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**THE ROLE OF LOCAL FOOD  
IN DESTINATION MARKETING:  
A SOUTH AFRICAN SITUATIONAL ANALYSIS**

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**Gerrie Elizabeth du Rand**

Submitted in partial fulfilment of the requirements for the degree of Philosophiae  
Doctor in the Faculty of Economic and Management Sciences  
**University of Pretoria**

Department of Tourism Management  
April 2006

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## LIST OF ABBREVIATIONS AND ACRONYMS

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

## SUMMARY

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

by

Gerrie Elizabeth du Rand

PROMOTER : Professor E.T. Heath

CO-PROMOTER : Professor N.F. Alberts

DEPARTMENT : Tourism Management

FACULTY : Economic and Management Sciences

DEGREE : Philosophiae Doctor

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

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TITEL VAN PROEFSKRIF	:	Die rol van plaaslike voedsel in bestemmings- bemarking: 'n Suid-Afrikaanse situasie-analise  deur  Gerrie Elizabeth du Rand
PROMOTOR	:	Professor E.T. Heath
MEDEPROMOTOR	:	Professor N.F. Alberts
DEPARTEMENT	:	Toerismebestuur
FAKULTEIT	:	Ekonomiese en Bestuurswetenskappe
GRAAD	:	Philosophiae Doctor

Plaaslike en streeksvoedsel het potensiaal om by te dra tot volhoubare kompetendheid in toerismebestemmings. 'n Analise van resente literatuur en promosiematerial 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.

Gevolgtrek 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 bestemmingsbemarkingsorganisasies 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.

# ACKNOWLEDGEMENTS

---

To have completed this project I am indebted to so many people, who have given me their time, shared their expertise, and supported me throughout my studies. I should like to thank the following people for their unconditional support and assistance:

- my supervisors, Prof. Ernie Heath and Prof. Nic Alberts who constantly and enthusiastically inspired, encouraged and led me through an enriching experience;
- Ingrid Booysen for all the meticulous graphic and technical work and final editing without whom the GIS component of this study would not have become a reality;
- Prof. Joan Fairhurst for language editing and professional guidance;
- Gwen Breedlove for providing financial assistance for the development of the culinary database, FOODPAT, and the utilisation of ENPAT and TOURPAT;
- Elize Coetzer for developing the FOODPAT database;
- Nestlé South Africa for providing research funding and Peter Hallmanns who provided the challenge to put South African cuisine on the map;
- colleagues at the University of Pretoria whose specialised knowledge and kind co-operation have made an invaluable contribution to the execution of the research: Prof Deon van Zyl of the Department Statistics for guidance in the statistical analysis; Ms Jaqui Sommerville of STATOMET for the data analysis and compilations; Angie of the IT Department for developing the electronic questionnaire; Hughie for support and guidance;
- all my colleagues at the Department of Consumer Science and Prof. Elizabeth Boshoff, whom I owe a great deal for support, friendship, favours and understanding throughout each phase of this venture;
- all participants in workshops, fieldwork, interviews and questionnaire completion and other persons who contributed to this study;
- my family: Dana, Amelia, Lara, Mireille and Simoné, for their belief, love, caring and support and without whom, this task would have remained an unfulfilled dream.

# 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