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Leisure tourists' satisfaction regarding their meal experience at Lesedi Cultural Village

by

Heidi Cecelia Kleynhans

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To my parents and brother

EXPRESSION OF GRATITUDE AND

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ABSTRACT

South Africa is increasingly becoming a destination for leisure tourists. Many are interested in cultural tourism. There is a need for empirical research into this field of hospitality and tourism, which this study aims to address.

Lesedi Cultural Village (Lesedi) is an establishment where tourists can experience five of the ethnic cultures of South Africa. As part of the experience, a meal is served which is advertised as “The greatest African feast”. The actual **food** served is not necessarily culturally authentic in nature. Consequently expectations of the meal experience might be created which cannot be satisfied.

This investigation commences with a literature study to establish the components of a meal experience, namely **food**, **service** and **atmosphere**. Thereafter factors are established through the literature survey that are required for satisfaction of a meal experience.

These concepts are set out in an adaptation of an existing model of Kivela, Inbakaran and Reece (1999). The adapted model is used as the basis for a field survey of the opinions of leisure tourists visiting Lesedi. The survey was conducted using a self-administered questionnaire. The results were analysed statistically.

Prior to the survey, objectives for the study were set to compare the findings of the literature study with the respondents’ views about the meal experience at Lesedi. The objectives were to determine whether:

- Objective 1:** leisure tourists’ expectations regarding the meal experience and its components were met, and whether they were satisfied with the current meal experience
- Objective 2:** leisure tourists would be willing to return or refer others to Lesedi
- Objective 3:** it is necessary to have a cultural-specific menu to satisfy the leisure tourists’ expectations
- Objective 4:** certain components of the meal experience impressed the leisure tourists the most
- Objective 5:** there is a significant relationship between **food**, **service** and **atmosphere** regarding the meal experience

Objective 6: other aspects have significant relationships with the components of the meal experience (**food, service** and **atmosphere**)

The tourists' expectations and satisfaction with the meal experience were met to a high degree. The majority of respondents indicated they would return or refer others to Lesedi. While it is not necessary to have a cultural-specific menu to satisfy tourists' expectations, the current menu could be enhanced by the inclusion of some cultural-specific items.

Aspects of the components of the meal experience, which were considered by the respondents to have impressed them the most were also determined.

A significant relationship exists between **food** and **service** but only a tendency to a relationship exists between **food** and **atmosphere** as well as between **service** and **atmosphere**. **Service** appears to play a slightly more important role in satisfying the meal experience than does **food**. **Atmosphere** supports the other two components (**food** and **service**).

Suggestions were made, for consideration by the management of Lesedi, regarding possible improvements to the components of the meal experience.

OPSOMMING

Suid Afrika is toenemend besig om 'n gewilde bestemming vir vakansie toeriste te word. Hulle is hoofsaaklik die tipe toeriste wat geïnteresseerd is in kulturele toerisme. Daar is egter 'n behoefte aan empiriese navorsing op die gebied van gasvryheid en toerisme. Dit is dan ook, wat hierdie studie wil aanspreek.

Lesedi Kulturele Stat (Lesedi) is 'n onderneming waar toeriste vyf van Suid Afrika se etniese kulture kan ervaar. As deel van die hele kulturele ervaring, word 'n maaltyd bedien wat geadverteer is as "The greatest African feast". Die **voedsel** wat wel bedien word, is egter nie noodwendig eg kultureel van aard nie, wat dus kan aanleiding gee dat verwagtinge van die maaltydervaring geskep word wat nie bevredig kan word nie.

Die ondersoek is voorafgegaan deur 'n literatuurstudie om die komponente, wat die maaltydervaring uitmaak, vas te stel naamlik voedsel, diens en atmosfeer. Hierna is faktore, wat sal lei tot die bevrediging van die maaltydervaring, deur middel van die literatuuroorsig bepaal.

Die konsepte is uiteengesit in 'n aangepaste model van Kivela, Inbakaran en Reece (1999). Die aangepaste model is gebruik as die basis vir die ondersoek oor die menings van die vakansie toeriste wat Lesedi besoek. Die ondersoek is uitgevoer deur gebruik te maak van self toegediende vraelyste waarna die resultate statisties geanaliseer is.

Voor die ondersoek uitgevoer is, is doelwitte vir die studie gestel. Die doelwitte is om te bepaal of:

- Doelwit 1:** die vakansie toeriste se verwagtinge en tevredenheid met betrekking tot die maaltydervaring en die onderskeie komponente bevredig is.
- Doelwit 2:** die vakansie toeriste bereid sal wees om terug te keer of ander na Lesedi te verwys
- Doelwit 3:** dit nodig is vir 'n instelling soos Lesedi om 'n kultureel-spesifieke spyskaart te hê om die vakansie toeriste se verwagting ten opsigte van die maaltydervaring te bevredig

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- Doelwit 4:** die komponente van die maaltydervaring die vakansie toeriste beïndruk het
- Doelwit 5:** daar 'n betekenisvolle verband tussen die komponente **voedsel**, **diens** en **atmosfeer** met betrekking tot die maaltydervaring is
- Doelwit 6:** ander aspekte betekenisvolle verband met die komponente van die maaltydervaring toon (**voedsel**, **diens** en **atmosfeer**)

Daar is bevind dat die vakansie toeriste se verwagtinge en tevredenheid met die maaltydervaring is tot 'n hoë mate bevredig is. Die meeste van die respondente het aangedui dat hulle bereid is om terug te keer of ander na Lesedi te verwys. Alhoewel dit nie nodig is om 'n kultureel-spesifieke spyskaart te hê in 'n onderneming soos Lesedi, om aan die toeriste se verwagting te voldoen nie, kan die huidige spyskaart versterk word deur sommige kultureel-spesifieke items in te sluit.

Die aspekte van die komponente van die maaltydervaring, wat die respondente (vakansie toeriste) geag het wat hulle die meeste beïndruk het is ook bepaal.

'n Betekenisvolle verband is bepaal tussen **voedsel** en **diens**, maar slegs 'n tendens tot 'n verhouding is tussen **voedsel** en **atmosfeer** getoon, asook tussen **diens** en **atmosfeer**. Daar is aanduidings dat **diens** 'n effe belangriker rol speel in die bevrediging van die maaltydervaring as wat **voedsel** doen. Die **atmosfeer** ondersteun egter die ander twee komponente (**voedsel** en **diens**).

Aanbevelings vir oorweging deur die bestuur van Lesedi ten opsigte van moontlike verbeteringe aan die komponente van die maaltydervaring is gemaak.

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