

APPENDIX A

SURVEY QUESTIONNAIRE



DINING MEAL EXPERIENCE SURVEY

PLEASE NOTE

- You are not required to identify yourself and your response can not lead to your identification.
- Apart from taking up some of your time, answering this questionnaire presents no risk whatsoever.
- Feel free to seek any clarification and ask any question regarding this project from the investigator.
- All responses will be treated in strict confidentiality and will be used for academic research purposes only.
- Your individual opinion is highly valued, therefore, if possible, do not confer with others during the completion of the questionnaire.

Thank you very much for your participation and assistance

**The questionnaire should not take you more than about 5 minutes to complete.
Please note that there are no right or wrong answers; a quick response is generally the most useful.**

Please respond to the questions by indicating on a scale from 1-4 where your experience lies or by ticking (X) in the boxes provided for each statement, and

PLEASE ANSWER ALL THE QUESTIONS

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SECTION 1

1.1 How did the meal experience **meet with your expectations** regarding the **food**?

FOOD	1 HAS NOT MET WITH MY EXPECTATIONS AT ALL	2 HAS TO A CERTAIN DEGREE NOT MET MY EXPECTATIONS	3 HAS MET MY EXPECTATIONS	4 HAS EXCEEDED MY EXPECTATIONS
Presentation or appearance				
Taste of the food				
Temperature of the food				
Menu item variety				
Food quality				
Authenticity of the food				

V1			1-3
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V2		4
V3		5
V4		6
V5		7
V6		8
V7		9

1.2 How did the meal experience **meet with your expectations** regarding the **service**?

SERVICE	1 HAS NOT MET WITH MY EXPECTATIONS AT ALL	2 HAS TO A CERTAIN DEGREE NOT MET MY EXPECTATIONS	3 HAS MET MY EXPECTATIONS	4 HAS EXCEEDED MY EXPECTATIONS
Friendly, polite and helpful staff				
Attentive staff				
Efficient service				
Staff have food and beverage knowledge				
Staff have culinary heritage knowledge				
Sympathetic handling of complaints				

V8		10
V9		11
V10		12
V11		13
V12		14
V13		15

1.3 How did the meal experience **meet with your expectations** regarding the **ambience**?

	1 HAS NOT MET WITH MY EXPECTATIONS AT ALL	2 HAS TO A CERTAIN DEGREE NOT MET MY EXPECTATIONS	3 HAS MET MY EXPECTATIONS	4 HAS EXCEEDED MY EXPECTATIONS
ATMOSPHERE				
Restaurant's temperature				
Restaurant's appearance				
Table settings, crockery & cutlery				
Staff appearance				
Décor				
General excitement a place generates				
Music				

V14		16
V15		17
V16		18
V17		19
V18		20
V19		21
V20		22

SECTION 2

2.1. What gender are you?

Male	1
Female	2

V21		23
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2.2. To which one of the following age groups do you belong?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65 >	6

V22		24
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2.3. Where do you live (land or origin)? _____

V23		25-26
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2.4. Have you dined in this establishment before?

No	1
Yes	2

V24		27
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2.5. Have you dined in a similar establishment before?

No	1
Yes	2

V25		28
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2.6. Do you have any knowledge regarding the traditional cultural-specific food of the ethnic tribes depicted at Lesedi?

No	1
Yes	2

V26		29
-----	--	----

2.7. Do you have any knowledge regarding the traditional cultural-specific food of other tribes or nationalities?

No	1
Yes	2

V27		30
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2.8. If **YES** please specify _____

V28		31-32
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2.9. Would you like to consume cultural-specific food?

No	1
Yes	2

V29		33
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2.10 Do you expect to be served authentic cultural-specific food?

No	1
Yes	2

V30		34
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2.11. Would you have preferred:
Please tick **ONE** box only

A complete traditional menu	1
A menu with some traditional dishes	2
A menu with traditional ingredients prepared in a western manner	3
The current menu	4

V31		35
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2.12. How satisfied are you with the whole meal experience offered at Lesedi?

1 TOTALLY DISSATISFIED	2 DISSATISFIED	3 SATISFIED	4 TOTALLY SATISFIED
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V32		36
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2.13. Which aspects at Lesedi (especially regarding the meal experience) **impressed** you?

V33		37-38
V34		39-40
V35		41-42

2.14. Which aspects at Lesedi (especially regarding the meal experience) **disappointed** you?

V36		43-44
V37		45-46
V38		47-48

2.15. Will you return to this establishment?

No	1
Yes	2

2.16. Will you refer others to this establishment?

No	1
Yes	2

2.17. Which aspects of the **food** impressed you the **most**?
Please tick **ONE** box only.

Presentation or appearance	1
Taste of the food	2
Temperature of the food	3
Menu item variety	4
Food quality	5
Authenticity of the food	6

2.18. Which aspects of the **service** impressed you the **most**?
Please tick **ONE** box only.

Friendly, polite and helpful staff	1
Attentive staff	2
Efficient service	3
Staff have food and beverage knowledge	4
Staff have culinary heritage knowledge	5
Sympathetic handling of complaints	6

2.19. Which aspects of the **atmosphere** impressed you the **most**?
Please tick **ONE** box only.

Restaurant's temperature	1
Restaurant's appearance	2
Table settings, crockery and cutlery	3
Staff appearance	4
Décor	5
General excitement a place generates	6
Music	7

V39		49
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V40		50
-----	--	----

V41		51
-----	--	----

V42		52
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V43		53
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Thank you very much for your participation and for completing the “**dining meal experience**” questionnaire.
Your participation and time are greatly appreciated.

APPENDIX B

MANAGER INTERVIEW SCHEDULE

SEMI-STRUCTURED INTERVIEW SCHEDULE

1.

- Why do you present a westernised menu and food dishes, when your marketing and brochures state that you are offering “The greatest African feast – sample traditional dishes from around the African continent”?
- Who is your client base?
- When is the most popular time for the tourists to visits, and how does it vary during the sessions per day (lunch vs. dinner)?
- How many dining sessions are there per year?
- How many people are normally expected per dining session?
- How many staff do you have in the foodservice establishment?
- How many sessions does Lesedi provide per year?
- How many tourists visit Lesedi per year?
- How many tourists visit Lesedi per month?
- How many tourists have visited Lesedi in the same month (November) last year (2001)?
- How many tourists have visited Lesedi last month (October 2002)?
- How does the number of tourists vary during the days of the week?
- How does the number of tourists vary during different times of the year?

APPENDIX C

PHOTOGRAPHS

**PHOTOGRAPHS ILLUSTRATING THE FOOD COMPONENT OF THE MEAL
EXPERIENCE AT LESEDI**



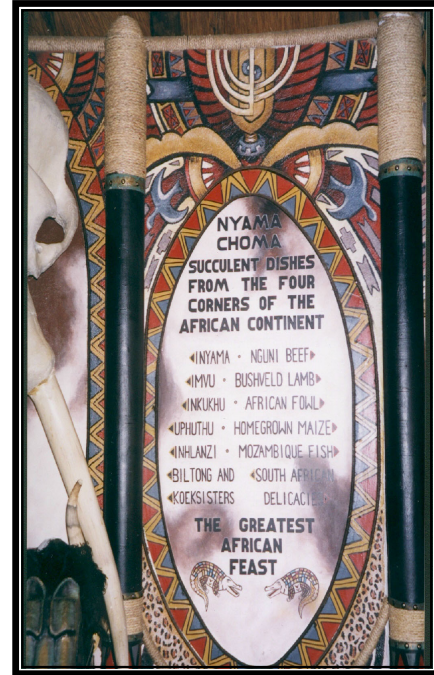
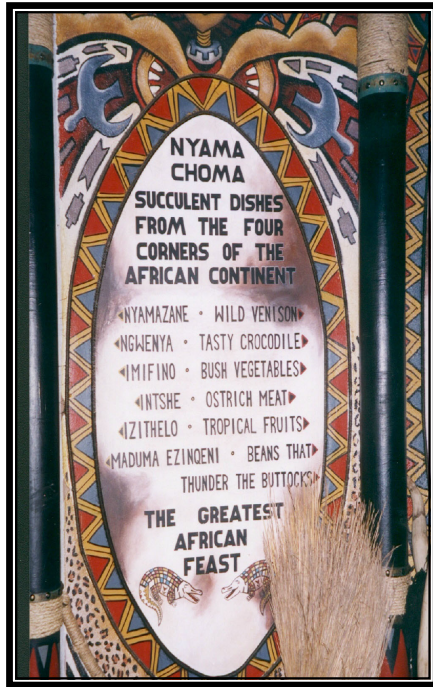
PHOTOGRAPH 1: THE PRESENTATION OF THE DIFFERENT SAUCES.



PHOTOGRAPH 2: THE PRESENTATION OF THE MEAT (CARVERY).

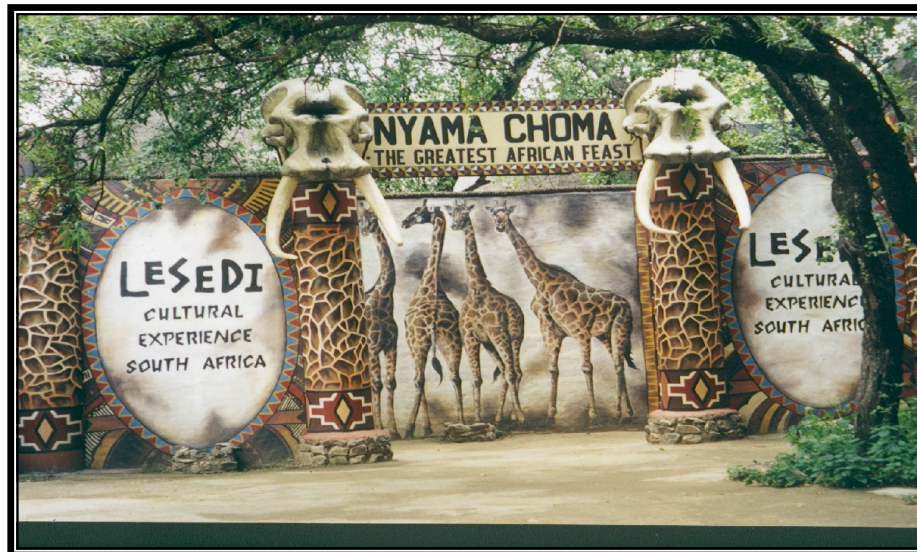


PHOTOGRAPH 3: THE PRESENTATION OF THE DESSERTS.



PHOTOGRAPH 4: THE VARIETY OF DISHES PRESENTED ON MENU BOARDS

PHOTOGRAPHS ILLUSTRATING THE ATMOSPHERE COMPONENT OF THE MEAL EXPERIENCE AT LESEDI



PHOTOGRAPH 5: THE ENTRANCE TO THE RESTAURANT



PHOTOGRAPH 6: THE INSIDE OF THE BAR



PHOTOGRAPH 7: THE TABLE SETTINGS AND CROCKERY



PHOTOGRAPH 8: THE APPEARANCE OF A STAFF MEMBER



PHOTOGRAPH 9: THE WALLS OF THE RESTAURANT



**PHOTOGRAPH 10:
GIRAFFE DISPLAY AS FOCAL POINT
AT BUFFET**



**PHOTOGRAPH 11:
THE CHIEF'S THRONE AS PART OF
THE DECOR**



PHOTOGRAPH 12: MUSIC PLAYED WHEN ENTERING THE RESTAURANT

APPENDIX D

RESPONSES TO OPEN QUESTIONS OF THE QUESTIONNAIRE

Answers to question 2.13 (in the questionnaire) –

“Which aspect at Lesedi regarding the meal experience impressed you?”

FOOD

- **Presentation and appearance**
“General presentation and display of food”
- **Taste of the food**
“Taste of the food and flavour of the food”
- **Temperature of the food**
“Hot food; hot plates and containering – keeps the food warm”
- **Menu item variety**
“Variety; menu choice; differency of the food; food selection; variety of vegetarian food; main course; quantities; different meats (crocodile, game, kudu, impala, beef); food items (putu/mieliemeel, imfino/spinach, rice, potatoes, beans, vegetables); different sauces; desserts/sweets (koeksisters, chocolate mousse, fried fruits/fritters)”.
- **Food quality**
“Quality of food; no fat ‘swimming’ in the food”
- **Authenticity of the food**
“Traditional cultural-specific food”

SERVICE

- **Friendly, polite and helpful staff**
“Staff courtesy; friendliness of staff; the inclusivity of staff; staff also eat here”
- **Attentive staff**
“Table service; energy of staff”

- **Efficient service**
“Quick service; good service; expediency with numbers; self service; overall organisation”

ATMOSPHERE

- **Restaurant’s temperature**
“Reasonably warm”
- **Restaurant’s appearance**
“Eating environment; surroundings”
- **Table settings, crockery and cutlery**
“Cleanliness; clean table and cutlery”
- **Staff appearance**
“Colourful cultural dress; the host/chief”
- **Décor**
“Décor; beautiful wall paintings; walls; details; colours and decorations”
- **General excitement a place generates**
“Atmosphere; ambience”
- **Music**
“Music”

Answers to question 2.14 (in the questionnaire) –

“Which aspect at Lesedi regarding the meal experience disappointed you?”

FOOD

- **Presentation and appearance**

“No labels to identify different varieties/dishes; tired of buffet meals”

- **Taste of the food**

“Food too salty; food too bland; too much tomato in cooked meat dishes; desserts not very tasty”

- **Menu item variety**

“Food always the same; meat (too bony/too many bones in cooked meat; tough/chewy/not tender enough; ostrich – tough and full of gristles; crocodile; kudu; beef no good; tough impala); maize and beans; salad bar/salads not appetising enough/ sadly looking salads; no biltong; very little for vegetarians/some don't eat meat; should be more variety of desserts; would have liked a bigger variety for main meal/no big variety; no starter dishes”.

- **Food quality**

“Food not very good; food quality; food can improve; food not prepared well”

- **Authenticity of the food**

“Fish not Mozambique experience; food not authentic enough; desserts not authentic; should offer traditional beer and meat”

SERVICE

- **Attentive staff**

“Lack of staff compared to last year; waitresses not trained as to when to clear table”

- **Efficient service**

“No change returned from drinks paid for; slow/poor service; the wine service was confused and inaccurate; badly organised”

- **Staff have food and beverage knowledge**

“Nobody explained what we were eating”

ATMOSPHERE

- **Restaurant’s temperature**

“Temperature of restaurant; no air-conditioning”

- **Restaurant’s appearance**

“Too light”

- **Staff appearance**

“Staff does not dress up enough in a traditional manner; more traditional but covered; conservative clothing”

- **General excitement a place generates**

“Dancing/singing in dining room would help atmosphere”

- **Music**

“Music too loud/ can’t hear people”