tourists' choice of an eating establishment in the South African context, provide challenges and opportunities for research which are covered in the rest of this document. Thus, the starting point of the research requires a sound understanding of the interrelations between tourism and hospitality. This will be done by reviewing the literature using secondary data sources such as journals, magazines, newspapers and the Internet.

CHAPTER: 2

2 CHAPTER TWO: THE ROOTS AND EVOLUTION OF TRAVEL AND PUBLIC EATING ESTABLISHMENTS - A LITERATURE REVIEW

2.1 INTRODUCTION

Research in the field of tourism and hospitality follows a general pattern, suggesting that tourist satisfaction is the result of the interaction between a tourist's experience with an aspect of the trip or event and the prior level of expectations (Kleynhans, 2003:9). This study is no exception, as it aims at establishing and analysing factors that may influence tourist choice of an eating establishment in the Cape Metropole region.

In order to understand the necessity for realising tourist needs and expectations within the South African context, the researcher felt that it was essential to review the roots, customs and evolution of travel, eating and drinking. Tourism growth in the first ten years of democracy, with special reference to 2002 will be reviewed in accordance with the tourism figures as per the released statistics. An introduction to the roots and customs of foodservice was presented in Chapter One. This chapter intends to broaden the perspective of and the appreciation of travel and public eating establishments as they are today.

The following section will review the history of travel and public eating establishments. The role of tourism and hospitality between the 17th and the 21st century, generally, and specifically in South Africa will be reviewed. As mentioned in the previous chapter, "historically, the roots and customs of travel, drinking and eating started when the evolution of public eating places was stimulated by people's desire to travel for both spiritual enrichment and commercial gain" (Palacio, *et al.* 1994:4). Accordingly, merchants travelling from country to country to buy or sell their wares created the need for places to stop for food and rest. Furthermore, the inns and taverns of the early days, providing for the needs of travellers, were perhaps the forerunners of the present restaurants (Palacio, *et al.* 1994:20). These authors conclude that many of these eating establishments were primitive, poorly organised and administered.

According to Palacio, *et al.* (1994:20) the roots and customs of travel and the evolution of public eating establishments are considered as peculiar to the significant development of the foodservice industry of the 21st century. The development of this industry (foodservice) includes the introduction of many types of restaurants such as cafeterias and fast food (take away) establishments. Most of these emerged from the United States of America and France.

The significance of the New Years' celebrations in the development of travelling, tourism and the hospitality will be reviewed in the section that follows.

2.1.1 Celebrations of New Year in the 17th Century

Some sources (Anon, 2004:1) claim that it was the Dutch in the Amsterdam settlement during mid-17th century who originated the modern American New Year celebration. These sources further note that New Year's Day was the most important holiday for the Dutch who were noted in all the colonies for their love of beer and wine. However, the principle customs of the day were visiting friends and exchanging gifts. The practice of visiting friends continued until the first years of the 18th century. This phenomenon was known as gala time when everyone opened their houses and laid out enormous feasts for anyone who should drop in, whether friends or strangers. During this time roads were thronged with carriages bearing the holidaymakers.

Although the customs of the New Years' celebrations were a means of welcoming visitors, the distinction between privacy and sociability was ignored and troops of unwanted guests descended on the open houses, using them as eating and drinking stations. Consequently, people began to send invitations to special guests for their own protection and the old customs fell irretrievably into decline. Thus, the customs and practice, though modified with present innovations through the centuries, still have their distinctive strains in the way people welcome each incoming year.

It is worth noting that the roots and customs of travelling, eating and dining out are, in fact, the forerunners of tourism and hospitality industries of the 21st century. According to Palacio *et al.* (1994:20) restaurant innovations and the way people travel nowadays may be significantly associated with the origin of travelling and public eating-places. It can also be said that from generation to generation changes seem to be taking place in human needs and wants. In essence, the foodservice of the early days and the 21st century is just the cycle of providing food and drinks to the public which relates significantly to the innovations of eating establishments, especially fast food restaurants (take-away shops and cafeterias), the impact of technology, consumerism and the concept of competition that drives consumerism.

2.1.2 Innovation of fast food restaurants and consumerism

According to the literature (Palacio *et al.* 1994:20), the innovation of fast food restaurants, consumerism and competition developed in France and the United States of America during the period of the World War Two generation to meet the needs and customer trends of that generation. The origin of take-away eating establishments has been traced to the cook shops of France (Palacio *et al.* 1994:20). These establishments were licensed to prepare stews to be eaten on the premises or taken away to inns or homes for consumption. The shops had menus, posted on the wall or by the door to whet the interest of people passing these shops.

Palacio *et al.* (1994:20) add that the Cafeteria, for instance, was a further step in the simplification of restaurant foodservice. It is said that Cafeteria came into being during the gold rush days of 1849 when the "forty–niners" demanded speedy service. Regarded as an American innovation, its popularity extended throughout the United States. Today commercial cafeterias still represent an important part of the foodservice industry.

Furthermore, it is argued by Palacio *et al.* (1994:20), "it was during the 19th century when the advent of the fast food concept known as a Midwest chain of hamburgers went public." Thus, it is competition in the fast food field that has brought about many innovations and creative food service outlets throughout the US and France. Palacio et *al.* (1994:20) conclude that when the World War II generation rose, fast food trends that seemed to be new at the time were, in fact, one more aspect of a cyclic phenomenon wrapped up in a new language and viewed by a new generation.

2.1.3 The cycle of staff uniforms in the food service sector

Another cyclic phenomenon that indicates change within the foodservice industry is the uniforms that are worn by catering staff members (waiters, waitresses and counter attendants) throughout the years, and modified for the needs of the 21st Century generation (Palacio *et al.*, 1994:4). These authors point out that the classic waiter's uniform of the 1990's consisting of a white shirt, a black jacket, black pants and bow tie was seen more often in the finer dining establishments of that era.

It is not surprising that global trends in tourism and hospitality services have also changed considerably in that continuing changes in customer preferences for places to visit, types of food and meals eaten away from home affect trends in the global economy. Holjevac (2003:129), who recently conducted a study of a vision of tourism and hotel industry in the twenty-first century, projected these changes when she wrote "the world is entering a third millennium in which great changes are expected in all areas of interest, life and activity." Thus, the trends that are shown in this part of the literature provide some basis for anticipating the future, while aiming at alerting the South African tourism and hospitality industry to the new demands that new developments, human interest, changes and challenges in this field may bring. Pizam (1999:331-343) projects "vacation hotels of the future will offer comfort, tranquillity, opportunities for socialising, food and beverage adjusted to the special needs and requirements of seniors and special treatment and exercises for body and spirit in the future."

Palacio *et al.* (1994: 3) wisely suggest that "those who cannot remember the past are condemned to repeat it", and add that not only can history provide people with an opportunity to learn from past mistakes, but also show and explain the successes.

2.1.4 The intensity of competition within the hospitality industry

Studies by Santich (2004:62) show that the restaurant sector is currently facing a number of significant challenges and the greatest of these is the intensity of competition. These studies contend that multiple operations, whether chains or franchise, are becoming increasingly significant, particularly in the USA and the United Kingdom. Furthermore, rising costs for the sector are leading to greater emphasis on increasing efficiency and the design of effective operational systems.

The fact that there is a need for increased efficiency at public eating-places indicates that change and development have occurred in the development of the foodservice industry to meet ever-changing needs and expectations resulting in competition between eating establishments.

As competition is a challenge in global terms, technology, originality and ever-changing needs must play a role in tourism. These challenges must be turned into opportunities for tourism and the hospitality trade in general and, specifically, in South Africa if the industry is to respond to global trends while ensuring sustainability. An inefficient service offering could lead to a decline in tourist business especially within the South African context.

The inability of the foodservice industry especially in the Cape Metropolitan region to establish and identify factors that may influence the choice of an eating establishment relates to the roots and customs of food service. With this in mind the role of hospitality in tourism growth may enhance the current trends in the long-term stability of South African tourism. Thus, the lack of literature in South Africa regarding factors which may influence tourist choice of an eating establishment is directly related to the history and the development of both tourism and the hospitality industry. An increased level of available information regarding these factors would also benefit returning tourists.

2.2 THEORETICAL OVERVIEW AND CONCEPTUALISATION

As mentioned previously, tourism and hospitality are very closely allied. It is evident that foodservice is an important contributor to tourism in general and specifically to a tourist's satisfaction in an eating establishment. Furthermore, Bowen, Sparks and Wildman (2001:17-30) add "foodservice can contribute or detract from the whole travel experience." This tourist satisfaction requires ongoing attention to maintain the tourism growth and global recognition that South Africa is currently receiving.

The drastic growth of foreign arrivals in terms of the statistics is reviewed in **Tables 1, 2 and 3** later in this chapter. A detailed discussion regarding this phenomenon is also outlined in the next section.

Prior to considering an overview of factors influencing tourist choice of an eating establishment, the following aspects of the current South African tourism profile and its dramatic increase in foreign arrivals will be outlined:

- exponential growth of tourism;
- tourism statistics (2002 – 2004);
- implications of tourism gains and
- gastronomic tourism and its components.

2.2.1 EXPONENTIAL GROWTH OF TOURISM

It seems that the new South Africa has played a crucial role in the exponential tourism growth, which has coincided with the country's first decade of democracy. It is not surprising that in many areas of human interests, life, trends and activity, South Africa has transformed drastically after 1994 when all citizens had an opportunity to cast their vote for a better society. The tourism industry and its current profile form part of these drastic changes. Most significantly, this has shown the world that the new South Africa may also contribute towards interacting globally with other countries in terms of sport, tourism and international trade. The high tourism profile in South Africa has been depicted by Olver, the Environmental Affairs and Tourism Director General, (2004:1-3) who claims that foreign arrivals have grown tenfold since 1994, from 640,000 to 6, 5 million in 2003.

Olver (2004:1-3) describes tourism as a success story of the new South Africa, a vibrant, growing industry focusing on everything that is unique about the nation and its people. He adds that a little more than ten years ago the tourism sector was still a minor Cinderella industry struggling to emerge from the apartheid period. The industry at that time was hampered by apartheid's global image, and offered a one-dimensional tourism product that did not reflect the rich diversity of South Africa's people and heritage.

Olver (2004:2) further states, "tourism is one of the key sectors creating jobs and business opportunities and bringing foreign exchange into South Africa, contributing more than 7% to the country's gross domestic product." However, to enhance the sustainability of the South African tourism industry and to maintain its position as one of the top tourist a destination in the world, greater coordination between the hospitality and the tourism industries is required.

Furthermore, Olver views the South African tourism growth as a success which, more importantly, has been based on a very solid infrastructure and set of institutions built up in the past ten years. The core of this has been a solid public – private partnership in tourism, helped by the founding of the Tourism Business Council of South Africa (TBCSA) in 1996 as one voice for the tourism industry. Some of these institutions include THETA (Tourism, Hospitality and Sport Education Training Authority) that was according to the Act (No 97 of 1998) to ensure skills planning, training and quality assurance. In 2001, the Tourism Grading Council of South Africa was also created to improve standards and client care in the industry. It is contended that some of the radical changes in the past ten years seem to capitalise on South Africa's unique selling proposition, including people, diversity, culture and natural heritage. The South African cooking styles, local foods and wines form part of this phenomenon.

It is interesting to note that as much as tourism in South Africa continues to grow, authorities such as Olver (2004: 3) observe that the levels of service do not always match the global benchmarks. According to Olver, the entire value chain of the industry (tourism) needs to be scrutinised if it is to remain internationally competitive.

It is worth noting that, South Africa has to do much more in aligning its efforts to market and brand the country. Thus, in order to defend or sustain its tourism position and continue to grow, the industry must constantly improve on the value for money offer as a destination. In a similar vein, Olver (2004:3) warns against complacency when he points out that the global market is tough and overtraded, yet tourism products are being offered at rock bottom prices in South Africa. He adds that the industry was caught off guard by the strengthening of the Rand, revealing weaknesses in pricing strategies that sought short-term gains over long-term growth. Thus it is contended, the bottom line should be of such a nature that the tourism industry should be marketed globally while ensuring tourist needs, wants and expectations are met.

2.2.2 TOURISM STATISTICS

This section will review the recent South African tourism statistics with a particular focus on the 2002 statistics. Ricky Taylor of the Department of Environmental Affairs and Tourism (2004:1) confirms that according to the World Tourism Organisation survey, South Africa has climbed from 52nd most popular tourist destination in the world a decade ago to its current position of 25th. He adds that unlike many other countries battling to revive their tourism industry in the post-September 11 climate of fear and instability, South Africa, regarded as a comparatively safe haven, has continued to experience growth.

Taylor further states that tourism growth has made significant strides in recent years in attracting foreign visitors, while at the same time spreading the benefits and opportunities to ordinary people of South Africa. Notably, among these figures, most of South Africa's foreign tourists hail from the United States, United Kingdom, Germany, Netherlands and France (i.e. from Europe and America) respectively. This may lead to different needs and expectations that may be unique to a tourist's cultures and values.

According to Taylor (2004:1), the World Tourism Organization (WTO) survey reveals that visitors from the African continent, particularly the Southern African region are also beginning to visit South Africa in growing numbers. The hosting of the World Summit on Sustainable Development in August 2002 followed by the Cricket World Cup also boosted the country's profile as a prime tourism leisure, sport and conference destination.

As quoted by Saayman (2002:1), the former Minister of Tourism and Environmental Affairs, Vali Moosa claims that tourism collapsed in many countries, but South Africa increased all its markets around the world, especially Europe and Asia with the exception of the United States, because travel patterns out of the US to South Africa and to the rest of the world have been dominated by the September 11 terror attack.

On the contrary, Saayman (2002:1) adds that an article in the New York Times reports that the number of US tourists to South Africa is on the increase again following the post September 11 lows, with South Africa increasingly viewed as a safer haven for people eager to see wildlife. Moreover, the article further reports that US travel agents observed that the growing numbers of Americans attracted by inexpensive, first class hotels and restaurants, luxurious game reserves and the country's warm welcome, have been visiting former President Nelson Mandela's house in Soweto, the Cape Peninsula as well as viewing the lions and the rhinoceroses in the Kruger National Park.

Saayman (2002:1) notes that according to the World Tourism Organisation "annual growth in tourist arrivals in Africa since 1995 has consistently outstripped the world average". Accordingly, the growth in tourism arrivals is projected to grow fourfold between 1995 and 2020. Similarly, the World Market Research Centre (2004:2) reports that Southern Africa is expected to take the lion's share of the increase in visitors. Additionally, the WTO projected that the Southern Africa region could be looking at over 300% growth in international tourist arrivals by 2020. Furthermore, for international tourists to the African continent, South Africa would be the favourite choice taking 22% of all world visitors. The figures for tourism arrivals for 2002 are depicted in **Table 1, 2, 3** and **Figures 1, 2,** and **3** respectively.

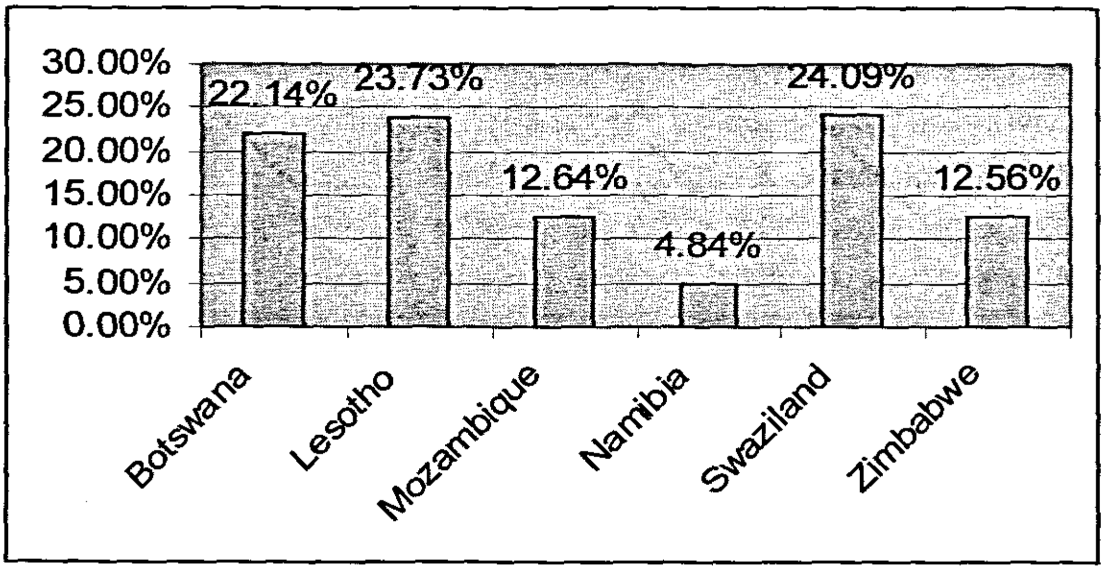
Table 1: Foreign arrivals by country of residence

COUNTRY OF RESIDENCE	ARRIVALS (FEBRUARY,2002)	PERCENTAGE
Botswana	95,582	22.1%
Lesotho	102,412	23.73%
Mozambique	54,571	12.64%
Namibia	20,894	4.84%
Swaziland	103,986	24.09%
Zimbabwe	54,184	12.6%
GRAND TOTAL	**431,629**	**100 %**

Source: Tourism South Africa, 21 May 2002

As depicted in Table 1 and Figure 1, the statistics show a total of 431,629 foreign arrivals to South Africa from Africa. However, these include only tourists who hail from the SADC (Southern Africa Developing Countries) region. These figures exclude the reasons for visiting, yet statistics and discussion of foreign visitors from the entire African continent with the purpose of visit is illustrated below in **Table 2** and **Figure 2** respectively.

Figure 1: Foreign arrivals by country of residence (SADC)



Source: Tourism South Africa, 21 May 2002

Despite the fact that 2002 was a very good year for South Africa in tourism terms following the high profile of the United Nations World Summit on Sustainable Development, tourism statistics as depicted in **Table 2** show the countries that visited South Africa. It can be said that most of these countries were from the African continent. The visitors' reasons for visiting South Africa are depicted in **Figure 2.** From the statistics, it appears that the most significant reasons for visiting were holiday (248,232 or 91.5%) followed by business (22228 or 8.2%).

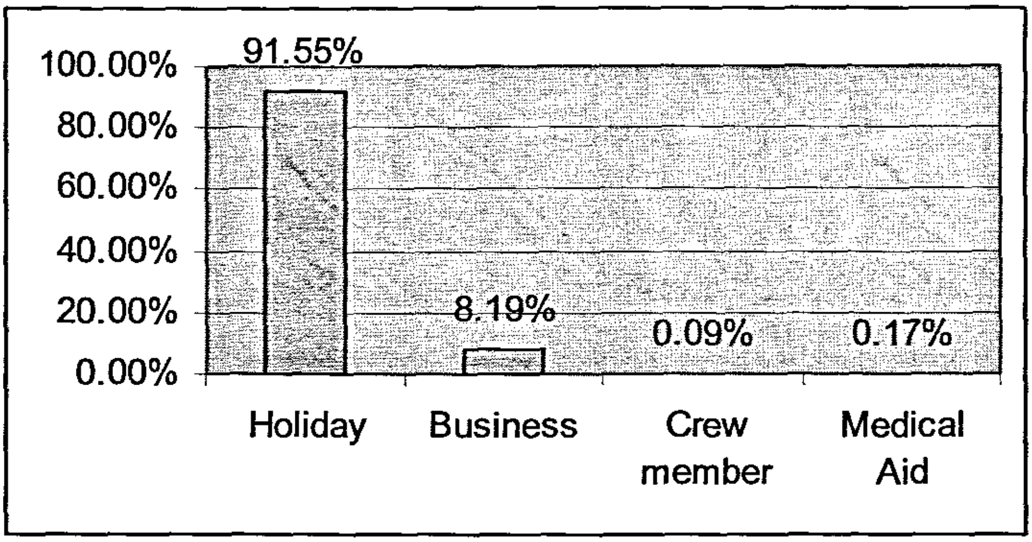
Table 2: Foreign arrivals by country of residence and purpose of visit

COUNRTY OF RESIDENCE	PURPOSE OF VISIT					
	Holiday	Business	Crew Member	Medical Aid	Total	Percentage
Angola	2,051	1,431	2	31	3,515	1.3%
Botswana	45,724	1,423	20	167	47,334	17.46%
Kenya	569	311	1	7	888	0.33%
Lesotho	63,683	10,255	107	57	74,102	27.33%
Malawi	5,012	693	1	5	5,711	2.11%
Mozambique	33,234	528	32	14	33,808	12.47%
Namibia	8,516	2,183	1	39	10,739	3.96%
Nigeria	736	266	18	6	1,026	0.38%
Swaziland	47,112	432	27	18	47,589	17.55%
Zambia	6,023	1,029	3	13	7,068	2.6%
Zimbabwe	33,266	2,368	11	5	35,650	13.15%
Other	2,306	1,309	10	68	3,693	1.36%
TOTAL	**248,232**	**22,228**	**233**	**430**	**271,123**	**100%**

Source: Tourism South Africa, 21 May 2002

To build visitors' loyalty and keep their interest in visiting South Africa generally, while ensuring sustainability, customer loyalty may be the central tenant of consumer behaviour. In this study, "customers" mean tourists who are central to the research problem. Similarly, findings by Matilla (2003:451) show that both cognitive and effective theories have been applied to explain loyalty behaviours, with an increasing interest in affective commitment. Matilla (2003:451) highlights the importance of strategic commitment and emotional bonding as an antecedent to loyalty.

Figure 2: Foreign arrivals by purpose of visit (African continent)



Source: (Tourism South Africa, 21 May 2002)

Besides the growing interest shown by tourists who visit South Africa for various reasons, foreign investments have taken South African tourism seriously, putting their money into ventures such as hotels, resorts, theme parks and game lodges. For example, Carolus (2004:3) states "R87, 1 million in foreign direct investment has been secured since April 2004 and that a further R6 billion is in the pipeline".

It appears that foreign investors are motivated primarily by South Africa's competitive advantage in terms of its tourism offerings and the high growth rate in foreign arrivals. Major attractions in South Africa include the scenic beauty, value for money, wildlife and the many other elements. Moreover, the country's diversity ensures that all visitors feel welcome, regardless of their race, language or religious affiliations.

According to Carolus (2004:3), a growing number of South African tourism products are now receiving international recognition. Accordingly, this is evident from the fact that five South African properties ranked among the top 65 best in the world as per the 2001 US Conde Nast Traveller Publication. Furthermore, South Africa won the Gold Journal Travel award in 2002 for the best sightseeing and the most spectacular golfing destination in the world.

Tourism statistics for foreign arrivals will be reviewed in the following sections.

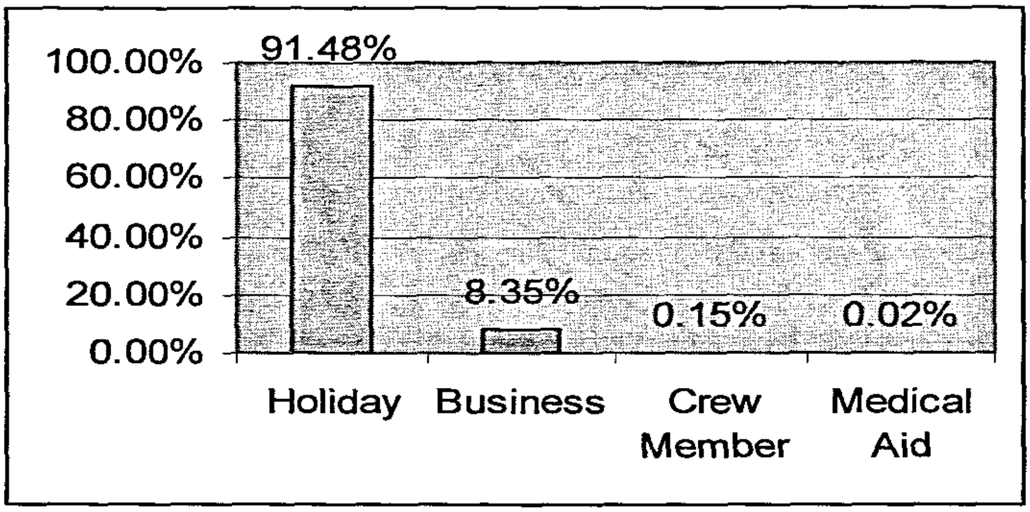
Table 3: Foreign arrivals by country of residence and purpose of visit (excluding the African continent)

COUNTRY OF RESIDENCE	PURPOSE OF VISIT					
	Holiday	Business	Crew Member	Medical Aid	**Total**	Percentage
Europe	94,664	6,910	127	17	**101,718**	75%
North America	10,049	1,542	38	6	**11,635**	8.6%
Central and South America	1,838	164	3	0	**2,005**	1.5%
Australasia	4,123	638	5	0	**4,766**	3.5%
Middle East	2,293	454	7	1	**2,755**	2.03%
Asia	9,691	1,346	19	7	**11,063**	8.15%
Indian Oceans Islands	958	190	0	4	**1,152**	0.8%
Unspecified	488	81	3	0	**572**	0.42%
Grand Totals	**124,104**	**11,325**	**202**	**35**	**135,666**	**100%**

Source: Tourism South Africa, 21 May 2002

From the figures depicted in **Table 3** and **Figure 3**, it is not surprising that South Africa has become one of the top tourist destinations in the world. As stated earlier, one of the most significant reasons for visitors to South Africa for both African continent and overseas is holiday (124,104 or 91.48%) and business (11,325 or 8.35%) almost the same applies to foreign arrivals from Africa. According to the Chief Executive Officer of South African Tourism, Carolus (2004:3) this defining moment came in 2003 when South Africa became the fastest growing tourism destination in the world following the remarkable growth achieved in 2002. Moreover, she contends that the total number of foreign travellers visiting South Africa increased by 4, 2% in 2003 compared to 2002 with overseas arrivals increasing by 9, 6% and African arrivals by 3%.

Figure 3: Foreign arrivals by purpose of visit (Overseas only)



Source: Tourism South Africa 21, May 2002

Clearly, South Africa has made its mark as a world destination of choice for meetings, conferences, exhibitions and events. The hosting of the World Conference against Racism (2002) and the Cricket World Cup (2003) which was hosted successfully without any shortcomings, threats and incidents also played a role in boosting the country's tourism growth. Thus, the next section will discuss the implications of not meeting diverse tourist needs and expectations with regard to tourism gains. Factors which may influence tourist choice of an eating establishment will be discussed thereafter.

2.2.3 IMPLICATIONS ON TOURISM GAINS - EXPONENTIAL GROWTH

The above statistics (increase in tourism arrivals for the African continent and international arrivals, 2002) are beneficial to South African tourism and the economic stability. A new South Africa has recently witnessed the celebrations of a decade of freedom and free society, yet the pace of economic reform within certain industries is not as easily praised. Previous inequalities have left an uneven distribution of resources and opportunities in the country, making it incredibly challenging for new and emerging tourism businesses that are represented by diverse South Africans to avail themselves of all the possible opportunities in this sector.

Holjevac (2003:129-134) notes "the future of tourism may be described by the needs and expectations of the tourists who are the consumers, guests and tourists of tomorrow." To entice tourists, especially in the South African context, it seems that tourist destinations have to maintain a high degree of attractiveness, unique ambiance and something of special interest to tourists.

This phenomenon should provide some basis for anticipating challenges and new directions to alert the industry to the demands that new developments and the tourism growth may bring so that everyone in the process of hosting the tourist is prepared to meet the challenges. To mention but a few, the following implications and challenges may affect tourism growth and sustainability in the near future.

2.2.3.1 Safety and security

After September 11, environmental safety and security have resurfaced as topics of interest. Although hospitality is a service industry, good service includes safety and security. However, any service industry particularly hospitality with the best service but poor safety and security would expose customers to risk of accidents and unsafe environment and compromise reputation and goodwill.

A distinction between safety and security is described below. The distinction aims to give other researchers a clear understanding of their inherent characteristics in terms of hospitality.

According to Kappa, Nitschke and Schappert (1997:181), safety and security can be described as follows: "Safety is concerned with protecting people from injuries resulting from accidents mainly caused by carelessness or negligence by others. Security is used more as a means to describe the need for freedom from fear, anxiety and doubt involving ourselves as well as the protection against loss of life or theft."

2.2.3.2 Safety and the hospitality consumer

One of the challenges facing the tourism and the hospitality industry in South Africa is that a modern hospitality manager (host) should understand the nature of safety and security needed in order to enhance the well-being of guests, employees and the property. This is worth noting for the South African tourism industry and addressing the issue of safety would, therefore, appear to be a key priority. This may substantiate the reasons for tourists making such calculated decisions about where to go for their holidays especially after September 11 and the World's greatest tsunami that occurred in December 2004.

According to Kappa *et al.* (1997:181), the risk of fire and natural disaster, riots, theft, civil disturbance or bomb threats have increased in recent years; all of which can cause serious injury or loss of life. Therefore, safety concern is the most crucial service quality dimension among international visitors/travellers (Mattila, 2004:451). This means that the host, specifically within the South African context is responsible for the protection of the visitors and customers generally. Thus, the industry should not lower its guard against potential hazards or be lulled into complacency that risk is under control.

In South Africa, safety requires to be taken seriously otherwise this may result in a lack of interest by tourists who are the key to boosting the tourism industry. Mattila (2004:451) suggests, "since safety is one of people's intrinsic motivators, understanding tourist perceptions of crime is also critical for destination marketing." Likewise, George (2003:575) examined tourist perceptions of safety while visiting Cape Town. He writes that the city is representative of destinations in the world with an unsafe image. This is, therefore, worth noting for Cape Town tourism, specifically, and South African Tourism generally.

In South Africa, generally, safety and security are concerns currently facing the government and the local people. Likewise, poor safety and security practices in the foodservice and the hotel industry also take place, which may lead to particular problems for operations in the industry resulting in a decline in tourist business.

2.2.3.3 Nationality and tourist behaviour

Prior to considering the influence of culture in tourism, with special reference to the increased recognition of tourism across South Africa, it is essential first to outline tourist nationalities with regard to their behaviours, which are central to tourism culture. Pizam and Reichel (1996:23) argue that until the late 90's, the role of national cultural characteristics in determining tourist behaviour has not been given much attention in tourism research.

These authors add that tourism trade practitioners have also suggested that tourists of different nationalities behave in different ways. They add that the Japanese, for example, have been described by trade press as always travelling in groups rather than individually and they are indefatigable photographers who spend heavily. Koreans have been portrayed as unwilling to accept anything that has little in common with the Korean way of living. To sustain tourism growth, South Africa may have to appeal to these trends. In a similar vein, Jardim (1991:1) observed the Portuguese influence on these trends as well. However, the Portuguese are essentially a hardworking people of simplicity and courage who have the ability to adapt both socially and culturally to their environment. This is of significance to South African tourism as it may make it clear that though tourists are from different backgrounds and cultures, some easily adapt to new environments.

Jardim (1991:1) contends that the Portuguese have the most conspicuous and well established features of the contemporary hospitality industry. This means that their cuisine sometimes appears to be rather exotic containing, as does the distinctive menus that have made it internationally well-known such as the ubiquitous *Nando's*. It can be said that the Portuguese central theme in their menu is mainly made up of chicken with pepper sauce. Jardim adds that it is similar with French behaviour as the pleasures of dining in France are unequalled and the experience remains essentially unchanged: the ambience is elegant, the eating leisurely, the ingredients rare and that the meals are works of art.

According to Pizam and Reichel (1996:23) Koreans insist on going to Korean restaurants while abroad. However, these researchers add that Koreans are fond of travelling to Asian countries that are based on Confucian Philosophy like Korea. Similarly, several authors (Ritter, 1987, 1989, Holzner, 1985 and Groetzbach, 1981, 1988 as quoted by Pizam & Reichel, 1996:24) have also noted marked differences between tourists of different nationalities. Pizam and Reichel, (1996: 24) identify a few basic traits of American culture that in their opinion, have influenced the leisure and travel behaviour of American society. They add that the American traits are love of newness, desire to be near nature, freedom to move, individualism and social acceptance.

According to Pizam and Reichel (1996:24), there are significant differences among the nationalities on vacation preferences and importance of various factors when deciding upon a destination. This is the same with cross-cultural differences on the importance of foodservice as a vacation choice.

2.2.3.4 The influence of culture in tourism

It is necessary to understand the role of culture in tourism especially in gastronomic tourism which forms part of the underlying research questions.

As the literature revealed earlier, it appears that the US and European studies mainly focus on various aspects such as growing interest in cultural and gastronomic tourism, eating behaviours, influence of adolescents on decision-making, food and wine.

George (2001:134) writes: "Culture is a basic determinant of a person's wants and behaviour." This author contends that culture has a very important role in the tourism and hospitality sector because caterers need to be aware of this trend (culture) and understand its significance, and following the trend towards individual cultures may give customers a sense of identity. In order to anticipate and adhere to a customer's needs and expectations, it is essential to inculcate culture as a basis for planning satisfying products and services for various people's backgrounds. According to George (2001: 134), South Africa is unique in that it has many subcultures and cultural differences. For example, there are eleven official languages in the country. He adds that the South African tourism authorities have recognised the importance of culture, because it is not only one of the main reasons international tourists visits the country, but it is also viewed as a way of exchanging cultures with other countries.

As mentioned by Masango (2004:20) in Chapter One, the development of cultural villages in the North West province and Lesedi near Johannesburg, for instance, which showcase the diversity of cultures and indigenous people, forms part of the new developments, challenges and opportunities for tourism in South Africa. However, there are several factors that may influence these developments, such as the cultural aspect which may be significant for international tourists and local holiday makers who are in direct contact with local hosts. Local hosts are the people associated with the tourism and hospitality service offerings such as hoteliers, restaurant managers, shop assistants, tour guides and many others who are central in the provision of services to tourists. These people contribute greatly to the perception a tourist develops of the visited destination. Thus, cultural differences influence the quality of interpersonal interaction between tourists and the hosts may also contribute towards tourist holidays, adventure or business experiences.

According to Kleynhans (2003:1-8) "Cultural tourism can be described as travelling to experience the places and activities that authentically represent the stories and people of the past." This includes traditions/lifestyles, food, dance, music, architecture, arts and crafts, heritage sites and geographical landscape features.

Other studies by Reinsinger and Turner (2003:29) claim that the role of cultural differences in determining tourist behaviour has not been paid much attention in tourism research, which is unfortunate because cultural differences are especially relevant to the tourism industry. Moreover, they add that the tourism industry is increasingly experiencing both globalisation and localisation (diversification) processes, which means that global and local trends will affect both the world and regional tourism. This represents an attractive element of the tourism product itself in that tourism is a service industry where people from different cultures can meet.

Kleynhans (2003:1-8) further states that several trends have been identified in the international tourism industry. The most important trend in the growth of the South African tourism industry is a growing demand for the experience of the environment, local cultures, lifestyles and local customs/traditions in their original living settings. Seemingly, as tourists engage in the process of choosing destinations including the planning of their vacations, expectations about a destination are developed. This means that restaurants and other hospitality service offerings may contribute towards tourists' experiences by means of association with the culture of the host. Kleynhans (2003:2) concludes that "there will be an increased demand for authentic offerings as these types of tourists come to experience a country's foods and wine, diverse people and the way they live, their festivals and so forth." Particular attention will be paid to gastronomic tourism in the next section, a sub-set of cultural tourism.

2.2.4 GASTRONOMIC TOURISM AND ITS COMPONENTS

Several authors (Hall *et al.* 2003:296-313; Santich, 2004:20 and Wolf, 2002:14) contend that gastronomic tourism relates to advice and guidance on what to eat and drink, where, when and in what manner. These authors add that two out of five most important factors influencing the choice of destination for gastronomic visitors relates to food, and visiting wine regions. Likewise, sense of place is the respect for local climate, which means that to be authentic, meals and local wines have to be true to the place.

A report by Mofokeng (2004:7) shows that a mouth-watering African cuisine took centre stage at the 2004 Good Food and Wine show held at Gallagher Estate in Johannesburg in October. It is reported that the show highlighted the best of different regions of the world. For the first time the show included a travel and tourism dimension, allowing visitors to meet the chefs, taste the cuisine of their regions and explore the destinations. Moreover, it appears that gastronomic tourism of this nature included experiences such as a bush banquet, cuisine and spices from Zanzibar, seafood from Mozambique and wines from Zimbabwe. Similar views by Howe (2004:1) show that the vital synergy between wine and food in growing gastronomic tourism to the winelands was highlighted at Cape Wine 2004, with many of the wine route brands from Franschoek to Robertson exhibiting together. Many foreign visitors took the opportunity to shop around at one festival for the attractions of the wine routes.

Furthermore, Howe (2004:2) adds that buyers and journalists attending the Cape Wine festival were treated to a food and wine pairing at a chef's table at *Thirty-seven* at the Arabella Sheraton hotel, next to the festival venue. It also appeared that Douglas Green Bellingham matched some of their top-selling wines to a menu inspired by Cape ingredients. Howe concludes that Cape Wine festival can only raise the profile of South African wines. Edmund (1994:120) adds that an annual outpouring of extraordinarily good wines (a Pinotage from Kanonkop) rated 91.6% at London's 1991 Wine and Spirits competition and earned Beyers Truter the title of International Winemaker of the year. He adds that visitors can find a favourable exchange rate, hotels and restaurants as good as any one can find in Europe including a summer exactly coinciding with the European winter.

Additionally, Edmund is of the opinion that South Africa will become what it briefly was after the 1992 referendum, a chic destination with travel bookings picking up. This means that in order to retain its current position in terms of tourism gains, South Africa, generally, may need to enhance the true reflection of its original settings, including local cultural diversity and the traditional ways of preparing local foods and promotion of local wines. The inclusion of local meals such as "Pap" and "Isichebo" reflecting the original cuisine of the country may in turn promote gastronomic tourism.

Davis and Stone (1992:24) contend that the main part of the eating-out experience begins when the customers enter a restaurant and ends when they leave. However, any feelings customers may have when they arrive at a restaurant, and when they leave should be taken into consideration and included as part of the total experience. Similarly, there are several factors which may influence where tourists visit or eat for their spiritual enrichment, (i.e. needs such playgrounds for elderly persons like golf games within establishments). However, these factors are not clearly established in South Africa and may go unforeseen until it is too late to maintain tourists who have the potential to contribute positively towards tourism gains and the South African economy in general. It can also be said that tourists who are not satisfied with the resulting tourism products and services may seek somewhere else. Consequently, operations within the industry may also be affected negatively. Prior to discussing these factors in more detail, the two components of a meal experience will be outlined.

2.2.4.1 Primary component

This component forms part of a meal experience which presents a tangible aspect of the product, i.e. the food and drink. However, before customers set out to an eating establishment for a meal, they may already have decided on the type of meal they want or feel would be most suitable for that particular occasion (Davis & Stone, 1992:24). This pre-meal experience decision may have been taken after the consideration of a number of variables and customers will choose the place they consider satisfies all or most of their requirements. Therefore, it is essential to identify and understand the individual characteristics of the meal experience otherwise the whole customer experience may be spoilt.

Kleynhans (2003:10) who conducted a study on leisure tourists' satisfaction regarding the meal experience at Lesedi substantiates the above phenomenon by stating that tourism consumers typically purchase and consume a whole range of products and services, which together make up the holiday as well as the tourism experience - "For many tourists, the meal experience and subsequent memories associated with the restaurant can be an important component of a satisfactory assessment of a destination." Thus, to ensure sustainability, tourism and hospitality especially within the South African context, this phenomenon may need to be incorporated as part of the long-term goals.

2.2.4.2 Secondary component

This component represents an intangible aspect of a meal experience such as service, atmosphere, and mood. In association with the tangible, these aspects should be integrated to present a total product to the customer, particularly to tourists. Davis and Stone (1992:24) observe that if one or two of these components of the meal experience are out of harmony with the others, the whole product or service mix will be seen by the customer as a number of disjointed parts rather than as a totality. Therefore, while it is understood that the objective of a commercial restaurant is to remain profitable in the long run, the primary objective for operation is to give best service to the patron (King, 1988:1). She adds that anyone can make a quick profit by bleeding the business and cheating the customer. However, the consequences of this would have a negative impact on business in the long run. Thus, poor service can ruin an otherwise excellent meal for the customer and cost the restaurant considerable goodwill and repeat business. Therefore, it is evident that to remain profitable a restaurant must offer good value to its customers. Good value to the customer may not mean cheap prices, but may also refer to the quality and quantity of food, the level of service, décor, and ambience provided for the price paid. Likewise, King (1988:1) substantiates this when she states that good service cannot overcome problems of poor quality food and sloppy housekeeping. Accordingly, good service may mean different aspects of the total meal experience for different people. Others may deem it as providing all the necessary facilities that need to be included in an orderly or pleasant environment, for example, facilities for people with disabilities, non-smoking and smoking areas, and playgrounds for children etcetera. The impact of these aspects will be reviewed later in this chapter.

Other researchers, (Campbell, Evans & Stonehouse, 2003:39) go even further when they observe that consumers are becoming sensitive to the impact of what they consume. These authors suggest that in successfully managing tourism products, managers and marketers must be sensitive to this issue in a way in which they often were not in the past. This is because travel and tourism products usually represent a relatively high cost purchase for tourists.

Furthermore, taking a holiday, buying an airline ticket or staying in a hotel is expensive. Indeed, in some cases such purchases will represent the largest single item of expenditure for a tourist in a given year. Consequently, making such a purchase does not usually occur without a great deal of thought and a comparison of alternate offerings.

This presents South African tourism and hospitality with a challenge and an opportunity to keep abreast of these issues constantly since tourists have many options to choose from when deciding on a destination. This may also help the industry not to be lulled into a sense of complacency by the thought that the significant increase in tourism figures are the signs of quality tourist experiences.

Olver (2004: 3) pointed out that the global market is tough and overtraded, and thus, levels of service do not always match the global benchmarks. Similarly, Evans *et al.* (2003:33) substantiate this when they conclude that whenever consumers decide about a trip or a destination, it is not like buying fast-moving consumer goods, which may be done on impulse. Thus, these authors wisely suggest that this feature of travel and tourism products is important when formulating strategy, especially with regard to marketing. As mentioned previously, Cape Town represents about fifty two percent of all tourist arrivals in South Africa. This on its own coincides with the fact that there is much to offer and adventure in the Cape Metropolitan region (Paul, 2004:47a). He suggests that the tourism and hospitality industry, especially the foodservice sector, needs to differentiate between tourists who consume food as part of travel experience and those tourists whose primary visit is influenced by an interest in food, *i.e.* a tourist whose primary visit is to experience particular types of regional food and wines.

It can be said that tourists whose purpose in travelling is general and food is the secondary travel experience, may also contribute towards the high occupancy rates in Cape Towns' eating establishments. This means that food and drinks, whether taken as primary or secondary need fulfilment, may form part of whatever strategy is required for realising a tourist's needs and expectations.

It is apparent that the food and wine industry may also play a significant role in sustaining tourism and hospitality industry especially in the South African context. For instance, according to Paul (2004:47a), the wine industry is the second biggest contributor to the Western Cape's economy. Nationally, the wine industry accounts for 3% of global wine production and is ranked the ninth biggest producer in the world. This may be of great importance in attracting those tourists whose primary visit is to experience local food and wine. In short, the bottom line should not only focus on marketing these features of South African tourist attractions, but also on doing a comprehensive needs analysis in order to respond positively towards tourists' needs and expectations.

The reviewed literature shows that price and perceived value for money are both in line with customers' pre-meal experience anticipation (Glanz & Rimer, 1997:41). However, the quality of the total meal experience should match or even enhance the expectations of the guests. There are varying levels of satisfaction or dissatisfaction in this regard. According to Glanz and Rimer (1997:41), the following factors influence consumers' eating behaviours: individual influences, social environmental influences, physical environmental influences and macro-system influences. These factors may be described as follows:

- **Individual influences** (intrapersonal) – These include psychological factors such as attitudes, beliefs, and knowledge, self-efficacy, taste and food preferences. These also include behavioural factors such as meal and snack patterns and weight control behaviours (e.g. dieting) and life style factors such as perceived barriers (e.g. cost, time demands and convenience).
- **Social environmental influences** (interpersonal) – Eating behaviours are strongly influenced by their social environments, which includes family, friends and peer networks. Interpersonal processes and relationships within the family and friends, neighbours and acquaintances all have a substantial impact on food choices and eating behaviours.
- **Physical environmental influences** (community settings) – The physical environment within the community influences accessibility of food and eating establishments. Community settings most proximal and influential to

adolescents in affecting their food choices and eating establishments may include takeaways, vending machines and convenience stores.

- **Macro system influences** (societal influences) – These include mass media, advertising, social and cultural norms as well as food production and distribution systems which influence food availability around eating.

One or two of these factors may at some stage affect the buying decision of customers and hence their choice of meal experience. Davis and Stone (1992:26) argue, "Once customers have decided on the type of meal they want, they will start to accumulate different expectations and anticipations, just as customers' buying decision is influenced by a number of factors". On the other hand, it is unlikely that any factors associated with the decision in selecting an eating establishment would operate in isolation. However, one or two factors together may influence customers' choice of an eating establishment. To substantiate this, Story, Sztainer and French (2003:43) observe that among other factors, time and convenience are two of the factors that strongly influence food and eating choices, especially for adolescents. Similar studies by Mill (1998:165) show that "customers have higher expectations demanding more attention and friendlier service".

2.3 FACTORS WITHIN AND ACROSS LEVELS OF EATING INFLUENCES

A review of literature for the hospitality industry suggest that attributes such as cleanliness, location, price range, security, service quality and reputation of the establishment are regarded as important by travellers for evaluating the quality of performance (Choi & Chu, 2001:279). They add that because of the intangible inseparability, variability and perishability of service, consumer perceptions of satisfaction criteria may include contextual cues and many more. Thus, these factors may affect the future of the industry.

Holjevac (2003:129) recently noted that tourism and the hospitality industry would become one of the largest industries. Furthermore, he concludes that the globalisation (unification) and localisation (diversification) processes will affect both world and regional tourism. This researcher contends that evolutionary establishments will offer tourists all that is pleasant to body and spirit, ranging from playgrounds for children to various cultural and beneficial programmes for adults, elderly and retired persons.

It is not a surprise that programmes for the elderly and retired persons are perhaps the forerunners of globalisation and localisation processes of the 21st century as Holjevac suggested earlier. Similarly, this study aims to anticipate and analyse tourists' needs and expectations with regard to change in the twenty first century. The following section encompasses several factors (health and nutrition, smoking concerns and the influence of adolescents) that may influence tourists' selection of eating establishments.

2.3.1 Growing interest in health and nutrition

It was mentioned in Chapter One that eating out seems to be a ubiquitous and significant phenomenon. However, research shows that "relatively few academic papers with the caterer's role in healthy eating have been conducted. This is probably due to an emphasis placed on informed customers generating the demand for healthier choices" (Corney, Eves, Kipps & Noble, 1998:275).

Studies by Basil, Goldberg, Glanz and Snyder (1998:98) show that "age positively predicts the importance of nutrition, that is, it becomes more important as people age." Packs, Lechowich & Halling (1998:908) assert that the growing interest in health and nutrition as well as the increase in the number of people eating away from home gives power and responsibility to retail foodservice operations.

Santich (2004:20) adds that eating healthy foods is increasingly becoming a growing and significant phenomenon in restaurants. Notwithstanding this trend, studies by Basil *et. al.* (1998:98) do not necessarily refute this theory, but they claim that health and nutrition are a low priority concern for adolescents. Story *et al.* (2002:42) contend, "The long-term benefit of good health for many adolescents may not outweigh the short-term advantage of convenience and immediate gratification." Similarly, adolescents may not perceive much urgency to change their eating behaviour when the future seems so far away.

Story and Sztainer (2002:43) show that a lack of time for preparing healthy food at home is perceived as a major barrier to eating more healthfully. On the other hand, Reichler & Dalton (1998:167) quoted Hurley and Liebman (1995:11-13) who found that the top seven restaurants' menu choices in US accounts for only three fourths of the tested dishes that met the criteria of no more than 30% of energy from fat and 10% of energy from saturated fat. It appears that this may contribute towards food-borne pathogens. Alocilja & Radke (2002:842) who conducted a study on market analysis of biosensors for food safety states, "a particular, dangerous type referred to as *Escherichia coli* has been associated with food-borne outbreak traced to undercooked meats, apple juice, or cider, salads, salami and milk." These authors suggest that the market is generating a need for pathogen-detecting biosensors across all segments in the foodservice sector.

Story *et al.* (2003:46) contend that the challenge of helping adolescents adopt healthy eating behaviours will require multifaceted, community-wide effort. Similarly, the pattern of adolescents' eating healthy foods should begin with parents who regularly eat away from home with the purpose of eating healthy foods. Tilson, Gregoson, Naele & Douglas (1993:25) support this view when they state that "the food choice of young children is determined by parents and there tends to be a significant correlation between the children and adults' preferences." Likewise, Story *et al.* (2003:46) further noted, food and the restaurant industries, dietetics and media groups have the potential to positively influence adolescents eating behaviours.

Comey *et al.* (1998:276) suggest that regardless of whether nutritional knowledge plays an important role in the consumption of a balanced diet, the availability of appetising healthy choices in catering establishments should help everyone. This includes adolescents, who will be potential customers in the future. These authors contend that although the primary reason for pupils' food choices is rarely their nutritional value, they can only make healthy choices if they are available to them. This means that the industry needs to appeal to this and show responsibility in the provision of healthy foods while ensuring the safety of customers.

It would be in the interests of owners of eating establishments to acquire detectors, as there is a need to retain customers in the South African context, because pathogen-detecting biosensors may help prevent food contamination or pathogen infections. According to Alocija & Radke (2002:842), pathogen infections are specifically rising in both the US and other industrialised nations. South African foodservice practitioners should not become complacent about the fact that pathogens infections are rising elsewhere, *i.e.* in the US and other industrialised nations, but need to consider how they can pre-empt the same happening in South Africa. These authors suggest that a pathogen-specific testing market is expected to grow for all segments at a compounded annual growth rate of forty five percent with a total market value of $563 million by the year 2003.

Another area of concern in the foodservice industry includes the smoking debate and the accommodation of disabled customers. With special reference to health and nutrition, generally, the issue of health is becoming a hot topic. Anderson (2004:27) advances three arguments against smoking in restaurants which will be outlined below. He contends that the smoking debate follows the slow burning issue of licensing reform and that it is probably the next most important issue to the hospitality industry.

According to Anderson, a recent survey of 9000 people in the United Kingdom found that 73% would support a ban on smoking in public places. It appears that this is an international trend as well. Ireland for example, has banned smoking in public places including eating establishments following a well-publicised and controversial ban in New York. Moreover, it has been reported by Anderson that the introduction of voluntary smoke free areas has been particularly slow as many in the pub trade fear that a ban on smoking would seriously affect their trade.

Anderson (2004:27) claims, "research carried out in Ireland found that although fewer drinkers would visit bars following a smoking ban, 28% said they would visit more frequently and 38% were more likely to have a meal following a ban on smoking." It appears that restaurant owners fear the result of a smoking ban when considering the fact that some of their customers smoke. Anderson concludes that industry perspectives stipulate that each employer must carry out a risk assessment to provide a safe working environment for employees and customers as the law provides.

Steps that have been taken so far within the industry are the introduction of ventilation equipment to remove smoke and the creation of smoking areas (Anderson, 2004:27). He concludes that there are no plans on the horizons to ban smoking in the United Kingdom, although there is a significant body of opinion in favour of such a ban. It appears that the foodservice industry must continue to rely on self-regulation and demonstrate that more premises are addressing the issue of passive smoking for customers who may be loyal to the business. Anderson argues that, in any event, it is not clear that for the hospitality industry a ban on smoking would necessary have an adverse effect on profit margin. Thus, it is possible that consumers' power will lead to a greater increase in smoke free environments.

In South Africa, an overall prevalence of 19, 6% of youth smoke, with 8, 9% being heavy smokers (Guthrie, Shungking, Stein, & Mathambo, 2001:1). These authors add that differences in smoking exist between the ethnic groups in South Africa, including Asian 30,9%, Coloureds 28,6%, Whites 22,2% and Black males 21,8% respectively. Legislation controlling sales to minors, increasing excise taxes and banning of advertising and sponsorship by the tobacco industry have all been found to decrease consumption among the youth. Moreover, tension between the hospitality industry and the government and anti–smoking fanatics has been brought to a head by demands for police intervention by increasingly frustrated activists to allow establishments to make structural alterations to comply with smoking legislation. Thus, new laws on smoking in public places were effected making provision for up to 25% of floorspace to be designated for smoking, provided that area is partitioned and separately ventilated (Anderson: 2004:27).

It appears that the new laws accommodate every customer, smoking or non-smoking, who want to dine out in eating establishments. The problem may occur if such provisions do not comply with what the legislation states.

FEDHASA's conservative (Federation of Hotel Association of South Africa) estimate is that over 80% of restaurant establishments in the industry do not meet the law's requirements (Moth: 2001). However, it appears that the reasons for resistance involve cost and practicality of alternatives and a lack of flexibility in the regulations that fail to recognise the realities of the marketplace. It appears that an underlying lack of faith in the system voiced by restaurant owners/managers includes a strict no-smoking policy which makes them risk a fine of R200 rather than see prospective customers turned out at the door. Similarly, it will not be a surprise if the same happened to non-smokers who are potential customers. Thus, the consequences of allowing smoking may influence the choice of tourists and others about eating places that violate their right to eat wherever they want. Another area of concern in public eating establishments relates to the treatment of persons with disabilities, which requires prompt attention in order to create an environment that is conducive to the needs and wants of all customers disabled or not.

With regard to customers with disabilities, it is suggested that the number of disabled people is increasing as medical technology supports more disabled people and the population grows older (Tantaway, Kim & Pyo, 2004:92). These authors argue that people with disabilities face discrimination in all areas of life. Moreover, people with disabilities face many constraints and barriers while they travel. Thus, it is contended that much of this arises from other people's negative attitudes and misconceptions about disability. Other authors (Filmer & Filmer, 1998:13) state that in the past disabled people were often placed in institutions and removed from mainstream society. These authors add that by not interacting with them, society has generally been unaware of their needs. Moreover, it is argued by Filmer that through this lack of contact and the resulting ignorance, the requirements of all people have not been considered in the development and planning of facilities, programmes and resources. According to Filmer (1998:13) everybody need to interact with disabled people and learn about their needs. It is apparent that more and more people are living with disabilities. However, it follows that the society including eating establishments have a responsibility to ensure that all people, irrespective of their ability, have the opportunity to participate on equal terms in every aspect of living. Filmer (1998:14) notes that it is estimated that between 5% and 12%

of South Africans are moderately to severely disabled. This means up to 5.5 million South Africans have the right to user-friendly programmes, facilities and resources. At eating establishments, facilities for disabled people include specially designed toilets, parking areas, prams and visual signage for directions of facilities.

Tantaway *et al.* (2004:98) write, "Many disabled people lack the confidence to use hotels and restaurants, even those listed as accessible in guide booklets because they fear inadequate facilities". However, once disabled guests encounter accessible surroundings and staff who are aware of and supportive to their problems, they tend to keep returning for subsequent visits. Furthermore, Tantaway *et al.* (2004:99) suggest that hoteliers should fully understand the special needs of disabled visitors and should not waste time and money on alterations that provide inadequate and ineffective services. To conclude, people with physical disabilities can be an important market, and they should be considered the same as any other customers. Tantaway *et al.* (2004:100) contend that the cost of making an establishment accessible to the disabled may not be extremely high and there might be advantages to both the guests and the hoteliers/caterers when the establishments are improved for such guests.

2.3.2 Influence of adolescents in decision-making

The purpose of this study is to present a conceptual framework for understanding factors that influence tourist choice of an eating establishment. This section highlights the influence of adolescents on parents' decision-making process, which forms part of the underlying factors that are central to this study. Interpersonal and developmental factors affecting food choices were reviewed earlier and included social and environmental contexts. Particular emphasis is placed on the potential influence of adolescents, given the large degree of exposure of this age group to the media.

Although a family mediates adolescents' dietary patterns, a better appreciation for understanding the meaning of different food preferences of adolescents and the links between these meanings and social developmental issues is paramount (Story *et al.* 2003:46), especially in the South African context. Accordingly, it appears that family is a major influence on adolescents' eating behaviour. This means that the family is a provider of food, and influences food attitudes, preferences and values that affect lifetime eating habits. These authors add that, when adolescents transition towards independence and autonomy, food habits reflects the changing role of parental influence on food choices. Thus, adolescents also influence the choice of eating establishments that is made by their parents (Lin, Guthrie & Frazao, 1992:2).

Story *et al.* (2002:46) observed that the number of fast food outlets in the United States has risen steadily over the past 25 years, increasing from about 75 000 outlets in 1972 to almost 200 000 in 1997. These authors add that expanding the number of outlets increases accessibility, thus making it more convenient for consumers to purchase fast food. Furthermore, fast food outlets hold great appeal for the adolescent population and, unlike many other restaurants, they welcome adolescents and provide a clean, friendly, brightly-lit atmosphere and a socially acceptable place to spend time with friends. *McDonalds* may be quoted as a good example of this. Story *et al.* (2002:46) claim that fast food outlets are also a prime employer of adolescents, and this increases their exposure to fast food.

They further suggest, "Dinner is the meal most frequently consumed among adolescents and it provides a larger proportion of intake of energy and key nutrients than any other meals or snacks." Story *et al.* (2002:44) link this to a contemporary notion where the family meal is becoming less important to the US family. However, surveys indicate that more than 80% of parents view family outing for dinners as important, as it is evident that people do not have enough time to prepare meals at home *Lin et al* (1992:2). Story *et al.* (2002:43) substantiate this when they state, "time and convenience strongly influence food and eating choices especially for adolescents."

Similar studies by Lin *et al.* (1992:2) further claim that 78% of children and adolescents influence where the family goes for fast food, 55% influence the choice of restaurant for dinner, 50% influence the type of food the family eat at home and 31% the specific product brand that families purchase. Still later research indicates that parents are two to three times more likely to name their child, not themselves, as the person most influential in selecting fast food, snacks and restaurants for a meal (Kraak & Pelleftier, 1998:15).

Zollo (1999:40) claims that adolescents caught the attention of marketers and are now the target of more intense and specialised marketing efforts than over the past decades. Similarly, Story *et al.* (2002:46) suggest, "Product manufacturers and advertisers seek to build brand loyalty among children and adolescents while they are young and impressionable." They suggest that establishing and maintaining brand loyalty is paramount in the world of restaurant marketing. Moreover, Story *et al.* (2002:47) noticed that food and beverage marketers are concentrating on marketing strategies to capture the attention, interest and money of adolescents. Thus, adolescents represent a growing demographic segment in the US population. Zollo concludes that adolescents will spend money in the future, hence the particular focus on this market.

In South Africa, the influence of adolescents in a parent's decision-making is not clearly established. This means that the foodservice industry may need to take heed of this phenomenon and incorporate it as part of its marketing efforts as well as its long-term planning.

2.3.3 Food safety pathogens

"Those who sell products and services of any kind have had to take account of the wants and needs of ever more discerning consumers, what makes people buy what they do, when, where, and how often (Williams, 2004:95)."

Through advertising and the media, a hospitality consumer is aware of what is purchased. Seemingly, the growing interest in health and nutrition is associated with knowledge among customers who understand the consequences of inefficient product or service including food safety concerns.

According to Reuter & Walczak (2004:4) some kitchen managers and supervisors are negligent or willingly violate food safety laws in the quest for profits. However, these authors argue that it is important to note that kitchen mangers and supervisors do not intend to poison, hospitalise or fatally injure their customers. Using as an example the coal mining explosion which killed 26 miners in Pennsylvania in 1976, Reuter & Walczak (2004:4) add that although in such work settings there is no deliberate attempt to kill the miners, the mine operators may wilfully and knowingly intend to violate safety regulations in order to reduce operating costs and increase profits and, therefore, such decisions place their workers in jeopardy.

"The South African food review indicates that food safety is an area where food producers of the Western Cape show concerns of compromise. However, these producers are not HACCP (Hazard Analysis Critical Control Point) certified, but they follow the programme" (Attwell, 2002:38). H adds that according to these producers, even if you have only 0, 01% of unsafe ingredients when you are making a million portions of chocolate mousse a month for example, it means that 100% people may not be getting safe food which is unacceptable. Attwell concludes that this is similar with halaal certification, which is especially important in the Western Cape. Thus, it is a huge market that is often ignored.

The same point needs to be made about decisions or lack thereof by kitchen managers and supervisors. It appears that while kitchen managers and supervisors wilfully violate food safety regulations knowing that they may be placing the health of their customers at risk, they are not doing so intentionally to inflict pain on their customers. As pointed out by Reuter & Walczak (2004:4) previously, there are no restaurant owners who would voluntarily and knowingly expose their customers to dangers of food-borne illness. These authors describe several common industry-wide practices that would cause them not to eat the food being served. One such practice includes "Monday Specials", especially when the main ingredient is fish. It is contended that chefs run these specials to sell fish that was delivered on Friday morning, but not used over the weekend. Thus, the chef anticipates the likelihood that he might still have some fish lying around on Monday morning and would like to get money for it without poisoning honest customers, if it smells edible.

Bourdain (2000) was quoted by Reuter & Walczak (2004:4) about Sunday brunch that he referred to as an open invitation for a cost-conscious chef is also cause for alarm. In a similar vein, it appears that chefs would sample sauces with their fingers, whereas this should be done using serving utensils, if it was not a case of negligence and saving of costs, while putting customers at risk.

Seemingly, customers, on the other hand, tend to believe that restaurants provide healthy foods as they do not have enough time to prepare healthy foods at home. However, if that is the case, eating establishments need to be more cautious with a sense of responsibility of what they serve to customers, because customers have been forewarned of the risk and dangers of the industry's poor practices.

Empirical findings by Kafestein, Mortajemi & Betche (1997:38-45) indicate that food safety data shows dramatic illnesses in the US restaurant customers. Similarly, Mead, McCaig, Bresce, Shapiro, Graffin & Touxe (2000:841) note that 76 million food-borne illnesses occur each year in the US which accounts for 325,000 people being hospitalised and five thousand deaths. Major food-borne pathogens noted by Alocilja & Radke (2002:841) include *Salmonella, Listeria, Monocytogenes, Campylobacter* and *Escherichia coli.*

To combat this practice, which may result in a consequent decline in tourist business, especially in the South African context, it seems that a great need for the commercialisation of biosensors in the foodservice industry may help reduce risk and the number of deaths caused by negligence and wilful violation of the law concerning food safety. As noted by Alocilja and Radke (2002:841) it appears that current litigations and enforcement efforts by regulators do little to motivate kitchen managers and supervisors to change their poor practice.

2.4 NEW CHALLENGES FOR TOURISM AND HOSPITALITY

With special reference to the 2010 Soccer World Cup to be held in South Africa, according to Reynard (2004:20) the country is ecstatic about the event. However, the tourism and the hospitality industry will be facing significant challenges to respond to tourists needs, including those of the spectators, VIP's, officials and the media. These needs include transport, entertainment, accommodation and hospitality. Reynard (2004:20) adds that according to Van

Schalkwyk (Minister of Tourism and Environmental Affairs) one of the challenges for tourism in South Africa includes the global competitive issues concerning negative perceptions around safety and security of tourists and difficulties experienced with ease of access. This also includes aircraft and public transport, poor availability of consumer data, skills shortages, and the need to implement Black Economic Empowerment.

According to Desi (2004:16) facilities will need to be upgraded to cope with the situation. Likewise, the question has been asked whether the citizens of the hosting nation actually understand the enormity of the event. Desi adds that "the World Cup will undoubtedly boost the local hospitality industry during the event, and it will also give South Africa an enormous amount of international exposure that will certainly improve the status quo of the hospitality industry in time to come."

Graham (2004:20) quoted Bheki Sibaya of Business Unity South Africa (BUSA) who suggests that the tourism industry would need to work out strategies to turn one-time world cup visitors into repeat customers while other business elements should be looking for ways to create permanent jobs. It is apparent that an event of such calibre contributes largely towards the economy of the hosting nation. However, in order to benefit largely from the event, the tourism and hospitality industry will need to improve its transport, accommodation, entertainment, hospitality, merchandising and licensing offerings. According to Graham, the Standard Bank's economist (Goolam Ballim) projects estimated visitors of 235 000 at the 2010 Soccer World Cup which will benefit the tourism and hospitality industry. He further states that the CEO of KZN Tourism (Miller Matola) argues that "The benefits of the 2010 world cup go beyond the obvious economic ones and will begin to be felt long before 2010." However, Graham (2004:20) believes that the key benefits to the country are much more subtle and very symbolic.

On a similar note, Desi (2004:16) projects that the event is worth an estimated 300 billion dollars. The Chief Executive Officer of the 2010 local organising committee Mr Jordaan (2004) projected a R16.9 billion direct investment and a minimum of 122800 jobs that will be supported. He adds that the event will obviously benefit the tourism industry with the influx of teams, officials, media, VIP's, corporate individuals and fans from around the world. Moreover, it is also projected that fans will spend a total of R9.8 billion during the event on licensed merchandise, transport, meals and accommodation.

According to Desi (2004:16) the Minister of Tourism and Environmental Affairs, Mr. Marthinus Van Schalkwyk sees this opportunity from a different perspective as he suggests that it is important to ensure that 2010 benefits Africa as a whole as well as South Africa, particularly the South African Developing Countries (SADC). He shares this view with the Minister of Trade and Industry, Mr. Mandisi Mphahlwa, who in the *Doing Business in Africa* Conference held at the UCT Graduate School of Business in Cape Town on 24-25 September 2004 noted that in order to accelerate and sustain the economic growth of the country, South Africans need to work jointly with the African continent as a whole by making use of all its available natural resources including, mining, and nature conservation (Donovan, 2004:17).

Similarly, Reynard (2004:20) writes that the Minister of Tourism and Environmental Affairs believes that international visitors who make the lengthy journey to South Africa for the event will want to combine the trip with a wider exploration of the African experience, which will necessitate marketing special pre- and post-event travel packages.

2.4.1 Other concerns for 2010

Other concerns about 2010 relate to the immediate requirements and directions for local businesses operating within the scope of hospitality during the World Cup.

Problems may arise due to short-term goals especially for small businesses that would emerge for the purpose of benefiting from the event. The question may be how these businesses will be graded for the upcoming event. Thus, Bramwell (1998:35) suggest that if users have poor quality experiences of a place's product they may be less loyal to that location ahead of others. According to Graham (2004:20) who quoted the CEO of the 2010 local organising committee, Mr Jordaan, it is absolutely essential that the hospitality industry ensures adequate accommodation for those attending the event. He adds that safety and security systems, a selection of hotels at various price ranges and conference facilities are all high on the list of importance regarding the World Cup. Moreover Graham (2004:20) state that hosting the 2010 Soccer World Cup is a great opportunity to show off South Africa's wonderful attributes and hospitality and keep foreigners coming back for more. He adds that if this event is organised correctly, it will put the country in key position by displaying its capacity to host other international events and tournaments.

It is contended that in order to promote and sustain the current tourism trends in South Africa, while the focus is on 2010, the current trends related to tourists' satisfaction or dissatisfaction and safety and security would need to be incorporated as part of the event.

Furthermore, studies by Kappa *et al.* (1997:181) show that the presence of large numbers of people, most of whom are strangers to the local host, the risk of fire, natural disasters, riots, theft, civil disturbance and bomb threats have increased in the recent years, all of which can cause serious injuries or loss of life as well as damage to property belonging to visitors. For example, one of the safety issues includes fire that can kill a number of people within split seconds. In the same manner, the projections stated above should provide directions for tourism and hospitality on how to respond positively to the challenges of the event.

2.5 CONCLUSION

The literature has shown that applied research plays a significant role in addressing matters of concern that exist in tourism and hospitality. Changes in human interest, life and activity have a significant role in the evolution and transformation of product and service deliveries. Thus, this case study illustrates the practical value of incorporating the roots and the evolution of travel and public eating establishments with special reference to tourism growth in South Africa and foodservice as it is today. This is because changes in the market have directly influenced the future of tourism and hospitality, especially in the South African context.

Emphasis was placed upon an increased recognition across South Africa of tourism with the intention of showing that tourists come to a place, including South Africa, with preconceived expectations irrespective of whether they have been in that place before or not. These expectations directly influence the tourist's choice of an eating establishment as they are used as a basis for comparison or evaluation thereof. As mentioned earlier, tourism growth is a result of people from different cultural backgrounds, age groups and nationalities who constantly visit the country for many reasons.

Tourists' culture and nationality does influence the degree of satisfaction or dissatisfaction regarding their experiences of a meal and the way it is prepared or otherwise. However, it is apparent that leisure tourists who visit South Africa particularly are consumers of a product (the food), service (eating establishment) as well as an experience of the country's original settings. Thus, if the tourism and hospitality industry wants to improve its attractions as well as service offerings for selected users, it is helpful to understand global trends with regard to the evolution of travelling and public eating establishments.

Without appropriate consideration of how visitors select the choice of a destination or an eating establishment, especially within the South African context, dissatisfied tourists are likely to seek alternative products and services from other sources, possible from other places.

CHAPTER: 3

3 CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

The methodology section describes the procedures that have been followed in conducting this study. A structured questionnaire was used as the data collection method for the quantitative statistics. According to Kleynhans (2003:65) structured questionnaires (quantitative) deliver reliable results, the information is relatively easy to obtain and the results are easy to process. The steps applied in conducting the study will be described in detail below.

Questions about the needs and expectations of tourists in Cape Town were included in the questionnaires developed to investigate factors that might influence a tourist's choice of an eating establishment. These were concerned more broadly with a tourist's nationality and perceptions of eating establishments in the Cape Metrople region, specifically, and South Africa generally. To ensure ease of comprehension, the questionnaire was piloted among a sample of ten individual tourists and local people. Thereafter, some modifications were made to the wording of the questionnaires.

The revised questionnaire (Appendix I) was administered to both domestic and foreign tourists. These were administered face to face at three designated locations (Waterfront, Camps Bay and Cape Town City Centre) during the peak holiday season (December 2004 and January 2005) over a spread of days of the week and times of the day. Participants were selected randomly using the convenience sampling approach.

This chapter presents the research questions, limitations, sampling framework and methodological approach used. Research instruments adopted, data collection procedures and descriptions of the study areas will also be discussed.

collection procedures and descriptions of the study areas will also be discussed.

3.2 Study areas

The research was conducted in three designated areas of the Cape Metropolitan region as mentioned previously. Justification of these study areas is outlined in detail in the next section.

3.2.1 Justification of the study areas

According to South African Tourism (2004:1), the **Victoria & Alfred Waterfront** is South Africa's most visited tourist destination - a world-wide attraction, drawing more than 20 million visitors annually. The Waterfront is a historic working harbour that has been given a new lease on life. This location provides entertainment for the whole family and all its facilities are accessible to the disabled. Furthermore, the Waterfront, has entertainers and street festivals, lively music at the open air amphitheatre, eleven cinemas, historic buildings, the Two Oceans Aquarium, the South African Marine Museum and Telkom's interactive display, walks and tours, boat trips and harbour cruises, water taxis, helicopter flips, sea rides, a working brewery, more than 50 restaurants and seven hotels.

Among the world's best cities, Cape Town **(City Centre)** was ranked first in Africa and the Middle East, and fifth in the world (South African Tourism, 2004:11). Cape Town has an ancient tradition of hospitality and a modern reputation as the favourite destination of South Africans and visitors alike. With pearly white beaches and awe–inspiring mountain scenery as her backdrop, the Mother City is a cosmopolitan mix of culture and business, industry and leisure, history and innovation. According to the South African Tourism (2004:11), Cape Town was crowned Africa's leading tourism destination at the fifth World Travel Awards.

Solomon of South African Tourism (2004:11) recently stated that South Africa dominated the travel and leisure's 2004 World Best Awards naming five of its hotels among the top ten resorts in the world. These properties were: **Singita private game reserve** (first), **Londolozi** private game **reserve** (third), **Bushmans' kloof wilderness reserve** (fourth), **followed by Mala Mala game reserve** (fifth) **and Phinda game reserve** (tenth). She adds that the results, based on a readers' survey reveal South Africa as the most popular destination in travel today. Similarly, the Cape Metropolitan Tourism CEO, Rick Taylor (1999) noted that the Cape Metropolitan area boasts some of the countries top attractions with 52% of all international visitors to South Africa visiting the Cape Metropole region.

Camps Bay includes some of the most expensive real estate in Africa. It is a lively, trendy part of the city on the Atlantic Seaboard in breath-taking surroundings with white sandy beaches edging the Twelve Apostles (the buttress of Table Mountain). Camps Bay is only minutes away from all the attractions of the V&A Waterfront, the City Centre and Hout Bay.

3.3 Selection of the sample

Two hundred questionnaires were administered face to face to sixty-six individual tourists at two designated areas (Cape Town and the Waterfront) and another sample of 68 individual tourists at Camps Bay, using the convenience sampling approach.

3.4 Research instruments/methods

As mentioned in Chapter one, the most commonly used method to gather data about the population is questionnaires. These are normally directed at specific individuals and, in this case study, include tourists. This section discusses the process of developing the research instruments that were used in this study.

3.4.1 Secondary data sources

The main aim of this study is to explore factors which may influence tourist choice of an eating establishment. A desktop study of a variety of literature was conducted to inform the design of the questionnaire. This included various scholarly journals, books, the Internet, articles, magazines, theses and dissertations, newspapers and papers presented at conferences. This gathered information was also used to develop the literature review and assist in contextualising the study in relation to factors influencing tourist choice of an eating establishment in the Cape Metropolitan region.

3.4.2 Primary data sources

The primary data sources that were used in the study included questionnaire surveys which will be outlined in the next section.

3.4.2.1 Pilot study

Before the actual research was conducted, questionnaires were tested to ensure validation of the study. This provided the researcher with an opportunity to restructure any ambiguous questions and to ascertain the average time that it would take to complete each questionnaire. Ten pilot questionnaires were directed at different people, not only tourists. A few common problems were encountered during the pilot, and the questionnaire was adjusted accordingly.

3.4.2.2 Questionnaire survey

Based on an extensive review of the literature, a draft of the questionnaire was prepared. The survey included primarily closed-ended questions as these types of questions have been useful in obtaining information that can be easily quantified. The questionnaire consisted of 27 questions and was structured in such a way to make it easy for the recipients to complete. To further simplify the process of collecting the data, the study was conducted face-to-face in order to clarify any unclear questions. The questions could be answered by ticking the boxes or by selecting an answer from a list provided **(Appendix I).**

The questionnaires consisted of four sections:

Section 1: This section gathered the respondents' demographic data and general information on travelling to South Africa and Cape Town. It was divided into four sub-sections that required data about the country or province of origin, whether they had visited South Africa or Cape Town before, and the primary reasons for visiting Cape Town.

Section 2: This section focused on whether respondents had eaten or intended to eat at eating establishments in Cape Town. It also focused on the type of eating establishments that tourists had eaten or intended to eat at as well as the respondents' first choice of eating establishment and the mode of transport used/intended to be used when visiting eating establishments.

Section 3: Section three focused on investigating factors influencing tourists' choice of an eating establishment as well as assessing the respondents' satisfaction or dissatisfaction, experiences, attributes expected mostly, rating of facilities available and comments about service offerings at eating establishments they had visited. Some of these questions included multiple responses so that participants had a wide range of responses.

Section 4: This section focused on suggestions and comments to owners and restaurant management. Tourists' suggestions and comments were constructed in terms of an open-ended question (unstructured) to allow participants to give their responses without limiting their views. This also facilitated separate analysis of these suggestions and comments towards the owners and restaurant managers of eating establishments **(Appendix ii).**

3.5 Methods for analysis of the data

Various methods are used to analyse various types of data in research. In this study, standard quantitative methods were employed to analyse the data. SPSS (Statistical Package for Social Science) was utilised to analyse the quantitative data. Thus, data was described and summarised using descriptive statistics, tables and graphic presentations.

3.6 Field work challenge/experience

The researcher and two research assistants did a formal introduction, then asked visitors if they would like to participate in the survey. If they responded positively, the survey was administered.

The researcher ensured that the questionnaires were filled out individually and not as a couple or as a group to elicit an independent and objective response to the factors concerned outlined in the survey. Each one of the three fieldworkers focussed on one area of the allocated three.

In some instances, the researcher and research assistants experienced difficulties in gaining cooperation, especially with visitors who were not very interested and hence, much patience was needed to persuade them to participate in the research.

3.6.1 The challenges faced by fieldworkers included the following:

- Some visitors did not like it when others showed interest to participate in the survey as they felt that they came to Cape Town for holidays and not for surveys.

- A number of visitors did not want to take part in the survey due to time constraints.

- Most of the visitors were helpful and cooperative in the survey, notwithstanding that some did not understand English very well.

- It appeared that some of the visitors, especially those who could not speak English well, were not comfortable or did not want to speak to strangers.

- Collecting data in the (Victoria and Alfred Waterfront, Cape Town City centre and Camps Bay) was indeed an experience for field workers despite the few obstacles/challenges mentioned above.

3.7 CONCLUSION

This chapter has looked at the methodology adopted in this case study, outlining the research questions intended to guide the study. Methods of collecting information to answer the research questions as well as the methods for analysing the data were also discussed under this chapter.

In total, two hundred individual domestic and foreign tourists were surveyed. The results of the survey will be presented and discussed in the next chapter.

CHAPTER: 4

4 CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

The procedures for conducting this study were explained in the previous chapter. These include the process of collecting data from a sample of 200 participants, justification of the study areas, research tools adopted, method of analysing the data including fieldwork experience. This chapter depicts the results of the in–depth questionnaire survey conducted on domestic and foreign tourists (n=200) who visited the Cape Metropole region between December 2004 and January 2005.

The data was analysed to determine the tourists' selection of eating establishments. This was in accordance with the objectives set out for the study. Satisfaction or dissatisfaction with current offerings in Cape Town eating establishments and the extent to which tourists would be willing to return to dine or refer others to the same places they had visited were analysed.

The results are presented in the following sections:

Section 1: This section describes the profile or demographic data of the respondents who visited during peak season in the Cape Metropole region.

Section 2: The focus of this section is on visitors' primary reasons for visiting Cape Town as well previous visitation and the last time they had visited. The types and first choice of eating establishments that tourists had eaten in or intended to eat in, as well as respondents' first choice of the location and the mode of transport they had used or intended to use when visiting these establishments are further presented.

Section 3: This section describes the most influential factors for tourists' when selecting an eating establishment. It also focuses on assessing the views of visitors with regard to attributes of restaurants and the problems encountered by the respondents.

Section 4: Section four presents and analyses ratings of service offerings such as eating-out experience, price range, safety and general service levels. Among these ratings were the availability of African dishes, the state of health and nutrition, the location, special attention for pensioners and whether tourists would refer friends and family to eating establishments they had visited.

Section 5: This section encompasses the most significant factors when selecting an eating establishment. It also deals with positive and negative factors of restaurants as well as the influence of adolescents, views of tourists about facilities available at eating establishments, such as facilities for people with disabilities, children's menu, parking and playgrounds for children. Lastly, suggestions and comments of tourists are also described under this section.

Finally, conclusions were drawn on the need to improve service offerings as well as on aspects related to nationality and culture of the tourists from the results obtained.

4.2 SECTION - ONE

4.2.1 Profile of the tourists

The profile of the tourists who were sampled for this study comprised the following categories:

- Country or province of origin;
- Historical race classification (South African tourists only);
- Gender profile;
- Age profile; and
- Religious profile.

4.2.1.1 Foreign tourists – country of origin

One hundred and thirty participants (non-South Africans) were questioned by means of a self-administered questionnaire. The tourists who were included in the survey came from 26 different countries. Due to limitations with regard to the English language, the survey had to be confined to countries whose citizens have a good command of the language.

The place of residence of foreign tourists is presented in **Table 4** below. For each area of reference, the following key will be utilised, WF (Waterfront) CB (Camps Bay) and CT (Cape Town city centre) respectively.

The majority of the respondents (18.5%) who participated in the survey of foreign tourists originated from the United Kingdom followed by the Southern African Developing Countries (SADC) (14.5%). The United States of America and Germany represented 5% each of the sample.

Respondents from many of the countries including other parts of Africa, Europe made up the remainder of the total sample. This is not surprising as the main international tourist markets are UK, SADC, Germany and USA. For example, the reviewed literature of tourism statistics represented in Chapter Two shows that over four hundred thousand foreign tourists from SADC visited South Africa in 2002 alone (South African Tourism, 2002). Similarly, the literature also showed that over 12 000 foreign visitors originated from different parts of the USA irrespective of the fact that 2001 September 11 was a bad year for Americans.

Table 4: Place of residence - Foreign Tourists (in %)

Place	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
SA	**26**	**20**	**24**	**35**
UK	13	17	7	18.5
SADC	9	14	10	14.5
Germany	1	5	4	5
USA	3	4	3	5
Kenya	1	1	3	2.5
Australasia	1	1	3	2.5
Middle East	3	-	1	2
France	-	1	2	1.5
Gabon	1	-	2	1.5
Nigeria	-	2	-	1
Athens	1	-	1	1
Greece	2	-	-	1
Holland	2	-	-	1
Sweden	2	-	-	1
Sudan	1	-	-	0.5
Austria	1	-	-	0.5
Ivory Coast	-	-	1	0.5
Poland	-	-	1	0.5
Belgium	-	-	1	0.5
Senegal	-	-	1	0.5
Portugal	-	1	-	0.5
Cameroon	-	1	-	0.5
Italy	1	-	-	0.5
Spain	-	-	1	0.5

4.2.1.2 Province of residence (Domestic tourists)

Of the total sample of domestic tourists (n=70) who originated from the eight provinces of South Africa, the majority (12.5%) originated from Gauteng followed by the Eastern Cape (9 %), with less than 9% from Kwazulu Natal (KZN) (6%), Free State (3.5%) and Limpompo (2.5%) respectively. The descriptive statistics show that the smallest number of domestic tourists (less than 1%) originated from Mpumalanga, Northwest and Northern Cape provinces as illustrated in **Table 5** below. This is not surprising as the main domestic markets to Cape Town are generally people from Gauteng and the Eastern Cape.

Table 5: Province of residence - Local residence (in %)

Province	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**40**	**48**	**42**	**65**
Gauteng	8	9	8	12.5
Eastern. Cape	8	3	7	9
KZN	5	4	3	6
Free State	4	-	3	3.5
Limpompo	-	3	2	2.5
Mpumalanga	1	-	-	0.5
North West	-	1	-	0.5
Northern Cape	-	-	1	0.5

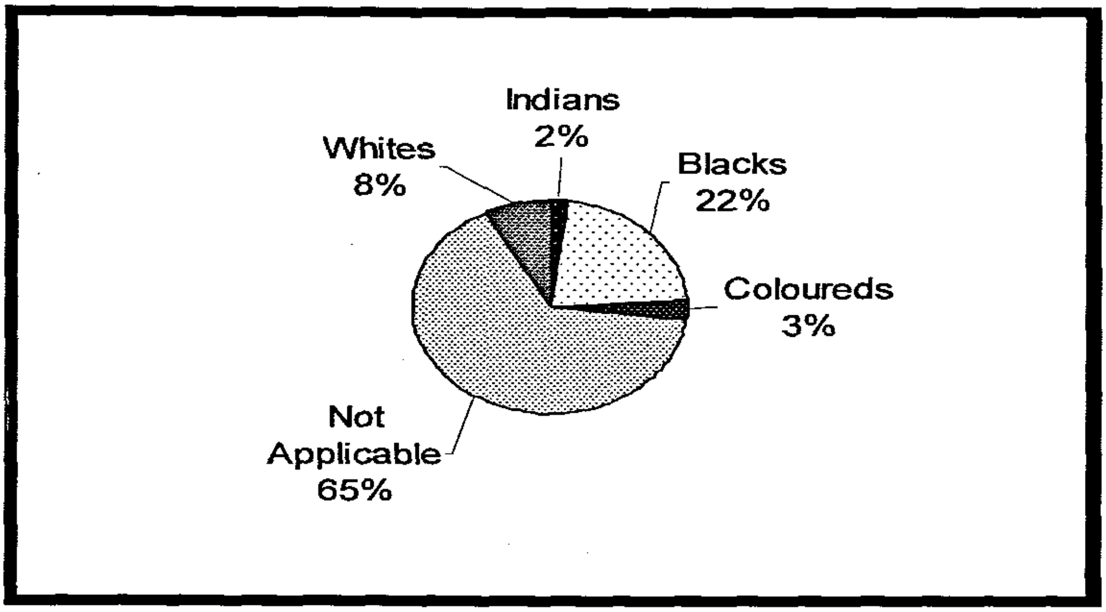
4.2.1.3 Historical race classification (Domestic tourists only)

With regard to historical race classification, only domestic tourists were asked to state their race. This gives separate analysis of the sample of South African tourists who represent diverse cultures, coming from different backgrounds and provinces. As depicted in **Figure 4**, the results show a majority of Blacks (22%) in the sample, with only 8% representing the White community.

The lowest proportions of the sample were Coloureds (3%) and Indians (2%). This is not surprising as the Coloureds are mostly from the Western Cape, whereas Indians are usually from KZN. Moreover, it is interesting to note the fact that Blacks are the majority in the sample of domestic tourists. This should be a significant consideration for tourism and the hospitality industry as this market segment may require particular attention in terms of service offerings such as cultural–specific foods like "Pap" and "Isichebo". It has been mentioned in Chapter One that the Zulu and Xhosa tribes enjoy these kinds of dishes ("Pap" and "Isichebo).

When considering the results depicted in **Figure 4** below, it is essential to note that the overall total percentage for domestic tourists is 35%. The 'not applicable' responses (65%) represent foreign tourists, which did not form part of the historical race classification.

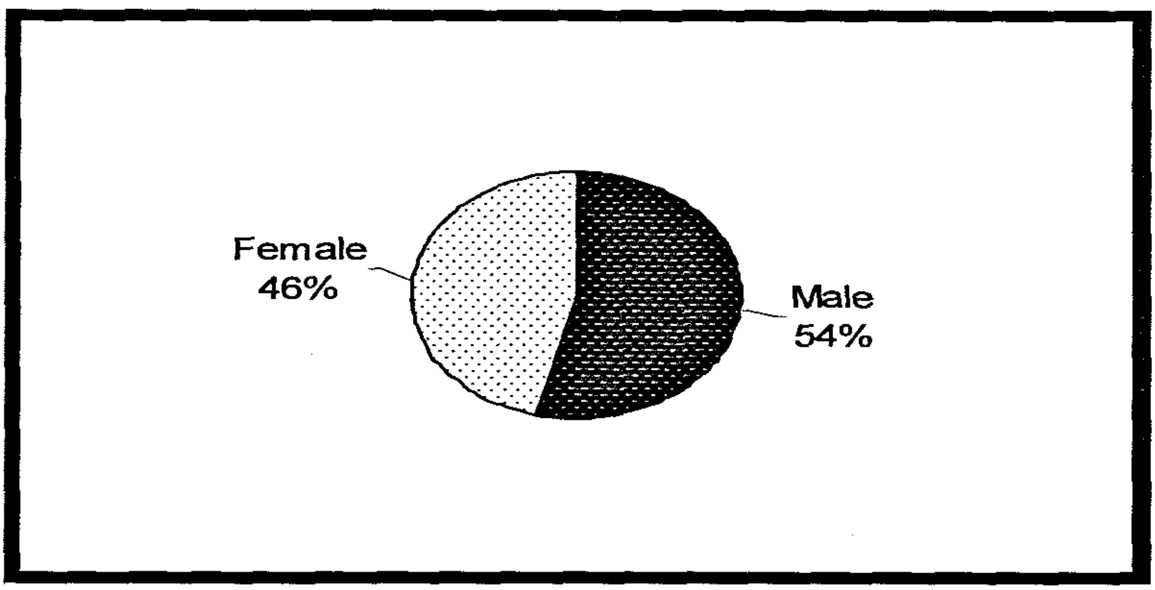
Figure 4: Historical race classification - (Domestic tourists only)



4.2.1.4 Gender profile

Of the participants, 54% were male and 46% female as illustrated in **Figure 5**. This could reflect the fact that the male is usually the head of the family, and responds accordingly.

Figure 5: Gender profile



4.2.1.5 Age profile

The age profile of the total sample (n=200) is depicted in **Table 6** below. The majority of tourists, both domestic and foreign, were in the age group 21-30 years (35%), followed by the age group 31-40 years (28%). Furthermore, the 41-50 years age group constituted 12% and 51-60 years was 10.5%. From the results, there were those responses who obtained less than ten percent, 61-70 years (8.5%), 18-20 years (4%), closely followed by 70+ years age group (2%).

It is interesting to note that the age group of between 21 and 30 years old made up the majority of the sample. This phenomenon may be of significant value to the industry as this age group represents youth. Accordingly, the needs and expectations of these various age groups may differ such that youth may demand more value for money spent (i.e. it may not only be about eating but also about entertainment, live music, a clean and hygienic place, and good quality foods) rather than people of over 60 years and above. In contrast, older people or pensioners may require special attention and a cosier environment when dining out. To substantiate these trends, Holjevac (2003:129-134) notes "the future of tourism may be described by the needs and expectations of the tourists who are the consumers, guests and tourists of tomorrow."

To entice tourists, especially in the South African context, tourism destinations have to maintain a high degree of attractiveness, unique ambiance and something of special interest to tourists. Moreover, Davis and Stone (1992:24) noted that if one or two of these components of the meal experience are out of harmony with the others, the whole product or service mix will be seen by the customer as a number of disjointed parts rather than as a totality.

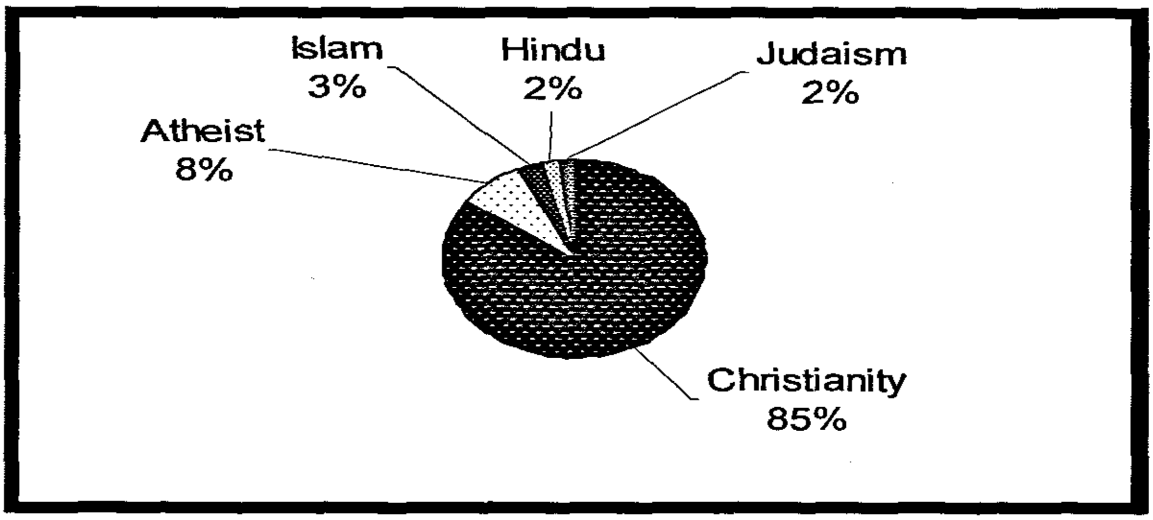
Table 6: Age of respondents (in %)

Age (years)	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
21-30	26	15	29	35
31-40	17	22	17	28
41-50	5	10	9	12
51-60	4	12	5	10.5
61-70	10	4	3	8.5
18-20	3	4	1	4
70+	1	1	2	2

4.2.1.6 Religion profile

Of the total participants (n=200) an overwhelming majority of participants (85%) are Christians followed by Atheists (8%) as shown in **(Figure 6)**. The lowest percent obtained in the sample were Islam (3%), Hindu and Judaism (2% each). This difference between the majority and minority of tourists' religion could influence tourist's decisions when deciding upon the type of eating establishment and the kinds of food offered. An example of this relates to Muslim and Jewish people. Generally, Jews require kosher foods whereas Muslims require halaal foods.

Figure 6: Religion profile



4.3 SECTION - TWO

4.3.1 Had tourists visited South Africa previously (Foreign tourists)?

Of the total sample of foreign tourists who responded (n=130), there was a slight difference between the respondents (37%) who had visited South Africa before and the ones (28%) who had not visited, as illustrated in **Table 7**. The dining out experience and expectations between the visitors who visited previously and the minority of respondents who had not visited before may differ.

Tourists who had not visited previously may visit South Africa and Cape Town specifically, with pre-set expectations arising from word of mouth or by other means of advertising. For example, the literature cites these occurrences, as it shows that leisure tourists come to places with pre-set expectations (Kleynhans, 2003:9). The statistics depicted in **Figure 8** revealed that 41% of both domestic and foreign tourists had never visited the Cape Metropole region before. However, those visitors who visited before may also have pre-set expectations judging from previous visitation. This could well influence their selection of eating establishments.

Table 7: Had Tourists visited South Africa before (in %)

Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**26**	**19**	**24**	**35**
Yes	21	27	26	37
No	19	22	16	28.5

4.3.1.1 Times that tourists visited South Africa (Foreign tourists)

In establishing whether tourists had visited South Africa before, it was also determined how many times tourists had visited including the last time they had visited.

The descriptive statistics as shown in **Table 8** indicate that 21.5% of the tourists who had visited South Africa previously had visited more than twice, while 9.5% had visited twice, followed by 5.5% who had visited only once. The number of times that tourists visited South Africa may reflect satisfaction with tourism and hospitality product and service offerings.

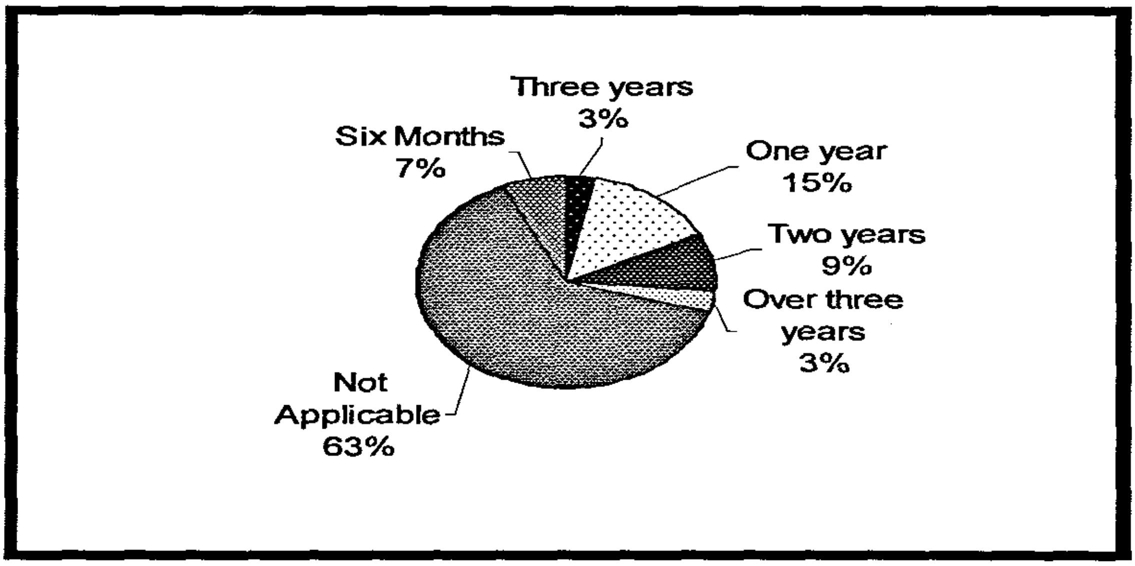
Table 8: How many times visited SA before (in %)

Times	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**45**	**41**	**41**	**63.5**
More than twice	11	16	16	21.5
Twice	5	5	9	9.5
Once	5	6	-	5.5

4.3.1.2 Last time tourists visited South Africa (Foreign tourists)

It is noted that the last time these tourists had visited South Africa was 6 months ago (7%), 1 year ago (15%), 2 years (9%), 3 years (3%) and 4 and 5 years (3%) respectively. As mentioned earlier in **Sub-Section 4.3.1,** it can be said that the choice of eating establishment may well be influenced by prior visitations and the number of previous visits.

Figure 7: Last time tourists visited South Africa (Foreign tourists)



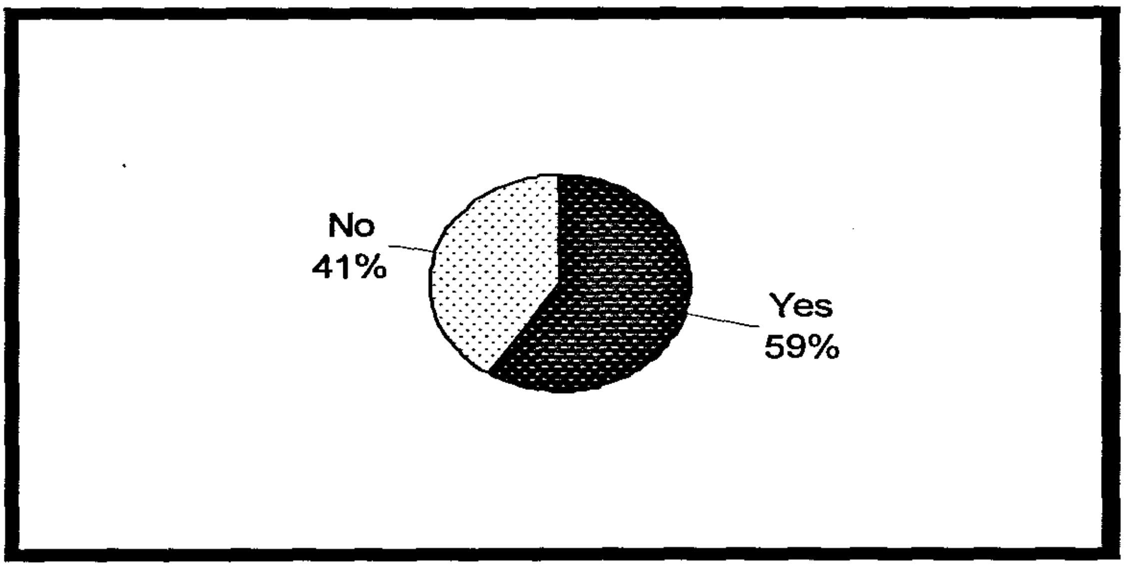
4.3.2 Had tourists visited Cape Town before?

In establishing previous visitation to Cape Town for both domestic and foreign tourists, respondents were asked whether they had visited Cape Town before and, if so, how long ago.

As can be seen in **Figure 8,** the results show a majority of 59% indicating that they had visited Cape Town before, with 41% indicating that they had not visited at all.

It can be concluded that of the respondents (59%) who visited Cape Town before, 22% of them were domestic tourists as only 37% of foreign visitors indicated that they had visited South Africa before as per **Table 7.**

Figure 8: Had tourists visited Cape Town before (in %)?



4.3.3 How many times tourists visited Cape Town previously?

Of the participants (59.%) who indicated that they had visited Cape Town previously, 15% of them noted that they had visited four times, closely followed by 13.5% and 13% visiting for more than five times and twice respectively as illustrated in **Table 9** below.

Table 9: How many times tourists visited Cape Town before (in %)

Times	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**28**	**30**	**24**	**41**
More than Five	7	15	5	13.5
Four	9	8	13	15
Twice	10	5	11	13
Once	7	7	5	9.5
Thrice	5	1	9	7.5
10 Times	1	-	-	0.5

Although there were less than 1% of tourists (0.5%) who visited Cape Town more than ten times, 9.5% of respondents indicated that they had visited only once with 7.5% visiting three times. Once again, repeat visitation could well influence eating choices.

4.3.4 Primary reasons for visiting Cape Town

According to the descriptive statistics, of the primary reasons for visiting Cape Town for both foreign and domestic tourists, the majority of respondents (48%) indicated that their primary visit was for holiday. A further 20.5% showed that they primarily visited for business closely followed by 19.5% who visited their friends and families.

Although in differing degrees, the fact that approximately 70% of visitors mainly visited for holiday and business is a good indication of a country that is capable of attracting business opportunities and foreign exchange through visitors. There is no doubt that this may be beneficial to the economic growth of South Africa. According to Olver (2004:2) tourism is one of the key sectors creating jobs and business opportunities and bringing foreign exchange into South Africa, contributing more than 7% to the country's gross domestic product. Lastly, arising from the results, 12.5% of the participants indicated that their primary visit was respectively an invitation by someone and to experience the city. There were also similar responses of visitors who were on tour and university exchange-students/scholars (10.5% each) with these closely followed by 9% of visitors whose primary reason for visiting was to celebrate a special event and 6.5% for adventure.

The lowest proportion of the visitors' primary reasons for visiting was for a sport event (3.5%) as illustrated in **Table 10** below. It is for the South African tourism and hospitality industry to act positively with regard to tourists' needs and expectations in accordance with their primary reasons, if it intends to maintain this type of market.

Table 10: Primary reasons for visiting Cape Town (in %) multiple responses

Reasons	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**114**	**114**	**87**	**60**
Holiday	35	33	28	48
Business	10	18	13	20.5
Visit friends/family	14	9	16	19.5
Someone invited you	8	3	15	13
Experience the city	12	5	8	12.5
Exchange University student/scholar	7	4	10	10.5
On tour	8	5	8	10.5
Celebrate a special event	5	8	5	9
Adventure	5	-	8	6.5
Sport event	2	5	-	3.5

4.3.5 Had tourists eaten or intended to eat at eating establishments in Cape Town

An overwhelming majority of respondents (98.5%) had eaten or intended to eat at eating establishments in the Cape Metropolitan region. Only 1.5% of the visitors indicated that they had not eaten nor intended to eat at any eating establishment as shown in **Table 11**.

The small number of respondents who indicated that they had not eaten nor intended to eat at eating establishments might have been influenced by not having their preferred eating establishments or still not having decided upon the choice of place they intended to eat for a number of reasons. It could be that they had just arrived or they preferred to eat at their friends' homes.

Table 11: Had tourists eaten or intended to eat at eating establishments (in %)

Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Yes	65	66	66	98.5
No	1	2	-	1.5

4.3.6 Types of eating establishment that visitors intended to eat at

The majority of respondents indicated that they intended to eat at fast food restaurants (59%), seafood restaurants (58.5%) and steakhouse restaurants (57.5%) respectively. Some respondents indicated their preference for coffee shops (47%), African restaurants (42%), snack bar restaurants (20%), Chinese restaurants (19%), self service restaurants (13%) and Indian restaurants (9%) respectively.

Arising from the results, the minority of respondents indicated that they intended to eat at Halaal restaurants (6%), 4% at Italian restaurants and 1% at Portuguese restaurants as illustrated in **Table 12**. The fact that there were small responses in the minority for other types of eating establishments (i.e. Indian, Halaal, Italian and Portuguese restaurants) from the results, is not surprising as it could well reflect tourist nationality and their religious profile. Moreover, an overwhelming majority of 85% were Christians as shown earlier in **Figure 6**. With regard to other types of eating establishments, it is not surprising to note that African restaurants were among the first choice in the selection of the types of eating establishments as they obtained over forty percent (42%), as this may perhaps be associated with the fact that Blacks were the majority (22%) of domestic tourists in terms of historical race classification as indicated previously in **Figure 4.** However, it may be that foreign tourists may also want to experience African restaurants.

Once again, another 12% of the respondents indicated African restaurants as their first choice when selecting an eating establishment after Seafood (33.5%) and Steakhouse restaurants (22%) as presented in **Table 4.10**. Besides the fact that Blacks were the majority in terms of historical race classification, the fact that over forty percent showed interest in African restaurants clearly shows the demand for cultural–specific foods not only by domestic tourists, but also by foreign tourists.

Table 12: Type of eating establishments that respondents intended to eat at (in %) multiple responses

Type of Eating establishment	WF (n=66)	CB (n=68)	CT (n=6)	Total (n=200) %
N/A	**1**	**-**	**2**	**1.5**
Fast food restaurant	40	35	43	59
Seafood restaurant	42	39	36	58.5
Steak -house restaurant	40	34	41	57.5
Coffee shop	35	24	35	47
African restaurant	25	27	32	42
Snack bar restaurant	13	11	16	20
Chinese restaurant	14	16	8	19
Self service restaurant	7	7	12	13
Indian restaurant	5	8	5	9
Halaal restaurant	3	5	4	6
Italian restaurant	-	8	-	4
Portuguese restaurant	1	-	1	1

4.3.7 Type of eating establishments that are respondents' first choice

The indications from **Table 13** are that 33.5% of the respondents indicated that seafood restaurants were their first choice, and a further 22% indicated steak houses and 12% for African restaurants closely followed by fast food (11.5%). Those that were less than ten percent in the sample included coffee shops 7.5%, snack bars 3.5% and self service restaurants 3%. These types of restaurants were not as popular as a first choice of tourists. These were closely followed by Halaal and Chinese restaurants (2.5% each) as shown in **Table 13**.

The results also showed that among the types of restaurants that were not as popular as first choice were Indian restaurants (1%) followed by Kosher and

Italian restaurants (0.5% each). This may once again reflect tourists' nationality, religious profile or historical racial classification as only 0.5% of the total sample came from Italy and that 2% reflected Jews and Muslim (3%) as per **Table 4 and Figure 6**. On the contrary, tourists' nationality and the racial classification may not necessarily give an indication that people from other races or nations do not like other types of food. However, as the results indicate it can be generally said that the choice of an eating establishment reflect peoples' background as other visitors may want to experience the same type of food and choice of restaurant they are used to.

In terms of historical race classification, the fact that Indians reflected only 2% from the sample of domestic tourists, could justify the reason why smaller responses indicated this type of eating establishment.

The difference between the majority and minority of response for the type of eating establishments that respondents had eaten or intended to eat at were above 55% for restaurants that were most popular with only less than 10% for those that were not popular. For example, 9% of the respondents indicated that they had eaten or intended to eat at Indian restaurants, 6% at Halaal restaurants, 4% at Italian restaurants and 1% at Portuguese restaurants respectively.

Table 13: The type of eating establishments that are respondents' first choice (in %)

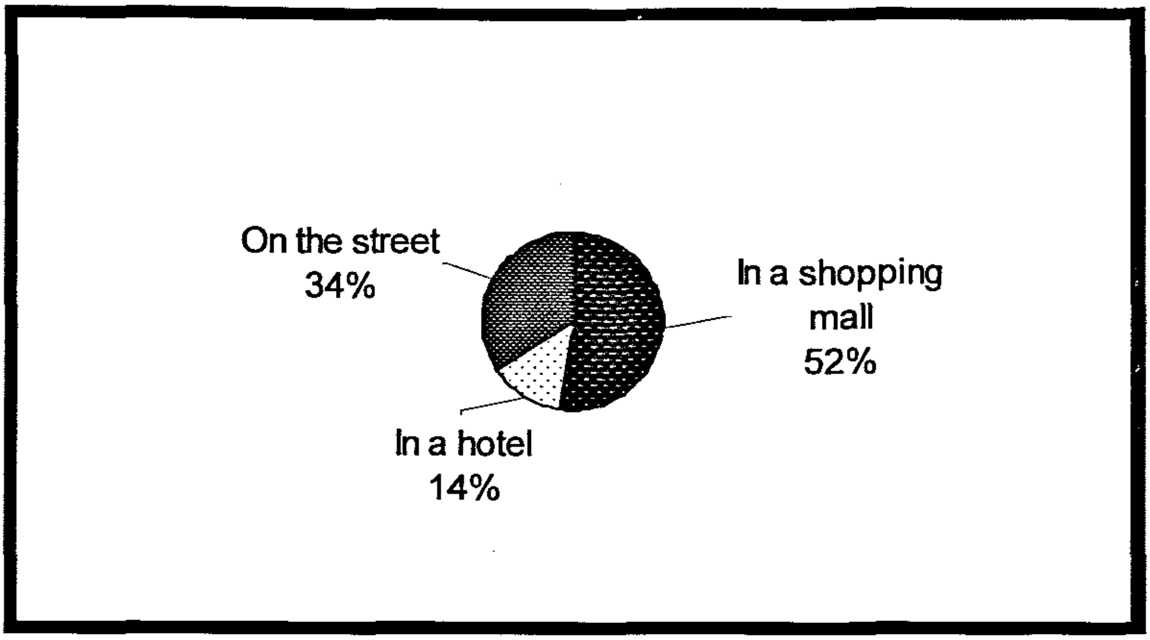
Type of restaurant	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Seafood	22	24	21	33.5
Steak house	14	16	14	22
African	9	7	8	12
Fast food	9	3	11	11.5
Coffee shop	2	7	6	7.5
Snack bar	4	2	1	3.5
Self service	1	5	-	3
Chinese	2	1	2	2.5
Halaal	2	1	2	2.5
Indian	1	-	1	1
Kosher	-	1	-	0.5
Italian	-	1	-	0.5

4.3.8 Visitors' first choice of location in choosing an eating establishment

From the descriptive statistics, it is clear that the majority of the respondents (52%) preferred the shopping mall as their first choice of location when dining out, followed by 34% of respondents who preferred to dine on the street.

Only, 14% showed that their first choice of location when dining out was in a hotel. To some visitors, the locations may form part of the components of the meal experience as the results in **Table 14** show a significant response of the visitors (78%) who clearly indicated that location was the most influential factor when selecting an eating establishment.

Figure 9: Tourist's first choice of the location

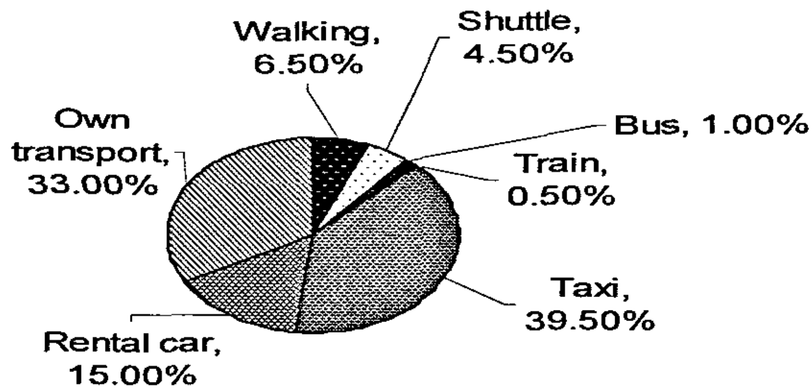


4.3.9 Mode of transport used by the visitors

The statistical analysis showed that 39.5% of the respondents used taxis as their mode of transport followed by 33% of respondents who used their own transport and 15% for visitors who used a rented/hired transport when they visited eating establishments as shown in **Figure 10**.

There were a number of visitors (6.5%) who preferred walking, closely followed by 4.5% of visitors who used the shuttle from the place of stay. Those visitors who used busses and trains constituted (1% and 0.5%) respectively as per **Figure 10** below. Visitors who preferred walking to eating establishments may have been staying in hotels close to establishments they had visited. This could also justify the fact that only 14% of the total sample selected a hotel as their first choice of the location when dining out. Similarly, 4.5% of the visitors used shuttles from the place of stay which might include hotels, guest houses or backpackers, which, therefore, adds to the fact that most of the respondents preferred to eat on the street or in a mall rather than their place of stay. The mode of transport used by tourists in this case study may be of significant importance when considering the 2010 Soccer World Cup.

Figure 10: Mode of transport used by tourists



4.4 SECTION - THREE

4.4.1 The most influential factors in choosing an eating establishment

In establishing the factors that were most influential in tourists' decisions when selecting an eating establishment in the Cape Metropole region, there was a high proportion of visitors (78.5%) who were most influenced by the location of the establishment as per **Table 14.** A further 63.5% of the participants indicated that they were influenced mostly by affordability of the menu prices. Some respondents (56%) indicated that they were influenced by cleanliness and hygiene and 55% by the type of food offered in an eating establishment. There is no doubt that these factors may influence tourist choice of an eating establishment as tourists may incorporate them as part of eating out experience. The results also showed that 49.5% of visitors were influenced mostly by atmosphere. The fact that almost fifty percent of the total sample expressed themselves as most influenced by atmosphere could be the results of the age group of respondents. This is because **Table 6** shows that the majority of respondents (35%) were between the ages 21 and 30. Generally, this age group (21-30) may require the best atmosphere at eating establishments, which encompasses crowds, live entertainment and music when dining out as opposed to older people who may also require a cosier environment and live entertainment, but with the exception of crowds and wild noise.

Another 44% indicated that they were influenced mostly by food safety, closely followed by 42.5% indicating efficient and pleasant service while 35.5% indicated safety as indicated in **Table 14**.

It can be observed from the results that tourists are mostly influenced by location, affordable menu prices, cleanliness and hygiene, type of food offered, atmosphere, safety, African dishes on offer, food safety and the like. Although in differing degrees, the literature reviewed in Chapter Two supports these occurrences as Choi & Chu (2001:279) regard some of the influencing factors such as cleanliness and hygiene, location, price range, service quality and reputation of an eating establishment as important for travellers when evaluating the quality of an establishment's performance. These authors contend that consumer perceptions of satisfaction criteria may include contextual cues and many more. In establishing the most significant factors when selecting an eating establishment, visitors indicated that location (79.5%), safety (61.5%) and service excellent (56%) are the most significant factors as depicted in **Table 26**.

The fact that safety is the second most significant factor to tourists is indicated in **Table 26**. Thus, the respondents showed that safety was positive (65%) at eating establishments they had visited.

From the descriptive statistics, some visitors indicated that one of the factors influencing their decisions relates to the availability of various menus including a good wine list (32.5%) as shown in **Table 14**. This is closely followed by 29.5% of visitors who are influenced by something unique in restaurants, while 28.5% of visitors indicated that they are influenced mostly by the availability of African dishes for tourists. Visitors who stated that they are influenced mostly by pleasant decor at eating establishments constituted (27.5%), with 23.5% who indicated that parking access was the most significant factor that influenced their decision. Less than twenty percent of the visitors (18%) said they were influenced mostly by a well-known brand restaurant.

The minority of the respondents (11.5%) indicated that they are mostly influenced by the type of restaurant that is available nationally or globally. Generally, similar types of such restaurants may refer to McDonalds, Steers and Kentucky Fried Chicken (KFC). Although only 6% of the respondents indicated that they were mostly influenced by the availability of playgrounds for children and 4.5% by providing special attention to pensioners, these factors may still have relevance to tourist decision-making when selecting a place to eat.

The fact that only a small proportion of the respondents indicated that they are mostly influenced by the availability of playgrounds for children (6%) and special attention for pensioners (4.5%) could well indicate the response of the young age group which does not necessarily consider requirements for children and pensioners. The industry, therefore, needs to pay attention to these needs if it is to grow and sustain its position in the global market, while ensuring its goodwill to the public.

Table 14: The most influential factors in choosing an eating establishment (in %) multiple responses

Factors	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Not Applicable	**194**	**227**	**222**	**76**
Location	52	50	55	78.5
Prices affordable	44	35	48	63.5
Cleanliness and hygiene	37	39	36	56
Type of food	34	39	37	55
Atmosphere	37	27	35	49.5
Food safety e.g. food carries no contamination	33	22	33	44
Efficient and pleasant service	20	32	33	42.5
Safety	26	24	21	35.5
Various menus including good wine list	23	21	21	32.5
Offers something unique	18	23	18	29.5
African dishes for tourists	20	22	15	28.5
Pleasant decor	19	16	20	27.5
Parking access	14	12	21	23.5
A well-known brand restaurant	11	10	15	18
Type of restaurant that is available nationally/globally	6	6	11	11.5
Playgrounds for Children	1	5	6	6
Special attention for pensioners	5	2	2	4.5

4.4.2 Attributes expected at eating establishments

There is no doubt that cleanliness and hygiene are one of the most influential factors when deciding upon an eating establishment. This was discussed earlier in **Chapters Two** and **Four** and under **Section 3**. Arising from the results, it is of utmost importance to note that an overwhelming majority of respondents (90%) expect cleanliness and hygiene as the most important attribute at eating establishments followed by 52% of visitors indicating that they expect atmosphere to be the most important attribute when deciding upon an eating establishment as per **Table 15**.

The literature reviewed in Chapter Two also shows that the main part of eating out experience begins when customers enter a restaurant and ends when they leave (Davis & Stone, 1992:24). This is, of course, in accordance with the fact that over 90% of respondents indicated cleanliness and hygiene as most expected attributes at eating establishments, followed by atmosphere (52%) and social skills of staff (48.5%) as shown in **Table 15**.

There is no doubt that these factors (cleanliness and hygiene, and atmosphere) may create the first impression to customers (tourists). Thus, any feelings customers may have when visiting eating establishments and when they leave should be taken into consideration and included as part of the total experience. According to Davis and Stone (1992:24) customers' (tourists') decision to select a place to eat may have been taken after consideration of a number of factors and visitors will choose the place they consider satisfies all or most of their requirements.

In terms of other attributes, the respondents showed that they expected mostly ease and understanding of the menu (37%), live entertainment (29%), interesting and pleasant decorations (16%) and space and layout (13%).

Table 15: Attributes expected most in eating establishments (in %) multiple responses

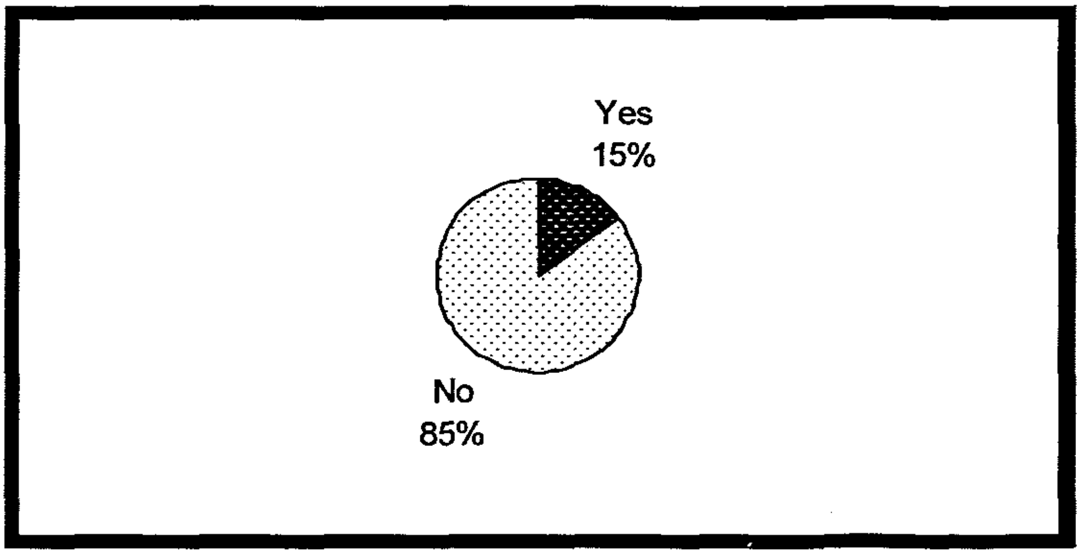
Attributes	**WF (n=66)**	**CB (n=68)**	**CT (n=66)**	**Total (n=200) %**
N/A	**35**	**45**	**31**	**55.5**
Cleanliness & Hygiene	60	63	57	90
Atmosphere	40	28	36	52
Social skill of staff	32	28	37	48.5
Menu easy to understand	26	26	22	37
Live Entertainment	18	18	22	29
Interesting & Pleasant decor	11	7	14	16
Space & Pleasant layout	10	10	6	13

4.4.3 If tourists experienced problems at eating establishment

It is interesting to note that a significant majority of the respondents (85%) indicated that they had not experienced any problems when eating at eating establishments, while (15%) of respondents indicated the opposite as shown in **Figure 4.8** below. These results indicate a general satisfaction with the dining out experience as almost sixty percent (58.5%) of respondents indicated that they had had a good overall experience at eating establishments they had visited and a further 27% rated it as excellent as per **Figure 4.9**. These results could also justify repeat visitation.

Although, only 15% percent of the respondents indicated unhappiness about service offerings at eating establishments they had visited, it is of importance to address the problems as outlined below in **Section 4.4.3.1**.The number of tourists who expressed dissatisfaction at eating establishments may grow drastically and the meal experience and subsequent bad memories associated with the eating establishment can be an important component of dissatisfaction with a destination. Thus, this segment of the tourist market may play a significant role in the future growth of South African tourism.

Figure 11: If tourists experienced problems



4.4.3.1 Clarification of problems experienced at eating establishments

The literature reviewed in Chapter Two shows that customers have higher expectations demanding more attention and friendlier service (Mill, 1998:165). Referring to the proportion of respondents (15%) who indicated that they experienced problems previously, some of the visitors (5.5%) indicated that service was very slow, while 3% felt that eating establishments were too busy as per **Table 16**. The fact that some respondents (3%) indicated that it was busy at eating establishments could justify the service being very slow. This is not surprising as some of the respondents indicated that some of the staff were unskilled (1.5%), but it could also be that the restaurants did not have enough staff to prepare for the busy period which resulted in service being slow.

Participants who indicated that restaurant employees were unskilled constituted 1.5%. This is not surprising as **Table 15** shows that 48.5% of the respondents stated that they regard the social skills of the staff as one of the most important attributes. Furthermore, 8.5% of the respondents suggested that the restaurants should improve service and a further 2.5% suggested that more trained waiters should be provided as per **Table 37.** As indicated in **Table 16**, there were a low proportion of responses for visitors who indicated that their problems were related to racism by staff, scarce African foods and the lack of playgrounds for their children (1% each). Similarly, the results also showed similar responses for the minority, for insufficient parking, food too expensive, lack of adventurous dishes and scarce kosher foods (0.5% each).

Table 16: Problems experienced at eating establishments (in %)

Problems	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**60**	**51**	**59**	**85**
Slow service	1	8	2	5.5
Too busy	4	1	1	3
Staff unskilled	-	2	1	1.5
Racism by staff	1	-	1	1
No playground for children	-	1	1	1
Scarce African foods	-	2	-	1
Insufficient parking	-	1	-	0.5
Food too expensive	-	-	1	0.5
Lack of adventurous dishes	-	1	-	0.5
Scarce Kosher foods	-	1	-	0.5

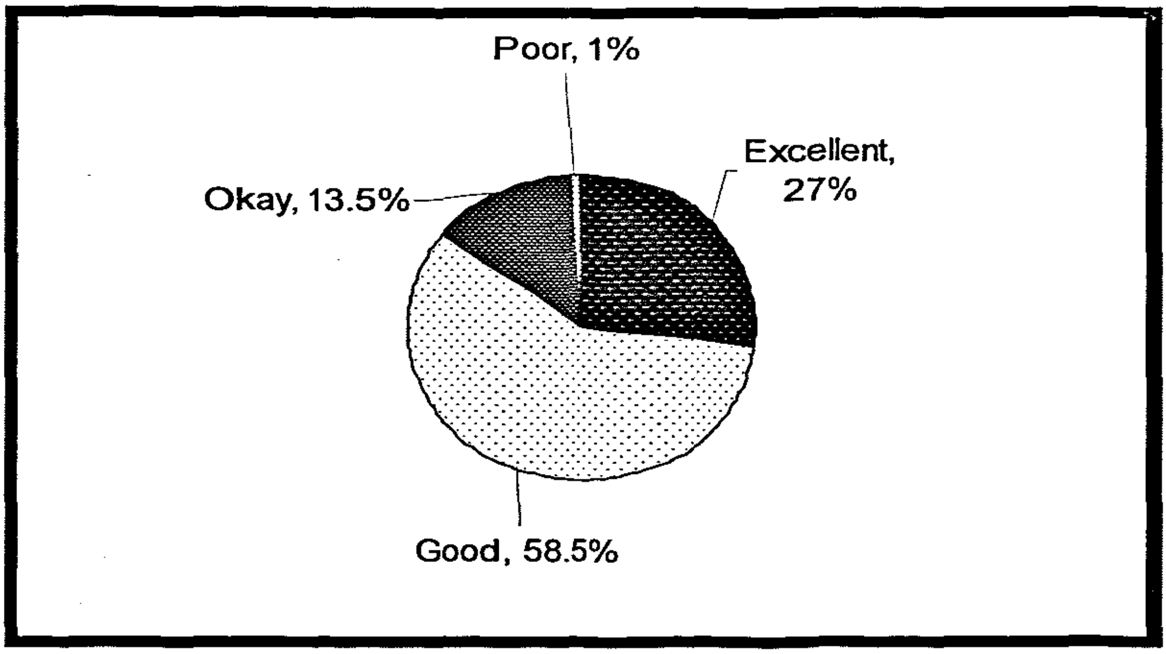
4.5 SECTION - FOUR

4.5.1 Rating of eating out experience

Of the total respondents (n=200) 58.5% of the respondents indicated that they had had a good overall eating out experience, while 27% of them felt that the eating out experience was excellent, as illustrated in **Figure 12 below**. Only 13.5% of visitors felt that the experience was acceptable with only 1% indicating the opposite. The results as illustrated could be a general indication that eating establishments have been able to meet most of the visitors' needs and expectations.

The fact that 85.5% of the respondents (58.5% or 27%) felt that the eating out experience was good or excellent is not surprising as a significant number of visitors (85%) clearly stated earlier in **section 4.4.3** that they had not experienced problems at the eating establishments they had visited.

Figure 12: Rating of eating out experience



4.5.2 Price range at eating establishments

In establishing the views of tourists about the price range of food and beverage menus at eating establishments, the majority of respondents (71.5%) indicated that the price range was good and a further 16% indicated that the price range was very good as illustrated in **Figure 17.** There was a small proportion of respondents who indicated that they were not happy about the prices. These respondents indicated that the prices were poor (9%) with 1% indicating that the prices were very poor. This may mean that these visitors felt that prices were too high. However, these indications may not necessarily mean that visitors want cheap prices, but may refer to the quality and quantity of food, level of service and the ambiance provided for the price paid.

Those respondents who indicated that price range was poor could be linked to the fact that 63% of the respondents clearly indicated that they were mostly influenced by affordability of price range at eating establishments as shown earlier in **Table 14.**

Table 17: Price range (in %)

Rating	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	1	4	-	2.5
Good	45	45	53	71.5
Very Good	12	14	6	16
Poor	6	5	7	9
Very poor	2	-	-	1

4.5.3 Safety at eating establishments

Of the total respondents (n=200), the majority (74.5%) showed that safety was good at eating establishments they had visited and 19.5% indicated that it was very good as depicted in **Table 18** below. Compared with the participants who showed that safety was good, only 2.5% of the respondents indicated that they were not impressed with safety as they felt that safety was poor at eating establishments they had visited.

From the results and the literature, it is shown that safety is one of the factors that should be considered the most influential at eating establishments if the industry needs to remain competitive in the global market.

Table 18: Safety (in %)

Rating	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	2	4	1	3.5
Good	49	49	51	74.5
Very Good	12	13	14	19.5
Poor	3	2	-	2.5

4.5.4 Rating of service levels at eating establishments

Tourists were given an opportunity to rate service levels at eating establishments they had eaten at. The results show that 67.5% of the respondents felt that service was good and a further 20% felt that service was very good, as depicted in **Table 19.** A small proportion of the respondents (6.5%) and (2.5%) indicated the opposite as they felt that the service was poor or very poor respectively.

From the literature presented in **Chapter Two**, it is evident that the global market is tough and overtraded, and in South Africa the levels of service do not always match the global benchmarks (Olver, 2004:1-3). It was mentioned earlier that almost all of the eating establishments in this study have managed to satisfy most of the tourists' needs. Although there were small numbers of respondents who were not happy about service levels at eating establishments, there is still a room for improvement; hence good service may mean different aspects of the total meal experience for different people as detailed in the next section.

Table 19: Rating of service (in %)

Rating	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	2	4	1	3.5
Good	47	42	46	67.5
Very good	13	11	16	20
Poor	3	8	2	6.5
Very poor	1	3	1	2.5

4.5.5 Rating of African dishes on offer at eating establishments

It is worth noting the fact that the many respondents (34%) in the sample indicated that there was a lack of African dishes on offer at eating establishments they had visited, although 30.5% indicated that they were good as shown in **Table 20**. Additionally, less than ten percent of the respondents indicated that African dishes on offer were very good (9%) and a further 6% indicated the opposite. There seems to be a balance in terms of how the tourists felt about the availability of African dishes. Arising from the results, it can be said that there is a demand for African dishes by both foreign and domestic tourists.

In terms of historical race classification depicted earlier in section **4.2.2.2**, it is not surprising that respondents indicated a lack of African dishes, as over twenty percent represented blacks (22%) in terms of race in the sample for domestic tourists. Generally, blacks prefer African dishes such as "Pap" and "Isichebo" especially those from KZN and the Eastern Cape. However, this does not necessary mean blacks do not enjoy other western dishes like foreign tourists who may prefer African dishes as well as their customary fare. For example, the results showed that over forty percent of the respondents (42%) indicated African restaurants as their choice of eating establishments they intended to eat at, and this clearly shows that not only domestic tourists prefer African dishes. Although there were no indications of which group - foreign or domestic tourists - clearly indicated the lack of African dishes, it is of importance to note that there is a demand for African dishes at eating establishments as those who expressed the lack thereof may need to experience dishes such as "Pap", "Isichebo", Isonka samanzi (i.e. steam bread) Umngqusho (cooked samp and beans) and Ulusu Iwenkomo okanye Igusha (inside parts of sheep or cow such as intestines) as part of their holiday experience. Kleynhans (2003:2) supports this when she suggests that "there will be an increased demand for authentic offerings as these types of tourists come to experience a country's foods and wine, diverse people and the way they live, their festivals and so forth."

Table 20: African dishes on offer (in %)

Rating	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	13	13	15	20.5
Poor	23	26	19	34
Good	20	16	25	30.5
Very good	6	10	2	9
Very poor	4	3	5	6

4.5.6 Rating of health and nutrition at eating establishments

It was noted in the literature review that people are very concerned about health and nutrition. Similarly, studies by Santich (2004:20) also indicated that eating healthy foods is increasingly becoming a growing and significant phenomenon in restaurants. In order to conceptualise the study, participants were asked about their views on the same phenomenon at eating establishments they had visited. It is therefore impressive to note that three quarters of respondents (74.5%) who indicated that health and nutrition was good at eating establishments. Similarly, 12% noted it was very good as illustrated in **Table 21** below. From the findings, a further 6.5% of the respondents indicated the opposite as they felt that health and nutrition was poor at the eating establishments they had visited and a further 7% of them did not comment.

Table 21: Health and Nutrition (in %)

Views	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	5	6	3	7
Good	48	46	55	74.5
Very good	7	12	5	12
Poor	6	4	3	6.5

4.5.7 Rating of location of eating establishments

The majority of the participants (63%) indicated that the location of eating establishments they had visited was good with 30.5% indicating that the location was very good as shown in **Table 22**.

A very low proportion of the responses indicated that the location was poor (1%) or very poor (0.5%). The fact that over ninety percent of the respondents were impressed by the location could well indicate the beauty of the Cape Town. This city is known as one of the most beautiful cities in the world, thus the Victoria and Alfred Waterfront alone attracts over 20 million visitors per year as mentioned previously in Chapter One.

Table 22: Location (in %)

Views	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	4	5	1	5
Good	40	43	43	63
Very good	19	20	22	30.5
Poor	2	-	-	1
Very poor	1	-	-	0.5

4.5.8 Rating of parking access at eating establishments

In establishing tourists' observations of parking access at eating establishments they had visited, **Table 23** shows that over half of participants (51.5%) indicated that parking access was good, with 13.5% who indicated that parking was very good. Of the respondents, 9% indicated that parking was poor and 1.5% felt that parking was very poor.

It is worth noting that some respondents felt that parking was poor (9%) or very poor (1.5%) at eating establishments they had visited. This is because when establishing the mode of transport used by tourists, the findings revealed that 33% of them travelled with their own transport and a further 15% by hired/rental cars when visited eating establishments as shown in **Figure 9**. Although the numbers are small, the reality is that parking may often be neglected at some establishments, as they may not incorporate it as part of the competitive edge or requirement for those diners who travel with their own transport. Once again, parking may form part of the decision-making taken to eat at a particular location. Thus, the lack of parking may be a nightmare to some customers, if eating establishments do not regard it as part of the total dining out experience.

Table 23: Parking access (in %)

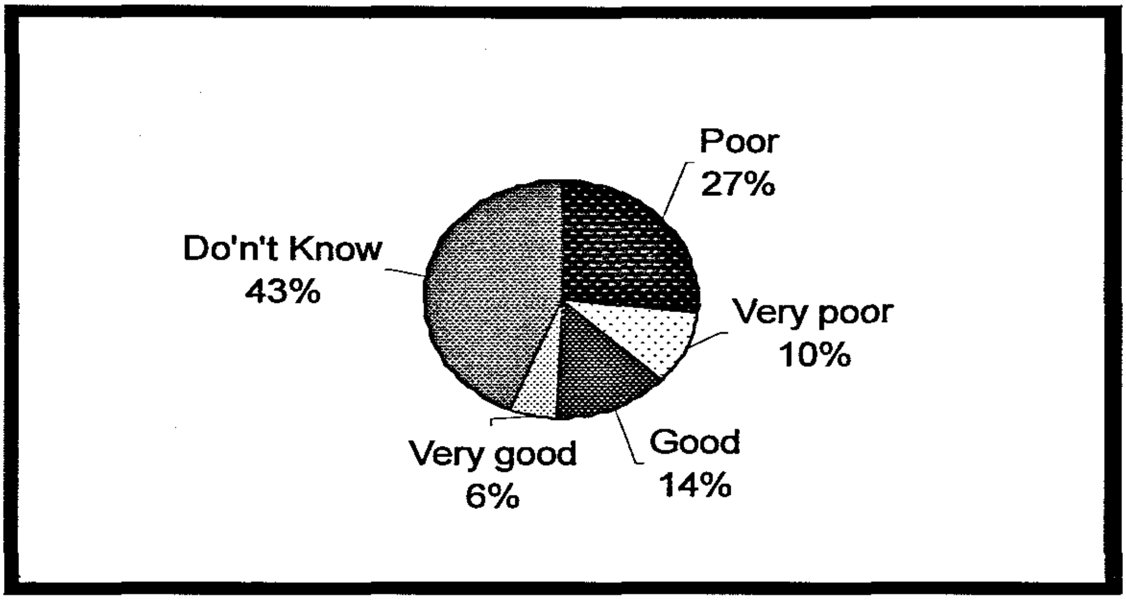
Rating	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	18	16	15	24.5
Good	31	34	38	51.5
Very good	9	6	12	13.5
Poor	5	12	1	9
Very poor	3	-	-	1.5

4.5.9 Rating of playgrounds for children at eating establishments

Of the total sample, 27% of the respondents clearly indicated a lack of playgrounds for children, with 14% indicating the opposite as per **Figure 13**. Once again, a further 10% also indicated the lack of playgrounds for children as very poor whereas 6% said they were very good.

It is clear that over thirty percent (27% and 10%) of the respondents had concerns regarding the availability of playgrounds for children at eating establishments of the Cape Metropole region. This is interesting as **Table 14** indicated that only 6% of the respondents indicated that they are mostly influenced by the availability of playgrounds for children when selecting an eating establishment. Similarly, the results presented in **Table 16** also showed a very small proportion of the total respondents (1%) who claimed that one of the problems they have experienced relates to the fact that there were no playgrounds for children at the eating establishments they had visited. As the results indicate, there are certainly factors which cannot be overlooked as they may influence tourists' decisions of the place to visit and eat. It can, therefore, be said that these factors as mentioned, may still have significance for visitors who chose to visit South Africa or the Cape Metropolitan region.

Figure 13: Playgrounds for children



4.5.10 Rating of special attention for pensioners at eating establishments

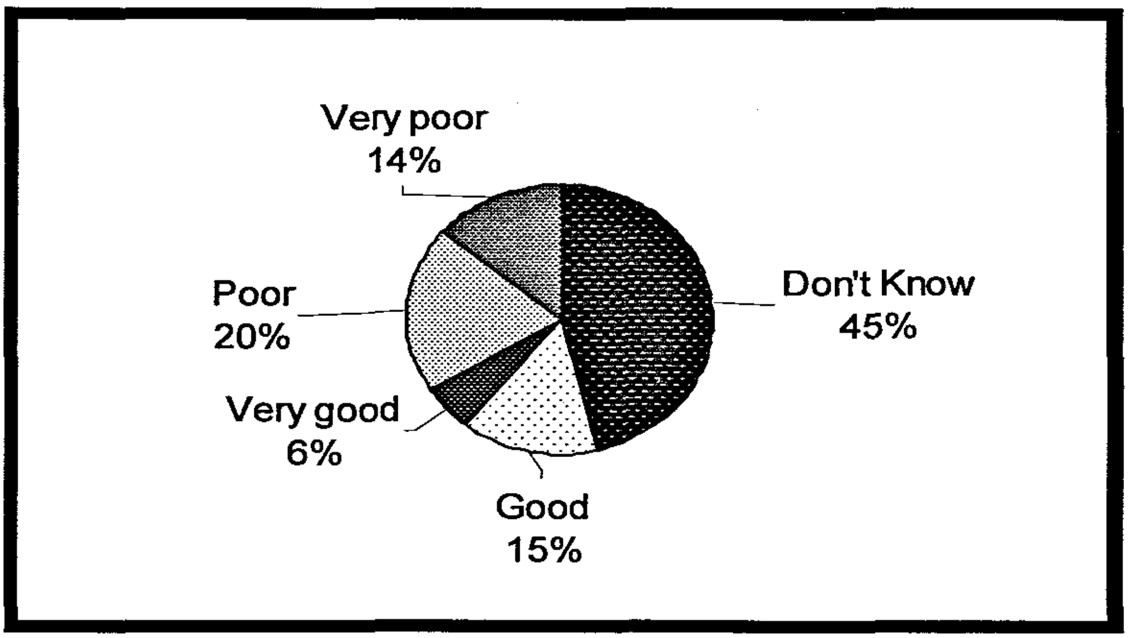
Special attention for pensioners may be an influencing factor for tourists when selecting an eating establishment. From the results, it can be said that this factor/trend is not clearly established in South Africa. However, the fact that over 30% of the respondents expressed lack of special attention for pensioners is surprising since it can be seen from the results that there were less than ten percent of respondents who may be deemed as pensioners as presented in **Table 6**.

The results showed that only 8.5% of the respondents were between the ages 61-70 years old and a further 2% were 70 years and over. Generally, people over the age of 60 (females) or over 65 years (males) are regarded as pensioners in South Africa, but the findings could indicate that other visitors of different age groups could well observe how pensioners were attended to or treated at the eating establishment they had visited. Thus, the respondents (20%) stated that special attention of pensioners was poor and a further 14% indicated that the special attention of pensioners was very poor.

Of the total sample, the majority - 45% of the respondents - clearly indicated that they do not know if pensioners are given special attention. Those respondents who indicated that it was good constituted 6% with 15% of the participants indicated the opposite as illustrated in **Figure 14.**

To arrive at long-term solutions in realising the needs and expectations of pensioners in general, it may be suggested that pensioners should be given special treatment such as attention to detail by waiters, special discounted dishes or beverages on certain days of the week and times of the day.

Figure 14: Special attention for pensioners

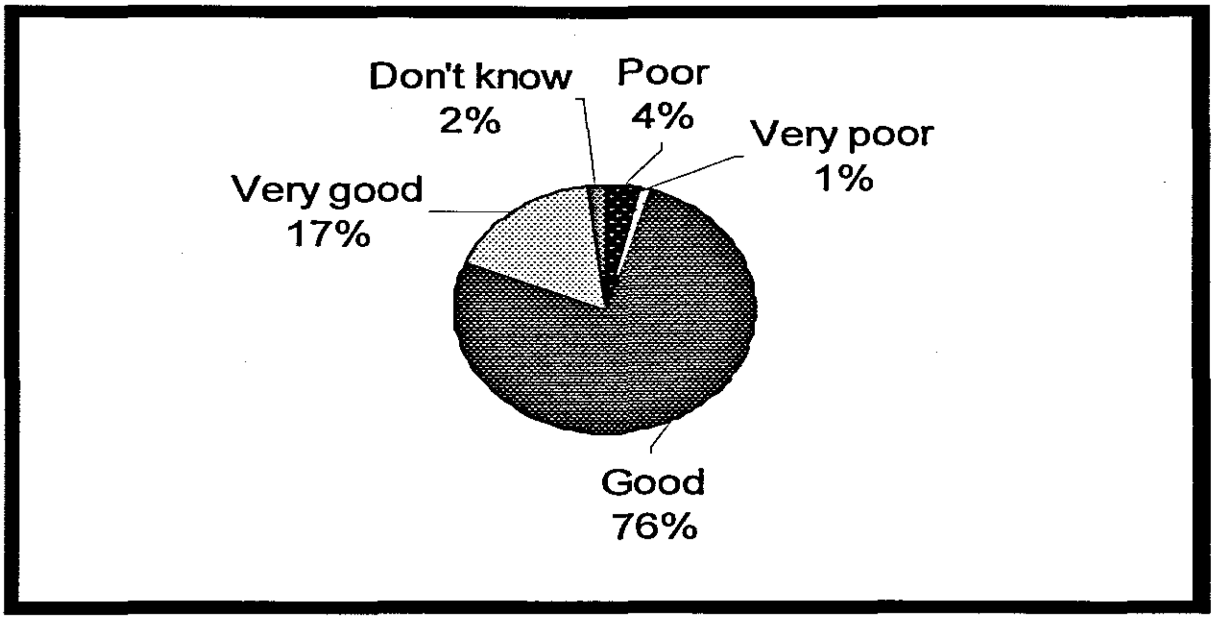


4.5.11 Type of food at eating establishments

The type of food offered at eating establishments may depend entirely on the type of clientele for whom the establishments cater. Similarly, the religion, nationality and background of the visitors vary which may also impact on the type of food they prefer.

According to the descriptive statistics illustrated in **Figure 15**, a significant majority (76%) of respondents indicated that the food was good. Those who indicated that the food offered was very good constituted 17% of the sample. In contrast 4% and 1% of the respondents felt that the type of food offered was poor or very poor respectively. Arising from the results, the respondents who indicated that the type of food was poor, may well be associated with those who showed that there was a lack of African dishes including the ones who indicated their preference for Kosher and Halaal foods as mentioned previously.

Figure 15: Type of food offered



4.5.12 Cleanliness and hygiene at eating establishments

Cleanliness and hygiene is another area of concern when it comes to different people (tourists) as it may be determined by the status or background of the person. Tourists' choice of eating establishments may also vary according to the expectations and status quo of an individual. In establishing how tourists felt about cleanliness and hygiene at eating establishments they had visited, of all the participants, 78% of them indicated that cleanliness and hygiene was good, while 17.5% of indicated that it was very good as per **Table 24**. A minority of respondents (1%) felt that cleanliness and hygiene was poor.

Table 24: Cleanliness and Hygiene (in %)

Views	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	3	4	-	3.5
Good	47	51	58	78
Very good	15	12	8	17.5
Poor	1	1	-	1

4.5.13 Would tourists refer friends or family to eating establishments they had visited?

It is interesting to note an overwhelming majority of respondents (99%) indicated that they would refer friends and their families to the eating establishments they had visited. Although only 1% of visitors indicated that they would not refer their friends and family, they did not give any specific reasons or comments as to why they would not do so. Once again, this clearly indicates a general satisfaction among tourists with the dining out experience at eating establishments of the Cape Metropole region.

Table 25: Would respondents refer friends in (in %)

Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Yes	66	68	64	99
No	-	-	2	1

4.6 SECTION - FIVE

4.6.1 Factors most significant to tourists in selecting an eating establishment

This section deals with the most significant factors when selecting an eating establishment, positive and negative factors as well as ratings of facilities available for tourists and customers in general at eating establishments in the Cape Metropolitan region.

Arising from the results, a significant number of the respondents (79.5%) indicated that the most significant factor when considering the choice of an eating establishment was the location, followed by 61.5% of them who indicated that safety was the most significant factor to them as illustrated in **Table 26** below. The fact that over sixty percent of the respondents indicated safety as most significant factor is not a surprise. Generally, everywhere people go, they need to feel secure, without experiencing theft, bomb threats, embezzlement and the risk of fire as suggested by Kappa *et al.* (1997:181). This is probably why the majority of visitors felt that the location of an eating establishment was most significant to them.

Of the respondents 56% indicated that when selecting an eating establishment, service excellence was the most significant factor with 41% for health and nutrition and the social skills of the staff (39%) when dealing with visitors. There were also visitors who indicated that the most significant factors that influenced their selection of an eating establishment were parking space (30%); entertainment (27%), African dishes on offer (25%) and a well known brand restaurant, for example Mc Donald's (22.5%).

It is clear from the results that among other factors, although in various degrees, eating establishments in the Cape Metropolitan region have realised the need to satisfy tourists' needs and expectations. However, to remain competitive, it is worth noting that some of the factors as indicated above may have relevance to the needs and expectations of visitors.

Table 26: The most significant factors when selecting choice/type of eating establishments (in %) multiple responses

Factors	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Not Applicable	**1**	**1**	**-**	**1**
Location	55	49	55	79.5
Safety	42	32	49	61.5
Service excellence	33	41	38	56
Health & Nutrition	30	25	27	41
Social skill of staff	22	22	34	39
Parking space	17	14	29	30
Live Entertainments	18	22	14	27
African dishes on offer	19	19	12	25
Well known brand restaurant	18	7	20	22.5

4.6.2 Positive and Negative factors for tourists about eating establishments

Respondents were asked to identify any positive or negative factors that may influence their choice of eating establishments. Of the responses, 76.5% said that it was easy to get to the establishments they had visited. Sixty eight and a half percent (68.5%) of visitors said that prices were affordable as indicated in **Table 27**. However, 27.5% of visitors felt that prices did not match food quality. Among the positive factors that visitors identified, 64.5% indicated that it was safe to eat at the establishments they had visited notwithstanding the fact that 14.5% of the respondents indicated that the establishments they had visited were not in a safe environment. Approximately, 40% of respondents replied positively about receiving quick service, but another set of visitors (22%) indicated that the service was poor. There were also visitors (32%) who regarded eating at well known brand restaurants they had visited as a positive factor. A further 10.5% indicated that eating at independent restaurants was a negative factor.

Of the respondents 14.5% indicated that the availability of adventurous menus may be regarded as a positive factor at the eating establishments they had visited, though 22.5% of the respondents indicated that there was a lack of African dishes. Similarly, 20% of the respondents indicated that the eating establishments they had visited had live entertainment whilst 15% indicated a lack of social activities.

Table 27: Positive and negative factors of restaurants (in %) multiple responses

Positive Factors		Negative Factors	
Factor	Response %	Factor	Response %
N/A	**1**	**N/A**	**46**
1. Easy to get to	76.5	1. Prices don't match food quality	27.5
2. Prices affordable	68.5	2. Poor service	22.5
3. Safe to eat at	65	3. Lack of African dishes	22
4. Quick service	39.5	4. Lack of social activities	15
5. Well known brand restaurant	32	5. Restaurant not in a safe environment	14.5
6. Live entertainment	20	6. Location not close to public transport	12
7.Adventurous menus	14.5	7.Independent restaurant	10.5

4.6.2 Do tourists intend to eat again at eating establishments they had visited

In establishing whether tourists intend calling again at eating establishments they had visited, the results showed a significant majority of the respondents (81.5%) who indicated that they would visit again, with only 16.5% indicating that they were not sure or did not know as per **Table 28**. A small proportion of the respondents (2%) indicated that they would not eat again at eating establishments they had visited without expressing any further comments.

Based on the majority of the respondents (81.5%), it can be said that tourist needs and expectations were met; hence people have shown interest in repeat business at some eating establishments.

Table 28: Do tourists intend eating at the eating establishment in which they have eaten before (in %)?

Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't know	8	19	6	16.5
Yes	54	49	60	81.5
No	4	-	-	2

4.6.4 Are adolescents an important market for restaurant marketers currently?

Of the total sample, 55.5% of the respondents indicated that they think adolescents are an important market for restaurant marketers as illustrated in **Table 29**. A further 37.5% showed that they did not know, whereas only 7% indicated the opposite. It is interesting to note that over fifty percent of the respondents thought adolescents are an important market for restaurants. A further discussion regarding this trend will be highlighted in sub-section **4.6.5** below.

Table 29: Are adolescents an important market for restaurants (in %)?

Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Yes	40	34	37	55.5
Don't know	21	27	27	37.5
No	5	7	2	7

4.6.5 Reasons why visitors adolescents are an important market for restaurant

Of the respondents (55%) who indicated that adolescents are an important market for restaurant marketers nowadays, 50% of them added that adolescents would spend money at restaurants in the future and a further 37% indicated that adolescents shop for groceries with their family most of the time as shown in **Table 30**. There seems to be a relation in terms of results and the literature, as findings by Lin *et al.* (1992:2) claim that 50% of adolescents influence the type of food the family eat at home. They add that 78% of children and adolescents influence where the family goes for fast food, 55% influence the choice of restaurant for dinner, and 50% influence the type of food the family eat at home and 31% the specific product brand that families purchase. Furthermore, Story *et al.* (2002:47) observe that food and beverage marketers are concentrating on marketing strategies to capture the attention, interest and money of adolescents. Arising from the results, of the respondents who indicated that adolescents are an important market for restaurant marketers, 43% added that the media influences adolescents, with 25% indicating that adolescents contribute towards eating healthy food, while 43.5% indicated that adolescents have particular tastes in food, as per **Table 30**. Another proportion of the respondents (43.5%) said adolescents want quick, good tasting and convenience low cost food. A further 37.5% indicated that they did not know if adolescents are an important market for restaurants, and 7% of them indicated the opposite.

Almost six percent (5.5%) of respondents disagreed with those who indicated that adolescents would spend money in restaurants in the future and 18.5% of them disagreed to state that adolescents are shopping with the family most of the time. Over ten percent of respondents (12.5%) added that the media could not influence adolescents as the restaurants market as they felt that the media does not necessarily influence decisions on adolescents' spending power. Some (29.5%) indicated that adolescents do not contribute towards eating healthy foods. About twelve percent (11.5%) of respondents indicated that adolescents do not have particular tastes in food and 12% disagreed that adolescents want quick, good tasting and convenience low cost foods.

Respondents (45%) who believed that adolescents are an important market for restaurant marketers indicated that restaurant marketers could encourage loyalty in adolescents while they were still young, while 10% of them indicated that they did not believe loyalty could be brought while adolescents were young.

Those respondents (34%) who said adolescents had tremendous discretionary spending power had a different feeling about adolescents as some respondents (21%) clearly indicated the opposite as illustrated in **Table 30**. Furthermore, half of the total sample of respondents (50%) indicated that adolescents influence their family's choice of an eating establishment where to go for dinner, with 5% of them indicating the opposite.

Table 30: Reasons why adolescents are an important for restaurants

Questions	Response	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
1. Will spend money in the future?	Don't Know	26	34	29	44.5
	Yes	38	26	36	50
	No	2	8	1	5.5
2. Shopping for groceries with family?	Don't know	26	34	29	44.5
	Yes	30	16	28	37
	No	10	18	9	18.5
3. Are influenced by the media?	Don't Know	26	34	29	44.5
	Yes	28	32	26	43
	No	12	2	11	12.5
4. Contribute positively towards eating healthy foods?	Don't Know	27	34	29	45
	Yes	23	15	21	29.5
	No	16	18	16	25
5. Have particular tastes in food?	Don't Know	27	34	29	45
	Yes	30	28	29	43.5
	No	9	6	8	11.5
6. Want quick, good tasting and convenient low cost food?	Don't Know	26	34	29	44.5
	Yes	30	28	29	43.5
	No	10	6	8	12
7. Restaurant Marketers can bring loyalty while they are still young?	Don't Know	27	34	29	45
	Yes	34	25	31	45
	No	5	9	6	10
8. Have tremendous spending power?	Don't Know	27	34	29	45
	Yes	23	26	19	34
	No	16	8	18	21
9. Can influence their family where to go for dinner?	Don't Know	26	34	30	45
	Yes	35	31	34	50
	No	5	3	2	5

4.6.6 Availability of facilities for persons with disability

It is evident from the majority of respondents that 26.5% viewed facilities for persons with disability as poor, with 22.5% indicating that the facilities were good as shown in **Table 31**. A further 43% indicated that the facilities were acceptable, with 8% saying they did not know. Judging from the results depicted in **Table 31**, it is worth noting that over twenty percent of the respondents (26.5%) raised concerns about the lack of facilities for disabled people. This observation requires particular attention from eating establishments who need to raise their levels of consciousness with regard to disabled people.

In relation to the literature reviewed in Chapter Two, it is sad to note that people with disabilities face many constraints and barriers while they travel. However, Tantaway *et al.* (2004:99) suggest that hoteliers should fully understand the special needs of disabled visitors and not waste time and money on alterations that provide inadequate and ineffective services. Furthermore, these authors contend that the cost of making an establishment accessible to the disabled might not be extremely high and there would be advantages to both the guests and the hoteliers/caterers when the establishments had been improved for such guests.

It appears that once disabled guests find accessible surroundings and staff who are aware of and supportive to their problems, they tend to keep returning for subsequent visits.

In order to realise the need to accommodate people with physical disabilities, tourism and the hospitality industries need to understand that these people can be an important market, and they should be considered the same way as any other customers.

Table 31: Facilities for persons with disability (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	7	4	5	8
Acceptable	27	29	30	43
Poor	17	22	14	26.5
Good	15	13	17	22.5

4.6.7 Availability of children's menus

Of the participants, almost 60% of the total sample indicated that the availability of children's menus at eating establishments they had visited was acceptable, with 16.5% indicating that the facilities were good and a further 13.5% said such facilities were poor as illustrated in **Table 32**. Although, only 13.5% of the visitors had concerns about the availability of children's menu, such concerns may still have significant relevance to tourist needs and decisions taken when deciding upon the place to eat.

Even though children may not influence their parents on where to go for dinner or any other meal taken at eating establishments, it is important to note that they are heading towards adolescence and will definitely become influential in the future. As mentioned previously, the literature review and the results suggest that adolescents can influence their parents where to go and dine. Studies by Tilson *et al.* (1993:25) indicate that "the food choice of young children is determined by parents and there tends to be a significant correlation between the children and adults preferences."

Table 32: Availability of children menus (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	7	10	5	11
Acceptable	42	32	44	59
Good	12	10	11	16.5
Poor	5	16	6	13.5

4.6.8 Views of tourists about the availability of playgrounds for children

The majority of respondents (46.5%) felt that the availability of playgrounds for children was acceptable, followed by 29% who felt that the facilities for children were poor as shown in **Table 33** below. A low proportion of the respondents indicated that the facilities were good (10.5%). Once again the availability of playgrounds for children becomes one or two of the most relevant factors among some visitors. This, of course, indicates the concern of tourists as the results showed that almost 30% of responses indicated disappointment about the lack of availability of these facilities. This may affect tourists' decisions when choosing an eating establishment.

Table 33: Playgrounds for children (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	**11**	**11**	**6**	**14**
Acceptable	30	28	35	46.5
Poor	19	25	14	29
Good	6	4	11	10.5

4.6.9 Views of tourists about the availability of male and female toilets

In establishing the availability of male and female toilet facilities, an overwhelming majority of respondents (76.5%) indicated that the facilities were good as illustrated in **Table 34**. A low proportion of the respondents (19%) indicated that the facilities were acceptable and 3% said the opposite. Judging from the results, the responses regarding facilities for male and female toilets were relatively positive. To sustain tourists' visits whilst remaining competitive, these facilities need to be maintained all the time.

Table 34: Male and Female toilets (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	1	2	-	1.5
Good	53	43	57	76.5
Acceptable	11	18	9	19
Poor	1	5	-	3

4.6.10 Views of tourists about the availability of parking at eating establishments

Almost 60% of the total responses indicated that they did not have problems with parking at the eating establishments they had visited, with about thirty percent (29.5%) indicating that the parking was acceptable as shown in **Table 35**. A further 3.5% indicated that parking was poor at eating establishments they had visited. It has been mentioned before that parking may form part of the decision taken of a place to eat. It is because most visitors made use of their own and hired transport when visiting eating establishments rather than those who used public transport, walking and shuttle from the place of their stay. Therefore, parking should not be taken as a separate component when dealing with visitors and other diners in general.

Table 35: Parking (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
Don't Know	6	9	2	8.5
Good	37	28	52	58.5
Acceptable	21	27	11	29.5
Poor	2	4	1	3.5

4.6.11 Views of tourists about the availability of smoking and non-smoking facilities

The literature review has shown that smoking is an important issue in restaurants. This is reflected in the legal ban on smoking in public places and in eating establishments' policies. With this in mind, restaurants are facing significant challenges with regard to this issue as their customers include both smokers and non-smokers. However, the majority of respondents (61.5%) felt that there were no problems with smoking at the eating establishments they had visited as per **Table 36**.

About 32% indicated that it was acceptable, while a small number of visitors (5%) indicated that the facilities for smoking and non-smoking customers were poor. While is it possible that those who noted good and poor could have been smokers or non-smokers, the results revealed that both, smokers and non-smokers were accommodated fairly well as per **Table 36**. A follow-up survey is recommended to further illuminate this finding.

Table 36: Smoking and Non-smoking facilities (in %)

Perception	WF (n=66)	CB (n=68)	CT (n=66)	Total (n=200) %
N/A	**2**	**2**	-	**2**
Good	39	35	49	61.5
Acceptable	21	28	14	31.5
Poor	4	3	3	5

4.6.12 Tourists' suggestions or comments to owners of eating establishments

After respondents were questioned about their experiences, views and expectations of eating establishments they had visited, they were asked to assist in enhancing the service offerings at eating establishments by means of suggestions and comments to the owners of eating establishments as per **Table 37**.

Although approximately 50% of the respondents did not suggest or comment, half of the total respondents (50%) did so. Some respondents (10.5%) provided suggestions and comments indicating that there should be more African dishes on offer at these establishments, while 8.5% suggested that the service level should improve. Four percent (4%) of respondents were concerned about service and suggested that it should be quick, while 6% felt that prices should be reduced. Furthermore, 3.5% of respondents also suggested that eating establishments should have more playgrounds for children and 3% thought eating establishments should be concerned about pensioners' requirements.

Almost the same proportion of respondents (2.5%) indicated that waiters should improve service or eating establishments should have more trained staff, 2.5% indicated that eating establishments should be considerate towards persons with disabilities. Another 2.5% indicated that there should be more buffet-style restaurants.

The tourists' suggestions require attention from everybody involved in the welcoming/hosting of tourists (local or foreign), especially those who want to start their own businesses or to become managers in this field.

Table 37: Suggestions or comments to owners of restaurants (in %)

Suggestions/comments	**WF (n=66)**	**CB (n=68)**	**CT (n=66)**	**Total (n=200) %**
N/A	**36**	**30**	**33**	**49.5**
Offer more African dishes	4	12	5	10.5
Improve service	5	6	6	8.5
Improve prices	5	2	5	6
More playgrounds for children within restaurants	3	1	3	3.5
Quicker service	2	3	3	4
More concern for pensioners	2	3	1	3
Be more considerate towards disabled people	3	2	-	2.5
More buffet style	1	1	3	2.5
Improve waiters	1	2	2	2.5
Have more trained staff	1	3	1	2.5
More vegetarian restaurants	1	-	2	1.5
More dishes with fruit	-	1	1	1
Inform tourists if food has bones in it	1	-	-	0.5
More French restaurants are needed	-	1	-	0.5
More parking at restaurants	-	1	-	0.5
More Halaal restaurants	-	-	1	0.5
Make menu more user friendly	1	-	-	0.5

4.7 GENERAL DISCUSSION AND CONCLUSIONS

The presentation of the results discussed herein were derived from an in-depth questionnaire survey conducted on domestic and foreign tourists (n=200) who visited the Cape Metropole region during the peak holiday season. The findings were analysed in accordance with visitors' cultural backgrounds, nationality and their profile as explained in Section One. Based on the statement of the research problem the extent to which tourists select the choice of an eating establishment is not clearly established in South Africa. Some of these factors, as noted previously in Chapter Two, include (the location of establishments, atmosphere, type of food, influence of adolescents, safety and security, health and nutrition, value of service and food safety).

In view of the key objectives of this study, prior to investigating factors which may influence tourists' choice of an eating establishment, it was essential to distinguish between visitors' primary reasons for visiting South Africa (foreign tourists) and Cape Town specifically so that the needs and expectations of these visitors could be analysed accordingly.

Arising from the results, it can be said that the majority of the respondents primarily visited for holiday (48%) and business (20.5%) respectively. The fact that the majority of the respondents came to South Africa and Cape Town, particularly, for holiday and business is not surprising, as the reviewed literature also indicated that the majority of visitors came mainly for holiday (91.5%) and business (8.19%), (South African Tourism: 2002).

In establishing factors which may influence a tourist's choice of an eating establishment, findings from various studies as reviewed previously in Chapter Two, have shown that several factors influence a tourist's choice of an eating establishment.

Based on the findings illustrated in this chapter, it can be stated that tourists are mostly influenced by a number of various factors (such as the cleanliness and hygiene, location, atmosphere, safety, health and nutrition, availability of African dishes, facilities for pensioners) when deciding upon the type of an eating establishment. The results showed that a small number of visitors (15 %) experienced problems at eating establishments they had visited, and some of the respondents indicated that there were various factors that were lacking at some establishments which raised concerned to them. Among these factors were the lack of African dishes on offer, lack of playgrounds for children, special attention for pensioners, availability of facilities for disabled persons, parking space etc.

Tourists' suggestions regarding the lack of the above-mentioned factors and the problems highlighted were provided in **Table 37**. In essence, responses were relatively positive, meaning that some eating establishments have managed to accommodate tourists' needs and expectations but, to stay competitive, consistency needs to be in place as Kleynhans (2003:10) suggests that for many tourists, the meal experience and the subsequent memories associated with the restaurant can be an important component of satisfaction of a destination. Lastly, to sustain tourism growth, further research should be conducted primarily in terms of several factors, attributes and facilities which may have a negative effect on tourist's spending power at some eating establishments. The questionnaire survey (Appendix I) which was used for this study will assist in the Cape Metropolitan region for tourist need analysis through recommendations that will further research areas of concern at eating establishments. It will also serve to help identify tourists' needs and expectations in order to enhance service offerings at eating establishments in the Cape metropolitan region, specifically, and in South Africa generally. Thus, factors and attributes highlighted as concerns above will be discussed in Chapter Five.

4.8 CONCLUSION

This chapter has provided an analysis of the results obtained from the survey. In order to contextualise the results in view of the aims and objectives of this research, conclusions will be drawn against the backdrop of the results. The conclusions, further research possibilities and recommendations will be outlined in the final chapter that follows.

CHAPTER: 5

5 CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The aim of this study was, as described in Chapter One, to explore the factors which may influence tourists' choice in selecting eating establishments in the Cape Metropole region during the peak holiday season. A quantitative research paradigm was chosen for this study with the tourists' perspective as the point of departure. The structured questionnaire (person to person) was the principle method of data collection. Analysis and interpretation of the results were done in accordance with the objectives set out for this study, as outlined in the first chapter. The results were analysed according to the following objectives:

Objective 1: Investigating tourists' influencing factors when selecting eating establishment in the Cape Metropole region;

Objective 2: Determining tourists' perceptions of eating establishments;

Objective 3: Assisting the industry in providing awareness to hotel and catering management with regards to ever changing tourist needs and expectations, thereby contributing towards a sustainable hospitality industry;

Objective 4: Filling the research gap concerning tourist dining expectations regarding their meals/restaurant experience;

Objective 5: Creating awareness in the industry about the significance of providing facilities for disabled people, children and elderly people;

Objective 6: Putting forward recommendations and possible suggestions aimed at enhancing the current service offerings at eating establishments.

A description of the general conclusions of the study is given below. Research possibilities are also suggested and recommendations are made to the owners and managers of eating establishments in South Africa, generally, and specifically in the Cape Metropolitan region to help increase tourists' satisfaction with their total meal experience. Tourists, both domestic and foreign, can be important markets, and they should be considered the same way as any other customers.

5.2 CONCLUSIONS

From the discussion and analysis of the results as well as the conclusions reached, it is clear that the objectives set out in this study have been met.

5.2.1 Conclusions with regards to objective 1:

The objective to explore factors that may influence tourist choice of eating establishment in the Cape Metropolitan region has been met. Arising from the results, it is a reality that several factors may influence tourist choices when deciding upon an eating establishment. However, based on the research problem, the results showed that some of these factors (availability of African dishes, special attention for pensioners, facilities for children and disabled persons) are not clearly established in the Cape Metropolitan region. Due to the lack of awareness, there are several factors which may influence visitors' choice of eating establishments hence some of the eating establishments were not able to accommodate all the needs of tourists.

Although there was a significant difference between the factors that were satisfactory (majority) from the results and the ones that raised concerns (minority), there is still room for improvement. Generally, factors that require attention at eating establishments included service levels, social skill of staff, facilities for disabled persons, playgrounds for children and food prices, as discussed in the previous chapter.

5.2.2 Conclusions with regards to objective 2:

In ascertaining the perceptions/views of tourists, it can be concluded that tourists were satisfied overall with the services of eating establishments even though certain aspects (facilities for children's menu, facilities for disabled persons, facilities for parking, smoking and non-smoking, male and female toilets and the general service levels) mainly met their expectations to a lesser extent as presented in Chapter 4. Further research may be an alternative for some of the aspects (treatment of disabled persons and the debate about smoking and non smoking at eating establishments).

5.2.3 Conclusions with regard to objective 3:

Apart from the fact that several factors (health and nutrition, influence of adolescents in decision making, safety, location, food safety, varying level of satisfaction and availability of facilities) were reviewed to conceptualise the study, it is apparent that the objective of creating awareness for the sustainability of the hospitality industry (eating establishments) has been met. As discussed in Chapter Four, certain areas require prompt attention if the industry is to remain competitive. In addition to the comments and suggestions provided by the visitors to help create awareness to the owners, restaurant management and those who want to become managers in this field, a constant staff training needs analysis may help combat some of the poor staff service level as indicated before. For instance, the staff who are unskilled at dealing with tourists and providing the best possible attitude and service, either foreign or domestic, may cost the industry a fortune as some of the visitors indicated racism by staff.

5.2.4 Conclusions with regard to objective 4:

From the results, it can be said that a large amount of data was obtained on the broad domain in which this study was concerned. This enabled the researcher to present and describe tourists' dining expectations and dining experience at eating establishments in the Cape Metropole region. Therefore, it can be concluded that the overall expectations of eating and dining experienced of the total sample of tourists (two hundred) were exceeded. Nevertheless, there are areas that require further research in order to fill the research gap that exists in tourism and the hospitality industry as mentioned earlier. Thus, the analysis of results in this study showed that areas such as the provision of smoking and non-smoking areas, whether adolescents are an important market for restaurant marketers, treatment of disabled persons and the significant relationship between tourists' nationality and the meals provided at eating establishments need further study.

5.2.5 Conclusions with regard to objective 5:

With regards to the availability of facilities for disabled people, respondents were not impressed as they felt that there very little considerations for disabled people at eating establishments. The reviewed literature suggests that hoteliers should fully understand the special needs of disabled visitors and not waste time and money on alterations that provide inadequate and ineffective services, Tantaway *et al.* (2004:99). Furthermore, these authors contend that, the cost of making an establishment accessible to disabled may not be extremely high and there may be advantages to both the guests and the hoteliers/caterers when the establishments are improved for such guests. Similarly, there were also respondents who felt that there is a lack of facilities for children and pensioners as mentioned earlier in the previous chapter. Visitors who indicated the lack of the facilities mentioned above were the minority in the sample, but bearing this in mind there is still room for improvement as these areas are significant for the tourists who were interested in visiting South Africa and Cape Town specifically.

5.2.6 Conclusions with regard to objective 6:

Although eating establishments in the Cape Metropolitan region encompass a varying range of cuisine, service and standards, it can be seen from the results that almost all of the tourists' hosts (or eating establishments) have recognised the need to satisfy tourists' needs and expectations. However, to remain competitive in the global market, certain factors raised concerns for visitors as concluded that the overall expectations of eating and dining experienced of the total sample of tourists (two hundred) were exceeded. Nevertheless, there are areas that require further research in order to fill the research gap that exists in tourism and the hospitality industry as mentioned earlier. Thus, the analysis of results in this study showed that areas such as the provision of smoking and non-smoking areas, whether adolescents are an important market for restaurant marketers, treatment of disabled persons and the significant relationship between tourists' nationality and the meals provided at eating establishments need further study.

5.2.5 Conclusions with regard to objective 5:

With regards to the availability of facilities for disabled people, respondents were not impressed as they felt that there very little considerations for disabled people at eating establishments. The reviewed literature suggests that hoteliers should fully understand the special needs of disabled visitors and not waste time and money on alterations that provide inadequate and ineffective services, Tantaway *et al.* (2004:99). Furthermore, these authors contend that, the cost of making an establishment accessible to disabled may not be extremely high and there may be advantages to both the guests and the hoteliers/caterers when the establishments are improved for such guests. Similarly, there were also respondents who felt that there is a lack of facilities for children and pensioners as mentioned earlier in the previous chapter. Visitors who indicated the lack of the facilities mentioned above were the minority in the sample, but bearing this in mind there is still room for improvement as these areas are significant for the tourists who were interested in visiting South Africa and Cape Town specifically.

5.2.6 Conclusions with regard to objective 6:

Although eating establishments in the Cape Metropolitan region encompass a varying range of cuisine, service and standards, it can be seen from the results that almost all of the tourists' hosts (or eating establishments) have recognised the need to satisfy tourists' needs and expectations. However, to remain competitive in the global market, certain factors raised concerns for visitors as stated earlier in this chapter. Therefore, it is important for eating establishments to realise the importance of conducting surveys. Thus, the objective of forwarding recommendations to the relevant authorities has been met, hence recommendations are suggested below.

5.3 RECOMMENDATIONS

Compared with all users of eating establishments in the Cape Metropole, there was under-representation in the total sample of visitors aged from 18 years and older. This bias combined with the exclusion of local residents of the Cape Metropolitan region must be noted when considering the findings. However, local residents may likely have views and suggestions about eating establishments and such views and comments may still have significant policy relevance. Therefore, the following are recommended:

- The involvement of all the stakeholders in tourism and the hospitality research is very important as it may help brainstorm different views on particular subject matters and assist in arriving at long term solutions in the areas of concern.

- Based on the response of the tourists, consideration should be given by the owners and managers of eating establishments to adjusting some of their menus and prices to include some authentic cultural – specific food items and affordable menus.

- Owners and Managers of eating establishments should be more considerate in accommodating disabled customers and providing special attention for pensioners and facilities for children (e.g. playgrounds and child menus) or special discounted prices for pensioners on certain days of the week.

- Eating establishments should identify aspects which could be viewed by tourists as adversely affecting the quality of eating and dining out experience and rectifying those aspects, such as live entertainment, ambience, atmosphere, safety and security.

- The efficiency and attitude of service staff towards visitors, either local or foreign, should be given prompt attention.

- Arising from the findings, it is suggested that hoteliers (the tourist host) and restaurant marketers should be made aware through research findings of hospitality research that these tourist segments could be very profitable with appropriate positioning and well-managed service to accommodate adolescents, gastronomic tourists, adventurers, children, elderly people (pensioners) and disabled people.

5.3.1 FURTHER RESEARCH POSSIBILITIES

Arising from the results of the survey, certain areas which could justify further research were highlighted. These areas are:

- Attitudes of hospitality service staff towards tourists;

- The issue of smoking and non-smoking at eating establishments;

- While the case study presented here did not assess the perceptions of restaurant owners regarding tourist satisfaction with services they offer, surveys of their views on tourist satisfaction can assist in contributing to product and service improvements. Therefore, additional studies aiming at obtaining views of restaurant owners are required.

- Additional studies on adolescents as an important market for restaurant marketers are required.

- The influence of the media on eating behaviours of adolescents and how to conceptualise and measure environmental exposures and media influence;

- The significant relationship between tourists' nationality and the meals/food provided at eating establishments;

- The significant relationship between food, service, atmosphere and other variables of;

  - Location of restaurants and mode of transport;
  - Perceptions of tourists about South African cuisine (cultural – specific foods).

The findings have shown how a tourists' needs analysis can assist in understanding the importance of measuring satisfaction with services of eating establishments before developing them. Thus, if establishments want to improve their attractiveness to selected users, it will be helpful to undertake and understand surveys, and use findings in product or service improvements. Without appropriate development and improvement of these services, dissatisfied users are likely to seek alternative hospitality services elsewhere.

6. LITERATURE REFERENCES

Anderson, J. 2004. Smoking debate: No smoke without fire. *Monthly Journal of Hotel and Catering International Management Association:* 27-29, October.

Alocilja, A.C. & Radke, S.M. 2002. Market analysis of biosensors for food safety. *International Journal of Biosensors and Bioelectronics:* 18(3) 841-846.

Anon. 2004. Simon's Town - your Cape Town destination.
www.simonstown.com/html
[04/September 2004]

Anon. 2004. South African hospitality industry ranks. *The Star*: 11 September, 14.

Attwell, E. 2002. Doing real good with real food. *Journal of South African Food Review,* 29 (7): 38-39.

Basil, M., Goldberg, J., Glanz, K. & Snyder, D. 1998. Taste, nutrition, cost, convenience and weight control concerns as influence on food consumption. *Journal of American Dietetic Association,* 98(1): 116-126.

Bernard, R. S. 1991. Successful catering. 3rd ed. New York: Van Notstrand Reinhold.

Bowen, J.T., Sparks, B.A. & Wildman, K.L. 2001. Restaurant as a contributor to tourist destination attractiveness. *International Journal of Hospitality Management,* 7 (2): 17-30.

Bramwell, B. 1998. User satisfaction and product development in urban tourism. *International Journal of Tourism Management,* 19 (1): 35-47.

Brotherton, B. 2003. *The international hospitality industry.* Butterworth: Heinemann.

Campbell, D., Evans N. & Stonehouse, G. 2003. *Strategic management for travel and tourism.* 1st ed. Butterworth: Heinemann.

Carolus, C. 2004: Tourism industry looks for rand reality. Business trust
http://www.businesstrust.org.za/newsroom/htm
[28/September 2004].

Choi, T.C., & Chu, R. 2001. Determinants of hotel guest satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management,* 20 (3): 277-279.

Collins pocket dictionary. 1st ed. 1996. London: HarperCollins.

Corney, M.J., Eves, A., Kipps, M. & Noble, C. 1998. Schools caters' attitudes towards providing healthier menus. *International Journal of Hospitality Management,* 17(2):275-287.

Davis, B. & Stone, S. 1992. *Food and beverage management.* 2nd Ed. Butterworth: Heinemann.

Desi, A. 2004. Economic benefits of FIFA 2010 Soccer World Cup. Your business partner in hospitality and foodservice management: 16-24.

Donovan, E. 2004. Getting the business recipe right in Africa. *Proceedings of the 2004 Conference of the University of Cape Town Graduate school of business,* Cape Town, 24-25 September 2004.

Edmund, M. 1994: Cape Grapes. *Forbes Journal,* 153 (10): 120.

Filmer, R. & Filmer, J. 1998. *Giving people with disabilities the opportunity to enjoy our natural heritage.* 1st Ed. Eco – Access: Roosevelt Park, Johannesburg.

George, R. 2001. *Marketing South African tourism and hospitality.* 1st Ed. Oxford University press. Cape Town: South Africa

George, R. 2003. Tourists' perception of safety and security while visiting Cape Town. *Journal of Tourism Management.* 24 (5) 575-585.

Glanz, K. & Rimer, B.K. 1997. *Health behaviour and health education.* 2nd Ed. San Francisco: California. Jossey Bass, 153-178.

Graham, D. 2004. World cup kick for SA economy. *The Quarterly Journal for Trade Partners and Investors,* 01 (4) 20-21.

Guthrie, T., Shungking, M., Stein, K. & Mathambo, V. 2001. Children and tobacco in Southern Africa. Medical Research Council of South Africa. Cape Town: South Africa.

Hall, C.M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. 2003. *Food tourism around the world.* Butterworth: Heinemann.

Holjevac, I.A. 2003. A vision of tourism and the hotel industry in the 21st century. *International Journal of Hospitality Management,* 22(2): 129-134.

Howe, G. 2004. Puffader on menu at Cape Wine.
www.douglasgreenwines.com
[15 /May 2005].

Jardim, M. 1991. *Cooking the Portuguese way in South Africa.* 1st Ed. London: United Kingdom.

Jung K, E. & Geistfeld, L.V. 2003. Consumer restaurant behaviour and the impact of socio-economic and demographic factors. *Journal of Food Service Business Research,* 6 (1): March.

Kafestein, F.K., Mortajemi, Y., & Betche, D.W. 1997. Foodborne disease control. A transitional challenge. World Health Organisation, Geneva, Switzerland.

Kappa, M., Nitschke, A. & Schappert, P.B. 1997. *Managing housekeeping operations.* 2nd Ed. Butterworth: Heinemann.

King, C. 1988. *Professional dining room management.* 2nd Ed. Wokingham: Berkshire.

Kleyhans, C.H. 2003. Leisure tourists' satisfaction regarding their meal experience at Lesedi. Unpublished Master's dissertation, University of Pretoria, Pretoria.

Kraak, V. & Pelleffier, D.L. 1998. The influence of commercialisation on the food purchasing behaviour of children and teenage youth. *Nutrition Review,* New York, (11) 15-24.

Lin, B., Guthrie, J.F., & Frazao, E. 1992. Quality of childrens' diets at and away from home: *Food review.* New York, (21) 2-10.

Marsh, D. 2004. Toasting the Western Cape's new wine region. *Best business to business publication hospitality travel and tourism,* 7 (148), 2-31.

Masango, D. 2004. *SA still a top destination. Sunday Sun:* 28, March 18.

Mattila, A.S. 2004. Consumer behaviour research in hospitality and tourism journals. *International Journal of Hospitality Management,* 23 (5): 451-461.

Mead, P.S., McCaig, L.F., Bresce. J.S., Shapiro, C., Graffin, P.M. & Touxe, R.V. 2000. Food related illness and death in the United States. Center for Disease Control and Prevention, Atlanta, G.A.

Mill, R.C. 1998. *Restaurant customers, operations and employees.* 1st Ed. Butterworth: Heinemann.

Mofokeg, L. 2004. Gauteng goes gastronomic. Travel and Food, *Sunday Times*: 17, October 7.

Mosola, M. 2004b. South African tourism gearing up for growth. South African Tourism. http://www.southafrica.net [08/November 2004].

Moth, A. 2001. The smoking gun. *The Accommodation Food and Beverage Magazine for Southern Africa:* 1-3, July.

Moth, A. 2004a. The social impact of tourism. *The Accommodation, Food and Beverage Business Magazine for Southern Africa:* 21-23, October.

Moth, A. 2004c. Best in the world for eating out. *The Accommodation, Food and Beverage Business Magazine for Southern Africa: 3,* December.

Moth, A. 2004d. Profit from wine and dine events. *The Accommodation, Food and Beverage Business Magazine for Southern Africa:* 21, November.

Nunn, L.W. 2004 – 2005. Indigenous Gardens of the Western Cape. Portfolio benchmark of the best collection Cape Town, 201-203.

Olver, C. 2004. Making tourism work for all South Africans. Business Day: 1, May 10. http://www.southafrica.net [15/September 2004].

Palacio, J.P., Harger, V., Shugart, G. & Theis, M. 1994. *Introduction to food service.* New Jersey: Prentice-Hall, 4-20.

Packs, S.L., Lechowich, K.A. & Halling, F. 1994. Challenging the future changing consumer eating habits create new opportunities in commercial food service. *Journal of Dietetic Association,* 94(1):908-909.

Park, C. 2004. Efficiency or Enjoyable? Consumer values of eating out and fast food restaurant consumption in Korea. *International Journal of Hospitality Management,* 23 (5): 87-94.

Paul, D. 2004a. Investing in wine farm is not for the faint-hearted. *The property magazine*: 41-44, December.

Paul, D. 2004b. Great locations for eating out in Cape Town. *The property magazine*: 47-52, December.

Pizam, A. 1999. Life and tourism in the year 2050. *International Journal of Hospitality Management,* 18(4): 331-343.

Pizam, A. & Reichel, A. 1996. The effect of nationality on tourist behaviour. *Journal of Hospitality and Leisure Marketing,* 4 (1): 23-49.

Reichler, G. & Dalton, S. 1998. Chefs attitudes towards healthful food preparation are more positive that their food science knowledge and practice. *Journal of the American Dietetic Association,* 98:165-169.

Reisinger, Y. & Turner, L. 2003. *Cross-cultural behaviour in tourism:* Burlington: British Library.

Reuter, M. & Walczack, D. 2004. Putting customers at risk: Unsafe food handling as corporate violence. *International Journal of Hospitality Management.* 23(1) 3 -13.

Reynard, S. 2004. Tourism gets ready for 2010. *The Accommodation, Food and Beverage Business Magazine for Southern Africa*: 20, December.

Saayman, M. 2002: SA tourism defies gravity. South African Tourism. http://www.southafrica.net [15/September 2004].

Santich, B. 2004. The study of gastronomy and its relevance to hospitality education and training. *New Directions in Tourism and Hospitality,* 23(1): 20-45, March.

Seidel, M., Steyn, K. & Ratheb, E. 2001. Tobacco use by black women in Cape Town. Medical Research Council of South Africa. Cape Town: South Africa

Solomon, P. 2004. *SA's Hospitality industry ranks among the best. The Star:* 14, September 11.

South African Tourism. 2002. Advance release of tourism statistics. http://www.southafrica.net [15/September 2004].

South African Tourism. 2004. *Cape Town Big 6:* One destination – Six Unforgettable Experiences. http//www.southafrica.net [10/October 2004].

Story, M., Sztainer, D.N. & French, S. 2002. Individual and environmental influences on adolescent eating behaviors. *Journal of American Diet Association,* 102(3): 40-51, March.

Tantaway, A., Kim, G.W. & Pyo, S. 2004. Evaluation of hotels to accommodate disabled visitors. *Journal of Quality Assurance in Hospitality and Tourism:* 5 (1): 91-101.

Taylor, R. 1999. South Africa rockets to 25th in the world's top 40 tourism destinations. http://www.tourism destination.net [14/September 2004].

Tilson, L.H., Gregoson, K., Naele, R.T. & Douglas, C.J. 1993. Dietary awareness of primary school children. *British Food Journal,* 93(6) 25-29.

Williams, A. 2004. Understanding the hospitality consumer. *International Journal of Hospitality Management:* 23 (5) 95-97.

Wolf, E. 2002. *Culinary tourism:* a tasty economic proposition. http://www.culinary tourism: Org/resources.htm. [05/September 2004].

Yutar, D. 2004. Uplifting poor with tourism. South African Tourism http://www.africapetours.com/masande.htm [15/September 2004].

Zollo, P. 1999. *Insights into marketing and advertising to teenagers.* 2nd ed . Ithaca: New York, 40-51.

7. APPENDIX I

QUESTIONNAIRE - SURVEY

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

FACULTY OF MANAGEMENT: TOURISM & HOSPITALITY

SCHEDULE NO.	INTERVIEWER	DESIGNATED AREA
DATE	TIME	

Hello, I am a student doing research on the factors that may influence tourist choice of an eating establishment. I would appreciate it, if you could give me a few minutes of your time to ask you a few questions. The information from the survey will be useful in sustaining and improving the quality of service at eating establishments.

1. Are you a foreign tourist or domestic tourist? (Please, mark in table below)

1.1 If foreign tourist, indicate country of residence?

1.1.1Tourists (Non South African)	COUNTRY OF RESIDENCE					
	Athens	Australasia	SADC	France	Germany	Other, specify
	Italy	Middle East	Spain	USA	United Kingdom	

1.2 If domestic tourist, indicate province of residence?

1.2.1 **Tourists (South African)**	**PROVINCE OF RESIDENCE**			
	Eastern Cape	Free State	Gauteng	Kwazulu Natal
	Limpompo	Mpumalanga	North west	Northern Cape

2. What is your:

2.1 AGE		**RELIGION**		**RACE (SA VISITORS ONLY)**	
1. 18-20		1. Christianity		1. White	
2. 21-30		2. Hindu		2. Indian	
3. 31-40		3. Islam		3. Black	
4. 41-50		4. Judaism		4. Coloured	
5. 51-60		Other, specify		Other (specify)	
6. 61-70					
7. 70+					

3. Have you ever visited South Africa before? (Foreign Tourists only)

1. ☐ 2. No ☐

3.1. If 'yes' how many times have you visited South Africa before, if not the first time?

1. Once ☐ 2. Two ☐ 3. More than two ☐

4. Other, (specify)

____

4. When was the last time you visited South Africa?

1. Six Months ago ☐ 2. One year ago ☐

3. Two years ago ☐

4. Other, (specify)

____

5. Have you ever visited Cape Town before? (Tourist both domestic & Foreign)

1. Yes ☐ 2. No ☐

5.1. If yes, how many times have you visited Cape Town before?

1. Once ☐ 2.Twice ☐ 3.Thrice ☐ 4.Four times ☐

5. Other, (specify)

____

6. What is/are the primary reason/s for your visit in Cape Town?

REASONS FOR VISITING CAPE TOWN (Multiple Responses)		
1. Celebrate a special event	6. On tour	Other, (specify)
2. Business	7. Holiday	
3. Adventure	8. For sport event	
4. Someone invited you	9. Exchange university student/scholar	
5. Experience the city	10. Visit friends/family	

7. Have you eaten or intend to eat at the eating establishments in Cape Town?

1. Yes ☐ 2.No ☐

7.1. If 'yes' which of the following types of eating establishments have you eaten at/intend to eat at?

TYPES OF EATING ESTABLISHMENT (Multiple Responses)		
1. Fast food restaurant	6. Coffee shop	Other, (specify)
2. Indian Restaurant	7. Steakhouse restaurant	
3. Chinese restaurant	8. Snack bar Restaurant	
4. Seafood restaurant	9. African restaurant	
5. Halaal restaurant	10. Self Service restaurant	

8. Which one of the following types of eating establishment is your first choice? (Only one response)

1. Coffee shop	6. African restaurant	Other, (specify)
2. Self service restaurant	7. Snack bar restaurant	
3. Fast food restaurant	8. Chinese restaurant	
4. Seafood restaurant	9. Steakhouse restaurant	
5. Indian restaurant	10. Halaal restaurant	

9. What mode of transport did you use/intend to use when visiting an eating establishment?

MODE OF TRANSPORT		
1. Taxi		Other, (specify)
2. Bus		
3. Train		
4. Own transport		
5. Rental/Hired transport		
6. Shuttle/tax from the place of stay e.g. Hotel or guest house		

10. Which of the following factors was/ is most influential in your decision when selecting the choice/type of eating establishment?

(Multiple responses)

1. Location		Other, (Specify)
2. Offers something unique than the others		
3. Prices affordable		
4. Availability of various menus including good wine list		
5. It is a well known brand restaurant e.g. McDonald		
6. Availability of African dishes for both local & foreign tourists		
7. Food safety e.g. food caries no contamination		
8. Pleasant decorations		
9. Atmosphere e.g. with views out the window		
10. Cleanliness and hygiene		
11. Efficient & pleasant service		
12. Type of food offered		
13. Type of restaurant is available national/global e.g. Steers		
14. Playgrounds for kids		
15. Parking access		
16. Safety		
17. Special attention for pensioners		

11. Which of the following attributes do you expect the most in an eating establishment?

(Multiple responses)

1. Cleanliness & Hygiene	6. Interesting & pleasant decorations	Other, (specify)
2. Atmosphere, e.g. Views out the window	7. Menu easy to understand	
3. Live entertainment	8. No Smoking areas	
4. Social skill of staff	9. Adventurous menu	
5. Space & pleasant layout	10. Staff attitudes	

12. When visiting an eating establishment in Cape Town, did you experience any problems?

1. Yes	**If 'yes'** please (specify problem)
2. No	

13. How would you regard your eating out experience at Cape Town's eating establishments?

1. Excellent	2. Good	3.Acceptable	4. Bad	5. Awful

14. Please indicate whether or not you would refer your family or friend to the eating establishment you have visited.

1. Yes	2. No (if no, give one reason)

15. *Please rate on the scale of 1-4, the overall* satisfaction at the eating establishments you visited, with regard to.

4 = Very good, 3 = Good, 2 = Poor, 1= Very poor

	Very good	**Good**	**Poor**	**Very poor**
1. Price range				
2.Safety				
3. Service				
4. African dishes on offer				
5. Health and Nutrition				
6.Location				
7. Parking access				
8. Playground for kids				
9. Special attention for pensioners				
10. Facilities for person with disability				
11. Type of food				
12. Cleanliness & Hygiene				

16. Please, select the most significant factors when selecting your choice of eating establishment from the following factors.

(Multiple responses)

1. Location	6. Service excellence	Other, (specify)
2. Live entertainments	7.African dishes on offer	
3. Safety	8. Parking space	
4. Health & Nutrition	9. Social skill of staff	
5. Well known brand restaurant	10. Kids menu offered	

17. Choose from the following positive or negative factors why would you not return to the eating establishment you have eaten at?

17.1 POSITIVE FACTORS		17.2 NEGATIVE FACTORS		
1. Easy to get to		1. Location not close to public transport & shopping malls		Other, (specify)
2. Prices affordable		2. Prices don't match food quality		
3. Safe to eat at		3. Place not in a safe environment		
4. Well known brand		4. Independent restaurant		
5. Quick service		5. Poor service		
6. Live entertainment, e.g. music		6. Lack of social activities e.g. live band music		
7.Adventurous menus		7. Lack of African dishes		

18. Do you intend eating again at the eating establishment you have eaten at before?

1. Yes ☐ 2. Don't know ☐

3. No ☐

19. Do you think adolescents are an important market for restaurant marketers nowadays?

1. Yes ☐ 2.No ☐

20. Would the following factors be the reasons why you think adolescents are an important market for restaurants nowadays?

1. They will spend money in restaurants in the future	Yes	No
2. Most of the time they are shopping for groceries with the family	Yes	No
3. They are influenced by the media	Yes	No
4. They contribute towards eating healthy foods	Yes	No
5. They have particular tastes in foods	Yes	No
6. Adolescent want quick, good tasting, convenience and low cost foods	Yes	No
7. Restaurant marketers can bring loyalty while they are still young	Yes	No
8. They have tremendous discretionary spending power	Yes	No
9. They can influence their family where to go for dinner.	Yes	No
Other (specify)		

21. What is your view about the availability of facilities such as playgrounds for kids, facilities for person with a disability and facilities for smoking and non smoking persons at eating establishments in Cape Town?

FACILITIES	1. Good	2.Acceptable	3.Poor
1. For persons with a disability			
2. For kids menu			
3. Playgrounds for kids			
4. Male & Female e.g. Toilets			
5. Parking			
6. Smoking & Non smoking areas			

22. What suggestions or comments can you make to the owners/managers of eating establishments in South Africa, especially Cape Town?

____
____
____
____
____

23. Interviewer to note:

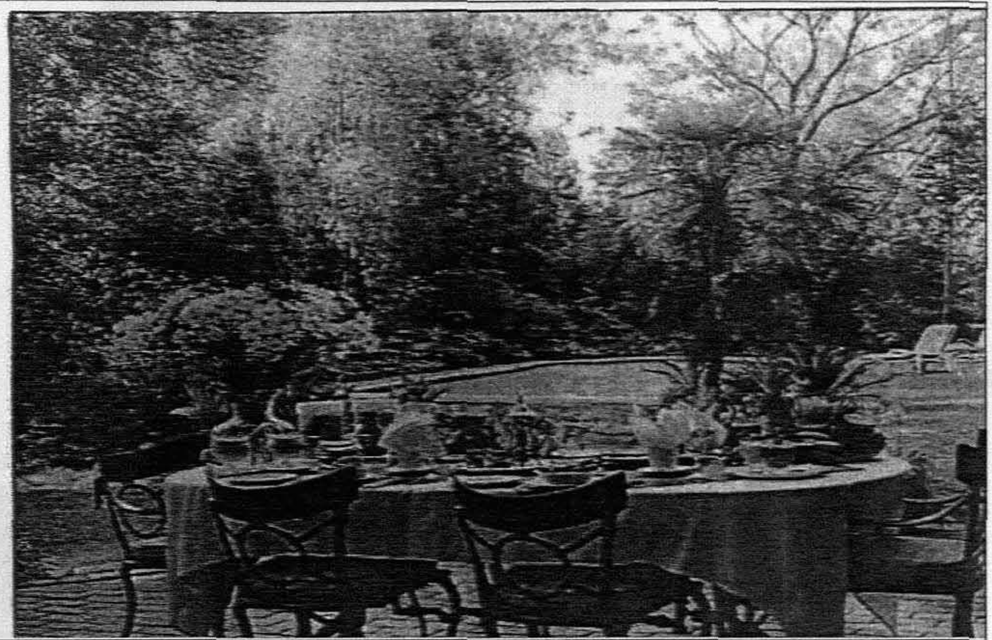
1. Male	2. Female

!!THANK YOU VERY MUCH FOR YOUR TIME IN ANSWERING THIS QUESTIONNAIRE!!

8. APPENDIX II

PHOTOGRAPHIC PRESENTATION OF GASTRONOMIC TOURISM

Source: Nunn, 2005/6



Indigenous gardens of Knysna

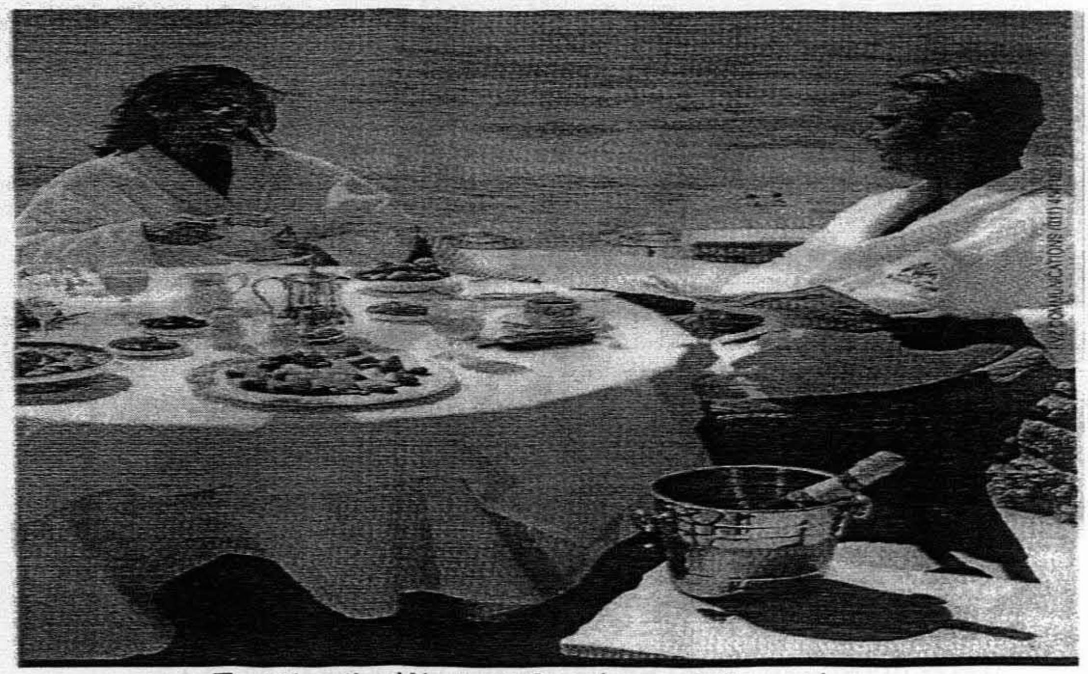
Source: Marsh, 2004

A taste of Tanzania

Sunday Times: Mofokeng, 2004:7

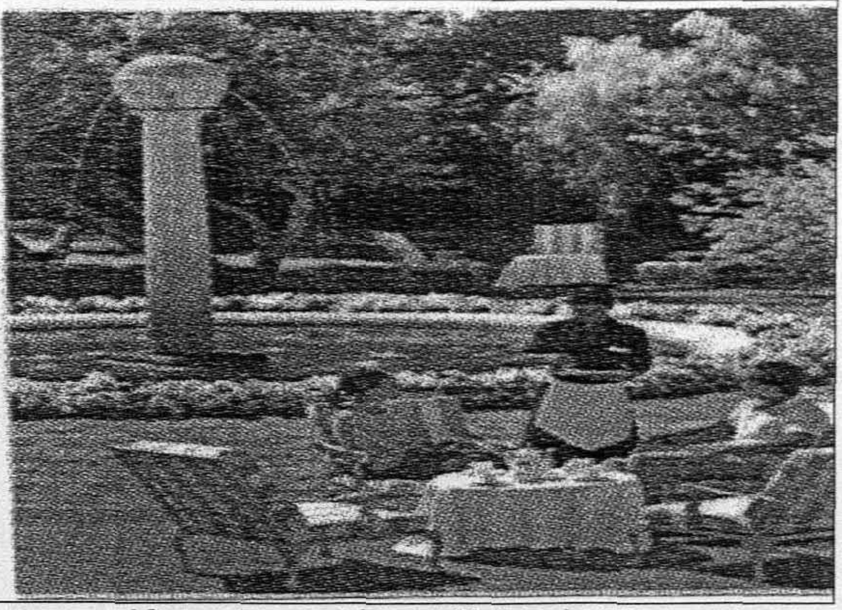
Gauteng goes gastronomic

Source: Marsh, 2004



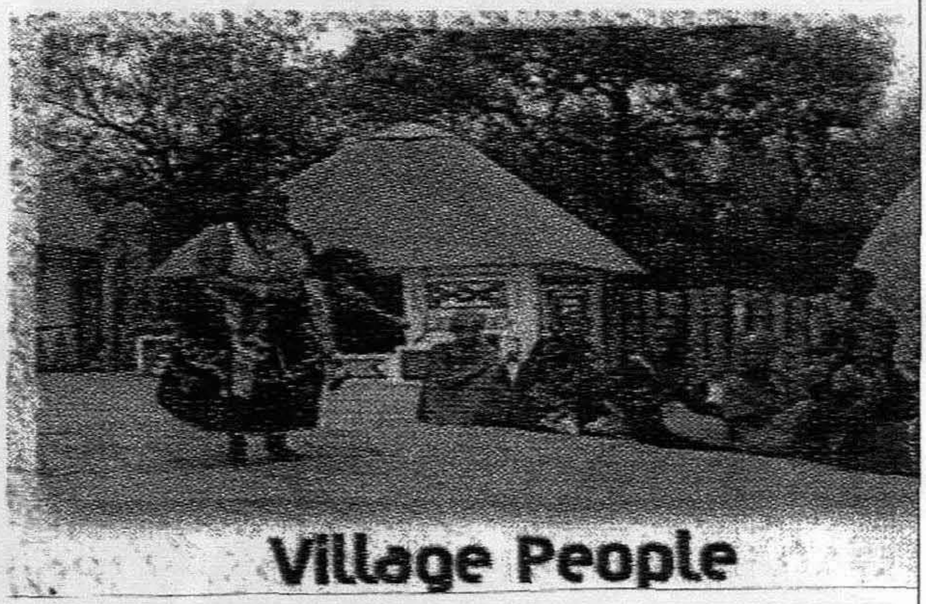
Toasting the Western Cape's new wine region

Source: Mofokeng, 2004



Afternoon tea at Mount Nelson hotel

Source: Marsh, 2004



Cradle of living the African culture (Sun City – North West)

8. APPENDIX II

PHOTOGRAPHIC PRESENTATION OF GASTRONOMIC TOURISM

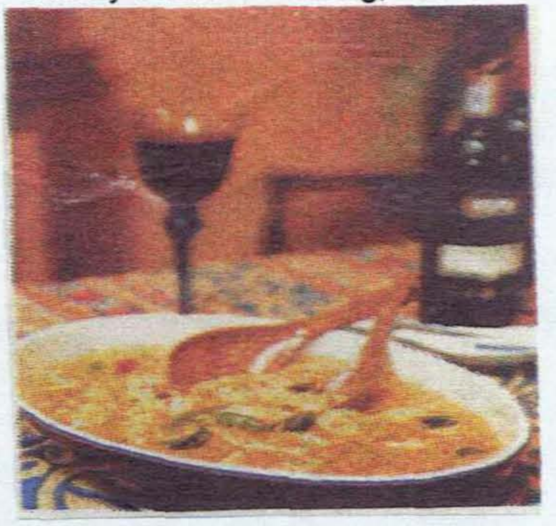
Source: Nunn, 2005/6

Indigenous gardens of Knysna

Source: Marsh, 2004

A taste of Tanzania

Sunday Times: Mofokeng, 2004:7

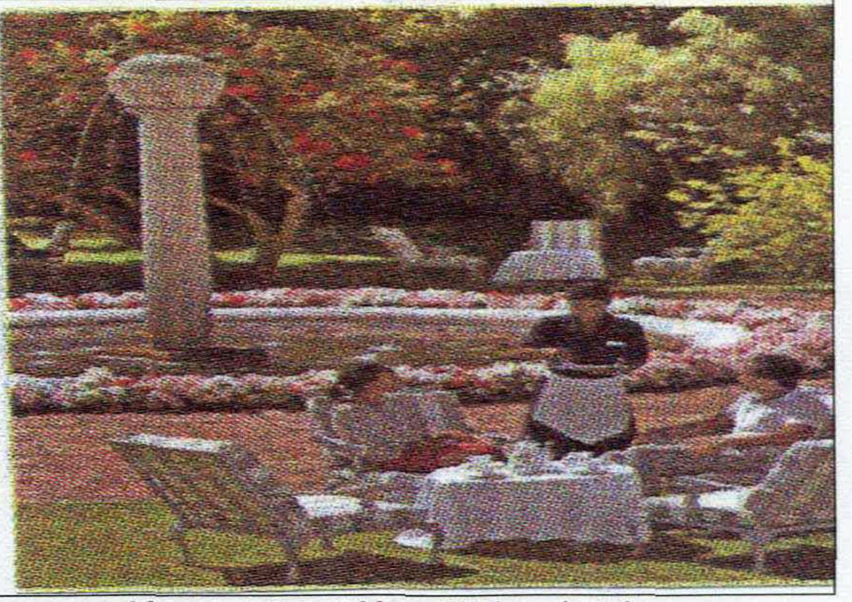


Gauteng goes gastronomic

Source: Marsh, 2004

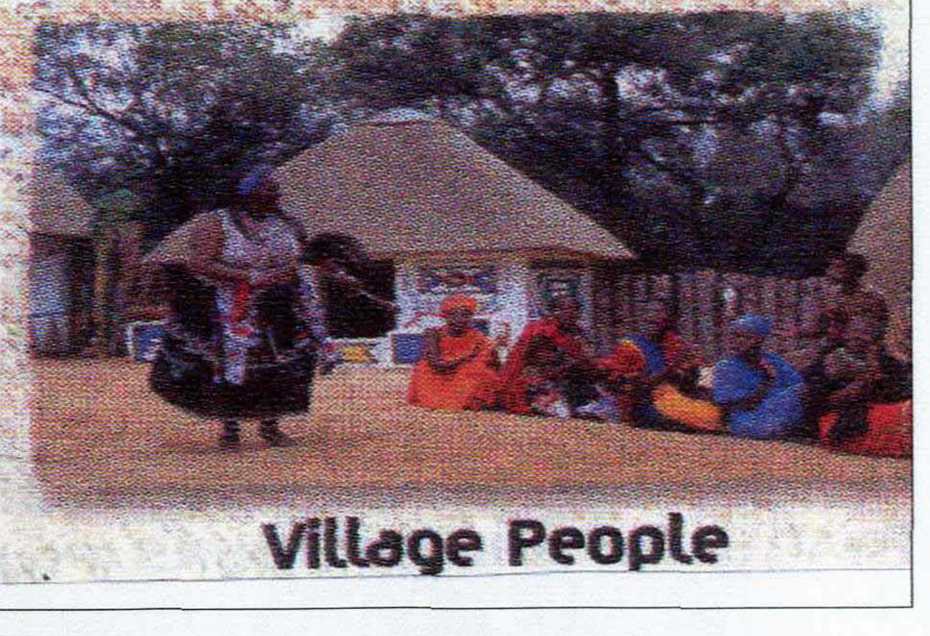
Toasting the Western Cape's new wine region

Source: Mofokeng, 2004



Afternoon tea at Mount Nelson hotel

Source: Marsh, 2004



Cradle of living the African culture (Sun City – North West)