THE ROLE OF LOCAL FOOD

IN DESTINATION MARKETING:

A SOUTH AFRICAN SITUATIONAL ANALYSIS

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LIST OF ABBREVIATIONS AND ACRONYMS

AIEST	Association Internationale d'Experts Scientifiques du Tourism
DBF	Database Management File
DEAT	Department of Environmental Affairs and Tourism
DMO	Destination Marketing Organisation(s)
ENPAT	Environmental Potential Atlas
EU	European Union
FEDHASA	Federated Hospitality Association of South Africa
FOODPAT	Food Potential Atlas
FT	Food Tourism
GDP	Gross Domestic Product
GIS	Geographic Information Systems
HR	Human Resources
SA	South Africa
SACA	South African Chefs Association
SAS	Statistic Analysis System
SWOT	Strengths, Weaknesses, Opportunities and Threats
TBU	Tourism Business Units
TOURPAT	Tourism Potential Atlas
USA	United States of America
WTO	World Tourism Organisation
WWW	World Wide Web

SUMMARY

TITLE OF THESIS   :   The role of local food in destination marketing:
                        A South African situational analysis

                        by

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In the tourism industry local and regional food holds great potential as a contributor to sustainable competitiveness at a destination. However, from an analysis of the literature and promotional material of South African and key international destinations, there is an indication that the contribution of food to sustainable tourism and the marketing of destinations has received very little attention globally as well as in South Africa.

A framework and guidelines for developing and implementing food tourism could enable destination marketers and entrepreneurs to optimise the tourism potential of local and regional food. To this end a Strategic Food Tourism Destination Marketing Framework was conceptualised and was based on the findings of a South African situation analysis and international trends and best practices. The South African situation analysis entailed an empirical investigation into food tourism, a key component of destination marketing in South Africa, to determine its current status, future potential and initiatives. Regional and provincial destination marketing organisations were involved in the research process

To support the Strategic Food Tourism Destination Marketing Framework, two key tools were developed, namely FOODPAT (a tourism and culinary atlas linked to a geospatial database) and a Product Potential and Attractiveness Tool. The framework and tools were tested in a South African destination, the Winelands of the Western Cape. Its application revealed that the stakeholder users were successfully provided with mechanisms to develop and implement food tourism.

This study presents the key components and gives an evaluation of the framework and tools that were developed. Guidelines and recommendations for the development, packaging and marketing of local and regional foods are postulated. Proposals for future research are put forward.

SAMEVATTING

TITEL VAN PROEFSKRIF	:	Die rol van plaaslike voedsel in bestemmings-bemarking: 'n Suid-Afrikaanse situasie-analise

deur

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GRAAD	:	Philosophiae Doctor

Plaaslike en streeksvoedsel het potensiaal om by te dra tot volhoubare kompeterendheid in toerismebestemmings. 'n Analise van resente literatuur en promosiemateriaal van Suid-Afrikaanse en sleutel internasionale bestemmings bevestig dat in Suid-Afrika en wêreldwyd relatief min aandag aan die bemarking en bydrae van plaaslike en streeksvoedsel tot volhoubare toerisme en die bemarking van bestemmings gegee is.

'n Raamwerk en riglyne vir die ontwikkeling en implementering van voedseltoerisme kan bemarkers en entrepreneurs van 'n bestemming in staat stel om die toerisme potensiaal van plaaslike en streekskos te bevorder en optimaal aan te wend as 'n bemarkingsmiddel.

Gevolglik is 'n Strategiese Voedseltoerisme Bestemming Bemarkingsraamwerk gekonseptualiseer, gebaseer op die bevindinge van 'n Suid-Afrikaanse situasie-analise, sowel as internasionale neigings en praktyke. Die Suid-Afrikaanse situasie-analise het 'n empiriese ondersoek behels van streeks- en provinsiale bestemmings-bemarkingsorganisasies om sodoende die status tans, toekomstige potensiaal en

voedseltoerisme inisiatiewe as sleutelkomponent van bestemmingsbemarking in Suid-Afrika te bepaal.

As ondersteuning vir die Strategiese Voedseltoerisme Bestemming Bemarkingsraamwerk is twee primêre hulpmiddels ontwikkel, naamlik: FOODPAT ('n toerisme- en voedselatlas, gekoppel aan 'n geografiese databasis) en 'n *Product Potential and Attractiveness Tool.* Die raamwerk en hulpmiddels is by 'n Suid-Afrikaanse bestemming, naamlik die Wes Kaapse Wynlande, getoets en het rolspelers sodoende van hulpmiddels voorsien om voedseltoerisme te ontwikkel en te implementeer.

Hierdie studie beskryf en evalueer die sleutelkomponente, asook die raamwerk en hulpmiddels wat ontwikkel is. Riglyne en aanbevelings vir die ontwikkeling, verpakking en bemarking van plaaslike en streekskosse word voorgestel. Voorstelle vir toekomstige navorsing word ook aangedui.

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DECLARATION

I …………………………………….. hereby declare that the thesis for the …………………………………………….…….. degree at the University of Pretoria, hereby submitted by me, has not previously been submitted for a degree at this or any other university, and that it is my own work in design and execution and that all reference material contained therein has been duly acknowledged.

………………………………………….
Signature

.....................…………………………
Date

1 General Orientation of the Study

1.1 INTRODUCTION

Governments, researchers and industry have only since the mid 1990s explicitly recognised the strong relationship between food, culture and tourism. In 1986, the 36th AIEST (Association Internationale d'Experts Scientifiques du Tourisme) congress addressed the topic of "The Impact of Catering and Cuisine Upon Tourism" (Kaspar, 1986). This relationship, at that time, proved to be problematic in tourist-gastronomic circles and in the tourism industry at large, thus emphasising the connection between agricultural products, culinary heritage and tourism promotion. The minimal attention that food tourism initially received from governments and as a research area has grown steadily, as in 2003 four publications focused on a variety of aspects regarding food tourism (Boniface, 2003; Hall, Sharples, Mitchell, Macionis & Cambourne, 2003b; Hjalager & Richards, 2002b; Long, 2003). The development of food tourism strategies in certain regions and countries such as Canada, Australia and the USA are presently receiving more attention and are being implemented with positive results. South Africa, with its nine provinces and 55 tourism regions, although rich in culinary resources and opportunities, has yet to capitalize on its food tourism potential.

1.1.1 Background and Literature Review

As reflected in the literature, the initiatives and discussions regarding the development of food tourism and the use of local food products pertain mainly to the developed world and very little has been reported and published regarding the situation and potential in developing countries. This study contributes to the discussion of the situation regarding the development of food tourism and the use of local food products as a tool in destination marketing in South Africa, a country forming part of the developing world.

Food tourism is regarded as niche or alternative tourism. As result of escalating competition and a change in traveller wants in terms of destination experience, food tourism is now more often being included as a new or additional sector in the travel and tourism business (Poon, 1993; Ritchie & Crouch, 2000). This situation affords food tourism the opportunity to be an important source of marketable images and experiences for the tourist, reinforcing the competitiveness and sustainability of the destination (Quan & Wang, 2003). The food and tourism industries benefit from this interaction, as local and regional food products become an important means of selling the identity and culture of a destination, enabling food producers to add value to their products by creating a tourism experience around the raw materials (Quan & Wang, 2003).

Food is considered a reflection of the culture of a country and its people. It is, therefore, the ideal product to offer as an attraction at a destination as it has many possibilities for use as a marketing tool (Bernard & Zaragoza, 1999; Bessiere, 1998; Boniface, 2003; Burnett, 2000; Cohen & Avieli, 2004; Cusack, 2000; Deneault, 2002; Frangialli, 2002; Gallagher, 2001; Hall & Sharples, 2003; Handszuh, 2000; Hegarty & O'Mahony, 1999; Hjalager & Corigliano, 2000; Hjalager & Richards, 2002b; Long, 2003; Ohlsson, 2000; Richards, 2002; Santich, 1999; Stebbins, 1997; Stewart, 2004; Symons, 1999; Wagner, 2001; Wolf, 2002a). Several authors have reflected on food and wine as an expression of place and how it is used to market a destination.

There are many examples of how the inter-relationships between food, food and wine and tourism and regional development have been put into practice around the world, by either the development and promotion of a specific product, course, event, service or any combination of products and services (Bernard & Zaragoza, 1999; Bessiere, 1998; Boniface, 2003; Boyne, Williams & Hall, 2002; Briedenham & Wickens, 2003; British Tourist Authority, 2003; Burnett, 2000; Cohen & Avieli, 2004; Corigliano, 2002; Cusack, 2000; Elmont, 1995; Gallagher, 2001; Hall, 2003; Hall, Mitchell & Sharples, 2003a; Hall *et al.*, 2003b; Handszuh, 2000; Lockie, 2001; Macdonald, 2001; Ohlsson, 2000; Richards, 2002; Scarpato, 2002; Sharples, 2003; Stewart, 2004; Symons, 1999; Wagner, 2001; Wolf, 2002a; World Tourism Organization, 2000). Numerous publications illustrate this relationship in specific countries: New Zealand, Australia and various countries in Europe (Boniface, 2003; Cambourne & Macionis, 2003; Hall *et al.*, 2003a; Hassan & Hall, 2003; Hjalager & Richards, 2002b; Murray & Haraldsdóttir, 2004; Sharples, 2003), in Canada (Selwood, 2003; Telfer & Hashimoto, 2003) and in several other countries and regions (Bernard & Zaragoza, 1999; Chang & Yeoh, 1999; Cusack, 2000; Demhardt, 2003; Haas, 2002; Handszuh, 2000; World Tourism Organization, 2000).

Food and wine tourism networks exist in Australia and New Zealand, where in many cases, it is the better established wine industry that serves as a catalyst in the development of a lagging food tourism industry (Cambourne & Macionis, 2003; Hall *et al.*, 2003a; Smith & Hall, 2003). Likewise, the promotion of local foods and wine in restaurants help to build and strengthen such networks (Cambourne & Macionis, 2003; Hall *et al.*, 2003a; Smith & Hall, 2003). Tourism New Zealand's web campaign focuses on food, wine and garden tourism and offers an integrated tourist experience with stronger and more established attractions supporting the lesser-developed attractions, such as food tourism (Tourism New Zealand, 2004). The German federal government launched their 'Culinary Germany ' campaign during the late 1990s and are benefiting from a well established food tourism marketing initiative

that has grown even stronger in time, also utilising the web (German National Tourist Board, 2005).

A number of regions and locations in Europe, especially those in France and Italy use their food and/or wine reputation for tourism promotion e.g. Burgundy, Champaign, Bordeaux and Tuscany (Bessiere, 1998; Corigliano, 2002; Santich, 1999). Other countries that have developed food/food and wine tourism as an important component of their tourism strategy are Britain, Scotland, Canada, Singapore and most recently China (Boniface, 2003; Boyne *et al.*, 2002; British Tourist Authority, 2003; Canadian Tourism Commission, 2002; Chang & Yeoh, 1999; Deneault, 2002; Ooi, 2001; Quan & Wang, 2003; Stewart, 2000; Stewart, 2004; Telfer & Hashimoto, 2003; The Economic Planning Group of Canada, 2002).

These examples demonstrate the variety of themes that can be identified in the food and food and wine tourism industry in the different parts of the world. South Africa with its multi-cultural society and developing economy has the opportunity to add to this list of successful initiatives if its potential for the development of food tourism is realised through appropriate marketing.

This study was approached from the perspective of stakeholders in destination marketing, acknowledging the role of local food as a marketing tool in destination marketing. A review of relevant literature, present trends and best practices was conducted to determine and compare the knowledge and perspectives of experts in the areas of food/culinary tourism, destination marketing and destination competitiveness. Moreover, the position of food in the tourism field and how to market it as a form of niche tourism was assessed.

1.1.1.1 *Food tourism*

Food tourism has ceased to be concerned with only the provision of food for tourists in restaurants, hotels and resorts. In fact, the focus has changed - it is now the tourist that travels in order to search for, and enjoy, prepared food and drink (Hall, 2003). Food is considered to be *an expression of a society and its way of life* (Kaspar, 1986:14), which is also verified by Boniface (2003), who regards culture, both past and present, as an inevitable part of food tourism. Long (1998) accentuates the fact that food or culinary tourism is a sensory experience utilising all the senses, therefore, making it central to the tourism experience. Hall (2003b:xxiii) summarizes it concisely and contends that food tourism is increasingly:

- *recognised as part of the local culture, consumed by tourists;*
- *an element of regional tourism promotion;*

- *a component of local agricultural and economic development;*
- *a key element to competitive destination marketing;*
- *an indicator of globalisation and localisation; and*
- *a product and service consumed by tourists with definite preferences and consumption patterns.*

Considering the various facets of food tourism, a focus on how food can contribute to tourism marketing strategies is becoming more urgent and apparent in present day research.

The roots of food tourism lie in agriculture, culture and tourism (Bernard & Zaragoza, 1999; Bessiere, 1998; Boniface, 2003; Cusack, 2000; Gallagher, 2001; Hjalager & Corigliano, 2000; Refalo, 2000; Selwood, 2003; Telfer & Wall, 1996; Wagner, 2001; Wolf, 2002b; WTO, 2000). All three components mentioned above offer opportunities and activities to market and position food tourism as an attraction and experience in a destination. Agriculture provides the product, namely food; culture provides the history and authenticity; and tourism provides the infra-structure and service and combines the three components into the food tourism experience. Thus these three components form the basis for the positioning of food tourism as one of the products in the tourism paradigm.

1.1.1.2 *Food tourism and destination marketing*

Food is seldom the key reason for visiting a destination and, more often than not, is only considered as part of the overall destination experience (Hjalager & Richards, 2002b; Long, 2003; Selwood, 2003). However, food is fast becoming one of the most important attractions as tourists seek new and authentic experiences and alternative forms of tourism (Boyne, Hall & Williams, 2003; Crouch & Ritchie, 1999; Hjalager & Richards, 2002b; Selwood, 2003).

It is this paradox that is creating the opportunity for food tourism to become an important and appealing attraction in a destination. The destination can enhance the appeal of its resources and attractions by marketing them correctly (Crouch & Ritchie, 1999). This would include the promotion, product development, packaging and positioning of the attraction.

Food tourism is regarded as one of the attractions offered at a destination and can therefore constitute part of the destination marketing strategy of a particular destination. It is clear from the experiences recorded in this section that destination marketing and food tourism are linked. No destination can afford to ignore the importance of food as either a key or more often, a supportive attraction. However, according to the literature reviewed, food tourism is still considered a neglected and untapped component of destination marketing.

1.1.1.3   *Destination marketing and destination competitiveness*

The contribution of food tourism to the sustainable competitiveness of a destination involves the identification, development and implementation of food tourism enhancers to achieve destination competitiveness. The concept of sustainable competitiveness utilised in this study is taken from Ritchie and Crouch (2003). It entails the ability to increase tourism expenditure by attracting a larger number of tourists, providing them with satisfying, memorable experiences, profitably, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations. Sustainable competitiveness of the destination is of prime concern.

Food tourism is one of the offerings of a destination that can enhance existing tourism products, as it fits the definition of being an amalgam of individual products, services and experience opportunities. As an offering, food tourism is a combination of products and services of most of the attractions and resources as portrayed in the literature. It incorporates natural features; culture; services; infrastructure; access; attitudes toward tourists; and uniqueness. The total experience of the destination is even further enhanced, as food is the only product that can be experienced using all the human senses, consequently enriching the tourism experience. According to Quan and Wang (2003), since food tourism holds several implications for destination marketing and development, local and regional foods should not be regarded as trivial and ignored in tourism marketing. Food as a tourism product and experience can contribute to the competitiveness of the destination if appropriately developed and executed.

This study uses the destination competitiveness framework of Ritchie and Crouch (2003) as a point of departure and frame of reference to contextualise the position, role, importance and contribution of food tourism with regard to the enhancement of competitiveness and sustainability in a destination. However, the model was adapted and rearranged to focus more on destination marketing management and to contextualise it with specific reference to food tourism. Food tourism was positioned within destination marketing and subsequently food tourism enhancers were identified and defined as they feed back into the sustainable destination competitiveness model. This enables the destination to develop a profile regarding its position and potential as far as food tourism is concerned. The identification and development of food tourism enhancers entails actions, products and services that contribute to increasing the competitiveness of a destination, simultaneously enhancing the sustainability of the destination through food tourism as an attraction.

The destination is the central point around which tourism revolves. Therefore, according to Ritchie and Crouch (2000), the most important product in tourism is the destination experience. Destination attractions and the experiences they offer are becoming the competitive edge of tourism destinations and are receiving more attention and promotional funding (Ritchie & Crouch, 2000).

Destination marketing, as one of the components of destination competitiveness and sustainability, provides opportunities to achieve and ensure destination competitiveness (Crouch & Ritchie, 1999). Changing consumer preferences and the fact that South Africa is still relatively 'undiscovered' as a tourism destination, provide sufficient challenge to include food tourism as an attraction in destination marketing strategies. The development and enhancement of food tourism as a destination attraction by the various tourism stakeholders in South Africa could help to improve sustainable destination competitiveness. As a result, tourism destination communities will receive social and economic benefits, and tourists and visitors will receive more benefits from appropriately developed and marketed attractions (Yoon, 2002).

1.1.1.4   Benefits and impacts of local food

Local and regional food as one of the important components of food tourism holds great potential to contribute to sustainable competitiveness in a destination, both from a tourism development and a destination marketing perspective. The promotion of local and regional food is an effective way of supporting and strengthening the tourism and agricultural sectors of local economies by: preserving culinary heritage and adding value to the authenticity of the destination; broadening and enhancing the local and regional tourism resource base; and stimulating agricultural production.

The development of a framework and guidelines for developing and implementing food tourism can enable destination marketers and current and prospective entrepreneurs to optimise the tourism potential of local and regional food. Boyne, *et al.* (2003) verify the need for a framework to enable the stakeholders to co-operate and achieve the effective implementation of marketing strategies regarding food tourism. Figure 1.1 provides an outline of the process and interrelations between a sustainable and competitive destination, food tourism and destination marketing management.
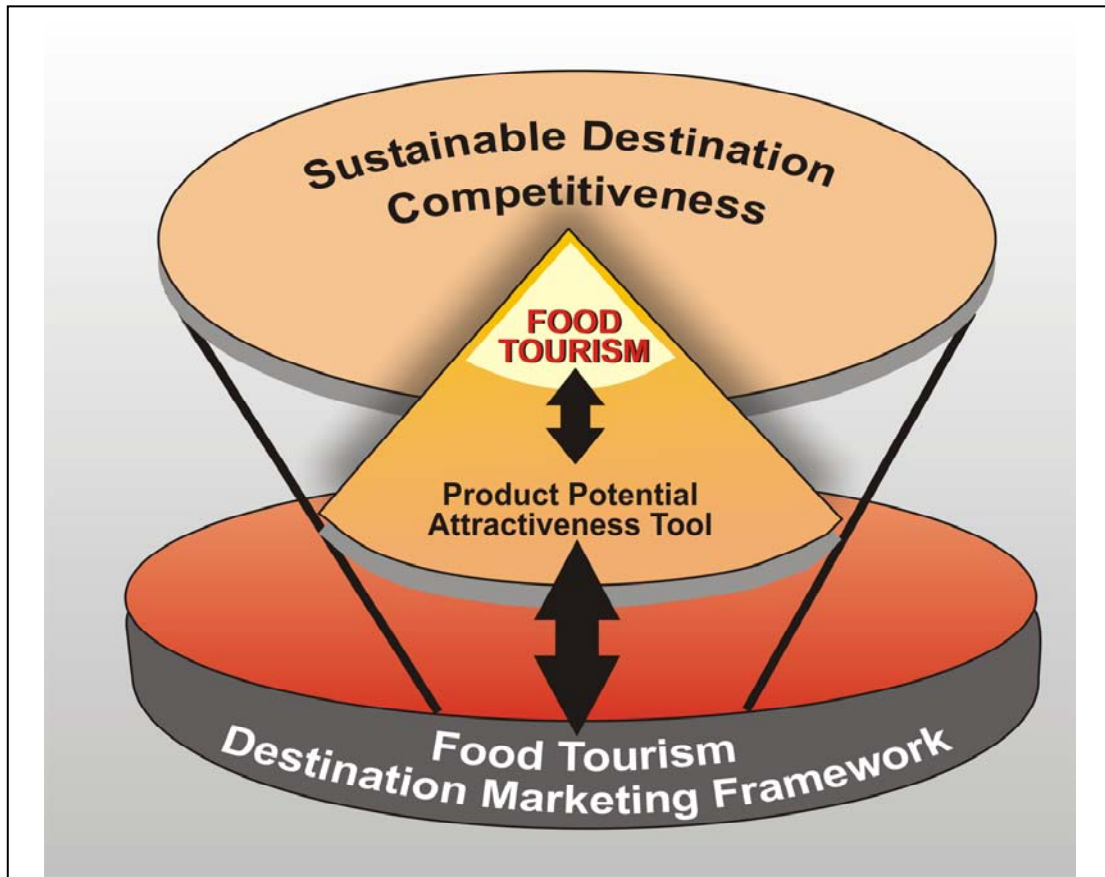
Figure 1.1:   Towards a framework for food tourism

1.2   STATEMENT OF THE PROBLEM

An analysis of relevant tourism literature and promotional material of South African and key international destinations indicate that in spite of its potential, the role of food in the marketing of destinations has until recently, received very little attention globally as well as in South Africa. These observations are reinforced in a study undertaken during 2000 by the World Tourism Organisation (WTO), where food and drink products of a destination were considered as one of the most important cultural expressions of a destination (Bernard & Zaragoza, 1999; Handszuh, 2000; Hjalager & Corigliano, 2000).

On a practical level, a nation's identity is reflected and strengthened by the food experiences that it offers. The way in which various ingredients are combined, cooked and eaten, forms an important element of a national cultural identity and the destination's culinary heritage (Bessiere, 1998; Cusack, 2000). Many tourists are influenced by the quality and type of accommodation and food on offer (European Commission, 1999) and although food does not

usually form an attraction in its own right, it is an essential part of almost every vacation and can add to the overall attractiveness of the destination.

Local food enhances the appeal of a destination and eating is an important activity for tourists once at the destination (European Commission, 1999; Selwood, 2003). Tourists seeking nature and culture are particularly interested in sampling local food products and tasting authentic regional recipes. According to the Eurobarometer Survey (European Commission, 1999) more and more attention is being paid to the origin of the food, i.e. local and regional specialties and locally produced goods. Based on these perspectives, it can be argued that local and regional food is a feature that can add value to a destination (Boyne *et al.*, 2003; Handszuh, 2000; Telfer & Wall, 1996) and contribute to the sustainable competitiveness of a destination (Crouch & Ritchie, 1999).

Knowledge regarding food tourism consumer behaviour will allow food tourism stakeholders to effectively target and develop markets, thereby intervening in the decision-making process and persuading the consumer to purchase local and regional food products and services (Mitchell & Hall, 2003). Research in this area is lacking and is reflected in the literature which has reported that tourists enjoy indigenous food, particularly items of local or ethnic nature (Wagner, 2001). Furthermore, knowledge of the local, regional and national cuisine has become an interest for tourists (Chappel, 2001; Gallagher, 2001). Santich (1999), Macdonald (2001) and Bessiere (1998) also report that people interested in travelling for gastronomical motivations are on the increase. In spite of these trends, gastronomy has not been considered for its real potential (Bernard & Zaragoza, 1999; Selwood, 2003) nor exploited conveniently as a tourism resource and subsequently not portraying the behaviour of the food tourism consumer .   Food tourism is not purely income generating but also a cultural enhancement activity contributing to the tourism experience. It therefore needs to be considered as an essential component of the marketing strategy of a destination.

1.3   PURPOSE OF THE STUDY

The overall purpose of this study was to determine the role of food tourism as a key component of tourism and to assess the current use and future potential of local and regional food as a tool in destination marketing. The study outlines the key components of a proposed framework and the supportive tools that have been developed and tested with regard to developing and implementing food tourism as an attraction at a destination. It furthermore postulates guidelines and recommendations for destination marketers and

current and prospective entrepreneurs regarding the development, packaging and marketing of local and regional foods. Proposals for future research are also outlined.

1.3.1 Overall Goal

The ultimate **goal of this study** is therefore to **develop a Strategic Food Tourism Destination Marketing Framework and guidelines for destination marketers and current as well as prospective entrepreneurs, to optimise the tourism potential of local and regional foods in future destination marketing.**

1.3.2 Specific Objectives of the Study

To achieve the stated overall goal of the study, the following specific objectives were determined for the study:

− to develop a **theoretical framework** providing a strategic context for food tourism in destination marketing (Chapters 2 and 3);

− to explore **current trends and best practices** both nationally and internationally (Chapter 3);

− to establish **key elements of sustainable competitiveness** from a food tourism perspective by constructing a food tourism destination marketing framework (Chapter 4);

− to execute a **situational analysis** of South Africa's current usage of food as a destination product and marketing tool based on the theoretical framework (Chapters 5 and 6);

− to compile a **culinary database FOODPAT** and to develop the **Product Potential and Attractiveness Tool**, that contributes to the construction of the Strategic Food Tourism Destination Marketing Framework for optimal and responsible development and implementation of food tourism in destination marketing, in context of stated perspectives (Chapters 5 and 7);

− to apply the Strategic Food Tourism Destination Marketing Framework in a selected **case study** so as to determine 'implementability' by assessing the acceptability and applicability of the framework (Chapter 8);

− to formulate guidelines for the implementation of the Strategic Food Tourism Destination Marketing Framework in the South African context (Chapter 9); and

− to create the basis for best practice for the use of local and regional foods as a destination marketing tool (Chapter 9).

1.4   SIGNIFICANCE OF THIS STUDY

The importance and explicit benefits of this study and its potential implications can be discussed from both theoretical and practical standpoints.

The Global Competitiveness Project of the South African Department of Environmental Affairs and Tourism (DEAT) and of the official umbrella marketing body for the country, South African Tourism (South African Tourism, 2004), reported that South African cuisine was one of the cultural experiences that required improvement and diversification as a tourism attraction and experience for both local and international tourists.   Furthermore, the South African Tourism Industry is one of the biggest contributors to the South African Gross Domestic Product (GDP) and growth in employment numbers. South Africa also wants to expand its tourism industry significantly (South African Tourism, 2004).   This study offers valuable input with regard to the development of the tourism industry in South Africa.

A further contribution of this work concerns theoretical understanding within the discipline. The current level of knowledge as found in the existing literature on food tourism and its implementation in South Africa, particularly in the field of destination marketing, is enhanced by the development and assessment of the Strategic Food Tourism Destination Marketing Framework and supporting tools: FOODPAT and the Product Potential and Attractiveness Tool.

The expected advantage of improved recognition of the role of local food, as a tool in destination marketing, would be the increased sustainable competitiveness of the destination with regard to the required improvement and diversification of South African cuisine as a tourism attraction and experience for both local and international tourists. This is especially so, as little research in the past has focused on food tourism in South Africa from the viewpoint of stakeholders. This study can thus provide new insights about how to optimise the tourism potential of local and regional foods in future destination marketing.

In terms of its practical contribution, the findings of this study can assist in the planning and development of destination marketing strategies incorporating food tourism specifically. Tourism stakeholders' networking and participation create important dynamics in the tourism industry. This study provides information on the procedure required to successfully develop and implement food tourism in a destination area focusing on the use of local products to enhance its sustainable competitiveness as suggested in the literature (Corigliano, 2002; Hjalager, 2002).   Guidelines are offered to alert decision makers to the potential and

importance of using local foods as a tool for this purpose. It is necessary for administrators in government at national, provincial and local levels, in the private sector, in the tourism industry itself and within the food tourism sector particularly, to understand these matters if sustainable food tourism products and experiences are to be created to boost the economy and bring real benefits to local communities. This research on the use of local food as a tourism attraction and experience could contribute to the sustainable competitiveness of the tourism industry as a whole in South Africa.

The outcomes and key recommendations of this study, more specifically the Winelands case study, could be usefully applied to other regions within South Africa with a potential for and interest in food tourism. Evaluating the growing significance of food tourism, both globally and locally, can help to increase the effectiveness, with which food tourism and products are developed and marketed, so as to contribute to ultimate success in the destination area that will be maintained. The key advantages of developing this kind of tourism are the benefits that can accrue to local people. Opportunities can be created for new entrepreneurs; the country's heritage is cost-effectively preserved; and a major contribution is made to South Africa's own nation-building process and fostering national pride. A further benefit is the utilization of local resources, namely, products, labour and expertise that provides a local experience for the tourist, which is unique to South Africa and contributes directly to the sustainability of the destination.

Developing food tourism as a marketing tool for Destination Marketing Organisations (DMOs) assists in creating the food tourism products and experiences for a specific niche market. Furthermore, food tourism can also act as an agent for economic and social change and provides a platform for integrating the country into the global market economy. The development of food tourism can:

 – **Contribute to identity and branding for South African cuisine**

 The ultimate vision of this study is to provide an identity for South African Cuisine and to position it both nationally and internationally.

 – **Contribute to responsible and authentic food tourism development and marketing within the context of destination marketing**

 Understanding and managing the complex relationships between, markets, stakeholders and destination products and services is the key to success in the total process of destination marketing.

 – **Create awareness and involvement on the part of stakeholders**

To create awareness regarding the role food tourism can play in the total spectrum of destination marketing and involve stakeholders from the tourism industry in general, the DMOs more specifically and definitely the providers of the various food experiences in a destination.

- **Provide a Strategic Food Tourism Destination Marketing Framework for future food promotion as an integral part of destination marketing**

  To develop the **Strategic Food Tourism Destination Marketing Framework** and guidelines whereby the DMOs can optimise the tourism potential of local and regional foods in destination marketing.

- **Provide added value linkages with agriculture and tourism**

  Food tourism is emerging as a special interest niche market with close relationships to other aspects of tourism, such as sustainable tourism, eco-tourism, cultural tourism, rural tourism and wine tourism. The integration of the food industry with the tourism industry can be seen as a strategic move to develop their combined economic potential.

- **Develop rural tourism in accordance with the vision and philosophy of the Tourism White Paper**

  The tourism industry can assist in 'dynamising' the agricultural sector by contributing to an increased demand for new agricultural products and services e.g. farm tourism, regional produce, and so forth (Government of South Africa, 1996a). Tourism can bring development to the rural areas, such as infrastructure that is lacking, additionally providing opportunities for the rural people to share in the benefits of tourism development (Government of South Africa, 1996a:16).

- **Provide added elements to enhance destination competitiveness**

  Developing culinary tourism as a niche market in South Africa holds great potential for increasing the number of travellers, both national and international, in cultural tourism, which is sustainable and contributes to the development of the country's infrastructure (Government of South Africa, 1996b).

South Africa has a developed sophisticated infrastructure with a wealth of untapped food tourism potential to offer the tourist. Not only culinary experiences comparable to the best in the world, but also authentic experiences reflecting the ethnic and culinary diversity of the country. Thus it becomes possible to implement projects of low impact sustainable tourism to preserve both the cultural and natural resources (Bernard & Zaragoza, 1999:8).

1.5   SCOPE OF THE STUDY

The scope of this study includes the following aspects, which encapsulates the assumptions and delimitations of this study, namely:

- **To perform a situational analysis of the South African food tourism industry**
  A thorough analysis of the present situation was performed regarding:
    - the current status of food as an attraction at destinations;
    - the current role of food in destination marketing strategies; and
    - the constraints and gaps experienced in utilising local and regional food as attractions and as key elements of destination marketing strategies.

- **To execute the analysis as outlined above, information on the following issues was collected:**
    - the use of food as a promotional tool in destination marketing;
    - available food experiences;
    - the utilisation of food information in current promotional literature and brochures; and
    - the culinary heritage of the area.

  A collation of the abovementioned information led to:
    - the development of the Strategic Food Tourism Destination Marketing Framework for promoting and implementing food tourism at a destination; and
    - the provision of key recommendations for future research and strategy development.

- **To evaluate key international key best practices and current trends**
  International best practices, food tourism strategy development and promotional initiatives were evaluated from available literature and information provided on the web sites of the key role players in food tourism. This information was applied to benchmark the position of food tourism in South Africa.

- **To develop a theoretical framework identifying the crucial role of food in destination marketing**
  A theoretical and conceptual framework was developed to determine the relationship between food and tourism and to identify the key roles of food and tourism as they relate to one another and also how they contribute to food tourism enhancement and the destination marketing competitiveness framework.

- **To develop a Strategic Food Tourism Destination Marketing Framework**

  The aim of this study was to develop a **Strategic Food Tourism Destination Marketing Framework** and supportive tools namely a **culinary database FOODPAT** and a **Product Potential and Attractiveness tool.** These would contribute to the development and implementation of food tourism in destination marketing. **Guidelines** would be formulated for destination marketers and current and prospective entrepreneurs, to optimise the tourism potential of local and regional foods in their future destination marketing strategies.

- **To carry out a case study in a selected tourism region**

  Stakeholders in the Winelands region were selected to apply the Food Tourism Destination Marketing Framework and determine the 'implementability' by assessing the acceptability and applicability of the framework. Geographic Information Systems (GIS) techniques were applied for the spatial analysis and assessment of the tools utilised in the Food Tourism Destination Marketing Framework.

1.6 RESEARCH DESIGN APPROACH

The relationship between food and tourism is a relatively new field of research and requires the creation of a sustainable perspective and specific research inputs to contextualise and integrate it as a study field within the specific disciplines of tourism and food. Hjalager and Richards suggest (2002a:233) a *more holistic approach to studying tourism and gastronomy… as tourism and gastronomy are complex fields that involve a wide range of resources and actors in their composition. The basic problem for both tourism and gastronomy studies is a relatively isolated position on the edge of established disciplines.* Hjalager and Richards (2002a) further suggest that the different disciplinary perspectives need to be integrated to create a new and innovative approach to food tourism. Therefore, the value of different research efforts can contribute to the creation of a holistic understanding of the relationship between food and tourism.

Bearing in mind the macro-scale of this study, a quantitative approach was selected. A situational analysis for the country as a whole was undertaken, with the focus on the use of local food as a marketing tool by DMOs. The spatial analysis considered the availability of resources, attractions and events, giving an added dimension to the interpretation of collected data.

The research is study is an exploratory-descriptive study utilising the systems framework as applied in destination marketing. Tourism can be studied by applying various approaches, but the systems approach integrates these into a comprehensive method that deals with both the macro- and micro-issues in the surrounding environments (Goeldner *et al.,* 2000:25). Exploratory research concerns the exploration of a relatively unknown research area (Mouton & Marais, 1990:43), and food tourism can be seen in this light.   The exploratory-descriptive approach can meet the needs of the providers in the tourism industry. According to Veal (1997:3) descriptive research is very commonly used in the field of leisure and tourism studies. However, much of this type of research is exploratory as the main aim in this field is to discover, describe or map patterns of behaviour. A second reason why this research approach is used for this study is the constant change that occurs regarding tourism phenomena. The providers of tourism products and services need to stay abreast of the constant changes and respond to the changing market conditions. Descriptive research provides the industry with up-to-date information and assists them in managing and strategising (Veal, 1997). Food tourism is a form of niche tourism that constitutes part of the new approach to tourism and as reported prior, food tourism has received scant attention and very little has been published in this regard.   The reasons for applying exploratory research in this study are:

- to gain insight into food tourism and its role in destination marketing;

- to undertake a preliminary investigation of the phenomenon 'food tourism', before embarking on a more structured study of food tourism and the role it plays in the context of destination marketing, thereby developing and improving the final research design;

- to develop a conceptual framework regarding food tourism to clarify concepts and develop operational definitions; and

- to determine priorities for future research in the area of food tourism and destination marketing.

A multi-disciplinary research approach was followed. No single discipline alone can accommodate, treat or understand tourism; it can be studied only if disciplinary boundaries are crossed and if multi-disciplinary perspectives are sought and formed (Graburn & Jafari, 1991). Marketing is the most active discipline in tourism studies and is prominent in this work. A sub-topic of marketing is consumer behaviour, which plays an important role in the context of tourism, and more specifically, destination marketing. The tourist is the consumer and the food experience(s) of the destination is the product being marketed.

Modern marketing, based on a concept of generalisation and a mass marketing approach to markets and consumers is being challenged by its post-modern transformation oriented towards the individual. Plurality, diversity and originality characterise the consumer behaviour patterns, or rather the absence of regular behaviour patterns. Consumers are changing and radically creating new market opportunities (Kupiec & Revell, 1998:237). A similar orientation can be applied in the field of destination marketing, where both the client and the product are being influenced by the post-modern paradigm. The emphasis on sustainability in the tourism industry and the influence of globalisation on the importance and availability of food have created a challenge for tourism marketing and more definitely for destination marketing (Blignaut, 2001).

The conceptual **destination competitiveness and sustainability** model of Ritchie and Crouch (2003), was adapted for use in this study, concentrating on the elements of the model that relate to food tourism in the context of destination marketing as outlined in Chapter 4. The elements of food tourism in the adapted model were then exploded to develop a conceptual framework specifically for food tourism. The conceptual framework was applied to develop a Product Potential and Attractiveness Tool. The Product Potential and Attractiveness Tool was strategically applied in the Strategic Food Tourism Destination Marketing Framework to assist DMOs to position food tourism as part of their destination marketing strategy.

1.6.1 Methodology

The methods applied in this study fall primarily within the paradigm of quantitative research and include certain qualitative techniques, which culminates in a mixed methodology approach. The research methodology, therefore, allows for a combination of techniques, making a convergence of the results from three datasets, namely: TOURPAT; FOODPAT; and the Stakeholder and Expert Opinion Survey possible. The methodology structures applied in this study include both literature based research and empirical research that together constitute a situational analysis approach. The combination of data collected from these research methods was applied to develop an exploratory-descriptive research approach.

A situational analysis was carried out on a representative sample of local and regional destination marketing organisations in South Africa to determine:

– the status of food as an attraction in destinations;

- the role of food in destination marketing strategies; and

- the constraints and gaps experienced in utilising local and regional food as attractions and as key elements of destination marketing strategies.

The empirical research phase of the study was preceded by an in-depth literature study regarding destination marketing, destination competitiveness and food tourism. Thereafter, an analysis of international trends and best practices regarding the role of local and regional food in destination marketing was executed to gauge South Africa's position regarding the utilisation of local and regional food in destination marketing.

The first phase of the study comprised a situational analysis that included a survey of DMOs representing all nine provinces and all 55 tourism regions in South Africa (n=112). Expert opinion interviews were conducted in the food tourism industry, with both local and international experts, using in-depth interviews consisting of a number of open-ended questions. The questions were transcribed and content analysis performed to identify core content and trends regarding food tourism planning, implementation and management.

In support of the situational analysis performed regarding food tourism and its position in South Africa, the second phase of the study comprised an analysis of all published tourism promotional material including printed, compact discs (CDs) and websites. The material provided was scrutinised and analysed as relevant to South African food tourism (products, events, attractions), cultural groups and tourism infrastructure. A culinary database was compiled, reflecting the above-mentioned information. The database of the Winelands tourism region regarding food tourism and the *Eatout* database reflecting a large number of quality and service rated restaurants in South Africa was included in the culinary database. The database information was used to visually portray the food tourism potential and current status regarding food tourism in South Africa, by applying GIS techniques.

The data was further analysed using descriptive statistics and integrating with data from the culinary database and expert opinions. The integration of the data contributed to validating and assessing the reliability of the data.

The final phase in the methodology of this study was the execution of a case study, which was carried out primarily to test the framework for planning and implementing food tourism in a destination. The case study was undertaken after integrating the three datasets and developing the framework for planning and implementation for food tourism. Utilising this information, a region was selected that spatially and strategically reflected the potential and

scope for planning and implementing food tourism in South Africa. The decision to select a region already implementing food tourism was taken as it afforded the researcher the opportunity to test the framework for planning and implementing food tourism in a region where the resources were present and the stakeholders were interested and positive toward food tourism. This step was imperative considering the low level of interest and awareness that food tourism has generated in most areas of South Africa.

The key findings of the South African situational analysis and the knowledge gauged from international trends and best practices regarding the role of local and regional food in destination marketing are central to the conceptualisation of a food tourism destination-marketing framework.

1.6.2 Research Design

The research design is considered the *blueprint* of the study to be undertaken and provides a chronologic explanation of the steps or phases to be followed in the research process to meet objectives (Cooper & Schindler, 2001:75). Additionally, the research design also provides a framework to guide the researcher in terms of time and other resources. The research design for this study was developed to comply with the overall goal and specific objectives of the study and was divided into distinct phases, each associated with the achievement of specific goals and outcomes. Table 1.1 illustrates the phases and design goals of the research design, as well as an indication of how the content is presented into the respective chapters of this study.

1.7 DEFINITION OF KEY CONCEPTS

Concepts are considered to be the *building blocks* of a study as they depict the phenomena to be studied and determine the entire course of the study (Veal, 1997:44). The following key concepts (Figure 1.2) were identified as being relevant to this study. A complete list of definitions of these concepts is provided in Annexure 1.

1.8 ORGANISATION OF CHAPTERS

The study is presented in nine chapters, introduced by the current chapter, **Chapter 1.** This first chapter provides an outline of the study; articulates the significance of the study; poses the research problem; formulates of the overall goal and specific objectives; presents the

Table 1.1: Research design: The role of local food in destination marketing

RESEARCH DESIGN		
PHASE	**DESIGN GOALS**	**CHAPTER**
Phase 1	• Introduction and orientation to the research theme, food tourism and destination marketing • Determine feasibility and value of the study • Problem analysis • Formulation of research problem • Purpose of the study • Overall goal and specific objectives of the study • Research approach and design • Definition of key concepts	**Chapter 1** General orientation of the study
	• Reflection on contemporary systems framework • Literature study on destination marketing focusing on elements of sustainable competitiveness	**Chapter 2** Contemporary systems framework for destination marketing focusing on elements of sustainable competitiveness
	• Literature study on food tourism • Review of international trends and best practices	**Chapter 3** Role of food tourism as a key element of destination marketing International trends and best practices in utilising food in destination marketing
	• Construction of conceptual framework • Development of a destination marketing framework with a key food tourism focus	**Chapter 4** Conceptual framework
Phase 2	• Situational analysis research procedure • Research population • Sources of information • Development of instrumentation (interviews; questionnaires) • Pilot study • Data collection (stakeholder questionnaires; expert interviews) • Data analysis	**Chapter 5** Research approach and methodology
	• Data analysis – status of food tourism in destination marketing (descriptive statistics) • Expert opinion analysis • FOODPAT	**Chapter 6** Results and discussion
	• Development and compilation of Strategic Food Tourism Destination Marketing Framework • TOURPAT • FOODPAT • Product Potential Attractiveness Tool	**Chapter 7** Strategic Food Tourism Destination Marketing Framework
Phase 3	• Case study selection (rationale) • Application of Strategic Food Tourism Destination Marketing Framework	**Chapter 8** Case study
	• Synthesis, conclusions and recommendations	**Chapter 9** Conclusions and recommendations
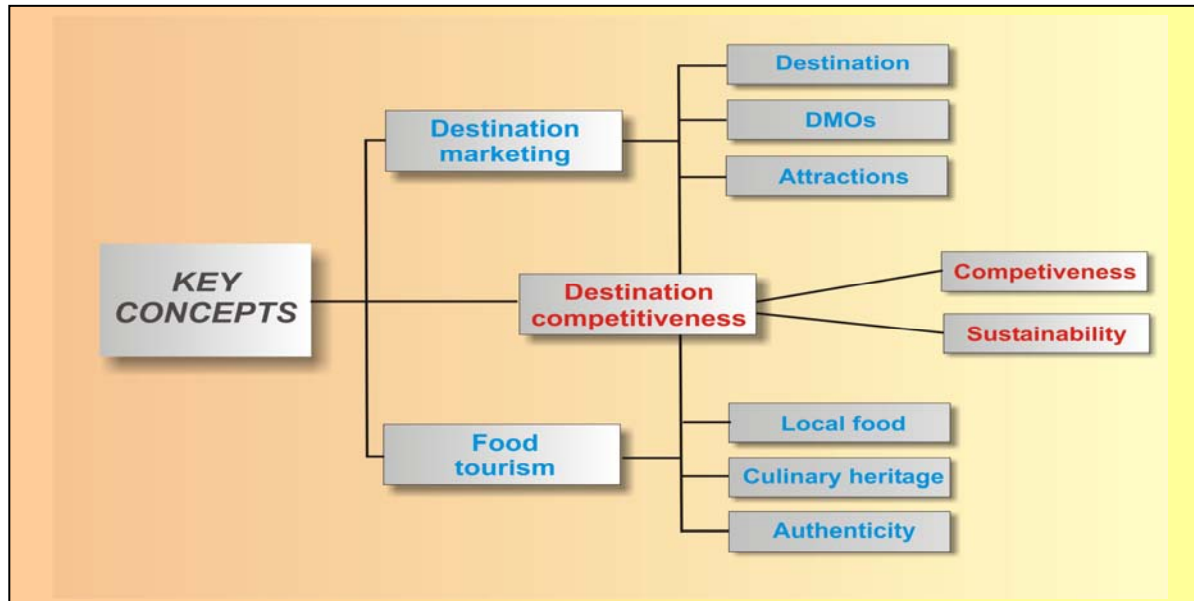
Figure 1.2: Key concepts pertinent to destination marketing and food tourism

research design; explains the scope and significance of the study; and finally identifies the key concepts that will determine the course of the study. Chapter 1 thus contextualises the study and states the overall goals and objectives of the study in relation to the research problem and purpose of the study.

Chapter 2 focuses on the development of the theoretical framework, which includes an analysis on the contemporary systems framework and a literature study on destination marketing focusing on elements of sustainable competitiveness.

Chapter 3 reviews the literature on food tourism as a key element of destination marketing. It provides a theoretical basis and framework for assessing the role of local food as a tool in destination marketing. Important themes being addressed include: the nature and framework of food tourism; the development of food tourism strategies; the role of local and regional food culinary heritage, and authenticity; and finally, the role of food in destination marketing. Chapter 3 also includes a review of international trends and best practices regarding food tourism products and experiences.

Chapter 4 presents the conceptual framework, outlining the development of a destination marketing framework with a key food tourism focus. Food tourism enhancers as elements of the food tourism destination marketing framework are presented and their contribution to destination competitiveness and sustainability, are identified.

Chapter 5 outlines the research approach and methodology procedures to achieve the overall goal and specific objectives of the study. Both the quantitative and qualitative methods and techniques are discussed. The situational analysis approach is explained. Included are details of the data collection design, data collection procedures and methods of analysis regarding the key stakeholder and expert opinion surveys.

In **Chapter 6,** analysis, interpretation and a complete description of the main results relating to the role of local food as a tool in destination marketing are presented and discussed. Chapter 6 provides a discussion and statistical, graphical and spatial presentation of the trends and patterns in the data with reference to the stated overall goal and specific objectives of the research. The findings of the three datasets TOURPAT, FOODPAT and the Stakeholder and Expert Opinion Surveys, are consolidated and assessed in terms of the potential food tourism enhancers.

In **Chapter 7,** the development and compilation of the Strategic Food Tourism Destination Marketing Framework are outlined and discussed. The procedure of applying the strategic approach is presented by describing each step and the various phases within each step. A detailed description of the supportive tools: FOODPAT and the Product Potential and Attractiveness Tool, are offered.

Chapter 8 presents the case study focusing on the rationale for selection of the specific region and the procedure followed during the execution of the case study. The perceived acceptability and applicability of the Strategic Food Tourism Destination Marketing Framework by the stakeholders in the Winelands region is presented and specific findings regarding the case study region are highlighted.

Chapter 9, the concluding chapter, addresses the final objective of the study, namely to formulate guidelines and propose recommendations for the development and implementation of food tourism in South Africa, focusing on the use of local food as a tool in destination marketing to create the basis for good practice in any destination. The main findings that have been obtained in the study are discussed by consolidating the results from the previous chapters. The significance and value of the study are indicated, and certain constraints and possibilities for further research are specified. The chapter concludes by recommending guidelines for destination marketers and current as well as prospective entrepreneurs, to optimise the tourism potential of local and regional foods in future destination marketing.

2 A Contemporary Systems Framework for Destination Marketing Focusing on Elements of Sustainable Competitiveness

2.1   INTRODUCTION

In this chapter, the literature relevant to the study of destination marketing and tourism destination competitiveness and sustainability is reviewed. First, an outline of the systems approach to tourism is examined. Thereafter, a review of relevant concepts, including destination marketing and sustainable competitiveness is provided. The discussion of the systems framework offers a review of the theoretical approach to be employed in this study, namely, the systems theory, and how it applies to tourism. The concepts discussed serve as background to the research questions and the study's objectives.   Second, a discussion of the linkage between the theoretical background and the components of the proposed framework in the study is presented. Thereafter, the relevant fields' research pertaining to the framework will be reviewed. In particular, this section is devoted to the development of a theoretical framework for destination marketing focusing on elements of sustainable competitiveness for the development and implementation of food tourism at a destination, this is required for the explication of the conceptual framework that follows.

2.2   THE SYSTEMS APPROACH TO TOURISM

According to Goeldner *et al.* (2000) what is really needed to study tourism is a systems approach. This is confirmed by various researchers (Hall, 2000; Keyser, 2004; Laws, 1991; Lumsdon, 1997; Papadopoulos, 1999). Kaspar in Witt and Moutinho (1989) commends the systems approach when analysing tourism, as it is advantageous and contributes to the abandonment of one-dimensional thinking and facilitates a multi-dimensional approach to tourism problems.   Furthermore, the tourism system proposes a multi-disciplinary perspective, as it is embedded in various super-ordinate systems as confirmed in the literature on tourism research.   A system is regarded as *a set of interrelated groups coordinated to form a unified whole organised to accomplish a set of goals* (Goeldner *et al.*, 2000:24). Tourism is dynamic and is therefore, also regarded as an open system which entails both being *subjected to environmental influences* and *affecting the environment* (Witt & Moutinho, 1989:362). The openness of the tourism system subjects it to continual change and adaptation as a result of the many influences and pressures in the environment surrounding the system (Keyser, 2004; Ritchie & Crouch, 2003). The tourism system consists of tourism subjects and tourism objects, which are component parts of the tourism system as a whole.   Inter-relationships exist both inside and outside the system establishing an integrational function (Keyser, 2004; Witt & Moutinho, 1989). Both endogenous and exogenous factors in the tourism system and its sub-systems influence and determine the equilibrium which then require the various processes of strategic management to keep it in

balance (Witt & Moutinho, 1989). Sessa (1988:221), contends that tourism can be regarded as a *global socio-economic system* which is determined by logical and planned procedures, based on the inter-connections and interactions which exist among the subsystems themselves. It is therefore important to bear in mind that the tourism system is not only a multi-disciplinary approach but also consists of multiple subsystems, which are in constant interaction with one another.

The tourism system involves both the macro- and micro-environments and the interdependency of the various components within the system (Hall, 2000; Keyser, 2004; Lubbe, 2003; Morrison, 2002). The elements and the relationships among them constitute the environment. The structure of the system is thus composed of elements; the set of relationships between the elements; and relationships between the elements themselves and the environment (Hall, 2000; Keyser, 2004). The elements or variables that comprise the system need to be identified for the purpose of establishing relationships. This is the focus of the study. The scale of the elements and the inter-relationships between them determine the structure of a system (Hall, 2000).

To construct a specific systems model, it is imperative to determine the relevant elements in the environment which affect the operation of the system (Farrell & Twining-Ward, 2004; Hall, 2000). In this study the principle would apply to the competitiveness and sustainable model and how it intercepts with food tourism.

Defining the boundaries of a system is a further important consideration in systems analysis. This can be a relatively complicated issue yet it is important to determine these especially with reference to destination marketing tasks within the various tourism regions in South Africa. A modelled system that takes into account the complexities of destination marketing can provide a type of a map that would assist the various stakeholders in destination marketing (Hall, 2000). The spatial representation of collected data supports the theoretical systems model proposed for this research.

The tourism system incorporates both the demand created by the tourist and the supply that is managed by the destination and the various stakeholders. Additionally, these are constantly influenced by both macro- and micro-environmental elements (Lubbe, 2003). The systems approach to studying tourism can therefore be applied in either a macro- or micro-environment (Lumsdon, 1997).

2.2.1 Tourism and its Systematic Approach

Tourism literature reflects numerous systematic approaches that have been proposed to understand tourism components, their manner of functioning, interactive roles and linkages to the various environments with which they interact (Keyser, 2004; Leiper, 1990; Lumsdon, 1997; Mill & Morrison, 1992). When tourism is analysed as a system, the approaches adopted are either at a geographical level (Hall, 2000; Keyser, 2004), or following a supply sector or market approach (Keyser, 2004; Lumsdon, 1997) or as a production system as identified by Poon (1993). Each model has its merits and depending on the focus of the study, the most suitable model or adaptation of the model should be selected. The models based on geographical elements identify the flows of tourists from the generating region to the destination region, such as the model of Pearce and Leiper (Hall, 2000). Mill and Morrison (1992) proposed a commercially oriented tourism system consisting of four parts: market, travel, destination and marketing.

Alternative models have been suggested by various authors and emphasise the supply and demand dimensions of tourism where the focus is on the importance of the tourism experience, such as the system proposed by Murphy (1985:10) and that of Hall (2000). Formica (2001) in his assessment of destination attractiveness as a function of demand and supply interaction, proposed that a tourism system arises from identifying the total tourism resource base at destinations.   The blend of demand and supply factors assists in comprehending the tourism system where promotion influences demand for the tourism destination and the tourist experience is determined by the quality of services and facilities supplied at the destination (Formica, 2001).

Tourism systems are also applied as an approach to visitor management. Here the focus is on the outcomes of the systems functioning for specific stakeholder groups during a certain period of time.   The system, the Le Pellay and Laws model, is divided into inputs, components and outcomes (Hall, 2000). Lumsdon (1997) is of the opinion that the systems approach is the most appropriate for tourism marketing management. The linkages between consumers, suppliers and destinations are identified, which is essential for this study as food tourism is the combination of products and services which are provided as the attraction of the destination to the tourists, both local and international, visiting the various tourism regions. The systems approach will enable the DMOs to understand these linkages and also be aware of the macro- and micro-environments and how they impact on the business of tourism (Lumsdon, 1997).

Morrison (2002) uses the systems approach to explain the process of marketing in the tourism industry. He distinguishes between a macro-system, the industry of tourism, and various micro-systems, the individual organisations, within the tourism industry. One of the micro-systems identified by Morrison (2002) is the hospitality and travel marketing system. To understand marketing within the tourism industry, it is imperative to be knowledgeable in the major characteristics of the systems, as they exist and function in the tourism industry. The six major characteristics of systems in the tourism industry as identified by Morrison (2002:57) are:

- *openness;*
- *complexity and variety;*
- *responsiveness;*
- *competitiveness;*
- *interdependency; and*
- *friction and disharmony.*

Similar characteristics have been identified by various researchers in the tourism literature, Morrison (2002) however, places them in the tourism context and applies them in the marketing subsystem or micro-system. To understand and implement food tourism in destination marketing, it will be necessary to take cognisance of the characteristics of systems and how they impact on marketing. Furthermore, as competitiveness and sustainability is the paradigm applicable to this study, it is necessary to identify the role of the systems approach from a marketing perspective within the framework of competitiveness and sustainability.

Successful tourism development is determined by developing the most suitable combination of supply and demand components in a destination (Yoon, 2002). The tourism management model (Figure 2.1), portraying the systems framework of supply and demand and the linkages that exist between the tourist and the destination, graphically illustrates the interrelationship between all the elements of both the macro- and micro-environments in the tourism system (Lubbe, 2003). This model provides the study with a basis for an applicable conceptual framework that assists in depicting the role of food tourism as an attraction in a destination.

Food tourism has become a popular form of 'niche' tourism and, as a new type of 'tourism need' and/or motivation, is therefore considered as part of the demand side in this study. The resource base of the destination will supply the attraction to the tourist and therefore, constitutes the tourism supply in this study. Destination marketing is the enabling and

facilitating environment and applies the attraction namely, food tourism in the exchange process.
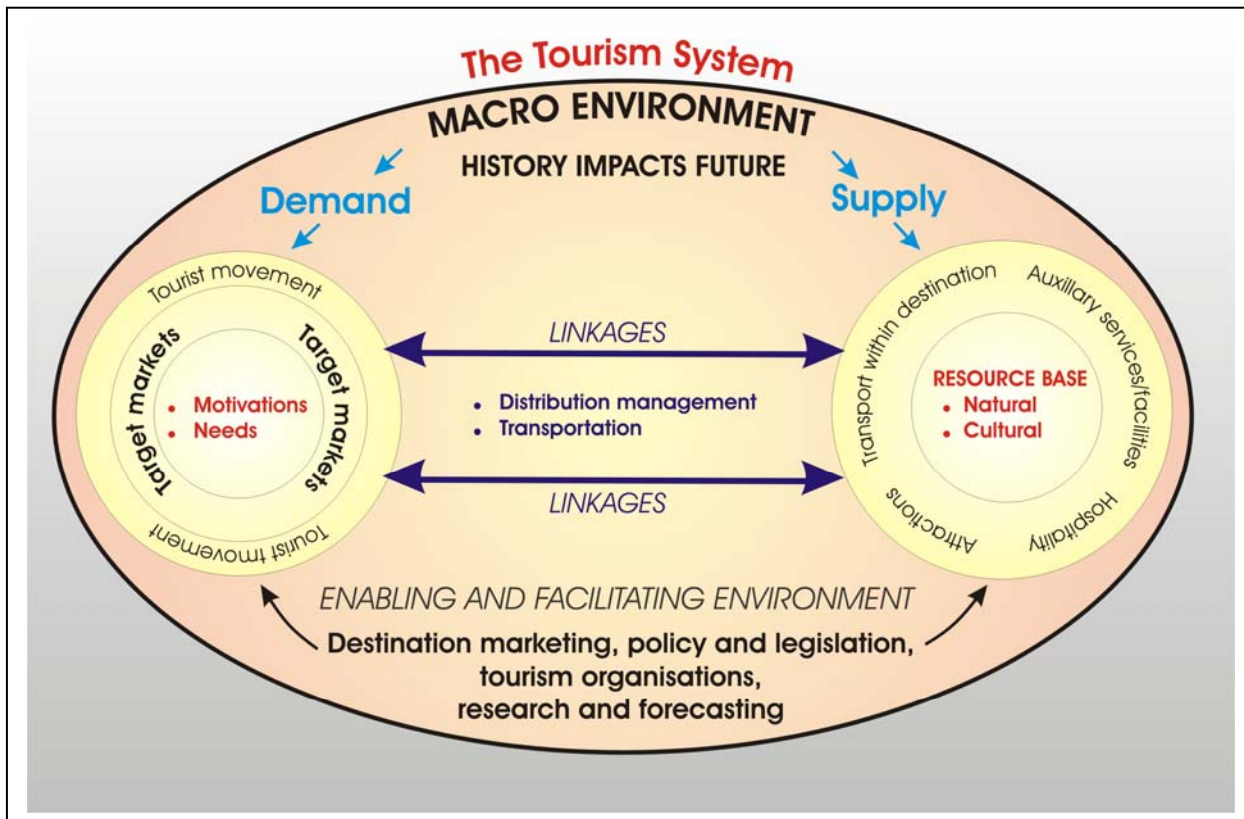
Figure 2.1:   **The tourism management model** (adapted from Lubbe, 2002:4)

In conclusion, a systematic approach to tourism research provides a broad insight into tourism and its phenomena (Yoon, 2002). Tourism destinations and businesses that aspire to develop and supply competitive products and services to the tourism market will require sufficient understanding of the interactions and linkages between tourism supply and demand components in the tourism system. Besides the availability of tourism resources and attractions, effective operations and management processes that include marketing activities, promotion and product development, are of utmost importance in the competitive tourism industry. These are necessary for the very existence of tourism. This study, which is based on the systematic approach to tourism from a marketing perspective, presupposes the interactions and linkages among the components of tourism, which are essential to establish and enhance competitiveness and sustainability at tourism destinations.

2.2.2 The Components of Tourism and Tourism Management

Tourism is a complex multidimensional and multifaceted activity (Figure 2.2). It consists of components, processes and outcomes that occur within the tourism system (Goeldner *et al.*, 2000). According to Lubbe (2003), when tourism is considered as a system it is composed of both a demand and a supply component, with the tourist constituting the demand side and the resource base the supply side. Both function within the macro- environment. Linkages
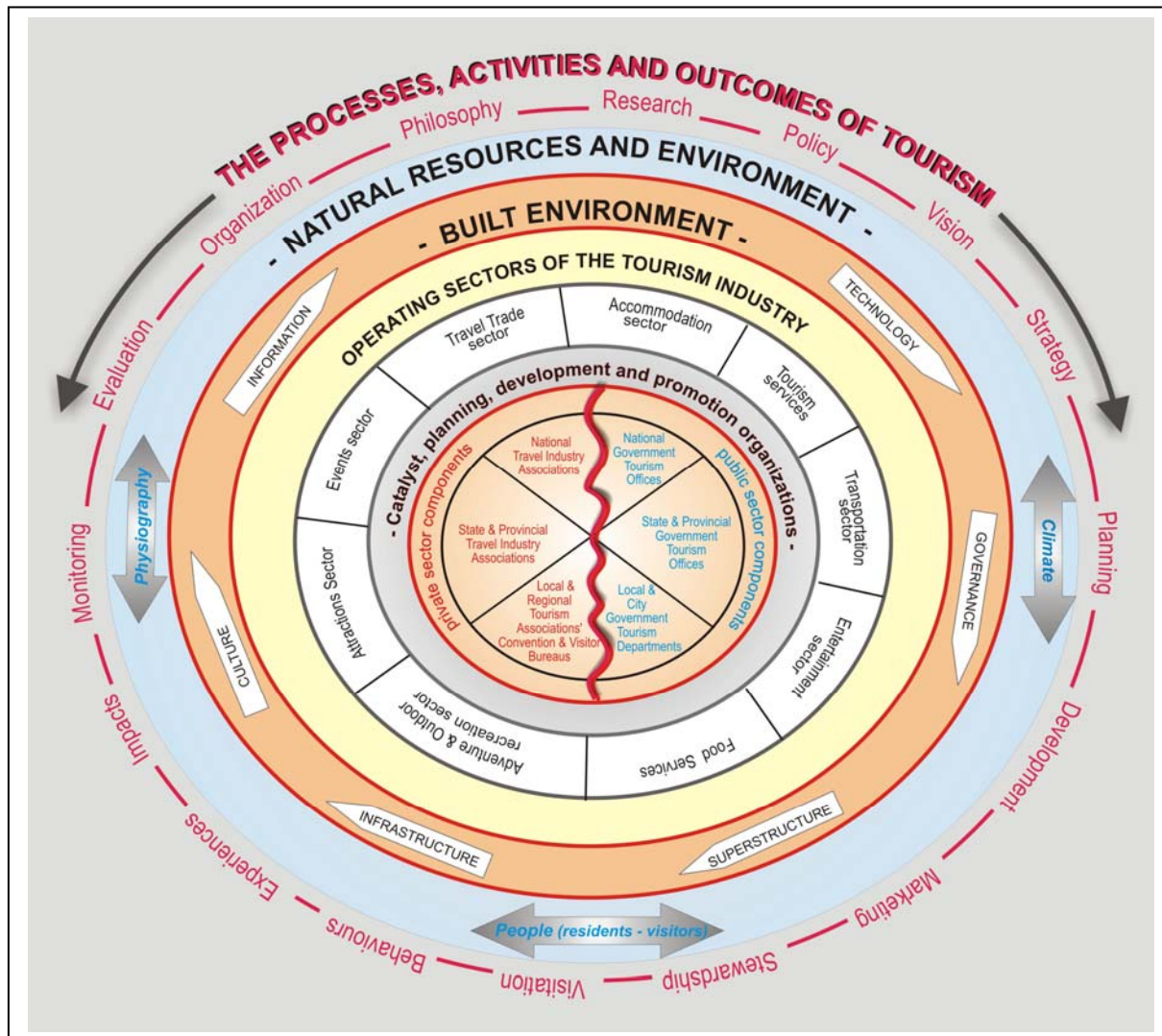
Figure 2.2: **Components of tourism and tourism management** (adapted from Goeldner *et al.,* 2000:26)

exist between supply and demand through processes, namely marketing, research, distribution, tourism organisations and transportation, where the tourists' needs are met by the offerings of the destination. The needs of the tourist as a consumer of goods and services offered by the destination must be adhered to, but within the framework of sustainability and competitiveness of the destination. Co-ordination between supply and

demand within the tourism system is achieved by the enabling and facilitating environment (Figure 2.1), and it is here that destination marketing is seated and plays the fundamental role of determining the competitiveness of the destination and contributing to the sustainability of both the natural and cultural environment.

The tourism system (Figure 2.2) is influenced by the macro-environment, consisting of both the natural and the built environment (Goeldner *et al.*, 2000). The natural environment includes the resources and the environment itself and the built environment consists of culture, information, infrastructure, superstructure, technology and governance (Goeldner *et al.*, 2000). These elements together thus constitute the political, economic, technological, ecological, legal and socio-cultural aspects of the macro-environment (Ritchie & Crouch, 2003). The operating sectors represent those sectors within the tourism industry responsible for tourism to occur, namely the transportation, travel, tourism services, accommodation, attractions, food services, events, entertainment and recreation sectors (Goeldner *et al.*, 2000). The processes, activities and outcomes of tourism are the dimensions of the tourism system. These are responsible for the creation and functioning of tourism *per se*. Marketing plays a fundamental role in this area and includes both promotional and management activities. Furthermore, it encompasses two activities, namely, determining visitor satisfaction and applying a program of stewardship to prevent the destruction of tourism resources on all levels (Goeldner *et al.*, 2000). Both these activities contribute to the competitiveness and sustainability of the destination.

The tourism destination is considered to be the essential component of a tourism system (Yoon, 2002). Laws (1991) confirms this and considers the destination as the main area of tourist activity but adds that for the local residents, tourism is a peripheral activity and therefore, there is a delicate balance between competitiveness and sustainability in a destination. This is the result of the experience offered to the tourist and the gain the destination receives. Marketing the tourism destination, within the framework of competitiveness and sustainability, is a challenge all DMOs will need to heed if tourism is to continue to grow as a major financial and viable industry.

The destination competitiveness and sustainability model (Figure 2.3), of Ritchie and Crouch (2003), which constitutes a component of the theoretical framework for this study, is also based on the systems framework and incorporates both the macro- and micro-environments. Destination marketing management concerns the actions and activities of various stakeholders in the tourism system, which takes place within the micro-environment and is, in turn, influenced by the macro-environment.
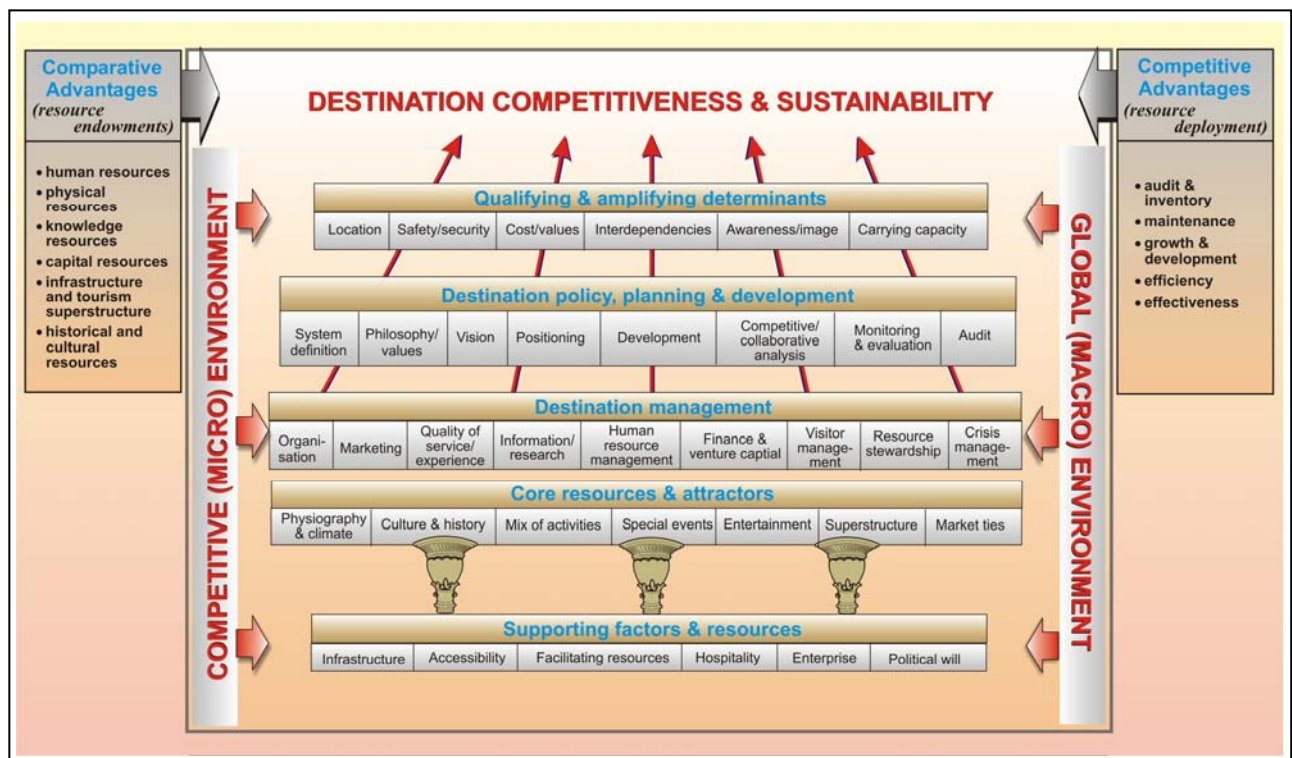
Figure 2.3: **The destination competitiveness and sustainability model of Ritchie and Crouch** (adapted from Ritchie and Crouch, 2003)

Finally, tourism as an open system has to contend with influences and pressures from the macro-environment within which it functions. It also utilises the micro-environment to achieve its goals by incorporating the required actions and activities of the various stakeholders constituting a destination. The components of tourism and tourism management verify the fact that tourism functions as a system according to certain processes and delivers a variety of outcomes, which provide the tourism experience.

2.3 THEORETICAL BACKGROUND AND CONCEPTUALISATION

Destination marketing, as one of the core aspects of tourism, offers many challenges to destination marketing organisations. Of late, it has become more competitive and complex, as it involves the coordination of economic, social, technological, political and geographic elements in destination context (Buhalis, 2000; Carlsen, 1999; Laws, 1991). Changing conditions, globalisation, competitiveness and sustainable development are however, putting pressure on the tourism industry to progress beyond the classical marketing rules and to accommodate the new macro-environment as complex, dynamic, relational and subjected to scarce and limited resources (Blignaut, 2001; Dwyer, 2001; Go, 1996; King, 2002; Ritchie & Ritchie, 2002). New marketing realities are culminating in a new marketing environment where the customer is an active partner in the marketing process, demanding information

and specific experiences (King, 2002). It is therefore imperative to approach destination marketing within the micro-environment in a constructive fashion and to apply a relevant framework, such as a systems-based approach to it. This will afford it a multidisciplinary focus and an applicable marketing approach, whereby value for both the consumer and the community is created with a global perspective (Buhalis, 2000; Go, 1996; King, 2002). The sustainable competitiveness framework proposed by Ritchie and Crouch (2003) complies with these demands. Ritchie and Crouch (2003) consider destination marketing as one of the distinct components of destination management and an important function of the DMO[1]. Heath (2002) contends that destination marketing can be accepted as the most complex and challenging part of tourism marketing. The management and marketing of destinations is often performed by people in industry or consultants and this aspect has only recently received more academic and research attention (Buhalis, 2000). The issue of competitiveness and sustainability has come to the fore in destination marketing and receiving much more attention in literature (Chacko, 1997; Dwyer, 2001; Ritchie & Crouch, 2003). Therefore the approach to destination marketing with a specific focus on sustainable competitiveness has been selected as the theoretical perspective for this study.

Prior to discussing destination marketing, it is expedient to provide an outline of the tourism marketing management perspective. The tourism marketer, according to Lumsdon (1997), has the task of balancing the interactions between supply and demand within the existing environmental and social constraints, complying with the principles of sustainability and contributing to competitiveness of the destination. Destination marketing is therefore seen as a component of the enabling and facilitating environment (Lubbe, 2003).

Tourists, as consumers of tourism goods and services, constantly place demands on the tourism industry to satisfy their needs and wants, thereby forcing destinations to stay competitive. Marketing is basically the management of the exchange process that occurs between the destination and the tourist (Lumsdon, 1997). Marketing management according to the basic definition of Kotler (1983:623) is defined as *analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organisational objectives.* Although this is a broad definition of marketing, it also applies to tourism. Therefore, the

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[1] According to Ritchie and Crouch RITCHIE, J. R. B. & CROUCH, G. I. (2003). *The Competitive Destination. A Sustainable Tourism Perspective.* Oxon: Cabi., DMOs have in recent years acknowledged the importance of their non-marketing roles in achieving destination competitiveness and that a destination marketing organisation (DMO) in actual fact means a destination *management* organisation. As destination marketing includes both marketing and management activities, a DMO for the purposes of this study will be considered a Destination Marketing Organisation.

general marketing management process, as defined above, provides a point of departure for tourism marketing management and more specifically, for destination marketing.

Addressing the needs of the consumer is of utmost importance in the tourism industry and this is precisely what the process of marketing management facilitates to achieve this goal. As the provision and consumption of tourism services and goods usually occurs simultaneously, the focus turns more specifically to tourism marketing (Lumsdon, 1997). Lumsdon (1997:25) defines tourism marketing as follows:

Tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community gain, or both; either way long-term success depends on a satisfactory interaction between customer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction.

Tourism marketing is regarded as an orientation and only one of the essential perspectives of tourism management being based on the following generalisations (Lumsdon, 1997:30):

- *it constitutes a collection of strategic management tools;*
- *it requires an interdisciplinary approach and is part of the tourism management process; and*
- *it only forms one part of the total tourism development process.*

Furthermore, tourism marketing also involves the processes of analysis, planning, implementing, monitoring and control (Kotler, 1983; Lumsdon, 1997; Witt & Moutinho, 1989).

Tourism is accepted as part of the services sector and therefore the underlying principles which apply to the marketing of services, also apply to the tourism industry, namely intangibility, perishability, heterogeneity, inseparability and lack of ownership (Lumsdon, 1997). The main difference between marketing in the tourism sector and other service sectors, is that the tourism marketer must compete for the consumer's spare time and disposable income, as a vacation is considered a want and not a need (George, 2001). This makes tourism a highly elastic industry, influenced by subjective factors such as taste and fashion and other more objective factors such as price (Mill & Morrison, 1992). Furthermore, an intangible experience is being sold as a service where production and consumption take place at the same time (Mill & Morrison, 1992). An additional factor which makes tourism different, is the fact that it is an amalgam of services and products that need to be offered as a total experience with all stakeholders performing to the same standard to ensure

satisfaction. Therefore, the onus is on the destination marketer and all relevant stakeholders to create value and promote the desired experience for the tourist, thereby ensuring that the product offered, meets the needs of its target audience (George, 2001; King, 2002). Destination marketing focuses on achieving this task and will be the discussion focus of the next section.

2.3.1 Destination Marketing and its Concepts

2.3.1.1 *Destination*

The destination is the catalyst and central element for all other industries in the tourism sector and is therefore an indispensable part of tourism (Heath, 2002; Keyser, 2004; Laws, 1995). Buhalis (2000) is of the opinion that destinations are combinations of tourism products that offer an integrated experience to consumers. This is verified by Heath (2002) and Lubbe (2003:144) who regards a destination as *a combination of all products, services and experiences provided in a particular area.*

As food tourism is a unique and memorable experience and not only a product or service that the tourist encounters and remembers, it must be marketed and managed as a vital part of the functioning destination (Wolf, 2002). However, the complexity and distinctiveness of destinations make them challenging to market and manage. Both Lumsdon (1997:238) and George (2001:291) identify four core elements comprising a destination, namely: prime attractors; built environment/amenities; supporting supply services/accessibility; and atmosphere/ambience. Each element contributes individually or cumulatively to the marketing challenge. Laws (1995) classifies the features of destinations in two main groups namely: primary features that include climate, ecology, culture and traditional architecture; and secondary destination features which are those developments introduced specifically for tourism such as hotels, catering, transport and entertainment. Various other classifications all include similar elements but the important aspect to bear in mind is that all elements together contribute to the overall attractiveness of a tourist destination. As a result, both the physical and the intangible aspects of a destination contribute to the competitiveness of a destination. Neither facet can be ignored any longer in practice and both are also receiving more equal attention in recent tourism literature (Heath & Wall, 1992; Ritchie & Crouch, 2003).

The components and elements outlined above confirm the fact that a destination offers something very special yet challenging. Lubbe (2003:144) has outlined the challenges posed by destinations from a marketing perspective. These challenges also apply to food tourism

as it forms part of the marketing strategy of a destination. The following challenges would be specifically related to food tourism (Lubbe, 2003:144):

- a destination is a single entity and can therefore include everything in a region that may be part of the overall destination experience, which therefore can include food tourism;

- a destination is both a physical and a socio-cultural entity and is therefore a showcase of its natural, man-made, cultural and historical components. Food and culinary heritage are part of the cultural and historical and natural (agriculture) components;

- a destination has an image, food often being one of the major components of this image;

- a destination is affected by events within and outside its boundaries. Food tourism in most cases is more of a supportive attraction will be influenced by other events occurring in and around the destination;

- a destination is affected by the present and past situations and food as an attraction will be different. However, food is an experience and most tourists enjoy a meal when travelling which is an aspect that can be more favourable for food tourism;

- a destination is affected by events (real and fictitious). Food and beverage consumption is an integral component of all events and contributes to the total experience of the event;

- a destination can be perceived as being inexpensive or expensive and as a large percentage of a tourist's expenditure goes for food, this is an important aspect regarding the marketing of a destination;

- a destination can be a conceptual entity, incorporating several destinations; an African food experience could serve as an appropriate example; and

- a destination differs with regard to size, physical attractions, infrastructure, benefits to the visitor and dependency on tourism, all of which can influence or be influenced by food tourism.

2.3.1.2   *Destination marketing strategy*

Destination marketing, according to Mihalic (2000), includes both marketing and management activities. Furthermore, destination management is regarded as an essential base for destination marketing (Lubbe, 2003). The marketing of a destination therefore remains a complex and multifaceted task and besides the marketing and management activities, coordination between public and the private sector, the host community, and the visitor to the area is required (George, 2001; Heath, 2002; Lumsdon, 1997; Uysal *et al.,*

2000). Destination marketing should not merely be regarded as a promotional tool, but also be utilised as a strategic mechanism in the larger context of tourism marketing (Heath, 2002; Leibold, 1988). This approach is reflected in the literature where destination marketing is regarded as a culmination of tasks and elements, thereby illustrating its complexity and multi-facetedness. Lubbe (2003) contends that destination marketing strategy formulation should provide an overall plan and framework for all the marketing activities of the respective business units within the destination. According to Ritchie and Crouch (2003:189) destination marketing consists of various elements (Figure 2.4) that include the following:

- *identification of strategic target markets (needs/wants of visitor);*

- *measuring destination awareness and image;*

- *developing a destination brand;*

- *establishing destination positioning in key / supportive markets;*

- *developing promotional activities and materials to support brand and positioning;*

- *determining and implementing timing of marketing activities;*

- *determining effective ways to make destination experiences available;*

- *defining and developing experiences that the destination can offer; and*

- *identifying the price segments where the destination can compete.*
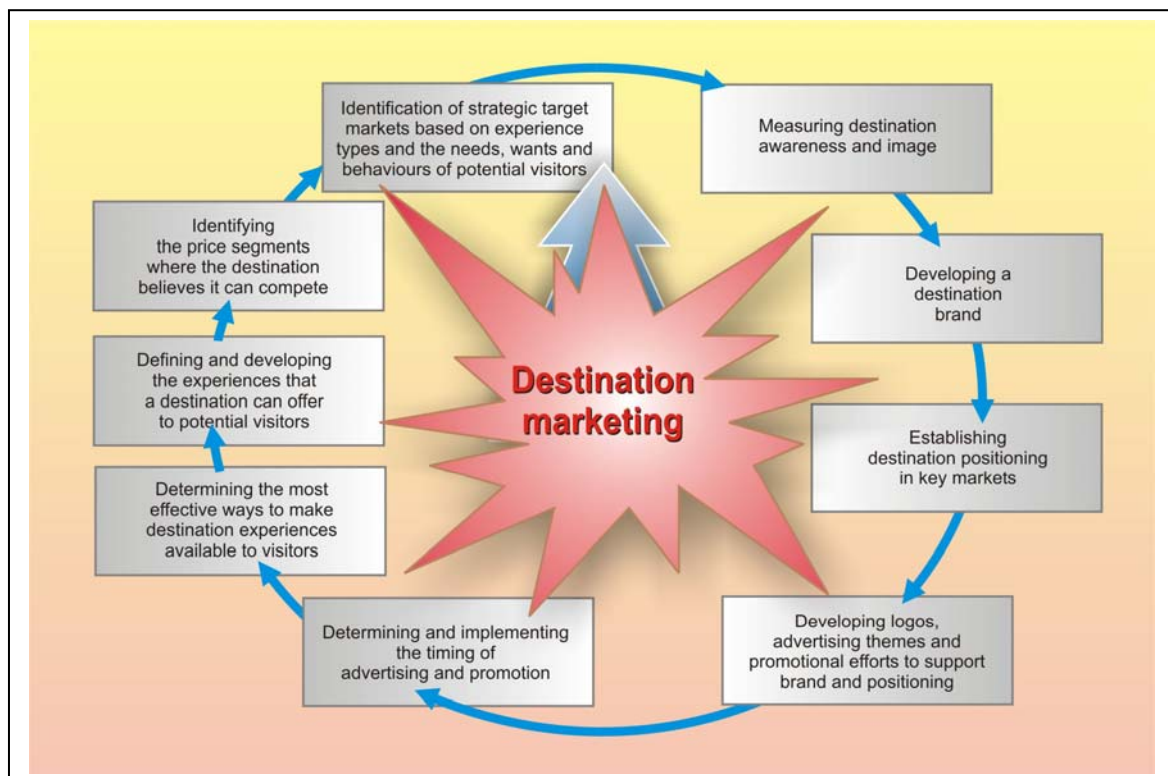
Figure 2.4: Elements of destination marketing (adapted from Ritchie and Crouch, 2003:198)

Achieving the objectives of destination marketing is often more complicated, as they are mainly carried out by public sector run DMOs with limited support by the private sector. Various researchers (Heath, 2002; Laws, 1995) propose that tourism authorities should follow a marketing planning process consisting of diagnosis, prognosis, setting of objectives, and finally implementation and monitoring.

A typical approach of such a systematic form of marketing planning according to Lumsdon (1997:243), would include:

- *a market audit;*
- *a marketing strategy;*
- *tactical marketing plans ; and*
- *monitoring and control.*

The marketing methodology used by destination promoters differs from that which is adopted by other enterprises (Heath, 2002; Lumsdon, 1997). Destination marketing is an intentionally or unintentionally collaborative process and has an impact on the overall destination. This can result in destinations not embarking on fully-fledged marketing, but merely promoting certain aspects within the destination. Furthermore, initiatives to achieve successful destination marketing should involve planned co-operation, co-ordination and linkages between the various tourism organisations or agencies in a country or region (Heath, 2002; Lumsdon, 1997; Uysal *et al.*, 2000).

Destination marketing activities should culminate in a destination marketing strategy and provide a framework for a destination's stakeholders. A destination marketing strategy according to Lubbe (2003:148) comprises the following:

- *decisions regarding the target markets;*
- *approaches utilised to position the destination relative to competitors;*
- *formulation of appropriate destination marketing mixes; and*
- *implementation of an appropriate structure to implement the strategy.*

Such a strategy would enable DMOs to apply destination marketing as a strategic mechanism and contribute to achieving the objectives for destination marketing. George (2001:293) has listed six outcomes for destination marketing performed by DMOs:

- *information provision;*
- *portraying an image of the destination;*
- *amenity provision for locals;*

- *increase pride in the destination;*

- *improve international ties; and*

- *promotion of attractions.*

Not only does food tourism relate to the above points but, in return, it can also contribute to the marketing of a destination via each aspect. Food consumption, according to Quan and Wang (2003), is regarded as one of the important factors in destination marketing development, as food has been proven to be an important means of selling the identity and culture of a destination (Quan & Wang, 2003). Food tourism, as a component of destination marketing, can therefore also constitute a part of the strategy formulation.

2.3.1.3 *Stakeholders in destination marketing*

Destinations are some of the most difficult entities to manage and market, due to the intricacy of the relationships of local stakeholders (Prideaux & Cooper, 2002; Sautter & Leisen, 1999; Uysal *et al.*, 2000). Managing and marketing destinations is also challenging because of the variety of stakeholders involved in the provision, development and promotion of tourism products and experiences (Heath, 2002; Palmer & Bejou, 1995; Prideaux & Cooper, 2002; Uysal *et al.*, 2000). The tourist destination however, requires the participation of many stakeholders in the marketing of the tourism product as a result of its characteristic complexity. More importantly, the production and consumption of the product takes place at the destination. Stakeholders' views regarding their role in the marketing of the tourist product differ markedly from those of the tourist. Considering the following classic definition of a stakeholder, it can be seen that the role of the stakeholder is a complex and a self-positioning one, an interpretation that would also apply to the tourism industry:

> *Stakeholders are persons or groups with legitimate interests in procedural and/or substantive aspects of corporate activity. Stakeholders are identified by their interest in the corporation whether the corporation has any corresponding interest in them or not. - The interests of stakeholders are of intrinsic value. That is, each group of stakeholders merits consideration for its own sake and not merely because of its ability to further the interests of some other group, such as shareowners* (Donaldson & Preston, 1995:67).

The tourist experiences the destination as a unified tourist product and experience, which is in contrast to stakeholders who experience difficulty in establishing a co-operative marketing effort at the destination. The balance between co-operation and competition among the different stakeholders is not easily achieved. If co-option is established, an amalgamation

of the individual aims, goals and motives of the various stakeholders would be achieved, contributing to the organisation of co-operative marketing strategies (Palmer & Bejou, 1995; Prideaux & Cooper, 2002). The marketing of food tourism as a destination attraction can be a delicate aspect of the total marketing strategy of the destination, as food is not always regarded as an essential and important component of the marketing strategy at the destination.

The views of stakeholders regarding the importance of food tourism and the degree of their involvement would vary. The solution would be to identify the stakeholders, individuals or groups, who are directly/indirectly involved with food tourism or have an interest in developing food tourism products at the destination. Key stakeholders could include local communities, the business sector, tourists, tourism intermediaries, government agencies, DMOs, the media, micro-community development enterprises, and other civic organisations or interest groups (Buhalis, 2000; Heath, 2002; Ritchie & Crouch, 2003). Stakeholders could represent both private and public government sectors.

The government plays a significant role in the tourism system. In fact, in most cases, destination marketing is deemed to be the sole responsibility of government agencies such as DMOs and their provincial, regional and community counterparts (Weaver & Opperman, 2000:223). In South Africa, DMOs also tend to be part of the local, regional or national government. Such positioning represents political and legislative power, including the financial means to manage resources rationally, ensuring that all stakeholders benefit in the long term (Buhalis, 2000). The most important challenge for destination marketing therefore, is to bring all individual partners together to co-operate rather than compete and to pool resources towards developing an integrated marketing mix and delivery system (Buhalis, 2000; Fayos-Sola, 1996; Prideaux & Cooper, 2002). DMOs play a crucial role in establishing the situation of co-option rather than competition amongst the key stakeholders. This can boost the development of an attraction such as food tourism significantly by linking tourism resources, products and services to the mutual benefit of the tourism experience and the competitiveness of the destination.

2.3.1.4   Critical success factors in destination marketing

Destination marketing is becoming increasingly complex and competitive as tourists, more now than before, are consuming regions as experiences, oblivious of the fact that tourism products are a combination of individually produced products and services (Buhalis, 2000). As food tourism is a relatively new attraction in the destination context and the only attraction that is experienced using all the human senses, it is imperative to establish what contributes

to its successful marketing. Similar to other attractions in the destination, focusing on innovative and co-ordinated tourism offerings and experiences is absolutely essential (Heath, 2002).

According to relevant literature (Buhalis, 2000; Heath, 2002; Prideaux & Cooper, 2002; Terzibasoglu, 2004), the following have been identified as the most critical issues for successful destination marketing:

− knowledge and understanding the needs of the new tourist, as this will, according to Heath (2002:15) will *facilitate innovative, flexible and market-driven tourism offerings;*

− image, branding, and positioning will enable destinations to attract intentional demand, with unique offerings, which will differentiate them from other competitive destinations (Prideaux & Cooper, 2002);

− improvement of collecting reliable data and competent analysis of this data which will enable destinations to create a 'strategic fit' between the offerings of the destination and the changing environment (Heath, 2002);

− increased competitiveness of the destination, which can be established by collaboration marketing when stakeholders join forces and pool resources enabling them to compete with other destinations (Prideaux & Cooper, 2002);

− innovation and tourism product management that can be achieved by continuously adapting to ever changing macro, competitive and market environments (Prideaux & Cooper, 2002);

− management of new technologies such as the internet, that will enhance the destination's ability to compete effectively, by providing information on tourism attractions, facilities and services of the destination that will appeal to and attract appropriate target markets;

− greater professionalism in human resource management, enabling a destination to utilise the abilities of all stakeholders to focus on the total marketing efforts leading to the optimisation of economic, social and environmental impacts and achievement of the strategic goals (Heath, 2002);

− synergy between all the stakeholders in creating the destination vision, to prevent competition and establish co-option (Prideaux & Cooper, 2002). According to Heath (2002:16) this is one of the most crucial critical success factors in destination marketing; and

- public - private partnership in the key areas of management and marketing will benefit the destination as a whole, as a participative and strategic approach to destination marketing is essential to optimise the impacts and benefits of tourism for the destination and all the stakeholders (Heath, 2002; Prideaux & Cooper, 2002).

2.3.1.5 *Destination analysis*

According to the framework for strategic destination marketing presented by Heath (2002), destination analysis, which involves a thorough situational analysis of the destination is divided, into two elements namely environmental analysis and resource analysis. The execution of a situational analysis is fundamental to destination marketing and can provide answers to the question of 'where are we now' and help to determine actual development needs (Heath, 2002; Mill & Morrison, 1992; Morrison, 2002). Both an environmental analysis (threats and opportunities) and resource analysis (strengths and weaknesses) of the destination need to be done prior to the determination of any strategies, marketing goals, and objectives (Heath, 2002; Mill & Morrison, 1992). In the case of food tourism, the same requirements apply. Prior to the planning and marketing of food tourism, as an attraction, a situational analysis needs to be executed which must include an evaluation and identification of the environment, markets, resources and attractions. This procedure will allow destinations to decide whether they are in a position to offer food tourism as an attraction. It will also determine the status of food as an attraction at a destination.

To execute a situational analysis at a destination, it is imperative to consider environmental adaptation. The environment is continually changing and the destination marketer cannot control this change, but needs to be aware of it and accommodate it when concerned with strategic destination marketing. According to Heath (2002), continuous environmental scanning needs to be done, change anticipated and appropriate action taken. Morrison (2002) also requires that preparation for the situation analysis be done consisting of research, forecasting and judgement. For appropriate scanning it is necessary to:

- determine the major trends (in the case of food tourism the global leaders need to be identified and a thorough analysis of what is occurring in the food tourism field established);
- establish the possible implications of these trends for the destination (in this instance where food tourism is becoming more popular and a form of niche tourism it will be necessary to determine how it can be used and marketed in the destination); and

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- assess the affect of these trends on the destination's key competitors (by determining what should be done differently or how the destination can incorporate these trends and offer something different to increase its own competitiveness).

For a destination to benefit from environmental adaptation and environmental scanning, the environment needs to be evaluated at the macro, market, competitive and attraction/resource base levels (Heath, 2002; Mill & Morrison, 1992). The execution of the environmental, market and competitor analysis provides a clearer picture regarding the competitiveness and sustainability position of the destination.

The destination environmental analysis or marketing audit, as referred to by Lumsdon (1997) entails an analysis of macro-environmental factors. A market and competitor analysis is regarded in the literature as the means of identifying internal strengths and weaknesses and relating them to external threats and opportunities (Heath, 2002; Lumsdon, 1997; Mill & Morrison, 1992; Morrison, 2002). An analysis of the macro-environmental factors, which include socio-cultural, political, technological and ecological factors; an analysis of existing and potential markets; an evaluation of key competitors; and an identification of strategic opportunities and threats, constitute all the information required when executing an environmental analysis (Heath, 2002).

With regard to food tourism, and more specifically local food, which can be considered as one of the attractions at a destination, all of the previously mentioned factors play a role, and if not identified in the environmental analysis, can hamper the development of a competitive and sustainable destination. The competitor analysis, resource analysis and market analysis all need to be undertaken in conjunction with one another prior to determining the destination positioning strategy (Heath, 2002). A comprehensive and focused effort will be required with regard to food tourism as it is still considered to be alternative or niche tourism.

The destination attraction and resource analysis determines the strengths and weaknesses of the destination. Attractions are believed to be one of the essential elements for destination resource analysis (Buhalis, 2000). Local food can be seen as an attraction in a destination as people could travel to enjoy the food experience. According to Buhalis (2000), other elements constituting the resource analysis at a destination are: accessibility; accommodation and amenities; activities; ancillary services; attitude; and available packages. All these factors also impact on food tourism, and the presence or lack of them, will determine the feasibility of food tourism as an attraction at a destination.

The destination resource analysis can thereby provide an indication of the distinctive competence of the destination with special reference to local food, determining the possibility of a premier ranked destination with regard to food tourism (Heath, 2002). A strategic audit of the tourism attractions and offerings at a destination can assist in this process and can produce an inventory of the resources there, a step that is fundamental for the development of food tourism at a destination (Heath, 2002). The spatial representation of this information can provide a means to measure the capacity of food tourism as an attraction at the destination.

An analysis of both existing and potential activities that can be experienced at the destination can assist in identifying opportunities and generating a demand for specific activities of which food tourism could be one. The resources and activities that create and contribute to an authentic and different experience and which create a differential advantage, can afford the destination the opportunity of becoming more competitive (Heath, 2002; King, 2002; Mill & Morrison, 1992).

Finally, DMOs, both public and private, are in most cases the organisations that are responsible for the destination marketing function and activities in a destination. The DMOs must according to Kotler (1983), be equipped to seize the opportunities, utilising their strengths and overcoming their limitations (Heath, 2002).

2.3.1.6 Key destination marketing tasks

As mentioned, according to various authors (Buhalis, 2000; George, 2001; Heath, 2002; Lubbe, 2003; Prideaux & Cooper, 2002; Ritchie & Crouch, 2003), destination marketing can be regarded as the most complex form of marketing in the tourism industry. The reason for this is that destination marketing should not only be used as a tool for attracting visitors to a region but should also facilitate regional development and ensure that strategic objectives of destinations are achieved (Buhalis, 2000). Marketing the destination should, according to Prideaux and Cooper (2002), occur on both the demand and the supply side, where the aim is to market the destination to intermediaries and increase the number of sellers by developing a viable range of goods and services. Whilst DMOs are predominantly responsible for marketing and promoting a wide and diverse range of tourist attractions and activities, the need to incorporate management and product development activities is inevitable. Furthermore the consumer of tourism products is becoming more demanding, and the competition for attracting visitors is becoming more strenuous globally, forcing the destination marketer to become more sophisticated (George, 2001; Jang *et al.,* 2004).

Destination marketing represents key strategies for destinations and assists in satisfying the demanding consumer, ensuring sustainable development and contributing to establishing a competitive destination (Minghetti, 2001). Once the situational analysis has been carried out, the key destination marketing tasks that need to be performed, according to recent literature (Heath, 2002; Koth & Kreag, 2000; McCleary, 1987) are:

  − prioritising products and markets;

  − positioning and branding;

  − theming, packaging and routing; and

  − promoting.

DMOs can only guide and co-ordinate a marketing strategy for a destination. Getting the individual stakeholders together and to co-operate, rather than compete, would contribute to the development of an integrated marketing mix and competitive destination products. Hence marketers would be able to meet the demands of prospective visitors, thereby developing a competitive and sustainable destination (Buhalis, 2000; Fayos-Sola, 1996; King, 2002). These tasks are now discussed in detail.

• ***Prioritising products and markets.*** The destination can be regarded as the showcase of products available for consumption by the tourist, compromising the total tourism product mix that must be ready when the tourist arrives (Heath, 2002; Von Friedrichs Grängsjö, 2003). Therefore, the task of prioritising products and determining the appropriate markets are essential activities to enable the stakeholders of a destination to offer the right combination of products to the visitors from the various markets. According to Heath (2002:149), the tourism product from a destination marketing perspective *encompasses the total spectrum of the tourism experience, including accommodation, natural and other resources, entertainment services, transportation, food and beverages, recreation and other attractions.* Key products and offerings at a destination are identified in the portfolio analysis of the destination or region (Heath, 2002; Heath & Wall, 1992). This enables a destination to realistically reflect what a destination has to offer and match it to the needs of the target market (Jang *et al.*, 2004; Keyser, 2004; McCleary, 1987). To facilitate prioritising products at a destination, the type of products, their attractiveness, viability and need for new or additional product development must be assessed. Jang *et al.* (2004) furthermore, recommend that destination marketers explore new target markets on a regular basis to gain a competitive edge, as travellers' taste of activities and attractions can change quite rapidly. According to Minghetti (2001), the use of these processes and tools by DMOs and tourism marketers is still low. A possible reason could be the lack of awareness of tourism organisations regarding their role in the creation and management of local supply of

products, the image creation of these tourism products both, locally and internationally, and the challenge of establishing a customer destination experience. The latter ought to be unique and different in order to contribute to the competitiveness of the destination (Minghetti, 2001).

In the ever-increasing competitive tourism industry, tourism marketers and DMOs cannot just focus on marketing and sales anymore. Their roles and strategies need to become more comprehensive (Getz *et al.,* 1998; King, 2002). Management functions, such as planning and producing innovative and specialised product development and gauging existing product performance, should be included (Buhalis, 2000; Heath, 2002). The marketing and management activities can enable tourism marketers to prioritise the products and activities in the destination, thereby having a better knowledge of the products which are more lucrative, popular and contribute to making the destination experience different and unique and therefore, more competitive (Koth & Kreag, 2000). Heath (2002) suggests that when developing tourism product strategies, DMOs should take cognisance of two important characteristics of the tourism product, namely: the destination tourism product as a service and not just a tangible article; and the need for the tourist to be attracted or taken to the product, as the tourism product cannot be transported to the tourist.

Prioritising the markets for the products of a destination is equally important, as the products must be developed and positioned for specific markets. Marketing and management strategies once again will help to define marketing segments and potential target markets. This would include the branding of tourism products and matching destination images as strategies are to be positioned in relation to destination identity and customer perceptions (Heath, 2002; Jang *et al.*, 2004; Koth & Kreag, 2000; Minghetti, 2001). Tourists select a destination according to the products and activities offered and the tourists' decision to purchase a trip to a certain destination will largely be the result of the marketing activities and actions taken (Von Friedrichs Grängsjö, 2003).

Von Friedrichs Grängsjö (2003) however, stresses the fact that it is necessary to differentiate between marketing the destination and marketing a single product at a destination. This significant distinction needs to be kept in mind when developing a destination marketing strategy. Care must therefore, be taken when selecting target markets, as they can differ with regard to marketing the total destination and the marketing of a single product or attraction (Jang *et al.*, 2004). Individual marketing is usually performed by organisations marketing their own product. However, collective marketing activities of the destination should be encouraged and carefully co-ordinated (Prideaux & Cooper, 2002).

Market segmentation groups people with similar needs, wants and characteristics together, enabling DMOs to cater to the specific preferences of homogeneous groups and not just delivering a product to a tourist (Heath, 2002; Jang *et al.*, 2004). King (2002) suggests that customers are now segmenting themselves and not leaving it entirely to the marketer. The lifestyle approach to market segmentation tends to focus more on what the consumer would like to see and experience (Heath, 2002; King, 2002). Food tourism lends itself well to lifestyle marketing, as it contributes to creating an experience and connecting it to the customer. It can therefore, assist in developing travel products according to the needs of the more proactive consumer. As food tourism is still though of as a speciality or niche area or merely a supportive attraction in a destination, it can be more successfully marketed to specific interest groups if on-themed with other attractions, thereby contributing to the total destination experience.

- ***Positioning and branding.*** The positioning of a destination to lure potential visitors to the destination is a challenging task as it concerns 'tangibilising the intangible' yet it is becoming increasingly important, as destination competitiveness increases (Alford, 1998; Chacko, 1997; Goeldner *et al.*, 2000; Heath, 2002; Prideaux & Cooper, 2002; Uysal *et al.*, 2000). Positioning plays a major role in the marketing of a destination and contributes to enhancing the attractiveness of a tourism destination (Chacko, 1997; Uysal *et al.*, 2000). Furthermore, positioning requires a frame of reference, which is provided by a competitive destination (Alford, 1998).

The purpose of positioning, according to Heath (2002), is to create a perception or image of the destination or experience in the visitor's mind relative to other competitors with similar products.   Heath (2002:139) defines it as *a process of communicating the distinctive competencies of a visitor destination, which include any unique features or other attributes that differentiate it from its competitors*. It is therefore, the process of differentiating the destination and providing it with a competitive edge (Chacko, 1997; Ritchie & Crouch, 2003; Uysal *et al.*, 2000). This is achieved by focusing on enhancing and differentiating the abstract aspects of a destination and utilising the tangible elements at a destination (Chacko, 1997).

As elements of a community's culture, local food and culinary heritage can contribute to the unique difference of the destination and its attractions and, if positioned correctly, could contribute to the competitiveness of the destination. Positioning is essential when developing niche marketing, as is the case with food tourism. However, if it is to be successful, recognition of the marketplace, the competition and the tourists' perceptions have to be taken

into account (Chacko, 1997). Thus, positioning can be used as a tool to create the desired image that differentiates a destination from its competitors. Therefore, by making it unique, the target market will be served the best (Chacko, 1997; Uysal *et al.*, 2000). According to Uysal *et al.* (2000), in regional destination where destination promotional activities are more specifically positioned to focus on differentiating features of places in a regional context, it is necessary to develop complementary tourism products. Such product development and regional focus could contribute even further to the uniqueness and distinction of a destination, thereby increasing its competitiveness and sustainability. Alford (1998) however, reports that regional tourism boards, in contrast to key stakeholders in the private sector in the United Kingdom, have not implemented product positioning as an integral part of their destination marketing strategy and this has impeded the competitiveness of the destination. Strong partnerships and co-operation among DMOs and private sector stakeholders could address such a situation and establish an improved positioning strategy for the destination.

The positioning strategy of a destination occurs in relation to the target markets selected. These are based on the market segments that produce the greatest benefits and serve the destination best (Chacko, 1997; Heath, 2002). Positioning is used as a technique when developing marketing programs and strategies in which the product is the focal point (Heath, 2002). Chacko (1997) contends that effective positioning must first be credible in the mind of the tourist and second, the destination must consistently deliver the stipulated good quality of product and service to which it has committed.

Branding involves marketing different offerings to particular market segments and is used to increase the awareness of a destination and its attractions as it creates a destination's identity (George, 2001; Goeldner *et al.*, 2000). Branding is about setting a destination apart from competitors in terms of attractions, activities, and overall image (Brooks, 2003). Destinations need planned and targeted branding strategies to cope with present day competition, product parity and substitution (Heath, 2002; King, 2002). Ritchie and Ritchie (1998:103) propose the following definition of destination branding:

> *A Destination Brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the collection of pleasurable memories of the destination experience.*

The emotional connection, which is established by branding, is the tool that will set marketing the destination apart from its competitors. The unique characteristics of a destination can be

used to create differentiation through branding. However, as many destinations have similar good elements, it is imperative for a destination to build a brand on an aspect, such as the local food, gastronomic experiences and culinary heritage, which uniquely connects a destination to the consumer (Heath, 2002; King, 2002). This can put more emphasis on the creation and promotion of holiday experiences which link key brand values and assets such as food and wine (King, 2002; Ritchie & Crouch, 2003). In a study done by Joppe, Martin and Waalen (2001) regarding the image of a destination, it was found that food services and cuisine were one of the top drivers of visitor satisfaction. The recommendation it makes is to create a brand image that will increase the visitors' expectations regarding the services offered thus creating a competitive advantage.

The experience that is conveyed by branding the destination is of utmost importance to food tourism, as the visitors need to take the unique and memorable food experience with them when leaving the destination. A destination brand also provides certain secondary functions, such as serving as a co-ordinating symbol for a broad range of community development and promotion activities, and generating revenue from sales of products bearing the destination name or logo (Ritchie & Ritchie, 1998). Both the primary and secondary functions of branding support the development and implementation of food tourism in a destination as it is an experience that the visitor remembers together with the portability of the products taken with when leaving the destination and which are re-experienced at home.

Similar to positioning, branding must meet its commitments and achieve its outcomes. Consumer expectations need to be met, therefore good destination branding should be sustainable, believable and relevant (Morgan *et al.,* 2002). Food tourism, if consistent and of high quality, can contribute positively to the branding strategy of a destination. A well-planned branding campaign can include food and drink products of a country or destination that are already established as popular or preferred brands with emotional connotations, sharing the brand values and emotions as part of the promotion (Heath, 2002).

King (2002) is of the opinion that it is the relevance of the experience offered to the customer rather than the destination promoted that would be the key ingredient for future success in destination marketing. Effective destination branding holds many benefits for the destination and its stakeholders. These include: the creation of a loyal customer base; the income from tourists visiting the destination; and the certainty of the income as the loyalty of the customer base increases (Heath, 2002). Co-operation and networking between stakeholders within the destination area result in effective destination branding which is achieved as a result of mutual support, combined marketing activities, efficient communication channels and the

development of appropriate products and services to enhance the destination (Heath, 2002). Brand fragmentation, which is the converse to brand building, occurs when the stakeholders and DMOs have difficulty in co-operating with one another and do not succeed in establishing a destination-wide brand (Prideaux & Cooper, 2002). This is undesirable and can hinder the development of a competitive destination. A recognisable brand and co-operation amongst all stakeholders are therefore, vital and strategic components of effective marketing (King, 2002; Prideaux & Cooper, 2002).

- ***Theming, packaging and routing.*** Due to increasing competitiveness and present market trends, more and more destinations are packaging, theming and diversifying their product offering (Heath, 2002). Special interest niche markets, themes, routes and events are being incorporated in specific product-market matches (Heath, 2002). The success of a particular form of tourism at a destination depends on the resources it possesses. Theming, packaging and routing are the instruments to market the available resources in such a manner that they contribute to the competitive edge of the destination. In such endeavours, the uniqueness and authenticity of the destination's attractions and experiences are of prime importance (Heath, 2002).

Providing a seamless destination experience can be achieved by packaging which Morrison (2002:314) defines as *the combination of related and complementary services into a single-price offering.* Selling the experience is a result of an integrated approach to product development and packaging based on an understanding of market needs, the needs of the tourism community, the strength of the destination, the public and private sectors and the attractions within the destination (Heath, 2002). Packaging deepens the travel experience by providing greater value and making the experience more significant and worthwhile (Kotler *et al.,* 1999; Mill & Morrison, 1992). Additionally, it represents an opportunity for small single businesses to develop a product that can be sold to the travel industry, as well as enabling them to establish networks with other producers in the region. Packaging of tourism products is usually performed by tour operators and/or government agencies (Laws *et al.,* 2002). Adding food tourism attractions as a complementary or secondary product to an existing package of the destination will be adding value and contributing to the competitiveness of the destination.

Food tourism as an attraction complies with the strategic guidelines regarding the development and packaging of tourism attractions and experiences as proposed by Heath (2002). It is the ideal product to market as an experience, it can be locally or regionally based, it is consumer and market driven, it can focus on the uniqueness and authenticity of

the destination's food attractions and experiences, it can support and extend existing attractions within the destination, and can make a significant contribution to major events, conferences and festivals.

Theming according to Morrison (2002) can also be considered as programming, which involves developing special activities, events, or programs to increase customer spending (Heath, 2002). These activities add value and increase the appeal of a package. The attractiveness of destinations is furthermore enhanced by the development of thematic tourism attractions and experiences (Heath, 2002). According to Heath (2002), a variety of themes are present such as health, sport and religion. Food is not only a most versatile combination of products and services readily lending itself to the development of a culinary or a gastronomic theme, but it is also suitable for on-theming with other relevant products at a destination.

The development of theme routes is becoming an important aspect of destination marketing and is an effective way of developing and promoting tourism in a region, such as Route 66 in the United States of America (USA) and Route 62 in the Western Cape (de Villiers, 2000; Lubbe, 2003). Tourism routes, initially developed in Europe, have been utilised in tourism with the prime objectives of raising awareness of culture through travel, creating networks and utilising cultural heritage as a means of stimulating social, economic and cultural development, thereby improving the quality of life of the local people (Briedenham & Wickens, 2003; de Villiers, 2000; KwaZulu-Natal, 2003).

Heritage trails in the United States have also provided the impetus for the development of attractions and facilities along the routes (Briedenham & Wickens, 2003). An additional benefit of such initiatives is the initiation of co-operation and partnership between local areas and regions (Briedenham & Wickens, 2003). In Africa, an example is the African Dream Project aimed *to link the splendours of Africa in a continuous network of Afrikatourism routes* (Open Africa, 2002:3). Briedenham and Wickens (2003) found that participants in their study on tourism routes in South Africa supported the concept of developing tourism routes.

The fact that tourism route roads could form a catalyst for the sale of local products and be a great developmental tool for tourism supports the importance of routing as part of the marketing strategy for a destination. The wine and whale routes in South Africa have proven to be very successful. It could be recommended that food route organisers collaborate with existing tourism routes in South Africa to on-theme food attractions. Thereby, sharing the benefits of this type of tourism product.

- ***Promoting.*** Destinations are involved with promotion and promotional activities because they have the desire and marketing goal to become a recognised destination; remain competitive; and have an increased share of the visitation market (Uysal *et al.*, 2000). The aim of promotion is to create a demand for products and services in a destination (Goeldner *et al.*, 2000). The three principal goals of promotion according to Morrison (2002) are informing, persuading and reminding a customer to purchase or repurchase a particular product and/or service. Achieving these goals contributes to the fact that promotion is the most visible part of a destination's marketing strategy as advertising and a range of other promotional activities are the primary means of communication with tourists from the various target markets (Heath, 2002).

Promotional tools and techniques are used by DMOs and marketing agencies responsible for promoting the destination's attractions. Promotional techniques, together regarded as the promotional mix, are advertising, personal selling, public relations, merchandising, publicity and various sales promotion activities, for example, trade shows (Goeldner *et al.*, 2000; Lubbe, 2003; Morrison, 2002).

Communicating channels between clients and other stakeholders need to be in place when promoting a destination, as the function of promotion in destination marketing is to facilitate transactions (Buhalis, 2000; Heath, 2002). Interplay between national, provincial and regional DMOs will support promotional efforts of all stakeholders. However Heath (2002) is of the opinion that the prime responsibility for marketing communication rests with the tourism industry of the specific destination.

Destination promotional activities ought to focus on differentiating features of destinations in a regional context. This would afford complementary tourism product providers in the region the opportunity to develop and support existing attractions. DMOs need to provide assistance regarding the coordination of the individual marketing activities of the various tourism operators in a destination, so as to provide a strong and coordinated destination image (Heath, 2002). Furthermore, the use of cross-marketing of tourism products in a specific destination can support the development of complementary tourism products, which would also necessitate the need for management and marketing alliances within the destination and region (Uysal *et al.*, 2000).

Destination promotion involves both a pull and push strategy and is thus directed at two target audiences, namely, the individual or group visiting the destination and the tour operators and travel agents selling the products and services of the destination (Heath,

2002). For a destination to achieve success, it is imperative to develop an integrated promotional strategy, which comprises various promotional methods and steps and matches the broader marketing strategy of the destination (Heath, 2002). Heath (2002:197) outlines the following as the major steps in developing a promotional strategy: identifying target audiences; determining promotional objectives for the marketing mix; determining the promotional appropriation; establishing the mix of promotional components; and selecting specific strategies for advertising sales promotion, personal selling and publicity.

Finally, DMOs should heed the following criteria when developing and evaluating destination promotion strategies (Lubbe, 2003:157):

− destination marketing promotion should be coordinated;

− the DMO should implement specific themes for the destination to achieve increased recognition;

− promotion should be authentic; and

− an effective destination marketing promotion program is only one element in the destination marketing effort..

The key destination marketing tasks as discussed and outlined are all fundamental to destination marketing and play an indispensable role in putting food tourism on the map of destinations for both the local and international tourist. As food tourism is only now starting to gain recognition and importance, it would be wise for DMOs to execute the outlined marketing tasks to the best of their ability.

2.3.2 Destination Competitiveness and Sustainability

More and more researchers in tourism are concluding that the destination is the critical unit of the tourism industry (Buhalis, 2000; Buhalis *et al.*, 2001; Dwyer, 2001; Heath, 2002; Heath, 2003; Keyser, 2004; Kim, 2001; Kozak & Rimmington, 1999; Ritchie & Crouch, 2003; Terzibasoglu, 2004; Yoon, 2002). As a result, the attention that destination competitiveness and sustainability have been receiving in tourism research has escalated, as it has become imperative to determine the success of a tourism destination (Chaharbaghi & Lynch, 1999; Gooroochurn *et al.*, 2003). In contrast to the tourism literature, there is substantial debate in the wider competitiveness literature, as to the role that tourism plays regarding competitiveness and how the concept of competitiveness can be conceptualised and measured in a destination (Bristow, 2005a; Deas & Giordano, 2001a).

Competition in the tourism industry has intensified as destinations have adopted a marketing orientation and are not just promoting destinations (Ritchie & Crouch, 2003). Destinations according to Ritchie and Crouch (2003) are seeking solutions to the problem of becoming and remaining competitive. Ritchie and Crouch (2003:2) contend that what makes a tourism destination competitive is *the 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.* Their definition verifies the contention that *competitiveness without sustainability is illusory* (Ritchie & Crouch, 2003:9). Sustainable competitiveness is based on the multi-dimensional strengths of a destination involving the social, cultural, political, economic, technological and environmental strengths. Maintaining competitiveness within a destination has therefore become increasingly challenging for destinations (World Travel and Tourism Council, 2001). DMOs have to find better ways to compete in the tourism marketplace to achieve and maintain competitiveness in a sustainable manner (Department of Industry, Science and Resources, 2001).

Changing consumer preferences, globalisation and localisation and mounting environmental pressures are posing further challenges for destination competitiveness and sustainability (Hall *et al.,* 2003; Heath, 2003; Ritchie & Crouch, 2003). The marketing management strategies of destinations need to comply with these demands and work towards advancing sustainable competitiveness. Destination managers will need a framework and tools to enhance their ability to identify competitive factors and develop effective marketing initiatives that meet market expectations (Hassan, 2000).

Numerous studies have been done regarding the concept of competitiveness within a destination (Buhalis, 2000; Chacko, 1997; Crouch & Ritchie, 1999; Department of Industry, 2001; d'Hauteserre, 2000; Dwyer, 2001; Gooroochurn *et al.*, 2003; Hassan, 2000; Heath, 2003; Kim, 2001; Ritchie & Crouch, 2003; Yoon, 2002). The main focus of these studies was on the sustainability and enhancement of destination competitiveness within the framework of destination marketing. Table 2.1 provides an outline of the different concepts or definitions regarding destination competitiveness presented in the literature. Bristow (2005b:286) contends that substantial confusion exists regarding the concept of competitiveness and how it can be effectively operationalised as a result of the fact that *policy acceptance of the existence of regional competitiveness and its measurement appears to have run ahead of a number of fundamental theoretical and empirical questions.* He further argues that this is also the situation in the tourism discipline as a result of the variation of definitions of

destination competitiveness; the confusion that exists regarding which activities constitute competitiveness; and how competitiveness relates to prosperity (Bristow, 2005).

Table 2.1: Key concepts / definitions of destination competitiveness

Author	Concept/ definition
Poon (1993)	Four key principles for destination competitiveness include: environment is priority; tourism is a leading sector; strengthen distribution channels in the market place; and build a dynamic private sector.
Chacko (1997)	Destination competitiveness is determined by the positioning strategy a destination follows to gain a competitive edge.
Crouch & Ritchie (1993; 1994; 1995; 1999; 2000; 2001)	To be competitive, a destination's development of tourism must be sustainable, economically, ecologically, socially, culturally and politically. The most competitive destination must be economically prosperous and effectively create sustainable well-being for its residents.
Buhalis (2000)	The competitiveness of destinations depends on their ability to maximise the performance of each individual element assessed.
d'Hauteserre (2000)	Ability of a destination to maintain its market position and share and/or improve upon them through time.
Hassan (2000)	The destination's ability to create and integrate value-added products that sustain its resources while maintaining a sound market position relative to competitors.
Dwyer, Forsyth & Rao (2000)	Tourism competitiveness is a general concept that encompasses price differentials coupled with exchange rate movements, productivity levels of various components of the tourist industry and qualitative factors affecting the attractiveness or otherwise of a destination.
Kim (2000)	Competitiveness in the tourism industry consists of four dimensions of sources of competitiveness: primary, secondary, tertiary and resultant sources.
Dept of Industry, Science and Resources (2001)	Destination is linked backwards to the various determinants of competitiveness and forwards to regional/ national prosperity, indicating that destination competitiveness is itself an intermediate goal toward a more fundamental aim of economic well-being for residents.
Dwyer & Kim (2001)	Ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists.
Yoon (2002)	A destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors.
Heath (2003)	Destination competitiveness is linked to the ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists.
Ritchie & Crouch (2003)	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.

Various other studies have investigated the measurement of destination competitiveness, including key environmental factors, elements, determinants, or strategies that influence the enhancement of destination competitiveness (Crouch & Ritchie, 1999; Dwyer, 2001; Dwyer *et al.*, 1999; Gooroochurn *et al.*, 2003; Heath, 2003; March, 2003; Mihalic, 2000; Ritchie & Crouch, 2003; Yoon, 2002). The measurement of destination competitiveness is challenging, as competitiveness is a complex concept encompassing a multiplicity of goals and a variety of elements, often difficult to measure and further complicated by the analyst and the unit of analysis (Crouch & Ritchie, 1999; Gooroochurn *et al.*, 2003; Ritchie & Crouch,

2003). Furthermore, limited empirical research has been conducted regarding the assessment of destination competitiveness and the determination of the significance of the factors or conditions that contribute to destination competitiveness (Deas & Giordano, 2001b; Malecki, 2002).

Destinations involve multi-faceted components comprising various natural and cultural resources, multiple business enterprises, and stakeholders from both the private and the public sector. Therefore, destination marketing must be guided by analytical frameworks that focus on sustainable competitiveness to assist destinations in maintaining a market position relative to other competitors (Hassan, 2000). A suitable analytical framework for destination marketing can contribute to the development and implementation of value-added tourism resources, such as food tourism. These in turn can enhance destination competitiveness.

The tourism literature reflects a number of conceptual models and approaches to developing destination competitiveness. However, testing and validating the proposed models are presently in progress, and the availability of results and empirical studies are limited. Yoon (2002) contends that the development of destination competitive strategies has not been thoroughly addressed and therefore, it is not clear which competitive strategies regarding destination attractions and resources are preferred by tourism stakeholders. DMOs and other tourism stakeholders could enhance sustainable competitiveness if they incorporate competitive marketing strategies at a destination.

2.3.2.1   *Concepts and definitions of destination competitiveness and sustainability*

The concept of competitiveness is very broad and complex, has a whole range of factors contributing to it and cannot be encapsulated (Kim, 2001). Traditionally the concept of competitiveness stems from international economics and international business literature and has received considerable attention from business, management and international trade (Ritchie & Crouch, 2003). Michael Porter (Porter, 1990; Ritchie & Crouch, 2003) is recognised as the expert in the field of economic competitiveness, and his work is used to a large extent as the basis for discussion on competitiveness in tourism-related literature. The concept of competitiveness has been widely debated and discussed in terms of a variety of industries, most often as competition between firms and to a lesser extent, nations (March, 2003; Porter, 1990; Ritchie & Crouch, 2003). Moon and Peery (1995) conclude that the notion of competitiveness can apply to 'bloc' economies, entire countries, regions within countries, industry sectors, individual firms and also to individual products and services of firms. It is therefore, appropriate that the notion of destination competitiveness be consistent

with the broader concept of competitiveness, so as to assure that the framework is applicable to tourism-related research.

Since the available literature indicates that a variation in defining, understanding and measuring competitiveness exists, competitiveness has to be acknowledged as being multi-faceted concept, with existing different perspectives as to what the concept actually means and how it can be operationalised. In the field of tourism It implies the combination of assets, natural and created resources, and processes to achieve economic results (Crouch & Ritchie, 1999). Competitiveness, however, needs to be sustained by continuous improvement of the offerings and capabilities of an organisation contributing to customer and stakeholder satisfaction, addressing challenges and utilising opportunities within the competitive environment (Feurer & Chaharbaghi, 1994; Ritchie & Crouch, 2003; Yoon, 2002). Competitiveness in the tourism sector, according to Kim (2001:1), *is not only a measure of potential ability, but also an evaluation of present ability and tourism performance.*

Competitiveness in tourist destinations is infinitely more complex to determine, manage and assess than most other products and services, as it is an amalgam of resources, constituting many individual products and services incorporating the entire destination experience. Furthermore, the participation of the tourist in the experience is critical as he/she travels to the destination to experience the composite tourism product (Ritchie & Crouch, 2003).

Ritchie and Crouch (2003:20) suggests, that to understand competitiveness at destinations it is necessary to consider the basic elements of comparative advantage as well as the more advanced elements that constitute competitive advantage, as outlined by Porter, regarding the competitive advantage of a nation (Porter, 1990). Kim (2001) differentiates between price and non-price factors that influence the tourism product in each country and more specifically each region. Although cost is of major importance when a tourist selects a destination, the non-price factors are equally, if not more, important as they can determine the marketing and promotional activities in a destination. These factors, although transient over time, contribute to the quality, uniqueness and range of tourism products that determine the appeal and the marketing initiatives in a destination (Kim, 2001).

March (2003) outlines two broad approaches to conceptualising and evaluating the competitiveness at destinations. First, a generic model reflecting the important factors that constitutes competitiveness, which are then quantified, ranked and rated by relevant stakeholders. Second, the competitiveness of a country relative to one or various countries

is established. These approaches are reflected in ongoing and completed research regarding competitiveness in the tourism literature of which, the most relevant are the works of Dwyer (2001), Heath (2003), Kim (2001), Ritchie and Crouch (2003), and Yoon (2002).

Studies done regarding destination competitiveness reflect different destination settings, types, approaches and the link between competitiveness and sustainability. Destination marketing is of major importance regarding the competitiveness of a destination, therefore, certain elements of marketing plans and promotional studies, such as stakeholder involvement, market environment, critical success factors, price, quality, image and sustainable tourism have to be addressed. Melián-González and García-Falcón (2003) have applied the resource and capability-based theory to assess and evaluate the competitive potential of a certain type of tourism in a destination. The possession of certain resources and capabilities enables the destination to carry out certain economic activities, which include the marketing and promotion of the destination, thereby gaining a competitive advantage amongst its competitors. The identification of specific types of tourism and their contribution to destination competitiveness has not yet been fully investigated. Therefore, verification of fundamental theoretical and empirical questions regarding competitiveness in the tourism discipline needs to be established, and the acceptance of frameworks for destination competitiveness be validated (Bristow, 2005b).

Various researchers in destination competitiveness are contributing to the link between competitiveness and sustainability (Hassan, 2000; Heath, 2003; Ritchie & Crouch, 2003). Hassan (2000: 240) defines competitiveness as *the destination's ability to create and integrate value-added products to sustain its resources while maintaining market position relative to competitors.* Ritchie and Crouch (2003) believe that a destination's sustainability is a precondition for that destination's competitiveness. They measure sustainability along two dimensions: First, the actual success of the destination's contribution to enhancing the sustainable well-being of residents by means of tourism; and second, the extent to which the success has been achieved by an effective utilisation of destination resources. Heath (2003) supports these views, but extends and verifies the importance of sustainability to the requirement of co-operation and co-ordination between stakeholders. South Africa, part of the sub-continent of Africa, has an under utilised competitive advantage. According to Heath (2003:139), stakeholders here are responsible for leading their destinations *with a new sense of pride and economic well-being, constantly aware that they are building part of the economic future of the destination on a sustainable resource base, whilst, utilising the existing global competitive advantage.*

This study aims to focus on the contribution of food tourism to the sustainable competitiveness of a destination. This will entail the identification, development and implementation of food tourism enhancers to achieve destination competitiveness. The contribution of food tourism to destination competitiveness will be assessed as one of the elements of destination attractiveness and experiences offered to tourists when visiting the destination, which in turn will be dependent on market characteristics and accessibility.

The concept of competitiveness utilised in this study is that of Ritchie and Crouch (2003), which involves the ability to increase tourism expenditure by attracting a larger number of tourists, providing them with satisfying, memorable experiences, gainfully, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations. Sustainable competitiveness of the destination is then of concern.

2.3.2.2 *Nature and framework of destination competitiveness and sustainability*

New challenges to tourism destinations globally are escalating on a daily basis as a result of the changing face of international tourism. The changing tourism environment, which is becoming increasingly competitive, is the underlying issue and driving force leading to a greater understanding of destination competitiveness (Heath, 2003). Destination marketing management is a fundamental process in assisting destinations to address global changes and increased competition (Buhalis, 2000; Chacko, 1997; Hassan, 2000; Heath, 2002; Ritchie & Crouch, 2003). By implication, an understanding of destination competitiveness is essential.

Various conceptual and analytical frameworks for the analysis and understanding of destination competitiveness have been developed and explained. The frameworks presented in tourism literature all take a systematic approach to destination competitiveness research. The work done by Ritchie and Crouch (2003) on the competitive destination, has become one of the primary sources utilised in studies focusing on the different aspects of destination competitiveness in tourism. It has resulted in a breakthrough in the discourse on with regards to all the issues relating to destination competitiveness. The models of Kim (2001), Dwyer (2001), Yoon (2002), Heath (2003) and Jonker (2004) all use the model of Ritchie and Crouch (2003) as their points of departure. These studies have discussed and developed models or frameworks depicting important determinants and sources of competitiveness thereby: determining the means for measuring and comparing competitiveness; identifying the strategies applied in enhancing destination competitiveness; and clarifying the positioning and marketing of destinations in an increasingly competitive market. The limited nature of research regarding the empirical testing of destination

competitiveness frameworks substantiates the fact that the adequacy of such frameworks cannot be ensured. The model of Ritchie and Crouch will be briefly outlined, as it is presently the most important research and study contribution to literature regarding destination competitiveness.

The work of Porter (1990) and his *diamond* model, containing four major factors, is used as a fundamental source in explaining the determinants of destination competitiveness (Ritchie & Crouch, 2003). They are: factor conditions (skilled labour or infrastructure); demand conditions (nature of demand for products and services, i.e. tourism product); related and supporting industries (the quantity and connectivity in the industries); and firm strategy, structure and rivalry (nature of competition). These factors are mutually dependent on one another and affect one another (Porter, 1990). Porters' model does not go without criticism and although it integrates competitiveness into one framework, Kim (2001) cautions that it should not be applied by itself, as it does not address present dynamic global forces appropriately, and therefore, the further development, refinement and application of competitiveness in the tourism sector by various researchers.

The existing systematic models of destination competitiveness, such as that of Ritchie and Crouch (2003) in Figure 2.3, exemplifies the dynamics of competitiveness, in which the relationships and interaction among the forces of competitiveness are to be understood. The factors that determine the ability of a destination to compete, namely the comparative and competitive advantages, have to be analysed, as to determine which forces contribute to destination competitiveness.

The distinction between comparative and competitive advantages of a tourism destination according to Ritchie and Crouch (2003), lies in the availability and utilisation of resources at a destination. Comparative advantage refers to natural endowment in factors of production, that is, for the destination the resources that naturally make a destination attractive to tourists, including the culture of a destination as well as its existing infrastructure (Ritchie & Crouch, 2003). Competitive advantages relate to a destination's ability to use these resources effectively in the long-term (Ritchie & Crouch, 2003). The effective use of available resources is imperative for sustainable competitiveness in a destination and can be achieved by the development and implementation of an appropriate marketing strategy, incorporating the co-operation and support of all stakeholders.

The potential competitiveness of a tourist destination is affected by a group of factors labelled *qualifying and amplifying determinants* by Ritchie and Crouch (2003), and fall outside the control of those that manage the destination. These factors include aspects such

as location, safety, cost/value, interdependencies, awareness/image and carrying capacity at the destination. These moderate or magnify the influence of the other factors, by filtering their influence on the competitiveness of the destination. The tourism destination functions within a global macro-environment, which provides it with many opportunities to become competitive (Ritchie, 2004). The competitive micro-environment is the immediate environment wherein the destination must function, and provide an experience to its visitors, whilst remaining competitive (Ritchie, 2004). Both the macro- and micro-environments influence and guide the destination in its endeavours toward competitiveness and sustainability.

The *core resources and attractors* (Ritchie & Crouch, 2003) are the main reasons why tourists choose one destination over another. They are also the elements that should be considered for increasing destination competitiveness. Examples of these resources include physiography and climate, culture and history, market ties, mix of activities, special events, entertainment and the tourism superstructure.

The model of Ritchie and Crouch (2003) furthermore explains the *supporting factors and resources* as secondary sources for destination competitiveness. The quality, range and amount of these factors, such as infrastructure, accessibility, facilitating resources, hospitality, enterprise and political will, are important for a competitive destination.

The strategic planning and development of the destination is important to ensure that a competitive and sustainable destination is promoted, which simultaneously, meets the quality-of-life aspirations of the inhabitants of the destination. The *policy, planning and development* sub-component of the model include a system definition, a philosophy, the positioning and branding of the destination, the product development, and an analysis which provides an indication of the competition and collaboration and how it is achieved (Ritchie & Crouch, 2003). Finally, an audit of the destination's resources and programs is executed to complement the macro-assessment of the achievements and functioning of a destination.

The *destination management* component in the model of Ritchie and Crouch (2003) (Figure 2.3), focuses on the activities that implement the policy and planning framework, enhance the core resources and attractors, strengthens the quality and effectiveness of the supporting factors and resources and adapts to the constraints or opportunities posed by the qualifying and amplifying determinants. The activities in this component influence the management of the destination's competitiveness as they include programs, structures, systems and processes manageable by all stakeholders (Ritchie, 2004). Ritchie and Crouch (2003) have

identified seven specific areas of focus for destination management actions. They are: the nature of the destination management organisation; marketing; assuring the quality of the visitor experience and services; research activities; human resource development; the provision of finance and venture capital; the effective management of visitors; and finally assuring resource stewardship and crisis management. It is these focus areas of the Ritchie and Crouch model that will be discussed and analysed in greater detail in the context of destination marketing management.

Ritchie and Crouch (2003) in particular, have discussed the dimensions of competitiveness that have been collated into a framework for measuring overall competitiveness. Current research literature identifies these factors as influencing competitiveness and sustainability at a destination: price, tourism flow, image, attractiveness and the tourism product itself. The success of tourism destinations is to be utilised as an indicator of competitiveness. The measurement of success can be facilitated by the application of models such as that of Ritchie and Crouch (2003) or the other equally appropriate models that have been developed. The indication of a competitive destination in relation to other competitors will be further determined by key destination marketing tasks such as: prioritising products and markets; positioning and branding; theming, packaging and routing; and promoting the destination.

2.3.2.3   *Development of sustainable competitive destination marketing strategies*

Competitiveness, according to Kozak (2001), is the essential goal of management and marketing strategies. Previous studies (Buhalis, 2000; Chacko, 1997; Crouch & Ritchie, 1999; Dwyer, 2001; Hassan, 2000; Heath, 2003; Mihalic, 2000; Poon, 1993; Ritchie & Crouch, 2000; Ritchie & Crouch, 2003) on management and marketing and the development of competitive strategies, form the basis of this study's investigation into the importance of destination marketing with reference to food tourism. Marketing aspects, such as image, quality, positioning, branding, theming, packaging, routing and promotion are referred to in the literature and should be further supported by incorporating management and sustainable aspects when considering destination competitiveness.

In the destination competitiveness model of Ritchie and Crouch (2003), destination competitive strategies have been expanded upon to include a wide spectrum of very specific areas of focus for destination management actions. These include: the nature of the destination management organisation; marketing; assuring the quality of the visitor experience and associated services; gathering and disseminating information/research; the development of appropriate human resources; the provision of adequate finances and

venture capital; the effective management of visitors; and assuring stewardship of destination resources.

Marketing is a fundamental activity for achieving destination competitiveness that can be developed by ensuring that the products available for tourists are flexible, segmented, and customised to meet consumer needs (Poon, 1993). Linking marketing with product development by providing the appropriate holistic experience for the more discerning consumer, are important strategies for destination competitiveness according to Poon (1993), and verified by Murphy, Pritchard and Smith (2000).

The development of competitive marketing management strategies is essential for the attainment of destination competitiveness. Ritchie and Crouch (2003:189) place a high priority on the destination product in the development of competitive strategies by recognising it as *a critical component of the overall competitiveness and sustainability model* and furthermore that *the product delivered to the customer needs to be viewed as an integral part of the marketing function.* Various marketing challenges face destinations when planning and developing competitive strategies. These can be itemised as the identification of specific visitor markets; determination of the type and quality of experiences that a destination can offer that provide the destination with a competitive advantage; and market matching to determine the potential competitiveness keeping possible constraints such as price, distance, culture or facility requirements in mind (Go & Govers, 2000; Ritchie & Crouch, 2003). This process can be facilitated by collated information from research and suitable databases that enable destinations to enhance the performance of the destination's products simultaneously, allowing the destination to adapt to changing market conditions through appropriate marketing strategies.

The marketing of destinations is determined by the promotional activities, achieved by appropriate product development; applicable pricing policies; effective distribution channels; and suitable product packaging, theming and routing. Proper target market selection is necessary for correct image and awareness determination of the destination in potential markets, both locally and internationally (Ritchie & Crouch, 2003). Supporting the appeal of a tourism attraction by means of the above mentioned marketing actions, could strengthen the competitive position of a destination (Mihalič, 2000).

Assuring stewardship of destination resources involves the implementation of sustainable competitive destination marketing management strategies by maintaining and sustaining tourism resources, which would include ecological, social and cultural resources. Certain

environmental marketing activities according to (Mihalič, 2000), can also boost destination competitiveness, where the environment includes the global macro-environment of economic, technology, ecology, political and socio-cultural components, as conceptualised by Ritchie and Crouch (2003).

The development of sustainable competitive marketing strategies provides the tools for this study to link destination marketing to food tourism as a competitive tourism offering. The above outlined marketing activities and actions can therefore be considered as sustainable competitive destination marketing strategies, to foster the competitiveness in a destination. Mihalič (2000) verifies this and concludes that destination environmental competitiveness, which includes attractions and resources, can be increased by appropriate managerial and marketing activities. Tourism destinations can therefore achieve better competitive market positions when applying appropriate management efforts, marketing activities, good quality of services and environmental management, which help to create and integrate value in tourism products and resources.

Thus, as portrayed in the literature review, elements of sustainable competitiveness can play an important role in the marketing management strategies of a destination and can contribute to the improvement of destination competitiveness. Consequently, it is imperative to identify the marketing strategies that apply to the development and marketing of food tourism at a destination and the manner in which it enhances the destination and promotes its competitiveness. It is therefore necessary to discuss a model of sustainable competitiveness, as it applies to destination marketing management.

2.3.2.4 *A model of sustainable competitiveness in destination marketing focusing on the tourism offering*

An analysis of the literature indicates that the rationale for developing a model for sustainable competitiveness focusing on the tourism destination, is based on the tourism 'product' which differs fundamentally from that of the traditional goods and services used in economic models regarding competitiveness, as the tourism service and products have different geographical, environmental and socio-cultural characteristics. From a destination perspective the tourism offering can be regarded as *an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited* (Murphy *et al.*, 2000). The components of tourism services and products are the essence of tourism development and destination marketing and are generally referred to in the literature, as tourism attractions and resources. As mentioned, a tourism infrastructure consisting of various stakeholders, products and services, is managed both internally and externally, and

is required to deliver the destination product (Murphy *et al.*, 2000). Also, the destination product reflects the supply side of tourism and is also used to generate tourism demand (Uysal *et al.*, 2000), thus determining the competitiveness of the destination regarding the attractions offered (Formica, 2001; Ritchie & Crouch, 2003).

Buhalis (2000) considers the combination of all products, services and experiences provided locally as the destination offering and identifies six core components of tourism attractions and resources that are represented in tourism literature and generally included in assessing and evaluating the elements of tourism destinations. The following components are included in the Six As framework of Buhalis (2000:98):

- *Attractions (natural, man-made, artificial, purpose built, heritage, special events).*
- *Accessibility (entire transportation system comprising of routes, terminals and vehicles).*
- *Amenities (accommodation and catering facilities, retailing, other tourist services).*
- *Available packages (pre-arranged packages by intermediaries and principals).*
- *Activities (all activities available at the destination and what consumers will do during their visit).*
- *Ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc.).*

Heath (2003), Mihalič (2000) and Ritchie and Crouch (2003), have suggested that destination attractions and resources be regarded as important sources of comparative and competitive advantage factors in destination competitiveness. These components are considered to be essential critical attributes regarding the sustainable competitiveness of a destination (Hassan, 2000; Ritchie & Crouch, 2003). In the model developed by Ritchie and Crouch (Ritchie & Crouch, 2003), destination attractions and resources are considered as the destination's determinants of competitiveness and include: natural features; climate; cultural and social characteristics; general infrastructure; basic services in infrastructure, superstructures, access and transport facilities; attitudes toward tourists; cost/price levels; economic and social ties; and uniqueness. Hassan (2000), in his model of determinants of market competitiveness and sustainable tourism also associates the comparative advantage of the competitive destination with elements from both the macro- and micro-environments. These elements constitute the following: climate and location; culture and heritage; history and artefacts; tourist orientated services; safety and health, access to information; and environmental quality. Additional attractions, such as hospitality, transportation and

entertainment contribute further to the overall competitive position in the tourism market place through their value-added activities.

Destination attractions, according to Mihalič (2000), determine the environmental quality of a destination. Regarded as an integral part of natural attractions, which in turn influences destination competitiveness, environmental quality needs to be maintained for a destination to remain and also enhance sustainable competitiveness. Mihalič (2000) identifies eleven destination attractions and resources, namely: natural features; climate; cultural and social characteristics; general infrastructure; basic services; tourism superstructures; access and transportation facilities; attitudes toward tourists; cost/price levels; economic; social; and uniqueness.

Food tourism is one of the offerings of a destination that can add to existing tourism products, as it fits the definition of being a mix of individual products, services and experience opportunities. As an offering, food tourism is a compilation of products and services of most of the attractions and resources, as portrayed in the literature. Food tourism is an amalgam of natural features, culture, services, infrastructure, access, attitudes toward tourists and uniqueness. It can enhance the total experience of the destination even further as it is the only product that can be experienced using all the human senses, therefore deepening the tourism experience even more. Food tourism, according to Quan and Wang (2003), holds several implications for destination marketing and development, therefore, local and regional foods should not be regarded as trivial and ignored in tourism marketing. Food as a tourism product and experience, can contribute to the competitiveness of the destination, if appropriately developed and executed.

It is expedient that an appropriate, integrated and dynamic model of destination competitiveness be utilised in this study to contextualise the destination marketing management framework with a key food marketing focus. The current models of destination competitiveness proposed by, among others, Dwyer (2001), Heath (2003), Kim (2001), Ritchie and Crouch (2003) and Yoon (2002), all have their own distinct focus, share similarities and all utilise the basic model of Ritchie and Crouch (2003) as points of departure. This study uses the framework of Ritchie and Crouch as its point of departure to contextualise the position, role, importance and contribution of food tourism regarding the enhancement of the competitiveness and sustainability in a destination. Furthermore it includes certain of the elements of the model proposed by Heath (2003), as this model focuses on vital linkages, such as information management and the importance of the key success drivers, namely people in destination context. For this very reason, tools were

developed and tested in this study to assist the DMOs with developing and implementing food tourism in a destination. The development and implementation of such a framework and tools could be of significant value to decision-makers in the tourism industry and assist in the implementation of policy dimensions. The destination marketing management framework was extracted from the Ritchie and Crouch model (2003), integrated with the Heath model (2003) and further refined to focus specifically on food tourism. The destination marketing framework, with a key food tourism focus, will be outlined and discussed in Chapter 4.

2.4 CONCLUSION

This chapter has provided a theoretical basis and framework for destination marketing management based on the systems theory and focused on elements of sustainable competitiveness. The relevant concepts of destination marketing management and sustainable competitiveness regarding the destination were discussed and integrated with food tourism as an offering at a destination. The concepts discussed serve as the research background to provide answers to the research questions, to meet the study's objectives and to develop a conceptual framework illustrating the interrelationship between sustainable competitiveness at a destination, food tourism and destination marketing management.

Despite the fact that the destination competitiveness and sustainability model of Ritchie and Crouch (2003) and those of other researchers are only now in the initial stages of implementation and assessment, they have offered a sound theoretical basis and structured point of departure for this study to contextualise destination marketing management with a food marketing focus.

Chapter 3 provides a review of the relevant literature regarding food tourism, which lays the foundation for this study and explores the role of food tourism as a key element in destination marketing.

3 The Role of Food Tourism as a Key Element of Destination Marketing

3.1 INTRODUCTION

This chapter introduces food tourism as a key element in destination marketing. The review to the study of destination marketing management and tourism destination competitiveness and sustainability contained in the literature, as presented in Chapter 2, provides the basis and forms the linkage with this chapter. Chapter 3 addresses certain fundamental objectives of this study, which is to review food tourism and develop a theoretical framework, providing a strategic context for food tourism in destination marketing, and subsequently establish key elements of competitiveness from a food tourism perspective. This chapter facilitates the development of a strategic framework and guidelines for developing and implementing food tourism, which could enable destination marketers and entrepreneurs in the tourism industry to optimise the tourism potential of local and regional food.

A review of the relevant concepts regarding food tourism, local and regional food, culinary heritage and authenticity comprises the first section of this chapter. An extensive literature review covers the nature of food tourism, the importance of local and regional food to sustainable destination competitiveness and the role of food in destination marketing. The need for the development of a theoretical framework regarding food tourism and research in this area is extensively discussed. Food as an element in destination marketing, focusing on the key aspects of competitiveness from a food tourism perspective is presented. Finally, the chapter concludes with an analysis of international best practice regarding food tourism.

3.2 FOOD TOURISM IN CONTEXT

Food tourism, in itself, is a relatively new component of tourism. Research reported in this context is minimal therefore this study can contribute to the identification of the gaps in research and reinforce the need for developing a conceptual framework and research agenda in the field of food tourism. Food as an area of interest in tourism studies is growing for various reasons, according to Hall *et al.* (2003b). Certain initiatives, such as the White Paper on Culinary Tourism compiled by Wolf (2002b), have contributed to a more focused interest and approach to research regarding food tourism. Important concepts have been identified and the need for a suitable strategy for the development and implementation of food tourism has become an imperative. Csergo (1999) provides a detailed outline of the historical development food and tourism, which basically initiated with the prominence of regional cuisines as a result of the rise of tourism at the end of the nineteenth century and the advent of the motor car in the 1920s. As outlined in Chapter 1 the strong relationship between food, culture and tourism has only been receiving attention in the last 20 years.

More focus is now being directed to understanding the ways in which food tourism is part of the wider economic, socio-cultural, technological and environmental systems, and additionally how food contributes to tourism marketing strategies both from a destination and stakeholder point of view (Boyne *et al.*, 2003; Cohen & Avieli, 2004; Hall, 2003; Hjalager & Richards, 2002b). Cohen and Avieli (2004:775) propose a so-called *culinary environmental bubble* to represent a systematic approach to the study of the place of food in tourism. They reflect on the constraints and the manner in which these are facilitated in culinary establishments. The work of Scarpato (2002) and of Symons (1999) highlight the connection between food, gastronomy, cuisine and tourism within a gastronomy framework, which is regarded as a very new perspective, with reference to tourism and more specifically to food tourism. Scarpato (2002:68) reviews the links between tourism and gastronomy from both a cultural tourism and a sustainable tourism point of view and accentuates the fact that theory development is required, recommending the following regarding future research and action in the field of food tourism:

− *food tourism should form part of planning, policy making and tourism management strategies;*

− *implementation of a trans-disciplinary field of study incorporating food as an element in tourism research; and*

− *incorporation of food tourism elements in the training of managerial tourism staff, marketers and community planners.*

In the light of these recommendations of the mainstream researchers in the field of food tourism, and the aims of this study, it was valuable to compile an extensive literature review covering the nature of food tourism, the importance of local and regional food to sustainable destination competitiveness and the role of food in destination marketing.

3.2.1 Food Tourism

Stewart (2004:1) in her address at the first international conference on culinary tourism in Victoria, Canada stated that:

> *Culinary Tourism – Gastronomic Tourism is not a niche market! It is part of every single tourism experience on earth. It has the potential to be of enormous benefit to our national, regional and local economies… Unfortunately, most gastronomers know precious little about tourism and most tourism people know very little about gastronomy.*

Fields (2002) and Henderson (2004) attribute this situation to the separation of the fields of tourism and food, and contend that more knowledge of the food tourism market is required to assist in making marketing in this field more effective. This is the challenge for food in the tourism industry and for tourism in the food industry. Food tourism is, however, a form of niche tourism, as the food-tourism relationship has for many years been considered, and also accepted, as solely the provision of food to tourists in hotels, restaurants and the hospitality industry (Hall, 2003; Richards, 2002; Sessa, 1986). This perception is busy changing and in a press release on the 'First International Conference on Culinary Tourism' (Wolf, 2004:1), food tourism is described as : *a new industry that unites food, beverage and travel businesses … a tool for economic and community development … also the newest new way to add value to visitor experiences.* In contrast to this perception, Cohen and Avieli (2004), report that at the international conference dedicated to 'Local Food and Tourism' the focus was on local food as an attraction in different destinations and its general acceptance thereof. The confrontation with strange food with which tourists may have a problem with, and which in itself poses a challenge for destinations, is not addressed. Food tourism needs to be identified in the different formats as it is presented by the destination and as the tourist desires it. That both the provider and the consumer should adopt a new way of thinking in a transforming society and meet changing needs is clear.

3.2.1.1 *Concepts and definitions of food tourism*

To gain a better understanding of food tourism, it is essential to define the key concepts encompassed by food tourism (Table 3.1). As these concepts are intertwined with one another and all have food as the central component, it is useful to draw a comparison between the concepts, identifying the common components of food tourism, gourmet tourism, cuisine tourism, gastronomic tourism and culinary tourism. Hall, *et al.* (2003b) explain the difference between the various concepts in terms of the level of interest and importance of food to the tourist as a travel motivation, from the tourists' point of view and suggestion the classification (Figure 3.1). Rural/urban tourism, although reflecting low or no interest is included in the classification of Hall *et al.* (2003b) as most tourists consume food at a destination.

The distinction between the various levels of food tourism as a form of special interest tourism is because food itself needs to be the primary factor in influencing travel behaviour and decision-making. At this early stage in the development of food tourism, it is the most appropriate explanation. The theoretical substance of the various concepts provides the terms with extra depth, which must be clearly communicated to the DMO stakeholders.
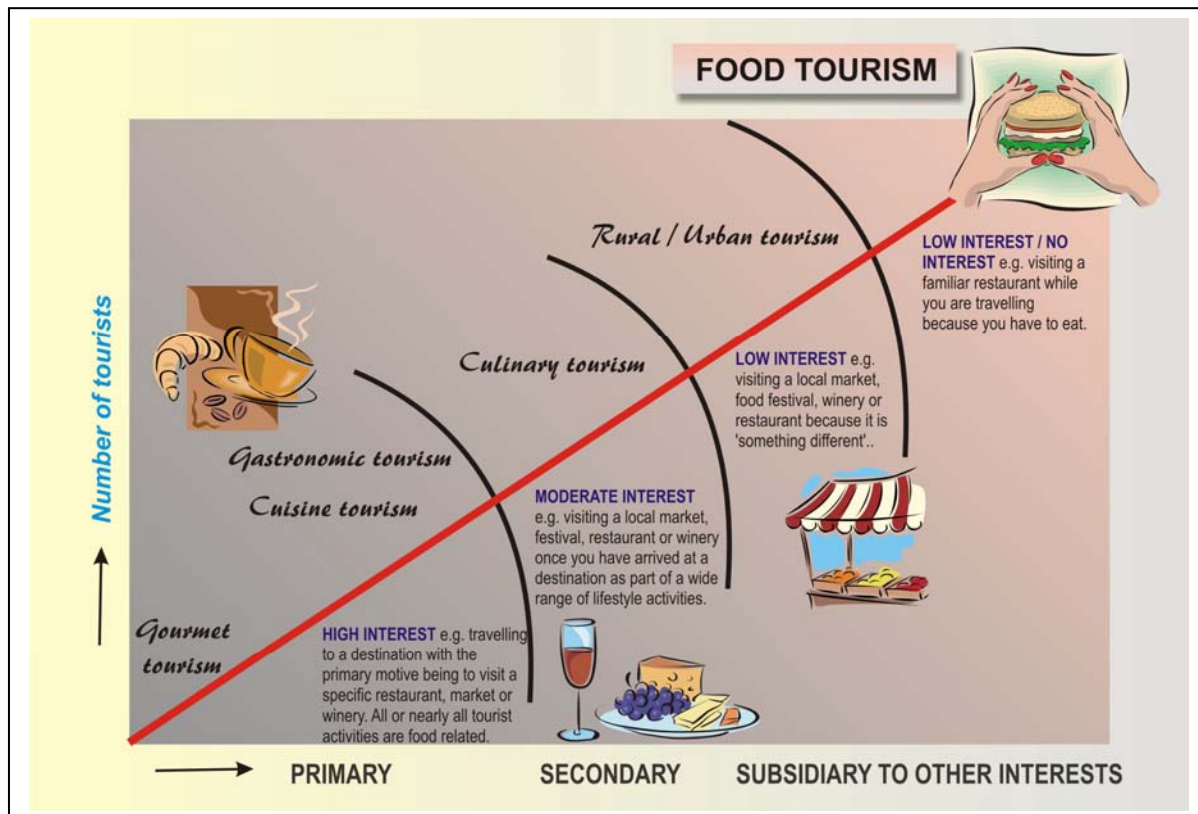
Figure 3.1: The classification of food tourism according to the tourists' level of interest (adapted from Hall *et al.,* 2003b)

Such a classification as that of Hall *et al.* (2003b) regarding food tourism can help the DMOs benchmark the type of food tourism being offered and assist stakeholders in identifying the products and services that need to be developed. It presupposes the level of tourist interest and therefore the level of product and service development.

Considering the terminology in Table 3.1, it is clear that food tourism is concerned with an activity that involves an experience encompassing culture, heritage and food. Additionally the experience also includes all the aspects involved in consuming, enjoying and appreciating the spectrum of food tourism products and services offered by the destination, which is inclusive of local and regional products that contribute to the sustainable competitiveness of the destination.

Food tourism has ceased to be only concerned with the provision of food for tourists in restaurants, hotels and resorts (Hall, 2003). It has changed hands and it is the tourist now travels in order to search for, and enjoy, prepared food and drink. Food is considered as *an expression of a society and its way of life* (Kaspar, 1986:14). This viewpoint is verified by Boniface (2003) who regards culture, both past and present, as an inevitable part of food tourism. Long (1998) emphasises the fact that food or culinary tourism is a social and

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Table 3.1: Key concepts and definitions relevant to food tourism

CONCEPT	DEFINITION
Tourism	• The activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (World Tourism Organisation, 2002).
Gastronomy	• The reflexive cooking, preparation, presentation and eating of food (Hjalager & Richards, 2002b:17). • The art, or science, of good eating, thus the total meal experience. (Gillespie, 2001). • The art of selecting, preparing, serving and enjoying fine food (Encyclopaedia Britannica, 2000).
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 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). • Culinary Heritage is a way of promoting regional foods, and aims at emphasising the cultural and specific characteristics of regions in a country, thereby deepening the regional identity within a destination. • The Culinary Heritage concept focuses on two aspects of regional food. One aspect is traditional food, where old recipes from the region are used. The other aspect is the use of local products. Culinary Heritage incorporates aspects from all food-sectors, such as agriculture, fishery, gastronomy, small-scale food-production, farm diversification, hospitality industry, small and medium sized enterprises and the cultural sector. This broad outlook implies that food is not mainly regarded from its nutritional value, but that dimensions of various experiences are added to the product. The common platform is food and regional identity (Ohlsson, 2000).
Local and regional foods	• 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, 2002b).
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 (Hall *et al.*, 2003b).
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). • Culinary tourism focuses specifically on the search for, and the enjoyment of, prepared food and drink (Wolf, 2002b). • The intentional, exploratory participation in the foodways of another – participation including the consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style not one's own (Long, 2003:21).
Gastronomy tourism	• The production, distribution, presentation and consumption of food encompassing cultural practices and offering authentic culinary experiences of the region to satisfy visitors whose primary motives for travelling are food related (Hjalager & Richards, 2002b). • The application of a regions' gastronomic heritage to strengthen the tourism product, enhance the visitor experience and help sustain local tourism, food production and processing sectors (Boyne *et al.*, 2003).

that sensory experience, therefore making it central to the tourism experience. Hall (2003b:xxiii) summarizes it concisely and contends that food tourism is now:

- recognised as part of the local culture, consumed by tourists;
- an element of regional tourism promotion;
- a component of local agricultural and economic development;
- a product in a competitive destination market;
- an indicator of globalisation and localisation; and
- a product and service consumed by tourists with definite preferences and consumption patterns.

Considering the various facets of food tourism, a focus on how food can contribute to tourism marketing strategies is becoming more urgent and apparent in present day research. It is self-evident that tourism and food have all the characteristics to converge as complementary elements in the tourism product and attraction base (Cohen & Avieli, 2004; Fields, 2002).

Richards (2002) is of the opinion that destinations are now more often orientating their marketing towards the experiences that tourists desire rather than other motivational drivers. Making the tourism experiences memorable is the manner in which the travel industry adds value to essential services, of which food is an extremely important one (Long, 2003).

The roots of food tourism lie in agriculture, culture and tourism (Bernard & Zaragoza, 1999; Bessiere, 1998; Boniface, 2003; Cusack, 2000; Gallagher, 2001; Hjalager & Corigliano, 2000; Refalo, 2000; Selwood, 2003; Telfer & Wall, 1996; Wagner, 2001; Wolf, 2002b; World Tourism Organization, 2000a). All three above mentioned components offer opportunities and activities to market and position food tourism as an attraction and experience in a destination. Agriculture provides the product, namely, food; culture provides the history and authenticity; and tourism provides the infrastructure and service and combines the three components as the food tourism experience. These three components form the basis for the positioning of food tourism as one of the products in the tourism paradigm and contribute to its conceptualisation and contextualisation.

Scarpato (2002:65) contends that, as a contemporary cultural resource, gastronomy satisfies all the criteria to which a cultural tourism product is subjected. These are that it is a viable alternative if it cannot promote the sun, sand and sea; it adds value and quality to the tourism product; that it meets the requirement of consumption tourism with high satisfaction requirements; and lastly, that it adds value to business travel and short breaks. Although this

type of tourism provides new opportunities, it requires appropriate marketing and management to make it competitive and sustainable for a destination.

Several additional aspects also impact on the importance of food as a tourism attraction. These are: attractiveness of the wider region; regional branding that determines market leverage and promotion influencing differentiation and adding value to food in a destination; the interdependence of food and agriculture; and the related industries that offer distinctive places of food tourism consumption. However, the tourist must go to the location of production to consume local foods and experience the being/becoming a food tourist. Nevertheless, the added advantage of food tourism is that the consumption of the local products can take place right there, but some commodities can also be transported back to the visitors home base, making the local food tourism industry even more competitive and thus sustainable (Hall *et al.*, 2003b).

The concept of food tourism, also labelled as culinary/cuisine or gastronomic tourism, is a concept that includes much more than just the mere dining experience. Hall and Sharples (2003:9) are of the opinion that there needs to be differentiated between *tourists who consume food as part of the travel experience and those tourists whose activities, behaviours and, even, destination selection is influenced by an interest in food.* This differentiation supports the fact that food tourism is a much broader concept and pertains to a variety of activities. Cohen (2004:775) agrees and contends this observation by stating that establishments have provided a *culinary environmental bubble* to accommodate the different culinary needs and desires of tourists to create a *tourist cuisine*, that influences local cuisine thereby creating a new cultural product.

According to Deneault, (2002) food tourism includes a variety of cuisine and agri-tourism activities that involve food and beverage activities. Examples are food festivals, farm visits, factory tours that often involve the cultural discovery of a region's unique dishes. Wolf (2002a:4) defines culinary tourism as *travel in order to search for, and enjoy, prepared food and drink*. Hall and Mitchell's (2002b) view of food tourism confirms and extends the previous definitions as they maintain that food tourism comprises visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and experiencing the attributes of specialist food production region are the primary reason for travelling. Culinary tourism therefore intersects with two industries, food and travel, absorbing all their underlying connotations.

Lucy M. Long (1998:181) observed that food is central to the tourist experience, that *culinary tourism utilizes the senses of taste, smell, touch and vision and offers a deeper, more integrated level of experiencing another place*. A further idea is that food/culinary tourism furthermore is not limited to individual travellers or tour groups but includes an educational factor (Wolf, 2002b) as both professionals and other interested parties embark on learning more about the food and culinary traditions of other countries and groups.

Ignatov (2003:13), identifies the following experiences, though not exclusively, as culinary-related:

- traditional or high quality dining experiences;
- food and wine festivals and events;
- culinary learning experiences – cooking schools, wine education;
- tasting/buying local products/farmer's markets;
- visitation to and/or tours of wineries and/or vineyards, wine tasting;
- observing chefs compete;
- eating/drinking at a hard-to-find 'locals-only' restaurant or bar;
- fruit picking;
- food trails (e.g. apple routes; beer routes); and
- walking in food streets and precincts in cities.

The ability of a destination to offer food tourism is determined by the resources it has available or is able to develop. A typology of food (culinary) tourism resources (Table 3.2) consisting of attractions and events has been identified by Ignatov (2003:14).

Table 3.2:   General typology of tourism resources

TYPES	ATTRACTIONS	EVENTS
Buildings	• Cheese Factory, Brewery, winery • Local cafes or restaurants; internationally acclaimed restaurants • Farms and farmer's markets	• Food and wine festivals • Consumer shows • Culinary exhibitions
Parks and gardens	• Vineyards	
Museums	• A food or beverage related museum	
Routes	• Wine or gourmet routes	

Source: adapted from Ignatov, (2003:14)

Ignatov (2003:14) further integrates food attractions and events into three basic forms of food (culinary) tourism products, namely:

- *the infrastructure of cuisine-related facilities and events;*
- *packages featuring culinary destinations; and*
- *tours within culinary destinations.*

An analysis of best practices in the various destinations globally, as presented in Section 3.5, provides a more extensive identification of food tourism resources and the food tourism products available.

Tourists, both local and international, have become more aware and enlightened regarding the food and culture of other countries as a result of the significant increase of global travel, the Internet and television (Wolf, 2002b). Food tourism can enhance a destination's position if promoted correctly, thereby contributing to the economic development of the area, encouraging the conservation of food and the region and improving the quality of life for local residents. Provincial/territorial tourism departments, destination marketing organizations, restaurants, convention centres, wineries, and cooking schools, all become readily involved.

The food tourism industry in many countries consists mostly of small and medium-sized businesses. Therefore, to achieve the above-mentioned aims, a well-developed knowledge management system and strategy needs to be in place. Food tourism *per se* needs to be part of the marketing strategy.

3.2.1.2 *Food and tourism relationships*

Food tourism is an integral part of the tourist experience and has become an important element in the marketing of tourism. The relationship between food and tourism needs to be clarified to position the role of food in the tourism experience and justify the importance of marketing food as a component of the tourism experience.

Several issues regarding food tourism have provided insight into food and tourism relationships. Hall *et al.* (2003b) sum it up by contending that both the production and consumption of food tourism are important with regard to **economic development, policy, culture, heritage, identity, markets and lifestyles**. Although the relationships between food and tourism are presented in terms of the categorisation suggested by Hall *et al.* (2003b) they are interdependent and influence one another.

- *Economic development:* Until recently, the contribution of food to tourism has been largely ignored in spite of its apparent importance and potential regarding economic

development (Hall *et al.*, 2003b; Handszuh, 2000; Hudman, 1986; Telfer & Wall, 1996; World Tourism Organization, 2000a). Nevertheless the following points about the relationship between food and tourism ought to be considered particularly in relation to local economic development initiatives:

− Regional **development** is inclusive of sustainability from an environmental, economic and cultural perspective (Hall *et al.*, 2003b). Therefore, sustainable tourism development needs to exhibit the potential to create linkages to other sectors of the economy by generating demand and production in the agricultural, manufacturing and services industry of a destination. This potential has already been identified by the South African Government (1996) in the White Paper on *The Development and Promotion of Tourism in South Africa,* where it is states that South Africa has the potential to supply almost every need of the tourism industry, including food and other goods and services required by tourists.

− Food tourism strategies have become a popular instrument in regional development as a result of economic restructuring in many countries, with a consequent focus on tourism as a source of **income** (Hall *et al.*, 2003b). Tourism spending on food, as a component of travel, is significant enough to warrant interest from both government and business (Hall *et al.*, 2003b). Tourism spending on food and dining out in South Africa by international tourists averages 8% of the total spending (South African Tourism, 2001), while the domestic tourist spends on average 24% (Rule *et al.*, 2001). In the light of these figures, it is important to consider the role of food tourism and how it can be utilized to further effective marketing of a destination, and as such, facilitate sustainable competitiveness.

− Recent studies have also reflected on dining and sampling local food as one of the most important **activities** for travellers (Law *et al.*, 2004; Wolf, 2004). The provision of food to tourists is more complicated than just the mere offering of a menu item. The inherent constraints that food poses, as a tourism attraction, need to be addressed in marketing a destination to make it economically viable. Cohen and Avieli (2004:757), suggest that the *two faces of food in tourism* imply that local is simultaneously and an attraction without losing that it is an important and basic necessity for every tourist, as eating and drinking cannot be avoided (Cohen & Avieli, 2004). Both these roles need to betaken into account in the development of food tourism. It is imperative that food offered as an attraction meets the needs of the tourist at the level of their culinary desires. Equally important is that it must be acceptable, palatable and safe, complying with the tourists' pre-conditions regarding their well-being and satisfaction.

- **_Policy:_** A wide variety of activities are associated with the **marketing** of food and wine at a destination and these should in accord with a range of institutional and sectoral requirements. For example, government activities in promoting food and wine; marketing development policies; the role of local and regional food in destination marketing; positioning of food and wine in destination marketing; product development of food and wine at national, regional and local levels; market segmentation and the food tourist; seasonality of food and wine tourism; and the sustainability of food as a tourism attraction (Gallagher, 2001; Hall, 2003; Hall *et al.*, 2003b; Handszuh, 2000; Hjalager & Corigliano, 2000; Kadera, 2002; Kapner, 1996; Kaspar, 1986; Quan & Wang, 2003; Selwood, 2003; Telfer & Wall, 1996; Wagner, 2001; Waltner-Toews & Lang, 2000; Wolf, 2002b; World Tourism Organization, 2000a; World Tourism Organization, 2000b). Establishing a policy or developing a strategy could facilitate the development and implementation of food tourism in a country and at the destination level.

- **_Culture and heritage:_** Food tourism encompasses gastronomy, cuisine, culinary heritage and local and regional foods. All aspects are a reflection of local culture, identity, production, provision, consumption and sustainability, relating to the relationships between food, drink and the tourist and not merely the consumption of food and drink (Boniface, 2003; Hall, 2003). According to the Canadian Tourism Commission (2002:2) food tourism *goes well beyond the dining experience.* Food tourism is therefore not only central to the tourist experience but has become a significant source of identity formation in post-modern societies (Hjalager & Richards, 2002b). Additionally, the creation, development and marketing of food tourism as a cultural experience is to be based on an analysis of tourists' needs so as to provide information to destinations regarding the development and implementation of food tourism as a component of their marketing strategies.

The connection between food and culture in tourism context has been reported in the literature (Bessiere, 1998; Cusack, 2000; Hall *et al.*, 2000; Handszuh, 2000; Long, 1998; Long, 2003; Refalo, 2000; Ritchie & Zins, 1978; Scarpato, 2002; van Westering *et al.*, 2000). Food and drink products of a country can be among its most important cultural expressions (Bernard & Zaragoza, 1999; Handszuh, 2000; Hjalager & Corigliano, 2000; Long, 1998; Long, 2003). The way, in which various ingredients are combined and cooked, forms an important element of a national cultural identity and the destination's culinary heritage (Bessiere, 1998; Cusack, 2000; Long, 1998; Long, 2003; Scarpato, 2002). On a practical level a nation and region's identity are reflected and strengthened by the food experiences that they offer, establishing a competitive position in the global tourism marketplace, contributing to the differentiation, authenticity and regional positioning of the destination (Hall

et al., 2003b). Scarpato (2002:65) strongly recommends that tourism research must fully acknowledge the role of food, more specifically gastronomy, as a medium of cultural tourism. In fact, this outlook can even be considered as the impetus of the *cultural revival* in the tourism product lifecycle as proposed by Poon (1993).

The food and tourism industries benefit from their interaction, as local and regional food products become an important means of selling the identity and culture of a destination. Furthermore, it enables food producers to add value to their products by creating a memorable food tourism experience around the raw materials (Corigliano, 2002; Quan & Wang, 2003; Richards, 2002; van Westering *et al.*, 2000). The destination becomes more competitive as wider varieties of attractions are offered and especially when these are packaged in conjunction with already established key attractors.

All indications are that the consumers' attitudes are changing. This is in accordance with the market trend where tourists want to experience and physically 'taste' the region they are visiting (Bessiere, 1998; Boyne *et al.*, 2003; Fields, 2002; Refalo, 2000). An underlying reason being, that culture is playing an increasingly important role in tourism, and food is one of the key elements of culture. Additionally, status and prestige is further motivation for the tourist to experience a novel and distinct food experience by exploring new cuisines that they cannot encounter at home (Fields, 2002; Richards, 2002). Eating as the local people do is regarded as prestigious and considered to be a post-modern form of tourism (Fields, 2002).

- **Identity:** Food is presently considered as a major component of the tourism product (Hall, 2003; Hjalager & Richards, 2002a). As food and drink are integral to all types of tourism, the question that can be raised is *'what distinguishes food tourism from tourism in general?'* Food tourism has the capacity to capture time, place and memory (Long, 2003). This is the very essence of food tourism experiences, the immobility of a coalescence, that makes it essential for the tourist to travel to the place to experience food at first hand, in the exact location with its distinctive climate, history and culture to capture the identity of the country, its people and their cuisine, (Long, 2003). The tourist will only then be able to enjoy the total food experience of seasonal local products and regional dishes served, prepared and presented in the proper way with authentic ambience. Thus, food tourism has the prerogative of using the dimensions of immediacy which are identified by Boniface (2003) as localness, freshness and immediate gratification.

Cohen (2002), regards food tourism as multifaceted and differentiates between gastronomy in well-developed tourist situations, where cuisines of the tourists do not differ radically from

their countries of origin, and culinary experiences in less developed destinations where local food can be strange and unfamiliar. South Africa with its multi cultural society has a specific identity and offers both types of experiences. This ought to contribute to the competitiveness of the destination. The production and consumption of tourism are important aspects to consider based on determining resource availability and catering for the needs of the clientele.

Food tourism, in the tourism industry, can be regarded as a form of niche, special interest or alternative tourism. As a result of escalating competition and a change in traveller wants in terms of destination experiences, food tourism is now more frequently being included as a new or additional sector in the travel and tourism business (Hall *et al.*, 2003b; Poon, 1993; Ritchie & Crouch, 2000; van Westering *et al.*, 2000). Food is thus achieving the status of an attraction in its own right by providing tourists the following: the opportunity to visit a destination for a specific event such as a gourmet festival; to visit a built attraction such as a winery or restaurant; and to experience the speciality products or local cuisine and culinary heritage of the specific destination (Hall *et al.*, 2003b). This situation affords food tourism the opportunity to be an important source of marketable images and experiences for the tourist, reinforcing the competitiveness and sustainability of the destination (Quan & Wang, 2003; Richards, 2002).

- *Markets:* The identification of the appropriate markets and the positioning of food as an attraction are essential for effective sustainable and competitive food tourism. Boyne, Hall and Williams (2003) contend that there is a **lack of knowledge and understanding** of consumer behaviour with regard to food in the context of leisure and tourism. The result is, therefore, that more attention is given to the promotion of food-related tourism activities than to meeting the needs of the food tourism consumer. This lack of knowledge complicates the market identification and positioning of food as an attraction. Fields (2002:37) supports this view and poses the question: *what food-related motivations make people want to travel?* Food as a motivator, can be placed in the four categories of motivation, namely physical, cultural, interpersonal and status/prestige, as suggested by Goeldner *et al.* (2000). This provides an explanation for the question posed by Fields (2002:37). Tourism and food motivators interrelate with one another; the relationship remains complex and the food experience and destination, which the tourist selects, is not understood in its entirety. The food tourism literature and marketing trends also reflect the different motivational categories regarding an increased interest and growth globally of food tourism. The motivators are nonetheless often intertwined with the products and services themselves. Although food can

be found in all four categories of motivation, the motivators themselves are interdependent and cannot be totally separated into a single category.

- ***Lifestyle*:**   Lifestyle changes have been brought about because of an increased coverage regarding food and tourism in the media through magazines, cookery books, television programmes and the visibility of celebrity chefs. The exposure of food, and where it comes from, provides a signal of identity and contributes to a status symbol (Hall *et al*., 2003b). Food also plays a more important role in our lives as we are exposed to it not only locally, but in a global context too (Sharples, 2003), giving us lifestyle identification and as frequently stated in the literature having an influence on tourism marketing trends.

The consumption of food is a complete physical, social and sensory experience and is the only tourism product that is experienced using all human senses. It is therefore without doubt that the food products of a destination can be a 'pull' factor stimulating and encouraging the destination, to provide the 'experience'. Sharing the food experience on vacation provides the ideal opportunity for interpersonal motivators to be incorporated as the context of consumption with regard to ambience and place is different (Fields, 2002). Many countries, such as Australia, are following the lifestyle approach to marketing food tourism (Canberra Tourism & Events Corporation, 2001).

Attention given to these specific issues and their interrelationships in the tourism research literature can assist in planning and implementing food tourism in destination development and establishing stakeholder co-operation, thereby contributing to destination competitiveness and sustainability.

3.2.1.3   *Nature and framework of food tourism*

The theoretical issues regarding the development of food tourism are still in their infancy as the relationship between food and tourism is a relatively new field of research. Much work still needs to be done to clarify the relationship (Boniface, 2003; Boyne *et al*., 2003; Cohen & Avieli, 2004; Hall, 2003; Hall *et al*., 2003b; Handszuh, 2000; Hjalager & Richards, 2002a; Long, 2003; Macdonald, 2001; Murray & Haraldsdóttir, 2004; Richards, 2002; Scarpato, 2002; Selwood, 2003; World Tourism Organization, 2000a; World Tourism Organization, 2000b). In the food tourism literature, several authors have offered and presented models, frameworks and various perspectives highlighting the multiplicity and complexity of linkages between food and tourism.

Scarpato (2002) advocates food tourism as a trans-disciplinary field of study, claiming scientific status based on the integration of theory and practice. Hjalager (2002:22) suggests a hierarchical model that systematically defines the 'four orders' of gastronomic tourism that reflect the increasing complexity and sophistication of the food chains. Fields (2002:37) portrays a typology of motivators for food tourism, namely physical, cultural, interpersonal, status and prestige motivators. Cohen and Avieli (2004:759) propose a neophobic (dislike new or strange foods) and neophylic (search for new or strange foods) classification to construct a typology regarding the place of food in tourism. Hall and Mitchell (2002b:79) present a three-wave model of food change in industrial society, focusing on the relationship between globalisation and localisation in food, stressing the *placefulness in food* for tourism.

Boyne, Williams and Hall (2002), introduced a new taxonomy of food tourism relationships, which is used as an organising framework relating the bi-directional development process to a theoretical basis. The bi-directional approach identified by Boyne, *et al.* (2002:92) implies initiatives which produce or encourage complementary benefits for both the tourism and food production sectors within a local or regional economy. The framework (Table 3.3) portrays a fourfold classification of tourism and food inter-relationships with related sub-themes. It is based on the division between food production-related and food consumption-related inter-relationships with direct and indirect sub-themes. This framework allows the conceptual domain and the practical initiatives in food tourism development to be approached in a more holistic academic manner. Research, policy and guidelines can be integrated with practical developments where tourism and food are being applied as tools in the development of destinations.

As editors of the book ' Tourism and Gastronomy', Hjalager and Richards (2002) developed an epistemological framework for the study of the inter-relationship between food and tourism. They argued that development of food and tourism support one another and therefore they are inter-dependent. This framework emphasises the challenge involved in maintaining the sustainability of food (gastronomic) products under growing globalisation (Hjalager & Richards, 2002b). The aim with this framework is to develop a holistic inter-disciplinary approach to the fields of food and tourism, extrapolating beyond the direct relationship of food and tourism and indicating the other important indirect ways in which these fields are related.

The indirect relationships between food and tourism are portrayed in the marketing and dissemination of local food products through tourism; the establishment of local identity

through dishes and food products; and the manner in which tourism serves as a mechanism for the globalisation of local cuisines (Cohen, 2002). This matches present trends in tourism studies where the focus is moving away from the pre-occupation with the direct relationship between tourists and locals toward the indirect, broader processes of social and cultural change and innovation incited by tourism (Cohen, 2002).

Table 3.3:   Fourfold classification of tourism and food interrelationships with sub-themes

TOURISM AND FOOD INTERACTIONS	
Production-related	**Consumption-related**
DIRECT	**DIRECT**

• Production of the food that tourists eat including aspects such as:
  – agri-and horticultural food production;
  – agricultural management systems;
  – food processing;
  – supply chain management; and
  – impact of tourism on destination areas' food production.
	• Tourists' consumption of food including aspects such as:
	  – tourists' food choices;
	  – service sector management studies;
	  – food safety issues; and
	  – impacts of tourism on destination areas' food consumption.

INDIRECT	**INDIRECT**
• land, labour and capital: competition and complementarity between the tourism and food production sectors; • creation and maintenance of landscapes and settings; • creation of facilities, e.g. farm parks and farmhouse bed and breakfast; • mutually beneficial transport improvements (e.g. tourism-related transport improvements can enhance distribution opportunities for agriculture).	• Tourists' consumption of agricultural landscapes and settings; • Food as a destination image component or marketing/promotion tool; • Consumption of agri-tourism products and services such as farm parks and visitor attractions

Source: adapted from Boyne *et al.*, 2002:92

In line with this present trend, Boniface (2003) and Long (2003) use culture as the theoretical framework to explain the ways in which food and tourism convey culture and is used culturally. The contemporary cultural aspects of the consumption of food and drink for tourism as well as the history, production and provision of food tourism as it relates to the relationships between food, drink and tourists in a variety of settings and contexts locally and globally, form the basis of this theoretical perspective.

Hall *et al.* (2003b) approach food tourism from a development, management and marketing perspective, focusing on food tourism as a mechanism for regional development. The authors suggest a research approach integrating the business aspects of food tourism with the more complex issues of identity, culture and heritage thereby connecting sustainable local food and economic systems within a global context (Hall *et al.*, 2003c).

The relationships between food and tourism have been approached from a variety of perspectives within the fields of tourism, marketing, culture and food/gastronomy/cuisine. All fields provide appropriate comprehensive frameworks for addressing food-related tourism development initiatives drawing together consumer behaviour, strategy development focusing on destination marketing and management, product development and promotion related aspects in the area of food tourism (Boyne *et al.*, 2003; Ignatov, 2003). However, the majority of the case studies reported in the present food tourism literature have a marketing approach.

In accordance with the recommendations made by Boyne *et al.* (2003), where future research should prioritise areas with the greatest immediate relevance to planners, policy makers and practitioners, this study introduces food tourism as a key element in destination marketing.

Destination marketing management and tourism destination competitiveness and sustainability, as portrayed in Chapter 2, constitute the theoretical perspective used in this study. The review of the present food tourism theory provides a strategic context for food tourism in destination marketing and subsequently contributes to identifying and establishing key elements of competitiveness from a food tourism perspective. Thus, food tourism as a key element of destination marketing, contributes to the present food tourism theory by supporting the holistic inter-disciplinary approach proposed in the literature. The advantages of the interrelationship between food tourism and destination marketing are the strengthening of marketing and dissemination of local food products through tourism; the establishment of local identity; and increased destination sustainable competitiveness through dishes and food products; and the globalisation of local and regional South African cuisine.

The use of local and regional food and the manner in which it can directly or indirectly contribute to the various elements of sustainable competitiveness in a destination will be comprehensively discussed in Section 3.3.3.

3.2.1.4   *Development of food tourism strategies*

A number of studies in the tourism literature reflect food tourism as: the recognition of food as part of local culture which tourists consume; an element of regional tourism promotion; a potential component of local agricultural and economic development; a differentiated product in a competitive destination market; an indicator of globalisation; and a form of tourism affected by the consumption patterns and perceived preferences of tourists (Hall *et al.*, 2003b). More specifically food tourism strategies have been developed focusing on tourism

marketing strategies at the destination level, e.g. in Canada, Australia, Britain and the USA (British Tourist Authority, 2003; Canadian Tourism Commission, 2002; Ignatov, 2003; The Economic Planning Group of Canada, 2002; Tourism Tasmania Core Strategy Development Unit, 2002; Wolf, 2002b). Studies in food and wine tourism reflect a variety of issues concerning marketing, but simultaneously highlight the need for research and strategy development regarding destination development and sustainable competitiveness (Hall, 2003; Hall & Mitchell, 2002a; Kozak, 2001; Murray & Haraldsdóttir, 2004; Wolf, 2002a; Yoon, 2002).

Economic development and the establishment of sustainable food systems can be accomplished by strategies to integrate tourism and cuisine which should be present and integrated at national, regional and local levels (Hall & Mitchell, 2002a). The reality of existing strategy formulation in many destinations is that different levels of government and industry undertake their own initiatives without consulting or co-operating with other levels (Hall & Mitchell, 2002a). Various mechanisms for promoting sustainable food systems based on the inter-relationships between food and tourism exist, and operate effectively at different levels (Figure 3.2). Hall *et al.* (2002a) however, note that it is common in Australia and the European Union for the policy activities at higher level to be implemented at the lower levels to achieve regional and local development goals.

The food tourism strategies presently developed provide information and suggestions regarding procedures and plans to be implemented in a specific destination but do not consider a more generic strategy development for food tourism. Colac Otway Shire and Colac Otway Tourism (2001) assert that many of the strategies aim to maximise the development potential of food tourism to produce benefits for private industry and the regional economy in the following ways:

- to develop businesses that produce high quality speciality foods;
- to extend the range and quality of the region's food businesses;
- to market the region as a food destination; and
- to attract high yielding food tourists.

As more destination stakeholders become aware of the importance and feasibility of developing food tourism, which is still very much part of wine tourism in many destinations, they also realise that to develop a successful food tourism product, certain development strategies must be considered and specific resources must be available. Murray and

Haraldsdóttir (2004:4) identified the following criteria that need to be in place, primarily based on wine tourism initiatives, and suggest they be considered for food tourism initiatives:
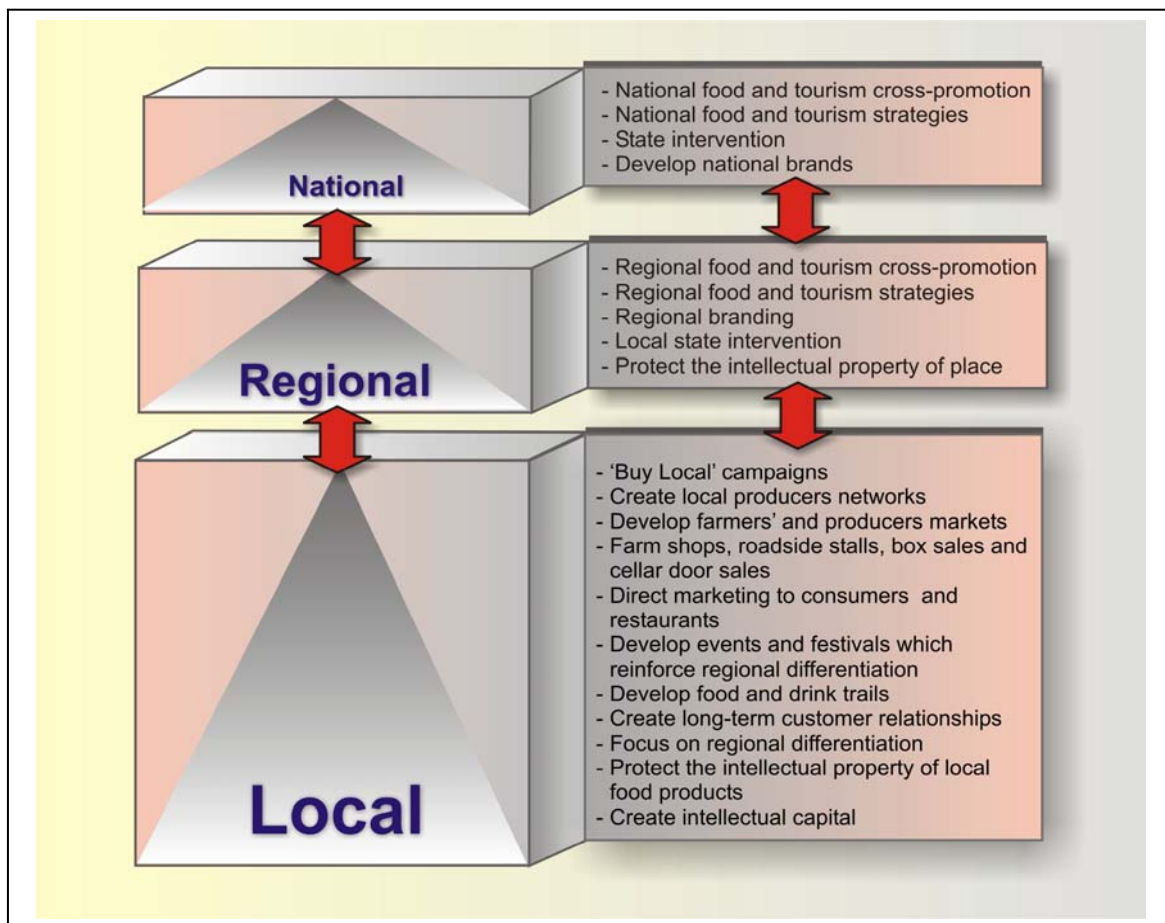
Figure 3.2: Relationship between national, regional and local strategies
                  (adapted from (Hall *et al.*, 2003a)

- **Multiple players** – there must be multiple food and drink activities, and attractions piggybacked on other complementary products and services, i.e. the development of cluster relationships, networking with a co-operative community-based approach to successfully develop food tourism as part of the tourism initiative in a destination.

- **Government involvement** – many of the present strategies, such as the Canadian initiative, are government driven. The potential of tourism to generate foreign currency and with tourism being one of the most important industries in South Africa, such initiatives could provide government with a good return on investments (South African Tourism, 2003). The Australian Bureau of Industry Economics suggested that governments could perform the following roles in network development, (Hall *et al.*, 2003a:39):

    – information dissemination;

    – encouraging co-operation within industries;

- improve existing networks between public sector agencies and private companies; and

- examine the effects of existing legislation on the formation, maintenance, and break-up of networks.

- **Co-operation and trust** – the need and importance of cooperation amongst stakeholders is clearly emphasized in the literature. However, the challenges in achieving it are also evident. Rosenfeld (1997) noted that for stakeholders to work together there must be reciprocity and trust that will encourage professional interaction and collaborative behaviour. Hall *et al.* (2003a) reported that food and wine industries were not as positive about the tourism industry as the tourism operators' support for the food industry. Ideally, all stakeholders must collaborate with and benefit from the broader tourism industry. The social and economic benefits from cooperative relationships between stakeholders must be encouraged and promoted by champions in the industry.

- **Leadership –** stakeholders and 'champions' need to be committed to projects and initiatives regarding food tourism for a relatively long time to ensure success. Hall *et al.* (2003a) noted that the involvement of *experts* or *knowledge brokers* contributed to the establishment of collaboration and reciprocal trust, which is critical to the development of food tourism strategies and initiatives at a destination.

- **Long-term approach and funding** – no major initiative could come to fruition in a short period of time. Hall *et al.* (2003a) report that it has taken Australia and New Zealand several years to develop a market, acquire champions and provide funding. Briedenham and Wickens (2003) have noted that these are also the problems experienced in South Africa and that tourism promotion is deterred as a result of unilateral action, unco-ordinated programmes, duplication of effort and squandering of resources.

- **Resources –** because of the present scarcity of relevant research, information and data regarding the use of available resources, portraying case studies and best practices are essential in assisting destinations to develop a strategy for food tourism. To assist destinations and stakeholders, such as DMOs, to develop food tourism initiatives, an analysis of the present available strategies and action plans could be performed, utilising the hierarchical model of Hjalager (2002) for the development of gastronomy tourism.

Various destinations have developed strategies or guidelines regarding food and wine tourism, e.g. Australia, New Zealand, Canada, Oregon, Tasmania, Malta, Mexico, California,

and Spain. As can be expected, the strategies reflect varying issues and aims. In the forefront are Canada and the European Union with their Culinary Heritage initiative.

The Canadian Tourism Commission has developed cuisine as a tourism product and published a paper outlining the product development strategy (Deneault, 2002). This publication is intended to serve as a practical and user-friendly tool to facilitate the packaging and enhancement of market-ready products. It is a valuable tool containing information and references to guide a stakeholder or DMO through every stage of developing food tourism products from conception to implementation (Canadian Tourism Commission, 2003) . This document can also serve as a feasible point of departure for the development of a food tourism strategy for South Africa.

The European network of Regional Culinary Heritage was established in 1998 to focus interest on regional foods and to enable consumers and tourists to locate culinary resources in the region (Ohlsson, 2000). A European network for regional foods has been established by the European Commission, integrating a common logotype and criteria for participating businesses and regions, based on joint marketing activities to establish and protect uniform standards throughout Europe. The network satisfies both the consumer needs for regional foods and simultaneously contributes to the development of businesses, tourism and rural areas (Ohlsson, 2000). Information in documents of the European network of Regional Culinary Heritage provides guidelines for strategy development regarding food tourism.

From the preceding perspectives, food tourism research needs more structure, the development of a conceptual framework and the application of marketing strategies that will contribute to and support this form of niche tourism.

Hjalager (2002), proposes a hierarchical model for the development of gastronomy tourism, defining four orders of gastronomy tourism as presented in Table 3.4. The orders reflect the economic performance of food tourism and the resources available and how they are marketed and promoted. Each order requires activities to enhance the visibility and viability of gastronomy tourism from the first to the fourth order. These activities range from including food aspects in the promotional materials of the region or destination; campaigns for regional and seasonal products; regional branding or trademarks; food fairs and events; to restaurant promotions and specific signage for the first order gastronomy tourism development.

Activities for the second order include implementing and marketing quality standards; certification and branding of food providers and restaurants; reinventing and modernising

Table 3.4: Typology of value added in food tourism

	First order	Second order	Third order	Fourth order
Main output resource	• Food production resources	• Resources in the service sector	• Entrepreneurial resources	• Knowledge
Expected tourist behaviour	• Enjoy the food	• Understand the food	• Experience the food	• Exchange knowledge about the food
Principal strategies	• Higher revenues through boosted production and marketing	• Maintaining revenues through quality and reinvention of traditions	• Offering new products and services to tourists	• Selling know-how to professionals
Collaborative structures	• Unchanged	• Enforced co-operation between existing organisations	• Creating new structures and service organisations, still localised	• Creating new structures in a global context
Examples of initiatives to enhance value added	• Culinary aspects in regional promotion • Campaigns for particular products • Regional food trademarks • Marketing food fairs and food events	• Quality standards • Certification and branding • Reinventing and commodification of historical food traditions	• Opening production plants and sites • Routes and trails • Visitor centres and museums • New events based on tourism • Cooking classes and holidays	• Research and development • Media centres • Demonstration projects

Source: adapted from Hjalager, 2002:33

historical food traditions. The third order gastronomy development entails restructuring the food experience by opening up food production elements to the tourist; establishing and marketing routes whether specific food related or an additional activity on an existing tourism or other route; establishing visitor centres and museums; creating special events based on food and tourism; and instituting cooking classes and cooking holidays. The fourth order aims at a high level of development and encompasses training for gastronomy, food science and tourism professionals, research and development regarding the needs of combined food and tourism industries; development of media centres; demonstration projects to raise new issues in food and tourism such as those developed by the European Union (EU).

Of major importance are the strategies envisioned and the activities required to develop, implement and enhance the value of food tourism in a destination. The development of food tourism along this path can benefit the local population and contribute to the competitiveness and sustainability of the destination. It could be feasible to evaluate existing strategies according to the model proposed by Hjalager (2002:33), thereby determining the level of food tourism offered in a destination; the possibilities available and the goals to be achieved.

3.3   LOCAL AND REGIONAL FOOD WITHIN THE TOURISM CONTEXT

As Governments in developing countries increasingly embrace international tourism, they should not underestimate the importance of food as a vital part of their overall development and marketing strategies (Elmont, 1995). The use of local food can directly or indirectly contribute to the various elements of sustainability in a particular area as portrayed in Figure 3.3, namely: stimulating and supporting agricultural activity and food production; preventing authentic exploitation; enhancing destination attractiveness; empowerment of the community (by means of job creation and encouraging entrepreneurship); generating pride, specifically regarding food; and reinforcing brand identity of the destination with the focus on food experiences in that area (Telfer & Wall, 1996). Furthermore, food service is a generator of jobs and income that is of major importance to the tourism sector in developing countries, including South Africa, and can contribute to the establishment of a destination that is both sustainable and competitive (Elmont, 1995).
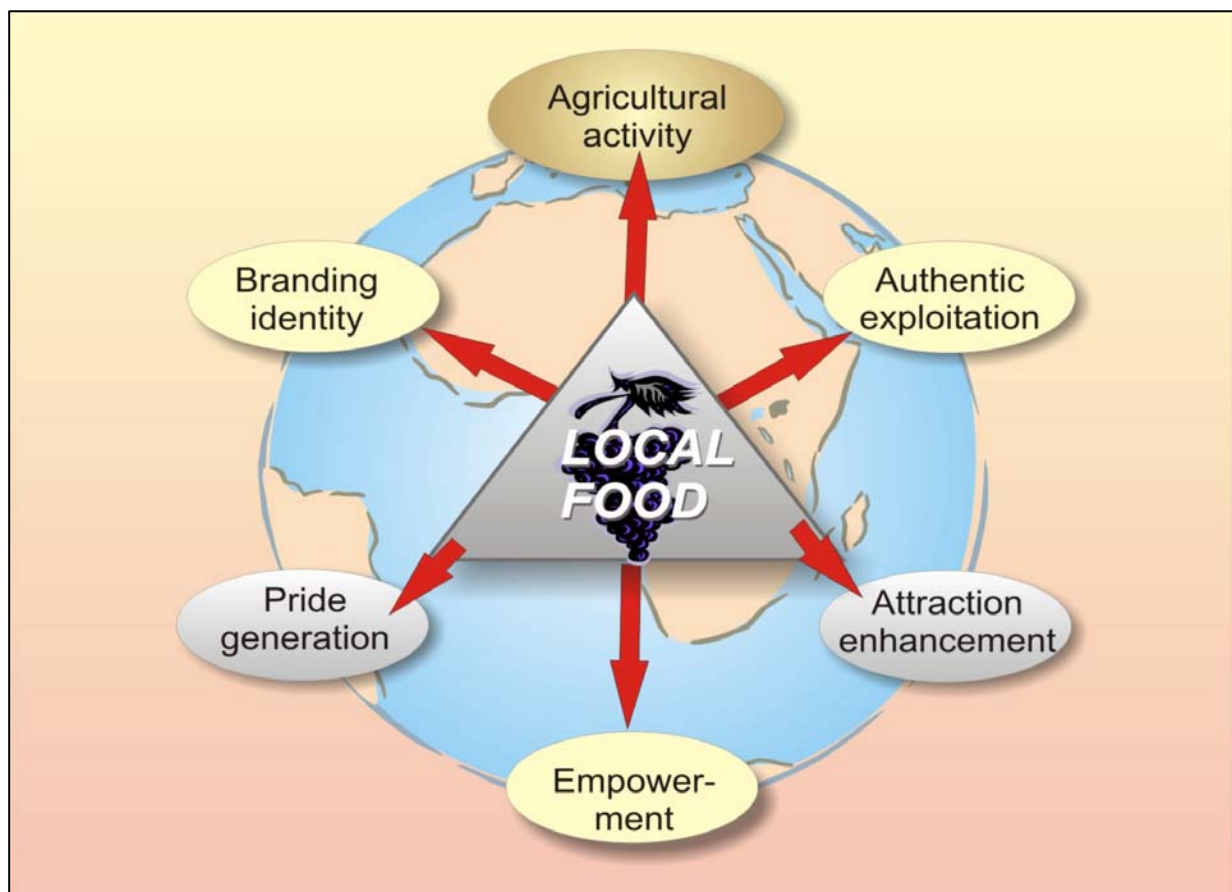
Figure 3.3: The contribution of local food to sustainable destination competitiveness

The reality regarding food tourism is that local food, in the form of regional cuisine, is rarely present as an important resource in publicity material and promotional messages prepared

for mainstream tourism (Frochot, 2003; Handszuh, 2000). It is usually presented as an attraction, promoting a destination or entire country, according to Cohen and Avieli (2004). This also appears to be the case in South Africa and therefore it has become essential to explore opportunities to promote food tourism and more specifically its culinary heritage (du Rand *et al.*, 2003). The popular perception that food is regarded as a given, relative to other attractions, as tourists need to eat, needs to be challenged. A key question that has to be answered is *'if local and regional food does not hold a sufficiently strong appeal to attract visitors, can it not be elevated as a key attraction in many destinations with considerable untapped potential?'*

In their research *Food in tourism: Attraction and impediment,* Cohen and Avieli (2004) acknowledge the impediments of food in tourism; outline the constraints experienced; and proceed to provide and discuss the different ways in which culinary establishments facilitate the procedures to overcome the constraints. Hall *et al.* (2003a) report that the developed world is experiencing an increased interest in local and regional food products as a promotional medium. They furthermore imply that long-term global competitive advantage can be gained by capitalising on what is unique and different to a destination (Hall *et al.*, 2003a). Therefore, to thrive in the global food and tourism environment, the promotion of the interrelationships between local and regional food products and tourism should be established and become an essential component of the place marketing and development mix (Hall *et al.*, 2003a).

When developing the food potential of a particular area, the warning should be heeded to, that the presence of tourists might negatively influence the local culture. Appropriate planning and co-ordination is therefore essential to prevent the altering of social values and diminishing standards concerning food production (Cohen & Avieli, 2004; Handszuh, 2000; Nield *et al.*, 2000). Cohen and Avieli (2004) contend that *local food* only becomes acceptable if it is transformed to meet the needs, desires and tastes of the tourist and, in contrast to other research reported, challenges food as a mere attraction by highlighting the complications and impediments of food in tourism. Care must therefore be taken to ensure that definite checks and balances are in place to prevent exploitation of the local community and environment, thereby assuring the sustainability of food tourism as not purely an income generating activity but also as a cultural enhancement activity, ultimately contributing to the sustainability of the destination.

Furthermore, local and regional food poses a challenge to food tourism stakeholders by using the *dimensions of immediacy* as identified by Boniface (2003:166) namely, *localness,*

freshness and immediate gratification. These issues become further intensified by distinctiveness with the development of food tourism in a destination. These dimensions can be applied as the strengths of food as an attraction. They are the attributes of food that make the difference when used in a fitting way as a marketing tool.

The opportunity for a tourist to sample the foods of a destination also contributes positively to the region. Handszuh (2000), argues that local food holds much potential to enhance sustainability in tourism. The tourism planner and the entrepreneur should work hand in hand to satisfy the consumers; contribute to the authenticity of the destination; strengthen the local economy; and provide for the environmentally-friendly infrastructure, including the ways and means by which food resources, both local and imported are handled. This approach is not always common practice at the local level. Traditionally many local people did not hold their own cuisine in high regard, and often viewed it as not being sophisticated enough and definitely not something a tourist would want (Kapner, 1996).

Local and regional food hold great potential for contributing to sustainability in tourism by, *inter alia*, 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 agricultural perspective); and by providing for environmentally-friendly infrastructure. To achieve success in food tourism it is important to link food to the image of the destination and the experiences it offers. This can result in 'creative tourism' and forms the basis of active tourism experiences where the tourist participates in a creative activity and skill development or consumes a tourism experience (Fields, 2002; Richards & Raymond, 2000).

The concepts of culinary heritage, authenticity and local food are paramount in the development and implementation of food tourism in a destination and are outlined in Section 3.2.1.1.

3.3.1   Culinary heritage

As food is considered a reflection of the culture of a country and its people, the identification of the culinary heritage reflected in a destination focuses on two aspects of local and regional food. One aspect is traditional food, where old recipes from the region are used. The other aspect is the use of local products. Culinary Heritage incorporates aspects from all food sectors, such as agriculture, fisheries, gastronomy, small-scale food-production, farm diversification, the hospitality industry, small and medium sized enterprises and the cultural

sector. Culinary Heritage is a way of promoting regional foods, and aims at emphasising the cultural and specific characteristics of regions in a country, thereby deepening the regional identity of a destination (Ohlsson, 2000).

Gastronomy develops and evolves as a result of the changes taking place in the living culture (Richards, 2002). The sustainable development of food tourism therefore concerns not only preserving the past but also experiencing the present and creating new experiences in the future (Richards, 2002). The strength of food tourism as a cultural resource lies within its adaptability to change, which according to Richards (2002) can be through globalisation and localisation. The culinary heritage of a destination can be used to distinguish one destination from another by reflecting on what is unique to it as a destination. In the case of South Africa, where the presence of various cultural and language groups all contribute to the culinary heritage as a distinguishing trait, an experience still currently primarily unknown globally, food can be used as a marketing tool and be developed as an additional tourism attraction.

3.3.2   Authenticity

Authenticity, according to Long (2003), is the hallmark of tourism experiences and includes food tourism, as it is the culmination of agriculture, culture and tourism. Food tourism activities are often so-called designed experiences such as a meal at an ethnic restaurant. Very often the aim is specifically to create an authentic experience at the cost of true authenticity (Long, 2003). This practice can occur as a result of the market adapting to consumer needs and wants and at the same time contending with competition. However, losing sight of the acceptance and enjoyment of the unknown and often unfamiliar 'authentic' experience would be detrimental. Moreover, it should be kept in mind that not all tourists are equally inclined to choose an unusual food experience as they would not feel comfortable. Food and culinary experiences regarded as strange in less developed destinations must provide the tourist with an authentic and also still acceptable experience (Cohen, 2002; Long, 2003). Food tourism, however, offers stakeholders opportunities and challenges to develop new and even more unfamiliar experiences for the tourist seeking authentic culinary experiences (Long, 2003).

Tourists enjoy indigenous food, particularly items of local or ethnic nature (Wagner, 2001). Many tourism suppliers have tried to meet tourist demand for ethnic or authentic and traditional food, resulting in the *emergent authenticity* of dishes offered in tourist resorts (Fields, 2002:39). Furthermore, knowledge of the local, regional and national cuisine has

become a source of interest for tourists (Chappel, 2001; Gallagher, 2001). Macdonald (2001), Bessiere (1998) and Santich (1999) report that the number of people interested in travelling for gastronomical reasons is increasing. The challenge in offering of gastronomical experiences lies in the fine balance of authenticity and acceptance. Whilst most tourists interested in the cuisine of another country and its inhabitants would be willing to try the new or unknown eating experience not all tourists are comfortable in eating food that is very strange to their own palate (Kleynhans, 2003).

3.3.3 Local food

Burnett (2000:29) regards cuisine as *one of the easiest ways by which cultures regain some distinction in the global marketplace*. Food 'speaks' for a national identity of a country or a specific region. South African cuisine also complies with this viewpoint and certain dishes are regarded as 'national'. These include dishes and practices such as a braai, bobotie, biltong and pap, reflecting the traditional dishes of the country and in some instances used by the tourism industry as a promotional tool[2].

It is apparent that food tourism has considerable potential to enhance visitor experiences and contribute to the branding and competitive marketing of destinations. It is, however, important to ensure that the authentic cuisine of a region and marketable local and regional foods are presented in a delicate manner. If food is changed only to suit the taste of foreign tourists, then traditional foods and specialities of the region would be lost, having far-reaching and even negative implications for the sustainability of the community and development in general (Chappel, 2001).

Local and regional food definitely hold great possibilities for the promotion of sustainable competitiveness at a destination, from both a tourism development and a destination marketing perspective. The development of a framework and guidelines for developing and implementing food tourism can enable destination marketers and current and prospective entrepreneurs to optimise the tourism opportunities local and regional food can offer.

Swarbrooke (1999) stresses the merit of reinforcing sustainable responsibility on the part of the destination and the tourist through education with regard to local foods. In particular, they

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[2] The dishes and practices mentioned above as part of the national identity of South African cuisine are: **braai** – a barbeque that includes meat such as beef, lamb and traditional sausage *boerewors*; **bobotie** – a dish made of curried flavoured ground lamb or beef covered with a custard-like topping and baked in the oven; **biltong** – spiced meat that is air dried and eaten as a snack; **pap** – finely ground cornmeal cooked with water and eaten as a cereal or side dish similar to polenta.

should be informed regarding the ingredients, what they are called in the local language and how they form part of the local cuisine and culinary heritage of the specific region and destination.

3.4   THE ROLE OF FOOD IN DESTINATION MARKETING

Prior to discussing best practices in the field, attention is drawn to the general role of food in destination marketing. The analysis of the relevant tourism literature and the promotional material of various destinations indicate that, in spite of its potential, the contribution of food to sustainable tourism and its role in the marketing of destinations, has until recently received very little attention globally as well as in South Africa. These observations are reinforced in a study undertaken during 2000 by the World Tourism Organization, where food and drink products of a destination were deemed to be one of the most important cultural expressions of a destination (Bernard & Zaragoza, 1999; Handszuh, 2000; Hjalager & Corigliano, 2000). Furthermore, no studies determining the role and importance of local and regional food concerning food tourism in South Africa have been undertaken.

The destination is the central point around which all revolves in tourism. Therefore, according to Ritchie and Crouch (2000) the most important product in tourism is the destination experience.   Destination attractions and the experiences they offer are becoming the competitive edge of tourism destinations and are receiving more attention and funding regarding promotion (Ritchie & Crouch, 2000).   The support of destination attraction development and competitive marketing strategies by tourism stakeholders can contribute to successful tourism in a region.   Furthermore, it can also help to improve destination competitiveness and contribute to sustainability in a region. Tourists and visitors will receive more benefits from travel experiences if the tourism destination and attractions are appropriately developed and marketed (Yoon, 2002).   Enhancement of the tourism experience, of which the food experience is one of the major components, could therefore be achieved.

Food, local and regional, as one of the important components of food tourism, holds great potential to contribute to sustainable competitiveness in a destination, from both a tourism development and a destination marketing perspective. The promotion of local and regional food is an effective way of supporting and strengthening the tourism and agricultural sectors of local economies by preserving culinary heritage and adding value to the authenticity of the destination; broadening and enhancing the local and regional tourism resource base; and stimulating agricultural production. The development of a framework and guidelines for

developing and implementing food tourism can enable destination marketers and current and prospective entrepreneurs to optimise the tourism potential of local and regional food in the tourism industry. Boyne *et.al.* (2003) verify the need for a framework that allows for stakeholder co-operation to thus achieve effective implementation of food tourism marketing strategies.

Local food enhances the appeal of a destination, and eating is an important activity for tourists once at the destination (European Commission, 1999; Selwood, 2003). Tourists seeking nature and culture are particularly interested in sampling local food products and tasting authentic regional recipes. According to the Euro-barometer survey (European Commission, 1999) more and more attention is being paid to the origin of food, i.e. local and regional specialties and locally produced goods. Based on these perspectives it can be argued that local and regional food is a feature that can add value to a destination (Boyne *et al.*, 2003; Handszuh, 2000; Telfer & Wall, 1996) and contribute to its sustainable competitiveness (Crouch & Ritchie, 1999).

Tourists enjoy indigenous food, particularly items of a local or ethnic nature (Wagner, 2001). Furthermore, knowledge of the local, regional and national cuisine has become of interest to tourists (Chappel, 2001; Gallagher, 2001). Santich (1999), Macdonald (2001) and Bessiere (1998) report that more and more people are motivated to travel for gastronomical experiences. In spite of these trends, gastronomy has not been able to realise its true potential (Bernard & Zaragoza, 1999; Selwood, 2003); nor exploited expediently as a tourism resource. However, food is seldom the key reason for visiting a destination and more often than not is merely seen as part of another attraction, e.g. accommodation or culture. Food is simply a necessary element of the tourists' survival (Hjalager & Richards, 2002b; Long, 2003; 2003). However, it is fast becoming one of the most important attractions, as tourists seek new and authentic experiences and alternative forms of tourism (Boyne *et al.*, 2003; Crouch & Ritchie, 1999; Hjalager & Richards, 2002b; 2003).

This very paradox creates the opportunity for food tourism to become an important and appealing facility at a destination. Correct marketing, through sound product development, packaging, positioning and promotion of the attraction, can capitalise on the resources and attractions to benefit all concerned (Crouch & Ritchie, 1999). Destination marketing and food tourism have already been discussed in Chapter 2 and comment in this section serves only to reiterate that a destination cannot afford to ignore the importance of food as a key and, more often than not, a supportive attraction.

In the process of developing food tourism at South African destinations with food as a destination product and a marketing tool, sustainable destination competitiveness would improve through viable marketing strategies to benefit communities, tourists, and providers alike.

3.4.1 Food as a Destination Product

A successful tourism destination is, among others, evaluated by the positive reports of visitors to the area, the amount of money spent per capita and prospects of repeat visits to the destination. In this regard, Murphy, *et al.* (2000) argue that visitors consume the products of a destination, therefore the products must be something the visitor wants and needs. An additional thought gleaned from the literature indicates that food and drink products of a country can be among its most important cultural expressions (Bernard & Zaragoza, 1999; Handszuh, 2000; Hjalager & Corigliano, 2000). On a practical level, a nation's identity is reflected and strengthened by the food experiences that it offers. The way, in which various ingredients are combined and cooked, forms an important element of a national cultural identity (Bessiere, 1998; Cusack, 2000). Based on these perspectives, it can be argued that local and regional food is a feature that can add value to a destination (Handszuh, 2000; Telfer & Wall, 1996), and furthermore contribute to the sustainable competitiveness of a destination (Crouch & Ritchie, 1999).

It is necessary to determine the role of food as a tourism resource. As a product of a destination, it plays a role in the tourism experience offered and marketed by the destination. The attractions and products of a destination can be categorised as key and supporting resources (Fields, 2002). Key attractions reflect the strongest pulling power and represent the key motivational factors for a tourist to select a specific destination and experience. Supporting attractions supplement a tourist's experience but do not represent a prime motive for selecting a specific destination. Food is more commonly regarded as a supportive attraction and only in countries such as France and Italy can gastronomy be regarded as a key attraction (Baloglu & McCleary, 1999; Fields, 2002).

In marketing food as a destination product the prospective client should be able to visualise the food experience as one that would be different and exclusive, strongly typifying the identity of the destination.

3.4.2 Food as a Marketing Tool

Tourist satisfaction, according to Fields (2002), depends on the image tourists have of the destination prior to visiting the destination and experiencing the attractions. When promoting and marketing food tourism it is important to keep this in mind and address the pre-consumption knowledge of the tourist (Phelps, 1986). At present both television and the printed media are playing a major role in converging food and destinations (Fields, 2002; Hall *et al.*, 2003b). Popular media is thus a powerful tool that can be used by DMOs to market their destinations and promote the food of a region. It can assist the destinations in creating images of *culturally distinct and gastronomically attractive destinations …to create a sense of anticipation among tourists which should stimulate demand* (Fields, 2002:45). Fields' (2002) vision is that the parallel development of tourism and food experiences may contribute to the ability of destinations to differentiate them in the globalising tourism market, a happening that would indeed benefit an up and coming destination.

Tourism is an intangible that needs to be 'tangebilised' by its images. Food and the hedonistic experience it provides is an appropriate product to assist in achieving this. Images of the uniqueness regarding the food of the destination can be utilised to build and strengthen an image in the minds of prospective tourists. Fields accentuates the fact that besides providing the destination with a more up-market image, food tourism also strengthens cultural distinctiveness and identity (Fields, 2002). Food tourism has a reciprocal role, being simultaneously sustained through tourism via food and culinary heritage and promoting the culture of the destination (Bessiere, 1998; Cusack, 2000; Dunbar-Hall, 2001; Hegarty & O'Mahony, 1999; Long, 1998; Long, 2003; Ohlsson, 2000; Ritchie & Zins, 1978; Roberts, 2002; Stebbins, 1997; Stewart, 2004; Wolf, 2002b; World Tourism Organization, 2000b).

The Internet is increasingly serving as an advertising medium, one that focuses on individual consumer needs (Fields, 2002). By its very nature, it requires access to and competent use of the required technology. The website is utilised in marketing as a type of mix between direct selling and advertising, where it is designed to generate awareness, explain the product and provide information (Berton *et al.*, 1996). Tourism marketing is no exception and too is being led away from traditional mass media and towards this new form of advertising media. It is worth noting Richards' (1996) view that it is aimed specifically at the skilled consumer wishing to achieve new tourism experiences. Marketing via the Internet has immense potential for food tourism where the tourism product can be supported by the food product. Up until now this aspect has not come to fruition as there is no supportive

knowledge management strategy in place to achieve this nor has the tourism industry exploited the potential of the Internet to link food and tourism needs of potential visitors (Fields, 2002).

Marketing comprises much more than just the advertising of the product, good or service. According to George (2001) marketing concerns meeting the consumers' needs and wants as well as the promotion and sale of the product. This is of utmost importance, particularly in the tourism industry, as nearly 100% of tourists dine out when travelling (Wolf, 2002b). Food tourism is part of the destination product that needs to be promoted to achieve destination competitiveness and sustainability.

As a result of the immense growth of the Internet as a communication and information medium, destination marketing systems have adapted and become Web-based (Rita, 2000). Food tourism forms part of this marketing requirement and needs to be:

- incorporated into the web site design;
- promoted via the website; and
- contributing to effective marketing of the destination.

Prospective tourists visit the destinations based on the information to which they are exposed. As a result of the wealth of information available on the World Wide Web, tourists are using this source as the primary source of destination information (Rita, 2000). This reinforces the need for a knowledge management strategy to be in place and to be implemented in the tourism industry.

For emerging destinations, such as South Africa, to compete with leading destinations and meet or improve on their food tourism initiatives, it is important to learn from existing best practices and then benchmark the country's initiatives against global best practices. Current global best practices are discussed in Section 3.5.

3.5   BEST PRACTICES

Best practices are defined by Dube, Enz, Renaghan and Siguaw (1999:16) as *exemplary or successfully demonstrated ideas or activities that are viewed by at least some observers as top-notch standards for guiding benchmarking.* Best practices are intended to maximise the quality, efficiency and effectiveness of services and products delivered to consumers and, are identified by the relationship between practice and performance (Davis & Kochlar, 2000).

They are considered as repeatable and successful procedures which have been proven over time in more than one instance (Berglund, 2005; Shiring *et al.*, 2001). Selecting best practices prevents mistakes being made in industry by enabling stakeholders to build on the knowledge and expertise of others, without reinventing the wheel (Berglund, 2005). The reason for adapting to best practices is to use all the knowledge and technology available to ensure success and improve product and service delivery.

Best practices can be generated by establishing a knowledge management system to enable collation of the positive results from industry as it employs a holistic approach through the acquisition, creation, organising, sharing and applying of knowledge (Gupta *et al.*, 2002; Jackson, 2002; Malhotra, 2000). Through knowledge management the transfer of best practices i.e. the 'best way' to identify, collect, evaluate, disseminate, and implement information and monitor outcomes is achieved (Gupta *et al.*, 2002; Jackson, 2002; Malhotra, 2000). These processes are necessary in the fragmented tourism industry and are addressed by the development of a culinary database, FOODPAT, as discussed in Chapters 5 and 7.

3.5.1   Best Practices in Food Tourism

The reason why best practices need to be studied is among others, as a result of increased pressure that the tourism industry is receiving regarding sustainable competitiveness (Kotler *et al.*, 1999; Porter, 1990). A set of best practices could be useful for benchmarking and accomplishing improvements in the tourism industry focusing on food tourism. Kotler *et al.* (1999:7) identify five primary reference points around which best practices in destination marketing are structured, namely:

- *the tourist;*
- *the destination;*
- *the tourism service supplier;*
- *the citizen; and*
- *the public/private coordinator.*

These reference points were used as a guideline and a review of current trends and best practices focusing on food tourism was conducted. As this study highlighted the use of local food as a marketing tool in destination marketing, the focus was on the practices and products used in food tourism. The position of food as a form of niche tourism in the tourism

field and the marketing thereof was identified, and provides insights into the reference points mentioned above.

This assessment is by no means a complete assessment of all products and practices, but merely an overview of what types of actions, activities, attractions and events are presently being offered in the tourism industry regarding successful food tourism. The importance of performing an assessment of best practices for this study was to identify the rationale of products and practices included in food tourism offered internationally. Furthermore, to include the identified products and practices as a component of the stakeholder survey, as it allowed stakeholders and DMOs to benchmark themselves in the execution of tasks for the provision of food tourism as an attraction in a destination. The range of best practices was also used to develop the tools that formed an important assessment component in the Strategic Food Tourism Destination Marketing Framework, as outlined in Chapter 7.

3.5.2   Practices and Products in Food Tourism

There are many examples of how the interrelationship between food, wine, tourism and regional development has been put into practice around the world, by either the development and promotion of a specific product, course, event, service or any combination of products and services (Boniface, 2003; Boyne *et al.*, 2002; Corigliano, 2002; Hall *et al.*, 2003b; Macdonald, 2001; Richards, 2002; Scarpato, 2002; Sharples, 2003; Wolf, 2002a). Numerous publications illustrate this relationship in countries such as the **USA, New Zealand, Australia and various countries in Europe** (Boniface, 2003; Cambourne & Macionis, 2003; Hall, 2003; Hall *et al.*, 2003b; Hassan & Hall, 2003; Murray & Haraldsdóttir, 2004; Sharples, 2003) in **Canada** (Deneault, 2002; Murray & Haraldsdóttir, 2004; Selwood, 2003; Telfer & Hashimoto, 2003) and many **other countries** (Bernard & Zaragoza, 1999; Chang & Yeoh, 1999; Cusack, 2000; Demhardt, 2003; Haas, 2002; Handszuh, 2000; World Tourism Organization, 2000a).

Examples such as food and wine tourism networks exist in Australia and New Zealand, where in many cases it is the well-established wine industry that serves as a catalyst in the development of a lagging food tourism industry (Cambourne & Macionis, 2003; Hall, 2003a; Smith & Hall, 2003). Likewise the promotion of local foods and wine in restaurants help to build and strengthen such networks (Cambourne & Macionis, 2003; Constantineau, 2003; Hall *et al.*, 2003a; Smith & Hall, 2003; Wolf, 2002b). Tourism New Zealand's web campaign focuses on food, wine and garden tourism and offers an integrated tourist experience with stronger and more established attractions supporting the lesser-developed attractions such

as food tourism (Tourism New Zealand, 2004). The German Federal Government launched their 'Culinary Germany' campaign during the late 1990s and are benefiting from a well-established food tourism marketing initiative, which has grown even stronger by also being web based (German National Tourist Board, 2005). A number of regions and locations in Europe, especially those in France and Italy, use their food and/or wine reputation for tourism promotion, e.g. Burgundy, Champaign, Bordeaux, Tuscany (Bessiere, 1998; Corigliano, 2002; Santich, 1999). Other countries that have developed food/food and wine tourism as an important component of their tourism strategy are Britain, Scotland, Canada, the USA, Singapore and most recently China (Boniface, 2003; Boyne *et al.*, 2002; British Tourist Authority, 2003; Canadian Tourism Commission, 2002; Chang & Yeoh, 1999; Deneault, 2002; Economic Planning Group of Canada, 2002; Ooi, 2001; Quan & Wang, 2003; Stewart, 2000; Stewart, 2004; Telfer & Hashimoto, 2003; Wolf, 2002a; Wolf, 2004).

Initiatives regarding the development and implementation of food tourism range from food tourism strategies (Deneault, 2002); the establishment of food tourism networks and regional development (Haas, 2002; Hall *et al.*, 2003a; Murray & Haraldsdóttir, 2004; Wolf, 2002b); food tourism marketing activities and branding strategies (Hall *et al.*, 2003b; Handszuh, 2000; Wolf, 2002b); the development of food events, food festivals, local product promotion (Boniface, 2003; Boyne *et al.*, 2002; British Tourist Authority, 2003; Constantineau, 2003; Kapner, 1996; Meyer-Czech, 2003; Ohlsson, 2000; Rusher, 2003); culinary heritage identification (Boniface, 2003; Cusack, 2000; Flandrin *et al.*, 1999; Handszuh, 2000; Long, 1998; Long, 2003; Ohlsson, 2000; Symons, 1999); and the development of a variety of food related activities such as gourmet cooking holidays, special food courses, gourmet food festivals, farmers markets, food and wine tours and dedicated food routes and trails (Bernard & Zaragoza, 1999; Bessiere, 1998; Boniface, 2003; Boyne *et al.*, 2002; British Tourist Authority, 2003; Cambourne & Macionis, 2003; Kadera, 2002; Lockie, 2001; Meyer-Czech, 2003; Roberts & Hall, 2004; Sharples, 2003; Telfer & Hashimoto, 2003; Wolf, 2002a).

These global, and to an increasing extent, local initiatives, provide sufficient reason to encourage DMOs to develop similar and competitive food tourism products and activities in their own destinations. The framework and tools developed and outlined in this paper can further help DMOs to develop and implement these initiatives.

The above are all examples of the different initiatives unfolding regarding food and food and wine tourism. South Africa, as a developing country, with its multicultural society, and resource availability has the opportunity to be added to this list if the potential of food tourism is developed and marketed appropriately.

3.6   CONCLUSION

Current limited awareness of the needs of the food tourist and little information gathered regarding consumer needs makes it difficult to develop a quality food tourism product (Fields, 2002).

Many researchers in the tourism literature have identified destination marketing as an imperative process contributing to sustainable competitiveness in a destination. Local and regional food hold great potential to contribute to sustainable competitiveness in a destination and needs to be incorporated into the destination marketing strategy of a destination such as the various tourism regions of South Africa. As the sustainable competitive destination becomes more imperative, the importance of niche market tourism such as food tourism becomes an increasingly valuable source of new products and activities to attract tourists. According to Wolf (2004:1) *cuisine has emerged as the sole component of the visitor experience that still holds potential for further development.*

The conceptual framework for food tourism destination marketing is presented in Chapter 4 to contextualise the concepts and determine the interrelationships between destination marketing, destination competitiveness and food.

4 Conceptual Framework for Food Tourism Destination Marketing

4.1 INTRODUCTION

Chapter 1 introduced the research problem; the purpose and objectives of the study; and the justification of the study, thereby providing a general orientation to the study. Chapters 2 and 3 presented a review of the relevant literature that lays the groundwork for this study, both from a destination marketing and a food tourism point of view. Chapter 4 details the construction of the conceptual framework. The first part begins with a discussion of the conceptual framework and its development, followed by the clarification of the food tourism destination marketing framework. Subsequent subsections elucidate the concepts and their interrelationships and extrapolate the food tourism enhancers to define the key food tourism destination marketing focus. In the second part of the chapter the envisaged research outcomes are presented. The chapter ends with a concluding summary.

4.2 CONCEPTUAL FRAMEWORK

The development and implementation of food tourism as an attraction at a destination requires a framework and specific approach to assist destination marketers and entrepreneurs in optimising the tourism potential of local and regional food to achieve increased destination competitiveness and sustainability. Researchers such as Boyne *et al.* (2003) have verified the need for such a framework that would enable stakeholders to co-operate and achieve effective implementation of marketing strategies regarding food tourism.

Conceptual frameworks provide *intellectual maps* which are utilised in the assessment of bodies of knowledge (van Zyl, 2002:31). They act as linking pins between theory and empirical data, in that they provide and identify boundaries; assist in the identification of key variables; indicate the relationships between variables; and provide guidance and direction in the research process (Pizam, 1994; Taylor, 1990; van Zyl, 2002). The development of a conceptual framework thus comprises four processes (Veal, 1997:44): *the identification of concepts; definition of concepts; exploration of relationships between concepts; and operationalisation of concepts.* Although an elaborate conceptual framework is not generally required for a exploratory/descriptive study which this research is, clear definitions of the concepts used are essential (Veal, 1997). The concepts, their interrelationships and operationalisation regarding the marketing of food tourism at a destination are therefore identified and discussed.

The flow chart, presented in Figure 4.1, depicts and outlines the **sequence of the development** of the conceptual framework. Each of the four individual figures portrayed in
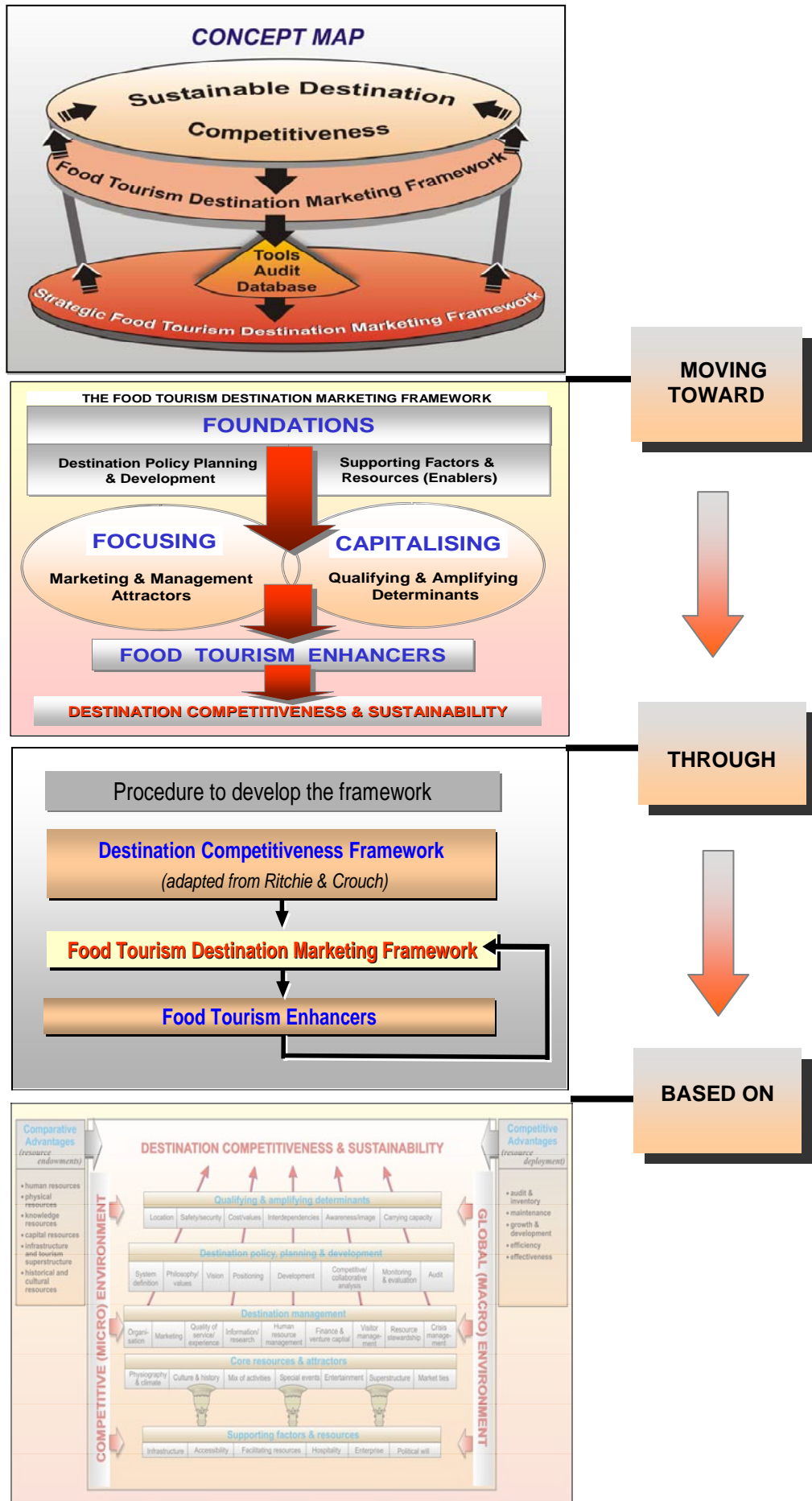
Figure 4.1: Flow chart depicting the sequence of conceptual framework development

Figure 4.1, represents a step and part of the procedure regarding the development of the conceptual framework. The **concept map** is the first figure and represents the rationale and unpacks the various stages in the development of the ultimate outcome of this study, a food tourism strategic approach. The compilation of the concept map is discussed in Section 4.2.1.

The **conceptual framework for food tourism in destination marketing** was constructed by moving from the concept map to the food tourism destination marketing framework as represented in the second individual figure in Figure 4.1. The food tourism destination marketing framework provides a diagrammatic exposition of the concepts and their interrelationships as represented in the different key areas of food tourism and food tourism enhancers and the subsequent enhancement of destination competitiveness and contribution to sustainability. The food tourism destination marketing framework is dealt with in Section 4.2.2.

The development of the conceptual framework for food tourism in destination marketing followed the **procedure** as depicted in the third individual figure in Figure 4.1. The destination competitiveness framework of Ritchie and Crouch (2003) was used as point of departure. The framework was adapted and destination marketing was extracted as the key focus area for this study. Food tourism was thereafter positioned within destination marketing and food tourism enhancers, as feedback into sustainable destination competitiveness. The development of the food tourism destination marketing framework is discussed in Section 4.2.3.

The development of the conceptual framework for food tourism in destination marketing was based on the **destination competitiveness and sustainability model of Ritchie and Crouch** (Ritchie & Crouch, 2003) as represented in the fourth individual figure of Figure 4.1.

In the four individual figures in Figure 4.1 only the main concepts and interrelationships are highlighted. Further elaboration of the structure of the framework follows.

4.2.1   The Concept Map

A distinction should be made between the **initial concept map; the food tourism destination marketing framework;** and the objective to develop a more comprehensive and **integrated strategic approach for food tourism destination marketing.** Each of these is an element and part of the procedure that contributes to the final outcome of the study,

namely to construct a strategic approach for developing and implementing food tourism in the course of the research.

It is necessary to unpack the concept map and discuss the rationale for its construction to clarify and understand the integration of the theoretical and empirical components of this study. Sustainable destination competitiveness has become a critical factor in destination marketing as discussed in Chapter 2. Destination competitiveness was therefore used as point of departure for the construction of the concept map and the subsequent development of the food tourism framework for destination marketing.

Food tourism is regarded as one of the attractions offered at a destination and it therefore is part of the marketing strategy of a destination. According to the literature reviewed in Chapter 3, food tourism is still recognised as a neglected and untapped component of destination marketing. As food tourism is the key focus of this study, it was extracted from the destination competitiveness framework and contextualised within destination marketing, culminating in the food tourism destination marketing framework. This process required information such as a food tourism database and tools such as an audit. Such comprehensive and detailed sets of information are necessary for planning and implementing food tourism in a destination. A product potential and attractiveness tool is also required for a strategic approach for establishing food tourism. Implementation of the framework and developing tools and strategies finally culminated in the food tourism strategy process to promote competitiveness in destination context.

The **concept map**, (Figure 4.2), depicts the inter-relationships of the concepts applicable to this study, and was developed in accordance with the research objectives of this study as outlined in Section 1.3.2. The **concept map** portrays the various elements of this study, namely, sustainable destination competitiveness, destination marketing, food tourism, tools (database and audit) and finally the destination food tourism strategic approach.

Each of the elements has their own set of concepts, which are contextualised in the food tourism destination marketing framework as outlined in Figure 4.3. These culminate in the Strategic Food Tourism Destination Marketing Framework to be presented in Chapter 7 and which was based on the empirical research process reported on in Chapter 6 and further evaluated as an applied case study evaluated in Chapter 8.
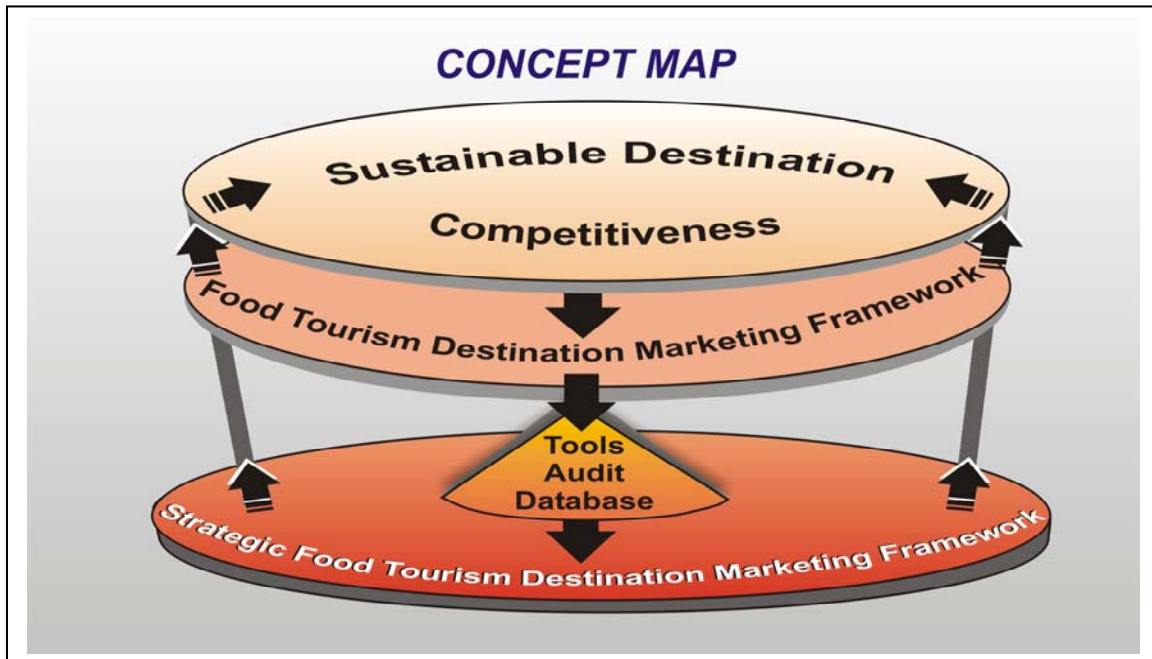
Figure 4.2:   Concept map for food tourism destination marketing

4.2.2   Food Tourism Destination Marketing Framework

The **primary aim of the conceptual framework** presented in Figure 4.3, is to provide a
structured and systematic description of the components and elements of food tourism as a
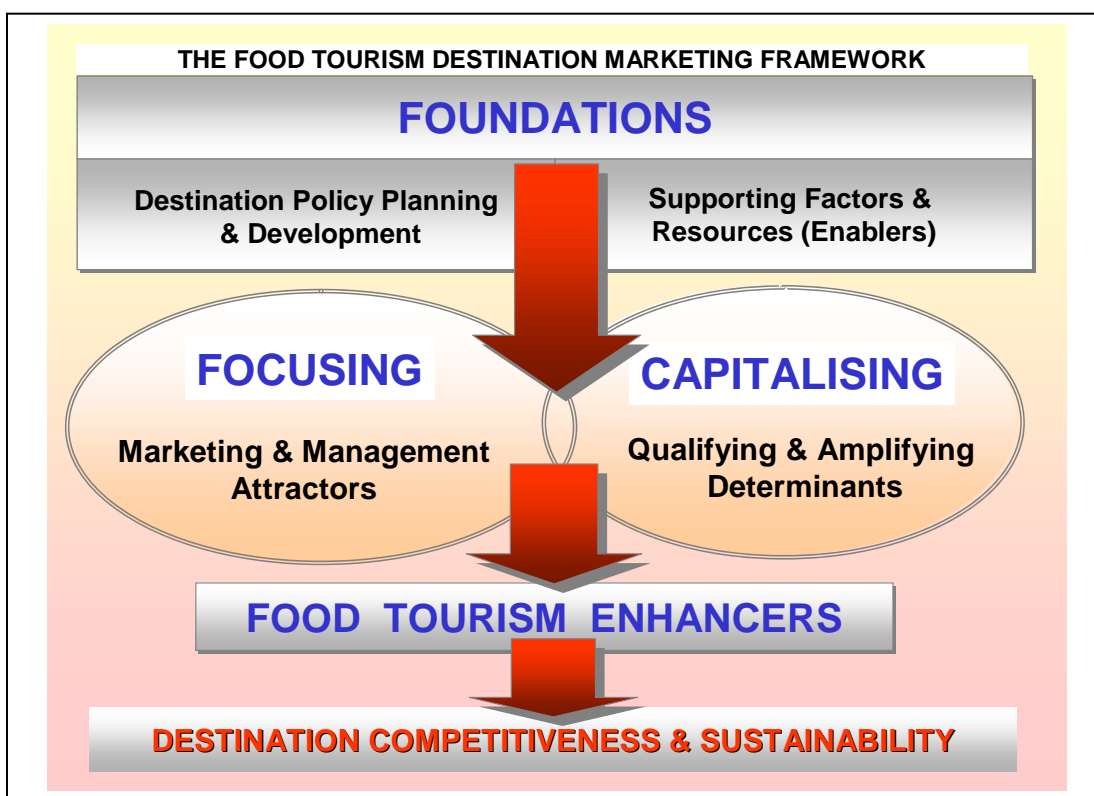
**Figure 4.3:   Conceptual framework: The food tourism destination marketing
framework**

key focus in the destination marketing process. Furthermore, the framework accommodates the concepts that stimulate formulation of research questions that guide the research process. Only the main concepts dealt with in this study are portrayed in Figure 4.3. Definition, operationalisation and clarification of all concepts are articulated in Annexure 2.

The **conceptual framework** is primarily derived from the adapted Ritchie and Crouch model and embodies an expression of theoretical perspectives associated with destination marketing and food tourism. Also incorporated and affecting the creation and structuring of the modelled framework are insights gained by the researcher from studying relevant tourism literature and promotional material of South Africa and key international destinations; national and international best practices; personal communication with relevant specialists in the field of destination marketing and food tourism; and observations of food tourism in the field.

In essence the model (Figure 4.3) provides a diagrammatic illustration of the key areas and their interrelationships in the food tourism destination marketing process. The foundations (policy planning and development and resources [enablers]) are required to enable the execution of the activities of focusing (marketing and management and attractors) and capitalising (determinants) in food tourism destination marketing. The key areas all contribute to the food tourism enhancers, which lead to and influence destination competitiveness and sustainability.

The conceptual framework therefore models a frame of reference that can be used as point of departure for contextualising empirical data relevant to the South African situation. Such information, in turn, informs the framework that serves as a blueprint when developing and implementing food tourism at a destination.

4.2.3   Procedure of Developing the Food Tourism Destination Marketing Framework

A **systems approach** was used in the development of the conceptual framework to integrate the various elements within the systems. The macro- and micro-environments; the elements or variables within the system; the relationships between the elements; the link between the environment; and the elements within the systems, were all taken into consideration during the development phase. The food tourism destination marketing framework does not propose to make a contribution toward the development of *systems theory*, but rather to use systems thinking in the conceptualisation and development of an appropriate food tourism destination marketing framework.

Various **destination competitiveness and sustainability frameworks and models** were reviewed (Dwyer, Forsyth & Rao, 1999; Heath, 2003; Kim, 2001; Ritchie & Crouch, 2003) and used as point of departure to contextualise the contribution of food tourism to the enhancement of the competitiveness and sustainability of a destination in the development of the food tourism destination marketing framework.

The food tourism destination marketing framework was primarily extracted from the Ritchie and Crouch framework, which is based on the systems framework, and further refined to focus specifically on food tourism (Figure 4.4).
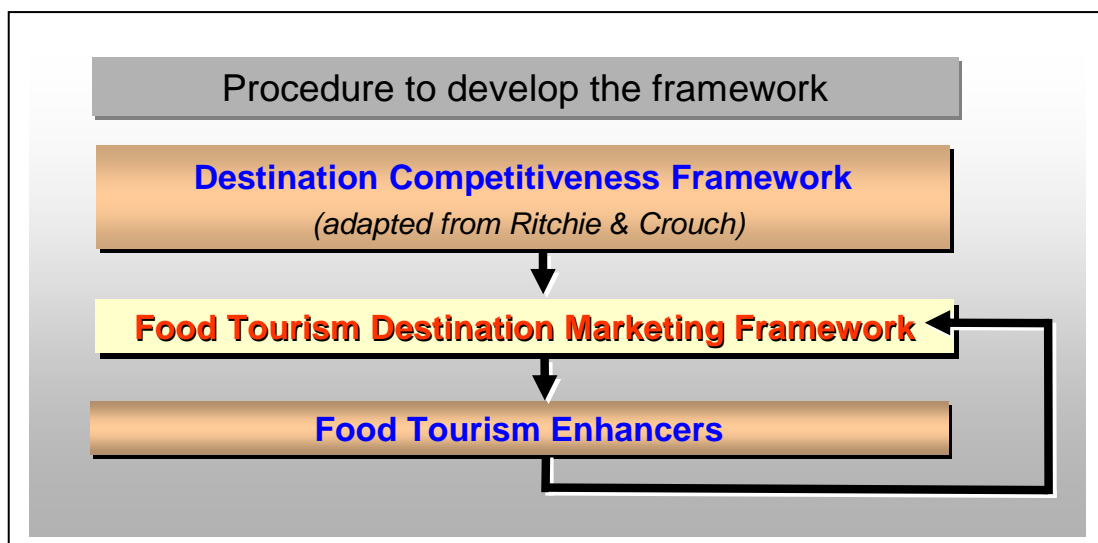
Figure 4.4: **The procedure to develop the food tourism destination marketing framework**

The Ritchie and Crouch framework (Figure 4.5) was adapted and rearranged to focus more specifically on destination marketing and to contextualize it with specific regard to food tourism.

The following procedure was executed to develop the framework:

- The framework of Ritchie and Crouch (2003) portrayed in Figure 4.5 was selected as the importance of destination marketing has escalated and the role of food tourism can now be clearly positioned. Furthermore, the contribution of food tourism to sustainability can be confirmed within the framework.

- The comparative advantages (resource endowments) are acknowledged and can be determined by the development of the food tourism database.

- The competitive advantages (resource deployment) can be determined through a product
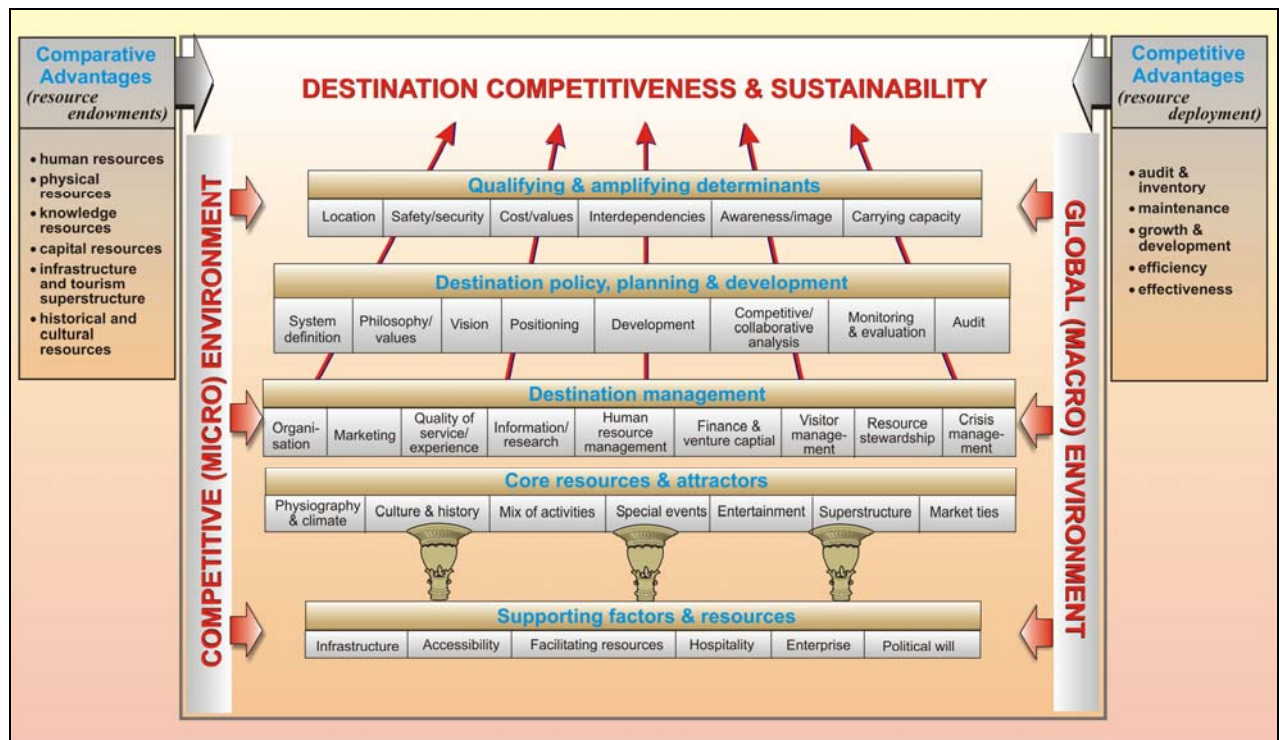
Figure 4.5: **Ritchie and Crouch framework: Destination competitiveness and sustainability** (adapted from Ritchie & Crouch, 2003)

 potential and attractiveness tool and the execution of an audit.

- Concepts of the Ritchie and Crouch framework were adapted and culminated in the food tourism destination marketing framework. The food tourism destination marketing framework presented in Figure 4.3 was further refined to focus specifically on food tourism and is therefore based on and only an adaptation of the Ritchie and Crouch framework.

- The components of the food tourism destination marketing framework (Figure 4.3), illustrating the contribution of the three framework areas and how the components, elements and factors are interrelated.

Considering the preceding theoretical perspectives on destination marketing, destination competitiveness and sustainability and food tourism, it can be reasoned that the three framework areas can be identified as the key areas of contribution in the food tourism process, namely:

- **Foundations:** Policy, planning and development; Resources (enablers).
- **Focusing:** Management and marketing; Attractors.
- **Capitalising:** Determinants.

The elements and components of each area can enhance food tourism in their own specific

manner by means of identified food tourism enhancers.

4.2.4 Clarification of the Food Tourism Destination Marketing Framework

The framework was organised into three **key areas of contribution** (Figure 4.3):

- **Foundations:** destination policy, planning and development; supporting factors/resources/enablers. These activities/actions/aspects are the foundation and are assumed to be in place as a component of the policy and strategic plan of a DMO. Although these factors do influence the sustainability and competitiveness of food tourism, they will only be recognized but not be addressed in this study.
- **Focusing on:** marketing and management activities; core resources and attractors. These activities / actions / aspects are the key focus area of food tourism and will be further explored in the study.
- **Capitalising on:** qualifying and amplifying determinants. These elements are accepted as present and in order and although they influence the sustainability and competitiveness of food tourism, they will be only recognized but not addressed for this study.

The key food tourism focus culminated in identifying the **Food Tourism Enhancers** (Table 4.1), which could contribute to competitiveness and enhance the sustainability of the destination. As far as its competitiveness and sustainability with regard to food tourism enhancement is concerned, a profile of the destination can be developed by assessing the key areas in the food tourism destination marketing framework and their specific food tourism enhancers. Research outcomes regarding the possible contribution of all key areas to enhancement of food tourism will be formulated at the end of this chapter. The organisation of the three key areas constitutes the food tourism destination marketing framework. The framework will be used as a frame of reference for the research process and thus inform the final outcomes of the study.

4.2.5 Food Tourism Enhancers

The actual food tourism experience can be considerably enhanced by means of the resources and activities present in a destination. Food tourism enhancers are elements of all three key areas in the food tourism destination marketing framework. Enhancing food tourism in a destination comprises various actions requiring specific resources (Figure 4.6).
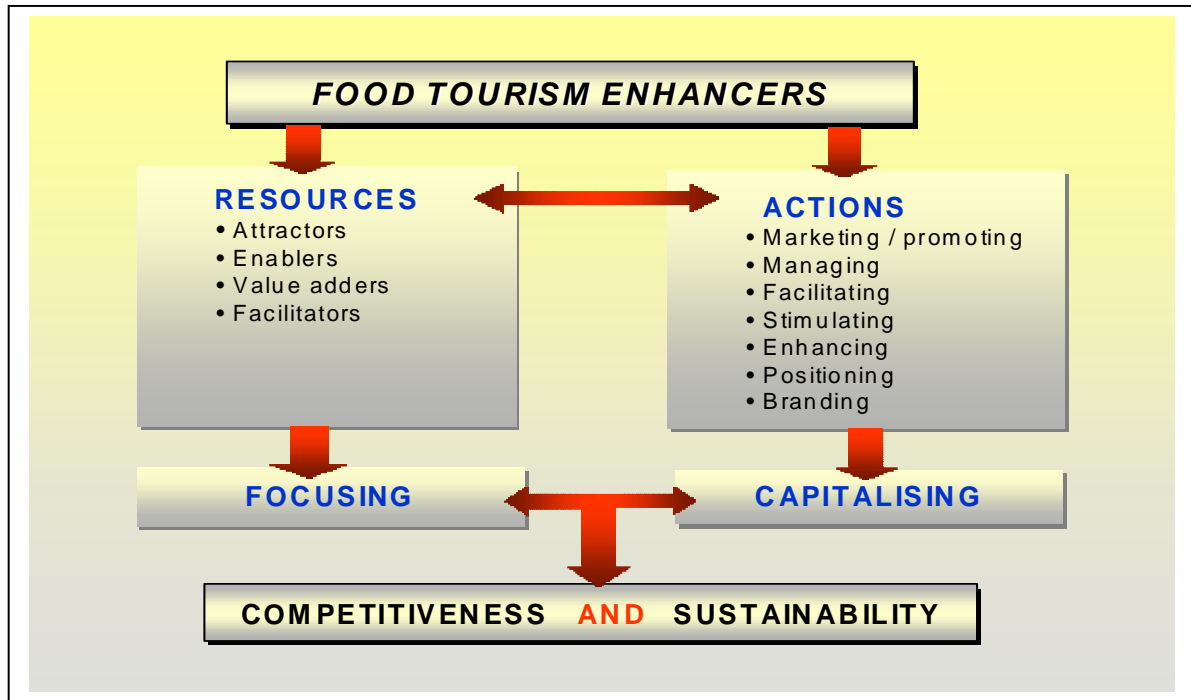
Figure 4.6: Food tourism enhancers as elements of the food tourism destination marketing framework

These actions and resources can be viewed as the dimensions of food tourism enhancers and are components of all three key areas of the food tourism destination-marketing framework.

The presence and availability of the resources at a destination and the actions implemented by DMOs could contribute to food tourism enhancement. This could then add value to the competitiveness and sustainability of the destination.

The concepts, their relationships and operationalisation as food tourism enhancers are contained in Table 4.1 and explained and clarified in Annexure 2 according to key areas and specific elements.

4.3 ENVISAGED RESEARCH OUTCOMES

As a result of the combination of research techniques and tools used and the research approach adopted for this study, envisaged outcomes for testing and implementing this framework were formulated, as they would determine the nature of the research process. Emanating from the conceptual framework, the following research outcomes were formulated:

- **To contribute to identity and branding for South African cuisine**

Table 4.1: **Contribution of food tourism enhancers to destination competitiveness and sustainability**

CONTRIBUTION OF FOOD TOURISM (FT) ENHANCERS TO DESTINATION COMPETITIVENESS AND SUSTAINABILITY	
FRAMEWORK AREA: FOUNDATIONS	
Destination Policy Planning and Development	**FOOD TOURISM ENHANCERS**
• System definition • Philosophy / Values • Vision • Development • Human resource development • Finance and venture capital • Visitor management • Resource stewardship • Crisis Management	• FT part of policy formulation of destination • FT accentuates cultural importance in destination • FT included in vision statement of destination • FT stimulates development of resources • FT stimulates development of human resources • FT stimulated by finance & venture capital allocation • FT contributes to matching supply & demand • FT enhances resource stewardship development • Food and beverage facilities component of crisis management strategy
Supporting factors and Resources (enablers)	**FOOD TOURISM ENHANCERS**
• Infrastructure • Accessibility • Facilitating resources • Hospitality • Enterprise • Political will	• Proper signage will facilitate FT • Accessibility required for FT • Knowledge regarding local foods / cuisine will be accessible / available • Required to facilitate & enable FT • FT will stimulate / require new venture development • A positive attitude and commitment will promote FT
FRAMEWORK AREA: FOCUSING	
Destination Marketing and Management	**FOOD TOURISM ENHANCERS**
• Organisation • Marketing • Quality of service / experience • Competitive / Collaborative analysis • Monitoring and evaluation • Information / Research • Positioning / branding / Image • Audit	• FT can be included in organisational functions • FT a niche market product important in marketing • FT can enhance quality of service / experience • Formation of partnerships between DMOs / regions • Possible as result of FT database • Development of database with accessible information • FT as key / supportive attraction / specific product • Evaluating FT potential
Core Resources and Attractors	**FOOD TOURISM ENHANCERS**
• Physiography & climate • Culture & history • Mix of activities • Special events • Entertainment • Super-structure • Market ties	• Agricultural linkages / local food products • Culinary heritage / local pride / food attractions • 'On-theme' activities (routes/ festivals/ events/ tours) • Food shows (gourmet festivals/ food activities) • Cultural villages • Additional services that facilitate FT • Capitalising on linkages with people at origin markets
FRAMEWORK AREA: CAPITALISING	
Qualifying and Amplifying Determinants	**FOOD TOURISM ENHANCERS**
• Location • Interdependencies • Safety / security • Cost / value	• Specific FT product linking destinations and tourism markets (wine/ wild-life/ routes/ themes) • 'On-theming' linking to other types of tourism (wine/ heritage & cultural/ health/ routing) • Food safety/ hygiene/ high sanitary standards • Comparative cost/ values for money in comparison with other international destinations

The ultimate vision of this study is to provide an identity for South African cuisine and to position it both nationally and internationally.

- **To contribute to responsible and authentic food tourism, development and marketing**

  Understanding and managing the complex relationships between, markets, stakeholders and destination products and services is the key to success in the total process of destination marketing.

- **To create awareness and involvement on the part of stakeholders**

  To create an awareness regarding the role that food tourism can play in the total spectrum of destination marketing and involve stakeholders from the tourism industry in general, the DMOs more specifically and definitely the providers of the various food experiences in a destination.

- **To provide a destination food tourism strategy and process model for future food promotion as an integral part of destination marketing**

  To develop a destination food tourism strategy and process whereby the DMOs can optimise the tourism potential of local and regional foods in destination marketing.

- **To provide added value linkages with agriculture and tourism**

  Food tourism is emerging as a special interest niche market, with close relationships to other aspects of tourism, such as sustainable tourism, eco-tourism, cultural tourism, rural tourism and wine tourism. The integration of the food industry with the tourism industry can be seen as a strategic move to develop their combined economic potential.

- **To develop rural tourism in accordance with the vision and philosophy of the Tourism White Paper**

  The tourism industry can assist in "dynamising" the agricultural sector by contributing to an increased demand for new agricultural products and services e.g. farm tourism, regional produce and post harvest production (Government of South Africa, 1996). Tourism will bring development to the rural areas, such as infrastructure that is lacking. In addition, providing opportunities for the rural people to share in the benefits of tourism development (Government of South Africa, 1996:16).

- **To provide added elements to enhance destination competitiveness**

  Developing culinary tourism as a niche market in South Africa holds great potential for increasing the number of local and international tourists and in cultural tourism that is sustainable to contribute to the further development of the country's infrastructure and increased market opportunities. South Africa has the developed sophisticated infrastructure and untapped tourism potential to offer the tourist not only cuisine

comparable to the best in the world, but also authentic culinary experiences reflecting the ethnic, cultural and culinary wealth and diversity of the various regions. In this way it would be possible to implement sustainable tourism to preserve both the cultural and natural resources of the country (Bernard & Zaragoza, 1999:8).

4.4 CONCLUSION

This chapter has been devoted to explaining the construction of the food tourism destination marketing framework. First the sequence and procedure of developing the framework was introduced. Next the rationale and unpacking of the framework was outlined. Thereafter the food tourism enhancers and their contribution to destination competitiveness were discussed and explained. Finally the envisaged outcomes for the study were formulated. Chapter 5 provides an explanation of the methodology that was used in testing and implementing this framework.

5 Research Approach and Methodology

5 Research Approach and Methodology Continued

5.1   INTRODUCTION

This chapter focuses on the research design and methodology procedures applied in this study. The range of methods and approaches used fall primarily within the paradigm of quantitative research. However, qualitative techniques were also included in this study, culminating in a mixed methodology paradigm. The case study served as methodological application and assessment of the strategy and procedures developed in the study. Included in this chapter are the following: research framework: goals and objectives; choice of research design and methodology; research population selected for the study; description of the respondents; study group compilation; variables investigated; quantitative and qualitative instrumentation used; data collection methods; processing of the data; data presentation; and validity and reliability of the data. Following the initial outline of the research design, the chapter explicates the situational analysis approach used in this study, which is based on a quantitative research design, but includes and implements both quantitative and qualitative techniques. The chapter concludes with a discussion of the validity and reliability aspects of the study.

5.2   RESEARCH DESIGN APPROACH

In this study the researcher determined the role of food tourism as a key component of destination marketing by assessing the current use and future potential of local and regional food as a tool in destination marketing in South Africa. Accordingly, certain tools, namely TOURPAT, FOODPAT and the Product Potential and Attractiveness Tool, and a Strategic Food Tourism Destination Marketing Framework were developed. These can provide destination marketers and current and prospective entrepreneurs with a procedure and tools to develop and implement food tourism at a destination. The utilisation of this procedure and specified tools could optimise the tourism potential of local and regional food in destination-marketing strategies in the various destinations and tourism regions of South Africa.

The focus of this exploratory-descriptive research study was to perform a situational analysis on the use of local and regional foods as a tool in destination marketing so as to develop a strategic approach which could assist DMOs with the correct procedure of developing and implementing food tourism as part of their destination-marketing strategy.

5.2.1 Research Framework: Approach and Methodology

The ultimate goal of this study was to develop a Strategic Food Tourism Destination Marketing Framework and offer guidelines for destination marketers, current and prospective entrepreneurs to facilitate optimisation of the tourism potential of local and regional foods in future destination marketing.
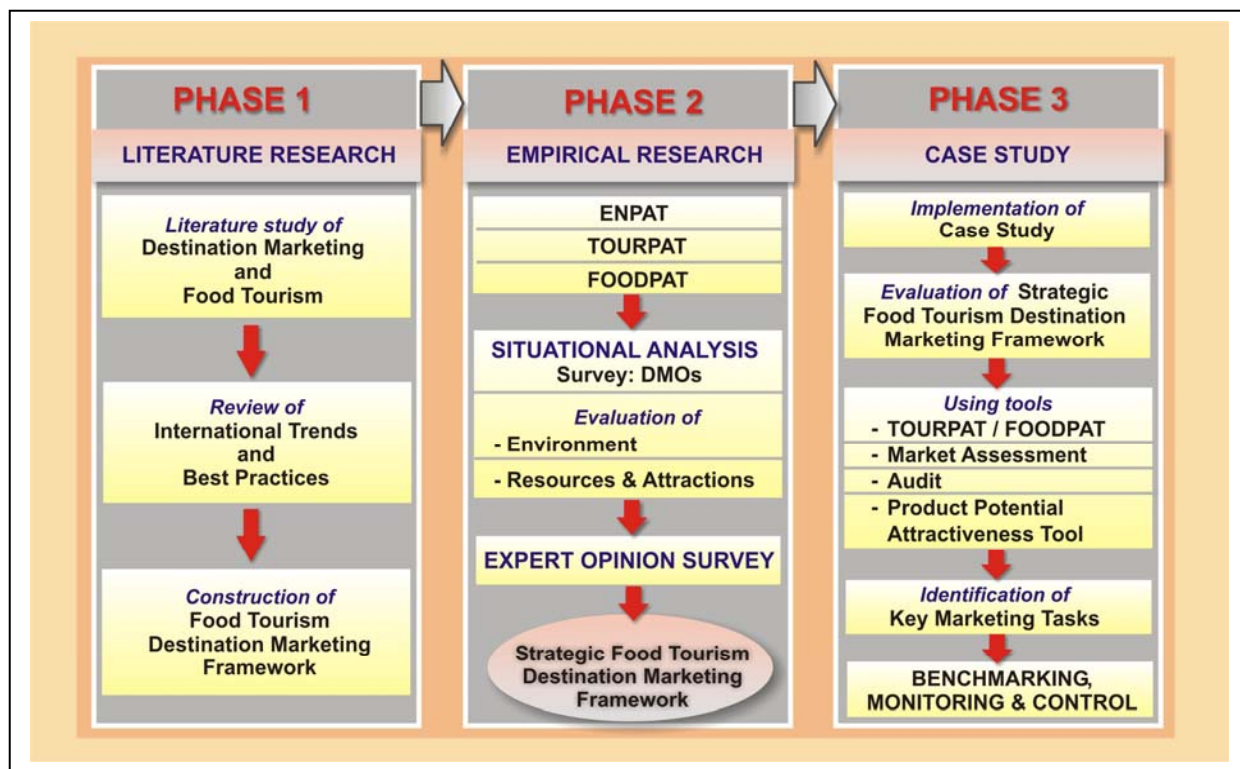
Figure 5.1: Research framework: Approach and methodology

In order to achieve the objectives of the study, the research was executed in three phases (Figure 5.1), where the components of each phase are outlined. In phase one a build-up to the study by means of a thorough review of the existing relevant literature was created and a review of international trends and best practices was appraised (Chapters 2 and 3), culminating in the creation of a food tourism destination-marketing conceptual framework (Chapter 4). This incorporated concepts from the fields of food tourism, destination-marketing and sustainable competitiveness.

Phase two embodied the core of the study in which empirical research tested the derived theoretical basis. The literature study provided sufficient justification for a situational analysis regarding food tourism in South Africa, the focus of Chapter 5. Flowing from this and supported by the assessment of best practice and analysis of survey results of solicited

expert opinions, the Strategic Food Tourism Destination Marketing Framework was confidently developed (Chapters 6 & 7).

In phase three, the outcome of the study, the Strategic Food Tourism Destination Marketing Framework was evaluated in a specifically selected case study with regard to its feasibility in practice and food tourism destination-marketing tasks were indicated (Chapter 8).

5.2.2   Research Design

This study is an exploratory-descriptive study utilising the systems framework as applied in destination marketing.   Although tourism can be subjected to a variety of investigative methods, the systems approach is preferred as it has the attribute of meaningfully integrating other approaches into a comprehensive method to facilitate dealing with both the macro and micro issues in the surrounding internal and external environments (Goeldner, *et al.,* 2000:25; Hall, 2000; Keyser, 2004; Laws, 1991; Lumsdon, 1997; Papadopoulos, 1999a).

5.2.2.1   Rationale for an exploratory-descriptive study

Exploratory research concerns the exploration of a relatively unknown and new interest research area as is the case of food tourism (Babbie & Mouton, 2001:79; Mouton & Marais, 1990:43). According to Jennings (2001) findings from exploratory research can be used to create possible categories and determine certain concepts applicable to the new subject of study. Cooper and Schindler (2001:139) conclude that through exploratory research *researchers develop concepts more clearly, establish priorities, develop operational definitions and improve the final research design.*   According to Veal (1997) descriptive research is very commonly used in the field of leisure and tourism studies. However, much of this type of research is exploratory, as the main aim in this field is to discover, describe or map patterns of behaviour and actions. Neumann (2000:21) regards descriptive research as providing a picture of a tourism phenomenon, depicting the 'who' and 'how', whereas the 'what' being established by the exploratory component of the research design.   Gunn (1994:4) avers that many facets of the tourism phenomena have not been described adequately, therefore descriptive research is of great value as it contributes to the establishment of a basic inventory and assists in decision making and strategy development. One of the aims of this study was to develop a conceptual framework for food tourism as a component of destination marketing, justifying the exploratory-descriptive research approach applied in this study.

An additional reason why this research approach is used is the constant change that occurs regarding tourism phenomena (Heath, 2002). The providers of tourism products and services need to stay abreast of constant changes and respond to changing market conditions. Descriptive research provides the industry with up-to-date information and assists them in managing and strategizing (Cooper & Schindler, 2001; Veal, 1997). Food tourism is a form of niche tourism that constitutes part of the new approach to tourism and as reported earlier, food tourism has received scant attention and, until recently, very little has been published. A combination of the exploratory and descriptive approaches could meet the needs of the providers in the tourism industry with a specific focus on food tourism.

Whilst this study is fundamentally exploratory-descriptive, as it meets the demands regarding the objectives set for this study, the challenge and contribution of this study lies in the ultimate development and the subsequent design and implementation of the Strategic Food Tourism Destination Marketing Framework, which could contribute to theory development and application in the tourism discipline.

5.2.2.2 Applying the mixed method research paradigm

As this study aimed at providing information regarding the food tourism situation in South Africa and applying the resultant Strategic Food Tourism Destination Marketing Framework as a case study, a mixed method research paradigm was selected as the most appropriate paradigm in which to achieve these aims. The specific research methods used in this study suit Miles and Huberman's (1994:41) proposed mixed method in which they suggest four possible combinations in a research design. The following quotation demonstrates how this study (in parentheses) has followed their methodology: *alternation between qualitative exploratory research (*the literature and international trends and best practices review)*, that informs the construction of a quantitative data collection tool,* (the survey questionnaire and situational analysis procedure), *followed by further qualitative field work*, (expert opinions and the case study) *to achieve a deeper understanding of the quantitative findings.* Jennings (2001:135) is of the opinion that this combination of methods is a *succession of research projects each informed by the findings of the former and are more like multistage research utilising complementary methodologies throughout the study.* Both quantitative and qualitative data collection techniques were utilised and the various data sub-sets were integrated to achieve the proposed outcomes of the study. The type of study, data collected and the application thereof justified the linking of the methods (De Vos, 1998; Decrop, 1999; Jennings, 2001). The combination of quantitative and qualitative techniques can yield more valid and reliable findings, as several data collection tools and methods were used to gather information regarding the food tourism situation in South Africa.

5.2.2.3 *Cross sectional nature of the study*

The study is cross-sectional, as the information was collected continuously over a period of twelve months providing a *snapshot of one point in time* (Cooper & Schindler, 2001:136). Exploratory-descriptive research according to Babbie and Mouton (2001) is often cross-sectional, as is the case of this study where the situational analysis regarding food tourism in South Africa deals with a single time frame in the ongoing process of destination-marketing and the use of local and regional foods. This poses an inherent problem regarding the data collected, but is counteracted by the development of tools, TOURPAT and the Product Potential and Attractiveness Tool and an active culinary database, FOODPAT, which could be utilised to monitor the situation regarding the food tourism potential in the various regions in South Africa.

5.2.2.4 *Situational analysis approach*

To develop a Food Tourism Destination-Marketing Framework and ultimately design a Strategic Food Tourism Destination Marketing Framework a situational analysis research approach was selected for this study. Situation analysis can be used in research projects that draw on a wide variety of information sources (Clarke, 2005). It is considered to be the foundation of marketing planning, utilised for existing operations to determine 'where are we now' (Morrison, 2002:107). In order to achieve the overall goal of this study it was necessary to adopt a research design that would ensure an understanding of the macro and micro environments in a destination regarding the strengths, weaknesses, opportunities and threats that influence food tourism as a component of destination-marketing. Practical use of the Strategic Food Tourism Destination Marketing Framework could assist users and lead to optimising the tourism potential of local and regional foods in destination marketing.

5.2.3 Applying the Situational Analysis Approach

The section details the practical application of the situational analysis to gain insight into food tourism and its role in destination marketing.

5.2.3.1 *Rationale*

A preliminary investigation of the food tourism phenomenon and the role it plays in destination marketing was necessary prior to developing a strategy and procedure for implementing and assessing food tourism in a destination. It was necessary to adopt a systems-based research approach that would provide a description and identification of the situational and marketing factors, in both the external and internal environments, in terms of the following aspects: their attraction base; marketing tools and strategies; promotional gaps

and constraints; actions and strategies required or in place to address gaps and constraints that play a role in food tourism and destination-marketing. Only once these had been identified and described, could a relevant strategy and procedure be identified to implement food tourism in a destination.

The situational analysis is used in marketing research where it is regarded as the foundation of sound marketing decisions and the central tool in the design and management of any activity or intervention (Morrison, 2002). The National Resources Conservation Service (NRCS) of the USDA (United States Department of Agriculture) (2004:1) define a situational analysis as *a systematic method of collecting, analysing and delivering information about current resource conditions, issues, problems, opportunities and challenges facing stakeholders within a defined geographic area or an area of common interest.*

5.2.3.2 *Characteristics and features of the situational analysis approach*

The situational analysis includes an assessment of internal strengths and weaknesses, as well as external opportunities and threats (SWOT) and culminates in a SWOT profile (Figure 5.2) regarding the resources and conditions in a destination. The internal and external situation analysis can produce a large amount of information which may not all be relevant (NetMBA, 2005). However, the SWOT profile can also serve as an interpretive filter to reduce the information to a manageable quantity of key issues.

Strengths can serve as a foundation for achieving sustainable competitiveness and may be used to increase market share and the market size. Weaknesses may lead to a destination having a less competitive position. Destinations ought to focus on addressing weaknesses in the following areas: target markets (needs, wants and consumption trends); value to the target market; attraction (product); promotional activities; and marketing communications (Li, Duan, Kinmen & Edwards, 1999; Morrison, 2002).

Opportunities for a destination are potentially positive circumstances. Where there is a demand and the consumer needs are not being satisfied, an opportunity for competition arises. Threats on the other hand are the weak situations a destination experiences (Morrison, 2002). Providing solutions to these problems can contribute to increased competitiveness in a destination (Ritchie & Crouch, 2003).
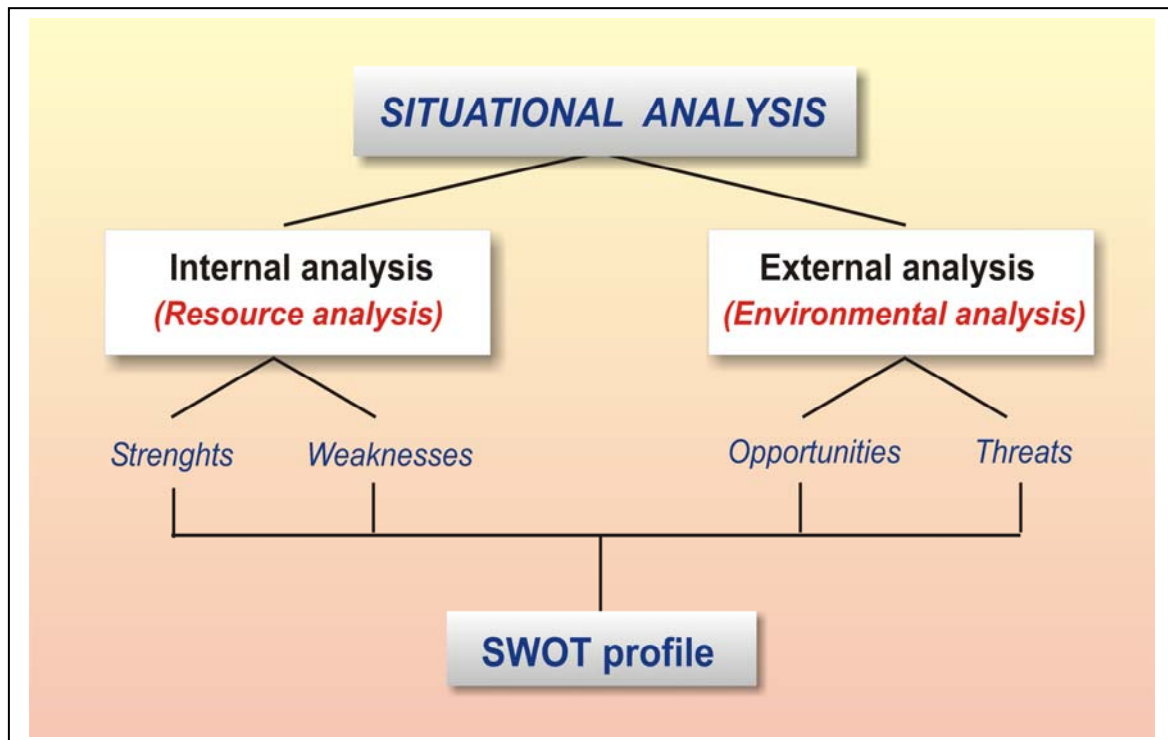
Figure 5.2: The link between a situational analysis and a SWOT profile (adapted from NetMBA, 2005)

By understanding these four aspects of the situation, a destination can better leverage its strengths, correct its weaknesses, capitalise on opportunities, and deter potential threats (NetMBA, 2005). Cognizance of the external opportunities and threats should be taken and then related to the internal strengths and weaknesses in a destination.

With reference to this study, the situational analysis describes the major issues, problems, and needs facing stakeholders in planning and implementing food tourism in a destination. By simultaneously assessing external and internal factors in a region with regard to policies, man-made and natural resources, facilities, services, markets and competitors, stakeholders in destination-marketing can develop and plan for food tourism activities and experiences in the destination. The results of a situational analysis are used by existing operations for long- and short-term marketing planning (Morrison, 2002).

The NRCS of the USDA (2004:2) regard a situational analysis as important for conservation planners as it assists the stakeholders in discovering needs and identifying problems. As food tourism needs to perform a similar function, a situational analysis is an appropriate method of data collection and analysis. The execution of a situational analysis in this study, addressed the *status quo* of food tourism in South Africa and more specifically in the various tourism regions within South Africa. The current status of food tourism was thus identified and the issues surrounding food tourism were highlighted and contextualized. Finally a

strategy to develop and implement food tourism in a destination was identified by DMOs and participating stakeholders.

Advantages and disadvantages have been listed by the NRCS of the USDA (2004:2) and Morrison (2002:108) regarding the use of a situational analysis and will be discussed in the next section.

5.2.3.3 *Benefits of applying the situational approach*

From the literature it is apparent that there are both advantages and disadvantages in applying a situational analysis. Taking the advantages and disadvantages into consideration the situational analysis approach was selected for this study as it provided the researcher with the opportunity to:

- **Collect a large amount of information** providing a visual picture of the food tourism situation in South Africa on a national, provincial and regional level.

- **Study several locations**, which was a requirement for this study, as initially the whole of South Africa was included in the study (survey) and finally the focus was on a specific region, used as the case study.

- **Include several stakeholder groups** in the situational analysis. Although the focus in this study was primarily on DMOs, in the case study all interested stakeholders were included.

- **Analyse a narrowly defined time period** and continue the analysis over an expanded time period. Although this study is a reflection of a specific time period, utilising the tools and structures, e.g. FOODPAT, TOURPAT and the Product Potential and Attractiveness Tool, information could have been gathered and managed for longer time periods.

- **Generate qualitative and quantitative data** to describe current conditions from a variety of natural resource and social data sources, namely ENPAT, TOURPAT, data from Statistics South Africa; census data regarding the cultural and language representation of the country, tourism reports; promotional material and various policy documents.

- **Integrate different data sets** such as natural resource data and social data and apply the information through a framework, such as the Strategic Food Tourism Destination Marketing Framework, which was developed as an outcome of the situational analysis, to assist DMOs and other stakeholders in developing and implementing food tourism in a destination.

- **Perform an assessment of the current situation**, which provided an outline of recommendations, identified a list of potential activities, and culminated in a

communication plan that could be applied by interested stakeholders regarding food tourism.

Considering the justification for utilising a situational analysis it is clear that it can also be both specific or broad based in its focus and purpose. The strategic planning of destination marketing commences by asking the question 'where are we now?' (Heath, 2002). This study sought to identify the situation 'where are we' and simultaneously 'where would we like to go' thereby dealing with the present and the future simultaneously. The execution of a situational analysis of this nature can benefit the DMOs, other stakeholders, tourists, the destination, the tourism region, and finally the country as a whole. Furthermore Heath (2002:32) also contends that *it is important that marketing goals, objectives and strategies are not determined and implemented until this analysis is completed*. The steps in conducting the situational analysis are discussed in the next section.

5.2.3.4   Steps in conducting the situational analysis

As the aim of the situational analysis is to collect, analyse and deliver information, the following seven steps as adapted from the National Resources Conservation Service (NRCS) (2004:2) and the Tourism Recreation Research and Education Centre of the New Zealand Ministry of Tourism (2003:2), were executed to conduct the situational analysis regarding food tourism in South Africa:

1. **Identification of the situation, using physical, planning, and social boundaries**
    Geographic Information Systems (GIS) were used to define physical boundaries. In this study the provincial boundaries, magisterial boundaries and tourism region boundaries were identified using GIS. The geographical data required for geographical references came in the form of study place names, postal codes and addresses. This identification allowed for grouping of regions regarding tourism attractions, food tourism marketing activities, food products and language and cultural group orientation in South Africa.

2. **Identification of and contacting DMOs and stakeholders in the various tourism regions to introduce and discuss the food tourism situation in South Africa**
    This step was initiated by attending INDABA, the annual South African tourism-marketing exhibition in 2001 (pilot study) and 2002 (final study). Leading South African destination and tourism product marketers, from the public and private sector as well as key overseas tour operators attended this tourism exhibition.

3. **Compilation of a database of all the DMOs, Tourism business Units (TBUs), stakeholders, individuals, and groups, with an interest in food tourism issues**

   A major goal was to ensure that all DMOs and relevant interest groups and individuals were included in the database so as to gather the relevant information and determine a representative profile of the situation regarding food tourism in South Africa. Information was sourced from tourism offices on a national, provincial and regional level. Local tourism offices and other stakeholders interested in food tourism were also included in the database.

4. **Gathering of information from secondary or existing sources to describe the resource conditions relevant to this study**

   - *Information from secondary sources:*

   Secondary data collection concentrated on the compilation and analysis of existing statistical data, policy papers and promotional literature from a wide range of sources, including South African national data banks, research centres, governmental ministries, tourism development agencies and distribution companies such as KPMG and Grant Thornton and the Internet. Secondary data was used to establish patterns and trends in the agriculture, tourism and related food infrastructure sectors.

   A description of the resource conditions of this study was obtained from various sources namely:

   − an existing database ENPAT/TOURPAT which is an Environmental Potential Atlas (ENPAT) developed by the Department of Environmental Affairs and Tourism in collaboration with the University of Pretoria. It is a collection of environmental, social and economic geo-referenced (geo) graphical features, which are linked to an attribute database on national, provincial and regional levels. TOURPAT (Tourism Potential Atlas) is a more focused database which includes cultural data and data on tourist attractions; and

   − the culinary database, FOODPAT, which was developed through the execution of a secondary data analysis. The information was sourced and analysed by studying the following material:
     - EXPLORE [a comprehensive book containing tourism information of all the tourism regions in South Africa];
     - promotional material of the tourism regions in South Africa (collected at INDABA);
     - available websites of the tourism regions in South Africa; and

- the VEZA compact diskette, containing comprehensive information of tourism in South Africa.

FOODPAT, the culinary database and culinary atlas, are additional features and components that were incorporated into TOURPAT to function as a decision support tool for strategic destination management.

The parameters and data (Annexure 3) were extracted from the ENPAT/TOURPAT database and assisted in highlighting the potential for sustainable and competitive development of food tourism within a destination. Furthermore, gaps and constraints relating to the potential of food tourism development in a region were identified and the opportunities and strengths highlighted in a region to facilitate the planning and implementation of strategic marketing.

Microsoft Access was used to develop FOODPAT and the information was organised, classified and arranged in specific groups to facilitate a user-friendly version of the database and for possible analysis of the data. The information was transposed and then saved in Excel format in preparation for statistical analysis. A programme specialist and a research assistant performed the development of FOODPAT. The researcher was not directly involved in the secondary data analysis personally but participated in the monitoring of the statistical analysis procedures. That technical expertise could support this important part of the research contributed greatly to the reliability of the data collection procedure.

FOODPAT[3], (Annexure 4), comprises of three main fields:
- the food resources of the environment and existing food products, which forms the basis for FOOD INFORMATION;
- places of FOOD interest that serve as FOOD ATTRACTIONS for tourists e.g. a factory, wine estate, store, farm stall, restaurant and culinary heritage; and
- FOOD EVENTS that take place or are offered because of the existing resources and food attractions e.g. wine routes, cheese festivals and so forth.

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[3] The food product information, food attraction and food event data included in the culinary database FOODPAT was extracted from tourism information sources available at the time the survey was carried out. It reflects the information from a tourism attraction perspective and does not presuppose to include all available information regarding the presence and distribution of food, events and attractions.

5. **Gathering of information from primary data sources**

Data from primary sources consisted of a stakeholder survey, utilising a questionnaire that was mailed electronically to all DMOs in South Africa, and a local and global expert opinion survey utilising a semi-structured personal individual interview technique.

- **Stakeholder survey:**

The key focus and objective of the survey was to perform a situational analysis of South Africa's current usage of food as destination product and marketing tool**:** The following issues were addressed in the survey:

− *Position of Tourism Attraction:* Included the position of destinations with attractions; the positioning of food tourism as an attraction; and the perception of constraints associated with food tourism as an attraction.

− *Marketing and Promotion:* Involved determining the marketing tools and strategies used to promote food tourism at a destination; determining the perception of constraints / promotional gaps in the marketing of food tourism; determining the perception of actions required to address gaps/ constraints linked to the marketing of food tourism; and determining the perception of strategies required to optimize food tourism at a destination.

- **Expert opinion survey:**

An expert opinion survey was conducted by means of semi-structured in-depth interviews regarding the following: comment on food tourism perspectives locally and nationally; the importance of food tourism in their field of expertise; suggestions for the development, organisation and marketing of food tourism locally and nationally; and recommendations for food tourism in South Africa.

6. **Analysing the situation**

The collection and collation of data from the primary and secondary sources constituted the external (environmental) and internal (resource) analysis, a key component of the situational analysis and major determinants of the SWOT profile.

- **External (environmental) analysis:**

The external environmental analysis comprised the compilation of a profile of a destination regarding the opportunities and threats pertaining to the **macro-environment analysis, market analysis** and **competitor analysis.** The constant

change that occurs in the environment required that an analysis of the present environment and the probable future environment should be executed first, so as to determine the major **threats and opportunities** for the destination and the respective stakeholders in the destination.

The business units and stakeholders cannot control the environmental forces that affect a destination. For a DMO to be effective, synergy is required between the environmental opportunities and the marketing strategy (Heath, 2002). Continuous environmental scanning to determine trends can assist DMOs to anticipate changes and determining the subsequent opportunities in a destination.

An **opportunity** is the chance to introduce a new product or service that can generate superior returns. Opportunities can arise when changes occur in the external environment. Many of these changes can be perceived as **threats** to the market position of existing products and may necessitate a change in product specifications or the development of new products in order for the destination to remain competitive (NetMBA, 2005).

Changes in the external environment may be related to:
- macro-environmental factors e.g. economic environment; political and regulatory environment; new technology; social changes; and ecological factors;
- existing and potential markets: customers/consumers; market trends; and
- key competitors; suppliers; partners.

The SWOT profile is a summary of the external environmental factors listed as opportunities and threats with regard to the macro-environment analysis, market analysis and the competitor analysis (NetMBA, 2005).

- **Internal (resource/ attraction) analysis:**

The internal (resource) analysis comprises a comprehensive evaluation of the internal environment's potential **strengths** and **weaknesses** in comparison to competitors and provides a destination with a base with which to develop an effective positioning strategy (Heath, 2002). Factors that were included in the food tourism internal analysis by DMOs, included the following: **Attractions; Accessibility; Amenities; Activities; Ancillary services; Attitude; Available packages** (Heath, 2002:66).

The SWOT profile summarized the internal factors of the firm as a list of strengths and weaknesses. Heath (2002:75) is of the opinion that *these strengths and weaknesses indicate the degree to which environmental opportunities can be exploited and threats avoided.*

- **SWOT profile:**

On completion of the situational analysis, a SWOT profile was generated and used as the basis of goal setting, strategy formulation, and implementation. The completed SWOT profile was arranged as portrayed in Figure 5.3. When a strategy is formulated, the interaction of the quadrants in the SWOT profile is important. The strengths are leveraged to pursue opportunities and to avoid threats, and DMOs are alerted to weaknesses that need to be overcome in order to successfully pursue opportunities (NetMBA, 2005).

The methods used to acquire the inputs to the SWOT matrix affect the quality of the analysis. The information was therefore obtained utilizing appropriate and thorough methods and techniques. The quality of the analysis was greatly improved as a variety of both quantitative and qualitative methods and tools were utilized as proposed by the execution of the situational analysis (National Resources Conservation Service, 2004; NetMBA, 2005)

Figure 5.3: SWOT profile (adapted from NetMBA, 2005)

A SWOT analysis is useful for reducing a large quantity of situational factors into a more manageable profile, however the SWOT framework has a tendency to over-simplify the situation by classifying the environmental factors into categories in which they may not always fit (NetMBA, 2005; Panagiotou & van Wijnen, 2005). What is more important than the mere classification of these factors is an awareness of them and the development of a strategic plan to use them to the advantage of the destination. To counteract this limitation the information from the three datasets was integrated to affirm the situational analysis.

7. The compilation of results, conclusions and recommendations

The data analysis and presentation of the data concluded the situational analysis procedure. This is presented in Section 7.3 and the SWOT profile in included in the compilation of the Strategic Food Tourism Destination Marketing Framework and identification of proposed guidelines.

The data collection for this study comprised the stakeholder survey and the expert opinion survey. The following sections outline the compilation of the study group, the methods of data collection and the procedures of data analysis for both the stakeholder group and expert opinion group.

5.3 KEY STAKEHOLDER SURVEY

The focus group for this study were DMOs on provincial and regional levels in South Africa. The incorporation of local tourism offices in each region was included as a component of the participating group of respondents, as these local offices represented the region. The use of local and regional food as a marketing tool/strategy in destination marketing at this level was determined and their potential for incorporating food tourism in their operations was assessed. A Strategic Food Tourism Destination Marketing Framework and guidelines regarding the development and implementation of food tourism in a destination was proposed as an outcome of the analysis of data gathered.

5.3.1 Study Population

In research the term 'population' defines the entire group of phenomena under study as specified by the objective of the research (Yoon, 2002). Jennings' (2001:136) view of a population is applied to this study as indicated in parentheses: population comprises *all the study subjects* (DMOs*) or study units* (provincial tourism boards and regional tourism offices*)

that are the focus of the research project. As the objective of this study was to determine the role of local and regional food in destination marketing, the target population of this study was the governmental DMOs of all the provinces and tourism regions in South Africa. The study area showing the nine provinces and 55 tourism regions is presented in Figure 5.4[4]. Nine provincial tourism boards, 55 regional tourism organisations and 182 local governmental tourism offices in the magisterial districts of each region constituted the target population (Figure 5.5). Since these official bodies represent the provincial tourism boards and regional tourism offices. Eliciting the opinions of their representatives was a sensible choice as Heath (2002) points out, they have the capability, the structure, the capacity and necessary systems to implement the destination marketing strategy in the various provinces and tourism regions.
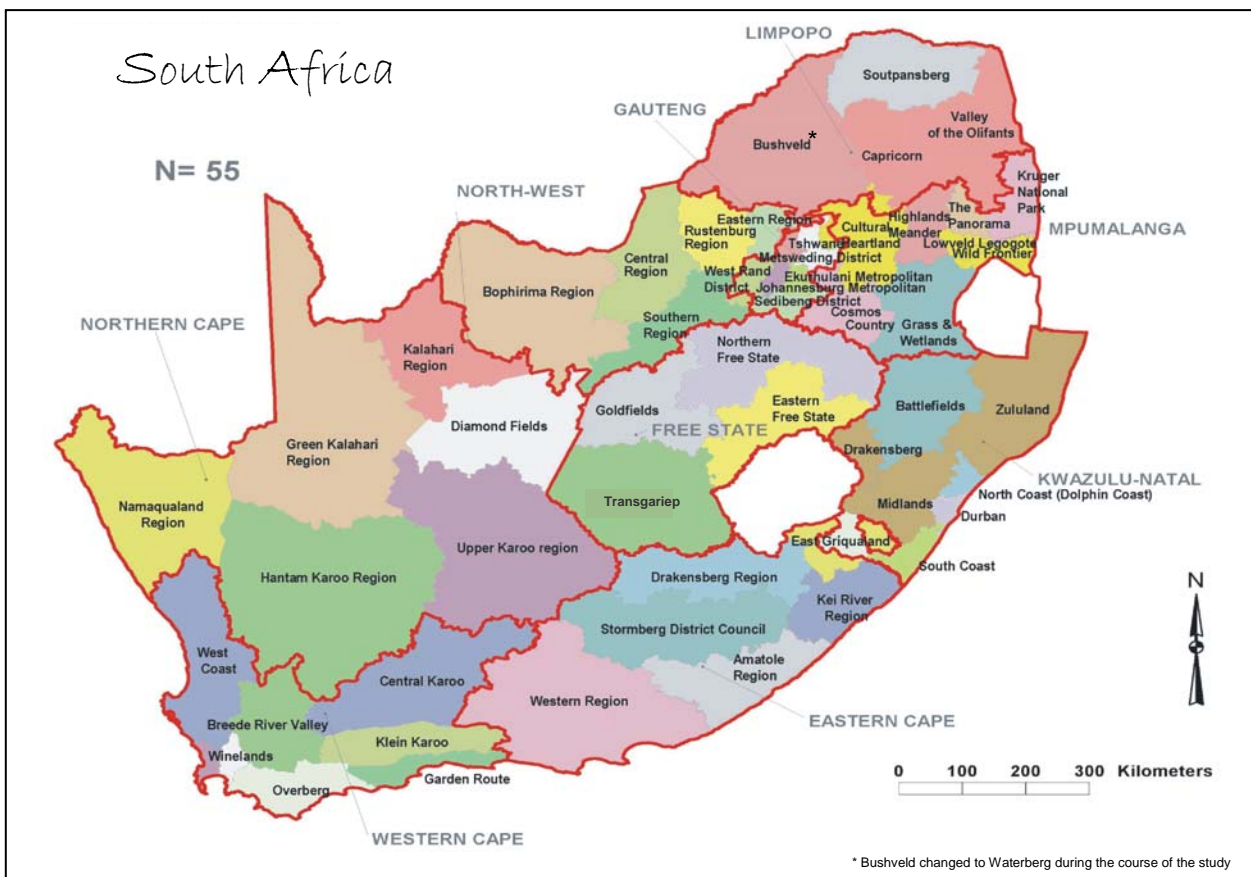
Figure 5.4: **Study area: Provinces and tourism regions of South Africa** (adapted from ENPAT, 2001)

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[4] The names of the tourism regions used are as they were allocated in 2001 and portrayed in ENPAT when the survey for this study was performed. The name Bushveld has subsequently changed to Waterberg.

5.3.2 Census Procedure for Survey

The size of the study target population [N=246], namely, the DMOs in all provinces and regions, was accepted as reasonable. Number-wise it is small enough to be manageable yet it is large enough to accommodate the inherent characteristic of the population being investigated. This procedure can also be described as saturation sampling or a saturation survey since it involves a *unique population that is not too large* (Jennings, 2001:446). Cooper and Schindler (2001:164) would refer to this method as a 'census study' in which all elements of the population are counted. They insist that, in this case, two conditions would determine its feasibility: (i*) when the population is small and (ii) necessary when the elements are quite different from each other.* This study complies with both requirements as all governmental DMOs were included and the resource analysis of all the tourism regions differed from one another regarding local and regional foods. When a sample is small and variable, as is the situation in this study, any sample that is drawn may not be representative resulting in inaccurate calculated values regarding the population. As the survey for this study was executed electronically, cost and speed of data collection were not factors that had to be taken into consideration. The important aspect was the accuracy and the availability of population results, both aspects that verified the taking of a census appropriate for this study.

Provincial Tourism Boards								(9)
GP	FS	NW	LIM	KZN	EC	WC	NC	MP
Regional Tourism Organisations								(55)
6	4	5	4	8	6	8	6	8
Local Tourism Offices								(182)
3	8	3	16	30	19	80	8	15
Total (N)								(246)

Figure 5.5: Breakdown of provincial, regional and local tourism offices in South Africa

The target population was identified from official listings for all provincial, regional and local tourism offices in South Africa. A database was compiled giving the name of the DMO, its province, region and magisterial district it represented, the contact person, the postal

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address, e-mail address, telephone and fax details. The information was sourced at INDABA, from the various websites of the provincial, regional and local tourism offices and from promotional material of the various regions regarding their local tourism offices. The accuracy and completeness of the database was verified by recording the contact details and status of each DMO. Each office was electronically or telephonically contacted, to verify the information and to add any missing information.

The total target population was included in the study and a questionnaire was electronically mailed to each of the 246 DMOs. A response rate of 45,5% was achieved for this study as 112 questionnaires were returned. It is important to achieve a high response rate when utilising an electronic mail-based survey to keep response bias to a minimum. The total of the provincial (Variable 76), regional (Variable 77) and local office (Variable 78) responses was computed and the response rate of each of the nine provinces individually calculated.

Two important factors to take into consideration regarding the response rate are: the percentage response rate; and the number of responses received (Cooper & Schindler, 2001). Babbie and Mouton (2001:261) regard a response rate of 50% as adequate for analysis and reporting, whilst Cooper and Schindler (2001:314) consider mail surveys with a return of 30% as satisfactory. The percentage response rate reflects the number of respondents participating in the survey divided by the total population that returned their questionnaires expressed as a percentage. The response rate for mail surveys is generally lower when compared to surveys in general. As this study is classified as a mail survey a lower response rate is considered acceptable.

5.3.3   Data Collection Design

The data collection process, access to the respondents, the data collection techniques and procedures used regarding data gathering for this study are discussed in the next section.

5.3.3.1   Data collection instruments

Phase two, which constituted the empirical research executed for this study as illustrated graphically in Figure 5.1, utilised two primary research methods and a secondary method for data collection. A self-administered survey method, in the form of an electronically mailed structured questionnaire, which was both, web-based and in Word format, constituted the quantitative component of the study (Annexure 5). An expert interview survey constituted the qualitative component of the study. The compilation of the FOODPAT database entailed a destination marketing audit regarding the environment, relevant resources, competitors and

existing and potential markets. The measurement instruments utilised to gather primary data are discussed in the next section. The destination-marketing audit is described as component of the situational analysis as step number '4' in Section 5.2.3.4 and concerns information gathered from secondary sources. The destination marketing audit is primarily a data mining procedure that integrated information from various sources and the questionnaire and contributed to elements of the SWOT profile.

5.3.3.2 *Stakeholder questionnaire*

The electronically mailed questionnaire was used as data collection method for the quantitative part of the research (Annexure 5). According to Schonland and Williams (1996) surveys which are sent via electronic mail to a selected group of people who have been approached to participate in the study, lead to a more successful response rate. Moreover it is recognised as a method that delivers reliable results; provides access to the required information; and is easily processed. The questionnaire consisted primarily of close-ended questions but some open-ended questions were also included to accommodate answers that did not fall into specific categories. The questions covered information regarding the attractions of the particular destination; the role of food as a key or supportive attraction; marketing tools and activities applied by destination marketing organisations; marketing constraints and gaps and possible strategies that can be applied to market the food experiences of a destination. The questionnaire was divided into three sections its structure is summarised in Table 5.1.

Table 5.1: **The Structure of the self-administered stakeholder questionnaire**

SECTION	ATTRIBUTES	QUESTIONS
1	**Destination attractions**	Question 1.1
	Food as destination attraction	Questions 1.2 – 1.3
2	**Marketing**	Question 2.1
	Marketing strategy/tool	Question 2.2
	Promotional gaps / constraints	Questions 2.3 – 2.4
	Actions	Question 2.5
	Strategies	Question 2.6
3	**Contact information**	Question 3.1
	Recommendations	Question 3.2

The questions in Section 1 and 2 were such that the respondents had to either select the most appropriate answer or to select all appropriate options as listed. Question 3.2 was the only open-ended question and was the final question of the questionnaire to facilitate analysis and classification of the responses received. These features of the questionnaire facilitated the ease of completing the questionnaire and consumed less time, which

contributed to the accuracy and precision of the information supplied by the respondents, and therefore enhanced the reliability of the data collected.

Section 1 contained questions 1.1 to 1.3 regarding the attractions of the destination. Question 1.1 determined the respondents' perception or assessment of the attractions in their destination (province/region) by means of rating the type of attraction as key/supportive/ minimal attraction/ no attraction, by means of a 4-point rating scale where '4' indicated key attraction, '3' supportive, '2' minimal and '1' no attraction. In question 1.2 determined the key components of food as an attraction at a destination were listed as six items reflecting the perceived key components of food tourism as an attraction in a destination, namely routes, festivals, events, attractions, restaurants and local/regional products, of which the respondent could select all options. Question 1.3 six suggested reasons for food not being regarded as an attraction at the destination were given, namely funds, insufficient knowledge, marketing efforts, unaware of tourism potential, limited potential for food tourism and other attractions being more important, of which the respondent could select the main reasons therefore. Respondents were required to select what they felt were the main reasons for this, but could give all listed options.

Section 2 covered the marketing aspects regarding local/regional food at a destination. Questions 2.1 required the respondents to identify whether food is used as a marketing tool. If the response was positive, question 2.2 offered a list of 14 items representing the various marketing strategies and tools, used to promote local and regional food as an attraction. From these a respondent had to select a response. Question 2.3 required a respondent to identify any gaps/constraints that existed in the promotion of food as an attraction. If the response was positive, Question 2.4 consisting of 13 items identifying the gaps and constraints regarding the promotion of food at a destination, had to be answered. Question 2.5 contained 12 items determining that would explain the respondents view regarding actions required addressing the gaps and constraints. Question 2.6 suggested 12 items that could determine the respondent's opinion regarding the importance of possible strategies to optimise the food tourism potential of a destination by means of a 3-point scale where '3' indicated major importance,'2' limited importance and '1' no importance.

Section 3 covered the contact information, which was crucial for the analysis and integration of the three data sets of this study, namely the survey data, FOODPAT information and the TOURPAT information. Since GIS techniques were applied to geo-reference their data, the respondents had to provide information regarding their geographical orientation. The province (V76), the region (V77) and the Town/Magisterial district (V78) were recorded.

Additional contact information was gathered to facilitate further liaison and to check the correctness of the database.

Once the final survey questionnaire had been developed, the questionnaire that included a cover letter (Annexure 6) was sent via e-mail to all the DMOs.

5.3.3.3   Pre-test and pilot study procedures

Prior to collecting the main data for the study a pilot study was conducted to test the questionnaire in order to improve clarity, readability and ensure comprehensibility. Once the initial survey questionnaire was developed, based on an extensive literature review and the objectives of the study, the initial pre-test survey questionnaire was circulated to several faculty members, statistical advisors, graduate students in the Department of Tourism Management at the University of Pretoria and selected stakeholders in the tourism industry. The main purpose of this procedure was to evaluate the questionnaire for content and validity as a measurement tool, prior to distribution. Secondly, to establish if it was necessary to review the survey design, layout, and wording, or clarify any ambiguous measurement items. Participants were encouraged to provide feedback regarding the survey questionnaire and comments were accommodated in its revision.

To then execute the pilot study, the corrected questionnaire was distributed to a group of 80 stakeholders in food tourism and South African local, regional and provincial DMOs that were represented at INDABA during 2001. From the pilot study the researcher was able to ensure that the categories provided for the questions were valid and reliable, that the terms were understandable, that the question flow was logical, that the time required to complete the questionnaire was acceptable and, especially, that the questionnaire was suitable for analysis. Of the 80 questionnaires distributed 58 were returned and suitable for analysis. Jennings (2001:253) not only justifies the necessity of a pilot study but also recommends that at least 50 participants should be involved in the pilot study to determine the effectiveness of the tool, its implementation and its analytical capability. The questionnaire process implemented for this study met these requirements. The only adjustments made to the final questionnaire were the incorporation of additional categories in questions that were presented in the open-ended questions by the participants of the pilot study.

5.3.3.4   Data collection procedures

Since the major focus of this study was a South African situational analysis regarding the use of local and regional food in destination marketing, a situational analysis approach was followed, as outlined in Section 5.2.3. The target population was provincial and regional

DMOs in South Africa identified utilising information available from the Government website, provincial and regional mailing lists and promotional material of the tourism regions within South Africa. The contact information was also sourced and verified at INDABA during 2001 and 2002, as all the provincial and governmental offices were represented there. The self-administered survey questionnaire, which was finalised from the pilot study, was electronically mailed to 246 DMOs during October 2002. The completed questionnaires were collected until February 2003. Prior to sending the survey questionnaire, respondents were contacted telephonically and electronically to request them to participate in this research and in the survey process. Reminder e-mails with the questionnaire attached and instructions for accessing the website for retrieving the questionnaire were sent in November 2002 and again in January 2003 to the DMOs who had not yet responded. The reason for the time lapse between the initial survey and the reminders was the December-January vacation break and the workload of the DMOs during that period of time, as this is an active tourism period in South Africa.

To reduce the possible sources of error during data collection by means of the questionnaires, these precautions were taken: A cover letter was attached to the questionnaires to emphasise the purpose and need for the study. In an effort to motivate respondents to answer questions seriously and truthfully, the cover page stated the researcher's affiliation and informed the respondents of guaranteed confidentiality and that the information would not be made public. Furthermore, an additional incentive was that FOODPAT and TOURPAT would be available so that it could be utilised by the DMOs to assist them in developing and implementing food tourism in their regions. The returned questionnaires were checked to ensure that they came from the identified target population. To minimise error and facilitate data capturing and analysis, all close-ended questions were pre-coded. The returned questionnaires were coded to enable computer data analysis. The preceding procedures contributed to the reliability and validity of the study.

5.3.4   Data Analysis

The purpose of analysis was to establish an integrated and coherent understanding of the findings, to integrate the various datasets with one another and to provide a coherent situational analysis of the use of local and regional foods in destination marketing, culminating in a SWOT profile. The conceptual food tourism destination-marketing framework as developed in Chapter 4 served as a model for the evaluation of the data. The research data for this phase of the methodology originated from the stakeholder survey, the expert opinion survey and the compilation of FOODPAT.

The quantitative data collected was coded as numerical representations to facilitate statistical analysis, which was performed utilising the software package Statistical Analysis System (SAS), Version 8. According to Jennings (2001:303), the software package enables researchers to:

- *Enter and store data.*
- *Utilise retrieval strategies.*
- *Engage in statistical analyses.*
- *Generate graphs and reports.*
- *Manage research projects.*
- *Write reports.*

In this regard the researcher followed the advice of others for example Babbie and Mouton, (2001), Jennings (2001) and Veal (1997) with regards to statistical analysis and collected data. Codes were allocated to each of the response sets in the questionnaire, and numerical codes were assigned for each response. These responses were converted into a series of numbers for capture using SAS for further statistical analysis. The researcher cleaned and checked the data by examining the coded data for any incorrectly assigned codes and corrected the errors by reviewing the original data.

As this study was a situational analysis, the data was analysed using descriptive statistics and integrated with the data from the other data sets (Expert Opinion Survey, FOODPAT and TOURPAT). The integration of the data from the various sources and collected utilising a variety of methods contributed to the validity and reliability of the data. Descriptive statistics were used to meet the objectives set for this study, which entailed the execution of a situation analysis of South Africa's current usage of local and regional food as destination attraction/experience and marketing tool. The data presentation includes graphs, frequency and percentage distributions to summarise, tabulate and present data in a manageable form.

The data obtained from the DMO survey was analysed statistically. The analysis sheets constitute 322 pages and are available from the researcher. The expert opinion survey is discussed in the next section.

5.4 EXPERT OPINION SURVEY

5.4.1 Expert Group

The selection of individuals with expert knowledge regarding food tourism, both locally and internationally, was done by means of purposive and snowball sampling. According to Jennings (2001:139), when applying purposive sampling the researcher decides who will be involved in the study based on their knowledge base and the focus of the study, as was the situation in this study where experts in the field of food tourism were selected. Snowball sampling is used with difficult to reach participants and when the researcher is not informed regarding the *network connections* (Jennings, 2001:139). In this case the researcher identified other experts on recommendation of the initial identified participants. Consequently, there is no specified sampling frame for selecting the experts in this study, as the researcher relied on informal networks of association between experts in the field of food tourism. Twenty local and ten international experts were selected from the areas listed below:

- Food tourism event planner and coordinator.
- Local and regional champion in the food tourism industry.
- Leading chefs.
- Media specialists in the food tourism area.
- Tourism and hospitality leaders utilising food tourism as promotional tools.
- Leading company personal responsible for food tourism development and marketing.
- Culinary heritage specialists.
- Local community leaders/organisations utilising local and regional food as a marketing tool.
- Leading academics in the food tourism field.

5.4.2 Data Collection Design

The expert opinion survey represents the qualitative method of gathering, processing and utilising important information from a group of experts on food tourism (Papadopoulos, 1999b). Expert sampling is the selection of 'experts' as identified by the researcher, and these are people who have *specialist knowledge with which to make informed opinions or comments* (Jennings, 2001:140). Celliers (1973) is of the opinion that experts help to define the situation more definitely and assist the researcher in gaining important information

regarding the practical and technical aspects of the research process. De Vos (1998:181) contends that the purpose of expert interviews is to discover unknown perspectives and to confirm or reject the researcher's own views. The interview and questionnaire used for the interview check (Annexure 7), covered the following: food tourism perspectives locally and nationally/internationally; the importance of food tourism in their field of expertise; suggestions for the development, organisation and marketing of food tourism locally and nationally; and recommendations for food tourism development in South Africa.

This study used of more than one data source to gather information regarding the use of local and regional food as a marketing tool in destination-marketing: primary data from the stakeholders and experts and secondary data from various databases and relevant literature. In addition stakeholders completed a questionnaire and an expert opinion survey was conducted. These techniques supported the construct validity of the research. The application of pre-testing and executing a pilot study contributed to the increased validity of the questionnaire and reliability of the study.

5.4.2.1 Expert opinion interviews

A representative number of experts, both locally and internationally were approached for their experience and opinions regarding food tourism. The survey was executed to verify the information gathered from the stakeholder survey and to discover any additional unknown perspectives. The 'snowball' method, where one expert puts the researcher into contact with another expert, was used to contact experts representative of spheres of experience in the field of food tourism. Twenty local experts were contacted telephonically and a personal meeting arranged. Information was gathered using a semi-structured face-to-face interview schedule. Tape recordings were made of the interviews and this enabled the researcher to pay close attention to the discussion. Transcriptions were made after all the interviews had been completed. Each interview lasted approximately 30 minutes. The researcher explained the aim and importance of the study to the respondent prior to conducting the interview. The respondents were assured that the information recorded would be used only for the academic purposes of the study.

Semi-structured interviewing is based on the use of an interview guide (Jennings, 2001; Veal, 1997), which is a written list of questions and topics which need to be covered in a particular order. The interviews were broadly guided by the following five questions:

1. What are your views on food tourism in general?
2. What are your perspectives regarding food tourism in your area and in South Africa?

3. What role does food tourism play in your area of expertise?

4. What suggestions can you make regarding the development, organisation and marketing of food tourism in your area/ in South Africa

5. Do you have any further suggestions/ ideas/ recommendations for food tourism development in South Africa?

The respondents were free to expand on the topic and to relate their own experiences and views. The interviewer intervened only for clarification of concepts and ideas. Blanche and Durrheim (1999) and Veal (1997) conclude that the benefits of an unstructured interview include the opportunity it affords the interviewer to interact with the respondents in a conversational setting so as to get to the core of the subject under discussion. Semi-structured interviews are generally the most useful, as they allow full exploration of the topic, yet retain a degree of structure, which ensures that most of the information obtained is relevant and manageable (Veal, 1997).

Ten international experts involved with food tourism, were contacted via e-mail and were asked to complete the open-ended questions from the expert interview schedule used for the local experts. The questions were e-mailed to the respondents, which they completed and returned to the researcher. No restrictions were made regarding the length of responses made.

5.4.3   Data Analysis

According to Blanche and Durrheim (1999), qualitative analysis tends to be primarily an inductive process of organising data into categories and identifying patterns. For this study a content analysis method was followed to analyse the qualitative component of the data gathered. To allow for assessment of the qualitative data, the presentation of the data presented the opinion of the majority with discrepancies being recorded where appropriate. This allowed for additional and in-depth perspectives of experts in the field of food tourism. The data collected in the expert opinion surveys was transcribed and analysed by classifying, organising and coding the information, and placing it in a framework based on the interview checklist. As suggested by several other researchers and specifically noted by Babbie and Mouton (2001), Jennings (2001) and Veal (1997), the essence of the analysis procedure was to return to concepts, the aim and objectives of the research, and begin to sort and evaluate the information gathered in relation to the questions posed. In this way an explanation of the actual meaning of the data and logical reasoning was achieved. The procedure was complete when the researcher felt that the interpretation could be shared with DMOs and

other stakeholders interested in food tourism and that it would make a meaningful contribution to theory. The analysis was performed for its potential to identify core content and trends regarding food tourism planning, implementation and management.

To sum up, the data was analysed utilising procedures deemed suitable for the study after being collated and applied in the construction of a Strategic Food Tourism Destination Marketing Framework. This, in turn, was assessed for implementability in a selected case study. The results collected from the case study were summarized and the findings and possible recommendations for strategy planning and future research were identified. Data analysis and interpretation were described in the discussion on the research design and summarised in tabular form in Table 5.2. The objectives of the study were correlated to the method of data analysis and the data set or source of data identified.

5.5 VALIDITY AND RELIABILITY

The value and applicability of the results of any research study are determined by the validity and reliability of the respective data collection methods. Validity implies the extent to which the information collected by the researcher truly reflects the phenomenon being studied (Babbie & Mouton, 2001; Jennings, 2001; Neuman, 2000; Veal, 1997). Reliability refers to the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects (Babbie & Mouton, 2001; Jennings, 2001; Neuman, 2000; Veal, 1997).

From the preceding perspectives it is clear that requirements regarding validity and reliability of the study were taken into consideration throughout the study. A summary of the validity and reliability requirements is presented in the next section.

5.5.1 Validity

Prerequisites for generalisation of findings entail using a representative sample of the target population and ensuring a sizable and representative response. Steps to ensure the aforementioned were met, as the entire target population was included in the study and a census was performed to gather the relevant data.

Table 5.2:   Data analysis methods according to objectives of the study and data sets/sources utilised for analysis

DATA ANALYSIS		
OBJECTIVE	**METHOD**	**DATA SET / SOURCE**
Development of a **theoretical framework** providing a strategic context for food tourism in destination marketing	Literature review; secondary data analysis (**SDA**) [chapters 2-6]	Literature; FOODPAT
Execution a **situation analysis** of South Africa's current usage of food as destination product and marketing tool	Secondary data analysis (**SDA**) Primary data analysis: questionnaire (descriptive statistics); expert interviews [Chapters 6-7])	FOODPAT TOURPAT / ENPAT Questionnaire Expert interviews
Exploration of **current best practices** both nationally and internationally	Secondary data analysis (**SDA**) Website analysis Primary data analysis: questionnaire (descriptive statistics); expert interviews [Chapter 4]	FOODPAT Questionnaire Expert interviews Web Site Analysis
Establishment of **key elements of competitiveness** from a food tourism perspective	Literature: competitiveness framework analysis; ENPAT / TOURPAT mapping analysis by establishing relationships between the variables and identifying spatial patterns and distributions to verify elements of competitiveness regarding food tourism in South Africa [Chapter 2]	Literature FOODPAT TOURPAT / ENPAT
Development of a **Product Potential and Attractiveness Tool, an audit / inventory and food tourism competitiveness assessment** which will contribute to the development of a **Strategic Food Tourism Destination Marketing Framework** for optimal and responsible development and marketing of food tourism	Combination of qualitative and statistical methods of analysis **ENPAT/TOURPAT** mapping analysis by establishing relationships between the variables and identifying spatial patterns and distributions [Chapter 6 –7]	FOODPAT TOURPAT / ENPAT Questionnaire Expert interviews
Application of the Strategic Food Tourism **Destination Marketing Framework** in a selected case study to determine the 'implementability' of the framework	Organization of data; categorisation of data; interpretation of information; identification of patterns; portrait construction of case [Chapter8]	FOODPAT TOURPAT / ENPAT Questionnaire Expert interviews Case Study
Provision of **recommendations and guidelines** for the implementation of the Strategic Food Tourism Destination Marketing Framework in the South African context	Summary of interpretations and applications. [Chapter 9]	FOODPAT TOURPAT / ENPAT Questionnaire Expert interviews Case Study

5.5.1.1   Content/theoretical validity

Content/theoretical validity refers to what extent a measure covers the range of meanings included within the concept (Babbie & Mouton, 2001). To support content validity the following steps were taken whilst compiling the DMO survey questionnaires:

- a wide variety of sources were consulted in order to identify the aspects applicable to the use of local and regional food in destination marketing;
- literature sources for the literature review were obtained via an electronic and library search;
- experts from the hospitality and tourism industries evaluated the questionnaire for content and measurement validity; and
- a pilot study was executed to test the questionnaire and to ensure its validity.

5.5.1.2   Construct validity

Construct validity is based on the logical relationships among variables (Babbie & Mouton, 2001). Construct validity refers to the extent to which a scale, index or list of items measures the relevant construct and not something else (Babbie & Mouton, 2001).

To support construct validity the following steps were taken:

- More than one data source was used to gather information regarding the use of local and regional foods in destination marketing and food tourism *per se*. Information from the DMOs, experts in the field of food tourism and a situational analysis focusing on the resources in the destination was collected and integrated.
- More than one method was used to gather information. A questionnaire was distributed electronically; an expert opinion survey was conducted and a destination audit, outlined in Chapter 7, was executed.
- A valid measurement instrument was finally obtained through sound conceptualisation.
- A technical expert collected and collated the GIS data.
- In consultation with the researcher, an IT programme specialist developed the culinary database and a research assistant did the data mining, utilising the sources mentioned above.

5.5.2   Reliability

Research also aims at producing reliable data. Therefore, if the same measures were used and similar conditions prevailed, the data collected would be similar from situation to situation (Babbie & Mouton, 2001).

To reduce the possible sources of error during data collection by means of questionnaires, the following precautions were taken:

- A cover letter was attached to the questionnaires to emphasise:
  - the purpose of the survey;
  - the researcher's affiliation; and
  - that confidentiality was guaranteed.

- The questionnaire was constructed in such a manner that:
  - it did not take long to complete;
  - the questions were easy to understand and were relevant to the topic; and
  - the questionnaire was subjected to a pre-test and trial run by means of a pilot study.

The steps outlined above have contributed to the accuracy and precision of information supplied by the respondents, and has therefore enhanced the reliability of the data collected.

5.6 CONCLUSION

This chapter has been devoted to explaining the research methodology used to conduct the research study in line its goals and objectives. The research design and the situational analysis research approach were presented. The range of methods and approaches that were applied, fall primarily within the paradigm of quantitative research. Both quantitative and qualitative tools and techniques were used, contributing to a mixed methodology approach. The chosen approach was customised to suit the requirements of the study and was applied in the various methodology phases. The selection of the target population, data collection tools and techniques, and data analysis were explained. Finally the issues of validity and reliability of the study were discussed. The results and findings of the empirical phases of the study are presented in Chapter 6.

6 Results and Discussion

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6.1   INTRODUCTION

This chapter presents the results and interpretation of the three datasets collated in this study, namely: data collected from the DMOs; expert opinions from the experts in the field of food tourism destination marketing; and data collated for the culinary database, FOODPAT integrated with the data from TOURPAT. These formed the basis of the situational analysis regarding food tourism in South Africa and contributed to the compilation of the SWOT profile. The internal and external analysis included the components as outlined in Figure 6.1 and was based on the data collated from the Stakeholder Survey, Expert Opinion Survey, FOODPAT and TOURPAT.
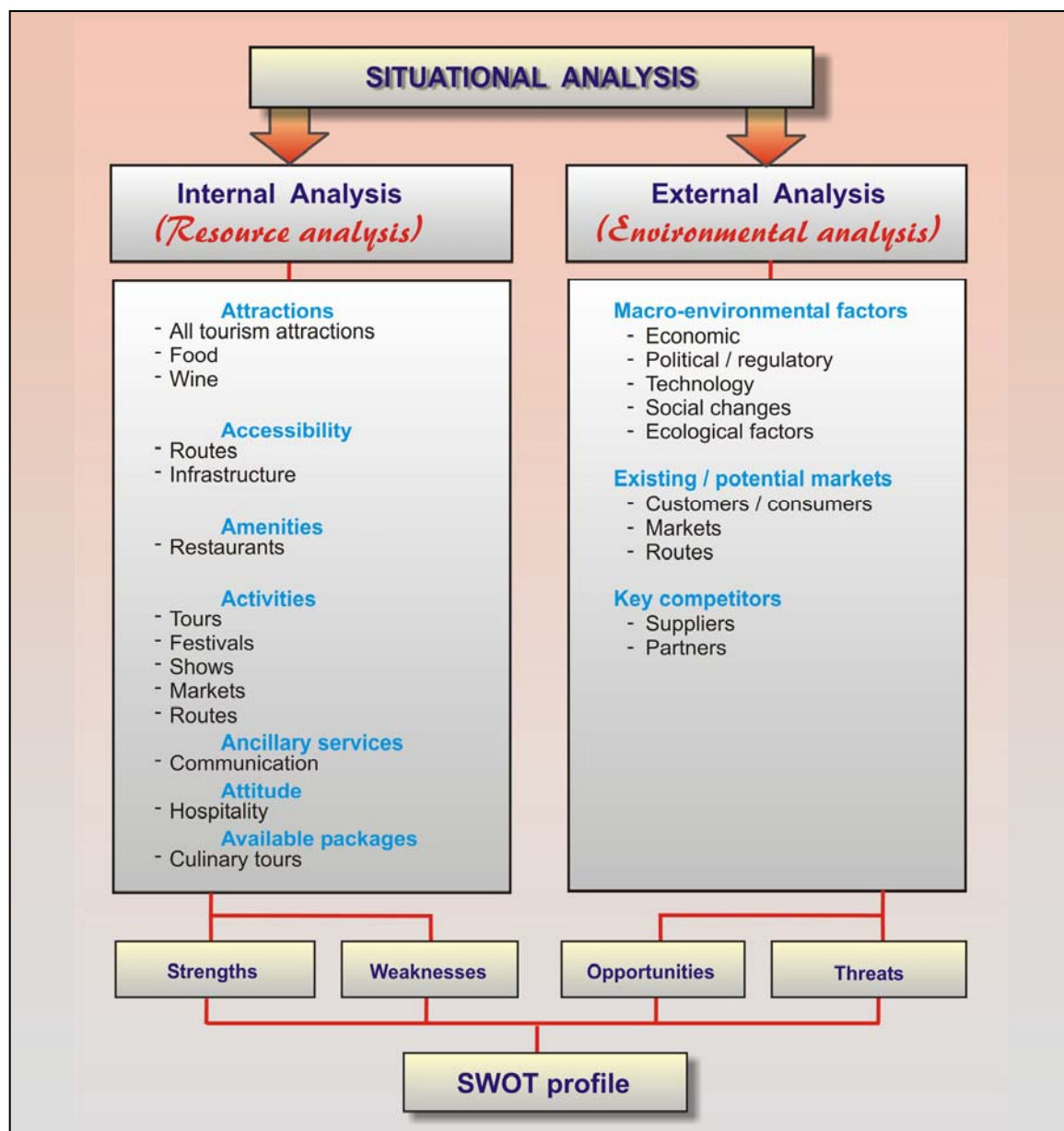
Figure 6.1:   Outline of the components of the situational analysis performed

The integration of these results provided the rationale for the development of the Strategic Food Tourism Destination Marketing Framework, the selection of the case study, and the formulation of guidelines and recommendations pertaining to the development and implementation of food tourism in destination marketing strategies by DMOs and other stakeholders in food tourism. The geographical distribution and response rate of the target population is given. The status of food tourism as a destination attraction is discussed and the situational analysis regarding food tourism in destination marketing is presented and interpreted. The results of the expert opinion survey and the culinary database, FOODPAT are recorded after which the data is holistically interpreted to generate the SWOT profile and prepare for the selection of the case study and the implementation of the Strategic Food Tourism Destination Marketing Framework. Finally, food tourism in destination marketing is evaluated according to the food tourism destination marketing framework with specific reference to food tourism enhancers.

6.2   PROFILE OF RESPONDENTS

Since the major focus of this study was a situational analysis on the use of local and regional food in destination marketing, the target population were provincial and regional DMOs in South Africa. The response rate and geographical distribution of the respondents is important for this study as it reflects the representation of the provinces and tourism regions.

6.2.1   Response of Target Population

 A total of 112 questionnaires were returned from the 246 questionnaires that were electronically mailed to all the DMOs. All returned questionnaires were found to be usable, were coded and incorporated in the data analysis procedures. An overall response rate of 45.5% was thus obtained. Table 6.1 provides a breakdown of the response rate for each of the nine provinces included in the data analysis. The questionnaires received from each of the provinces reflects a computed total of responses from the provincial office, the regional offices in the specific province and the local offices in each of the regions in the province, thus the sum of V76+V77+V78 = number of responses for each province.

Since this study is exploratory-descriptive in nature, the response rate for each province is a reflection of the extent of information available for each province regarding the use of local and regional food in destination marketing.

Table 6.1: Reflection of the response rate per province, region and local DMOs

PROVINCE	V76 Province n	V77 Region n	V78 Local n	Total: V76+77+78 n	Total Responses n	Response Rate %
Gauteng	1	6	3	10	7	70.0
Eastern Cape	1	6	19	26	17	65.3
Freestate	1	4	8	13	7	53.8
Mpumalanga	1	8	15	24	12	50.0
Western Cape	1	8	80	89	41	46.0
Northern Cape	1	6	8	15	6	40.0
KwaZulu-Natal	1	8	30	39	15	38.4
Limpopo	1	4	16	21	5	23.8
Northwest	1	5	3	9	2	22.2
TOTAL	9	55	182	246	112	

The inclusion of DMOs at provincial, regional and local level is justified, as the higher the number of responses for each province, the more valid the results, which allows for better analysis and reporting. Furthermore, in this study, the local offices in each region form an entity representing the whole region. Data analysis is portrayed at:

- National level, which entails a computation of the total target population, i.e. n=112.

- Provincial level, which entails a breakdown of the data in the nine provincial areas and constitutes a computation of the regions in every province.

- Regional level, which entails a breakdown of the data in the 55 tourism regions and constitutes a computation of the magisterial districts in every region, which ultimately contributes to the extraction of relevant data to verify the selection of the region for the case study.

The reasons for non-response are unfortunately unknown, but should be considered when integrating the various datasets, as the lack of resources may well be the reason why a region responded poorly. The data reflected in the culinary database was sourced from secondary data sources and is not influenced by the response rate of the various tourism regions.

6.2.2 Geographical Distribution and Representation of Respondents

The geographical distribution and representation of the study group is important as it provides a reflection of the geographical area being represented in the situational analysis and it also verifies the validity and reliability of the data received, thus the higher and geographically wider the representation the more valid the analysis and reporting. The distribution and representation of the 112 responses received are as follows:

- On a provincial level – all **nine** provincial offices returned their questionnaires;
- On a regional level - **43** of the 55 regions returned their questionnaires; and
- On a local level - **60** of the 182 local offices returned their questionnaires.

Questionnaires were returned from each of the nine provinces, which facilitated a description and situational analysis of South Africa as an entity. The regional response of 43 regions out of the 55 reflects a response rate of 78%, which is excellent and allows for additional in-depth analysis and description of the regions. The local response rate of 60 out of 182 local offices, 33%, allows adequately for identification of regional difference and also verifies provincial and regional trends established from data collection and analysis. The graphical representation of the compilation of provincial and regional data in Figure 6.2 was based on sequence ranking from highest to lowest values according to the number of responses, so as to give an overall picture of the spatial variation to the questionnaire

A map (Figure 6.2) depicts the geographical distribution and representation of respondents nationally, provincially and regionally. The information regarding the response rate and geographical distribution of the respondents is important as it impacts on the integration of the three datasets where the amount of information known about an area will allow for a more in-depth situational analysis. Such information will determine the potential for food tourism in a destination more accurately.

6.3 CURRENT STATUS OF FOOD AS AN ATTRACTION

Descriptive statistics describe the general characteristics of a set or distribution of scores (Jennings, 2001). Frequencies and means are the descriptive statistics used in discussing the distribution of responses gathered during the quantitative component of this study. In the context of this study, frequency refers to the number of times a response was given to a specific question (variable) regarding food as an attraction in a destination, and is presented in Section 6.4.

The use of descriptive statistics in displaying frequency distribution makes data more comprehensible. Graphical presentation of the data in the form of stacked bar graphs, histograms and pie charts allows for the recognition of trends and patterns, Veal (1997), agrees that this techniques facilitates presenting the situational analysis of the various tourism regions in a comparable manner.
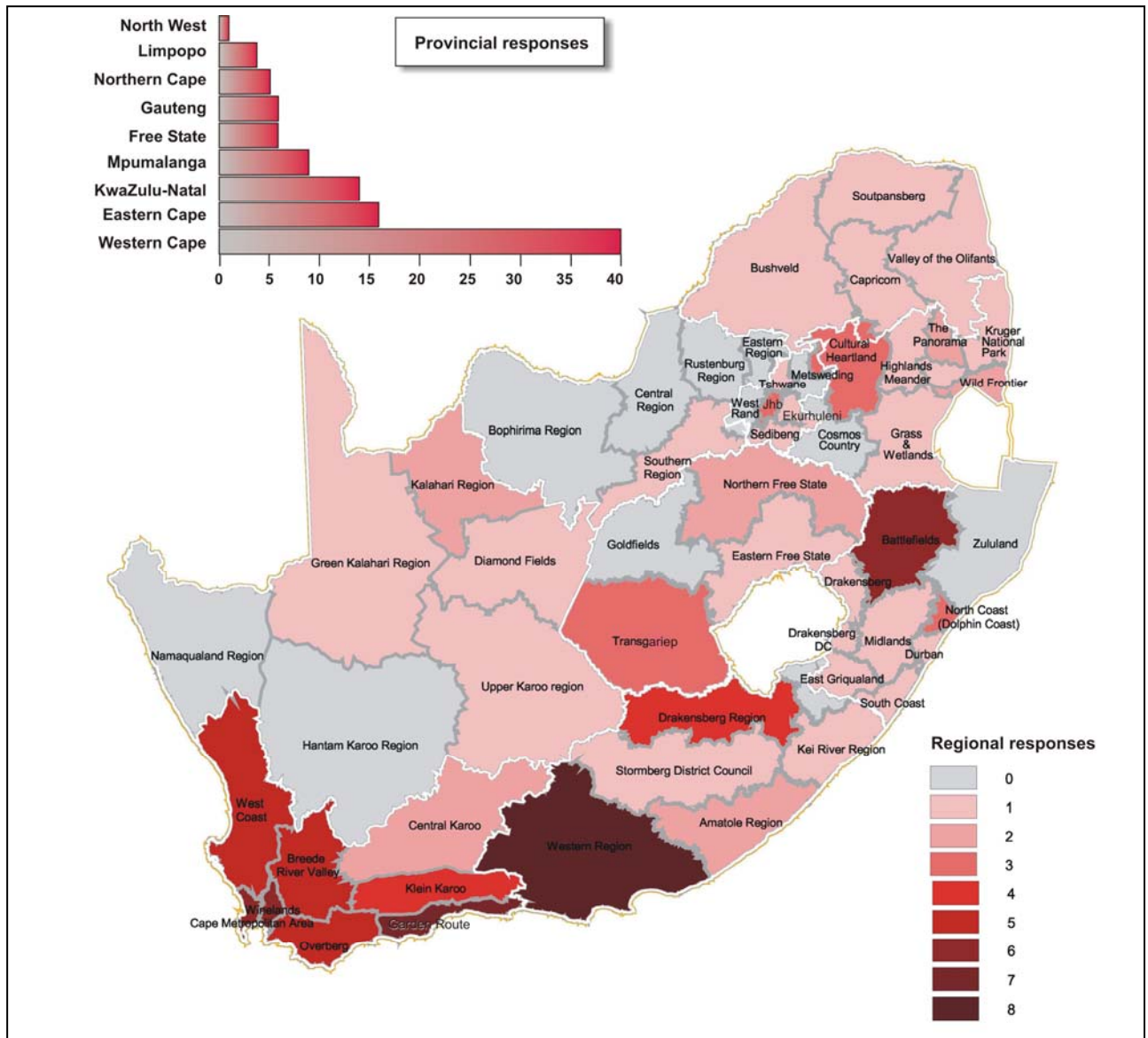
Figure 6.2: **The national, provincial and regional distribution and representation of respondents**

The stacked graphs used illustrated the ranking of the attractions in a destination (Section 6.3.1) and rating of the importance of proposed strategies by stakeholders (Section 6.4.4). The histograms (bar graphs) were used to categorise the variables and present the subsequent frequencies of the key components of food tourism (Section 6.3.2), the reasons for food not being an attraction (Section 6.3.1), the marketing strategies used (Section 6.4.1), the promotional gaps and constraints (Section 6.4.2) and the actions required to address the gaps and constraints (Section 6.4.3).

The aim of the study was not to position the various provinces and regions regarding the use of food as a tourism attraction with one another, but to reflect on the position of food tourism

for the country as a whole in comparison with other tourist cards. The final product is thus a snapshot of the destination regarding the marketing of food tourism as an attraction in terms of available resources, identification of gaps and constraints and the actions and strategies required to address the gaps and constraints. This information is integrated with the data in FOODPAT and TOURPAT in Section 6.7 with the aim of providing a more comprehensive profile of food tourism in South Africa.

6.3.1   Relative Position of Food as an Attraction / Attraction Status

A focus of this study was to determine the position of food as an attraction in comparison with the other tourism attractions in the various tourism regions. This is also presented for each province and nationally. Maps (Figure 6.3) portray the status of various key and all supportive attractions spatially at national, provincial and regional level.

The stacked graph in Figure 6.4 presents the frequency distribution graphically in the form of percentages for all respondents (n=112) giving an image of the position of food as an attraction in relation to other attractions represented in South Africa. Figures 6.3 and 6.4 confirm the perceptions that South Africa is best known for its nature-based attractions (71.8%), followed by cultural (62.2%) and outdoor and recreational activities (55.1%). The high score of cultural/historical attractions provides local and regional food with an additional opportunity to be promoted as a tourism attraction, as food is part of a destination's culture, through its culinary heritage (Bessiere, 1998; Boniface, 2003; Cusack, 2000; Government of South Africa, 1996; Hegarty & O'Mahony, 1999; Long, 1998; Ohlsson, 2000; South African Tourism, 2004).

Figure 6.5 is a collage of the nine provinces given against the scores of the country as a whole, regarding the relative position of food as an attraction. The provinces of Limpopo and North West have a response rate below 30%, therefore the reflection of their attraction status is not adequate for analysis and further reporting. Provincially the position of food as a key attraction is present in five of the nine provinces, whilst food features as a secondary attraction in all of the provinces. The results compare well with what is reported in the literature, namely that food is not primarily a key attraction (17.9%) but fares much better as a supportive attraction (36.6%), (Cohen & Avieli, 2004; Du Rand, Heath & Alberts, 2003; Hall, 2003).
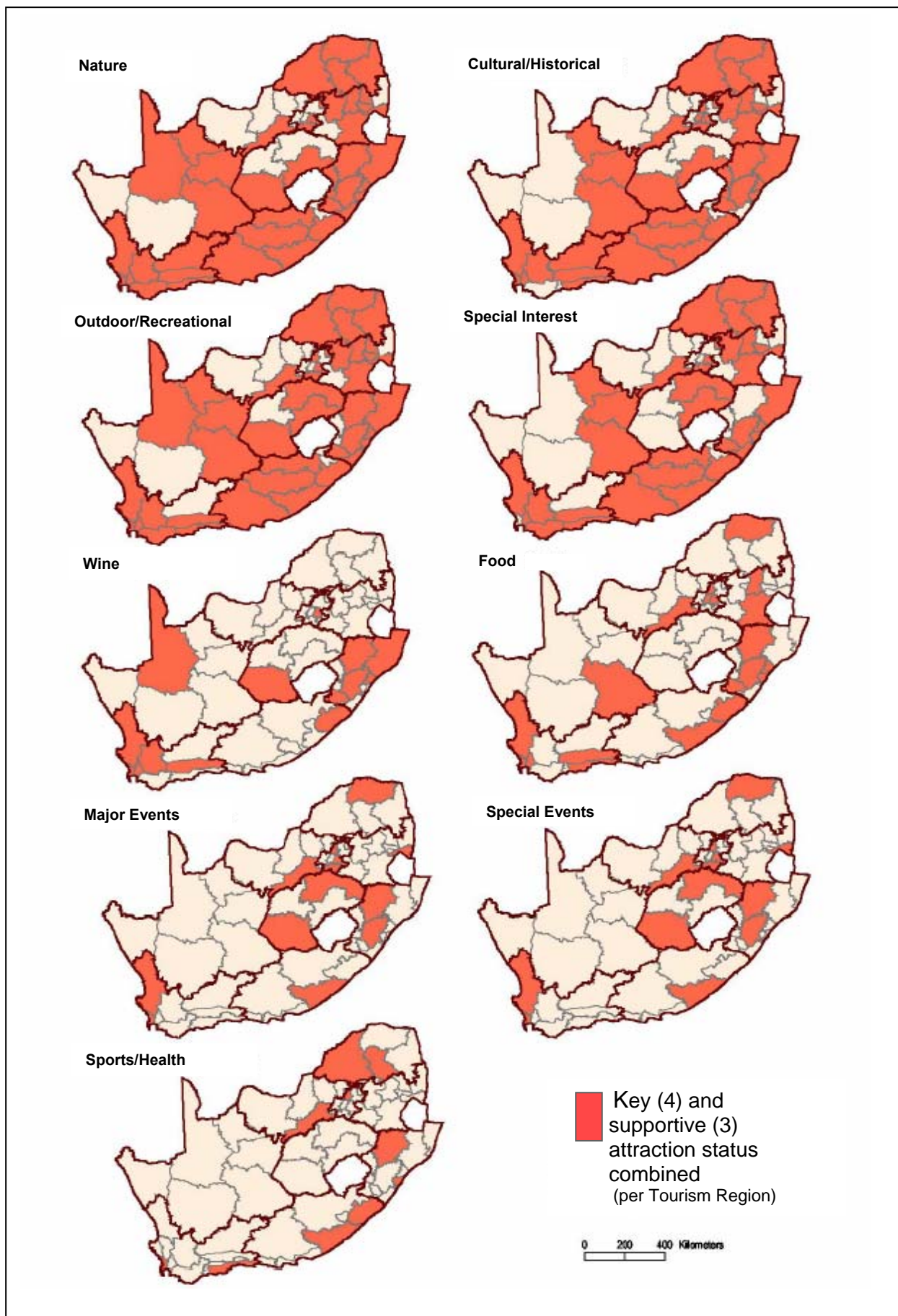
Figure 6.3: **Key and supportive attraction status on a national, provincial and regional level**
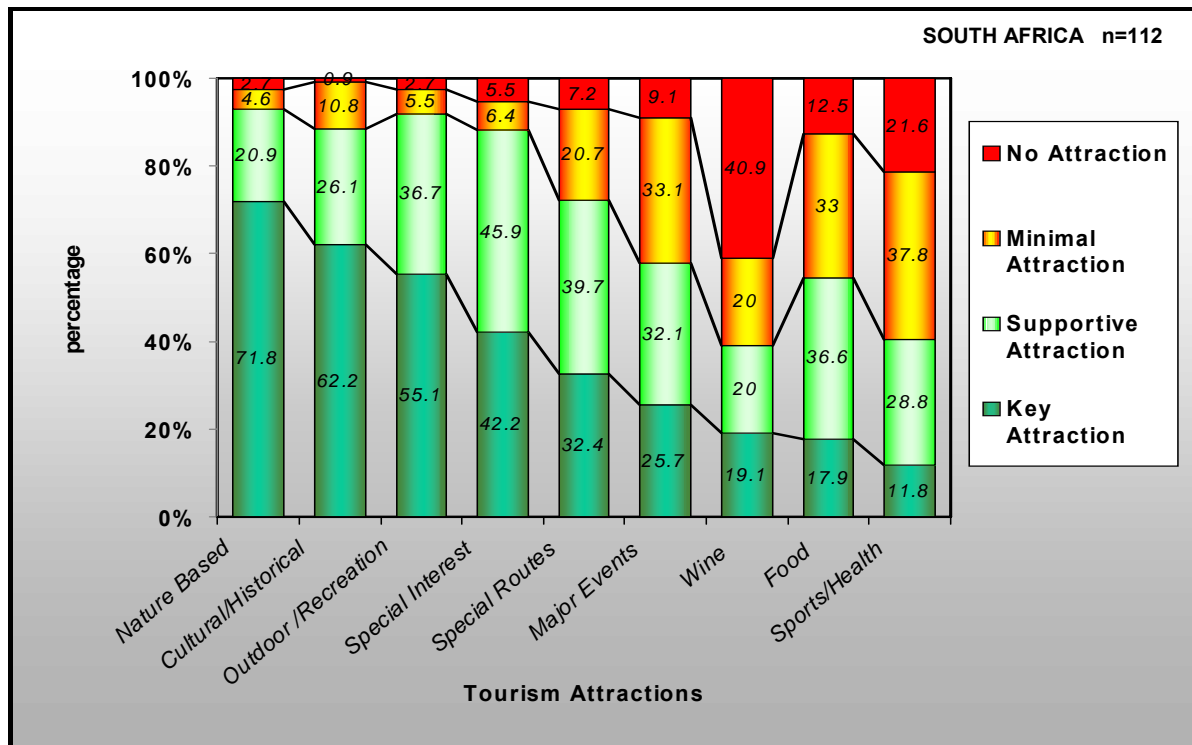
Figure 6.4: **The relative position of food as an attraction in South Africa**

Wine, although also an attraction in is own right, is often marketed together with food. It fares slightly better than food as a key attraction (19.1%), but is not as strong a supportive attraction as food (20%). The reason for this is that wine tourism is still very much localised in South Africa and only in recent times becoming more of a destination experience, where wine is not produced (Bruwer, 2003; Demhardt, 2003; Tassiopoulos, Nuntsy & Haydem, 2004). Wine has the highest score for the no attraction category (40.9%), the reason being that wine is mainly produced in the Western Cape where it scored the highest (46.3%) as a key attraction in comparison with the provinces.

The spatial representation of food and wine as key, supportive and minimal attractions respectively is portrayed in Figure 6.6. It is clear that food is a much stronger supportive attraction at a national level than wine, but both food and wine are key attractions locally and in some provinces. An interesting observation is that in certain areas of Gauteng they are, although this region does not produce many of the products utilised in the offering of food and wine tourism.
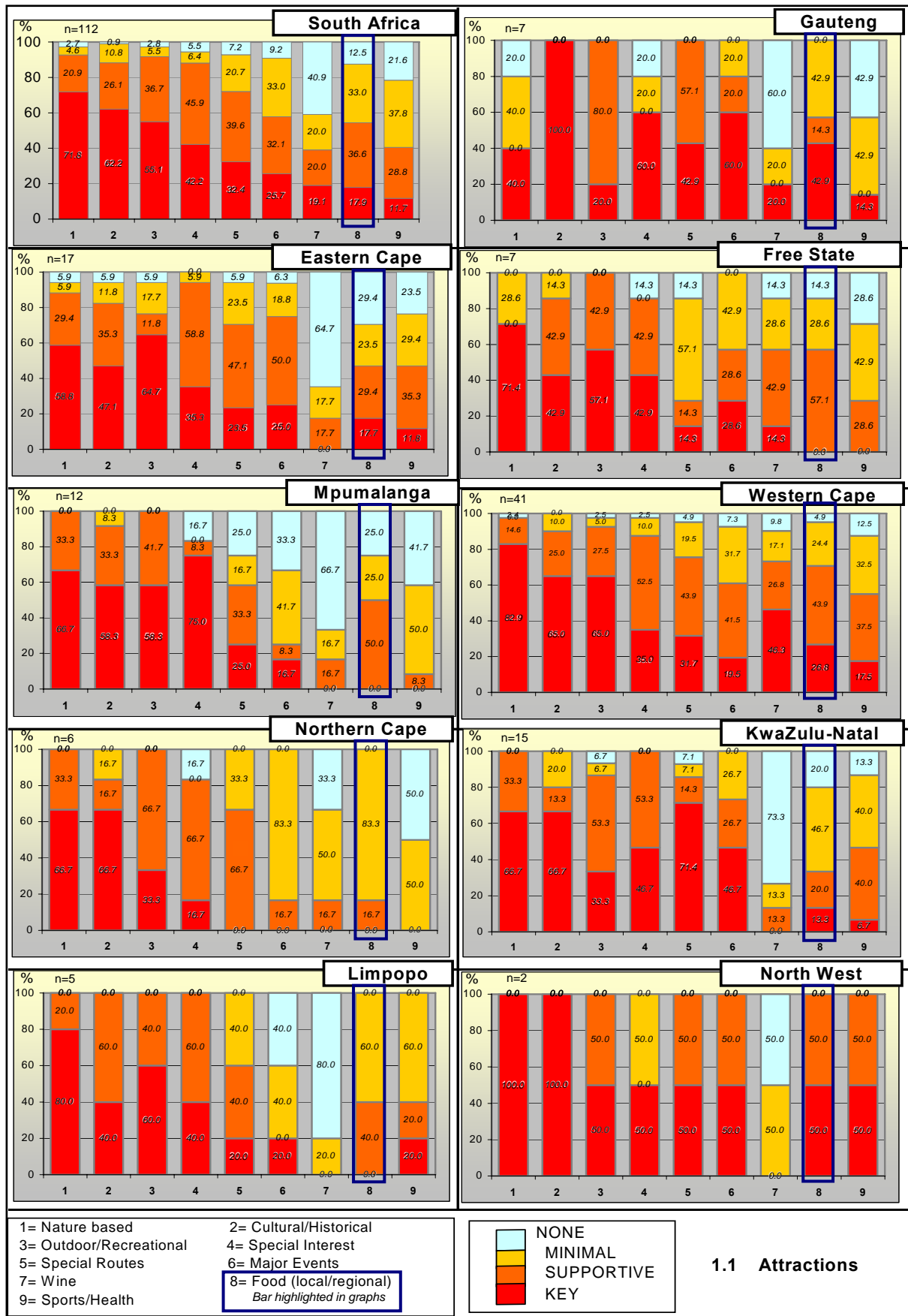
Figure 6.5: The relative position of tourism attractions in all provinces and South Africa

Legend:
1= Nature based
2= Cultural/Historical
3= Outdoor/Recreational
4= Special Interest
5= Special Routes
6= Major Events
7= Wine
8= Food (local/regional) *Bar highlighted in graphs*
9= Sports/Health

NONE
MINIMAL
SUPPORTIVE
KEY
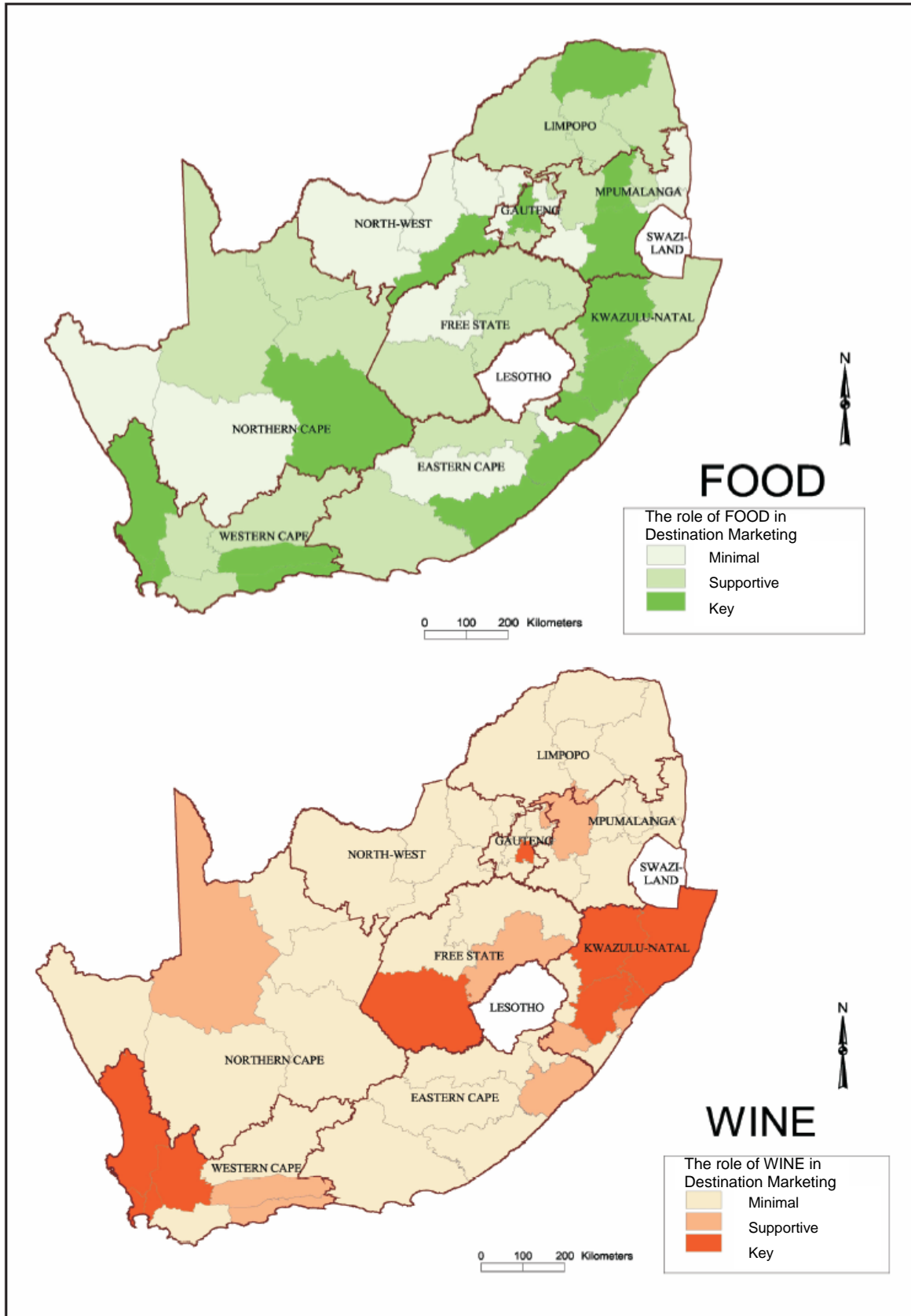
1.1   Attractions

Figure 6.6: **The spatial representation of food and wine as key, supportive and minimal including no response attractions**

The fact that food did not feature amongst the top attractions nationally (Figure 6.7) is because stakeholders were unaware of the tourism potential (37.5%); had insufficient knowledge regarding the promotion of food (28.6%); and/or where there was a lack of marketing efforts (27.7%). The low score for insufficient funds (13.4%) is noteworthy. This could be the reason for lack of recognition of food tourism as a key attraction.
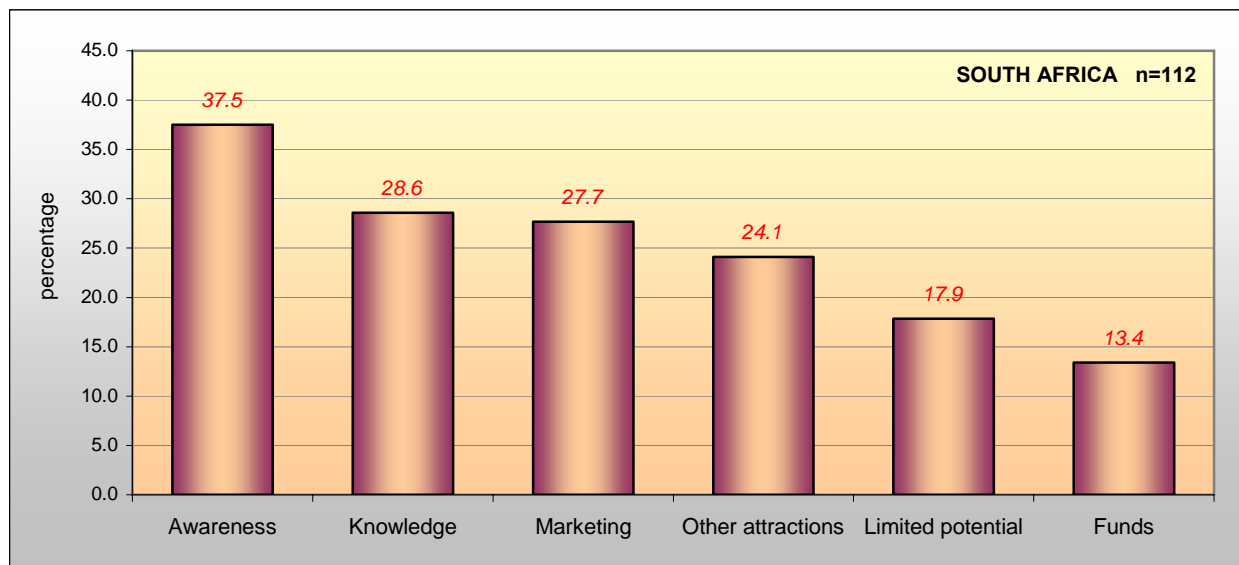
Figure 6.7:   Key reasons for food not being regarded as an attraction

These findings indicate how essential a strategic approach to food tourism as an attraction in destination marketing is as has been the case in several countries such as Canada, Australia, Britain and the USA (British Tourist Authority, 2003; Canadian Tourism Commission, 2002; Colac Otway Shire & Colac Otway tourism, 2001; Hall, *et al.,* 2003; The Economic Planning Group of Canada, 2002; Tourism Tasmania Core Strategy Development Unit, 2002; Wolf, 2002b).

Compared to the average score (17.9%) recorded for South Africa regarding food as a key attraction (Figure 6.8), only Gauteng (42.9%) and the Western Province (26.8%) had higher scores. Food attractions in the provinces were categorised as key, supportive, minimal and none and plotted against the mean scores for the country as a whole. The high key attraction score that Gauteng received could be justified as Gauteng, which includes Soweto and various cultural villages, has promoted the culinary heritage of the African culture as an authentic tourist experience (Du Rand *et al.*, 2003; Kleynhans, 2003; Ramchander, 2004).
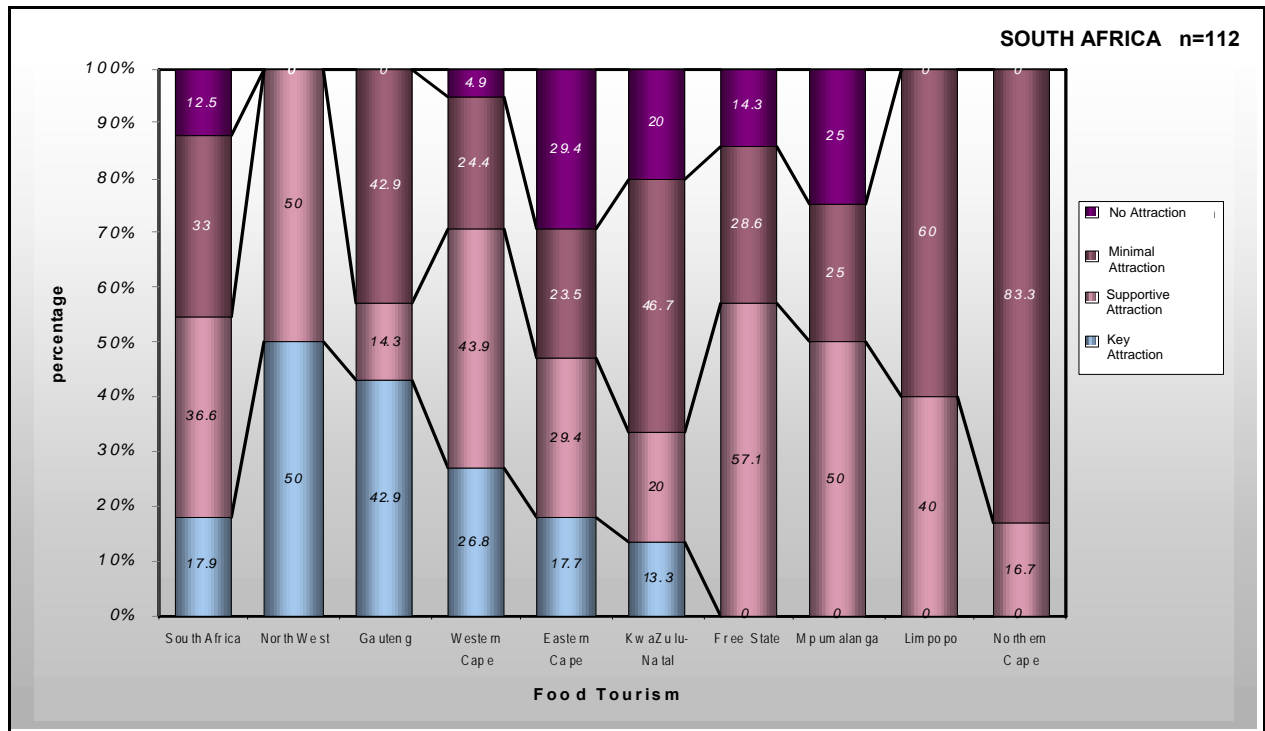
SOUTH AFRICA   n=112

Figure 6.8:   Relative position of food tourism as an attraction in the provinces and South Africa

Furthermore, Gauteng receives the highest number of tourists annually in South Africa (50.7%), which provides the opportunity for the province to meet the demand of visitors by providing food and beverages (South African Tourism, 2003).   The Western Province however, had the highest score for food as a secondary attraction (43.9%), which is justified when considering the fact that wine is an important key attraction of the province (46.3%). Food, as a secondary attraction is important in the Free State (57.1%), Mpumulanga (50%), and the Western Cape (43.9%), where these provinces all scored higher than the average for South Africa as a whole. The scores received for food being considered as no attraction ranged from 0% to 29.4% and for minimal attraction between 23.5% and 83.3%. The Western Cape is the only region where the computed value of food as a key and supportive attraction is above 70%. The other regions fall in the 50% range and below.

That food as a key and/or supportive attraction features in all the provinces is evidence for support of the general view in the literature that food as a tourism attraction needs to be taken more seriously in marketing strategies (Boniface, 2003; Canadian Tourism Commission, 2002; Cohen & Avieli, 2004; Elmont, 1995; Hall *et al.*, 2003; Handszuh, 2000; Hjalager & Richards, 2002; Richards, 2002; World Tourism Organization, 2000).

6.3.2 Key Components of Food Tourism

The key components of food tourism (Figure 6.9) are used to promote the use of local and regional food as a tourism attraction by means of the various products, facilities, activities, infrastructure, events and attractions in a destination. Two important findings stand out. First, the availability of local and/or regionally produced food products and the presence of speciality restaurants of the area, were decidedly dominant criteria. Second, also emerging as significant is the role played by routes, festivals and events.
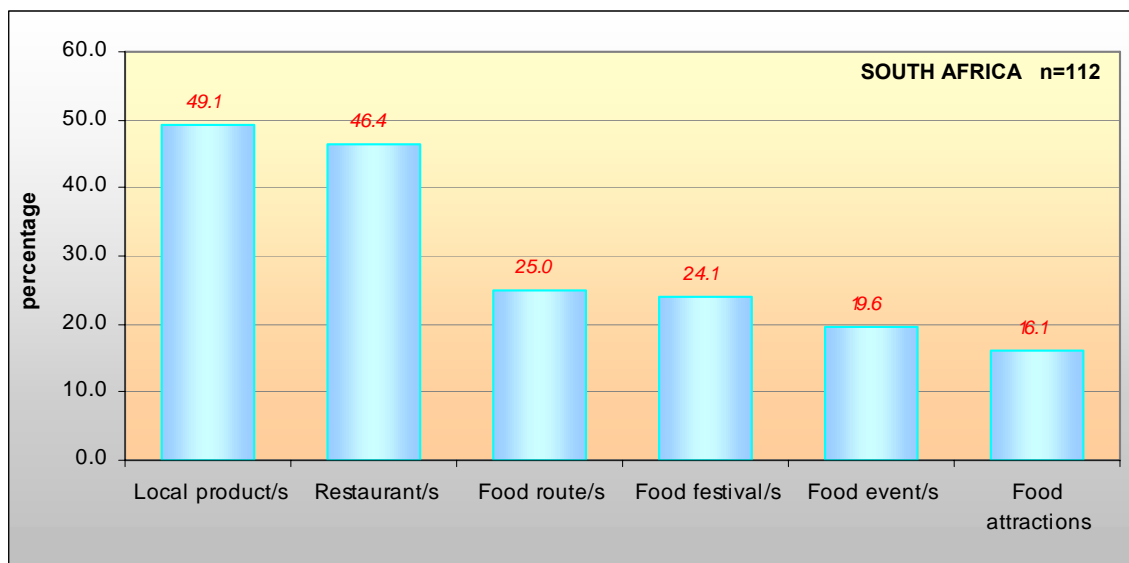
Figure 6.9:   Key components of food tourism in South Africa

The presence of local and regionally produced products (Figure 6.10) scored the highest in the Western Cape (68.3%), Eastern Cape (47.1%), Mpumulanga (41.7%) and KwaZulu Natal (40%), whilst speciality restaurants scored high in the Western Cape (68.3%), Eastern Cape (58.8%), Gauteng (57.1%) and Mpumulanga (41.7%). Speciality restaurants in the Northern Cape had the highest score for all key components of food tourism in that region (33.3%). Food events and food attractions scored the highest in the Free State, (42.9%) for both components; the reason for this could be the well-established cherry festival in this province. Food routes and food festivals achieved the highest scores in the Western Cape, with 36.6% and 34.1% respectively. A possible reason for these scores could be the existing wine routes and food festivals such as the annual oyster, cheese, olive and other local product festivals in the Western Cape, which have fostered the development of food tourism in that province.

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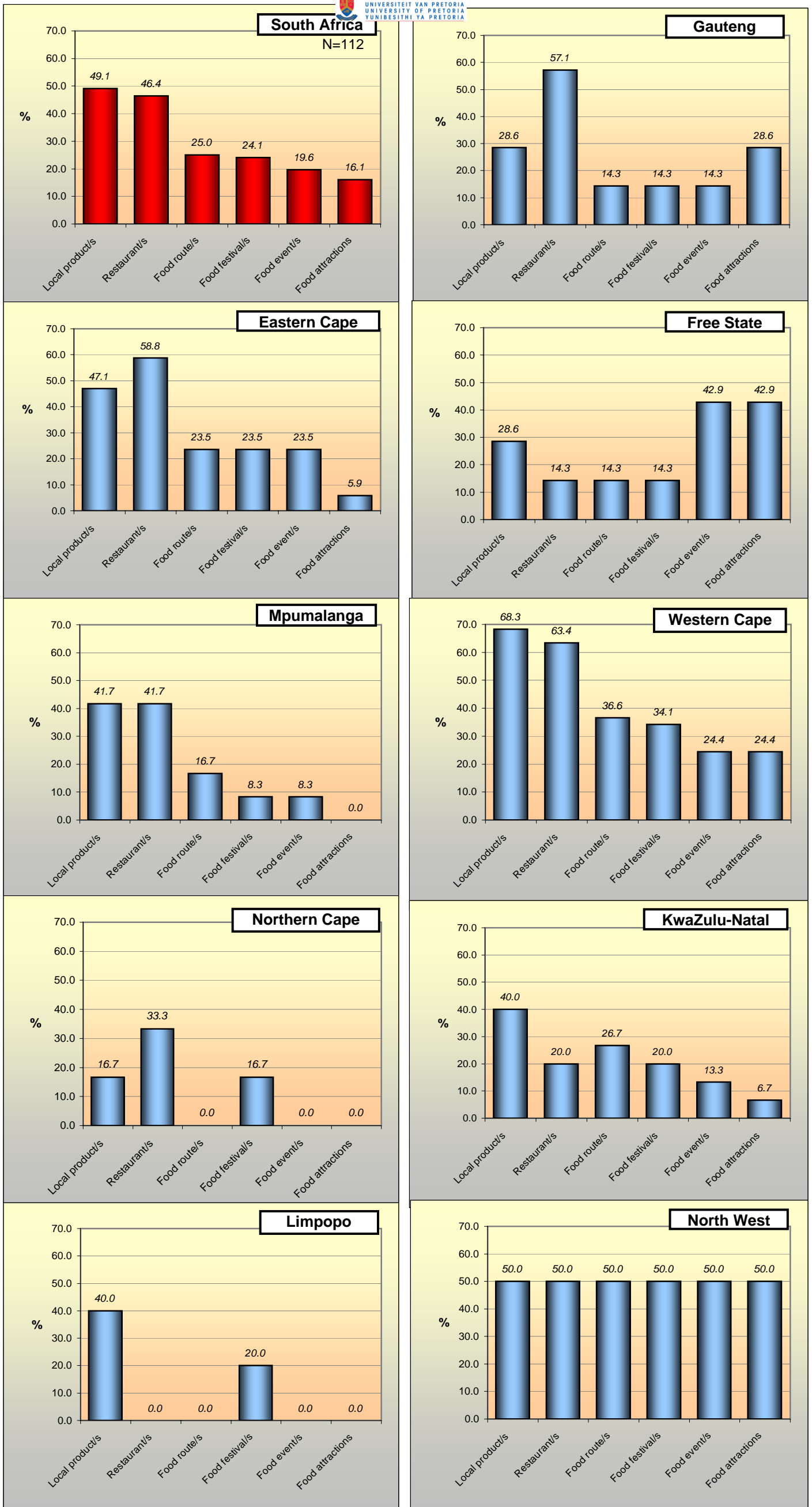
Figure 6.10: Key components of food tourism in the provinces and South Africa

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As to be expected, the components of food tourism are quite well established in the speciality restaurant industry and in places where local products are unique and available. This finding is in accordance with expectations, as it is the traditional way of showcasing the food of a region and offering a tourist a cultural experience (Bessiere, 1998; Boniface, 2003; British Tourist Authority, 2003; Burnett, 2000; Cohen & Avieli, 2004; Deneault, 2002; Elmont, 1995; Gallagher, 2001; Hall, 2003; Hall *et al.*, 2003; Handszuh, 2000; Hjalager, 2002; Hjalager & Corigliano, 2000; Kaspar, 1986; Long, 2003; Santich, 1999; Smith & Hall, 2003; Wolf, 2002a).

Put another way, the traditional way that food experiences are offered at a destination is reflected by the presence of restaurants (Smith & Hall, 2003; Sparks, Bowen & Klag, 2003; Sparks, Wildman & Bowen, 2001). This is a simpler way of providing food for tourists, as it does not involve additional effort, organisation and promotional activities as, for example, a food festival would require. Therefore the other components, which do not feature that strongly, could possibly be improved with a more focused strategic approach to the development and implementation of food tourism, especially in the light of capitalising of existing resources, such as local foods products and restaurants. The tourism industry has identified South African cuisine as a product that needs to be developed as reported in the 2004 Global Competitiveness project (South African Tourism, 2004). The findings of this study support this claim.

6.4 SITUATIONAL ANALYSIS OF FOOD TOURISM IN DESTINATION MARKETING

In the preceding section the relative position of food tourism and the key components thereof were established on a national and regional level. The execution of a situation analysis of South Africa's current usage of food as destination attraction/experience and marketing tool presented the following results and findings: identification of the marketing strategies and tools used in the promotion of food (Section 6.4.1); promotional gaps and constraints and the actions required to address them (Section 6.4.2 and 6.4.3); and finally the presentation of proposed strategies and their importance regarding the optimisation of food tourism (Section 6.4.4).

6.4.1 The Current Role of Food In Destination Marketing Strategies

It can be assumed that the stakeholders in a tourism region are not unaware of the importance of food in marketing a destination as 56% of the respondents nationally (Figure 6.11) reported that food is used as a marketing activity or tool in promoting their region.
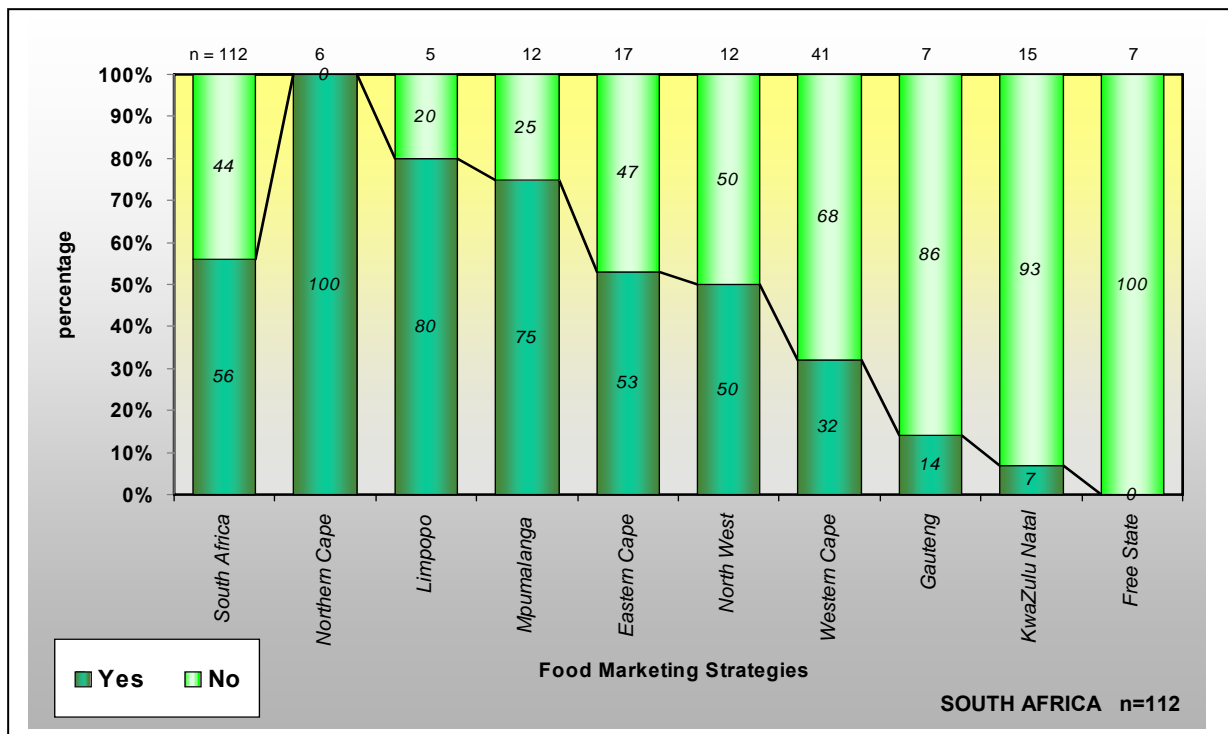
Figure 6.11: **The use of food marketing strategies on a national and provincial level**

Of particular significance is the finding that Gauteng and the Western Cape, where food tourism had a high rating as a key and/or supportive attraction, their marketing activities and strategies did not fare that well. A possible explanation for this could be the fact that food is often advertised commercially and not specifically as a tourism experience (Du Rand *et al.*, 2003) especially in Gauteng, whilst in the Western Cape the well established wine tourism is the key attraction and food is often the 'add-on' attraction (Bruwer, 2003; Demhardt, 2003).

The extent to which respondents used various methods of marketing in food tourism promotion is illustrated in Figure 6.12. The most traditional way is the preparation of brochures. Even though these were used to a limited extent, in fact only by about a third (35.7%) of the respondents, information regarding food and dining experiences was often inadequate, scant and mediocre. The use of the website as a marketing method scored the third highest (29.5%), which is in accordance with present trends where e-marketing is becoming more popular and effective in the tourism industry (Baourakis, Kourgiantakis & Migdalas, 2002; Benckendorf & Black, 2000; Berton, Pitt & Watson, 1996; Buhalis, Hampton & Butler, 2001; ETC, 2002; Freeman, 2002; Jackson & Cloete, 2000; Liu, 2000; World Tourism Organisation, 2001). Very few tour operators (13.4%) promote food tourism, which further verifies the fact that food tourism is not a priority in the industry and that a focused marketing strategy is nonexistent. Therefore a framework and procedure to assist DMOs in marketing and implementing food tourism in a region would be beneficial.

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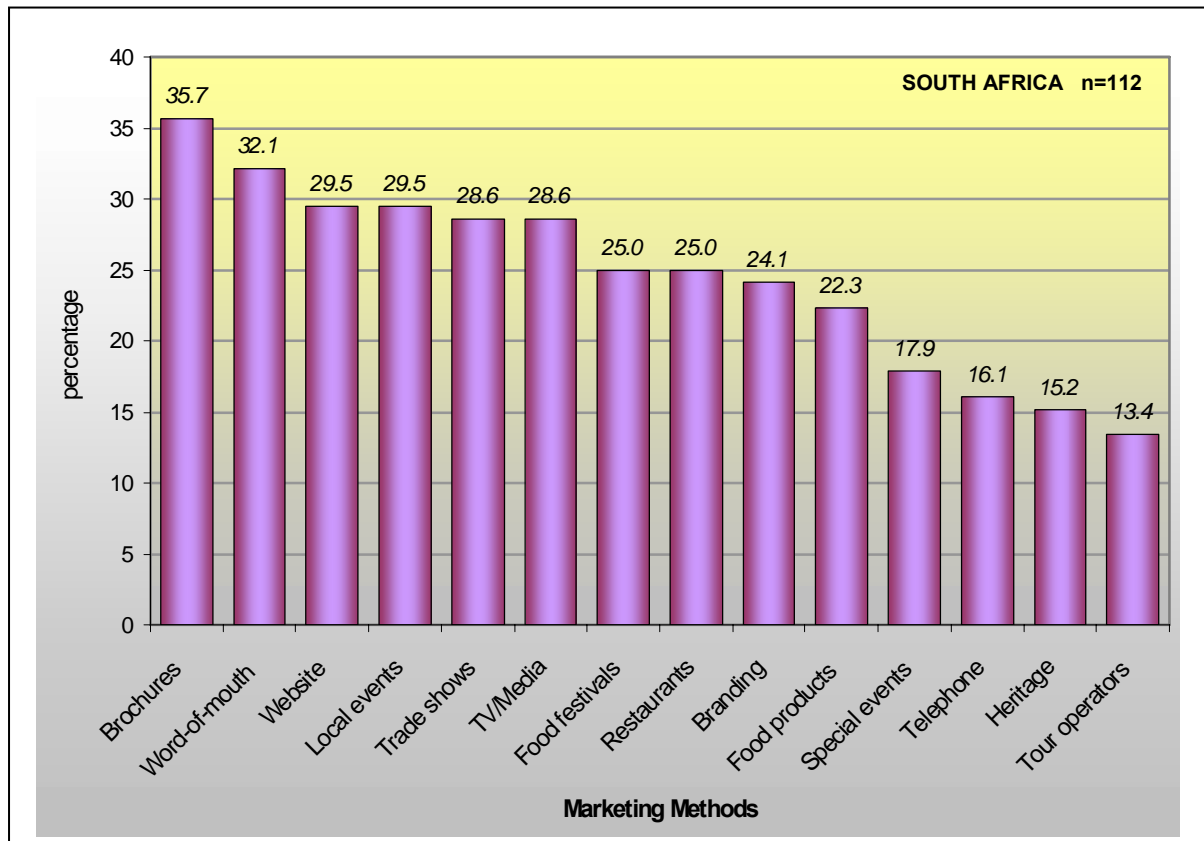
Figure 6.12: The use of marketing methods regarding food tourism

The Western Cape scored (Figure 6.13) the highest across the board for all the marketing methods utilised at a destination. Again this could be attributed to the presence of the well-established wine tourism industry in the province. What is of major concern is the fact that there is a general low level of utilising food as a marketing activity or tool to promote a destination in the provinces, the Western Cape being a marked exception. The majority of scores achieved for the use of the various strategies and tools ranged between 0% and 30%. This gap in the product marketing was also noted by the Global Competitiveness project report (South African Tourism, 2004). Four of the provinces, namely the Western Cape, Eastern Cape, Gauteng and KwaZulu-Natal used all of the 14 different marketing strategies and tools generally applied in food tourism marketing initiatives. Noteworthy is that these are also the four provinces with highest computed values for food tourism as a key and supportive attraction. Of significant importance is the fact that the use of culinary heritage as a marketing strategy and tool received low scores in all the provinces. This could be explained by the lack of knowledge regarding culinary heritage and local and regional foods. This was also the second most important reason why food is not always regarded as a key or supportive attraction in a region.
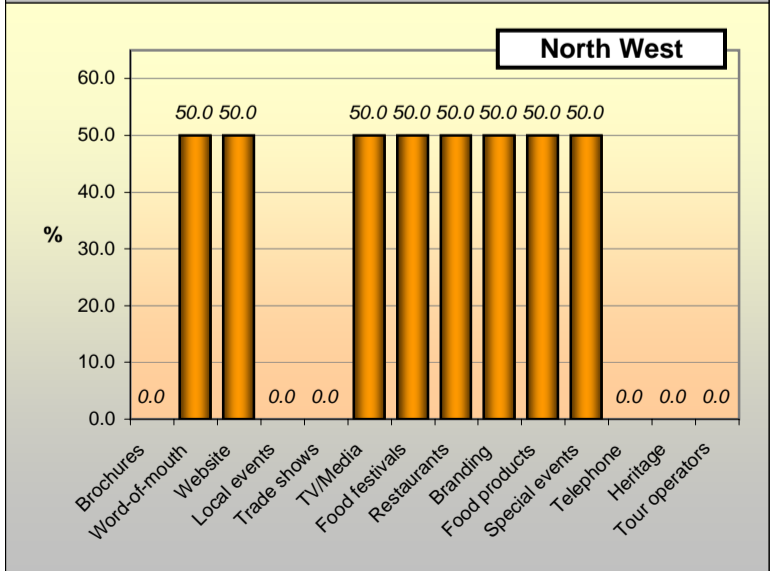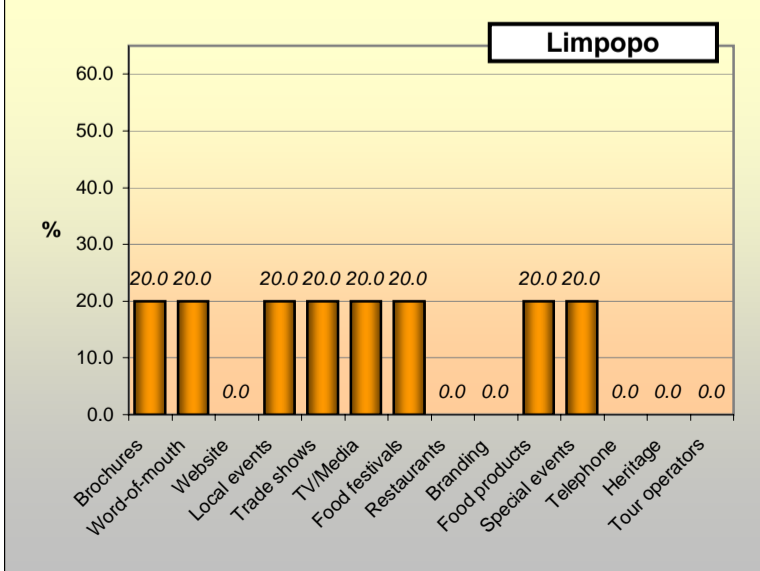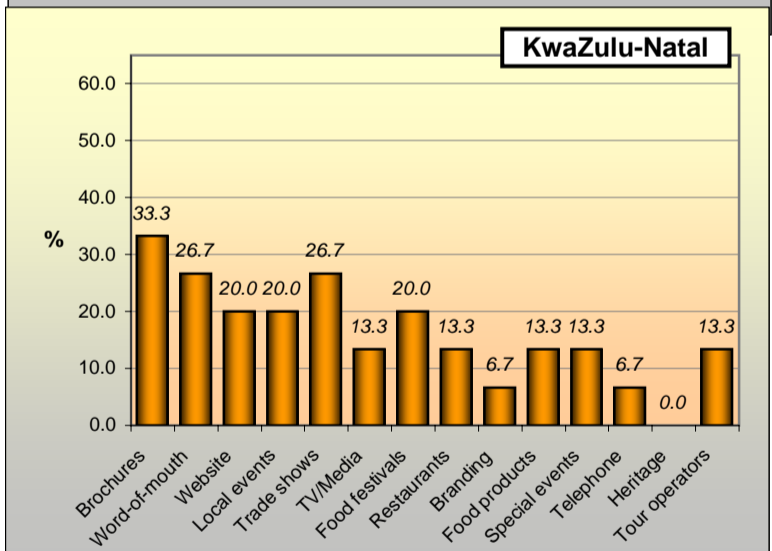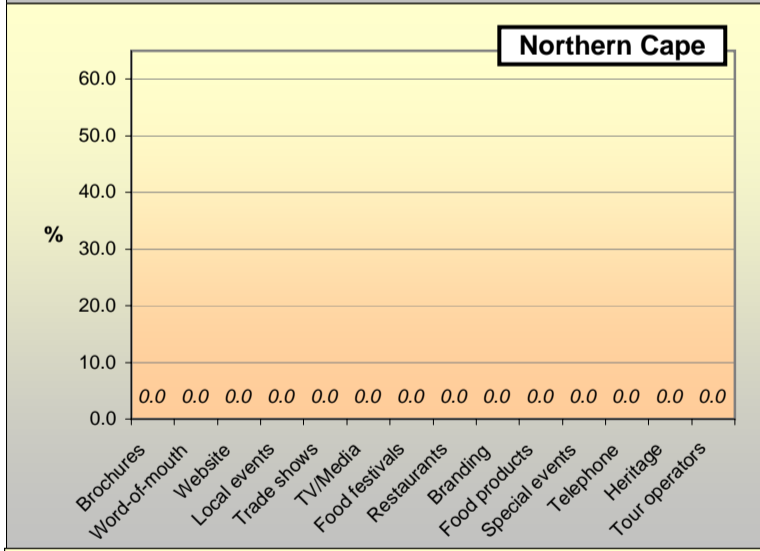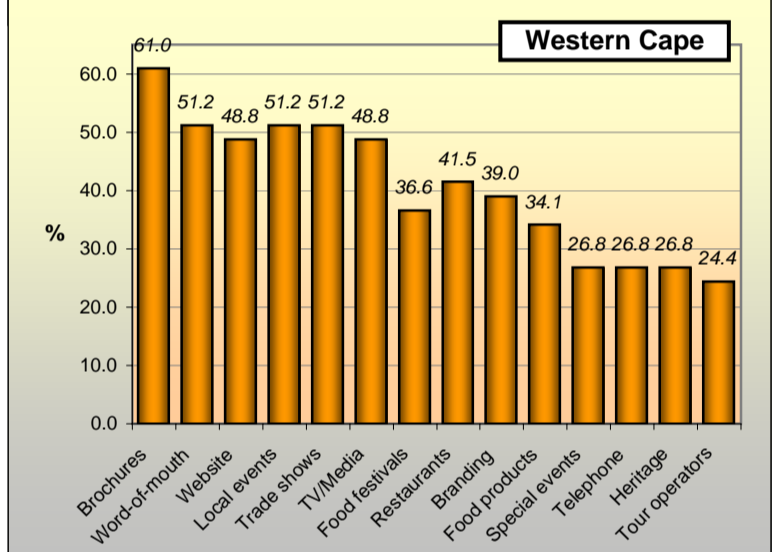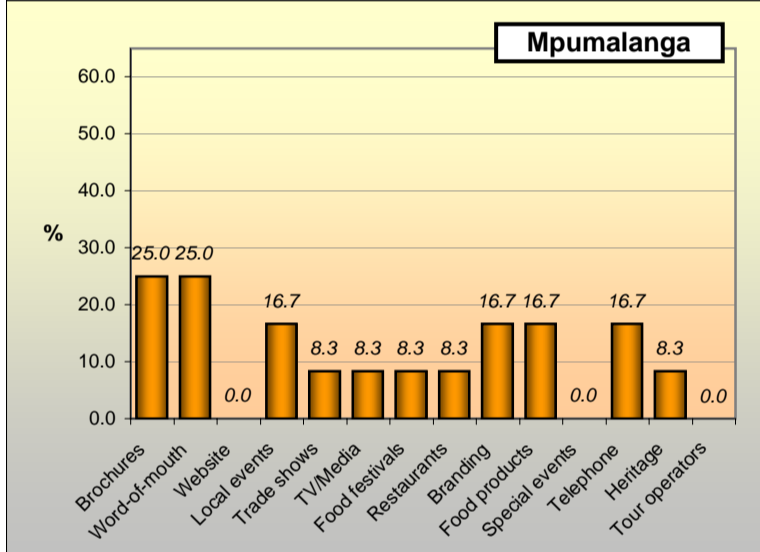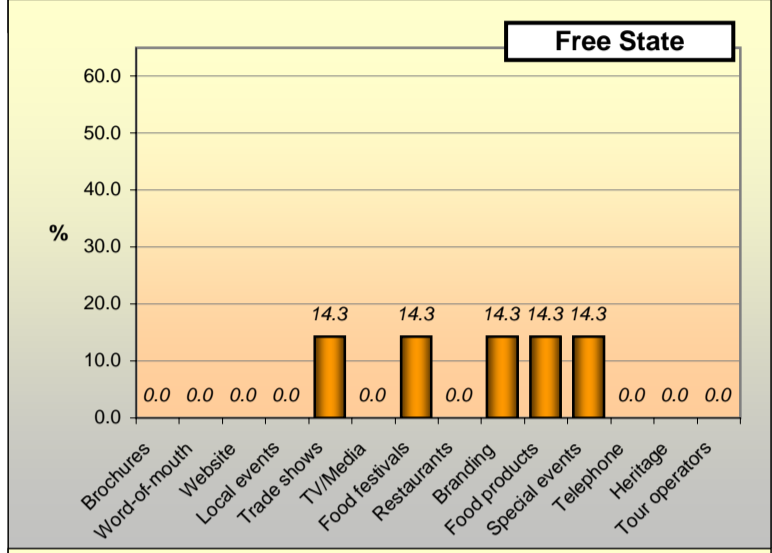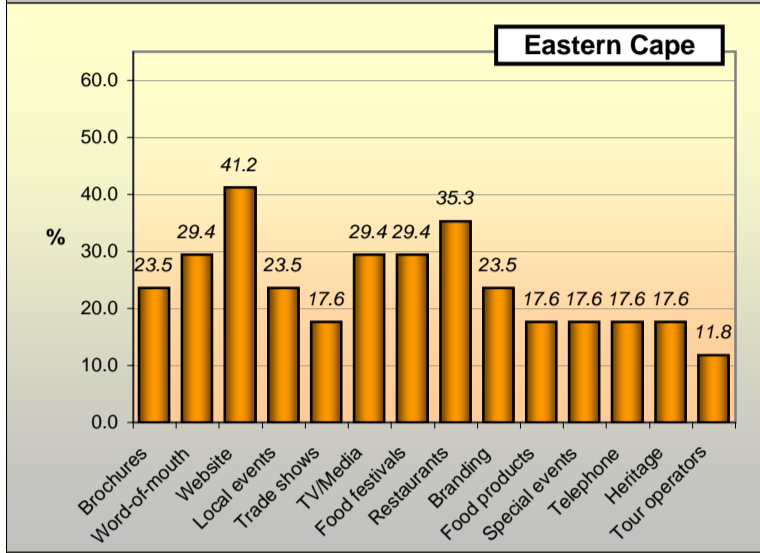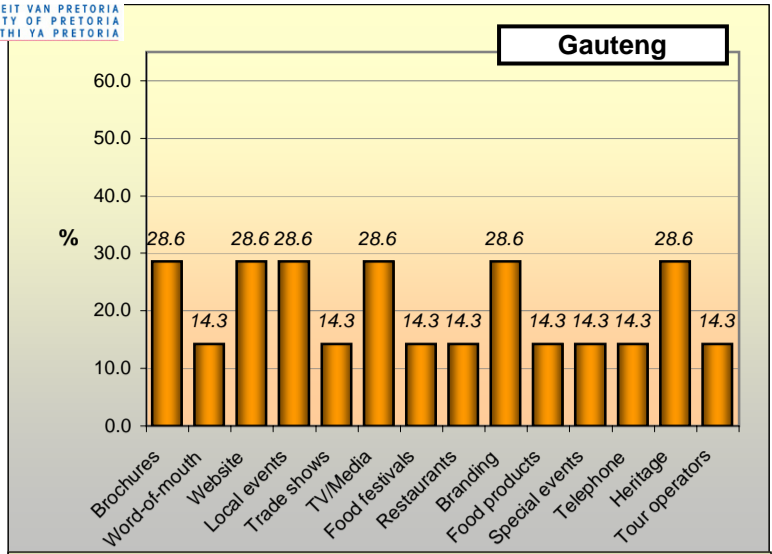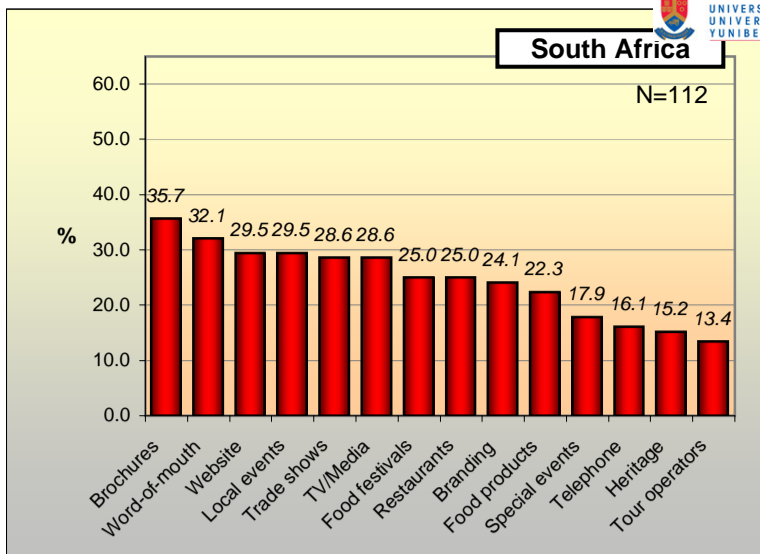
Figure 6.13:   The use of marketing methods regarding food tourism on a provincial level

6.4.2 The Perceived Constraints and Gaps Regarding Food Tourism

Respondents were required to indicate whether there were gaps (what is missing/lacking), and constraints (what prevents the deficiency from being corrected) regarding the promotion of food as a tourism attraction in their destinations and furthermore to identify the types of promotional gaps and constraints that existed. The indication of the gaps and constraints was to determine the strengths and weaknesses concerning the internal resource analysis as part of the situational analysis. Figure 6.14 presents the breakdown on a national and provincial level regarding the existence of gaps and constraints concerning the promotion of food tourism in their regions. On a national level only 13% of the respondents indicated that gaps and constraints regarding the promotion of food tourism existed.
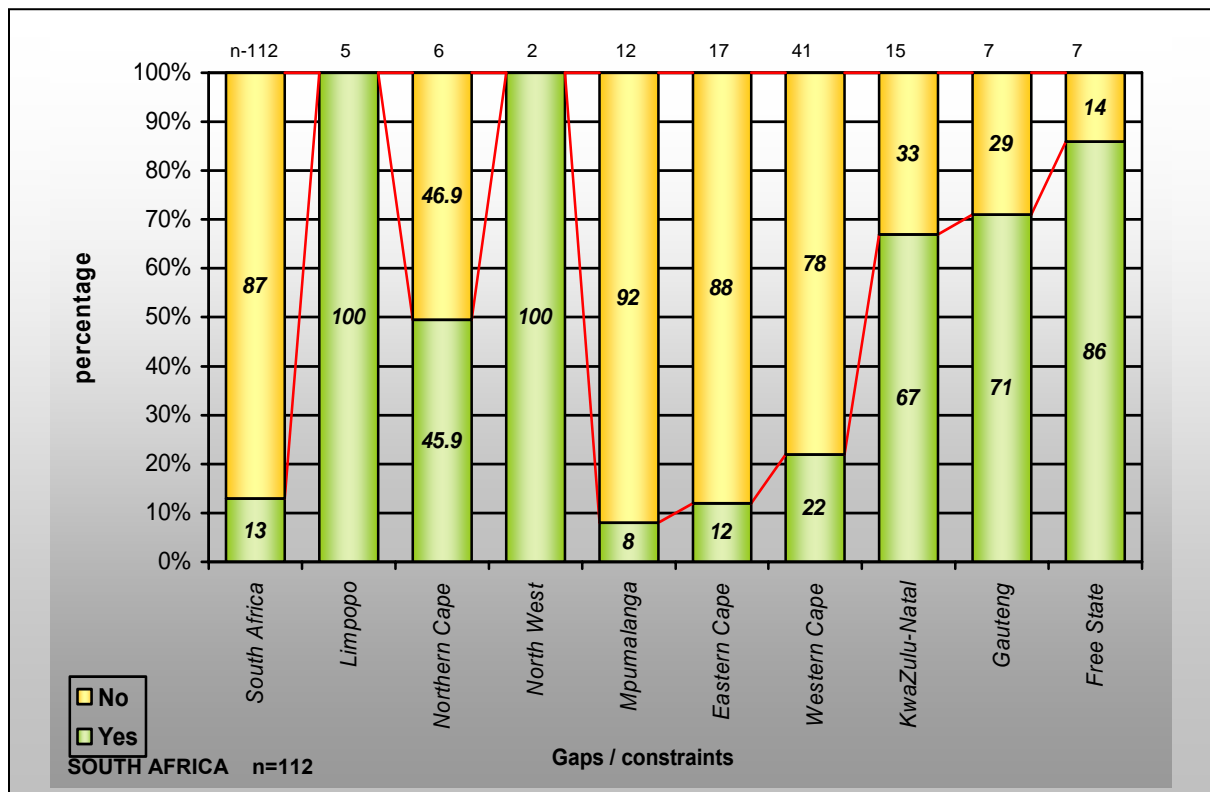
Figure 6.14: Promotional gaps and constraints on a national and provincial level

A possible explanation for this could be the low level of importance that food tourism has received as a key tourism attraction (17.9%) and the lack of awareness of the potential of food tourism as a tourism attraction (37.5%). Important to note is the fact that the results indicate a similarity between the use of food marketing strategies and the existence of promotional gaps and constraints for the majority of provinces. So for example, Mpumalanga (75% vs 8%) and the Eastern Cape (53% vs 12%) both had high scores for

utilising food marketing strategies and low scores for promotional gaps and constraints. Likewise Gauteng (14% vs71%), KwaZulu-Natal (7% vs 67%) and the Free State (0% vs 86%) all scored low regarding the use of food marketing strategies and high regarding the existence of promotional gaps and constraints.

The Western Cape, however, scored low for utilising food marketing strategies (32%) at the same time scoring low-down on the list regarding the existence of promotional gaps and constraints (22%). A possible explanation could be the wine tourism focus and the ease of utilising the existing infrastructure to support food tourism as an 'add-on' in promotional activities.

Figure 6.15 provides a breakdown of the perceived promotional gaps and constraints regarding food tourism in South Africa. In the different regions the major gaps and constraints related to the promotion of local and regional foods as a tourism attraction in a region, concerned promotional and marketing strategies, export initiatives, financial issues and policy aspects. These impede the region of optimising its food tourism potential.
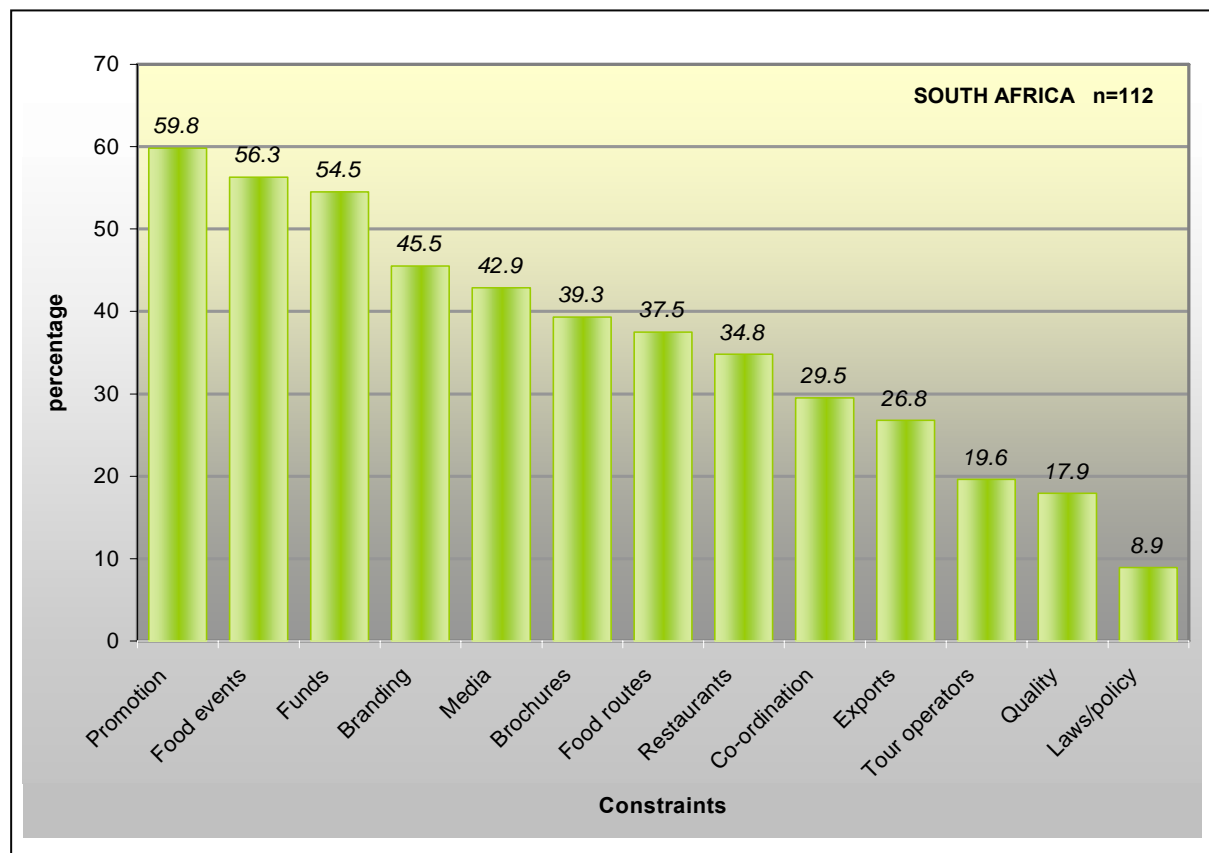
Figure 6.15: The perceived constraints and gaps regarding food tourism

Nearly 60% of the respondents regarded the general lack of food promotion as the key constraint or gap. The fact that there are no special food events organised in a region (56.3%) and that funds are a constricting factor (54.5%), compounds the situation of food not being promoted as a special or niche tourism attraction. Of particular significance are the constraints regarding marketing (special food events; branding; media coverage; brochures) that are perceived to be more important than the constraints regarding the product (routes; speciality restaurants; quality of food service and products). The lack of funds (54.5%), and the fact that tourists, regardless of the marketing initiatives undertaken, will still consume food for basic need satisfaction, may be the underlying reason for this situation.

The entire range of promotional gaps and constraints are experienced in the majority of the provinces (Figure 6.16), although the degree of impact varies. For example, in the Eastern Cape the effect of local policy is markedly felt due to provincial laws (23.5%) that prohibit local restaurants from purchasing fish directly from local fisherman and reselling to their customers. Interesting to note is the high score that insufficient funds received as a promotional constraint in the Western Cape (56.1%), where insufficient funds (12.2%) was not regarded as the key reason for food not being regarded as a key or supportive attraction in that region. Once again the existence of the well-established wine tourism industry provides competition, but simultaneously opportunities for the development and implementation for food tourism in that region.

6.4.3   Proposed Initiatives to Address Perceived Gaps and Constraints

The initiatives and actions proposed by the respondents (Figure 6.17) focused on the areas of marketing, product development, funding and training. On a national level the respondents' views on initiatives required to address the perceived gaps and constraints regarding the promotion of food tourism in their regions, once again accentuated the fact that marketing (59.8%) required attention. Promoting the use of local food products (52.7%) and developing a marketing strategy incorporating food tourism (49.1%) were also highly rated solutions to support the proposed actions required. DMOs wanting to incorporate food tourism as one of their attractions will have to engage more actively in marketing related activities. The establishment of partnerships between stakeholders (48.2%) could strengthen the impact of an appropriate marketing strategy, which incorporates food tourism.
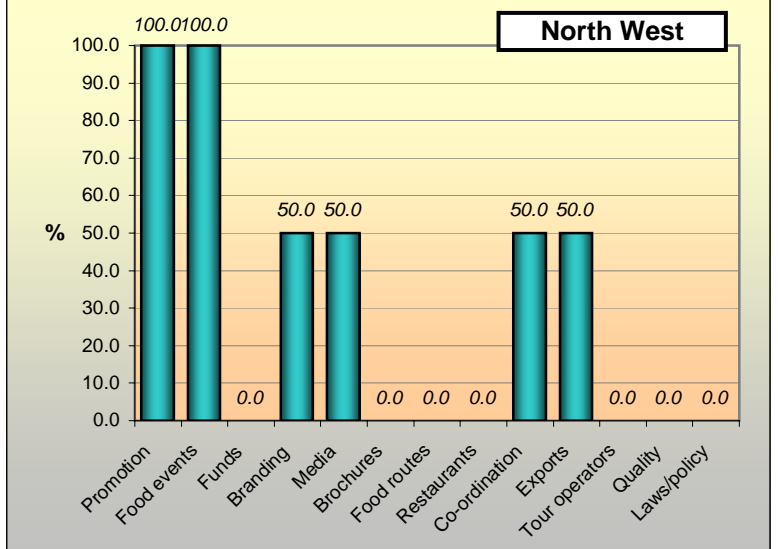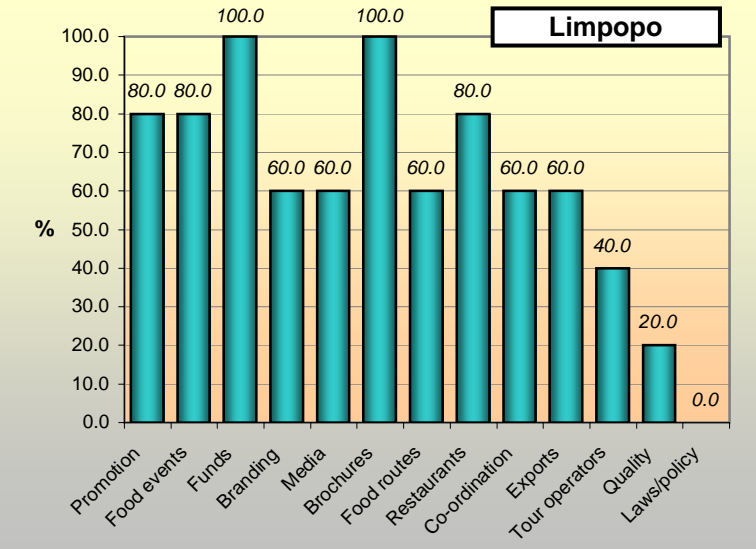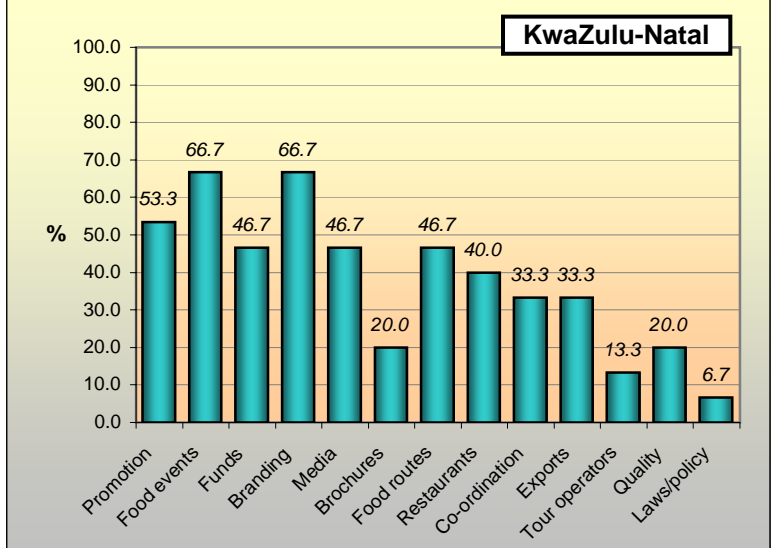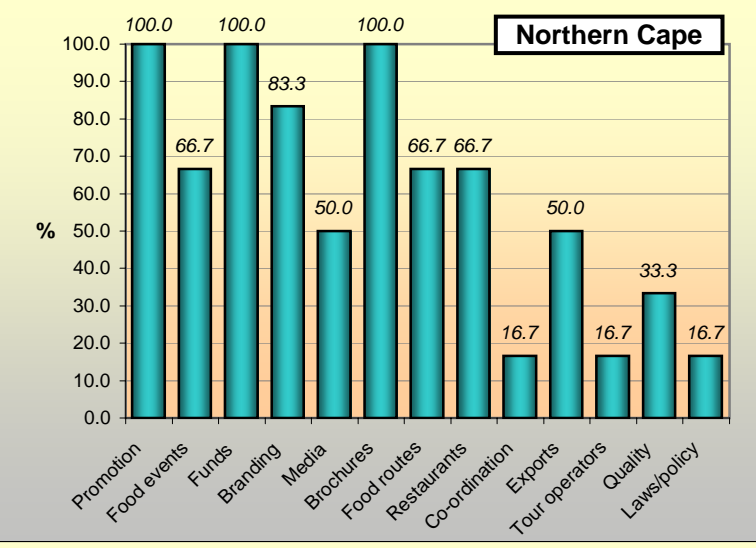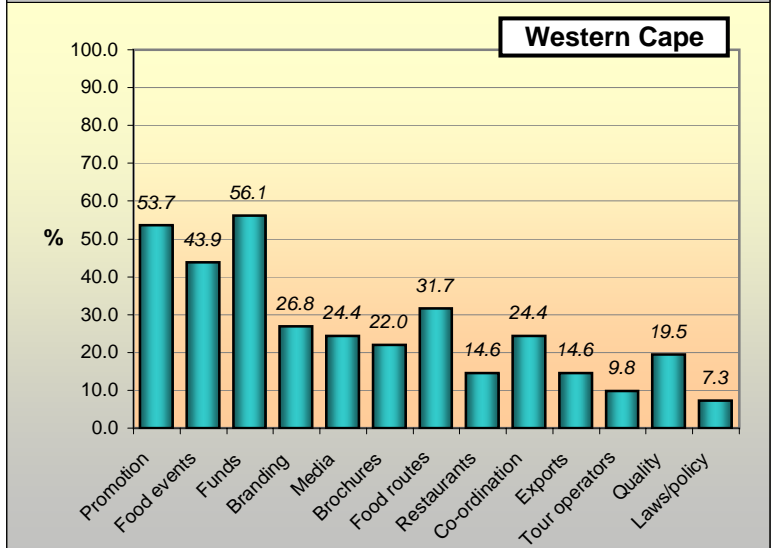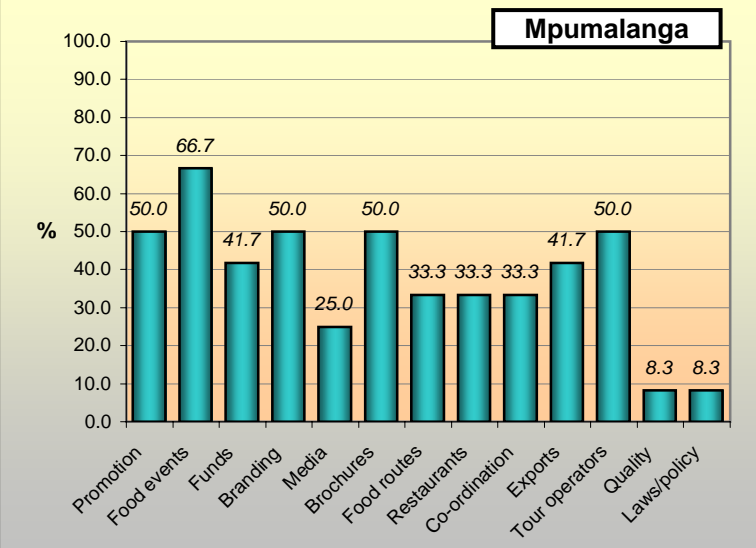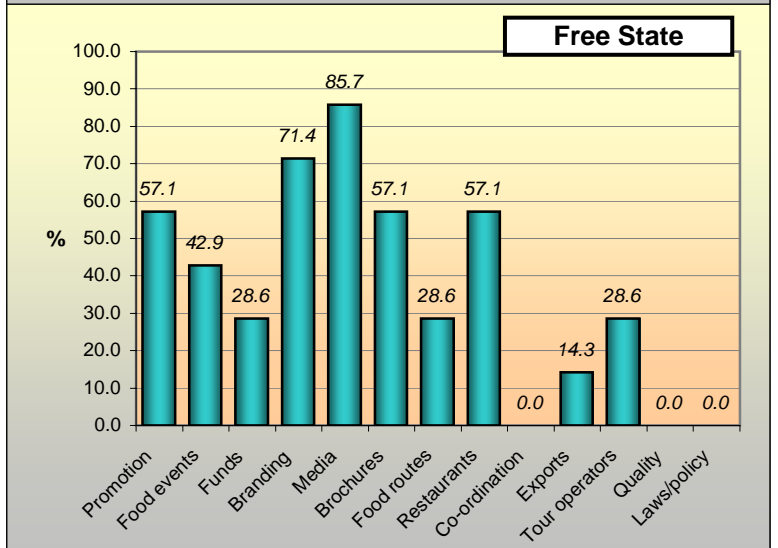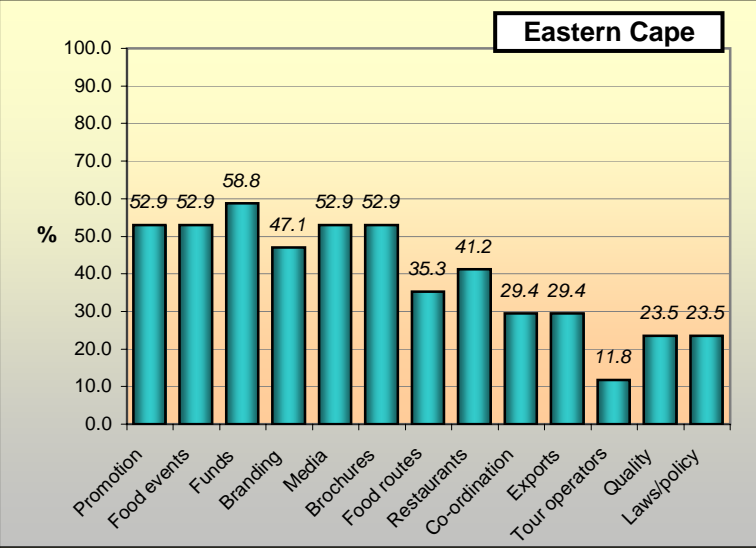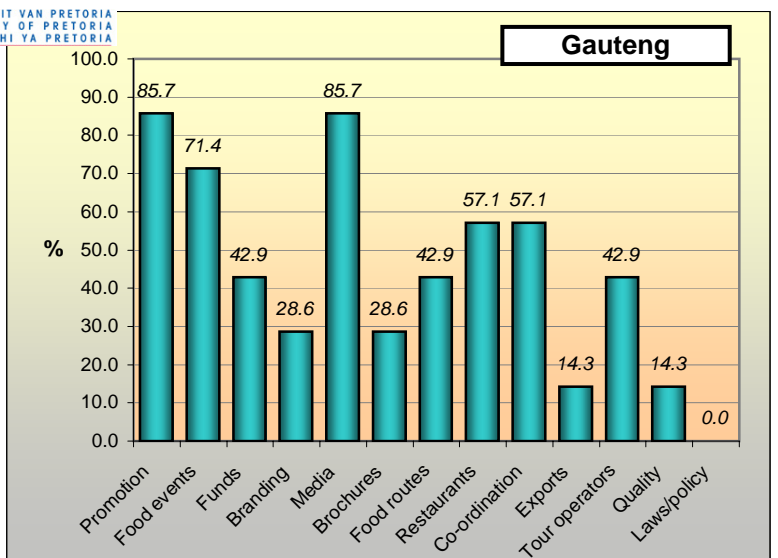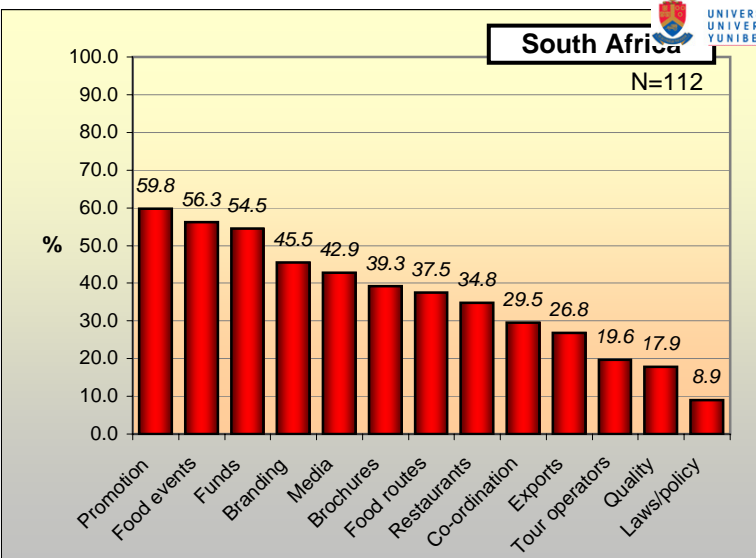
Figure 6.16: Promotional gaps and constraints on a national and provincial level

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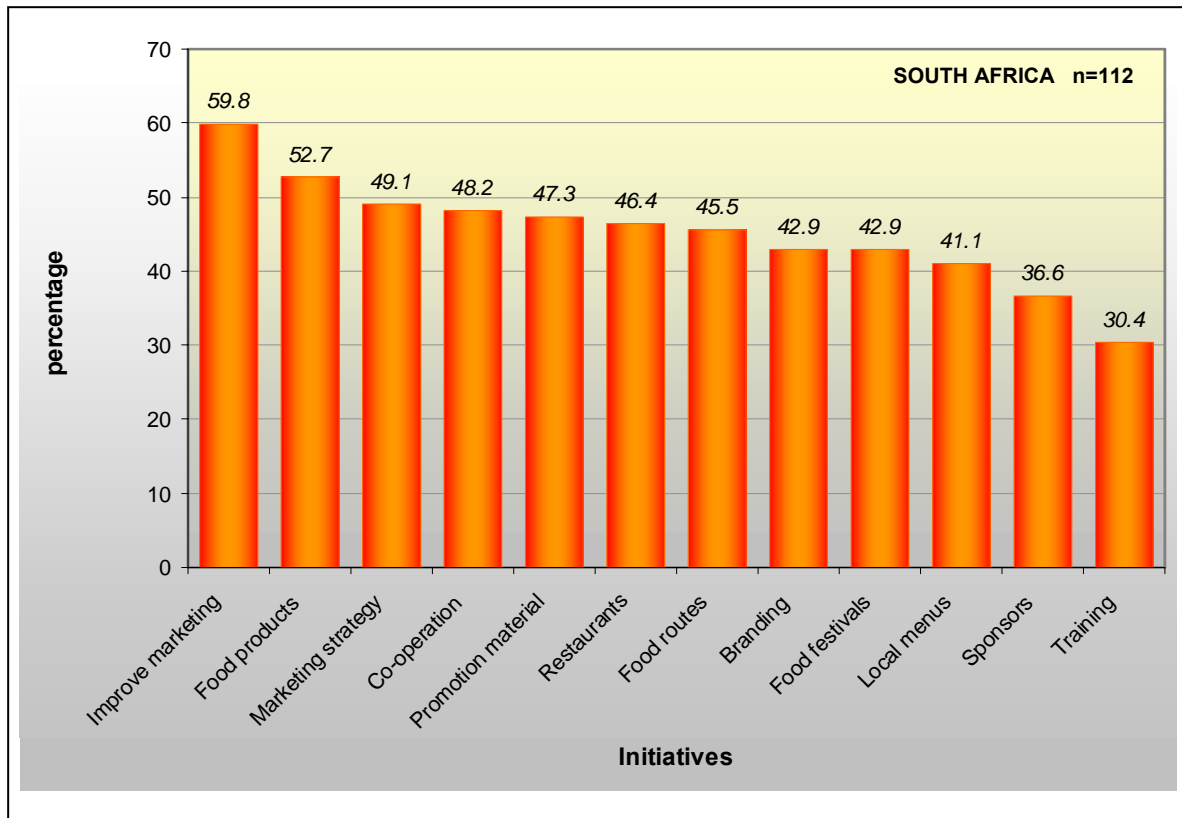
Figure 6.17: Proposed initiatives to address perceived gaps and constraints

At provincial level (Figure 6.18), initiatives to improve marketing activities received the highest scores of all proposed initiatives in the Eastern Cape (70.6%), Gauteng (57.1%) and the Western Cape (53.7%), whilst initiatives to develop products such as food routes in the Northern Cape (83.3%), Free State (57.1%), and Gauteng (57.1%) also received high scores. The scores for the Western Cape for the range of proposed initiatives to address the gaps and constraints fluctuated between 53.7% and 34.1%, which indicates a relatively even distribution regarding the importance of the proposed initiatives in that province. A possible explanation could be the already existing initiatives for the wine tourism industry that could be applied with ease in the food tourism industry. Training and the sourcing of funding/sponsorship received the lowest scores in the majority of the provinces. The fact that many employees are not properly trained in the food service industry in South Africa serves to substantiate this finding.

6.4.4 Stakeholder Recommendations for Future Strategy Development

The degree of importance of various possible strategies and recommendations that could optimise a destination's potential and the use of food to boost tourism at a destination are shown in Figure 6.19.
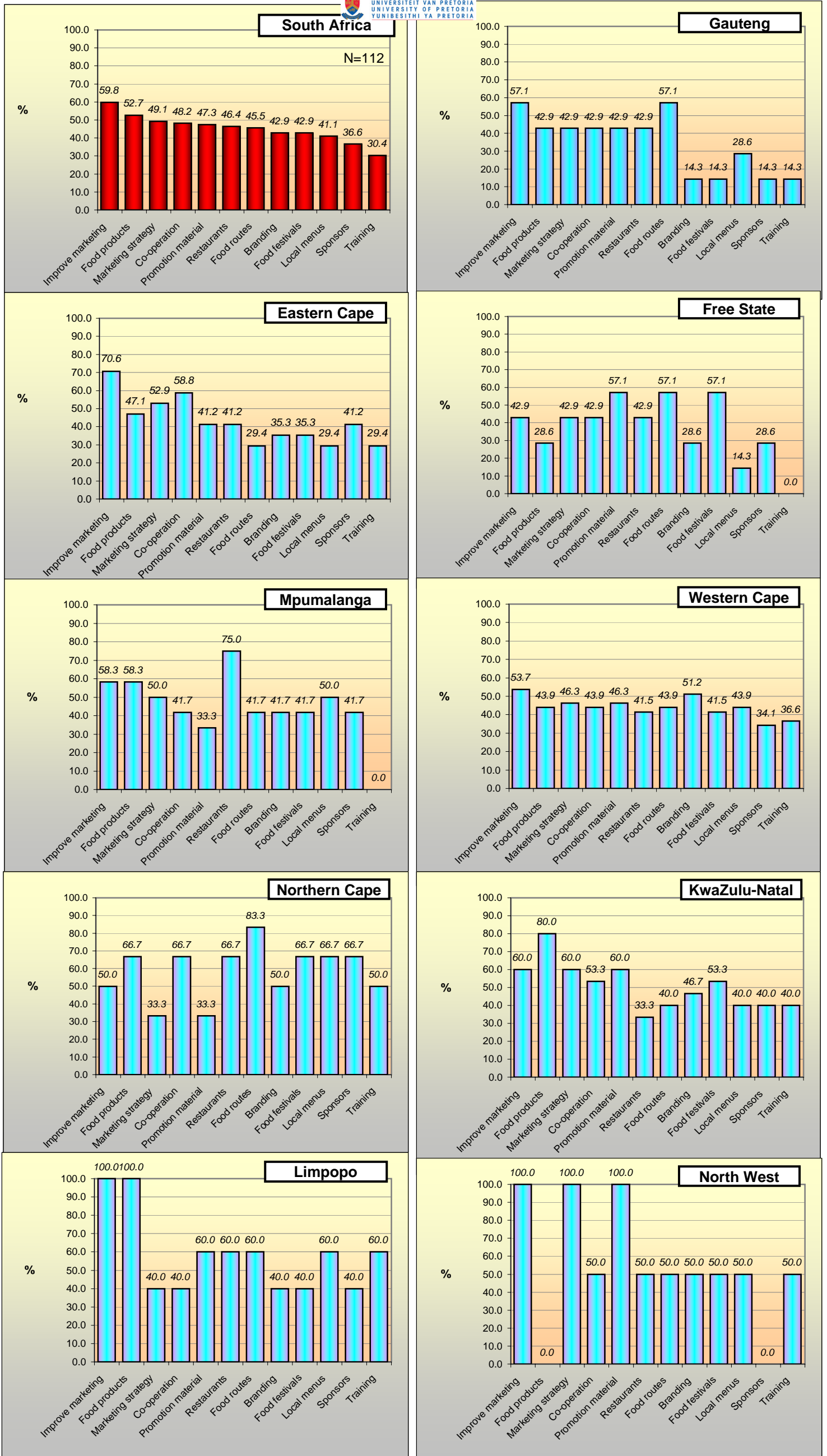
Figure 6.18: Proposed initiatives to address perceived gaps and constraints on a national and provincial level

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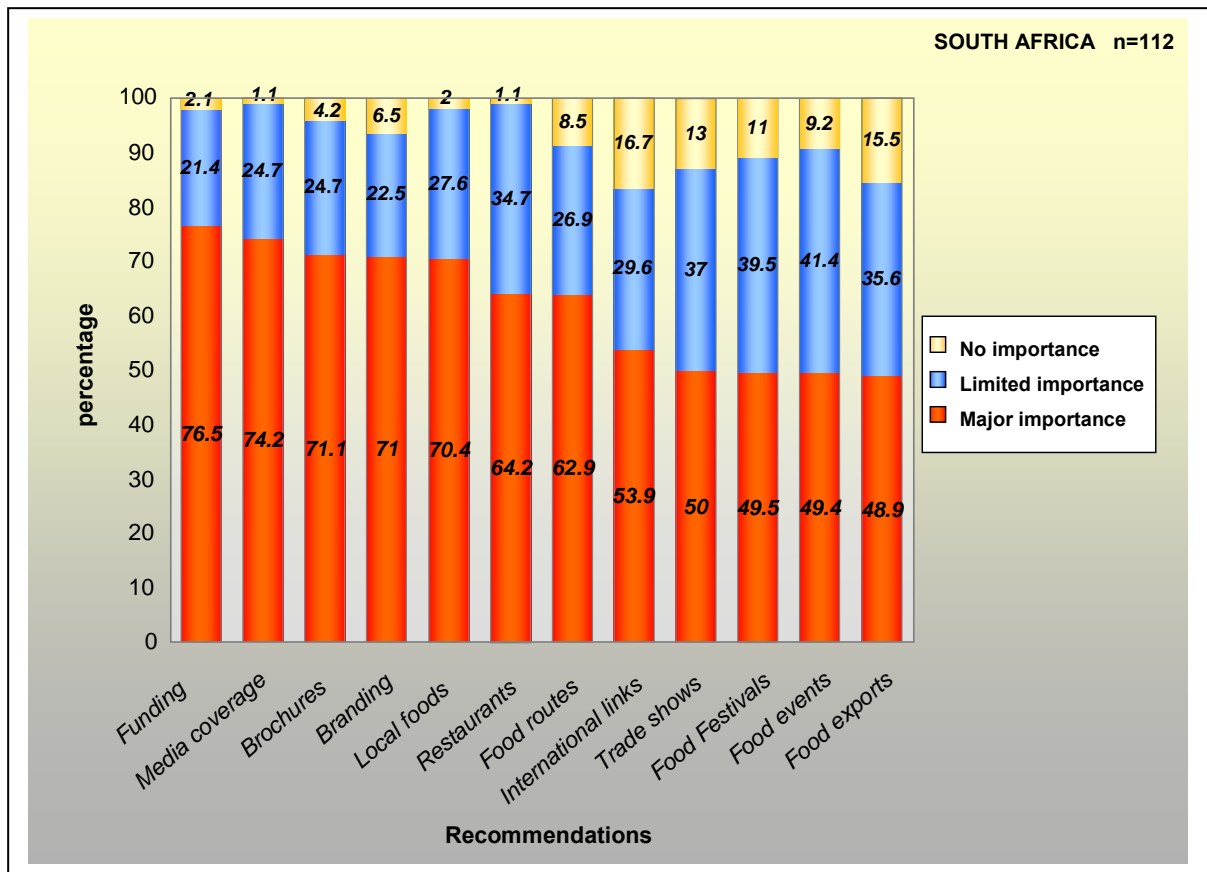
Figure 6.19: Stakeholder recommendations for future strategy development

Acquisition of funds (76.5%) is a major independent marketing strategy although also playing a crucial role in all types of promotional initiatives geared to promoting food tourism. Media coverage, brochures, branding, local food and restaurant promotion also stand out as very few respondents regard them as unimportant. Strategies related to the product (food routes; shows and festivals) are generally rated less important as are international links and export options. These findings bear out the proposition made by Rule *et al.*, (2001) that tourism spending on food and dining out in South Africa by international tourists (8%) and domestic tourists (24%), is substantial enough to warrant more aggressive marketing of food tourism as a form of niche tourism. Thus promotion of food tourism is advocated for destinations that have the resources (local food products /suitable providers), but that are not exploiting their full potential in this facet of tourism.

On a provincial level (Figure 6.20), funding was also a strategy that was regarded of major importance by most provinces. The Western Cape food routes scored the highest (89.2%). This could be attributed to the fact that the already existing wine routes are very successful and food tourism can be incorporated as an additional attraction.
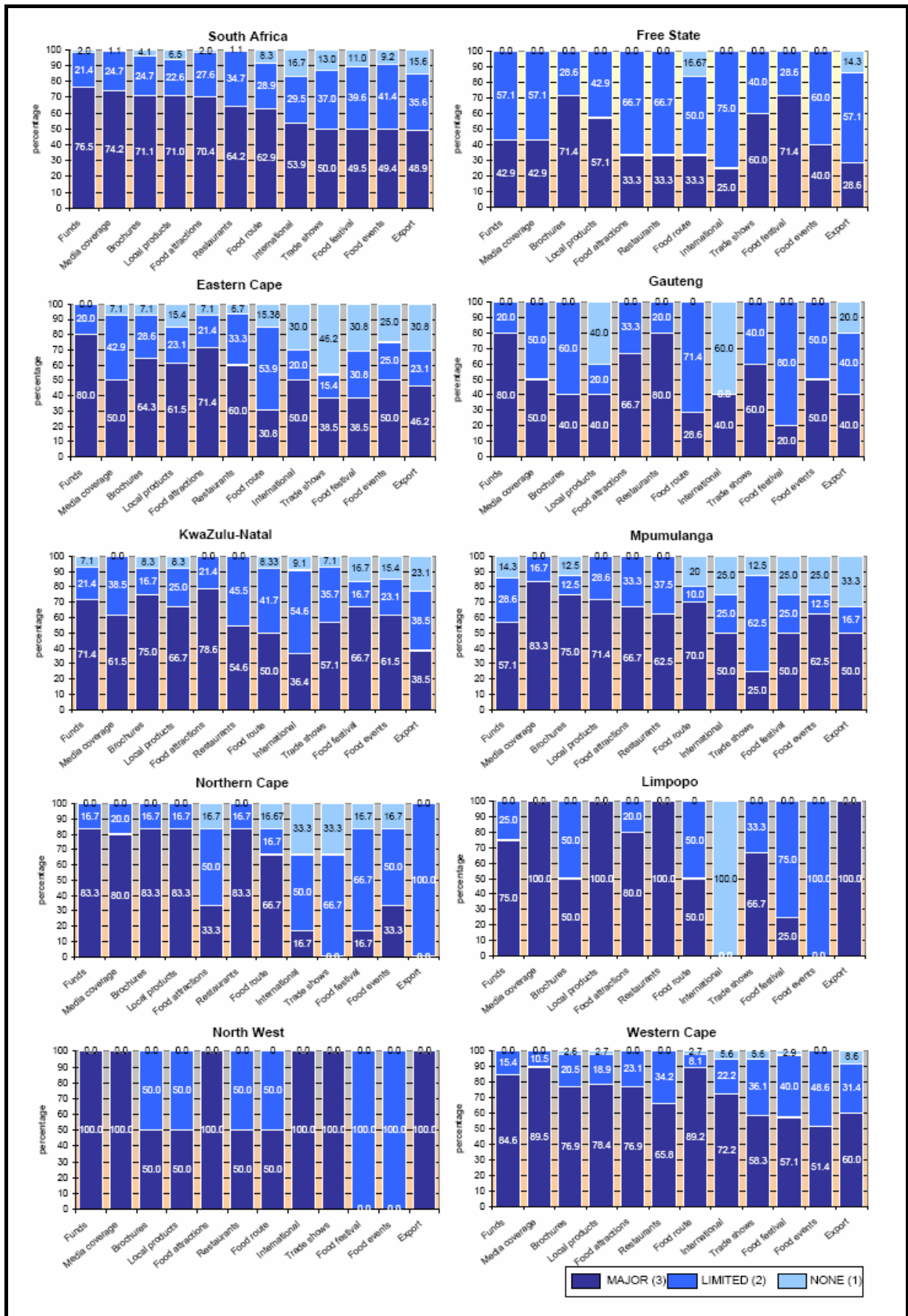
Figure 6.20: Stakeholder recommendations for future strategy development on a national and provincial level

The launching of food festivals (71.4%) scored well in the Free State that has the well-established cherry production celebration and its associated festivals. In Gauteng the promotion of speciality restaurants (80%) scored the highest. A possible reason for this could be the large number of visitors this province receives and the demand for showcasing local and regional food in this manner as food routes (28.6%) and food festivals (20.0%) are more difficult to offer. In these areas of marketing Gauteng had the lowest scores of all the provinces. These results show that each province and region needs to use the resources available to benefit food tourism by meeting the needs of the visitor coming to the destination.

If food tourism activities are based on attractions in which the natural landscape is the draw card, the importance of the type of attraction and event will differ. This was evident in the analysis of the stakeholder recommendations for future strategies. KwaZulu-Natal regarded the development of local and regional food (78.6%) as a special tourist attraction as most important, whilst Mpumalanga regarded media coverage (83.3%) as the highest priority.

Although various gaps (Figure 6.21) in marketing and food related issues were identified, specific actions and strategies were recommended. Of particular significance were the consistent higher ratings that the marketing and promotion-related aspects of food tourism received above that of the food product itself particularly in the areas of media coverage, food promotion and branding. The rating of strategies and actions as suggested by the results of this research, accentuate the importance of developing a focused marketing strategy and framework that includes food tourism in which the above mentioned areas are purposefully addressed.

6.5 EXPERT OPINION RESPONSE

The expert opinion refers to the qualitative component of this study, as semi-structured face-to-face interviews were executed with identified experts in the field of food tourism. The main purpose of the qualitative component of this study was to refine and confirm the results extracted from the DMO stakeholder survey, relating the situational analysis executed to determine the current usage of food as a destination attraction and marketing tool. The qualitative analysis comprised an inductive process of organising data into categories and identifying patterns. The data collected in the expert opinion surveys was transcribed and analysed by classifying, organising and coding the information, and placing it in a framework based on a checklist compiled from the semi-structured interview schedule as suggested in the work of Jennings (2001) and Veal (1997).
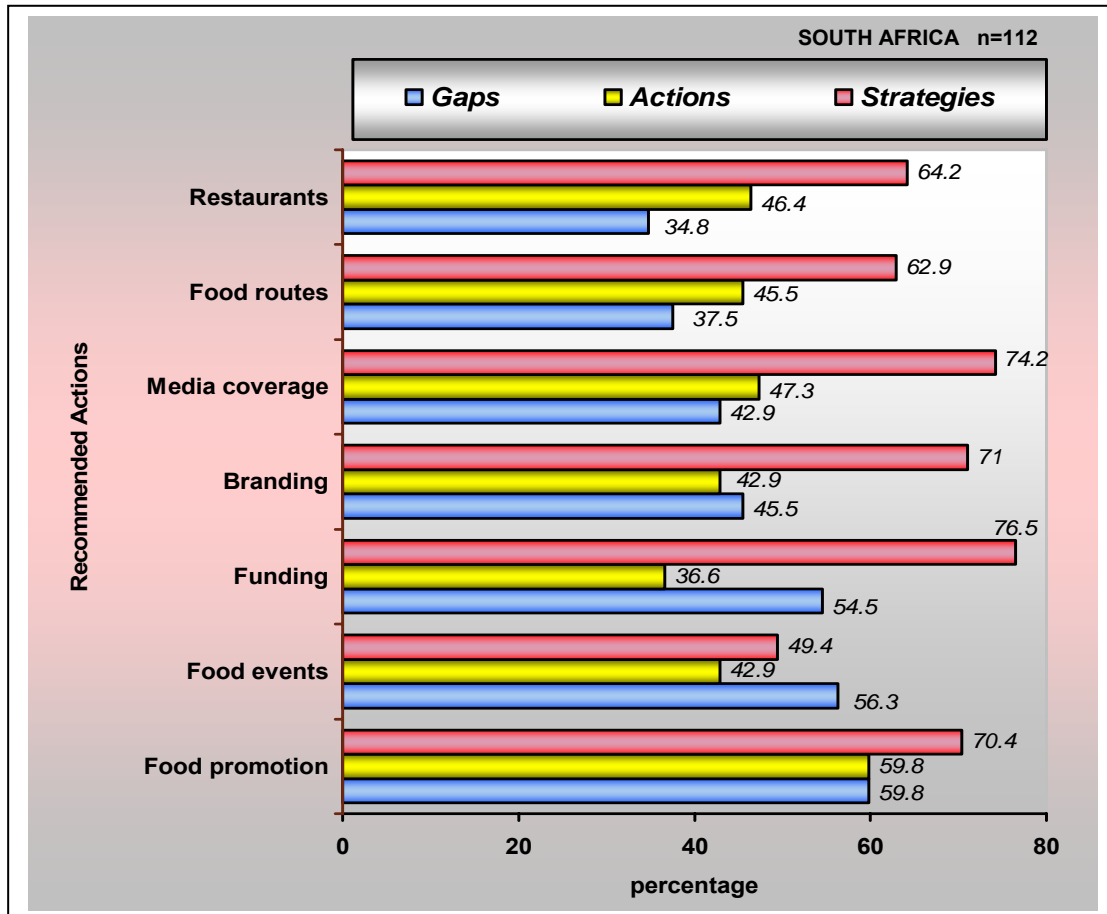
Figure 6.21: A comparison between actions, gaps and strategies regarding food tourism on a national level

The type of content analysis used was structuration, defined by Jennings (2001) as ordering the data according to a predetermined set of categories as determined by the questions and probes set in the semi-structured interview schedule.

The utilisation of semi-structured interview schedules facilitated a number of the steps usually executed when analysing qualitative data, namely the organisation, perusal, classification and synthesis which are the steps outlined in the data analysis spiral as discussed in Leedy and Ormrod (2005). The data collected from the expert opinion survey was classified and synthesized as the organisation, categorisation and pattern identification and was pre-determined by the semi-structured interview. The analysis was performed to identify core content and trends regarding food tourism planning, implementation and management in the food tourism industry and not to necessarily reflect individual opinions of the experts. To assess the qualitative data, the majority opinion was recorded with variances being indicated, where appropriate, to provide additional and in-depth perspectives of experts in the field of food tourism.

The data gleaned from the opinions of experts was compiled according to clusters identified in the self-administrated questionnaires that were completed by the DMOs, and reflected the key strategic perspectives of the experts interviewed.

6.5.1 Key Strategic Perspectives

Utilising the self-administrated questionnaires that were completed by the DMOs the data was clustered according to the main themes identified in the questions regarding the promotional gaps in food tourism; the actions required to address the gaps and constraints; and the possible strategies suggested to develop and implement food tourism in a destination. These themes were used to organise the responses from the experts so as to facilitate the integration of the data and to determine the similarities and differences between the DMOs and the experts in the field of food tourism. This information contributed to the compilation of the SWOT profile. Table 6.2 provides a summary and comparison of the elements and perspectives identified in the stakeholder questionnaires and the expert interviews. The various questions contained in both the stakeholder questionnaires and the expert interviews were grouped into six key elements regarding the perspectives, actions and strategies identified namely: product; marketing; finances; partnerships; exporting and training. Each group of elements was listed by identifying the highest percentage count obtained in the stakeholder questionnaire for each item of a specific element. Thereafter the additional items as identified by the experts were listed. In the majority of instances the item that was incorporated was also identified by the experts, thus verifying the information acquired from the stakeholder survey. The experts however did identify additional items in many of the elements regarding perspectives, actions and strategies. The verification and extension of the perspectives, actions and strategies by the experts is of major importance and needs to be incorporated in the guidelines for developing and implementing food tourism at a destination.

6.5.1.1 General views regarding food tourism

The general views concerning food tourism consisted of the description and understanding of the concept *food tourism* and the aspects that contribute to it. Food tourism was generally regarded as the promotion, marketing and branding initiatives to exhibit and showcase the food of the country to local and international tourists. The experts in the field of food tourism saw the key elements as a combination of food and wine related activities, based on culture and heritage. However, certain experts felt that the concept *food tourism* lacked definition and was not receiving sufficient attention from stakeholders and tourism specialists, hence it is regarded as the unexploited aspect of tourism.

Table 6.2: Summary and comparison of the elements and perspectives identified in the questionnaires and expert interviews

ELEMENTS IN QUESTIONNAIRE & INTERVIEW	PERSPECTIVES		ACTIONS		STRATEGIES	
	DMO	EXPERT	DMO	EXPERT	DMO	EXPERT
PRODUCT	% N=112		%N=112		%N=112	
Potential not promoted / FT not attraction	59.82	√				
Existing routes do not include food tourism	37.50					
Restaurants/local food	34.82	√				
Lack of knowledge of food/culinary heritage as tourism product	28.57	√				
Inconsistent quality /Low level of quality/ service standards	17.86	√				
Lack of pride in own cuisine/ quality of products		√				
Lack of recognition – chefs/ restaurants		√				
Best local products exported		√				
Promote the use of local products /			52.68	√		
Develop culinary tourism routes			45.54	√		
Implement menus reflecting local/regional cuisine			41.07	√		
Development of farm and Agritourism				√		
Develop a database to facilitate information sharing				√		
Develop local pride/sense of belonging				√		
Control of quality/ consistency of products / service				√		
Development of local/regional food as a tourist attraction					70.41	√
Development of a special food/wine tourism route					62.89	√
Launching a regional food festival					49.45	√
MARKETING						
No special food events	56.25					
No regional branding	45.54					
No media coverage	42.86	√				
Not included in promotional material	39.29	√				
Restaurant trade strongest marketer		√				
Signage lacking regarding FT attractions		√				
Improve marketing activities for FT/showcasing			59.82	√		
Develop a marketing strategy including FT			49.11	√		
Develop promotional material focusing on FT			47.32			
Establish/promote speciality restaurants			46.43	√		
Develop a branding identity for local/regional foods			42.86	√		
Promote food festivals / exhibitions			42.86	√		
Improved use of websites to promote FT				√		
Incorporation of culture / heritage				√		
Sporting events / conferences promote local cuisine				√		
Fast food/ delis medium for exposing local/regional cuisine				√		
On-theming with key attractions /food & wine				√		
Match products with market to meet consumer needs				√		
Media coverage for local /regional foods					74.19	√
Promotional material to accentuate role of local/ regional foods					71.13	√
Branding/marketing of locally produced food products					70.97	√
Promotion of speciality restaurants/eating places					64.21	√
Trade /consumer exhibition/shows					50.00	
Organising special food events					49.43	√
FINANCES						
Insufficient funds	54.46	√				
FT income generator / stimulate growth in hospitality sector		√				
Little support for entrepreneurs		√				
Source funding/sponsors			36.61	√		
Funds available to develop/promote food experience					76.53	√
PARTNERSHIPS						
Lack of co-ordination amongst stakeholders	29.46	√				
Lack of support from tour operators	19.64	√				
Establish co-operation between tourism and food stakeholders			48.21	√		
Identification and involvement of champions				√		
Networking and partnership strategy						√
EXPORTING						
Locally produced food products not exported	26.79					
Exporting of local products – unavailable locally		√				
Development of international links					53.85	
Exporting of local foods					48.89	
Regulation of exporting – local availability						√
LEGAL						
Laws prevent commercial product utilisation	8.93					
Laws preventing skilled chefs working in SA		√				
TRAINING						
Training opportunities growing		√				
Training to improve better food service standards			30.36	√		

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The use of local and regional food provided sufficient potential for food tourism to develop and be implemented in South Africa as it offered new and unique experiences. The opinion was also raised that the diverse food culture of South Africa was not captured sufficiently and required understanding in order to make it more authentic and marketable for both local and international tourists. The majority of the experts interviewed regarded the promotion of the food as the central point of food tourism and felt that restaurants and the chefs played an important role. However, they also remarked that many chefs did not utilise local foods or have sufficient knowledge of the local culinary heritage and thus did not always allow restaurants to facilitate the promotion of local fare or showcase genuine South African cuisine.

Food tourism was definitely regarded as an income generator, as all tourists must eat. Furthermore, South Africa had sufficient and excellent local products to provide tourists with an authentic and different experience. More focus on service standards was, however, called for so as to lure tourists back on return visits, especially given the quality of food products and the different culinary experiences which, when combined with the key natural attractions, would provide first class experiences. Interactive culinary experiences were proposed, thereby combining a selection of resources to provide an eating experience and lasting memories.

Aspects contributing to food tourism in South Africa focused strongly on the variety of unique culinary experiences available in the country and especially the established wine industry that offered an opportunity for food to be combined with an already well-branded product. Equally important were natural landscapes, the primary attraction of South Africa, where food added value and had the potential to become an additional drawing card if packaged and marketed correctly. The components of food tourism included all the components as identified in the stakeholder questionnaire completed by the DMOs. Additional comments from the experts highlighted the use that could be made of celebrity chefs and good quality restaurants offering a wide variety of local foods. It was also suggested that food be more accessible and used to promote and contribute to the sustainability of small businesses. Ultimately, the focus of the total tourism experience should include the cuisine and the events to introduce tourists to a locality serving as a tourism destination.

6.5.1.2 *Perspectives regarding food tourism locally and nationally*
The perspectives regarding food tourism at local and national level are described in so far as that they provide additional dimensions to the situational analysis in terms of the present situation and utilisation of food tourism. The perspectives that are highlighted coordinate

with the elements identified in the DMO questionnaire and focus on aspects such as the product, marketing, exporting, finances, partnerships, training and the law as portrayed in Table 6.2. Moreover, identified gaps and constraints, strengths, opportunities and challenges too are included. That the potential for food tourism development exists is totally clear, as is the significance of the role and involvement of organisations in the enhancement of food tourism. The majority of the experts regarded food tourism as being underdeveloped, and an unknown concept, with little awareness amongst stakeholders of what it entails. They conceded that there was room for growth regarding food tourism as an attraction as it presented a wealth of opportunity for development.

The main reason for this situation was a result of insufficient marketing of food tourism as an attraction, often because of lack of knowledge regarding food and the role that it plays in tourism. The lack of pride in our own cuisine and the quality of local and regional products were the obstacles. International experts recommended that it was important for South Africa to capitalise on the uniqueness of the *South African melting pot* and not to compare the country to other gourmet destinations. Furthermore, the fact that tourists need to eat resulted in a low level of competitiveness often combined with low standards of quality and service.

The local and regional food tourism product was regarded as having an advantage globally as the quality and variety of products reflect a diverse food basket, an interesting and appealing cuisine, different and exciting, but yet appealing to the Western palate and affordable to most tourists. Many of the restaurants and talented chefs promote the local products and provide menus with a local flavour but do not get sufficient recognition in the media for their efforts. Subsequently the 'secret' of South African cuisine is still unknown globally and in many instances even locally. All of these aspects contributed to the uniqueness of South African cuisine, which, when based on the variety of cultures and marketed as 'new' experience, could compete with other stakeholders in the field of food tourism, such as Australia, which was mentioned as an example of best practice that could be adapted for the South African situation.

Marketing of food tourism, according to the experts, could focus on the showcasing of local and regional food products and incorporate the cultural heritage to accentuate its authenticity and to give it a context, but more importantly, to combine it with the already popular natural key attractions of South Africa. The strong and secure position of wine was an added advantage and although wine received more attention and was promoted more intensely as a tourism product, the experts suggested the on-theming of food with wine to gain in-roads

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as a tourism product. DMOs often did not provide the tourist with sufficient information as to where to eat and what to eat and did not include such information of this nature in their promotional material.

The development of good websites and public relations, instead of print advertising, by DMOs and other tourism stakeholders are suggestions of best practice for marketing food tourism, from which South Africa could learn. Product placement at strategic attractions or through organisations closely involved with tourist activities, such as South African Airways and the South African National Parks Board, could showcase the local and regional cuisine of the country and contribute to sustainable competitiveness.

The exporting of local food products was an area of great concern to many of the experts. All felt that the best was not available at destinations and could therefore not be adequately showcased and, if they were procurable, it often happened that they were more expensive than the imported product of equal quality that was obtainable and for less. This was problematic for the local industry. The view of the experts regarding exporting is the opposite to that of the DMOs who felt that destinations would acquire increased exposure if their products were made available on the global market, whilst the experts opposed the exporting of the best local products which meant that they were not available for the local market. International experts supported the view of the local experts and recommended that South Africa should build on its existing profile of food and wine products to extend food tourism endeavours.

The lack of sufficient funds hampered the marketing initiatives of food tourism. The experts were adamant in their view that the allocation of available funds by DMOs was in appropriate regarding the allocation and availability of funds for food tourism by DMOs. Moreover the availability of funds was inadequate.

Partnerships and networking was voiced as a concern especially by the experts in the community tourism field, as they experienced few opportunities of being able to get involved in mainstream tourism and felt that a situation of exclusiveness existed that prevented their participation in food tourism opportunities. This situation was further complicated by the fact that the culinary knowledge and foodways of all cultural groups were not accessible, to all people, as a result of safety and security concerns and the ambivalence of many people regarding the knowledge of other cultural groups. The opinion was expressed that until we know ourselves, we cannot share the knowledge with the global world out there, which leads to superficial exposure of a food culture, often in the confinement of a tourism bus. Thus a

sharing and awareness of cultures was required. The opposite opinion, as expressed by one individual, was that *poverty should not be paraded but that the communities needed to determine what to offer the tourists that would make the difference.* This could be done by teaching or sharing the food culture with the tourists and simultaneously making it a sustainable proposition for the providers.

The general feeling amongst the experts was that the tourism organisations, local government bodies and other stakeholders do not do enough to support the development of food tourism. The promotion of food as an attraction featured mainly through the restaurant trade and the occasional food promotion organised abroad to showcase South African products. The underlying problem was that there were no real champions and no specific strategy for the development of food tourism as an attraction in the country and that the stakeholders had not yet grasped the importance and place of food tourism. A recommendation from the international experts was to create partnerships on national level with linkages between provinces and tourism regions. A united effort would prevent in-fighting and achieve *selling South Africa first* where the experience of the different regions could be promoted.

Training was regarded as an important aspect with the experts, which was in contrast to the findings reported in the DMO questionnaires. The experts felt that many young people were interested in the hospitality industry as a result of growth in that area. Many training opportunities have also become available as the country has experienced an increase in the establishment of training institutions and the competition was improving the quality of training. Recommendations were also made regarding the importance of product knowledge of staff members whilst selling *food tourism*.

Safety and security was a concern of some of the international experts, as this aspect would feature in people's decision-making prior to selecting the destination just because of the cuisine. An additional constraint was the legal restriction preventing skilled people such as chefs from working in South Africa - this prevented the exchange of skills. The establishment of exchange programmes would invite new talent to this country and simultaneously afford local talented people the opportunity to expand their knowledge and skills.

6.5.2 Suggestions Regarding the Development, Organisation and Marketing of Food Tourism Locally and Internationally

Experts in the field of food tourism made the following suggestions regarding the development, organisation and marketing of food tourism locally and internationally.

6.5.2.1 Development

- The need for a proper **management framework** and a **national strategy and action plan,** that is industry driven, and has a long-term commitment from both government and industry, can advance the initiatives regarding the development and implementation of food tourism.

- The development of a **database** is required to facilitate the sharing of information and to provide the correct information.

- The development of **farm and agri-tourism** can offer a good platform for the development of food tourism as these initiatives can be **on-themed** and inherently support one another.

- **Types of attractions** that can be developed include culinary tours and food festivals. Sports events also provide ideal opportunities to utilise the local and regional food as an additional attraction and income generator. Conferences were also becoming a drawing card for tourism and the ideal opportunity to showcase local and regional cuisine to both local and international tourists. Route marketing posed the ideal format for food tourism development and implementation. Fast food could also offer more of a local flavour. Additionally, the undeveloped attractions can also be a drawing card, which can add additional strength as an attraction in the food tourism arena.

- Create **culinary tour packages,** which offer a variety of different experiences integrating food and non-food activities, such as fine and casual dining, farmers' markets, wineries, food production and processing.

6.5.2.2 Organisation

- Food tourism in the Western Cape is growing and Franschoek is a **blueprint** of how it should be done.

- Tourists were asking for **South African products** and wanted to sample **local foods**; international chefs wanted to use local products. This could help to put South Africa on the map regarding food tourism.

- The experts stressed the fact that it was necessary to give regions a **sense of belonging and to develop local pride**. Food tourism must be regarded as an income generator and catalyst to stimulate growth in the hospitality industry. It has all the right ingredients, namely products, talent, settings, consumer acceptance and demand to create a food style distinctly South African for which local entrepreneurs can take ownership and develop a South African cuisine that will appeal to modern society.

- The experts suggested that, to develop food tourism, **local products** must be made available and the quality, consistency and reliability must be controlled. They also highlighted the problem of local products being exported and being expensive locally. A lack of big fresh produce markets in certain regions was a drawback both from a production point of view and as a tourist facility. Smaller farmers markets were available but not always well organised nor consistent in the delivery of products.

- Little **support** existed or was available for entrepreneurs in the hospitality trade such as restaurateurs, who wished to open eating-places. Therefore it was crucial to establish strong linkages between industry and the public sector to encourage policies and development that could support food tourism development across the regions.

- The **networking** amongst stakeholders and the need to develop partnerships was one of the major gaps and constraints highlighted by the experts.

- Tour operators and stakeholders in the hospitality industry should be better **informed** about the potential of food tourism and acquire knowledge regarding the local and regional food products, culinary heritage and foodways of the different cultural groups of South Africa. These are the differences that make the tourism product unique. Measures should be taken to prevent tourists from receiving incorrect information and being exploited.

- The growth in tourism to South Africa has resulted in the hospitality sector developing and expanding thus creating a wealth of job opportunities. However, the **training** of people with adequate skills and sufficient knowledge is not meeting current requirements and this results in an inadequate service culture, lack of pride, commitment and low standards.

6.5.2.3   *Marketing*

- A clear development strategy could prevent an over dependence on marketing, as marketing alone would not bring success. The marketing plan needed to include a long-term strategy and a clear vision of where food tourism would be in 10-12 years.

- **Champions** need to get involved with the marketing and promotion of the local and regional foods, and the role it can play in food tourism, as very little is being done to

promote SA cuisine on a global level. Support from both the industry and Government would be required to achieve success.

- The experts concluded that food tourism offered the ideal **branding opportunity** and functioned as a value adder, as each region could market and promote its own specialities, by focusing on the differences thereby branding the region and identifying the wide variety of eating experiences available in South Africa. However, it was important not to send out complex messages, which could create confusion with tourists, but to select the product that distinguishes it from those of neighbouring countries and ensure that it is easily recognisable.

- **Wine** was already recognised as a speciality product but had to be promoted in tandem with food as globally this combination of products has achieved success in destinations such as Australia and California.

- **Signage** was lacking in many areas and this has resulted in various opportunities for showcasing local products and attractions being missed.

- **Publication and promotional material** alone does not promote food tourism and is an area that needs attention so that tourists can be provided with information as they enter the country or a specific region. Furthermore, structured **websites** can be used to promote food tourism, as is the case with certain of the regions in the Western Cape.

- For success it is imperative to **match products with markets** to meet the needs of the consumer and create a better understanding of the tourist as far as their culinary needs and desires are concerned.

6.5.3   Possible Strategies

Possible strategies to optimise the role of food tourism were proposed by both the DMOs and the experts. The strategies of major importance are portrayed in Table 6.3 and once again focus on the specific elements as identified.

Sustainability was the aspect most stressed by the experts and this involved both the stakeholders and the products used to offer food tourism as an attraction. Of major importance was the fact that the marginalised groups needed to be mentored and supported regarding the opportunity to be involved in food tourism and that entrepreneurs be supported financially. Food tourism has the ability to attract business, as all tourists need to eat thus there is a demand to be met and could demand attention to product development and marketing.

All stakeholders should be involved in a properly **structured and focused strategy**, which focuses on the development of the correct products as identified by market matching and meeting the needs of the consumer. This could entail improved networking amongst stakeholders; a more focused marketing approach involving the development of publicity material; improved use of websites; creation of a local/regional identity; promoting and branding of local products, talent, facilities and services; and the establishment of specific standards and control measures to ensure consistency in products and service.

The experts, however, also warned of **over-commercialisation,** but suggested the development of a mixture of products that would meet the needs of the tourist, by offering a unique and different product, thereby retaining authenticity and not offering contrived experiences. Australia was mentioned as an example of an international best practice that had achieved success in positioning food tourism as a lifestyle product and component of a total tourism experience.

Following these suggestions and putting them in context with the results from the DMO survey would assist in changing the South Africa situation from being unrecognised to being sought after as a gourmet destination. Putting the focus on food, more specifically the local and regional products, and the different and unique eating experiences, could provide food tourism with the opportunity of becoming a recognised tourism attraction at the destination level.

6.6   CULINARY DATABASE: FOODPAT

The data gathered for this study is contained in three different datasets, the Stakeholder Survey, the Expert Opinion Survey and the compilation of FOODPAT, together with TOURPAT, which were integrated to determine the need for the development of the Strategic Food Tourism Destination Marketing Framework. The integrated data was also applied in the selection of the case study and the subsequent application of the Strategic Food Tourism Destination Marketing Framework. The results of the Stakeholder Survey and the Expert Opinion Survey were reported and discussed in Section 6.4 and Section 6.5. The data captured from secondary data sources and contained in FOODPAT are presented in this section.

The data was collated from the individual scores for every variable in each main-field and sub-field as reflected in Annexure 8 and as portrayed in the Microsoft Excel FOODPAT tables available in the FOODPAT database. Table 6.3 is an example of a section of the data

collated in FOODPAT and is used to illustrate the presence and distribution of the variables contained within FOODPAT.

Table 6.3: **Representation of the scores allocated to the sub-fields and main-fields in FOODPAT**

Province	T-CODE	REGION	Area	Township	Farm	Factory	Product	Tot C_Tours_WC	C1-Yes=1; No=0	Food	Wine	Wine & food	Beer	Harvest	Area	Activity	Tot C_Festivals_WC	C2-Yes=1; No=0	Agricultural	Food industry/trade	Wine	Cuisine	Tot C_Shows_WC
V76	V77		9DC001	9DC035	9DC002	9DC003	9DC004	9DC005	9DC006	9DC007	9DC008	9DC009	9DC010	9DC011	9DC012	9DC013	9DC014	9DC015	9DC016	9DC017	9DC018	9DC019	9DC020
Western Cape	2	CAPE METROPOLITAN TOURISM	0	0	0	0	0	0	0	0	1	1	1	0	0	1	4	1	0	1	0	0	1
Western Cape	3	CENTRAL KAROO	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	1	0	0	0	1
Western Cape	4	GARDEN ROUTE	1	0	0	0	1	2	1	1	0	1	1	0	0	0	3	1	1	0	0	0	1
Western Cape	5	KLEIN KAROO	0	0	0	0	0	0	0	0	1	0	0	0	1	0	2	1	0	0	0	0	0
Western Cape	7	WEST COAST	0	0	1	0	0	1	1	4	0	1	0	1	2	1	9	1	5	0	0	1	6
Western Cape	1	BREEDE RIVER VALLEY	1	0	1	3	1	6	1	0	3	2	0	1	0	1	7	1	2	0	2	0	4
Western Cape	6	OVERBERG	1	0	1	1	2	5	1	7	0	2	0	0	0	0	9	1	4	0	0	0	4
Western Cape	8	WINELANDS	1	0	1	0	0	2	1	3	2	2	0	1	0	0	8	1	1	0	0	0	1
		Total_Main_Field						16									43						18
TOTAL_WC		Total_Subfield	4	0	4	4	4			15	7	9	2	4	3	3			14	1	2	1	
									5									8					
									out of 8 regions									out of 8 regions					

The calculation of the scores for each variable in each sub-field and main-field were allocated as follows:

- A score of [1] is allocated for each instance the specific variable is present in the region. For example the score calculated in the Winelands for festivals is 3 for food tours [3] plus [2] for wine plus [2] for wine and food plus [1] for harvest festival which gives a sub-total of [8]. The scores for each region appear in the Total C "Festivals" column and the final total for all the regions is reflected as the Total Main-Field, ⎢43⎥ which represents the total number of festivals in all the regions in the province. Thus for the category festivals in the Western province the score was [43] out of 56 which is the sum of all the regions in the province multiplied by the number of products in that specific category [8 x 7 = 56]. These calculations are performed for every region, in every province for every main-field and sub-field as reflected in Table 6.3 where the data for the Western Cape is portrayed.

- In the Yes/No column, the presence of the variable scores [1] and the absence of the variable scores [0] regardless of the total score calculated. The reason for the scoring of [1] if the variable if present and [0] if the variable is absent is to facilitate the determination of food tourism competitiveness in each region in a simple, easy and uncomplicated manner. This procedure facilitates the use of FOODPAT as a strategic tool by DMOs and stakeholders wanting to develop and implement food tourism in their regions.

- The presence of the variable for each region in the specific province is indicated by [1] and the total for the province is calculated by adding all the regional scores together. For example in the Western Cape all eight regions offer food related tours, therefore the Western Cape scored [8] 'out of 8 regions'. The indication of the presence of the variable in the various regions is important as it is possible to determine the competitiveness regarding food tourism for the specific region and province in this manner.

- The presence score for each sub-field, namely all the sub-fields for A, were added together to calculate the sum of Food Products (A). Likewise this was done for sub-fields B and C. The sum of A [B/C] was calculated for each individual region in each province and then the average for the province was calculated. For example, for the eight regions in the Western Cape the sum of A was 41, the percentage was 64% and the score for A was 3, as reflected in Section 6.6.1 in Table 6.5. These scores are an indication of the potential for food tourism regarding the food product resources. Dividing the total sum of the Food Product score by the number of regions in the province and calculating the percentage, determined the calculated percentage. The percentage score was divided into quarters as indicted below in Table 6.4 with an allocated score of 1 to 4.

Table 6.4:   Indication of the percentage scores

Percentage score	Presence/Potential	Allocated score
75 - 100	Excellent	4
50 – 74.9	Good	3
25-49.9	Moderate	2
0 –24.9	Poor	1

- The score of 1 to 4 that each region and province received indicated the potential for food tourism in each category A, B and C and presented in Tables 6.5 to 6.7.

The scores calculated in FOODPAT reflect the presence/absence of variables for each region and cumulatively for each province; each variable is reflected in detail regarding individual and total scores for every sub-field and main-field on a regional and provincial level. This information can be utilised by stakeholders and DMOs in strategic planning for the development and implementation of food tourism in a destination and is available in the FOODPAT database.

The following sections provide the information from FOODPAT with regard to food products (A); food attractions (B); and food events and activities (C). Provincial total scores (Tables 6.5 to 6.7) indicate the potential of A/B/C respectively. The maps portray the information spatially, providing more detail about the potential of A/B/C on a tourism region level. The aim of portraying the information spatially at the tourism region level was to allow for application of *neighbourhood analysis,* which is a key function provided by GIS and not easily offered by any other decision support tool (Nath, Bolte, Ross & Aguilar-Manjarrez, 2000:246). *Neighbourhood analysis* according to Nath *et al.* (2000:246) is the capability to evaluate the characteristics of an area that surrounds a specific location (region/province). Aspects such as the identification and assessment of the availability of resources, on-theming possibilities, accessibility and infrastructure were important features established by this analysis. The horizontal bars provide a more detailed graphic representation of the presence of A/B/C, as the percentage breakdown of the main-fields of A/B/C is presented for each of the provinces. By applying these techniques, a closer identification of opportunities and strengths in the region resulted, as the A/B/C main-fields gave an indication of the position of each sub-field in a region. For example, in certain provinces all food products were present and in others like Gauteng only the production of alcoholic beverages was apparent.

The three different formats of data presentation allow for a thorough, yet easily executed manner of assessing the potential for food tourism in terms of the resources available, the attractions and events and activities that are taking place at a destination. The presentation of the data functions as a strategic tool that can be used by DMOs and other stakeholders while developing and implementing food tourism.

6.6.1   Food Products (A)

The potential for food tourism in the provinces is summarised in Table 6.5. Calculated scores for many fields and an analysis of the presence of food products as a resource give an indication of the concentration and distribution of food products according to specified categories. The availability of food products provides opportunities to showcase local and

regional foods and can be used as a tool in destination marketing initiatives. Additional activities, events and attractions can be developed when the agricultural (natural) or manufactured (processed) products are available as presented in Annexure 4.

Table 6.5: **The regional presence and concentration of food products on a provincial level**

Province	Number of Tourism Regions	Sub-fields								Total: Regional presence of food products	Main-field X region (8 X no Tourism Regions)	% Presence of food products (41/64) 100	Food product presence Score (Categories 1-4)
		Livestock	Seafood	Fruit	Vegetables	Grains	Other products	Produced goods	Alcoholic beverages				
Western Cape	8	7	5	7	6	4	1	4	7	41	64	64.0	3
North West	5	2	0	2	2	3	1	0	1	11	40	27.5	2
Limpopo	4	2	1	3	2	2	3	2	0	15	32	46.8	2
Northern Cape	6	6	1	2	0	4	1	4	0	18	48	37.5	2
Mpumalanga	8	2	0	4	4	4	2	4	2	22	64	34.4	2
KwaZulu-Natal	8	4	1	2	1	2	2	0	0	12	64	18.7	1
Gauteng	6	0	0	0	0	0	0	0	1	1	48	2.1	1
Free State	4	2	0	2	2	4	4	0	2	16	32	50.0	3
Eastern Cape	6	4	1	3	1	1	2	3	0	15	48	31.2	2

The Western Cape and the Free State both scored [3] indicating a good presence of food products. The Western Cape had relatively high scores in all the sub-fields regarding food product resources. Regions and provinces are, however, do not utilise food produced only in their specific regions. For example, in Gauteng, food is regarded as a key attraction (Table 6.5) even though food product production has a minimally low score. The offering of food as an attraction at a destination is an amalgamation of goods and services, where the presence of the product enhances the potential but operational initiatives are also an essential input. A map (Figure 6.22) portrays the intensity of the presence of food products in South Africa's tourism regions.
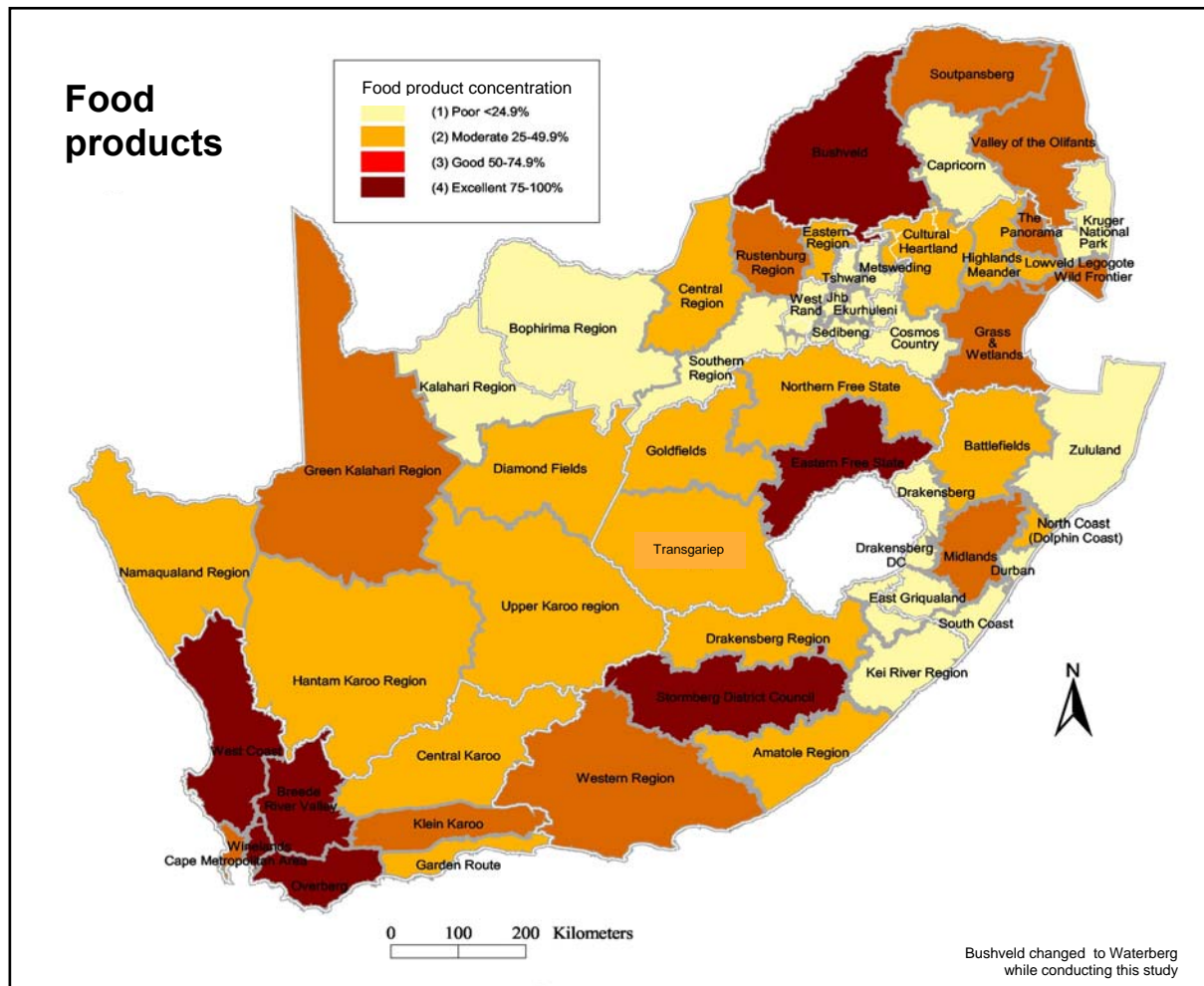
Figure 6.22: The presence and concentration of food products in the tourism regions of South Africa

As can be seen the number of regions with a high food product presence and concentration is very limited and that the greatest part of the country has but moderate potential. The production of food products will facilitate food tourism, as events and attractions can be developed around the food product. The product can also be marketed as a local or regional food, but it is not essential for food production to be present for food tourism to be developed and implemented. Nearby assets can be utilised and transported to the area as required, which is what has happened in Gauteng, where food production is low, tourism is high and food is a key attraction.

The chart in Figure 6.23[5] provides a percentage breakdown of the main-field, namely the food products, into the sub-fields, alcoholic beverages, agricultural produced goods, other agricultural products, grains, vegetables, fruit, seafood and livestock. This provides for a more detailed analysis of the food resources present in a province. Such an analysis provides information for DMOs with regard to the choice of product on which to focus and to identify the nature of attractions, activities and events to promote food tourism. Furthermore, the offering of local products in restaurants can be more readily encouraged if the food products are available and produced in the area.

	KwaZulu-Natal	Northern Cape	Eastern Cape	North West	Western Cape	Limpopo	Free State	Mpumalanga	Gauteng
□ Alcoholic Bev	0.0	0.0	0.0	9.1	17.1	0.0	12.5	9.1	100.0
■ Agri_prodgoods	0.0	22.2	20.0	0.0	9.8	13.3	0.0	18.2	0.0
■ Other	16.7	5.6	13.3	9.1	2.4	20.0	25.0	9.1	0.0
■ Grains	16.7	22.2	6.7	27.3	9.8	13.3	25.0	18.2	0.0
□ Vegetables	8.3	0.0	6.7	18.2	14.6	13.3	12.5	18.2	0.0
■ Fruit	16.7	11.1	20.0	18.2	17.1	20.0	12.5	18.2	0.0
■ Seafood	8.3	5.6	6.7	0.0	12.2	6.7	0.0	0.0	0.0
■ Livestock	33.3	33.3	26.7	18.2	17.1	13.3	12.5	9.1	0.0

Figure 6.23: The percentage distribution of food products within the provinces

6.6.2 Food Attraction information (B)

The presence and concentration of the main-field, food attractions, is presented in Table 6.6. It includes facilities, factories, farms, cultural villages, restaurants and the use of local products which constitute the amenities offered to tourists when they visit a destination and are incorporated in food tourism related attraction packages. The food attractions in a destination are developed or established as a result of the resources in the region, the inhabitants of the area and the established amenities.

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[5] The horizontal bar graphs in Figures 6.23, 6.25 and 6.27 read from left to right and the table legend for each graph reads from bottom to top

As reflected in Table 6.6, the Western Cape scored the highest in South Africa and food attractions in this province are present in all of the sub-fields. This province is therefore in an extremely favourable position regarding the development and implementation of food tourism.

Table 6.6: **The regional presence and distribution of food attractions on a provincial level**

| Province | Number of Tourism Regions | Sub-fields | | | | | | | Total Regional presence of attractions | Main-field X region (7 X no Tourism Regions) | % Presence of attractions (49/56) 100 | Attraction presence score (Categories 1-4) |
		Facilities	Factories	Farms	Cultural Villages	Restaurant: Type of cuisine	Use of local products	Restaurant: type of place				
Western Cape	8	8	5	7	5	8	8	8	49	56	87.5	4
North West	5	2	0	0	3	2	2	3	12	35	34.2	2
Limpopo	4	1	0	4	3	4	1	3	16	28	57.1	3
Northern Cape	6	4	3	3	5	4	1	3	23	42	54.7	3
Mpumalanga	8	3	1	4	3	4	3	4	22	56	39.2	2
KwaZulu-Natal	8	4	5	5	6	5	4	7	36	56	64.2	3
Gauteng	6	3	0	4	4	4	3	4	22	42	52.3	3
Free State	4	4	3	4	2	1	1	4	19	28	67.8	3
Eastern Cape	6	0	2	3	3	4	2	2	16	42	38.1	2

The high score achieved by the Western Province in main-field A, which represents the presence and availability of food products underscores the fact that in this province the presence of food attractions would facilitate the food tourism offering. In five of the provinces food attractions are well represented providing favourable conditions for many of the regions to offer food tourism. In most of the provinces there are definitely opportunities for food tourism, as food attractions are present although they might not be marketed as such.

A map (Figure 6.24) provides a spatial portrayal of the food attractions in all the tourism regions within South Africa. The positive aspect emerging is that the majority of the country's regions have attractions that can be used for the development and implementation of food tourism. Neighbouring regions that reflect a lower potential can be included in specifically planned and marketed food tourism strategies, such as food routes based on resources, the inhabitants and amenities offered in the province as a whole.
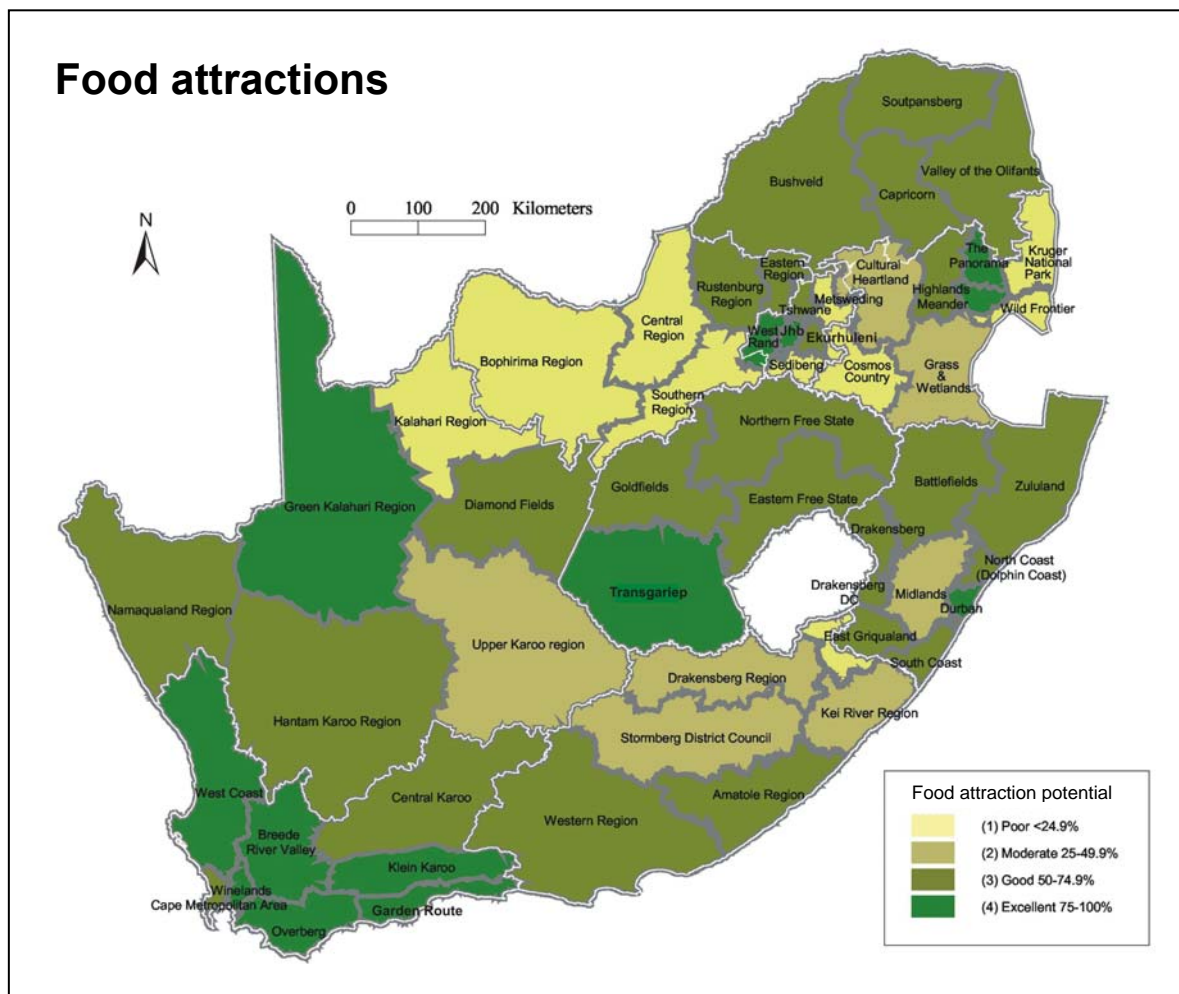
Figure 6.24: The presence and concentration of food attractions in the tourism regions of South Africa

Regions showing an excellent presence are distributed in pockets across the country with a higher presence in the Western Cape, where food tourism has received more attention than in most other regions.

An important aspect illustrated in the chart (Figure 6.25) showing the percentage breakdown of the food attractions present in each province, is the fact that all the provinces use local products in their restaurants even though the percentage might not be that high in the Free

State, Northern Cape and Limpopo. Since agricultural production is an important economic sector in these provinces, there is considerable potential for food tourism development especially in the Free State where in certain regions, events and attractions have been developed based on the presence of the agricultural product for example the cherries and asparagus. Limpopo could also qualify with its tropical climate and strategic location on a variety of popular tourist routes. Furthermore, amenities such as restaurants, cultural villages and farms producing local foods are prevalent in all the provinces and can be incorporated in food tourism development plans. The utilisation and marketing of available facilities and attractions for food tourism has not reached their full potential in the provinces according to results from the analysis of questionnaire responses and substantiated by the results reflected in Figure 6.25.

SOUTH AFRICA n=112	Free State	Northern Cape	North West	Western Cape	Gauteng	Mpumalanga	Kwazulu Natal	Limpopo	Eastern Cape
Type of place	21.1	13.0	25.0	16.3	18.2	18.2	19.4	18.8	12.5
Use of local product	5.3	4.3	16.7	16.3	13.6	13.6	11.1	6.3	12.5
Cuisine type	5.3	17.4	16.7	16.3	18.2	18.2	13.9	25.0	25.0
Cultural villages	10.5	21.7	25.0	10.2	18.2	13.6	16.7	18.8	18.8
Farms	21.1	13.0	0.0	14.3	18.2	18.2	13.9	25.0	18.8
Factories	15.8	13.0	0.0	10.2	0.0	4.5	13.9	0.0	12.5
Facilities	21.1	17.4	16.7	16.3	13.6	13.6	11.1	6.3	0.0

Figure 6.25: The percentage distribution of food attractions within the provinces

6.6.3 Food Events and Activities Information (C)

The presence and concentration of food events and activities in the various provinces is illustrated in Table 6.7. The main-field food events and activities include all the special actions that are organised around food to provide the tourist with an experience of local and regional foods and the attractions they provide. Tours, festivals, shows, markets, and special

routes are all examples of such events and activities and are the ways in which the resources of a region or destination are promoted and marketed. Such events and activities also showcase the local and regional resources and often contribute to networking in the community and region.

Food events and activities as shown in Table 6.7 are well represented as three of the provinces scored four and a further three scored three.

Table 6.7: **The regional presence and distribution of food events and activities on a provincial level**

Province	Number of Tourism Regions	Sub-fields					Total	Main-field X region (5 X no Tourism Regions)	% Presence of events (34/40) 100	Event presence score (categories 1-4)
		Tours	Festivals	Shows	Markets	Routes	Regional presence of events			
Western Cape	8	5	8	7	7	7	34	40	85.0	4
North West	5	2	2	1	4	2	11	25	44.0	2
Limpopo	4	2	2	1	4	4	13	20	65.0	3
Northern Cape	6	4	5	4	6	5	24	30	80.0	4
Mpumalanga	8	4	3	0	6	5	18	40	45.0	2
KwaZulu-Natal	8	5	5	0	7	6	23	40	51.0	3
Gauteng	6	2	1	0	4	2	9	30	30.0	2
Free State	4	2	4	2	4	3	15	20	75.0	4
Eastern Cape	6	3	2	4	5	4	18	30	60.0	3

The presence of food events and activities with a good to high score in two thirds of the country portrays a positive image regarding the potential of developing and implementing food tourism in South Africa. The ability to offer food events and specific food orientated activities depends on the presence of resources and the attractions that have been developed. However, the lack of resources, attractions and events in a region or province

regarding food tourism do not necessarily restrict food tourism at a destination as is clear in Gauteng, where food tourism is regarded as a key attraction although it does not posses the same level of potential regarding resources and events. Once again the opportunity to on-theme food tourism to other attractions and types of tourism can enhance the development of food tourism as an attraction even further in South Africa.

A map (Figure 6.26) provides a spatial portrayal of the food events and activities present in all the tourism regions within South Africa and shows they are well represented in many of the tourism regions in South Africa.
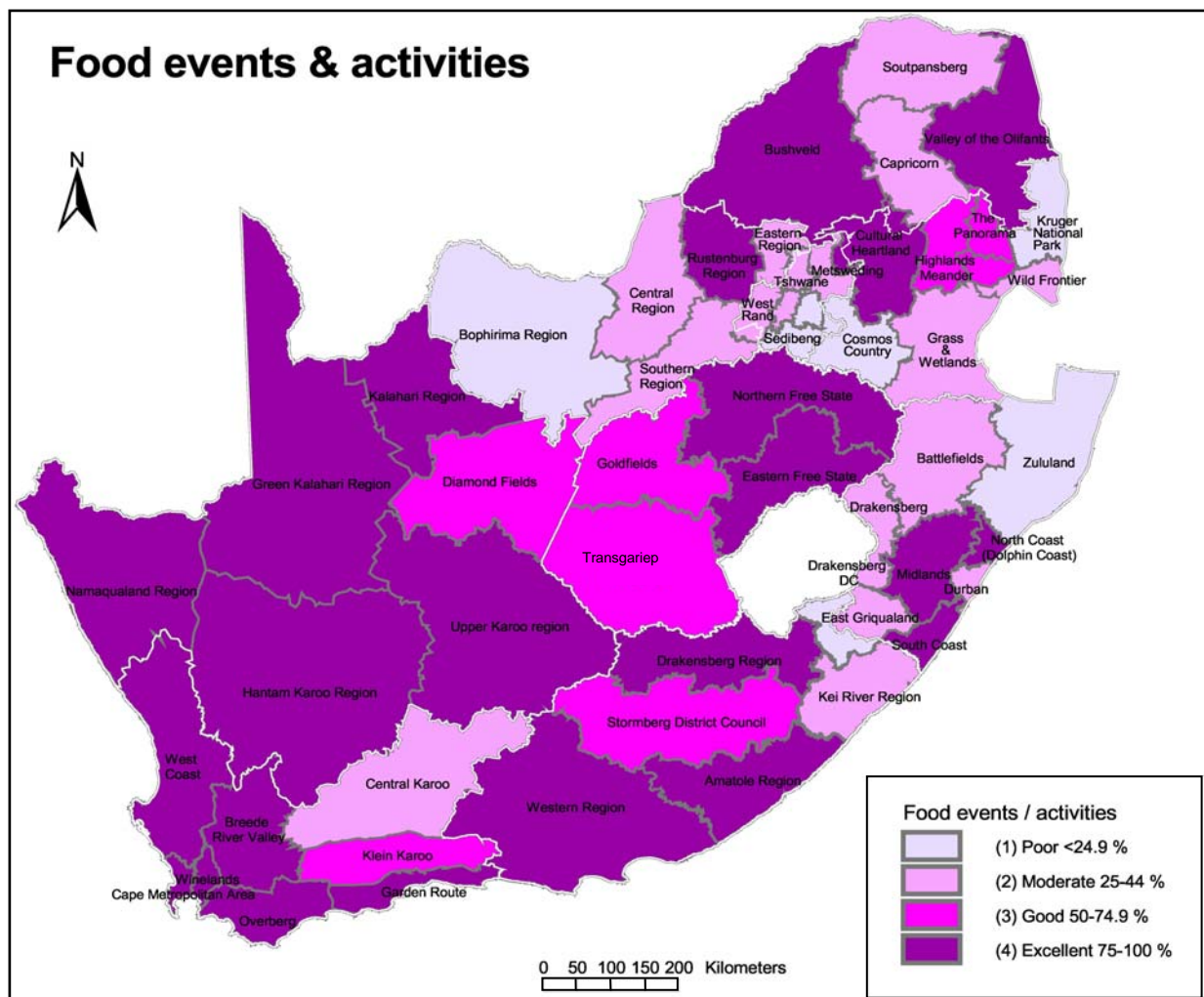
Figure 6.26: **The presence and concentration of food events and activities in the tourism regions of South Africa**

There are, however, regions where food events and activities ought to be better established because of the availability of resources such as local foods in the Cosmos Country region. Nevertheless, the availability of resources and/or the presence of attractions or events is

dependent on a myriad of requirements such as, *inter alia*, accessibility, amenities and the attractions on offer.

The chart (Figure 6.27) reflects the percentage breakdown of the food events and activities present in each province. It is noteworthy that a variety of food events and activities are present in all the provinces. Shows focusing on food are not present in all the provinces and in certain provinces this activity could be better developed, especially where local food products are produced. Shows afford the opportunity to showcase the local and regional resources of a destination and promote the produce as part of the tourism offering at the destination.   Likewise the visibility of the local produce can create awareness for food establishments to know what is available locally, thereby enhancing the possibility of incorporating these products in menus and the provision of local food.

	Gauteng	Western Cape	North West	Limpopo	Northern Cape	Mpumalanga	Kwazulu-Natal	Free State	Eastern Cape
Routes	22.2	20.6	18.2	30.8	20.8	27.8	26.1	20.0	22.2
Markets	44.4	20.6	36.4	30.8	25.0	33.3	30.4	26.7	27.8
Shows	0.0	20.6	9.1	7.7	16.7	0.0	0.0	13.3	22.2
Festivals	11.1	23.5	18.2	15.4	20.8	16.7	21.7	26.7	11.1
Tours	22.2	14.7	18.2	15.4	16.7	22.2	21.7	13.3	16.7
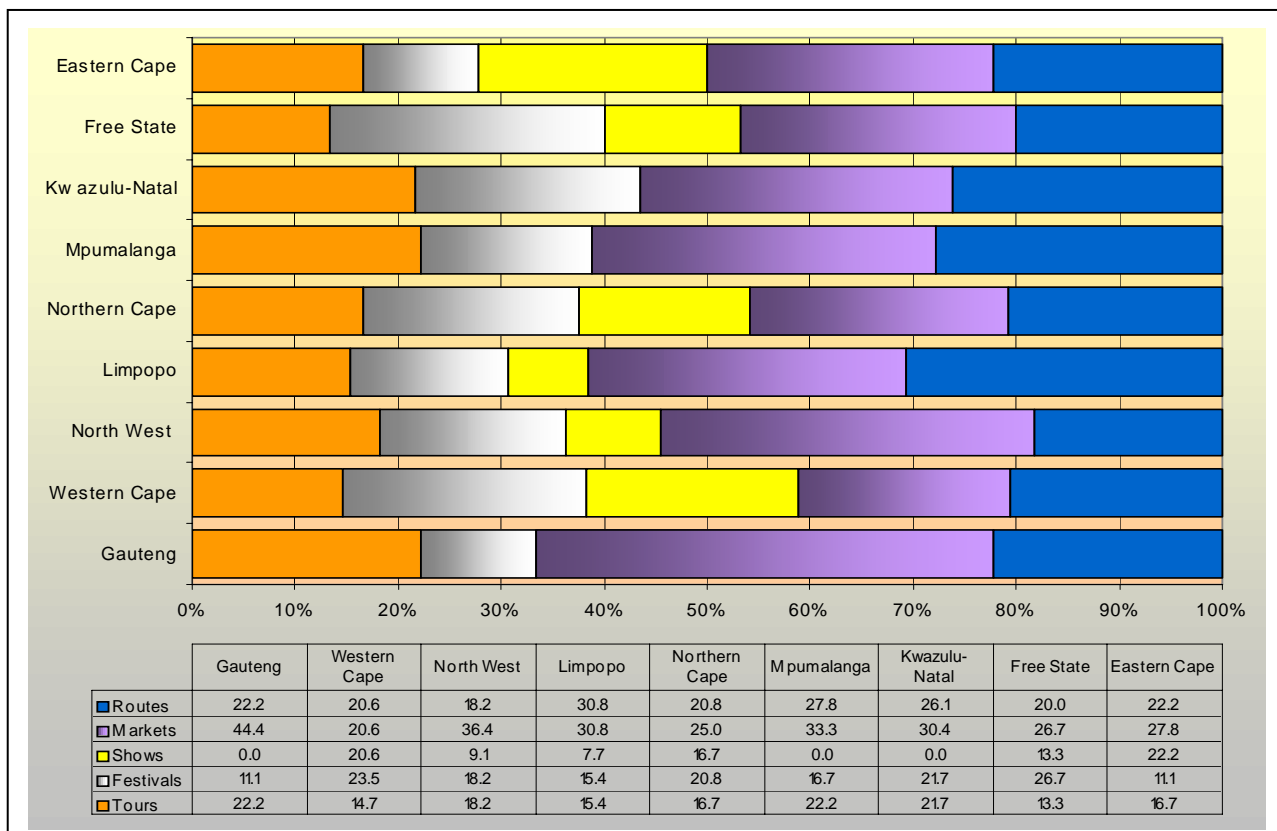
Figure 6.27:   The percentage distribution of food events and activities within the provinces

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6.7 SITUATIONAL ANALYSIS OUTCOMES

6.7.1 Dimensions of the situation analysis

Figure 6.28 is a visual representation of the dimensions of the situational analysis. The situational analysis executed in this study utilized an electronic database, ENPAT and TOURPAT to provide a large component of the information regarding the environmental analysis.

A thorough in-depth analysis of macro-environmental factors was not performed for this study, as much of this information is part of the strategic analysis performed by DMOs for the destination at large. An audit was performed for certain parts of the information required for both the external and internal analyses. A variety of data sources both primary information (the Stakeholder Survey and the Expert Opinion Survey) and secondary information (TOURPAT and FOODPAT) were utilized for gathering the required information.
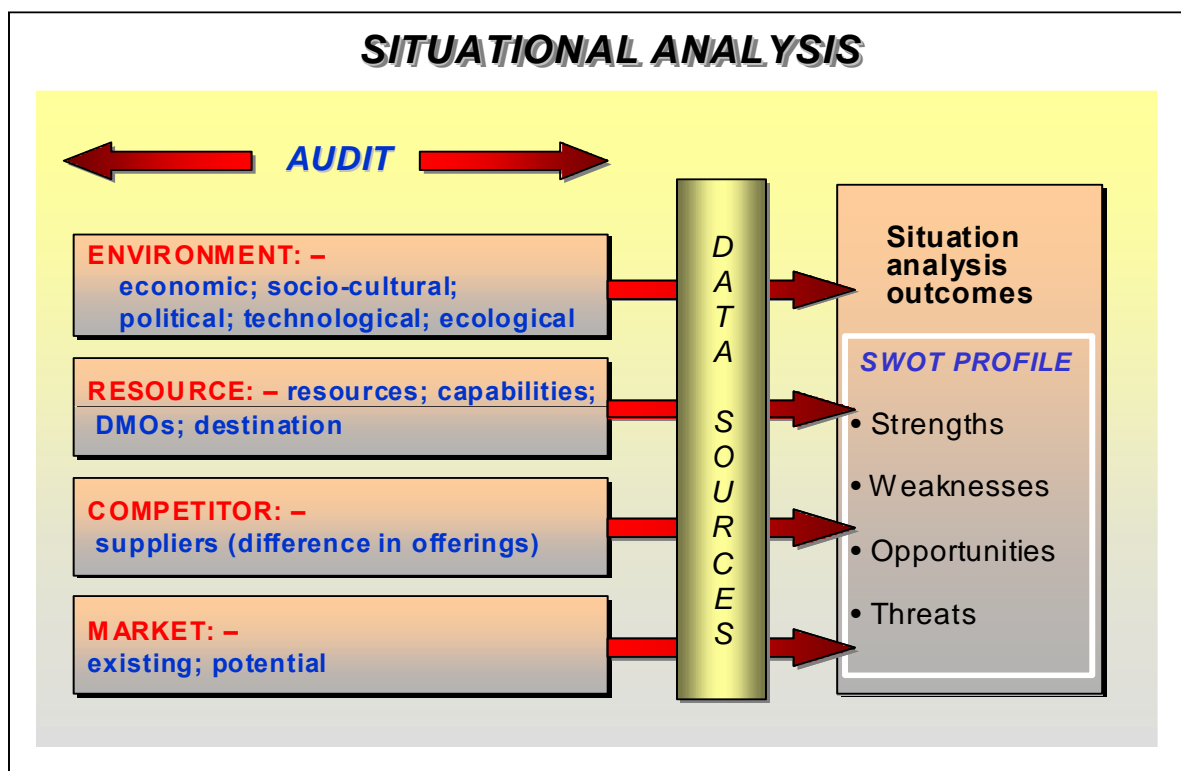
Figure 6.28: Dimensions of the Situation Analysis (adapted from (Tourism Recreation Research and Education Centre, 2003)

The situational analysis (Figure 6.28) involved the analysis of the environment, assessment of the availability and utilisation of resources at a destination, the competitors/stakeholders and the food tourism offerings, and the existing and potential markets with regard to food

tourism as an attraction. This information was sourced from various databases as previously reported in this chapter. The results have been collated and are presented as the outcomes of the situational analysis, which facilitated the compilation of the SWOT profile where most of the information was organised and presented in a more structured fashion for easier understanding and interpretation of the situation. This process allowed for the development of guidelines and focused recommendations.

As stated previously, the three datasets were integrated to clarify the status of food tourism in South Africa, more specifically as it relates to the use of local and regional food as a tool in destination marketing.

A map (Figure 6.29) provides a spatial analysis of the presence of food products (A), food attractions (B) and food events (C), which have been combined as overlays to present a total spatial analysis of the environmental resources and food tourism offerings on a regional,
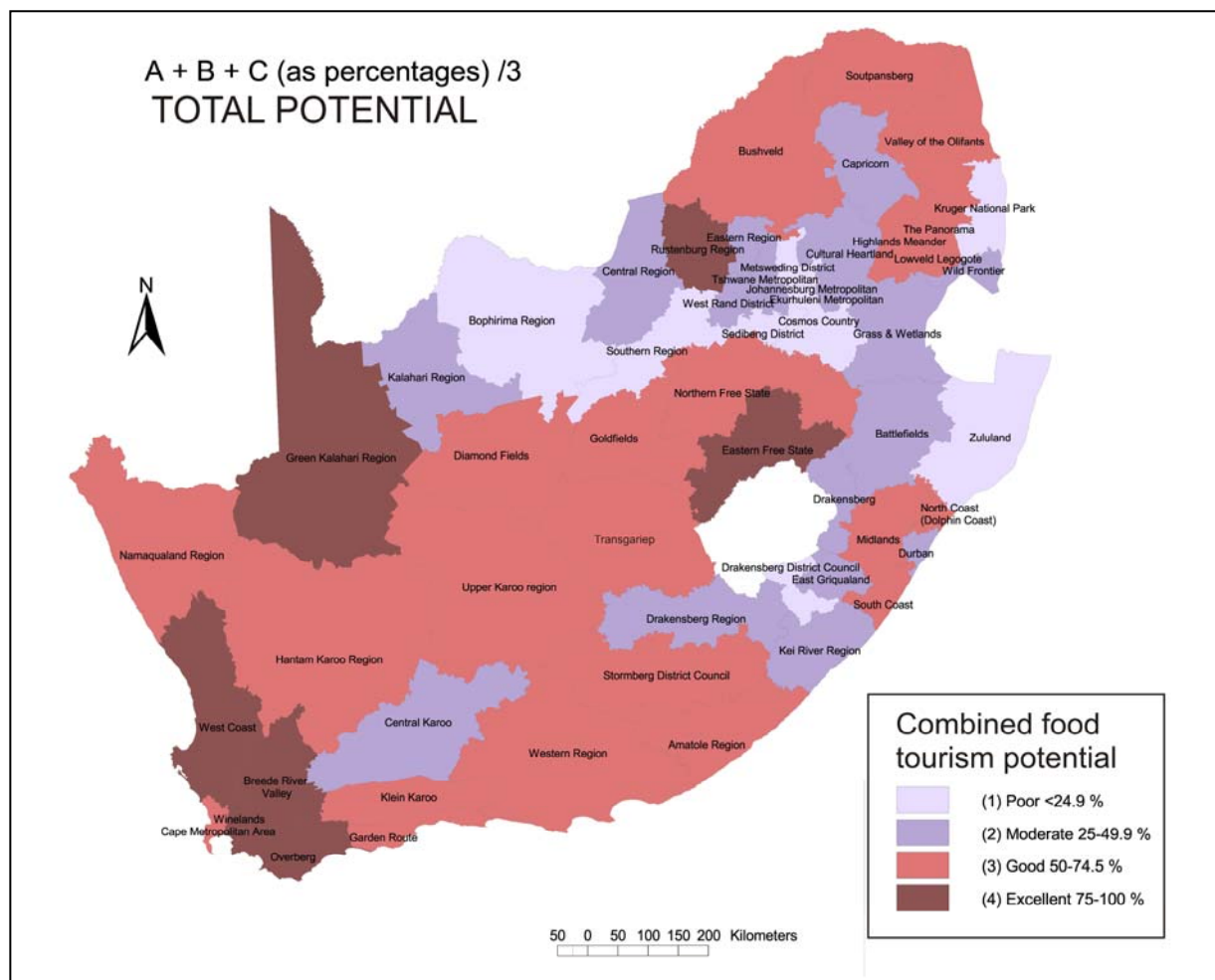
Figure 6.29: **Spatial analysis and presentation of the total potential for food tourism in South Africa**

provincial and national level. The total potential was calculated by adding the percentages of A + B + C and dividing the total by three. The total potential was classified in percentage ranges and equated with a value ranging from one to four as indicated in Figure 6.29.

From the information thus gained, it can be concluded that selected tourism regions, namely the West Coast, Breede Rivier Valley, Winelands, Overberg, Green Kalahari, Eastern Free State and the Rustenburg regions all possess potential for food tourism regarding the food products, attractions and events that are offered and available in the regions. A large part of South Africa is in a good position to offer and implement food tourism, with a relatively small part of the country having moderate or poor potential regarding food tourism development and implementation. The compilation of information from FOODPAT provides a DMO with substantial spatial evidence of whether food tourism would be a feasible option regarding the development of food tourism as an attraction at a specific destination. The information compiled from the FOODPAT database functions as a supportive tool in strategic planning and by no means presupposes a comprehensive and complete assessment of the resources in the region.

The development of food tourism as an attraction must be considered in conjunction with other existing attractions and the viability of incorporating food on-theming as a promotional tool.

The results of the analysis of questionnaire responses and opinions of experts were presented in Sections 6.4 and 6.5. The data from the various sources was collated and the outcomes of the situational analysis compiled. As stated in Chapter 5 the situational analysis consisted of two elements, the external and internal analysis, and comprised a number of steps as outlined and discussed in Section 5.2.3.

The outcomes of the situational analysis are discussed according to the external and internal analysis as presented in Figure 6.1 and the results will be referred to as discussed in the previous sections of Chapter 6.

6.7.2   External Analysis: Environmental analysis: opportunities and threats

As mentioned in Chapter 5 Section 5.2.3.4, an in-depth environmental analysis was not performed. However, much of the information required for the environmental analysis was

available from existing databases such as ENPAT and TOURPAT and other information pertaining to the environmental analysis was gained from the DMO questionnaires and opinions from experts. The discussion of the environmental analysis pertains very specifically to food tourism and may therefore be limited. The contribution of the extensive literature study and identification of the best practice also contributed to certain assumptions regarding components of the situational analysis, especially in areas where the components were not measurable. The implications of information regarding the external analysis were identified and will be placed in perspective when developing the guidelines and proposed recommendations that will be discussed in Chapter 9.

6.7.2.1   Macro-environmental factors

A summary of the role of macro-environmental factors in the external analysis pertaining to food tourism at destinations is presented as Table 6.8.

Table 6.8:   Macro-environmental analysis pertaining to food tourism

FACTORS	TRENDS	IMPLICATIONS
ECONOMIC • Funding • Exporting income	• Due to restrictive budgets food tourism not regarded as a priority	• Less development and marketing actions; opportunity to optimise tourism lost
POLITICAL • Laws/regulations	• Export laws/regulations pertaining to food products	• Laws restrict the free use of local food products • Safeguard food supplies
TECHNOLOGICAL • Communication media	• World Wide Web • Electronic communications	• Changed marketing approach • Globalisation of attractions
SOCIO-CULTURAL • Trends • Media impact	• Changed focus – cultural/heritage tourism • Specialisation	• Increased interest in culture – includes cuisines • Niche markets – food tourism
ECOLOGICAL • Environmental awareness	• Sustainability – global awareness/priority • Eco-tourism	• Sustainable competitiveness • Use of local /regional foods – renewable resource

Economic factors refer mainly to the availability of funds for the offering of food tourism at a destination. Insufficient funds were not regarded as one of the main reasons for not offering food tourism at a destination. Lack of funds was, however, identified as one of the major gaps that placed a constraint on the promotion of food tourism. The strategy to increase the availability of sufficient funds to develop and promote food tourism was regarded as an issue of utmost importance and not merely one to be addressed only by the action of identifying sponsors or sourcing funding. The situation regarding the economic factors as reported here, was echoed by the experts in the field of food tourism who voiced concern that stakeholders did not have sufficient funds for developing and implementing food

tourism at the level required by present global tourism trends. The economic advantage food tourism in South Africa has in comparison with other destinations, is that our food is relatively cheap and affordable to many international tourists. This aspect can be considered as a food tourism enhancer.

Political / regulatory factors regarding food tourism referred mainly to laws and policies preventing the commercial utilisation of certain products such as seafood. This was, however, a very localised restraint and did not affect the country as a whole.

Technology factors focused mainly on the use of media and media coverage to promote food tourism at a destination. The marketing tools used included mainly the use of television and media coverage and web promotion to a lesser extent. Media coverage was regarded as a promotional gap and constraint. The opinion of the experts was that the web was not used sufficiently and that food tourism could benefit from the advances in technology, which would have a far-reaching positive effect on tourism as a whole.

Social changes and food tourism focused on the trends in the socio-cultural environment and more specifically on new tastes and the resultant behavioural shifts that they initiated. The influence of social change was more difficult to determine directly, but for the purpose of this study was indicated by the:

- position of food tourism as an attraction at the national, provincial and regional levels; and
- type of media used as a promotional tool.

Literature provided sufficient evidence of new trends that have affected tourism and influenced the popularity of food tourism (Boniface, 2003; Boyne, Hall & Williams, 2003; Hall *et al.*, 2003; Hjalager & Richards, 2002; Long, 2003; Macdonald, 2001; Richards, 2002; Wagner, 2001). Although the growth in food tourism was not measured in this study the relative position of food tourism in relation to other attractions was determined as discussed in Section 6.3.1.

The impact of the media such as promoting celebrity chefs; global coverage; broadcast and printed media all contributed to providing a global image of food and contributed to the growth in food tourism (Riege & Perry, 2000; Rita, 2002; Roberts & Hall, 2004; Selwood, 2003; Sparks *et al.*, 2001; van Westering, Poria & Liapis, 2000). The increase of cultural tourism and its impact on food tourism in which food epitomises the culture of a country's

people, was also important as was the development of new tastes and trends seen as reflecting globalisation and initiating localisation (Burnett, 2000; Dunbar-Hall, 2001; Government of South Africa, 1996; Long, 1998; Ohlsson, 2000; Stebbins, 1997; van Westering *et al.*, 2000). The use of food as a marketing and promotional tool by DMOs was established and the type of marketing activities and tools was determined and discussed in Section 6.4.1

Ecological factors affect and are affected by tourism and food tourism is no exception. (Heath, 2002) One of the outcomes of this study was to determine how food tourism could enhance the sustainable competitiveness of the destination particularly if based on the use of local and regional foods. However, the production of food was regarded as a renewable resource which could stimulate entrepreneurship and enhance the growth of local industries. The determination of ecological factors occurred indirectly by determining the use of local food products and noting the establishment of new business opportunities. Being aware of the lack of opportunities available to marginalised communities as expressed by the experts interviewed further highlighted this notion. As discussed in Section 6.3.2 local and/or regionally produced food products and speciality restaurants of the area were the most strongly represented component of food tourism. The ecological challenge lies in the production of these products, which must be generated within the framework of sustainability and maintaining the natural resources of the environment.

6.7.2.2   *Existing/potential markets*

Customers/consumers. Tourists who selected food tourism as an attraction and supported it as an activity was determined only in the case study. However, the fact that all tourists eat and the amount of money generally spent on food and meals by both local and international tourists was a good enough indication of the importance of food as an attraction as discussed in Section 6.4.4.

Market trends were assessed as indicated by the increased interest shown by tourists in food and the growth of information in popular literature regarding the issues of food tourism. These trends are further supported by the academic literature and other initiatives surrounding the development of food tourism and as highlighted in the discussion on best practice. The assumption can be made that the market for the development and implementation of food tourism is growing and that a similar trend is being experienced in South Africa albeit at a slower rate and on a smaller more regionalised scale.

Routes were identified as a key component of food tourism and were receiving considerable more attention, as discussed in Section 6.3.2. The existing wine routes in South

Africa have created an opportunity for food to be on-themed and developed in a seamless destination experience. Both existing and potential markets for routes offer great opportunities as the infrastructure is already in place although it often needs to be incorporated into activities in which food is offered as an attraction.

6.7.2.3 Key competitors

Suppliers of food tourism globally were identified in the best practice analysis and also indicated by the experts. Locally, the DMOs were identified as the facilitators of food tourism as their role could include the development and implementation of food tourism in a destination by providing the strategic infrastructure. The various stakeholders such as restaurateurs, tour operators and people involved with running guesthouses, wineries, hotels, and so forth were the actual suppliers of the food tourism product but they required the support and infrastructure of the DMOs to fulfil this role. Since this study focused on the DMOs, they were regarded as the facilitators and promoters for food tourism.

Partners were the other tourism and non-tourism organisations also involved in offering of food tourism. In South Africa these organisations are SACA (South African Chefs Association), and FEDHASA (The Federated Hospitality Association of South Africa) that plan and promote specific events such as the Cape Gourmet Festival, the Department of Foreign Affairs, the South African Wine Association, South African Tourism and the media. The experts named these organisations but the general feeling was that the DMOs did not promote food tourism sufficiently. This could be as a result of a restrictive budget or insufficient funds and that the other partners could do much more by focused on local products, local talent and the promotion of food as an attraction which could generate additional funds. The main constraint identified was the lack of networking and often the identification of partners to enhance the development and implementation of food tourism.

6.7.3 Internal Analysis: Resource analysis: strengths and weaknesses

The internal analysis or resource analysis gave an indication of the strengths and weaknesses of a destination and covered the aspects to be discussed in subsequent sections. Certain of these have already been dealt with in preceding sections and will only be referred to, others will be partially illustrated focusing only on the Western Cape, as the data for this Province was the most complete since all the tourism regions in this province responded to the survey.

6.7.3.1   *Attractions*

The assessment of **all tourism attractions** was undertaken in the stakeholder survey where the attractions of a destination were positioned (Section 6.3). **Wine (**Section 6.3.1) and **Food** (Section 6.3.2) as attractions were assessed.   The presence of local and regional food products could enhance and facilitate the position of food as an attraction.   The information regarding the various food products and the variety of food attractions present in a destination was compiled as Section A: Food Information and B: Food Attractions in FOODPAT and portrayed in Annexure 9.   The type of activity provided in a destination could also be influenced by the availability of resources.

6.7.3.2   *Accessibility*

The information extracted from the ENPAT/TOURPAT database (Annexure 3) was used to determine the accessibility of the various regions to food tourism opportunities.   Accessibility according to Heath (2002:69) *relates to the facilitation of movement within a destination and the location factors contributing to the success of its component attractions.* The information indicating accessibility was compiled from the presence of existing routes and infrastructure and was indicated by the presence of towns; roads and railroads; airports; tourism regions; DMO offices; main tourism attractions; destinations with high tourism attraction and existing tourism routes.   Existing **routes** and **infrastructure** for the Western Cape are indicated in Figure 6.30.

The presence of a variety of existing tourism routes in the Western Cape, provided sufficient potential for the development and implementation of food tourism, as food tourism could be on-themed to the already existing tourism routes and attractions such as Route 66.   Similar accessibility analyses could be performed for all the other provinces, should the need arise.

6.7.3.3   *Amenities*

The amenities included in this study focused mainly on the presence and variety of **restaurants and other facilities offering food tourism related services***.* The information for this was extracted from Section B: Food Attractions in FOODPAT and included in this thesis as Annexure 9.   A map (Figure 6.31) shows the nature of the various types of restaurants and other eating-places in the Western Cape, as well as the presence of fish as a local food product.   Product availability could influence the type of restaurant found in a specific region. A similar analysis could be performed for all the tourism regions, also comparing different available food products with the type of restaurant present in a destination.
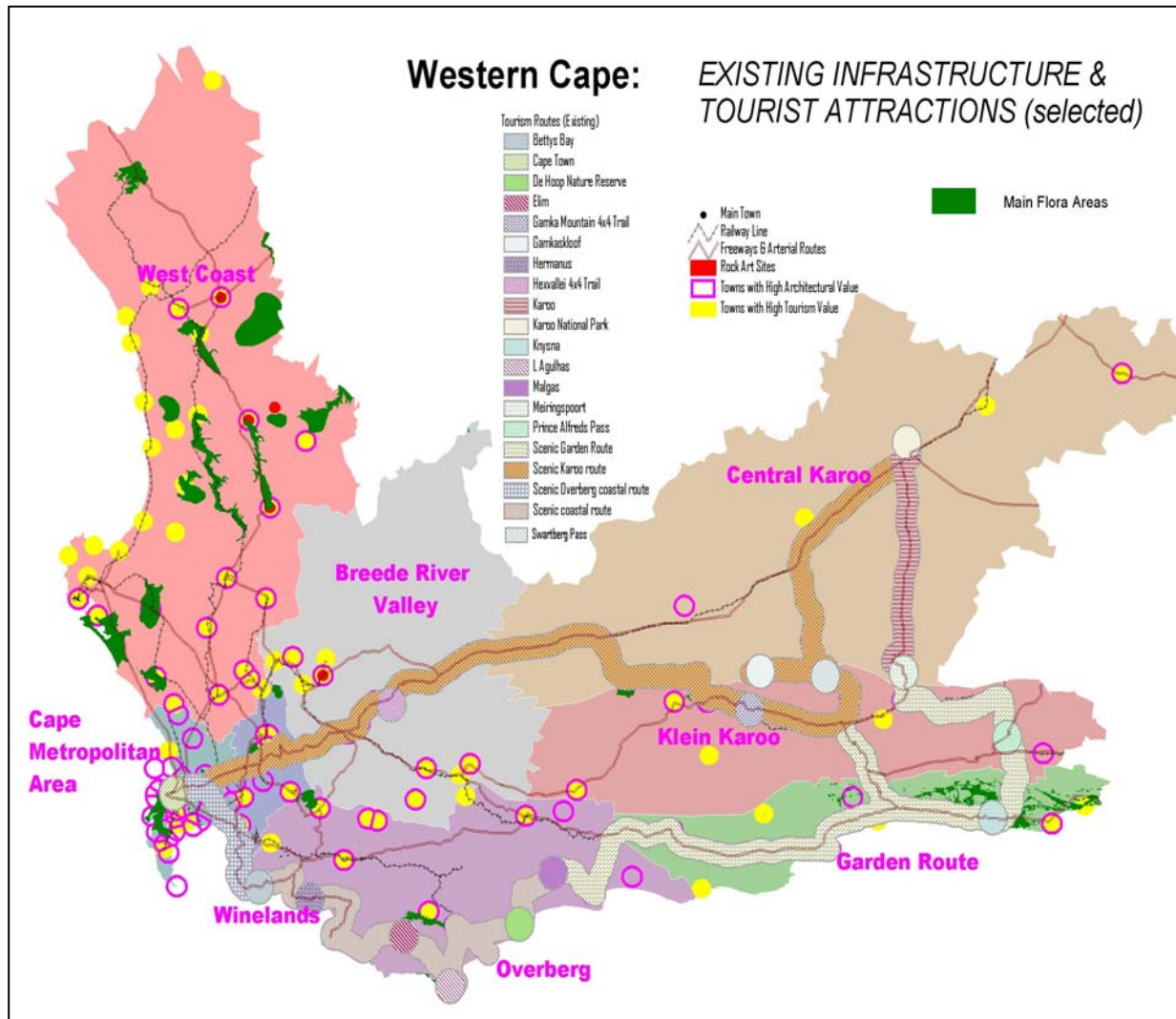
Figure 6.30: Routes, selected infrastructure and tourist attractions in the Western Cape

6.7.3.4 *Activities*

A record was made of available activities that focused primarily on food tourism but not exclusively on food *per se* as many facilities at tourists destinations offer food in one form or another. The activities for this study focused on **tours; festivals; shows; markets and routes.** The information regarding all available activities is available on the FOODPAT database.

The assessment of the various activities regarding food tourism for all the provinces was presented and discussed in Section 6.4. Figure 6.32 portrays the number of events focusing on festivals and the different types of shows offered in the Western Cape. Similar analyses can be performed for the other types of activities and for all the other provinces. It is clear that the number of festivals held are located in specific regions within the Western Cape and

the majority of shows held are agricultural, with limited focus on only cuisine. This is feasible as events such as these provide the ideal opportunity to combine products, activities and attractions.
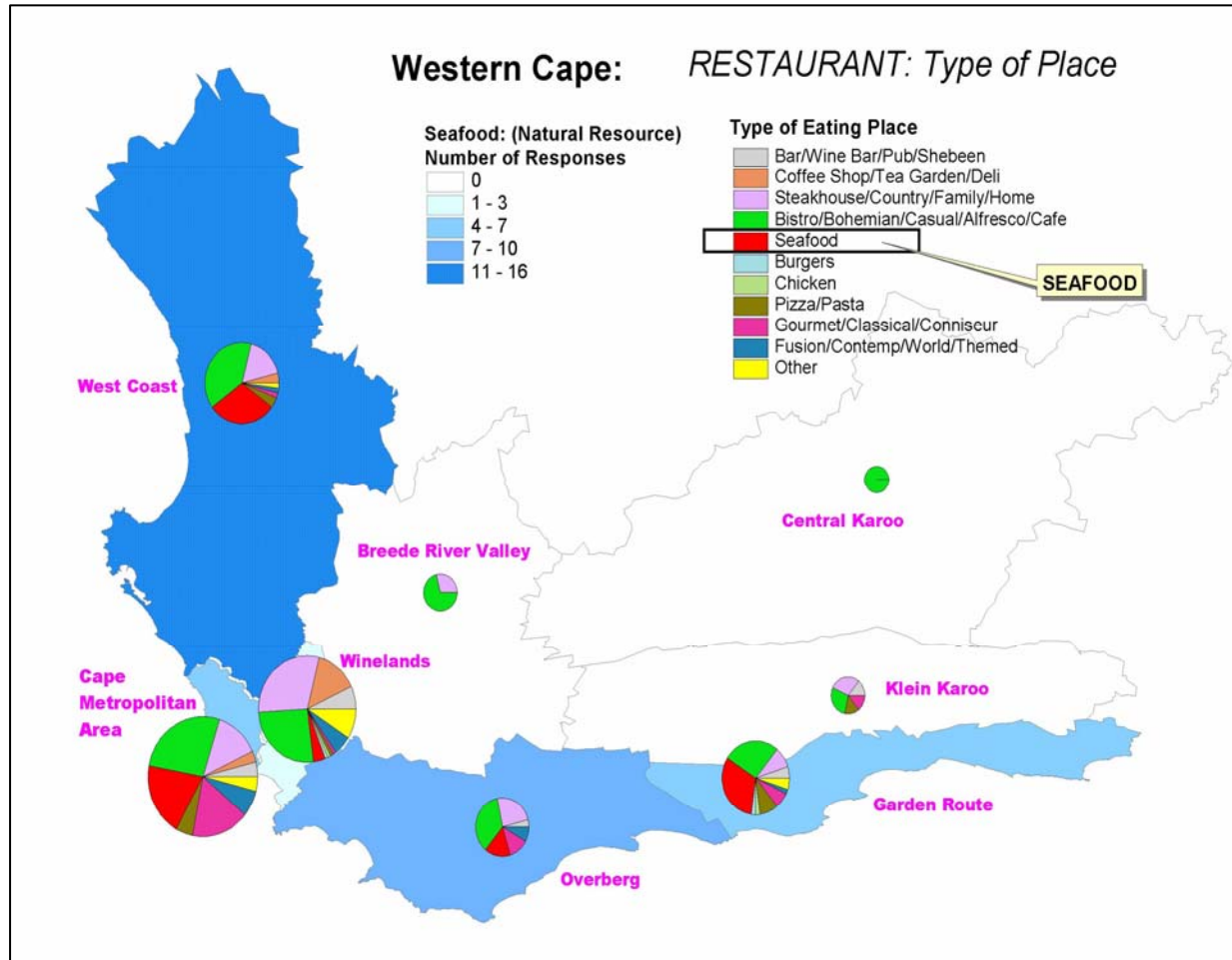
Figure 6.31: The presence and variety of restaurants in the Western Cape

6.7.3.5 *Ancillary services*

The ancillary services for this study were classed as **communication**, which was not assessed but it was assumed that the **presence of DMOs** in the various regions meant that there were channels for the flow of information about the destination for the tourist.

6.7.3.6 *Attitude*

An investigation in to the **Hospitality** function of tourism was not included in this study. However, the lack of constant high levels of service was mentioned in the expert opinion survey. It was recommended by respondents that hospitality was an important matter and needed to be addressed. The suggestion was also made that it be incorporated in training

programmes. Having the right attitude in dealing with tourists would create a comfortable experience for them and foster a desire for a return visit.
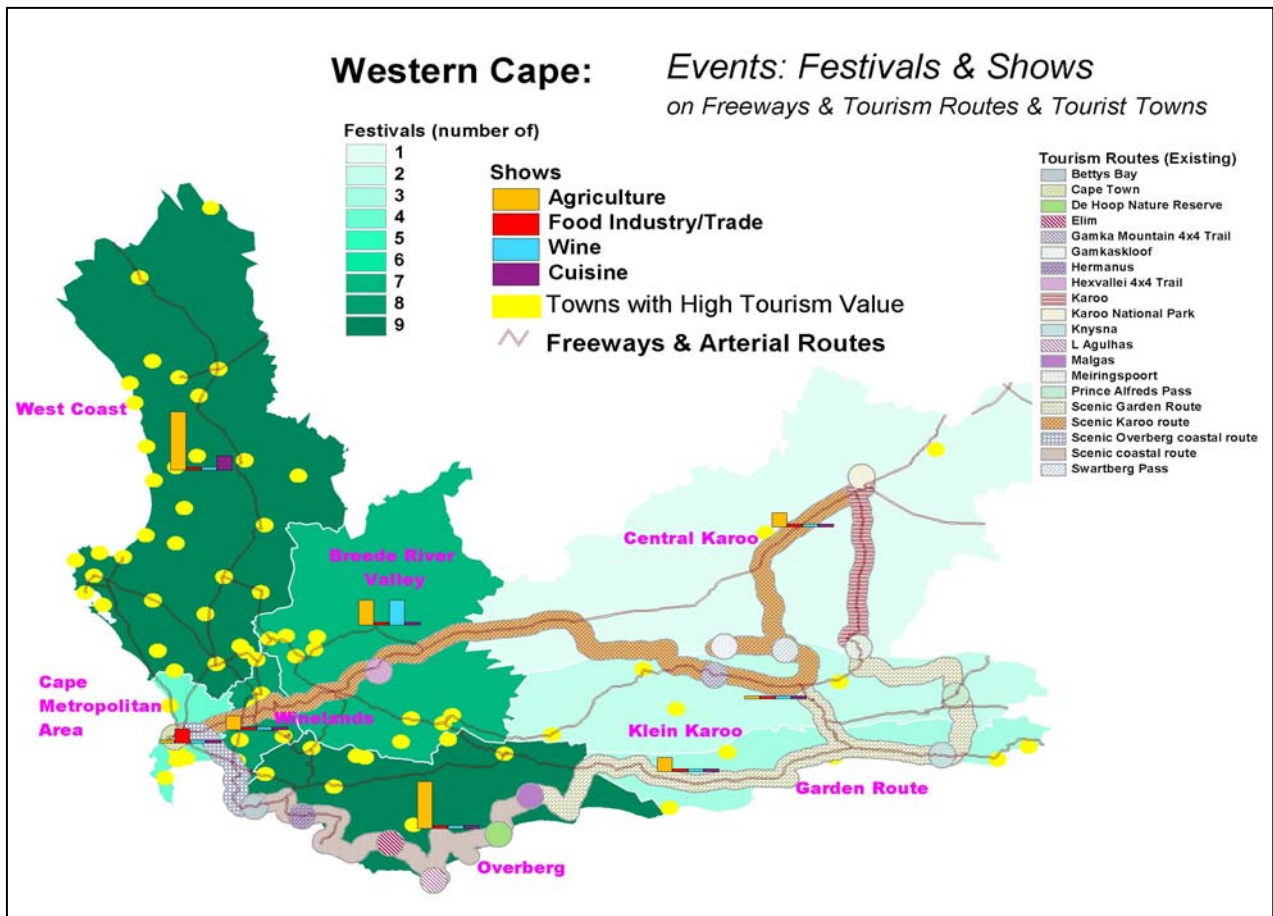
Figure 6.32:   Map portraying events such as festivals and shows in the Western Cape

6.7.3.7   *Available packages*

Culinary tours were included in the activities provided at the destination regarding tourism and have been assessed and discussed in Section 3.2.1. It was also highlighted in the section on best practice in Chapter 3.

6.8   SWOT PROFILE

The culmination of the analyses of the various datasets was finally compiled in the SWOT profile and presented in Figure 6.33.

INTERNAL	
Strengths	**Weaknesses**
Attractions	
1. Food tourism – supportive attraction in all provinces 2. Cultural/historical second highest key attraction – culinary heritage – can be utilised as cultural component 3. Established wine industry in certain or the tourism regions 4. Good mix of products, services and attractions for food tourism development	1. Food tourism not regarded as key attraction 2. Networking and lack of partnerships 3. Lack of a definite food tourism strategy 4. Many existing food tourism resources under-utilised 5. Low level of knowledge regarding culinary heritage and food as marketing tool
Accessibility	
1. Existing tourism routes 2. Major routes, secondary and tertiary roads present	1. Lack of appropriate signage
Amenities	
1. Availability of food/culinary services and facilities 2. DMO offices available on national, regional and local level	1. Networking and lack of partnerships 2. Inconsistent level of service 3. Inconsistent product quality 4. Resources under-utilised
Activities	
1. Food tourism related events growing 2. Individual stakeholders providing food tourism related activities	1. Lack of marketing and promotion of food tourism related activities
Ancillary services	
1. Availability of services	1. Inconsistent level of service
Attitude	
1. Availability of local products 2. Existing routes 3. Established wine industry 4. Good mix of products, services and attractions 5. Positive food tourism attraction status	1. Lack of appropriate signage 2. Networking and lack of partnerships 3. Inconsistent level of service 4. Inconsistent product quality 5. Lack of a definite food tourism strategy 6. Many existing resources under-utilised
Available packages	
1. Existing packages can include food tourism focus	1. Lack of co-operation to market packages including food tourism focus

Figure 6.33: **The SWOT profile regarding the Situational Analysis for food tourism in South Africa (continues on next page)**

EXTERNAL	
Opportunities	**Threats**
Economic	
1. On-theming opportunities 2. Branding of local products 3. Marketing of local products, services and attractions 4. Further development and utilisation of local products services and attractions 5. Global competiveness	1. Insufficient funds for developing food tourism 2. Unawareness of the potential of food tourism as a niche type of tourism
Political/Legal	
1. Further development and utilisation of local products services and attractions	1. Legislation determining the use of local products and the employment of specialists 2. Safety and security regarding crime in SA
Technology	
1. Marketing of local products, services and attractions 2. Further development and utilisation of local products services and attractions 3. New technology WWW	1. Insufficient funds for developing food tourism
Socio-cultural	
1. Development of cuisine as a cultural tourism product – cultural tourism	1. Unawareness of the potential of food tourism as a niche type of tourism
Environmental	
1. Prioritising food tourism as a sustainable competitive attraction	1. Insufficient funds for developing food tourism 2. Legislation determining the use of local products and the employment of specialists 3. Unavailability of local products
Industry Trends / Markets	
1. On-theming opportunities 2. Branding of local products 3. Marketing of local products, services and attractions 4. Further development and utilisation of local products services and attractions 5. Improve level of service by focusing on training 6. Prioritising food tourism as a sustainable competitive attraction – latest trend 7. SA favourite destination	1. Insufficient funds for developing food tourism 2. SA in competition with other destinations e.g. Australia, Canada

Figure 6.33: **The SWOT profile regarding the Situational Analysis for Food Tourism in South Africa (continued)**

6.9 THE EVALUATION OF FOOD TOURISM DESTINATION MARKETING

As discussed in Chapter 4 the food tourism destination marketing framework was organised in three **key areas of contribution** (Figure 4.3). This conceptual framework served as model for the evaluation of the data. The areas of contribution and identifying the food tourism enhancers are tabulated (Table 6.8) and used to evaluate the data collated from the three datasets. This evaluation is the final assessment of the data following on from the situational analysis and the development of the SWOT profile. The purpose it serves is to contextualise the collated data within the framework of food tourism destination marketing and thus to reflect on the competitiveness and sustainability of the use of local and regional foods as a marketing tool in destination marketing.

The contribution of food tourism enhancers to destination competitiveness and sustainability (Table 6.9) comprised the following and are indicated with a ☑ and printed in **blue**:

- In the **Foundations framework area** regarding **Destination Policy Planning and Development** food tourism only contributed in three of the six areas to competitiveness and sustainability, as it was only part of the policy formulation in selected regions such as in the Western Cape. The presence of food tourism as an attraction did stimulate the development of natural and human resources. With regard to **supporting factors and resources, the enablers**, food tourism only contributed in the areas of accessibility and the development or stimulation of new developments.

- In the **Focusing on framework area,** which is regarded as the key focus area of food tourism concerning destination marketing and management activities and core resources and attractors, food tourism experiences could be enhanced by both the activities and the resources available. The areas where food tourism was not enhanced was due to the lack of successful networking and the establishment of partnerships. The development of food tourism as an attraction was retarded by insufficient information and the absence of a relevant national strategy.

- In the **Capitalizing on Framework Area,** food tourism experiences could be enhanced by all the qualifying and amplifying determinants.

Within the framework of destination marketing food tourism enhancers have the potential to contribute to the competitiveness and sustainability of a destination. The areas where food tourism enhancers are not being realised reflects the need for a well-formulated strategy and other enablers.

Table 6.9:   **Assessment of the contribution of food tourism enhancers to destination competitiveness and sustainability**

CONTRIBUTION OF FOOD TOURISM (FT) ENHANCERS TO DESTINATION COMPETITIVENESS AND SUSTAINABILITY		
FRAMEWORK AREA: FOUNDATIONS		
Destination Policy Planning and Development	**FOOD TOURISM ENHANCERS**	
• System definition • Philosophy / Values • Vision • Development • Human resource development • Finance and venture capital • Visitor management • Resource stewardship • Crisis Management	• FT part of policy formulation of destination • FT accentuates cultural importance in destination • FT included in vision statement of destination • FT stimulates development of resources • FT stimulates development of human resources • FT stimulated by finance & venture capital allocation • FT contributes to matching supply & demand • FT enhances resource stewardship development • Food & beverage facilities component of crisis management strategy	☑ ☑ ☑
Supporting factors and Resources (enablers)	**FOOD TOURISM ENHANCERS**	
• Infrastructure • Accessibility • Facilitating resources • Hospitality • Enterprise • Political will	• Proper signage will facilitate FT • Accessibility required for FT • Knowledge regarding local foods / cuisine will be accessible / available • Required to facilitate & enable FT • FT will stimulate / require new venture development • A positive attitude and commitment will promote FT	☑ ☑
FRAMEWORK AREA: FOCUSING		
Destination Marketing and Management	**FOOD TOURISM ENHANCERS**	
• Organisation • Marketing • Quality of service / experience • Competitive / Collaborative analysis • Monitoring and evaluation • Information / Research • Positioning / branding / Image • Audit	• FT can be included in organisational functions • FT a niche market product important in marketing • FT can enhance quality of service / experience • Formation of partnerships between DMOs / regions • Possible as result of FT database • Development of database with accessible information • FT as key / supportive attraction / specific product • Evaluating FT potential	☑ ☑ ☑ ☑ ☑
Core Resources and Attractors	**FOOD TOURISM ENHANCERS**	
• Physiography & climate • Culture & history • Mix of activities • Special events • Entertainment • Super-structure • Market ties	• Agricultural linkages / local food products • Culinary heritage / local pride / food attractions • 'On-theme' activities (routes/ festivals/ events/ tours) • Food shows (gourmet festivals/ food activities) • Cultural villages • Additional services that facilitate FT • Capitalising on linkages with people on origin markets	☑ ☑ ☑ ☑ ☑ ☑ ☑
FRAMEWORK AREA: CAPITALISING		
Qualifying and Amplifying Determinants	**FOOD TOURISM ENHANCERS**	
• Location • Interdependencies • Safety / security • Cost / value	• Specific FT product linking destinations and tourism markets (wine/ wild-life/ routes/ themes) • 'On-theming' linking to other types of tourism (wine/ heritage & cultural/ health/ routing) • Food safety/ hygiene/ high sanitary standards • Comparative cost/ values for money in comparison to other international destinations	☑ ☑ ☑ ☑

☑ = indicates the contribution of food tourism enhancers to destination competitiveness

To provide a complete picture of food tourism in South Africa, it is necessary to present its comparative and competitive advantages that results from the availability and utilisation of resources at a destination. The comparative advantage comprises the resources that naturally make a destination attractive to tourists, and include the culture and the existing infrastructure of a destination (Ritchie & Crouch, 2003). According to the results from the stakeholder survey, South Africa was regarded as a key destination first, as far as natural attractions were concerned, with outdoor/recreation attractions second and culture/historical attractions third. Food as an attraction is not considered as an important key attraction, but fared well as a secondary attraction. In South Africa, food and culture come together in food tourism and will be a comparative advantage as the country has resources that make the country naturally attractive to visitors.

Competitive advantages relate to a destination's ability to use these resources effectively over the long-term (Ritchie & Crouch, 2003). The effective use of available resources to develop and implement food tourism has been maximised to reach its full potential as can be seen from the results reported in FOODPAT and the stakeholder and expert opinion surveys. There are regions within South Africa that have sufficient resources to successfully offer food tourism as a supportive attraction. The reasons for food tourism not featuring as an attraction at national level (Figure 6.7) were that the stakeholders were unaware of the tourism potential of food and were ill-informed about the promotion of food tourism. The need for a strategic approach to food tourism as an attraction in destination marketing is imperative for sustainable competitiveness at a destination and can only be achieved by the development and implementation of an appropriate marketing strategy, incorporating the co-operation and support of all stakeholders at the destination.

The overall assessment of food tourism in South Africa and the contribution of all key areas to the enhancement of food tourism provided the view that generally food tourism experiences could be enhanced by the focusing and capitalising framework areas and to a lesser extent in the foundations framework area. This compares well with the global position of food tourism, where the main hurdles lie in the destination policy planning and development areas and, in addition, a lack of effective enablers. The contribution of food tourism enhancers to destination competitiveness and sustainability is clear, and definite, as food tourism contributes in all areas of the destination competitiveness framework. The area where food tourism enhancement is lacking is a result of insufficient knowledge, low prioritising and few resources. None of these actions or resources that are lacking should deter the development and implementation of food tourism at a destination. The

development of a focused strategy could alleviate the present shortcomings and assist with the planning and development of food tourism at a destination.

6.10 CONCLUSION

Chapter 6 dealt with the results and data analysis of both the quantitative and qualitative components of the study. The profile of the respondents was presented first, followed by the descriptive analysis of the results of the stakeholder survey and the results of the expert opinion survey. Thereafter the results of FOODPAT were both statistically and spatially offered. The situational analysis outcomes and the SWOT profile were highlighted. Finally the contribution of the food tourism enhancers to destination competitiveness and sustainability were identified within the framework of destination marketing. The results of the three different datasets, TOURPAT, FOODPAT and the stakeholder and expert opinion surveys were collated and contributed to verifying and refining the data collected, thus contributing to the reliability and validity of the research results.

As reflected in the results it was found that local and regional food is not being used to its full potential to market and promote food tourism in many of the tourism regions of South Africa. The potential for food tourism exists; South Africa has many of the necessary resources to develop and implement food tourism, but the importance of food tourism as an attraction and the contribution that it can make to enhance the sustainable competitiveness of a destination has not been realised on a national level. The need for strategy development was reflected in the results and verified by the expert opinions.

Chapter 7 provides the description of the development of the Strategic Food Tourism Destination Marketing Framework that was constructed from the findings of this study.

7 Strategic Food Tourism Destination Marketing Framework

7 Strategic Food Tourism Destination Marketing Framework Continued

7.1 INTRODUCTION

The development and compilation of the Strategic Food Tourism Destination Marketing Framework for optimal and responsible inclusion of food tourism in destination marketing is dealt with in this chapter. The methods and results presented in Chapters 5 and 6 were integrated and holistically presented to prepare for the application of the tools and procedures utilised to perform a strategic evaluation of the food tourism potential at a destination. The steps of the Strategic Food Tourism Destination Marketing Framework are explained in relation to the data from the situational analysis, expert opinion survey and tools that were developed as they contribute collectively to the fundamental approach adopted for establishing food tourism at a destination.

7.2 DEVELOPMENT AND COMPILATION OF THE STRATEGIC FOOD TOURISM DESTINATION MARKETING FRAMEWORK

The development of a comprehensive and integrated strategic approach to food tourism destination marketing was the ultimate goal of this study as motivated in Chapter 4. Essentially its function is to formulate guidelines for destination marketers and entrepreneurs to use now and in the future, in order to optimise the tourism potential of local and regional food in effective food tourism initiatives. Boyne *et al.* (2003) identify the need for such an approach to enable the stakeholders to co-operate and achieve the effective implementation of marketing strategies regarding food tourism. An outline of the process showing the interrelatedness of a sustainable and competitive destination, food tourism and destination marketing (Figure 4.1) was provided in Chapter 4.

The destination competitiveness and sustainability framework of Ritchie and Crouch (2003), together with other competitiveness models (Dwyer, 2001; Heath, 2003; Kim, 2001), were used as point of departure to contextualise the contribution of food tourism to the competitiveness and sustainability of a destination. Due to the fragmented nature of the tourism industry, it is necessary to utilise multidisciplinary tools and techniques to increase the reliability of assessment procedures by crosschecking information (Dunn & Hurdus, 2002) and converging data. Therefore various methodologies were applied and tools were developed, namely the culinary database, FOODPAT, TOURPAT and the Product Potential and Attractiveness Tool, to clarify and confirm the contribution of food tourism to destination marketing (Section 7.4.2). These methodologies and tools culminated in the Strategic Food Tourism Destination Marketing Framework, an approach that can be utilised to identify food

tourism enhancers thus contributing to the optimal and responsible development and marketing of food tourism in a destination[6].

The development of the strategic approach to optimise the tourism potential of local and regional foods, so as to ensure sustainable competitiveness is outlined and discussed in the next section.

7.2.1 Synthesis and Verification of the Strategic Food Tourism Destination Marketing Framework

Figure 4.2 in Chapter 4 provided a visual portrayal of the procedure followed and the culmination of the final Strategic Food Tourism Destination Marketing Framework, which is discussed and explained in detail in the following sections. The strategic approach for developing and implementing food tourism, which is contextualised in the food tourism destination-marketing framework, is the outcome of the integration of primary and secondary data collected. The development of the Strategic Food Tourism Destination Marketing Framework constituted a dual focused procedure in phase two, of the methodology, the empirical research (Figure 5.1). First, the data on the evaluation and availability of the environment and resources, attractions and events as collated in FOODPAT and TOURPAT indicated the need for a strategic approach to facilitate the utilisation of available resources and existing activities that would provide a specific focus for the marketing initiatives. Second, the results from the DMO stakeholder survey and expert opinion interviews identified and further supported this finding as the results revealed clearly that food is not utilised to its full potential as an attraction and marketing tool in destination marketing.

Furthermore the presence of various gaps in marketing and food related issues in destination marketing as identified in the stakeholder and expert opinion surveys and evidence from the literature review, confirmed the merit of having such a strategic approach. DMOs and experts in the food tourism industry recommended specific actions and strategies, which also came to the fore in the best practice analysis. The strategies and actions required accentuated the importance of developing a focused marketing strategy and approach that included food tourism. Such an approach could facilitate the development of food tourism as an attraction at a destination. Moreover, destination competitiveness and sustainability

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[6] The information regarding the tools and techniques developed to contribute to the development and implementation of food tourism in destination marketing will be reiterated wherever relevant as an *essential* part of the discussion of each variable, phase or part of the model.

would also be enhanced by such actions and could result in the responsible utilisation of available resources and existing infrastructure.

The results and overall assessment of the status and position of food tourism in destination marketing, however, highlighted the need for appropriate tools to assist in the determination of the potential for food tourism at a destination. The Product Potential and Attractiveness Tool was therefore developed, supported by the food attractiveness audit and marketing assessment (7.4.5 and 7.4.6).

The integration of the results from the primary data sources (DMO stakeholder survey and the expert opinion survey) and the secondary data sources (FOODPAT and TOURPAT) provided the opportunity to compile the SWOT profile and ultimately the indication of the food tourism enhancers (Figure 5.1). The Strategic Food Tourism Destination Marketing Framework is therefore the culmination of these results. The ultimate potential for food tourism was established through application of the Product Potential and Attractiveness Tool for the Strategic Food Tourism Destination Marketing Framework and implemented in the execution of the case study.

The potential of local and regional food as a destination attraction or experience and marketing tool is thus verified. The Strategic Food Tourism Destination Marketing Framework encompasses a procedure, consisting of three major steps to be followed when developing and implementing food tourism at a destination and is explained in the following sections.

7.2.2 The Strategic Approach for Developing and Implementing Food Tourism at a Destination

Figure 7.1 presents the strategic approach for developing and implementing food tourism at a destination. The approach comprises three main steps: situational analysis, the strategic evaluation of food tourism potential and the execution of key marketing tasks each with their own actions that have to be effected.

Prior to step one initialising (Figure7.1), the policies and strategies of the national, provincial and local tourism bodies need to be scrutinised for any information relevant to the development and implementation of food tourism at a destination. The importance of this procedure is the establishment of a baseline for assessment and to procure background information regarding the external and internal environments and for resource analysis,

marketing assessment, policy documents and strategic plans. Such information would contribute to the SWOT profile of the destination. Step one now follows and the situational analysis is executed entailing an evaluation of the environment, markets and resources and attractions at the destination. The destination's tourism attraction status is determined leading to the general assessment of its food tourism potential.
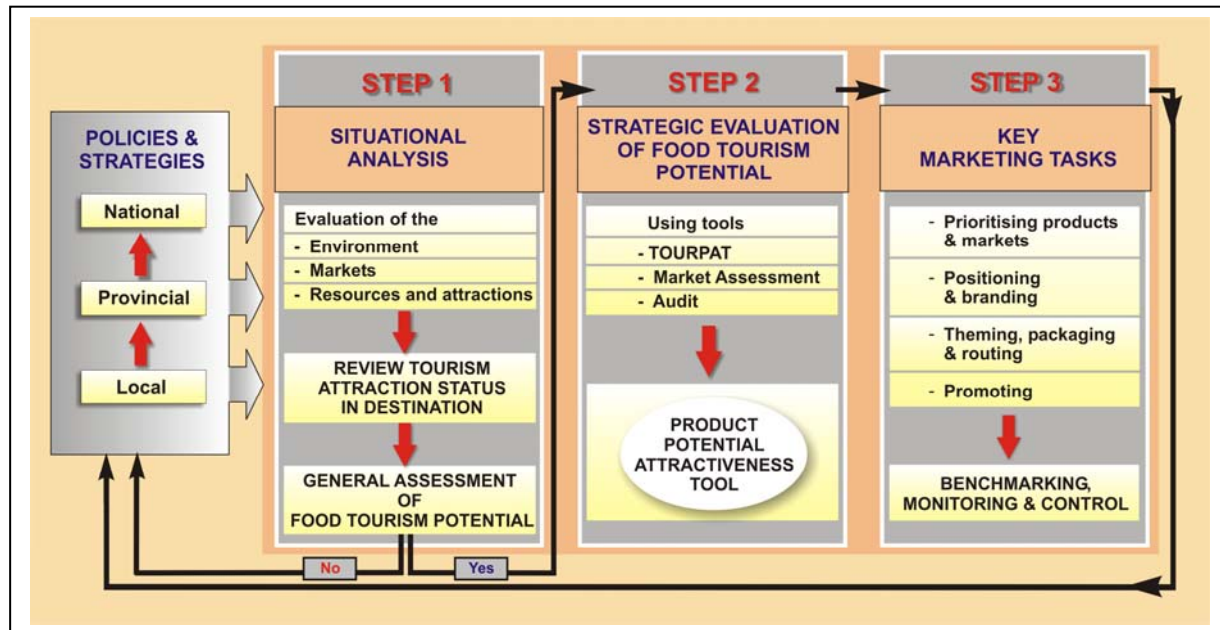
Figure 7.1:   Strategic Food Tourism Destination Marketing Framework

If at this stage of the procedure, the information screened portrays no viable potential regarding the development for food tourism, the DMO needs to return to the policies and strategies of the relevant tourism bodies. The DMO would have to revisit the existing policies and strategies in place and reassess the potential for food tourism based on the evaluation of the environment, markets, resources and attractions. However, if the information screened portrays a viable potential concerning the development for food tourism, the DMO proceeds to step two, which entails the strategic evaluation of the food tourism potential at the destination. Various tools are used, namely TOURPAT, a market assessment and food attractiveness audit, culminating in the application of Product Potential and Attractiveness Tool to assist the DMO in assessing the food tourism potential for the specific destination at a strategic level. The DMO now proceeds to step three to identify and perform key marketing tasks. Finally, procedures for benchmarking, monitoring and control must be put in place and the outcomes of the strategic approach regarding the development and implementation of food tourism at a destination, determined.

The DMO then provides feedback to the local, provincial and national bodies to facilitate the incorporation of food tourism as a component in future tourism strategy and policy development. The procedure and each step are discussed in the next section and the application of the framework is illustrated in the case study in Section 7.7.

7.3 SITUATIONAL ANALYSIS

The situational analysis approach was selected for this study as a method of gathering and organising data (Chapter 5). It features as the first step of the Strategic Food Tourism Destination Marketing Framework (Figure 7.1) as it assists a DMO to gain insight into the potential for food tourism and helps to determine its role in destination marketing. It is assumed that an umbrella situational analysis would have been performed for the destination at large as part of the total strategic planning process covering all aspects required including the preliminary exercise of interrogating existing policy documents (Figure 7.1). With this accomplished, food tourism can be addressed as a specific focus area. Food tourism can also be combined with wine tourism in the regions where wine tourism is already established.

Tourism data required for assessment purposes includes information from a variety of sources. Various secondary materials can be used to collate the information required for the situational analysis. Dunn and Hurdus (2002:1) suggest the following:

- Media material;
- Reports by tourism organisations and associations;
- Project papers by tourism developers in the various regions, such as the Global Competitiveness Project (South African Tourism, 2004);
- Government planning/development papers;
- Government strategies and policy papers, such as the White paper on the Development and Promotion of Tourism in South Africa (Government of South Africa, 1996);
- Tourism company annual reports;
- Academic research papers;
- Tour guidebooks;
- Destination marketing/ promotional materials;
- World Wide Web;
- Maps;
- Photos; and
- Videos.

The wide field of available material complicates the execution of a situational analysis so FOODPAT was developed and TOURPAT implemented as the tools. The techniques they offered facilitated the rapid assessment of the potential for food tourism in a destination.

Dunn and Hurdus (2002:2) also recommend the collection of primary data such as:

- **Questionnaire surveys** for tourists, residents and local tourism providers. This study executed the collection of data from tourism offices (DMOs) on a local, regional and provincial level by means of a questionnaire survey.

- **Semi-structured interviews** to determine the social and environmental impact. Such interviews were undertaken with experts in the field of food tourism, which provided additional information and highlighted strategic key issues.

- **Field observations** utilising various techniques and tools for an attractions inventory, infrastructure assessment, special events and service quality performance. Field observations were included in the execution of the case study and captured by the participants and researcher.

The available resources, methods of data analysis and tools and techniques used facilitated the execution of the three components of the situational analysis as described in the next section.

7.3.1   Evaluation

The evaluation of the environment, markets and resources and attractions comprises the first component of the situational analysis.   The evaluation of these three aspects is imperative as it provides information that is useful as the baseline for assessment to reveal the environmental, marketing and attractions profile of the destination.   This step leads to establishing answers to the questions *where are we now?* and *what do we have?* Environmental, market and attractions and resource analyses are the techniques at this stage. The envisaged outcomes and results of the evaluation component provides clarity on key challenges, opportunities and threats, attractions and resource status, visitor profiles and key competitor analysis (Heath, 2002).

7.3.1.1   The environment

Information on the environment entails the identification of the **stakeholders and the roles they perform** and possible **leaders/ champions** in the field of food tourism. Stakeholders refer to all those organisations and their constituencies, ranging from local authorities to

community interest groups and businesses, which are involved in or impacted by tourism at the particular destination. Stakeholder groups can be directly or indirectly involved in providing products or services to create or facilitate food and wine experiences, e.g. food and wine attractions, facilities, restaurants, entertainment and other facilities, travel agencies and so forth. The development and implementation of food tourism in a destination is dependent on the needs and demands of the tourist, the ability and interest of the stakeholders and the passion of leaders/champions to drive the initiative and to deliver a quality product. An identification of key stakeholders and leaders encompasses an organisational analysis of the tourism sector in the specific destination with regard to its co-ordination and management. According to Dunn and Hurdus (2002:6) a well-established tourism organisation at different levels can facilitate tourism development and therefore also food tourism. The information required to determine the organisational structure could include the following:

- Government tourism organisations and their hierarchical structure;
- Responsibilities of government offices at various levels;
- Tourism budget information;
- Relationship and co-operation of parastatal organisations and agencies;
- Coordination and facilitation with the private tourism sector;
- Local/regional tourism industry professional associations and agencies;
- Local/regional tourism non-profit organisations;
- Marketing/promotion agreements with communities in the region; and
- Relationship and co-operation with private stakeholders/individuals fulfilling a leadership role in tourism activities.

Much of the abovementioned information would be available from government tourism offices, tourism strategic plans and policy documents of government tourism offices and financial and annual reports of government offices.

An evaluation of **macro trends and developments** in the environment, which represent the *uncontrollable* factors to which DMOs, TBUs and stakeholders have to adapt, include social, political, technological, economic and demographic factors will assist in determining possible threats and/or opportunities (Heath, 2002:20). An umbrella situational analysis for the destination at large as part of the total strategic planning process would identify the environmental forces that need to be taken into consideration during strategy development. According to Heath (2002:34) within the context of destination marketing the following aspects should be included in an environmental analysis:

- *Analysis of **macro-environmental factors** that influence the destination and its stakeholders. These include economic, socio-cultural, political, technological and ecological factors;*
- *Analysis of the **existing and potential markets;***
- *Evaluation of **key competitors; and***
- *Identification of **strategic opportunities and threats.***

Relevant information needs to be extracted from the various sources of information and collated when preparing the evaluation of the environment as a component of the Strategic Food Tourism Destination Marketing Framework. From this the possible threats and opportunities can be recognised.

7.3.1.2 Markets

Information regarding the market comprises the identification of the **suppliers of food tourism offerings** particularly linked to restaurants/food service institutions and other food events, activities or experiences and the **target market.** To gauge the need and potential for food tourism at a destination, an investigation into the current and potential market environment across the board (local/regional/provincial/national/international) is necessary. Worthwhile information can be gleaned from the DMOs and the TBUs with a specific interest in promoting food tourism and linked to the destination. It is imperative to explore the supply (DMOs and TBUs) and demand (tourists) components of the market as well. Through these endeavours the food tourism products can be positioned and the extent, to which they would satisfy the target market, can be assessed.

According to Heath (2002:50) *a key task in destination marketing is to monitor and analyse trends and changes in the needs and perceptions of the destination's existing and potential markets.* This task requires the development of visitor profiles and the projection of these profiles utilising market surveys and considering global and local trends to culminate in the development of a target market profile and to allow for the evaluation of future potential visitor target markets. The assessment of the tourism market can also be used as a guide for establishing potential markets for the destination. Analyses of travel interest in the destination and noticing major present and future travel markets would also be useful exercises (Dunn & Hurdus, 2002).

Furthermore Heath (2002:52) proposes a prioritisation of markets in terms of major sources of visitors and revenue to the destination, allowing a destination to concentrate on the

markets with the most potential. Further consideration must be given the destination's capacity to deliver the travel (food) experiences required; the competitive situation; and visitor and revenue statistics pertinent to the destination (Heath, 2002). The prioritisation on destination level enables a DMO to focus its marketing efforts of the destination at markets that have the most potential in the long term.

In considering these key tasks required to determine the market profile of the destination, it is important to keep in mind that the focus of this study is food tourism. Since all tourists eat and drink at a destination, food is provided as a general good and service to all tourists. The challenge of food tourism, however, lies in the nature of the experience offered as an attraction of the destination, accommodating the preferences of the tourist and the level of interest in food tourism *per se* at the destination. Therefore both the supply and demand of such experiences will influence the viability of developing and implementing food tourism in a particular locality.

The information required to perform the market analysis includes the following:
- Lists of:
    - Suppliers of food tourism offerings
    - Restaurants
    - Food service institutions
- Tourism market by origin local/ international;
- Tourism market by nationality/ country; and
- Tourism market by segment e.g. leisure tourists.

The information would be available from national, regional and local tourism offices, tourism business units, destination surveys, studies and reports, relevant websites, visitor and guest surveys, travel and tourism studies, projects and reports, local community market studies and visitor market profiles compiled by provincial and regional tourism offices.

The compilation of the market profile as part of the evaluation component executed during the situational analysis is to provide the DMO with an indication of the viability of food tourism as an attraction in the destination. Therefore, during step one, only the information regarding the availability of suppliers and the target markets with a possible indication of the tourist profiles, regarding activities and preferences needs to be identified and extracted from available information.

7.3.1.3　　　Resources and attractions

An identification of the attractions and resource components of the destination is essential for the determining strengths and/or weaknesses specifically related to food tourism. This component of the situation analysis reviews the key strengths and weaknesses of the destination mix relative to significant strategic competitors (Heath, 2002). The Seven A's Framework for resource analysis is proposed by Heath (2002:66) includes the following categories: attractions; accessibility; accommodation and amenities; activities; ancillary services; attitude; and available packages.

Since attractions are the magnets that draw visitors to a destination they are regarded as the primary components of a tourism system – in fact, all other tourist services exist because of them (Dunn & Hurdus, 2002; Heath, 2002) as discussed in Chapter 2. Food as a tourism attraction at a destination also exists only once it has been recognised as containing elements that people want to experience (Heath, 2002). Food and drink, however, are the only attractions at a destination experienced by utilising all one's senses. According to Wolf (2004) food tourism is the new niche tourism as the partnership between food and tourism has become more important. Food, as a tourism attraction, has the potential to be positioned in a supportive role and, depending on the resource availability and target market preference as a key attraction in certain destinations. This study's research results can endorse this observation (Chapter 6).

In order to execute the situational analysis for the resource and attraction evaluation it was imperative to focus on the resource component mix regarding attractions, infrastructure, facilities and services specifically for food tourism available in a destination and to rate them according to availability and utilisation. Additionally it was also necessary to acknowledge the resources with potential but not being utilised at the destination. The reason for identifying these resources was to determine the potential for offering food tourism in terms of available resources and attractions despite the fact that DMOs were unaware of the possibilities food tourism could offer at a destination by DMOs as revealed in the findings reported on in Chapter 6.

The information required to perform the resource analysis regarding food tourism could include the following:

- **Attractions - the drawing card**: activities (markets/ shows); events (festivals/fairs/rituals); culinary heritage; cultural villages; farms; factories; routes;

- **Infrastructure- essentials to tourism development:** restaurants; signage; agricultural sector; communication; roads/ accessibility; safety (food/water);
- **Facilities – requirements for tourism offerings**: cellars; wineries; road stalls/farm stalls; museums; stores/ speciality stores; estates; and
- **Services – essential to satisfying the tourism experience:** tours; hospitality; accommodation; cooking schools; training.

The information would be available from national, regional and local tourism offices, tourism business units, destination surveys, studies and reports, relevant websites, resource inventories and surveys, travel and tourism studies, projects and reports, tourism product providers as was the case with other variables investigated in this study such as markets and attractions.

The execution of the resource and attraction analysis would provide the DMO with an indication of the availability of attractions, the adequacy of the infrastructure, the level of tourism offerings and the amount and type of services available to satisfy the food tourism experience to once again determine the viability of food tourism as an attraction in the destination. Therefore during step one only the relevant information regarding the availability and utilisation of resources needs to be indicated and extracted from available information.

Once the situational analysis is completed, the nature and extent of a food tourism focus must be outlined and put into context. This can be done by means of an identification of current key challenges, opportunities and constraints of the destination regarding the optimisation of food tourism from the previously executed environmental, market and resource and attraction evaluations. The compilation of this information can be incorporated in future tourism policies and strategies, if it is not already a component of the policy and strategy at this stage.

7.3.2   Review of Tourism Attraction Status in a Destination

Once the evaluation of the environment, markets, resources and attractions has been completed, it is necessary to **review the tourism attraction status** of a destination. The aim of this step is to not only determine the present existing attraction status and potential attractions for future development, but more specifically to also to find out about the status of food tourism in comparison with other types of attractions in the light of planning for future developments. The attraction status can be classified as key, supportive, minimal or no

attraction. The types of attractions can include the following: natural attractions; cultural/heritage attractions; outdoor/recreational activities; special interests; wine; food; major/special events; special routes; sports/health; and any other attractions that do not fit the above categories. It is important is to classify the attractions of the destination as presented above. This process was done for the various provinces and regions in this study and the position of food tourism determined. The results as presented in Chapter 6, vary for the nine different provinces but portray a view similar to what has been reported in the literature, namely that food is not a key attraction and fares much better as a supportive attraction. However the supportive component has not achieved its potential and requires strategic support to elevate its potential as an attraction at a destination.

The information sources for attraction assessment would be available from national, regional and local tourism offices, tour books such as Explore that was used in this study, destination surveys, studies and reports, relevant websites, attraction inventories and surveys, travel and tourism studies, projects and reports, tourism product providers.

The review of the tourism attraction status provides the DMO with an indication of the existing attraction status and an indication of potential attractions for future development. The tourism attraction status will be determined by the availability and utilisation of resources and attractions that were assessed in the evaluation component of the situational analysis.

7.3.3   General Assessment of Food Tourism Potential

Finally, a general assessment of the food tourism potential is necessary to ascertain whether it is feasible to proceed with the development of food tourism as an attraction at a destination or not. This can be determined by assessing the food tourism market share and position as an attraction in the destination. The information gleaned from the review of the attraction status can be applied to assess the position and importance of food as a tourism attraction. Food as an attraction needs to achieve at least a supportive role to be considered as a viable tourism attraction. In the results presented in Chapter 6, food did achieve a supportive role on a national scale in South Africa. However, many gaps and constraints still hamper the development of food as an attraction on provincial and regional level in South Africa.

7.3.3.1   Food tourism market share and position
The **food tourism market share and position** can be assessed by determining if food tourism is credited with a key / supportive / minimal or no attraction status. This is only a general and initial assessment and the in-depth analysis to determine the food tourism

market share and position can be verified and substantiated with the execution of an audit and the information from FOODPAT.

The information obtained from the situational analysis thus far provided the baseline data required for this initial assessment. Therefore the evaluation of the environment, markets and resources and attractions, plus the review of the tourism attraction status can collectively provide the general and initial assessment required to determine the food tourism market share and position.

The evaluation of the environment, markets, resources and attractions and the tourism attraction status would be done according to core indicators of food and tourism and the specified criteria as already described in the text. Should the review yield a meaningful result indicative of recognisable potential, the next step would be to perform a more **in-depth and comprehensive information analysis** to quantify and qualify the potential for food tourism at a destination. If no meaningful potential is identified, it is recommended that food tourism as an attraction and priority in destination marketing be revisited.

All three components of the situational analysis need to be performed before proceeding with step number two, which entails a **strategic evaluation of the food tourism potential** of a particular destination.

7.4   STRATEGIC EVALUATION OF THE FOOD TOURISM POTENTIAL

The second step in developing the food tourism framework (Figure 7.1) is to effect a strategic evaluation of the food tourism potential at the destination by cumulatively applying TOURPAT and FOODPAT as tools, assessing the market, executing a food attractiveness audit and finally using the Product Potential and Attractiveness Tool. In this way the potential and strength of food tourism is measured through information management and marketing research.

Much of the required information can be extracted from national, regional and local tourism policies and strategic planning processes or from databases such as TOURPAT and FOODPAT then applied in the Strategic Food Tourism Destination Marketing Framework. The development and application of the tools used in this study will be presented in the next sections.

7.4.1 Tools

The ultimate goal of this study is to develop a Strategic Food Tourism Destination Marketing Framework and provide guidelines to optimise the tourism potential of local and regional foods in future destination marketing and particularly to provide appropriate tools and techniques that can be used to assist in decision-making regarding the development and implementation of food tourism at a destination. To achieve this goal, the application of TOURPAT, FOODPAT, a market assessment, a food attractiveness audit and the development of the Product Potential and Attractiveness Tool which contributed to the food tourism strategic approach for optimal and responsible development and implementation of food tourism in destination marketing were utilised.

When embarking on this study with its specific scope and focus, the magnitude of information available was overwhelming. Thus confronted, it was clear that tools and techniques to facilitate and speed up the strategic evaluation of the food tourism potential of a destination were essential. Additionally these very instruments would be even more effective if exposed to validity and reliability assessment procedures to determine the potential for food tourism in a destination as would methods of convergence, presentation and interpretation of the data when putting food tourism on the map.

Brown (2004:727) contends that, whereas traditional analysis and techniques can be used to understand patterns within small groups, in cases where there are large amounts of information that are challenging to organise and interpret, the utilisation of GIS facilitates the processing of the data appreciably. This was the case in this study where a situational analysis of all the tourism regions in South Africa was performed. The use of GIS not only made data collection, analysis and presentation more manageable but also made it possible for this to be done on a national, provincial and regional level, thereby accommodating limited time and financial constraints.

7.4.1.1   *Geographic information systems (GIS)*

As food tourism and the use of local and regional foods as a destination-marketing tool has a close relationship with space and geography, selecting tools utilising geographic information systems (GIS) proved relevant and appropriate for this study. According to Feng and Morrison (2002:127) and Nath, Bolte, Ross and Aguilar-Manjarrez (2000) use of GIS applications in tourism marketing and resource management initially have been limited presumably because of a lack of know-how and benefits regarding GIS, and inadequate organisational commitment regarding the use of these decision support tools. However, as

GIS has become more affordable its application in tourism has increased, supporting the realisation that it is a powerful enabling technology (Bertazzon *et al.*, 1996; Bradbury, 1996; Elliott-White & Finn, 1998; Feng & Morrison, 2002; Opperman, 1997; Yianna & Poulicos, 2003).

Nevertheless, caution voiced by Feng and Morrison (2002:127) that GIS should not be used in isolation, but be applied as a valuable tool in tourism marketing and research. Furthermore, GIS should be viewed as an information tool to assist and provide support in decision-making and not be regarded as a decision-making tool in itself. It is also becoming more and more apparent that the integration of GIS with other techniques and tools enhances its contribution (Feng & Morrison, 2002). This study took cognisance of all these points realising that combining GIS together with the other selected tools and techniques would lead to achieving the outcomes of this study most pertinently.

GIS according to Nath, *et al.* (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.* This description befits this study. The culinary database, FOODPAT, is food-tourism focused and geographically referenced according to province, tourism region, and magisterial district. It formed the basis for the situational analysis that sought to investigate the current use of local and regional foods as a tool in destination marketing, thereby identifying the food tourism potential in the various tourism regions within South Africa.

Feng and Morrison (2002:127) describe GIS as a type of information system. A key component is the spatially referenced and multi-layer database, consisting of geographic/spatial data and attribute data. Geographic data is expressed explicitly (a standard geographic reference e.g. latitude and longitude) or implicitly (a replacement spatial reference e.g. postal code or address). Attribute information comprises non-location data and their statistics that fall within a specific geographical area (Feng & Morrison, 2002). GIS thus function as information, communication and analytical tools as it integrates mapping, analytical and relational database information and handles geographical and attribute data (Elliott-White & Finn, 1998:69; Turkstra *et al.*, 2003). Yianna and Poulicos (2003) contend that GIS can be used for managing the information as required, estimating indicators and assisting decision making processes during the planning stage as well as contributing to the monitoring and evaluation phases.

According to Elliott-White and Finn (1998) GIS is increasingly being used as a marketing tool in various business contexts including tourism. As discussed in Chapter 2, new approaches to tourism marketing are required as a result of increased competitiveness, market growth and the changing preferences of the tourist. GIS provides a range of appropriate and useful tools for analysis required by marketing managers in tourism (Bertazzon *et al.*, 1996; Elliott-White & Finn, 1998; Opperman, 1997). Tourism marketing according to Bertazzon *et al.* (1996) involves spatial data and therefore GIS can be used with the marketing research steps such as data collection, analysis, interpretation and report preparation. Bertazzon *et al.* (1996:54) suggest in their research that GIS could contribute to tourism marketing in three different ways, namely *enabling development of new services, improving customer services and outreach and market research*. GIS is useful as it facilitates tourism planning and management, which involves multiple agencies and a wide variety of information to execute a complex decision-making process.

The main objective in using GIS is to provide a decision-making support tool that can assist with the identification and mapping of the spatial distribution of food tourism in destination marketing. This information is portrayed visually utilising GIS (geographic information systems) techniques and displayed in the form of 'thematic maps' providing visual information of a destination regarding one or more of the resources. Layers can be compiled visually to show the different categories of products available in an area (food / wine/ agricultural / culture/ food tourism opportunities and attractions / routes, etc.).

The ability of GIS to integrate, store, and manipulate different data sets, which include qualitative and quantitative, spatial and non-spatial is of immense value (Yianna & Poulicos, 2003). GIS was used in this study as an analytical tool and to facilitate the communication of large amount of information in a user-friendly fashion. However, GIS is also applied as a strategic tool and a very important component of the Strategic Food Tourism Destination Marketing Framework, which was constructed to develop and implement food tourism in a destination.

The procedure of applying techniques and technology based on GIS is described and explained for the purpose of clarity as a component of this study. During the application of the Strategic Food Tourism Destination Marketing Framework, much of this information will be available or can be sourced from TOURPAT and FOODPAT, which would provide DMOs with the required information necessary to apply the Product Potential and Attractiveness Tool to determine and assess the food tourism potential at a destination.

7.4.2 TOURPAT

TOURPAT is a Tourism Potential Atlas that is a part of the ENPAT[7] project (Jordaan *et al.*, 2001) and was selected as the GIS tool for this study as it was developed for South Africa and includes a tourism component. ENPAT, the Environmental Potential Atlas is a project that falls under the auspices of the National Department of Environmental Affairs and Tourism (DEAT) in collaboration with the University of Pretoria. ENPAT/TOURPAT serves as a user-friendly GIS tool for environmental management and sustainable development. It provides various data components that consist of spatial maps and other supporting data of attributes in a specific area. ENPAT/TOURPAT also offers decision-making tools such as environmental management frameworks, maps and various other parameters and guidelines. ENPAT consists of two parallel sets of information, biophysical characteristics and socio-economic factors. TOURPAT has been added to ENPAT to provide information important to tourism, culture and architecture. Certain components are available on a national scale and others at a provincial level. Information of tourism importance that is currently included in TOURPAT and relevant to this study are listed in Annexure 10.

7.4.2.1 *The functions and benefits of TOURPAT*

The functions and benefits of TOURPAT are, tourism development, management of tourism resources and the utilisation of natural and cultural resources namely the local and regional food, food events, food attractions and culinary heritage of a region. As food and cuisine are part of the cultural component of a country, the information of FOODPAT will be imported and added to TOURPAT, then integrated into the tourism component to create a tourism and culinary atlas linked to a geospatial database.

The incorporation of FOODPAT into TOURPAT, contributed to the Strategic Food Tourism Destination Marketing Framework for optimal and responsible development and implementation of food tourism in destination marketing, by giving tourism information specifically related to food to various users, such as:

- **The tourism community:** TOURPAT represents a combination of various sources and types of information and graphic presentation which makes it a powerful communication tool (Turkstra *et al.*, 2003). TOURPAT as a tourism potential atlas could stimulate participation of the various stakeholders regarding the development and implementation of food tourism in the various tourism regions within South Africa.

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[7] The 2001 version of ENPAT/TOURPAT is used in this study and is based on the 1996 census data.

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- **Researchers and planners:** TOURPAT contains environmental graphical representations which are the collection of a variety of thematic maps and systemised geographic information that facilitates the combination of different datasets to discover spatial relationships and the exploration of problems and potentialities (Turkstra *et al.*, 2003).

- **Planners and decision makers:** as TOURPAT facilitates knowing where food related information required for the development and implementation of food tourism is and why (Turkstra *et al.*, 2003). The amount and quality of information can make a difference between good and poor management according to Turkstra, *et al.* (2003:9). GIS can be used in business analysis as it produces information regarding decision-making, planning, controlling and marketing activities (Elliott-White & Finn, 1998). Strategy planning and decision-making is facilitated by the availability of information and can therefore be based on facts enhancing and streamlining the planning processes (de Man & van den Toorn, 2002; Turkstra *et al.*, 2003). TOURPAT ably supports the management and marketing tasks at a destination by providing background information that will strengthen the continued use and further development of GIS.

7.4.2.2 *Use of TOURPAT*

The strategic evaluation of food tourism potential can be achieved by using a key knowledge tool such as TOURPAT that can be applied to promote the growth of food tourism as an important element of destination marketing. TOURPAT as a geo-spatial database comprises information reflecting the various tourism resources. GIS offers utility to tourism marketing and allows a DMO to customise the relationship between them to meet the needs of the segments it wants to serve (Elliott-White & Finn, 1998). In this study food and tourism are brought together to meet the supply and demand situations at a destination.

The procedures described in the next section can be performed to collate the required information from TOURPAT, which could be made available to assist stakeholders and tourism providers during the strategic evaluation of food tourism potential step.

According to the New York State Archives GIS Development Guide (1996) the single most important activity in GIS development is database planning and compilation. Nath, *et al.* (2000:238) verify the importance of data and identify seven phases in a GIS study, namely :
- *identifying project requirements;*
- *formulating specifications;*
- *developing the analytical framework;*

- *locating data sources;*
- *organising and manipulating data for input;*
- *analysing data and verifying outcomes; and*
- *evaluating outputs.*

As TOURPAT did not feature sufficient or adequately focused data on food and its interrelatedness with tourism, a culinary database FOODPAT was developed. The phases of a GIS study as proposed by Nath, *et al.* (2000:238) were used as a guideline for the GIS component of this study and will be addressed in the subsequent sections.

The **project requirements** were determined by the needs of the user(s) and the available resources. These requirements can differ from one destination to the next, but for the purpose of this study the **needs of the user** (aims) were identified as:

- the development of a **culinary database, FOODPAT** utilising GIS that would contribute to TOURPAT and provide information regarding food tourism in South Africa; and
- the development a **food tourism competitiveness status checklist** for the various tourism regions in South Africa, namely a **Product Potential and Attractiveness Tool**, which identified the food tourism components in a destination and assesses the potential and subsequent enhancers for food tourism in a destination.

The development of FOODPAT, a specific objective for this study, is explained in the following section.

7.4.3   Culinary Database: FOODPAT

The culinary database, FOODPAT, is a resource inventory, specifically focussing on food tourism data (agriculture; culture; infrastructure; tourism infrastructure and attractions; tourism routes; food and wine attractions, events and facilities) indicating what is available at a destination. Such inventories are used for both natural and man-made resource management, resource allocation and land-use planning decisions (Yianna & Poulicos, 2003). Tourism resource inventory frameworks, as used in a case study of British Columbia, recorded data on tourism resources, uses and capabilities and highlighted the potential for different forms of tourism development in an area (Yianna & Poulicos, 2003). In this study the potential for the development for food tourism needs to be identified and assessed.

The construction and compilation of FOODPAT is described in Chapter 5, section 5.2.3 and is the database required for the execution of the situational analysis for this study. Microsoft Access was used to construct and compile the culinary database FOODPAT, which comprises a collation of data reflecting the core indicators for food tourism namely food and tourism according to the criteria selected for the compilation of the core indicators as displayed in Figure 7.2, and presented in more detail in Annexure 4.
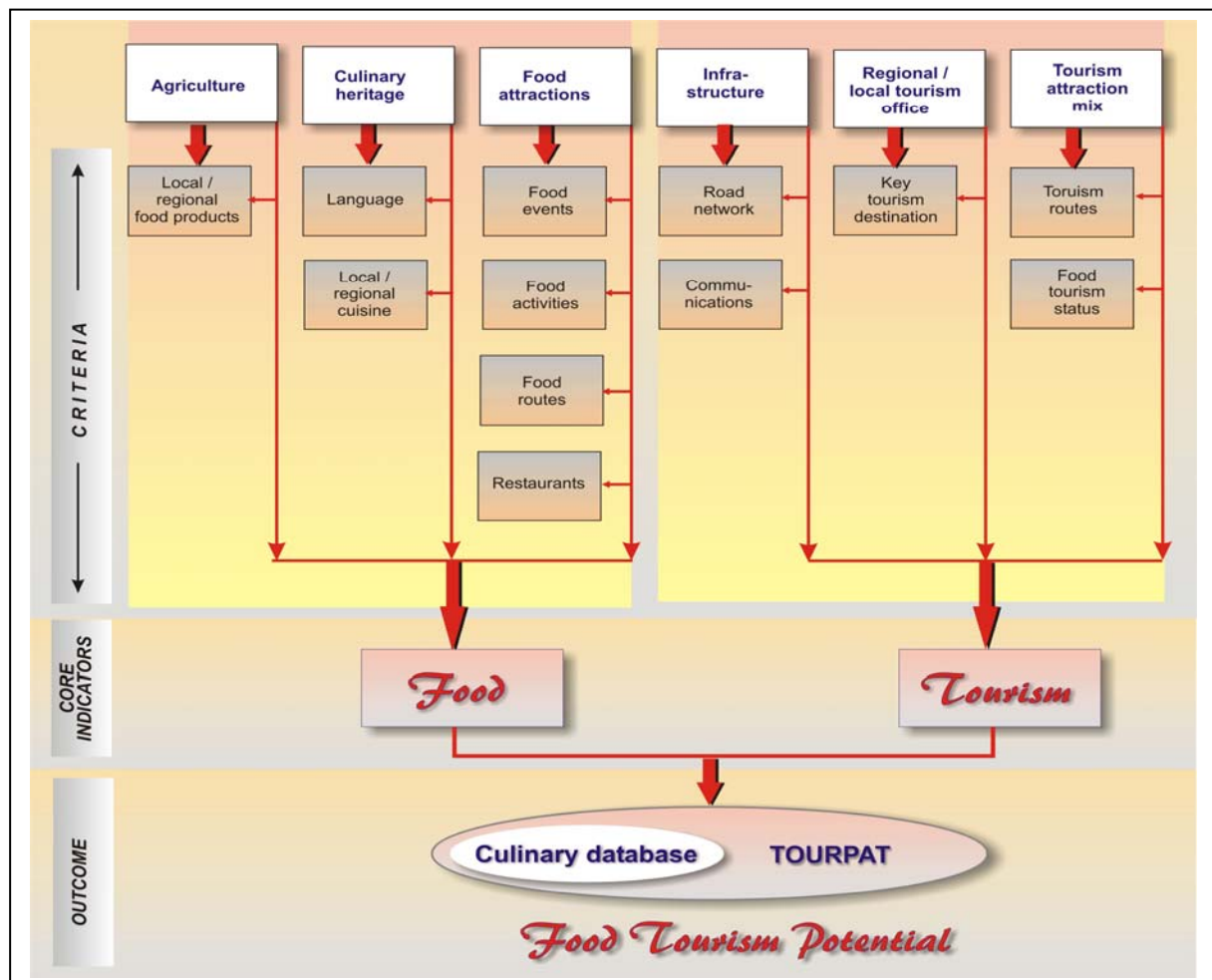
Figure 7.2: **Core indicators and criteria utilised in the compilation of the culinary database FOODPAT**

7.4.3.1 *Data compilation in FOODPAT*

The data collected for the development of FOODPAT was mined from the various sources as outlined in Chapter 5, and included information reflecting all the tourism regions in South Africa.

It was collected according to predetermined categories and reflected specific main fields, comprising various subfields (Annexure 4). Once the database had been developed the data was transposed to Microsoft Excel for use in the GIS programme that allowed for geographic visualisation of the data and enabled statistical calculations. A further advantage was that Microsoft Excel allows for continuous updating of the data and incorporation of additional items and or categories not initially included in FOODPAT.

To illustrate the type of information collated an excerpt of FOODPAT (Table 7.1) gives the food information for the Western Cape using the data of Section C, food events/activities (tours; festivals; shows) present in the various regions within the province of the Western Cape.

Table 7.1: Collation excerpt of FOODPAT

V76	V77 (T-CODE)	REGION	Area 9DC001	Township 9DC035	Farm 9DC002	Factory 9DC003	Product 9DC004	Tot C_Tours_WC 9DC005	C1-Yes=1;No=0 9DC006	Food 9DC007	Wine 9DC008	Wine & food 9DC009	Beer 9DC010	Harvest 9DC011	Area 9DC012	Activity 9DC013	Tot C_Festivals_WC 9DC014	C2-Yes=1;No=0 9DC015	Agricultural 9DC016	Food industry/trade 9DC017	Wine 9DC018	Cuisine 9DC019	Tot C_Shows_WC 9DC020
Western Cape	2	CAPE METROPOLITAN TOURISM	0	0	0	0	0	0	0	0	1	1	1	0	0	1	4	1	0	1	0	0	1
Western Cape	3	CENTRAL KAROO	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	1	0	0	0	1
Western Cape	4	GARDEN ROUTE	1	0	0	0	1	2	1	1	0	1	1	0	0	0	3	1	1	0	0	0	1
Western Cape	5	KLEIN KAROO	0	0	0	0	0	0	0	0	0	0	0	1	0	0	2	1	0	0	0	0	0
Western Cape	7	WEST COAST	0	0	1	0	0	1	1	4	0	1	0	1	2	1	9	1	5	0	0	1	6
Western Cape	1	BREEDE RIVER VALLEY	1	0	1	3	1	6	1	0	3	2	0	1	0	1	7	1	2	0	2	0	4
Western Cape	6	OVERBERG	1	0	1	1	2	5	1	7	0	2	0	0	0	0	9	1	4	0	0	0	4
Western Cape	8	WINELANDS	1	0	1	0	0	2	1	3	2	2	0	1	0	0	8	1	1	0	0	0	1
		Total_Main_Field						16									43						18
TOTAL_WC		Total_Subfield	4	0	4	4	4			15	7	9	2	4	3	3			14	1	2	1	
									5									8					
									out of 8 regions									out of 8 regions					

Region & Province [1]

Physical count [2]

Presence of item [3]

Total of main field [5]

Total number of regions [6]

Total of subfield [4]

The data in FOODPAT can be identified from a **regional** to a **provincial** level [1]. The presence of the various items are indicated for each region and a **physical count** of each is portrayed, thus in the West Coast there are tours in one category namely farms tours, which

gives it a score of 1 (score in red) [2]. The score in blue indicates if item is **present** (1) or **not** (0) [3]. The figure also provides **totals** for each **subfield** [4], that is, for each type of tour present in the province. The **total** of all **main fields** namely tours in this case are portrayed by [5] in red and are 16 for the tours offered on all the regions of the Western Cape. The **total number of regions** offering tours is indicated by [6] and is 5 out of 8; all information included in FOODPAT was collated in this manner.

The data included in FOODPAT is by no means complete, as it is a reflection of the data available at the time of compilation. FOODPAT needs to be updated on a regular basis to achieve the maximum value as a decision-making support tool during strategy development.

7.4.3.2   Advantages of FOODPAT

The advantage of FOODPAT is that it provides an immediate assessment of a region /province with regard to food information (A); food attractions (B); and food events and activities (C). This information acts as a decision making support tool in that it can be used to compile the SWOT profile of the destination as component of the situational analysis. The resource base and attractions are identified, so the layers required for the data processing and presentation steps are available. The information can be incorporated for the focused strategic evaluation of the food tourism potential at a destination and into TOURPAT, which, in turn, culminated into a tourism and culinary atlas, linked to a geospatial database.

Elliott-White and Finn (1998:80) recommend that DMOs need to develop information systems and methods of information dissemination, FOODPAT is an example of such an information system. Small tourism organisations often do not have the capacity or resources to design, capture and supply information to a management structure (Elliott-White & Finn, 1998; Turkstra *et al.*, 2003), which restricts the application of GIS. Elliott-White and Finn (1998:78) make the following recommendation: *Tourism consortia could play a part in alleviating restrictions, particularly in terms of access to databases, data capture and expertise. DMOs could take a lead role in establishing such consortia, which would benefit tourism providers but also the destination itself.* The setting up of FOODPAT and the extension of TOURPAT is the GIS tool available to DMOs and if made available to stakeholders at a destination would provide similar benefits to the food tourism providers and the destination itself. The utilisation of GIS tools and technology regarding food tourism adds value and could contribute to the competitive advantages of a destination (Elliott-White & Finn, 1998). Furthermore, according to Bahaire and Elliott-White (1999), GIS offers significant scope for sustainable tourism, both in terms of planning and management. It has

the ability to promote integrated management of resources based on the needs of local communities and visitors to the destination.

7.4.3.3   *Contribution of FOODPAT*

Besides the advantages that the development of FOODPAT established as a research and decision-making support tool, it can also contribute to the marketing of the destination where focus on competitiveness and sustainability are of utmost importance as described in Chapter 2. Elliott-white (1998:79) contend that new marketing paradigms require information tools, such as GIS that can transform data into intelligence and induce action. Opperman (1997:1) supports this viewpoint and stresses the fact that data-based marketing will become a strong aspect of tourism marketing. The value of a database, utilising GIS, such as FOODPAT and TOURPAT is clear, and the most important and labour intensive component is the integration of information and the capturing of the data, which is achieved by FOODPAT.

7.4.4   Utilising TOURPAT and FOODPAT toward the Strategic Evaluation of Food Tourism Potential

The procedures described in the next section were performed to collate the required information from TOURPAT and FOODPAT that would be made available to assist stakeholders and tourism providers during Step 2 of the Strategic Food Tourism Destination Marketing Framework, namely the strategic evaluation of the food tourism potential in a destination.

To perform the strategic evaluation of food tourism at a destination the seven phases as suggested for use in a GIS project (Section 7.4.2.2), were used as a guideline. Each phase is briefly outlined and contextualised in the following sections.

7.4.4.1   *Phase one*

The first phase, namely the process of **identifying the project requirements/aims for this study**, was discussed in Section 7.4.2.2. The reason for including this information is to provide the background of what a GIS project/study entails. In practice the DMOs and stakeholders themselves will not execute these steps and procedures but the work will be done by GIS analysts and subject specialists and made available to the end-users. It is, however, important that the end-users understand the data requirements and the possibilities that GIS offers as a decision-making support tool.

7.4.4.2 Phase two

The second phase in a GIS project, **formulating the specifications**, corresponded to the specific requirements of this study as stipulated by the users of the tools and techniques. Once again these requirements could differ from one destination to the next but for this study the **functional specifications** were identified as:

- generating a **culinary atlas**, utilising **core indicators and criteria** (Figure 7.2) to indicate food tourism potential;

- producing **thematic maps** for example, the availability and presence various food attractions and events (Figure 7.3);

- the compiling **map layers** to portray the environmental context, the tourism attraction/experience and the food tourism/ agricultural product/ culinary heritage identification (Figure 7.3);

- being able to add **food tourism related data** to the existing ENPAT/TOURPAT;

- determining the **present situation** regarding food tourism in the various destinations in South Africa and comparing it with the potential for food tourism; and

- providing **additional data** (textual), such as information regarding the routes, the stakeholders; the cuisine/ culinary heritage/ use of local/regional produce; and to link to other information, for example restaurant websites.

This part of the process involved an in-depth analysis of study requirements and collaboration with the subject specialists and the GIS analysts who would present the information to the end users, namely, the stakeholders. The stakeholders would really only be concerned with the information they require to perform a strategic analysis of food tourism at their destination and not with the technical procedures and processes applied to compile the required information and specifications (Nath *et al.*, 2000)**.**

7.4.4.3 Phase three

Integrating the spatial information into a useful format for analysis and decision-making occurred in the next phase namely **developing an analytical framework**, the third phase of the GIS project. It comprised the following:

- First, composite attribute information from secondary sources e.g. restaurants; food products; food events, attractions and activities; tourism attractions; existing routes; and tourism destination information was extracted from FOODPAT and TOURPAT. The score of each factor contributing to the presence of food tourism at a destination could be determined from the culinary data calculations of the main and subfields in each

category, which is reflected by the presence = 1 or absence = 0 of the component as displayed in Table 7.1 and input decisions of DMOs. The score will be based on the level of importance of the attraction status of food at a destination; all other factors were of equal importance and would be determined arithmetically.
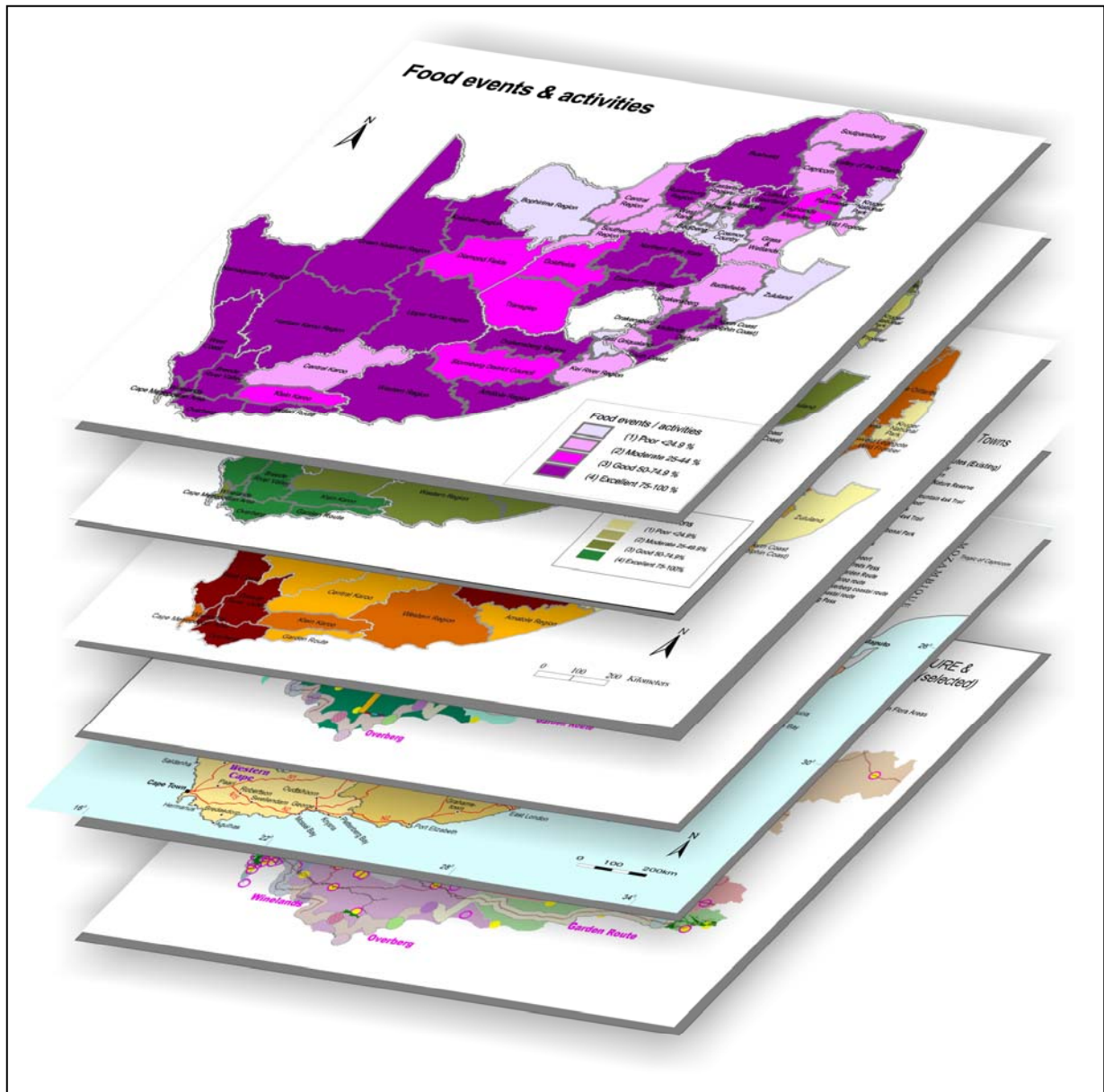
Figure 7.3:   Registration of all map layers to a common coordinate system

The classification of the tourism attraction status of a destination was scored in terms of whether the attraction was classified as key [4]; supportive [3]; minimal attraction [2]; and no attraction [0]. The attribute data was scored by means of a value given to presence [1] or absence [0] at a destination. The scores were determined for each sub-field and totalled for all main fields (Table 7.1).

- Second, the attribute information was then integrated with the geographically orientated information and presented utilising simple overlays, all of equal importance, to compile thematic maps of environmental, economic and social factors. The researcher relied on the views from the expert opinion survey and international best practice analysis to reach consensus regarding the relative importance of the attributes for use in the GIS product to determine the food tourism potential at a destination. The data processing procedure transformed spatial data and non-spatial data (attributes) into a database system using ARC/INFO software. A number of steps were involved, namely:

  - *digitising (Data Input):* Digitising was the procedure followed when the spatial data was entered into the computer (Lin *et al.*, 2002). Data in map format can be digitised directly, but the data from tables and reports have to be used to create attribute tables and only then can they be integrated with polygon maps; and

  - *overlaying maps:* the main purpose of overlays was to determine the potential for food tourism at a destination. All digitised maps (food and tourism) were overlaid with their relative attribute data to produce comparable mapping units. The total score calculated for each comparable mapping unit was the sum of the allocated scores.

- Third, all the map layers were then registered to a common co-ordinate system to present a food tourism potential map indicating the regions with a high/medium/low potential for food tourism. Nath *et al.* (2000) stress the fact that such tools and procedures should be considered as providing additional support when selecting and allocating importance to attributes. It remains important to consider the situation from all angles with GIS being one of them.

7.4.4.4 Phase four

After development of the analytical framework had been completed, locating **/ identifying data sources** was the fourth phase and in this study consisted of the following:

- ***Geographic data:***

A map depicting the 55 tourism regions and the nine provinces in South Africa was used as the basic image. Destination attraction status classification and simple layers of basic infrastructure, culture and tourism, food information, food attractions and food events/activities were carried out to identify the potential of food tourism in the various tourism regions and provinces in South Africa.

- ***Secondary data:***

The secondary data collected for the culinary database was divided into two broad categories: food (agriculture, culinary heritage and food attractions) and tourism

(infrastructure, regional and local tourism offices, and tourism attraction mix). Each sub-category included one or more components as portrayed in Figure 7.2. Secondary data included the following:

- existing datasets – ENPAT/TOURPAT; Winelands database; Eatout database
- maps - South Africa depicting the 55 tourism regions, and the nine provinces
- thematic maps (culture/agriculture/tourism)
- census information
- tourism publications/promotional material /VEZA CD; and
- WWW – tourism websites

- ***Primary data:***

Primary data was gathered by the stakeholder survey of the DMOs and the expert opinion survey that provided additional data as well as often confirming the secondary data. The surveys determined the current use of food as a destination attraction or experience and as a marketing tool by DMOs in South Africa.

Data included came from both primary and secondary sources. Gathering data is costly and time consuming, therefore locating data from existing secondary sources such as the FOODPAT and TOURPAT was beneficial when executing the strategic analysis of food tourism in a destination. Utilising such data sources where information has already been collated and organised facilitated the procedure of determining what data was required, determining the quality and relevance of the data and sourcing the required data, points suggested by Nath *et al.* (2000). As the data in TOURPAT and FOODPAT had a common geographic co-ordinate system and the features across the multiple layers are spatially synchronized, the data collection and pre-processing steps were simplified and partially executed, cutting down on the use of time and finance, recognised restrictions for DMOs and food tourism stakeholders. Furthermore the thematic map that portrays particular attributes of the geographical region and represented digitally or in hard copy is considered to be the *lingua franca* of GIS according to Nath *et al.* (2000:248). The thematic maps can be established as separate layers in the spatial database, allowing the DMOs to combine the required themes according to their own needs when determining the strategic evaluation of food tourism potential in a specific destination.

7.4.4.5   Phase five

Organising and manipulating data is the fifth phase in a GIS project and adopted in this study and the key activities are the following:

- Verification of data quality - pertains to the reliability of the thematic maps, which in the case of utilising ENPAT and TOURPAT is secure, as the source of the data quality had already been verified, was accurate and up to date.

- Data consolidation and reformatting (classification of the information) – the compilation of FOODPAT addresses the activity of classifying and consolidating the food tourism data, and the incorporation of FOODPAT into TOURPAT required that the information be compatible thus reformatting was addressed.

- Creation of proxy data (information that is derived from another data source, for which established relationships exist) – the utilisation of tourism statistics and calculations such as destinations of high touristic value which enhance and facilitate food tourism in a destination were included in this phase.

- Database construction – this key activity involved the construction of the culinary database (FOODPAT) utilising both primary and secondary data. This included known reference point information, namely the town (magisterial district), province and tourism region so as to allow georeferencing of FOODPAT and the thematic maps compiled to eventually be incorporated with TOURPAT data. This action concurs with the statement made by Nath *et al.* (2000) that the design of the database was important as it ensured that the information could be readily accessed whilst performing the strategic analysis of food tourism at a destination and that it would be available for re-use at a later stage as required by DMOs and stakeholders. Recent advances in GIS technology and database technology has allowed organisations to store raw and processed information in relational databases, allowing for seamless importation of data as required in GIS applications, but can also be applied for alternate uses.

7.4.4.6 Phase six

The analysing data and verifying outcomes phase represents the culmination of all previous efforts made to develop the analytical framework, locate the data and organise it for analysis (Nath *et al.*, 2000). All activities in this phase produce results that can be used by the DMOs and stakeholders in the strategic evaluation of food tourism in a destination. They include analytical methods to produce overlay formations, importing and exporting of data as required, computation of required statistics, the generation of output information such as the maps, tables, graphs, and, finally, they assist in the verification of the outcomes of the study. Moreover, they support the SWOT profile and are able to indicate areas with high food tourism potential.

Fieldwork that includes ground truthing is essential for the verification of the GIS. This step was covered in this study as GIS was based on crosschecking using primary and secondary data sources. The case study tested the implementability of the Strategic Food Tourism Destination Marketing Framework, which itself required assessment of the various tools and techniques in the strategic evaluation component. This execution of the case study verified and ensured the applicability of the results of the integrated datasets as explained in Chapter 5.

7.4.4.7 Phase seven

Evaluating Outputs constituted the final phase, the conclusion of a typical GIS project, which entailed a summary review of key findings and an evaluation of the degree to which the original requirements of the project had been met (Nath *et al.*, 2000). Nath *et al.* (2000:251) however point out that outputs from a GIS project are often not put to immediate use, but form a part of a larger decision-making process such as the development and implementation of food tourism at a destination. The benchmarking, monitoring and control features that have been built into the Strategic Food Tourism Destination Marketing Framework include a set of indicators to track the use of GIS information and its influences in decision-making processes regarding the planning and implementation of food tourism in a destination. Feedback from these indicators could provide support for improving GIS development and application as a decision-making support tool in food tourism planning and marketing. Active collaboration between end-users, (DMOs and stakeholders), GIS analysts and subject specialists is of prime importance for all parties to benefit from such projects and studies.

It is imperative to support the use and role of GIS as a powerful tool that can enhance the role of stakeholder participation in food tourism planning, management and marketing, and thereby extend its role to beyond being only a visualisation tool but to incorporate it in policy making and strategy development (Bahaire & Elliott-White, 1999). Access to GIS must therefore not stop at the outputs it delivers but the hardware, software and expertise it offers must be shared with stakeholders so as to contribute to sustainability and improve the competitiveness at a destination (Bahaire & Elliott-White, 1999).

7.4.5 Market Assessment and Food Attractiveness Audit

Performing a market assessment and undertaking a food attractiveness audit were the additional tools and techniques used in Step 2 to proceed with the strategic evaluation of the food tourism potential of a destination. The determination of the market positioning on a

regional, provincial, national and international level is combined with the food tourism resource and opportunity matrix in the food attractiveness audit as portrayed in Table 7.2.

This phase of Step 2 can be regarded as a type of marketing audit, which according to Heath (2002:248) could be considered as *an independent and objective appraisal of the major opportunities and problems facing the DMO.* Ritchie and Crouch (2003:250) contend that in the context of a tourism destination an audit would execute a type of examination to determine whether things are in order or not, therefore it can identify weaknesses but simultaneously determine strengths and disclose opportunities.

Market research is required to identify the current and potential target markets of the region. Furthermore product-market matching needs to be performed, with specific reference to food tourism. This can be achieved by completing the food attractiveness audit, which is an integrated product and marketing assessment. This information will provide an indication of the food tourism potential and the food tourism enhancers. The required information is usually available from reports regarding the specific region or destination and needs to be accessed to determine the market position and identify the target markets of the region. Step 1 of the Strategic Food Tourism Destination Marketing Framework, the situational analysis, included the evaluation of the environment, markets, resources and attractions to determine the feasibility of food tourism at a destination. However, in step two, the assessment regarding the markets, resources and attractions is more in depth and detailed and therefore the audit is required.

7.4.5.1   *Implementing the tools and performing the assessment*

The aim of implementing these tools and performing such an assessment, according to Malone Given Parsons Ltd., (2001:v), is the determination of the current competitive position in the tourism marketplace, specifically focused on food tourism in terms of:

- identifying and evaluating the food tourism resources and attributes;
- assessing the strengths and weaknesses of the destination in terms of the current attractions and market position and potential;
- identifying gaps and opportunities in the food tourism product mix; and
- identifying the food tourism development strategy in terms of marketing tasks

Table 7.2: **Food Attractiveness Audit and Market Assessment** (adapted from Malone Given Parsons Ltd., (2001:4)

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	Festivals										
	Activities	Factory visit										
	Routes	Food product										
	Food Product	Local produce										
	Restaurant	Local produce										
	Market	Local produce										
	Facilities	Food focused										
OTHER: specify												
SCORE KEY		Current attraction	Mark appropriate column with a ✔									
		Market potential	4: High		3: Moderate		2: Limited			1: Under-Utilized		

Certain information is required prior to the execution of the audit and according to Ritchie and Crouch (2003:253) comprises both desk and field research. The desk research will consist of a review, analysis and assessment of information regarding the destination, for example in this case, information as contained in TOURPAT and FOODPAT; strategies and policies; annual reports, documents; and publications by tourism organisations. The field research according to Ritchie and Crouch (2003:253) for this study would constitute identifying the stakeholders and assessing their interest and contribution toward food tourism at the destination; singling out the mechanisms in place that facilitate coordination and co-operation; identification of food tourism resources, such as events, activities and attractions and executing research activities to provide relevant information required for future audits.

Completion of the food attractiveness audit and marketing assessment matrix complements the information compiled in FOODPAT and collated in TOURPAT and is essential in the strategic evaluation of the food tourism potential at a destination. According to Malone Given Parsons Ltd., (2001:1) the food attractiveness audit and marketing assessment matrix function as:

- a tool to guide consideration of a destination's asset base and opportunities, the available food tourism resources contributing to the current market penetration and the existing and potential markets;
- an aid to identifying product gaps and opportunities for future product development; and
- a summary report.

Thus the audit and market assessment process determine the 'what is' regarding food tourism and can finally identify 'what should be', by means of identification, examination, evaluation, appraising and finally recommendation (Ritchie & Crouch, 2003).

7.4.5.2 *Organisation of the food attractiveness audit and marketing assessment tool*

The food tourism resource/opportunity matrix and market assessment was adapted from the tourism resource/opportunity matrix as originally developed by Heath and Wall (1992:57). Subsequently adapted by Malone Given Parsons Ltd., (2001:4) adapted this concept to describe it as organised *vertically as a series of row entries listing food tourism resource or asset types, and horizontally as a series of columns with which to express the presence, role, market performance and potential of each asset in the destination's resource mix.* The assessment made for each resource type is recorded using the key in Table 7.2. The completed matrix provides a summary of a destination's key food tourism resources and their fit with the requirements of existing and potential markets. The matrix consists of:

- A **Food Tourism Resource** column, which provides a provisional list, where the destination identifies the presence and quantity of the destination's food tourism assets or resources, grouped according to their origin, type of activity, venue or experience.
- **Opportunities** column, which group the different food tourism resources as agricultural, cultural and food opportunities, providing an inventory of the nature and role of the features, facilities, events and activities comprising the destination's resource base.
- **Current attraction status** column which is linked to the food tourism resources column as an identification of the attraction status of the opportunities listed where:
  - the **Core and Supporting Attractions** columns identify which of the resources play a significant role in motivating travel to the destination;
  - the **On-Theme Activities** column identifies the activities with links to the core attractions; and
  - the **Underutilised Resource** column identifies the resources that have not reached their potential and can be developed and implemented in the marketing of food tourism.
- **Markets assessment** columns, which records judgements as to the level of current and potential future demand for destination resources from regional/ provincial to national to international geographic markets, where:
  - the **Existing Markets** columns identify the origin markets currently visiting or using destination resources; and
  - the **Underutilised Potential Markets** columns identify which origin markets might be attracted by which destination resources, given knowledge of the attractiveness of those resources, market behaviours and visitation patterns to food tourism resources in other locations.

The execution of the food attractiveness audit and market assessment determine the availability of resources specifically for food tourism and substantiate the food tourism market share and position. A competitive analysis identifies the strengths, weaknesses, strategies and gaps of key competitors thereby determining possible branding and competitive strategies with a specific focus on food tourism for a destination developing and implementing food tourism as an attraction. Therefore performing the **food tourism attractiveness audit** could enable the destination to pursue its goals, realize its opportunities and strategies by utilising its strengths and avoiding its weaknesses specifically with regard to food tourism. The audit can therefore strategically evaluate the resources and capabilities of the destination and indicate the current functioning of its tourism operations with specific reference to food tourism.

7.4.6 Product Potential Attractiveness Tool

The execution of a **strategic evaluation of the food tourism potential** at the destination by means of TOURPAT and FOODPAT, performing a market assessment and executing an attractiveness audit, culminated in a Product Potential and Attractiveness Tool that can assist in determining the competitiveness status of food tourism in a destination.

The **Product Potential and Attractiveness Tool** (Table 7.3) is a combination of a checklist and evaluation of the perception of stakeholders regarding specified components namely key attractors; non-negotiables; enablers; value adders, facilitators and enhancers, of food tourism.   The information came from the various sustainable tourism competitiveness frameworks in Chapter 4 and described in Annexure 2. The components were selected in terms of the contexts bearing on tourism and food at the destination and were acquired by analysing FOODPAT, TOURPAT, the questionnaire and the destination-marketing framework (Figure 7.2). The completion of the Product Potential and Attractiveness Tool allowed for an identification of food tourism competitiveness status of a destination by determining the potential of food tourism utilising the available data sources and evaluations, thus speeding up and simplifying the assessment process.

The Product Potential and Attractiveness Tool listed the various components and contextualised them in tourism as a resource and in food as the attraction's potential. The **Tourism** column gives the resources present and available for the development of food tourism as an attraction at a destination. The **Food** column records the potential for food tourism as an attraction at a destination. Both the tourism resources and food potential have been grouped in terms of the **Food Tourism Enhancer Components** as shown in the rows of Product Potential and Attractiveness Tool.   Every resource in the tourism column is reflected by a food potential, for example key/supportive attraction in the resource column is represented by culinary attractions in the potential column, as is culture by culinary heritage and so forth.

The food tourism enhancer components and their respective resources and potential are essential for creating and sustaining a competitive destination, and they function as:

- **Key attractors** - represent the primary reasons why visitors select a destination and provide a strong attracting force and visitor satisfaction;
- **Non-negotiables** - represent the safety, security and health facilities within a destination that are critical components as far as an attraction like food is concerned;

Table 7.3:   Product Potential and Attractiveness Tool

PRODUCT POTENTIAL AND ATTRACTIVENESS TOOL						
FOOD TOURISM ENHANCER COMPONENTS	**TOURISM (RESOURCES)**	**FOOD (ATTRACTION POTENTIAL)**	**CURRENT STATUS**			
			4	**3**	**2**	**1**
KEY ATTRACTORS	• Key tourism attractions	• Culinary attractions				
	• Culture	• Culinary heritage				
	• Events	• Food events				
	• Activities	• Food activities				
NON-NEGOTIABLES	• Safety / health	• Safe Food				
	• Infrastructure	• Restaurants / eating places				
	• Road network	• Accessibility to products / services				
	• Signage	• Food branding				
	• Agricultural products	• Food & drink produce & production				
VALUE ADDERS	• Routes	• Food / wine routes				
FACILITATORS	• Communication	• Food promotions / marketing				
	• DMOs	• Food strategy				
ENHANCERS	• Experience: authentic /unique	• Food specific tours				
	• Facilities / restaurants	• Utilisation local / regional products				
		SCORE				
FOOD TOURISM COMPETITIVENESS STATUS TOTAL SCORE						**/56**

Score per component	4: EXCELLENT	3: GOOD	2: MODERATE	1: POOR
Total score	43-56	29-42	15-28	1-14

- **Enablers** - provide the foundation upon which a successful food tourism industry can be developed, such as accessibility, infrastructure, signage and the relevant products such as local and regional foods;

- **Value-adders** - contribute to enhancing the competitiveness of the destination and in terms of food tourism would include additional resources and products that provide opportunities to on-theme food tourism as an additional destination attraction;

- **Facilitators** - comprise a foundation of services and facilities that determine the perceived quality and value of a destination; and

- **Enhancers** - constitute the essential element of providing the actual experience to the visitor by means of authenticity and excellence of services and products offered, which in

terms of food tourism is imperative as it contributes to sustained destination competitiveness.

Each component is evaluated and scored in terms of the status of the component in both the areas of tourism and food where [4] equates an excellent status, [3] a good status, [2] a moderate status and [1] a poor status. The total score calculated out of a maximum of 56 and give indication of the destination's food tourism competitiveness status by determining the product potential and attractiveness of the destination in terms of food and tourism resources. The enhancement of food tourism in a destination occurs by means of the utilisation of food and tourism resources and the development and implementation of the food tourism potential via the various actions as portrayed in the key marketing tasks in the Strategic Food Tourism Destination Marketing Framework.

The Product Potential and Attractiveness Tool therefore functions as a decision-making support tool and provides information regarding the resource analysis that can assist destination marketers and current and prospective entrepreneurs, to optimise the tourism potential of local and regional foods in future destination marketing. It is this indicator that would provide DMOs and TBUs with a profile and information regarding the potential and capability to develop and implement food tourism at its destination.

The development of such a tool is one of the key goals of longer-term research on food tourism in South Africa. The Product Potential and Attractiveness Tool was tested in a selected case study, which together with the data from TOURPAT and FOODPAT, would provide concerned parties with a tool for strategy formulation and implementation and subsequently achievement of competitive and sustainable tourism at a destination. The actions required to enhance food tourism in a destination are the key marketing tasks which form the third step in the Strategic Food Tourism Destination Marketing Framework and will be discussed in the next section.

7.5   KEY DESTINATION MARKETING TASKS

The third and final step in the Strategic Food Tourism Destination Marketing Framework comprises the execution of a **series of key destination marketing tasks** and constitutes the part where food tourism will be developed and implemented in the destination marketing strategy of a specific destination. The four key marketing tasks, prioritising products and markets, positioning and branding, theming, packaging and routing and promoting were identified from the food tourism destination-marketing framework, as outlined in Chapter 4

and discussed in Chapters 2 and 3 as components of destination marketing and food tourism.

To optimize food tourism at a destination it is imperative to perform the key marketing tasks taking cognizance of the SWOT profile of the destination. The strengths of the destination and the market opportunities available need to be the focus in the strategy formulation. The weaknesses and threats present can be addressed and minimised by means of the Destination Food Tourism Strategy Approach as the situational analysis and the strategic evaluation of food tourism potential at the destination identified the available resources, food attractions and food events. In addition, the DMOs and stakeholders determined the perceived food tourism competitiveness status of the destination by assessing the specified components namely the key attractors; non-negotiables; enablers; value adders, facilitators and enhancers.

7.5.1   Prioritising Products and Markets

Information from the situational analysis and strategic evaluation of the food tourism potential was used to apply criteria for identifying, developing and implementing food tourism in a destination in terms of the key food tourism attractions and specific target markets on which to focus. To enhance food tourism it is essential that the destination complete the food attractiveness audit and market assessment, as the food tourism resource and opportunity matrix, current attraction status and market potential need to be weighed up. Furthermore, the market readiness and market matching of the attractions should also be determined by the utilisation of the tools as discussed in Step 2 of the strategic evaluation of the food tourism potential.

According to Heath (2002:91) the first step in a destination portfolio analysis is the identification of key tourism products and the allocation of resources in the destination to match the *attractiveness* of the product/experience. The Strategic Food Tourism Destination Marketing Framework facilitates this step and thus enables the DMO to assist stakeholders in deciding which products/experiences to offer and how to integrate the food tourism offering by means of on-theming with already existing tourism products/experiences. Prioritising the food tourism products provides the destination with the opportunity to use its strengths and apply them to meet the opportunities in the market environment (Heath, 2002).

Execution of Step one and two of the Strategic Food Tourism Destination Marketing Framework could lead to the identification of criteria required to develop and implement food tourism at a destination, by identifying:

- **key food tourism attractions** on which to focus;
- **market ready/not so ready food tourism attractions** that needed further development or adaption;
- **product-market matching attractions** noting which attractions would appeal to which markets; and
- **resources and attractions** available.

Thus the tools developed and used in the second step of the Strategic Food Tourism Destination Marketing Framework could uncover the presence of resources and take note of which initiatives were in place or lacking concerning the promotion and offering of food tourism as an attraction at a destination. The prioritisation of food tourism attractions and an assessment of the market could lead to the optimisation of food tourism and establishment of primary markets for the development of food tourism at a destination.

7.5.2   Positioning and Branding

Once the   products were prioritised and target markets identified, a positioning strategy would have to be developed, relative to other similar food tourism attractions and experiences offered by any competitors (Heath, 2002).   The steps to do effect such a positioning and branding strategy for food tourism at the destination include:

- Determination of the **type of branding strategy** to be implemented regarding food tourism. DMOs should determine whether food tourism should be part of the total branding strategy for the destination or not. Alternatively a niche branding approach could be more suitable, as food is an essential product and service required by all tourists, although not necessarily always an attraction or could broader branding such as *Proudly South African* branding be more suitable. Ultimately the decision needs to be made whether food tourism should follow a separate branding, sub-branding or package branding approach as a component of the national branding framework.
- Determination of the **positioning** of food tourism separately or as integral part of current positioning strategy of the destination.
- Determination of the **status of food tourism as an attraction** at the destination. DMOs would have to consider the possibility and viability of the elevation of food tourism to primary/core attraction or the establishment of food tourism as a secondary attraction

with on-theming opportunities. The availability of adequate resources is necessary to carry out the positioning strategy.

The purpose of positioning according to Heath (2002:130) is to create a perception or image in the visitor's mind. South Africa as a destination does not have such a distinctive character or image when compared to countries such as France or Italy especially with regard to food tourism (Heath, 2003:27). Therefore specific emphasis should be placed on developing and promoting the particular character or image of food tourism at the destination to compete effectively in the international marketplace (Heath, 2002). Branding on a local, regional and national level can provide an identity for a destination in the field of food tourism but this remains a challenge for South Africa as far as both the local and international markets are concerned. Destinations need to utilise their strengths, such as available resources, and existing attractions to develop food tourism branding through on-theming activities.

Strategic guidelines that can be followed for branding and positioning food tourism attractions and experiences at a destination can include the following:

- sub-branding of special interest experiences in a seamless and integrated manner;
- focus on the diversity and *specialness* of the food tourism experiences the destination can offer based on quality and value for money experiences;
- branding and competitive positioning of the destination should drive promotional strategies and activities focused on food tourism; and
- utilisation of an umbrella destination branding image to assist in promotion of the destination by focussing the collective attractiveness in and between destinations and adopting the principle of *co-option* (Heath, 2002:268)).

The tools developed and used in the second step of the Strategic Food Tourism Destination Marketing Framework can provide DMOs with the necessary information required to facilitate the determination of the positioning and branding strategies, such as the identification of the resources and the status of food tourism as an attraction in a destination.

7.5.3 Theming Packaging and Routing

As food tourism can be regarded as a special interest niche product the key marketing tasks of theming, packaging and routing form an essential step for DMOs when refocusing their marketing strategies (Heath, 2002). The options should aim at enhancing the attractiveness

and contributing to the competitiveness and sustainability of the destination and these points should be considered:

- How food tourism can **enhance the attractiveness and diversification** of the destination. DMOs need to be developing an awareness of the ability of food tourism to enhance and diversify the destination. Food tourism enhancers have been identified as components of the food tourism destination-marketing framework, which was discussed in Chapter 4 and outlined in Annexure 2.

- How food tourism activities can contribute to the **competitiveness and sustainability** of the destination by making use of the Product Potential and Attractiveness Tool.

- How food tourism can be included in the total **marketing package**, by deliberating on whether it should be marketed separately, or on-themed to existing attractions and experiences.

At present a more integrated approach to product development and packaging is being followed, which is, according to Heath (2002:265), *based on an understanding of market needs, the destination's strengths, the needs of the tourism community, the public and private sectors and the destination itself.* Selling the experience is the focus of packaging the tourism product, and this includes theming and routing, without ignoring global trends and best practice (Heath, 2002).

Strategic guidelines that can be followed regarding theming, packaging and routing food tourism attractions and experiences in a destination, according to Heath (2002:265), can include the following:

- marketing **seamless experiences** is proving to be successful, food allows for this approach as according to Wolf (2002) most tourists consume food at a destination;
- following a **consumer and market driven approach**, focusing on special interest and niche product-market matches such as food tourism;
- developing products and experiences that incorporate destinations within a **broader regional context,** which is facilitated by routing and theming initiatives and allows for on-theming opportunities regarding food tourism;
- creating **synergy between the attraction base and marketing initiatives** by means of product-market matching, which is essential for food tourism to establish sustainable competitiveness for food as an attraction;
- focussing on the **uniqueness and authenticity of the destination's** food attractions and experiences, which will contribute to sustainable competitiveness in the destination;

- using **key attractions** to lure visitors and simultaneously exposing them to other tourism offerings such as **on-theming opportunities** with food tourism; and
- capitalising on **major events, conferences, festivals** and so forth to position a destination internationally and locally, which will enhance food tourism.

The tools developed and proposed used in the second step of the Strategic Food Tourism Destination Marketing Framework can provide DMOs with the necessary information required to follow an integrated approach to the theming, routing and packaging of food tourism as an experience and to apply and implement the guidelines explained in the previous paragraph.

7.5.4 Promotion

This task entails establishing the key possibilities regarding promotion of food tourism at a destination in terms of tools and techniques used, and determining the constraints and gaps regarding marketing and promotion of food in a destination. The following needed to be determined:

- How can tools and techniques be co-ordinated and combined to promote food tourism at the destination?
- Which methods can be employed to improve recognition/ identification of the destination regarding food attractions, events and activities?
- Which constraints/ gaps related to marketing and the promotion of food tourism are present at a destination?

Strategic guidelines (Heath, 2002:218) that can be followed regarding the development and evaluation of promotion strategies regarding food tourism attractions and experiences at a destination, according to, can include the following:

- coordinating destination marketing promotion between the DMOs and other stakeholders will allow for the use of a combination of methods to achieve promotion objectives of the destination with special focus on food tourism;
- striving for the use of specific themes for the destination to increase the recognition and identification of communication with the destination offering incorporating food as an attraction;
- authentic promotion with the incorporation of reviews by current tourists regarding the food tourism offerings in the destination; and

−   complementing promotion with sound product, price and distribution decisions incorporating food as an attraction.

The function of promotional publicity in destination marketing strategy, according to Heath (2002:194) is to facilitate transactions by means of information that is used to persuade a tourist to visit a destination. After product-market matching has been done, promotion can make the destination offering visible. Thus completing the four tasks as outlined above will enable a destination marketer to address the issues regarding the marketing and management of food tourism in a destination.

7.5.5   Benchmarking, Monitoring and Control

The final task that DMOs will need to execute will be the activities of benchmarking, monitoring and controlling. This is necessary to determine the success of implementing food tourism in a destination and to identify where marketing and management endeavours need to be revised, adapted or replaced. Benchmarking is an essential undertaking as it determines a destination's resources and competencies in comparison with existing and potential competitors (Pearce & Robinson, 2000). The ultimate objective of benchmarking according to Pearce and Robinson (2000) is to identify best practice and therefore address weaknesses and build on strengths. Thereby producing improvement in both products and services and creating a positive effect on the performance of the destination as a whole (Kozak & Rimmington, 1998). Monitoring and control are concerned with the performance measurement of the marketing tasks, and include checking the progress of the planning and implementation and determining the success of food tourism as an attraction at a destination (Morrison, 2002).

Heath (2002:273) suggests using the following mechanisms to base benchmarking, monitoring and control processes on:

- **Statistics** of the destination. In this study, it has been shown that FOODPAT and TOURPAT which will provide information regarding the resources, products and services necessary for implementing food tourism in a destination.
- **Performance** regarding sustainable competitiveness of the destination regarding the image, safety, and success. This study recommends use of the Product Potential and Attractiveness Tool and the other tools used in the Strategic Food Tourism Destination Marketing Framework. It is noted that grading, awards and classification schemes could be useful when attempting to determine performance and classifying products and services regarding food tourism.

- **Benchmarking** against best practices and trends in terms of the execution of the key marketing tasks will determine the performance of a destination in terms of image, competitiveness, technology and branding directed at food as an attraction.
- Moving from **numbers to yield** where the focus is on monitoring benefits and impacts of destination marketing as a result of concentrating on food tourism as an attraction.

The Strategic Food Tourism Destination Marketing Framework, consisting of three major steps, provides a DMO with tools and techniques of identifying, planning and implementing food tourism at a destination, and finally assessing the performance and success of food tourism in a destination. To determine the 'implementability' of the Strategic Food Tourism Destination Marketing Framework it was necessary to apply it to a selected case study**,** which is discussed in Chapter 8.

7.6 CONCLUSION

This chapter has outlined and explained the compilation of the Strategic Food Tourism Destination Marketing Framework for optimal and responsible development and implementation of food tourism in destination marketing. Each step of the approach was analysed and contextualised within the goals and objectives of the study. The implementation of the Strategic Food Tourism Destination Marketing Framework in a selected case study is presented in the following chapter.

8 | The Case Study: Application of the Strategic Food Tourism Destination Marketing Framework

8.1 INTRODUCTION

The purpose of Chapter 8 is to analyse and interpret the case study data and to assess the implementability of the Strategic Food Tourism Destination Marketing Framework, with the aim of creating a SWOT profile of the case study area. The rationale for the case study selection, as based on specified criteria the Strategic Food Tourism Destination Marketing Framework and case study procedures are presented. The conceptual framework (Chapter 4) that identifies the food tourism enhancers, the Strategic Food Tourism Destination Marketing Framework (Chapter 7) and the research expectations (Chapter 5) served as the theoretical framework against which the findings were compared and interpreted. It should be emphasized that the qualitative nature of the case study did not allow for generalisations beyond the case study. The findings were interpreted to reflect the usefulness of the Strategic Food Tourism Destination Marketing Framework as a 'strategic tool'. Through the method of comparison and agreement and spatial analysis verification, the researcher strived to find regularities and relationship patterns in the data.

The outcomes and the case study findings are discussed under the following headings: stakeholder identification; the resource component mix regarding food and wine tourism; the challenges, opportunities and constraints; food attraction status; and current food tourism resource/opportunity and market assessment and finally the application of the Product Potential and Attractiveness Tool to assess the potential for food tourism in the Winelands region.

8.2 THE CASE STUDY

8.2.1 Rationale for Case Study Selection

A case study as defined by Veal (1997:75) *involves the study of an example – a case – of the phenomenon being researched. The aim is to seek to understand the phenomenon by studying examples.* A case study methodology was used to meet one of the specific objectives of this study namely: to apply the Strategic Food Tourism Destination Marketing Framework in a selected case study and determine the 'implementability' of the approach. The case study constituted the third phase of the research methodology and involved an assessment of the strategic approach developed by a group of stakeholders involved in food and wine tourism in the Winelands region of the Western Cape.

The following criteria were used in the selection process of the case study:

− the **food tourism attraction status** in the region;

− the current usage of **food as destination attraction/experience** and **marketing tool;** and

− the data from TOURPAT and FOODPAT which reflected the available **tourism infrastructure, agricultural resources, food tourism attraction, events and activities.**

The identification of the region in terms of food attraction status, the usage of food as a destination attraction/experience and marketing tool and the resource and infrastructure base established a comparative assessment of all the provinces in South Africa and allowed for the selection of the most appropriate and suitable region for the case study. The province and more specifically the region selected needed to have a representative response rate; have potential for food tourism in terms of resources, stakeholders and initiatives; reflect awareness and interest in promoting food tourism; and be willing to participate in the study.

The presence of the required criteria in each province is portrayed in Table 8.1. All the provinces were evaluated to ensure that the best choice was made in terms of selected criteria for the case study.

Table 8.1: **Qualifying criteria present in each province required for selection of the case study**

CRITERIA	Gauteng	Western Cape	Eastern Cape	Northern Cape	Free State	Mpumalanga	Limpopo	North West	KwaZulu Natal
Representative **Response** Rate	√	√	√		√	√			
Food tourism attraction status: key attraction	√	√	√					√	√
Supportive Attraction	√	√	√	√	√	√	√	√	√
Utilization of food as **attraction**	√	√	√			√			√
Utilization of food as marketing **tool**			√	√		√			
Tourism **infrastructure**	√	√	√	√	√	√	√	√	√
Agricultural **Resources**		√			√				
Food Tourism **Attractions**	√	√		√	√		√		√
Food Tourism **Events / Activities**		√	√	√	√		√		√
Possible case studies		√	√		√				

☑ = Reflects the acceptable presence of the specific criteria

Three provinces, Western Cape, Eastern Cape and Free State met the requirements adequately but the Western Cape had the edge as it met all the criteria barring the use of food as a marketing tool. A feasible explanation, as suggested in Chapter 6, could be the

dominance of wine already being used as a marketing tool. The opportunity for developing and implementing food tourism could lie in on-theming food with wine tourism, especially in the Western Cape where wine is a key attraction. This scenario is motivation for stakeholders to have a strategic tool to accomplish this. Even though the Western Cape did not use food as a marketing tool sufficiently, it met all the other requirements and therefore qualified clearly as an apt choice for the implementation of a case study.

Further justification for selecting the Western Cape lies in consideration of the representative response rate. This is based on the number of responses in the province plus the % response rate from the province and is interpreted as reflecting the interest in food tourism within the province and its various regions (Section 6.2.1). Of the five provinces that had a representative response rate only three reflected a food tourism attraction status on both the key and supportive level (Section 6.3.1), namely Gauteng (42.9%; 14.3% respectively), Western Cape (26.8%; 43.9% respectively) and Eastern Cape (17.7%; 29.4% respectively). Also significant is the fact that only the Western Cape and the Free State had the required resource base and infrastructure needed for developing and implementing food tourism whereas Gauteng and the Eastern Cape did not meet all the required criteria in this regard. The Western Cape and Free State were both approached to participate as case studies but only the Western Cape was willing and able to participate at that particular time. The Western Cape was unequivocally the obvious choice.

The Western Cape consists of eight regions (Figure 8.1). However, the Winelands region in the Western Cape is the only region where food was regarded as a key attraction. The Winelands was therefore taken as the most appropriate and suitable region as it has potential for food tourism in terms of resources, stakeholders and initiatives; it reflects awareness and interest in promoting food tourism; and was willing to participate in the study.

8.2.2   Applying the Strategic Food Tourism Destination Marketing Framework

The Strategic Food Tourism Destination Marketing Framework and its components were tested to determine perceived relevance and viability and verify the practical applicability to and implementability of the approach in a case study situation. Prior to the actual implementation of such a strategic approach that takes a longer time to effect, the Framework was assessed.

Stakeholders at a leading South African regional destination, where food and wine is the key element of the overall destination experience, took part in a workshop in the Winelands area.

The **'WINELANDS'** region was selected because it has the status of being known 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'* (Malone Given Parsons Ltd, 2001:i)*.
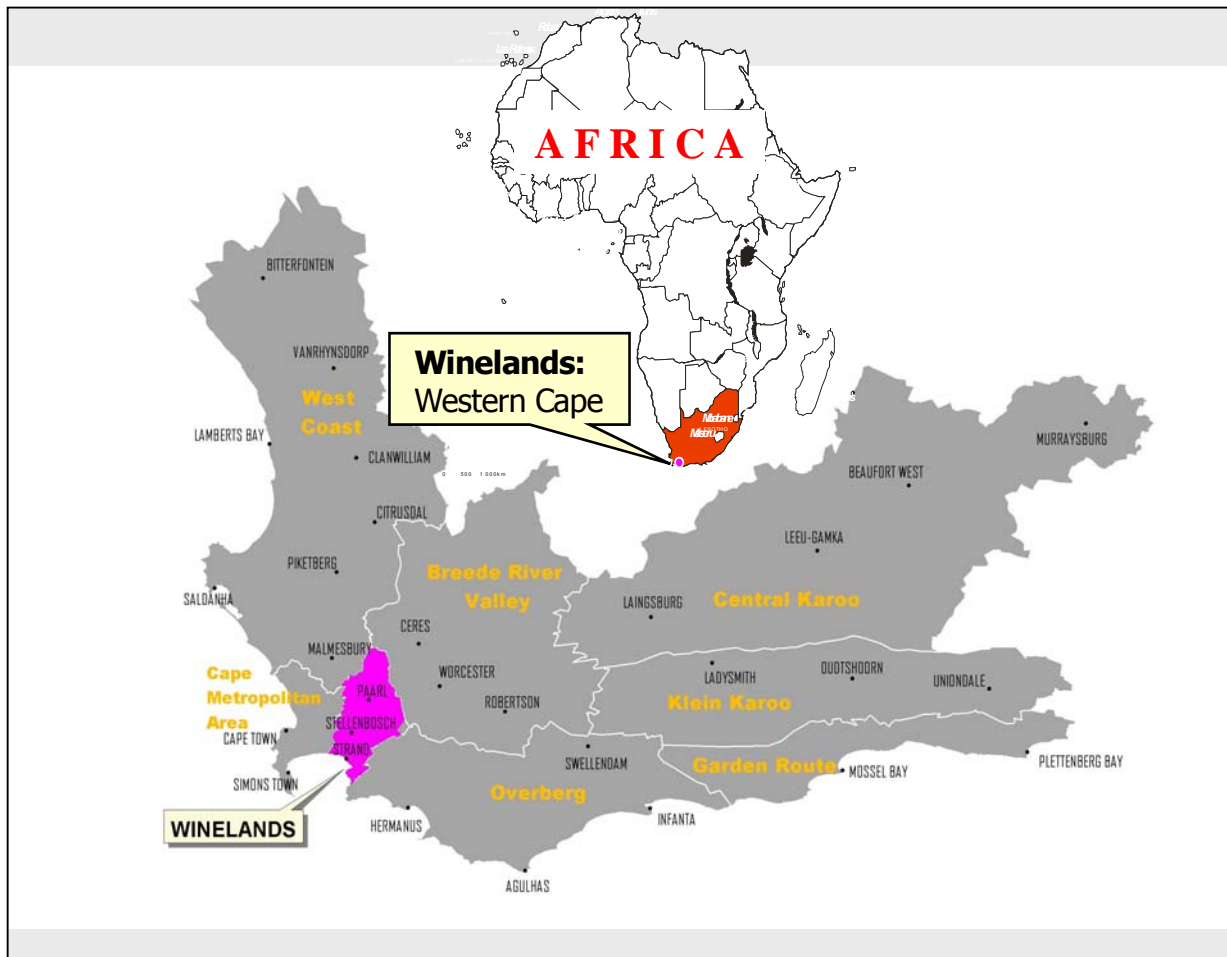
Figure 8.1: **Map portraying the tourism regions in the Western Cape with specific focus on the Winelands Region**

The aim of the workshop was 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.

Using the case study method for this research allowed for the collation of holistic understanding, explanations and interpretations of developing and implementing food tourism at a destination by collecting data from stakeholders regarding their perceptions and experiences (Riege & Perry, 2000). A single specially selected case was focused on in this

study as it understood favoured growth in the food tourism industry and would also possibly be in a position to inform practice for other destinations wishing to develop and implement food tourism (Leedy & Ormrod, 2005).

Data collected in the case study focused on the stakeholders in their destination area and accessing information to capture their insight and knowledge arising from their personal encounters in the field of food tourism in their region. The data included observations, interviews, questionnaires, documents, records, TOURPAT and FOODPAT and the assessment of the Strategic Food Tourism Destination Marketing Framework. Information given by both groups of stakeholders was recorded in detail. The information assisted in identifying the context of the case, substantiated conclusions and determined the extent to which findings could be generalised and applied to other destinations (Leedy & Ormrod, 2005).

Data analysis in a case study (2005:136), involves the following steps:

- **Organisation of details** regarding the case arranged in logical order. In this case, the detail captured concerned the stakeholders, recording the name of the institution, type of business, contact information, present interest, role and participation in food tourism.
- **Categorisation** of the data to cluster the data into meaningful groups. The data was clustered according to the worksheets completed and included the following:
    - **stakeholders and the roles** they perform in food and wine tourism;
    - **resource component mix –** current use and potential;
    - current **key challenges, opportunities and constraints;**
    - **food tourism attraction status;**
    - current **food tourism resource/opportunity** and **market assessment;**
    - **food tourism competitiveness status;**
    - **key marketing tasks;**
    - **proposed strategic guidelines;** and
    - **future recommendations.**
- **Interpretation and examination** of the data for specific meanings related to the case study. The data collated from the case study was integrated with the other datasets, namely the stakeholder survey and the data from TOURPAT and FOODPAT. The data was interpreted and examined regarding the categories outlined in the previous point.
- **Identification of patterns** by scrutinizing data and their interpretations for underlying themes and patterns. This was done and led to the compilation of the SWOT profile of the region.

- **Synthesis and generalisations** by constructing an overall vision of the case and drawing conclusions that may have implications beyond the case that was studied. The synthesis regarding future guidelines and proposals for developing and implementing food tourism in a region was presented and the implementability of the Strategic Food Tourism Destination Marketing Framework was assessed.

The data analysis in this study used the above steps as a guideline, and accordingly the outcomes were presented. The data comprised the following:

– the **qualitative assessment** of the stakeholder situational analysis (workshop) (Sections 8.3.1 to 8.3.6);

– the **spatial presentation** of the food tourism potential (GIS findings) (Section 8.3.7);

– the **SWOT profile** (stakeholder assessment) (Section 8.3.8); and

– the **strategic guidelines, critical success factors and future recommendations** (Sections 8.3.9 and 8.3.10).

The outcomes of the case study were used to assess the implementability of the Strategic Food Tourism Destination Marketing Framework, which would allow for the development and implementation of food tourism in the next phase of this research when the food tourism framework would be implemented and assessed over a period of time.

8.2.3   The Winelands Case Study Procedure

The implementation of the case study constituted the third phase of the research methodology of this study and followed the procedure as shown in Figure 8.2, which will be discussed in the following sections.

Key Stakeholders in the Winelands region were invited to participate in the workshop. Eighteen of the attendees were representatives of various sectors of the tourism industry, namely restaurateurs; hotels, guesthouses, wineries, farms, cheese factories, regional wine tourism representative, and tour operators. Each stakeholder received a workbook consisting of five worksheets that needed to be completed as part of the participatory strategic planning process (Annexure 11).

At the workshop a **PowerPoint presentation** (Annexure 11) specified the aim of the workshop and addressed the advantages of implementing food tourism in the Winelands area although it already has a well-established wine industry with supporting tourism activities.

Figure 8.2: **The procedure of the case study as phase three of the methodology and data collection strategy**

The stakeholders were divided into two groups, with each group representing the identified sectors of the tourism industry in the Winelands region. Each group participated in the execution of a **situational analysis** [STEP 1] as outlined in the Strategic Food Tourism Destination Marketing Framework, specifically focusing on food and wine tourism.   The following issues had to be covered:

– **stakeholder identification** and the role they perform in food and wine tourism;

– a compilation of **resource component mix** in terms of attractions, infrastructure, facilities and services at the destination;

– the establishment of **current challenges, opportunities and constraints** of the destination; and

– the determination of **tourism attraction status.**

The second step [STEP 2] was then executed, which entailed a strategic evaluation of the food tourism potential of the region.   Information regarding the area was available as stakeholders had brought the basic information required with them and also had access to TOURPAT and FOODPAT. In this way they were able to proceed with the execution of the **food attractiveness audit and market assessment.** Thereafter they applied the **Product**

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Potential and Attractiveness Tool, which assisted with determining the food tourism potential of the region.

The above outlined procedure enabled the groups to discuss the **key marketing management tasks,** the third step [STEP 3] of the Strategic Food Tourism Destination Marketing Framework, and propose the necessary **strategic guidelines** regarding food and wine tourism:

- Optimising **primary markets;**
- **Positioning** it within the tourism strategy of the destination;
- **Branding** it within the tourism strategy of the destination;
- **Theming, packaging and routing** it within the tourism strategy of the destination; and
- **Promoting** it within the tourism strategy of the destination.

Finally the measures of **benchmarking, monitoring and control** were identified and incorporated in the strategic plan regarding the development and implementation of food tourism in a destination [STEP 4].

Furthermore, through this procedure, the groups could also identify the **critical success factors** for developing and implementing food and wine tourism in the Winelands region. Fundamental and essential requirements for future success were also established.

8.3   THE OUTCOME OF THE CASE STUDY

This workshop assisted entrepreneurs and marketers to perform an appraisal that would determine their current competitive position in the food 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 with other destinations and thus determine **positioning and promoting** strategies;
- planning and preparing a **food and wine tourism strategy** for **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 by means of the Product Potential and Attractiveness Tool; and

– identifying measures of **benchmarking, monitoring and control** to determine progress and success regarding the development and implementation of food tourism at a destination.

The results of the case study as outlined above are presented qualitatively in Sections 8.3.1 to 8.3.6, spatially in Section 8.3.7 and finally a SWOT profile is presented in Section 8.3.8.

8.3.1 Stakeholder Identification

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 and wine tourism experiences, e.g. food / wine attractions, facilities, restaurants, entertainment facilities, travel agencies.

Table 8.2 portrays the stakeholders and the roles they fulfil in the Winelands region according to the information collected from the workshop groups.

Table 8.2: **Key stakeholders and the roles they perform in food and wine tourism identified by stakeholder groups in the Winelands region**

Role / Stakeholder	Financial aid/funding	Infrastructure	PRO	Information	Service	Support to producers	Promotion	Local produce/products	Experience	Activities/events	Accommodation
Municipality	√	√									
Tourism bureau			√	√	√	√	√			√	
Restaurants								√	√		
Wine estates								√	√		
Shops/stores								√			
Galleries					√						
Businesses					√					√	
Tour operators			√			√			√		
Hotels								√			√
Vignerons								√	√		

The municipality (local governmental body) and the tourism bureau were regarded as key stakeholders playing important roles in the support and establishment of tourism and the

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attractions in the region. The other stakeholders all perform a functional role according to their area of expertise or service delivery. Although local products are used to provide an experience of the region the present role the stakeholders play leaves plenty of opportunity for growth in other areas of marketing and promotion. Using the local products of the region and becoming more involved in developing food tourism as an attraction and enhancing the experience can be achieved by increased awareness, co-operation and networking amongst the stakeholders.

8.3.2 The Resource Component Mix Regarding Food and Wine Tourism

The resource component mix of the region was identified in terms of attractions; infrastructure, facilities and services offered as depicted in Table 8.3. A distinction was made between resources currently used and resources with potential, but not presently being fully utilised at the destination. The resource component of the region showed a good mix of products, services and attractions and represents sufficient opportunities for the development and implementation of food tourism in the region especially regarding the possibility of on-theming activities.

Table 8.3: **The resource component mix of the destination regarding food and wine tourism identified by stakeholder groups in the Winelands region**

Resource Component		Resources currently being used in destination	Resources with potential not being fully utilised by destination
ATTRACTIONS			
Activities	√	Trails; fishing	
Events	√	Riding; shows; festivals	Trade shows
Cultural village / historic	√	Museums; monuments	Historic sites
Farms	√	Wine; local produce	Harvesting
Factories	√	Trout; chocolate; cheese; carpets	
Routes	√	Wine; farm	
INFRASTRUCTURE			
Restaurants	√	Many; area of growth	Potential growth
Signage		Poor	Needs attention
Agricultural sector	√	Local produce available	Potential - promotion
Communication	√	Good - tourism organisations	
Roads	√	Fairly good	
FACILITIES			
Cellars	√	Many	Need further development
Wineries	√	Many	Need further development
Road stalls	√	Developed	Need further development
SERVICES			
Tours	√	Developed	Need further development
Hospitality		Fair	Needs to be improved
Accommodation	√	Good	
Cooking schools	√	Developed	
Training	√	Developed	Need further development

Signage posed a problem and is an area that needs attention as it contributes to the branding of the region and can be utilised as a marketing and promotional tool. The facilities and services offered were present but could all be further developed or improved which provides a challenge and opportunity for further growth and development. Food tourism can contribute to the development of these resource components, for example if local and regional foods and cuisine are promoted more during trade shows or as special activities such as berry picking or harvesting. They could be included in marketing the region, offering authentic experiences and contributing to sustainable competitiveness.

8.3.3 The Challenges, Opportunities and Constraints

The challenges, opportunities and constraints identified by stakeholders in the Winelands region are reflected in Table 8.4. The region was facing challenges ranging from financial aspects to training, setting standards, monitoring and control issues and internal communication and networking amongst the stakeholders. No challenges were found in the marketing area, which was seen as an opportunity to promote the area with only the lack of sufficient data hampering the marketing initiatives. The availability of FOODPAT and TOURPAT would alleviate this problem and assist the stakeholders in providing data required for the development and implementation of food tourism in the region.

Table 8.4:   Challenges, opportunities and constraints identified by stakeholder groups in the Winelands region

Component	Challenge	Opportunity	Constraint
Financial	√		√
Legislation			√
Safety/security / crime	√		√
Training / employment / job development	√	√	
Service (improvement)	√	√	
Standards/expertise	√		√
Monitoring/control	√		
Hospitality	√		
Co-operation / networking	√	√	
Interaction	√		√
Communication/awareness	√		√
Marketing/advertising		√	
Target market knowledge/ positioning		√	
Tourism information / database			√
Food/wine attraction focus		√	

Opportunities existed in the provision of staff training and delivering service of high and consistent standards. Furthermore, the development of a focus on food and wine as a key and supportive attraction was regarded as an important opportunity that would contribute to sustainable competitiveness in the region.

The constraints encountered were more challenging to deal with, as limited finances would restrict the development of food tourism in a region, especially as it was still regarded as an activity that simply happens without much marketing and promotion effort. Legislation regarding the export of specific food products and the utilisation of expertise from abroad inhibited putting certain initiatives in place. The concern about safety and security was a major issue in the region but is a matter of national concern too as it involves the image of the country as a whole. The interaction and awareness of food tourism amongst the stakeholders was listed a constraint but is one that could be removed by adopting a strategic approach to the development and implementation of food tourism in the region. Judging from international best practice, the development of a national strategy could elevate food to an important marketing tool and component of the tourism product of that country as illustrated by the case of Canada.

8.3.4   Food Attraction Status

The food attraction status was regarded as a combination of key and supportive attractions with on-theming of food with wine necessary to improve the attraction status of food and thus make it more competitive and sustainable. This opinion of the stakeholders in the case study verifies the findings reported in the stakeholder survey.

8.3.5   Current Food Tourism Resource/Opportunity and Market Assessment

The current food tourism resource/opportunity and market assessment (Table 8.5) was part of the evaluation of the food tourism strategic approach [STEP 2] and entailed the identification of the agricultural, cultural and food opportunities present in the region. The stakeholders needed to determine the current status of each of the groups of opportunities and also assess the market position and potential of each of the groups.

The current food tourism attraction status was best represented as a supportive attraction in all three of the opportunity areas. The core attractions were region-specific, such as trout fishing, the culinary heritage, specific events, routes, and the use of facilities and local produce. On-theming activities were not well established and remain a challenge and

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Table 8.5: Current food tourism resource/opportunity and market assessment identified by stakeholder groups in the Winelands region

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			√	√	2	2	3	1	1	1
		Hunting										
		Fishing	√	√		√	2	2	2	1	1	1
		Food picking			√	√				2	1	1
		Food Processing				√				1	1	1
		Farm tours		√		√	3	3	3	1	1	1
Cultural opportunities	Culinary heritage / attractions	Culinary Heritage	√	√			4	4	4	1	1	1
		Ethnic Cuisine	√	√			1	1	1	1	1	1
		Traditional Restaurant	√	√			3	3	3	2	2	2
		Regional recipes		√			3	3	3	1	1	1
		Cultural Village								1	1	1
Food Opportunities	Events	Gourmet Festival	√	√			4	3	1	2	1	1
	Activities	Factory Visit								1	1	1
	Routes	Cheese	√	√			3	3	3	1	2	2
	Food Product	Olives / cheese		√	√	√	4	4	4	1	1	1
	Restaurant	Local Produce	√	√	√	√	4	4	4	1	1	1
	Market	Local produce		√	√	√	2	2	2	1	1	1
	Facilities	Cellar	√	√	√		4	4	4	2	2	2

SCORE KEY	Current attraction	Mark appropriate column with a ✔			
	Market potential	4: High	3: Moderate	2: Limited	1: Under-Utilized

opportunity for the region to develop and implement food tourism. Agriculture and food are also under-utilised resource areas. Food products are used in the restaurants and promoted in the markets but not exploited to their full capacity. I became evident that regions where food tourism was regarded as a key attraction had definite growth potential to advance food tourism, and, even more importantly, provide opportunities for feasible on-theming activities.

The market assessment in the Winelands region regarding the existing markets provided a picture of well-positioned markets in the food opportunities component. Only the local produce in the markets were limited in their potential. Of greater concern is the fact that most of these existing markets were still seen as not maximising their potential on either regional, national or international level as they all received scores between one and two. This once again accentuates the fact that although these products, events, experiences and services are on offer, they can be improved on to better serve as an attraction thus fostering sustainable competitiveness in the region.

Overall the region possesses sufficient opportunities in all the components. The regional specific components were well represented and being used as an attraction but this was not the case with marketing. The opportunity component will benefit from a more structured and strategic approach to the development and implementation of food tourism in the Winelands region.

8.3.6   Application of the Product Potential Attractiveness Tool

The Product Potential Attractiveness Tool, as applied by the stakeholders yielded a quantified result indicating the Winelands' food tourism competitiveness status. Six food tourism enhancer components were used, each with its own sub components. The scoring was done on a scale from one to four, with one indicating a poor status and four an excellent status. Such quantification would lead to informative comparisons between regions as the large datasets could be summarised and evaluated for all the food enhancer components of the food tourism destination marketing framework. Incorporating benchmarking, monitoring and control would add value to measuring the region's food tourism competitiveness status.

Table 8.6 presents the results of the food tourism competitiveness status in the case study region. The allocated scores were based on estimations of the perceived view of the stakeholders and the calculated values of between three and four were equated with a rating ranging between good and excellent. As the Winelands was the only region within the Western Cape to achieve a good key and supportive status position for food as an attraction,

this information verified the data collected in the stakeholder survey, through FOODPAT and TOURPAT.

Table 8.6:   **Application of the Product Potential and Attractiveness Tool for the Winelands Region**

PRODUCT POTENTIAL AND ATTRACTIVENESS TOOL						
FOOD TOURISM ENHANCER COMPONENTS	**TOURISM (RESOURCES)**	**FOOD (ATTRACTION POTENTIAL)**	**CURRENT STATUS**			
			4	**3**	**2**	**1**
KEY ATTRACTORS	• Key tourism attractions	• Culinary attractions	4			
	• Culture/language	• Culinary Heritage		3		
	• Events	• Food Events		3		
	• Activities	• Food activities		3		
NON-NEGOTIABLES	• Safety /Health	• Safe Food	4			
	• Infrastructure	• Restaurants / eating places	4			
	• Road Network	• Accessibility to products / services		3		
	• Signage	• Food branding		3		
	• Agricultural Products	• Food & drink produce & production	4			
VALUE ADDERS	• Routes	• Food / wine Routes	4			
FACILITATORS	• Communication	• Food promotions/ marketing		3		
	• DMOs	• Food strategy	4			
ENHANCERS	• Experience: authentic /unique	• Food specific tours		3		
	• Facilities / Restaurants	• Utilisation local / regional products	4			
		SCORE	28	21		
	FOOD TOURISM COMPETITIVENESS STATUS TOTAL SCORE			49/56		
Score per component	**4: EXCELLENT**	**3: GOOD**	**2: MODERATE**	**1:POOR**		
Total score	**43-56**	**29-42**	**15-28**	**1-14**		

The Winelands achieved an overall score of 49 out of 56, which indicated an excellent potential for food tourism. This is understandable as the Winelands reflected a positive position regarding available food products, a good mixture of attractions in the region and a variety of events and activities all factors that favour the development and implementation of food tourism in the region.

The food tourism enhancer components (Table 8.6), namely the key attractors, enablers, value adders, facilitators and enhancers were spatially analysed and reflected in the spatial relationship model of food tourism potential. The non-negotiable food tourism enhancer associated with safety and in this study implying safe food, was assumed as acceptable as the facilities that offer food products and services comply with the laws promulgated to ensure the provision of safe food and water for human consumption.

8.3.7   Spatial Relationship of the Core Indicators for the Food Tourism Potential

A model (Figure 8.3) reflecting the spatial relationship of the food tourism potential in the Winelands and surrounding regions, Overberg and Breede River Valley (Figure 8.4)
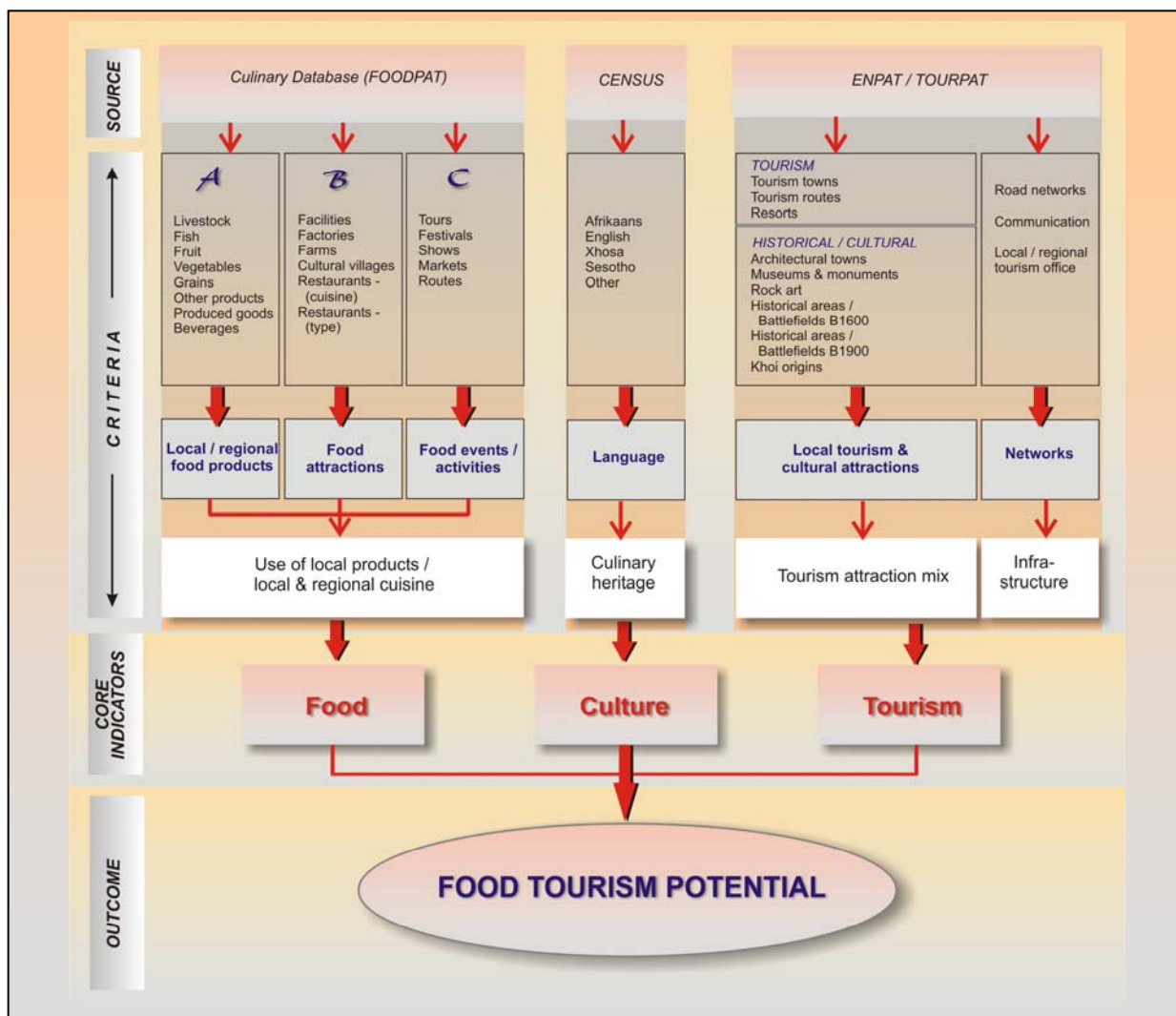
Figure 8.3:   **Criteria and core indicators of the food tourism potential model**

was constructed to compare and verify the assessment of the stakeholders in the case study. The procedure adopted is discussed in this section. The spatial analysis was based on data from TOURPAT, FOODPAT, the 1996 South African Census data and the stakeholder survey in accord with the criteria and core indicators stipulated identified for this study (Figure 8.3). The reason for developing this model was to produce an enhanced situational analysis for the potential of food tourism in the Winelands region, and to be able to compare it with the surrounding tourism regions. Further motivation was the need to quantify the predicted potential by means of GIS[8].

Figure 8.4: **The Winelands, Overberg and Breede River Valley tourism regions**

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[8] To reflect the spatial analysis and orientation of the Winelands regarding its food tourism potential it was necessary to include the surrounding tourism regions to draw a comparison between the Winelands and the adjoining regions

Due to the general availability of geographic data for use in the GIS, attribute data can be linked to various entities in a dataset with relative ease. Such data can then be spatially analysed to produce new maps in either vector or the raster method, depending on the type of data available and the expected outcome. In this study, the food tourism potential model was constructed by combining and analysing attributes of selected tourism regions, using the vector format. Food related data was initially gathered by magisterial districts which culminated into a map depicting the larger selected tourism regions and facilitating the assessment of the food tourism potential and status of the region.

The spatial model reflected the geographically referenced spatial data with the corresponding attribute information and utilised the simple overlay technique to depict the food tourism potential in the selected tourism regions of the Winelands, Overberg and Breede River Valley. The final food tourism potential model culminated from three sub-models, food, culture and tourism, as outlined in Section 8.3.7.1. The data used in all three of the sub-models was extracted from the Excel files in FOODPAT and from ENPAT, TOURPAT and the relevant 1996 Census Data on which the ENPAT data was based and converted to DBF-Files to be able to use the data of the three tourism regions in the GIS programme. A vector format map overlay was compiled for each criterion of every core indicator of food tourism potential as portrayed in Figure 8.3. The map overlays were combined to culminate in the core indicators, which were then combined to produce the final food tourism potential for the three tourism regions of the Western Cape.

The following **limitations** were placed on the spatial representation of the case study to save costs and facilitate data compilation: first, only digitised or computer ready data was used for the analysis. Second, the data had to be comparable. To effect this, the data of the three models had to be reclassified, utilising a four-point scale. Criteria considered acceptable and in place for all the regions were included in the food tourism potential model although not classified for each of the selected tourism regions. Infrastructure, represented by major, secondary and tertiary roads, the presence of DMOs and communication, were substantively part of the variables included in the model.

8.3.7.1   Methodological overview

Three major analytical procedures were applied in this study, namely:

1.   Criteria score classification and standardisation.

2.   Integration of primary criteria.

3.   Development of the model that integrated the selected criteria into the core indicators.

1. Criteria score classification and standardisation

The first analytical procedure performed involved the revision of the datasets for food, culture and tourism whereby each factor was given a physical score from one to four, where one was the lowest and four the highest. Such a classification method was applied to all the datasets in order to keep the analysis manageable and to make the results more easily comprehensible and comparable. Classification allowed for the normalisation of the data layers, which is a requirement when creating a model representing spatial relationships (Nath, Bolte, Ross & Aguilar-Manjarrez, 2000).

The scoring levels (1 to 4) were based on even interval classification, namely: poor 0-24.9% (1), moderate 25-49.9% (2), good 50-74.9% (3) and excellent 75-100% (4). This classification method proved to be appropriate as it has been applied in other studies where the potential for land use was determined (Aguilar-Manjarrez & Nath, 1998; Sustainable Development Department, 2004). The different scoring levels and their indications are discussed in each of the three sub-models in Sections 8.3.7.2 and 8.3.7.3.

2. Integration of primary criteria

The selected and scored criteria were developed into three sub-models, food, culture and tourism with the various categories of criteria being grouped into core indicators within the final model for food tourism potential within a specific tourism region (Section 8.3.7.2). This procedure is in common use (Ritchie & Crouch, 2003; Sustainable Development Department, 2004).

3. Development of the model

The third major analytical procedure involved the development and evaluation of the three sub-models and the final food tourism potential model. A final GIS-based model was developed to portray the spatial relationships of food tourism potential in three tourism regions in the Western Cape. The model was developed by following the modelling activities illustrated in Figure 8.5.

The following GIS-based **sub-models** and **final model** were developed for this study:

- a **food-model** was developed to depict the presence of food products (A); food attractions (B); food events (C) and to indicate the use of local and regional foods in the selected tourism regions;
- a **cultural-model** was developed to indicate the language preference in the various tourism regions to typify cultural differentiation thus culinary heritage in the selected tourism regions;
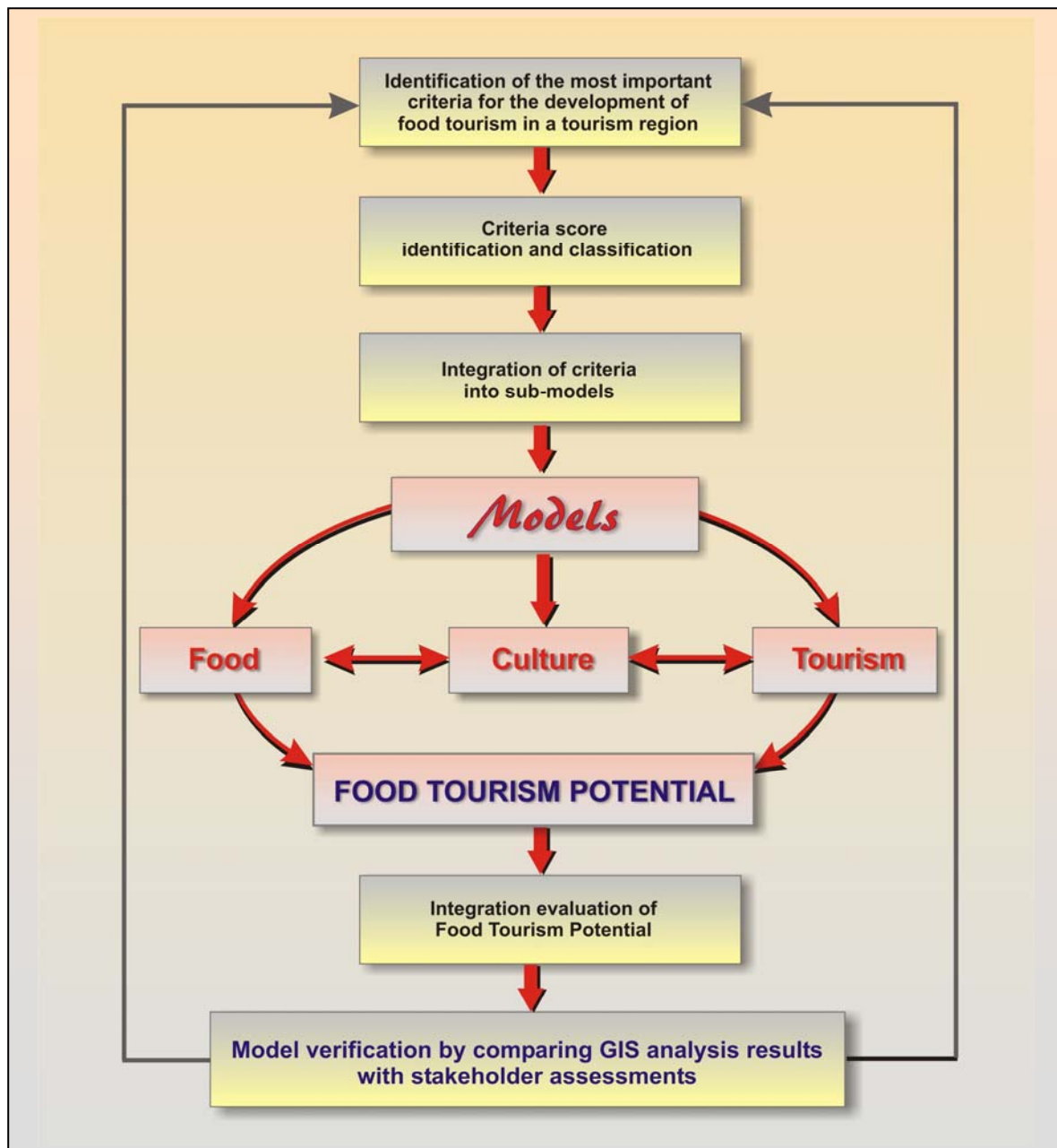
Figure 8.5: Schematic diagram of modelling activities in the case study analysis

- a **tourism-model** was developed to reflect the infrastructure and presence of tourism and historical/cultural attractions; and
- the three sub-models were combined in a final **food tourism potential model** to cumulatively indicate the range of potential for food tourism in the selected tourism regions.

Finally, as verification for the application of GIS, the stakeholder assessment of the tourism region performed in the situational analysis [STEP 1] and the strategic evaluation of the food tourism potential [STEP 2] (Sections 8.3.1 to 8.3.6) were compared with the

results portrayed in the spatial analysis of the food tourism potential of the selected tourism regions.

A brief description of the analytical procedures is presented in the following section.

8.3.7.2 *Identification of the criteria and core indicators for the determination of food tourism status and potential*

The core indicators and their underlying criteria regarding the food tourism potential (Figure 8.3) were used to construct a model representing the spatial relationships of food tourism potential and status in three tourism regions in the Western Cape namely: the Winelands (case study area), the Breede River Valley and Overberg.

A **food tourism potential model,** consisting of three sub-models, namely a food model; cultural model; and a tourism model was constructed using a raster or cell-based system. GIS was used to evaluate each grid cell in the model on the basis of several food, cultural and tourism related factors all including a specific compilation of criteria important for food tourism and destination marketing. The models were developed according to the simple overlay method where all layers were of equal importance and the factors classified according to a four point scale of presence/concentration/differentiation with one being the lowest and four the highest, a method proposed by Nath *et al.*(2000).

The multiple data overlays comprised **attribute data** that was combined with **spatial information** to finally reflect the potential for food tourism in three tourism regions namely the Winelands, Overberg and Breede River Valley.

The **attribute data** consisted of information regarding:

- Food data: food products (A); food attractions (B); food events (C) = **FOOD SUB-MODEL**
- Census data: language groups = **CULTURAL SUB-MODEL**

This information was combined with the **spatial information** from ENPAT and TOURPAT namely:

- ENPAT data:
  - administrative data (administrative boundaries; infrastructure magisterial districts; major and secondary roads; railroads);
  - environmental data; and

- TOURPAT data:
  - TOURISM: Tourism regions; towns with high tourism potential; tourism routes; resorts;
  - HISTORICAL/CULTURAL: architectural towns; cultural/heritage museums/monuments and sights; rock art; historical areas & battlefields before 1600; historical areas & battlefields during 1900; Khoi origins; = **TOURISM SUB-MODEL.**

The criteria included in all three the sub-models are described in Annexure 11.

Cumulatively, the food data revealed that **local and regional food products** were used. In that the products were cultivated and produced in the region and the attractions and events relating to food tourism were focused on the availability of the products in the area. For example, because of the olive cultivation and production in the Winelands, an olive festival is held and an olive route organised as attractions where the local produce further enhances the total food experience. Many of these are non-perishable thus portable, a feature that generally appeals to visitors. The food products, food attractions and food events and activities collectively form the core indicator for food.

Language data was selected as an indicator of **culture** of a group of people and, as suggested in the literature, can be indirectly associated with food traditions, referred to as their **culinary heritage** (Boniface, 2003; Cusack, 2000; Dunbar-Hall, 2001; Flandrin, Montanari & Sonnenfeld, 1999; Government of South Africa, 1996; Long, 2003; Murray & Haraldsdóttir, 2004). The South African census data of 1996 provided the most accurate indication of language groups in the specific tourism regions and, when analysed exposed the diversity and concentration of the culture in the three tourism regions. Languages and subsequently culinary heritage, were taken as the core indicators for culture. The environmental, administrative and tourism data portrayed the **infrastructure and tourism attraction mix status** in the different tourism regions. The ENPAT and TOURPAT databases provided the information for the core indicators for tourism.

8.3.7.3   Criteria score, classification and integration of the primary criteria

Three sub-models (categories of criteria or core indicators) were considered to assess the food tourism potential in the selected tourism regions:

1. Food
2. Culture
3. Tourism

1. Food Data

The relevant data from FOODPAT of the three tourism regions was extracted from the Western Province data sheets reflecting three factors: food information (A); food attraction information (B) and food event and activities information (C). The data for the three tourism regions was summarised by adding the values of each subfield to give a total for each main field (Figure 8.6). The totals of the main fields (tours + festivals + shows + markets + routes = total events) of food events [C] were calculated to reflect the presence of elements in each section [A/B/C] for every region. This calculation enabled the identification of the region with the highest number of elements in each sub-field, main field and the subsequent totals for each of the sections A, B and C. The number of total elements/actions/activities for each tourism region is thus calculated providing the basis of comparison regarding the potential of food tourism in a region.

Province	T-REGION	Region	Area	Farm	Factory	Product	1cTotal_C_Tours	Food	Wine	Wine & food	Beer	Harvest	Area	Activity	2cTotal_C_Festivals	Agricultural	Food industry/trade	Wine	Cuisine	3cTotal_C_Shows	Farmers	Oxbraai	Sardine run	Other	Fishing	Hunting	4cTotal_C_Markets	Wine	Food	Other	5cTotal_C_Routes
Western Cape	2	CAPE METROPOLITAN TOURISM	0	0	0	0	0	0	1	1	1	0	0	1	4	0	1	0	0	1	0	0	0	0	2	0	2	2	0	2	4
Western Cape	3	CENTRAL KAROO	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Western Cape	4	GARDEN ROUTE	1	0	0	1	2	1	0	1	1	0	0	0	3	1	0	0	0	1	0	0	0	0	4	0	4	0	0	3	3
Western Cape	5	KLEIN KAROO	0	0	0	0	0	0	1	0	0	0	1	0	2	0	0	0	0	0	0	0	0	0	3	0	3	1	0	1	2
Western Cape	7	WEST COAST	0	1	0	0	1	4	0	1	0	1	2	1	9	5	0	0	1	6	0	0	0	0	10	0	10	2	0	8	10
Western Cape	1	BREEDE RIVER VALLEY	1	1	3	1	6	0	3	2	0	1	0	1	7	2	0	2	0	4	0	0	0	0	5	0	5	4	0	6	10
Western Cape	6	OVERBERG	1	1	1	2	5	7	0	2	0	0	0	0	9	4	0	0	0	4	0	0	0	0	5	0	5	3	0	3	6
Western Cape	8	WINELANDS	1	1	0	0	2	3	2	2	0	1	0	0	8	1	0	0	0	1	3	0	0	1	2	0	6	4	0	2	6

Sub-field — Main-field — Total of C

Figure 8.6:   Excerpt of FOODPAT datasheet reflecting food event (C) data

The calculated data was reclassified and converted to classes 1-4 according to the equal interval classification. The sums of each section A, B and C were thus reclassified and converted to classes 1-4. The A, B and C-sections for each tourism region initially had different values, which were all classified into classes 1-4 indicating the level of presence of elements/actions/activities, which when combined with the other sub-models would predict the potential for food tourism from poor [1] to high [4] as portrayed in Table 8.7.

Table 8.7: The reclassification values, interpretation and scoring of the sub-models

VALUE	INTERPRETATION presence/diversity/concentration	SCORE
0 – 24.9%	Poor	1
25 –49.9%	Moderate	2
50 – 74.9%	Good	3
75- 100%	Excellent	4

2.   Language Data

The language data was extracted from the 1996 South African census, as ENPAT was based on the data from the 1996 South African census. The magisterial districts as portrayed in Table 8.8 constituted the tourism regions portrayed in this section of the study.

Table 8.8:   Composition of magisterial districts present in the three selected tourism regions

Tourism region	Magisterial district
WINELANDS	Wellington
	Paarl
	Stellenbosch
	Somerset-West
	Strand
OVERBERG	Swellendam
	Caledon
	Bredasdorp
	Hermanus
BREEDE RIVER VALLEY	Ceres
	Tulbach
	Worcester
	Robertson
	Montagu

The information was reflected in magisterial districts and regrouped to reflect the selected tourism regions as presented in Table 8.9.

Table 8.9:   Percentage distribution of language groups in the selected tourism regions according to the 1996 census data [totals do not reflect unclassified data]

TOURREG	TOURREGNR	TOTLANG	%AFRIKAANS	%ENGLISH	%SESOTHO	%XHOSA	%LANG__TOT
Breede River Val	1	52097	83.62	0.84	0.70	14.09	99.25
Breede River Val	1	30419	92.78	1.44	0.25	4.91	99.38
Breede River Val	1	133130	83.67	1.65	0.78	12.63	98.73
Winelands	8	46177	88.30	2.57	0.08	7.77	98.72
Breede River Val	1	18988	78.36	2.45	0.32	17.65	98.78
Winelands	8	152345	77.77	3.31	0.44	16.54	98.06
Overberg	6	33204	92.45	2.47	0.23	3.55	98.70
Breede River Val	1	38939	90.19	1.59	0.15	6.84	98.77
Winelands	8	79827	75.66	7.75	0.50	13.46	97.37
Overberg	6	80218	81.69	2.98	1.67	11.44	97.78
Winelands	8	65925	70.44	23.69	0.22	2.88	97.23
Winelands	8	55187	68.46	10.01	0.85	19.30	98.62
Overberg	6	24635	91.39	3.05	0.14	2.98	97.56
Overberg	6	29483	63.08	13.59	0.52	21.64	98.83

	1	2	3	4	5	6	7	8
%Unspecpop	0.97	3.80	1.54	0.53	0.35	3.02	2.72	1.91
%White	14.75	20.55	14.01	25.17	13.41	21.82	17.50	25.89
%Indian	0.19	1.56	0.07	0.05	0.09	0.10	0.26	0.33
%Coloured	70.26	47.53	70.83	69.12	84.64	61.66	74.33	56.52
%African	13.83	26.56	13.55	5.13	1.52	13.40	5.19	15.36
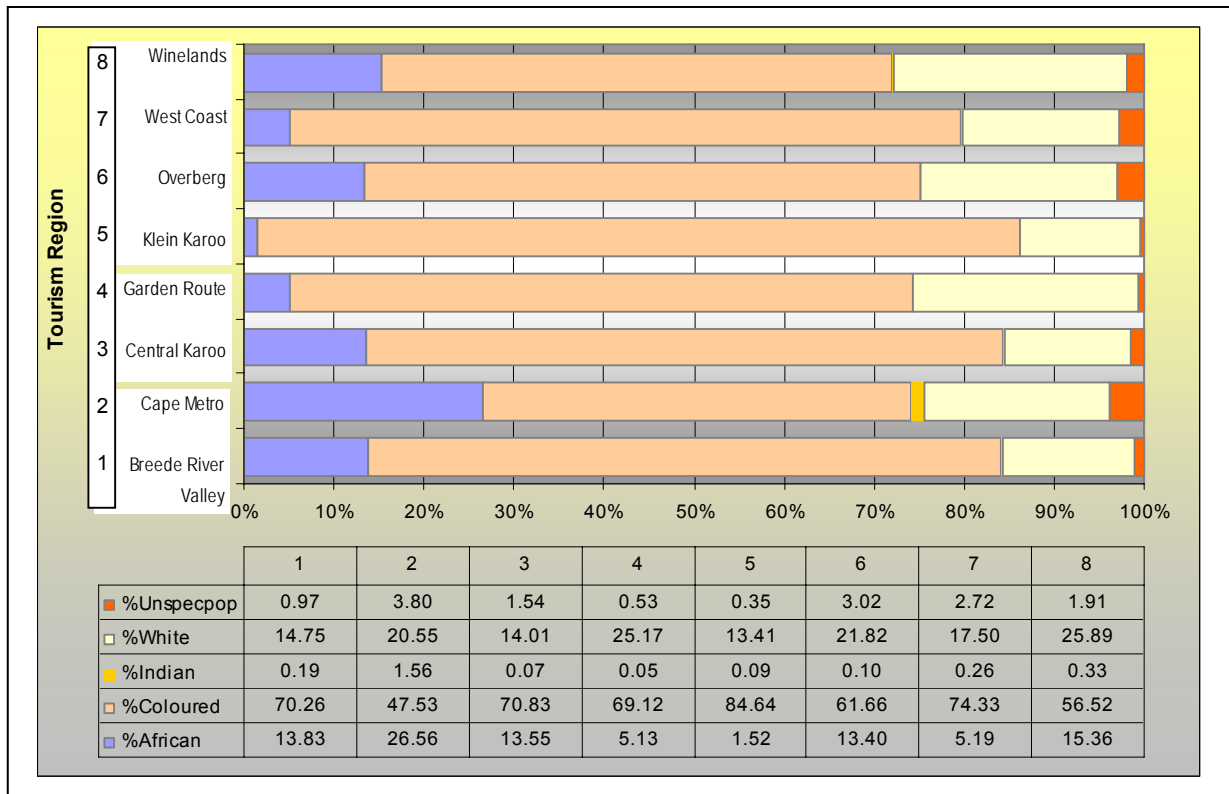
Figure 8.7: **The composition of population groups in the tourism regions of the Western Cape**

From the ENPAT data the composition of the **population groups** in each of the tourism regions of the Western Cape (Table 8.10) was identified, providing additional evidence of culture and culinary heritage in the selected tourism regions. The Coloured population is the largest group, followed by the Whites and the Africans, which are largely representative of the Isixhosa group. The presence of the different population groups in the Winelands region provides the opportunity for food tourism development to accommodate multi-cultural initiatives and capitalise on the diverse resources, natural and human within the region.

The information extracted from the 1996 census data indicated the language groups in South Africa, which were classified into 13 groups the 11 official language groups in South Africa plus two other categories language namely unspecified and other. When comparing the language groups with the cultural group representation as portrayed in Table 8.10 it can be seen that the language classification provides a much more diverse composition of the cultural representation than the population groups do. However, the culturally diverse culinary heritage of South Africa is clearly illustrated by the information in Table 8.10 and Figure 8.7.

Table 8.10: The population and language group composition of the tourism regions in the Western Cape

TR	%African	%Coloured	%Indian	%White	%Unspecpop	LANG_OTH	LANG_UNS	NDEBELE	ISIXHOSA	ISIZULU	SEPEDI	SESOTHO	SETSWANA	SESWATI	VENDA	XITSONGA	AFRIKAANS	ENGLISH
1	13.83	70.26	0.19	14.75	0.97	0.20	0.56	0.26	11.57	0.03	0.01	0.59	0.03	0.00	0.00	0.00	85.23	1.52
2	26.56	47.53	1.56	20.55	3.80	0.74	1.17	0.06	24.61	0.15	0.04	0.37	0.11	0.02	0.02	0.02	42.63	30.09
3	13.55	70.83	0.07	14.01	1.54	0.10	0.88	0.04	11.77	0.04	0.00	0.10	0.03	0.02	0.00	0.02	86.06	0.92
4	5.13	69.12	0.05	25.17	0.53	0.12	0.96	0.06	0.63	0.02	0.00	0.11	0.01	0.00	0.00	0.00	96.42	1.66
5	1.52	84.64	0.09	13.41	0.35	0.25	0.83	0.07	0.26	0.00	0.00	0.01	0.01	0.00	0.00	0.00	97.72	0.84
6	13.40	61.66	0.10	21.82	3.02	0.31	1.43	0.05	10.43	0.04	0.02	0.96	0.02	0.00	0.00	0.01	81.97	4.76
7	5.19	74.33	0.26	17.50	2.72	0.18	1.19	0.05	3.73	0.04	0.04	0.20	0.11	0.00	0.00	0.01	90.29	4.16
8	15.36	56.52	0.33	25.89	1.91	0.70	1.19	0.05	13.04	0.05	0.01	0.43	0.03	0.01	0.00	0.01	76.07	8.40

The presence of the Isixhosa group in the selected tourism regions provides an opportunity for the culinary heritage of the African speaking groups to be included in food tourism particularly so if attention is given to the development of specific food tourism products. The presence of the Sesotho group is higher in the neighbouring tourism regions than in the Winelands itself (Table 8.10). Once again, this provides the opportunity for food tourism products to be developed in these neighbouring regions that reflect the cultural diversity of the region at large.

The language data based on the 1996 census for the three tourism regions (Figure 8.8)
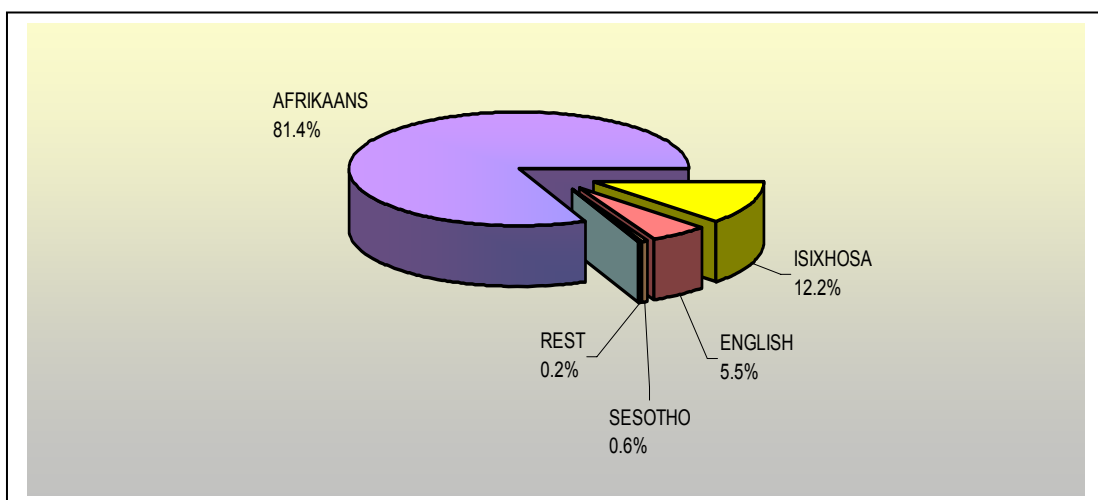
Figure 8.8: The collective distribution of language groups present in the magisterial districts of the three selected tourism regions, Winelands, Overberg and Breede River Valley

group with 12.2% presentation; then the English group with 5.5% presentation; the Sesotho shows the Afrikaans group as the strongest with 81.4% presentation; secondly the Isixhosa group with 0.6% presentation; and finally the rest of the 13 groups as 0.2%. For the purposes of this study the 'rest' group was not included in further calculations as the four groups represented make out the largest proportion of the language groups in the selected tourism regions.

The census language data was regrouped from the magisterial data to reflect the selected tourism regions as presented in Table 8.10 to facilitate calculations between the food data and the language data. To reflect the concentration of language groups in the selected tourism regions only data of the Afrikaans, English, Isixhosa and Sesotho groups were used and reclassified to show the diversity of cultures present in the tourism regions as the total of these four groups adds up to 97,94% for the Winelands region. Four individual language models (Figure 8.9) were created from the reclassified data using equal interval classification. The values allocated to the reclassified data for the Afrikaans, English, Isixhosa and Sesotho language groups were one to four, with one being the lowest and four the highest concentration of the language groups in the selected tourism regions.

3.   Tourism data

The tourism data was extracted from ENPAT and TOURPAT and reflected the tourism attraction mix, which was compiled from the tourism and heritage/cultural information, and the infrastructure information.

Infrastructure – was recognised by accessibility in terms of the presence of major, secondary and tertiary roads. According to the information available from ENPAT all the tourism regions fared well as far as accessibility was concerned hence infrastructure was a positive factor in the selected tourism regions.

Communication: The presence of DMOs in all the tourism regions indicated the presence of and access to communication and for the purposes of this study was regarded as acceptable in the selected tourism regions.

Thus both the **infrastructure and communication** factors were regarded as appropriate and acceptable for all three tourism regions and were not included in the calculation of the potential for food tourism.
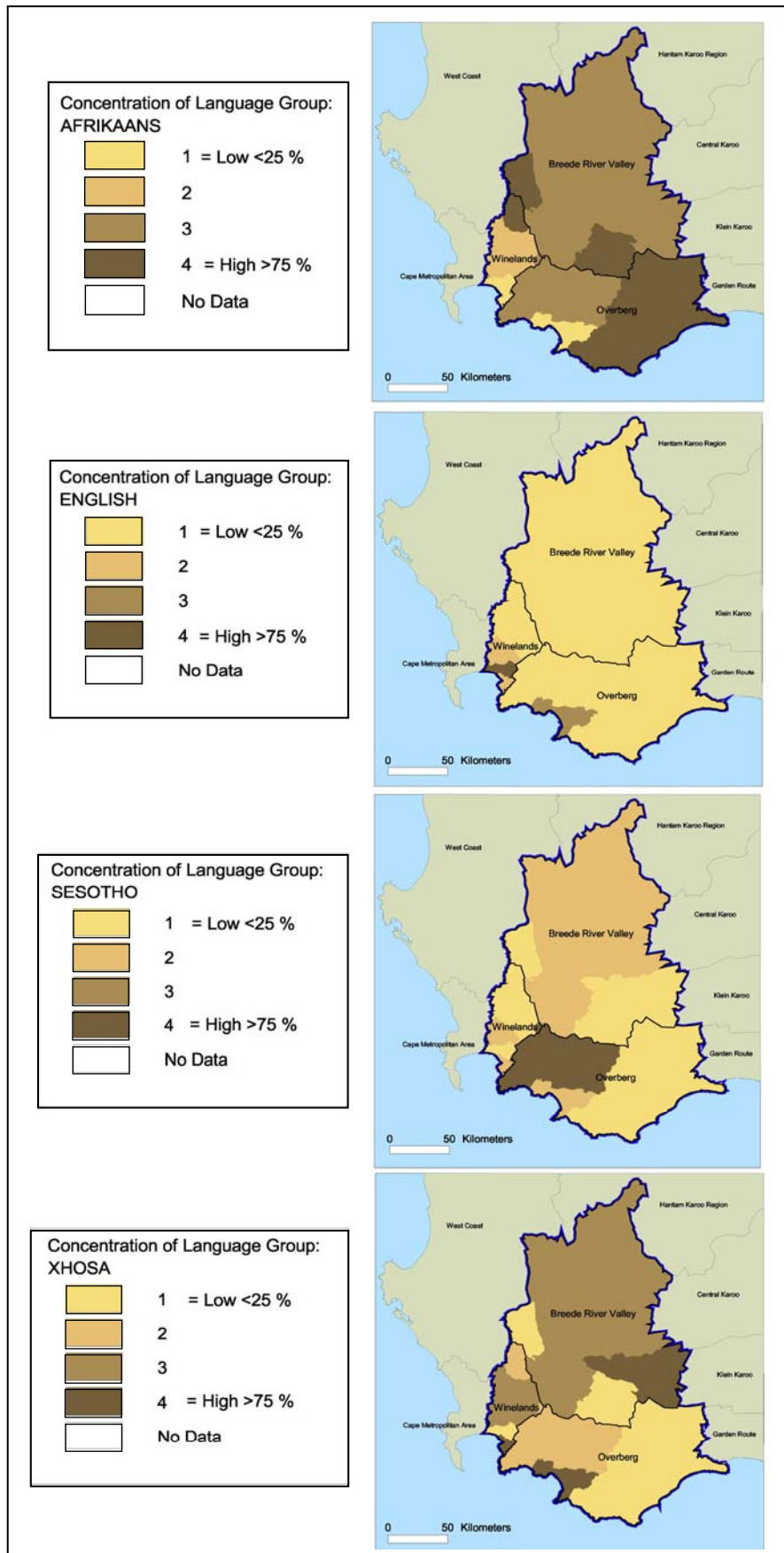
Figure 8.9: The concentration of language groups for the selected tourism regions

The tourism data comprised the tourism regions, tourism towns (towns with a high tourism potential), routes and resorts. The historical/cultural data which is a fundamental component of tourism included: architectural towns; museums and monuments; rock art; historical areas / battlefields B1600; historical areas / battlefields B1900; and evidence of Khoi origins. The tourism attraction data for the three tourism regions was calculated from the actual values (physical number of every type of attraction) of the data in ENPAT and TOURPAT for each region.

The sum of each of the attractions was calculated for each of the three tourism regions and then reclassified into the four groups with values indicating the tourism attraction mix between one and four.

8.3.7.4 Integrated evaluation of food tourism potential

As indicated in the case study assessment, because of the different scale upon which data is measured, a standard classification method was adopted. All maps of the core indicators, namely the food, culture and tourism were scored into four potential classes from poor to excellent (i.e. 1 to 4). The core indicators for food, culture and tourism are spatially analysed portrayed in Figure 8.10.

The **food model** showed the criteria of A, B and C components and the use of local products. The selected tourism regions were all on par regarding the food component when assessing the potential for food tourism, as the Winelands, Breede River Valley and Overberg plus the Cape Metropolitan Area all scored three. However, the West Coast scored four, indicating an excellent food tourism potential as far as the food core indicator is concerned. The combination of the A, B and C plus the use of local foods differ for each of the regions, but collectively the food core indicator was from good to excellent in these regions.

The **cultural model** reflecting the concentration of the four language groups, indicated the diverse language groups in the different regions. The individual language maps (Figure 8.9) were combined to show the different language groups in the selected tourism regions. The value allocation for the Afrikaans group, however, was reversed for the calculation of the cultural model with 1 being the highest concentration and 4 the lowest concentration since the Afrikaans group was so strongly represented (81,4%) in the selected tourism regions. The reversal of value allocation was required to provide the other language groups a better opportunity to be included in the value calculations for the cultural sub-model. The more
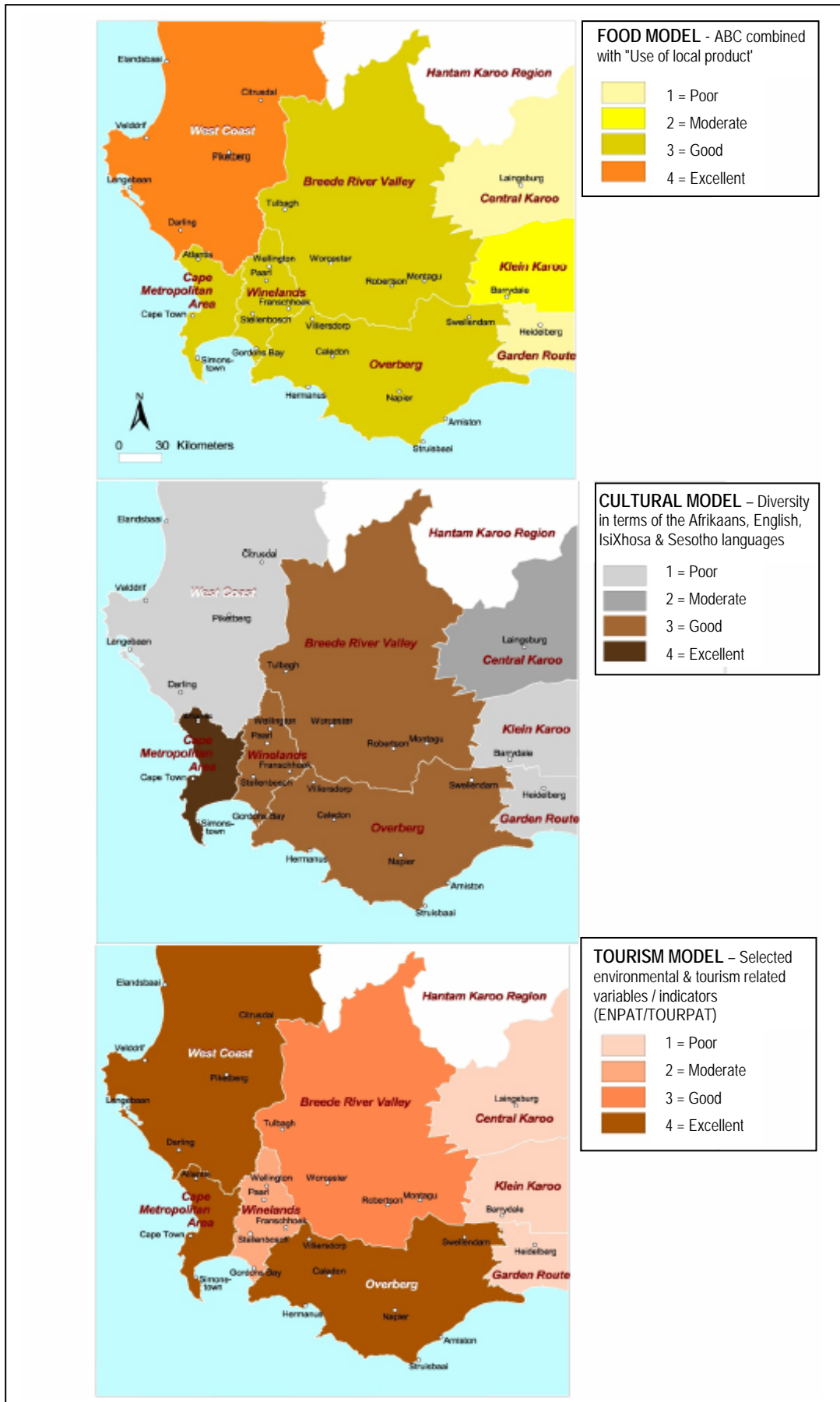
Figure 8.10: Spatial analysis of the food, culture and tourism models

diverse the region as a result of a larger variety of language groups present in the region the higher the potential for tourism in terms of culture and culinary heritage as the attraction base can be more diverse and the food in terms of culinary heritage offered can be more varied. As evident from the cultural model the Cape Metropolitan Area is the most diverse, the other selected tourism regions scored a 3 which indicates a good level of diversity and provides sufficient potential for the development of food tourism based on present and past culinary heritage.

The **tourism model incorporated** the combined environmental and tourism related variables and the Winelands regions scored two, which is lower than the other selected tourism regions. The three sub-models food, culture and tourism were combined to determine the final food tourism potential model as spatially presented in Figure 8.11.
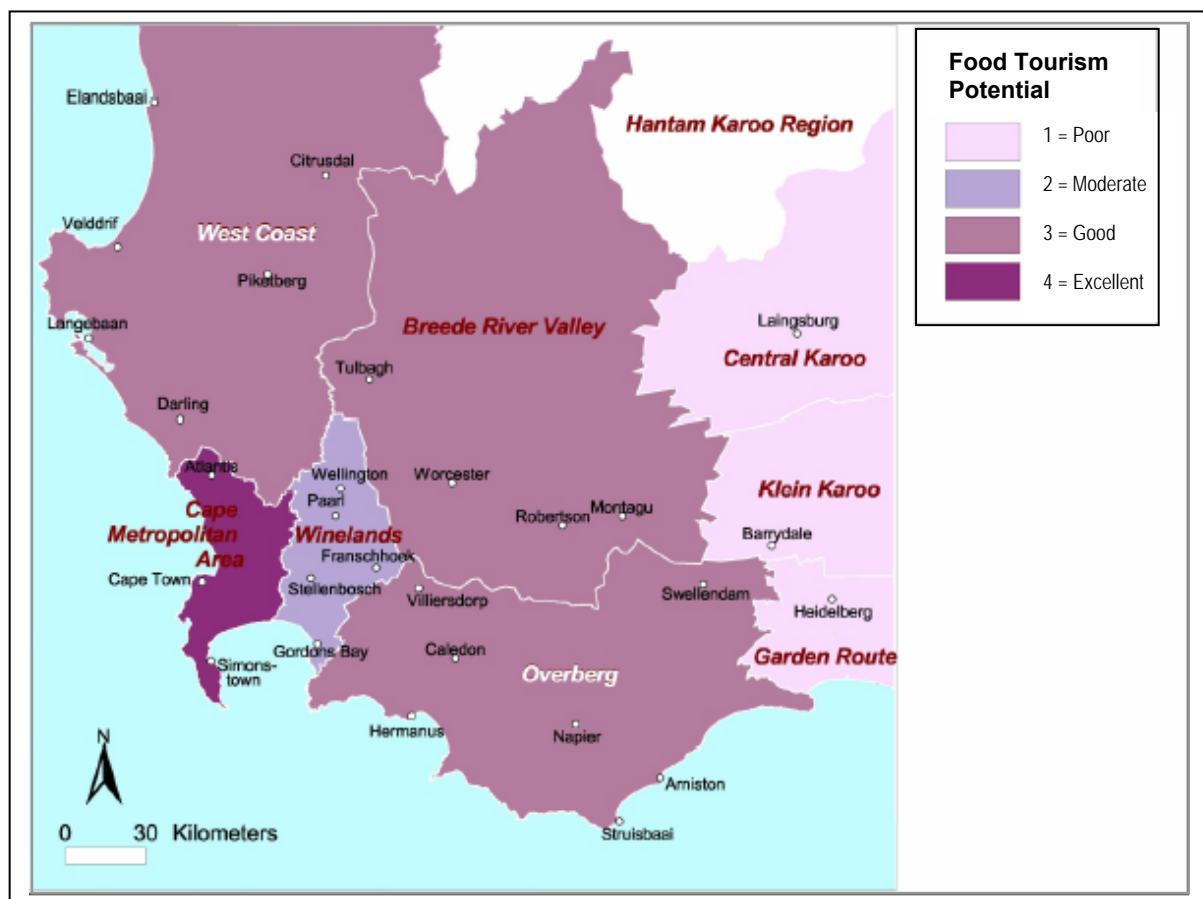
Figure 8.11:   Combined spatial analysis result of the food tourism potential model

The culmination of the three core indicators provided an analysis of the food tourism potential in the selected tourism regions and the case study area, the Winelands achieved a potential of two, whereas the surrounding tourism regions scored three and the Cape metropolitan area four. This was an extremely interesting finding and once again, as was found in the

analysis of the country as a whole in Chapter 6, where Gauteng also projected food tourism as a key attraction, the Winelands has marketed and developed food tourism as a key attraction despite portraying only moderate food tourism potential. Additional reasons for the position of food as a key attraction in this region could be the well-established wine industry, which facilitated the on-theming of food tourism to the already existing infrastructure.

8.3.7.5 *Model verification by comparison of GIS findings with stakeholder assessments*

The overall goal of this section was to compare the assessments of the stakeholders with the predicted tourism potential made by the use of the food tourism potential model, in terms of food, culture and tourism indicators. The verification study was confined to the selected case study region, namely the Winelands, due to data availability and time and financial constraints. However, the areas surrounding the Winelands also have resources that would allow them to become premier ranked food tourism destinations. As indicated in Figure 8.11 the surrounding tourism regions all achieved a higher food tourism potential score than the Winelands itself. The difference was in the marketing and organisation of the region as a food tourism attraction and key focus for the Winelands region. Table 8.11 provides a comparison of the stakeholder assessment with the calculated food tourism potential core indicators.

Table 8.11: Comparison of Food Tourism Potential Scores with Stakeholder Assessments for the Winelands

CORE INDICATOR	FOOD TOURISM POTENTIAL SCORE (GIS analysis)	STAKEHOLDER ASSESSMENT
Food	3	3.5
Culture	3	3
Tourism	2	2.75

The scores compare well with one another and it can be assumed that the Strategic Food Tourism Destination Marketing Framework enabled the stakeholders to assess the region strategically and identify the situation and potential regarding food tourism. The surrounding areas could enhance the development of food tourism in the region further as neighbouring regions could offer additional attractions and strengthen the on-theming potential of food tourism in the selected tourism regions.

8.3.8 SWOT Profile of the Case Study

Figure 8.12 portrays the SWOT profile of the Winelands region as compiled from the stakeholders' data. The utilisation of the Strategic Food Tourism Destination Marketing

Framework enabled the stakeholders to compile the SWOT profile as it included a situational analysis and tools with which to execute the process. The identification of the strengths and weaknesses and the recognition of the opportunities and threats enabled the stakeholders in the Winelands region to focus on the areas that needed to be developed for the implementation and further growth of food tourism in the region.

8.3.9   Strategic Guidelines

The stakeholders in the Winelands region proposed strategic guidelines (Table 8.12) in all four key marketing task areas for the development and implementation of food tourism.

INTERNAL	
Strengths	**Weaknesses**
1. Availability of local products 2. Existing routes 3. Established wine industry 4. Good mix of products, services and attractions 5. Positive food tourism attraction status	1. Lack of appropriate signage 2. Networking and lack of partnerships 3. Inconsistent level of service 4. Inconsistent product quality 5. Lack of a definite food tourism strategy 6. Many existing resources under-utilised
EXTERNAL	
Opportunities	**Threats**
1. On-theming opportunities 2. Branding of local products 3. Marketing of local products, services and attractions 4. Further development and utilisation of local products services and attractions 5. Improve level of service by focussing on training 6. Prioritising food tourism as a sustainable competitive attraction	1. Insufficient funds for developing food tourism 2. Legislation determining the use of local products and the employment of specialists 3. Safety and security regarding crime in SA 4. Unawareness of the potential of food tourism as a niche type of tourism

Figure 8.12:   The SWOT profile of the Winelands Region with specific focus on food tourism

The primary product component was also included as it was essential for the food tourism product to be   in place. The activities of marketing and networking were identified as areas requiring attention and specific guidelines for development and implementation.

Table 8.12:   Identification of the proposed strategic guidelines by stakeholders in the Winelands Region

Component Strategic guidelines	Primary products	Positioning	Branding	Theming packaging routing	Promoting
Standards – in place; quality; consistent	√				
Products – quality; marketing; sustainable	√				
Marketing – partnerships; sustainable; competitive	√				
Networking	√				
Lifestyle positioning; quality of life		√			
Target market identification; niche market		√			
Extension of seasons		√			
'Winelands' regional positioning		√			
Signage; logos; local branding			√		
Partnerships – local & regional			√		
Identity – local products/services/ experiences			√		
Linkages - attractions across regions				√	
Linkages - attractions within regions				√	
Linkages - between products				√	
Routing – food routes /experiences				√	
Product development					√
Support structures / mentoring					√
Knowledge/					√
Communication/interaction					√
Media					√

The proposed guidelines suggested in each component could collectively improve the development and implementation of food tourism in the Winelands region. Regarding **positioning**, the proposed focus on lifestyle is proving to be very successful in countries like Australia and Canada and is also one of the proposed marketing strategies of the Western Cape (Department of Industry, 2001; Lamont, 2002; South African Tourism, 2003; The Economic Planning Group of Canada, 2002).

The aspect of **branding** is crucial for achieving success in this type of tourism as it affords the region easy promotion and marketing of products, services and attractions. Identifying a branding identity when developing and implementing food tourism is one of the proposed guidelines when formulating a food tourism strategy (Wolf, 2002). The EU initiative has proven great success regarding the branding of culinary heritage in many countries in Europe (Ohlsson, 2000).

Theming, packaging and routing of food tourism has great potential in this region as a result of the established wine industry and already well developed wine routes, a situation also found by other researchers (Demhardt, 2003; Tassiopoulos, Nuntsy & Haydem, 2004). Therefore the guidelines proposing geographical and product **linkages** are achievable both within the region and across the borders of the region. Stakeholder data verified this observation, for example, Gauteng offered food as a key attraction without a strong product resource base. The challenge lies with the development of a food focus that needs to incorporate theming, packaging and routing and, above all, that meets the needs of the consumer as suggested by Boyne *et al.* (2003).

The responsibility of **promotion** lies both with the product and the stakeholders. The guidelines propose that the product needs to be of such a quality and standard that it can compete with other products locally and globally. It is recommended that the stakeholders establish the necessary partnerships and networking to provide the support required and to depend on a reliable database as source of information (Hall, Mitchell & Sharples, 2003). The challenge regarding promotion lies with informing the **media** of the great potential of food tourism in this region and encouraging an interest and focus on food as an attraction that is both sustainable and competitive. Once again the needs of the consumer (tourist/visitor) have to be identified and a balance between the products available and consumer needs must be addressed (Boyne *et al.*, 2003).

The proposed guidelines suggested by the stakeholders are very similar to the steps suggested by the International Culinary Tourism Association (Wolf, 2002) which include the following:

–   find and encourage a culinary champion;
–   complete an inventory of culinary tourism products (specialty food stores, farm retail stores, local restaurants, local food products and producers, and food events), i.e. use GIS technology to map product concentrations and gaps;
–   define a brand to market an area and develop strategic promotions, i.e. website; and
–   partner for impact - seek like-minded operators and create alliances for joint promotions and attracting tour groups.

Using the Strategic Food Tourism Destination Marketing Framework will provide the stakeholders with the applicable tools, techniques and procedures to develop and implement food tourism in a region.

8.3.10 Critical Success Factors and Future Recommendations

The stakeholders in the Winelands region identified the following critical success factors regarding the development and implementation of food tourism. **Interaction and communication** and the lack thereof between the various stakeholders was regarded as a prime concern and considered by the group as potentially the most important area of focus to achieve success regarding the development and implementation of food tourism in the Winelands region. The development of partnerships and the establishment of a networking system would be achieved if communication and interaction were established.

Quality control/standards needed to be established and implemented to provide a reliable, sustainable and competitive product and service for food tourism. To be recognised both locally and globally as a leader in the food tourism field quality needed to be consistent and of a certain standard. The establishment of good communication and networking amongst the stakeholders would facilitate this aspect. To ensure that the level of quality and the standards were implemented a **monitoring system and strategy** should be developed and implemented. South Africa is already working towards achieving and controlling comparable quality standards by the implementation of the restaurant grading system that was introduced recently (Rothman, 2005).

The stakeholders identified the need for a **focused food tourism strategy**, which complies with the opinion of researchers in other regions. Countries such as Canada and Australia that have an established strategy and have achieved success and recognition regarding the development and implementation of food tourism as an attraction provide sufficient motivation for developing a focused strategy.

Marketing according to the stakeholders remained crucial to achieving success regarding food tourism as an attraction in the Winelands region. A definite attempt was to be made to include food tourism in the marketing strategy and activities of the region. The establishment of partnerships and a reliable networking system would facilitate the inclusion of food tourism in the marketing strategy, as stakeholders would collectively realise the advantage of food tourism as a tourism attraction.

Future recommendations made by the group of stakeholders included developing and establishing initiatives regarding **benchmarking/monitoring** and **control.** It is imperative that the actions and activities regarding food tourism be assessed and measured so as to position the food tourism product of the Winelands region both locally and globally. Applying

the Strategic Food Tourism Destination Marketing Framework would enable the assessment procedures and provide methods and tools that would facilitate the benchmarking, monitoring and control actions.

Improved communication/networking was an aspect strongly recommended by the stakeholders as can be seen from the strategies identified. Communication facilitates the development and implementation of food tourism as a tourism attraction.

Further **education and training** was suggested, as it would address the aspect of a consistent and acceptable level of service and product quality. This recommendation verifies the data from the stakeholder survey and the expert opinions. The provision of data concerning local and regional foods and other aspects of food tourism that could be incorporated in the training would enhance the quality of both the product and the service.

The stakeholders identified the lack of appropriate **signage** and suggested that this problem be addressed timeously as it would contribute to enhancing the visibility of food tourism as an attraction in the Winelands region. Furthermore, it would also contribute to the enhancement of sustainable competitiveness of the region regarding tourism.

8.4 ASSESSMENT OF THE STRATEGIC FOOD TOURISM DESTINATION MARKETING FRAMEWORK

The workbook, the Strategic Food Tourism Destination Marketing Framework and procedures applied during the appraisal exercise provided a tool for developing and implementing food and wine tourism as a key focus in destination marketing. The workshop assisted the participants to develop a better understanding of the **food tourism industry** in the region and its markets. The participants identified available **food tourism products** in the region to allow the region to become a 'Premier-ranked Food and Wine Tourist Destination'. This step also helped the participants determine which food tourism products needed to be developed to strengthen the destination. **Marketing and promotional strategies** were identified to allow the products of the region to be showcased to visitors and residents. **Product and market matching** were also addressed and the local and global consumer needs identified. Improved **communication and integration** by linking and developing the food tourism industry in the region/area/province/country was called for and actually identified as an area of great concern.

The key outcomes of this exercise indicated that the framework and tools provided the stakeholders with very useful mechanisms to strategically and practically develop and

implement food tourism as a key and/or supportive element in the positioning and marketing of regional tourism destinations.

The general assessment of stakeholders was positive regarding the use of the framework and procedure for developing and implementing food tourism at regional level. They experienced the Strategic Food Tourism Destination Marketing Framework as a user-friendly step-by-step procedure, which provided the stakeholders with sufficient and appropriate information to assess the position of the region regarding food tourism facilitating the determination of food tourism potential. The tools in the procedure were easy to use and allowed for individual differences in the product, services and attractions present in the region. The Product Potential and Attractiveness Tool made it possible for the stakeholders to quantify their food tourism competitive status, which would assist the region with benchmarking, monitoring and controlling aspects within the region and facilitate comparisons with other regions both locally and globally. The tools and techniques could also initiate the compilation of the SWOT profile, which helped the stakeholders identify the areas on which to focus when developing and implementing food tourism in the Winelands region.

The tools and techniques used in the Strategic Food Tourism Destination Marketing Framework led to the assessment of the comparative and competitive advantages in the Winelands region. The availability and utilisation of the resources were identified by means of the data in TOURPAT and FOODPAT and the data from the stakeholder survey. The Winelands region had a good comparative advantage as it is naturally endowed with resources that make the region attractive to tourists, as it is in possession of nature, culture, culinary heritage and a good existing infrastructure. The Winelands is the region that has marketed an area, namely Franschoek as the 'Culinary Capital' of the Western Cape, therefore it has proven that it does have the ability to use the available resources effectively over a long period of time and thus also portrays a competitive advantage. The development of an appropriate food tourism strategy incorporating the co-operation and support of all stakeholders in the destination will enhance the sustainable competitiveness in the destination.

Participants, however, also held the view that facilitation of the procedure and implementation of the framework could result in a higher level of success and could be applied in other regions and for other types of tourism as well.

8.5 CONCLUSION

The aim of assessing the implementability of the Strategic Food Tourism Destination Marketing Framework; analysing and interpreting the case study data; and creating a SWOT profile of the case study area, regarding the potential for the development and implementation of food tourism in the region was achieved in this chapter.

The positive feedback acquired from the stakeholders and the ease of executing the workshop supported the success of applying such a framework for food tourism with a group of stakeholders. The conclusion can thus be drawn that the Strategic Food Tourism Destination Marketing Framework is implementable when initiating development and implementation of food tourism in a region. It will, however, have to be applied over a period of time so as to verify the long-term value of the model in a specific region or regions.

The analysis and interpretation of the case study data and creation of the SWOT profile of the case study area culminated in the identification and quantification of the food tourism enhancer components in terms of the food tourism competitiveness status of the region. Furthermore, the comparative and competitive advantages of the Winelands region were also identified and the Winelands region positioned with a good potential for developing and implementing food tourism as an attraction.

The implementation of the case study also allowed for the convergence of the data, which contributed to the triangulation of the study. The findings of the stakeholder survey and the expert opinion survey were verified and further refined by the data collected in the case study.   Additionally the SWOT profile compiled from the information collated from the case study showed that future comparisons between various regions regarding food tourism both locally and globally could be made as differences and similarities between the regions could be identified. How the different regions or destinations viewed their strengths, weaknesses, opportunities and threats regarding the development and implementation of food tourism could be assessed and compared in future by means of the SWOT analysis. The SWOT profile thus allowed for benchmarking on a regional basis, which facilitates the final phase in the Strategic Food Tourism Destination Marketing Framework and accomplishes an assessment of the destination and region.

The Product Potential and attractiveness tool allowed for the quantification of the food tourism potential in the Winelands region, which is purely an estimation of the stakeholders

perceived view of the region, and should only be used as a strategic tool together with the other tools and data available regarding food tourism in the region.

The combination of tools and techniques used in the Strategic Food Tourism Destination Marketing Framework are unique. As far as could be determined the only other similar model that has been developed and applied was the model to determine the development of regional foods in the EU Culinary Heritage Project where a 'Quantification of SWOT analysis' was performed (Olsson, 2004). The Strategic Food Tourism Destination Marketing Framework consisted of the execution of a situational analysis, the performance of a strategic evaluation of food tourism incorporating the application of the Product Potential and Attractiveness tool that quantified the food tourism competitiveness status, which finally culminated in a SWOT profile.

The Strategic Food Tourism Destination Marketing Framework is more comprehensive as it relies on various tools and techniques, utilises different datasets and provides a spatial and quantified profile of the food tourism potential and food tourism competitiveness status in a destination. Furthermore, the stakeholders, products and the consumers are all components of the Strategic Food Tourism Destination Marketing Framework as the offerings and requirements of each is determined and addressed. The success of applying the Strategic Food Tourism Destination Marketing Framework ultimately lies in how it is implemented. Successful food tourism as an attraction at a destination requires support from all stakeholders and needs to be prioritised in the marketing strategy of the destination. In the following chapter the conclusions and recommendations of the study will be presented.

9 Conclusions and Recommendations

9.1 INTRODUCTION

The contribution of this study to the present body of knowledge of food tourism and destination marketing is presented in this chapter. Some of the research findings confirm views reflected on in the existing literature, but this study of its kind done in South Africa. Worth mentioning is the fact that the emphasis was particularly place on local and regional food and its potential as a marketing tool in tourism destination marketing.   This represents a pertinent advance in the field of food tourism research and adds new depth to the understanding of the role of local food as a marketing tool.

The ultimate goal of the study focused primarily on the development of a Strategic Food Tourism Destination Marketing Framework and guidelines for destination marketers and current, as well as prospective entrepreneurs, to optimise the tourism potential of local and regional food in future destination marketing initiatives.   The theoretical Strategic Food Tourism Destination Marketing Framework that evolved was applied to a specific case study to determine the implementability of the procedure and to formulate guidelines for the development and implementation of food tourism as a component in destination marketing. The research design and methodology fell primarily within the paradigm of quantitative research and included qualitative techniques.

Specific objectives (Section 1.3.2) were designed to achieve the main aim of the study which is provide guidelines and recommendations for the implementation of the Strategic Food Tourism Destination Marketing Framework in the South African context. In this final chapter the research process is evaluated and, based on the findings of this study, the Strategic Food Tourism Destination Marketing Framework is presented. Attention is drawn to the limitations of the study and its contribution to the disciplines of destination marketing and food tourism. Discussion includes a synthesis of the value of a mixed methodology approach.   The penultimate section is devoted to offering guidelines and key recommendations for the implementation of a strategic approach to food tourism in South Africa. The chapter concludes with suggestions for future research.

9.2 REVIEW OF THE OVERALL GOAL AND RESEARCH OBJECTIVES OF THE STUDY IN RELATION TO THE OUTCOMES

It is necessary to review the overall goal and objectives of the study to ensure that they have been achieved. The overall goal of this study was stated (Section 1.3.1) as the development of a Strategic Food Tourism Destination Marketing Framework and guidelines for destination

marketers and current as well as prospective entrepreneurs, to optimise the tourism potential of local and regional foods in future destination marketing. The specific objectives as outlined in Table 9.1, collectively contributed to the achievement of the overall goal. It was envisaged that the results from this study would provide a strategic approach for destination food tourism, thus formulating an appropriate strategy component regarding the incorporation of food tourism as an element of a destination marketing strategy.

9.3 COMPREHENSIVE SUMMARY OF THE RESEARCH AND MAIN FINDINGS

The conceptual framework (Chapter 4) was developed to provide a theoretical and integrated understanding of food tourism destination marketing and to guide the research process. For this reason envisaged outcomes were formulated so as to determine the nature of the research process. The **Strategic Food Tourism Destination Marketing Framework** can be regarded as an extension of the conceptual framework (Figures 4.2 and 4.3), as it is based on the same theoretical premises, and strengthened through the research findings of this study. The conceptual framework is a frame of reference, used as point of departure to contextualise the empirical data in respect of the South African situation, and which, in turn, informed the strategic approach required to develop and implement food tourism in a destination.

Sustainable competitiveness in tourism has become non-negotiable and this notion has subsequently put pressure on destinations to consider their marketing strategies so as to ensure that the attractions contribute to their overall competitiveness of the destination (Ritchie & Crouch, 2003). Local and regional food holds great potential for contributing to sustainable competitiveness at a destination. However, the extent to which food does, in fact, adds value to sustainable tourism and the marketing of destinations in South Africa is unclear. An overview of the literature and promotional material suggested the need for a strategic approach that could enable destination marketers and entrepreneurs to optimise the tourism potential of local and regional food and inherently facilitate sustainable competitiveness of the destination.

The present study suggested that the tourism industry stakeholders were aware of the fact that all tourists consume food, but are unaware of the potential of food had as a tourism attraction. Furthermore, stakeholders were not actively including food in their marketing and promotional activities.

Table 9.1:   Review of research objectives and outcomes of the study

	RESEARCH OBJECTIVES	CHAPTER REFERENCE	OUTCOMES
1	To develop a **theoretical framework** providing a strategic context for food tourism in destination marketing.	**Chapters 2 & 3**	• To contribute to responsible and authentic food tourism, development and marketing. • To provide added value linkages with agriculture and tourism.
2	To explore current **trends** and **best practices** regarding food tourism both nationally and internationally.	**Chapter 3**	• To contribute to responsible and authentic food tourism, development and marketing. • To provide added elements to enhance destination competitiveness.
3	To establish the **key elements** of **sustainable competitiveness** from a food tourism perspective by constructing a food tourism destination marketing framework.	**Chapter 4**	• To provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing. • To provide added elements to enhance destination competitiveness.
4	To execute a **situation analysis** of South Africa's current usage of food as a destination attraction/experience and marketing tool.	**Chapters 5 & 6**	• To contribute to identity and branding for South African cuisine. • To provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing.
5	To compile a culinary database **FOODPAT** and develop the **Product Potential and Attractiveness Tool,** which contributed to the construction of the **Destination Food Tourism Strategic Approach** for optimal and responsible development and implementation of food tourism in destination marketing.	**Chapters 5 & 7**	• To provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing. • To contribute to identity and branding for South African cuisine. • To provide added elements to enhance destination competitiveness.
6	To apply the **Strategic Food Tourism Destination Marketing Framework** in a selected **case study** so as to determine the 'implementability' of the framework.	**Chapter 8**	• To provide added elements to enhance destination competitiveness. • To contribute to identity and branding for South African cuisine. • To create awareness and involvement on part of stakeholders.
7	To formulate **recommendations and guidelines** for the implementation of the **Destination Food Tourism Strategic Approach** in the South African context, so as to create the basis for best practice for the use of local and regional foods as a destination marketing tool.	**Chapter 9**	• To provide added value linkages with agriculture and tourism. • To provide added elements to enhance destination competitiveness. • To develop rural tourism in accordance with the vision and philosophy of the Tourism White Paper.

South Africa has the resources, natural, man-made and human, to position food as an attraction thereby making a significant contribution to sustainable competitiveness in destination marketing. In the light of these findings, it would be wise for stakeholders in both the public and private sector to realise the need for a focused approach to utilising local food as a marketing tool in destination marketing. Prioritising the role of food as one of the tourism attractions at a destination and on-theming it with existing attractions and activities could give local food products the position they deserve, subsequently contributing to the sustainable competitiveness of the destination.

Little attention has been paid to how food tourism can be developed and implemented, and only recently have food tourism strategies been receiving more attention from governments and the industry at large. South Africa, with its nine provinces and 55 tourism regions, although rich in culinary resources and opportunities, has yet to capitalise on its food tourism potential. The overall goal of this study was to formulate such a strategic approach for the development and implementation of food tourism, focusing on the role of local and regional foods, which could be used in any destination. Results from this study provide the basis for proposing the implementation of the Strategic Food Tourism Destination Marketing Framework and formulating guidelines that could be applied to destination marketing strategies that include a food tourism focus. To achieve this goal a culinary database, FOODPAT, was compiled and supported by a Product potential and Attractiveness Tool, so as to perform a food attractiveness audit and market assessment to determine the food tourism competitiveness status of the destination. Determining the comparative and competitive advantage of the destination regarding food tourism can provide motivation for initialising food tourism enhancers to improve the competitiveness of the destination and simultaneously ensure sustainability.

The primary focus in Section 9.3 is on the validation of the overall research goal through the inclusion of the research findings by meeting the specific objectives and achieving the outcomes. The procedure for presenting the information was: **first,** to state the research objective; **second,** to summarise the findings that resulted from the literature review, situational analysis, expert opinion survey and case study area; and **third,** to state the extent of contribution to the research outcomes that guided the research process in this study.

9.3.1   Evaluation of the Strategic Food Tourism Destination Marketing Framework

The evaluation of the Strategic Food Tourism Destination Marketing Framework is intrinsic to the evaluation of the specific objectives that were accepted for this study (Table 9.1),

because the Strategic Food Tourism Destination Marketing Framework was ultimately a culmination of the realisation of the objectives and subsequently for the outcomes of this study.

9.3.1.1 *Theoretical framework*

The **first** objective was to develop a **theoretical framework** to provide a strategic context for food tourism in destination marketing. This objective was addressed in Chapters 2 and 3.

In Chapter 2 an overview was given of destination marketing based on systems theory and focusing on elements of sustainable competitiveness. The relevant concepts 'destination marketing' and 'sustainable competitiveness' regarding the destination were interlinked with food tourism as an offering at a destination. The destination competitiveness and sustainability model of Ritchie and Crouch (2003) and other researchers such as Dwyer (2001), Heath (2003), Kim (2001), and Yoon (2002) provided a sound theoretical basis and structured point of departure to contextualise destination marketing with a food marketing focus.

Chapter 3 reviewed food tourism and developed a theoretical framework providing a strategic context for food tourism in destination marketing and subsequently established key elements of competitiveness from a food tourism perspective. The contextualisation of food tourism within destination marketing formed the basis required for the compilation of the Strategic Food Tourism Destination Marketing Framework for developing and implementing food tourism. In this way destination marketers and entrepreneurs in the tourism industry could optimise the tourism potential of local and regional food.

Food tourism, local and regional food, culinary heritage and authenticity were conceptualised and the nature of food tourism, the importance of local and regional food for sustainable destination competitiveness and the role of food in destination marketing were determined and contextualised contributing to the development of a theoretical framework for food tourism. Much of the conceptualisation was based on the work of the following researchers: (Bessiere, 1998; Boniface, 2003; Boyne *et al.*, 2003; Canadian Tourism Commission, 2002; Cohen & Avieli, 2004; Deneault, 2002; Fields, 2002; Hall, 2003; Hall *et al.*, 2003a; Hall *et al.*, 2003b; Hall & Mitchell, 2002; Handszuh, 2000; Hjalager, 2002; Hjalager & Corigliano, 2000; Hjalager & Richards, 2002; Kaspar, 1986; Long, 1998; Long, 2003; Macdonald, 2001; Mitchell & Hall, 2003; Quan & Wang, 2003; Richards, 2002; Scarpato, 2002; Stewart, 2004; Telfer & Wall, 1996; Wagner, 2001; Wolf, 2002a; Wolf, 2002b). The extrapolation of food as a key element in destination marketing and the identification of the key elements of

competitiveness from a food tourism perspective provided the basis for the identification of food tourism enhancers for the contribution of local food to sustainable competitiveness in destination marketing.

For the purposes of this study, the theoretical perspectives derived from the abovementioned researchers provided sufficient background to build a conceptual food tourism destination marketing management framework that would provide stakeholders with mechanisms to develop and implement food tourism as part of their destination marketing strategies. The outcomes **to contribute to responsible and authentic food tourism, development and marketing** and **to provide added value linkages with agriculture and tourism** were achieved to a certain extent as the development of a theoretical framework organised many of the concepts regarding food tourism within the destination marketing theory. The contextualising of food as an attraction within destination marketing could contribute to responsible and authentic food tourism, development and marketing and create linkages between agriculture and tourism.

9.3.1.2   *Current trends and best practices*

The **second** objective was to explore current trends and best practices regarding food tourism both nationally and internationally. This objective was addressed in Chapter 3.

The purpose of this objective was to benchmark the position of food tourism within South Africa and to contribute to the execution of the situational analysis for the use of local and regional food as a marketing tool. The assessment of best practice reinforced the fact that there are many examples of how the interrelationship between food, wine, tourism and regional development has been put into practice around the world. This has been effected by either developing and promoting of a specific product, course, event, service or offering any combination of products and services (Boniface, 2003; Boyne *et al.*, 2002; Hall *et al.*, 2003b; Macdonald, 2001; Richards, 2002; Scarpato, 2002; Sharples, 2003; Telfer & Hashimoto, 2003). South Africa with its multicultural society and so-called 'developing world' status, has the opportunity to be added to this list of success stories but this will only happen if its food tourism potential is tapped to best advantage and food tourism *per se* is appropriately marketed as a thriving tourism sector.

The outcomes related to this objective namely t**o contribute to responsible and authentic food tourism, development and marketing** and **to provide added elements to enhance destination competitiveness** were achieved to some extent as the benchmarking of South Africa against other international best practices indicated the need to develop and promote

local food products, food tourism activities and attractions. The greatest limitation was the lack of a strategy or policy to develop and implement food tourism.

9.3.1.3 *Food tourism destination marketing framework*

The **third** objective was to establish the key elements of sustainable competitiveness from a food tourism perspective by constructing a food tourism destination marketing framework. This objective was addressed in Chapter 4.

The food tourism destination marketing framework provides an integrated understanding of the food tourism destination marketing concepts and their interrelationships and extrapolates the food tourism enhancers to define the key food tourism destination marketing focus.

An integrated understanding of food tourism destination marketing implies an understanding of the key areas and their interrelationships in the food tourism destination marketing process, namely: the **foundations** (policy planning and development and resources [enablers]) which are required to enable the execution of the activities of **focusing** (marketing and management and attractors) and **capitalising** (determinants) in food tourism destination marketing. The key areas all contribute to the **food tourism enhancers**, which determine and influence **destination competitiveness and sustainability**.

The outcomes of this objective namely **to provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing** and **to provide added elements to enhance destination competitiveness** was achieved as the conceptual framework provided the theoretical structure for the development of the Strategic Food Tourism Destination Marketing Framework and formed the basis of the Product Potential Attractiveness Tool. The presentation and identification of the food tourism enhancers in the final assessment of the situational analysis is documented as Annexure 2 and Chapter 6 focused on the elements of enhancing destination competitiveness.

9.3.1.4 *Situation analysis*

The **fourth** objective was to execute a situation analysis of South Africa's current usage of food as a destination attraction/experience and marketing tool. The objective was addressed in Chapters 5 and 6. Chapter 5 outlined the research approach and methodology and Chapter 6 the results and discussion of the study.

The food tourism destination marketing framework as presented in Chapter 4 was used to develop appropriate research outcomes and methodology required to guide and direct the

research process. Key factors and variables in the food tourism destination marketing process were identified and formed an integral part of the research procedure. A range of research outcomes gave rise to the Strategic Food Tourism Destination Marketing Framework formulated in Chapter 1.

The focus of this exploratory-descriptive research study was to perform a situational analysis focussing on the use of local and regional foods as a tool in destination marketing so as to develop a strategic approach that could assist stakeholders with the correct procedure of developing and implementing food tourism as part of their destination-marketing strategy. For this reason a situational analysis research approach was adopted, as it was customised to suit the requirements of the study and applied in the various methodology phases as presented in Chapter 5. The range of methods and approaches used in this study fell primarily within the paradigm of quantitative research. However, supportive qualitative techniques were an integral and significant part of the research thus the overall methodological perspective could be described as a mixed methodology paradigm. To collect, analyse and interpret the research data, the research design allowed for the use of quantitative and qualitative techniques. The former included the compilation of the culinary database FOODPAT, the application of TOURPAT and GIS, and the self-administered stakeholder questionnaire, and, the latter the semi-structured expert opinion interviews. Finally the case study approach served as methodological application and assessment of the Strategic Food Tourism Destination Marketing Framework developed in the study.

The execution of the situational analysis provided specific findings that could be linked to the research outcomes. Chapter 6 presented the results and interpretation of the three datasets collated in this study, namely: data collected from the DMOs; expert opinions from the experts in the field of food tourism destination marketing; and data collated for the culinary database, FOODPAT integrated with the data from TOURPAT. These results were the basis of the situational analysis of food tourism in South Africa and contributed to the compilation of the SWOT profile representing the internal and external analysis of the use of local and regional foods as a marketing tool in destination marketing. The integration of these results provided the rationale for the development of the Strategic Food Tourism Destination Marketing Framework, the selection of the case study, and the formulation of guidelines and recommendations pertaining to the development and implementation of food tourism in destination marketing strategies by DMOs and other stakeholders in food tourism. Finally, the contribution of the food tourism enhancers to destination competitiveness and sustainability were identified within the framework of destination marketing.

It is envisaged that the research approach, design, and methodology, as explained in Chapters 1 and 5, and the results given in Chapter 6 not only provided a scientific basis for the research undertaken in this study, but also broke new ground in the research field of tourism in South Africa.

The outcomes related to this objective namely **to contribute to identity and branding for South African cuisine** and **to provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing** were achieved. The execution of the situational analysis provided the data required to establish the identity of South African cuisine. The integration of these results provided the rationale for the development of the Strategic Food Tourism Destination Marketing Framework.

9.3.1.5 *Strategic Food Tourism Destination Marketing Framework*

The **fifth** objective was to compile a culinary database, FOODPAT and to develop the Product Potential and Attractiveness Tool, which contributed to the construction of the Strategic Food Tourism Destination Marketing Framework for optimal and responsible development and the implementation of food tourism in destination marketing. This objective was addressed in Chapters 5 and 7. The development and compilation of FOODPAT as a qualitative tool for data collection was discussed in Chapter 5 and the development and compilation of the Strategic Food Tourism Destination Marketing Framework, FOODPAT and the Product Potential and Attractiveness Tool were presented in Chapter 7.

Chapter 7 provided the description of the development of the Strategic Food Tourism Destination Marketing Framework and the tools that were constructed as a result of the findings of this study. From this the need for a strategic approach emerged. The development of the Strategic Food Tourism Destination Marketing Framework constituted a dual focused procedure. First, the data regarding the evaluation and availability of the environment and resources, attractions and events as collated in FOODPAT and TOURPAT required a strategic approach to facilitate the utilisation of available resources and existing activities to provide a specific focus for marketing initiatives. Second, results from the stakeholder survey and expert opinion survey also identified and furthermore supported the need for a strategic approach as the results clearly indicated that local food was not utilised to its full potential as an attraction and marketing tool in destination marketing.

The ultimate potential for food tourism was established by applying the Product Potential and Attractiveness Tool, which was developed as a tool for the Strategic Food Tourism Destination Marketing Framework and implemented in the execution of the case study. The

Product Potential and Attractiveness Tool quantified the food tourism competitive status for a specific destination and was based on the food tourism enhancers as identified in Chapter 4.

The Strategic Food Tourism Destination Marketing Framework encompasses the procedure, consisting of three major steps, to be followed when developing and implementing food tourism in a destination and is explained in detail in Chapter 7.

The outcomes related to this objective namely **to contribute to identity and branding for South African cuisine** and **to provide a destination food tourism strategy and process model for future food promotion as integral part of destination marketing and to provide added elements to enhance destination competitiveness** were achieved as the Strategic Food Tourism Destination Marketing Framework was developed. This model included the development of the tools used for optimal and responsible development and implementation of food tourism in destination marketing.

9.3.1.6   Case study

The **sixth** objective was to apply the Strategic Food Tourism Destination Marketing Framework in a selected case to determine the 'implementability' of the framework. This outcome is addressed in Chapter 8. The application of the Strategic Food Tourism Destination Marketing Framework and the methodology adopted for this study provided specific findings that could be linked to the research expectations for this study. The findings from the situational analysis were presented and interpreted in Chapter 6. Since both national and provincial data were available, these findings were used to select the most appropriate region for the case study. The findings relating to the case study were explained in Chapter 8.

The outcomes related to this objective namely **to provide added elements to enhance destination competitiveness, to contribute to identity and branding for South African cuisine and to create awareness and involvement on part of stakeholders** were achieved to a certain extent as the stakeholders in the case study increased their awareness of how food could enhance the competitiveness of the destination. The stakeholders themselves identified the need for a branding strategy so as to create a more prominent and definite identity for South African cuisine and therefore also for local food products. The execution of the case study created awareness for food tourism and therefore also identified the need for networking and partnership building amongst the stakeholders. The achievement of these outcomes indicated that the Strategic Food Tourism Destination

Marketing Framework could be implemented, as the issues that required attention were identified and the stakeholders knew where their strengths and challenges lay.

9.3.1.7 *Guidelines*

The **seventh** objective was to formulate guidelines for the implementation of the Strategic Food Tourism Destination Marketing Framework in the South African context, so as to create the basis for best practice for the use of local and regional foods as a destination marketing tool. Based on the research findings and the insights gained through the literature study, a Strategic Food Tourism Destination Marketing Framework was developed and presented in Chapter 7. The aim of the Strategic Food Tourism Destination Marketing Framework was to provide a procedure and tools for stakeholders to develop and implement food tourism in their destinations. Recommendations and guidelines are presented in Chapter 9 and are the culmination of inputs from the case study group, experts in the field of food tourism and the stakeholders themselves.

The outcomes of this objective namely **to provide added value linkages with agriculture and tourism** and **to provide added elements to enhance destination competitiveness** and **to develop rural tourism in accordance with the vision and philosophy of the Tourism White Paper** were achieved to some extent as the execution of the situational analysis and the case study identified the linkages between tourism and food, thus also agriculture, and created a more intense awareness of the possibilities for food tourism with the stakeholders. The stakeholders increased their awareness of how food could enhance the competitiveness of the destination and the issue of sustainable competitiveness for food tourism addressed the aspect of rural tourism where the viability of routing and utilising local foods as part of the theme provided many opportunities.

9.3.2 Trustworthiness of the Strategic Food Tourism Destination Marketing Framework

The trustworthiness (reliability and validity) of the Strategic Food Tourism Destination Marketing Framework can be found in the scientific approach and design of this study, the methodology that was used, the research findings and evidence that confirmed the research outcomes. Although the trustworthiness, in terms of the research findings, is confined to the stakeholders and the case study, it is envisaged that the Strategic Food Tourism Destination Marketing Framework has a much broader application value as an approach for developing and implementing other forms of tourism attractions in destination marketing. It should also be recognised that the Strategic Food Tourism Destination Marketing Framework is a

dynamic approach that can be improved and adjusted to changing circumstances and different requirements.

9.4 POSSIBLE CONSTRAINTS OF THE STUDY

This study ventured into an area of research which is still relatively new, with no established theoretical and conceptual frameworks, as most of the literature is still grappling with food tourism as a new form of tourism for destinations globally and locally (Hall *et al.*, 2003b; Hjalager & Richards, 2002). To cope with this challenge a mixed methodology approach was applied so as to collect, analyse and present the findings statistically, graphically and spatially and produce a total image of food tourism in South Africa focussing on the use of local foods as a tool in destination marketing. Certain constraints, however, limited the potential outcomes of the study, but simultaneously created additional challenges for future research. These are presented in the next paragraph.

Applicable literature sources that addressed food tourism and destination marketing and their interrelatedness comprehensively, were minimal. This led to this study engaging in pioneering research in the field of food tourism and destination marketing thus making a meaningful contribution to the growing body of knowledge in the study field. For practical reasons and due to time constraints and availability of stakeholders, only **one case study** was carried out. Further case studies in other destinations with diverse resource components could be carried out to further appraise and even refine of the Strategic Food Tourism Destination Marketing Framework and the tools that were developed in this study.

Although the perceived acceptability and applicability of the Strategic Food Tourism Destination Marketing Framework was assessed in the case study, a **longitudinal study** would be required to implement the Strategic Food Tourism Destination Marketing Framework at destination level. The prime purpose of such an exercise would be to not only refine the process but also to implement all the steps of the strategic approach and to benchmark, monitor and control the final outcomes of food tourism at a destination.

The empirical component of the study focused on DMOs as stakeholders for this study. It is, however, possible that **champions** in the food tourism industry could have been excluded. They would have provided valuable information that therefore was unfortunately not captured in this research. To address this constraint the opinions from experts in the field of food tourism were included as part of the qualitative component of this study and this contributed to the refinement and verification of the stakeholder views.

The above-mentioned constraints do not detract from the strengths of this study but, in actual fact, do provide a platform for future research, which will be addressed in the following sections.

9.5 CONTRIBUTIONS OF THE PRESENT STUDY TO THE STUDY FIELDS OF DESTINATION MARKETING AND FOOD TOURISM

Throughout this study the central focus was on the role of local foods as a marketing tool in destination marketing, which places this study concurrently in the field of destination marketing and food tourism. As food, however, reflects culture, this study will also be of interest in the field of cultural and heritage tourism practitioners and researchers. The study of food tourism creates the opportunity for multi-disciplinary research within tourism marketing management. The contribution to the study field of destination marketing also implies a contribution to food tourism and the entire tourism industry as a whole.

It is foreseen that this study could contribute to the study field of destination marketing specifically as far as the marketing of local food as a tourism attraction is concerned. The following categories could be identified as of particular significance:

- **Conceptually.** The Strategic Food Tourism Destination Marketing Framework provides a systematic procedure for developing and implementing food tourism focussing on the role of local and regional foods, which could be used in any destination. Many of the concepts contributing in the study field of food tourism are relatively new and studies such as this contribute to the refinement of the concepts and to the compilation of the conceptual framework of food tourism *per se*.

- **Methodologically.** The study was designed primarily within the paradigm of quantitative research, but qualitative techniques also figured significantly, culminating in a mixed methodology approach. Against this background the situational analysis approach provided a very comprehensive methodology for conducting research as a variety of issues could be and were included. The development of a theoretical framework offered a strategic context for food tourism in destination marketing, as did the construction of a food tourism destination framework. The exploration of current trends and best practices was valuable input to give a broader view of the topic. The formulation of research outcomes, techniques of data collection, analysis, and interpretation of the findings were based on thorough interrogation of existing literature, theory and empirical observation. Over and above the mixed methodology approach utilising quantitative and qualitative tools and techniques, the application of GIS as a decision-making tool were of great

value and stakeholders responsible for destination marketing and strategy development would benefit from the results of this nature.

- **Strategic approach implementation.** The development of the Strategic Food Tourism Destination Marketing Framework was based on scientific research and could be applied in situations where the advancement of food tourism is warranted. Moreover, destination marketers and entrepreneurs would find the suggested initiatives helpful in their efforts to optimise the tourism potential of local and regional foods in their planning and achieving the aim of promoting sustainable competitiveness in their own areas.

The researcher envisages that the Strategic Food Tourism Destination Marketing Framework developed in study would constitute a useful procedure and effective tools for use by South African destination marketing managers and stakeholders in the tourism industry with an interest in food tourism. The possibility exists that the model could become a standardised procedure for use in destination marketing. Further implementation of the Strategic Food Tourism Destination Marketing Framework with other stakeholders and in different tourism regions would provide a more comprehensive basis for the development and implementation of food tourism in a destination.

Responses of the stakeholders were verified by the expert opinions and case study group results with regard to positioning local food as a local attraction albeit as a secondary attraction, requiring a strategy, networking, a partnership amongst stakeholders and branding. These findings are in accordance with other findings reported in the literature where reference is made to the *fragmented nature of agencies responsible for supporting regional tourism development which does not engender an integrated approach to product development and promotion* (Boyne *et al.*, 2003: 151; Fields, 2002: 36). This study identified and highlighted a similar situation in South Africa in which creating awareness amongst tourism stakeholders regarding the importance and potential of local food as a marketing opportunity to contribute to the enhancement of the tourism potential in a region should be a priority.

An evaluation of the growing significance of food as an attraction and the importance of utilising local products in South Africa can increase the effectiveness with which food tourism and products are responsibly managed so as to contribute effectively to sustainable competitiveness of a destination. Guidelines derived from this study and future studies can inform local decision-makers in government, the private sector and the tourism industry of the potential and importance of sustainable food tourism. An understanding of such matters is required to create sustainable food tourism products that can contribute positively and

bring real benefits to destinations not only in terms of a form of niche tourism but other forms of tourism such as wine tourism and cultural and heritage tourism and eventually leisure tourism as a whole.

9.6 GUIDELINES AND RECOMMENDATIONS FOR THE IMPLEMENTATION OF THE FOOD TOURISM STRATEGIC APPROACH IN THE SOUTH AFRICAN CONTEXT

In an increasingly competitive market, an understanding of how destination competitiveness can be elevated and sustained is a fundamental issue in destination marketing. The growing interest in food and wine on a global scale in recent years has created an increased demand for culinary-orientated experiences and provided the opportunity and challenge for destinations to utilise food as a destination attraction. A focused approach and product development strategy has the potential to enhance the present initiatives pertaining to the promotion of local food products in South Africa, thereby strengthening food tourism and the country's position as a tourism destination.

In this study the Strategic Food Tourism Destination Marketing Framework was developed as the ultimate goal. The aim was to create a tool that could be used by any destination wishing to develop and implement food tourism and thereby enhancing or maintaining its competitive edge in the long run. All tourists consume food and destinations need to meet this demand by providing food products, food experiences, and quality service. The challenge, however, remains in marketing the local and regional foods continuously as an attraction of the destination in a competitive environment. Tourism is an important factor in South African economic development strategies and warrants progressive management. Moreover, the food expenditure component of the tourism budget brings in a sizable income, significant enough to justify application of the Strategic Food Tourism Destination Marketing Framework to best advantage at a destination.

If food tourism is to be encouraged as a type of niche tourism or positioned as a successful secondary attraction a definite focused food tourism strategy is required. The literature is clear that a specific framework or strategy needs to be in place to achieve the development and implementation of food tourism in a strategic manner. Networking and the creation of partnerships is essential for food tourism to be successfully developed and implemented as co-optation will benefit all stakeholders in the tourism industry and achieve maximal utilisation of local food products as tourism attraction.

Based on the situational analysis findings, the survey results and the execution of the case study the following conclusions, recommendations and guidelines regarding the development and implementation of food tourism that can be considered by DMOs.

9.6.1 Guidelines and Recommendations for Future Strategy Development

The underutilization of food as an attraction and marketing tool in destination marketing both locally and globally indicated the need for a framework to develop and implement food tourism in a destination. Mechanisms to develop and implement food tourism were required, which led to the development of FOODPAT and the Product Potential and Attractiveness Tool. The framework, tools and procedure were assessed for applicability and acceptability in the case study with a group of stakeholders. The following guidelines and recommendations, based on the information collected about the South African situation and gleaned from investigating global best practice are proposed as the foundation of a sustainable competitive approach to the development of food tourism.

9.6.1.1 Utilisation of food as a tourism attraction

The literature, evaluation of best practices and the situational analysis provided sufficient evidence of the position of food in destination marketing. Although food tourism is developing and being included as an attraction in various destinations, it still lacks status in destination marketing. Focused strategies need to be developed and implemented to rectify the underutilisation of food as a marketing tool in destination marketing. Based on these perspectives, action could be taken in the following ways to elevate the role of food in destination marketing and to position food as a competitive and sustainable tourism attraction:

- encouraging appropriate **marketing initiatives, partnerships and networking**, supporting local products of high quality;
- improving **media coverage** of South African cuisine by including culinary related information in tourism promotional material; establishment of web based links to culinary products and experiences; inclusion of cuisine in regional tourism marketing campaigns aimed at local and global markets;
- utilising **cross-marketing** to enhance food and wine as a significant attraction in a destination;
- optimising current and potential markets by ensuring that **standards** are in place and that **quality** is consistent;

- following **'lifestyle' positioning** of food and wine tourism within the tourism strategy and supporting the quality of life, nature and leisure components of tourism marketing;
- where relevant, adopting a **'niche' type** of approach aimed at both local and international guests;
- considering food tourism as a tool to **extend the current tourism seasons**;
- destinations with an attractive/unusual/unknown cuisine should consider using food tourism as a **branding tool**;
- enhancing branding can be effected by **innovative signage** and designing **logos** that identify attractions in specific regions;
- improving theming, packaging and routing of food tourism by forming **links** with other tourism attractions and activities such as nature, sport, history and culture;
- where appropriate creating new experiences and providing greater impact for a destination through **on-theming**, e.g. wine and food, food and culture, food and history, food and health;
- **marketing and promoting** food tourism with other attractions so as to encourage visitors to experience the wider cultural, heritage and natural characteristics of the destination, such as agri-tourism, wine-tourism and eco-tourism;
- linking food routes can to existing wine or historical **tourism routes**; and
- developing **specialty restaurants** to assist with the promotion of the special cuisine of an area.

9.6.1.2 *Need for a strategic approach to develop and implement food tourism in a destination*

Besides suggesting actions that could be taken to enhance food tourism, there is the recommendation that a strategic approach is developed to implement food tourism at a destination. This would streamline the efforts and identify the correct procedures for this to happen. The strategic approach that was developed and assessed for implementability indicated that the stakeholders would benefit from applying the procedures it has devised. It is an imperative that the DMOs and other stakeholders in the various tourism regions follow a definite procedure in that they can identify the environment, assess the resources and attractions and determine the markets for their destinations.

Having proof of the food tourism potential of a destination is a crucial factor in planning for successful tourism development at a destination. An assessment of the feasibility of food

tourism that is performed in the first step of the strategic approach gives an indication of whether to rather focus on other attractions.

9.6.1.3   *Mechanisms to develop and implement food tourism*

The participant stakeholders in the case study indicated the need for facilitation with regard to the procedure of developing and implementing food tourism at a destination.   A considerable amount of important information is required and data management is critical when determining the strategy for food tourism in a destination.   Tools and procedures facilitate the process and assist the stakeholders in the strategic evaluation of the food tourism potential aspect.   The application of GIS as a decision making tool provides additional spatial information to assist destinations in making apt decisions regarding the development and promotion of attractions. TOURPAT, FOODPAT, the market assessment, the food attractiveness audit and finally the application of the Product Potential and Attractiveness Tool should be implemented by DMOs to assist them with the process of planning and implementing food tourism.

Furthermore, it could also evaluate the application of the strategic approach over a longer period, providing more in-depth information and affording the opportunity to make further improvements and adjustments to the model.   There is a need for these tools to be implemented by the DMOs and other stakeholders in the tourism industry, as not only will they facilitate the development and implementation of food tourism but they can also be used for other areas in the tourism industry leading to enhanced sustainable competitiveness of the destination.

Should a destination decide to select a strategic approach, cognisance should be taken on the following **guidelines** when applying the Strategic Food Tourism Destination Marketing Framework to develop and implement food tourism at a destination:

- First, the strategic approach should primarily be visualised as a **communication tool.** The Strategic Food Tourism Destination Marketing Framework is a procedure and source of information regarding the networking of ideas about the development and implementation of food tourism. Establishing a shared sense of addressing problems and creating partnerships amongst the large number of stakeholders, can contribute to effective sustainable competitiveness at the destination.
- Second, the strategic approach should be used for **destination marketing management** to assist DMOs in their marketing management tasks associated with food tourism. Managerially the Strategic Food Tourism Destination Marketing Framework has the potential to be a useful mechanism to help DMOs and other stakeholders follow the

correct procedure in developing and implementing food tourism in the region. In itself, the introduction of food as an attraction can be a complex and challenging task but the Strategic Food Tourism Destination Marketing Framework would help users identify the important tasks that need to be executed, without losing track of the procedure.

- Third, the application of the Strategic Food Tourism Destination Marketing Framework prepares the user to undertake a **destination situation analysis**, which includes a food attractiveness audit and market assessment and techniques for the quantification of the food tourism competitiveness status by applying the Product Potential and Attractiveness Tool. The situation analysis creates the opportunity to carry out an organisational review so as to determine the problem areas or shortcomings, to identify the opportunities and propose recommendations and plans to establish or improve food tourism initiatives in the destination.

9.6.1.4   *Stakeholder involvement*

The participant stakeholders in the case study identified the lack of stakeholder involvement and networking as one of the major shortcomings. A higher level of stakeholder involvement will assist in:

- The establishment of local and regional partnerships that can contribute to the enhancement of food tourism in the region and within South Africa. Participation of and input from many different organisations and stakeholders, such as the producers, developers and consumers of the food tourism products, is required for **inter- and intra-organisational cohesion** within the food and tourism industry.

- Identification and involvement of **champions** to drive the initiatives regarding food tourism and the development of a focused food tourism strategy involving all role-players.

- **Establishing community tourism initiatives and partnerships** to encourage local marginalised communities to showcase their culture and heritage in a marketable manner whilst retaining authenticity of the products and experiences.

- Strengthening linkages between food tourism and other economic sectors so as to provide more local employment and income from tourism.

- Proper product development, supported by both the public and the private sector, through mentoring and proper guidance.

- Improved communication and interaction amongst stakeholders and the media.

- Establishing a more focused approach for the execution of key marketing management tasks.

It is crucial that the stakeholders establish co-option amongst them and promote local and regional food as an attraction in the various regions of the country. There is a need for stakeholder involvement with a specific focus on the untapped potential of food tourism. Stakeholders and DMOs should be encouraged to participate in promoting food tourism and to on-sell food with wine which is a better-established tourism product and attraction in many regions in South Africa.

9.6.1.5   *Research and knowledge management*

The lack of knowledge about food and culinary heritage as a tourism product and inadequate awareness of the potential of food as an attraction were identified as major shortcomings by the participant stakeholders in the case study. Research and the establishment of a knowledge management system could assist in the following areas:

- Preparing a **consumer study** to identify the needs, requirements and satisfaction of the tourist in terms of food products and food experiences is required to develop and position food tourism attractions, events and products as the market assessment. In this study product market matching and the optimal positioning of products were identified as under-utilised opportunities.

- Compilation and management of a **knowledge database** which is a key to achieving sustainable food tourism by creating and enhancing awareness and capacity building. It includes components such as culinary heritage; production and availability of local products; available attractions; promotion and coordination of events on national and local level; and stakeholder information. FOODPAT has initiated the groundwork for such a knowledge management system that can be further developed through the support of all stakeholders in the industry.

- The development of the **research skills** of stakeholders in the food tourism industry to evaluate, monitor and control the development, effectiveness and use of products and experiences, to determine market reactions and assess consumer responses and attitudes. This recommendation is based on the view that initiatives aimed at making food tourism sustainable and competitive are more likely to be successful if based on sound research.

9.6.1.6   *Education training and capacity building*

Possibly the key challenge of food tourism in South Africa is the utilisation of local food as a catalyst for local pride. South Africans need to cultivate a sense of pride in their uniqueness and realise the advantages of promoting their own local and regional cuisine and culinary heritage. Education, training and capacity building would assist in:

- Developing a sense of **local pride** regarding indigenous cuisine and using local food to increase demand and improve availability of products and authentic experiences so that South African cuisine can be described as *regionally based, nationally presented and globally accepted* (Hallmans, 2000:1). The training of tourism operators and tourist guides should include information on the cuisine of the area to promote and support the food experiences offered to the visitor and increase the guides' awareness of food as a tourism product.

- The generation of **public and private support** in terms of finance, training, skills development, quality standardisation, capacity building and mentorship is required to enable stakeholders and entrepreneurs to establish new ventures in the food tourism industry and to contribute to the delivery of consistent and quality service.

The outlined guidelines and recommendations for a way forward need to be considered by interested and concerned stakeholders at local and regional level prior to the development of a definite strategy for the development and implementation of food tourism on national level. Best practice frameworks, norms, standards, guidelines and ultimately a strategy or policy are essential if South Africa is to succeed in developing as a recognised food tourism destination.

9.7   SUGGESTIONS FOR FURTHER RESEARCH

This study recommends that the Strategic Food Tourism Destination Marketing Framework for food tourism be implemented. Data gathered as an integral component of the strategic marketing process at the local and regional level should, where appropriate or possible, have a focus on food tourism. Furthermore, it is recommended that the tools FOODPAT and the Product Potential Attractiveness tool be used and refined and that FOODPAT, the culinary database, be continuously updated to be beneficial in data management in the specific regions as far as achieving and maintaining sustainable competitiveness is concerned.

This study has shown that food tourism in South Africa has not capitalised on the opportunity to promote each local tourism region according to what it excels in as far as food is concerned. Future research is required to determine the culinary heritage of each tourism area in terms of local and regional cuisine. It is also imperative to identify the local food produced in each area, region and province, thereby incorporating it into the local cuisine and promoting the products according to region and locality to contribute to sustainability and competitiveness in an area.

In conclusion, this study has set the foundation for further research in the field of food tourism and destination marketing by offering a South African situational analysis procedure and a Strategic Food Tourism Destination Marketing Framework that was effectively applied to a selected case study. Future work could include the refinement and further testing of the strategic approach and the supportive tools, FOODPAT and the Product Potential Attractiveness Tool, and the utilisation of these supportive tools by DMOs and other key stakeholders.

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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 (DM0). 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**		
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

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		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	ASSUMING	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

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-option 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

Natural products: agriculture and farming

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.

Manufactured/processed products

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 eheath@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.

Reference number

	Office use
	V1 ||| 1-3

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 ATTRACTION	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				

Office use:
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	

Office use:
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	

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

continued

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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

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	
Food festivals	
Special food promotional events	
Speciality restaurant / eating place promotions	
Included in locally produced food product promotions	
Included in trade/ consumer exhibitions /shows	
Included in brochures / pamphlets	
Included in TV /Media /advertising / publicity	
Included in web promotion	
Telephonic promotion	
Word- of- mouth	
Tour operators promote food tourism	
Prominent culinary heritage	
Local events include food as an attraction	

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

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	
No special food events are organized	
No speciality restaurants / eating places that offer local / regional foods	
No regional branding of locally produced food products	
No locally produced food products are exported	
Food is not included in any media coverage of the destination	
Food does not feature in any of the brochures / pamphlets of the destination	
Insufficient funds available to develop and promote the food experience	
Lack of co-ordination between stakeholders	
Lack of support from tour operators	
Laws / policy prevent commercial product utilization	
Lack of consistent quality food service and products	
Existing routes do not include food tourism	

Side column codes:

Variable		Number
V23		25
V24		26
V25		27
V26		28
V27		29
V28		30
V29		31
V30		32
V31		33
V32		34
V33		35
V34		36
V35		37
V36		38
V37		39
V38		40
V39		41
V40		42
V41		43
V42		44
V43		45
V44		46
V45		47
V46		48
V47		49
V48		50
V49		51
V50		52
V51		53

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 / CONTRAINTS			
Improve marketing activities regarding food tourism		V52	54
Develop promotional material focusing on food tourism		V53	55
Develop a marketing strategy incorporating food tourism		V54	56
Develop culinary / food tourism routes		V55	57
Promote the use of local and regional food products		V56	58
Develop a branding identity for local/ regional food products		V57	59
Source funding / sponsors for food tourism		V58	60
Establish / promote speciality restaurants		V59	61
Promote food festivals / exhibitions		V60	62
Establish cooperation between tourism and food stakeholders		V61	63
Provide training to improve better food service standards		V62	64
Implement menus reflecting local and regional cuisine		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

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		V79			84-85
Your fax number		V80			86-87
Your e-mail address		V81			88-89
Your website address/ URL		V82			90-91
Contact person		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 / REGIONALFOOD 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   Prof Ernie Heath
RESEARCHER, PhD Student UP   **HEAD: DEPARTMENT OF**
                                        TOURISM MANAGEMENT, UP

ANNEXURE 7

Expert opinion interview schedule

<div style="border:1px solid">

THE ROLE OF FOOD TOURISM IN SOUTH AFRICA

</div>

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.
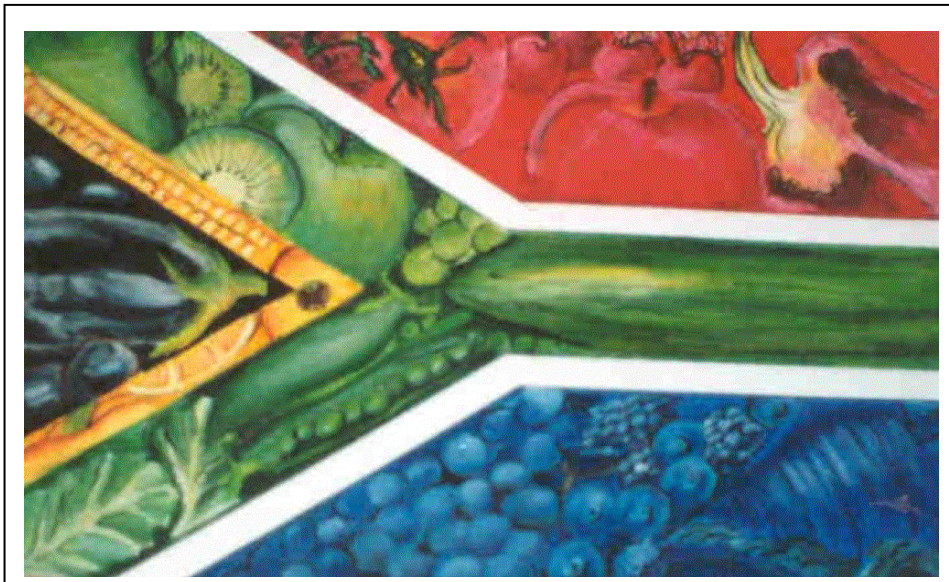
July 2004

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

MAIN-FIELDS	SUB-FIELDS								
CULINARY TOURISM DATA BASE									
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	Seafood (not specified)								
	Abalone Perlemoen								
	Anchovies								
	Crayfish								
	Mussels								
	Pilchards								
	Snoek								
	Yellowtail								
	Cape Salmon (geelbek)								
	Kingklip / Kabeljou								
	Lobsters								
	Freshwater fish								
	Trout								
	Clams								
	Oysters								

	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													

	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										

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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		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										

	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 V76	Province	T-CODE V77	Region	A1-Yes=1; No=0 DA006	A2-Yes=1; No=0 DA019	A3-Yes=1; No=0 DA038	A4-Yes=1; No=0 DA066	A5-Yes=1; No=0 DA078	A6-Yes=1; No=0 DA084	A7-Yes=1; No=0 DA094	A8-Yes=1; No=0 DA108	A9-Yes=1; No=0 DA121	sum of Agriculture = 8	%	Score	Score kwartiele
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	3	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	1	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	0	1	0	1	0	3	33.3	2	2
6-10	6	Northern Cape	10	GREEN KALAHARI	0	1	0	1	0	1	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	0	1	11.1	1	1
6-13	6	Northern Cape	13	NAMAQUALAND	0	1	1	1	0	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	0	1	0	0	0	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	0	1	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	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	1	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

	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	0	1	1	1	1	5	71.4	3	3
9-4	9	Western Cape	4 GARDEN ROUTE	1	0	1	1	1	1	1	6	85.7	4	4
9-5	9	Western Cape	5 KLEIN KAROO	1	1	1	0	1	1	1	6	85.7	4	4
9-7	9	Western Cape	7 WEST COAST	1	1	1	0	1	1	1	6	85.7	4	4
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
7-29	7	Limpopo	29 CAPRICORN	0	0	1	1	1	1	0	4	57.1	3	3
7-30	7	Limpopo	30 SOUTPANSBERG	0	0	1	1	1	0	1	4	57.1	3	3
7-31	7	Limpopo	31 VALLEY OF THE OLIFANTS	0	0	1	1	1	0	1	4	57.1	3	3
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	0	1	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 Districct	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	0	1	1	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

Legend (upper):
- 80 - 100% excellent potential = 4
- 50 -79.9% good potential = 3
- 20 - 49.9% moderate potential =
- 0 - 19.9% poor potential = 1

Legend (lower):
- 75 - 100% excellent potential = 4
- 50 -74.9% good potential = 3
- 25 - 49.9% moderate potential =
- 0 - 24.9% poor potential = 1

PT-code	P_CODE (V76)	Province	T-CODE (V77)	Region	C1-Yes=1; No=0 (9DC006)	C2-Yes=1; No=0 (9DC015)	C3-Yes=1; No=0 (9DC021)	C4-Yes=1; No=0 (9DC029)	C5-Yes=1; No=0 (9DC034)	sum of Events = 5	%	Score	Score kwartiele
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 Districct	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 =
0 - 19.9% poor potential = 1

50 -74.9% good potential = 3
25 - 49.9% moderate potential =
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
INFRASRUCTURE	
Road networks	Major, secondary and tertiary roads
DMO offices	List of all DMO offices National, Provincial and Local

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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   Prof Ernie Heath
(PhD student Tourism Management)   Head: Department Tourism Management, UP

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)

- **WHAT IS FOOD TOURISM?** -

FOOD TOURISM

No of tourists

RURAL/URBAN TOURISM

CULINARY TOURISM

GASTRONOMIC TOURISM

CUISINE TOURISM

GOURMET TOURISM

LOW INTEREST/NO INTEREST eg visiting a familiar restaurant while you are travelling because you have to eat

LOW INTEREST eg visiting a local market, food festival, winery, or restaurant because it is 'something different'

MODERATE INTEREST eg visiting a local market, festival, restaurant or winery once you have arrived at a destination as part of a wide range of lifestyle activities

HIGH INTEREST eg travelling to a destination with the primary motive being to visit a specific restaurant, market or winery. All, or nearly all, tourist activities are food related

PRIMARY   SECONDARY   SUBSIDIARY TO OTHER INTERESTS

Importance of a special interest in food as a travel motivation (Hall,2002)

- **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

- 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

STATUS OF ATTRACTIONS IN SOUTH AFRICA

ANNEXURE 11 (continued)

Wine & Food Tourism – Conceptual Framework
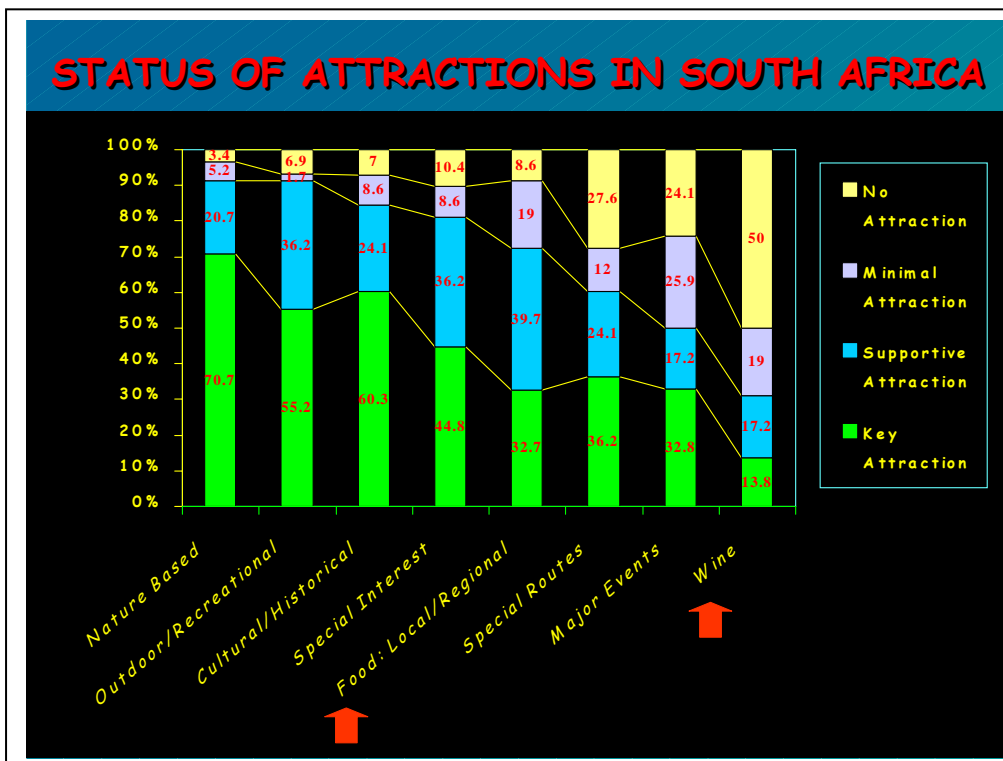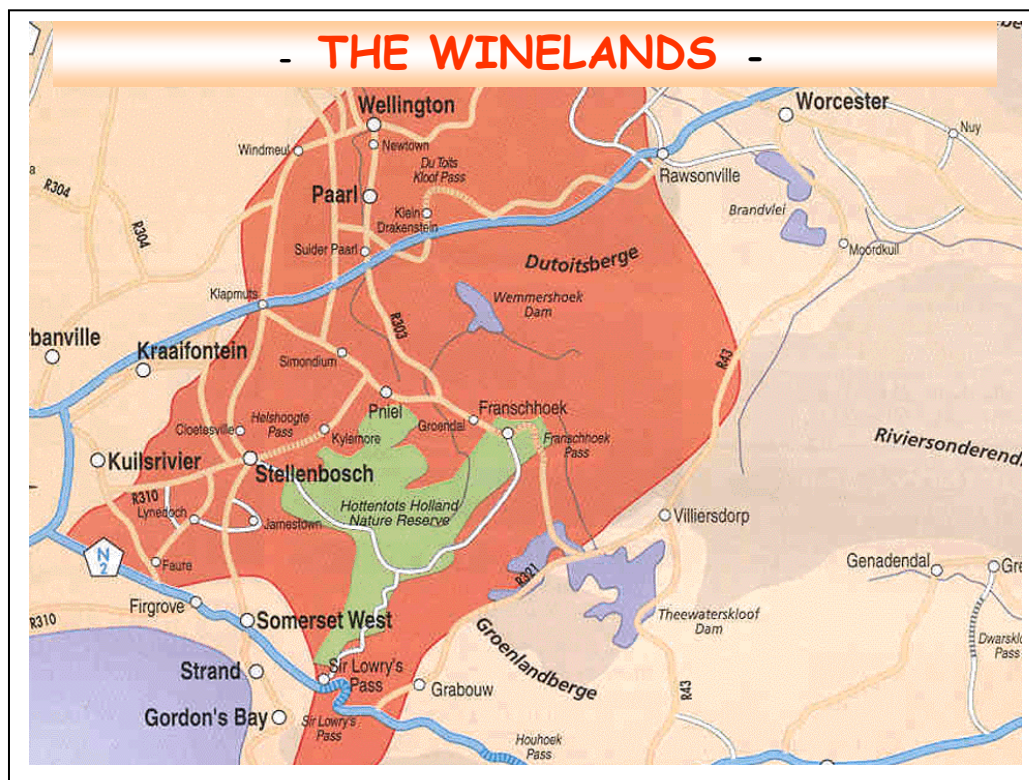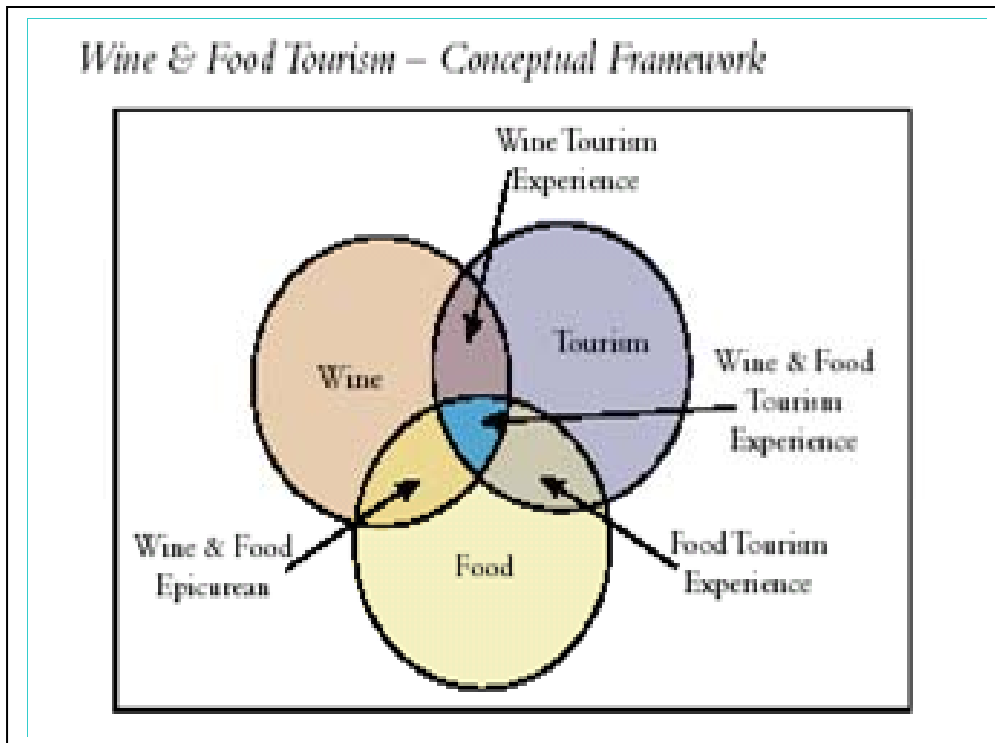
- THE WINELANDS -

- 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

A FRAMEWORK AND PROCEDURE FOR DEVELOPING AND IMPLEMENTING FOOD TOURISM IN A DESTINATION

SITUATIONAL ANALYSIS
Evaluation / Identification of the:
· Environment
·Market
·Resources & attractions

REVIEW TOURISM ATTRACTION STATUS IN DESTINATION

GENERAL ASSESSMENT OF FOOD TOURISM POTENTIAL

STRATEGIC EVALUATION OF FOOD TOURISM POTENTIAL

TOURPAT

MARKET ASSESSMENT

ATTRACTIVENESS AUDIT

KEY MARKETING MANAGEMENT TASKS
·Prioritising products & markets
·Positioning & Branding
·Theming, Packaging & Routing
·Promoting

TOURPAT

TOURPAT

is an Environmental potential atlas and database containing information indicating tourism potential developed for the tourism industry, utilising GIS techniques and technology.

The tourism database used food tourism data collated from the analysis of available literature, both academic and popular, promotional material, Eatout database, Winelands database, CD's (Veza) and websites.

GEOGRAPHICAL INFORMATION SYSTEMS

CULINARY ATLAS

THEMATIC MAPS

FOOD ATTRACTION

↑

FOOD EVENTS

FOOD ACTIVITIES

FOOD ROUTES

RESTAURANTS

TOURPAT

FOOD TOURISM INDEX

↑

TOURISM ATTRACTION/ EXPERIENCE

↑

FOOD ATTRACTION / AGRICULTURAL PRODUCT

FOOD ATTRACTIVENESS AUDIT

| FOOD TOURISM RESOURCE/ OPPORTUNITY MATRIX | | | CURRENT ATTRACTION STATUS | | | | | | MARKETS | | | | | |
| | | | | | | | | | EXISTING | | | UNDERUTILIZED POTENTIAL | | |
FOOD TOURISM RESOURCES			Attract Core Tions	Supportlivens	Attractlions	Oncthemes	Re-sesourculized	Underulized	Regional	Provinccial	National	Internatlional	Regional	Provinccial	National	Internatlional
Agricultural Opportunities	Agro-tourism	Farm stays														
		Hunting														
		Fishing														
		Food picking														
		Food processing														
		Farm tours														
		OTHER														
Cultural Opportunities	Culinary	Culinary heritage														
		Ethnic cuisine														
		Traditional restaurant														
		Regional recipies														
		Cultural village														
		OTHER														
Food Opportunities	Events	Gourmet festival														
	Activities	Factory visit														
	Routes	Chili														
	Food product	Olives / cheese														
	Restaurant	Local produce														
	Market	Local produce														
	Facilities	Cellar														
		OTHER														

FOOD TOURISM INDEX

COMPONENTS	TOURISM	FOOD / FOOD & WINE	FOOD COMPETITIVENESS 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

# FOOD TOURISM WORKSHOP

WINELANDS REGION
JULY 2003
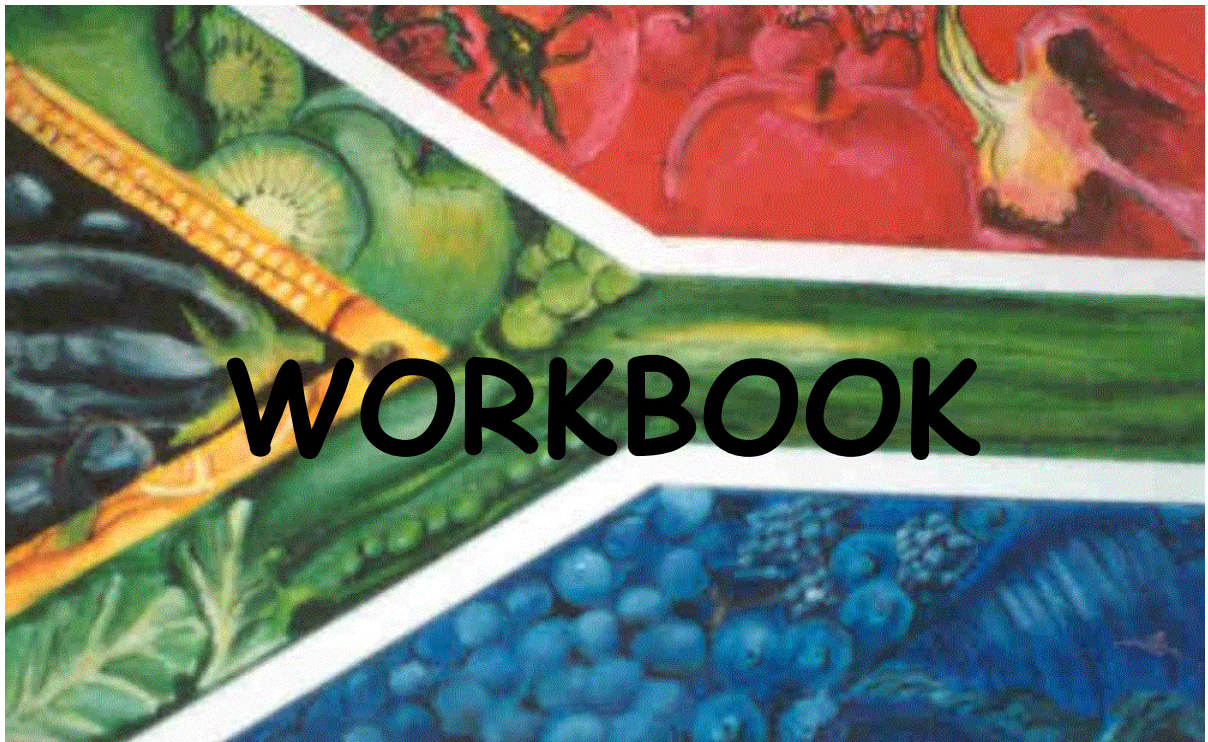
Gerrie du Rand: PhD Student.
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Head Department of Tourism Management University of Pretoria.
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FOOD / FOOD AND WINE TOURISM

TABLE OF CONTENTS

CONTENTS   PAGE

AIM

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.

IMPORTANCE

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.

OBJECTIVES

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

A FRAMEWORK AND PROCEDURE FOR DEVELOPING AND IMPLEMENTING FOOD TOURISM IN A DESTINATION

worksheets: 1 & 2

SITUATIONAL ANALYSIS
Evaluation / Identification of the:
- Environment
- Market
- Resources & attractions

REVIEW TOURISM ATTRACTION STATUS IN DESTINATION

GENERAL ASSESSMENT OF FOOD TOURISM POTENTIAL

worksheets: 3 & 4

STRATEGIC EVALUATION OF FOOD TOURISM POTENTIAL

TOURPAT

MARKET ASSESSMENT

ATTRACTIVENESS AUDIT

worksheets: 5

KEY MARKETING MANAGEMENT TASKS
- Prioritising products & markets
- Positioning & branding
- Theming, packaging & routing
- Promoting

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

383

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

FIGURE 1: RELATIVE POSITION OF FOOD AS AN ATTRACTION
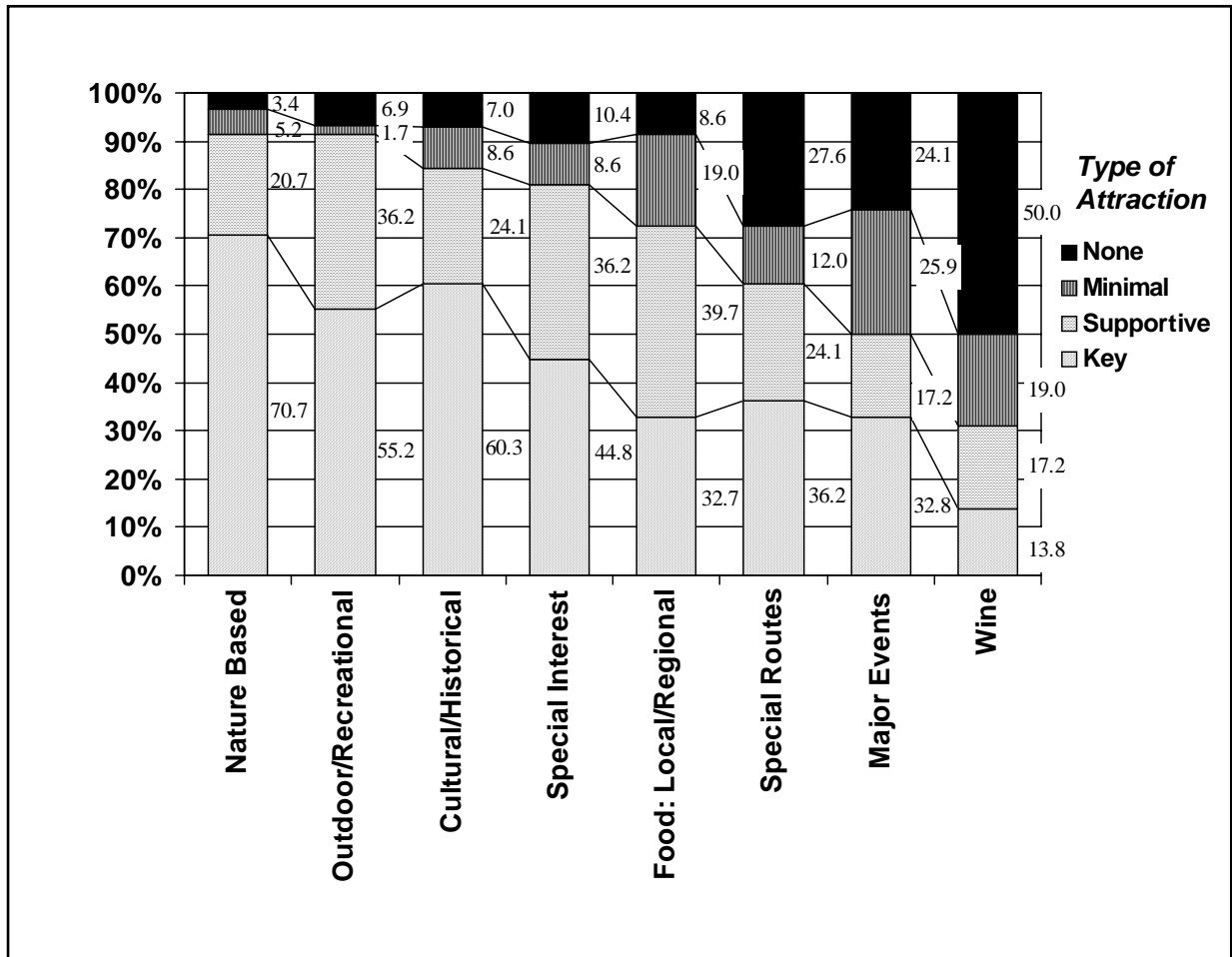
The above figure is a portrayal of the **TOURISM ATTRACTION STATUS IN SOUTH AFRICA**

- **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-UTILIZED

- 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	• Key tourism attractions • Culture • Events • Activities	• Culinary / wine attractions • Culinary Heritage • Food / food & wine Events • Food / Food & wine activities				
NON-NEGOTIABLES	• Safety /Health	• Safe Food				
ENABLERS	• Infrastructure • Road Network • Signage • Agricultural Products	• Restaurants / eating places / wineries • Accessibility to products / services • Food / wine branding • Food & drink produce & production				
VALUE ADDERS	• Routes	• Food / wine Routes				
FACILITATORS	• Communication • DMOs	• Food & wine promotions/ marketing • Food / wine strategy				
ENHANCERS	• Experience: authentic /unique • Facilities / Restaurants	• Food / wine specific tours • Utilisation local / regional products				
		SCORE				
FOOD COMPETITIVENESS STATUS						

4: EXCELLENT	3: GOOD	2: MODERATE	1:POOR

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	

FOOD / FOOD & WINE TOURISM
THE ROAD AHEAD

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.