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ANNEXURE 1

List of concepts

Attraction. Attractions are considered as one of the essential elements for destination resource analysis (Buhalis, 2000). They are considered the most important component of the tourism system, the main motivators for tourist trips and the core of the tourism product (Swarbrooke, 1999:3).

Authenticity. Authenticity is considered socially constructed and not merely an attribute of heritage, belonging and antiquity. In tourism authenticity is promoted as something that is traditional and that has distinctive social and cultural characteristics of a specific place (Peterson, 2005).

Branding. Developing a mark (logo), symbol, set of words, or combination of these to differentiate a destination or organization from others (Lubbe, 2003).

Competitiveness. It can be regarded as a multi-faceted concept and implies the combination of both assets, natural and created resources, and processes to achieve economic results (Crouch & Ritchie, 1999).

Culinary heritage. Art of cooking reflecting the living culture and history of a specific group, country or region, it encompasses preserving the past, capturing the present and creating the future (Richards, 2002).

Cuisine. An arrangement of food-related customs, which are culturally developed and transmitted, characterised by a range of basic foods, frequent set of recipes, flavourings, specific processing characteristics, rules for combination, and appropriateness for the occasion, i.e. national dishes identification of cuisine (Marshall, 1995:280).

Culinary tourism. A variety of food and beverage-related activities developed for visitors and involving cultural discovery of a region's dishes (Canadian Tourism Commission, 2002).

Destination. A destination is regarded as a combination of all products, services and experiences provided in a particular area. (Lubbe, 2003:144)

Destination area. A geographic area, ranging in size from an individual community to a

group of several countries, where there is a concerted effort to develop and market tourism (Lubbe, 2003).

Destination competitiveness. What makes a destination truly competitive is its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations (Ritchie & Crouch 2003).

Destination marketing. Destination marketing according to Mihalic (2000) includes both the activities marketing and management furthermore destination management is regarded as an essential base for destination marketing (Lubbe, 2003).

Destination Marketing Organization (DMO). Government and non-governmental organizations with the responsibility of marketing specific tourism destinations to the travel trade and individual tourists. These organizations operate at all geographic levels from multi-country regions (e.g., European Travel Commission) to individual communities (e.g., convention and visitors bureaus) (Lubbe, 2003).

Destination package. A travel package characterized by the destination it features (Lubbe, 2003).

Destination product mix. The combination of attractions, events, and services that a destination provides for visitors. The destination mix includes attractions and events, facilities, infrastructure, transportation, and hospitality resources (Lubbe, 2003).

Environmental scanning. A technique used to identify and analyze the impact of external environmental forces on a tourism organization's marketing. These external forces include legislation and regulation, political situations, social and cultural characteristics, economic conditions, technology, transportation, and competition (Lubbe, 2003).

Geographical Information Systems (GIS). GIS according to Nath, Bolte, Ross and Aguilar-Manjarrez (2000:235) is an integrated assembly of computer hardware, software, geographic data and personnel designed to efficiently acquire, store, manipulate, retrieve, analyze, display and report all forms of geographically referenced information geared toward a particular set of purposes.

Environmental Potential Atlas (ENPAT). ENPAT makes meaningful environmental development possible. It is a computerized system that can be used to evaluate the suitability of the environment for different land-uses. ENPAT can assist planners and developers working on RDP projects – to ensure that decisions made are in the best overall interest of every South African and the environment (ENPAT 2001).

Facilities. Part of the destination mix, facilities include the physical facilities and services provided in lodging, food and beverage, and support businesses (e.g., souvenir and duty-free shops)(Lubbe, 2003).

Food tourism. Visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel (2003; Hall, Sharples, Mitchell, Macionis & Cambourne, 2003).

Globalisation. The process whereby the operation of businesses and the movement of capital is increasingly less impeded by national boundaries, and is reflected in a general trend towards industry consolidation, deregulation and Privatisation (Lubbe, 2003).

Internet. A worldwide network of connected computer networks. Also known as “cyberspace” or the “information superhighway,” one of the most popular Internet functions is the World Wide Web (Lubbe, 2003).

Local and regional food. The products produced in a specific area or region as a result of the environment and availability and the cultural factors affecting the preparation, cooking and serving of these food products and dishes (Hall & Mitchell, 2002).

Marketing mix. The combination of factors that tourism marketing managers use to attract visitors. These factors include product, price, place, promotion, packaging, programming, partnership, and people (Lubbe, 2003).

Marketing plan. A written document that describes the actions that a tourism organization will undertake to achieve its marketing goals and objectives (Lubbe, 2003).

Market segmentation. The division of the tourism market into groups, which share common characteristics (Lubbe, 2003).

Market segments. Portions of the tourist market that are more or less distinct in their characteristics and/or behaviour (Lubbe, 2003).

Packaging. The assembly of travel packages that combine the services and products of several tourism organizations into a single-price offering (Lubbe, 2003).

Positioning. A marketing process used by tourism organizations to create a perception or image in the targeted visitor's mind (Lubbe, 2003).

Situation or SWOT analysis. A marketing technique used to analyze the strengths, weaknesses, opportunities, and threats of a tourism destination area or tourism organization (Lubbe, 2003).

Strategic marketing. Marketing that takes into consideration an extensive analysis of external and internal environmental factors in identifying strategies that attain specific goals (Lubbe, 2003).

Strategic planning. A long-range planning process used in overall tourism planning where the time frame is three or more years into the future (Lubbe, 2003).

Sustainability. Ritchie and Crouch (2003) measure sustainability in tourism along two dimensions, firstly the actual success of the destinations' contribution to enhancing the sustainable well-being of residents by means of tourism; and secondly the extent to which the success has been achieved by an effective utilization of destination resources.

Sustainable tourism development. Using the natural and cultural resources of a destination area to support tourism without compromising their carrying capacities, which is their ability to continue to contribute towards tourism activity (Lubbe, 2003).

Trade shows. Events where all parts of the industry (suppliers, carriers, intermediaries, and destination marketing organizations) are brought together to share information (Lubbe, 2003).

Tourism product. A term that is roughly synonymous with the destination mix, meaning all the facilities and services offered for the visitors to a destination area (Lubbe, 2003).

World Wide Web (WWW). An Internet function which provides a worldwide collection of sites containing text, graphics, sound, and video that is created in hypertext and can be accessed through the use of Universal Resource Locators (URLs) (Lubbe, 2003).

ANNEXURE 2:

Clarification and operationalisation of concepts and conceptual framework

DESTINATION COMPETITIVENESS AND SUSTAINABILITY FRAMEWORK CONCEPT CLARIFICATION			
CONCEPT	GENERIC DESCRIPTION (Ritchie & Crouch, 2003) / (Other Sources)	DESTINATION MARKETING FRAMEWORK KEY FOOD TOURISM FOCUS	FOOD TOURISM ENHANCERS
SUPPORTING FACTORS & RESOURCES (enabling environment)	Provides a foundation upon which a successful tourism industry can be established		
343 Infrastructure	Constitutes the local transportation networks and systems, potable water supply, sanitation, sewerage, electricity systems, communication systems, public facilities, signage, etc	ASSUMING	Appropriate infrastructure will provide quality and value to food attractions and facilitate FT e.g. signage
Accessibility	Comprises the regulation of the airline industry; entry visas and permits; route connections; hubs; landing slots; airport capacities; competition among carriers		Accessibility to a destination facilitates tourism positioning FT as a supportive attraction with other key attractions will enhance the development of FT
Facilitating Resources	Entails the various areas of the public service, financial institutions, availability and quality of local human, knowledge and capital resources, and education and research institutions		Knowledge resources regarding FT is essential for the growth and development of FT, this will be established by the SFTDMF[Strategic Food tourism Destination Marketing framework]
Enterprise	Pertains to entrepreneurship and new venture development contributing to competitiveness		FT will require and stimulate the development of new ventures and entrepreneurship
Political will	Attitude and commitment of key public decision makers in destination and tourism policy		FT as a contributing factor to improving sustainability of a destination via the use of local produce will be imperative in tourism policy

continued

ANNEXURE 2 continued

DESTINATION POLICY, PLANNING & DEVELOPMENT	A set of regulations, rules, guidelines, directives and development / promotion objectives and strategies that provide a framework for decision making regarding tourism development		
System Definition	Set of parameters and phenomenon involved in policy formulation	ASSUMING	FT must be incorporated in the policy formulation of a destination to be regarded as an important aspect of the destinations policy and strategy development
Philosophy / Values	Entails the role and function that tourism plays in a society (economic/ social/ cultural)		FT is a reflection of the cultural role that tourism plays in society , FT also contributes to the economic function of tourism as it stimulates entrepreneurial activities and contributes to the sustainability of a destination
Vision	Concerns the way stakeholders envisage the development of the destination in the future		The FTP will assist a destination in determining whether FT must be incorporated in the future planning and development of a destination
Development	The deployment of resources regarding the supply of tourism products; product development strategies; strategic decisions regarding finances, human resources and the organizational structure to guide the development, management and operation of a destination		The SFTDMF will help a destination to determine whether FT must be developed as a tourism product and which resources are required to facilitate the management and operation of FT in a destination
Human Resource Development	Development of managerial skills and knowledge to monitor and operationalise needs and progress in a destination. Human resource development needs in a destination need to be assessed, implemented and addressed by offering training programs to educate and train tourism stakeholders (Dwyer, 2001)		FT will stimulate the development of HR as specialized skills and knowledge will be required to address FT and to implement it successfully in a destination
Finance & Venture Capital	The provision and access to adequate finance and investment opportunities to develop and sustain a destination and improve its competitiveness		FT requires finance and capital to be successful, but can also provide investment opportunities and contribute to the sustainability of a destination
Visitor Management & carrying capacity	Determination, monitoring and management of the destination capacity and tourist traffic flow; matching supply and demand of tourist attractions and ensuring that offerings meet tourist expectations		Offering FT as a form of niche market tourism will match contemporary trends in tourism and ensure that present day tourist demands are being met by offering the correct mix of attractions and controlling the capacity
Resource Stewardship	Involves the effective maintenance of and sensitive deployment of ecological, social and cultural resources		Successful FT will contribute to resource stewardship as both cultural and ecological resources will be effectively maintained as a result of the focus on culinary heritage

ANNEXURE 2 continued

CONCEPT	GENERIC DESCRIPTION (Ritchie & Crouch, 2003) / (Other Sources)	DESTINATION MARKETING FRAMEWORK KEY FOOD TOURISM FOCUS	FOOD TOURISM ENHANCERS
CORE RESOURCES & ATTRACTORS	Key motivators for visitation to a destination		
Physiography & Climate	Includes the nature of the landscape, the climate and the environmental framework of the destination	FOCUSING	Agricultural linkages and the availability of local food products is one of the core resources for FT
Attractions	Includes all natural and man-made features both within and adjacent to a destination that can be of interest to tourists, constituting the reasons why tourists visit destinations and include culture & history, nature-based activities, special interest attractions, special events and entertainment activities. (Heath, 2003)		FT encompasses many of the attractions offered in a destination as it is supportive to most other attractions in a destination and can be positioned as such thereby contributing to the diversity of a destination.
Culture & History	Refers to the dimension of destination attractiveness that is defined by time and history and provides a unique setting within which to experience unfamiliar lifestyles. It includes the history, institutions, customs, architectural features, cuisine, traditions, artwork, music, handicrafts, dance, etc, that attracts prospective visitors to the destination (Dwyer, 2001)		Culinary heritage, cultural foods /cuisine, local pride and specific food attractions all contribute to the culture and history of a destination and will enhance the attractiveness of the destination making it more competitive
Mix of Activities	The development and provision of activities that utilize the natural physiography and reinforce the local culture by means of a combination of different types of activities utilising a destinations tourism products, services and experiences (Dwyer, 2001)		The local food culture of a destination will be reinforced by the combination of various activities, products and services thereby contributing to the diversity and competitiveness of a destination
Special Events	Captures activities where the visitor is involved as a participant or when the event represents a significant experience		Special events such as gourmet festivals promoting food attractions in the destination contribute to both the sustainability and competitiveness of the destination
Entertainment	Encompasses activities where the visitor is a passive spectator of the event / show		FT forms part of entertainment activities offered in various destinations e.g. in the cultural villages where the cultural diversity is presented as a tourism attraction
Superstructure	Comprises the services available such as accommodation facilities, food services and various retail businesses that pertain to the needs of a tourist (Heath, 2003)		FT constitutes part of the offerings provided by food services and other retail businesses in a destination thereby justifying the importance of local food as a commodity offered to both local and international tourists
Market Ties	Includes dimensions along which a destination establishes, capitalizes on and builds linkages with the residents of tourism originating regions resulting from ethnic ties and visiting friends and relatives (VFR)		FT can capitalize on the linkages with the residents and promote the ethnic ties portrayed in the destination via culinary heritage and local cuisine

ANNEXURE 2 continued

DESTINATION MANAGEMENT AND MARKETING	Comprises the strategic and operational activities that can enhance the appeal of the core resources and attractors, form strategic partnerships, strengthen the quality and effectiveness of the supporting factors and resources and adapt to the constraints imposed by the qualifying determinants and changing environment.		
Organization	Entails the development and implementation of an organizational structure to manage and develop the management and marketing functions performed by DMO's		The successful marketing of FT depends on the commitment and awareness of the organizational structure regarding the importance of local food and culinary heritage
Marketing	Focuses on individual and joint promotional efforts and includes market evaluation; selection of target markets; positioning of destination relative to complementary and competitive destinations; market strategy development; branding identity; communication strategy; advertising utilising and developing effective distribution channels; product development; pricing policies; and dissemination of information to tourists. (Heath, 2003)		FT can come to its own right if considered as an important supportive or key resource in a destination; if it is used as a branding identity of the destination (Cherry Festival); if it is incorporated in the advertising and promotional strategies of the destination and if tourists are provided with information regarding the local food and cuisine of the area
Quality of Service / Experience / Hospitality	Encompasses the total travel experience and includes the quality of service and hospitality involving the treatment tourists receive when visiting a destination. Refers to the warmth of the welcoming atmosphere conveyed to visitors by the industry personnel and the residents, the experience enjoyed and the intention to return and word of mouth spread of information. (Heath, 2003)		FT can be applied to enhance and provide quality service and hospitality in a destination and vice versa where FT can be used as a resource in the total hospitality experience
Information / Research	Pertains to the development & effective use of information systems providing information required for understanding visitor needs & effective product development; marketing elevation; monitoring of visitor satisfaction; tracking industry performance; research to provide specialized information; dissemination of key market and performance information	FOCUSING	The SFTDMF has been developed utilizing the food tourism information on ENPAT to assist destinations in determining product development and providing specialized information to boost marketing activities and to position FT strategically
Positioning / Branding / Image	Encompasses the identification, differentiation and experience of a destination that is applied to differentiate destinations from one another and concerns determining how potential visitors perceive and make choices among destinations		The SFTDMF will enable destinations to utilize information that will differentiate them from other destinations and assist them in capitalizing on the FT experience in the destination by specific branding and image development
Competitive / Collaborative Analysis	Refers to the selective choice and organisation of strategic partnerships and alliances which is a pre-requisite for a competitive destination (Dwyer, 2001)		FT will facilitate the culmination of strategic partnerships as collaboration and networking are essential as successful FT relies on co-optition between businesses, DMO's and regions
Monitoring & Evaluation	Entails the strategic scanning and monitoring of the competitive environment and evaluates the effectiveness of policies and strategies previously implemented to enhance destination competitiveness. Findings need to communicated to decision makers to enhance the usefulness of the information (Dwyer, 2001)		ENPAT and more specifically the SFTDMF will facilitate the processes of monitoring and evaluation as information regarding FT will be captured on the database and will be accessible to all stakeholders
Audit	Comprises a critical analysis of the destination's existing tourism resources and capabilities as well as the current functioning of its tourism operations, assessing both the adequacy and effectiveness of the destination products and services.		SFTDMF will be determined as a result of the execution of the audit and will reflect both the adequacy and effectiveness of the products and services required for successful FT

ANNEXURE 2 continued

CONCEPT	GENERIC DESCRIPTION (Ritchie & Crouch, 2003) / (Other Sources)	DESTINATION MARKETING FRAMEWORK KEY FOOD TOURISM FOCUS	FOOD TOURISM ENHANCERS
QUALIFYING & AMPLIFYING DETERMINANTS	Represents matters that define the scale, limit or potential of competitiveness in a destination. These factors provide leverage to a destination and are regarded as marketing impactors and / or influences of a destination		
Location	Proximity to other important tourism markets and determines a destinations ability to attract visitors		The FT product will link destinations and tourism markets as a result of linking with other attractions and thereby increasing the diversity and ability to attract visitors to a destination
Safety / Security / crisis management	Concerns the crime, drinking water, natural disasters, medical services, political instability / unrest, terrorism and record of safety within a destination and the management strategies in place to cope with such crises		FT will flourish in a destination where a record of safety (food safety) is positive and guaranteed
Cost / Value	Comprising the cost of the tourism experience including transportation costs, exchange rate, cost of living and cost of tourist goods & services		The value for money and the tourism experience will be enhanced if FT is offered as it contributes to the total tourism experience and is regarded as one of the most lasting and important tourism experiences
Interdependencies	Relates to the competitiveness or complementary nature of the dependency of one destination on another		FT is facilitated by routing and relies on the complementary nature and mutual dependency of destinations on one another to be offered successfully

ANNEXURE 3: ENPAT/TOURPAT Parameter Identification

ENPAT LAYERS		
NATIONAL		
	Data set	Scale
Base Data		
	Roads- Major, secondary and other	1 : 500 000
	Railroads	1 : 500 000
	Towns – Major, secondary and other	1 : 500 000
	SA 3D tiff image	1 : 500 000
National Dataset		
	Municipal boundaries/ Magisterial Districts (365)	1: 50 000
	Provincial boundries	
GGP 1996		
	Census District Name	Per old magisterial district
New Census Data 1996		
	First language	Per old magisterial district
	Population groups	Per old magisterial district
Pattis		
	55 Tourism Regions	1:250 000
	Areas Identified for Phase 2	1:250 000
	Tourism Destinations	1:250 000
	Tourism Distribution Points	1:250 000
	Tourism Offices	
	Tourism Routes (whale/wine/4X4)	1:250 000
Common Names		
	Location used in naming of Region	1:250 000
	Region names with Khoi-Khoi origin	1:250 000
Recreation Potential		
	Activity elements	1:250 000
	Viewing elements	1:250 000
	Terrain descriptions	1:250 000
National Tourism		
	National Parks	1:250 000
	Tourism regions	1:250 000
	Architectural towns	1:250 000
	Architectural Eras	1:250 000
	Architecture and Artifacts	1:250 000
	Historical /Heritage and culture events	1:250 000
	Museums and Monuments	1:250 000
	Battlefields and military history B1600	1:250 000
	Battlefields and military history B1900	1:250 000
	Airports	1: 50 000
	Rock Art	1: 50 000

ANNEXURE 4

FOODPAT Parameter Identification

FOODPAT DATABASE	
A. FOOD INFORMATION	
AGRICULTURE	
<i>Natural products: agriculture and farming</i>	
Type	Examples / variety
Livestock [11]	cattle, sheep/lamb, pigs, goats, game, crocodile, ostrich, poultry, dairy, cheese, wool.
Fish [17]	seafood (not specified), abalone, anchovies, crayfish, mussels, pilchards, snoek, yellowtail, cape salmon (geelbek), kingklip, lobster, freshwater fish, trout, clams, oysters, bokkoms, calamari.
Fruit [26]	fresh (not specified), dried fruit, canned fruit, fruit juice, tropical, sub-tropical, apples, apricots, avocados, bananas, berries, cherries, citrus, dates, figs, grapes, kiwifruit, litchis, mangoes, peaches, paw-paws, pears, pine-apples, plums, pomegranates, prickly pears.
Vegetables [10]	Vegetables (not specified), potatoes, tomatoes, asparagus, miniature, herbs, sweet potatoes, waterblommetjies, onions, mushrooms.
Grains [4]	grains (not specified), maize/ mealies, wheat, barley.
Other [8]	nuts, groundnuts, lucerne, sunflower, sugar/sugar cane, soybeans, chicory, cotton.
<i>Manufactured/processed products</i>	
Produced goods [12]	Biltong /dried sausage, olives/olive oil, coffee, tea/rooibos, spices, preserves, salt, dried and canned fruit, fruit juice, baked goods, sweets / fudge / confectionary.
Beverages [11]	Alcoholic: wine (red and white), beer, brandy, liqueur, sherry, port, muscadel, Mampoer, witblits, cider, schnapps.
B. FOOD ATTRACTIONS	
Facilities [12]	Museum/gallery, cellar, estate, brewery, distillery, center, Co-op, depot, market, store/specialty store, road stall/ farm stall.
Factories [14]	Meat, dairy, fish, fruit, vegetables, grain, sugar, wine, water, baked goods, preserved goods, nuts, oils, other.
Farms [14]	Livestock, vegetables, fruit, fish, game, crocodile, tea, alcoholic beverages, honey, ostrich, olives, herbal, sugar, cheese.
Cultural villages [13]	Unspecified, Zulu, Sotho, Sesotho, Shangaan, Xhosa, Venda, Ndebele, Pedi, Koi, Nama, Chinese, Township/Shebeen.
Restaurants: cuisine [7]	South African, European, Eastern, Middle-eastern, South American, North American, Island.
Restaurants: type [12]	Ala carte, bar/wine bar/pub/shebeen, coffee shop/cake/ tea garden/deli, steakhouse/grill house/meat/country/family/home/light, bistro/casual/alfresco/bohemian/café, seafood, burgers, chicken, pizza/pasta. Gourmet/connoisseur/formal/haute cuisine/classic/fine, fusion/contemporary/global/world/themed, health/vegetarian/organic.
C. FOOD EVENTS/ ACTIVITIES	
Tours [5]	Area, township, farm, factory, product.
Festivals [7]	Food, wine, wine & food, beer, harvest, area, activity.
Shows [4]	Agricultural, food industry/trade, wine, cuisine.
Markets [6]	Farmers, oxbraai, sardine run, other, fishing, hunting
Routes [3]	Wine, food, other

ANNEXURE 5

Stakeholder Questionnaire

SURVEY TO DETERMINE THE ROLE OF LOCAL AND REGIONAL FOOD IN DESTINATION MARKETING

The Department of Tourism Management at the University of Pretoria is currently conducting a study to determine the role of local and regional foods in Destination Marketing with the following objectives:

- To determine the current status of food as an attraction in destinations
- To determine the current role of food in destination marketing strategies
- To identify the need for local and regional food to be incorporated as part of the destinations' marketing strategy
- To identify the constraints and gaps experienced in utilizing local and regional food as attractions and key elements of destination marketing
- To provide guidelines and develop a framework for future strategy development regarding food tourism

As a Destination Marketing Organization in South Africa's tourism industry you will have valuable insights. Which can assist us to achieve the project aims. We would greatly appreciate it if you could spend some time answering questions about the **Role Of Local And Regional Food in Destination Marketing** for your specific tourism regions. This survey is an attached word document and can be completed in fifteen minutes. We have tried to make it as 'user friendly' as possible. You can type your responses directly on the questionnaire, save it and return it to the e-mail address below or fax it to the number below.

A copy of the final report will be sent to all participants, with our grateful acknowledgement. This project is sponsored by **Nestlé South Africa**. The regions that submit their questionnaires will qualify for a lucky draw to win a hamper of Nestlé products.

Thank you

Gerrie du Rand durandg@postino.up.ac.za, Researcher. (Tel. 012 420-2976; Fax 012 420-2855)

Prof E Heath eh Heath@orion.up.ac.za, Head Dept of Tourism Management: Project leader.

(Tel 012 420 4000)

Food Tourism is increasingly becoming an important niche market in the tourism industry. A preliminary analysis indicated that in South Africa Food Tourism is an unexplored marketing tool with much potential. A **Destination's competitiveness** in tourism can be enhanced by means of niche market tourism. In the following questions we will ask you to indicate your DMOs view of the role of local and regional food in destination marketing for your specific destination.

continued

Office use

Reference number

V1				1-3
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1. THE ATTRACTIONS OF YOUR DESTINATION

1.1 What in your view are the attractions in your destination?
Please tick the appropriate block

ATTRACTIONS	1 KEY ATTRACTION	2 SUPPORTIVE ATTRACTION	3 MINIMAL ATTRACTIO N	4 NO ATTRACTION
Nature based				
Cultural / Historical				
Outdoor / Recreational				
Special interest (fly fishing / bird watching/ arts /crafts/ etc)				
Wine				
Food (local / regional)				
Major events				
Special Routes				
Sports/ Health				

V2		4
V3		5
V4		6
V5		7
V6		8
V7		9
V8		10
V9		11
V10		12

1.2 If food is a key or supportive attraction, which of the following are the key components thereof?

LOCAL / REGIONAL FOOD	
Special cuisine (food) route(s)	
Food Festival (s)	
Special Food event (s)	
Food attractions	
Speciality restaurants / eating places	
Locally / Regionally produced food products	

V11		13
V12		14
V13		15
V14		16
V15		17
V16		18

1.3 If food is not an attraction what in your view are the main reasons therefore?

KEY REASONS	
Insufficient funds	
Insufficient knowledge to promote food	
No marketing efforts	
Unaware of tourism potential	
Limited potential for food tourism	
Other attractions more important	

V17		19
V18		20
V19		21
V20		22
V21		23
V22		24

continued

2. MARKETING

2.1 Is local / regional food used as a marketing activity / tool to promote your destination?

Yes	1	Go to 2.2
No	2	Go to 2.3

V23		25
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2.2 If **YES** indicate the nature thereof. Please tick **ALL** the appropriate answers.

MARKETING STRATEGY / TOOL			
Forms a key element of the image / branding identity		V24	26
Food festivals		V25	27
Special food promotional events		V26	28
Speciality restaurant / eating place promotions		V27	29
Included in locally produced food product promotions		V28	30
Included in trade/ consumer exhibitions /shows		V29	31
Included in brochures / pamphlets		V30	32
Included in TV /Media /advertising / publicity		V31	33
Included in web promotion		V32	34
Telephonic promotion		V33	35
Word- of- mouth		V34	36
Tour operators promote food tourism		V35	37
Prominent culinary heritage		V36	38
Local events include food as an attraction		V37	39

2.3 In your opinion are there any gaps / constraints in the promotion of food in your destination?

Yes	1	Go to 2.4
No	2	Go to 2.6

V38		40
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2.4 Which of the following are major gaps / constraints in the promotion of food in your destination?

PROMOTIONAL GAPS / CONSTRAINTS			
In spite of our potential food is not promoted as a special tourist attraction		V39	41
No special food events are organized		V40	42
No speciality restaurants / eating places that offer local / regional foods		V41	43
No regional branding of locally produced food products		V42	44
No locally produced food products are exported		V43	45
Food is not included in any media coverage of the destination		V44	46
Food does not feature in any of the brochures / pamphlets of the destination		V45	47
Insufficient funds available to develop and promote the food experience		V46	48
Lack of co-ordination between stakeholders		V47	49
Lack of support from tour operators		V48	50
Laws / policy prevent commercial product utilization		V49	51
Lack of consistent quality food service and products		V50	52
Existing routes do not include food tourism		V51	53

continued

2.5 What in your view should be done to address these gaps / constraints in the promotion of food in your destination?

ACTIONS TO ADDRESS GAPS / CONSTRAINTS	
Improve marketing activities regarding food tourism	
Develop promotional material focusing on food tourism	
Develop a marketing strategy incorporating food tourism	
Develop culinary / food tourism routes	
Promote the use of local and regional food products	
Develop a branding identity for local/ regional food products	
Source funding / sponsors for food tourism	
Establish / promote speciality restaurants	
Promote food festivals / exhibitions	
Establish cooperation between tourism and food stakeholders	
Provide training to improve better food service standards	
Implement menus reflecting local and regional cuisine	

V52		54
V53		55
V54		56
V55		57
V56		58
V57		59
V58		60
V59		61
V60		62
V61		63
V62		64
V63		65

2.6 Regarding the future which of the following strategies, if any, would you regard as important to optimize your destinations' potential?

POSSIBLE STRATEGIES	1 Major importance	2 Limited importance	3 No importance		
Sufficient funds available to develop and promote the food experience				V64	66
Development of local / regional food as a special tourist attraction of the destination				V65	67
Development of a special food / wine tourist route				V66	68
Launching of a regional food festival				V67	69
Organizing of special food events				V68	70
Promotion of speciality restaurants / eating places				V69	71
Branding / marketing of locally produced food products				V70	72
Exporting of local food products				V71	73
Media coverage of all local / regional foods				V72	74
Brochures / pamphlets accentuating role of local / regional foods				V73	75
Trade/ consumer exhibitions /shows				V74	76
Development of international links				V75	77

V64		66
V65		67
V66		68
V67		69
V68		70
V69		71
V70		72
V71		73
V72		74
V73		75
V74		76
V75		77

continued

3. GENERAL INFORMATION

3.1 Please indicate the following:

Your Province		V76		78
Your Region		V77		79-80
Your nearest town / city		V78		81-83
Your postal address				
Your telephone / cell number				
Your fax number		V79		84-85
Your e-mail address		V80		86-87
Your website address/ URL		V81		88-89
Contact person		V82		90-91
		V83		92-93

3.4.1 Do you have any further thoughts/ recommendations regarding the how local / regional food can be used to enhance your destination? Please type your comment in here.

Thank You
**for taking the time to complete this survey.
 Your participation and input is much appreciated.
 You will be sent a copy of the Final Report and
 will qualify for the Nestlé Lucky Draw.**

ANNEXURE 6

Cover letter to the DMOs



Universiteit van Pretoria
University of Pretoria

November 2002

Dear Sir / Madam

THE ROLE OF LOCAL / REGIONAL FOOD IN DESTINATION MARKETING

With contemporary international best practices indicating that Food Tourism is increasingly becoming an important niche market in the tourism industry, the Department of Tourism Management at the University of Pretoria is currently conducting a study among local and regional DMOs in South Africa in this regard.

A preliminary analysis indicated that in South Africa Food Tourism is an unexplored marketing tool with much potential. The challenge for all DMOs is therefore to promote Food Tourism as part of the overall attractions and experiences in their destinations.

To enable the researcher to contact all the DMOs in all the Provinces in South Africa in above regard it would be appreciated if your office could provide:

- **A list of all regional tourism organizations in your Province**
- **A list of all tourism bureaux and information offices in the various regions in your Province**

It may be interesting to note that the initial findings of this research that was conducted at INDABA 2001 found that:

- Nearly 40% of all the participating destinations in South Africa used food as a supportive attraction;
- The key components of food tourism currently lie strongly in the presence of speciality restaurants and the locally or regionally produced food products of the area; and furthermore
- Routes, festivals and special food events are receiving considerable attention from DMOs.

A key outcome of this study will be to assist DMOs to determine the food potential of the various regions and assist in identifying the key areas where food can be used as a key and/or supportive attraction. Furthermore the key results and outcomes of this study will be made available to all participants.

Your assistance in providing the necessary information will be much appreciated. Could you please e-mail or fax the information to:

Gerrie du Rand: e-mail durandg@postino.up.ac.za Fax (012) 420 2855

Yours sincerely

Ms Gerrie du Rand
RESEARCHER, PhD Student UP

Prof Ernie Heath
**HEAD: DEPARTMENT OF
TOURISM MANAGEMENT, UP**

ANNEXURE 7

Expert opinion interview schedule

THE ROLE OF FOOD TOURISM IN SOUTH AFRICA

Gerrie Du Rand: PhD Student

Department of Tourism Management University of Pretoria.

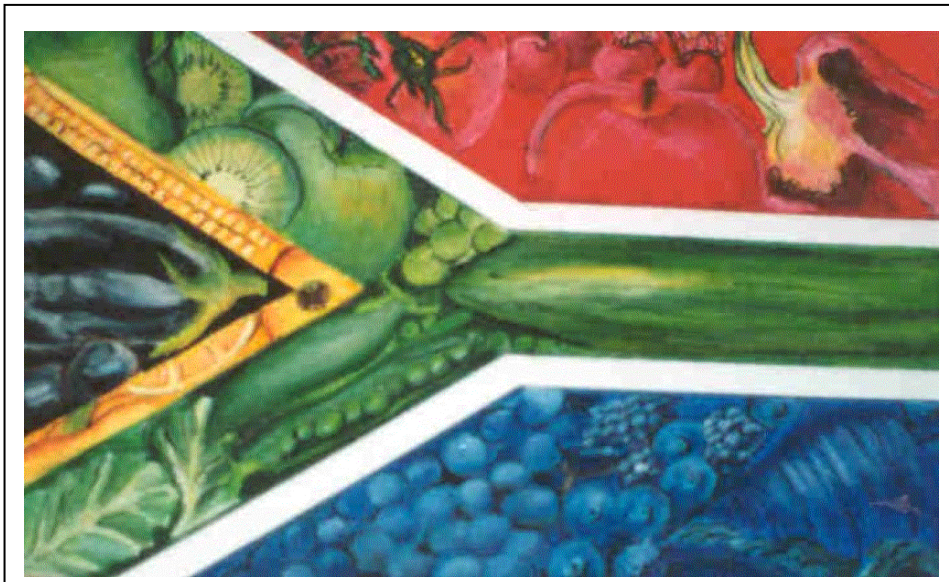
durandg@postino.up.ac.za

Supervisor: Prof Ernie Heath

Head Department of Tourism Management University of Pretoria.

eheath@orion.up.ac.za

AIM: interview with experts in the field of food tourism to determine their views, perceptions and possible suggestions regarding food tourism globally and with reference to South Africa.



July 2004

continued

ANNEXURE 7 continued

INTERNATIONAL EXPERT OPINION PERSPECTIVES

1. What in your view are the key trends in food tourism internationally?
2. Which tourism destinations, in your view are at the forefront of food tourism and why?
3. Given your food tourism experience to date, what advice would you give food tourism marketers in South Africa?
4. What are the key pitfalls South African food tourism marketers must look out for?
5. Do you have any further thoughts / suggestions regarding food tourism

Many thanks

Your input was much appreciated.

ANNEXURE 8 FOODPAT main-fields and sub-fields

CULINARY TOURISM DATA BASE	
MAIN-FIELDS	SUB-FIELDS
IDENTIFICATION	Province
	Town
	Magisterial District
	Tourism Region
TOURISM (Economic Sector)	Tourism
	Eco-tourism
	Agri-tourism
	Cultural /heritage tourism
A: AGRICULTURE - LIVESTOCK	Cattle
	Sheep / lamb
	Pigs
	Goats
	Game
	Crocodile
	Ostrich
	Poultry
	Dairy (not specific)
	Cheese
	Wool
	A: AGRICULTURE – SEAFOOD
Abalone Perlemoen	
Anchovies	
Crayfish	
Mussels	
Pilchards	
Snoek	
Yellowtail	
Cape Salmon (geelbek)	
Kingklip / Kabeljou	
Lobsters	
Freshwater fish	
Trout	
Clams	
Oysters	

358

continued

ANNEXURE 8 continued

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	Bokkoms																		
	Calamari																		
A: AGRICULTURE - FRUIT	Fresh (not specified)																		
	Dried fruit																		
	Canned fruit																		
	Fruit juice																		
	Tropical																		
	Sub-tropical																		
	Apples																		
	Apricots																		
	avocados																		
	Bananas																		
	Berries																		
	Cherries																		
	Citrus																		
	Dates																		
	Figs																		
	Grapes																		
	Kiwifruit																		
	Litchis																		
	Mangoes																		
	Peaches																		
	Paw-paws																		
	Pears																		
	Pine-apples																		
	Plums																		
	Pomegranates																		
	Prickly pears																		
A: AGRICULTURE - VEGETABLES	Vegetables (not specific)																		
	Potatoes																		
	Tomatoes																		
	Asparagus																		
	Miniature																		
	Herbs																		
	Sweet Potatoes																		
	Waterblommetjies																		

continued

ANNEXURE 8 continued

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	Onions																		
	Mushrooms																		
A: AGRICULTURE - GRAINS	Farming /Agriculture																		
	Maize/ Mealies																		
	Wheat																		
	Barley																		
A: AGRICULTURE – OTHER AGRICULTURAL PRODUCTS	Sunflower																		
	Soyabeans																		
	Nuts																		
	Groundnuts																		
	Sugar / sugarcane																		
A: PRODUCED GOODS	Biltong / dried Sausage																		
	Olives /olive oil																		
	Coffee																		
	Tea / Rooibos																		
	Spices																		
	Preserves																		
	Salt																		
	Dried Fruit																		
	Canned Fruit																		
	Fruit Juice																		
	Baked Goods																		
	Sweets / fudge / confectionary																		
B: ALCOHOLIC BEVERAGES	Wine																		
	Brandy																		
	Sherry																		
	Port																		
	Muscadel																		
	Mampoer																		
	Witblits																		
	Liquer																		
	Beer																		
	Cider																		
	Schnapps																		
B: FACILITIES	Museum / gallery																		

continued

ANNEXURE 8 continued

	Cellar															
	Estate															
	Brewery															
	Distillery															
	Center															
	Co-op															
	Depot															
	Market															
	Store/ speciality store															
	Road stall/ farm stall															
B: FACTORIES	Meat															
	Dairy															
	Fish															
	Fruit															
	Vegetables															
	Grain															
	Sugar															
	Wine															
	Water															
	Baked goods															
	Preserved goods															
	Nuts															
	Oils															
B: FARMS	Livestock															
	Vegetable															
	Fruit															
	Fish															
	Game															
	Crocodile															
	Tea															
	Alcoholic beverages															
	Honey															
	Ostrich															
	Olives															
	Cheese															
B: CULTURAL VILLAGES	Not specified															

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continued

ANNEXURE 8 continued

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	Zulu																				
	Sotho																				
	Basotho																				
	Shangaan																				
	Xhosa																				
	Venda																				
	Ndebele																				
	Pedi																				
	Koi																				
	Nama																				
	Chinese																				
	Township / shebeen																				
B:RESTAURANT-TYPE OF CUISINE	South African																				
	European																				
	Eastern																				
	Middle eastern																				
	American south																				
	American north																				
	Island																				
B:RESTAURANT-TYPE OF PLACE	Use local products																				
	A la carte																				
	Bar/winebar/pub/shebeen																				
	Coffee shops/cakes/tea garden/ deli																				
	Teahouse/grill house/ meat/ country/ seafood																				
	burgers																				
	chicken																				
	Pizza/pasta																				
	Gourmet/conniseur/ format/ haute cuisine/ Fusion/contemporary/ global/ world/ Health/vegetarian/organic																				
B: CULINARY HERITAGE																					
C: TOURS	Area																				

continued

ANNEXURE 8 continued

	Farm													
	Factory													
	Product													
C: FESTIVALS	Food													
	Wine													
	Wine& food													
	Beer													
	Harvest													
	Area													
	Activity													
	Month													
C: SHOWS	Agricultural													
	Food industry / trade													
	Wine													
	Cuisine													
	Month													
C: MARKETS	Farmers													
	Oxbraai													
	Sardine run													
	Other													
	Fishing													
	Hunting													
	month													
C: ROUTES	Wine													
	Food													
	Other													

ANNEXURE 9

Score allocation for FOODPAT main-fields and sub-fields

A

PT-code	P_CODE	Province	T-CODE	Region	DA006	DA019	DA038	DA066	DA078	DA084	DA084	DA108	DA121	sum of Agriculture = 8	%	Score	Score kwartiele
	V76		V77														
9-2	9	Western Cape	2	TOURISM	0	1	1	1	1	0	0	0	1	5	55.6	3	3
9-3	9	Western Cape	3	CENTRAL KAROO	0	1	0	1	0	0	0	1	0	2	33.3	2	2
9-4	9	Western Cape	4	GARDEN ROUTE	0	0	1	0	0	0	0	0	1	2	22.2	2	1
9-5	9	Western Cape	5	KLEIN KAROO	0	1	0	1	1	1	0	0	1	5	55.6	3	3
9-7	9	Western Cape	7	WEST COAST	1	1	1	1	1	1	0	1	1	7	77.8	4	4
9-1	9	Western Cape	1	BREEDE RIVER VALLEY	0	1	0	1	1	1	0	1	1	6	66.7	3	3
9-6	9	Western Cape	6	OVERBERG	1	1	1	1	1	1	0	0	1	6	66.7	3	3
9-8	9	Western Cape	8	WINELANDS	0	1	1	1	1	0	1	1	1	7	77.8	3	4
8-16	8	North West	16	Central Region	0	1	0	0	0	1	1	0	0	3	33.3	2	2
8-17	8	North West	17	Eastern Region	0	0	0	1	1	0	0	0	0	2	22.2	2	1
8-18	8	North West	18	Rustenburg Region	0	1	0	1	1	1	0	0	1	5	55.6	3	3
8-19	8	North West	19	Southern Region	0	0	0	0	0	1	0	0	0	1	11.1	1	1
8-15	8	North West	15	Bophirima Region	0	0	0	0	0	0	0	0	0	0	0.0	1	1
7-28	7	Limpopo	28	BUSHVELD	0	1	1	1	0	1	1	1	0	6	66.7	3	3
7-29	7	Limpopo	29	CAPRICORN	0	0	0	0	0	0	0	0	0	0	0.0	1	1
7-30	7	Limpopo	30	SOUTPANSBERG	1	1	0	1	1	1	0	0	0	5	55.6	3	3
7-31	7	Limpopo	31	VALLEY OF THE	0	0	0	1	1	0	1	1	0	4	44.4	2	2
6-9	6	Northern Cape	9	DIAMOND FIELDS	1	1	0	0	1	0	1	0	3	33.3	2	2	
6-10	6	Northern Cape	10	GREEN KALAHARI	1	0	0	1	0	1	1	0	5	55.6	3	3	
6-11	6	Northern Cape	11	HANTAM KAROO	0	1	0	0	0	1	0	1	0	3	33.3	2	2
6-12	6	Northern Cape	12	KALAHARI	0	1	0	0	0	0	0	0	1	1	11.1	1	1
6-13	6	Northern Cape	13	NAMAQUALAND	0	1	1	1	0	0	0	0	3	33.3	2	2	
6-14	6	Northern Cape	14	UPPER KAROO	0	1	0	0	0	1	0	1	0	3	33.3	2	2
5-20	5	Mpumalanga	20	Cosmos Country	0	0	0	0	0	0	0	0	0	0	0.0	1	1
5-21	5	Mpumalanga	21	Cultural Heartlands	0	0	0	1	0	0	0	1	1	3	33.3	2	2
5-22	5	Mpumalanga	22	Grass and Wetlands	0	0	0	0	1	1	1	1	0	4	44.4	2	2
5-23	5	Mpumalanga	23	Highlands Meander	0	1	0	0	0	1	0	0	1	3	33.3	2	2
5-25	5	Mpumalanga	25	Lowveld Legogote	0	0	0	1	1	0	0	0	0	2	22.2	2	1
5-26	5	Mpumalanga	26	Panorama	0	0	0	1	1	1	1	1	0	5	55.6	3	3
5-27	5	Mpumalanga	27	Wild Frontier	0	1	0	1	1	0	0	1	0	4	44.4	2	2
5-24	5	Mpumalanga	24	KNP (south)	0	0	0	0	1	0	0	0	1	1	11.1	1	1
4-32	4	Kwazulu Natal	32	BATTLEFIELDS	1	1	0	0	1	0	0	0	0	2	22.2	2	2
4-33	4	Kwazulu Natal	33	DRAKENSBERG	0	1	0	0	0	0	0	0	0	1	11.1	1	1
4-34	4	Kwazulu Natal	34	DURBAN	1	0	0	0	0	0	1	0	0	1	11.1	1	1
4-35	4	Kwazulu Natal	35	EAST GRIQUALAND	0	0	0	0	0	0	0	0	0	0	0.0	1	1
4-36	4	Kwazulu Natal	36	MIDLANDS	0	1	0	1	0	1	1	0	0	4	44.4	3	3
4-37	4	Kwazulu Natal	37	NORTH (DOLPHIN) COAST	0	0	1	0	0	0	0	0	0	1	11.1	1	1
4-38	4	Kwazulu Natal	38	SOUTH COAST	0	0	0	0	0	0	0	0	0	0	0.0	1	1
4-39	4	Kwazulu Natal	39	ZULULAND	1	1	0	1	0	1	0	0	0	3	33.3	2	2
3-40	3	Gauteng	40	Ekurhuleni Metropolitan	0	0	0	0	0	0	0	0	0	0	0.0	1	1
3-41	3	Gauteng	41	Johannesburg Metropolitan	0	0	0	0	0	0	0	0	0	0	0.0	1	1
3-42	3	Gauteng	42	Metsweding District	0	0	0	0	0	0	0	0	0	0	0.0	1	1
3-43	3	Gauteng	43	Sedibeng District	0	0	0	0	0	0	0	0	0	0	0.0	1	1
3-44	3	Gauteng	44	Tshwane Metropolitan	0	0	0	0	0	0	0	0	1	1	11.1	1	1
3-45	3	Gauteng	45	West Rand District	0	0	0	0	0	0	0	0	0	0	0.0	1	1
2-46	2	Free State	46	EASTERN FREE STATE	0	1	0	1	1	1	1	0	1	6	66.7	3	3
2-47	2	Free State	47	GOLDFIELDS	0	0	0	0	0	1	1	0	1	3	33.3	2	2
2-48	2	Free State	48	NORTHERN FREE STATE	0	1	0	0	0	1	1	0	0	3	33.3	2	2
2-49	2	Free State	49	TRANS GARIEP	0	0	0	1	1	1	1	0	0	4	44.4	2	2
1-50	1	Eastern Cape	50	AMATOLA REGION	0	0	0	1	0	0	0	1	0	2	22.2	2	2
1-51	1	Eastern Cape	51	DRAKENSBERG DC	0	0	0	0	0	0	0	0	0	0	0.0	1	1
1-52	1	Eastern Cape	52	DRAKENSBERG REGION	0	1	1	0	0	0	0	0	0	2	22.2	2	1
1-53	1	Eastern Cape	53	KEI RIVER REGION	0	1	0	0	0	0	0	0	0	1	11.1	1	1
1-54	1	Eastern Cape	54	STORMBERG DC	0	1	0	1	1	1	1	0	0	6	66.7	3	3
1-55	1	Eastern Cape	55	WESTERN REGION	0	1	0	1	0	0	1	1	0	4	44.4	2	2

80 - 100% excellent potential = 4
 50 - 79.9% good potential = 3
 20 - 49.9% moderate potential =
 0 - 19.9% poor potential = 1

75 - 100% excellent potential = 4
 50 - 74.9% good potential = 3
 25 - 49.9% moderate potential =
 0 - 24.9% poor potential = 1

ANNEXURE 9 continued

B

	V76		V77		DB013	DB029	DB043	DB058	DB067	DB069	DB083	Sum of Attraction	%	Score	Score kwartiele			
9-2	9	Western Cape	2	CAPE METROPOLITAN TOURISM	1	0	0	1	1	1	1	5	71.4	3	3			
9-3	9	Western Cape	3	CENTRAL KAROO	1	0	1	0	1	1	1	5	71.4	3	3	80 - 100%	excellent potential = 4	
9-4	9	Western Cape	4	GARDEN ROUTE	1	0	1	1	1	1	1	6	85.7	4	4	50 - 79.9%	good potential = 3	
9-5	9	Western Cape	5	KLEIN KAROO	1	1	1	0	1	1	1	6	85.7	4	4	20 - 49.9%	moderate potential =	
9-7	9	Western Cape	7	WEST COAST	1	1	1	0	1	1	1	6	85.7	4	4	0 - 19.9%	poor potential = 1	
9-1	9	Western Cape	1	BREEDE RIVER VALLEY	1	1	1	1	1	1	1	7	100.0	4	4			
9-6	9	Western Cape	6	OVERBERG	1	1	1	1	1	1	1	7	100.0	4	4			
9-8	9	Western Cape	8	WINELANDS	1	1	1	1	1	1	1	7	100.0	4	4			
8-16	8	North West	16	Central Region	0	0	0	1	0	0	0	1	14.2	1	1			
8-17	8	North West	17	Eastern Region	1	0	0	1	1	1	1	5	71.4	3	3			
8-18	8	North West	18	Rustenburg Region	1	0	0	1	1	1	1	5	71.4	3	3			
8-19	8	North West	19	Southern Region	0	0	0	0	0	0	1	1	14.2	1	1			
8-15	8	North West	15	Bophirima Region	0	0	0	0	0	0	0	0	0.0	1	1			
7-28	7	Limpopo	28	BUSHVELD	1	0	1	0	1	0	1	4	57.1	3	3	75 - 100%	excellent potential = 4	
7-29	7	Limpopo	29	CAPRICORN	0	0	1	1	1	1	0	4	57.1	3	3	50 - 74.9%	good potential = 3	
7-30	7	Limpopo	30	SOUTPANSBERG	0	0	1	1	1	0	1	4	57.1	3	3	25 - 49.9%	moderate potential =	
7-31	7	Limpopo	31	VALLEY OF THE OLIFANTS	0	0	1	1	1	0	1	4	57.1	3	3	0 - 24.9%	poor potential = 1	
6-9	6	Northern Cape	9	DIAMOND FIELDS	1	1	1	1	0	0	0	4	57.1	3	3			
6-10	6	Northern Cape	10	GREEN KALAHARI	1	1	0	1	1	1	1	6	85.7	4	4			
6-11	6	Northern Cape	11	HANTAM KAROO	1	0	1	1	1	0	0	4	57.1	3	3			
6-12	6	Northern Cape	12	KALAHARI	0	0	0	0	0	0	1	1	14.2	1	1			
6-13	6	Northern Cape	13	NAMAQUALAND	0	1	1	1	1	0	1	5	71.4	3	3			
6-14	6	Northern Cape	14	UPPER KAROO	1	0	0	1	1	0	0	3	42.8	2	2			
5-20	5	Mpumalanga	20	Cosmos Country	0	0	0	0	0	0	0	0	0.0	1	1			
5-21	5	Mpumalanga	21	Cultural Heartlands	1	0	0	1	0	0	0	2	28.5	2	2			
5-22	5	Mpumalanga	22	Grass and Wetlands	0	0	0	0	1	0	1	2	28.5	2	2			
5-23	5	Mpumalanga	23	Highlands Meander	0	0	1	0	1	1	1	4	57.1	3	3			
5-25	5	Mpumalanga	25	Lowveld Legogote	1	1	1	1	1	1	1	7	100.0	4	4			
5-26	5	Mpumalanga	26	Panorama	1	0	1	1	1	1	1	6	85.7	4	4			
5-27	5	Mpumalanga	27	Wild Frontier	0	0	0	0	0	0	0	0	0.0	1	1			
5-24	5	Mpumalanga	24	KNP (south)	0	0	1	0	0	0	0	1	14.2	1	1			
4-36	4	Kwazulu Natal	36	MIDLANDS	0	0	1	1	0	0	1	3	42.8	2	2			
4-34	4	Kwazulu Natal	34	DURBAN	1	1	1	0	1	1	1	6	85.7	4	4			
4-33	4	Kwazulu Natal	33	DRAKENSBERG	0	1	0	1	0	1	1	4	57.1	3	3			
4-35	4	Kwazulu Natal	35	EAST GRIQUALAND	0	1	1	1	0	0	1	4	57.1	3	3			
4-32	4	Kwazulu Natal	32	BATTLEFIELDS	1	1	0	1	1	0	1	5	71.4	3	3			
4-37	4	Kwazulu Natal	37	DOLPHIN COAST	0	0	0	1	1	1	1	4	57.1	3	3			
4-39	4	Kwazulu Natal	39	ZULULAND	1	1	1	1	1	0	0	5	71.4	3	3			
4-38	4	Kwazulu Natal	38	SOUTH COAST	1	0	1	0	1	1	1	5	71.4	3	3			
3-40	3	Gauteng	40	Ekurhulani Metropolitan	0	0	1	1	1	0	1	4	57.1	3	3			
3-41	3	Gauteng	41	Johannesburg Metropolitan	1	0	1	1	1	1	1	6	85.7	4	4			
3-42	3	Gauteng	42	Metsweding District	1	0	0	0	0	0	0	1	14.2	1	1			
3-43	3	Gauteng	43	Sedibeng District	0	0	0	0	0	0	0	0	0.0	1	1			
3-44	3	Gauteng	44	Tshwane Metropolitan	0	0	1	1	1	1	1	5	71.4	3	3			
3-45	3	Gauteng	45	West Rand District	1	0	1	1	1	1	1	6	85.7	4	4			
2-46	2	Free State	46	EASTERN FREE STATE	1	1	1	1	0	0	1	5	71.4	3	3			
2-47	2	Free State	47	GOLDFIELDS	1	1	1	0	0	0	1	4	57.1	3	3			
2-48	2	Free State	48	NORTHERN FREE STATE	1	0	1	1	0	0	1	4	57.1	3	3			
2-49	2	Free State	49	TRANS GARIEP	1	1	1	0	1	1	1	6	85.7	4	4			
1-50	1	Eastern Cape	50	AMATOLA REGION	0	0	0	1	1	1	1	4	57.1	3	3			
1-51	1	Eastern Cape	51	DRAKENSBERG DC	0	0	0	0	0	0	0	0	0.0	1	1			
1-52	1	Eastern Cape	52	DRAKENSBERG REGION	0	1	1	0	1	0	0	3	42.8	2	2			
1-53	1	Eastern Cape	53	KEI RIVER REGION	0	0	0	1	1	0	0	2	28.5	2	2			
1-54	1	Eastern Cape	54	STORMBERG DC	0	1	1	0	0	0	0	2	28.5	2	2			
1-55	1	Eastern Cape	55	WESTERN REGION	0	0	1	1	1	1	1	5	71.4	3	3			

ANNEXURE 9 continued

C

P.T-code	P_CODE	Province	T-CODE	Region	C1-Yes=1; No=0	C2-Yes=1; No=0	C3-Yes=1; No=0	C4-Yes=1; No=0	C5-Yes=1; No=0	sum of Events = 5	%	Score	Score kwartiele
	V76		V77		9DC006	9DC015	9DC021	9DC029	9DC034				
9-2	9	Western Cape	2	CAPE METROPOLITAN TOURISM	0	1	1	1	1	4	80.0	4	4
9-3	9	Western Cape	3	CENTRAL KAROO	0	1	1	0	0	2	40.0	2	2
9-4	9	Western Cape	4	GARDEN ROUTE	1	1	1	1	1	5	100.0	4	4
9-5	9	Western Cape	5	KLEIN KAROO	0	1	0	1	1	3	60.0	3	3
9-7	9	Western Cape	7	WEST COAST	1	1	1	1	1	5	100.0	4	4
9-1	9	Western Cape	1	BREEDE RIVER VALLEY	1	1	1	1	1	5	100.0	4	4
9-6	9	Western Cape	6	OVERBERG	1	1	1	1	1	5	100.0	4	4
9-8	9	Western Cape	8	WINELANDS	1	1	1	1	1	5	100.0	4	4
8-16	8	North West	16	Central Region	0	1	0	1	0	2	40.0	2	2
8-17	8	North West	17	Eastern Region	0	0	0	1	1	2	40.0	2	2
8-18	8	North West	18	Rustenburg Region	1	1	1	1	1	5	100.0	4	4
8-19	8	North West	19	Southern Region	1	0	0	1	0	2	40.0	2	2
8-15	8	North West	15	Bophirima Region	0	0	0	0	0	0	0.0	1	1
7-28	7	Limpopo	28	BUSHVELD	1	1	0	1	1	4	80.0	4	4
7-29	7	Limpopo	29	CAPRICORN	0	0	0	1	1	2	40.0	2	2
7-30	7	Limpopo	30	SOUTPANSBERG	0	0	0	1	1	2	40.0	2	2
7-31	7	Limpopo	31	VALLEY OF THE OLIFANTS	1	1	1	1	1	5	100.0	4	4
6-9	6	Northern Cape	9	DIAMOND FIELDS	1	0	0	1	1	3	60.0	3	3
6-10	6	Northern Cape	10	GREEN KALAHARI	1	1	0	1	1	4	80.0	4	4
6-11	6	Northern Cape	11	HANTAM KAROO	1	1	1	1	1	5	100.0	4	4
6-12	6	Northern Cape	12	KALAHARI	0	1	1	1	1	4	80.0	4	4
6-13	6	Northern Cape	13	NAMAQUALAND	0	1	1	1	1	4	80.0	4	4
6-14	6	Northern Cape	14	UPPER KAROO	1	1	1	1	0	4	80.0	4	4
5-20	5	Mpumalanga	20	Cosmos Country	0	1	0	0	0	1	20.0	1	1
5-21	5	Mpumalanga	21	Cultural Heartlands	1	1	0	1	1	4	80.0	4	4
5-22	5	Mpumalanga	22	Grass and Wetlands	0	0	0	1	1	2	40.0	2	2
5-23	5	Mpumalanga	23	Highlands Meander	0	1	0	1	1	3	60.0	3	3
5-25	5	Mpumalanga	25	Lowveld Legogote	1	0	0	1	1	3	60.0	3	3
5-26	5	Mpumalanga	26	Panorama	1	0	0	1	1	3	60.0	3	3
5-27	5	Mpumalanga	27	Wild Frontier	1	0	0	1	0	2	40.0	2	2
5-24	5	Mpumalanga	24	KNP (south)	0	0	0	0	0	0	0.0	1	1
4-35	4	Kwazulu Natal	35	EAST GRIQUALAND	0	0	0	1	1	2	40.0	2	2
4-38	4	Kwazulu Natal	38	SOUTH COAST	0	1	0	0	0	1	20.0	1	1
4-32	4	Kwazulu Natal	32	BATTLEFIELDS	1	1	0	1	1	4	40.0	2	2
4-37	4	Kwazulu Natal	37	DOLPHIN COAST	0	0	0	0	0	0	0.0	1	1
4-33	4	Kwazulu Natal	33	DRAKENSBERG	0	0	0	1	1	2	40.0	2	2
4-34	4	Kwazulu Natal	34	DURBAN	1	0	0	1	0	2	40.0	2	2
4-36	4	Kwazulu Natal	36	MIDLANDS	1	1	0	1	1	4	80.0	4	4
4-38	4	Kwazulu Natal	38	SOUTH COAST	1	1	0	1	1	4	80.0	4	4
4-39	4	Kwazulu Natal	39	ZULULAND	1	1	0	1	1	4	80.0	4	4
3-40	3	Gauteng	40	Ekurhulani Metropolitan	0	0	0	1	0	1	20.0	1	1
3-41	3	Gauteng	41	Johannesburg Metropolitan	1	0	0	1	0	2	40.0	2	2
3-42	3	Gauteng	42	Metsweding District	0	1	0	1	0	2	40.0	2	2
3-43	3	Gauteng	43	Sedibeng District	0	0	0	0	0	0	0.0	1	1
3-44	3	Gauteng	44	Tshwane Metropolitan	1	0	0	0	1	2	40.0	2	2
3-45	3	Gauteng	45	West Rand District	0	0	0	1	1	2	40.0	2	2
2-46	2	FREE STATE	46	EASTERN FREE STATE	1	1	1	1	1	5	100.0	4	4
2-47	2	FREE STATE	47	GOLDFIELDS	1	1	0	1	0	3	60.0	3	3
2-48	2	FREE STATE	48	NORTHERN FREE STATE	0	1	1	1	1	4	80.0	4	4
2-49	2	FREE STATE	49	TRANS GARIEP	0	1	0	1	1	3	60.0	3	3
1-50	1	Eastern Cape	50	AMATOLA REGION	1	0	1	1	1	4	80.0	4	4
1-51	1	Eastern Cape	51	DRAKENSBERG DC	0	0	0	0	0	0	0.0	1	1
1-52	1	Eastern Cape	52	DRAKENSBERG REGION	1	1	0	1	1	4	80.0	4	4
1-53	1	Eastern Cape	53	KEI RIVER REGION	0	0	1	1	0	2	40.0	2	2
1-54	1	Eastern Cape	54	STORMBERG DC	0	0	1	1	1	3	60.0	3	3
1-55	1	Eastern Cape	55	WESTERN REGION	1	1	1	1	1	5	100.0	4	4

80 - 100% excellent potential = 4
50 - 79.9% good potential = 3
20 - 49.9% moderate potential = 2
0 - 19.9% poor potential = 1

50 - 74.9% good potential = 3
25 - 49.9% moderate potential = 2
0 - 24.9% poor potential = 1

ANNEXURE 10

TOURPAT criteria identification

TOURPAT DATABASE	
TOURISM	
Tourism regions	55
Tourism towns	Towns with a high tourism value
Tourism routes	Tourism routes (scenic/garden/whale/wine/4X4); Open Africa
Resorts	Resorts and camping sites
HISTORICAL/CULTURAL	
Architectural towns	Architectural significant towns
Museums and Monuments	Cultural sites and monuments
Rock art	Rock art
Historical areas / Battlefields B1600	Battlefields: Dutch and Early English occupation
Historical areas / Battlefields B1900	Battlefields: Boer War and World War II
Khoi origins	Khoi origins
INFRASTRUCTURE	
Road networks	Major, secondary and tertiary roads
DMO offices	List of all DMO offices National, Provincial and Local

ANNEXURE 11

Case study workbook



June, 2002

Dear Chanelle,

Re: FOOD AND WINE TOURISM DATABASE

To follow up on our telephonic discussion regarding the Food **and wine tourism data** regarding the Winelands region.

The University of Pretoria is busy developing a database (TOURPAT – Tourism Potential Atlas), which consolidates all information regarding tourism in South Africa. This data will contribute to the integrated environmental management processes and expand the provision of information regarding tourism development strategies.

As discussed we would like to request the Winelands region to share information regarding Food and Wine Tourism with the University of Pretoria. This information will be included in the TOURPAT database and contribute to the development of determining the potential of Food Tourism as a marketing tool for various tourism regions within South Africa. All information on the TOURPAT database will be made accessible to the Winelands region for their own use. There will be no cost involved regarding the development of the database and an exchange of information will take place, which will be to the advantage of both the Winelands region and the University of Pretoria. Determining the role of Food Tourism as a tool in Destination Marketing is part of the research project of Gerrie du Rand, a PhD student in Tourism Management at the University of Pretoria. The provision of this information will enable the student to complete her research and contribute to the development of guidelines and a framework to determine the role of Food Tourism as a marketing tool in Destination Marketing.

We hope that you will consider our request favourably and inform us if you are willing to contribute information to TOURPAT and the development of the Food and Wine Tourism database in South Africa.

If you require any further information please contact Gerrie du Rand at Telephone: (012) 420-3780. Fax: (012) 420 –2855; cell: 082 512-5491 and e-mail: durandg@postino.up.ac.za

Yours thankfully,

Gwen Breedlove
ENPAT Project Leader

Gerrie du Rand
(PhD student Tourism Management)

Prof Ernie Heath
Head: Department Tourism Management, UP

ANNEXURE 11 (continued)

WORKSHOP :CASE STUDY

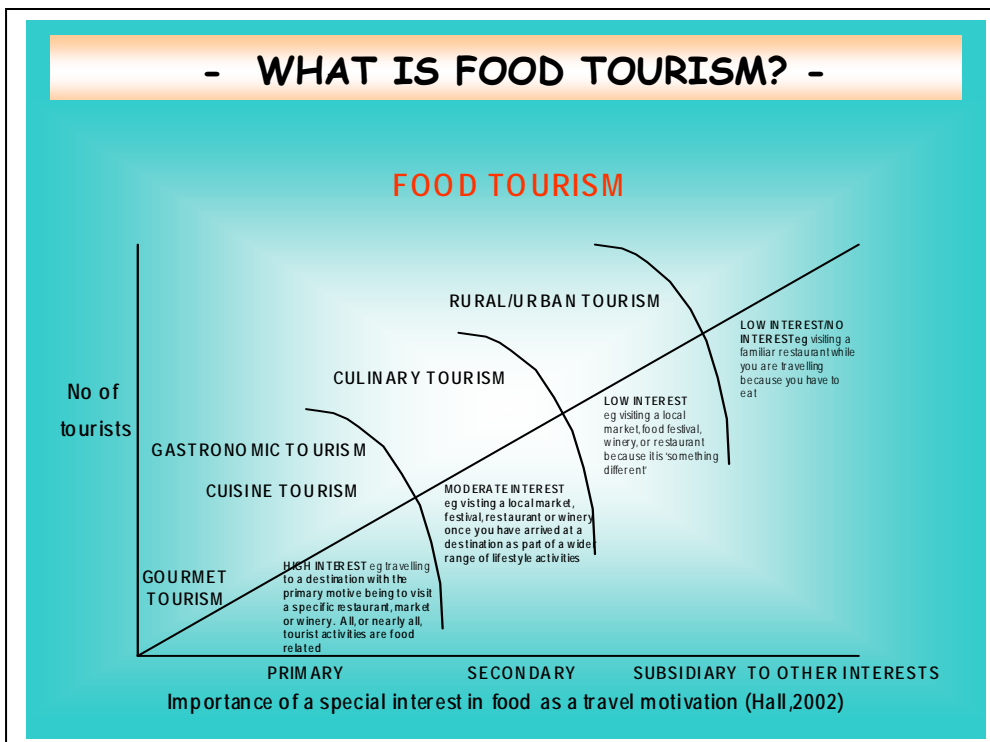
GE du Rand
PhD TOURISM MANAGEMENT

Title

**The Role of Local and Regional Food in Destination Marketing:
A South African Perspective**



ANNEXURE 11 (continued)



- Problem Statement -

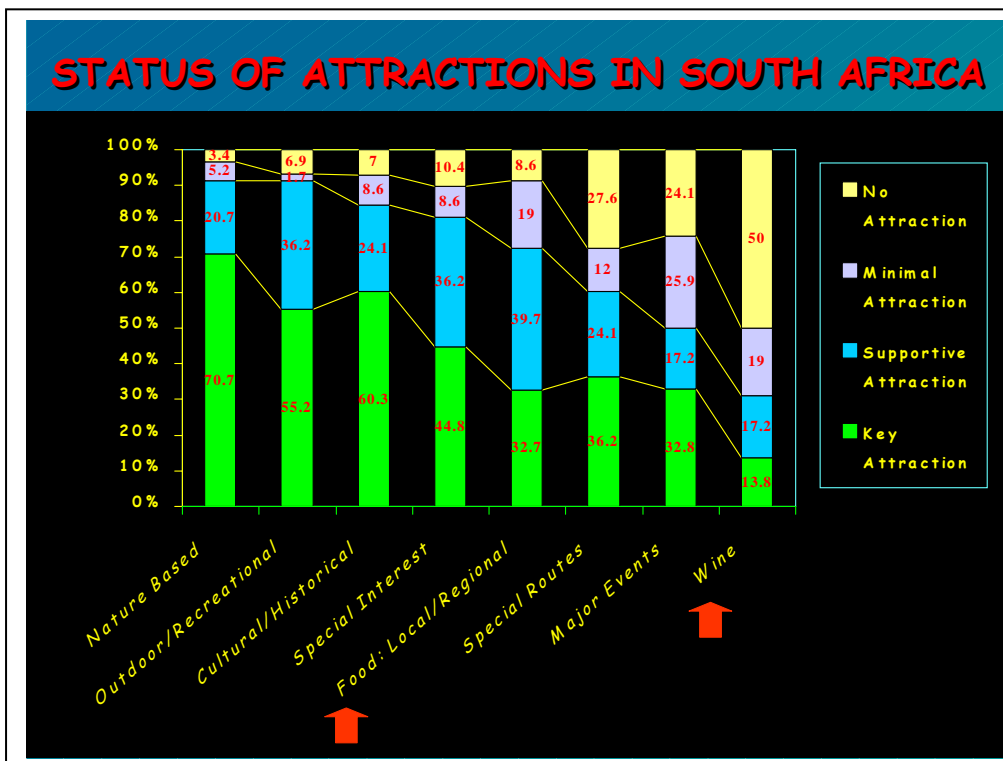
FOOD TOURISM IN SA

- South Africa's potential not optimally utilized and developed
- Not utilized by many DMOs as a competitiveness/ promotional tool
- Current efforts are uncoordinated; unauthentic
- Global phenomenon/ current trend

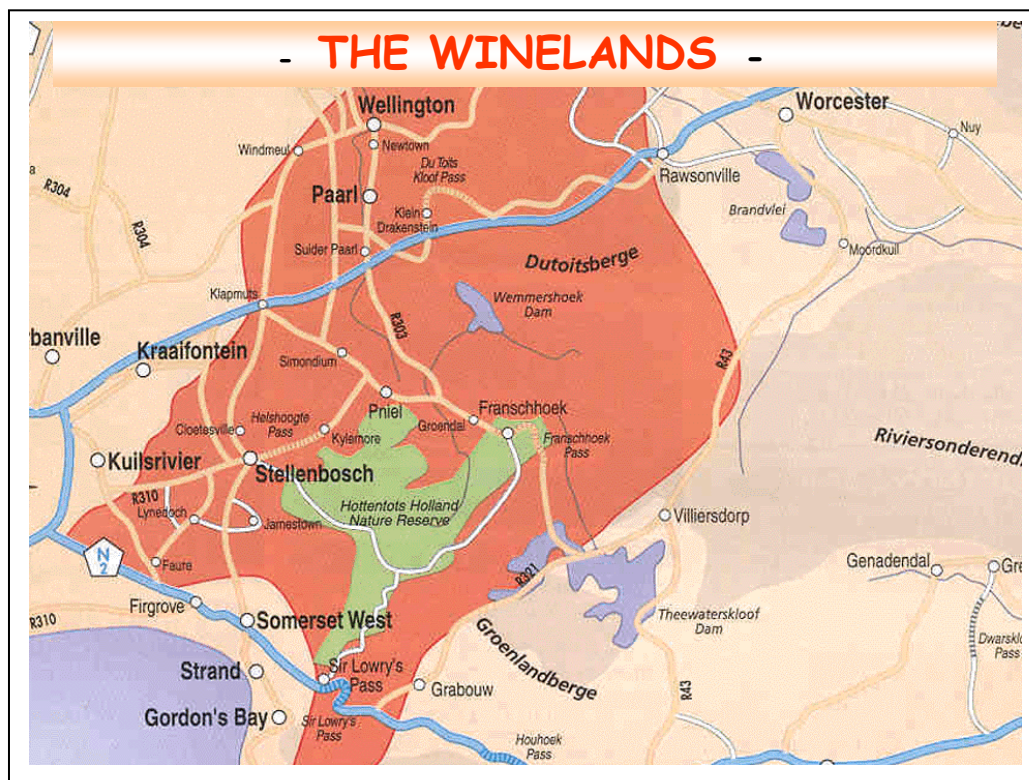
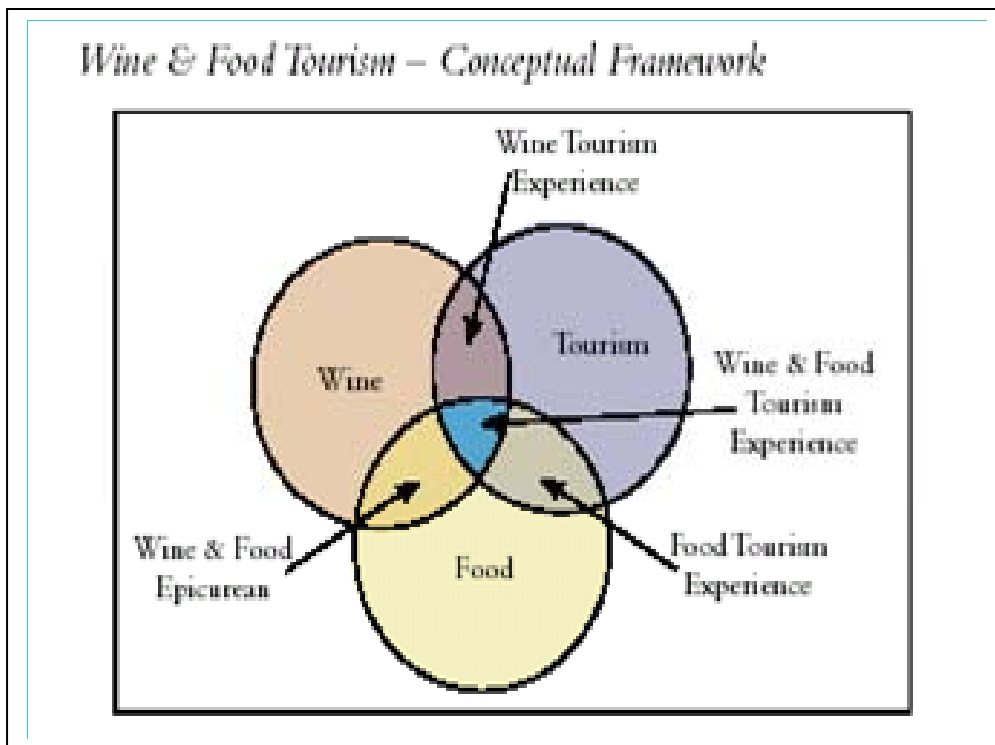
ANNEXURE 11 (continued)

- WHY FOOD TOURISM? -

- Nearly **100%** of travelers dine out
- Dining one of the **top 3** favourite tourist activities
- Local cuisine **# 1** motivating factor in destination choice
- Tourists spend **more** on food and wine
- Wine / cuisine tourists **also into** museums, shows, shopping, outdoor recreation
- Culinary "attractions" **available** year-round, any time of day



ANNEXURE 11 (continued)



ANNEXURE 11 (continued)

- WHY THE WINELANDS? -

FOOD AND WINE PRODUCTS

- Fertile area suitable for cultivation
- Quality and variety of produce
- Culinary talent
- Good reputation



TOURISM PRODUCTS

- Variety of complementary activities - outdoor /indoor
- Positive food and hospitality experiences
- Well established wine routes & wine estates
- Rich historical and cultural base

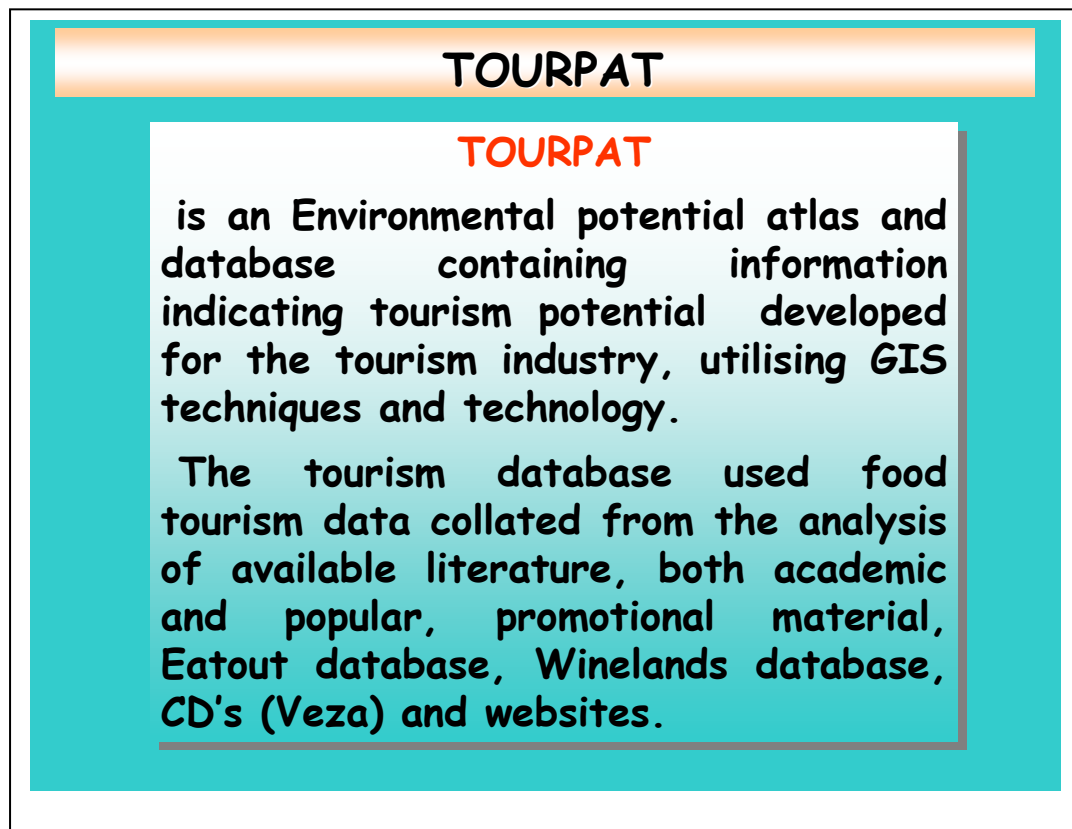
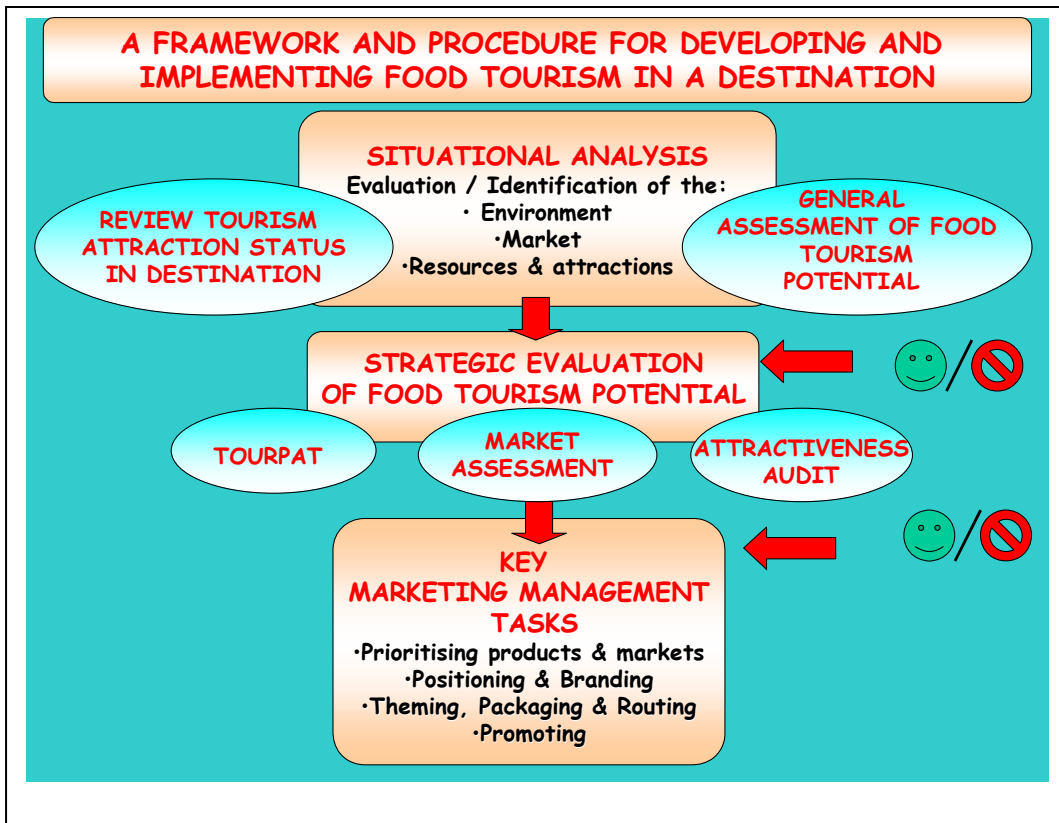


- Purpose of the study -

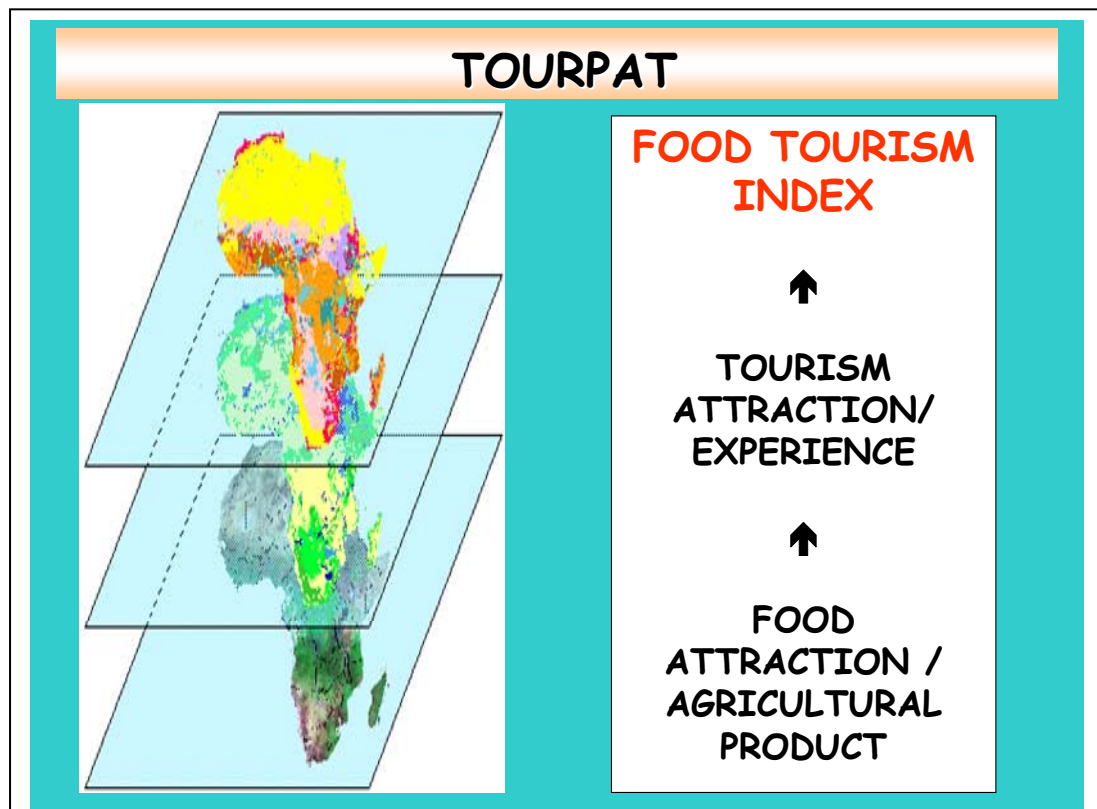
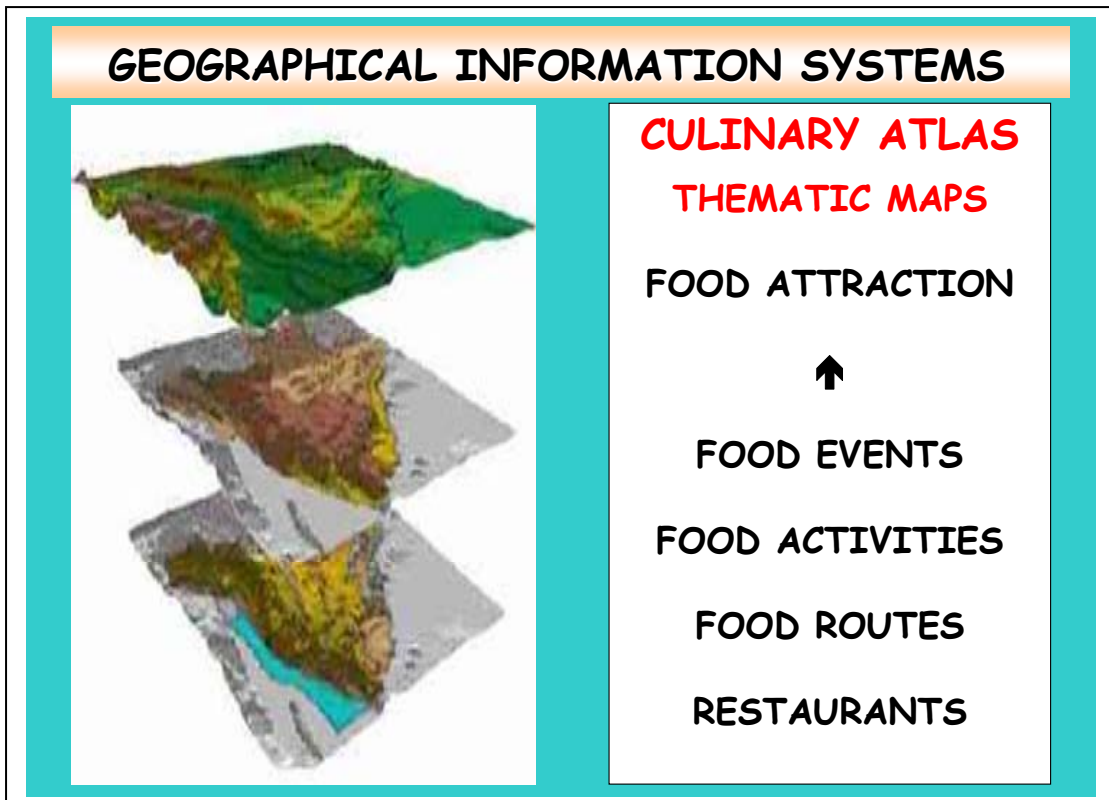
OVERALL GOAL

To develop a **framework and guidelines** for destination marketers and current/prospective entrepreneurs, to optimise the **tourism potential of local and regional foods** in future destination marketing

ANNEXURE 11 (continued)



ANNEXURE 11 (continued)



ANNEXURE 11 (continued)

FOOD ATTRACTIVENESS AUDIT												
FOOD TOURISM RESOURCE/ OPPORTUNITY MATRIX			CURRENT ATTRACTION STATUS					MARKETS				
								EXISTING			UNDERUTILIZED POTENTIAL	
FOOD TOURISM RESOURCES			A t t r a c t i o n s	S t r u c t u r e s	O p p o r t u n i t i e s	R e c o g n i t i o n	U n d e r - u t i l i z e d	R e c o g n i t i o n	P r o m o t i o n	J u n t i l i z e d	P r o m o t i o n	J u n t i l i z e d
Agricultural Opportunities	Agro-tourism	Farmstays										
		Hunting										
		Fishing										
		Food picking										
		Farm tours										
Cultural Opportunities	Culinary	OTHER										
		Culinary heritage										
		Ethnic cuisine										
		Traditional restaurant										
		Regional recipes										
Food Opportunities	Events	OTHER										
		Gourmet festival										
		Factory visit										
		Chilli										
		Olives / cheese										
		Local produce										
		Local produce										
Collar												
		OTHER										

FOOD TOURISM INDEX			FOOD COMPETITIVENESS			
COMPONENTS	TOURISM	FOOD / FOOD & WINE	CURRENT STATUS			
			4	3	2	1
KEY ATTRACTORS	• Key tourism attractions	• Culinary / wine attractions				
	• Culture	• Culinary heritage				
	• Events	• Food / food & wine events				
	• Activities	• Food / food & wine activities				
NON-NEGOTIABLES	• Safety / Health	• Safe food				
ENABLERS	• Infrastructure	• Restaurant / eating places / wineries				
	• Road network	• Accessibility to products / services				
	• Signage	• Food / wine branding				
	• Agricultural products	• Food & drink produce & production				
VALUE ADDERS	• Routes	• Food / wine routes				
FACILITATORS	• Communication	• Food & wine promotions / marketing				
	• DMO's	• Food / wine strategy				
ENHANCERS	• Experience / authenticity	• Food information / wine specific tours				
	• Hospitality	• Standards / ambience				
	• Food services / Restaurants	• Utilisation local / regional products				
SCORE						
FOOD COMPETITIVENESS STATUS						

4: HIGH

3: MEDIUM

2: LOW

1: UNDER-UTILIZED

ANNEXURE 11 (continued)



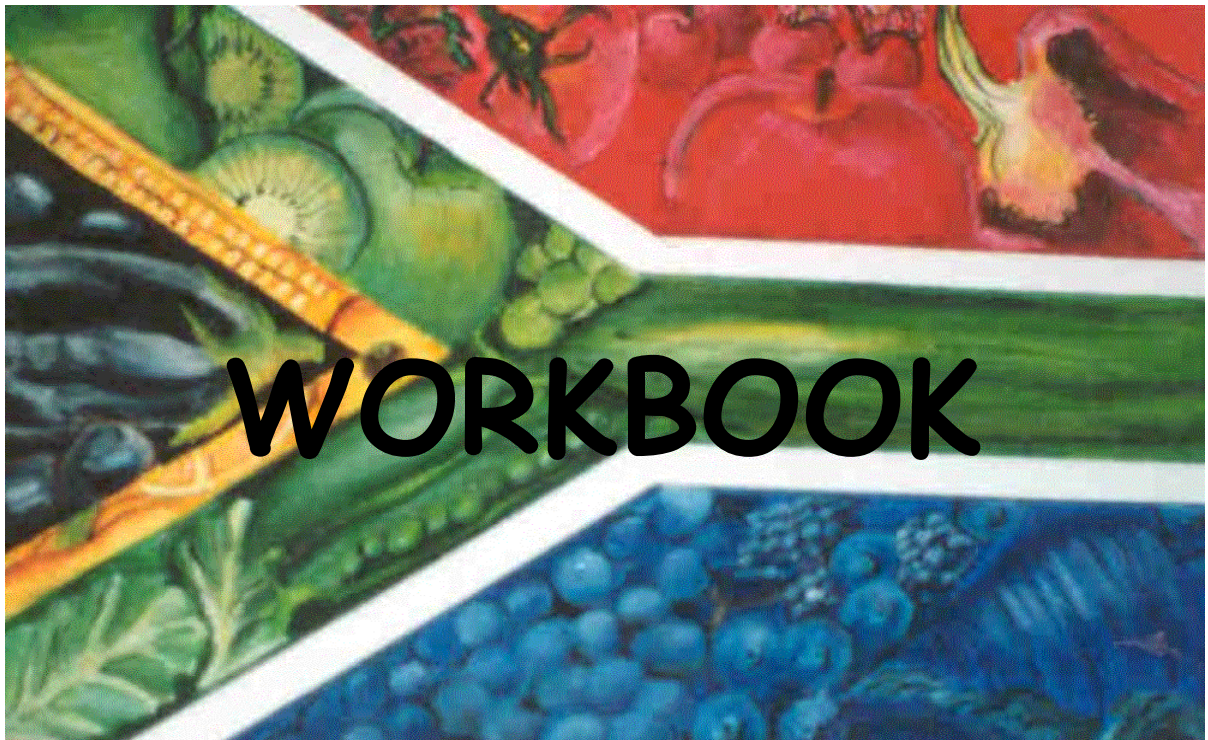


Universiteit van Pretoria
University of Pretoria

FOOD TOURISM WORKSHOP

WINELANDS REGION

JULY 2003



Gerrie du Rand: PhD Student.

Department of Tourism Management University of Pretoria.

durandg@postino.up.ac.za

Supervisor: Prof Ernie Heath

Head Department of Tourism Management University of Pretoria.

eh Heath@orion.up.ac.za



FOOD / FOOD AND WINE TOURISM

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The **AIM** of the workshop is to assist destination marketers and current and prospective entrepreneurs to optimise the tourism potential of local and regional food and drink products so as to ensure sustainable competitiveness, both from a tourism development and destination marketing perspective.



The **WINELANDS** region has the resources and ability to be positioned as a '**Premier-ranked Food and Wine Tourist Destination**' in **South Africa**. This workshop will therefore assist entrepreneurs and marketers in applying a framework and procedure for developing and implementing food / food and wine tourism in a destination.



The workshop will assist the participants to:

- develop a better understanding of the **food tourism industry** in the region and its markets
- identify and develop **food tourism products** in the region to enable the region to become a '**Premier-ranked Food and Wine Tourist Destination**'
- develop **marketing and promotional strategies** to showcase the products of the region to visitors and residents
- improve **communication and integration** by linking and developing the food tourism industry in the region / area / province / country.



The Importance of food and wine tourism

Leading tourist destinations are constantly trying to distinguish themselves in the marketplace. To be competitive and to contribute to sustainability, it is imperative for a destination to offer attractions to the tourist, both domestic and international, that will make a difference to the tourists' stay in the specific destination and encourage them to return to the destination. Food and drink products of a destination are considered one of the most important cultural expressions of a destination. Therefore, food & wine tourism can be developed and marketed as both an income generating and as a cultural enhancement activity.

The aim of this workshop is to assist destination marketers and current and prospective entrepreneurs to optimise the tourism potential of local and regional food and drink products so as to ensure sustainable competitiveness, both from a tourism development and destination marketing perspective. Local and regional food and drink hold great potential to contribute to sustainability in tourism by among others, broadening and enhancing the local and regional tourism resource base; adding value to the authenticity of the destination; strengthening the local economy (both from a tourism and an agricultural perspective); and by providing for environmentally friendly infrastructure.

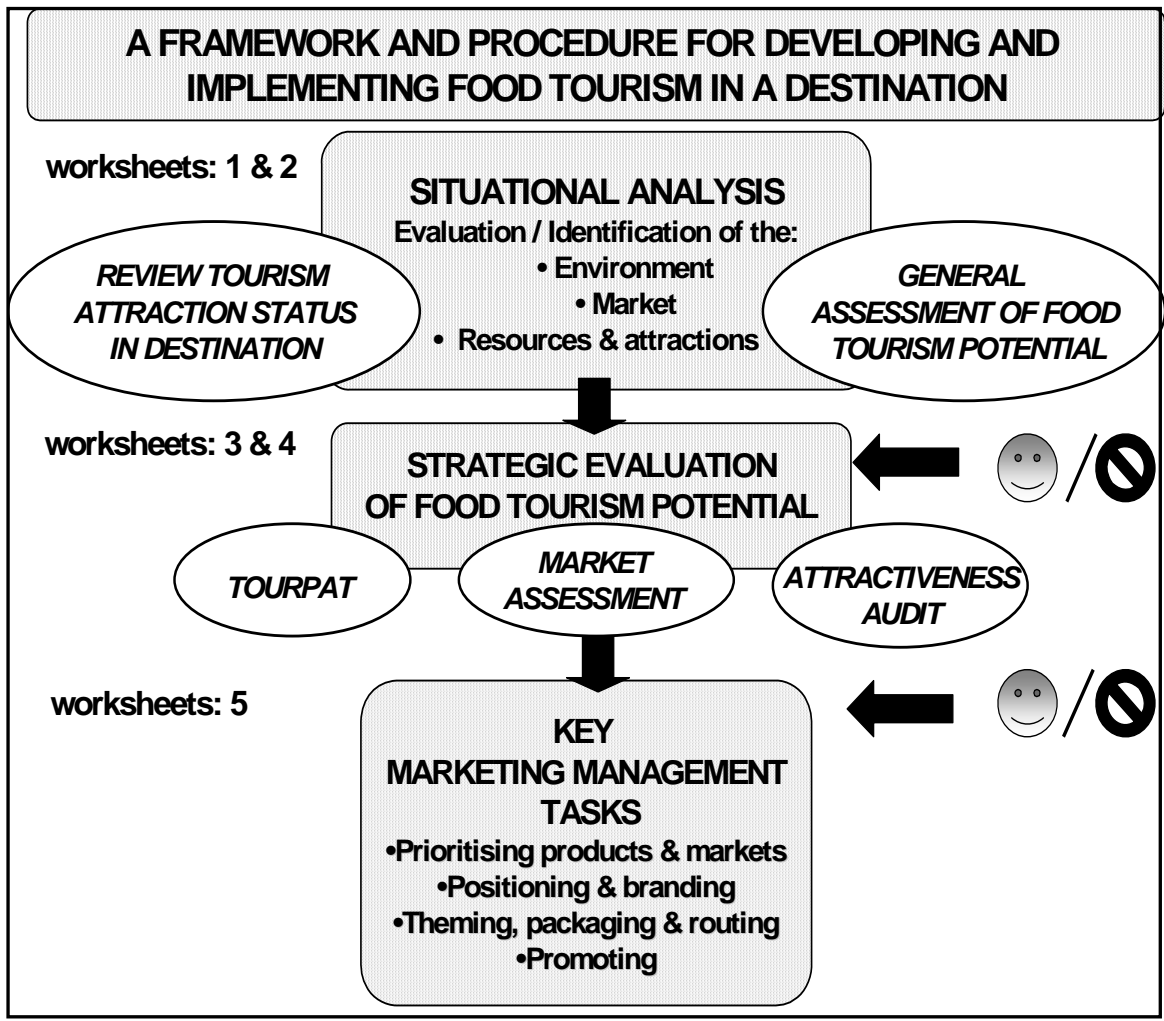
The '**WINELANDS**' region has the ability to be presented as a "Premier-ranked Food and Wine Tourist Destination" in South Africa, i.e. '*a place offering the best regarding food and wine tourism and a place the potential tourist visitor should consider first when making travel plans*'. This workshop will therefore assist entrepreneurs and marketers in performing an appraisal to determine their current competitive position in the tourism market place by:

- Identifying / evaluating the **attributes** of their destination which contribute to making it a "Premier-ranked Food and Wine Tourist Destination";
- Assessing destination **strengths and weaknesses** to enable comparison to other destinations and determine **positioning and promoting** strategies;
- Planning and preparing a **food and wine tourism strategy** to enable **prioritising products and markets**;
- Identifying **gaps and opportunities** in the product mix and apply **theming and packaging** to market and promote food and wine tourism in the region;
- Measure **destination performance and potential** regarding food and wine tourism presently and over time (food tourism potential index)

The workbook provided and the framework and procedures applied during the appraisal exercise provides a tool for developing and implementing food / food & wine tourism as a key focus in destination marketing.



FRAMEWORK



Practical worksheets to facilitate the development and implementation of FOOD TOURISM / FOOD & WINE TOURISM in a destination

**FOOD / FOOD & WINE TOURISM
 WORKSHEET 1: SITUATIONAL ANALYSIS**

DESTINATION/ ORGANISATION:.....
GROUP:.....
PARTICIPANTS: 1. 2.
 3. 4.

Stakeholder refers to all those organisations and their constituencies (ranging from local authorities to community interest groups) that are involved in or impacted by tourism in the particular destination. Stakeholder groups can be directly or indirectly involved in providing products and services to create or facilitate food & wine tourism experiences, e.g. Food / wine attractions, facilities, restaurants, entertainment facilities, travel agencies.

IDENTIFY the KEY STAKEHOLDERS in the destination regarding food tourism/ food & wine tourism: (Local authorities; community interest groups; businesses).

STAKEHOLDER	ROLE THEY PERFORM IN FOOD & WINE TOURISM

Of these key stakeholders who are LEADERS (CHAMPIONS) IN FOOD /FOOD & WINE TOURISM IN THE DESTINATION

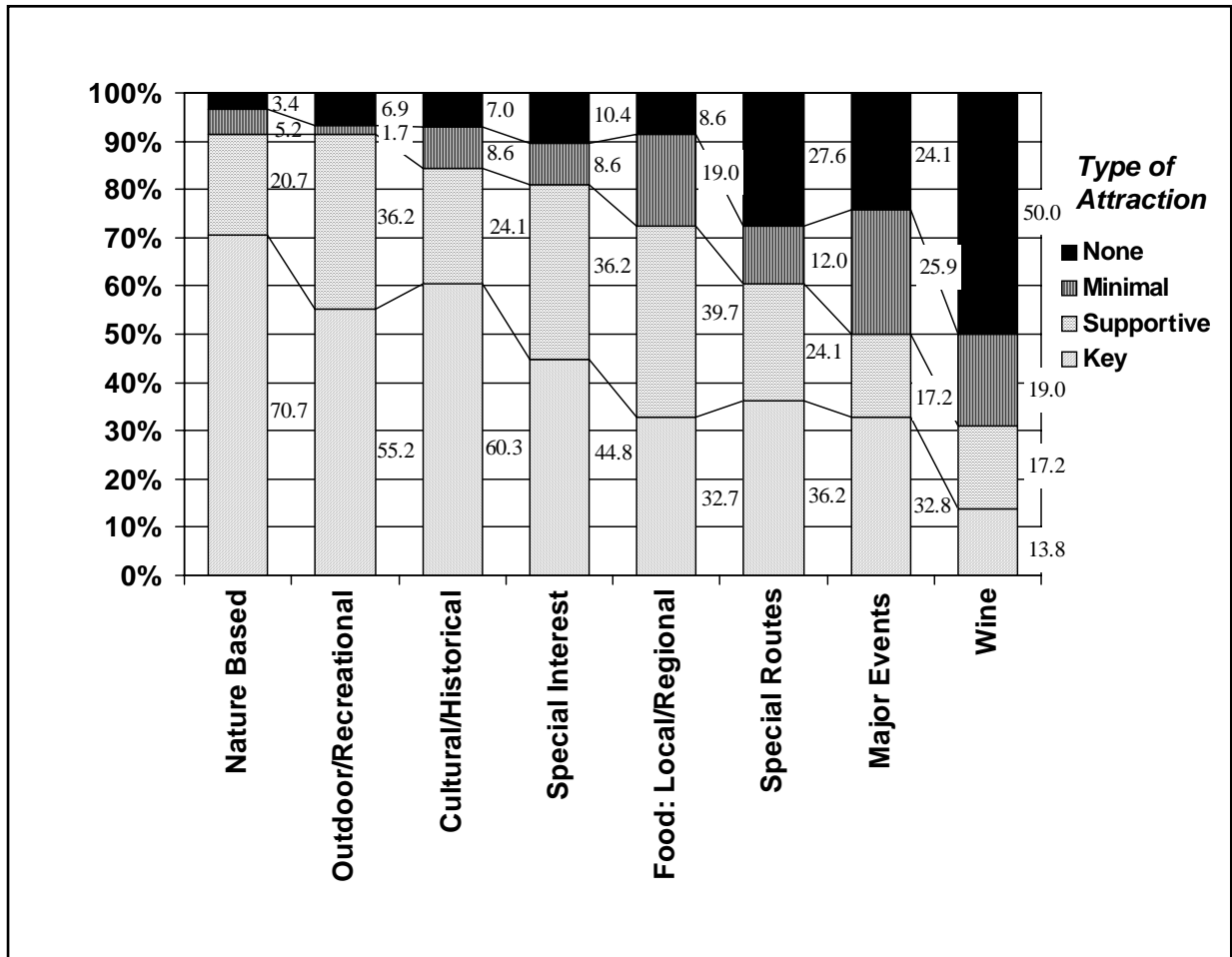
The RESOURCE COMPONENT MIX of the Destination regarding FOOD TOURISM / FOOD AND WINE TOURISM		
	Resources currently being used in your destination	Resources with potential, but not being fully utilised by your destination
ATTRACTIONS		
Activities		
Events		
Cultural villages		
Farms		
Factories		
Routes		
INFRASTRUCTURE		
Restaurants		
Signage		
Agricultural sector		
Communication		
Roads		
FACILITIES		
Cellars		
Wineries		
Road stalls		
SERVICES		
Tours		
Hospitality		
Accommodation		
Cooking schools		
Training		

What are the CURRENT key CHALLENGES, OPPORTUNITIES and CONSTRAINTS of the destination regarding THE OPTIMIZATION OF FOOD TOURISM / FOOD & WINE TOURISM?

CHALLENGES
OPPORTUNITIES
CONSTRAINTS

FOOD / FOOD & WINE TOURISM WORKSHEET 2: TOURISM ATTRACTION

FIGURE 1: RELATIVE POSITION OF FOOD AS AN ATTRACTION



The above figure is a portrayal of the TOURISM ATTRACTION STATUS IN SOUTH AFRICA

- Has this status remained the same?
- Do you agree with the relative position of FOOD and WINE as an attraction?

COMMENTS

FOOD / FOOD & WINE TOURISM

WORKSHEET 3: FOOD ATTRACTIVENESS AUDIT

FOOD TOURISM RESOURCE/ OPPORTUNITY MATRIX			CURRENT ATTRACTION STATUS				MARKETS					
							EXISTING			UNDERUTILIZED POTENTIAL		
FOOD TOURISM RESOURCES			Core Attractions	Supportive Attractions	On-Theme Activities	Resource under- utilized	Regional / Provincial	National	International	Regional/ Provincial	National	International
Agricultural Opportunities	Agro-tourism	Farm stays										
		Hunting										
		Fishing										
		Food picking										
		Food Processing										
		Farm tours										
OTHER: specify												
Cultural opportunities	Culinary heritage / attractions	Culinary heritage										
		Ethnic cuisine										
		Traditional Restaurant										
		Regional recipes										
		Cultural Village										
OTHER : specify												
Food Opportunities	Events	Gourmet Festival										
	Activities	Factory Visit										
	Routes	Cheese										
	Food Product	Olives /cheese										
	Restaurant	Local Produce										
	Market	Local produce										
	Facilities	cellar										
OTHER : specify												
SCORE KEY			Current attraction		mark appropriate column with a ✓							
			Market potential		4: HIGH	3: MODERATE	2: LIMITED			1: UNDER- UTILIZE D		

FOOD / FOOD & WINE TOURISM

WORKSHEET 4: FOOD TOURISM INDEX

- The **FOOD TOURISM INDEX (FTI)** will culminate from the application of TOURPAT (data available / accessible to DMOs TBUs) and the execution of the audit. The FTI will be the indicator that will provide DMOs and TBUs with information regarding the potential and capability to develop and implement Food Tourism in the destination. FOOD TOURISM needs to be a viable tourism attraction to be pursued and further developed. The following information will be included in the FOOD TOURISM INDEX:

FOOD TOURISM INDEX						
COMPONENTS	TOURISM	FOOD / FOOD & WINE	CURRENT STATUS			
			4	3	2	1
KEY ATTRACTORS	<ul style="list-style-type: none"> Key tourism attractions Culture Events Activities 	<ul style="list-style-type: none"> Culinary / wine attractions Culinary Heritage Food / food & wine Events Food / Food & wine activities 				
NON-NEGOTIABLES	<ul style="list-style-type: none"> Safety /Health 	<ul style="list-style-type: none"> Safe Food 				
ENABLERS	<ul style="list-style-type: none"> Infrastructure Road Network Signage Agricultural Products 	<ul style="list-style-type: none"> Restaurants / eating places / wineries Accessibility to products / services Food / wine branding Food & drink produce & production 				
VALUE ADDERS	<ul style="list-style-type: none"> Routes 	<ul style="list-style-type: none"> Food / wine Routes 				
FACILITATORS	<ul style="list-style-type: none"> Communication DMOs 	<ul style="list-style-type: none"> Food & wine promotions/ marketing Food / wine strategy 				
ENHANCERS	<ul style="list-style-type: none"> Experience: authentic /unique Facilities / Restaurants 	<ul style="list-style-type: none"> Food / wine specific tours Utilisation local / regional products 				
SCORE						
FOOD COMPETITIVENESS STATUS						
4: EXCELLENT	3: GOOD	2: MODERATE	1:POOR			

FOOD / FOOD & WINE TOURISM

WORKSHEET 5: KEY MARKETING MANAGEMENT

In order to optimize FOOD / FOOD & WINE TOURISM in your destination which FOOD TOURISM / FOOD AND WINE TOURISM attraction (s) should be prioritized?

Which strategic guidelines do you propose to:

A. Optimise primary markets regarding the development of FOOD / FOOD & WINE TOURISM?

1

2

3

4

5

Which strategic guidelines do you propose to:

**B. Position FOOD TOURISM / FOOD & WINE TOURISM within
the TOURISM
STRATEGY of the destination**

1

2

3

4

5

Which strategic guidelines do you propose to:

**C. Brand FOOD TOURISM / FOOD & WINE TOURISM within the
TOURISM
STRATEGY of the destination**

1

2

3

4

5

Which strategic guidelines do you propose to:

D. Theme, package and route FOOD TOURISM / FOOD & WINE TOURISM within the destination?

1

2

3

4

5

Which strategic guidelines do you propose to:

D. Promote FOOD TOURISM / FOOD & WINE TOURISM within the destination?

1

2

3

4

5



**THE CRITICAL SUCCESS FACTORS
for developing and implementing FOOD TOURISM /
FOOD & WINE TOURISM in THE WINELANDS
REGION**

1

2

3

4

5



TO ACHIEVE SUCCESS: WHAT IS FUNDAMENTAL AND ESSENTIAL FOR THE ROAD AHEAD?	
1	
2	
3	
4	
5	



FOOD / FOOD & WINE TOURISM EVALUATION OF THE FRAMEWORK

Thank you very much for attending this workshop and participating in the process of developing and implementing **food tourism / food & wine tourism** in a destination. For further strategy development and completion of this study it is important that **the food tourism framework** be value judged.

Please could you take a few minutes to complete the evaluation form and return it to me before leaving today.

1. WAS THE PROCESS / COMPONENTS OF THE PROCESS FOR DEVELOPING AND IMPLEMENTING FOOD TOURISM IN A DESTINATION RELEVANT?

.....
.....
.....
.....
.....

2. IS THE FRAMEWORK APPLICABLE FOR THE FOOD / FOOD & WINE TOURISM INDUSTRY?

.....
.....
.....
.....
.....

3. WHAT IS THE IMPLEMENTABILITY OF THE FOOD / FOOD AND WINE TOURISM FRAMEWORK IN YOUR DESTINATION?

.....
.....
.....
.....
.....

4. DO YOU HAVE ANY FURTHER SUGGESTIONS OR COMMENTS THAT WILL IMPROVE THE USE AND IMPLEMENTATION OF THE FOOD TOURISM FRAMEWORK?

.....
.....
.....
.....
.....

THANK YOU SO MUCH FOR YOUR SUPPORT.