

# **Developing programme criteria for a food expo in Zimbabwe**

**C Kazembe**



**[orcid.org/0000-0002-0473-7590](https://orcid.org/0000-0002-0473-7590)**

Thesis submitted in fulfilment of the requirements for the degree **Doctor of Philosophy** in **Tourism Management** at the North-West University

Promoter: Prof K Botha

Co-Promoter: Prof P Viviers

Graduation: May 2019

Student number: 24880159

## DECLARATION OF PERSONAL WORK

I, Clotildah Kazembe identity number FN508150 and student number 24880159, hereby declare sole authorship of this study submitted to the North West University, for the Philosophiae Doctor study in dissertation format: *Developing programme criteria for a food expo in Zimbabwe* and that the thesis has not been previously submitted for academic examination towards any other qualification. Furthermore the discussion herein is based on my observations and conclusions, except where due reference is acknowledged.

Kazembe C. (student)



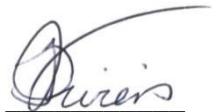
Date: 7 December 2018

Prof. K. Botha (Promoter)



Date: 7 December 2018

Prof. P. Viviers (Ass. Promoter)



Date: 7 December 2018

## ACKNOWLEDGMENTS

For this research to be completed there was a lot of encouragement and consultation from a lot of individuals that will forever be my inspiration. Let me take this opportunity to thank the following;

- God the giver of life and he that has always been and will always be with me wherever and in whatever I accomplish. I asked and you gave, I cried and you gave me a shoulder and never left my side. To God is the Glory.
- To Patrick for the unwavering emotional support and waking up in the morning hours to listen to all my statistical concerns. You are a pillar of strength.
- My sisters Charity, Cathrine, Calista, Tatenda and my two brothers Calisto and Christopher for endless emotional support, words of encouragement and constant nagging for results. Thank you very much.
- Prof. K. Botha my promoter and Prof. P. Viviers (co-promoter), you were patient with me all the way. You made the mountain that I was climbing a simple walk in the park and understood that I had a lot to learn and you endured my constant pestering I am indebted to you. Had it not been for your inspiration, encouragement and consultation, I would have given up and not finished this project. May God bless you.
- Many thanks to More Zenda, Oniwell Chifamba, Molline Mwando and Charity Mappingure. They were always there to spur me on whenever my spirits were down and losing confidence. You showed me that where there is a will there is a way and it only needs persistence and the will to continue. Thank you so much you will ever be my spurring partners.
- Thank you Dr. Suria Ellis for all the assistance in data analysis and interpretation. You made me see the world from a different perspective.
- Thank you Hanneri Bostlap and Fadzayi Made for assisting me every time I needed help in technical and editorial assistance. You are wonderful and inspiring.
- All my family and friends, and especially Mrs Moyo my mother in prayer, thank you very much for your support. May God richly bless you.

## **ABSTRACT**

The tourism world receives one third of revenue from food events alone, which indicates the importance of food in the tourism package. Even though food and wine expos and festivals are very popular in developed countries it is not effectively marketed in Africa. Destination unique attributes focused around local cuisine are fast becoming the number one motivating factor in choosing a destination. The growth of expos and festivals and their popularity globally by the developed countries warrant in-depth studies of the main programme criteria for a potential expo programme. Tourists have since been motivated to attend such an event at an international scale for developing countries and Zimbabwe is no exception.

The study sought to develop programme criteria for a potential food expo for Zimbabwe and was guided by five (5) objectives. The first two objectives were based on literature review whilst the other objectives were empirically based. Regarding the empirical objectives data were collected from both the industry and tourist side by means of a questionnaire. Tourism experts and service providers were the respondents from the supply side while tourists represented the demand side. Data were collected at Sanganai Travel Expo and Victoria Falls from 2016 to 2017 and analysed using SPSS version 24 with Amos for structural equation modelling, Exploratory Factor Analysis, Confirmatory Factor Analysis and *t*-tests. Descriptive statistics were also used. The Cronbach Alpha values and inter-item mean correlations confirmed the reliability and internal consistency of the data for it to be deemed useable.

The first objective explored the nature of internationally acclaimed festivals and expos from various destinations to try and identify their main features, strengths and possible weaknesses. An understanding of global expo programme activities can be a valuable springboard and source of ideas for launching unique expos in other settings such as Zimbabwe. Objective 2 was to determine consumer behaviour for a potential food expo and its programme criteria. The study used extant literature of marketing theory relating and consumer behaviour, at food related events and subsequent programme development in the context of food expos. The consumer decision-making process is utilised to understand how consumers make their final purchase choices. Theories of consumer behaviour and previous research applying these behaviours to models of food festivals and expos globally were used to draw information in the research. It also aimed at finding out the main programme content aspects that would make tourists want to attend a food expo and their applicability to a developing country.

The third objective sought to determine the needs and preferences of a potential food expo market (tourist and industry respondents) in order to develop programme criteria for a food expo in Zimbabwe. In objective four the *t*-test was used to determine the optimisation of food expo criteria most preferred by both stakeholders; it was also used to ascertain the industry respondent's readiness to host a food expo.

The fifth objective was to develop a framework for programme criteria for a potential food expo in Zimbabwe. This objective was achieved based on the information collected using the designed questionnaire. This objective sought to determine themes and the specific activities which can be incorporated into the potential food expo programme. A programme criteria for a food expo in Zimbabwe was then formulated. From 13 factors identified in the data analysis, the 5 main themes with high mean values to include in a potential food expo were: traditional Zimbabwean cuisine; interactive food workshops; cocktail exhibition; wine exhibition; and entertainment. Coincidentally, both the industry respondents and tourist respondents concurred on the nature of the themes which should be included in the food expo programme. The least favoured themes were: kids cooking/baking/food activities; cooking/ baking competitions; food art and decorating; open food theatre; other exhibitors; cooking/baking merchandise; cuisine variations; interactive food workshops. The following aspects also emerged related to marketing and pricing/ticketing from the study, the use of internet marketing, use of plastic money, prepaid online ticket payments; tickets sold at entrance; cover charge and tickets bought daily as day pass into the expo as the most preferred forms of marketing. Lastly, all the location sites were deemed important by the stakeholders, meaning it was influential in the decision to attend the potential food expo. Thus findings of the study focused on developing a blueprint criteria expo programme for Zimbabwe. This blueprint provides guidelines on the criteria that should be adopted in designing food expo programmes in a developing country such as Zimbabwe. The objective also drew definitive conclusions and offered varied recommendations and insights for further research. The development of a measuring instrument (questionnaire) and the development of programme criteria for a food expo programme in Zimbabwe are the study's main contributions.

*Keywords: event marketing, food exposition, expo programme, food festivals, motivation, local cuisine, domestic and international tourists.*

# TABLE OF CONTENTS

TABLE OF CONTENTS .....	vi
ABBREVIATIONS AND ACROYNMS.....	xvi
<b>CHAPTER 1:</b> .....	1
INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH .....	1
1.1 INTRODUCTION.....	1
1.2 BACKGROUND TO THE STUDY .....	3
1.2.1 Food tourism and food events .....	3
1.2.1.1 The influence of consumer behaviour and food expos .....	11
1.2.2 Programme development in event management .....	12
1.3 PROBLEM STATEMENT .....	16
1.4 GOALS AND OBJECTIVES.....	17
1.4.1 Main Goal .....	17
Objective 1: .....	17
Objective 2: .....	17
Objective 3: .....	17
Objective 5: .....	18
1.4.2 Research Questions.....	18
1.5 CONTRIBUTION OF THE STUDY .....	18
1.5.1 Literature Contribution.....	18
1.5.2 Practical Contribution .....	19
1.6 METHOD OF RESEARCH.....	20
1.6.1 Literature study .....	20
1.6.2 Empirical study.....	21
1.6.3 Tourist respondents .....	21
1.6.3.1 Survey Sites (tourist respondents).....	21
1.6.3.2 Development of questionnaire (tourist respondents) .....	21
1.6.3.3 Method of data collection (tourist respondents) .....	22
1.6.3.4 Sampling (tourist respondents) .....	23
1.6.4 Industry respondents.....	24
1.6.4.1 Survey Site (Industry respondents).....	24
1.6.4.2 Development of questionnaire (industry respondents) .....	25
1.6.4.3 Method of collecting data (industry respondents) .....	25
1.6.4.4 Sampling (industry respondents) .....	25
1.6.5 Data analysis.....	26
1.7 DEFINING THE CONCEPTS.....	26
1.7.1 Events .....	26
1.7.2 Food Exposition/Exhibition.....	26
1.7.3 Event Marketing .....	27
1.7.4 Programme Criteria.....	27

1.7.5 The Travel Expo Sanganai /Hlanganani world travel trade fair .....	28
1.7.6 The Boma Restaurant .....	28
1.8 CHAPTER CLASSIFICATION .....	29
1.8.1 Chapter 1 (Introduction, problem statement, objectives and method of research).....	29
1.8.2 Chapter 2 (Literature chapter on food expos and food related programme of activities) .....	29
1.8.3 Chapter 3 (Literature chapter on marketing concept and consumer behaviour) .....	29
1.8.4 Chapter 4 (Research methodology and analysis tools) .....	30
1.8.5 Chapter 5 (Results, analysis and discussion) .....	30
1.8.6 Chapter 6 (Conclusions, recommendations and programme criteria for a potential food expo in Zimbabwe).....	30
<b>CHAPTER 2:</b> .....	32
<b>FOOD EXPOS AND FOOD RELATED PROGRAMME ACTIVITIES</b> .....	32
2.1 INTRODUCTION.....	32
2.2 THE ROLE OF FOOD IN TOURISM .....	34
2.3 CLASSIFICATION OF EVENTS .....	38
<i>Sports events</i> .....	41
<i>Festivals/cultural celebrations</i> .....	41
<i>Entertainment and other mega events</i> .....	42
<i>Business events</i> .....	42
Business events .....	42
2.4 FOOD EXPOS .....	43
2.5 BENEFITS OF FOOD EXPOS.....	45
Table 2.1: The benefits of food expos.....	46
2.6 FOOD EXPOS AROUND THE WORLD .....	47
Table 2.2 Desktop study of renowned food expos.....	48
2.7 PROGRAMME ASPECTS FOR CONSIDERATION IN A FOOD EXPO PROGRAMME .....	56
2.7.1 Activities for a food expo programme .....	59
2.7.1.1 Open food theatre (cooking /baking demonstrations by chefs) .....	60
2.7.1.2 Renowned chefs preparing signature dishes.....	60
2.7.1.3 Renowned chefs preparing dishes with a traditional/local element .....	60
2.7.1.4 Informative sessions and discussions with renowned chefs on food –related topics .....	61
2.7.2 Cooking /baking competition activities .....	61
2.7.2.1 Cooking /baking competitions amongst local chefs .....	61
2.7.3 Cooking and baking merchandise on display/ to purchase .....	61
2.7.4 Wine exhibition.....	62
2.7.4.1 Local wine exhibits to wine estates (e.g Mukuyu Wineries).....	62
2.7.4.2 Wine tasting and wine pairing sessions with the sommelier.....	62
2.7.4.3 Informative sessions on wine making .....	63
2.7.4.4 Informative sessions on wine serving/storing/cooking with wine .....	63
2.7.5 Beer exhibition .....	63

2.7.5.1 Beer tasting sessions with expert .....	63
2.7.6 Cocktail exhibition .....	63
2.7.7 Cuisine variations.....	64
2.7.8 Local Cuisine.....	64
2.7.8.1 Opportunity to book for an outdoor cooking trail .....	65
2.7.9 Kids cooking/baking/food activities .....	65
2.7.10 Other exhibitors at the expo .....	66
2.7.11 Entertainment.....	66
2.7.12 Food art and decorating .....	66
2.7.13 Interactive food workshops for attendees .....	67
2.7.2.1 Location of the event.....	67
2.7.2.2 Pricing/ Ticketing.....	69
2.7.2.3 Marketing Media.....	70
2.7.2.3.1 Marketing Communication Channels for Food Expos .....	70
2.8 GLOBAL TRENDS IN FOOD EXPO .....	73
2.9 CONCLUSION .....	74
<b>CHAPTER 3:</b> .....	76
MARKETING CONCEPT AND CONSUMER BEHAVIOUR .....	76
3.1 INTRODUCTION.....	76
3.2 THE MARKETING CONCEPT AND EVENT MARKETING FOR FOOD EXPOS .....	77
3.3 THE MARKETING MIX .....	79
3.3.1 Distinguishing the product.....	79
3.3.2 Place .....	80
3.3.3 Price .....	80
3.3.4 Promotion .....	80
3.3.5 Packaging .....	81
3.3.6 Partnerships/ People.....	81
3.3.7 Physical (evidence).....	82
3.3.8 Programming.....	82
3.4 CONSUMER BEHAVIOUR AND CONSUMER DECISION PROCESSES .....	83
3.4.1 Consumer decision making processes .....	84
.....	85
3.4.2 Theory of Reasoned Action and Theory of Planned Behaviour .....	88
3.5 MODELS THAT HIGHLIGHT ASPECTS INFLUENCING DECISIONS/ CONSUMPTION/ BEHAVIOUR RELATING TO FOOD-RELATED EVENTS AND PREFERENCES .....	90
3.5.1 MODEL 1: A Theoretical Model for the Study of Food Preferences by Randall and Sanjur (1981) .....	91
<i>Destination environment</i> .....	94
3.5.2 MODEL 2: Consumer's decision to consume local food at a destination by Kim, Eves & Scarles (2009) .....	95



3.5.3 MODEL 3: Influences on the decision making, by Abu (2012) .....	96
3.5.4 A conclusion of factors/aspects that influence consumer behaviour regarding food related events .....	98
Demographical Aspects .....	99
<i>Social Aspects</i> (Cultural Norms) .....	100
Physiological aspects .....	101
3.6 INTEGRATED CONCEPTUAL FRAMEWORK REGARDING THE CONSUMER DECISION-MAKING FOR THIS STUDY .....	107
Figure 3.4 Integrated Conceptual Framework Regarding the Consumer Decision-Making Process for a Potential Food Expo Programme for Zimbabwe .....	111
3.7 CONCLUSION .....	112
<b>CHAPTER 4:</b> .....	113
RESEARCH METHODOLOGY AND ANALYSIS .....	113
4.1 INTRODUCTION .....	113
4.2 PHILOSOPHICAL PARADIGM .....	113
4.3 EMPIRICAL STUDY .....	114
4.4 RESEARCH DESIGN .....	114
4.5 RESEARCH METHODOLOGY .....	115
4.5.1 Survey for the tourist respondents .....	115
4.5.1.1 Survey Sites(tourist respondents) .....	115
4.5.1.2 Development of the questionnaire (tourist respondents) .....	116
4.5.1.3 Questionnaire Instrument for tourism respondents .....	117
4.5.1.4 Method of data collection (tourist respondents) .....	122
4.5.1.5 Sampling (tourist-respondents) .....	122
4.5.2 Survey for the tourism industry respondents .....	123
4.5.2.1 Survey Site .....	123
4.5.2.2 Development of questionnaire ( industry respondents) .....	124
4.5.2.3 Questionnaire Instrument for industry respondents .....	125
4.5.2.4 Method of collecting data (industry respondents) .....	129
4.5.2.5 Sampling (industry respondents) .....	130
4.5.3 Validity .....	130
4.5.3.1 Reliability (of measurement scale) .....	130
4.5.3.2 Data Analysis .....	131
4.5.3.3 Exploratory factor analysis .....	131
4.5.3.4 Confirmatory factor analysis .....	132
4.5.3.5 The <i>t</i> -test .....	132
4.5.3.6 Independent <i>t</i> -test .....	132
4.5.3.7 Spearman's rank order correlation .....	133
4.6 ETHICAL CONSIDERATIONS .....	134
4.7 CONCLUSION .....	134

<b>CHAPTER 5:</b>	135
RESULTS	135
5.1 INTRODUCTION	135
5.2 RESPONDENT RESPONSE RATE	135
5.3 DEMOGRAPHICS OF RESPONDENTS	136
5.3.1 Demographic profile of tourists	136
5.3.1.1 Gender	137
5.3.1.2 Age distribution	137
5.3.1.3 Sector of respondents	137
Table 5.3 Profession of tourist respondents	138
5.3.1.4 Country of residence	138
Table 5.4 Place and country of residence of tourist respondents	138
5.3.1.5 Reason for visit to Zimbabwe	138
Table 5.5 Reason for visiting Zimbabwe	139
5.3.1.6 Number of visits that tourists have travelled to Zimbabwe	139
Table 5.6 Number of previous visits to Zimbabwe by tourist respondents	139
5.3.1.7 Duration of stay in Zimbabwe	140
Table 5.7 Duration of visit to Zimbabwe	140
5.3.2 Demographic profile of industry respondents	140
5.3.2.1 Gender	140
Table 5.8 Gender of industry respondents	140
5.3.2.2 Age distribution	141
Table 5.9 Age of industry respondents	141
5.3.2.3 Sector of respondents' profession	141
Table 5.10 Occupation of industry respondents	141
5.3.2.4 Years of experience	141
Table 5.11 Years of industry respondents' experience	142
5.3.2.5 Type of organisation industry respondents came from	142
Table 5.12 Type of organisation industry respondents came from	142
5.3.2.6 Country of residence	142
Table 5.13 Country of origin	143
Table 5.14 Summative demographic profile of tourist respondents	143
Table 5.15 Demographic profile of industry respondents	144
5.3.2.7 Category and item mean values for a potential food expo	145
Table 5.15 Mean values for the identified aspects from the questionnaire	146
5.4 EXPLORATORY FACTOR ANALYSIS (EFA)	148

Table 5.15 KMO and Bartlett's Test for food expo programme criteria for Zimbabwe .....	149
Table 5.16 Exploratory Factor Analysis of grouped results for tourists and industry respondents. ....	149
5.5 CONFIRMATORY FACTOR ANALYSIS .....	153
Figure 5.1 Confirmatory path diagram for thirteen factors for a food expo programme .....	154
Table 5.17 Item loadings for the 13 extracted programme content .....	154
5.5.1 Goodness-of-fit indexes .....	156
Table 5.18 CFA goodness-of-fit indexes.....	157
5.5.2 Reliability evidence regarding food expo programme.....	158
5.5.3 The CA and mean values of the programme content factors .....	158
Table 5.19 The Cronbach Alpha values (CA) and mean values of the programme content factors.....	158
5.6 CORRELATIONS OF PROGRAMME CONTENT FACTORS.....	163
Table 5.20 Correlations between factors for tourists and industry.....	164
5.7 THE DIFFERENCE IN OPINIONS BASED ON RESPONDENT TYPE (INDUSTRY TOURISTS), GENDER AND RESIDENTIAL STATUS WITH REGARDS TO THE PROGRAMME CONTENT FACTORS .....	168
5.7.1 A <i>t</i> -test between industry and tourist respondents regarding programme content factors ...	168
Table 5.21 A <i>t</i> -test between industry and tourist respondents regarding the programme content factors.....	169
5.7.2 A <i>t</i> -test between gender of respondents regarding the programme content factors .....	172
5.7.2.1 A <i>t</i> -test between gender regarding programme content factors .....	172
Table 5.22 A <i>t</i> -test between gender of respondents regarding programme content factors .....	172
5.7.3 A <i>t</i> -test between national and international respondents regarding programme content factors .....	173
5.7.3.1 Comparison between national and international respondents for the programme expo factors .....	173
Table 5.23 A <i>t</i> -test between national and international respondents regarding the programme content factors.....	174
5.8 ADDITIONAL PROGRAMME-RELATED ASPECTS (PRICING/TICKETING, LOCATION AND MEDIA/MARKETING) .....	174
5.8.1 Pricing/ticketing aspects.....	174
5.8.1.1 Frequencies regarding pricing/ticketing aspects (industry and tourist respondents).....	175
Table 5.24 Frequencies regarding pricing/ticketing aspects (Industry and tourist respondents) ...	175
5.8.1.2 A <i>t</i> -test between industry respondents and tourist respondents regarding pricing/ticketing aspects .....	176
Table 5.25 A <i>t</i> -test between industry and tourist respondents regarding pricing/ticketing aspects	176
5.8.1.3 A <i>t</i> -test between gender of respondents regarding pricing/ticketing aspects .....	177
Table 5.26 A <i>t</i> -test between gender regarding pricing/ticketing aspects (tourist respondents) .....	177

5.8.2 Location aspects .....	177
5.8.2.1 Frequencies regarding location aspects (industry and tourist respondents) .....	178
Table 5.27 Frequencies regarding location aspects (industry and tourist respondents) .....	178
5.8.2.2 A <i>t</i> -test between industry respondents and tourist respondents regarding location/site related aspects .....	179
Table 5.28 A <i>t</i> -test between industry and tourist respondents regarding location aspects .....	179
5.8.2.3 A <i>t</i> -test between genders of respondents regarding location/site related aspects .....	180
Table 5.29 A <i>t</i> -test between gender of respondents regarding location aspects.....	180
5.8.2.4 Location of the expo.....	180
Table 5.30 Location/site .....	180
5.8.3 Media/marketing aspects .....	181
5.8.3.1 Frequencies regarding media/marketing (industry and tourist respondents) .....	181
Table 5.31 Frequencies regarding media/marketing aspects (industry and tourist respondents) ..	182
5.8.3.2 A <i>t</i> -test between industry respondents and tourist respondents regarding media/marketing aspects .....	182
Table 5.32 A <i>t</i> -test between industry and tourist respondents regarding media/marketing aspects	182
5.8.3.3 A <i>t</i> -test between gender of respondents regarding media/marketing aspects .....	184
Table 5.33 A <i>t</i> -test between gender regarding media/marketing aspects .....	185
5.8.4 Market for food expo and reasons? .....	185
Table 5.34 Potential to host a food expo .....	186
5.8.4.1 Potential benefits of hosting a food expo .....	186
Table 5.35 Reasons for potential to host a food expo .....	187
5.8.5 Duration of food expo.....	187
5.8.5.1 Duration of food expo.....	187
Figure 5.2 Tourist respondent opinions regarding the duration of the expo .....	188
Figure 5.3 Industry respondent opinions regarding the duration of the expo .....	189
5.8.6 Month for hosting of food expo and reasons .....	189
Figure 5.4 Chosen month for expo .....	190
Figure 5.5 Reason why tourist respondents chose specific expo month.....	191
5.8.7 Would you attend the food expo? .....	191
Figure 5.6 Possible attendance to the expo if it is held .....	192
5.9 Recommendations and suggestions for the potential expo programme .....	192
Figure 5.7 Recommendations and suggestions by tourists and industry respondents regarding potential expo programme .....	193
5.10 CONCLUSION .....	193
<b>CHAPTER 6</b> .....	195

CONCLUSIONS, RECOMMENDATIONS AND PROGRAMME CRITERIA FOR A POTENTIAL FOOD EXPO IN ZIMBABWE .....	195
6.1 INTRODUCTION.....	195
6.2 CONCLUSIONS .....	196
6.2.1 Conclusions regarding Objective 1: Literature overview regarding the role of food in tourism, the classification of food-related and culinary events (with specific reference to food expos) as a form of special events in the events sector, followed by a discussion of the benefits of these events and an overview of food expos worldwide .....	196
6.2.2 Conclusions regarding Objective 2: Literature overview of marketing theory relating to consumer behaviour at food-related events and subsequent programme development in the context of food expos.....	200
6.2.3 Conclusions regarding Objective 3: The needs and preferences of a potential food expo market (tourist and industry respondents) in order to develop programme criteria for a potential food expo in Zimbabwe.....	203
6.2.3.1 Validity and reliability testing .....	203
6.2.3.2 Correlation analysis regarding programme content factors .....	205
6.2.4.1The <i>t</i> -test analysis comparison between industry and tourist respondents regarding programme content factors .....	206
6.2.4.3 The <i>t</i> -test analysis comparison between gender regarding programme content factors...	207
6.2.4.4 The <i>t</i> -test analysis comparison between national and international respondents regarding programme content factors .....	207
6.2.4.5 The <i>t</i> -test analysis comparison between tourism and industry respondents regarding pricing/ticketing aspects .....	207
6.2.4.6 The <i>t</i> -test analysis comparison between gender regarding pricing/ticketing .....	208
6.2.4.7 The <i>t</i> -test analysis comparison between tourism and industry respondents regarding location .....	208
6.2.4.8 The <i>t</i> -test analysis comparison between gender regarding location, media/marketing aspects .....	209
6.2.4.9 The <i>t</i> -test analysis comparison between tourist respondents and industry respondents regarding media/marketing aspects.....	209
6.2.3.11 The <i>t</i> -test analysis comparison between gender regarding media/marketing aspects....	209
6.2.4.10 Potential of the food expo in Zimbabwe and recommendations .....	210
6.2.4.11 Duration of food expo and ideal month and related reasons .....	210
6.3 THE DEVELOPMENT OF PROGRAMME CRITERIA FOR A POTENTIAL FOOD EXPO PROGRAMME FOR ZIMBABWE AND SUBSEQUENT RECOMMENDATIONS .....	211
6.4 PRACTICAL CONTRIBUTION OF THE RESEARCH .....	227
6.5 LITERATURE CONTRIBUTION .....	229
6.6 LIMITATIONS OF THE STUDY .....	229
6.7 RECOMMENDATIONS FOR FUTURE RESEARCH .....	230
6.8 CHAPTER SUMMARY.....	231

REFERENCES.....	232
-----------------	-----

## LIST OF TABLES

Table 1.1 Expo programme and related activities .....	5
Table 1.2 Existing studies highlighting various programme related aspects for- consumptive behaviour of tourists at food events .....	8
Table 2.1: The Benefits of food expo .....	46
Table 2.2 Desktop study of renowned food expos.....	48
Table 2.3 Location aspects for a food expo .....	68
Table 2.4 Alternative Marketing .....	71
Table 3.1 Studies on Motivation to attend a food event.....	104
Table 5.1 Gender of tourist respondents .....	137
Table 5.2 Age of tourist respondent.....	137
Table 5.3 Profession of tourist respondents .....	138
Table 5.4 Place and country of residence of tourist respondents.....	138
Table 5.5 Reason for visiting Zimbabwe.....	139
Table 5.6 Number of previous visits to Zimbabwe by tourist respondents .....	139
Table 5.7 Duration of visit to Zimbabwe.....	140
Table 5.8 Gender of industry respondents.....	140
Table 5.9 Age of industry respondents .....	141
Table 5.10 Occupation of industry respondents .....	141
Table 5.11 Years of industry respondents' experience.....	142
Table 5.12 Type of organisation industry respondents came from.....	142
Table 5.13 Country of origin.....	143
Table 5.14 Mean values for the identified aspects from the questionnaire .....	146
Table 5.15 KMO and Bartlett's Test for food expo programme criteria for Zimbabwe .....	149
Table 5.16 Exploratory Factor Analysis of grouped results for tourists and industry respondents.....	149
Table 5.17 Item loadings for the 13 extracted programme content .....	154
Table 5.18 CFA Goodness-of-fit indexes.....	157
Table 5.19 The Cronbach Alpha values (CA) and mean values of the programme content factors ..	158
Table 5.20 Correlations between factors for tourists and industry.....	164
Table 5.21 A <i>t</i> -test between industry and tourist respondents regarding the programme content factors.....	169
Table 5.22 A <i>t</i> -test between gender of tourist respondents regarding programme content factors ...	172
Table 5.23 A <i>t</i> -test between national and international respondents regarding the programme content factors.....	174
Table 5.24 Frequencies regarding pricing/ticketing aspects (Industry and tourist respondents) .....	175

Table 5.25 A <i>t</i> -test between industry and tourist respondents regarding pricing/ticketing aspects ....	176
Table 5.26 A <i>t</i> -test between gender regarding pricing/ticketing aspects (tourist respondents) .....	177
Table 5.27 Frequencies regarding location aspects (industry and tourist respondents) .....	178
Table 5.28 A <i>t</i> -test between industry and tourist respondents regarding location aspects .....	179
Table 5.29 A <i>t</i> -test between gender of respondents regarding location aspects.....	180
Table 5.30 Location/site .....	180
Table 5.31 Frequencies regarding media/marketing aspects (industry and tourist respondents) .....	182
Table 5.32 A <i>t</i> -test between industry and tourist respondents regarding media/marketing aspects ..	182
Table 5.33 A <i>t</i> -test comparison between gender regarding media/marketing aspects .....	185
Table 5.34 Potential to host a food expo .....	186
Table 5.35 Reasons for potential to host a food expo .....	187
Table 6.1 Summative demographic profile of tourist respondents (n=245) .....	143
Table 6.2 Demographic profile of industry respondents (n=81) .....	144

## LIST OF FIGURES

Figure 2.1 Events nomological structure.....	39
Figure 2.2 Typology of planned events and venues: A Portfolio Approach .....	41
Figure 3.1 Factors affecting food consumption in tourism .....	85
Figure 3.2 Consumption of local food at a destination.....	92
Figure 3.3 Consumer's decision-making process. ....	92
Figure 3.4 Influences on the decision-making .....	111
Figure 5.1 Confirmatory path diagram for thirteen factors for a food expo programme .....	145
Figure 5.2 Tourist respondent opinions regarding the duration of the expo .....	188
Figure 5.3 Industry respondent opinions regarding the duration of the expo .....	189
Figure 5.4 Chosen month for expo .....	190
Figure 5.5 Reason why tourist respondents chose specific expo month.....	191
Figure 5.6 Possible attendance to the expo if it is held .....	192
Figure 5.7 Recommendations and suggestions by tourists and industry respondents regarding potential expo programme .....	193
Figure 6.1 Programme criteria for a potential food expo in Zimbabwe .....	193

## **ABBREVIATIONS AND ACROYNMS**

UNESCO: United Nations Educational, Scientific and Cultural Organisation

UNWTO: United Nations World Tourism Organisation

ZTA: Zimbabwe Tourism Authority

ITCA: International Culinary Tourism Association

WFTA: World Food Travel Association





## **CHAPTER 1: INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH**

### **1.1 INTRODUCTION**

Many destinations have recognised the significance of tourism to the economy and the increased growth in tourist movement globally (UNWTO, 2016:2). Within the realm of tourism, there are various forms of tourism that have emerged, such as, heritage tourism, sports tourism, township tourism, dark tourism, apitourism and more specifically event tourism (Saayman, 2013:2). Event tourism includes a myriad of events held globally, ranging from sports, arts, culture, carnivals and religious events, to wine and food-related events (UNWTO, 2012:1). Food is a prominent facet of most tourism experiences with food-related events having evolved and are considered a type of special event (Getz & Robinson, 2014:316; Cañizares & Guzmán, 2012:231, Claude, 1996:595). Special events can include art fairs, markets, exhibitions, celebrations, tastings, culinary competitions, cultural events, festivals, and expositions (referred to from here forth as expos) (Hall & Sharples, 2008:4). From all these events, the most popular special events are considered to be food festivals and food expos (Wan & Chan, 2013).

Food expos and events have become a definite trend in tourism and the United Nations World Tourism Organisation (UNWTO) posits in their 2012 report that special events (including food expos) are the fastest growing segment of the tourism industry accounting for one third of the total tourist expenditure at the destination (UNWTO, 2017:14; UNWTO, 2012:10; Halls & Sharples, 2003:2). The growth in interest regarding food events has resulted in numerous food expos emerging globally whereby destinations use local food as the unique element to attract tourists (Chaney & Rayan, 2012:310; Lee & Arcordia, 2011:356; Urry, 2002:12). These food expos, therefore, offer a range of activities in their programmes and expose the many undiscovered culinary talents of the specific destination (Baltescu, 2016:108). However, tourist attendance at these expos is relative to the activities that the specific host destination/region offers in their expo programme (Kim & Eves, 2012:1458; Mak, Lumbers, Eves & Chang, 2012:928; Hu, 2010:43; Halls & Sharples, 2003:10). The preferred activities of a specific destination's market can differ from expo to expo (Chatibura, 2015:55). Therefore, in order for any specific food expo to experience continued growth, a vibrant, dynamic and unique expo programme consisting of specific

activities that address the needs of that particular attendee market, must be developed (Gheorghe, Tudorache & Nistoreanu, 2014:23; Azman, 2012:26).

Food expos have proven to significantly contribute to the economic impact at most host destinations worldwide (Du Rand & Heath, 2006:208; Cela, Lankford & Lankford, 2007:56; Everett & Slocum, 2013:790; Renko, Renko & Polonijo, 2010:313; Boyne, Williams & Hall, 2002 as cited by Karim & Geng-Qing Chi, 2010:532; Du Rand, Heath & Alberts, 2003:98). The benefits of these events include regional tourism development and adding value to already existing products (Robinson & Getz, 2014:690; Karim, 2006:29; Felsenstein & Fleischer, 2003:385) promoting local commodities and promoting differentiation from other destinations/events (Hall & Sharples, 2008:134; Cela, Lankford & Lankford, 2007:57) contributing to the sustainability of the destination's authenticity and in turn reducing economic leakage (Biazen, 2012:5); as well as contributing to building a destination brand (Lee & Arcodia, 2011:211).

Zimbabwe has the potential to host an international food expo when one considers the diversity of cuisine from this destination's cultural diversity as well as the increased interest and attendance to other community-based food related events such as the Traditional and Organic Food and Seed Festival in Harare (SustainZim, 2016:5) which promotes rural folk from living in poverty. It is a local traditional food movement that is growing rapidly but there are still a lot of people who shun indigenous foods and fail to appreciate their health benefits. The festival has been running for the past 6 years since 2013 and has realised a gradual increase in local attendance and a few foreigners to the festival, from 2015-2016. The same festival for the 2017-2018 period increased its attendance from 1.5% to 5% local attendance. However, it is anchored on sustainability of using local food more than promoting local cuisine varieties. The desire is to make the festival an international affair.

Zimbabwe is still continuing to increase her international market and especially using local cuisine to draw tourists. A case in point is the Boma Restaurant in Victoria Falls whose goal is to make tourists experience and participate in the African cuisine (ZTA report, 2016:8; Mkono, 2011:260; TripAdvisor.com). This type of interest by tourists unquestionably creates an opportunity in which Zimbabwe can further exploit food- related events/activities. Zimbabwe stands to enjoy the associated benefits whilst also addressing its challenges such as Zimbabwe's economic woes and brand identity which threatens its tourism industry (Chikafu, Mirimi & Hurombo, 2014:37; Mkono, 2012:205).

The purpose of this research is therefore to develop programme criteria for a potential food expo in Zimbabwe. A programme criteria's design is based on the needs and preferences of

this potential market, including their preferred activities, their motivations to visit and their behavioural characteristics. This will equip and assist the Zimbabwean Tourism Authority and tourism operators to better understand and meet the needs of a potential market for a specific and new initiative, namely a food expo. This research will contribute to the literature on programming for events with a specific focus on food expos for developing countries/destinations. This will be attained by providing a background to the study, followed by the problem statement, identification of the main goal and objectives, research methodology, clarification of key concepts and, lastly the chapter classification.

## **1.2 BACKGROUND TO THE STUDY**

In the background to the study, a brief overview was provided on food tourism and food-related events, food expos abroad and related activities, food expo programme development for specific markets/destinations, and Zimbabwe as a potential host destination of an international food expo.

### **1.2.1 Food tourism and food events**

According to the World Food Travel Association (2013:14) food tourism simply means tourists travel to seek enjoyment through eating, drinking and participating at the destination where local food and beverages are produced. Events according to Allen, O'Toole, Harris and McDonnell (2011:35) are a 'one stop shop', that offer new opportunities for communities to integrate tourism and food systems which promote economic growth and development in the particular destinations. They are planned or unplanned, with a finite length of time and unique from each other, attracting a lot of tourists (Tassiopoulos, 2010:5). These events are also based primarily on their form, that is, obvious differences in their purpose and programme (Getz, 1997:4-11). Special events specifically require special purpose facilities, programme-specific activities and target specific types of tourists (The Global Association of the Exhibition Industry, 2012:8-11). Food related events are special events and include trade fairs, trade shows, food festivals, food markets and food expos, amongst others. Food expos specifically, are a special event type that has increased in number over the decades across various destinations, and are also referred to in literature as a form of food tourism (Cela *et al.*, 2007:173; Karim, 2006:18). The following section will elaborate on these food expos and their programme of activities.

#### *Food expositions and their programmes*

Food expositions as special events are subsumed in the MICE industry (meetings, incentive travel, convention and exhibitions). Expos as a significant sector under the MICE industry

holds enormous potential for destinations. Tourists who attend these events spend between four to eight times more than a leisure traveller, and not only on business centre related services, but also on food related tourism to experience the 'other' which is fast increasing (Khan, 2015:303; Smith, Costello & Muenchen, 2010:20). The 'other' relates to the consumption of local food that is typically local, authentic and novel (OECD, 2012:21). Tourists want to experience this 'other' as an attraction (Long, 2004:21). Thus, destinations are fast shifting to meet this tourist gaze from flora and fauna tourism to consuming culture in a plate (Urry, 2002:34). Henceforth, tourists attending a food expo specifically seek to take part in planned activities and get to know the destination at the same time (Celik & Cetinkaya, 2013:4; 2010:34). That is why the significance of local food at the expo is fundamental (Hu, 2010:8; Einarsen & Mykletun, 2009:243). For instance, France is renowned for its 246 kinds of cheese and wines (Harrington & Ottenbacher, 2010:15). In Italy, the destination was well known for its landscapes, art, and history but now it is more famous for its pasta cuisines (Paggiaro & Mason, 2009:365); Mexico for their famous chillies (UNESCO, 2013:5), India for its spiced dishes; South Africa for biltong, chakalaka and barbeque (Du Rand & Heath, 2006:14); Hong Kong as a destination rich with multicultural cuisines but they now use food expos to give it a competitive edge (Enright, and Newton cited by McKercher, Okumus & Okumus, 2008:138). These are some examples of destinations whose unique cuisines are promoted at events.

Some of the other activities included in food expos are renowned MasterChef's showcasing the diversity and creativity of culinary cuisine, workshops on preparing cocktails, interaction between the audiences and MasterChef's at an open theatre, locally produced beer from breweries, food trails and cocktail pairings, to masterclasses and even kids entertainment corner (Cela *et al.*, 2007:173; Hashimoto & Telfer, 2006:35; Karim, 2006:18). Notable examples of these expos include Hokitika Wild Food Expo in New Zealand, Savour Food and Wine Expo in Canada, Toronto Food and Wine expo in Canada, Food and Wine Expo in Australia and Bellavita Expo in Poland. Zimbabwe Culinary Fusion Expo exists, though it is important to note that it is still at national level (Dailynews, 2017). It is still meant for local chefs competing with local chefs in local cuisine and has not yet flourished to become international like the others mentioned. It is mentioned however, in this thesis to indicate the level to which food expos are being practiced in Zimbabwe. The expo is relatively new and not yet promoted for the international tourists. This is an indication that food expos have been noted as significant to tourism. Most popular activities that excite tourists are related to interactions with celebrity chefs and mixiologists. Most expositions have a cultural undertone as well. This is noticeable from the methods used to prepare local cuisine, the use of locally

grown ingredients and some of the cooking equipment used to demonstrate the cooking of local food.

Similarly, Canada, as a multicultural destination has exploited this fundamental characteristic to promote food expos (Hashimoto & Telfer, 2006:35). Canada has developed and reinvented several culinary-orientated expos that draw many tourists, whilst their tour operators are beginning to package events for tourists (Hashimoto & Telfer, 2006:35). These are just a few examples of destinations whose unique cuisines are promoted at events.

However, these events differ by destination and are held for diverse purposes. An appreciation of the specific needs, wants and preferences of the participants is imperative in successfully hosting an expo. One envisages that an expo programme that is tailor-made to suit the tastes of an international audience can be used to attract tourists to Zimbabwe (Duncan & Kim, 2013: 715). Table 1.1, provides an overview of a few internationally acclaimed expos across various destinations/locations and offering specific themes and unique elements that a programme can possess. A brief overview of typical programme activities from popular expos will also be provided.

**Table 1.1 Expo programme and related activities**

<b>Expo</b>	<b>Date / Duration</b>	<b>Destination/ Location (city/town)</b>	<b>Programme themes/activities</b>	<b>Unique expo elements</b>	<b>Year of inception and years since running</b>
Good Food and Wine	27-29 May (3 days)	South Africa (Cape town; Durban; Johannesburg )	Theatres- Cooking with chefs; eat well live well, wine theatre baking theatre, kids theatre, chefs open theatre, short chef, skinny chef, SABC 3 theatre. Wellness Beer and alcohol Baking Lifestyle market and street food Gourmet	Fostering new innovative trends in food and wine	2004 (14 years)

Hokitika Wild Food Expo	12 March (1 day)	New Zealand (Hokitika)	Demonstration zone(wild food cooking by MasterChef's) Unusual food cooking (mountain oysters, duck heads, crocodile bites, fish eyes, scorpions, pork blood casserole, baby octopus, worms, deep fried pigs ears, Huhu grubs (huhu beetle larvae), and snails Kids Corner (entertainment of all sorts for kids) Main stage (arena for entertainment and other events) Wild food market Whacky but wild (eating unusual food) Traditional Maori hangi (cooking method using heated rocks buried in a pit oven)	Diversifying cooking and consumption of 'wild grown' food.	2010 (8 years)
Zimbabwe Culinary Fusion Expo	26-27 May (2 days)	Zimbabwe (Harare)	Local vs Local Chef competitions (purely national level competitions) Indigenous food extravaganza Local ingredient innovation Fusion of west meets traditional	Investing in local food varieties for innovative menu choices.	2016 (2 years)
Savour Food and Wine Expo	29-10 January to March (41 days)	Canada (Nova Scotia)	Decadence- (chocolate, wine and cheese) Cocktail mixing (legendary cocktail mixing) Wine tasting (world's top finest wines to taste) Food and wine stalls (vendors of all types of food and drink) Fine dining Good food and wine Entertainment	Celebrating culture through interest and passion for great food and wine.	2004 (14 years)
The Taste	2-5 September (4 days)	America (Los Angeles)	Cooking demonstration(Macy's culinary stage) Bar stage (Master Sommelier) Cooking with fire Sweet festival Street food expo Entertainment Field to fork (from farm harvest to the plate) Cocktail confidential flavours of L.A. Dinner and drinks Labour day picnic	Showcasing the best of Los Angeles MasterChef skills.	1986 (32 years)
Savour Kilkenny Expo of Food	23-26 October (4 days)	Ireland (Kilkenny)	Food demonstrations (cooking and conversation, a happier healthier world, best young chef in the world, secrets of spices, beer pairing, gluten-free baking, brunch club demonstration,	Exhibition of Ireland's greatest restaurants, breweries and mixologists	2006 (12 years)

			raw food demonstration) Expo specials (bloggers breakfast, a taste of Japan, craft beer tent) School of food (food photography competition and exhibition) Meat: the forgotten cuts, beer brewing for taste) Banter events, what's in the shopping basket, what's so super about super foods, battle of the bottle, beer vs wine) Partners events (link food suppliers with service providers) Healthy food and healthy eating Feast of the Ocean		
Gourmet Food and Wine Expo	18-20 September (3 days)	Canada (Toronto)	Cooking Competition Grand Tasting Pavilion Expert-level Workshops (master chef training in cooking) Cochon 555 (pork dishes) Samples (food and wine from many purveyors) Celebrity chefs (cooking alongside a MasterChef) Knives, Soba and Sushi (training sessions with master chefs)	Unifying heritage pig farming- and local farmers.	1994 (24 years)
Food and Wine Expo	4 -13 March (10 days)	Australia (Melbourne)	Langham Melbourne Master Class (exciting culinary and winemaking talent) Vineyard tours Guided tours to famous restaurants Free cooking classes (kids and adults) Multicultural heritage (food from all cultures) Bank of Melbourne World's Longest 3 course Lunch (530m long table) Queens bridge Square Expo Hub (milk and milk products on show) Sense of Place Land of milk and culture	Illuminating culture and heritage of Melbourne (true Melbournian)	2009 (9 years)
World Food Expo	August 2-5 (4 days)	Philippines (Manila)	Baking demos, cooking demos, technical and business seminars "The ultimate Food Show Experience"	Promoting the use of Philippine products	2011 (17 years)
York Food and Wine Expo	18-20 March (3 days)	UK (York)	Thematic events Food technology Food expo seminars Mediterranean food experience Meat forum Wine and spirits exhibition Buyer and industry forum	Variety of Greek and Mediterranean products.	1997 (21 years)

Bellavita Expo	11-13 April (3 days)	Poland (Warsaw)	60 authentic Italian producers 400 artisans made Italian food and beverage products. Food and wine theatre Acclaimed chefs and sommeliers The most popular and famous Italian food and brand wines. The excellence of Italian Food and Wine Increase the interaction of Italian producers and top buyers in every sector	The global benchmark of Italian food and beverage	2013 (5 years)
----------------	----------------------	-----------------	--	---	----------------

Source:(<https://www.evergreen.ca/whats-on/event-details/>);([www.foodrepublic.com/](http://www.foodrepublic.com/));([www.tofoodanddrinkmarket.com/e](http://www.tofoodanddrinkmarket.com/e))

The main activities permeating throughout the above cited expos are cooking with master chefs live on show, kitchen demonstrations, eating and drinking popular wines and beer from the destination, a night out at popular restaurants, wine tasting and food tasting and competitions for all ages. These are some of the many activities that can be included in developing food expo programme criteria. However, in Zimbabwe, there are no documented international food expos or a food expo programme similar to the global destinations in Table 1.1. The expo highlighted in Table 1.1 is still at national level. Zimbabwe only has a National Tourism Policy where culinary tourism is one key component in the product diversification section under value addition and community beneficiation (Zimbabwe Tourism National Policy, 2011:19). The expo programme development is a task that organisers must plan for, given that destinations differ. Previous research relating to food expos will be discussed in the ensuing section.

### Previous research relating to food expos

Several studies from developed countries related to food festivals, food expos and food tourism and a few on programme development have been carried out. The studies have been arranged from the earliest to some of the most recent in the field of food expos as highlighted in Table 1.2.

**Table 1.2 Existing studies highlighting various programme related aspects for- consumptive behaviour of tourists at food events**

Author	Title	Findings
Bessiere (1998)	Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas	The design of programme activities, significance in maintaining and preserving of culinary heritage and regional identity and developing a new social entity.



Quan and Wang (2004)	Towards a structural model of the tourist experience: an illustration from food experiences in tourism	A structural model was developed in respect to different aspects of travelers' food experiences.
Karim (2006)	Culinary tourism as a destination attraction: an empirical examination of the destination's food image and information sources	The food event programme can be used to market destinations and create an image. The internet was the most popular information dissemination tool.
Wargenau and Che (2006)	Wine tourism development and marketing strategies in South West Michigan	Wine partnerships in programme activities to expand food tourism.
Everett and Aitchison (2008)	The role of food tourism in sustaining regional identity: a case study of Cornwall, South West England	The role of food tourism illuminated in the programme's activities is a legitimate avenue for socio-cultural sustainability. Food tourism can be a tool for regenerating a destination. Offers an alternative means of local and regional development, potential to strengthen identity, enhance appreciation of the environment, and encourage the regeneration of local heritage and the economy.
Mason and Paggiaro (2009)	Celebrating local products: the role of food events	Food and the destination contribute to tourist choice. Food expos provide tourists an opportunity to taste unique local cuisine. Motivating programme factors contribute to tourist perceptions and satisfaction to attend food expo
Ojo and Lattimore (2009)	Slow food events as a high yield strategy for rural tourism destinations: The case of Bario, Sarawak	Focused on increasing slow food and cultural expo strategies in programme activities to address the underutilisation of food as a marketing tool in destination marketing. Use of slow food events as a strategy in generating high yield for rural tourism.
Harrington and Ottenbacher (2010)	Culinary tourism: a case study of the gastronomic capital	The aspect of programming and activities related to food is not a primary but secondary driver to Lyon and Rhone Alps. Collaboration and tactical implementation of the promotion of culinary tourism is non-existent.
Hu (2010)	An exploration of the relationships between expo expenditures, motivations, and food involvement among food expo visitors	Established the existence of food motivated programme activities to attend the food expo. Established determinants of food expo expenditures in event-related and food-related motivations and food involvement
Renko., Renko and Polonijo (2010)	Understanding the role of food in rural tourism development in a recovering economy	There is still not enough promotion of the programme offering being done leading to tourist ignorance of local food in Croatia.
Seery (2010)	Metropolitan cuisine tourism: exploring food tourists to the Creole cuisine in New Orleans, LA USA	Used a cuisine segmentation model to look at characteristics of cuisine tourists and predict a "foodie" from a food tourist.
Jahromy and Tajik (2011)	Tourism and local food and beverages consumption (The case of Mazandaran Province, North of Iran)	Six motivational programme factors aspects that influence local food consumption was identified (authenticity, interpersonal, cultural, physiological, prestige and demographic factors) by domestic tourists.
Kim, Kim, Goh and Antun (2011)	The role of money: the impact on food tourists' satisfaction and intention to revisit food events	There is a direct relationship between tourist expenditure at food events and their satisfaction. Tourist intention to revisit again is imminent. Food tourists are price insensitive as their primary motivation is to consume indigenous cuisine.
Kim, Kim and Goh (2011)	An examination of food tourist's behavior: Using the modified Theory of reasoned action.	Personality traits specifically lifestyle was found as a determinant aspect considered by tourists in relation to certain programme activities. There is a relationship between the programme content

		offering and intention to revisit.
Yun, Hennessey and Mac Donald (2011)	Understanding culinary tourists: segmentations based on past culinary experiences and attitudes toward food related behaviours.	Tourists were segmented according to motivation and attitude and behaviours related to their preferred programme activities. There is a strong relationship between attitudes and behaviour to food expo.
Beer, Ottenbacher and Harrington (2012)	Food tourism implementation in the Black Forest destination	Culinary tourism can be an effective promotional tool to market Black Forest with the inclusion of the programme content to lure tourists. Increased communication with the tourist both current and potential is necessary for food tourism growth.
Cañizares and Guzmán (2012)	Gastronomy as a tourism resource: profile of the culinary tourist.	Implementing a variety of programme activities designed for promoting gastronomy tourism as the main attraction is still missing. Three different types of tourists are identified that need to be targeted differently.
Hong and Tsai (2012)	Culinary tourism strategic management development: An Asia Pacific perspective	Identified key success programme factors for Asia culinary cuisine strategy to promote culinary tourism.
Mak, Lumbers, Eves and Chang (2012)	Programme factors influencing tourist food consumption	Identified salient programme factors that push and pull tourists to consume indigenous food. Five motivational programme factors were categorised.
Andersson, Jutbring and Lundberg (2013)	When a music expo goes veggie: Communication and environmental impacts of an innovative food strategy	Focusing on health related programme activities as a competitive strategy. A vegetarian food strategy footprint was established.
Everett and Slocum (2013)	Food and tourism: an effective Partnership?	The Food tourism programme activities foster sustainability through interaction and participation by tourists.
Teixeira and Ribeiro (2013)	The lamprey and the partridge: a multi-sited ethnography of food tourism as an agent of preservation and disfigurement in Central Portugal,	Increased awareness for local food preservation brought more prominent to the fore front by use of diverse programme activities Traditional food is revitalized and lacks authenticity in one region. The other region vies for tourism volumes and revenue. Food tourism in Portugal has both micro and macro cultural heritage benefits.
Robinson and Getz (2014)	Profiling potential food tourists: An Australian study	Profiles of tourists preferring to experience various programme activities offered at an event can assist in determining preferences Profiled foodies as females willing to experience the other, complimented by cultural and sightseeing activities. Provides the behaviors of domestic travelers.
Pormar (2014)	Festival Programming and Visitor Experience	Better understanding of festival programming quality and its impact on overall visitor satisfaction How to design a programme Behaviour and preferences of visitors

The majority of the studies in Table 1.2 above are from developed countries while only a few are from developing countries. A few articles have been written on expositions or in the field of programme criteria for a food expo and their benefits. Most scholarly research has focused on food festivals in the various event tourism arena (Wu & Al, 2016; Getz & Robinson, 2014; Kim *et al.*, 2014; Hu *et al.*, 2013:470; Hsu & Huang, 2012:394; Kim & Eves, 2012; Saayman & Rossouw, 2011; Kim, Kim & Goh, 2011; Chang & Yuan 2011; Hu, 2010; Yoon, Lee & Lee, 2010; Smith, *et al.*, 2010; Tikkanen, 2007; Molz, 2007; Cela *et al.*, 2007; O'Sullivan & Jackson 2002; Hjalager & Corigliano, 2000; Getz, & Frisby 1988; Smith & Costello, 2009:56; Getz, 2007:242; Yuan *et al.*, 2005:43); and studies on the aspect of food in tourism and how it has come to be topical for almost all destinations (Everett & Slocum, 2013:791; Jahromy & Tajik, 2011:10; Bessiere, 1998:21). Only a few are on food expos (Andersson, Jutbring & Lundberg, 2013; Du Rand & Heath, 2006; Mbagaya, 2000). This is a gap in the literature and consequently, the significance of formulating food expo criteria for potential expos in developing countries becomes a critical point. Further to this, Locke, (2010:211) also lamented the limited literature on the MICE sector citing the need to increase research in this field. More so, there is a scarcity of research concerned with developing economies and whether they value the use of food expos in tourism. In Africa, food expos are prominent in Kenya, Lamu (Mbagaya, 2000:98), South Africa (Du Rand & Heath, 2006:2), Botswana and Nigeria. Zimbabwe is lacking such an international food expo. Its efforts are still at the national stage, where the food expo focus is for the national chef's competing. It has no international influence. Okech (2011:193) notes that an expo may have the potential to provide opportunities to destinations for economic development but it is still unexploited. It may indicate that very little is known about them and their potential to tourism development in developing countries. Events have experienced growth over the last two decades and have become an integral part of tourism development. (Ismail *et al.*, 2014:5; Tassiopoulos, 2010:5). They play a fundamental role in the tourism industry, to address developmental, marketing, sustainability, seasonality effects and marking of destinations (Celik & Cetinkaya, 2013:1). Hence, developing a food expo programme for developing countries will be a significant contribution to the existing body of knowledge.

#### **1.2.1.1 The influence of consumer behaviour and food expos**

In developing programme criteria, consumer behaviour and consumer decision-making processes are significant (Kruger, Botha, Saayman, 2012:108). The consumer exhibits certain behavioral traits in response to stimuli, in this case food expos, hence they have now become a significant factor in research (Mohotloane, 2017:10). Many scholars have used these factors in events to understand how demographics, physiological and personality

values influence consumer intention to purchase a product (Botti *et al.*, 2015:49; Organ *et al.*, 2015:86; Abu, 2012:52; Kim, *et al.*, 2009:48; Randall & Sanjur, 1981:152). The consumer goes through various stages when making a decision. These factors/characteristics such as demographics, physiological and personality values have an influence on consumer behaviour and decision-making process (Mustafa, 2017:9; Mohotloane, 2017:1; ; Horng, Su & So, 2013:194; Kruger, Botha, Saayman, 2012:108; Hsu & Huang, 2012:396; Mutlu, 2007:20).

The complexity of consumer behaviour is such that, Mak *et al.*, (2012:935) argues that consumer behaviour influence to the hospitality and tourism industry in that it helps develop and promote, events and activities. Hence, consumer behaviour is an important facet to the development of criteria programme for a potential food expo in Zimbabwe. Event organisers have a mammoth task to fulfill, through meeting the needs and preferences of consumers, thus the influence of consumer behaviour to food expos.

The theories of Reasoned Action (TRA) and Planned Behaviour (TPB) were of particular importance in understanding consumer behaviour. Understanding consumer behaviour as previously suggested by Mak, Lumbers, Eves and Chang (2012:935) and Rai Technology University (2012:138) is significant to event organisers in understanding consumer attitudes, needs and preferences, when promoting products such as a potential food expo. These theories represent a comprehensive integration of attitudes that assist in explanations the industry and tourist survey instruments.

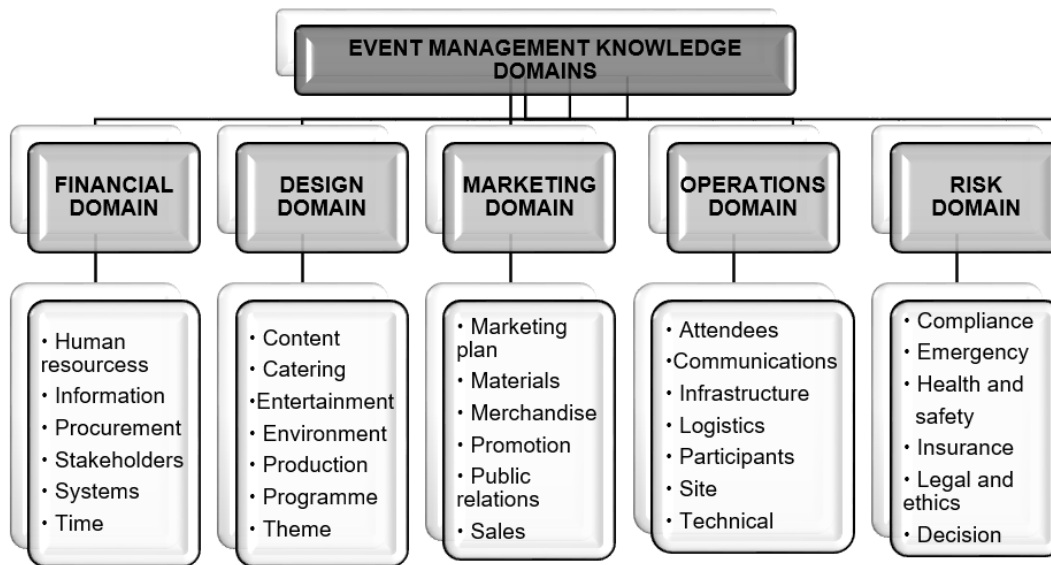
### **1.2.2 Programme development in event management**

For a food expo programme to be well orchestrated, organisers focus on planning properly for the destination and this needs proper management for its success. The aspect of programming is not only confined to management but has a significant influence on tourist preferences, needs and wants (Pormar, 2014:8; Getz, 2012:32). In developing a programme, organisers focus on tourist preferences through the incorporation of specific activities to optimise the tourist experience and increase satisfaction, but also use it as a marketing tool to gain competitive advantage (Allen *et al.*, 2011:55). With the global increase in expos and more competition, Pormar (2014:8) posits that it is more effective for expos to focus on 'performing different activities or similar activities in different ways,' particularly through their programming. It is a better marketing strategy, as organisers manage to provide quality and not quantity. Hence, most expos and festivals are focused on imitating other well established programme activities than innovate, as it has been noted that long established events are a blueprint for success and remain sustainable; they seem to focus more on the tourist preferences than merely planning the programme content (Carlsen,

Andersson, Ali-Knight, Jaegar & Taylor, 2010:122). This is true for most expos around the world and those cited in Table 1.1 which have been in existence for more than five years. The programme of activities is very similar between the more recent and much more established expos (Pormar, 2014:9).

With the use of the EMBOK Model, (Event Management Body of Knowledge), organisers can better manage an event by first understanding the basic principles of events and experience design (Pormar, 2014:9; Getz & Andersson, 2010:31; Getz, 2007:2). This model as postulated by Silvers *et al.* (2006:193) was created by practitioners and academics to manage various events. There are five main knowledge domains: administration, design, marketing, operations and risk; each with numerous subdivisions (see Figure 1.1). Events and experience design are relative to expo programming and fall in the design domain of the EMBOK model. In the design domain, programming is considered a combination of art and science (Bowdin *et al.*, 2011:67). It has the capability of increasing the tourist experience and when intricately designed it will create lasting memories and satisfaction if properly timed and arranged (Allen *et al.*, 2011:56).

Management skills to captivate the tourist must permeate throughout the whole event from the initial planning to the final event process. Thus, the wants, needs and preferences of the tourist influence the creation, development and staging of the expo. The tourist preferences and their behaviour are significant and can be used to compile a food expo programme (Pormar, 2014:9). In understanding and using tourist preferences, the model has 'sequential' order and an iterative system associated with each domain of each stage in the event management process with tools and techniques that may be used at each stage (Silvers, Bowdin, O'Toole & Nelson, 2012:194) to design a specific programme of activities for the tourist. The model can also be applied to event studies and competency training, which makes it a universal model that is not specific to an expo. However, for the purposes of the study, the focus will be restricted to the programme facet which is part of the design process.



**Figure 1.1: Event management body of knowledge model (EMBOK). Adapted from Silvers *et al.* (2006:194)**

The programme lies in the design domain, as a core value mostly centred around how to design and produce events. According to Pormar (2014:10) and Getz (2012:3), the mastery of the programme is an integral part of the whole event. It is more typically from a theatrical background, party planning, or meeting and exhibition planning, of activities designed to create experiences for tourists. The programme cannot be replicated over and over again despite the recurrence of the event and the people. The programme will ensure that the event is always tangibly or experientially different (Marais, 2016:24; Getz, Andersson, Vujicic & Robinson, 2015:155; Todd, 2011:305; Getz, 2007:19). This scope of creativity in the programme attracts potential tourists to the expo. Getz, *et al.* (2015:135) further posits that a full range of activities in the programme (including trade fairs, competitions) have more appeal to the highly involved and can be combined with more hedonistic consumption events.

The specific programme for food expos aims at satisfying tourist needs, wants and preferences (Getz & Robinson, 2014:691; Sohn & Yuan, 2013:119). The study of tourist behaviours is central to the development of the programme criteria (Mustafa, 2017:9; Horng, Su & So, 2013:194; Hsu & Huang, 2012:396; Mutlu, 2007:20). Through behaviour studies of tourists, a food expo programme addresses tourist behavioural factors such as the following: Activities offered to tourists in the programme; Price/ pricing of the entry tickets at the expo and for goods to be sold during the expo; Location of the expo and proximity to a variety of amenities; Duration of the expo regarding length of days and opening and closing times;

Marketing media used to create awareness and promote the expo programme; Unique elements that the expo seeks to use for competitive advantage like traditional cooking of local foods, expert tutorials in classical cuisine and a lot more (Halls & Mitchell, 2003:60).

The organisers of the event expo, in order to effectively target the consumer and the programme specifics, need to focus on using the motivation, consumer decision behaviour and their preferences to design the appropriate programme criteria. From the foregoing discourse, Zimbabwe's potential in expo programme development warrants further insight.

### **Zimbabwe as a potential host destination**

To date, Zimbabwe only boasts of the Harare International Film Expo of the Arts (where local food is a secondary element at the expo), the Sanganai/Hlanganani Travel Expo (where tourism and hospitality stakeholders showcase their products and services, local cuisine and food are rarely there) and the Harare Carnival, where elements of food are for sale by casual vendors (ZTA report, 2015). These three are the expos that are held in Zimbabwe at international level. There is potential for more events such as food events given that Zimbabwe recently started Zimbabwe culinary fusion expo though at national level. Further to this, there is a medley of food cuisines that has the potential to increase tourism participation for food tourism in the destination (Mkono, 2013:389). Zimbabwe has since seen the importance of community engagement through the potential to exploit this local cuisine as food expos. At the same time, developing countries see festivals and expos as part of M.I.C.E, which is fast gaining momentum (du Rand & Heath, 2006:206). Hu (2010:17) further reiterates the popularity of local food at an expo and suggests that it warrants in-depth studies of these food tourists from all dimensions to capture the market. Therefore, a programme criteria that addresses the where, how, when, who to target, where food expo is concerned is crucial for the destination (Tribe, 2010:7). In this study, journal articles of destinations that host festivals and expos were also reviewed and a comprehensive list of scholarly articles was compiled to show the interest this field has accumulated in developed countries (Chang & Yuan, 2016; Pormar, 2014; Robinson & Getz, 2014; Cavicchi, & Santini, 2014; Egresi & Kara, 2014; Everett & Slocum, 2013; Çelik & Çetinkaya, 2013; Hall & Gössling, 2013; Cavicchi, Santini, & Belletti, 2013; Mak, Lumbers, Eves & Chang, 2012; Horng & Tsai, 2012; Azman, 2012; Biazen, 2012; Cañizares & Guzmán, 2012; Yun, Hennessey & Mac Donald, 2011; Kim, Kim & Goh, 2011; Jahromy & Tajik, 2011; Cheng, 2011; Seery, 2010; Renko, Renko & Polonijo, 2010; Hu, 2010; Harrington & Ottenbacher, 2010; Ojo & Lattimore, 2009; Mason & Paggiaro, 2009; Everett & Aitchison, 2008; Hall & Sharples, 2008; Cela, Knowles-Lankford & Lankford, 2007; Wargenau & Che, 2006; Karim,

2006; Adema, 2006; Ali-Knight & Chambers, 2006; Quan & Wang, 2004; Allen, O'Toole, Harris & McDonnell, 2002; Bruwer, 2002; Bessiere, 1998).

### **1.3 PROBLEM STATEMENT**

Event tourism has established itself internationally as a major social phenomenon as every destination wants to employ events for a multitude of strategic and political reasons (Connell, Page, & Meyer 2015:284; Getz, 2013:1; UNWTO, 2012 as cited in Getz *et al.*, 2014:3; Getz, 2005:5). Food expos lie in the realm of special events. Food events have now become valuable and recognised as attractions in and of themselves, hence the numerous expos and events around the world (Getz, 2014:1). Furthermore, UNESCO and UNWTO recognise them as playing a prominent role in the building of intangible cultural heritage (Cavicchi & Santini, 2014:4; Cavicchi *et al.*, 2013:253). However, most developing countries, especially in Southern Africa, tend to rely on natural resources especially the strong domination of nature and wildlife oriented tourism attractions focusing on the 'Big 5' and nature experiences (Saarinen & Rogerson 2015:208; Manwa, 2007:465).

Meanwhile, the competitive advantage of a country can no longer be based on natural elements only, but there is need to complement and diversify tourism products towards people, local cultures and/or urban settings (Saarinen & Rodgerson, 2015:209; Manwa 2007:466). Food expos are one such form of event tourism which can be embraced by many destinations, Zimbabwe included, in their efforts to widen their product portfolio.

In the case of Zimbabwe, the tourism industry has not been stable since the year 2000, the land reform programme of 2000 negatively affected the once booming tourism industry in a significant way (Manwa, 2007:465). Tourist volumes have since been unstable (ZTA reports, 2015:19; Mkono, 2010:388). With the emergence of the new tourist who seeks much more than just the traditional wildlife, Zimbabwe could revive its tourism by embracing food expos (Molz, 2007:78; Urry, 2002:12). Food expos in Zimbabwe still have untapped potential. In fact, Mutana and Zinyemba (2013:96), Mkono (2012: 206) and Manwa (2007:466) all concur that it is time for Zimbabwe to venture into culture-related forms of tourism, which are sustainable, have traditional values and respect for culture, and leads to a healthy lifestyle. Therefore, food expos might be the answer to promote Zimbabwe better as a tourist destination. The potential for this type of tourism is immense. This study sought to design



programme criteria for a potential food expo in the context of Zimbabwe, including the construction of a questionnaire for collecting the relevant data. The criteria expo programme will illustrate what the tourists may require (preferences, nature of activities, duration and timing for the expo, marketing and pricing issues). By developing a feasible synchronised expo programme that takes into consideration input from tourist and industry, respondents will assist in market uptake on how to best embrace food expos with minimal flaws. Failure to recognise the potential of food expos can lead to tourism decline through unsustainable tourism practices to the point of extinction. Thus, using a quantitative methodology, this study seeks to address the research question: *What is the criteria required for developing a food expo programme specifically for Zimbabwe?*

## **1.4 GOALS AND OBJECTIVES**

### **1.4.1 Main Goal**

To develop a programme criteria for a potential food expo in Zimbabwe.

This will be accomplished by means of the following objectives:

#### **Objective 1:**

To examine literature regarding the role of food in tourism, the classification of food-related and culinary events (with specific reference to food expos) as a form of special events in the events sector, followed by a discussion of the benefits of these events and an overview of food expos worldwide.

#### **Objective 2:**

To examine a variety of literature on marketing theory relating to consumer behaviour, at food related events and subsequent programme development in the context of food expos.

#### **Objective 3:**

To determine the needs and preferences of a potential food expo market (tourist and industry respondents) in order to develop a programme criteria for a potential food expo in Zimbabwe.

#### **Objective 4:**

To determine the optimisation of food expo criteria most preferred by both stakeholders; it was also used to ascertain the industry respondent's readiness to host a food expo.

**Objective 5:**

To develop a programme criteria for a potential food expo for Zimbabwe; followed by further conclusions and recommendations for relevant event industry role players and researchers alike.

**1.4.2 Research Questions**

Four key research questions were also developed for the study:

1. How does existing literature on food in tourism, food-related and culinary events assist in understanding why special events are hosted, and the unique aspects of food expos worldwide?
2. How does existing literature on the theory of marketing and consumer behaviour traits influence food related events and programme development for food expos?
3. What are the needs and preferences of a potential food expo market (tourist and industry respondents) that can influence the development of programme criteria for a potential food expo in Zimbabwe?
4. How can stakeholder needs and preferences be optimised for a programme criteria, and
5. How can the derived findings be used to develop programme criteria for a potential food expo in Zimbabwe; and what conclusions and recommendations can be put forward for effective use by event industry role players and researchers?

**1.5 CONTRIBUTION OF THE STUDY****1.5.1 Literature Contribution**

This research is significant in contributing to three of the most fundamental issues of developing criteria for promoting food expos – who will attend the food expo; what is of unique value at a potential food expo for Zimbabwe? What kind of needs and preferences would contribute to consumptive behaviour of tourists by attending a food expo (Tribe, 2010:7)? The literature contributes in determining the type of tourist attending the potential food expo, establishing the main activities to include and lastly, determining consumer behaviour. The main contribution of this thesis is to make an original contribution towards developing programme criteria for a potential food expo in Zimbabwe. To date, very few studies have focussed specifically on programme-related aspects and potential consumptive behaviour for developing countries, and the potential needs, wants and preferences for the potential market (Horng & Tsai, 2011:41; Stokes, 2008:252; Event Scotland, 2006:84). The

study is focused on developing programme criteria for a potential food expo for Zimbabwe. Extant literature on food expos around the world from developed countries is evident. There are however, no documented research studies focusing on the programme criteria for a food expo to better promote such events in developing countries. The study will identify specific tourist preferences for a food expo for a developing country. Programme-related aspects and potential consumptive behaviour from Zimbabwe, a developing country, and the potential needs, wants and preferences are used. While it may serve as a starting point for further academic discussion, the study's intended contribution has a practical value and may benefit the Zimbabwe Ministry of Tourism and Hospitality, The Zimbabwe Tourism Authority and sponsors, rural communities where local produce is farmed as well as other professionals and academics in the field by providing new insights into diversifying the tourism offering in a manner that promotes sustainable practices. Amidst the increasing competition and growth in tourism, it is important to understand what developed destinations can offer as authentic and unique at a food expo to increase their variety of tourism products. Understanding these factors can lead to the success of expos in tourism within Zimbabwe, leading other developing countries to do the same. The research will open up several research areas. The study could contribute to the literature on leisure studies in general, advance on the frontiers of knowledge regarding strategies to adopt for an expo in developing countries, food expo promotion and better ways of utilizing different forms of alternative tourism. Pertinent to the study is the development of a questionnaire that can be used for programme criteria for developing destinations. Using identified literature specific to programme criteria, another contribution for developing countries is whereby they can utilise this literature for other developing countries. This study might be useful particularly in light of the changing dynamic tourist preferences for the authentic type of tourism, which in developing countries has not been documented and is still relegated by society (Hu, 2010:8; Einarsen & Mykletun, 2009:243; Cela *et al.*, 2007:173; Urry, 2002:34). Above all, the most important practical contribution is the development of a measuring instrument that can be used by other researchers in this field of research.

### **1.5.2 Practical Contribution**

Food expos have been hailed as a vehicle for regional development, strengthening local production through backward linkages in tourism supply chain partnerships (Renko, Renko, and Polonijo, 2010:312). Food tourism is regarded as an important vehicle for delivering sustainable tourism (Sims, 2009:321; Everett & Aitchison, 2008:150). The research represents an opportunity to revitalize and diversify tourism by developing programme criteria for a potential food expo in Zimbabwe. It will also promote local economic development; involve different professional sector stakeholders to the understanding of food

tourism through food expo phenomena. A paradigm shift from traditional forms of tourism to food expo is presented. The research seeks to find a possible strategy to increase volume and demand for food expo in Zimbabwe. The use of an implementable programme will explore the possibilities of extricating the best methods of increasing food tourism participation, development and preservation in Zimbabwe. This programme criteria for a potential food expo has significant practical value as it will be a first for Zimbabwe as a developing country and one of the few on developing countries in general. It also intends to promote and sustain the cultural heritage of local/ traditional Zimbabwean food and cuisine.

## **1.6 METHOD OF RESEARCH**

It is imperative to note that the study followed a demand and supply side approach based on the opinions of both tourists and tourism industry respondents to gain their perspectives on the hosting of a potential food expo in Zimbabwe. These respondents included international, regional and domestic tourists as well as tourism industry role players who patronise the following resorts in Zimbabwe: the Boma restaurant, Mama Afrika Restaurant, Ilala Lodge, Victoria Falls Hotel and Victoria Falls International Airport, in Victoria Falls, as well as Sanganai/ Hlanganani Travel Expo that is attended by tourism industry. Familiarity with other expos from their own countries and expos that they may have visited gave the study more information on the specific criteria to potentially lure tourists to attend. The industry respondents were used mainly to gather information related to the potential of hosting such expos. As the hosts and operators at the destination, their keenness to support and implement food expos was also important for the study. Their views, opinions, involvement and criticisms were also considered for purposes of the study. The method of research followed both the literature analysis as well as the empirical analysis which will be discussed in detail.

### **1.6.1 Literature study**

The focus of books and journals was on relevant historical research theories and models significant to effective marketing strategies for competitive advantage. It also analyses programmes that are driving tourists to pursue various events that involve local food consumption inclusive of important underlying issues. Current journal articles on food expo programmes, search engines and websites containing related articles on food festivals, events and consumer behaviour including Science Direct, Emerald Insight, Taylor and Francis, EBSCOhost, Wiley, Elsevier, Hinari, Journals on Food festivals and attendance, online versions of Masters and Doctoral thesis and Google Scholar were used concurrently. Related research from them on food expo in the context of food tourism, the programme specific to food expo, the role of local food in promoting a destination, effective marketing

and media forms that are used to increase food expo awareness. The National Archives of Zimbabwe was instrumental for information on Zimbabwean culture, and its value to food tourism. Keywords that were researched on include but are not limited to programming, models of programme processes, consumer behaviour and motivations and food event expo.

### **1.6.2 Empirical study**

This is a quantitative study that focuses on the tourists and the industry respondents. The empirical study was twofold: (1) a survey from the industry respondents; and (2) a survey for the tourist respondents. The empirical study consisted of: (1) survey site; (2) development of a questionnaire, (3) research design and collection of data ;( 4) sampling; and (5) data analysis for each of the two surveys. The empirical studies for the two target groups will be discussed in detail in the proceeding sub-sections.

### **1.6.3 Tourist respondents**

In this section the survey sites, the development of the questionnaire, the method of collecting data and sampling will be discussed that was specifically followed in the case of the tourist respondents.

#### **1.6.3.1 Survey Sites (tourist respondents)**

Mama Africa restaurant, Victoria Falls Hotel, Illala Lodge and The Boma Restaurant and the Victoria Falls International Airport, in Victoria Falls, Zimbabwe, were chosen as ideal research sites. Most tourists visit the resort town of Victoria Falls as it is home to one of the Wonders of the World, The Victoria Falls. The hotels and restaurants are well known and frequented by international, regional and domestic tourists for the service of local food fare. The Boma specifically boasts of over 40 selected local food and beverages (Mkono, 2010:23). According to Kivela and Crotts (2006:357) ‘. . . gastronomy tourists are unlikely to be found in typical tourist restaurants or crowded chain or popular restaurants’, hence the selection of Victoria Falls resort in Zimbabwe, which are most frequented by tourists. The International Airport was used as the other site to get international tourists from the departure lounge. Their information was important to solicit the general view regarding the food expo programme.

#### **1.6.3.2 Development of questionnaire (tourist respondents)**

The questionnaire for the tourist respondents was structured into three distinct sections. Section A first analysed general programme categories sourced from the literature analysis (Chapter 2). Questions were rated by respondents using a 5-point Likert scale, from 5 = very important to 1 = not important at all. These categories from literature were the most commonly found at international food events. The second sub-section consisted of the explicit activities that a potential tourist would want to participate in the food expo. The activities were also taken from the literature analysis conducted in Chapter 2. A 5 point–Likert scale was also utilized with 5-extremely important to 1-not important at all. A total of 79 aspects/items related to activities for a food expo were extrapolated.

Section B sought to determine the important aspects relating to the food expo programme namely, location, pricing, marketing and duration of the food expo programme. This section had questions from Chapter 2 that are related to marketing and consumer preferences to ascertain tourists' desires to attend a food expo. A 5-point Likert scale, from 5 = very importantly to 1 = not important at all was used.

Section C focused on closed questions regarding socio-demographic data (information such as gender, age, country of origin, occupation, nationality). Other questions included the reason for visiting, the frequency of visits to an expo, chosen location, chosen month for the food expo, amongst others.

Experts were given the questionnaire initially to test the 'goodness of fit' and for purposes of validity. The experts are better capable to identify unwarranted and undesirable trends that might be noticed in the questionnaire. It helps the questionnaire's appropriateness and assists in testing the validity and reliability of statistical technique to be adopted for data processing and analysis (Mathiyazhagan & Nandan, 2010:41). The questionnaire was also approved by the North-West University and has been issued an ethical number. The questionnaire is attached in chapter 4 of the thesis.

#### **1.6.3.3 Method of data collection (tourist respondents)**

Data was collected from 1 May to 1 September 2016. Questionnaires were administered in three ways: (a) to tourists that were booked at the selected hotels and restaurants for dinner, (b) tourists during check-out before departure, (c) tourists at the resort airport in the departure lounge. Five research assistants were mobilised to increase the distribution of questionnaires. They were well trained to make sure they understood the purpose of the research. Convenient times in restaurants were chosen between 1900hrs to 2200hrs prime service time. When tourists were being entertained or waiting for their orders, questionnaires were distributed at dinner time. The other convenient site administer questionnaires was,

tourists checking out at the front office (reception) desk. Tourists were asked to fill in the questionnaire whilst waiting for their transport to arrive. At the Victoria Falls airport, permission was sought to administer the questionnaire to all tourists willing to fill in the questionnaire as they waited to board the connecting flight to Harare International Airport. The data collected used the quantitative approach, the pragmatic method. This method makes use of “statistical” data, which involves the generalizing of findings and inferences from a representative statistical sample of the population from which the sample was drawn.

#### **1.6.3.4 Sampling (tourist respondents)**

Sampling involves the selection of research units from a whole population. Fink (cited by Gray, 2009:148) defines a sample as ‘a miniature of the population just like it but only smaller’. Sampling enables the researcher to obtain information about a whole population by examining part of it. According to Gray (2009:148), a sample should be representative in that each sampled unit will represent the characteristics or identical to a known population. According to Kerlinger and Lee (2000:55), generalising means that the results of the study can be applied to other subjects, groups or conditions. A non-probability sampling technique was used based on the willingness of visitors to complete the questionnaire. Hence, from an ethical point of view, respondents were not forced to participate. According to Onwuegbuzie and Leech as (cited by Onwuegbuzie & Collins, 2007:283), convenient sampling tends to be associated with quantitative research, and this method was used for this research as the respondents were drawn from a large volume of participants at the mentioned research locations. The method was used to gain initial primary data regarding specific issues such as preferences of programme categories, activities to include for each category and location, price and duration, amongst other issues related to the programme criteria for a potential food expo.

The respondents comprised of regional, international and domestic tourists at the resort sites. The population consisted of all tourists booked at the mentioned survey sites and those that were departing at the Victoria Falls Airport. Due to security and safety rules at the airport and hotel ethics and privacy act, a total of 400 questionnaires between the mentioned sites was shared and administered equally. Of the total questionnaires administered, 360 questionnaires collected were found useable. The Table of Formula was used to determine sample size according to Krejcie and Morgan (1970:607).

A total of 1750 tourists frequent the hotel restaurants in a typical month at Boma, being the prime eating spot that has a seating capacity of 320 (Africa Albida: 2016). Based on Krejcie

and Morgan's (1970:607) formula, they note that at least a sample of 313 responses is adequate for research. Hence, the study administered 400 and managed to collect 360 in return.

#### **1.6.4 Industry respondents**

In this section the survey sites, the development of the questionnaire, the method of collecting data and sampling that was specifically followed in the case of the industry respondents will be discussed.

##### **1.6.4.1 Survey Site (Industry respondents)**

From the industry respondents, the target population site was at The Travel Expo Sanganai/Hlanganani 2016 event held from 6<sup>th</sup>–18<sup>th</sup> June. The 2017 and 2018 Sanganai Travel Expo events were also used to gather further information as the expo is progressive. This was done to see if there was any other additional information to include in the study. The Sanganai Travel Expo was chosen for the survey because in Zimbabwe this is the only specific international tourism and hospitality focused for the tourism industry, where all national operators and hospitality service providers converge. The forum is held once a year and tourism and hospitality operators and providers are given the opportunity to conduct business under one roof and interact with other exhibitors.

There are local exhibitors from hotels, lodges and restaurants, tour operators, travel agencies, national parks and wildlife, safari operators, arts and crafts, regional tourism operators and institutions that teach hospitality and tourism degrees and diplomas (ZTA report: 2017). In total, there were 236 exhibitors at the 2016, and of that number, 136 were Zimbabwe operators and service providers in tourism and hospitality. For the 2017 Travel Expo, there were 288 exhibitors and 244 buyers; whilst for the 2018 Travel Expo there were 325 exhibitors and 150 buyers that participated, recording a growth of about 4,6%. Twenty three (23) foreign companies from about 11 countries participated. These countries included Tanzania, South Africa, Zambia, Rwanda, Mozambique, Kenya, Ghana, Namibia and Egypt (ZTA Report 2018; Chronicle Newspaper, 2018). The convergence of all types of tourism operators and buyers to the expo also afforded the research a wider and thorough collection of data for a representative sample size from the industry respondents. Their contribution to the study was objective and representative of the tourism industry in Zimbabwe.

All tourism operators were located under one roof at the Zimbabwe International Trade Fair Grounds in allocated showrooms for ease of interaction. Several international shows are held in Zimbabwe and these include The Harare International Expo of Arts, Sanganai/



Hlanganani World Travel Expo, Zimbabwe International Trade Fair, Harare Agricultural Show. However, the Travel Expo was chosen as it is the only premier show where tourism exhibitors and buyers are present. The industry respondents were used to see the readiness and their acceptance to the potential of hosting a food expo from a programme criterion.

#### **1.6.4.2 Development of questionnaire (industry respondents)**

The survey for the industry respondents was almost similar to that of the tourist respondents. Section A and B remained the same for comparison purposes and motivation to attend a food expo. There were slight changes to accommodate relevant operator areas of concern. Relevant questions that were added were found in section C. These included organisations of the respondent, years of experience in the tourism industry, contact details. What remained similar in this section focused on the potential of hosting a food expo, duration of the expo, time of the year to host the expo, its location and any further suggestions. This questionnaire is attached in Chapter 4.

#### **1.6.4.3 Method of collecting data (industry respondents)**

The data was collected during two active days of business as the third day was specifically open to the public. Operators were given the chance to interact together and conclude business deals and this was seen as an opportune time to administer the questionnaire. The operating times were from 0800hr–1600hrs. All the exhibitors were placed in two adjacent showrooms for ease of movement. Two research assistants were used for data collection. The research assistants were trained and well informed regarding the administration and purpose of the questionnaire. All the Zimbabwean hospitality and tourism operators and service providers who totalled 136 exhibitors were given the questionnaire to complete as they constituted the whole census. The research specifically focused on the Zimbabwean industry respondent views, the reason being they are the custodians and experts who know more about Zimbabwe and its attractions. Some questionnaires were left the first day and collected after being filled on the next business day.

#### **1.6.4.4 Sampling (industry respondents)**

The research used census sampling, a non-probability sampling method for the Travel Expo respondents attending the event. The population consisted of all the Zimbabwean tourism and hospitality operators, as exhibitors that were attending the Travel Expo 2016 fair. The Travel Expo takes place annually. In 2015 it hosted 120 exhibitors, tourism media personnel, universities and polytechnics, 2-day workshops, tourism night shows (ZTA statistics, 2015). For the 2016 Expo edition, 136 local exhibitors were present, as counted on site and the rest were regional exhibitors from South Africa. From this population, the researcher decided to

use the census method. All the Zimbabwean exhibitors were eligible to fill in the questionnaire. The census sampling was an attempt to gather information about every member of the population as they were in the same vicinity for a specified number of days. A total of 136 questionnaires were administered. From this sample a total of 79 questionnaires were returned and found useable. Using the table of sample size formula, this sample was adequate (Krejcie & Morgan, 1970).

### **1.6.5 Data analysis**

Neuman (2013:357) and Cochran and Williams (1977) pointed out that data analysis is the act of transforming data with the aim of extracting useful information and facilitating conclusions. Data analysis involves the organising of data (data presentation), describing it and finally checking that the research questions have been answered. The data was captured using Excel and then analysed using SPSS version 24. The data analysis for industry respondents was the same as that of the tourist respondents. The following analysis techniques were used in both cases: exploratory factor analysis, confirmatory factor analysis, *t*-tests (Independent and paired *t*-test), and descriptive statistics.

## **1.7 DEFINING THE CONCEPTS**

### **1.7.1 Events**

According to Lyck, Long and Grige (2012:11) "An organised set of special events on a specific cultural man-made theme taking place on a specific day or period normally on a specific place gathering people in mutual and direct contact to the expo theme." Events can be in the form of exhibitions, expositions, cultural fairs, ceremonies, celebrations and festivals targeting consumers and industry (Mair, 2009:3). An event has a variety of activities which might be different but related. It is a systematic planning, development, and marketing of expo and special events as tourist attractions, catalysts, and image builders (Jago, 2003; Getz & Wicks 1993). Events are primarily a marketing function that aim to provide stakeholders from the tourism industry and tourists side an opportunity to secure a niche in the market and brand value whilst building customer and consumer relationships (Hall & Mitchell, 2008:5). Events play an integral part of tourism business from a cultural, economic and social dimension (Ambrosio, Manueal & Faria, 2012:79; Bowdin *et al.*, 2011:3).

### **1.7.2 Food Exposition/Exhibition**

Expositions are events at which products and services are displayed in the form of an exhibit. The primary activity of attendees is visiting exhibits on the show floor for either primarily business-to-business relationships or display the products of products or

promotional material for the purpose of public relations, sales, and/or marketing (Webster Dictionary, 2006). An exhibition is a large-scale showing of a product on display or shows for people to see and enjoy. It has something that is being exhibited, held forth or displayed, any public show, a display of works of art, or of skill, or of dramatic ability such as an exhibition of animals, pictures, statues or an industrial exhibition (Lau, 2009:17; Webster Dictionary, 2006). According to Swarbrooke and Horner (2001:5), an exhibition is "an organised event which brings people together to view a topic of shared interest on display. It may be commercial or non-commercial and may be attended by a few or thousands. It may last from a few hours to a week". In this study, the two terms exposition and exhibition are juxtaposed to mean one and the same and will be used interchangeably. Exhibitions exist in the realm of meetings, incentives, conventions, and exhibitions, acronym (MICE). MICE planning and management industry has an extremely positive future and is still making efforts to expand in developing countries (McCartney, 2008:295).

A food expo is where communities engage in the public celebration and promotion of local food (Everett & Aitchison, 2007). It is one way of engaging with the 'other' and experiencing local/ regional food. For the purposes of this research, the terms exposition (expo) and exhibition will be used interchangeably to mean activities organised to show new products, services, and information to people who have an interest in them, such as potential customers or buyers. Expo in this context will denote a phenomenon in which tourists from outside an expo locale visit and participate during the expo period for purposes beyond leisure tourism.

### **1.7.3 Event Marketing**

"Marketing is a social and managerial process by which individuals and organisations obtain what they need and want through creating and exchanging value with others" (Armstrong & Kotler, 2011:33). Marketing should permeate from all the stakeholders involved. Marketing involves the interaction and interrelationships between tourists and event organisers of the expo, through which ideas, products, services, and values are created and exchanged for the common benefit of both groups (Weaver & Lawton, 2006:203). Marketing thus means exchange. It is a voluntary exchange between the tourism industry and tourists, marketing tourism products is composed of tangible and intangible needs-satisfying utilities.

### **1.7.4 Programme Criteria**

This is a composite of different programmed components that focus on the specific acts/shows/features that would be appropriate for the event. The programme content and structure are essential to the success of the event (Event Scotland, 2006:84). The

programme concentrates on: The main act (opening) which is in sync with the theme of the event, the main entertainment or event focus is what attracts the audience. The secondary entertainment/focus may be a similar activity or event as the main act to appeal to the target audience. Lastly, ancillary activities – other activities lined up to augment the main focus during scheduled intervals (William, *et al.*, 2006:85).

#### **1.7.4.1 Programme factors/aspects**

The programme factors are the categories of different programme activities around the main theme. The expo is divided into sections where attendees get to choose where they want to go. Within the same sections are inter activities in logical order, but related to the category. In this study the potential food expo programme criteria has categories for kids, chefs, wine and beer lovers, other exhibitions, entertainment and competitions. Within each of these are activities specific to the category. Hence, programme factors/ aspects are related.

#### **1.7.5 The Travel Expo Sanganaai /Hlanganani world travel trade fair**

This is an annual Tourism Trade Fair organised by the Zimbabwe Tourism Authority held at the Harare International Conference Centre. It showcases the widest variety of Africa's best tourism products and attracts international visitors and media from across the world. The Fair is the successor of Shanyai/Vakatshani, the Zimbabwe International Travel Expo (ZITE) that was held annually at the same venue in Harare. ZITE started as a small expo in 1982 and grew over the years to become one of Africa's leading tourism showcases by 2007. The past four editions of Sanganaai/ Hlanganani were a resounding success and attracted the leading African destinations and major world tourism markets such as South Africa, Botswana, Malaysia, China, Zambia, Malawi, Kenya, Indonesia, Italy, among others. The editions have seen the whole world converging in Zimbabwe in the form of high calibre international buyers as well as exhibitors, hence achieving its main purpose of bringing the world to Africa, "Where the world meets Africa".

#### **1.7.6 The Boma Restaurant**

The Boma Restaurant is found at Victoria Falls Safari Lodge in Victoria Falls; it was founded in 2008 and is located 5km away from the mighty Victoria Falls. It is the most famous African restaurant dubbed 'A taste of Africa' and is located in Victoria Falls. The Boma specialises in traditional African dining, drumming and dancing. The food is cooked and served in the style and quantity of a lavish feast. The restaurant is well known for domestic, regional and international tourists. Upon arrival guest are dressed in a "chitenge" (traditional

sarong) and welcomed by a buffet of over 40 local dishes and game meat on the braai (barbecue). A face painter, storyteller, hair braider and traditional medicine man tell your fortune as part of the festivities. It is famous for serving warthog and presenting certificates to tourists that eat the *ambrosia Belina* (caterpillar). Boma is the highlight for tourists to Victoria Falls as it has a purely African setup with a fortune teller, traditional dance and music. A lot of tourists frequent the restaurant before departing from Victoria Falls. The restaurant has a total capacity of three hundred guests per night and every tourist is keen to eat there.

## **1.8 CHAPTER CLASSIFICATION**

The study has six chapters; clarity will be given in brief as to what will be addressed in the different chapters.

### **1.8.1 Chapter 1 (Introduction, problem statement, objectives and method of research)**

This chapter is an introduction to the study that will be carried out and will include an introduction, background and orientation of the research gap, the problem, and its setting, and the problem statement. This chapter will also include the relevance and contribution of the study to all stakeholders, the main goal and its sub-objectives, research questions and the research structure. Finally, the chapter outlines the methodology and definition of terms and chapter summary. The main purpose of chapter 1 is an outline of the problem and its setting, so that it can clearly be understood before it can be investigated further.

### **1.8.2 Chapter 2 (Literature chapter on food expos and food related programme of activities)**

The chapter introduces tourism industry as a fast growing economic driver for destinations globally. Key to this chapter is the potential of event tourism, where food expositions are one of the many facets in tourism. Food expos being polyphonic in nature have unique attributes and elements that can be used for developing a food expo programme. Benefits of hosting such a food expo to the destination are highlighted to give clear indication of the relevance of developing programme criteria for a potential food expo for Zimbabwe as a developing country. The programme criteria for a potential food expo will be formulated from the studies analysed. A brief of expositions around the world and their main activities are also analysed. A variety of aspects related to influencing consumer preferences, marketing, pricing/ticketing are analysed for use to develop a programme criteria for a potential food expo for Zimbabwe.

### **1.8.3 Chapter 3 (Literature chapter on marketing concept and consumer behaviour)**

In this chapter focus is on the basic tenets of consumer behaviour, to gain a better understanding on the decision making behaviour by tourists (potential tourists), all the aspects that influence these decisions, in order to better compile a programme criteria for a potential food expo. Models on food consumption preferences are reviewed which have a significant influence on tourist behaviour regarding local consumption in a destination. An overview of food expo determinants and motives of tourist's choices are also clearly noted. The models are utilised to better understand the aspects and activities regarding the development of a programme in order to then develop a criteria for the potential food expo for Zimbabwe. In the same chapter specific focus on the marketing mix tools and its influence on food events will also be included. The literature will give detail into how Zimbabwe can best use tourist determinants of destination choice to formulate the food expo programme blueprint.

#### **1.8.4 Chapter 4 (Research methodology and analysis tools)**

This chapter will review methodology followed in this study as well as a layout of the overview of the analysis that was used for the study. The research philosophy and the research design which is the quantitative method will be discussed in detail and the justification for its selection will be included. Population and sampling techniques to be used will be elaborated in detail as the study will look at both the tourists' and the industry respondents for a more concise view for the food expo programme. The data collection methods for the questionnaire surveys are presented including the form of analysis that was conducted.

#### **1.8.5 Chapter 5 (Results, analysis and discussion)**

The chapter will begin by interpreting the results gathered from the questionnaire guide using the general information of the respondents then infer meanings related to the research questions through discussion. A presentation and discussion of the results of the tourists' survey and industry survey in Zimbabwe is made. Findings on the main food expo programme determinants are outlined. The main objective of developing criteria for food expo programme and its key variables form the major part of the findings.

#### **1.8.6 Chapter 6 (Conclusions, recommendations and programme criteria for a potential food expo in Zimbabwe)**

The chapter will provide a summary of the major findings and an implementable criteria for the development of a potential food expo programme for Zimbabwe. Finally, the chapter also offers general recommendations and recommendations for future research as well as the limitations encountered through the research will also be highlighted.





## **CHAPTER 2: FOOD EXPOS AND FOOD RELATED PROGRAMME ACTIVITIES**

### **2.1 INTRODUCTION**

Internationally, tourism is a key driver of socio-economic progress, accounting for 1,235 million international tourist arrivals to Zimbabwe in 2016 (UNWTO, 2017:3). Many destinations worldwide have opened up to and invested in tourism as a vehicle for development. To date, most destinations have increased tourism growth due to stronger travel demand and increased connectivity amongst other programme contents (UNWTO, 2017:3). When the study looks at Africa, tourism is the most promising sector in terms of development with the opportunity to provide revenues for cultural and environmental preservation (World Tourism Organisation, 2015:2). With international arrivals the growth rate was 5% in Zimbabwe between 2010-2014, most of which constitutes leisure tourism with a high expenditure (UNWTO, 2015:21). This figure may increase if more tourism activities are included by the destination. As the demand for Africa tourism keeps growing destinations like Zimbabwe are also affected.

Not to be left out, tourism in Zimbabwe has been an economic driver after agriculture and mining by providing a source of employment, livelihood, foreign currency and business investment (The Southern Eye, 2014). Zimbabwe relies more predominately on leisure and business tourists and this market is large (ZTA, 2015:35). However, Zimbabwe Tourism Authority (ZTA report, 2015:19; 2006:5) agrees with Manwa (2007:465) that this market and other tourists "since 2000 the arrival rate into Zimbabwe has lagged far behind the rates prior to the land reform." In 2011 arrivals stood at 294196 thousand tourists. This figure nosedived to a record 26% decline in 2012 from the effects of the global financial crisis among other national issues (WTO, 2013:5; ZTA, 2012:8) and then picked up marginally by 17% in 2013 (ZTA, 2013:4). Such unstable disturbances to tourism growth and revenue are due to many woes, including travel bans and sanctions, negative media publicity, financial crisis of 2007-2009, inception of the multicurrency system mid 2009 - current, global crisis 2012, droughts, global political agreement and the 2013 elections (Mkono, 2010:388-389; Manwa, 2007:465). The instability of tourism in Zimbabwe then changed the traditional source market from the West to the East where high volume, low spending tourism was



occurring, which managed to improve tourist flows but was, however, detrimental to the fragile ecosystem. Thus, for maintaining sustainability of the fragile ecosystem for tourism in Zimbabwe, the growth in local food was noted as a means to continue offering tourists a diverse product (Mutana & Zinyemba, 2013:96; Mkono, 2012:206; Smith *et al.*, 2010:68; Everett & Artchinson, 2008:154; Manwa, 2007:466). Furthermore, Chaney and Ryan (2012:312) also suggested that local cuisines are one means of product differentiation that can diversify their tourism offering. This is especially required where Zimbabwe and the Sub-Saharan countries all have similar natural attractions (wildlife The Big Five, abundant vegetation and barbet species) that cannot separate them. What may set them apart are food and beverage expo/exhibitions, which are unique in that they have local food as the fundamental experience (OECD, 2012:16; Cela *et al.*, 2007:173).

In Zimbabwe there is a medley of food cuisines that can increase the influx and spend per tourist (Mkono, 2013:389). The important component of food expos is concerned with showcasing of the authentic African cuisines to tourists (Cela *et al.*, 2007:173). Food expos are polyphonic representing a multiplicity of perspectives as well as the material and symbolic (Smith *et al.*, 2010:68; Everett & Artchinson, 2008:154). Expos, as part of planned events are part of the special events facet (Getz, 1997:4-11). However, Horng and Tsai (2011:41) and Stokes (2008:252) established that despite the growth of expos in event tourism, there is a paucity of research where a food event programme criterion is concerned. It has been noted that activities for an expo, their knowledge, consumer behaviour and marketing for the development of food expos have not been widely investigated, as they fall into the meetings, incentives, conventions and exhibitions (MICE) of special events Locke (2010:211). A global trend of utilizing events through expos as tourism generators have spurred a lot of interest in the academic arena on how to strategically plan events for wider participation and stakeholder involvement (Stokes, 2008:253). Hence, using this gap in knowledge, the purpose of this research is to develop potential food expo programme criteria for Zimbabwe.

The following chapter presents a review of the literature that informs this research. Due to there being a paucity of publications in the field of programme criteria in destinations such as Zimbabwe, studies reviewed in this chapter were drawn primarily from related food expo programme criteria from other destinations and from the meetings, incentive travel, conferences and exhibition articles, where the special events arena is a facet. Related works were the main foci to analyse different programme activities for developing similar criteria for Zimbabwe as destinations differ by nationality, market and consumer behaviour. Overall, the literature reviewed in Chapter 2 and 3 covered the main areas central to this study. In

Chapter 2, the interest was centered more on the role of food in tourism, the cultural meanings of food, events, special events and the MICE market, understanding the meaning of exposition as planned events, programme activities, location, media and marketing, ticketing and benefits of expos to a destination. There are case studies from the five main oceanic blocs to clearly show the gap in food expos where Africa is concerned. The following sections aimed at trying to understand the role of food in tourism, culture and food, events, special events, evolution of food expositions, food expos around the world, activities of the programme, other activities that influence demand and lastly, the benefits of hosting a food expo.

## **2.2 THE ROLE OF FOOD IN TOURISM**

Food (even as gastronomy), travel and heritage go back a long way; they are old friends and literary and historical texts chronicle their association extensively (Shakespeareans Era). Ever since in tourism, food has been a secondary attraction to tourists in the destination (Scarpato, 2002:135). Now it is more than just simply a means of nourishment (Cañizares & Guzmán, 2012:231; Claude, 1996:595). The role of food has been acknowledged by anthropologists, sociologists, food scientists, semioticians, historians, political scientists, and economists, as well as in literature, film, and cultural studies (Getz, 2010:4). It is not merely a means of verisimilitude, but is culturally embedded with characteristics of the ideology of the people associated with that culture (Claude, 1996:589). Food has various expressions, from desire, addiction, craving, and loathing to rejection or ignorance. But fundamental is the multiple roles it typifies which include communication at rituals, political tables, religion and culture. Mehta (2004:118) concurs with Radu (1995:1) who notes that, "food discourse offers microcosmic insights into particular worldview[s]."The situation becomes more complicated when the subject is not actual food but food within literary texts, and food, like literature, looks like an object but is actually a relationship (Aoyama, 2008:2).

Given the essential, sustaining nature of food, to the early traveller, it also offered a qualitative element to the journey undertaken; it clearly provided a focal point (Timothy & Ron, 2013:100). Historically in all of Chaucer's *Canterbury Tales* and more recently Lloyd Webber's account of his Fenland trip, *18*, (a book on his various journey) he reiterates the inseparable nature of the relationship between food, heritage and travel (Timothy & Ron, 2013:100). Food and tourism have, until very recently, been so underplayed by the industry. Yet in Israel food is used to promote political goodwill (Institute of European Studies, 2010:11). This means that the tourism and hospitality industry can use food for various means: emotional, social, political, economic, even culturally in a destination (Timothy &

Ron, 2013:101). There is more cultural meaning in food as detailed in the proceeding sections.

The relationship between food and culture is very important because when tourists eat local/indigenous cuisine or the 'other', they are able to explore novel cultures and lifestyles (Wijaya, 2014:33; Chang & Hseih, 2006; Karim, 2006:85). Furthermore, according to Rodaway (1994:80), it involves the literal and physical internalizing of a culture. Food is derived from a wide range of edible ingredients. It is both a relevant source of good health and an effective form of communication (Cañizares & Guzmán, 2012:231; Claude, 1996:595). Long (2004:5) concurs with this and adds that "food tends to provide us with a sense of the 'realness' of things", which invariably is a casting stone for food expo promotion as culture on a plate.

This relationship in value and significance has been acknowledged in anthropology, sociology, food science, semiotics, history, political science, and economics, as well as in literature, film, and cultural studies (Mintz & du Bois, 2002:100; Lehrer, 1990:390). It has cultural meanings and heritage values and it is a communicative tool that offers insights of destinations (Claude, 1996:589; Mehta, 2004:118). According to Robertson (2013:13) and Stajcic (2013:7), culture pertains to the diverse nature of different ethnic groups, their set of values, knowledge, language, rituals, habits, lifestyles, attitudes, beliefs, folklore, rules and customs that identify a particular group of people at a specific point in time in a destination and how they interact, organise and live. Culture is enshrined in the "social, aesthetic, and symbolic value, as well as cohesion, joy, openness, expressive, play, and diversity; and that experience is not exclusively individual but rather rooted in social and material interaction with other people and the environment" (Ryan & Wollen, 2013:110). Local cuisine is the ingestion of a cultural system or grammar of food. In other words, it is a symbolic embodiment of peoples' attempt to tame, transform, and reinterpret nature (Montanari, 2006: preamble).

Getz (1991:11-25) admits that food expos are a cultural phenomenon of the cultural scene where they play a vital role in a destination's social reality. Accordingly, expo identities are different from national identities which are another important vessel for cultural expression and display (Getz, 1997:165). Tourists attend food expos as part of food tourism mainly because the cuisine of the destination is the prime attraction at the expos and enhances the holiday experience (OECD, 2012:16; Quan & Wang, 2004:498; Du rand, *et al.*, 2003:102). This means the uniqueness of the cuisine is expressed through cultural meanings. It is what Stajcic, (2013:5; Okech, 2014:4) asserts as an exploration of culture through food. Okech

(2014:1; OECD, 2012:19) posit that food is actually a cultural heritage that can be used to promote cultural awareness and enhance sustainability. Food acts as a bond that strengthens ties between individuals, communities, and even countries (Stajcic, 2013:6). By defining family roles, rules, and traditions, it helps us to discover attitudes, practices, and rituals surrounding food, it sheds light on our most basic beliefs about ourselves and others (Stajcic, 2013:6). What is imminent is that food has to do with the individual and their way of life. It is common to all people, yet it can signify very different things from table to table. In essence, food can be a means of branding cultures and nations for food tourism (Sloan *et al.*, 2015:79). There is more meaning in food across the globe than mere nourishment. UNESCO (2012:22) further add that food and wine expos are a powerful intangible cultural heritage through which culture dissemination occurs, fostering sustainability. Through cuisine is the familiarisation with a local culture and a closer touch to the destination, as an icon, more powerful than a national dress, and more easily identifiable than a "Maasai Mara" (Okech, 2014:5). Such an assertion from a developing country signifies the value that local foods have to cultural heritage. This cultural element can be illuminated through expos to reincarnate a destination's unique gastronomy but also leverages the environmental concern of sustainability (Gyrmothy & Mykleton, 2008; Gaztelumendi, 2012:17).

In essence, it follows that the way local people eat, their preparation process and taste of the 'other' unveils the different ethnicities of destinations' cultures (Jang *et al.*, 2009:63). There are value and symbolism in the plate. Barthes (1988:50) argues further that food is "a system of communication, a body of images, a protocol of usages, situations, and behaviour, the sociological and semiotic aspects of foods are especially significant". According to Long (1998:195) "destination's local cuisine allows an individual to experience the 'other' at a sensory level, and not just an intellectual one". In Europe, for instance, food is understood more as a social process than a product (Goldstein's discussion in Institute of European Studies, 2010:9). It encompasses everything that is important to people; it marks social differences and strengthens social bonds. There is uniqueness in local cuisine.

Some destinations that display this uniqueness are the cheese and chocolate programme in Belgium, Switzerland and France; wine routes in Italy, Spain, Portugal, France, Australia, New Zealand, Israel and their traditional *falafel* and beer trails in Canada (Cela *et al.*, 2007:172). Their local food comprises an intrinsic part of their cultural profile (Savarin, 1825:45). In Africa, Okech (2014:8) noted that many foods are considered delicacies, not for their taste, but for their medicinal effects. "Local food" has the potential to enhance tourist experiences through its symbolic heritage and culture. It brings out more community participation, hence encouraging sustainability (Su & Horng, 2012:92). It is an effective tool

for communication especially of the 'other' as an 'expression of their way of life' (Raj *et al.*, 2009:2; Kasper, 1986:14). Local food has a cultural element that has been viewed as a driver of food expo and food tourism (Okech, 2014:14). Savarin (1825) in her aphorism exclaimed 'Tell me what you eat and I will tell you what you are.' This is a true symbol of culture and cultural identity on a plate, depicting how a society is unique from the other by the simplest mannerisms around a plate. According to Delamont (1994 as cited in Su & Horng, 2012:92), food events remain a prominent cultural artefact differentiating destinations globally. They have been noted to represent a forum for scarce resources through their creativity and act as an alternative form of tourism to benefit destinations (Su & Horng, 2012:92). Thus, culture can be related to what we eat (Chang *et al.*, 2010) as an expression of identity on a plate.

We can understand food, identity and culture in many different ways. What is evident is that food has to do with the individual and their way of life. Raj *et al.*, (2009:2) note the same notion when they agree that expo is a gateway for destinations to assert their identities and culture at a common platform with the aim of establishing bonds. This gateway is the key significant factor to potential food expo development globally, because each destination's cuisine results from geography, climate, history and culture (Horng *et al.*, 2013:193).

In Redlands Report (2008:12), they also note that expos provide destinations with opportunities for cultural enrichment, enhancing community identity, volunteer participation and civic pride. Because local food is a ubiquitous reflection of the culture of a destination, many authors allude to it for marketing purposes, development, socialisation and brand image (Okech, 2014:5; Cavicchi *et al.*, 2013:253; Kim & Eves, 2012:1460; Horng & Tsai, 2012:42; Renko *et al.*, 2010:312; Roberti, 2008 as cited by Seery, 2010:16; Everett & Aitchison, 2008:152; Du Rand, 2006:3; Du Rand *et al.*, 2003:99; Hall & Sharples, 2003; Bessiere, 1998:22; Humphrey, 1988:1). These examples highlight the significance of culture in food expo and how they are used to unlock destination potential.

Ethnic groups in a destination are the custodians of food and beverage resources that can be used for food expos. Food expos are a vehicle through which to alleviate the sense of fragmentation and discontinuity caused by displacement of ethnic cultures within a destination. It offers attendees the opportunity to be part of an ethnic group through the plate at food expos (Cañizares *et al.*, 2012:231; Smith & Costello, 2009:100). Consequently, these unique cultures of a destination are more symbolic and illuminate more powerful through food expos.

Food expos are now a nexus to promote cuisines of a region and wines to the global village (Mutana & Zinyemba, 2013:99). The availability of the foods, their seasonality and the value that is placed on them during preparation and consumption has powerful statements that it conveys. Destinations endowed with such value in culture ultimately can shift tourist gaze to other tourism facets (Urry, 2002:12). Manwa (2007:466) and Okech (2014:1) also concur with the exploration of other tourism attractors to complement tourism so that this can reinvigorate Zimbabwe's tourism industry. Zimbabwe, with its multicultural society and developing economy, can quickly join the food expo arena. However it can only be possible with the development of a criteria programme for expos. In Zimbabwe, this is not the case as local cuisine is still regarded as food for the rural (Moyo *et al.*, 2016:20; Mkono 2013:53). It has been relegated as food for the poor yet it is the essence of our heritage and culture, a forgotten treasure waiting to be exploited (Moyo *et. al.*, 2016:20).

Canada, unlike Zimbabwe, has developed several culinary oriented events based on their numerous ethnic groups like Savour Food and Wine Expo in Nova Scotia that celebrates their wines, cheese and chocolates; Toronto Food and Wine Expo that has local pig farmers and the community produce to showcase and many others that draw many tourists, to enjoy these culinary products for economic benefits (UNWTO, 2017:14; Sormaz, Akmes, Gunes & Aras, 2016:726; Hashimoto & Telfer, 2006:35). Closer to home, South Africa and Kenya as developing destinations have also discovered culinary tourism as a key driver for food security, food safety, sustainability, economic prosperity and a lot more (Okech, 2014:3; Du Rand, 2003:99).

From the foregoing literature, expos are key event celebrations of place and can demonstrate close personal ties and solidarity critical to the formation and maintenance of the community and provide meaningful long-term outcomes (Huang & Stewart, 1996:26). It is through these events that tourists can come close to experiencing the true culture of a destination. These expos as food-based tourism according to Getz (2010:4) have their basic tenets from anthropology and sociology, yet amazingly expos and food tourism are quite topical but relatively immature. O'Sullivan and Jackson (2002:327) opine that despite the growth of literature in food expo, there is a mismatch which is not commensurate with the growth in the sector. Much still needs to be documented by academics to capture the rate of this growth through an understanding of events in tourism.

## **2.3 CLASSIFICATION OF EVENTS**

Events are considered as an all-encompassing term used to describe an organised occasion such as meetings, conventions, exhibitions, gala dinners or special events destination

development and marketing strategy to fully utilize the benefits of events (Getz, 2005:16). Events are never the same and their appeal is in the variety that they offer annually (Getz, 2008:404). Events are a global phenomenon that has since gained significance through the tourism industry (Getz, 2008:403). The growth of events in the past decades has been spectacular with the realization of their potential in the tourism industry (Getz, 2008:403).

Events are used widely for specific rituals, presentations, performances and celebrations that appear on the destination's calendar as planned or unplanned events that are finite and publicized (Getz, 2013:33; Bowdin *et al.*, 2011:17; Getz, 2005:15; Getz, 1997:4-11). Getz (2013:34) proposed a typology of events and clustered them into four broad areas (see Figure 2.1). Events can be grouped by size, form and content to further clarify tourist attendance for marketing efforts. Jago and Shaw (1998:29) posit that there are major events or minor events. Major events are large scale, attracting a large crowd and media attention (Getz, 1997:4-11; Jago & Shaw, 1998:21). Such events generate funds for the destination and other service providers and leave a legacy. The events organogram is illustrated in Figure 2.1 below.

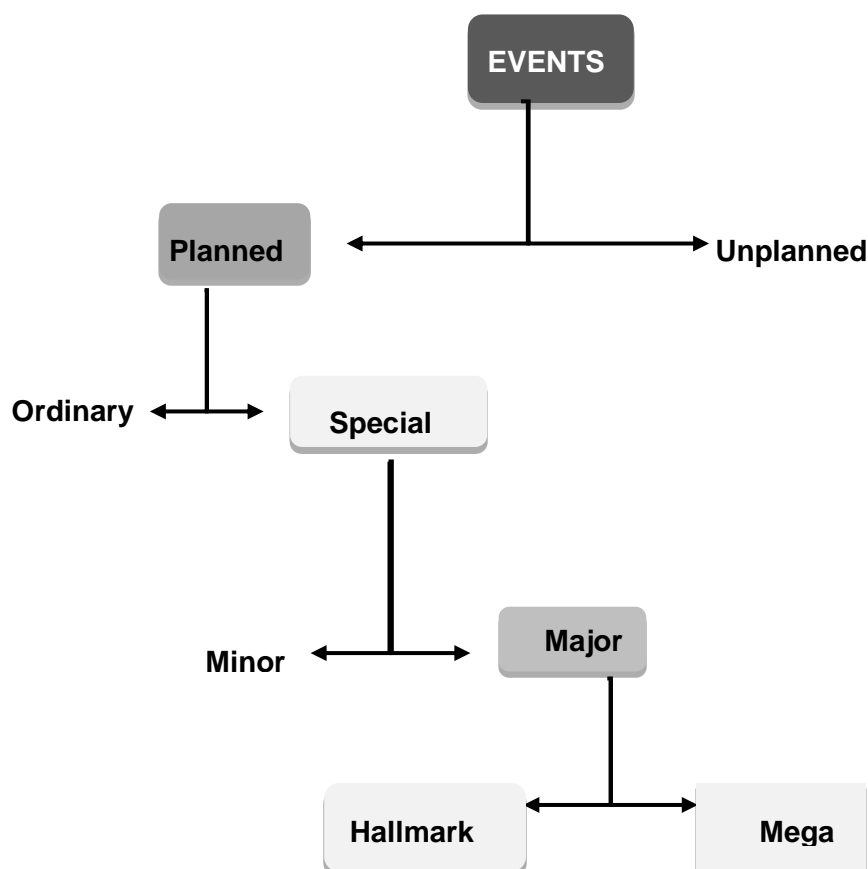
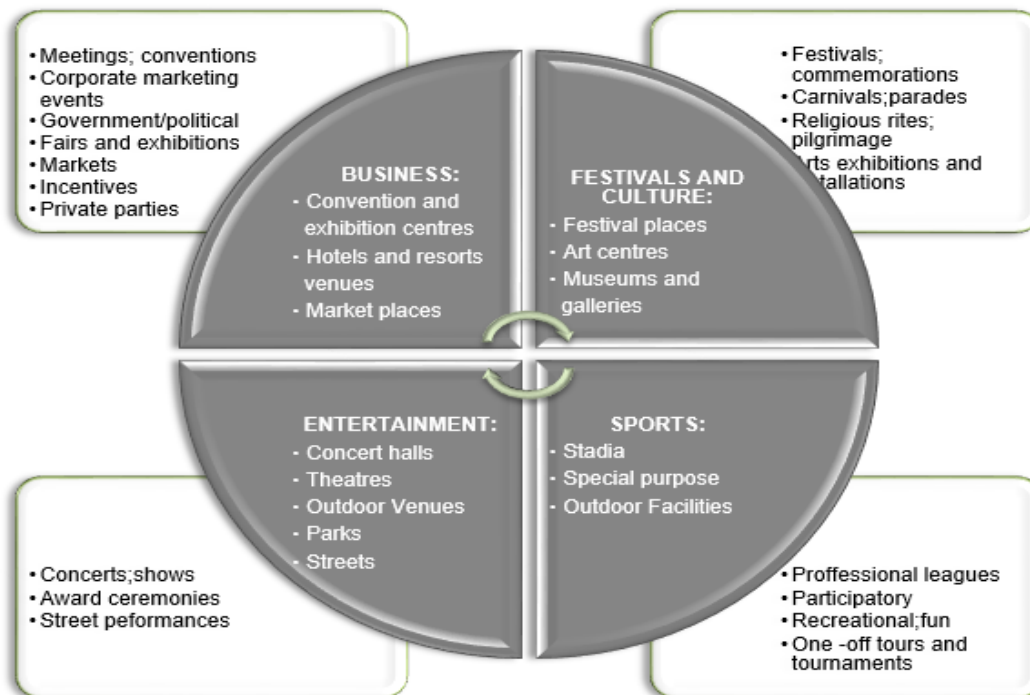


Figure 2.1 Events nomological structure. Adapted from Jago & Shaw, (1998:23)

Within the realm of planned major events are hallmark events and mega events. The former are iconic, mark an important occasion for the destination, reflect the spirit and ethos of the destination and are infrequent (Tassiopoulos, 2010:12). Such events include Munich Oktoberfest in Germany, National Arts Festival in Grahamstown (South Africa), Rio Carnivale (Brazil) and a lot more others. The latter (mega events) have political involvement and government has a strategic role (Tassiopoulos, 2010:13; Hall, 2008:6). The main characteristics of the two major events are their inclusion of the public. The increment in leisure and disposable income has made people more interested in these public events, celebration and entertainment such as that offered by food expos. To this day the new tourist era in the world has not departed from the same notion to celebrate social events to earmark the indigenous nature of their lives. They offer a platform for interaction with tourists, and an opportunity infrequent from normal life so knowledge about their characteristics and marketing for events are important (Jago & Shaw, 1998:21). Since the beginning of time, events have always been held to celebrate or mark some kind of special moment in life. Given this total engagement at events, Getz (1997:4-11) earlier in his studies classified them into four broad categories, namely (1) Business and trade; (2) Cultural celebrations; (3) Private events and (4) Sport events.

These are classified according to the content, location, scope and size of the event (Getz, 2008:404; Getz, 2005; Getz, 1997:2). In later studies Getz (2013:34) classified events again into business, festivals and culture, entertainment and sports, which are explained further in Figure 2.2 below. In the business broad category, Getz (2013:34) included festivals, sport events, meetings, incentives, conventions, exhibitions (MICE) or business events as major events. In this broad category are food expos which are the main study of this research. To get a more insightful understanding of MICE, they are part of the four types of special events (see Figure 2.2) that are widely known and frequented (Getz, 2008:412, Getz, 1997; Hall, 1992:5). These are explained below as postulated by the scholars above.





**Figure 2.2 Typology of planned events and venues: A Portfolio Approach**

**Adapted from Getz, (2013:34)**

### ***Sports events***

Sports events have been held time immemorial as "big business". Sports events are used in tourism as attractions (for participants and fans), or for tourist participation such as skiing where tourists are engaged as part of the leisure and competition package. Roche (2000:4) includes global events like Summer and Winter Olympics, Men's Football World Cup; and world regional events Asian Games, Commonwealth Games, Pan American Games, Men's European Football Championship, Universiade, FIFA World Cup, Tennis Tournament, Rugby Festival, and Paralympic Games, just to mention a few.

### ***Festivals/cultural celebrations***

Festivals are defined as "themed, public celebrations that are of limited duration and are commonly community based with many defining features: unique, different, or new experiences, the timing of the event, social experiences, and special marketing and hype" (Bruwer, 2002:94). Where cultural celebrations, including festivals, carnivals, religious events and the arts and entertainment are held, they are regarded as special and have a cultural element (Hu, 2010:14; Getz, 1991:52). The most important distinguishing characteristic of the festivals from other events is that they are focused on society and celebration (Çelik & Çetinkaya, 2013:35). According to Azman (2012:26), food, activities and entertainment are used often at the festival to appeal to a varied market. Some of the well-

known celebrations are Judgement Night, Wacky Wine festival, La Tomatia, Oktoberfest, Travel Expo among others.

### ***Entertainment and other mega events***

These events are large in scale and leave a legacy (Jago, 1997:52-55). According to Muller (2015:638), "mega-events are ambulatory occasions of a fixed duration that attract a large number of visitors, have a largely mediated reach, come with large costs and have large impacts on the built environment and the population." Both events are international, once off and bring visibility to the host cities, by being versatile and adapting to change in time and conditions (Gruneau & Horne 2016:35). These types of events include Milan Winter Fashion Extravaganza, Miss World Pageant and Grammy Awards Carnivals in China and other destinations are all aimed at increasing host visibility, tourist and community participation. An exposition as the research focus, on the other hand, is subsumed in business events and for purposes of this study needs further analysis.

### ***Business events***

Business events are where tourists converge for meetings, conventions, and exhibitions (both trade and consumer shows) (Bowdin *et al.*, 2011:24). Worldwide destinations have attractive convention and exhibition facilities, along with agencies devoted to selling the space and bidding on events (Getz, 2008:411). The main interest is business focus in line with career path enhancement, desire to do business or related to the job and a mix of leisure. Expositions as part of the business arena are subsumed in the M.I.C.E market and they will be expanded in greater detail as they are the focus of this study. From the typology above, exhibitions/expositions as business events will be the main focus as the research seeks to develop the programme criteria for a potential food expo in Zimbabwe.

The growth and proliferation of festivals and expos have increased extensively with more than a 1000 food and wine expositions in America alone, South Africa with over 211, Australia having over 1000 (UNESCO, 2009:37). There is also an inclusion of other food events to increase the tourist participation that can include markets, fairs, shows, congresses, and competitions. These have attracted a lot of attention and research. There is a paucity of literature on expositions than festivals and this warrants more investigation as expos are in this context from meetings, incentives, conventions and exhibitions literature

which will be used to understand the marketing mix required for this business/leisure tourist (Getz, 2013:35). Since expositions are the emphasis of this study, they warrant more clarity.

## 2.4 FOOD EXPOS

Expos are part of the meetings, incentives, conventions, and exhibitions (MICE) sector or business tourism and constitute major global economic activity (Mair, 2010:176). Expositions normally referred to as *expos* have an important cultural, economic, and social role in society at large (Way & Robertson, 2013:117; Simeon & Buonincontri, 2011:385; Van Zyl, 2005:53; Jones, 2001:245). The word 'exposition' and 'exhibition' dates as far back as 1964 and comes from the Latin word "*expositio*", meaning "displaying" or "putting on a show;" and exhibition is a derivative thereof (Morrow, 2002:11). At an exhibition, exhibits are the main focal point whilst at an exposition, the exhibition is not of primary focus, and trade shows are open to members and industry related individuals. However, Morrow (2002:11) and Fenich (2012:82) deliberate that expositions, exhibitions, trade shows and trade fairs are synonymous and can be used interchangeably. For purposes of this thesis, the concept exposition (*expos*) and exhibition will be used thereafter. The French are known to use the former and the English use the latter (Morrow, 2002:9).

Expos have since occupied the realm of events as a sub-theme of event tourism as part of meetings, incentive travel, conventions and exhibitions, (M.I.C.E) (Bowdin *et al.*, 2011:24). They have proliferated since the post-war-period with the growth of mass tourism (Smith *et al.*, 2010:66). Globally, the MICE market, boasts of 400,000 conferences and exhibitions, receiving an estimate of US\$280 - \$300 billion. According to the ITB World Travel Trends Report, MICE contribution to the total travel market is 54 percent (Travel Trends Today, 2015:9). The MICE segment can therefore have a fundamental impact on tourism growth. Shaw and Williams (2004:117) also reiterate this as " shift towards 'new' forms of tourism from the usual modes which is more specialised, and more diverse". Expos now focus on much more and are platforms for education, nutrition, innovation and interactive forums (Expo Milan 2015; Expo Shanghai 2010).

It was not until the development of the World Gourmet Summit (WGS) in 1997 that the emergence of food expos and the use of local food as a unique element was recognised (Chaney & Rayan, 2012:310). Since then, the local food of a host destination has become an important vehicle towards popular culture (Dos Santos & Antonini, 2004:89). By the end of the nineteenth century, most major countries had their own national cuisines or foods that could immediately be identified as characteristic of 'place' (Bryant *et al.*, 2003) as cited by Steinmetz, (2010:28). It is what Bessiere (1998:22) noted as ingesting from both a

psychological and physiological viewpoint. Their proliferation today around the world according to Rozin and Rozin (1981:6), has been influenced by basic foods, cooking techniques, and flavour principles which are three unique attributes that differentiate world cuisines. The other main phenomenon to the successful expo is that they appeal to the emotional being and create lasting memories worth savouring and repeating (Biazen, 2012:5).

Kim *et al.* (2014:1) concur with this assertion and the realization that there are numerous expos hosted by at least 131 destinations worldwide. Australia is highly regarded for its proliferation of expos spread across the country, and South Africa as well is also a major contender (UNESCO, 2009:36). Governments have also been quick to appreciate the contribution of expos to tourism and actively participate (Mair, 2010:178; Getz & Frisby, 1988:22). In Wales, for instance the Welsh government has financially supported food expo since 2001, with the core agenda of promoting greater consumption of Welsh food and drink (Wavehill Ltd & Centre for Local Economic Strategies for the Welsh, 2014; Welsh Assembly Government, 2010). Some destinations like South Africa host more than 408 expos, Australia more than 1000 expos and Asia more than 50 (Van Zyl, 2012:184; Visser, 2005:165). Food has become an important part of tourism such that tourists are now interested in visiting around the world to participate in food expos. Thus it is argued by Pissoort and Saayman (2007:256) and Slabbert *et al.* (2011:198), that expos form part of tourist attractions, which are arguably the most important component in the tourism system.

As a result, the number of expos containing music, theatre, food, and art has exploded in recent years (Gursoy, Kim & Uysal, 2004:172). They have common activities for tourists that range from food themed activities, cooking demonstrations, appearances by noted chefs, regional/local food speciality, cooking competitions and vendors of equipment or other cuisines for sampling and selling (van Aalst & van Melik, 2012:196; Johansson & Kociatkiewicz, 2011:393). Some events offer wine or beer that pairs with the food being offered. The expos may also highlight a style of cooking, like barbecue, or a general concept, such as local or organic foods (Wan & Chan, 2013:232). Their scope and scale generally vary between a few to more than a thousand participants (Einarsen & Mykletun, 2009:226). This increase has been necessitated by a growing recognition of the value in food expos in enhancing a destination's image and appeal, improving recreational opportunities, contributing to local and regional economies, and enhancing local pride and culture and democratic values in general (Leenders *et al.*, 2014:4). This typifies the notion of promoting food expos in destinations as an alternative to mass tourism until it can become food tourism.

However, in Africa there are a few food expos as their significance has recently been noticed (Du Rand, 2003:1). South Africa stands far with more than 408 expos and the rest of the African destinations are insignificant (Van Zyl, 2011:181). Du Rand (2003:2) also concurs with this insignificance asserting that the development and initiatives for food expo are more inclined towards the developed destinations like Australia, New Zealand, Europe, Asia and America. However, in Zimbabwe there are a few food expos hosted by organisations and the resort town of Victoria Falls tries to bring food expo to the forefront at the Boma (TripAdvisor.com:2016). Be that as it may, despite tourism organisations noting the potential of food expos, they have not been strategically used by these organisations for optimisation. To remain sustainable, Zimbabwe can promote its food cuisines through a food expo programme criterion by emulating other destinations and augmenting the tourism package for more tourist volumes and expenditure. Moyo, Ngulube and Kazembe (2014:20) posit that for Zimbabwe, indigenous cuisine lacks harnessing and proper marketing for it to pull food tourists. Its role lies in the realm of identity and nationality. This discovery points to the need to develop a programme for food expos as an established niche already exist by using the unique elements of local food varieties. Among varying cultural activities in Zimbabwe, cultural expos stem from the two main ethnic groups, namely, Ndebele and Shona. There is a vehement local patriotism that can be exploited through food expo for tourists in Zimbabwe. The aspect of culture on a plate cannot be ignored in the significance of food in a society. Hence, these expos have become significant to destinations because they offer a lot of unique attributes to the tourist, and they also offer benefits to the destination. Thus the next review looks at the benefits of food expos to a destination and the ripple effects accrued in the long run. The following section looks at these benefits from the economic, social and environmental perspectives.

## **2.5 BENEFITS OF FOOD EXPOS**

According to Han and Verma (2014:240), the economic impact of expos cannot be understated as travellers spend more time and money in the destination (Karim *et al.*, 2010:532). Hall and Sharples (2008:97) and Redlands Strategy (2008:12), in their study noted that there are long term benefits accrued from a well-crafted food expo. Food expos are the quintessence of a destination as they reflect the cuisines that draw food tourists. Getz (2010:1; 1993:790) also alludes to the fact that expos generate mass tourist numbers by appealing to the emotional sense of a crowd, whilst significantly impacting on the destination economy and reinforcing social cohesion. This expo is akin to entertainment business that spans over a specific period, occurring annually, and boosting sustainable tourism (McKercher *et al.*, 2006: 56). Such events are significant attractions of tourism which

precipitate development and marketing of destinations (Getz, 2008:406; Smith & Xiao, 2008; Halls & Sharples, 2008:96; Du Rand, 2006:207). It affects directly or indirectly the realization of a cultural environment where all stakeholders are key players. Horng *et al.*, (2013:194) and Smith and Xiao (2008) share the same sentiments pointing out that food expos have become a tourism driver for many destinations as a significant element of culinary tourism and development. They relate to the value added contribution expos make through gross product, employment, induced tourist visitation, social and environmental among other issues (**see Table 2.1 below**).

**Table 2.1: The benefits of food expos**

<b>Food and Wine Expo: short-term, long-term outcomes and stakeholder benefactors</b>			
<b>Short-term outcomes benefactors</b>		→ <b>Long-term outcomes</b>	→ <b>Stakeholder</b>
Economic	Increased demand for local food Increased trade for participating restaurants, cafés and hotels Positive economic impact.	Increased consumer preference to local produce Increased investment in local food and wine industries Increased opportunities for hospitality, food and beverage industries. Increased exports of local produce	Residents Hospitality, food and wine industries Other business Government Employees and volunteers Sponsors
Social	Improved opportunities for leisure Increased learning opportunities Increased exchanges through food and wine Reduced food and wine miles travelled	Improved social and intellectual capital in the host community Increased recognition and tolerance of cultural diversity	Residents Tourists Employees and volunteers Government Media Hospitality, food and wine industries
Environmental	Increased awareness of the slow food and Wine movement (local foods) Improved awareness of environmental issues Reduced diversion rates from landfill	Reduction in carbon footprint of expo Increased support for local food	All stakeholders as above Community groups

***Adapted from Halls and Sharples (2008:94-95)***

These benefits are all-encompassing and impact the whole destination. There are opportunities for revitalizing the destination from hosting food expos. Such platforms offer destinations with new business opportunities whilst showcasing their expertise. From the host and spectator perspectives, a social and cultural interchange is more beneficial. The

benefits of hosting food expos far outweigh the host community expectations. There is national and community pride as evidenced by committed teamwork.

For purposes of this research, food expos are an unforgettable experience where local goods, ethnic cuisines and beverages are displayed for the public to appreciate. The destination's unique elements are exposed for appreciation, educational, interactive and heritage purposes. A few selected international festivals and their unique selling points are listed in the next section for an illumination on what the expo programme may include.

## **2.6 FOOD EXPOS AROUND THE WORLD**

In Table 2.2 a few of the major and seemingly popular food expos and festivals held around the world have been selected to provide a glimpse of the diversity and variety of food expos and festivals for a better understanding of the activities designed for the programme, theme and the duration of the event. The expos were chosen because they are renowned on the international calendar of expos globally. These expos were selected from various destinations to show that there are expos of a different nature and are well attended by tourists, buyers, and suppliers. Apart from that they are expos or exhibitions and not festivals. Most of the expos are well attended and have become popular in the M.I.C.E industry. They are not as exhaustive as there are 131 destinations from over 190 world destinations that host various food expos as part of their event calendar (Van Zyl, 2008:184; Visser, 2005:136). They constitute at least 69% of the world destinations that focus on increasing the tourism product through food expos. Taking a closer look at all these expos, one can note the unique emphasis placed by destinations in trying to promote various food elements. Of prominent interest is the fact that all the expos feature a component of food of that is of interest, be it a vegetable, seafood species, fruit, cheese, or simply a single element that is most commonly used by that destination or a popular ethnic dish from the destination. Interesting to note is that Hall and Sharples (2008) also tried to categorise food expos according to how the destinations were showcasing them, either featuring scale (local through international) and product focus: (1) generic (no local focus), e.g. "food expo of . . ."; (2) generic but focused on a locality (e.g. taste of . . . ; farmer's market); (3) multiple themed categories (local focus, combinations of products); (4) single category of product (e.g. oysters, wine); and (5) single specific product or food type. There is an element of a unique feature by the destination through the food expo as this food type appears in all forms of cuisine presentations and in the most unbelievable plate creations to become an expo product. Another theme that appears from close scrutiny is the aspect of destinations move towards globalisation through the promotion of innovation and diversification of the destination cuisines by using modern cooking methods. In addition, destinations have come to appreciate the other cultural cuisines from migrants settling in destinations other than their

own as part of the exotic offerings when food expos are held. Generally, all the mentioned food expos are set to promote the destination and build connections through food interactions. Australia alone tops the list with over 2,856 food expos and festivals as a destination (Gibson, 2010: abstract; Australian Bureau of Statistics, 2007). The researcher observed that almost all destinations now have an Oktoberfest where beer is the main attraction, following the German tradition of the beer festival. The popularity of beer and its varied origins could have sparked this widespread interest in destinations hosting their own local beer in the month of October. Some of the most internationally attended events are listed in Table 2.2 below. The study only focused on a few internationally attended expos as there more than 1000 food festivals and expos (Gibson, 2010: abstract). There are too many to include in this study, hence a few prominent expos will be discussed.

**Table 2.2 Desktop study of renowned food expos**

<b>Expo</b>	<b>Date / Duration</b>	<b>Destination/ Location (city/town)</b>	<b>Programme themes/activities</b>	<b>Unique expo elements</b>
Good Food and Wine Show	27-29 May (3 days)	South Africa (Cape town; Durban; Johannesburg)	Theatres- Cooking with chefs; eat well live well, wine theatre baking theatre, kids theatre, chefs open theatre, short chef, skinny chef, SABC 3 theatre. Wellness Beer and alcohol Baking Lifestyle market and street food Gourmet	Fostering new innovative trends in food and wine
Africa's food, Drink and Hospitality Trade Expo	March 1-3 (3 days)	South Africa (Johannesburg)	Best collection of food and service equipment Demonstrations of equipment use Sell of equipment and other	Innovation and opportunity creation for the food and beverage industry
Mid- Autumn Expo	occurs every 15 <sup>th</sup> day of the 8 <sup>th</sup> Lunar Month	China (Chengdu)	Eating reunion dinner Playing with lanterns (ritual) Eating popular foods Community gathering (the art of giving and receiving) Harvest with origins in moon worship Mooncakes (traditional Chinese pastries)	Gathering reunion in a traditional Chinese manner.



Hokitika Wild Food Expo	12 March (1 day)	New Zealand (Hokitika)	Demonstration zone (wild food cooking by MasterChef's) Unusual food cooking (mountain oysters, duck heads, crocodile bites, fish eyes, scorpions, pork blood casserole, baby octopus, worms, deep fried pigs ears, Huhu grubs (huhu beetle larvae), and snails) Kids Corner (entertainment of all sorts for kids) Main stage (arena for entertainment and other events) Wild food market Whacky but wild (eating unusual food) Traditional Maori hangi (cooking method using heated rocks buried in a pit oven)	Diversifying cooking and consumption of 'wild grown' food.
Hospitality Expo	14-18 October (4 days)	Zimbabwe (Harare, Bulawayo)	Catering equipment Professional chefs competition Furniture and décor Conference sessions Cook-serve open class Innovation in hospitality for the future	The cutting edge in hospitality service.
Zimbabwe Culinary Fusion Expo	26-27 May (2 days)	Zimbabwe (Harare)	Chef competitions Indigenous food extravaganza Local ingredient innovation Fusion of west meets traditional	Investing in local food varieties for innovative menu choices.
Savour Food and Wine Expo	29-10 January to March (41 days)	Canada (Nova Scotia)	Decadence- (chocolate, wine and cheese) Cocktail mixing (legendary cocktail mixing) Wine tasting (world's top finest wines to taste) Food and wine stalls (vendors of all types of food and drink) Fine dining Good food and wine Entertainment	Celebrating culture through interest and passion for great food and wine.
The Taste	2-5 September (4 days)	America (Los Angeles)	Cooking demonstration (Macy's culinary stage) Bar stage (Master Sommelier) Cooking with fire Sweet festival Street food expo Entertainment Field to fork (from farm harvest to the plate) Cocktail confidential flavors of L.A. Dinner and drinks Labour day picnic	Showcasing the best of Los Angeles MasterChef skills.
Savour Kilkenny Expo of Food	23-26 October (4 days)	Ireland (Kilkenny)	Food demonstrations (cooking and conversation, a happier healthier world, best young chef in the world, secrets of spices, beer pairing Japanese style, gluten-free baking, brunch club demonstration, raw food demonstration) Expo specials (bloggers breakfast, a taste of Japan, craft beer tent) School of food (food photography competition and exhibition) Meat: the forgotten cuts, beer brewing for taste)	Exhibition of Nova Scotia's greatest restaurants, breweries and mixologists

			Banter events, what's in the shopping basket, what's so super about super foods, battle of the bottle, beer vs wine) Partners events (link food suppliers with service providers) Healthy food and healthy eating Feast of the Ocean	
Toronto Food and Wine Expo	18-20 September (3 days)	Canada (Toronto)	Cooking Competition Grand Tasting Pavilion Expert-level Workshops(master chef training in cooking) Cochon 555 (pork dishes) Samples (food and wine from many purveyors) Celebrity chefs(cooking alongside a MasterChef) Knives, Soba and Sushi (training sessions with master chefs)	Unifying heritage pig farming- and local farmers.
Food and Wine Expo	4 -13 March (10 days)	Australia (Melbourne)	Langham Melbourne Master Class(exciting culinary and winemaking talent) Vineyard tours Guided tours to famous restaurants Free cooking classes (kids and adults) Multicultural heritage (food from all cultures) Bank of Melbourne World's Longest 3 course Lunch (530m long table) Queens bridge Square Expo Hub (milk and milk products on show) Sense of Place Land of milk and culture	Illuminating culture and heritage of Melbourne (true Melbournian)
World Food Expo	August 2-5 (4 days)	Philippines (Manila)	Baking demos, cooking demos, technical and business seminars "The ultimate Food Show Experience"	Promoting the use of Philippine products
Hong Kong Trade Development Council Food Expo	16-20 August (5 days)	China (Hong Kong)	Promotes 'one stop shop' Increase global trade Global supplier interaction Food and supplier forum	Promoting global trade
Seafood Expo Global	25-27 April (3 days)	Belgium (Brussels)	Seafood from all water bodies Seafood processing equipment, services, packaging and logistics Think quality and sustainability	Business networking with wholesalers, distributors, importers, and exporters.
Oktoberfest	17- 3 September to October (16-18 days)	Germany (Munich)	Bavarian style music and entertainment Bavarian food feast (pretzel, fish, sausages) Bavarian beer brewing and drinking Seafood affaire Ox meat affaire Sweet and savory 'Share the love'	Celebrating German culture, heritage, and traditions.
International Food Exhibition & Guangzhou Import Food Exhibition	16-18 June (3 days)	China (Guangzhou)	Healthy food, proper coffee and tea, organic meat and all kinds of rice Demonstrations in natural farming	Interface between food industry flagships and buyers.
Street Food Festival	23- 2 September to October (10 days)	America (San Francisco)	Taste Trail (visiting many of York's independent food retailers) Ale Trail (a taste of York's Real Ale pubs)	Stimulating participation and appreciation in

			Competitions Exhibitors Restaurant offers (special menus and deals) Kids' activities Demonstration tent (chefs demonstrating what they do best) Wine tasting Food in Words and Pictures	food and wine.
PRODEXPO	5-9 February (5 days)	Russia (Moscow)	Food forum Retail of goods Conferences on topical food issues	Interaction with industry and buyers
York Food and Wine Expo	18-20 March (3 days)	UK (York)	Thematic events Food technology Food expo seminars Mediterranean food experience Meat forum Wine and spirits exhibition Buyer and industry forum	Variety of Greek and Mediterranean products.
World Food Moscow International food exhibition	12-15 September (4 days)	Russia (Moscow)	Exhibition for all food industry processors, machinery, materials and products Interaction of international buyers with local suppliers	Linking food machinery and materials with the buyer.
Greece Food expo International food and wine exhibition	18-20 March (3 days)	Greece (Athens)	Hospitality industry forum for suppliers and producers Food Traders Innovative machinery and products	Building connections
Bellavita Expo	11-13 April (3 days)	Poland (Warsaw)	60 authentic Italian producers 400 artisans made Italian food and beverage products. Food and wine theatre Acclaimed chefs and sommeliers The most popular and famous Italian food and brand wines. The Excellence of Italian Food and Wine Increase the interaction of Italian producers and top buyers in every sector	The global benchmark of Italian food and beverage
Histria Exhibition of Food, beverage and catering equipment	24-25 November (2 days)	Croatia. (Zagreb)	selling character directly from product companies, crafts and farms	Creativity and innovation in small scale farm producers.
SIAL Paris	21-25 October (5 days)	France (Paris)	Food display from all over the European bloc Food, equipment and merchandise for tasting and selling Master Chefs doing their cooking live on stage Wine tasting and pairing	Inspiration and innovation in the food and beverage world.
Warsaw International Expo	March 7-9 (3 days)	Poland (Warsaw)	Discussion with experts on food and trends in food. Use of spices and food additives. Show of food processing equipment and supplies Demonstrations in ingredients use and beverages Variety of competitions	An evaluation of food products and market trends for competitive advantage
World Sea Food Expo Shanghai	August 28-30 (3 days)	China (Shanghai)	Presentation of seafood cuisine and wine pairing Expert professionals in the seafood and	Global interaction on seafood

			cuisine preparation live on stage Cooking and processing food merchandise on sell	
World Food Expo Istanbul	September 4-7 (4 days)	Turkey (Istanbul)	Live cooking with chefs from local and international destinations Cooking demonstrations Healthy eating discussions Food and food processing supplies on show	Development of fusion cuisines
Restaurant Food Expo	November 13-15 (3 days)	Ukraine (Kiev)	Discussions and conferences on trends in cooking Confectionery art competition Local and international chef live sessions Competitions between chefs and their favourite partners	Fostering interaction and increasing skills
Good Food and Wine Show	October 26-28 (3 days)	Australia (Brisbane, Sidney, Melbourne, Perth)	Wine pairing for a variety of cuisines Best cocktail sessions with Mitch 'Rummy' Keane expert mixologist Expert chef demonstrations Wine selector's experts for an informative cellar session Good Food Theatre live cooking with the best local and interstate chefs	Unveiling the best of Australia
Food and Beverage Hospitality Expo	December 22-25 (4 days)	India (Vadodara, Goa, Mumbai)	Conference sessions with professionals in hospitality Expert chefs from multicultural groups live on show demonstrating their dishes Bakery, snacks and sweets demonstration by the best Indian confectioners	Exploring the multicultural cuisines in India
Taste of Slovakia	May 10-11 (2 days)	Slovakia (Trencin)	Slovak food and non-food products on show Expert chefs off Slovakia demonstrate local cuisine Showcase of Slovak wine, beer and cocktails	The best of Slovakia
Wine Expo Poland	October 26-27 (2 days)	Poland (Warsaw)	A showcase of the best wines around the world Wine tasting sessions Food and wine pairing Wine and healthy cuisine education	Education on wines and food cuisine pairing
South African Cheese Festival and Exhibition	April 26-28 (3 days)	South Africa (Stellenbosch)	Cheese pairing with wine, beer and food Food theatres with a lot of presentations by celebrity chefs Activities for kids Entertainment from local artists Recipe ideas using cheese	Variety of cheese in cuisine
Gourmet Food and Wine Expo Toronto	November 22-25 (4 days)	Canada (Toronto)	Tutored tasting program from top industry experts Cooking demonstrations hosted by celebrity guests and talented locals Interactive tasting sessions with wine, beer and spirit experts Entertainment all through out A showcase of a variety of cocktails	Savoring international gourmet and vintage wines
New Healthy Food Expo West	August 19-21 (3 days)	America (Los Angeles)	Sampling of all healthy food Enlightening demonstrations on healthy cooking and menu design Education on organic and natural food cuisine	Celebration of healthy and organic food
Free from Functional Food Expo	May 28-29 (2 days)	Spain (Barcelona)	Educational information on nutritious food and protein drinks Vegan food sampling from exhibitors Natural and organic products and	Innovation in healthy cuisine

			ingredient solutions for the audience The latest in food product development and trends	
Vietnam Food Expo	November 14-17 (4 days)	Vietnam (Ho Chi Minh)	Food producers and manufacturers interactive forum Trade promotions in food Food technology exhibits	Food and technology
Asia Food Expo	September 12-15 (4 days)	Philippines (Pasay)	An expo with comprehensive line of food machinery and equipment for the food and beverage industry Baking accessories	Business in food machinery and services
HKTDC Food Expo	August 15-19 (5 days)	China (Hong Kong)	Cooking and Baking Merchandise on sell Educative sessions on food processing equipment Informative sessions on innovative uses with equipment for food and beverage services	Innovation in food and beverage equipment
International Food Exhibition (IFEX Philippines)	May 24-26 (3 days)	Philippines (Manila)	Asia's ethnic food and ingredients for sell and sampling Demonstrations in cooking Halal certified products Educative sessions on Asia's ethnic and speciality food Interactive sessions with producers and buyers	Showcasing Asian Cuisine
BBC Good Food Show	October 19-21 (3 days)	United Kingdom (Birmingham, Glasgow)	UK's best chefs and experts cooking live The latest trends in food preparation Tastings and Master classes Summer and Winter Kitchen Seasonal cooking and tips BBC Good Food Stage with celebrity chef interviews and recipe demonstrations Big Kitchen cooking by celebrity chefs live on stage	Diversity of Cooking in United Kingdom
Bellavita Expo	January 7-9 (3 days)	Netherlands (Amsterdam)	Italian specialty cuisine demonstrations Mixologists live preparing signature cocktails Michelin chefs on stage Wine tasting and pairing Live entertainment	Promotion of Italian food and beverage
Good Food and Wine Expo	January 11-13 (3 days)	Australia (Gold Coast)	Gourmet cooking demonstrations Spirits and wines for sell and tasting Latest cooking products on exhibition	Interactive expo focused on creative cooking
Wine, Food and Good Living Expo	October 25-28 (3 days)	Finland (Helsinki)	A forum for exporters, buyers, distributors, importers and dealers A show exhibiting all food and beverage equipment Cooking utensils and kitchenware on display	Business food forum
Food and Life Expo	November/December 28-2 (5 days)	Germany (Munich)	Showcase of meat and sausage products, dairy products, fruits and vegetables and others in Germany Liqueurs, spirits, beer and wine tasting Cookery book sells and illustrations Sessions on making preserves and sweets	Germany style of cooking
Asia Pacific Food Expo	November 15-18 (4 days)	Singapore (Singapore)	Food product sampling Variety of food for sell Lots of food and wine activities for food lovers	The best food from Asia
Riverbank Cheese and Wine Expo	October 13-14 (2 days)	United States (Riverbank)	Tasting event of locally produced artisanal cheeses and wines Craft beers for tasting	Family fun filled day

			Food tasting booths Kids arena with rides and games Hispanic live music and dancing	
South Shore Food and Wine Expo	January 20 (1 day)	United States (Plymouth)	Chef cooking and sampling paired foods Wine tasting from local wineries Live singers	Mixing wine, food and friends
World Wine and Food Expo	November 2-3 (2 days)	England (Moncton, New Brunswick)	Celebrity chef demonstrations Informative wine seminars with food pairing component Food sample tasting Wine tasting	Educative forum
Seafood Expo Global	April 25-27 (3 days)	Belgium (Brussels)	Seafood from all waterbodies Seafood processing equipment, services and packaging Sampling of seafood cuisine	Networking with suppliers and buyers
Niagara Food and Wine Expo	April 20-23 (4 days)	America (Niagara)	Gourmet food displays Wine accessories and cookware for sell Experts on wine and food pairing Suppliers and manufacturers of food and service equipment	Interactive sessions in food and wine
Iowa Premier Beer, Wine, and Food Expo	November 9-10 (2 days)	America (Iowa)	Sampling of beer and wine Cooking classes for food lovers 'What's cooking stage' live with expert chefs Wine tasting education Live music for participants	Educative forum for food lovers
Gold Coast Food and Wine Expo	January 11-13 (3 days)	Australia (Gold Coast)	Gourmet food, wine and celebrity chefs Wild lime cooking class Kids competitions and games	Family fun filled expo
Virginia Wine Expo	February - March 26-3 (6 days)	America (Virginia)	Grand wine, spirits and ciders tasting Artisan specialty food and products Selling of food and wines Meal sampling Winemakers pairing dinner and cooking class	Display of wines
Food Pro Bangladesh Expo	October 25-27 (3 days)	Bangladesh (Dhaka)	Food and beverage producers Packaging and equipment supply merchandise	Business linkages
Tanzania Foodex	March 13-15 (3 days)	Tanzania (Dar-Es-Salam)	Showcase of foreign products Equipment and machinery on display Cooking and other hospitality equipment	Fostering links with industry in Africa
MAFEX (Maghreb Food Exhibition)	November 7-9 (3 days)	Morocco (Casablanca)	Cookware and equipment for sell Variety of food for sampling Chef demonstration sessions African beer brewing classes	Illuminating culture and heritage of Morocco

**Source: Authors own compilation 2018**

In Table 2.2 above it can be noted that the expos all have unique destination attributes that permeate throughout and set them all apart. The prominence of local produce is showcased by each destination in the form of cuisine, local wines and beer. Some of the expos are more focused on a particular ingredient like oysters, wild lime cooking, seafood or local ingredient varieties in the form of cuisines. The main themes for the majority of the expos are hinged on culture and heritage of the destination in the form of local cuisines, local beer and wines. A variety of activities are all focused on Master Chefs demonstrating their mastery in cooking whilst interacting with the audience (Good Food and Wine Show in the various cities in

South Africa; Mid-Autumn Expo in China; Hokitika Wild Food Expo in New Zealand; Savour Food and Wine Expo in Canada; Food and Wine Expo in Australia). There is a lot of tasting and selling of local produce to the audience. In addition to this is the pairing of wine and food to educate the audience (World Food Expo in the Philippines; Oktoberfest in Germany; International Food Exhibition & Guangzhou Import Food Exhibition in China; Street Food Festival in America; PRODEXPO in Russia; York Food and Wine Expo in UK) amongst others. Locally produced wines and beer are on display to acquaint the audience on what the destination has to offer (Bellavita Expo in Poland and other destinations; SIAL Paris in France; World Sea Food Expo Shanghai in China; World Food Expo Istanbul; Turkey; Good Food and Wine Show in all Australian cities; Taste of Slovakia in Slovakia; South African Cheese Festival and Exhibition in South Africa; BBC Good Food Show in UK). There are a lot of activities for the audience and entertainment from local artists and live bands to complete the setting as part of the expos. Almost all the expos have some state of the art equipment to sell from production and service merchandise, with notable examples being Good Food and Wine Show in the various cities in South Africa; Mid-Autumn Expo in China; Hokitika Wild Food Expo in New Zealand; International Food Exhibition & Guangzhou Import Food Exhibition in China; Street Food Festival in America; PRODEXPO in Russia; SIAL Paris in France; World Sea Food Expo Shanghai in China; World Food Expo Istanbul; Turkey; Good Food and Wine Show in all Australian cities; Taste of Slovakia in Slovakia; South African Cheese Festival and Exhibition in South Africa; BBC Good Food Show in UK. A lot of interaction and experiential participation is also noticeable. Lastly, the element of culture at all these expos is very significant amongst the activities on offer. This is what all the expos internationally are known to offer.

The expos in Table 2.2 are located in capital cities where there are a lot of other services and attractions for the tourist to enjoy during the expo, like the Good Food and Wine Show around all the cities of South Africa; a similar show occurs in the Australian cities of Perth, Brisbane, Melbourne and Sidney; SIAL in Paris, France or World Food Expo in Istanbul the capital of Turkey. Furthermore, the expo duration is between 3 to 5 days for the majority of the expos, while Oktoberfest has the longest duration of between 16 to 18 days of activities as highlighted in Table 2.2 above. The season for hosting expos around the world is very varied as indicated in Table 2.2; this may be due to weather patterns that differ across the globe. Most expos are hosted in March-May; then June and July are not active expo months; expos between August and December are more popular than the rest of the calendar months.

From the African perspective, the element of promoting a destination through the food expo is very minimal. What is most peculiar is that expos if ever held in African destinations are carried out for rituals, ceremonies for cultural reasons such as symbolic festivals or just the normal calendar internationally recognised celebrations like Christmas, Independence or Easter, and not as a means to benefit the destination through tourism. Events have since increased by 47 per cent during 2013-2014 drawing national and international tourists to various destinations (Eventbrite, 2015). After realising the significance of food expos to gross domestic product in South Africa, the number and growth of expos has rapidly increased over the past decade (Mohotloane, 2017:36; Van Zyl, 2012:184; Visser, 2005:165). The rest of Africa has still to catch on to food expos as an economic driver. There is a yawning gap where local cuisines can be promoted as food expos. Yet in Africa there are more than a 1000 ethnic groups, (The World Factbook, 2015) and at least 16 resident ethnic groups are found in Zimbabwe. These groups have a unique element from their local food that can be used by the destination to craft a food expo programme in Zimbabwe. However, there seems to be only one prominent expo, the Travel expo, in Zimbabwe, which is not at all inclined toward food but travel and tour itineraries, training institutions, art and crafts as a whole, with the food aspect being just a subcategory of the whole expo. There is no event policy or food expo programme that Zimbabwe can use to successfully host food expos so that the destination can promote food tourism like all the other global destinations. Saleh and Ryan (1993:290) discovered that a programme factor was the most crucial element in attracting tourists to a festival. This may well be the same for food expo programmes.

## **2.7 PROGRAMME ASPECTS FOR CONSIDERATION IN A FOOD EXPO PROGRAMME**

A programme is considered a scheduled or scripted form of activities for tourists at an event such as a food expo (Getz, 2012). Programming is referred to as the planning and creativity involved in arranging all the different expo activities of the programme in sequential order according to relevance in an attractive manner (Pormar, 2014:7; Yan, Zhang & Li, 2012:654). The process of festival programming is somewhere between an art and a science (Bowdin *et al.*, 2011). Programming is created to captivate tourist attention and also optimise tourist experiences of the expo. Expos are a dynamic tool for arts programming, simulating tens of thousands of tourists to attend affected by the festive bug (Getz *et al.*, 2015; Getz *et al.*, 2014; Biazen, 2012:11; Hu, 2010:12). Programming provides a coherent link between the programme and the products within the programme. A strong programme of planned activities is important for success as it must meet and exceed the expectations and perceptions of the participants (Getz, 2012:50; Event Scotland, 2006:83).



There are several aspects that can influence programme criteria when organisers are planning an expo. These programme aspects have a significant if not influential role in how potential tourists may respond. Drafting a potential food expo programme is dependent on what the organisers have to offer the attendees (Allen *et al.*, 2011:288). The first of these aspects is to understand the programme itself. According to Getz (1997:159) the "programme" is both the substance of the event and the way in which it is scheduled and produced. It has the ability to entertain the consumer, because at the core of the event are the activities and other programme elements. These activities drive the programme. How to programme and market food expos can be of value as they have been noted to be unique for each host destination, so too are the underlying reasons as to why tourists would be motivated to attend food expos.

According to Goldblatt (1997:129) there are pertinent questions that event organisers must address in line with the event programme concept: Why should the food expo be held? This is in accordance with the mission of the event, the expected outcomes and importance to the destination. Who is going to be the stakeholders of the expo from both the internal and the external environment? Their roles and responsibilities must be well orchestrated. When will the food expo be held? Issues related to duration, time of the month in conjunction with another expo on the national calendar (Tassiopoulos, 2010:398), seasonality for ideal weather and audience attendance are also crucial. Such considerations as the season or weather can affect the expo related to a poor or high volume of attendance. Even competition with other events scheduled around the same time can affect attendance ratio (Van Der Wagen & Carlos, 2012:38; Allen *et al.*, 2011:139). Hence, special consideration and evaluation need to be observed. Where will the expo be held (venue and place setting)? The geographical location and proximity to other well-known attractions and expos also add more allure for tourists to attend. The event organisers and the host community then assess the landscape to determine the ideal event venue for the expo (Allen *et al.*, 2011:139). The size of the venue and its appropriateness to the event needs have a role to play in the planning process. Food expos are ideal for outdoor locations where there is freedom of movement and lots of space to support all various stalls. The venue adds style and atmosphere to the expo through lighting, sound, catering, props and decorations, audiovisual and special effects and recording.

What will the food expo contain - content or product? The expo must be in sync with the strategy, needs, wants, desires, expectations of all stakeholders and the food preference that participants expect to be involved in.

Goldblatt's factors listed above must be clearly defined when compiling a food expo programme. This is necessary so that a destination can benefit from the event on a short, and long-term, for it to gain investment and appeal. However, there are also basic elements that can interfere with the effective management and hosting of a food expo. It's therefore, crucial the organisers understand their markets, preferences the Kaplan (1987:23) model further identifies four elements that need to be considered regarding the environment of the event. These are briefly mentioned below:

- *Coherence*: The scene is organized, everything hangs together.
- *Legibility*: We can categorize or understand the setting, everything is clear to us.
- *Complexity*: A measure of the number and variety of elements in the setting.
- *Mystery*: Hidden information is present and we are drawn into the setting to learn more.

The Kaplan's prediction's regarding preferences can be utilised as a guideline to determine what participants want at food expos. These four elements is also useful in understanding and accommodating what attendees desire. The purpose of these four elements is to capture and intrigue the participants and it will assist in tailoring the event in such a way that it will create a memorable and unforgettable experience for the attendees.

With this in mind, with a further motivation to attend is hinged on the contents of the event programme and activities to attract tourists. Tourists are interested in well-orchestrated programmes. Below is a typical example of elements that should be included in such a programme:

The programme must consist of a main event and other secondary events that make the duration of the event longer and action-packed for the audience to enjoy the event nonstop. The programme must concentrate on a central theme as alluded to by Allen *et al.*, (2011:287). Africa's Good Food and Wine Show is hinged on the concept of sustainability and "freshness" straight from the farm to the plate; or Toronto Food and Wine Expo (Canada) has a similar focus regarding farm produce.

The programme needs to have an element of local characteristic of which the event is hosted. This may serve as a good point for marketing the destination (Liang *et al.*, 2013:377). There are many special elements included in a programme for all ages. The programme must have a unique feature in the form of ingredients, ethnic cuisines, cooking styles amongst others, grown by the destination to showcase at the food expo. Most expos have unique elements from their countries that they proudly expose to the tourists for the food expo to thrive. An original taste of the destination's most used ingredient or dish is all part of the expo (Egresi & Kara, 2014:106). The entertainment must be a popular feature of

the programme that features interesting activities, local and international celebrity chefs, cooking classes, wine tastings/ demonstrations, entertainment and special events that bring the world of food, wine and spirits to local food to keep the attendees occupied. The programme criteria also has to have activities for families including wine trails, farm trails, fine dining and events for children (<https://www.evergreen.ca/whats-on/event-details/>). It is also important to include conferences and seminars within the programme concentrating on a variety of aspects for the retailer and the supplier attending the food expo. Within the programme attendees want to have tasting of samples by vendors. Sampling and tasting is usually available for people visiting the expo as part of the programme line up. Some vendors may also have full-sized, prepared dishes for sale, or items such as sauces or spice mixes, and a variety that can be purchased and used. The programme must also have some live cooking competitions with renowned chefs. Competitions are prominent at most festivals and expo to bring out innovation and signature dishes. Food and beverages from the host destination are also part of the programme to complement the cuisines. Most programmes have wine and beer stalls on show from renowned distillers and wine companies. As part of the programme that is targeting families, kids' activities must be in the programme. Activities include baking competitions, junior chef cooking, and jumping castles. Attendees also enjoy food and wine trails to vineyards and local farms to experience, enjoy and interact with the host community. These can also be included into the programme of activities. In the programme there is need to include heritage and cultural aspects of destinations. The destinations' culture and heritage must be prominent to show the authenticity of the destination's cuisine.

The activities for any expo programme are significant in engaging the audience and marketing the destination. Some of these activities were noted in Table 2.2. Nonetheless, there were more activities that were discovered and are explained in the sections to follow.

### **2.7.1 Activities for a food expo programme**

Activities in a food expo programme are easy ways to entertain community members and tourists because of the close links between food and the daily lives of human beings (Hu, 2010:100). Of note are the unique African traditional cuisines from rapoko, millet, sorghum meal for starch and relish from pumpkin leaves, cowpea leaves, blackjack, wild meat warthog, bush bark, duiker and kudu (Majova, 2011:167) and the flying insects (Dube *et al.*, 2013:7244). Unique and authentic offerings can be part of the expo programme with cooking, tasting and selling of the cuisine. Apart from this elaborate line-up, Zimbabwe is best known for its wildlife (Mkono, 2012:206) bush trails and camp dinner classes and these activities may too be included in the programme. The succeeding review summarises and

clarifies the types of activities that are popular first by categorisation and then by specific activities, citing scholarly articles in line with the programme.

#### **2.7.1.1 Open food theatre (cooking /baking demonstrations by chefs)**

An open food theatre is an enclosed setup stage where chefs interact with an audience performing cooking or baking demonstrations (Chef Magazine, 2008:60). They are common to most food events as the main activity (Chatibura, 2015:206; Lee & Arcodia, 2011:359; Smith *et al.*, 2010:28; Hu, 2010:100; Hashimoto & Telfer, 2008:46; Smith & Costello, 2008:104; Morgan, 2007:4; Shenoy, 2005:34). Audience members can often take part in the demos by asking questions and sampling the cooking (Chef Magazine, 2008:60). The demand for participating and learning from experienced chefs at a food expo has become the most desired activity (Getz & Robinson, 2014:327). Cooking demonstrations live on national television take place at the expo, with celebrity chefs who demonstrate using only local produce, freshly picked, to showcase and brand the destination. It is synonymous to a live show like BBC chefs.

#### **2.7.1.2 Renowned chefs preparing signature dishes**

A signature dish is a style of cooking or a recipe that identifies an individual chef (Cheung & Tan, 2007: anon). Chefs whip up signature dishes in front of a live audience (Taste of Jo'burg: 2007). It gives opportunities for local chefs to highlight their talents. Internationally recognised and accredited chefs (e.g. Michelin chefs) attend the expo specifically to demonstrate their expert skills. Tourists will be able to watch the chefs in action. Cape Town, Johannesburg and Durban, all host, this foodie extravaganza each year, featuring celebrity chefs from all over the world doing live cooking demonstrations. Hands-on workshops, delicious tastings and wonderful wines also feature.

#### **2.7.1.3 Renowned chefs preparing dishes with a traditional/local element**

Internationally acclaimed chefs get to use local produce from the destination community and farms as prime ingredients for producing dishes. This is one of the most unique features at an expo that tourists most want to experience. Attendees overwhelmingly think that the origin of food is important, though they may not always have the opportunity to buy local ingredients as part of their normal shopping (Parker, 2015:12). They are common to most food events as the main activity (Chatibura, 2015:206; Lee & Arcodia, 2011:359; Smith *et al.*, 2010:28; Hu, 2010:100; Hashimoto & Telfer, 2008:46; Smith & Costello, 2008:104; Morgan, 2007:4; Shenoy, 2005:34).

#### **2.7.1.4 Informative sessions and discussions with renowned chefs on food –related topics**

According to Getz and Robinson (2014:322), Robinson & Getz (2012:701), Atlanta Food and Wine Festival (2016), meeting a celebrity chef at an informative session and taking cooking lessons were interesting for attendees. Taking a lesson or learning to cook is a facet that cuts across many destinations, including the Asian destinations and the European destinations (Getz & Robinson, 2014:324). It can be noted that tourists are seeking active experiences through formal activities, such as cooking sessions/discussions.

#### **2.7.2 Cooking /baking competition activities**

In this activity, interested tourists participate in live cooking and baking, cook offs as individuals or teams with or without assistance from a classified chef. Competitions foster interaction and teamwork whilst having fun. Okumus, Kock, Scantlebury and Okumus (2013:421) opine that involvement activities like cooking competitions are being used in marketing the event programme, as they offer active participation to tourists. Competitions range from fusion cooking competitions, traditional cooking competitions to baking competitions, with chefs and interested enthusiasts such as the Gwangju Kimchi Festival, 2008. Tourists may also come with family members just to watch competitions and exhibitions (Hu, Banyai, & Smith, 2013:483).

##### **2.7.2.1 Cooking /baking competitions amongst local chefs**

Local chefs are given the opportunity to compete for a prize at cooking or baking in a timed period. Award-winning chefs with a talent for using local, seasonal produce to create memorable flavours are a normal highlight, cases in point being the Portleven Food Festival, 2017; Mold Food and Drink Festival, 2016 (Factory, 2010:30) and The South Beach Wine & Food Festival.

These kinds of competitions have become popular with tourists and chefs, as competitions are chopped until a winner is chosen using a mystery basket. The competition tasks chefs to make meals using ingredients in a mystery basket and then slowly chops the contestants until one remains.

#### **2.7.3 Cooking and baking merchandise on display/ to purchase**

Expos give businesses the chance to increase their marketing and networking (Yahya, 2013:16). Selling of products and services is also common (Einarsen & Mykletun, 2009:242). Products on demand are sold at the expo with other equipment. The equipment ranges from

small home use to large industrial use equipment, ingredients, cookbooks, tableware and decor on display and for sale. Having a collection of festival merchandise stalls can help a festival increase in its offerings and possibly can be considered as part of the experience (Getz, 2010:17).

#### **2.7.4 Wine exhibition**

Wine as a complimentary to food in tourism has become a fundamental element in building a food and wine experience (Mason & Paggiaro, 2012:1329). Typical wine tasting is seen at the Wine Festival in South Africa; Napa Valley in California which offers wine tasting and food pairing; wine-tasting tours of Bordeaux are just a few of the well-known areas. Food and wine events, share a hedonistic nature mainly targeted at emotions (Mason & Paggiaro, 2012:1329). The focus is on wine interested tourists who want to learn more about wine, for example, the storing, ageing and tasting of wine. They have limited knowledge of wine, but enjoy the wine tourism experience (Sohn & Yuan, 2013:124; OECD, 2012:105; Kirkman, 2010:51; Kivela & Crotts, 2006:357).

##### **2.7.4.1 Local wine exhibits to wine estates (e.g Mukuyu Wineries)**

At wine estates, tourists get to interact with winemakers and wine farmers and discover the story behind the wines of the destination, e.g. vodka in Sweden, beer in UK, burgundy, chateau in France to mention a few (Getz & Robinson, 2014:325). There are wine trails to local wineries, vineyard routes as part of the expo programme to wine estates (Yuan, Cai, Morrison & Linton, 2005:41). The expo offers wine aficionados and enthusiasts a chance to experience the magic of harvest for one day (Hands-on harvest festival). At the end of the day, tourists gets to experience a diversity of pleasures in local food and wine (Alant & Bruwer, 2004:32).

##### **2.7.4.2 Wine tasting and wine pairing sessions with the sommelier**

Detailed information regarding each wine is available on the presentation box of each wine, as well as in the catalogue (Alina, 2014:3). During wine-tasting, a sommelier is present to advise the visitors and provide them with information about wine, and individual wineries (Wine-Tasting Exhibition, 2016; Sohn & Yuan, 2013:124; Horng & Tsai, 2012:489; Cook Franschoek; Hermanus Food and Wine Fair).

Harrington (2008:84) notes and demonstrates the strong relationship between wine and food, by pairing a variety of wines for all types of food. Tourist interest in this pairing is demonstrated at the food expo where wine pairing with cheeses, olives, sushi is discussed. These wine and food marriages provide additional uniqueness to the expo where tourists are

taught about *terroir* and its contribution to the sense of place inherent in the attractiveness of a tourist destination (Harrington, 2008:86).

#### **2.7.4.3 Informative sessions on wine making**

A sommelier in local and export wines interacts with the audience as they get information and answers to their wine enquiries. The desire to know more about wine and winemaking were also found to be significant programme content factors in most studies (Getz & Robinson, 2014:325; Sohn & Yuan, 2013:124; Wan & Chan, 2013:228; Bruwer, 2003:430).

#### **2.7.4.4 Informative sessions on wine serving/storing/cooking with wine**

Wine-tasting programmes supervised by a sommelier and the art of tasting wines are taught to interested attendees. The tourist chooses the collection of wines, which can then be tasted (Wine-Tasting Exhibition, 2016). Wine lovers can also get to buy local and international wines, as a one stop shop at discounted prices after the informative session.

#### **2.7.5 Beer exhibition**

This is a demonstration, appreciation and sharing of beer knowledge by an expert in beer (Cherpack 2005:2). The focus is on the local beers and promotes itself to 'discerning beer lovers' (Nelson Craft Beer Festival, 2016; Frost & Laing, 2013:71). Beer drinking has been growing worldwide so has the culture of understanding, tasting and appreciating beer. At an expo, local and international craft brewer stalls also offer local beers accompanied by delicious snacks and meals. It is also a common feature to have a beer drinking competition or cooking with beer challenges, to allow tourists to participate (Wan & Chan, 2013:229; Munich Oktoberfest Beer Festival).

##### **2.7.5.1 Beer tasting sessions with expert**

Local beer is displayed for tasting and it was found in a study by Green (2013:27) that among the many activities on offer, to enjoy beer tasting was ranked as important. Their study also noted tourists that were specifically interested in tasting wines, beer and spirits produced in a particular destination (Green, 2013:31).

#### **2.7.6 Cocktail exhibition**

A cocktail is a "stimulating liquor, composed of spirits of any kind, sugar, water, and bitters" (The Balance and Columbian Repository, 1806). The term 'cocktail' creates a powerful image of an explosive and potentially destructive mixture of ingredients (Carlin, 2012:100).

Historically, cocktails were used as welcome drinks at parties and conferences 'to break the ice' (Carlin, 2012:94; Bowdin *et al.*, 2006:402). Tourists enjoy these cocktails as they are given a chance to mix their own cocktails and also participate in a cocktail competition to create their own signature cocktail (Lee & Arcodia, 2011:359).

### **2.7.7 Cuisine variations**

Cuisine is the manner of preparing food or a food style of cooking (Merriam –Webster Dictionary). The term 'cuisine' originated from French cooking (Garvey, 2010:1). This activity at the expo is for interested destinations to come and showcase their cuisine, for variety. There is a lot of multiculturalism in destinations that has given rise to the availability of cuisine variations. Singapore, Malaysia, Canada, Zimbabwe, South Africa, UK are just a few examples of destinations with multiple cultures (Henderson, 2009:320; Hashimoto & Telfer, 2006:33). A brief analysis of the various cuisines of the world has been selected to add variety to the expo programme given the cross cultures that are fast increasing. The Indian cuisine is characterised by the availability of various types of spices and their extensive use in many recipes (Mangalassary, 2016: abstract). Mexican cuisine frequently uses herbs and spices like chillies, oregano, cilantro, epazote, cinnamon, cocoa, chipotle, a smoke-dried jalapeño chilli, garlic and onions. Honey is an important ingredient in many Mexican dishes as well (Mexican cuisine). Garlic and ginger are used in all three cuisine areas, as are chilli-peppers, although chillies are much more common in the South West and South East. The North Eastern cuisines use soy sauce in nearly everything; the South East substitutes fish sauce; there is no equivalent in South Western cooking. In the South East, there are two additional flavourings that are not used in the other cuisines –galangal and lemon grass (Evolution of Asian cuisine). French cuisine uses only fresh ingredients, not to mention their famous wines and cheeses that have been known to inspire many chefs to come and study in the world-renowned kitchens like those at the Cordon Bleu Cooking School (Garvey, 2010:1). Americans eat bagels, curry, egg rolls, salsa and turkey for Thanksgiving (Digital History: 2018). The traditional African cuisine is unique because it has remained traditional, free from global influences. Most African dishes are created using local grains, vegetables, fruits, and meat products from the farm and rural communities (Moyo *et al.*, 2016:20).

### **2.7.8 Local Cuisine**

This is local ingredients foraged, grown, raised and caught in the host destination and used in the preparation and production of food (Yi, 2017: anon). In this case Zimbabwean cuisine at the potential food expo is important as they are the host. Locally produced ingredients are used in the preparation of traditional cuisines and for tourists this is a critical aspect of the



activity (Lee & Arcodia, 2011:360; Cela *et al.*, 2007:174; Bessiere, 1998:21). The uniqueness of a food expo is fundamentally related to the strength of the local food culture and is able to create a distinctive identity for itself (Hu, 2010:8; Einarsen & Mykletun, 2009:243; Hall & Mitchell, 2008; Smith 2007:100; Quan & Wang, 2004:303). It is normally used as a central theme to expos globally (Cela *et al.*, 174). Tourists experience the local produce through specialty cooking styles and food sampling of the 'other' never tried before (Mkono, 2011; 2012). A sense of fostering and reintroduction of traditional food for preservation and sustainable development is evident in the use of traditional food (Teixeira & Ribeiro, 2013:202; Everett & Aitchison, 2008:158). In a study on Australia preferences at an expo, their most preferred experience was "enjoying authentic regional cuisine in local restaurants" (Robinson & Getz, 2012). This suggests that the tourists enjoy the local cuisine most as the highlight of an event.

Most tourists want to participate and experience the African cuisine. For example, in Victoria Falls at the Boma, eating the 'bizarre' food is an experience that tourists are willing to participate and enjoy (Wan & Chan, 2013:229; Ottenbacher & Harrington, 2013:18; Sohn & Yuan, 2013:124; Mkono, 2011:162; Miele & Murdouka, 2002:315). Furthermore, scholars have noted that tourists are willing to pay more for local food, support it, taste and purchase it (Cela *et al.*, 2007:177). It has been reported that tourists do not mind paying 1-5% more for local produce at a destination (Cela, *et al.*, 2007:178).

#### **2.7.8.1 Opportunity to book for an outdoor cooking trail**

This is a traditional method of cooking whilst you sit around the campfire, or a barbecue grill, preparing the world's most popular recipes under an open sky and an open flame (The Outdoor Cook Show). Bush trails and outdoor cooking in a community setup are normally what tourists may want at the expo. Professional guides and chefs head out into the wilderness with tourists on an ultimate bush cooking trail. Tourist interest in dining experiences and satisfaction are also determined by the authentic and unique outdoor preparation (Wijaya, 2014:85).

#### **2.7.9 Kids cooking/baking/food activities**

A kids' corner is set up for activities to engage children whilst parents are elsewhere. Kids' activities also may include junior chef competition, where budding chef 'want to-be's' get to prepare their favourite dish, along with a mystery dish in the junior chef competition (SPAR-Junior Chef Competition Western Cape, 2016; York Food and Drink Festival, 2016). Kids are entertained by activities containing cooking of simple meals from menus (Einarsen &

Mykletun, 2009:240). The emphasis is on skills, with a lot of fun, as well as inspiring them. Their parents also come to support them, as they are cooking.

There are also educational programmes for kids to appreciate cooking, painting and production of a kiddies' cookbook (Einarsen & Mykletun, 2009:241). Cooking and baking workshops encourage children to learn more about healthy food options and provides time to discuss nutritional food. Furthermore, cooking and baking is a wonderful way to explore different cultures and their flavourful cuisines and customs (Liquori, Koch, Contento, & Castle, 1998:302). Kids get to play with baked pastries and appreciate art through decorating. The cakes and decorations are provided and assistance is available, but the kids enjoy the creativity (Einarsen & Mykletun, 2009:241).

#### **2.7.10 Other exhibitors at the expo**

Existing expos and festivals diversify the programme with other exhibitors that are related to the expo (Einarsen & Mykletun, 2009:241). Other exhibitors are interested retailers and wholesalers that display and sell curio products, batiks to interested buyers and at the same time connect with other businesses and tourists (Yahya, 2013:18).

#### **2.7.11 Entertainment**

Every event has an entertainment of some sort for the attendees throughout the duration of the event, from live shows, parades, street theatre, dancing and music (Kim & Eves, 2012:1458; Etiosa, 2012:13; Lee & Arcodia, 2011:359; Karim, 2006:71; Hjalager & Corigliano, 2000:292). A variety of entertainers are organised by the event organisers (Getz, 2008). It contributes to the whole expo atmosphere and appeals to all ages. Live music has always been an excellent way to create the expo atmosphere and encourage people to extend their stay. Local bands will often play at a nominal fee and are likely to come with loyal fans that will also boost visitor numbers. Activities that may be particularly popular with families include bouncy castles, bucking bronco, table tennis, skittles and giant board games, jumping castles, (Food Festivals Toolkit, 2016:11).

#### **2.7.12 Food art and decorating**

Food is an art, science and a business and chefs have become professionals in the industry (Figoni, 2010:10). Food is used as the art medium, like sculpting with chocolate, fruits and vegetables or butter (Melbourne Food and Wine Festival, 2008). Baking and cooking enthusiasts get to prepare, produce, decorate and have their products as well. This involvement by tourists has made expos interesting events to attend (Bowdin *et al.*, 2011:112).

### **2.7.13 Interactive food workshops for attendees**

These are informative trader and consumer-focused workshops running throughout the expo (Marketing Spread, 2017). Tourists get to meet a number of master chefs and experts at an interactive workshop, who offer advice and help the enthusiasts in the field of baking, international and traditional cuisines, cocktail mixing, food and presentation and decorating (Bowdin *et al.*, 2006:141). In most interactive workshops, the audience will be taken through the intricacies of the various cooking, decorating and presentation methods. All these activities have the potential to drive a food expo programme for Zimbabwe. However, tourists are not only influenced by the programme activities. Okumus *et al.* (2007:255), suggest that tourists “buying behaviour” could be influenced as well by place setting/location of the food expo, which will be discussed in the following section.

## **2.7.2 Other programme aspects for consideration in the food expo programme**

### **2.7.2.1 Location of the event**

A location is a geographical place with precise or imprecise boundaries from which an expo can be held (Leenders *et al.*, 2015:3). The appropriateness of the location to the audience is important as well as the facilities and the infrastructure available, as component parts to the success of the food expo (Raj *et al.*, 2009:27). Getz (1997:83) suggests it was the first important factor to be considered when hosting an event, as it ultimately determines many of the other expo elements. The location is extremely important because tourists look at issues like centrality to other businesses, proximity to transport networks and close to other service providers. This has been noted by Food Festivals Toolkit (2016:10) that the event must be somewhere fairly central with good public transport access and near to a target central population. Adema (2006:59) also looks at location from a symbolic perspective, where the expo takes place at a location that once had a popular product or ingredient. For example, in Gilroy, California, home of the Gilroy Garlic Festival, Festival organisers and image makers created a themed identity by promoting the association between Gilroy and garlic, between the city and a product grown and processed in the Santa Clara Valley (Adema, 2006:59). Wan & Chan (2013:228) also noted that there is a strong relationship between suitable location and accessibility; meaning location in this study is a significant criteria in satisfaction and consumer decision making. Gelder and Robinson (2011:133) concur with Getz (1997:4) who also notes that though it might not be a central or a popular location product, expos may also be located in areas already attractive for the tourist because of their popularity. Hence, location as an aspect has other facets that may affect the food expo as tabulated in Table 2.3.

**Table 2.3 Location aspects for a food expo**

Location aspects	Influence to attend
Visibility	Attracts more customers if it is outdoor than indoor events. Events like expos require visible sites for media coverage than onsite audiences
Accessibility	Ease of access to get to the event. Easy parking and shuttle service to the location also draws attendance
Centrality	Central locations are prime sites where ease of access and visibility are used relative to target markets. Expos might favour locations close to amenities and business centres,
Clustering	Offers clustering of the event to other attractions close to the area, to afford tourists to enjoy more than just the expo.
Appropriateness	Use of public areas to host an event or other appropriate sites that are safe and do not result in congestion, trampling, litter, noise etc.
Cost	Related to the cost of the rented space. Costs such as security, communications, and utilities could impact on location decisions and affect the price of the tickets.
Atmosphere	Historical, natural, cultural or garden setting give an ambience to certain events and so too can buildings, streets and stadia.
Support services	Services that come as part of the location, on site. These can range from cleaning services, restroom services to information services.

**Source: Adapted from Getz, (1997:84)**

However, recent research by Leenders *et al.* (2015:3) of their study of Danish expos found that expos may differ in terms of location dependency. It can only mean that each expo is unique and by this, the location will most assuredly not be standardized as per Getz, (1997:4) and Gelder & Robinson's (2011:133) initial assumption that they are likely to be staged in prominent destination places to receive more spectators. The argument arises from the fact that some expos may well be located in the heart of communities to get the theme coming out more than in an urban setting. Some expos are more successful in communities where the products for the food expo are produced, for example green mealies (corn on the cob), Mopani worms, cherries, tomatoes, chocolate, pasta, wines and mushrooms. With this in mind, food expos like any event, need proper research and accurate location setting for them to achieve the desired outcomes. Thus, it is not only about locating them close to popular sites but much more intrinsic aspects need to be critically assessed.

Another forgotten aspect of location that may affect an expo is the venue. The venue is the building/structure (Thomas *et al.*, 2008:47), for example, the Holiday Inn, Crowne Plaza Hotel, Rainbow Hotel all in Harare, Zimbabwe. It can be indoors or outdoors depending on

the assumed number of exhibitors and attendees (Thomas, Hermes, & Loos, 2008:47). Where venues are concerned the following may be considered as well:

- Sufficient seats and tables
- Sufficient rubbish bins
- Stable power supply
- Higher quality audio equipment and facilities

These are just some of the most critical location issues. But the organisers also have to consider the price of the ticket for the expo. The next section discusses the influence of pricing/ticketing as an aspect that tourists make when they choose an event.

When it came to the duration, the majority of expos run for between 3 to 5 days, while Oktoberfest has the longest duration of between 16 to 18 days of activities. Most expos, duration is related to time of the month in conjunction with another expo on the national calendar (Tassiopoulos, 2010:398). This gives opportunity to increase the number of expos and events on the calendar. Expos have a short duration, packed with activities to make sure attendees return again (Allen *et al.*, 2008:279).

#### **2.7.2.2 Pricing/ Ticketing**

The price of the ticket is determined by the value of the composite activities. Ticketing is important for income generating events as entry fees (Getz, 2007:354). This is proof of purchase given to customers/ attendees. Tickets inform the customers of the times, places, privileges and legalities (Getz, 2004:145). They are used primarily for income as mentioned but also for control and auditing sales (Getz, 2007:276; Getz, 2004:145). As expos are attended by an influx of tourist's event organisers need to implement efficient methods to promote the activities as registration and ticketing often causes bottlenecks if not done in advance or electronically (Getz, 2007:276). Ticket purchasing can be computerized and sold online with the payment mode being electronic visa cards 'smart cards' (Getz, 2004:121,436). Sales of tickets may also be done in advance through a distribution agency, to ease the purchasing process and speed up entry at the expo (Bowdin *et al.*, 2006:215). For example, in the UK, tickets for events are sold by various distributors like Ticketmaster for a fee, or they can be sold by mail or through the Internet, for example, through Aloud.com. For the Glastonbury Festival (Bowdin *et al.*, 2006:215). The South African festivals and expos use the Computicket or Tixsa online payment method for all advance

ticket payments. A recent innovation in the form of a wristband is being used with colour coding for the level of the ticket bought, such as, a day ticket, a weekend ticket or a special performer's ticket (Bowdin, 2006:355). Montana Thomas pre-sale wrist-band is a relevant example.

These methods are convenient for the tourist and more secure than selling tickets at the gate. The price of the ticket is one significant aspect of the ticket that consumers may require information beforehand. Consumers are price sensitive and are willing to pay only for activities that they decide to take part in (Botha, 2011:25). The ticket price will, therefore, be dependent on the activities chosen at the expo (Botha, 2011:25). As a result of the fact that the expo programme has a variety of activities, prices may vary accordingly. Therefore, organisers need to offer value that exceeds the total cost and is value for money. For these reasons, it is imperative that marketers consider all these aspects, and align the pricing strategy with the other marketing elements (Du Plooy, 2012:28). Apart from the programme content, location and pricing organisers may think of other influences such as marketing channels that may be needed to create awareness of the expo programme.

### **2.7.2.3 Marketing Media**

#### **2.7.2.3.1 Marketing Communication Channels for Food Expos**

Various forms of marketing communications have since been used to link the consumer to the product/service (Yeshin, 2012:11; Okumus *et al.*, 2007:254). Creative messages remain at the core of communications despite the encroachment of social media (Mulhern, 2009:86), and they are essential for effective marketing to a target group (Biazen, 2012:9). They are tools used to inform, persuade, incite and remind customers, both directly and indirectly, of a brand that a company sells (Keller, 2001:823). The marketing communication channels are used to convey information in two forms:

- Practical information - dates, venues, admission prices and event schedules;
- Educative information - what the event is aimed at, how the attendees will gain value (Du Plooy, 2012:32; Frost *et al.*, 2013:69).

These forms of information dissemination are inherent in the following market communication options highlighted in Table 2.4.

**Table 2.4 Alternative Marketing**

Communication options	Examples in category
Media advertising	TV, Radio, Newspaper, Magazines
Digital marketing	Social media, Internet, Website blogs, Search engine optimisation, Mobile marketing, and Viral marketing.
Direct response and interactive advertising	Mail telephone, Broadcast media, Print media, Computer-related
Place advertising	Bulletins, Billboards, Posters, Cinema, Transit
Point –of – purchase advertising	Shelf talkers, Aisle markers, Shopping cart ads, In-store radio or TV
Trade promotions	Trade deals & buying allowances, Point-of – purchase display allowances, Push money, Contests and dealer incentives, Training programmes, Tradeshow, Cooperative advertising
Consumer Promotions	Samples, coupons, premiums, refunds/rebates, contests/sweepstakes, bonus packs, Price –offs
Event Marketing and Sponsorship	Sports, Arts, Entertainment, Fairs and festivals, cause-related
Publicity and Public Relations Personal Selling	TV, Radio, Newspaper, Magazines, Mail, Telephone, Broadcast media, Print media, Computer-related

***Adapted from Keller (2001:820) and Castronovo & Huang (2012:121)***

In the context of food expos, marketing channels used vary from one to the other. Marketing communications provide expos the opportunity to be advertised locally, nationally regionally and globally. Traditional word of mouth, though not mentioned above is still effective and significant. Word of mouth is the most reliable form of information tourists use as they tend to rely more on others' advice and this may either make or break the event in a particular destination (Bussell & Robert, 2014:424, Buted *et al.*, 2014:125). Findings from research by Okumus *et al.*, (2013:414) noted that food expos can be promoted more by family and friends through word of mouth. Travel sites like TripAdvisor are a word of mouth platform that writes reviews of places visited, hotels stayed in and resultant especially after they have enjoyed an expo or event. Horng and Tsai (2012:50) alluded to their study that all food expos have a website constructed to deliver specific expo information to the consumer. Such websites are informative to tourists with information about the expo activities, location, dates and booking of tickets. The study established that an international website existed for all the expos in Table 2.2 above.

Apart from websites and word of mouth, mass media marketing was also another channel used by destinations to stimulate tourists to attend food expos. Melbourne Food and Wine in Melbourne, Tasting Australia in Adelaide, Organic Seed and Food in Zimbabwe, Good Food and Wine Show Australia and South Africa, Oktobefest, Shanghai Expo and a host of many other expos also used pamphlets, guidebooks, advertisements, broadcasts, television media

and publications, from mass media marketing. Mass media was found to be influential in marketing old and upcoming expos (Horng & Tsai, 2012:50; Okumus *et al.*, 2013:339). Most expos use imagery through visual aids as expo cues like brochures, billboards, magazines and food channels to trigger the desire to experience the food expos in a destination for example Mardi Gras in New Orleans, Sanganai/ Hlanganani Travel Expo in Zimbabwe, Food and Wine Expo in Australia among others (Okumus *et al.*, 2013:413; Silkes *et al.*, 2013:339).

Hence, the media is very important in ensuring the success of any expo. Furthermore, the influence of social media in information dissemination in a fast paced global village is more preferred by tourists than any other media (Organ, *et al.*, 2015:93; Cohen, Prayag & Moital, 2014:889; Abu, 2012:53; Choi & Gray, as cited by OECD, 2012:171; Thailand Convention & Exhibition Bureau, 2006:14). Social media has taken marketing to another dimension where communication is fast paced and effective (Benia, 2014:13; Castronovo & Huang, 2012:121). Social media is not a one-to many, but many- to many models of word of mouth which marketers of expos prefer to use more than the conventional communication media (Panagiotopoulos, Shan, Barnett, Regan & McConnon, 2015:395; Benia, 2014:13; Madasu, 2013:72; Castronovo & Huang 2012:117). Social media is becoming more important than traditional marketing as a new paradigm in marketing communications (Oklobdzija, 2016:585; Rinman & Karic, 2010:2). Social networking sites allow for viral marketing and electronic word-of-mouth promotion to be effective – if not more effective – than traditional media aspects because of their high levels of consumer engagement associated with these alternate forms of Web-based media (Constantinides, 2014:41; Castronovo & Huang 2012:118). The types of media used must be necessary to convince the consumer to purchase (Getz *et al.*, 2014:188; Getz, 2005:356) the event product.

For food expos to get tourist volumes from around the globe, social media is a faster mode of communication. This has been noted by Chawla *et al.*, (2014:74) in their study that social media had more than 500 groups linked on the internet under 'culinary' and over 29,000 groups linked to 'food.' Internationally -recognized expos and events can have substantial followings through the use of social media sites (Eventbrite 2013:11). All online sources and blogging were found to be most popular for disseminating information. Sites like Trip Advisor, Twitter, Facebook and Foursquare were amongst the most used media (Chawla *et al.*, 2014:74). Facebook likes and Twitter followers are increasing for various expos that give them a lot of visibility and promotional power. Good Food and Wine Show South Africa had 79572 likes in 2018 after it was staged (Facebook.com. 2018). According to Hanan and Karim (2015:5), social media has the ability to indirectly increase the number of the food expo visitors by merely sharing and posting good perceptions and comments from their



experience. One person has the ability to communicate with hundreds, and more than thousands of other people communicating about the variety of services and goods offered. However, all these communication channels are dependent on their use by people who are more likely to communicate through word-of-mouth and social media (Rinman & Karic, 2010:12). It still remains that all forms of media may be used to disseminate information to attendees targeted, when they want it, and how they want it.

From a survey on most media popularly used in Australia, 34% of the sample purchased a food magazine or e-magazine titles, 19% participated in food blogs and other online food groups, 6% were members of a food club and 11% a wine club and the rest, word of mouth. In Norway friends and relatives were ranked highest and social media was lower (Getz *et al.*, 2014:425). There has since been an astronomical increase in the use of social media ever since its inception. Driving this growth are three main characteristics: connecting, sharing and engaging; which are the main pillars of social media that marketers have come to use (Oklobdzija, 2016:585). Hence, social media tops the marketing communications list.

These studies show the relevance of marketing to the consumer. In a dynamic global village with a hype of technology, a lot of innovation and creativity has also started to influence global trends, with rural settings and slow food movement, giving rise to glocalisation as will be seen in the following section.

## **2.8 GLOBAL TRENDS IN FOOD EXPO**

The world has evolved to include innovation in all parameters not excluding food expo. Food expo innovation as a contemporary issue recognises the value of local food as a means of socializing (Global Trends on Food Tourism, 2012: presentation). The interest in local food, slow food and the desire to eat locally has stimulated a global approach to local cuisine (Hall & Gossing, 2013:20; Eventbrite, 2013:2). Eventbrite (2013:2) and Boissevain (1992 as cited by Telstrom *et.al*, 2006:346) noted the value of local food as cultural expressions in a post-modern society. Food culture with a rural connotation has taken centre stage as part of commercialisation of place setting (Eventbrite, 2013:22). The following are the main elements sought out by food tourists (*Adapted from Yeoman (2013: 250-260) and Eventbrite (2013:11)*):

- The product is the basis for Food Tourism - conversion of natural resources for food tourism is fast gaining momentum globally. Food tourism is beneficial for the destination.
- Cultural Heritage - experiential and participatory involvement of tourists through tasting, experiencing and purchasing. There is an increased desire for 'authentic' experiences

over commodified attractions. Tourists are more savvy and crave new but personal experiences

- Quality - protection and development of the value chain through training and retraining.
- Communication - articulation of authentic narratives by residents of local food offerings to increase tourist experience at the expo.
- Sustainability - addressing cultural and environmental concerns compatible with economic gains. Tourists are lured more to 'greener expos'. There is an increasing concern for environmental concern.
- Tourists expect more choices and more personalised experiences. Expos are becoming more sensitive to tourist passion and pursuits for competitive edge.
- Hybrid festivals attract bigger audiences and bring in more revenue. Complementary attractions and activities are added to the expo to increase their appeal. Hybridization can benefit communities and stimulate tourism (Eventbrite, 2013:5). Expos that include a variety of activities afford tourists a longer stay, more things to see and do, spend more, and may return again the following year.
- Online ticketing unlocks powerful data and insights like never before. Marketing plans can be made more specific by gathering extensive information from tourists as they purchase tickets online. From historical data, to popularly attend activities and general online questionnaires to improve the expo are possible.
- Radio Frequency Identification Device (RFID) technology and smart cards add value once inside the event. RFID bracelets are synchronized with the wearer's social networks. Participants enter without producing a ticket as they are pre-paid according to preference of the buyer. The data generated by RFID bracelets and smart cards gives access to up-to-the-minute revenue totals and the ability to track hot-selling merchandise and top-performing vendors (Eventbrite, 2013:9).
- Social media provides hard cash benefits to event organisers, through tweets and likes on Facebook, Instagram or Twitter.
- Mobile technology is dramatically improving the overall attendee experience. Tourists get instant information regarding the expo activities and updates from mobile apps. Queuing for tickets at the expo entry gates is also minimised and other bottlenecks are eliminated for tourist satisfaction.

Henceforth, the authenticity of local food cuisines brings about cultural imperialism, which benefits destinations by offering diversity. Destinations' local cuisines can thus be used as an impetus for reinventing local gastronomic products and identity.

## **2.9 CONCLUSION**

From the review of related literature, food expos have become diverse in the world to encompass not only the unique elements of the destination but also the involvement of food equipment suppliers and manufacturers. The significance of food expos in the tourism domain has gained momentum as the government and the tourism industry alike have noticed the value of food expos to development, image, brand and identity of destinations.

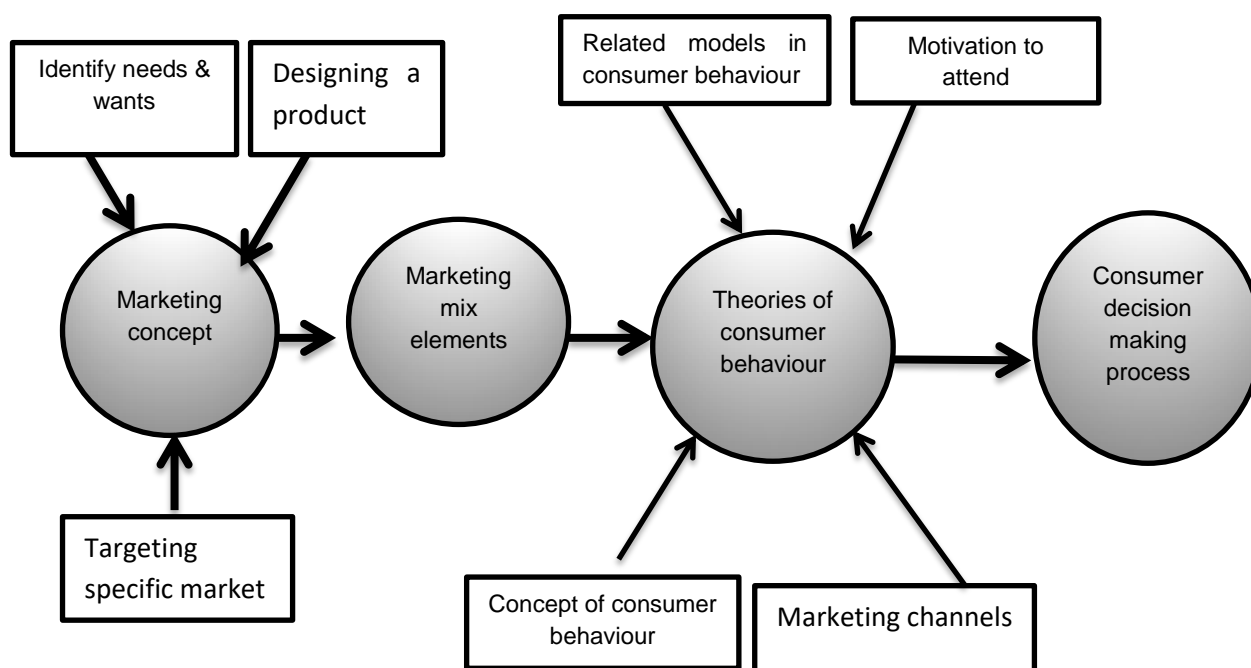
From an anthropological perspective, food expos are complex in their nature, encompassing knowledge, beliefs, artistic expressions, morals, laws, customs and habits acquired by a people to give identity to a specific society. It is a means of cementing nature to culture whilst sharing food as a common people from different ethnic cultures, to ensure that economic development is in line with philosophical and social values. The main importance of the expo is not to commodify or distort the cultural presentation of the food for tourist benefits as they may grow tired of them over time. This means that expo organisers need to involve the community stakeholders for an authentic food expo presentation. The need to protect and nurture Zimbabwean local cuisine which lays claim to the cultural identity and authenticity of the destination is paramount. It is, therefore, why the study seeks to develop potential programme criteria for food expos specific to Zimbabwe.



## CHAPTER 3: MARKETING CONCEPT AND CONSUMER BEHAVIOUR

### 3.1 INTRODUCTION

The chapter focuses on various sections from an insight into the marketing concept, marketing mix tools as important facets to consumer choices. Due to there being a paucity of publications in the field of marketing that promotes food expos in destinations such as Zimbabwe, studies reviewed in this chapter are drawn primarily from related literature in marketing for such an event. Events are specifically targeted at a market that has particular needs, preferences, choices and desires that may assist the study to design a food expo programme that meets the needs of the market. Furthermore, consumer behaviour and consumer decision-making processes that a consumer undergoes before a purchase are discussed. Pertinent to the study are identifying the consumer needs, preferences and motives influencing behaviour to determine the demand for the event and the criteria for the programme. The chapter layout is depicted below.



Source: Authors' own compilation

The chapter firstly identifies marketing as a key concept that has the capability to influence any expo. Then it also defines needs and wants as the basic principles that underpin satisfaction. To satisfy needs and wants the marketing mix is used in collaboration with the variety of marketing channels that may influence consumer's in the decision making process. The marketing mix tools are used to create awareness and attract the target market (Gurung, 2013:22). Marketing mix tools are combined in an appropriate proportion to achieve a goal (Kotler, 2012:101). Apart from the marketing mix, the motivation to attend is also part of the other aspects that influence behaviour. The concept of consumer behaviour is elaborated upon so as to understand behaviour. The theories of Reasoned Action and Theory of Planned Behaviour are explained in detail. After a discussion of the theories, the study identifies a selected number of models that have been used by other scholars to understand consumer behaviour specific to special events like food expos. These models highlight the factors that influence consumers, from personal values, demographics to psychographics. Lastly, the consumer decision-making process is highlighted in detail.

### **3.2 THE MARKETING CONCEPT AND EVENT MARKETING FOR FOOD EXPOS**

The next section is related to the marketing concept and event marketing for food expos, which emphasizes the importance of marketing in attaining customer satisfaction. Event marketing has become more of a profession than a function; hence the marketing concept has to be understood in order to contribute to the success of a potential food expo.

“Marketing is a social and managerial process by which individuals and organisations obtain what they need and want through creating and exchanging value with others” (Armstrong & Kotler, 2011:33). It also includes a set of tools, used to raise awareness, inform and persuade customers to consume the experience that different destinations offer. The marketing concept is designed to satisfy the needs and wants of consumers (Gronholm, 2012:1). The marketing concept is therefore, a philosophy aimed to achieve satisfaction of consumers by determining their needs, wants and satisfying those needs and wants effectively and efficiently, more than the competitor (Kehinde, Adegbuyi, Akinbode & Borishade, 2016:3; Gronholm, 2012:5). The key driver of this concept is therefore, satisfaction (Chopra, 2012:239-240). Thus, to achieve this satisfaction, a variety of marketing tools and means can be utilised to attract the consumers (Gronholm, 2012:1; Armstrong & Kotler, 2011:32). Within the definition of marketing, there three main facets which will be discussed in more detail below (Adapted from Rai Technological University, 2012:1):

#### ***To identify customer needs***

A lot of events are organised to include activities that organisers think are relevant for the expo, but not specific to meet the wants of their customers. It is only when attendance is low that organisers realise that they had not sought the preferences and wants of the customers.

A need is when a consumer feels like they are deprived of a desire. It is a 'conscious feeling of depravation' or 'a condition in which there is a deficiency of something' (Camilleri, 2018:3; Kehinde *et al.*, 2016:3; Rai Technology University, 2012:1;). It is a state needing something which you feel will satisfy your desire. It is important to understand the needs that the consumer wants to satisfy (Rai Technology University, 2012:1). Wants are more significant and are of a higher nature, they are much more than a basic need (Rai Technology University, 2012:2). A want is a need after it has been influenced by culture, society and an individual's personality (Camilleri, 2018:31). It is the 'desire or wish for something' (Kehinde *et al.*, 2016:3). Camilleri (2018:31) notes that a want can be 'tangible' or 'psychological', such as when a tourist appreciates the luxury of a VIP seat at an expo live cooking session. The expense of sitting alone in comfort and peaceful environment away from the rest of the noisy audience is appreciated where they can be more attentive and carefree. Consumers have different wants which are influenced by personality values, society and beliefs. Thus the marketing of special events such as an expo requires understanding of these needs and wants before the product (the expo activities in this case) can satisfy the consumer.

### ***To target a specific market for competitive edge***

The marketing concept endeavors to target a specific market for competitive edge. Event organisers do not necessarily need to take short cuts otherwise the expo may not realise anticipated ticket sales. It would be better to channel resources to specific target markets and benefit more by creating a unique product that meets the target market's desires. To achieve customer satisfaction, the marketing concept uses marketing research to help segment the market from which a target market is derived (Gronholm, 2012:6; Chopra, 2012:241). The marketing mix will be used for this target market in order to satisfy their needs and wants. The marketing mix will be discussed in detail a bit further on.

### ***Designing and producing the right product packages***

What the market wants is what the organiser must produce. Organisers attempt to discover what needs are to be satisfied by tourists when they attend the expo so as to package the activities in such a manner that it better caters for the needs of the market. The marketing mix is once again a tool that can be utilised by the marketer in order to design, develop, and package the product offering.

The marketing concept (which consists of identifying consumer needs, targeting a specific market, and designing and producing the right product packages) is therefore, crucial to marketers. The marketing mix is a set of tools used to accomplish this and to attain consumer satisfaction. The following section will provide more clarity on the marketing mix tools, which allows marketers and in this case marketers of a potential food expo, to satisfy the needs of their market.

### **3.3 THE MARKETING MIX**

The term marketing mix refers to the “mixture of elements useful in pursuing a certain market response” (van Waterschoot & Van den Bulte, 1992:83). The marketing mix is a concept that underlies the basics of marketing (van Waterschoot & Van den Bulte, 1992:83). The traditional marketing mix mooted by McCarthy has basically four broad areas: product formulation, pricing, promotion and place (Pike, 2004:126; Middleton & Clarke, 2001:88). According to Van Zyl (2008:80), this mix effectively plays a critical role in ensuring that an expo remains competitive. The 4P classification system for the marketing mix was developed as a way of itemising the large number of influences on the market response that marketers should take into account (Gronholm, 2012: 8; Van Waterschoot & Van den Bulte, 1992:83). Marketing mix tools are used as a means of exchange. It is a voluntary exchange between the tourism industry and tourists, marketing tourism products composed of tangible and intangible needs-satisfying utilities. The traditional marketing mix elements will further be expanded in the context of a food expo event to better understand their significance.

#### **3.3.1 Distinguishing the product**

The event product which is the food expo is the ‘core service’ that tourists want to be a part of (Youssef, 2017:2; Lyck *et al.*, 2012:15; OECD, 2012:16; Bowdin, 2011:403; Kotler & Armstrong, 2009:30; Bowdin *et al.*, 2006:208). This product is unique from consumer products because according to Allen *et al.*, (2008:279) “one significant difference between an event (expo) and other products is that an event (expo) has to be experienced during consumption, it is not a permanent product.” Thus production and consumption are simultaneous so it must be organised well from the onset by expo marketers. The expo is characterised as intangible, perishable, inseparable and heterogeneous. This means that it lasts only for a specific duration. That is to say, the next expo will not be similar to the previous expo and there is a lot of experiential activity to make the expo tangible. Hence, the marketing of such events can be approached from either a customer or a product oriented perspective (Getz, 2007:279). Getz (2007) posits that customer orientation approach is more demand-driven to satisfy tourists, while the product orientation focuses on the value of the event as a work of art. Therefore, the expo needs a well-crafted expo programme to satisfy

the needs of the tourists. From another angle, the product experiences are normally constructed around the product (local food at the expo or activities). For food expos, however, local food has become one of the most important facets of experience production (OECD, 2012:16). This product has become a successful tourist experience such that destinations use it for brand identity (OECD, 2012:28). As such, the product can be the popularisation of the expo or the local food as an attraction to tourists. The next element is the place setting.

### **3.3.2 Place**

This is the physical setting or venue where the expo proceedings will occur (Thomas *et al.*, 2008:47; Bowdin *et al.*, 2006:208); or it can be a geographic area which can be easily accessible relative to the event (Palmer, 2011 cited by Youssef, 2017:4; Lyck *et al.*, 2012:5; Thomas *et al.*, 2008:47). This can also be where tickets are sold for entry into the expo. Each location that is selected has unique attractions that may impress tourists (Henley, Raffin & Caemmerer, 2011:701). This citing has been noted as a significant factor influencing expo attendance (Youssef, 2017:4). Therefore, location of the expo has an influence on tourist behaviour. Tourist behaviour is also assessed by their choice to attend after they consider the price of the ticket.

### **3.3.3 Price**

Price is the exchange of monetary or non-monetary value for an experience, as entry into the expo or to participate in the expo activities that will be part of the programme (Getz, 2007:306; Bowdin *et al.*, 2006:209). Price involves 'exchange' where the consumer, in this case the tourist, gives something in exchange for a product (a ticket entry or pass into the expo) (Henley *et al.*, 2011:702). The price charged for the ticket must be competitive for it to offer value or relative to the activities offered and profit has to be realised (Lyck *et al.*, 2012:15; Bowdin *et al.*, 2011:408). There is a perceived monetary significance (Jamison *et al.*, *nd*: 735). Tickets are often sold at accessible sites which maybe online, at the gate, or in the form of swipe smart cards at the expo. This makes ease of access to avoid queuing time which is what can significantly influence the purchase behaviour. Bearing in mind the perceived value, expo organisers may price the activities in accordance with the tourist in mind. With this in consideration the promotion of the expo can be organised.

### **3.3.4 Promotion**

Promotion is conducted to inform and persuade tourists to buy the product (Youssef, 2017:3; Henley *et al.*, 2011:702). It is more about communicating the benefits than the features of the product or service. Marketers use a variety of activities to create awareness of the



product and its attributes and this act as a constant reminder of the product on offer (Youssef, 2017:3; Lycke, 2012:15). Promotional materials include brochures, fliers or similar infomercials, television/radio, advertising, personal selling, online blogs, public relations, billboards and travel magazines (Youssef, 2017:5). These ways of communicating the offer to potential food tourists has an influence on attendance. According to Park *et al.*, (2008:177) “promotional materials should highlight the social, family, and educational aspects of the event.” This will persuade tourists to attend the expo as it reflects activities for every age. They also reiterate the use of word of mouth more as it is the most reliable and significant source of coercing consumer choices.

In trying to market to the tourist, Thomas *et al.*, (2008:39) discovered that every event differs in accordance to stakeholder initiative and seemingly a variety of views and considerations are also at interplay. Furthermore unsold food expo tickets cannot be sold the next day as events are delivered in real time (Bowdin *et al.*, 2011:369). Thus, with this in mind, an additional 5P's were proposed in the literature of Lyck *et al.* (2012:15), namely packaging, positioning, partnership, people and programming. Some are ‘experiential’, while the others are facilitative. This means that the former are experienced during the consumption of the product whilst the latter, the facilitative P's, are more tangible and offer a platform to consume the product (Lyck *et al.*, 2012:14). All these P's try to make the expo service more tangible and memorable.

### **3.3.5 Packaging**

The expo is presented in an attractive way for a tourist to purchase. According to Morrison, as cited in Weaver & Lawton, (2010:201), packaging provides convenience to customers desiring to attend a number of activities and want to budget for them. It makes business planning easier and friendlier. It is essential to package for individual and group tourists, as this adds value to the entire experience. Packaging can include types of entertainment, merchandise on display, exhibitors selling food, demonstrations in cooking, wine, beer and cocktail mixing, amongst other packages (Bowdin *et al.*, 2011:407). Expo organisers may fail to package other services like accommodation, transport and other nearby attractions. For example the travel Expo in Zimbabwe is held in one of the main cities where tourists are given all-inclusive packages to attend the expo whilst they can also enjoy the attractions available (Matopos, Museums, Botanical gardens etc.).

### **3.3.6 Partnerships/ People**

The importance of relationship marketing is critical for food expos as it involves a lot of stakeholders (Bowdin *et al.*, 2011:408; Allen *et al.*, 2008:331). There is a sense of sharing a common vision and mission that pervades the relationships. There is a lot of joint marketing

with destination management organisation and other events, sponsors, and hospitality industry (Henley *et al.*, 2011:703). The stakeholders are not just the staff and volunteers, but they also include tourists, managers and the host community who all need to realise the role they play in selling the event (host-guest relations), (Youssef, 2017:4; Lyck, 2012:15). The involvement of all these stakeholders is premised on the simultaneous production and consumption of the service at the expo. Links with other destinations for additional support is also important. For instance, at the Sanganai Travel Expo in Zimbabwe, all the source markets were invited to sponsor or be partners in the hosting of the event.

### **3.3.7 Physical (evidence)**

This refers to 'documentation' of the expo event as a portfolio or it may be the physical setting of the event (Lyck, 2012:15; Bowdin *et al.*, 2011:410). The physical setting is the staging of the actual expo where all the activities are brought together for staging at the venues of the expo. It also includes the use of a clear programme line-up of activities that may take place. The setting revolves around a central theme that organisers use to create the venue, decoration, sound, lighting, and audio visual and special effects (Bowdin *et al.*, 2011:493).

### **3.3.8 Programming**

This is the last but most important marketing mix element. Programming is an organised sequence of activities that has a mission, set standards of quality and revenue or profit objectives of the event managers (Bowdin *et al.*, 2011:406; Getz, 2010:224). Event organisers and marketers work together to amalgamate the programme criteria from both perspectives. The programme also needs constant innovation to increase its lifecycle and compete against other events. The programme is more participatory and experiential as the activities vary in levels of involvement and may represent the ultimate opportunity to engender high visitor-event affinity (Lema *et al.*, 2012 as cited by Lyck, 2012:41). This can be noticeable through the various elements of style used to attract all age groups from art performances, demonstrations, cooking, competitions, kids play center, master-chef cooking and demonstrations. Programming is a complex activity similar to the aspect of packaging as both seek to provide add-ons to make the expo more diverse and appealing. Three models were selected from a variety of models. These models have relative links to a food expo programme of activities that may influence consumer behaviour. Consumer behaviour also needs to be understood by marketers so that the marketing mix can be utilised in such a manner that it addresses the needs and wants identified when consumer behaviour is analysed. Thus, to gain an understanding of consumer behaviour the study will now look at the theory behind it.

### **3.4 CONSUMER BEHAVIOUR AND CONSUMER DECISION PROCESSES**

Consumer behaviour is related to identifying human preferences more closely to better understand behavioural traits (Horng *et al.*, 2013:95; Latty & Beekman, 2011:307). Yang, Gu and Cen (2011:30) define consumer behaviour as an affirmed likelihood for customers to engage in certain behaviour. It is an interdisciplinary science with roots in many disciplines (Rai Technology University, 2012:145). Consumer behaviour borrows from psychology (the individual and their buying behaviour), sociology (the study of group dynamics and buying behaviour), social psychology (studies how the consumer acts/behaves in group(s) and their effects on buying behaviour), anthropology (how society influences the individual related to cultural and cross-cultural issues in buying behaviour), and economics (the consumer's income and their power to purchase). It has also come to be a significant factor in expos (Mohotloane, 2017:10).

Marketers use consumer behaviour as a concept to get in-depth knowledge about consumer buying behaviour. In consumer behaviour, scholars and marketers study the characteristics of individual consumers, by looking at and understanding variables such as demographics, psychographics and behaviour (Dixit, 2017: preface). Broadly speaking, consumer behaviour is the “study of individuals, or organisations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society” (Rai Technology University, 2012:146). Consumer behaviour studies in hospitality and tourism act as the main focus for this marketing effort. The study of consumers offers answers on why, what, when and how consumers tend to choose their products and services and the factors that influence them in the decision process (Mustafa, 2017:9; Mohotloane, 2017:13; Horng, Su & So, 2013:194; Hsu & Huang, 2012:396; Mutlu, 2007:20). It is an interplay of actions from the consumption process, within the consumers' self and lastly with the environment. Three elements are usually at play: cognition, affect and behaviour. Cognition involves knowledge and information gathering regarding the services on offer, in this case the potential food expo programme content activities. Affect is related to emotions or feelings that drive the possibility of attendance. It varies by persistence, direction or intensity. The last aspect is behaviour which is more tangible and seen through consumer purchase or consumption (Rai Technology University, 2012:72). This insightful information of consumer behaviour has since been changing to include other stages as consumers become more dynamic (Ravichandran, Bhargavi & Kumar, 2010:126). With the substantial growth in the number and type of special events that have been developed in many regions in recent years, there is now a concern, to develop an in-depth understanding of tourist behaviour to remain in the special events business (Ghouri,

Khan, Siddqui & Alam 2010:96; Jago, 1997:98). It's important to understand consumer motivation and behaviour as they may be necessary for competitive survival (Ghouri *et. al.*, 2010:96; Engel, Blackwell & Miniard, 1995:12). Consumer behaviour is thus dynamic and interactive in nature. Mohotloane, (2017:13) noted that a lot of expo organisers create innovative packages with a modernist touch for competitive edge. When organisers do this they research on new activities to be included in the programme content, assuming that an in depth knowledge base helps to identify the specific aspects to include to achieve consumer satisfaction.

Apart from consumer behaviour, consumers also go through the decision-making process in pursuit of the desired benefits that meet their needs and wants, which may also influence the choices to make (Jago, 1997:99). Hence, the decision-making process will be elaborated in section 3.4.1 to understand the process that consumers go through before they make their choices.

### **3.4.1 Consumer decision making processes**

In trying to understand consumers the consumer decision making process is an important process that can influence behaviour and needs to be considered. There are different stages that the consumer goes through in order to make decisions. Figure 3.3 is a depiction of a consumer decision-making model. The model comprises six stages that consumers go through: need recognition, search for product information, product evaluation, product choice and purchase, post-purchase use and evaluation of products, and tourism product disposal. These stages are explained in detail in the sections that follow:

#### *Stage 1: Need recognition*

Consumers are often enticed by marketers into realising that they have a need for a service or product. For food expos, the organisers often develop creative and innovative activities to gain competitive edge (Knight, 2009:105). An in- depth understanding of consumer needs and preferences is important at this stage to provide the desired activities. Knight, (2009:105) noted in his study that consumers interest is mainly driven to experience the unique and different, which is important in their consumption behaviour.

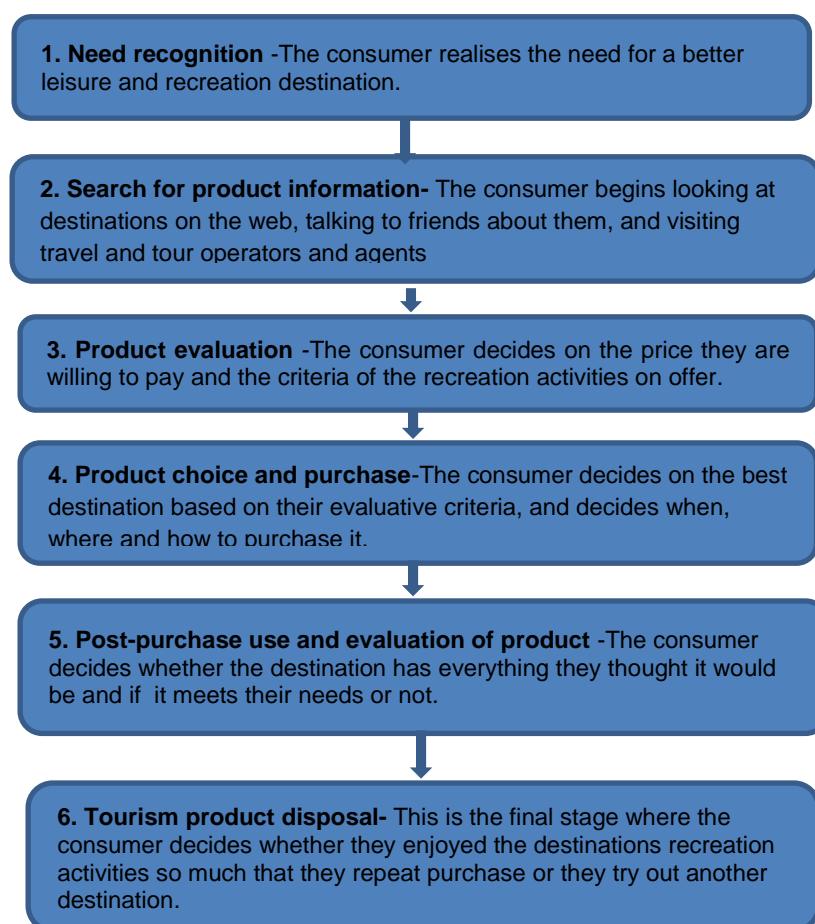
#### *Stage 2: Search for information*

Wollschlager and Diederich (2012:3) highlight that, once consumers have attended several tourism festivals, they often know what they like and dislike about them. Sometimes consumers often have particular activities that they enjoyed and become repeat business. Consumers also ask friends and often use the internet web sites for objective information

before they make their choices. Others also prefer reading information from brochures, travel magazines and advertisements.

### *Stage 3: Product evaluation*

Consumers search for information from a diverse range of information sources. However, not all sites can be evaluated, such that expo organisers develop evaluation criteria to scale down their choices (Knight, 2009:105). The evaluative criteria include aspects important to consumers, the price of the food expo activities, the location, and the duration of the expo. These aspects are important for consumer decision making (Knight, 2009:105). The most important factor is where organisers convince consumers about the unique expo programme content through advertisements, magazines, websites and brochures.



**Figure 3.3 The consumer decision-making process (Adapted from: Knight (2009:105))**

### *Stage 4: Product choice and purchase*

The consumer decision to purchase the package at this stage takes place. The consumer also considers other purchasing decisions, such as when to purchase and how to purchase

the expo tickets using online services, travel and accommodation arrangements (Knight, 2009:105).

#### *Stage 5: Post-purchase use and evaluation*

At this stage consumers either react in a positive or negative manner depending on whether what they expected was exceeded or not (Knight, 2009:105). At this point, there is the 'moment of truth' and consumers are satisfied with the package and may return to the destination again seeking the same food expo programme activities (Knight, 2009:105). Marketers and organisers receive a lot of reactions, and in other instances offer unsatisfied consumers discounts or free packages (Knight, 2009:105).

#### *Stage 6: Tourism product disposal*

In this last stage, both the consumer and the organisers are conscious about the environment and disposal of waste products consumed as they were enjoying the food expo event. At almost all tourism and leisure activities, like expos a lot of eating and sampling occurs that requires safe waste disposal that is friendly to the environment (Salai *et. al.*, 2014:501). Tourists seek environmentally sustainable destinations. A clean environment is important to tourism. This last stage is important to marketers and organisers as it also influences consumer decision making. This is generally how consumer decision making process occurs.

Various consumer models have also been postulated by many scholars trying to understand the consumer decision-making process (Schiffman, Bednall, Watson & Kanuk, 1997; Jago, 1997; Engel, Blackwell & Mincard, 1995 and Berkowitz, Kerin & Rudelius, 1989). These models all considered consumer behaviour. However, Jago (1997:12) used all the above scholars to develop a model that depicts consumer decision making process for special events such as expos. In Jago's (1997:12) model, on consumer behaviour, his focus was specific to interest and intention, as aspects to actual behaviour. Three influences that have an impact on the decision-making process were proposed that influence behaviour:

#### **Personal Values**

Personal values play a significant role in affecting consumer buying decisions. Personal values are said to underpin attitudes and guide behaviour and specifically to explain special event related behaviour. Personal values are beliefs and standards that guide behaviour. Values are a meaningful predictor providing more information than demographics. Values drive consumer behaviour (Muller & Woodcock, 1997:33). Values tend to be stable and enduring over time and can be useful in understanding consumer decision making and behaviour specifically for tourism (Jago, 1997:114). Personal values also include behavioural

variables such as usage rate and loyalty (Tetteh, 2015:5). Matilla and Wirtz (2008:562) suggest that consumers have a force of habit that they persistently take. It can be a source of information on consumer behaviour. The general time of the year and how consumers spend their income, for instance, have an effect on their behaviour. For example, the festive season for consumers is a time for much spending even when there is a budget. A consumer mood can also be a determinant of purchase behaviour (Matilla & Wirtz, 2008:562), this mood can be used by marketers.

### ***Psychographic factors***

Psychological factors are defined as, “The use of psychological, sociological and anthropological factors such as benefits desired (from the behaviour studied), self-concept and lifestyle and their reasons to make a particular decision about a product” (Demby, 1994:27). Psychographic factors are attributes related to personality, values, attitudes, interests, or lifestyles, culture and sub-cultures (Noguchi & Stewart, 2014:44; Mak *et al.*, 2012:932; Kim, *et al.*, 2009:484). Several scholars suggest that consumers generate their preferences and attitudes from available information and experiences, which eventually influence the consumer choice of food expo programme activities (Botti *et al.*, 2015:49; Organ *et al.*, 2015:86; Horng *et al.*, 2013:194; Rai Technology University, 2012 :145). Sloman (2015:1) posits that marketers should know the lifestyle preferences of consumers in order to understand their buying behaviour. By conducting in-depth interviews or explicit questionnaires marketers can understand consumer preferences on their priorities and how they spend their money (Sloman, 2015:1). However, attitudes can be linked to culture/ sub-culture in moulding a person’s behaviour. Consumer culture/sub-culture ascribes to norms, values and beliefs that shape a consumer and has a significant influence in consumer purchasing behaviour (Noguchi & Stewart, 2014:44). Culture/sub-culture is a prominent factor on preferences and can even be a driver in persuading interest in another culture (De Mooij & Hofstede, 2011:181). Culture, subculture and social class are also known to have profound influences on consumer behaviour because they are powerful drivers in the formation of attitudes, beliefs and values (Blythe, 2008:190). Marketers also study consumers in sub-cultures as they share similarities, interests and certain behaviours that allow marketers to identify their needs and want to satisfy them effectively and efficiently. Psychographic factors seek to explain why the consumers behave in the way they do and why they hold their current attitudes. Thus psychographic factors are used more as they present substantial differences between groups of consumers at a larger scale than demographic profiles (Jago, 1997:116).

### ***Demographics***

These include factors such as race, age, gender, education, occupation, income, mobility (travel time to work or a number of vehicles available) educational attainment, home ownership, employment status and location in consumers' decision to attend an expo. Demographics can be used to determine differences between consumers and establish if they are homogenous or not. Demographics were used to determine levels of satisfaction with what was offered at the expo. It also extends to include family, friends, referral groups and society and how it impacts on consumers' behaviour (Kruger et al., 2012:110). Globally there are a lot of changes in population, gender distribution, where women are more interested in travel than men, wealth redistribution determining the buying power of consumers and single versus married (family) consumers (Mutlu, 2007:21; Hoyer & MacInnis, 2001:368), that influence consumer behaviour. Consumers from different age groups have different needs and wants (Solomon, Bennett, & Previte, 2013:10). People of the same age normally prefer the same things. Generally, consumer preferences change with age and stage in life (Bartels & Johnson, 2015:47). Apart, from this, organisers attempt new innovative ideas to retain the interest of regular expo goers with different racial and gender profiles (Mohotloane, 2017:20).

Thus, consumer behaviour and consumer decision-making processes mainly look at the stages through which a consumer goes when making a decision to engage or consume a product. Further to this consumer behaviour and the consumer decision-making process that certain factors/characteristics such as demographics, physiological and personality values can also have an influence on their behaviour and their decision-making process (Kruger, Botha, Saayman, 2012:108).

As noted, consumer behaviour is a complex area involving cultural, social, psychological and physical factors. Further, to these two popular theories in the succeeding section will be discussed to gain an even more in depth understanding of tourists' reasoned action and planned behaviour.

### **3.4.2 Theory of Reasoned Action and Theory of Planned Behaviour**

The Theories of Reasoned Action and Planned Behaviour, which are based on the expectancy-value model of attitudes (Fishbein & Ajzen, 1975:131), are still considered by most tourism scholars as cited by (Quintal *et al.*, 2010 in Cohen *et al.*, 2014:880). The two models have been applied in tourism (Organ *et al.*, 2015; Song *et al.*, 2014; Mason & Paggiaro, 2012; Chang, Mak, *et al.*, 2011; Kim, *et al.*, 2011; Han, Hsu & Sheu, 2010; Han & Kim, 2010; Ryu & Han, 2010; Quintal, *et al.*, 2010; Zhang, 2008) in various areas related to food events.



The Theory of Reasoned Action (TRA) was postulated by Fishbein and Ajzen (1975:216). The theory is a comprehensive combination of attitude components into a structure that is designed to lead to both better explanations and better predictions of behaviour (Rai Technology University, 2012:138). The theory captures the underlying dimension of attitude. TRA has been of influential contribution to the field of attitude measurement and behaviour prediction. Fishbein and Ajzen (1975:218), indicate that beliefs lead to attitudes, attitudes lead to intentions and intentions lead to behaviour. A new cycle of new beliefs is only formed by performing some behaviour (Fishbein & Ajzen, 1975:132). According to Fishbein and Ajzen, (1975:217), behaviours can thus be predicted by measuring attitudes. These attitudes from prior research are important in determining consumer behaviour in the decision making process (Rai Technology University, 2012:288; Liu *et al.*, 2006:86). Though attitude is difficult to measure, it reflects an individual's like or dislike for a product or service (Fishbein & Ajzen, 1975:216). This poses a problem in marketing as the behaviour is more subjective than objective. This theory assumes that human beings as individuals are naturally rational and they follow and gather information through systematic processes which can be explained in the formation of the intention to behave, and attempts to predict intentions to act instead of predicting behaviour itself (Kim *et al.*, 2011:1160). The TRA identifies attitudes and subjective norms as two main determinants of intentions (Conner & Armitage, 1998:1431). It does not consider the social influence as a determining factor shaping the individual's behaviour (Chatibura, 2015:45). According to Kim *et al.*, (2010:86) information about visitors' behavioural intentions in food festivals remains scant; more-so in the case of food expos. This is the gap in knowledge that the study seeks to explore in relation to the consumer behaviour for a potential food expo. The missing social factor noted by Chatibura, (2015:45) that also influences tourists' preferences is accounted for Ajzen (1991:183) who then proposed the Theory of Planned Behaviour (TPB) as an alternate model.

Theory of Planned Behaviour (TPB) (Ajzen, 1991:182) is more of perceived behavioural control to predict behaviours, not under complete volitional control. This theory was modified by Ajzen and considers social and psychological factors in the consumer's decision-making process. It has proven to be a better predictor of individual behaviour in a wide selection of studies, including in hospitality and tourism (Hsu & Huang, 2012:393). The theory suggests that individuals value societal influences, that their important referents will value and approve their behaviour (Hsu & Huang, 2012:392). Any person(s) regarded as a reference group could have a key influence on an individual's beliefs, attitudes, and choices because individuals always turn to particular groups for their standards of judgment, (Moutinho, 1987:10).

TPB as a theory has been widely used in several empirical studies by hospitality and tourism researchers, especially for specific types of tourism (Chatibura, 2015; Horng, Su & So, 2013; Sparks, 2007; Lam & Hsu, 2004). According to Horng *et al.* (2013:196), this is a socio-psychological theory supported by numerous studies and widely used in all fields. In tourism and hospitality research, it is used to predict intention to purchase, consumer attitude, and perceived and post purchase behaviour. The theory also allows the researcher to conduct empirically based research (Hsu, 2014: abstract). In this study, it is used to determine tourist preferences for the potential food expo programme content. Furthermore, Hsu, (2014:12) used the same theory and confirmed that it is the most appropriate theory for research studies in tourist's local food choice behaviour. The theory of planned behaviour has been applied to help explain many different situations and behaviours, such as local cuisine consumption (Chatibura, 2015:11), food festival tourist behaviour (Horng *et al.*, 2013:197), and tourists' local food choice behaviour (Hsu, 2014:12). The same theory has not been used in understanding food expo tourist preferences, thus it will be taken into consideration to identify tourist needs, wants and desires for a potential food expo programme.

Since food expos are an aspect of leisure activities closely related to lifestyle and human behaviour, combining TPB and lifestyle concepts to process the study of food festival visitors was believed to lead to important discoveries regarding visitors' behaviour, more-so it could be the same for a food expo (Horng *et al.*, 2013:95). Owing to the attractiveness of food expos, more understanding of food expo visitors' behaviour is in demand; however, related research is still insufficient. The literature on consumer behaviour theories was thus applied to this study to explore food expo tourists' preferences' for programme criteria and their purchasing behaviour. Lifestyle was noticed as a facet to consumer behaviour and according to Horng *et al.*, (2013:95), looking at this concept may assist in a better understanding of consumer decision making for a food expo. For the purposes of this study, though, lifestyle will not be considered for the food expo programme criteria. The focus will be more on consumer behaviour and influences.

Various models were used to determine what consumers preferred at a special event like a food expo in order to gain a better understanding of the expos. The ensuing section looks at three particular models that were proposed by other scholars, to examine consumer decisions and their consumption behaviour related to food events.

### **3.5 MODELS THAT HIGHLIGHT ASPECTS INFLUENCING DECISIONS/ CONSUMPTION/ BEHAVIOUR RELATING TO FOOD-RELATED EVENTS AND PREFERENCES**

Several models have been empirically tested and proposed to explain the programme effect and consumer behaviour related to choices, but none have been found universally applicable. Van Raaij and Francken (1984) proposed the vacation sequence concept, Moutinho's (1987) general flowchart model, Woodside and Lysonski's (1989) general model of traveller destination choice, Um and Crompton's (1990) choice set model and Woodside and McDonald's (1994) general systems framework of customer choice decisions of tourism services. Regardless of the contributions of these models to explaining and predicting how tourists make travel decisions, the models still have gaps to the extent that none have been able to be applied as universal. Thus, a few selected models that seem applicable for this study have been selected for review. Hence, the models to follow were specific to festivals and used to develop programme criteria for a potential food expo in Zimbabwe.

Three models regarding the consumption, decision and behaviour around food related event will be discussed. These models are, *a Theoretical Model for the Study of Food Preferences* by Randall and Sanjur, (1981:152), *Model of Consumption of local food at a destination*, by Kim, Eves and Scarles, (2009:484), *Model of Influences on the decision making*, by Abu (2012:52).

### **3.5.1 MODEL 1: A Theoretical Model for the Study of Food Preferences by Randall and Sanjur (1981)**

Randall and Sanjur, (1981:152), in their model used socio-demographic aspects to determine tourist preferences at a destination. The model by Randall and Sanjur, (1981:152) below in Figure 3.1, shows three distinct programme aspects that affect preferences towards food consumption at the destination, the tourist, food in the destination and the environment. It is explicit, giving detailed facets that involve the stages a tourist undergoes before they make a decision. The model was put forward in 1981 in New York on vegetable consumption. The study wanted to examine the extent of the relationship between food preference and consumption relative to the individual, the environment and characteristics of food. The physiological factors are under the tourist preferences and influence more what they consume. There is arguably a substantial change in 'food' and the environment which is not similar to the home setup. Hence, tourist attitudes may very well change in preferences. The model has three distinct facets that affect preferences namely; Tourists, Food in the destination and lastly, the Destination environment. These will be explained further in the following section. Figure 3.1 below:

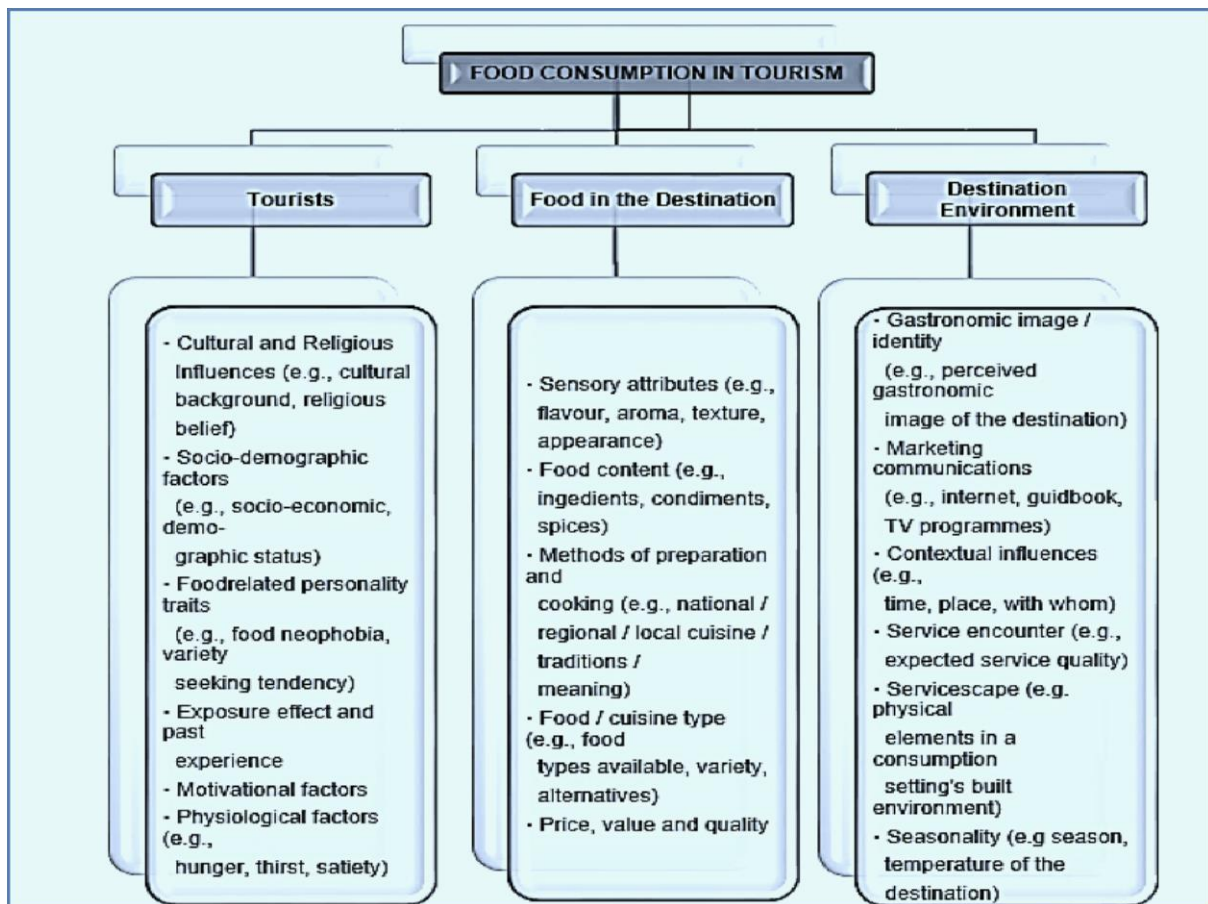


Figure 3.1 Factors affecting food consumption in tourism

Source: Adapted from 'A Theoretical Model for the Study of Food Preferences', Randall and Sanjur (1981)

### **Tourists**

The first aspect that the model discusses is the tourists as elucidated:

*Cultural and religious influences* - Tourists are influenced by their cultural background, religious beliefs, norms and values (Warde, cited by Batra, 2008:4). Eating habits (table manners) and other mannerisms could easily affect acceptability of certain foods by tourists (Cohen & Avieli, 2004:763). For example, "for westerners, the consumption of certain domesticated pets is a cultural food taboo, while cats and dogs are considered to be a delicacy in the Middle East and other parts of the world" (Gyimothy & Mykletun, 2009:262).

*Socio-demographic factors* – These factors were linked to age, gender, marital status, education, occupation and income. The variables were used to explain consumption and variations in food preferences. Then the model considered personality traits.

*Food related personality traits* - Food neophobia and food neophilia traits came into context. This is a natural dislike or suspicion towards an unfamiliar food. The two traits were used in

the model as they were found to influence food choice. Variety seeking was another personality trait that they used to try to ascertain behaviour, where eating unfamiliar food was a personal choice. These traits can significantly affect food consumption. Apart from personality traits the exposure and past experience effect was also mooted.

*Exposure effect and past experience* - Behaviour can be hinged on a general preference for familiar food one is accustomed to eating or exposed to. Exposure tends to increase consumption to familiar food and their memory of past experience to the food can increase consumption. Lastly the tourist has some motivation factors that determine consumption.

*Motivational factors -Physiological factors* - This is the motivation to consume foods and it was linked to physical, cultural, interpersonal, status and prestige. The physical nature involves the actual act of eating and sensory appeal, whilst culture is the consumption of food from another destination which is a cultural experience. The third is a function of social bonding through consumption of meals. Lastly status and prestige involves eating the unfamiliar.

### ***Food in the destination***

The model then looks at the food within the destination, which consists of the following aspects:

*Sensory attributes* - where food must appeal to the eye before it is consumed. Consumption is affected by the sight of the food, the textures, its flavour and the smell. Local food prepared may not appeal to the consumer.

*Food content* - Variety of spices and aromatic herbs and mixture of ingredients prepared can affect food consumption. Consumers consume when they have been told all the ingredients used.

*Methods of preparation* – The preparation and cooking methods used were included in the model as these can influence consumption if the preparation and cooking are not appealing.

*Cooking, type of cuisine* - At the destination local cuisine is a common element displayed. It has cultural and symbolic meanings that may not be acceptable leading to a dislike of the food or an appreciation of it.

*Food availability* – Food availability by variety and alternatives is a determinant of consumption. It provides choices and increases possibility to consume food. However, when it is limited or scarce preferences are affected.

*Price* - Food in the destination is sold in food establishments and the quantity and quality may affect purchase behaviour. Consumers attach price with value for money.

### ***Destination environment***

The last consideration is the destination environment which details the following:

*Gastronomic image/identity* - The environment of the destination is not similar to the resident country. There is a perceived image of the destination that a consumer has that influences preferences. The actual image may cause a consumer to revisit or not. Marketing has an important role in this model through the appropriate communication channels.

*Marketing communications* - A variety of media can be used to promote the destination and influence choices. The use of travel trade magazines, television programmes or internet is significant determinants that influence preferences.

*Contextual influences* – Involves the general setting of the place/venue, time of activities and other referral information which may help in decision making.

*Service encounter* – This is the moment of truth that the host and the customer interact. For this to occur, service scape sets the scene.

*Servicescape* – Elements of atmospheric dynamics, music, deco, and lighting are part of the environment setting. The last influential aspect is seasonality. Variations in seasons cause unfavourable or favourable conditions for the destination. They offer environment appeal and can affect consumer preferences.

The model depicts a strong association between food and daily life, through the activities on offer (Wan & Chan, 2013:227; Hu, 2010:31). The model is very elaborate and multifaceted. Its main focus was from a sociological point of view where it wanted to establish eating habits of females with regards to vegetables. It is not event activity focused but general to food consumption behaviours/characteristics. The next model is similar to the one by Randall & Sanjur (1981) but more specific.

### 3.5.2 MODEL 2: Consumer's decision to consume local food at a destination by Kim, Eves & Scarles (2009)

The model by Kim *et al.*, (2009:484) in Figure 3.2, looks at a consumer's decision to consume local food at a destination by using demographic factors, motivation factors and physiological factors.

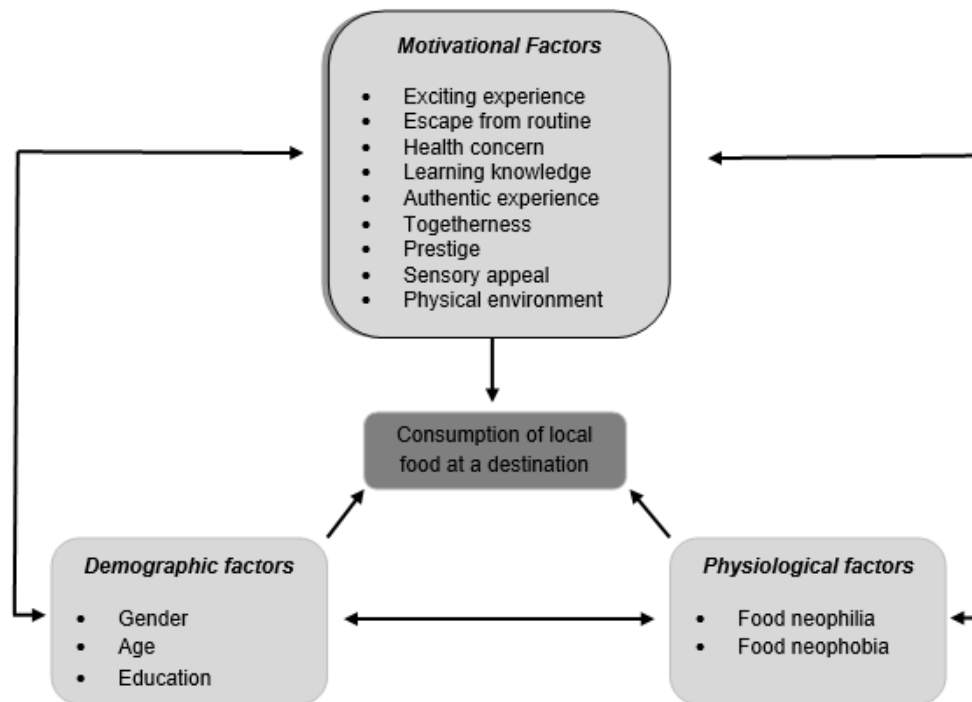


Figure 3.2 Consumption of local food at a destination.

Source: Kim *et al.*, (2009:484)

#### **Motivational factors**

In Figure 3.2 the model proposed by Kim, Eves and Scarles, (2009:484) was based on motivation factors, demographic factors and physiological factors that influence local food consumption. The model was premised on integrating biological, social, psychological effects. The motivation factors were all based on literature and studies related to hospitality, tourism and food choice behaviour. The first 7 factors were all collected from previous research on motivation in the field of hospitality (exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige). Sensory appeal and environment are service quality based from hospitality studies. Due to prior research all these motivation factors were found to be determinants to their model.

#### **Physiological factors**

Physiological factors are personality traits that exert a pervasive influence on a broad range of food-related behaviours" (Mak, *et al.*, 2012:932). Food neophobia and food neophilia are

two such food-related personality traits that may influence tourists' consumption of food at the destination (Mak, *et al.*, 2012:929; Cohen & Avieli, 2004:759). The consumers' physiological process is divided into either, food neophobia (reluctant tendency to try unfamiliar food) or food neophilia (desire to want to taste other food) (Kim, Suh & Eves, 2010:217). With food neophilia, tourists seek unfamiliar food in order to increase sensation and derive pleasure (Kim, *et al.*, 2009:428). They derive pleasure in the 'other' at destinations for novelty. Whilst food neophobia is the opposite where the more unfamiliar food is, the more reluctant they are to try it (Pliner & Hobden, 1992:105). Therefore it has an influence on the consumption at the destination. The other factors are demographic related.

### ***Demographic factors***

Age, gender and educational background have an influence on the behaviour and preference of the consumer (Jago, 1997:100). Men and women often have different influences that can affect their decision to consume food at a destination (Bowdin, 2006:202). According to Mak *et al.* (2012:932), females are interested in food-related activities more, whilst the elderly who are more educated are concerned with health and the desire to experience local food at the destination. Age also often affect the general outlook of individuals and desires (Plog, 1972). With education, lifestyle changes are also anticipated as the individual broadens their mind-set. Demographics, physiological factors and motivations all have a direct and interrelated link to food consumption on holiday at a destination (Kim, Duncan & Jai, 2014:464). This model was developed from grounded theory which is a 'middle of the road' theory that can change and be modified as new knowledge and studies emerge. The model was based primarily on the rise of consumption of local food and beverages on trips and holidays and has not specifically focused on the desire to determine the behaviour of tourists to a special event such as an expo. The model cannot however be generalised to other destinations as it was carried out on participants who had different local food experiences from where they were having a holiday. The last model that the study considered was from Abu, (2012:52), which looked at the consumer decision making process for events.

### **3.5.3 MODEL 3: Influences on the decision making, by Abu (2012)**

The previous (Figure 3.2) model had tourists interested in food as food neophilia (desire to want to taste other food) and neophobia (reluctant tendency to try unfamiliar food). Abu (2012:52) in his model in (Figure 3.3) simplified them into 8 basic influences. The biggest circles have a significant influence on decision and the smaller circles are less significant. These aspects are similar to the ones noted in Chapter 2 where they were noticed to affect



the programme and seemingly they have a significant role in consumer decision-making. Hence these aspects are important to investigate for the success of the potential food expo.



**Figure 3.3 Influences on the decision-making**

**Source: Adapted from Abu (2012:52)**

Abu's (2012:52) model is premised on the notion that there are aspects that have a significant influence while others have comparatively less influence. The significant factors are the ones in the larger circles and the insignificant ones have smaller circles in Figure 3.3. Abu's (2012), emphasis was more on the significant aspects than the insignificant ones as highlighted in the ensuing:

### ***Programme and activities***

The expo line up of categories and their activities on offer significantly affect consumer attendance and behaviour. The programme line-up that includes favourite activities will influence the consumer to buy a ticket regardless of other issues. The model is valuable for the food expo programme criteria this study seeks to design.

### ***Ticket price***

This affects the decision to buy the expo ticket. Once desired activities to participate have been identified normally consumers look for the purchase price to determine if the price is worthy for the product. Consumers attend more if ticket prices are affordable (Lyck, 2012:15).

### ***Date and times***

According to Abu, (2012:30), dates and times can be unsuitable for consumers despite the event having a lot of activities worth attending. This may cause cancellations or poor attendance. Organisers plan according to seasonality patterns and influx of consumers in anticipation of a high attendance. For example, UK hosts the majority of expos and festivals between March and October, and others towards Christmas (Organ *et al.*, 2015:85).

### ***Interaction with others/family***

Consumers are also influenced in decision-making by socialisation issues. The expo offers opportunities to interact with others. If there is no attendance by family or friends, then the decision to attend is affected. This model has all the basic aspects that influence attendance to a food expo although it is focused on a food festival.

The main gap in this model is that the decision to attend a festival is determined by friends attending. Friends are the influential factor on whether to attend a festival. A dependency syndrome is noted where the decision to purchase primarily on friends. The model is ticket sale related only and focused on how to increase sales.

All the models reviewed lacked specific focus to an expo input to see how this influences the programme. The stakeholder theory, (Freeman, 1984) together with the social network theory (Wasserman & Faust, 1994), as direct tools in determining the cohesion and interaction between the tourist and host destination, is not evident yet it can be used for specific preferences in such models. These theories were not made use of and yet the models indicate their seemingly important but missing role. All the models were consumer-related and seemed to consider a facet influencing behaviour but none was focused on the dynamics of a food expo programme.

## **3.5.4 A conclusion of factors/aspects that influence consumer behaviour regarding food related events**

The following section explains the most common aspects that were included by the models that were discussed in the previous section. These aspects are demographics, social and physiological. The three models are all cognizant of the different tourist groups by age,

gender and education, which are reflected by the diverse nature of the activities at the expo. Programme attributes may range from physical, socio-cultural to educational. Clearly, a lot of interaction and involvement are part of the programme. The expo organisers' main objective is to entertain everyone. Typical activities at a food expo are interactive sessions with renowned chefs, or mixologist to get more knowledge and insights on food, wines and cooking styles. Activities like competitions in baking and cooking are included to focus on teamwork and socialization. Entertainment is also there on the programme for all attendees in the form of performances to entertain everyone, kid's competitions in eating, baking, decorating and cooking for families attending. On the interactive scene, cultural activities in local food demonstrations tasting and cooking allow for an authentic experience, whilst wine and beer trails emphasise more on host-guest socialisation.

### **Demographical Aspects**

The gender, age, education and occupation of tourists was found to influence attendance in all the models reviewed. These variables generally drive personality needs and wants. Tourists are segmented by the use of demographics as one of the many facets of market segmentation (Bowdin *et al.*, 2011; Middleton *et al.*, 2009:103). Demographics can, be essential in depicting group differences (Kim *et al.*, 2014:464). They have an influence on purchase behaviour, specifically age (Chang, 2011:155; Yuan *et al.*, 2005:48). Several studies noted that middle aged patrons, who are married or who attend in the company of others attend special events such as expos (Organ *et al.*, 2015:90; Cela *et al.*, 2007 as cited by Getz & Robinson, 2014:319). This may be a significant aspect that could affect the attendance and purchase behaviour of consumers, such that it may constitute one of the many programme factors to include when planning for an event. Consequently demographics, apart from age, are more interesting with gender and occupation, education and cultural group or place of residence (customer profile).

Age - Middle-aged tourists are more inclined to attend all activities as they want to experience everything from cooking with MasterChef to workshops to get more information of the host destination.

Gender - may affect preferences, behaviour and motivation. Many values are gender based; different age groups have different value systems (Jago, 1997:196). Females according to Getz *et al.*, (2015:41) and Omar, Aboali, Mohamad & Mohamed (2015:70) respond to surveys of all kinds. Organ *et al.*, (2015:90) concurs with this assertion as they also found that females attended events more when they are food related. Hang and Yuan (2016:50) who researched on Texas also observed gender significance related to food dimensions, where females ranked food related activities more important at an expo than men.

Therefore, gender can be a variable in food expo purchase behaviour. Females are more interested in food and food related activities, whilst men attend activities for status and prestige. Female interest can be noticed where there are food tasting and demonstration stalls, cooking and baking activities, or kitchen equipment and merchandise are on display/to purchase. Men on the other hand attend beer, wine tasting and pairing to gain knowledge and use this information to inform others of their attained skills. Other activities that both genders can participate in are 'an opportunity to book an outdoor food trail' or a variety of entertainment like 'entertainment from local performers /or dancers'.

Occupation - Occupation is used as a measure to validate the disposable income of individuals and their propensity to travel and eat differentiated cuisines. Employment status as a social variable showed strong association with the white collar occupational group having exposure to a wider number of restaurants (Warde, Martens & Olsen, 2000; Jago, 1997:135). With a rise in income and education despite the marital status of the tourist, spending is more quality related. To these tourists food takes on a deeper meaning than simple hunger (Jahromy & Tajik, 2011:14; Kim *et al.*, 2009:428). Thus occupation has a significant role in marketing, preferences and consumer behaviour.

Education - According to Goody, (1982 and Symons, 1991) as cited by Shenoy (2005:57), education is influential in food consumption patterns where a higher education increases desire for differentiated cuisines, eating out and eating at ethnic restaurants. There is a significant relationship between the two, education and eating cuisine. Education plays a significant role in increasing one's breadth of knowledge and skills, including leisure skills regarding local cuisines and consumption (Shenoy, 2005:59). According to Jahromy and Tajik (2011:14), the food tourist is more educated than the generic tourist and they spend more quality and value is important to them. Hence, they have preferences and behaviours that marketers must consider for them to attend an expo. The general view is that socio-economic aspects play a significant role for food expos and this could be the same for Zimbabwe. Apart from understanding the marketing mix, marketing channels are also important as a means of distributing information to the target consumers. Due to education and occupation, there is a shift in behaviour for health and fitness which has created opportunities, for event organisers to include workshops on healthy cooking, and also for display and demonstrations for special dietary requirements.

### **Social Aspects (Cultural Norms)**

Social aspects encompass culture, social class, reference group's friends and families. In cultural aspects, these are a significant impact on tourist/consumer behaviour. This is because there are marked differences in cultures across all the destinations. Such

differences may include use of chopsticks or forks, eating on a table and eating on a mat, others eat animals that are domesticated as pets by others. Expo marketers are always alert to the shifts and changes in culture so that they know how to market. Cultural beliefs invariably have an influence on the expo, where despite local food being the fundamental reason for the food expo, marketers include other food-related activities that do not necessarily exclude others.

Social class is more inclined toward occupation and education as consumer influences that may affect behaviour. Social class is more important as a concept in understanding the differences in food preferences and behaviour. The food tourist was found to be more affluent and well educated than the normal tourist, hence the notion that they are a discerning market that may need specific marketing considerations. Activities in cuisine variation tasting and demonstration can entertain and educate tourists. Other activities not related to culture may be exhibition of wine, beer, cocktails, workshops in cooking and discussions so that cultures get to interact and share food knowledge. This is an opportunity to interact and socialise with the host community.

### **Physiological aspects**

These are food related personality traits that can influence behaviour and preferences. There are many facets linked to this aspect which are as follows:

Food neophobia - is a general dislike for eating/tasting unfamiliar food which may be used to increase preferences in other activities not related to food consumption like open food theatre, interactive sessions with renown chefs, exhibitions in wine, beer and cocktails to mention a few. This is linked more with cultural beliefs, norms and values.

Food neophilia - a desire to want to experience unfamiliar food. This is an opportunity to go for gain status and prestige. Such tourists participate in activities related to local food tasting and cooking, or join in an opportunity to go for an outdoor cooking trail, where local food is a fundamental part of their attendance.

Interaction with others - The tourist is interested in experiencing host destination through interactions. A destination increases its attendance by offering experiential activities that involve interaction with the host. Most activities in the expo are closely linked to the local community. Activities, for instance, like the opportunity to book an outdoor bush trail; a food trail into a rural community and even the demonstrations in cooking local cuisine are interactive. With interaction, tourists can also be taken to local beer breweries and local wine estates to learn and interact with the community.

Motivational aspects - this is a driving force within individuals that forces them to act and behave in a particular manner. All the 3 models above noted this aspect. These motivations vary from consumer to consumer and the following section tries to explain these motivations that can influence preferences and the desire to attend a food expo programme. The main focus motivating attendance to the food expo is to experience the 'core' product (local food). The desire to escape from normal routine is evident as some of the motivation aspects are linked to excitement (of tasting and trying unfamiliar food on display); authenticity (where local chefs cook dishes with local ingredients); health (education and desire to taste healthy cuisine and demonstrations in cooking for dietary needs) and lastly, togetherness (where family activities are mainly focused on strengthening bonds e.g. cooking competitions, an opportunity to book a bush trail, or simply be part of the open food theatre audience). A desire to gain knowledge of the ingredients and spices used in the destination was also found to motivate tourist attendance. Activities that could be of interest are workshops and seminars in local food preparation, informative sessions on wine serving and pairing, live conversation and questions with a renowned chef and the audience. According to Blythe (1999:102) findings from various researchers that have applied empirical methods to identify motivations for visiting exhibitions noted the following programme aspects:

- To see new products/developments
- To obtain technical or product information;
- To get up-to-date information on legislation;
- To try new products/demonstrations;
- To see new companies;
- To see a specific company/product;
- To make business contacts;
- To discuss specific problems/talk to experts;
- To compare products/services;
- To get training information/products

Using motivation models several studies by (Viviers & Slabbert 2014; Kim & Eves, 2012; Azman, 2012; Smith, Costello & Muenchen, 2010; Hu, 2010; Woo *et al.*, 2009; Paggiaro & Masoni, 2009) were carried out to determine what motivates tourists to attend food expos and the academic discourse is still in progress as noted by Kim and Eves (2012:1458). The most widely used theory is the push and pull motivators. These have since been used to try to understand tourist behaviour toward local food consumption. Paggiaro and Mason

(2009:364) in their study used the push and pull motivations to determine causal relationships between motivations and perceptions of tourists to a food event in a region of Italy and found that the pull factors connected with both product and territory to the overall influence on tourist perceptions. The study focus restricted itself to the perceptions of tourists to a food event. On the same note Smith, Costello and Muenchen (2010:34) also carried out a similar study on motivation using the push and pull factors on satisfaction and behaviour at an event. Their finding suggests that the food at the destination and the destination environment have an overall effect on tourist satisfaction and behaviour. It was however not exhaustive for the tourist motives, where attitude and physiological factors are concerned. Whilst Azman (2012:98) in her thesis of the Appalachio Ohio found that the leading motivations for attending food expo and events are "to see and experience new and different things," "to enjoy the atmosphere of the event," and "to try new and different foods." Her focus was centered on activity motivations; with food as the influencing factor at the destination.

From another angle, Hu (2010:v) identified 'cooking' and 'taste judging' as the primary attraction to a food expo as well as the aspect of expo atmosphere. Hu (2010:155) further brought out an important aspect to the food expo research concerning tourist homogeneity. He argues that generalising the findings of motivations to another food expo in different destinations is unwarranted; as tourists are not similar in their behaviour. This warrants further research to close this behavioural gap by developing a specific event programme for a destination as motives that influence decision making for any expo cannot be general (Getz, *et al.*, 2014:175; Kim & Eves, 2012:1467; Hu, 2010:154;). According to Viviers and Slabbert (2014:1); Getz *et al.*, (2014:175), they also argue the same that it is the expo attributes and the unique experiences to be found at the expo that is important more than anything which makes organisers design a specific programme. Yolal *et al.*, (2009:280) also allude to the same intricacy that the type of the food expo /festival may alter the motivations of attendees hence each expo must be understood from the motives angle. Other important elements are repeat purchase and a number of days (the lowest month) according to Getz *et al.* (2013:261) being December and the peak two months being October and March. Summer (July and August) are also low season months, of the expo for better planning and management. Hence the motives may not be similar and marketers need to analyze them to understand how the food expo criteria programme in Zimbabwe can be a means in development and success of food tourism. The fact that motivation is instrumental in tourist choice and behaviour can mean that it is an essential force that may influence tourist satisfaction. Table 3.1 below briefly looks at studies on motivation to attend considering the intrinsic attributes.

**Table 3.1 Studies on Motivation to attend a food event**

Author	Title	General Motives to attend	Need Specific (intrinsic) attributes for attending
Chang (2016)	Tourists' characteristics and motivations in attending festivals and events: a study in Texas	the dimensions of motivations for visitors attending a food festival, using a factor analysis Identified socio-demographic characteristics associated with motives to attend.	Fulfilment of generic needs for leisure experience. opportunity to socialize and escape mundane daily lives art and event novelty
Hattingh and Swart (2016)	The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels	Physiological motives identified as wine tasting, to enjoy the food, to relax and enjoy a different environment (escape), to spend time with family and friends as well as to see the live shows by celebrity chefs.	active participation by tourists
Mak, Lumbers, Eves and Chang (2012)	Programme factors influencing tourist food consumption	Identified salient programme factors that push and pull tourists to consume indigenous food. Five motivational programme factors were categorised as; symbolic, obligatory, contrast, extension, and pleasure	cultural/religious influences, food-related personality traits
Kim and Eves (2012)	Construction and validation of a scale to measure tourist motivation to consume local food	Identified a 26 measure scale for tourist motivates to consume local food in Britain. Marketers can use the motives to market to the food tourist.	Five key motives to participate were found as follows; cultural experience; interpersonal relation; excitement; sensory appeal; and health concern. These pull factors though were limited to the case of British population (developed destination) whereas the same motives might differ for developing destinations which have not ventured far into food expo
Azman (2012)	Food tourism in special events and festivals in Appalachian Ohio	Leading motivations for attending food expo and events are "to see and experience new and different things," "to enjoy the atmosphere of the event," and "to try new and different foods."	Food is the influencing factor to the expo. Enjoy participating and experiencing cultures of host destinations.
Robinson and Getz (2012)	Getting involved: 'Foodies' and food tourism.	involvement in food-related activities, food-related events, travel activities, and demographics;	high levels of food involvement among the respondents popular food-related events respondents participated in were farmers markets, ethnic or cultural festivals,



			wine or food tasting events, food-themed festivals, and visiting very expensive restaurants enjoy activities in which they are actively participating
Kim, Kim and Goh (2011)	An examination of food tourist's behaviour: Using the modified Theory of reasoned action.	Using the theory of modified reason the study found that the lifestyle of these food tourists was above that of the average tourist. There is a relationship between intention to revisit and satisfaction.	Lifestyle factors contributing to behaviour. Consumer behaviour has influence on purchase.
Saayman (2011)	Cultivaria Arts Festival	Event attraction, cultural exploration and escape	escape and cultural exploration
Yun, Hennessey, and Mac Donald (2011)	Understanding culinary tourists: segmentations based on past culinary experiences and attitudes toward food-related behaviours	.Tourists was segmented according to 1) motivation and 2) attitude and behaviours. There is a strong relationship between attitudes and behaviour to food expo. Culinary tourists have a significant market size that can be explored.	High level of participation in food, food-related activities and activities as the prime motivator.
Hu (2010)	An exploration of the relationships between expo expenditures, motivations, and food involvement among food expo visitors.	Established the existence of food motivated factors to attend a food expo. identified 'cooking' and 'taste judging' as the primary motivators to a food expo as well as the aspect of expo atmosphere	food involvement characteristics tasting and cooking an important aspect of the food expo research concerning tourist segmentation as tourists are not homogenous in their characteristics, emphasis on segmentation strategy is essential to attract all tourists
Mason and Paggiaro (2010)	Celebrating local products: the role of food events	Determined causal relationships between motivations and perceptions of tourists to a food event in a region of Italy and found that the pull factors connected with both product and territory to the overall influence on tourist perceptions.	the possibility of tasting the product interest in more knowledge of the local produce the possibility of visiting rural areas
Woo,Trail, Kwon and Anderson(2009)	Testing models of motives and points of attachment among spectators in college football	Studied six different international expos in Turkey to compare motives to attend. Their factor analysis of 18 motivation items resulted in five programme factors: 'socialization', 'excitement', 'event novelty', 'escape', 'family togetherness'.	Factor analysis of 17 socio-economic impact items resulted in three programme attributes: 'community cohesion and social benefits', 'economic benefits', and social cost'.
Smith, Costello and Muenchen (2009)	Culinary tourism; satisfaction with culinary	Satisfaction related to food and beverage	food tasting as an important specific

	event utilizing importance-performance grid	prices, the convenience of coming and going and parking areas.	attribute (though low in performance it was most preferred, the event did not fulfil expectations)
Park, Reisinger and Kang (2008)	Miami Beach food and wine festival in Florida	expand on food and wine knowledge; to exchange ideas with food and wine experts; to enjoy the event atmosphere, and to socialise with family and friends	interaction with experts participation in activities
Weiler, Truong and Griffiths (2004)	Visitor profiles and motivations for visiting an Australian wine festival.	Cultural exploration, known-group socialisation, event novelty, external socialisation, family togetherness, recovers equilibrium.	visits to wineries and trails

*Source: Authors compilation 2017*

From the above research findings, the same motivation factors noted by several scholars from the extant literature are highlighted. According to Chang and Yuan (2016:45) these specific food event studies reveal at least five to six key factors driving tourist motivation varying in degrees with specific food event settings. Conclusively the tourist searches for motivation dimensions of:

- uniqueness of the food experience,
- socialising with and amongst others and a party experience,
- learning where opportunities to experience authentic food and interpretations are exposed,
- family togetherness,
- excitement/ thrills and
- Participating in an event or either as viewing friends or relatives participating.

Needless to say, there does appear to be a universal set of motivations across different cultures regardless of destination especially on socialisation and family togetherness (Getz *et al.*, 2013:296). However, two new key motivation elements were noticed across the different studies. Various food expos are mainly focused on: (1) Culture through the consumption of local food fair and (2) The destination atmosphere. These two elements were seen to motivate most tourists across festivals and expositions, indicative of their significance to the event. In Zimbabwe, these motivation factors will also be determined to see what motivates the tourist as the event programme criteria is developed so that it has a niche market.

### **Marketing mediums**

The last aspect has the most influence on consumer behaviour. Marketing channels have the ability to persuade purchase and repurchase. Marketing channels have since been used to link the consumer to the product/service (Yeshin, 2012:11; Okumus *et al.*, 2007:254). The marketing mediums available for use are essential for effective marketing to a target group, (Biazen, 2012:9). The consumers seek information from all sources during pre-purchase. The sources of information serve to provide consumers with practical information relating to dates, venues, admission prices and event schedules; about a particular event of interest. Furthermore, consumers prefer marketing channels to gather educative information about what the event is aimed at, and how the attendees will gain value (Frost *et al.*, 2013:69; Du Plooy, 2012:32). Information can be found from, online blogs like TripAdvisor, billboards and posters, social media platforms like LinkedIn, Twitter, Instagram, Pinterest and Facebook. Marketing mediums create awareness and familiarity between the marketer and the consumers. Information about the destination is increased based on the comments and suggestions offered by other consumers in the social media network such as Facebook, Instagram, Pinterest, Snapbucket, Twitter and Tumbler (Yeshin, 2012:11). Websites created to market food expos are informative to tourists with information about the expo activities, location, dates and booking of tickets. Online marketing mediums have wider viewership whilst at local level the use of local television and radio is common, local newspapers, travel trade magazines, brochures and pamphlets. All food expos have a website constructed to deliver specific expo information to the consumer to ensure that consumers get the information and make the necessary decisions based on what they would have read (Hornig & Tsai, 2012:50). In addition to this, Chapter 2 established that most international expos had a website that existed for all the expos information.

From the three models, common aspects were identified that consumers use in their consumer behaviour and decision making process. The significance of demographic factors, physiological factors and personal values in consumer behaviour and consumer decision-making process were noted, and used in the next section to develop an integrated framework regarding the consumer decision-making for a potential food expo programme for Zimbabwe.

### **3.6 INTEGRATED CONCEPTUAL FRAMEWORK REGARDING THE CONSUMER DECISION-MAKING FOR THIS STUDY**

The ensuing section outlines all the possible aspects/factors in Table 3.2 below; and is used to draw up the proposed conceptual framework.

**Table 3.2 The aspects/ factors that influence consumer behaviour and their decision processes**

Demographic aspects	Sources
Gender	Jamison, Bharath & Josiam nd: 739; Chang & Yuan, 2016; Hattingh & Swart, 2016; Getz <i>et al.</i> , 2015; Gardi, 2014; Egresi & Kara, 2014; Azman, 2012; Jago, 1997.
Age	Gardi, 2014; Kim <i>et al.</i> , 2014; Egresi & Kara, 2014; Azman, 2012; Huang & Petrick, 2010; Cela <i>et al.</i> , 2007; Jago, 1997.
Education	Egresi & Kara, 2014; Cela <i>et al.</i> , 2007; Fox, 2007; Getz & Brown, 2006; Shenoy, 2005; Mitchell & Hall, 2003.
Occupation	Egresi & Kara, 2014; Horng <i>et al</i> 2012; Horng, Su, & So 2013; Van Zyl, 2012; Cela <i>et al.</i> , 2007; Ignatov & Smith, 2006; Kivela, & Crotts, 2005; Warde, Martens & Olsen, 2000; Plummer, 1974; Lazer, 1963;
Programme aspects	Sources
Timing (duration and time of year)	Organ <i>et al.</i> , 2015; Abu, 2012.
Cooking and local food tasting	Organ <i>et al.</i> , 2015; Organ <i>et al.</i> , 2015; Sahin, 2015; Getz & Robinson, 2014; Hu, <i>et al.</i> , 2013; Mkono, 2011; Hu, 2010; Hall & Sharples, 2008; Smith, 2007; Cela <i>et al.</i> , 2007;
Renowned chefs preparing signature dishes	Cheung & Tan, 2007; Taste of Jo'burg: 2007)
Renowned chefs preparing dishes with a traditional/local element	Parker, 2015; Chatibura, 2015; Organ <i>et al.</i> , 2015; Getz & Robinson, 2014; Lee & Arcodia, 2011; Smith <i>et al.</i> , 2010; Hu, 2010; Hashimoto & Telfer, 2008; Smith & Costello, 2008; Morgan, 2007; Shenoy, 2005.
Interaction with host community during demonstrations	Organ <i>et al.</i> , 2015; Getz <i>et al.</i> , 2014; Getz & Robinson, 2014; Mason & Paggiaro, 2012; Azman, 2012.
Entertainment	Organ <i>et al.</i> , 2015; Gardi, 2014; Azman, 2012; Kim & Eves, 2012; Etiosa, 2012; Lee & Arcodia, 2011; Karim, 2006; Hjalager & Corigliano, 2000.
Kids activities	Food festivals toolkit, 2016; Organ <i>et al.</i> , 2015; Getz & Robinson, 2014; Einarsen & Mykletun, 2009.
Demonstrations and interaction with celebrity chefs	Organ <i>et al.</i> , 2015; Getz & Robinson, 2014
Healthy authentic food local food consumption	Robinson & Getz, 2012; Lee & Arcodia, 2011; Cela <i>et al.</i> , 2007; Everett & Aitchison, 2007; Bessiere, 1998.
Beer exhibition and tasting	Kim <i>et al.</i> , 2015; Gardi, 2014; Green, 2013; Wan & Chan, 2013; Frost & Laing, 2013; Cherpack, 2005
Cooking/baking competitions	Maretse <i>et al.</i> , 2014; Green, 2013; Hu, <i>et al.</i> , 2013; Hu, 2010; Smith & Costello, 2009; Einarsen & Mykletun, 2009.
Open food theatre	Chatibura, 2015; Getz & Robinson, 2014; Lee & Arcodia, 2011; Hu 2010; Smith <i>et al.</i> , 2010; Hashimoto & Telfer, 2008; Smith & Costello, 2008; Chef Magazine, 2008; Morgan, 2007; Shenoy, 2005;
Wine exhibition	Sohn & Yuan, 2013; Mason & Paggiaro, 2012; OECD, 2012; Kirkman, 2010; Kivela & Crotts, 2006.
Wine tasting and pairing	Getz & Robinson, 2014; Yuan, Cai, Morrison & Linton, 2005; Alant & Bruwer, 2004.
Local wine	Wine-Tasting Exhibition, 2016; Sohn & Yuan,

	2013:124; Horng & Tsai, 2012:489; Harrington, 2008
Informative sessions wine sessions (cooking, storing, and serving).	Getz & Robinson, 2014; Sohn & Yuan, 2013:124; Wan & Chan, 2013:228; Bruwer, 2003:430.
Cocktail exhibition	Carlin, 2012; Lee & Arcodia, 2011; Bowdin <i>et al.</i> , 2006.
Cuisine variations	Mangalassary, 2016; Garvey, 2010; Henderson, 2009; Hashimoto & Telfer, 2006.
Local Cuisine	Yi, 2017; Mkono, 2012; 2011; Hu, 2010; Einarsen & Mykletun, 2009; Hall & Mitchell, 2008; Smith 2007; Cela <i>et al.</i> , 2007; ; Lee & Arcodia, 2006; Quan & Wang, 2004; Bessiere, 1998.
<b>Marketing communication aspects</b>	<b>Sources</b>
Social media- Online sites (Trip Advisor, Twitter, Facebook, Foursquare)	Cohen, Prayag & Moital, 2014; Chawla <i>et al.</i> , 2014; Abu, 2012; OECD, 2012; Mangold & Faulds, 2009; Getz, 2005; Barabasi, 2003.
Traditional Media (word of mouth, advertising, magazines, newspapers, television and radio)	Getz, <i>et al.</i> , 2014; Okumus <i>et al.</i> , 2013; Du Plooy, 2012; Okumus <i>et al.</i> , 2007; Keller, 2001.
Brochures and pamphlets	Du Plooy, 2012
Billboards and posters	Du Plooy, 2012
<b>Location aspects</b>	<b>Sources</b>
Close proximity to urban area	Getz, 2012; Saayman, 2011; Derrett, 2003; Getz, 1997.
Visibility	Gelder and Robinson, 2011; Getz, 1997.
Accessibility	Food Festivals Toolkit, 2016; Hattingh & Swart, 2016; Wan & Chan 2013;
Centrality	Food Festivals Toolkit, 2016; Derrett, 2003.
Clustering	Getz, 1997.
Appropriateness	Adema, 2006.
Cost	Hattingh & Swart, 2016.
Atmosphere	Leenders <i>et al.</i> , 2015; Wan & Chan, 2013; Hu, 2010; Du rand <i>et al.</i> , 2003.
Support services	Hattingh & Swart, 2016; Gelder & Robinson, 2011.
Indoors/outdoors	Thomas, Hermes & Loos, 2008; Derrett, 2003.
<b>Pricing aspects</b>	<b>Sources</b>
Tickets must include all activities (value equivalent to activities on offer- cover charge)	Everett, 2016; Lyke <i>et al.</i> , 2012; Van Zyl, 2011; Botha, 2011; Getz, 2008; Bowdin <i>et al.</i> , 2006; Getz, 2005
Advance ticket purchase (online or from ticket offices)	Getz, 2007; Bowdin <i>et al.</i> , 2006; Getz, 2005; Getz, 2004.
Tickets must cover day to day access (day- pass into the expo)	Getz, 2004.
Tickets must cover all the activities (week pass into the expo)	Getz, 2004.
<b>Motivation aspects</b>	
Fulfilment of generic needs for leisure experience, opportunity to socialize and escape mundane daily lives	Chang, 2016; Kim, Kim & Goh, 2011; Park, Reisinger & Kang, 2008; Mason & Paggiaro, 2010
Active participation by tourists (cultural experiences), food tasting	Hattingh & Swart, 2016; Mak, Lumbers, Eves & Chang, 2012; Kim & Eves, 2012; Azman, 2012; Robinson & Getz, 2012; Yun, Hennessey, & Mac Donald, 2011; Hu, 2010; Kruger & Saayman, 2010; Smith, Costello and Muenchen, 2009.
Personality Traits	Kim, Kim & Goh, 2011; Weiler, Truong & Griffiths 2004;
Interest in knowledge and education	Mason & Paggiaro, 2010; Kruger & Saayman, 2010;

Family togetherness,	Woo ,Trail, Kwon and Anderson, 2009; Park,Reisinger & Kang, 2008;
----------------------	---

As noted in the literature reviewed in earlier sections, consumer behaviour is influenced by many aspects and factors and thus when the programme for a potential food expo for Zimbabwe is considered they may be used to craft a potential programme for a food expo. All these aspects and factors that influence the consumer are important for the designing/development of the food expo programme. The differing characteristics of tourists are important in the design of the expo programme. Table 3.2 summarises all the possible aspects/factors that can influence the behaviour which then ultimately needs to be considered for the expo programme. In order to develop a potential food expo programme, these aspects were considered and taken together and ultimately incorporated into the questionnaire to measure the extent to which they were considered important for the Zimbabwean context. Figure 3.4 below, is a representation of the conceptual framework that will be consulted when developing this programme criteria for a food expo in Zimbabwe.

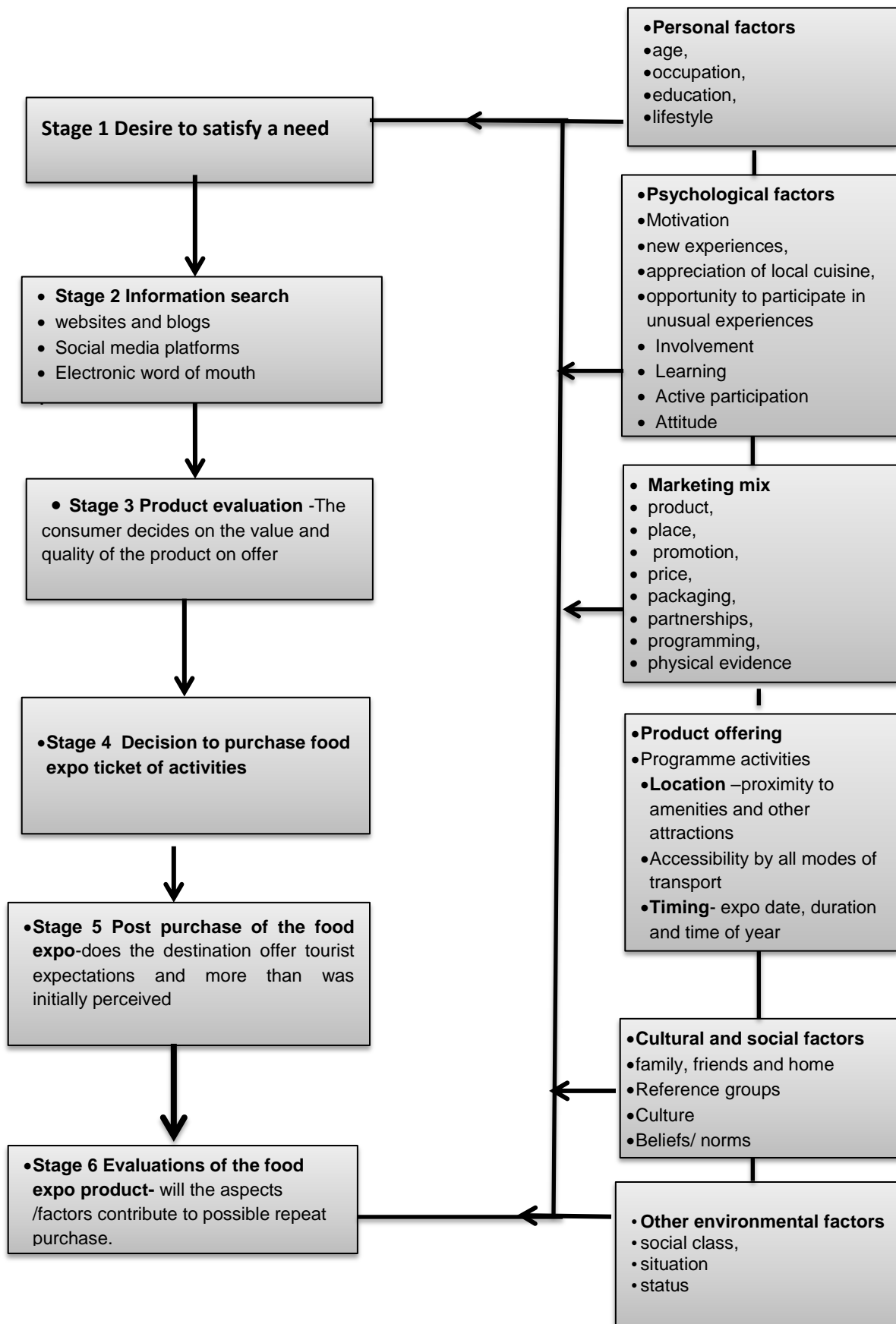


Figure 3.4 Integrated Conceptual Framework Regarding the Consumer Decision-Making Process for a Potential Food Expo Programme for Zimbabwe

Source: Author's own compilation, 2018

### **3.7 CONCLUSION**

This chapter first outlined an understanding the marketing concept. Marketing is an important tool used for developing the product. Marketing is capable of influencing the success or failure of the potential food expo. Marketers identify consumer needs and wants so that they can satisfy them. In trying to satisfy the consumer the marketing mix tools were also significant in the articulation of the potential food expo programme. The 7P's of the marketing mix were discussed to understand how marketers use these elements to offer a specific product to the target market. Further, to this consumer behaviour and consumer decision making processes were used to get more information related to the stages that consumers go through as they make decisions and the behaviours that are associated. The review highlighted the need to thoroughly understand the consumer behaviour using different aspects that may affect their choices and motivations as they make decisions.

This processing of information is mainly influenced by the socio-psychological factors which includes culture, sub-culture, social class, family, reference groups, and media. Key aspects to include in the expo programme were all focused on a core product, marketing mix, experiential and facilitative marketing elements. These aspects/ factors were also taken into consideration when the questionnaire for this research was being developed. From the foregoing discussion various models and theories were considered from previous research in food consumption. All these aspects/factors that were identified were utilised to draw up this programme criteria for a potential food expo for Zimbabwe.





## **CHAPTER 4:**

### **RESEARCH METHODOLOGY AND ANALYSIS**

#### **4.1 INTRODUCTION**

This chapter presents the description of the research method to be used, the population and sampling techniques, the instruments to be used, the data analysis and statistical treatment utilised in analysing the data gathered. As previously mentioned in Chapter one, the thesis will use literature analysed for the empirical study. For this research, secondary data from relevant sources was used to ascertain programme criteria for a potential food expo in Zimbabwe. Academic journals from electronic databases, Google search sources, Ebscohost, Emerald, Science Direct, relevant published textbooks, theses and magazines were reviewed in the subject area of food expo and events. The chapter will begin by focusing on the research philosophical paradigms to show the origins of the research design and other ensuing subtopics. Methodology refers to fundamental or regulative principles that underlie any discipline and it is a general approach to study research topics (Jonker & Pennink, 2010:22; Silverman, 2004:52). In this thesis, the quantitative methodology is used to address the research questions and to try and explore the tourists' and industry respondents' views concerning the design of a programme for a potential food expo in Zimbabwe.

#### **4.2 PHILOSOPHICAL PARADIGM**

A paradigm is a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality (Kivunja, 2017:26; Scotland, 2012:10; McGregor & Murnane, 2010:419). Kivunja (2017:27) posits that a paradigm is important because they provide beliefs and dictates, which, for scholars in a particular discipline, influence what should be studied, how it should be studied, and how the results of the study should be interpreted. Thus, there are two dimensions to a paradigm, a) philosophical, basic beliefs and assumption about the world; and, (b) technical, the methods and techniques adopted when conducting research. The research will use the positivism paradigm to interpret and compare tourist and stakeholder views concerning the food expo staging and its offering; then test the validity and reliability of the findings with the desired outcome (food expo event programme). Positivism is grounded in what is known in research methods as the scientific method of investigation (Kivunja, 2017:30; Scotland, 2012:10). The pragmatic paradigm is objective

and assumes that findings from the research can be generalized to elsewhere in the world (Kivunja, 2017:30). The programme variables and activities under control can be scientifically tested numerically to see the possible relationships that can affect the volume of tourist attendance to the food expo. The relationships can predict the likely effect of tourist attendance with variables. The quantitative method approach will be used to try to predict activities to include, consumer behaviour and their preferences.

#### **4.3 EMPIRICAL STUDY**

The empirical study consisted of two surveys. The first survey was conducted on the tourist - respondents to gain an understanding of tourist views and preferences on food expo programming and activities to offer. This was done to ascertain the relationship between food expo preferences from the industry and tourists respondents. The other survey was carried out on the industry respondents in Zimbabwe. However, industry respondents were not the main focus of the study; they were used to elicit more information to their readiness to offer a food expo once the programme was agreed upon. It also assisted in collecting data to the programme's fit and secondly, to establish the aspects required to the programme to promote food expos.

#### **4.4 RESEARCH DESIGN**

Research can be approached from a causative, exploratory or descriptive perspective (Cooper & Emory, 1995:496). According to Kothari (2004:31) and Burns and Bush (2003:41), research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is a master plan researcher's use to articulate methods and procedures for collecting and analysing data to answer specific questions and testing hypotheses. A non-experimental design with the aid of the exploratory descriptive design was incorporated. Through the descriptive method, the study sought to find out and describe the food expo phenomenon to clarify the preferences of tourists, activities for a food expo by the event organisers and behaviour (Sekaran, 2003:119-126; Veal, 1997:3; Cooper & Schindler, 2001:147-148; Gayle, 2001:20). Descriptive studies are usually the best methods for collecting information from surveys or interviews where interaction with respondents is made and then it will be used to demonstrate relationships and describe the world as it exists. The descriptive approach was adopted in this study to develop potential food expo criteria elements for a food expo programme for Zimbabwe. The descriptive method was used because of its ability to test specific issues or ideas and examine the relationship between the variables. Descriptive research helps into delving further into the analysis of food expo

activities that can be used to develop programme criteria for a potential food expo in Zimbabwe.

#### **4.5 RESEARCH METHODOLOGY**

There are two methods that can be adopted for research, quantitative or qualitative. According to Yilmaz (2013:311) and Veal (1997:19), the quantitative method uses numerical and mathematical based methods to explain data collected, through statistical testing of a social research problem. A hypothesis is used to test and predict the social phenomenon. Quantitative research is concerned with the objective reality and independence of the subjects. For this study, the quantitative research method was used. There is realism in quantitative methodology, whilst idealism is qualitative in nature with the interpretation of social constructs. The major advantage of the quantitative method is that it allows one to measure the responses of a number of participants to a limited set of questions, thereby facilitating comparison and statistical aggregation of the data (Yilmaz, 2013:313). For quantitative data, the collection methods are surveys, questionnaires and systematic measurements involving numbers. In this study, the quantitative method was used to deduce results and make objective views regarding the development of a potential food expo programme for Zimbabwe. The method of collecting the data was conducted using the survey method. Two surveys were conducted, one for the tourist respondents and the other for the industry respondents. The details of the survey sites are detailed below.

##### **4.5.1 Survey for the tourist respondents**

The following section is a discussion related to the survey sites that were chosen for the tourist respondents. After identifying the survey sites, the study continues to highlight how the questionnaire was developed, with mention of the sections that were in the questionnaire. The method of data collection and the sampling method are also included as part of the research methodology.

##### **4.5.1.1 Survey Sites(tourist respondents)**

Mama Africa restaurant, Victoria Falls Hotel, Illala Lodge, The Boma Restaurant and the Victoria Falls International Airport, in Victoria Falls, Zimbabwe were chosen as the most frequented sites by the tourist respondents. These hotels and restaurants were chosen after initially getting information from respective Hotel Managers that they offer local food fare. The resort town of Victoria Falls is host to a lot of tourists, as it is has one of the Wonders of the World, The Victoria Falls. Most of the resort town hotels and restaurants offer local food which is popular amongst international, regional and domestic tourists. The Victoria Falls Safari Lodge has the Boma Restaurant that boasts of over 40 selected local food and beverages (Mkono, 2010:23). This restaurant was chosen because Kivela and Crotts

(2006:357) observed in their research that ‘. . . gastronomy tourists are unlikely to be found in typical tourist restaurants or crowded chain or popular restaurants’, hence, the reason for the selection of the popular resort town and its hospitality providers in Zimbabwe. The international airport was used as the other site to get international tourists from the departure lounge. Their information was important to solicit the general view regarding the food expo programme.

#### **4.5.1.2 Development of the questionnaire (tourist respondents)**

The questionnaire for the tourist respondents was structured into three distinct sections. Section A had selected general programme categories sourced from literature collected in Chapter 2. These categories from literature were the most commonly found at international food events. Questions were rated by respondents using a 5-point Likert scale, from 5 = very important to 1 = not important at all. Within the same section was a sub-section that consisted of the activities that tourists would want to participate in at the food expo. These activities were also taken from extant literature sources used in the same chapter. Again a 5 point–Likert scale was used to rate the importance of the activities, with 5-extremely important to 1-not important at all. A total of 79 questions relating to various activities for a potential food expo were collected.

Section B sought to determine other interrelated and important aspects regarding location, pricing, marketing and duration of the food expo programme. Questions for this section were gathered from chapter 3 that related to consumer buyer behaviour, preferences and marketing to ascertain tourist’s desires to attend a food expo. A 5-point Likert scale, from 5 = very importantly to 1 = not important at all was used.

The last part was Section C, which focused on closed questions regarding socio-demographic data (information such as gender, age, country of origin, occupation, nationality). Other questions were also included that sought to determine the reason for visiting Zimbabwe, their likely frequency of visits to an expo, most ideal location and the possible month for hosting the food expo amongst others.

Section C was purely qualitative in nature but the study sought to remain quantitative, hence the questions from Section C were also coded. The research sought to extrapolate as much information as is possible but still maintain the quantitative method.

The validity and reliability of the questionnaire was tested in relation to the exploratory and confirmatory factor analysis. The questionnaire was approved by the North West University

and was given ethical clearance and subsequently assigned an ethical number. The questionnaire is attached below.

#### 4.5.1.3 Questionnaire Instrument for tourism respondents

The following questionnaire was used to collect data from the tourism respondents. There were three sections as mentioned in section 4.5 above.

## RESEARCH SURVEY: FOOD EXPO PROGRAM FOR ZIMBABWE

**In your opinion, rate the importance of the following aspects  
to be included in a program for a food expo in Zimbabwe**

### SECTION A

<b>5. Extremely important</b>						
<b>4. Very important</b>						
<b>3. Important</b>						
<b>2. Less important</b>						
<b>1. Not important at all</b>						
<b>General program categories to be included</b>						
1	Open food theatre (cooking/baking demonstrations by chefs)	1	2	3	4	5
2	Cooking/baking competition activities	1	2	3	4	5
3	Cooking/baking merchandise	1	2	3	4	5
4	Wine Exhibition	1	2	3	4	5
5	Beer Exhibition	1	2	3	4	5
6	Cocktail exhibition	1	2	3	4	5
7	Cuisine variations (eg. Asian, French)	1	2	3	4	5
8	Traditional Zimbabwean cuisine	1	2	3	4	5
9	Kids cooking/baking/food activities	1	2	3	4	5
10	Other exhibitors marketed at the expo	1	2	3	4	5
11	Entertainment	1	2	3	4	5
12	Food art and decorating	1	2	3	4	5
13	Interactive food workshops for attendees	1	2	3	4	5
<b>Open food theatre activities (cooking/baking demonstrations by chefs)</b>						
14	Renowned chefs preparing signature dishes	1	2	3	4	5
15	Two or more renowned chefs preparing dishes together	1	2	3	4	5
16	Renowned chefs preparing dishes from their new recipe book	1	2	3	4	5
17	Live conversation and questions between chefs and audience relating to the demonstration	1	2	3	4	5
18	Renowned chefs demonstrating new food trends (eg. Healthy cooking alternatives)	1	2	3	4	5
19	Renowned chefs preparing dishes with an international flare	1	2	3	4	5
20	Renowned chefs preparing dishes with a traditional Zimbabwean element	1	2	3	4	5

21	Informative sessions/discussions with renowned chefs on food-related topics	1	2	3	4	5
Other (specify):						
<b>Cooking/baking competition activities</b>						
22	Cooking/baking competitions amongst international chefs	1	2	3	4	5
23	Cooking/baking competitions amongst local chefs	1	2	3	4	5
24	Cooking/baking competitions amongst amateur cooks	1	2	3	4	5
25	Mixed cooking/baking competitions (eg. international chefs versus local chefs)	1	2	3	4	5
26	Mystery basket competitions (chefs/cooks prepare a dish with pre-determined ingredients)	1	2	3	4	5
Other (specify):						
<b>Cooking/baking merchandise on display / to purchase</b>						
27	Electronic kitchen equipment (eg. electric mixers, stoves, etc)	1	2	3	4	5
28	Kitchen utensils/gadgets	1	2	3	4	5
29	Recipe and educational cooking/baking books	1	2	3	4	5
30	Ingredients / food products (eg. pastas, pesto's, fresh produce)	1	2	3	4	5
31	Crockery and cutlery	1	2	3	4	5
32	Table décor / dressing	1	2	3	4	5
33	Products for catering businesses (eg. bulk purchasing options / industrial equipment)	1	2	3	4	5
Other (specify):						
<b>Wine Exhibition</b>						
34	Wine exhibits by well-known wine estates abroad	1	2	3	4	5
35	Local wine exhibits from Zimbabwean wine estates (eg. Mukuyu Estates)	1	2	3	4	5
36	Wine tasting sessions with wine sommelier (discern key flavours / aromatic profiles of wine)	1	2	3	4	5
37	Informative sessions on wine making (eg. climate and geographical influence on the wine)	1	2	3	4	5
38	Informative sessions on serving /storing wine / cooking with wine	1	2	3	4	5
39	Exhibition relating to the health benefits / medicinal value of wine	1	2	3	4	5
40	Food and wine-pairing sessions by experts (eg. Meats and wine, cheeses and wine, chocolate and wine etc)	1	2	3	4	5
41	Special offers for purchasing wines at the expo	1	2	3	4	5
Other (specify):						
<b>Beer Exhibition</b>						
42	Beer exhibits by beer-brewers abroad	1	2	3	4	5
43	Local beer exhibits from Zimbabwean beer brewers	1	2	3	4	5
44	Beer tasting sessions with expert	1	2	3	4	5
45	Informative sessions / demonstrations on beer brewing and variants	1	2	3	4	5
46	Food and beer-pairing sessions by experts (eg. venison and beer)	1	2	3	4	5
47	Beer brewing demonstrations	1	2	3	4	5
Other (specify):						
<b>Cocktail exhibition</b>						
48	Cocktail tasting sessions	1	2	3	4	5
49	Demonstrations by mixologist creating legendary cocktails	1	2	3	4	5
50	Cocktail merchandise on sale	1	2	3	4	5
Other (specify):						
<b>Cuisine variations</b>						
51	Display/tasting/demonstrating of Asian cuisine	1	2	3	4	5
52	Display/tasting/demonstrating of Italian cuisine	1	2	3	4	5
53	Display/tasting/demonstrating of French cuisine	1	2	3	4	5
54	Display/tasting/demonstrating of American cuisine	1	2	3	4	5

55	Display/tasting/demonstrating of Mexican cuisine	1	2	3	4	5
56	Display/tasting/demonstrating of African cuisine	1	2	3	4	5
57	Display/tasting/demonstrating of desserts	1	2	3	4	5
58	Display/tasting/demonstrating of pastries	1	2	3	4	5
59	Display/tasting of cheeses	1	2	3	4	5
60	Display/tasting/demonstrating of healthy cuisine	1	2	3	4	5
61	Display/tasting/demonstrating of dietary requirement foods (eg. vegan, Halal, low fat, gluten free, etc)	1	2	3	4	5
Other (specify):						
<b>Traditional Zimbabwean cuisine</b>						
62	Display/demonstrating of traditional Zimbabwean cuisine by local chefs	1	2	3	4	5
63	Display/sampling of typical Zimbabwean delicacies (Mopani worms, edible flying insect varieties, pumpkin leaves in peanut butter sauce, millet, sorghum, rapoko, dried meat varieties, wild vegetable varieties, venison/wild meat, etc)	1	2	3	4	5
64	International renowned chefs demonstrating dishes with a Zimbabwean flare/fusion (eg. using typical Zimbabwean ingredients/cooking styles)	1	2	3	4	5
65	Opportunity to book for an outdoor cooking trail (eg. Bush dinners prepared by Zimbabwean chefs safari-/camp-style)	1	2	3	4	5
66	Have a specified food trail into rural communities that promote local cuisine	1	2	3	4	5
67	Traditional Zimbabwean food products/merchandise available for purchasing	1	2	3	4	5
Other (specify):						
<b>Kids cooking/baking/food activities</b>						
68	Junior chef competition (eg. cook-off competition with child/parent team)	1	2	3	4	5
69	Cooking/baking workshops for children presented by chefs	1	2	3	4	5
70	Food decorating activities for children (eg. decorate your own cupcake)	1	2	3	4	5
71	Food eating competition	1	2	3	4	5
Other (specify):						
<b>Other exhibitors marketed at the expo</b>						
72	Hotels marketing/exhibiting their menu's	1	2	3	4	5
73	Caterers marketing/exhibiting/selling their products	1	2	3	4	5
74	Other general food suppliers and manufacturers marketing/exhibiting/selling their products	1	2	3	4	5
75	Restaurants marketing/exhibiting/selling meals/products from their menu's	1	2	3	4	5
Other (specify):						
<b>Entertainment</b>						
76	Traditional singing/dancing from regional ethnic groups	1	2	3	4	5
77	Live local performers (singers/bands)	1	2	3	4	5
78	Live international performers (singers/bands)	1	2	3	4	5
79	Other performers (eg. comedian, fashion show with food elements/designs, etc)	1	2	3	4	5
80	Children's entertainment (eg. jumping castle / games etc)	1	2	3	4	5
Other (specify):						
<b>Food art and decorating</b>						
81	Display/demonstrating of sugar art (creating pieces with sugar / candy making)	1	2	3	4	5
82	Display/demonstrating fruit/vegetable art (fruit and vegetable carving/shaping)	1	2	3	4	5
83	Display/demonstrating cake decorating	1	2	3	4	5
84	Display/demonstrating chocolate art / making	1	2	3	4	5
85	Display/demonstrating creative food plating/presentation	1	2	3	4	5
86	Display/demonstrating creative themed table decorating and displays	1	2	3	4	5
Other (specify):						
<b>Interactive food workshops for attendees</b>						

87	Workshops on baking / pastries	1	2	3	4	5
88	Workshops on cooking / preparing traditional Zimbabwean dishes	1	2	3	4	5
89	Workshops on cooking / preparing international dishes	1	2	3	4	5
90	Workshops on food art techniques and skills	1	2	3	4	5
91	Workshops on table/food presentation and decorating	1	2	3	4	5
92	Workshops on making cocktails	1	2	3	4	5
Other workshops (specify):						

**In your opinion, rate the importance of the following aspects regarding the pricing / location / marketing / duration of a food expo program for Zimbabwe**

## **SECTION B**

<b>5. Extremely important</b>						
<b>4. Very important</b>						
<b>3. Important</b>						
<b>2. Less important</b>						
<b>1. Not important at all</b>						
<b>Rate the importance of the following pricing / ticketing options for a food expo program for Zimbabwe</b>						
1	Tickets to the expo can be bought in advance at ticketing offices / online	1	2	3	4	5
2	Tickets to the expo can be bought at the entrance to the expo	1	2	3	4	5
3	Tickets should include all activities at the expo	1	2	3	4	5
4	Tickets should be for a cover charge/entry only, and additional planned sessions/ activities (eg. competitions/workshops/demonstrations should be paid for separately.	1	2	3	4	5
5	Children below 12 years should gain free access to the expo	1	2	3	4	5
6	Tickets must cover access to the expo for the duration of the expo (eg. week pass)	1	2	3	4	5
7	Tickets must cover day-to-day access to the expo (ie. a day-pass)	1	2	3	4	5
<b>Rate the importance of the following location aspects for a food expo program for Zimbabwe</b>						
8	The food expo must be located near the central business district	1	2	3	4	5
9	The food expo must be in close proximity to a major international airport	1	2	3	4	5
10	The food expo must be in close proximity to other major amenities (eg. hotels)	1	2	3	4	5
<b>Rate the importance of the following media / channels to market a food expo program for Zimbabwe</b>						
11	Online sites (eg Tripadvisor) / expo website	1	2	3	4	5
12	Local newspapers / magazines	1	2	3	4	5
13	International newspapers / magazines	1	2	3	4	5
14	Social media forms (Twitter, Facebook, etc)	1	2	3	4	5
15	Local radio and television advertisements	1	2	3	4	5
16	International radio and television advertisements	1	2	3	4	5
17	Brochures / pamphlets	1	2	3	4	5
18	Billboards / posters	1	2	3	4	5
19	Word-of-mouth	1	2	3	4	5



Please complete the following:

SECTION C

1. Gender

M	F
---	---

2. In which year were you born?

--

3. What is your occupation? \_\_\_\_\_

4. Resident of Zimbabwe?

Yes	No
-----	----

Specify town/city of residence \_\_\_\_\_

5. If not from Zimbabwe, specify your country of residence:

\_\_\_\_\_

6. What is the purpose of your visit to this region/country (eg. business, visiting relatives, family vacation, etc.)

\_\_\_\_\_

7. What is the duration of your stay to this region/country? 

--

 Days

8. How many times have you travelled to this region/country in the past 3 years? 

--

 Times

9. Do you think there is a market for a food expo in Zimbabwe?

Yes	No
-----	----

(Please motivate)

\_\_\_\_\_  
\_\_\_\_\_

10. In your opinion, what must the duration of the food expo program be? 

--

 Days

11. Which month of the year do you think should the food expo program be presented? 

--

(Please motivate)

\_\_\_\_\_  
\_\_\_\_\_

12. Which sites/locations/venues in Zimbabwe do you propose for the hosting of the food expo program/activities? (Please motivate)

\_\_\_\_\_  
\_\_\_\_\_

13. Would you attend such a food expo event in Zimbabwe?

No, definitely not	Not likely	Maybe	Most probably	Yes, definitely
--------------------	------------	-------	---------------	-----------------

#### 14. Any suggestions / recommendations?

---

---

##### **4.5.1.4 Method of data collection (tourist respondents)**

Data was collected from 1 May to 1 September 2016. Questionnaires were administered in two ways: (a) to tourists that were booked at the selected hotels and restaurants for dinner; (b) tourists during check out before departure; (c) tourists at the resort airport in the departure lounge. Five research assistants were mobilised to increase the distribution of questionnaires. They were well trained to make sure they understood the purpose of the research. Convenient times in restaurants were chosen between 1900hrs to 2200hrs (prime service time). The questionnaires were distributed during the time that diners would be waiting for their orders and were being entertained. For the second collection, tourists checking out at the front- office (reception) desk that were waiting for their shuttle transport were asked to fill in whilst waiting for their transport to arrive.

At the Victoria Falls airport, permission was sought to administer the questionnaire to all tourists willing to fill in the questionnaire as they waited to board the connecting flight to Harare International Airport.

The data collected used the mixed methods approach, the pragmatic method. The use of this method makes use of “statistical” data, which involves the generalizing of findings and inferences from a representative statistical sample of the population from which the sample was drawn.

##### **4.5.1.5 Sampling (tourist-respondents)**

Sampling involves the selection of research units from a whole population, Fink, (cited by Gray, 2009:148) defines a sample as ‘a miniature of the population-just like it but only smaller’. Sampling enables the researcher to obtain information about a whole population by examining part of it. According to Gray (2009:148), a sample should be representative in that each sampled unit will represent the characteristics or be identical to a known population. According to Kerlinger and Lee (2000:55), generalising means that the results of the study can be applied to other subjects, groups or conditions. A non-probability sampling technique was used based on the willingness of visitors to complete the questionnaire. Hence, from an ethical point of view, respondents were not forced to participate. According to Onwuegbuzie and Leech as cited by Onwuegbuzie & Collins (2007:283), convenient sampling tends to be associated with quantitative research, and this method was used for this research as the

respondents were drawn from a large volume of participants at the mentioned research locations. The method was used to gain initial primary data regarding specific issues such as preferences of programme categories, activities to include for each category and location, price and duration, amongst other issues related to the programme criteria for a potential food expo.

The respondents comprised regional, international and domestic tourists at the resort sites. The population consisted of all tourists (adults) booked at the mentioned survey sites and those that were departing at the Victoria Falls Airport. Due to security and safety rules at the airport and hotel ethics and privacy act, a total of 400 questionnaires between the mentioned sites was shared and administered equally. Of the total questionnaires administered, 360 questionnaires collected were found useable.

A total of 2 167 686 inbound tourists to Zimbabwe recorded for the past three years were used as the total population (ZTA Report, 2013-2015). Based on Krejcie and Morgan (1970: 607), Table of Formula a sample of 384 responses is adequate for a population of 1 000 000, and diminishes as the population increases, but remains relatively constant at slightly more than 380 cases. Hence, for the inbound tourists to Zimbabwe, the research administered a total of 400 questionnaires, from which only 360 were completed and useful for the study.

#### **4.5.2 Survey for the tourism industry respondents**

The next section briefly outlines the survey site for the tourism industry respondents. This was then followed by the development of the tourism industry questionnaire which also had similar sections but slightly varied questions related to the industry respondents. The method of collecting respondent data and sampling methods are the last sections to be discussed.

##### **4.5.2.1 Survey Site**

From the industry respondents, the target population site was at The Travel Expo Sanganai/Hlanganani event held from 6<sup>th</sup>–18<sup>th</sup> June 2016 an internationally attended Expo. The 2017 and 2018 Sanganai Travel Expo events were used to gather information from the industry respondents as the expo is held annually. Data collection was simultaneous with that of tourists, though at different sites. This was done to establish whether there was any other additional information to include in the study. The Expo was chosen for the survey because in Zimbabwe this is the only event focused specifically for the tourism industry and hospitality, national operators and other service providers converge. The forum is held once

a year and tourism and hospitality operators and providers are given the opportunity to conduct business under one roof and interact with other exhibitors.

There are local exhibitors from hotels, lodges and restaurants, tour operators, travel agencies, national parks and wildlife, safari operators, arts and crafts, regional tourism operators and institutions that award hospitality and tourism degrees and diplomas (ZTA report: 2017). In total, from the physical count at the 2016 expo, there were 236 exhibitors, and of that number, 136 were Zimbabwean operators and service providers in tourism and hospitality. For the 2017 Travel Expo, there were 288 exhibitors and 244 buyers; whilst for the 2018, Travel Expo there were 325 exhibitors and 150 buyers that participated, recording a growth of about 4,6%. Twenty-three (23) foreign companies from about 11 countries participated. These countries included Tanzania, South Africa, Zambia, Rwanda, Mozambique, Kenya, Ghana, Namibia and Egypt, (ZTA Report 2018; Chronicle Newspaper, 2018). The convergence of all types of tourism operators and buyers to the expo also afforded the research a broader population for the collection of data for a representative sample size from the industry respondents. Their contribution to the study was objective and representative of the tourism industry in Zimbabwe.

All tourism operators were located under one roof at the Zimbabwe International Trade Fair Grounds in allocated showrooms for ease of interaction. Several international shows are held in Zimbabwe and these include The Harare International Expo of Arts, Sanganai/Hlanganani World Travel Expo, Zimbabwe International Trade Fair, Harare Agricultural Show. However, the Travel Expo was chosen as it is the only premier show where tourism exhibitors and buyers are present. The industry respondents were only used to ascertain the readiness and their acceptance to the potential of hosting a food expo from a programme criterion.

#### **4.5.2.2 Development of questionnaire ( industry respondents)**

The survey for the industry respondents was almost similar to that of the tourist respondents. Section A and B remained the same for comparison purposes and motivation to attend a food expo. There were slight changes to accommodate relevant operator areas of concern. Relevant questions that were added were found in section C. These included organisations of the respondent, years of experience in the tourism industry, contact details. What remained similar in this section focused on the potential of hosting a food expo, duration of the expo, time of the year to host the expo, its location and any further suggestions? The questionnaire will be attached in section 4.6.1.

#### 4.5.2.3 Questionnaire Instrument for industry respondents

The following questionnaire was used to collect data from the industry respondents. There were three sections as mentioned in the research methodology.

### RESEARCH SURVEY: FOOD EXPO PROGRAM FOR ZIMBABWE

In your opinion, rate the importance of the following aspects  
to be included in a program for a food expo in Zimbabwe

#### SECTION A

<b>5. Extremely important</b>						
<b>4. Very important</b>						
<b>3. Important</b>						
<b>2. Less important</b>						
<b>1. Not important at all</b>						
<b>General program categories to be included</b>						
1	Open food theatre (cooking/baking demonstrations by chefs)	1	2	3	4	5
2	Cooking/baking competition activities	1	2	3	4	5
3	Cooking/baking merchandise	1	2	3	4	5
4	Wine Exhibition	1	2	3	4	5
5	Beer Exhibition	1	2	3	4	5
6	Cocktail exhibition	1	2	3	4	5
7	Cuisine variations (eg. Asian, French)	1	2	3	4	5
8	Traditional Zimbabwean cuisine	1	2	3	4	5
9	Kids cooking/baking/food activities	1	2	3	4	5
10	Other exhibitors marketed at the expo	1	2	3	4	5
11	Entertainment	1	2	3	4	5
12	Food art and decorating	1	2	3	4	5
13	Interactive food workshops for attendees	1	2	3	4	5
<b>Open food theatre activities (cooking/baking demonstrations by chefs)</b>						
14	Renowned chefs preparing signature dishes	1	2	3	4	5
15	Two or more renowned chefs preparing dishes together	1	2	3	4	5
16	Renowned chefs preparing dishes from their new recipe book	1	2	3	4	5
17	Live conversation and questions between chefs and audience relating to the demonstration	1	2	3	4	5
18	Renowned chefs demonstrating new food trends (eg. Healthy cooking alternatives)	1	2	3	4	5
19	Renowned chefs preparing dishes with an international flare	1	2	3	4	5
20	Renowned chefs preparing dishes with a traditional Zimbabwean element	1	2	3	4	5
21	Informative sessions/discussions with renowned chefs on food-related topics	1	2	3	4	5
Other (specify):						

Cooking/baking competition activities						
22	Cooking/baking competitions amongst international chefs	1	2	3	4	5
23	Cooking/baking competitions amongst local chefs	1	2	3	4	5
24	Cooking/baking competitions amongst amateur cooks	1	2	3	4	5
25	Mixed cooking/baking competitions (eg. international chefs versus local chefs)	1	2	3	4	5
26	Mystery basket competitions (chefs/cooks prepare a dish with pre-determined ingredients)	1	2	3	4	5
Other (specify):						
Cooking/baking merchandise on display / to purchase						
27	Electronic kitchen equipment (eg. electric mixers, stoves, etc)	1	2	3	4	5
28	Kitchen utensils/gadgets	1	2	3	4	5
29	Recipe and educational cooking/baking books	1	2	3	4	5
30	Ingredients / food products (eg. pastas, pesto's, fresh produce)	1	2	3	4	5
31	Crockery and cutlery	1	2	3	4	5
32	Table décor / dressing	1	2	3	4	5
33	Products for catering businesses (eg. bulk purchasing options / industrial equipment)	1	2	3	4	5
Other (specify):						
Wine Exhibition						
34	Wine exhibits by well-known wine estates abroad	1	2	3	4	5
35	Local wine exhibits from Zimbabwean wine estates (eg. Mukuyu Estates)	1	2	3	4	5
36	Wine tasting sessions with wine sommelier (discern key flavours / aromatic profiles of wine)	1	2	3	4	5
37	Informative sessions on wine making (eg. climate and geographical influence on the wine)	1	2	3	4	5
38	Informative sessions on serving /storing wine / cooking with wine	1	2	3	4	5
39	Exhibition relating to the health benefits / medicinal value of wine	1	2	3	4	5
40	Food and wine-pairing sessions by experts (eg. Meats and wine, cheeses and wine, chocolate and wine etc)	1	2	3	4	5
41	Special offers for purchasing wines at the expo	1	2	3	4	5
Other (specify):						
Beer Exhibition						
42	Beer exhibits by beer-brewers abroad	1	2	3	4	5
43	Local beer exhibits from Zimbabwean beer brewers	1	2	3	4	5
44	Beer tasting sessions with expert	1	2	3	4	5
45	Informative sessions / demonstrations on beer brewing and variants	1	2	3	4	5
46	Food and beer-pairing sessions by experts (eg. venison and beer)	1	2	3	4	5
47	Beer brewing demonstrations	1	2	3	4	5
Other (specify):						
Cocktail exhibition						
48	Cocktail tasting sessions	1	2	3	4	5
49	Demonstrations by mixologist creating legendary cocktails	1	2	3	4	5
50	Cocktail merchandise on sale	1	2	3	4	5
Other (specify):						
Cuisine variations						
51	Display/tasting/demonstrating of Asian cuisine	1	2	3	4	5
52	Display/tasting/demonstrating of Italian cuisine	1	2	3	4	5
53	Display/tasting/demonstrating of French cuisine	1	2	3	4	5
54	Display/tasting/demonstrating of American cuisine	1	2	3	4	5
55	Display/tasting/demonstrating of Mexican cuisine	1	2	3	4	5
56	Display/tasting/demonstrating of African cuisine	1	2	3	4	5

57	Display/tasting/demonstrating of desserts	1	2	3	4	5
58	Display/tasting/demonstrating of pastries	1	2	3	4	5
59	Display/tasting of cheeses	1	2	3	4	5
60	Display/tasting/demonstrating of healthy cuisine	1	2	3	4	5
61	Display/tasting/demonstrating of dietary requirement foods (eg. vegan, Halal, low fat, gluten free, etc)	1	2	3	4	5
Other (specify):						
<b>Traditional Zimbabwean cuisine</b>						
62	Display/demonstrating of traditional Zimbabwean cuisine by local chefs	1	2	3	4	5
63	Display/sampling of typical Zimbabwean delicacies (Mopani worms, edible flying insect varieties, pumpkin leaves in peanut butter sauce, millet, sorghum, rapoko, dried meat varieties, wild vegetable varieties, venison/wild meat, etc)	1	2	3	4	5
64	International renowned chefs demonstrating dishes with a Zimbabwean flare/fusion (eg. using typical Zimbabwean ingredients/cooking styles)	1	2	3	4	5
65	Opportunity to book for an outdoor cooking trail (eg. Bush dinners prepared by Zimbabwean chefs safari-/camp-style)	1	2	3	4	5
66	Have a specified food trail into rural communities that promote local cuisine	1	2	3	4	5
67	Traditional Zimbabwean food products/merchandise available for purchasing	1	2	3	4	5
Other (specify):						
<b>Kids cooking/baking/food activities</b>						
68	Junior chef competition (eg. cook-off competition with child/parent team)	1	2	3	4	5
69	Cooking/baking workshops for children presented by chefs	1	2	3	4	5
70	Food decorating activities for children (eg. decorate your own cupcake)	1	2	3	4	5
71	Food eating competition	1	2	3	4	5
Other (specify):						
<b>Other exhibitors marketed at the expo</b>						
72	Hotels marketing/exhibiting their menu's	1	2	3	4	5
73	Caterers marketing/exhibiting/selling their products	1	2	3	4	5
74	Other general food suppliers and manufacturers marketing/exhibiting/selling their products	1	2	3	4	5
75	Restaurants marketing/exhibiting/selling meals/products from their menu's	1	2	3	4	5
Other (specify):						
<b>Entertainment</b>						
76	Traditional singing/dancing from regional ethnic groups	1	2	3	4	5
77	Live local performers (singers/bands)	1	2	3	4	5
78	Live international performers (singers/bands)	1	2	3	4	5
79	Other performers (eg. comedian, fashion show with food elements/designs, etc)	1	2	3	4	5
80	Children's entertainment (eg. jumping castle / games etc)	1	2	3	4	5
Other (specify):						
<b>Food art and decorating</b>						
81	Display/demonstrating of sugar art (creating pieces with sugar / candy making)	1	2	3	4	5
82	Display/demonstrating fruit/vegetable art (fruit and vegetable carving/shaping)	1	2	3	4	5
83	Display/demonstrating cake decorating	1	2	3	4	5
84	Display/demonstrating chocolate art / making	1	2	3	4	5
85	Display/demonstrating creative food plating/presentation	1	2	3	4	5
86	Display/demonstrating creative themed table decorating and displays	1	2	3	4	5
Other (specify):						
<b>Interactive food workshops for attendees</b>						
87	Workshops on baking / pastries	1	2	3	4	5
88	Workshops on cooking / preparing traditional Zimbabwean dishes	1	2	3	4	5

89	Workshops on cooking / preparing international dishes	1	2	3	4	5
90	Workshops on food art techniques and skills	1	2	3	4	5
91	Workshops on table/food presentation and decorating	1	2	3	4	5
92	Workshops on making cocktails	1	2	3	4	5
Other workshops (specify):						

**In your opinion, rate the importance of the following aspects regarding the pricing / location / marketing / duration of a food expo program for Zimbabwe**

## SECTION B

**5. Extremely important**

**4. Very important**

**3. Important**

**2. Less important**

**1. Not important at all**

**Rate the importance of the following pricing / ticketing options for a food expo program for Zimbabwe**

1	Tickets to the expo can be bought in advance at ticketing offices / online	1	2	3	4	5
2	Tickets to the expo can be bought at the entrance to the expo	1	2	3	4	5
3	Tickets should include all activities at the expo	1	2	3	4	5
4	Tickets should be for a cover charge/entry only, and additional planned sessions/ activities (eg. competitions/workshops/demonstrations should be paid for separately.	1	2	3	4	5
5	Children below 12 years should gain free access to the expo	1	2	3	4	5
6	Tickets must cover access to the expo for the duration of the expo (eg. week pass)	1	2	3	4	5
7	Tickets must cover day-to-day access to the expo (ie. a day-pass)	1	2	3	4	5

**Rate the importance of the following location aspects for a food expo program for Zimbabwe**

8	The food expo must be located near the central business district	1	2	3	4	5
9	The food expo must be in close proximity to a major international airport	1	2	3	4	5
10	The food expo must be in close proximity to other major amenities (eg. hotels)	1	2	3	4	5

**Rate the importance of the following media / channels to market a food expo program for Zimbabwe**

11	Online sites (eg Tripadvisor) / expo website	1	2	3	4	5
12	Local newspapers / magazines	1	2	3	4	5
13	International newspapers / magazines	1	2	3	4	5
14	Social media forms (Twitter, Facebook, etc)	1	2	3	4	5
15	Local radio and television advertisements	1	2	3	4	5
16	International radio and television advertisements	1	2	3	4	5
17	Brochures / pamphlets	1	2	3	4	5
18	Billboards / posters	1	2	3	4	5
19	Word-of-mouth	1	2	3	4	5

**Please complete the following:**

## SECTION C

M	F
---	---



1. Gender      2. Which year were you born?

3. What is your occupation? \_\_\_\_\_

4. Which organisation are you from? \_\_\_\_\_

5. What experience do you have in the events/hospitality/tourism industry?

\_\_\_\_\_

6. Email address: \_\_\_\_\_

7. Contact number: \_\_\_\_\_

8. Resident of Zimbabwe?

Yes	No
-----	----

9. If not from Zimbabwe, specify your country of residence:

\_\_\_\_\_

10. Do you think there is will be a market for a food expo in Zimbabwe?  
(Please motivate)

Yes	No
-----	----

\_\_\_\_\_

\_\_\_\_\_

11. In your opinion, what must the duration of the food expo program be?  days

12. Which month of the year do you think should the food expo program be presented?

13. Which sites/locations/venues in Zimbabwe do you propose for the hosting of the food expo program/activities? (Please motivate)

\_\_\_\_\_

14. Any suggestions / recommendations?

\_\_\_\_\_

\_\_\_\_\_

#### 4.5.2.4 Method of collecting data (industry respondents)

The data was collected during two active days of business as the third day was specifically open to the public. Operators were given the chance to interact together and conclude business deals and this was seen as an opportune time to administer the questionnaire. The operating times were from 0800hr–1600hrs. All the exhibitors were placed in two adjacent showrooms for ease of movement. Two research assistants were used for data collection. The research assistants were trained and well-informed regarding the administration and purpose of the questionnaire. All the Zimbabwean hospitality and tourism operators and

service providers who were the 136 exhibitors were given the questionnaire to complete as they constituted the whole census. The research specifically focused on the Zimbabwean industry respondent views, the reason being that they are the custodians and experts who know more about Zimbabwe and its attractions.

Some questionnaires were left the first day and collected after being filled on the next business day.

#### **4.5.2.5 Sampling (industry respondents)**

The research used census sampling, a non- probability sampling method. The population consisted of all the Zimbabwean tourism and hospitality operators, as exhibitors that were attending the Travel Expo 2016 fair. The Travel Expo takes place annually, in 2015 it hosted 120 exhibitors, tourism media personnel, universities and polytechnics, 2-day workshops, tourism night shows (ZTA statistics, 2015). For the 2016 Expo edition, 136 local exhibitors were present, as counted on site and the rest were regional exhibitors from southern Africa. From this population, the researcher decided to use the census method. All the Zimbabwean exhibitors were eligible to fill in the questionnaire. The census sampling was an attempt to gather information about every member of the population as they were in the same vicinity for a specified number of days. A total of 136 questionnaires were administered. From this sample, a total of 79 questionnaires were returned and found useable. According to Krejcie and Morgan (1970) table of sample size formula, for a population of 136 a sample of 97 is adequate.

#### **4.5.3 Validity**

Heale and Twycross (2015:66) defines validation of a test as the level of consistency over continued usage or measure. Leedy and Ormrod (2005:92,97) define validity as the extent to which the measurement scale measures what it is supposed to measure and draws meaningful and defensible conclusions from the data. This definition is supported by Pieterse & Maree, (2010:147). For a study to be valid, it must be carried out in a way that ensures the research participants are described and identified accurately (Andres, 2012:116). Andres (2012:115) add that the term validity is used to describe the worth or 'truth value' of a research project. The "goodness-of-fit index was used to measure validity.

##### **4.5.3.1 Reliability (of measurement scale)**

Reliability measures how well the instrument measures what it is supposed to measure (Heale & Twycross, 2015:66; Suhr, 2012:1). Reliability is the consistency with which a

measuring instrument/scale yields a certain result from repeated samples and different researches when the entity being measured has not changed (Heale & Twycross, 2015:66; Leedy & Ormrod, 2005:29; Boynton & Greenhalgh, 2004:1313). A reliable questionnaire is one that is written and administered so all participants are asked precisely the same questions in an identical format and responses recorded in a uniform manner (Heale & Twycross, 2015:66; Boynton & Greenhalgh, 2004:1313). The findings of the test must be the same if the same instrument/scale were used either at different times or administered to different respondents from the same population (Pieterse & Maree, 2010:215; Leedy & Ormrod, 2005:93). Thus, reliability is the extent to which the measuring instrument/ scale is repeatable and consistent (Andres, 2012:122; Pieterse & Maree, 2010:147).

#### **4.5.3.2 Data Analysis**

Cochran and Williams (1977) point out that data analysis is the act of transforming data with the aim of extracting useful information and facilitating conclusions. Data analysis involves the organising of data (data presentation), describing it and finally checking that the research questions have been answered. The survey data was analysed using descriptive statistics, based around the research objectives identified. The data was captured using excel and then analysed using SPSS version 24. The following analysis techniques were adopted as explained below.

#### **4.5.3.3 Exploratory factor analysis**

Initially, an exploratory factor analysis was performed on the combined tourist respondents and industry respondents' dataset to explore the possible underlying programme content structure of a set of observed variables (Suhr, 2012:1; Osborne & Fitzpatrick, 2012:1531). The method is used widely for item selection in scale development as it is a form of internal consistency (Clark & Watson, 1995:313). This helps to reduce the variables into smaller items to generalise the findings (Field, 2009:144). The exploratory factor analysis was conducted for questions pertaining to section A.

Attention was given to the determination of the suitability for conducting exploratory factor analysis by means of conducting the Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin measure for adequacy; factor rotation and the number of items to extract from the exploratory factor analysis. Bartlett's Test of Sphericity was performed to determine the suitability of conducting an exploratory factor analysis. The Bartlett's Test was  $p < 0.01$ , indicating that correlations between items were large enough to carry out meaningful exploratory factor analysis.

#### **4.5.3.4 Confirmatory factor analysis**

Confirmatory factor analysis is a method that is used to test hypotheses between a set of latent and observed variables for item relationship and to assist in determining how a test should be scored (Brown & Moore, 2012:3). The data was further analysed for a goodness of fit measure to evaluate the model. This was done to assist interpretation of test scores and evaluation scale internal structure, and a scale's internal consistency, and it can be used to evaluate convergent and discriminant evidence (Brown & Moore, 2012:3). All the different aspects from the literature that were relevant to certain themes or categories within a food expo programme were pulled together into the different themes/categories. These were open food theatre, cooking/baking competition, wine exhibition, beer exhibition, cocktail exhibition, cuisine variations, traditional Zimbabwean cuisine, kids cooking/baking/food activities, other exhibitions, entertainment, food art and decorating and interactive workshops. The confirmatory factor analysis was used to check whether all these items/aspects within each of the categories/factors could be used. The purpose was to see which preferences tourists wanted within the programme. A confirmatory path diagram was formulated to show the interrelationships.

#### **4.5.3.5 The *t*-test**

This analysis method was used to assess whether the means of two components are statistically different from each other and is widely used to compare the means of two groups. Independent and paired *t*-tests were conducted. The research wanted to find out if there were any statistical and practically significant differences regarding programme criteria between tourists and industry respondents, national and international, between industry and tourist respondents regarding programme content factors, between gender of respondents regarding the programme content factors, between industry respondents and tourist respondents regarding pricing/ticketing aspects, between gender of respondents regarding pricing/ticketing aspects, between industry respondents and tourist respondents regarding location aspects, between gender of respondents regarding location aspects, between industry respondents and tourist respondents regarding media/marketing aspects and between gender of respondents regarding media/marketing aspects.

#### **4.5.3.6 Independent *t*-test**

The independent *t*-tests were conducted on both the tourists and the industry respondents to determine significant differences regarding the importance of the programme criteria activities to be included in a potential food expo for Zimbabwe. The measure used for a *t*-test

is the significance level. The significance level indicates the statistical status of analysed data and is useful to categorise a hypothesis (Borden, Bosch, Card, Casper, Fletcher, Hawkins, Jones, Schlomer, Wiggs, Koch, Koss & Langbert, 2016; 3-4). For this study, the effect size was used. According to Lakens (2013:3), effect size is the magnitude difference between two measures where:

**$r = 0.10$  (small effect):** In this case the effect explains 1% of the total variance.

**$r = 0.30$  (medium effect):** The effect accounts for 9% of the total variance.

**$r = 0.50$  (large effect):** The effect accounts for 25% of the variance (Field, 2009:57).

These effect size measures will be used for all the analysis in this research.

#### **4.5.3.7 Spearman's rank order correlation**

Covariance and correlation were used to measure the dependence between the variables. Spearman's rank order correlation coefficient was used as it "evaluates the monotonic relationship between two continuous or ordinal variables (Zou, Tuncali & Silverman, 2003: 618). It is also important to note that when a monotonic relationship exists, the variables tend to change together, however, not at a constant rate. The Spearman correlation coefficient is based on the ranked values for each variable rather than the raw data. Spearman also measures the strength of association between two ordinal variables by means of ranks. The following guide was used to determine the strength of correlation for the absolute value of:  $r_s$  (Anon., 2008:2; Zou, *et al.*, 2003:608):

-1.0 to -0.8= a very strong negative correlation

-0.6 to -0.79= a strong negative correlation

-0.4 to -0.59= a moderate negative correlation

-0.2 to -0.39 = a weak negative correlation

-0.01 to -0.19= a very weak negative correlation

0.00 to 0.19=a very strong correlation

0.20 to 0.39=a weak positive correlation

0.40 to 0.59 =a moderate positive correlation

0.80 to 1.0 = a very strong positive correlation

In this study, the Spearman's rank order correlation was used to reveal the significant correlation between tourist preferences and the programme categories. This analysis sought to determine the needs and preferences of the tourist and industry respondents regard the programme criteria.

Arain *et al.* (2010:45) defined a pilot study as a small study for helping design the questionnaire further in conformity to the study. It is a trial and error, evaluation and selection of methods to use for the larger study. The pilot study method will provide better feasibility and acceptability of the research methods that this study will use.

#### **4.6 ETHICAL CONSIDERATIONS**

Ethical considerations were taken into context including all participants being informed about the nature of the research process and their role within it. The questionnaires for both tourists and industry were designed with the assistance of the study Promoters. All the questions were thoroughly scrutinised for ambiguity, offensive language and other ethical issues. The second stage was to seek ethical clearance from North West University Research Ethics Committee. All the questionnaire instruments and related documents are sent online. After approval to conduct the research, a clearance form is issued. Then, data collection can commence. According to the European Commission (2013), the basic principle behind research ethics is to ensure that the respondent's wellbeing takes precedence over all interests. Other considerations that included respondent privacy, anonymity, safety and comfort were also observed. The confided information was used only for the study. Respondent's also had the right to ask questions regarding the study itself because this helped in ensuring participants' trust and confidence to be involved in any research undertakings in the future. There was no coercion or force to take advantage of respondents. No misrepresentation and misuse of the information gathered was made. The information was simply used for academic reasons. The University, with the researcher may, however, wish to use the findings for the programme criteria and may seek the approval of the respondents to craft a blueprint.

#### **4.7 CONCLUSION**

The chapter explained in detail the underpinning philosophy and quantitative method to be used in the collection of respondent information. The questionnaire was specific in minor areas for tourist respondents and also for industry. Generally the questionnaire instrument was structured with similar questions to gather as much information as is possible for the development of key elements for a programme and for purposes of using a variety of analysis tools. The data analysis method used SPSS version 24. Exploratory factor analysis and Confirmatory factor analysis were proposed with independent and paired *t*-tests. The ethical considerations were also important as they clearly emphasised the use of the data to be collected and confidentiality where it was concerned.



## **CHAPTER 5:**

### **RESULTS**

#### **5.1 INTRODUCTION**

Chapter 5 presents the results compiled and discusses the findings in detail. The data was collected in the form of questionnaires administered to both tourists and industry respondents. The questionnaires were then captured onto a coded SPSS template. The Statistical Package for Social Sciences (SPSS) version 24 was used to analyse the data. Both the industry and the tourist respondents were given questionnaires to fill in. The survey was carried out at two different locations; for the industry respondents the survey was carried out in June at the International Travel Expo/ Sanganai 2016 in Bulawayo at the Zimbabwe International Trade Fair show grounds. The tourist respondents' survey was carried out between 1May and 1September 2016 in the resort town of Victoria Falls where more than 2 500 000 tourists visit when they come to Zimbabwe for leisure and recreation.

The results that were collected from the two surveys were analysed by Statistical Consultation Services of the North-West University- Potchefstroom Campus using SPSS. The presentation of the results shall be biased towards tourists as the attendees of the expo; industry respondents will only be used with the aim to identify any gaps that may exist between the tourist and industry respondents. The analysis will start by presenting the response rates, the reliability statistics, demographic statistics and finally, the actual analysis of the results. The results were interpreted using descriptive statistics, exploratory factor analysis, confirmatory factor analysis, correlation and independent and paired *t*-tests. Data from both surveys was initially analysed separately, regards demographics. For the other analytical techniques, both tourist and industry respondents were combined to not any comparative differences. The main reason was to deduce whether both were in agreement with various aspects affecting the programme criteria. The first analysis will focus on tourist respondents' descriptive statistics in section 5.3.1, then the industry descriptive statistics will be analysed in section 5.3.2.

#### **5.2 RESPONDENT RESPONSE RATE**

Data cleaning was carried out to ensure that there were no discrepancies. According to Cohen's Table (1988:12) of power level a sample of at least 120 can be used for

correlation analysis and multiple regression analysis. The data from the tourists was collected in Victoria Falls, a resort town in Zimbabwe that is mostly frequented by tourists. The main attractions in the resort are the Victoria Falls, flight of angels (helicopter ride), bungee jumping, lion encounter and The Boma food experience. Only hotels that served African cuisine on their menu selection were chosen as sites for collecting information from tourists. Collectively, the researcher used The Boma, Mama Afrika, Illala Lodge, Victoria Falls International Airport and Victoria Falls Hotel.

### **5.3 DEMOGRAPHICS OF RESPONDENTS**

The respondents were from the industry and tourists, and their demographic profiles will be discussed separately. This is in line with the commendations by Bryman and Bell (2015:197) who argue that the demographic results by the respondents is very important as it helps in providing possible explanations to certain trends that might emerge from the data. In the study, the demographic profiles were used to determine industry respondents and tourist respondents' behavioural characteristics in relation to the activities to include in a potential food expo programme. The section will focus on the tourist respondents, then later on the industry respondents. This information will further be used to discern commonalities and differences of the two stakeholders (refer to chapter 2). It was evident that behaviour can be influenced by demographics.

#### **5.3.1 Demographic profile of tourists**

This section presents the demographic results of the tourist respondents that was explored in this study, based on the guidelines of Bryman and Bell (2007:8-22); which indicate the importance of such an analysis. The main argument for carrying out this is in the fact that these aspects influence the respondent's answers and, consequently, can help determine the outcome of the study for the expo programme design. As such, the results that were considered as significant in this study included country of origin, gender, occupation, purpose of visit and age as discussed in the next section. As mentioned before, the tourist respondents' data was collected at the resort town of Victoria Falls in Zimbabwe. Tourists that were eating African cuisine in the restaurants were conveniently selected using simple random sampling. The questionnaire was distributed during dinner time from 1800hrs to 2000hrs which is prime time in Zimbabwe for restaurant service. This was the only ideal time that restaurants in Victoria Falls serve local cuisine and most tourists frequently dine. A total of 360 questionnaires were distributed. SPSS version 24 was then used for descriptive statistics for both the tourist and industry respondents.

Of the useable questionnaires, there were cases of missing values not filled in by respondents, which were, however, left as the actual respondent views. The questionnaires



with missing values were all used for data analysis. The missing values for each questionnaire were analysed and noted to be missing in a few questions, hence they could still be used.

### 5.3.1.1 Gender

When the results were analysed it was noted that from tourist respondents, fifty-seven percent (57%) were males and forty-three percent (43%) females. Results can be seen from Table 5.1 below.

**Table 5.1 Gender of tourist respondents**

Characteristic	Detail	Percentage (%)
Gender	Male	57%
	Female	43%

### 5.3.1.2 Age distribution

The respondents' ages were also grouped according to ranges with the highest being, thirty-four percent (34%) from the range 26-35 years; followed by the 36-45 range with twenty-six percent (26%); 18-25 age range (11%), 46-55 age range had twenty-one percent (21%) and lastly the 56+ age range had an eight percent (8%). From the analysis, the age ranges with the most respondents were those in the 26-35 and 36-45 age groups; totalling sixty percent (60%). The average age for tourist respondents was calculated and found to be 40 years. The results are presented in Table 5.2 below.

**Table 5.2 Age of tourist respondent**

Characteristic	Detail	Percentage (%)
Age	18-25 years	11%
	26-35 years	34%
	36-45years	26%
	46-55years	21%
	56+years	8%
Average age	40 years	

### 5.3.1.3 Sector of respondents

The results were taken further to find out the professions of the tourist respondents. The respondents also included the sector they work in as part of the results collection criteria as noted in Table 5.3 below. Most respondents were recorded as others with a twenty-two percent (22%). These constituted mechanics, engineers, entrepreneurs, debt collectors, business women among others. This was then followed by working in Management and Marketing practitioners who totalled nineteen percent (19%). Health and sport practitioners and working in Hospitality Industry were both ranked third with a fifteen percent (15%) response rate. Pensioners were also part of the tourist respondents and they recorded a

fourteen percent (14%), Workers in the Education sector also recorded a ten percent (10%); and lastly those working in the Tourism Industry represented five percent (5%) of the respondents.

**Table 5.3 Profession of tourist respondents**

Characteristic	Detail	Percentage (%)
Sector of profession	Working in Tourism Industry	5%
	Working in Hospitality Industry	15%
	Working in Education	10%
	Working in Management and marketing	19%
	Others	22%
	Health & Sports practitioners	15%
	Pensioners	14%

#### **5.3.1.4 Country of residence**

The next section in the questionnaire was to determine the tourist respondent country of residence. The study wanted to ascertain whether tourists were local or from outside the borders of Zimbabwe. When they were asked if they stayed in Zimbabwe, sixty-eight (68%) were found to be residing in other countries around the world, whilst thirty-two percent (32%) were resident in Zimbabwe. Most tourists were from Africa, constituting fifty-three percent (53%). In the second position was Europe, with a representation of twenty-one percent (21%), which is one of the source markets of international tourist arrivals in Zimbabwe. America had fifteen percent (15%); Asia, nine percent (9%) and Middle East, two percent (2%) respectively. The results can be seen in Table 5.4. In the same discourse, on asking the specific place of residence, it was noted that sixty nine percent (69%) of these tourist respondents lived in cities in their countries of residence and only thirty-one percent (31%) lived in towns.

**Table 5.4 Place and country of residence of tourist respondents**

Characteristic	Detail	Percentage (%)
Local and International	Zimbabwe	32%
	Other country	68%
Country of residence	Africa	53%
	America	15%
	Europe	21%
	Asia	9%
	Middle East	2%

#### **5.3.1.5 Reason for visit to Zimbabwe**

Apart from their country of residence tourist respondents were also asked why they made the choice to come to Zimbabwe. Results from Table 5.5 revealed that forty-seven percent (47%) of the tourists are on vacation seeking leisure in Zimbabwe, thirty-two percent (32%) are business tourists that patronise meetings, incentive travel, conferences and exhibitions (M.I.C.E). Fourteen percent (14%) were interested in visiting friends and relatives; four percent (4%) were on research and three percent (3%) of the respondents had come to Zimbabwe for other reasons.

**Table 5.5 Reason for visiting Zimbabwe**

Characteristic	Detail	Percentage (%)
Reason for visiting Zimbabwe	Business	32%
	Vacation	47%
	Visiting friends and relatives	14%
	Research	4%
	Others	3%

#### **5.3.1.6 Number of visits that tourists have travelled to Zimbabwe**

From the reasons given tourist respondents were then asked the number of times that they had travelled to Zimbabwe. The results in Table 5.6 revealed that the majority of the tourists visited Zimbabwe more than once. The results indicated that thirty percent (30%) of the tourists were first time visitors. However, thirty-five percent (35%) of the tourists had visited Zimbabwe at least twice before and twenty-six percent (26%) had visited at least 3 to 4 times. Those that had visited between 5 and 10 times were eight percent (8%). One percent of the respondents had been to Zimbabwe more than 10 times. Thus, this brought repeat visitors to a cumulative frequency of seventy percent (70%). Repeat visitors were grouped between the 3-4 visits category. On calculating the mean number of visits tourists made to Zimbabwe, it was noted that on average, a tourist came more than 3 times to Zimbabwe. Thus, it can be concluded that Zimbabwe is a host destination to repeat visitor's more than first time visitors, although first time visitors had a high percentage of thirty-percent (30%).

**Table 5.6 Number of previous visits to Zimbabwe by tourist respondents**

Characteristic	Detail	Percentage (%)	Mean average number of visits
Number of visits to Zimbabwe	1 <sup>st</sup> visit	30%	3
	2 <sup>nd</sup> visit	35%	
	3-4 visits	26%	
	5-10 visits	8%	
	10+ visits	1%	

### 5.3.1.7 Duration of stay in Zimbabwe

The study sought to get more information by asking respondents their duration of visit at the destination to show the total number of days at the destination. The following section reveals what was found. The next step in the study was concerned with ascertaining the number of days that tourists usually stayed in Zimbabwe. The results in Table 5.7 showed that 7 different lengths of stay were mentioned by tourists when they came to Zimbabwe. Generally, forty-five percent (45%) of the tourists stayed in Zimbabwe for a period of between 3-4 days. The other tourists stayed for 5-6 days recording a cumulative of eighteen percent (18%). The next highest length of stay in Zimbabwe was 7-10 days with a total of fifteen percent (15%), whilst nine percent (9%) of the tourists came for a 2 day stay, eight percent (8%) of the tourists stayed for 11-20 days, but the least recorded length of stay by tourist respondents was 1 day which had a two percent (2%); and lastly three percent (3%) of the tourists stayed for over 20 days. The results collected below illustrate in summary that the respondents stayed in the destination for at least an average of 5.8 days.

**Table 5.7 Duration of visit to Zimbabwe**

Characteristic	Detail	Percentage (%)
Duration of visit in Zimbabwe in days	1day	2%
	2 days	9%
	3-4 days	45%
	5-6 days	18%
	7-10 days	15%
	11-20 days	8%
	20+ days	3%
Average duration of visit	5.8 days	

### 5.3.2 Demographic profile of industry respondents

In this section the demographic profiles of the industry respondents were critically analysed. Profiles that were discussed below also related to gender, age, sector of profession, years of experience organisation of employment and country of origin.

#### 5.3.2.1 Gender

Industry had 79 respondents and of these respondents, forty-four percent (44%) were males and fifty-six percent (56%) were females (Table 5.8).

**Table 5.8 Gender of industry respondents**

Characteristic	Detail	Percentage (%)
Gender	Male	44%
	Female	56 %

### 5.3.2.2 Age distribution

In terms of the age of the respondents it can be seen in Table 5.9 below that the highest percentage was fifty-four percent (54%), being those in the 26-35 age range. This was closely followed by the 36-45 age range, with a representation of nineteen percent (19%). The 18-25 age range was represented by sixteen percent (16%); 46-55 age range had the lowest percentage of three percent (3%) and lastly the 56+ age recorded an eight percent (8%). The average age for industry respondents was at thirty-eight years (34 years).

**Table 5.9 Age of industry respondents**

Characteristic	Detail	Percentage (%)
Age	18-25 years	16%
	26-35 years	54 %
	36-45years	19 %
	46-55years	3%
	56+ years	8%
Average	34 years	

### 5.3.2.3 Sector of respondents' profession

Next was to note the occupation of the industry respondents. Most of the respondents from the industry, on being asked to fill their occupation were found to be employed as either Management and marketing personnel forty-three percent (43%), Hospitality personnel totalled twenty-six percent (26%); Education sector personnel were thirteen percent (13%), other, ten percent (10%) (not directly linked to Hospitality and Tourism but interested in exhibiting at the expo); Tourism personnel/operators were, (8%); Management and marketing had the highest percentage (43%) occupation for the industry respondents. The results are in Table 5.10.

**Table 5.10 Occupation of industry respondents**

Characteristic	Detail	Percentage (%)
Occupation	Tourism personnel	8%
	Hospitality personnel	26%
	Education personnel	13%
	Management and marketing personnel	43%
	Others	10%

### 5.3.2.4 Years of experience

After that, the occupation of the industry respondents was then specifically collated to their years of experience in the tourism and hospitality industry as shown in Table 5.11 below. This was done to try and determine the professional experience of all respondents as they attended the Travel Expo 2016. All of the 79 respondents that filled in the questionnaire were found to be grounded professionals of the hospitality and tourism industry, with forty-

seven percent (47%) having 3 years' experience and a total of forty-one percent (41%) had more than 4 years' of experience. There were however, no respondents with experience between fifteen (15yrs) to twenty-nine years (29yrs.).The least recorded number of years' experience working in the hospitality and tourism industry was 2 years with a twelve percentage (12%). The longest serving experience in the industry was thirty years (30yrs.), with only one percent (1%).

**Table 5.11 Years of industry respondents' experience**

Characteristic	Detail	Percentage (%)
Years of experience	2 years	12%
	3 years	47%
	4-6 years	27%
	7-14 years	13%
	30+ years	1%

### **5.3.2.5 Type of organisation industry respondents came from**

The results further went on to find out which organisations all these industry respondents hailed from, as highlighted in the next section. In Table 5.12 below forty percent (40%) of the respondents were employed in the Hospitality sector; whilst twenty-eight percent (28%) were from the tourism industry. The education sector had twelve percent (12%) of the respondents. The Ministry recorded an eight percent (8%), showing their interest in what the industry had to show-case to the international buyers. Lastly, there were others, with a twelve percent (12%), these constituted interested suppliers who were indirectly a part of the industry such as arts and craft.

**Table 5.12 Type of organisation industry respondents came from**

Characteristic	Detail	Percentage (%)
Type of Organisation	Tourism industry	28%
	Hospitality industry	40%
	Education	12%
	Government Ministry	8%
	Others	12%

### **5.3.2.6 Country of residence**

The last section also focused on the country of residence of the industry respondents. Results in Table 5.13 below show that the majority, ninety-nine percent (99%) of the respondents from the industry were from Zimbabwe, and one percent (1%) came from other countries within Africa.

**Table 5.13 Country of origin**

Characteristic	Detail	Percentage (%)
Country	Zimbabwean	99%
	Other, Africa (excluding Zimbabwe)	1%

The last section is the summative descriptive statistics for the tourist and industry respondents which were previously discussed. These are presented in the following Table 5.14 and Table 5.15 below.

**Table 5.14 Summative demographic profile of tourist respondents**

Characteristic	Detail	Percentage (%)
Gender	Male	57%
	Female	43%
Age	18-25 years	11%
	26-35 years	34%
	36-45 years	26%
	46-55 years	21%
	56+ years	8%
Average age	40 years	
Occupation	Tourism personnel	5%
	Hospitality personnel	15%
	Education personnel	10%
	Management and marketing personnel	19%
	Others	22%
	Health & Sports practitioners	15%
	Pensioners	14%
Place of stay	Capital	69%
	Town	31%
Country of residence	Zimbabwe	32%
	Other country	68%
	Africa	53%
	America	15%
	Europe	21%
	Asia	9%
	Middle East	2%
Reason for visiting Zimbabwe	Business	32%
	Vacation	47%
	Visiting friends and relatives	14%
	Research	4%
	Others	3%
Duration (days of visit in Zimbabwe)	1 day	2%
	2 days	9%
	3-4 days	45%
	5-6 days	18%
	7-10 days	15%
	11-20 days	8%
	20+ days	3%
Number of previous visits to Zimbabwe over the past 3 years	1 <sup>st</sup> visit	32%
	2 <sup>nd</sup> visit	31%
	3-4 visits	26%
	5-10 visits	10%
	10+ visits	1%

In Table 5.14 above a summary of tourist respondent demographic characteristics of the sample found out the following:

- The sample surveyed comprised of more males than females from the tourist respondents with females recording fifty-seven percent whilst females recorded forty-three percent (43%).
- The majority of the respondents were aged between 26-55 years and their average age was noted as 40 years.
- Most of the tourist respondents came from a diverse range of occupations. Sixty-eight percent (68%) of these tourists mostly came from the international and regional destinations and only thirty-two percent (32%) were domestic tourists.
- Fifty-three percent (53%) were regional tourist respondents whilst from the international scene, Europe had twenty-one percent (21%) of tourist arrivals to Zimbabwe, followed by America with fifteen percent (15%). The rest were below ten percent (10%).
- On being asked their purpose of visit to Zimbabwe, the main reasons cited for visiting were for business and vacation (32% and 47% respectively).
- The study also found that cumulatively, more than seventy percent (70%) of the tourist respondents were repeat visitors; their responses would be invaluable to the research findings.

Their duration of visit on average was 5.8 days, with a forty-five percent (45%) and those that came for more than 4 days were a cumulative forty-four percent (44%) giving the study ample research information and factual findings.

The next descriptive statistics came from results from the industry respondents. This was also summarised in a table format. In Table 5.15 below all the results from the industry respondents are given.

**Table 5.15 Demographic profile of industry respondents**

Characteristic	Detail	Percentage (%)
<b>Gender</b>	Male	44%
	Female	56 %
<b>Age</b>	18-25 years	16%
	26- 35 years	54 %
	36-45years	19 %
	46-55years	3%
	34 years	8%
	Tourism personnel	8%
	Hospitality personnel	26%
	Education personnel	13%



<b>Occupation</b>	Management and marketing personnel	43%
	Others	10%
<b>Years of experience</b>	2 years	12%
	3 years	47%
	4-6 years	27%
	7-14 years	13%
	30+ years	1%
<b>Type of Organisation</b>	Tourism industry	28%
	Hospitality industry	40%
	Education	12%
	Government Ministry	8%
	Others	12%
<b>Country</b>	Zimbabwean	99%
	Other, Africa( excluding Zimbabwe)	1%

- In Table 5.15, there was a marginal gender disparity in favour of female industry respondents, who recorded fifty-six percent (56%) and males recorded forty-four percent (44%).
- The working class age for the industry respondents was between 26-55 years old with a fifty-four percent (76%).
- The majority of the industry respondents were all from the hospitality and tourism industry. Their professions were either tourism or hospitality related or others in the marketing field linked to tourism and they were also employed in either a tourism/ hospitality organisation.
- From the industry respondents, eighty-eight percent (88%) had 3 or more years working experience in the tourism industry, meaning that they had a wealth of information for the study. To add on, to these result findings, the industry respondents were captured at an international forum specifically targeted at the tourism and hospitality industry (The Zimbabwe Travel Expo 2016). The majority of the industry respondents who attended the Travel Expo 2016 edition were Zimbabwean, with a registered ninety-nine percent (99%) local attendance. Thus it can be concluded from the above Table 5.15 that industry respondents came from the tourism and hospitality industry.

### 5.3.2.7 Category and item mean values for a potential food expo

Before the categories were analysed, the study firstly decided to look at all the questionnaire items after the data was cleaned, and conducted simple means to see how all the categories and their items would be placed. This analysis simply wanted to see how respondents viewed all the categories and items that they had been asked in line with the potential food expo. In Table 5.14 below are the categories and their items that were taken from the questionnaire.

**Table 5.15 Mean values for the identified aspects from the questionnaire**

<b>Categories and their items from questionnaire</b>	<b>Mean values</b>
<b>Open food theatre activities(cooking/baking demonstrations by chefs)</b>	
Renowned chefs preparing signature dishes	3.65
Two or more renowned chefs preparing dishes together	3.61
Renowned chefs preparing dishes from their new recipe book	3.75
Live conversation and questions between chefs and audience relating to the demonstration	4.07
Renowned chefs demonstrating new food trends	3.81
Renowned chefs preparing dishes with an international flare	4.11
Renowned chefs preparing dishes with a traditional Zimbabwean element	3.93
Informative sessions/discussions with renowned chefs on food-related topics	3.66
<b>Cooking/baking competitions activities</b>	
Cooking/baking competitions amongst international chefs	4.01
Cooking/baking competitions amongst local chefs	3.64
Cooking/baking competitions amongst amateur cooks	3.80
Mixed cooking/baking competitions	3.78
Mystery basket competitions	3.89
<b>Cooking/baking merchandise on display/to purchase</b>	
Electronic kitchen equipment	3.99
Kitchen utensils/gadgets	3.77
Recipe and educational cooking/baking books	3.92
Ingredients / food products	3.79
Crockery and cutlery	3.79
Table décor / dressing	3.73
Products for catering businesses	3.59
<b>Wine exhibitions</b>	
Wine exhibits by well-known wine estates abroad	4.06
Local wine exhibits from Zimbabwean wine estates	3.85
Wine tasting sessions with wine sommelier	3.73
Informative sessions on wine making	3.83
Informative sessions on serving /storing wine / cooking with wine	3.88
Exhibition relating to the health benefits / medicinal value of wine	4.00
Food and wine-pairing sessions by experts	3.71
Special offers for purchasing wines at the expo	3.27
<b>Beer exhibitions</b>	
Beer exhibits by beer-brewers abroad	3.72
Local beer exhibits from Zimbabwean beer brewer	3.64
Beer tasting sessions with expert	3.50
Informative sessions / demonstrations on beer brewing and variants	3.76
Food and beer-pairing sessions by experts	3.53
Beer brewing demonstrations	3.97
<b>Cocktail exhibitions</b>	
Cocktail tasting sessions	4.00
Demonstrations by mixologist creating legendary cocktails	3.76
Cocktail merchandise on sale	3.37
<b>Cuisine variations</b>	
Display/tasting/demonstrating of Asian cuisine	3.34
Display/tasting/demonstrating of Italian cuisine	3.52
Display/tasting/demonstrating of French cuisine	3.40
Display/tasting/demonstrating of American cuisine	3.33
Display/tasting/demonstrating of Mexican cuisine	4.32
Display/tasting/demonstrating of African cuisine	3.92
Display/tasting/demonstrating of desserts	3.78
Display/tasting/demonstrating of pastries	3.70
Display/tasting of cheeses	3.87
Display/tasting/demonstrating of healthy cuisine	3.99
Display/tasting/demonstrating of dietary requirement foods	4.40
<b>Traditional Zimbabwean cuisine</b>	
Display/demonstrating of traditional Zimbabwean cuisine by local chefs	4.30
Display/sampling of typical Zimbabwean delicacies	4.23
International renowned chefs demonstrating dishes with a Zimbabwean flare/fusion	4.31
Opportunity to book for an outdoor cooking trail	3.86

Have a specified food trail into rural communities that promote local cuisine	3.88
Traditional Zimbabwean food products/merchandise available for purchasing	3.54
<b>Kids cooking /baking/food activities</b>	
Junior chef competition	3.53
Cooking/baking workshops for children presented by chefs	3.49
Food decorating activities for children	3.40
Food eating competition	3.63
<b>Other exhibitors marketed at the expo</b>	
Hotels marketing/exhibiting their menu's	3.73
Caterers marketing/exhibiting/selling their products	3.76
Other general food suppliers and manufacturers marketing/exhibiting/selling their products	3.80
Restaurants marketing/exhibiting/selling meals/products from their menu's	3.95
<b>Entertainment</b>	
Traditional singing/dancing from regional ethnic groups	3.95
Live local performers	3.46
Live international performers	3.54
Other performers	3.80
<b>Food art and decorating</b>	
Display/demonstrating of sugar art	3.37
Display/demonstrating fruit/vegetable art	3.57
Display/demonstrating cake decorating	3.60
Display/demonstrating chocolate art / making	3.54
Display/demonstrating creative food plating/presentation	3.49
Display/demonstrating creative themed table decorating and displays	3.58
<b>Interactive food workshops for attendees</b>	
Workshops on baking / pastries	3.78
Workshops on cooking / preparing traditional Zimbabwean dishes	4.00
Workshops on cooking / preparing international dishes	3.75
Workshops on food art techniques and skills	3.92
Workshops on table/food presentation and decorating	3.89
Workshops on making cocktails	3.92

From Table 5.15 above, in all the categories there were found to be inter-items that were more important than others for inclusion into the potential food expo programme. The questionnaire had 79 aspects from which the tourist respondents had a choice selection to tick what they preferred to be included as part of the potential food expo. However, from the categories, there were some that were deemed to be more important than the others. In the *Open food theatre category* two activities had high mean values, live conversation and questions between chefs and audience relating to the demonstration with a mean value of 4.07 and renowned chefs preparing dishes with an international flare, with a mean value of 4.11. In the *cooking and baking competitions category*, cooking/baking competitions amongst international chefs had a mean value of 4.01. The next category was *cooking/baking merchandise* on display/to purchase and only one inter-item had the highest mean and it was electronic kitchen equipment with a mean value 3.99. Next was *wine exhibition* and the two highest means were from, wine exhibits by well-known wine estates abroad, mean value of 4.06 and exhibition relating to the health benefits / medicinal value of wine with a mean value of 4.00. The other category was *beer exhibition* where beer brewing demonstrations was the most important activity from that category. In the *cocktail exhibition category*, cocktail tasting sessions had the highest mean score of 4.00. *Cuisine variation category* had two high mean values, display/tasting/demonstrating of dietary requirement

foods, with a mean value of 4.40 and display/tasting/demonstrating of Mexican cuisine, with a mean value of 4.32. In the *Traditional Zimbabwean cuisine category*, three inter-items were more important than others, international renowned chefs demonstrating dishes with a Zimbabwean flare/fusion had a mean value of 4.31; followed by display/demonstrating of traditional Zimbabwean cuisine by local chefs with a mean value of 4.30 and lastly, display/sampling of typical Zimbabwean delicacies with a mean value of 4.23. *Kids cooking /baking/food activities* as a category had, one inter-item that was high, food eating competition a mean score value of 3.63. *Other exhibitors at the expo* as a category had one aspect with a high mean which was, restaurants marketing/exhibiting/selling meals/products from their menus with a mean value of 3.95. For the *entertainment category*, traditional singing/dancing from regional ethnic groups had the highest mean value of 3.95. With *food/ art decorating category*, the display/demonstrating cake decorating aspect had a mean value of 3.60. The last category, interactive *food workshops* for attendees had one high mean value and this was for

#### **5.4 EXPLORATORY FACTOR ANALYSIS (EFA)**

After the demographic results analysis was done, the next section carried out an exploratory factor analysis which was performed on the variables from both the industry and the tourist respondents to see the underlying dimensions. The exploratory factor analysis was carried out specifically to see if the results collected from the questionnaires could be grouped together. The study had no preconceived idea of the number or nature of the factors, hence the EFA is used for this purpose. At the same time the questionnaire was not standardised and so it required the use of the exploratory factor analysis. Exploratory factor analysis (EFA) was used to determine the number of continuous latent variables that are needed to explain the correlations among a set of observed variables. This analysis method was used to condense the large data set variables into a few manageable constructs. Exploratory factor analysis was performed on the variables which sought to establish the importance of activities to be included into a food expo programme.

Attention was given to the following: an exploratory factor analysis (conducting the Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin measure for adequacy; factor rotation and the number of items to extract from the exploratory factor analysis). Bartlett's Test of Sphericity was performed to determine suitability for conducting an exploratory factor analysis. The Bartlett's Test was  $p < 0.0001$ , indicating that correlations between items are large enough to do meaningful factor analysis (see Table 5.15). The Kaiser-Meyer-Olkin of sampling adequacy for (n=324) KMO was 0.783. The value indicates a good image with a relative compact factor structure, meaning correlations between items will form programme content

factors (Van der Walt, 2008:181), (see Table 5.15). The 79 items from the questionnaire were subjected to Kaiser- Meyer- Olkin (KMO) measure of sampling adequacy. Exploratory factor analysis could be applied appropriately and is meritorious. From the variables 13 programme content factors were extracted using Oblimin rotation which extracted programme content factors that had an Eigen value above 1.

**Table 5.15 KMO and Bartlett's Test for food expo programme criteria for Zimbabwe**

<b>KMO and Bartlett's Test</b>		<b>Estimates</b>
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.783
Bartlett's Test of Sphericity	Approx. Chi-Square	1885.166
	d/f	171
	Sig	0.000

*Source: Author's own compilation 2017*

According to Table 5.16, below the programme content item loadings vary between -0.251 and 1, delivering average to excellent values (Van der Walt, 2008:133). The study further examined the loadings of items to determine where each item could be placed to become the programme content factors. Resultantly, a total of thirteen programme content factors extracted from the pattern matrix were then identified. These programme content factors were all aligned to similar characteristics from the 79 items pertaining to the potential food expo programme. The resultant 13 programme content factors that came out from the computer loading can be considered as indicators to explain the majority of the categories to be incorporated into a programme for a potential food expo for Zimbabwe.

**Table 5.16 Exploratory Factor Analysis of grouped results for tourists and industry respondents**

<b>LABEL</b>	<b>Factor 1: Kids activities</b>	<b>Factor 2 : Wine exhibition</b>	<b>Factor 3: Merchandise display</b>	<b>Factor 4: Cocktail exhibition</b>	<b>Factor 5: Cuisine variations</b>	<b>Factor 6: Traditional Zimbabwean Cuisine</b>	<b>Factor 7: Interactive workshops</b>	<b>Factor 8: Cooking/baking comp</b>	<b>Factor 9 : Other exhibitors</b>	<b>Factor 10 : Open food theatre</b>	<b>Factor 11: Entertainment</b>	<b>Factor 12: Beer exhibition</b>	<b>Factor 13 :Healthy food</b>
Renowned chefs preparing signature dishes										0.684			
Two or more renowned chefs preparing dishes together										0.572			

Renowned chefs preparing dishes from their new recipe book									0.599			
Live conversation and questions between chefs and audience relating to the demonstration							0.302		0.588			
Renowned chefs demonstrating new food trends (e.g. Healthy cooking alternatives)									0.630			
Renowned chefs preparing dishes with an international flare				-0.252			0.293		0.423			
Renowned chefs preparing dishes with a traditional Zimbabwean element					-0.418			0.330	0.495			
Informative sessions/discussions with renowned chefs on food-related topics									0.582			
Cooking/baking competitions amongst international chefs							0.653					
Cooking/baking competitions amongst local chefs							0.544		0.276			
Cooking/baking competitions amongst amateur cooks							0.737					
Mixed cooking/baking competitions (e.g. international chefs versus local chefs)							0.774					
Mystery basket competitions (chefs/cooks prepare a dish)							0.698					
Electronic kitchen equipment (e.g. electric mixers, stoves, etc.)			0.752									
Kitchen utensils/gadgets			0.811									
Recipe and educational cooking/baking books			0.738									
Ingredients / food products (e.g. pastas, pesto's, fresh produce)			0.718									
Crockery and cutlery			0.768									
Table décor / dressing			0.798									
Products for catering businesses (e.g. bulk purchasing options / industrial equipment)			0.584	0.263								
Wine exhibits by well-known wine estates abroad		0.279			-0.422					-0.372		
Local wine exhibits from Zimbabwean wine estates (e.g. Mukuyu Estates)		0.565								-0.452		
Wine tasting sessions with wine sommelier –flavour, aroma		0.640								-0.320		
Informative sessions on wine making (e.g. climate and geographical influence on the wine)		0.454									0.392	
Informative sessions on serving /storing wine /		0.486									0.316	

cooking with wine													
Exhibition relating to the health benefits / medicinal value of wine		0.398										0.316	0.289
Food and wine-pairing sessions by experts (e.g. Meats and wine, cheeses and wine, chocolate and wine etc.)		0.601											
Special offers for purchasing wines at the expo		0.371										0.307	
Beer exhibits by beer-brewers abroad					-0.385							0.590	
Local beer exhibits from Zimbabwean beer brewers												0.815	
Beer tasting sessions with expert												0.855	
Informative sessions / demonstrations												0.851	
Food and beer-pairing sessions by experts (e.g. venison and beer)												0.770	
Beer brewing demonstrations												0.720	
Cocktail tasting sessions				0.660									
Demonstrations by mixologist creating legendary cocktails				0.611									
Cocktail merchandise on sale				0.627									
Display/tasting/demonstrating of Asian cuisine					-0.883								
Display/tasting/demonstrating of Italian cuisine					-0.851								
Display/tasting/demonstrating of French cuisine					-0.887								
Display/tasting/demonstrating of American cuisine					-0.750								
Display/tasting/demonstrating of Mexican cuisine					-0.698								
Display/tasting/demonstrating of African cuisine					-0.354		-0.309						
Display/tasting/demonstrating of desserts					-0.263								0.539
Display/tasting/demonstrating of pastries													0.695
Display/tasting of cheeses													0.610
Display/tasting/demonstrating of healthy cuisine													0.504
Display/tasting/demonstrating of dietary requirement foods (e.g. vegan, Halal, low fat, gluten free, etc.)											0.304		0.348
Display/demonstrating of traditional Zimbabwean cuisine by local chefs						-0.719							
Display/sampling of typical Zimbabwean delicacies)						-0.832							
International renowned chefs demonstrating dishes with a Zimbabwean flare/fusion cuisines)						-0.790							
Opportunity to book for an outdoor cooking trail (e.g.						-0.632							

Bush dinners prepared by Zimbabwean chefs safari-/camp-style)													
Have a specified food trail into rural communities that promote local cuisine						-0.407					-0.457		
Traditional Zimbabwean food products/merchandise available for purchasing					0.260	-0.511					-0.262		
Junior chef competition (e.g. cook-off competition with child/parent team)	0.662									0.270			
Cooking/baking workshops for children presented by chefs	0.796												
Food decorating activities for children ( decorations)	0.664												
Food eating competition	0.481							0.277					
Hotels marketing/exhibiting their menu's									-0.798				
Caterers marketing/exhibiting/selling their products									-0.831				
Other general food suppliers and manufacturers marketing/exhibiting/selling their products									-0.762				
Restaurants marketing/exhibiting/selling meals/products from their menu's									-0.767				
Traditional singing/dancing from regional ethnic groups				0.590				-0.266					
Live local performers (singers/bands)				0.756									
Live international performers (singers/bands)				0.682									
Other performers (comedian, fashion show, etc.)				0.752									
Children's entertainment (e.g. jumping castle / games etc.)	0.264			0.515									
Display/demonstrating of sugar art (creating pieces with sugar / candy making)	0.557												
Display/demonstrating fruit/vegetable art (fruit and vegetable carving/shaping)	0.494							-0.355			-0.251		
Display/demonstrating cake decorating	0.507							-0.323					
Display/demonstrating chocolate art / making	0.584												
Display/demonstrating creative food plating/presentation	0.485							-0.407					
Display/demonstrating creative themed Table decorating and displays	0.501							-0.296					
Workshops on baking / pastries								-0.626					
Workshops on cooking / preparing traditional Zimbabwean dishes								-0.554					
Workshops on cooking								-0.678					



international dishes													
Workshops on food art techniques and skills							-0.757						
Workshops on Table/food presentation and decorating							-0.790						
Workshops on making cocktails							-0.651				0.265		

After the results had been grouped into 13 factors according to activities, it was noticed that not all items loaded on a single factor as there were double loadings. The programme content factors that had a factor loading of 0.3 or higher were accepted for interpretation. Factor loadings with double or triple entry (cross loading of factors) that could be noted had their highest factor loading selected for use and the rest discarded (Field, 2013:686). The other instance that was noted in the EFA was Kiddies activities and food art and decorations from the exploratory factor analysis that loaded together in the same group. Cocktail and wine exhibition was also noted to have loaded under the same programme content factor. The computer loaded the factors closer to the factors from literature. However, from this analysis a lot of the grouped loadings are similar to what the study research anticipated would be loaded together, which then justified the next step which was to conduct a confirmatory factor analysis on the programme content activities in each of the themed factors as stipulated based on priori theory regarding the number of factors in the questionnaire which was drafted from a literature study.

## 5.5 CONFIRMATORY FACTOR ANALYSIS

The study used confirmatory factor analysis to minimise the difference between the estimate and observed matrices (Schreiber, Stage, King, Nora & Barlow 2010:327). After conducting exploratory factor analysis, through the computer, the findings indicated that confirmatory factor analysis could be conducted from EFA. Confirmatory factor analysis is a test to see if the expected factors fit the results collected. It is an analytical tool for developing and refining measurement instruments, assessing construct reliability and validity. This was done to assist interpretation of test scores and evaluating scale internal structure, and a scale's internal consistency, and it can be used to evaluate convergent and discriminant evidence (Brown & Moore, 2012:3). This allowed the research for hypothesis testing to try and describe a relationship between the observed variables and any underlying latent factors (Suhr, 2006:1). The 79 items from the questionnaire were used to verify the number of underlying factors of the instrument used to collect data and the links between specific items to the factor (item-factor relationship). The interrelationship that emerged after testing the data can be seen in Figure 5.1

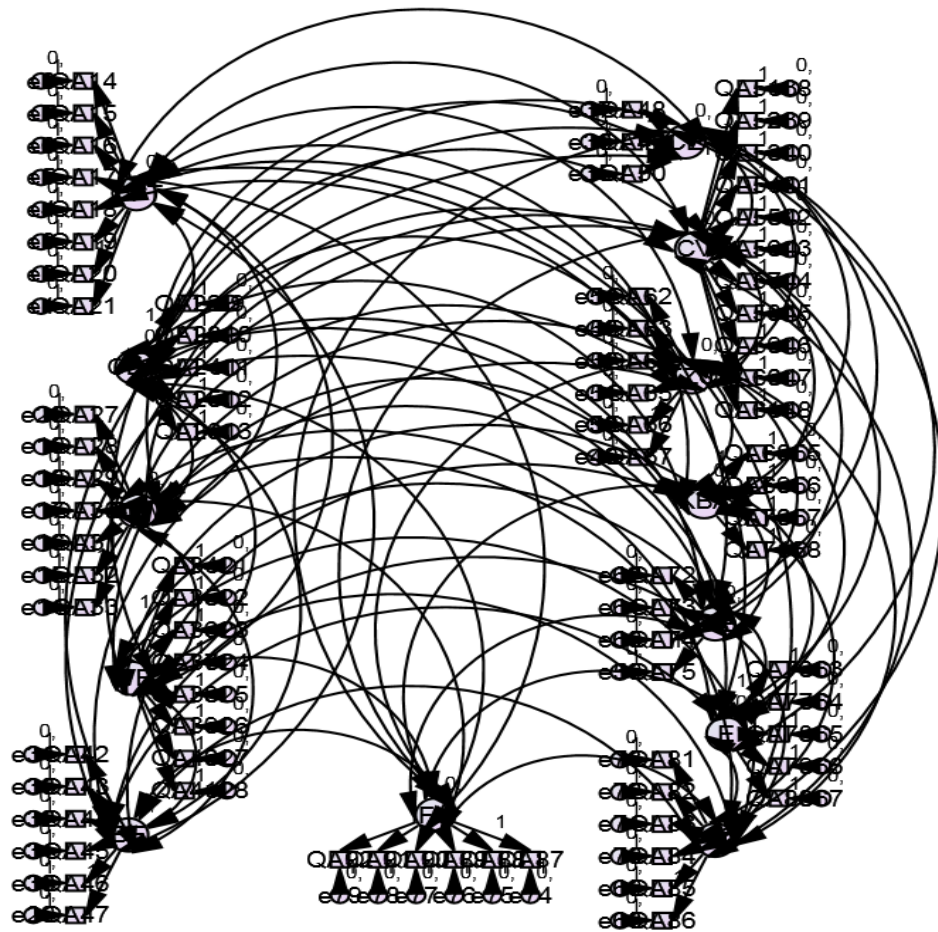


Figure 5.1 Confirmatory path diagram for thirteen factors for a food expo programme

The model confirms that it can be used to measure what it is supposed to and is consistent with the scoring from the exploratory factor analysis. In Table 5.17, standardised estimates were used as the items of each factor can be compared to each other. Table 5.17 is a clear tabulation of the existing relationships extracted from the confirmatory factor analysis diagram.

Table 5.17 Item loadings for the 13 extracted programme content

Question Label				Estimate	S.E	P- Value	Standardised Estimate
QA14	Signature dish cooking	<--	Open food theatre activities	1.011	.094	***	.684
QA15	Chef pairing & cooking	<--	Open food theatre activities	1.079	.097	***	.706
QA16	New chef recipe dishes	<--	Open food theatre activities	1.048	.094	***	.705
QA17	Interaction between chefs & audience	<--	Open food theatre activities	1.029	.089	***	.738

QA18	New food trends demonstrations.	<--	Open food theatre activities	.913	.087	***	.663
QA19	International flare cuisine	<--	Open food theatre activities	.986	.097	***	.641
QA20	Pairing dishes with traditional element	<--	Open food theatre activities	.586	.083	***	.435
QA21	Informative sessions	<--	Open food theatre activities	1.000			.681
QA22	Competing two inter. chefs	<--	Cooking & baking competition	1.000			.815
QA23	Competing two local chefs	<--	Cooking & baking competition	.784	.055	***	.752
QA24	Competing amateur chefs	<--	Cooking & baking competition	1.006	.065	***	.808
QA25	Inter. vs. local chef cooking	<--	Cooking & baking competition	.852	.063	***	.722
QA26	Mystery basket competition	<--	Cooking & baking competition	.755	.065	***	.650
QA27	Electronic equipment	<--	Cooking & baking equipment	1.203	.125	***	.679
QA28	Kitchen equipment/gadgets	<--	Cooking & baking equipment	1.226	.125	***	.697
QA29	Recipe & educational	<--	Cooking & baking equipment	1.327	.126	***	.780
QA30	Ingredients/ food products	<--	Cooking & baking equipment	1.217	.116	***	.774
QA31	Crockery & cutlery	<--	Cooking & baking equipment	1.325	.124	***	.789
QA32	Table décor & dressing	<--	Cooking & baking equipment	1.256	.124	***	.733
QA33	Bulk industrial equipment	<--	Cooking & baking equipment	1.000			.602
QA34	Wine exhibits from abroad	<--	Wine exhibition	1.000			.517
QA35	Local wine exhibits	<--	Wine exhibition	.966	.122	***	.607
QA36	Wine tasting (sommelier)	<--	Wine exhibition	1.099	.129	***	.696
QA37	Informative wine sessions	<--	Wine exhibition	1.275	.141	***	.783
QA38	Wine tasting and serving	<--	Wine exhibition	1.196	.132	***	.780
QA39	Wine and health	<--	Wine exhibition	1.021	.120	***	.694
QA40	Food and wine	<--	Wine exhibition	1.192	.134	***	.753
QA41	Special offers	<--	Wine exhibition	1.234	.143	***	.711
QA42	Beer brewing from abroad	<--	Beer exhibition	.794	.080	***	.576
QA43	Local beer brew exhibits	<--	Beer exhibition	1.029	.076	***	.788
QA44	Beer tasting	<--	Beer exhibition	1.155	.077	***	.864
QA45	Informative sessions	<--	Beer exhibition	1.093	.075	***	.851
QA46	Food and beer pairing	<--	Beer exhibition	1.014	.070	***	.838
QA47	Demonstration in beer brewing	<--	Beer exhibition	1.000			.725
QA48	Cocktail tasting	<--	Cocktail exhibition	1.067	.092	***	.827
QA49	Mixologist demonstrations	<--	Cocktail exhibition	1.029	.090	***	.812
QA50	Sell of cocktail merchandise	<--	Cocktail exhibition	1.000			.653
QA51	Asian cuisine demo's	<--	Cuisine variations	1.000			.877
QA52	Italian cuisine demo's	<--	Cuisine variations	1.035	.047	***	.878
QA53	French cuisine demo's	<--	Cuisine variations	1.031	.043	***	.918
QA54	American cuisine demo's	<--	Cuisine variations	.962	.051	***	.812
QA55	Mexican cuisine demo's	<--	Cuisine variations	.949	.048	***	.836
QA56	African cuisine demo's	<--	Cuisine variations	.238	.044	***	.303
QA57	Dessert demonstrations	<--	Cuisine variations	.461	.048	***	.503
QA58	Pastry demonstrations	<--	Cuisine variations	.418	.046	***	.485
QA59	Cheese tasting/demo	<--	Cuisine variations	.392	.047	***	.448
QA60	Healthy cuisine tasting/demo	<--	Cuisine variations	.356	.050	***	.394
QA61	Dietary requirement demos	<--	Cuisine variations	.304	.046	***	.366
QA62	Local chefs and local food	<--	Traditional Zimbabwean cuisine	1.431	.157	***	.798
QA63	Sampling Zimbabwean food	<--	Traditional Zimbabwean cuisine	1.648	.174	***	.884
QA64	Cooking local by international chefs	<--	Traditional Zimbabwean cuisine	1.419	.167	***	.689
QA65	Outdoor cooking trail	<--	Traditional Zimbabwean cuisine	1.215	.148	***	.643
QA66	Rural community food trail	<--	Traditional Zimbabwean cuisine	.944	.144	***	.466
QA67	Local food ingredient sales	<--	Traditional Zimbabwean cuisine	1.000			.530
QA68	Junior chef competition	<--	Kids cooking/baking/food activities	1.000			.829
QA69	Cooking /baking competition	<--	Kids cooking/baking/food activities	.921	.054	***	.859
QA70	Food and décor activities	<--	Kids cooking/baking/food	1.102	.067	***	.834

			activities				
QA71	Eating competition	<--	Kids cooking/baking/food activities	.787	.076	***	.577
QA72	Hotels marketing their menu	<--	Other exhibitors at the expo	1.078	.057	***	.897
QA73	Caterers marketing	<--	Other exhibitors at the expo	.944	.051	***	.880
QA74	Suppliers & manufacturers	<--	Other exhibitors at the expo	.990	.059	***	.817
QA75	Restaurant menu sales	<--	Other exhibitors at the expo	1.000			.823
QA76	Traditional singing/dancing	<--	Entertainment	1.000			.580
QA77	Local live performance	<--	Entertainment	1.108	.132	***	.676
QA78	Live international performers	<--	Entertainment	1.288	.161	***	.625
QA79	Other performers	<--	Entertainment	1.202	.145	***	.660
QA80	Children's entertainment	<--	Entertainment	1.320	.159	***	.662
QA81	Sugar art	<--	Food art & decorating	1.024	.102	***	.654
QA82	Fruit /vegetable art	<--	Food art & decorating	1.261	.105	***	.811
QA83	Cake decorating	<--	Food art & decorating	1.249	.104	***	.810
QA84	Chocolate art /making	<--	Food art & decorating	1.251	.105	***	.803
QA85	Creative food plating	<--	Food art & decorating	1.075	.096	***	.745
QA86	Themed Table decorating	<--	Food art & decorating	1.000			.656
QA87	Baking workshops	<--	Interactive workshops for attendees	1.000			.660
QA88	Local cuisine workshops	<--	Interactive workshops for attendees	.822	.091	***	.583
QA89	Interactive cuisine workshops	<--	Interactive workshops for attendees	1.133	.106	***	.706
QA90	Food art techniques	<--	Interactive workshops for attendees	1.234	.101	***	.842
QA91	Table/food presentation	<--	Interactive workshops for attendees	1.085	.091	***	.814
QA92	Cocktail workshops	<--	Interactive workshops for attendees	.803	.088	***	.586

**P < 0.01 \*\*\* large significance, \*\* medium significance, \* small significance**

The results of this confirmatory factor analysis were placed according to the 13 programme content factors which are supported by literature and these were also included accordingly in the study questionnaire. They all had a significant p-value which show that the question items contributed to the programme content factors. The p-value was smaller than 0.01. This meant that the data items significantly contributed to the expected programme content factors. The next analysis was the validity test, which is the goodness-of-fit index.

### 5.5.1 Goodness-of-fit indexes

Validity is used to confirm whether an instrument measures what it was expected to measure (Fields, 2009:11). The goodness-of-fit index is the model used statistically to indicate how suitable the observed data corresponds to the fitted (assumed) model. There are five main categories that can be used and these are absolute fit measures, relative fit measures, parsimony-fit measures, fit indices based on the non-central Chi-square-distribution and information theoretic fit measures. The model Chi-square goodness of fit was not used due to its restrictiveness (Hooper, Coughlan & Muller, 2008:54). For the purposes of this study three indexes were used. Chi-square test statistic divided by the Degrees of Freedom, (CMIN/DF);

the comparative fit index (CFI), Root Mean Square Error of Approximation (RMSEA) with a 90% confidence interval (LO 90 and HO 90).

- The  $X^2$  value must be compared to its associated degrees of freedom ( $X^2/df$ ) (Mueller, 1996:83). The ( $X^2/df$ ) is normally used to recompense for a sample size (large/small). A good model fit has ratios of 3, 4 or 5 (Mueller, 1996:83; Adams et al., 1992:234). For this study, the CFA model ( $X^2/df$ ) value was 2.959 which is a close fit (Table 5.17).
- The CFI does not react to sample size, but assesses the absolute or prudent fit relative to a baseline (Hancock & Mueller, 2010:379; Sass et al., 2014:168). Specifically, the CFI fit refers to the difference between the observed and predicted covariance matrices, as represented by the chi-square index (Browne, et al., 1993). The comparative fit index, like the IFI, NFI, BBI, TLI, and RFI, compare the model of interest with some alternative, such as the null or independence model. According to Cangur and Ercan, (2015:159) the CFI model yields better performance with yields of small sample size, which was the case in this research as the total sample was more than 200. The CFI for this research used the IFI, NFI, TLI and RFI. Values that approach 1 indicate acceptable fit. A CFI larger than 0.95 indicates that there is a fit of the model to the data. The CFI for this model was 0.669 which indicated that the model is not a good fit to the data (Table 5.17, below). However, the other indices were more significant.
- RMSEA is also less sensitive to sample size and tries to show unexplained variances by correcting the models complexity (Fan, et.al., 1999). For a good fit RMSEA should be of 0.05 or less for a close fit to be acceptable whilst values above 0.10 require model adjustments (Vos et al., 2013:10; Lowe et al., 2010:88; Finch & West, 1997:454). A 90% Confidence interval (CI) for the criterion is also acceptable, the upper limit being below 0.08 (Vos et al., 2013:10). For the potential food expo CFA model, RMSEA value was 0.078. According to Bollen (1989) is an acceptable value and 90% confident interval, indicating an acceptable fit of the CFA to the data provided in Table 5.18.

**Table 5.18 CFA goodness-of-fit indexes**

Goodness-of-fit indexes	
CMIN/DF	2.959
CFI	0.669
RMSEA with 90 <sup>0</sup> CI	0.078 (0.076;0.080)

Source: Author's own compilation 2017

**Abbreviations: CMIN/DF (Chi-square test statistic divided by the Degrees of Freedom); CFI (Comparative fit index) and RMSEA (Root Mean Square Error of Approximation)**

For this study, it was necessary for two of the three fit indices to qualify as a good fit. Although the CFI is too low, one can see that from the result of the CFA that the factor structure is still acceptable and the results are valid. Based on these results, these factors can be considered as valid programme content areas which will thus form the basis of the programme criteria for a potential food expo for Zimbabwe. As a result of CFA, the factor structure provides acceptable and valid results (De Bruin, 2004:24).

### 5.5.2 Reliability evidence regarding food expo programme

Reliability is “a measure of internal consistency over a test or scale” to get the same results (Tavakol *et al.*, 2011:53). Reliability is expressed as a number between 0 and 1, with higher values indicating greater reliability (Pallant, 2010:6). Internal consistency describes the extent to which all the items in a test measure the same concept or construct, and hence it is connected to the inter-relatedness of the items within the test (Tavakol *et al.*, 2011:54). The reliability of the measurement scale was done to determine the factors that could be used concerning the programme criteria for a potential food expo. Reliability was tested by Cronbach's Alpha coefficient. The internal consistency of the 13 programme content factors extracted indicated a Cronbach Alpha above 0.8 which is considered as reasonable by Gursoy *et al.*, (2004:176). He further posits that values between 0.6 and 0.7 indicate acceptability to composite reliability because they represent the lower limit of acceptability. According to Tavakol *et al.*, (2011) and Streiner (2003), a maximum Cronbach alpha value of 0.90 has been recommended. The results from Table 5.18 below confirm that the results collected are reliable and acceptable.

### 5.5.3 The CA and mean values of the programme content factors

Table 5.19 The Cronbach Alpha values (CA) and mean values of the programme content factors

Label	Mean	Std. Deviation	CA value
Open food theatre activities	3.87	0.64	0.859
Cooking/baking competition activities	3.71	0.81	0.863
Cooking /baking merchandise on display/purchase	3.87	0.70	0.885
Wine exhibition	3.92	0.70	0.875
Beer exhibition	3.65	0.89	0.902
Cocktail exhibition	3.98	0.80	0.797
Cuisine variations	3.75	0.72	0.899
Traditional Zimbabwean cuisine	4.31	0.62	0.829
Kids cooking/baking/food food activities	3.47	0.88	0.844
Other exhibitors marketed at the expo	3.84	0.92	0.917
Entertainment	3.91	0.72	0.773
Food art and decorating	3.61	0.75	0.888

Interactive food workshops for attendees	4.00	0.69	0.855
--	------	------	-------

The 13 programme content factors from the confirmatory factor analysis were then scrutinised and ranked in descending order according to mean scores. The following factors are as follows:

#### *Traditional Zimbabwean Cuisine*

This factor of Traditional Zimbabwean cuisine has a mean score of 4.31, standard deviation of 0.62 and 0.829 Cronbach Alpha. The Cronbach Alpha coefficient value is moderate (Tavakol & Dennick, 2011:54). The factor recorded the highest mean score and ranked prominent amongst all the 13 programme content factors. This factor had items that included: 'display and demonstration of traditional Zimbabwean cuisine by local chefs,' 'display and sampling of Zimbabwean delicacies', 'international chefs demonstrating dishes with a Zimbabwean flair/fusion cuisine', 'opportunity to book for an outdoor cooking trail', 'have a specific food trail into rural communities that promote local cuisine', and 'traditional Zimbabwean food products/merchandise available for purchase' The dimensions were all focused on unique elements of Zimbabwe and their culture. From the literature, experiencing the local cuisine is what tourists are now interested in as noted by many scholars (Okech, 2014; Stajcic, 2013; Everett & Slocum, 2013; Hall & Gossling, 2013; Ryan & Wollen, 2013; Getz, 1991; 1997; 2012; Lee & Acordia, 2011; Mason & Paggiaro, 2010; Everett & Aitchison, 2008; Hashimoto & Telfer, 2006; Quan & Wang 2004; Mehta, 2004; Derrett, 2003). They further posit that local cuisine "offers microcosmic insights into particular worldview(s)" where the cuisine is reflective of a destination's culture. Tourists are more interested in the 'other' which they are not familiar with and want to experience and enjoy local food, hence the highest mean score and a general consensus from industry and tourist respondents. After experiencing local food knowledge, the next highest loaded factor was interactive workshops.

#### *Interactive Food Workshops for Attendees*

An interactive workshop as a factor has a mean score of 4.00, standard deviation of 0.69 and a Cronbach Alpha of 0.855. All the indicators were good and the reliability test was valid. This programme content factor had activities covering, 'workshops on baking/pastries', 'workshops on cooking and preparing traditional Zimbabwean dishes', 'workshops on cooking and preparing international dishes', 'workshops on table setting/ food preparation and decoration skills', 'workshops on food art techniques and skills' and workshops on making cocktails'. Robinson and Getz (2012); Crompton and Mackay (1997) posit that food tourists (foodies) enjoy active participation and activities that involve them through

knowledge sharing. The basis of knowledge in food production is normally paired with a beverage, and cocktail exhibition was the next activity required.

#### *Cocktail Exhibition*

Cocktail exhibition as a factor has a mean score of 3.98 and the standard deviation was 0.80 and Cronbach Alpha 0,797. The questionnaire wanted to solicit more information regarding cocktails as they are unique and only a few international renowned mixologists are available to showcase their talents. The programme content factor had activities like cocktail tasting sessions', 'demonstrations by mixologist creating legendary cocktails' and 'cocktail merchandise on sale'.

#### *Wine Exhibition*

Wine exhibition as a programme content factor was also significant to the programme and had a mean score of 3.92 and a standard deviation of 0.70, the Cronbach Alpha was also 0.875 which show a moderate reliability and internal consistency. According to previous studies, festivals and expos worldwide, pairing food and wine at festivals is very prominent and is a pull factor to an event (World Food Travel Association, 2013). Many scholars also note wine and food as an expression of culture through experiencing it by tasting and seeking knowledge (Kim & Eves, 2012; Mak *et al.*, 2012; Mak, Lumbers, Eves & Chang, 2012; Smith, Costello & Muenchen, 2010; Hu, 2010:4; Mason & Paggiaro, 2009; Halls & Sharples, 2003;). These are the main physical components that attract tourists to an expo or festival (Reynolds, 1993). Physical components were related to tourists' real experiences during the trip and the dimensions of the variables from the questionnaire were 'Wine exhibits by well-known wine estates abroad', 'local wine exhibits from Zimbabwean wine estates (Mukuyu Estates)', 'food and wine pairing sessions by experts', 'special offers for purchasing wines at the expo', 'wine tasting sessions with the wine sommelier', 'informative sessions on wine serving/ storing/ cooking.' The expansion and exchange of knowledge concerning wine and food with experts is also common in almost all the festivals around the world and this programme content factor indicates the same value for the potential food expo in Zimbabwe (Hattingh & Swart 2016; Robinson & Getz, 2012; Smith, Costello & Muenchen, 2009; Park, *et. al.*, 2008). Wine tasting and knowledge exchange were also noted by Hattingh and Swart, (2016) as physiological motives pulling tourists to attend and participate at a food event. Food and wines go well with some entertainment, which loaded as the next important factor.

#### *Entertainment*

Entertainment as a programme content factor has a mean score of 3.91 and a Cronbach Alpha of 0.773, standard deviation of 0.72. The additional of entertainment at expos concurs



with Chang and Yuan (2011) who argue that food, wine and music make for a perfect complimentary to the total food experience. Entertainment dimensions varied from 'traditional song and dance from regional ethnic groups,' 'live local performers,' 'live international performers,' 'other performers like comedians, fashion show' and 'children's entertainment'. The next factor loading was concerned with food decorating.

#### *Food Art and Decorating*

The programme content factor, food decorating has a mean score of 3.61, standard deviation 0.75 and a Cronbach Alpha of 0.888. The dimensions of the factor had activities like, 'displaying/demonstrating of sugar art', 'display/demonstrating fruit/vegetable art, 'display/demonstrating cake decorating', 'displaying/demonstrating chocolate art/making', 'displaying/demonstrating creative food plating/presentation', and 'displaying/demonstrating creative themed table decoration and displays'.

#### *Cooking/Baking Merchandise*

Cooking merchandise as a programme content factor had a mean score of 3.87, standard deviation of 0.70 and a Cronbach Alpha of 0.885 which was high. This factor is just a complementary activity at any event or expo to augment the other activities. Hence, the activities suggested included 'electronic kitchen equipment', 'kitchen utensils/gadgets', 'recipe and educational cooking/baking books', 'ingredients/food products', 'crookery and cutlery', 'table décor/ dressing' and 'products for catering businesses'. Respondents also loaded other exhibitors as important programme content factor as a way of adding more activities to the expo.

#### *Other Exhibitors Marketed at the Expo*

Other exhibitors as a programme content factor loaded various activities that included: 'Hotels marketing/ exhibiting their own menus,' 'caterers marketing/ exhibiting and selling their products,' 'other general food suppliers and manufacturers marketing/ exhibiting/ selling their products' and 'restaurants marketing/ exhibiting/ selling meals/ products from their menu's.' The programme content factor has a mean score of 3.84 with a standard deviation of 0.92 and a Cronbach Alpha of 0.917.

#### *Open Food Theatre Activities*

The programme content factor open food theatre had a mean score of 3.87, standard deviation of 0.64 and a Cronbach Alpha of 0.859 which is a moderate but reliable coefficient value. The results indicate a desire to attend sessions which had the following, 'renowned chefs preparing signature dishes', 'two or more renowned chefs preparing dishes together', 'renown chefs preparing dishes from their new recipe book', 'live conversations and

questions between chefs and the audience relating to the demonstration', 'renowned chefs demonstrating new food trends regarding healthy cooking alternatives', 'renowned chefs preparing dishes with an international flair', 'renown chefs preparing dishes with a traditional Zimbabwean element' and lastly 'informative sessions/ discussions with renowned chefs on food related topics'. The drive to interact with the tourists during activities is fast becoming a pull factor for most food expo events. Many food and wine festivals and expos feature master chef interactions; Good food and wine show in South Africa; Hokitika Wild Food Expo (New Zealand), Savour Kilkenny Expo of Food (Singapore), Toronto Food and Wine Expo (Canada), just to mention a few. The popularity of beer could not be left out as one other programme content factor.

### *Beer Exhibition*

Beer exhibition as a programme content factor had a mean score of 3.65, standard deviation of 0.89 and a Cronbach Alpha of 0.902, a high coefficient value. The beer activities ranged from 'beer exhibits by beer brewers abroad', 'local beer exhibits from Zimbabwean beer brewers', 'beer tasting sessions with an expert,' 'informative sessions and demonstrations in beer brewing and variants', 'food and beer pairing sessions by experts' and 'beer brewing demonstrations'. This programme content factor, like wine, is a tourist demand, as is noted by the Australian Bureau of Statistics (2007) that all destinations' festivals have a beer expo showcasing and hosting of local beer that is popular. Destinations have also come to have an Oktoberfest month celebrating popular beer and drinking synonymous with the Germans.

### *Cuisine Variations*

Cuisine variation as the next programme content factor has a mean score of 3.75 and a standard deviation of 0.72, Cronbach Alpha of 0.899. The factor and its activities included all the cuisines that are found around the world (display/tasting/demonstrating of the following cuisines: Asian, Italian, French, American, Mexican, African). The programme content factor also included 'displays/ tasting /demonstrations, of these variations: desserts, pastries, cheeses, healthy cuisine and dietary requirement foods like vegan, Halaal, gluten free and low fat cuisine.

### *Cooking and Baking Competition Activities*

This programme content factor, cooking and baking competitions, was not as prominent as others as it ranked second last with a mean score of 3.71, which is still above 3, standard deviation of 0.81 and a Cronbach Alpha of 0.863. Though the Cronbach Alpha coefficient was moderate, the value of this programme content factor to the potential food expo was

such that it came 12<sup>th</sup> as a reliable factor. Activities that were asked in the questionnaire related to, 'cooking and baking competitions amongst international chefs', 'cooking and baking competitions amongst local chefs', 'cooking and baking competitions amongst international amateur chefs,' mixed cooking and baking competitions' and the 'mystery basket competitions'. Lastly, for families on vacation, kids were also given some significance as part of the programme.

#### *Kiddies Cooking/ Baking/ Food Activities*

This programme content factor had a mean of 3.47 with a standard deviation of 0.88 and a Cronbach Alpha of 0.844. This category comprised the following activities: 'junior chef competition like cook-off competition with parent and child team,' 'Cooking/baking workshops for children presented by chefs', 'Food decorating activities for children' (e.g. decorate your own cupcake), and lastly 'food eating competition.' After this, the study used the same programme content factors to assess their correlation to measure the dependence if any between the variables in the next section.

### **5.6 CORRELATIONS OF PROGRAMME CONTENT FACTORS**

Table 5.20 below shows correlation between factors to measure the extent to which the model fits the data. Covariance and correlation were used to measure the dependence between the variables. The test was conducted to see if there was any relationship between the programme content factors. The test shows the magnitude and strength of the programme content factors between each other. This analysis was done to show which programme content factors had strong relationships for the potential food expo programme criteria. These relationships indicate the importance of having selected programme content factors over others. Tourist preferences for particular programme content factors could be deduce from the relationships below. Spearman's rank order correlation coefficient was used as it "evaluates the monotonic relationship between two continuous or ordinal variables (Zou, Tuncali & Stuart, 2003:618). It is also important to note that when a monotonic relationship exists, the variables tend to change together, however not at a constant rate. The Spearman correlation coefficient is based on the ranked values for each variable rather than the raw data. Spearman also measures the strength of association between two ordinal variables by means of ranks. The following guide was used to determine the strength of correlation for the absolute value of

$r_s$  (Steyn, 2012:19):

- 0.1 small-correlation
- 0.3 medium-correlation
- 0.5 large-correlation

**Table 5.20 Correlations between factors for tourists and industry**

Label	Correlation	Small; medium or large correlation	P-Value
Open Food Theatre <--> Cooking and baking competition	.654	***	***
Open food theatre <--> Cooking and baking merchandise	.354	**	***
Open food theatre<--> Wine exhibition	.479	***	***
Open food theatre<--> Beer exhibition	.221	**	***
Interactive food Workshops<--> Open food theatre	.483	***	***
Open food theatre<-->Cocktail exhibition	.339	**	***
Open food theatre<-->Cuisine variations	.375	***	***
Open food theatre<-->Traditional Zimbabwean cuisine	.262	**	***
Open food theatre<-->Kids cooking/baking/food activities	.508	***	***
Open food theatre<--> Other Exhibitions	.379	**	***
Open food theatre<-->Entertainment	.137	*	.053
Open food theatre<--> Food and art decoration	.528	***	***
Cooking and baking competitions<--> Cooking and baking merchandise	.297	**	***
Cooking and baking competitions<-->Wine exhibition	.337	**	***
Cooking and baking competitions<--> Beer exhibition	.128	*	.044
Interactive food workshop<--> Cooking and baking competitions	.426	**	***
Cooking and baking competitions <--> Cocktail exhibition	.170	*	.012
Cooking and baking competitions<--> Cuisine variations	.347	**	***
Cooking and baking competitions<-->Traditional Zimbabwean cuisine	.155	*	.019
Cooking and baking competitions<-->Kids cooking/baking/food activities	.439	**	***
Cooking and baking competitions<--> Other exhibitions	.405	**	***
Cooking and baking competitions<-->Entertainment	.082	*	.234
Cooking and baking competitions<-->Food and Art decoration	.477	***	***
Cooking and baking merchandise<-->Wine exhibitions	.346	**	***
Cooking and baking merchandise<-->Beer exhibitions	.042	*	.503
Cooking and baking merchandise<--> Cocktail exhibitions	.255	**	***
Cooking and baking merchandise<--> Cuisine variations	.135	*	.031
Cooking and baking merchandise<--> Traditional Zimbabwean cuisine	.206	*	.003
Cooking and baking merchandise<--> Kids cooking/baking/food activities	.227	*	***
Cooking and baking merchandise<--> Other exhibitions	.319	**	***
Cooking and baking merchandise<--> Entertainment	.163	*	.022
Cooking and baking merchandise<--> Food and Art decoration	.303	**	***
Interactive food workshop<--> Cooking and baking merchandise	.405	**	***
Wine exhibition<--> Beer exhibitions	.630	***	***
Interactive food workshop<--> Wine exhibitions	.404	**	***
Wine exhibitions<--> Cocktail exhibitions	.667	***	***

Beer exhibition<--> Cuisine variations	.139	*	.023
Beer exhibition<--> Traditional Zimbabwean cuisine	.214	*	.002
Beer exhibition<--> Kids cooking/baking/food activities	.197	*	.003
Beer exhibition<--> Other exhibitions	-.009	*	.884
Beer exhibition<--> Entertainment	.207	*	.004
Beer exhibition<--> Food and Art decoration	.157	*	.015
Interactive food workshop<--> Beer exhibitions	.227	*	***
Wine exhibition<--> Food and Art decoration	.419	**	***
Wine exhibition<--> Entertainment	.152	*	.032
Wine exhibition<--> Kids cooking/baking/food activities	.298	**	***
Wine exhibition<--> Traditional Zimbabwean cuisine	.346	**	***
Wine exhibition<--> Cuisine variations	.235	*	***
Interactive food workshop<--> Cocktail exhibitions	.267	**	***
Interactive food workshop<--> Cuisine variations	.245	**	***
Interactive food workshop<--> Traditional Zimbabwean cuisine	.219	*	.002
Interactive food workshop<--> Kids cooking/baking/food activities	.305	**	***
Interactive food workshop<--> Other exhibitions	.421	**	***
Interactive food workshop<--> Entertainment	.241	*	.001
Cocktail exhibition<--> Cuisine variations	.223	*	***
Cocktail exhibition<--> Traditional Zimbabwean cuisine	.501	**	***
Cocktail exhibition<--> Kids cooking/baking/food activities	.191	*	.005
Cocktail exhibition<--> Other exhibitions	.085	*	.192
Cocktail exhibition <--> Entertainment	.297	**	***
Cuisine variation<--> Food and Art decoration	.226	*	.001
Cuisine variation<--> Traditional Zimbabwean cuisine	.066	*	.283
Cuisine variation<--> Kids cooking/baking/food activities	.333	**	***
Cuisine variation<--> Other exhibitions	.382	**	***
Traditional Zimbabwean Cuisine<--> Entertainment	.237	*	***
Traditional Zimbabwean Cuisine<--> Kids cooking/baking/food activities	.013	*	.844
Traditional Zimbabwean Cuisine<--> Other exhibitions	.165	*	.012
Traditional Zimbabwean Cuisine<--> Entertainment	.320	**	***
Traditional Zimbabwean Cuisine<--> Food and Art decoration	.152	*	.022
Kids cooking/baking/food activities<--> Other exhibitions	.416	**	***
Kids cooking/baking/food activities<--> Entertainment	.252	**	***
Kids cooking/baking/food activities<--> Food and Art decoration	.573	***	***
Other Exhibitions<--> Entertainment	.388	**	***
Other Exhibitions<--> Food and Art decoration	.468	***	***
Entertainment<--> Food and Art decoration	.231	*	.002
Wine exhibition<--> Other exhibitions	.155	*	.017
Beer exhibition<-->Cocktail exhibition	.526	***	***

Cuisine variation<--> Food and Art decoration	.445	***	***
Interactive food workshop<--> Food and Art decoration	.611	***	***

**Correlations 0.1 small\*, 0.3 medium\*\*, 0.5 strong\*\*\* p-values \*\*\* significantly different ( $p < 0.01$ ), \*\*not significant, \* insignificant**

It is evident from Table 5.20 above that there is a strong correlation and a significant  $p$ -value for the following programme content factors: Wine and Beer exhibition ( $r=.630$ ,  $p < 0.001$ ); Open Food Theatre and the next five listed programme content factors: Food and art decoration ( $r=.528$ ,  $p < 0.001$ ); Kids cooking/baking/food activities ( $r=.508$ ,  $p < 0.001$ ); Cuisine variations ( $r=.375$ ,  $p < 0.001$ ); Wine exhibition ( $r=.478$ ,  $p < 0.001$ ) and Cooking and baking competition ( $r=.654$ ,  $p < 0.001$ ). Then Cooking and Baking Competition and Food Art and Decorations was correlated with ( $r=.477$ ,  $p < 0.001$ ); Cocktail Exhibition and Beer exhibition ( $r=.524$ ,  $p < 0.001$ ); Interactive food Workshops and Open food theatre was correlated with ( $r=.483$ ,  $p < 0.001$ ); Wine exhibitions and Cocktail exhibitions was correlated with ( $r=.667$ ,  $p < 0.001$ ); Beer exhibition and Cocktail exhibition was correlated with ( $r=.526$ ,  $p < 0.001$ ); Food and Art decoration was correlated with the following programme content factors: Other Exhibitions ( $r=.468$ ,  $p < 0.001$ ); Kids cooking/baking/food activities ( $r=.573$ ,  $p < 0.001$ ); Cuisine variation ( $r=.445$ ,  $p < 0.001$ ) and lastly Interactive food workshop ( $r=.611$ ,  $p < 0.001$ ).

There was medium correlation and a significant  $p$ -value for the following programme content factor: Open food theatre with the following programme content factors: Cooking and baking merchandise ( $r=.354$ ,  $p < 0.001$ ); Beer exhibition ( $r=.221$ ,  $p < 0.001$ ); Cocktail exhibition ( $r=.339$ ,  $p < 0.001$ ); Traditional Zimbabwean cuisine ( $r=.262$ ,  $p < 0.001$ ) and lastly Other Exhibitions ( $r=.379$ ,  $p < 0.001$ ). Cooking and baking competitions and Cooking and baking merchandise ( $r=.297$ ,  $p < 0.001$ ) and Wine exhibition with ( $r=.337$ ,  $p < 0.001$ ). Whilst Interactive food workshop and Cooking and baking competitions, ( $r=.426$ ,  $p < 0.001$ ). Cooking and baking competitions and the following programme content factors: Cuisine variations ( $r=.347$ ,  $p < 0.001$ ); Kids cooking/baking/food activities ( $r=.439$ ,  $p < 0.001$ ); Other exhibitions ( $r=.405$ ,  $p < 0.001$ ). Cooking and baking merchandise and the following programme content factors were also significant with a medium correlation; Wine exhibitions was correlated with ( $r=.346$ ,  $p < 0.001$ ); Cocktail exhibitions with ( $r=.255$ ,  $p < 0.001$ ); Other exhibitions with ( $r=.303$ ,  $p < 0.001$ ). Interactive food workshop and Cooking and baking merchandise was correlated with ( $r=.405$ ,  $p < 0.001$ ); as well as Wine exhibitions with ( $r=.404$ ,  $p < 0.001$ ). Wine exhibition and the following programme content factors were also significant with a medium correlation; Food and Art decoration ( $r=.419$ ,  $p < 0.001$ ); Kids cooking/baking/food activities with ( $r=.298$ ,  $p < 0.001$ ); Traditional Zimbabwean cuisine with ( $r=.346$ ,  $p < 0.001$ ). Interactive food workshop and Cocktail exhibitions was correlated with ( $r=.267$ ,  $p < 0.001$ ); Cuisine variations with ( $r=.245$ ,  $p < 0.001$ ); Kids cooking/baking/food

activities with ( $r=.305$ ,  $p< 0.001$ ); Other exhibitions with ( $r=.421$ ,  $p< 0.001$ ). Cocktail exhibition and Traditional Zimbabwean cuisine was correlated with ( $r=.501$ ,  $p< 0.001$ ) and with Entertainment ( $r=.297$ ,  $p< 0.001$ ). Cuisine variation was correlated with Kids cooking/baking/food activities, ( $r=.333$ ,  $p< 0.001$ ); Other exhibitions ( $r=.382$ ,  $p< 0.001$ ). Traditional Zimbabwean Cuisine and Entertainment was correlated with ( $r=.320$ ,  $p< 0.001$ ). Kids cooking/baking/food activities was correlated with Other exhibitions ( $r=.416$ ,  $p< 0.001$ ); Entertainment ( $r=.252$ ,  $p< 0.001$ ). Lastly Other Exhibitions and Entertainment was correlated with ( $r=.388$ ,  $p< 0.001$ ).

The correlations were low ( $p<.01$  nor at  $.05$  levels) for Beer exhibition and the following programme content factors; Cooking and baking competitions, ( $r=.128$ ,  $p=0.044$ ); Cooking and baking merchandise, ( $r=.042$ ,  $p=0.503$ ); Cuisine variations, ( $r=.139$ ,  $p=0.023$ ); Traditional Zimbabwean cuisine, ( $r=.214$ ,  $p=0.002$ ); Kids cooking/baking/food activities, ( $r=.197$ ,  $p=0.003$ ); Other exhibitions, ( $r=-.009$ ,  $p=0.884$ ); Entertainment, ( $r=.207$ ,  $p=0.004$ ); Food and Art decoration, ( $r=.157$ ,  $p=0.015$ ); Interactive food workshop, ( $r=.227$ ,  $p<0.001$ ). The correlation between Open food theatre and Entertainment, was noted as ( $r=.137$ ,  $p=0.053$ ). Correlations between Cooking and baking competitions and the following programme content factors were also low and not significant; Cocktail exhibition, ( $r=.170$ ,  $p=0.012$ ); Traditional Zimbabwean cuisine, ( $r=.155$ ,  $p=0.019$ ); Entertainment, ( $r=.082$ ,  $p=0.234$ ). Correlations between Cooking and baking merchandise and the following programme content factors were low: Cuisine variations, ( $r=.135$ ,  $p=0.031$ ); Traditional Zimbabwean cuisine, ( $r=.206$ ,  $p=0.003$ ); Kids cooking/baking/food activities, ( $r=.227$ ,  $p=0.001$ ); Entertainment, ( $r=.163$ ,  $p=0.022$ ). Correlations were also low between Wine exhibition and the following programme content factors: Entertainment ( $r=.152$ ,  $p=0.032$ ); Cuisine variations, ( $r=.235$ ,  $p<0.001$ ); Other exhibitions, ( $r=.155$ ,  $p=0.017$ ). The other programme content factor that had a low correlation was between Interactive food workshop and the following programme content factors: Traditional Zimbabwean cuisine, ( $r=.219$ ,  $p=0.002$ ); Entertainment ( $r=.241$ ,  $p= 0.001$ ). The other correlations that were low was between Cocktail exhibition, and the following programme content factors; Cuisine variations, ( $r=.223$ ,  $p=0.001$ ); Kids cooking/baking/food activities, ( $r=.191$ ,  $p=0.005$ ); and Other exhibitors, ( $r=.085$ ,  $p=0.192$ ). Correlations between Cuisine variation and Food and Art decoration, was ( $r=.226$ ,  $p=0.001$ ); and also with Traditional Zimbabwean cuisine, ( $r=.066$ ,  $p=0.283$ ). The second last low correlations were noticed between Traditional Zimbabwean Cuisine and the following programme content factors: Entertainment, ( $r =.237$ ,  $p=0.001$ ); Kids cooking/baking/food activities, ( $r=.013$ ,  $p=0.884$ ); Other exhibitions, ( $r=.165$ ,  $p=0.012$ ) and Food and Art decoration,  $r=.152$ ,  $p=0.022$ . Lastly a small correlation between Entertainment and Food Art Decorating was ( $r=.231$ ,  $p=0.002$ ) was noted.

Most of the above programme content factors were considered as important to be included in the programme as they had positive correlation linkages with other programme content factors. Various *t*-tests were also conducted to determine the difference in opinions regarding these factors, (industry vs tourist respondents; gender; national vs international respondents.)

## **5.7 THE DIFFERENCE IN OPINIONS BASED ON RESPONDENT TYPE (INDUSTRY TOURISTS), GENDER AND RESIDENTIAL STATUS WITH REGARDS TO THE PROGRAMME CONTENT FACTORS**

In the section below the study was interested in the responses given by the tourists and industry respondents regarding their views to the programme content factors. It also sought to determine if the respondents' gender and residential status had any influence regarding the programme content factors. The first analysis was an independent *t*-test between industry and tourist respondents.

### **5.7.1 A *t*-test between industry and tourist respondents regarding programme content factors**

The results were then verified using independent *t*-test between industry and tourist respondents regarding programme content factors for a potential food expo. In Table 5.21 below a *t*-test between industry and tourist respondents was carried out to evaluate their difference of opinion regarding the inclusion of the 13 programme content factors in a programme for a potential food expo. A *t*-test assesses whether the means of two groups are *statistically* different from each other and is widely used to compare the means of two groups. The research wanted to compare if there were any statistical and practical differences between tourists and industry respondents. The difference between the means is the signal that, in this case, the content factors have practical significant size where both stakeholders are not in consensus. Where there was a marginal or insignificant effect size between the stakeholders the means were seen to be closer together indicating consensus on the key criteria factors to be included in a potential food expo programme. This test was done to determine the expectations of the tourists and industry respondents with regard the expo programme content factors. Large effect sizes indicated a statistically significant difference between the opinions of tourist respondents versus industry respondents. The mean score between the two sides also showed differences (Table 5.21, below). However,



tourists and industry respondents had general consensus where there was small effect size, with a marginal difference in mean scores.

The evaluation of programme factors used (Cohen, 1988, 1992) widely used suggestions about what constitutes a large or small effect size. The effect sizes sought to determine the magnitude differences of importance to the programme content factors and the preferences of the tourists and industry regards related programme aspects. It was also used to measure tourist behaviour, preferences, needs and wants regards the programme criteria. According to Lakens (2013:3) and Steyn (2012:25), effect size is the magnitude difference between two measures where:

**$r=0.2$  (small effect):** In this case the effect explains 1% of the total variance

**$r=0.5$  (medium effect):** The effect accounts for 9% of the total variance.

**$R=0.8$  (large effect):** The effect accounts for 25% of the variance. (Field, 2009:57).

These effect size measures will be used for all the analysis in this research.

**Table 5.21 A t-test between industry and tourist respondents regarding the programme content factors**

Variable	Tourist respondents		Industry respondents		Sig. 2 tailed	Effect size
	mean	std. deviation	mean	std. deviation		
Open food theatre activities	3.77	0.64	4.18	0.55	0.00***	0.65***
Cooking/ baking competitions	3.53	0.76	4.26	0.68	0.00***	0.96***
Cooking/baking merchandise	3.79	0.73	4.12	0.54	0.00***	0.47*
Wine Exhibition	3.87	0.66	4.09	0.80	0.02	0.29
Beer Exhibition	3.60	0.83	3.79	1.06	0.18	0.17
Cocktail exhibition	3.95	0.81	4.07	0.75	0.22	0.15
Cuisine variations	3.68	0.74	3.97	0.64	0.00***	0.40*
Traditional Zimbabwean cuisine	4.33	0.63	4.27	0.61	0.44	0.10
Kids cooking/baking/food activities	3.25	0.81	4.13	0.70	0.00***	1.09***
Other exhibitors marketed at the expo	3.73	0.97	4.16	0.65	0.00***	0.44*
Entertainment	3.89	0.68	3.94	0.81	0.64*	0.06
Food art and decorating	3.46	0.69	4.06	0.76	0.00***	0.78 ***
Interactive food workshops	3.94	0.67	4.19	0.70	0.01	0.37*

**Small effect\* (0.2), medium effect\*\* (0.5), large effect \*\*\* (0.8)**

**p-values \*\*\* significantly different ( $p < 0.01$ ), \*\*not significant, \*insignificant**

On assessing respondent views on the expo programme content factors, 8 factors had a significant practical effect size. A large effect size which accounted for twenty-five percent

(25%) of mean variance was noted for the following variables according to effect size. There was:

- **Kid's cooking/baking/food activities** had a practically large effect size of 1.09, where the means varied with tourist respondents mean score of 3.25 and industry respondents mean score of 4.13. From the mean scores, both noted that this programme content factor was important for the programme. However, this factor was more important for the industry respondents.
- **Cooking/ baking competitions** had a practically large effect size of 0.96, tourist respondents mean score was 3.53, industry respondents mean score was 4.26, and accounting for twenty-five percent (25%) variance. Competitions were not prominent elements wanted by tourists. Industry respondents considered this factor more important than for the tourists.
- **Food art and decorating** had a practically large effect size of 0.78, industry respondents mean score was 4.05; tourist respondents had a mean of 3.46. Industry respondents also felt that the inclusion of food art and decorating as a programme content factor was more important than for tourist respondents. The programme content factor accounted for twenty-five percent (25%) of mean variance.
- **Open food theatre activities** had a practically large effect size of 0.65 with tourist respondents mean score of 3.77 and industry respondents mean score of 4.18. This factor was considered more important for inclusion by the industry respondents than by tourist respondents. It accounted for twenty-five percent (25%) of the mean score variance.
- **Other exhibitors** had a medium practical significance of 0.44 with an industry respondent mean score of 4.16 and a tourist respondent mean score of 3.74. This accounted for nine percent (9%) of the mean variance. Again industry respondents felt it was more important to include this factor in the potential food expo programme, whilst tourist respondents noted that it was just important. Morrow (2002:10) also notes that sales of products and commercial activity is existent but minimal, hence other exhibitors have not much value at the expo as is the case in this study.
- **Cooking/baking merchandise on display** had a medium practical significance of 0.47 effect size. The mean score from tourist respondents was 3.79 and the mean score for industry respondents was 4.13. Their difference accounted for nine percent (9%) of the variance. Industry respondents rather than tourist respondents felt that this factor was also more important for the potential expo programme.
- **Cuisine variations** had a medium practical significance of 0.40 effect size, with a mean score of 3.68 for tourist respondents and 3.97 for industry respondents, accounting for 9% of variance. Both respondents saw this as an important factor to include into the potential food

expo programme. However industry respondents felt this factor was more important than the tourist respondents for inclusion into the potential food expo programme.

- **Interactive food workshops for attendees** had a medium practical significance of 0.37 effect size. The tourist respondent mean score was 3.94, whilst industry respondents had a mean score of 4.20, accounting for nine percent (9%) of the variance. The industry respondents they saw this factor more important than tourist respondents.

Both industry and the tourist respondents did not differ in their opinions for the following 5 programme content factors for inclusion into the potential food expo programme as they all had small effect sizes:

- **Wine exhibition** had a mean score of 3.87 for tourist respondents and a mean score of 4.09 from industry respondents. The effect size was at 0.29 which accounted for one percent (1%) of variance. It can clearly be seen that there was total agreement of opinions regarding the inclusion of this factor for a food expo programme (Allen *et al.*, 2011:286; Good Food and Wine, South Africa; Savor Food and Wine Expo, Canada).
- **Beer exhibition** had a mean score of 3.60 for tourist respondents and a mean score of 3.79 for industry respondents. The effect size was small at 0.17 and explained just one percent (1%) of the variance. There was a general consensus between the two stakeholders regarding the importance of including beer exhibition as a programme content factor. This importance was also earlier highlighted by scholars that tasting local beer and brewing process is now a familiar and significant activity around festivals and expos (Cela *et al.*, 2007:172; Munich Beer Expo; Australian Bureau of Statistics 2007).
- **Cocktail exhibition** had a mean score of 3.95 for tourist respondents and a mean score of 4.07 for industry respondents. The effect size was small at 0.15 and accounted for one percent (1%) of total variance. Both respondents did not differ in their opinion to include this factor in the programme.
- **Traditional Zimbabwean cuisine** was also most favoured by the stakeholders. Tourist respondents had a mean score of 4.33, industry respondents had a mean score of 4.27 and the effect size was at 0.10. The effect size was very small and showed that there was total agreement to the inclusion of this factor at the expo. This is the expo highlight as according to researchers unique attributes and focus on the local cuisine of that destination are what has shifted tourist gaze from the usual '*conventional wildlife and vegetation*' (Viviers & Slabbert, 2014; Getz *et al.* 2014:175; Hall & Grossling, 2013; Du Rand & Heath, 2006; Shenoy, 2005; Long, 1998; Getz, 1991; Savarin, 1870).
- **Entertainment** had a mean score of 3.89 for tourist respondents and a close 3.94 from industry respondents. The effect size was 0.06, a very small difference in mean variance. It was equally important to both respondents to include this programme content factor. There

was no difference of opinions According to Getz & Robinson, (2014:319) and Event Scotland (2006); entertainment is a prime motivation for attendance.

### 5.7.2 A *t*-test between gender of respondents regarding the programme content factors

The study wanted to see whether gender categories, mainly male and females had any different views about the inclusion of the programme content factors for the potential food expo. A *t*-test was used as the most ideal test to see if gender had any form of influence to the outcome. In the initial literature, gender had been noted to have some form of influence regarding the activities to include in an expo, hence this desire to test gender to see whether this applied to the Zimbabwean context.

#### 5.7.2.1 A *t*-test between gender regarding programme content factors

From the results collected from the respondents, an inquiry on the same programme content factors using gender followed suit to try to determine if gender had any influence on the potential food expo programme factors. The study went further to conduct a *t*-test between two gender categories, mainly male and female to test whether they had different opinions on the inclusion of the programme content factors for the potential food expo.

In Table 5.22 below gender was related to the 13 expo programme content factors and all factors had small effect sizes. This meant that gender again had no significant practical effect on the expo programme. Both male and female respondents had no preferred expo programme factors. Their responses were not influenced by their gender. It can thus be summarised that gender as a variable has no influence on the programme content factors of the food expo.

**Table 5.22 A *t*-test between gender of respondents regarding programme content factors**

Expected expo programme factors	Gender	Mean	Std. Deviation	Effect size
Open food theatre activities	Male	3.80	0.64	0.10
	Female	3.73	0.64	
Cooking/ baking competition activity	Male	3.54	0.76	0.02
	Female	3.52	0.79	
Cooking/baking merchandise for display	Male	3.83	0.70	0.16
	Female	3.71	0.77	
Wine Exhibition	Male	3.91	0.64	0.14
	Female	3.82	0.69	
Beer Exhibition	Male	3.70	0.75	0.22*
	Female	3.50	0.91	
Cocktail exhibition	Male	4.05	0.77	0.30*
	Female	3.81	0.82	
Cuisine variations	Male	3.67	0.73	0.03
	Female	3.69	0.77	
Traditional Zimbabwean cuisine	Male	4.28	0.64	0.19
	Female	4.40	0.59	

Kids cooking/baking/food activities	Male	3.26	0.79	0.07
	Female	3.20	0.84	
Other exhibitors marketed at the expo	Male	3.74	0.93	0.00
	Female	3.74	1.03	
Entertainment	Male	3.86	0.63	0.09
	Female	3.93	0.75	
Food art and decorating	Male	3.47	0.68	0.04
	Female	3.45	0.70	
Interactive food workshops	Male	3.99	0.65	0.18
	Female	3.87	0.70	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8) \*\*\***

All the factors had a small significant effect size. There was no significant variance between genders amongst all of the factors as there was general agreement. The value of demographics (gender) has no practical significance on the study and results show that gender has no influence on the programme content factors. This is contrary to Chang and Yuan (2016:50), Azman (2012:104), Bowdin *et al.*, (2011), Middleton (2009:103), whose findings had gender as a significant variable to consider as a motive to attend an event. They posit that demographics such as gender, age, occupation can be used to determine tourist choice at a destination.

However, it is not the case for Zimbabwe. In this instance gender as part of demographics is not practically significant as there is no effect size at the 95% confidence level. This is further supported by Viviers and Slabbert (2014:1) and Getz *et al.* (2014:175) who argue that expo attributes and its unique experiences are more important factors in comparison to others. The elements are more physiological than sociological. Hence, their underpinning principle is that the programme content must be designed specific to a destination.

### **5.7.3 A *t*-test between national and international respondents regarding programme content factors**

The study went on to conduct a *t*-test between national and international respondents regarding the same programme content factors. This was to see whether both respondents had similar views regarding the inclusion of different content factors into the food expo programme.

#### **5.7.3.1 Comparison between national and international respondents for the programme expo factors**

The following results in Table 5.23 below compare national and international respondent's opinions towards the inclusion of the programme factors into the food expo programme.

**Table 5.23 A t-test between national and international respondents regarding the programme content factors**

Variable	Mean		Std. deviation		Sig. (2 tailed)	Effect sizes
	national	international	national	international		
Open food theatre activities	3.8	3.76	0.68	0.62	0.68	0.06
Cooking competition	3.57	3.52	0.8	0.76	0.65	0.06
Cooking merchandise	3.84	3.75	0.85	0.67	0.43	0.1
Wine exhibition	3.9	3.84	0.68	0.51	0.5	0.09
Beer exhibition	3.66	3.58	0.68	0.66	0.52	0.09
Cocktail exhibition	3.99	3.91	0.89	0.8	0.49	0.09
Cuisine variations	3.72	3.68	0.86	0.8	0.71	0.05
Traditional cuisine	4.4	4.29	0.74	0.73	0.18	0.19
Kids /baking/food activities	3.05	3.35	0.62	0.63	0.01	0.35*
Other exhibitors at the expo	3.72	3.77	0.86	0.78	0.73	0.05
Entertainment	3.87	3.92	1.07	0.89	0.61	0.07
Food decorating	3.44	3.5	0.74	0.66	0.55	0.08
Interactive workshops	3.95	3.94	0.65	0.72	0.88	0.02

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8) \*\*\***

The results shown in Table 5.23 above illustrate, show that almost all factors had a small effect size accounting for a 1% variance with p-value >0.05, meaning both international and regional tourist respondents had similar preferences. All the national and international respondents noted the importance of almost all the programme content factors for inclusion for the potential food expo. However, Kiddies food activity had a small effect size, accounting for nine percent (9%) variance,  $p < 0.05$  meaning the importance for this factor differed between national and international respondents. In summary, respondents from both the national and international destinations selected the majority of the programme content factors as important for the event, except Kiddies, baking and food activities. This factor was more important for the international respondents than for the national respondents. The next section of the analysis was an inquiry into additional programme related aspects such as pricing/ticketing, location and media/marketing as part of the potential food expo programme determinants.

## **5.8 ADDITIONAL PROGRAMME-RELATED ASPECTS (PRICING/TICKETING, LOCATION AND MEDIA/MARKETING)**

The following section focusses on additional programme-related aspects and the influence of respondents' gender and/or type of respondent (industry or tourist) on these aspects.

### **5.8.1 Pricing/ticketing aspects**

The next section discusses the pricing/ticketing aspects that tourists and industry respondents were asked. Several pricing/ticketing aspects were considered with subsequent preferences. Both tourist and industry respondents were combined to see where they differed or not for the optimisation of the programme criteria.

#### 5.8.1.1 Frequencies regarding pricing/ticketing aspects (industry and tourist respondents)

In Table 5.24 below is an indication of the frequencies of responses from the tourists and industry respondents regarding pricing/ticketing sales aspects. A 5 point Likert scale was used to rate the degree to which respondents viewed the degree of importance for each of the pricing/ticketing statements. This analysis was conducted to compare the importance that tourists and industry had regards the different aspects.

**Table 5.24 Frequencies regarding pricing/ticketing aspects (Industry and tourist respondents)**

Pricing/ticketing aspects	Not important at all	Less important	Important	Very important	Extremely important	Mean value
Tickets to the expo can be bought in advance at ticketing offices / online	-	1%	13%	26%	60%	4.12
Tickets to the expo can be bought at the entrance to the expo	1%	3%	19%	41%	36%	3.67
Tickets should include all activities at the expo	1%	13%	25%	35%	26%	3.39
Tickets should be for a cover charge/entry only, and additional planned sessions/ activities (e.g. competitions/workshops/demonstrations should be paid for separately	6%	10%	20%	39%	25%	3.24
Children below 12 years should gain free access to the expo	2%	8%	25%	26%	39%	3.45
Tickets must cover access to the expo for the duration of the expo (e.g. week pas	4%	10%	26%	32%	28%	3.30
Tickets must cover day-to-day access to the expo (i.e. a day-pass	4%	7%	23%	37%	29%	3.36

From the frequencies presented above in the Table 5.24 the mean values for all the seven pricing/ticketing aspects asked are all above the mean value of 3 on the likert scale. The respondents rated all the pricing/ticketing statements to be, of significant importance. However, both respondent groups rated the purchase of *'tickets to the expo can be bought in advance at ticketing offices / online'* with the highest mean score of 4.12. This is an indication that respondents' interest is to pre-purchase and do so using offices and online services. The other notable pricing /ticketing aspect with a mean score of 3.67 were *'tickets to the expo can be bought at the entrance to the expo'*. Industry and tourist respondents valued purchasing right at the point of entry. Furthermore, both respondents' desired free

entry for children into the expo with a mean score of 3.45 under '*children below 12 years should gain free access to the expo*' as a way of accommodating families. The study went further to conduct a *t*-test between industry and tourist respondents, to test whether they felt differently about the various different opinions regarding pricing/ticketing sales aspects to use for the potential food expo.

#### 5.8.1.2 A *t*-test between industry respondents and tourist respondents regarding pricing/ticketing aspects

The next section is a brief analysis of pricing/ticketing aspects where a *t*-test was conducted between tourist and industry respondents. This analysis was conducted for the study with the main goal of determining the ideal pricing/ ticketing modes that tourists and industry respondents might want as part of the criteria for the potential food expo programme. A variety of aspects were listed and the respondents rated their importance for the programme. The following Table 5.25 presents the collected information.

**Table 5.25 A *t*-test between industry and tourist respondents regarding pricing/ticketing aspects**

Variable		Mean	Std. deviation	Sig 2 tail	Effect sizes
Advance tickets to expo	Tourism industry	4.42	0.744	0.755*	0.04
	Tourists	4.45	0.848	0.740*	
Tickets sold at entrance	Tourism industry	3.99	1.038	0.343**	0.11
	Tourists	4.1	0.869	0.384**	
Composite tickets that include all activities	Tourism industry	4.26	0.946	0.000***	0.63**
	Tourists	3.61	1.029	0.000***	
Nominal charge as entry into the expo (cover charge) tickets	Tourism industry	3.6	1.379	0.604*	0.06
	Tourists	3.68	1.04	0.649*	
Kids are allowed free entry into the expo	Tourism industry	4.34	0.946	0.000***	0.55**
	Tourists	3.75	1.076	0.000***	
Ticket that allows entry for the duration of the expo (week pass)	Tourism industry	4.23	0.93	0.000***	0.65**
	Tourists	3.53	1.084	0.000***	
Tickets can be bought daily as (day pass) into the expo	Tourism industry	4.01	1.057	0.030***	0.29*
	Tourists	3.71	1.055	0.031***	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8) \*\*\***

A variety of aspects for selling tickets to the potential expo were explored and from Table 5.25 it can be noticed that of the 7 ticket/ sale aspects, 3 aspects were found to have medium effect sizes, whilst the other 4 aspects had a small effect size. Both stakeholders were in agreement as to the most preferred mode of selling tickets, which were entry through advance tickets to expo; tickets sold at entrance; nominal charge entry into the expo (cover charge) tickets and tickets bought daily as (day pass) into the expo. The ease of ticket access to the stakeholders as also noted by other scholars (Lyck *et al.*, 2012:15; Bowdin *et al.*, 2011:408) as an important facet to the purchase behaviour of the tourists hence the modes agreed by both stakeholders seem flexible and convenient. The same pricing/ticketing



aspect was again tested on gender to determine the most preferred pricing/ticketing mode in the following section.

### 5.8.1.3 A *t*-test between gender of respondents regarding pricing/ticketing aspects

A *t*-test between genders was evaluated in relation to ticket sales as an aspect for the potential food expo programme, which is in Table 5.26 below. This aspect was also part of the questionnaire to establish which gender preferred what possible pricing/ticketing for the potential food expo. Pricing/ticketing as an aspect was a determinant factor which has an influence on the purchase or decision making process of the tourist respondent, hence, it was analysed to see its importance.

**Table 5.26 A *t*-test between gender regarding pricing/ticketing aspects (tourist respondents)**

Pricing /ticketing aspects	Gender	Mean	Std. Deviation	Effect size
Tickets to the expo can be bought in advance at ticketing offices / online	Male	4.44	0.84	0.08
	Female	4.50	0.86	
Tickets to the expo can be bought at the entrance to the expo	Male	4.09	0.79	0.04
	Female	4.13	0.96	
Tickets should include all activities at the expo	Male	3.58	1.00	0.12
	Female	3.70	1.02	
Tickets should be for a cover charge/entry only, and additional planned sessions/ activities (e.g. competitions/workshops/demonstrations should be paid for separately)	Male	3.62	1.03	0.13
	Female	3.76	1.06	
Children below 12 years should gain free access to the expo	Male	3.76	1.06	0.01
	Female	3.75	1.11	
Tickets must cover access to the expo for the duration of the expo (e.g. week pass)	Male	3.54	1.09	0.02
	Female	3.52	1.08	
Tickets must cover day-to-day access to the expo (i.e. a day-pass)	Male	3.67	1.08	0.07
	Female	3.74	1.04	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8) \*\*\***

All the pricing/ticketing aspects investigated above had a small effect size accounting for 1% variance. There was no difference recorded from the results; both genders noted the importance of all the pricing /ticketing aspects. Tourists place personal value as an important aspect to choices. It also extends to include family, friends, referral groups and society and how it impacts on consumers' behaviour (Kruger *et al.*, 2012:110). In continuing the analysis, location was the next aspect analysed to see whether both tourists and industry respondents thought this factor would also be of significance to the potential food expo programme. The results and analysis are noted in the sections that follow.

## 5.8.2 Location aspects

Location aspects were the next section results of to be analysed. This aspect was used as part of the study to establish the respondent views in relation to its relevance in organising a

potential food expo programme. This was also against the backdrop of literature reviewed that noted location as a crucial aspect influencing general attendance. Hence, it was considered as an important component in the questionnaire for the study.

#### 5.8.2.1 Frequencies regarding location aspects (industry and tourist respondents)

A stakeholder approach to the location aspect was carried out initially from the frequencies view-point to see what importance the tourist and industry respondents thought of location. 5 point likert scales was again used and mean values were tabulated as seen in Table 5.27.

**Table 5.27 Frequencies regarding location aspects (industry and tourist respondents)**

Location aspects	Not important at all	Less important	Important	Very important	Extremely important	Mean value
The food expo must be located near the central business district	6%	10%	20%	32%	32%	3.44
The food expo must be in close proximity to a major international airport	7%	23%	32%	21%	18%	2.91
The food expo must be in close proximity to other major amenities	3%	13%	17%	41%	26%	3.32
How important is location as an influential factor	5%	10%	18%	43%	24%	3.55

The tourist and industry respondents mean values from Table 5.27 above all except for one are relatively above the mean value of 3.0. The lowest mean value of 2.91 was noted for the aspect, *'the food expo must be in close proximity to a major international airport'*. The most ideal location for the potential food expo, with a mean value of 3.44 was to locate the expo close to the central business district. Both the Tourist and Industry respondents were of the same opinion with regards to this location. The other location aspect, *'the food expo must be in close proximity to other major amenities'* had a mean value of 3.32. This proposed location site was also seen as important. From the results it can be noted that both tourists and industry respondents rather preferred the expo location to be near the central business district and also close to other amenities. Moreso, location was viewed as an important aspect in literature which tourists consider when choosing to attend an event. Furthermore, a *t*-test between industry and tourist respondents regarding location related aspects was conducted to further see the difference of their opinions regarding various location / sites and the information is presented below.

### 5.8.2.2 A t-test between industry respondents and tourist respondents regarding location/site related aspects

Overall, the factor location itself had an effect size of 0.32, meaning both industry and tourist respondents had similar opinions regarding the importance of certain location related aspects which are stipulated in Table 5.20 below. On close analysis the 3 aspects of location (Table 5.28), also had a small effect size and accounted for at least one percent (1%) of the total mean variance. The opinions of the tourists and industry respondents were not different for the location sites.

**Table 5.28 A t-test between industry and tourist respondents regarding location aspects**

Location/site aspects		Mean	Std. Deviation	Sig 2 tail	Effect sizes
The expo must be located near CBD	Tourism industry	4.05	1.085	0.009***	0.34*
	Tourists	3.65	1.2	0.007***	
The expo must be located near the airport	Tourism industry	3.46	1.326	0.032***	0.25*
	Tourists	3.13	1.1	0.050***	
The expo must be located near amenities	Tourism industry	4	1.026	0.008***	0.35*
	Tourists	3.62	1.091	0.007***	
How important is location as an influential factor	Tourism industry	3.72	1.01817	0.011***	0.32*
	Tourists	3.40	0.93674	0.015***	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8)\*\*\***

There was a desire to have the expo located strategically by both stakeholders regarding location as an overall factor hence both seemed to see all the three possible locations as important. This finding is supported by previous studies on the location being cited as an important issue central to tourist choice of event during pre-purchase and a central location, close proximity to well-known attractions, areas already attractive and popular were suggested (Saayman, 2011; Allen, *et.al.*, 2011; Gelder & Robinson, 2011; Getz, 1997). In this research, the essence of attractiveness, popularity or centrality were agreed on, and this concurs with research by Leenders *et al.* (2015:3) who posit that expos differ in terms of location dependency as each expo is unique and location need not be standardised to known destinations. According to Getz (2005), location, accessibility and cost make marketing an event a complex task as they influence tourist choice of event. Despite all the location aspects being important, the study again sought to determine if gender may have had some influence.

### 5.8.2.3 A *t*-test between genders of respondents regarding location/site related aspects

Since all the location/site related aspects had a small significant effect size, another *t*-test was conducted but this time it was focused on gender. Table 5.29 below shows the results.

**Table 5.29 A *t*-test between gender of respondents regarding location aspects**

Location/site aspects	Gender	Mean	Std. Deviation	Effect size
The food expo must be located near the central business district	Male	3.65	1.18	0.02
	Female	3.67	1.23	
The food expo must be in close proximity to a major international airport	Male	2.96	1.04	0.34
	Female	3.36	1.15	
The food expo must be in close proximity to other major amenities	Male	3.60	1.10	0.07
	Female	3.68	1.08	
How important is location as an influential factor	Male	3.28	1.02	0.19
	Female	3.47	0.89	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8)\*\*\***

There was no significant variance between gender amongst all of the 3 location aspects as they were all seen as important for consideration to the potential food expo. The aspects all had small effect sizes that ranged from 0.02-0.34. Location as an important influential factor was noted as important by both genders with an effect size of 0.19, accounting for one percent (1%) of the variance. The mean value for males was 3.28, and 3.47 for females. There was therefore, a marginal difference. This proximity to tourist attractions can be linked to the influence of psychographic factors such as values, attitudes, interests, or lifestyles (Noguchi & Stewart, 2014:44; Mak *et al.*, 2012:932; Kim, *et al.*, 2009:484), where tourists decide to purchase based on ease of access.

### 5.8.2.4 Location of the expo

To get to know the location for the expo, results from tourist respondents had an overwhelming response for the resort town of Victoria Falls with a valid percent of sixty-four percent (64%). The capital city of Zimbabwe, Harare came next recording a valid twenty percent (20%). The other cities, Bulawayo ranked third with six percent (6%), Mutare, with five percent (5%), the resort town of Kariba had a three percent (3%) and lastly others had a two percent (2%). These were the main locations that respondents were familiar with where tourist respondents were concerned Table 5.30 below.

**Table 5.30 Location/site**

Location for hosting expo	Tourist respondents	Industry respondents
	Valid percent	Valid percent
Victoria falls	64%	12%
Harare	20%	26%

Bulawayo	6%	40%
Kariba	3%	1%
Mutare	5%	6%
Others	2%	15%

With industry respondents, the most popular location was the capital city of Bulawayo, with forty percent (40%). The next location was the capital city, Harare with a valid twenty-six percent (26%), closely followed by other, with a fifteen percent (15%). Then the resort town of Victoria falls came fourth with twelve percent (12%), Mutare had a six percent (6%) and Kariba resort had a one percent (1%) response. This is contrary to what tourist respondents indicated. So clarity was again sought as both were asked to justify the main reason for the particular location. Victoria Falls for tourist respondents was chosen as the most appropriate location/site for the potential food expo. In summary the tourist respondents preferred Victoria Falls location with a cumulative of sixty-four percent (64%). The possible reasons may be that the resort is popular to most tourists and boasts of the 7<sup>th</sup> wonder of the world and one of UNESCO's world heritage protected sites, the Victoria Falls. Leenders *et al.*, (2015:3) and Gelder & Robinson (2011:133) also argue that this location for tourist respondents may be valued based on dependency, where it has unique attributes as a chosen feature. Adema (2006:59) notes this uniqueness as a symbolic perspective which can be an iconic, product or an ingredient, as in this case is the Victoria Falls.

Industry respondents on the other hand, preferred the expo in the city of Bulawayo. The city can arguably be seen as a central location with ease of access and its closeness to attractions such as, Khami Ruins, Matopos Museums among others. Centrality can be a key factor in preferences as according to Food Festivals Toolkit (2016:10). It can be deduced from the results that though industry respondents preferred a central location, tourist respondents preferred the expo in the resort town which has iconic attractions and is in close proximity to an international airport. The next section considered marketing aspects that were related to creating awareness to the event.

### **5.8.3 Media/marketing aspects**

Since media/marketing are not only essential but effective as means of communication, the following section critically looks at the media/marketing aspects regarding tourist and industry respondents. The significance of media/marketing cannot be ignored as a means of information dissemination. The study used a variety of media/marketing aspects that were highlighted from literature review. Combinations of traditional and advanced marketing channels were explored to derive the most appropriate channels that both respondent groups considered important for a potential food expo.

#### **5.8.3.1 Frequencies regarding media/marketing (industry and tourist respondents)**

The study included media/marketing related aspects as part of the questionnaire with the desire to determine the ideal aspects that both industry and tourist respondents wanted to use for promoting the potential food expo. In Table 5.31 below are the findings from both respondent groups where they rated the different media/marketing related aspects.

**Table 5.31 Frequencies regarding media/marketing aspects (industry and tourist respondents)**

Media/marketing aspects	Not important at all	Less important	Important	Very important	Extremely important	Mean value
Online sites (e.g. TripAdvisor) / expo website	1%	1%	13%	25%	60%	4.13
Local newspapers / magazines	-	4%	22%	35%	39%	3.66
International newspapers / magazines	-	3%	24%	30%	43%	3.80
Social media forms (Twitter, Facebook, etc.	1%	2%	25%	28%	44%	3.66
Local radio and television advertisements	-	3%	26%	28%	43%	3.61
International radio and television advertisements	-	3%	26%	24%	47%	3.62
Brochures / pamphlet	1%	6%	32%	25%	36%	3.47
Billboards / posters	1%	7%	28%	23%	41%	3.48
Word-of-mouth	1%	13%	27%	23%	36%	3.36

As noted from Table 5.31, above on media/marketing aspects, Online sites such as TripAdvisor/ expo website had a very significant mean value of 4.13. The rest of the other aspects were also rated relatively above the mean score, 3 from the 5 point likert scale. The various media/marketing related aspects were all very important for the success of promoting the potential food expo. However a *t*-test was conducted where the effect size for each aspect rated by the tourists and industry respondents was also tabulated in the following section.

### **5.8.3.2 A *t*-test between industry respondents and tourist respondents regarding media/marketing aspects**

The *t*-test between industry and tourist respondents was conducted to determine the most ideal media/marketing aspects to utilise. In Table 5.32 below all the media/marketing related aspects had effect sizes to show how important the aspect is to both the stakeholders.

**Table 5.32 A *t*-test between industry and tourist respondents regarding media/marketing aspects**

Media/marketing related aspects	Respondents	Mean	Std. Deviation	Sig 2 tail	Effect sizes
Market the expo using online sites	Tourism industry	4.41	0.825	0.80*	0.03
	Tourists	4.43	0.828	0.80*	
Market using local press/magazines	Tourism industry	4.44	0.752	0.00***	0.53**
	Tourists	3.98	0.871	0.00***	
Market the expo using international	Tourism industry	4.46	0.712	0.00***	0.49**

press/magazines	Tourists	4.01	0.917	0.00***	
Market using social media	Tourism industry	4.4	0.902	0.00***	0.41*
	Tourists	4.03	0.901	0.00***	
Market using local radio and television	Tourism industry	4.47	0.824	0.00***	0.56**
	Tourists	3.97	0.904	0.00***	
Market using international radio/television	Tourism industry	4.46	0.768	0.00***	0.48*
	Tourists	4.00	0.97	0.00***	
Brochures and pamphlets	Tourism industry	4.34	0.999	0.00***	0.61**
	Tourists	3.73	0.957	0.00***	
Market through billboards and posters	Tourism industry	4.37	1.008	0.00***	0.56**
	Tourists	3.8	1.012	0.00***	
Market through word of mouth	Tourism industry	4.38	0.841	0.00***	0.72***
	Tourists	3.58	1.111	0.00***	
How important is media in popularising the expo	Tourism industry	4.41	0.623	0.00***	0.76***
	Tourists	3.89	0.679	0.00***	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8) \*\*\***

Tourist and industry respondents had different opinions regarding a variety of media/marketing related aspects as noted by the results. Two (2) of the nine (9) inter items had tourist and industry respondents considering them equally important for media/marketing purposes. These were 'marketing using online sites' and 'marketing through social media'. The two respondent groups regarded these advanced modes of media/marketing for creating awareness for the potential food expo. Chawla *et al.* (2014:74) also noted the same that internet media and all online sources were popular with food tourists as internet media is fast gaining prominence as a marketing channel and most marketers were advocating for it. The ideology being that it is a more effective word-of-mouth form of communication.

However, other media/marketing related aspects used in this study had industry respondents considering them more important than tourist respondents. The use of local press/magazines was rated by tourist respondents with a mean score of 3.98, and for industry respondents the mean score was 4.44. There was a medium effect size of 0.53 and  $p \leq 0.00$ . This aspect was considered more important for industry respondents than tourist respondents. The next media/marketing aspect was international press/magazines as a media/marketing aspect was rated by tourist respondents with a mean score was 4.01, for industry respondents the mean score was 4.46. This aspect had a medium effect size of 0.49 and  $p \leq 0.00$ . Industry respondents thus considered this aspect more important than did tourist respondents. The use of local radio and television, a traditional media/ marketing aspect had tourist respondents mean score of 3.97 and industry respondents mean score of

4.47. This aspect had a medium effect size of 0.56, and  $p \leq 0.00$ . Industry respondents also considered this aspect more important for marketing use than did the tourist respondents.

The next aspect for consideration was international radio/television which was also rated by tourist respondents with a mean score of 4.00; and industry respondents rated the same aspect with a mean score of 4.46. The aspect had a medium effect size of 0.48, and  $p \leq 0.00$ . The industry respondents considered this aspect more relevant for inclusion as a marketing tool than tourist respondents. Brochures and pamphlets, had a mean score for tourist respondents of 3.73, a mean score for industry respondents of 4.34 and a medium effect size of 0.61, and  $p \leq 0.00$ . Again, industry noted the importance of this aspect to the potential food expo programme than tourist respondents. When billboards and posters were rated, tourist respondents mean score was 3.80, the industry respondent mean score was 4.37 and a medium effect size of 0.56,  $p \leq 0.00$ . Industry respondents again saw the importance of this aspect more than the tourist respondents for inclusion as a media/marketing channel. The last aspect in media/marketing was word of mouth had a mean score from tourist respondents of 3.58, a mean score for industry respondents of 4.38 and a medium effect size of 0.72,  $p \leq 0.00$ . This aspect was more important for industry respondents than tourist respondents.

Despite tourist respondents regarding the above media/marketing related aspects with less importance many scholars still advocate to the use of conventional marketing arguing its effective role in communicating to the consumers in a fast paced world of technology (Getz, *et al.*, 2014; Bussell & Robert, 2014:424; Okumus *et al.*, 2013; Shima & Varfan, 2008; Getz, 2005).

Both Respondent groups were then asked to rate the importance of media/marketing factor as a tool for information dissemination. The aspect had a tourist respondent mean score of 3.89, an industry respondent mean score of 4.41 and a large effect size of 0.76 (see Table 5.26). This effect explains twenty-five (25%) of total variance. Media /marketing as a factor was considered more important by industry respondents than tourist respondents. Since both tourist and industry respondents had differing views in relation to the importance of marketing, the analysis then tried to use gender as a variable to test their importance in the following section.

#### **5.8.3.3 A t-test between gender of respondents regarding media/marketing aspects**

The next section looked at the possible influence of gender to media/marketing. In Table 5.33 below it can be observed that all the media/marketing aspects included had small effect



sizes. This meant that both male and female respondents saw all forms of media/marketing related aspects as important to the potential food expo.

**Table 5.33 A t-test between gender regarding media/marketing aspects**

Media/marketing aspects	Gender	Mean	Std. Deviation	Effect size
Online sites (e.g. TripAdvisor) / expo website	Male	4.38	0.90	0.20
	Female	4.56	0.68	
Local newspapers / magazines	Male	4.02	0.87	0.07
	Female	3.95	0.85	
International newspapers / magazines	Male	4.02	0.91	0.02
	Female	4.0	0.94	
Social media forms (Twitter, Facebook, etc.	Male	4.05	0.85	0.05
	Female	4.00	0.99	
Local radio and television advertisements	Male	3.96	0.89	0.00
	Female	3.95	0.93	
International radio and television advertisements	Male	4.10	0.90	0.20*
	Female	3.89	1.05	
Brochures / pamphlet	Male	3.96	0.97	0.13
	Female	3.95	0.95	
Billboards / posters	Male	3.85	1.02	0.12
	Female	3.96	1.01	
Word-of-mouth	Male	3.57	1.11	0.15
	Female	3.84	1.11	

**Small effect\* (0.2), medium effect\*\* (0.5), large effect (0.8)\*\*\***

The *t*-test results in Table 5.33 indicate that there was equal importance with regards to all the media/marketing-related aspects. Male and female respondents indicated the importance of media/marketing channels to the success of the potential food expo programme. Hence, all the media/marketing aspects had a relatively low effect size. Despite male and female not having a potential significant influence to the study, the analysis went further to explore other aspects such as possibility of hosting the potential food expo as will be discussed in section 5.8.4.

#### **5.8.4 Market for food expo and reasons?**

To further show that there was potential to host a food expo, tourist and industry respondents were asked if it was feasible to do so. The study also sought to establish if the hosting of a food expo had any potential if it was to be hosted in Zimbabwe. Ninety- four percent (94%) of the tourist respondents in Table 5.34 below agreed that there was potential of Zimbabwe to host a food expo. From the same Table 5.34 only six percent (6%) of tourism industry respondents, thought otherwise. On the other side, eighty-nine percent (89%) of industry respondents also indicated that there was potential to host such an event. The remaining eleven percent (11%) did not see Zimbabwe's potential to host such an event.

**Table 5.34 Potential to host a food expo**

Valid		Valid percent (%)
Tourist respondents	Yes	94%
	No	6%
Industry respondents	Yes	89%
	No	11%

This acceptance for an additional form of tourism for leisure purposes indicated tourist and industry interest in food expos, respectively. This desire to have more tourism activities at the destination is in agreement with Manwa (2007:466) and Mutana and Zinyemba (2013:95) who posit that Zimbabwe must venture into other forms of tourism to remain competitive. With such support from both tourist and industry respondents for the potential food expo, the growth of tourism in Zimbabwe can be certain. Thus, it is clear that there is potential to host a food expo. Their observation of the potential was not sufficient for the study, hence reasons were sought to ascertain the viability of hosting such a food expo.

#### **5.8.4.1 Potential benefits of hosting a food expo**

This data concerning the potential benefits of hosting a food expo was in section C of the questionnaire instrument and most respondents had written some of their views. The corresponding results for this analysis are presented in Table 5.35 and show the prime reason for the destination potential as, 'the desire to gain more knowledge and the intensity of marketing', noted from both tourists and industry respondents with a proportion of forty-one percent (41%) and thirty-four percent (34%), respectively; with 'Other' having a corresponding proportion of thirty-three percent (33%) and thirty-two percent (32%), respectively. The motivations for respondents that mentioned 'Other' were all diverse opinions to the study. Respondents from both groups in this instance noted the 'endowment of skilled human resource base'; 'the beauty and tranquillity of the destination' 'destination capability to host such an event'; 'high tourist volumes'; 'the abundance of attractions' and some noted that 'it was not necessary'. These reasons given were all diverse but linked to the study. The other potential benefits such as social benefits had a valid seventeen percent (17%) for tourist respondents and ten percent (10%) for industry respondents; Economic benefits was ranked lowly by tourist respondents, with a nine percent (9%) but ranked higher by industry respondents with twenty-four percent (24%).

**Table 5.35 Reasons for potential to host a food expo**

	<b>Tourist respondents</b>	<b>Industry respondents</b>
<b>Motivation</b>	<b>Percentage (%)</b>	<b>Percentage (%)</b>
Marketing and knowledge	41%	34%
Economic benefits	9%	24%
Social benefits	17%	10%
Other	33%	32%

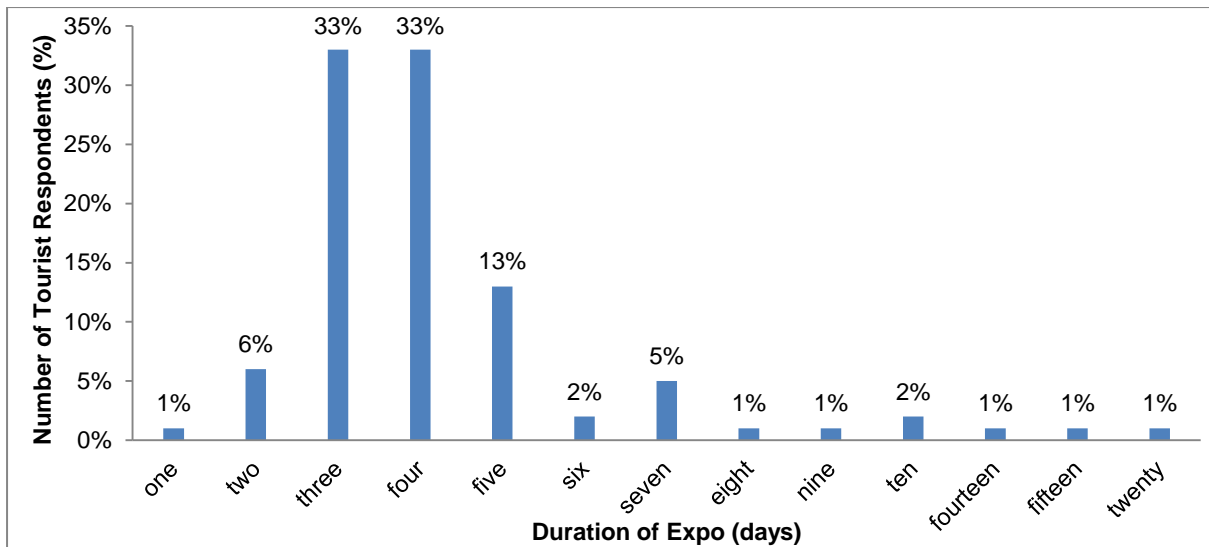
There were disparities between the two stakeholders in relation to economic and social benefits, as tourist respondents saw value in social benefits more whilst industry respondents saw value instead in economic benefits. The disparities can be linked to two main reasons: tourist respondents from comments and suggestions opined that they wanted more interaction with the local community through activities that had local food cuisine as the prominent feature. Industry respondents on the other hand, due to economic woes that the destination has been witnessing, had economic desires. From the discourse, it can be appropriately summed up that both stakeholders desire the expo as a means of marketing the destination and also creating a platform for appreciation of cultures through knowledge dissemination of the local cuisine. Following this up the study then sought to determine the duration of the potential food expo in the section below in the net section of the study.

### **5.8.5 Duration of food expo**

In this section the period for hosting the potential food expo needed to be established. Generally all the other aspects in the study concerning the activities to engage in, location, pricing and marketing were all well established. Determining the probable number of days for an international expo such as this one has to be agreed by both tourists and industry respondents. Hence the study findings are explained in detail below.

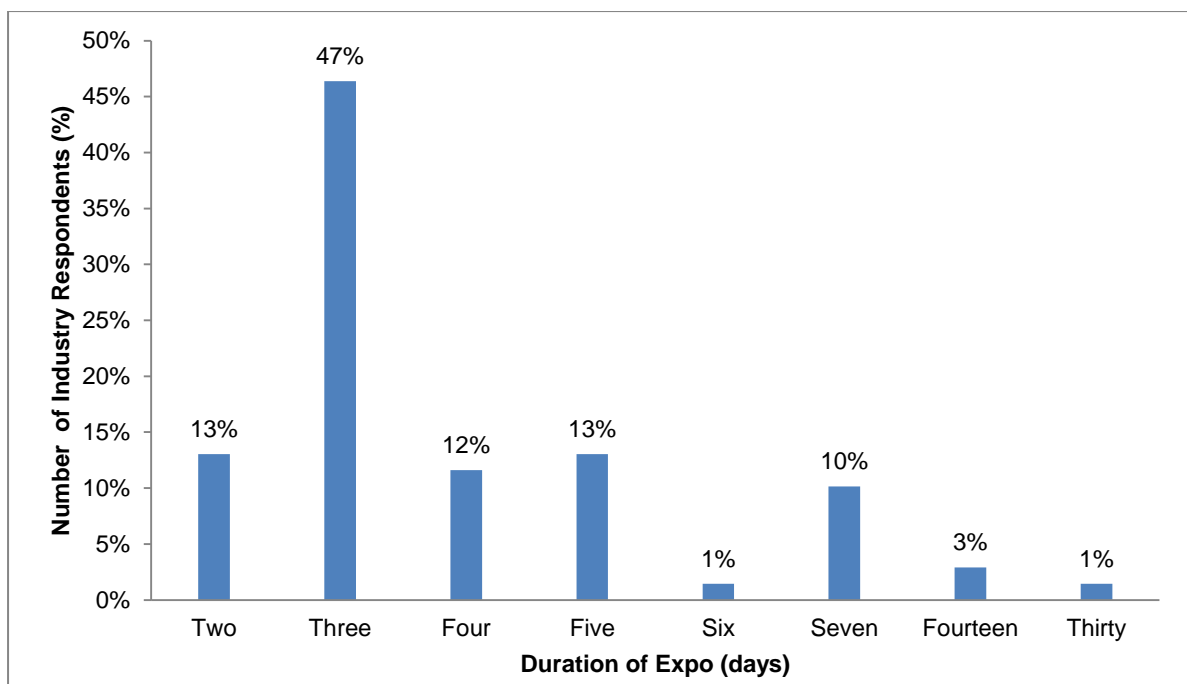
#### **5.8.5.1 Duration of food expo**

For the duration of the expo, (Figure 5.2) the tourist respondents had a high valid sixty-six percent (66%) for a choice of 3 or 4 day expos; whilst other chosen periods were 5 days with a thirteen percent (13%) valid percentage. The rest of the other chosen duration periods for the tourist respondents were all very minor below the ten percent (10%) valid percentage. The mean duration for the expo from the tourist respondent results was 4 days. Generally the chosen duration by the tourists is similar to that found in the study of international expos around the world ([www.foodrepublic.com/&www.tofoodanddrinkmarket.com/e](http://www.foodrepublic.com/&www.tofoodanddrinkmarket.com/e))



**Figure 5.2 Tourist respondent opinions regarding the duration of the expo**

The same question was asked to the industry respondents with respect to the duration of the expo. From the results in Figure 5.3, the highest result was for 3 days with a forty-seven percent (47%) followed by thirteen percent (13%) for both a 2 day and 5 day expo duration. Twelve percent (12%), of Industry respondents also indicated their desire for a 4 day expo followed by ten percent (10%) of respondents who wanted the expo to stretch for 7 days. The rest of the industry respondents chose days that had a low valid frequency below ten percent (10%). Their average mean duration for the expo was 3 days long. This information was still not sufficient for the research as there was no significance in the duration without mention of the particular month to host the expo. Thus, in conjunction with the duration of the expo, both stakeholder preferences were also required to determine the ideal month and the reasons for such choice as highlighted in section 5.8.6.

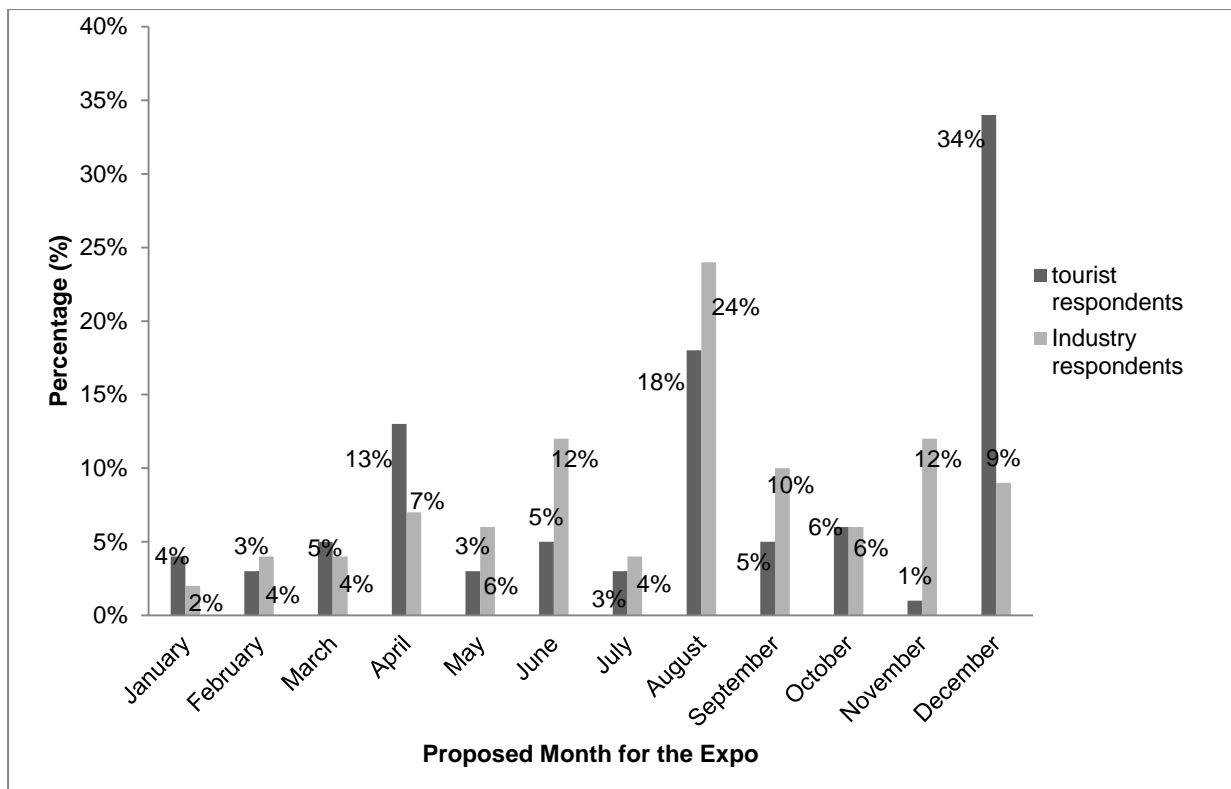


**Figure 5.3 Industry respondent opinions regarding the duration of the expo**

### **5.8.6 Month for hosting of food expo and reasons**

For the successful hosting of the potential food expo, it was prudent to seek clarity from the tourist and industry respondents regarding the ideal month in which to host the expo. The timing was asked as tourist respondents come from different international destinations that differ in time of vacation and weather patterns. The industry respondents were also asked the same question as they are more familiar with the seasonal movement of tourists to Zimbabwe. The following section looks at the ideal month of the year that was most favourable and the reasons that were given by each of the two respondent groups.

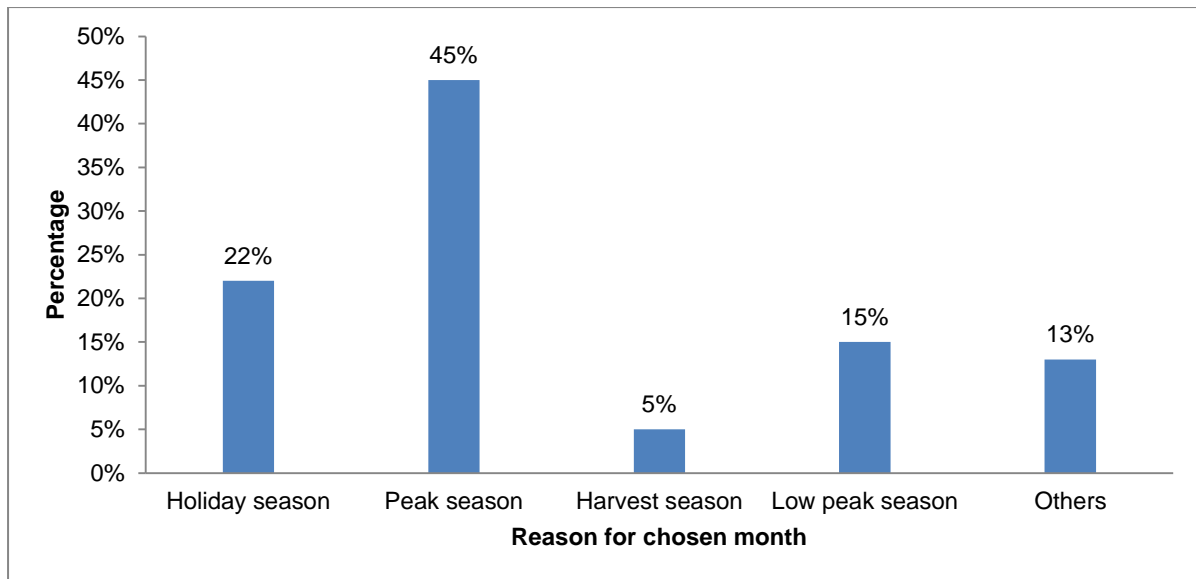
Both stakeholders had a choice of the 12 calendar months to choose from. The study sought to determine the time of the year that was ideal for hosting such a food event. Destinations normally have peak and off peak months where there is either an influx or decline in tourist arrivals to the destination, which may also influence attendance by tourists. The results are presented below in Figure 5.4.



**Figure 5.4 Chosen month for expo**

The tourist respondents wanted the expo to be held in the month of December with a valid percentage of thirty-four percent (34%); followed by the month of August, with a valid eighteen percent (18%). April was also an ideal month with a valid thirteen percent (13%). The rest of the months all had frequencies below ten percent (10%), which merely meant that they were not ideal. On the other hand, industry respondents chose August with a valid twenty-four percent (24%), followed by June and October with a twelve percent (12%), September also had a valid ten percent (10%). The remaining months had minor valid percentage below the ten percent (10%) mark.

From the two perspectives, when tourist respondents were asked why they chose December, their main reason was that it was peak arrival season for most tourists, (see Figure 5.5 below) when they travel for leisure and also it was the festive season, with a forty-five percent (45%). Twenty-two percent (22%) of tourist respondents also stated their choice of month based on it being vacation/holiday season. They were not keen to have the expo during the low peak season as their results are fifteen percent (15%). The rest of the respondents chose a variety of reasons, which accounted for, thirteen percent (13%), as highlighted below.



**Figure 5.5 Reason why tourist respondents chose specific expo month**

On the other hand, industry respondents ranked August highest possibly for almost the same reasons as the tourist respondents. However, on closer analysis, it was noticed that August had percentages almost closer to each other, eighteen percent (18%) and twenty-four percent (24%) for tourists and industry respondents respectively. Hence, it could be assumed in this case, both respondents wanted the expo to take place in August, which is noted as a low tourist season by Getz (2013:261). The August period is the month in Zimbabwe, where slow rise of tourists begin whilst the festive period and start of the New Year are peak tourist periods. The months of December and August are months that are closely linked to the source markets from which Zimbabwe enjoys international tourists, mainly from Africa, America and Europe. The season offers families the chance to spend time together and also it will be summer season in Zimbabwe. Once the desired time for hosting was established, both stakeholders were again asked to confirm their likelihood to attend and any suggestions and recommendations.

### **5.8.7 Would you attend the food expo?**

The next section was included in the questionnaire for the tourist respondents. The study wanted to determine the likelihood of attendance. Given that most of the tourist respondents came from the international market, their desire to attend would assist the organisers in the appropriate marketing and media to utilise.

To help ascertain the attendance levels by the tourist respondents to the expo if it was held, respondents were questioned if they would attend. There was a forty-eight percent (48%) positive valid percentage response rate from the 5 point likert scale suggesting that this expo would be a welcome activity (see Figure 5.6). There was a general pleasure in attending

such an event as the total cumulative valid percentage above average totalled ninety-seven percent (97%) (Total percentage from 3 point 5 point likert scale). United Nations World Tourism Organisation (UNWTO, 2012:12 and Hu, 2010:17) reiterate the popularity of food expos as a new tourist attraction that is fast gaining momentum. This meant that respondents were willing to attend, hence the need to craft a food expo programme. Further probing to solicit the appropriate categories and activities was then possible.

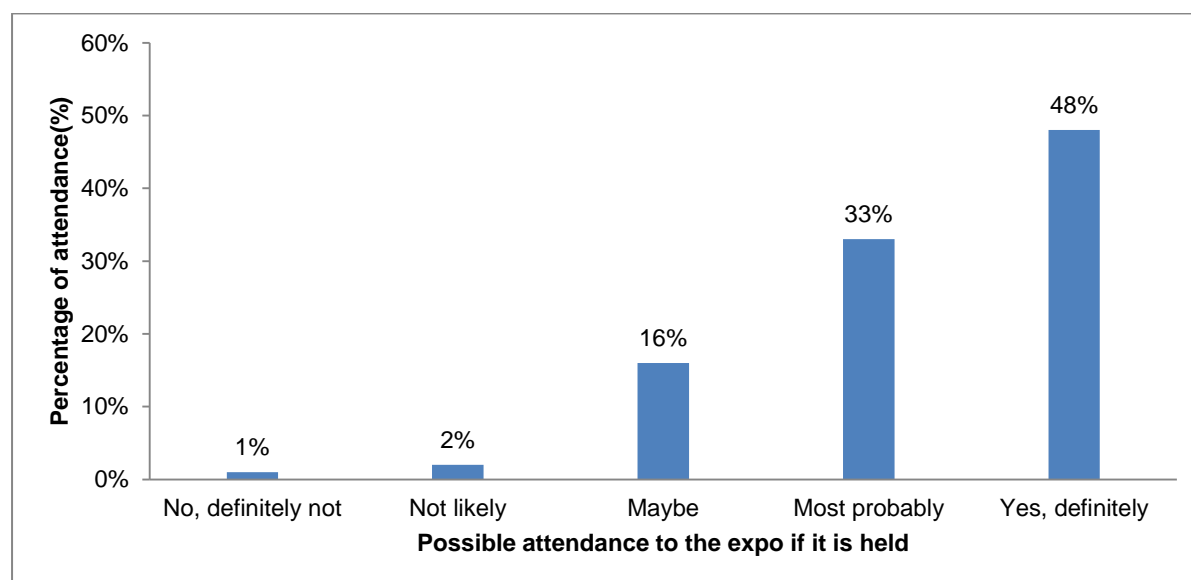
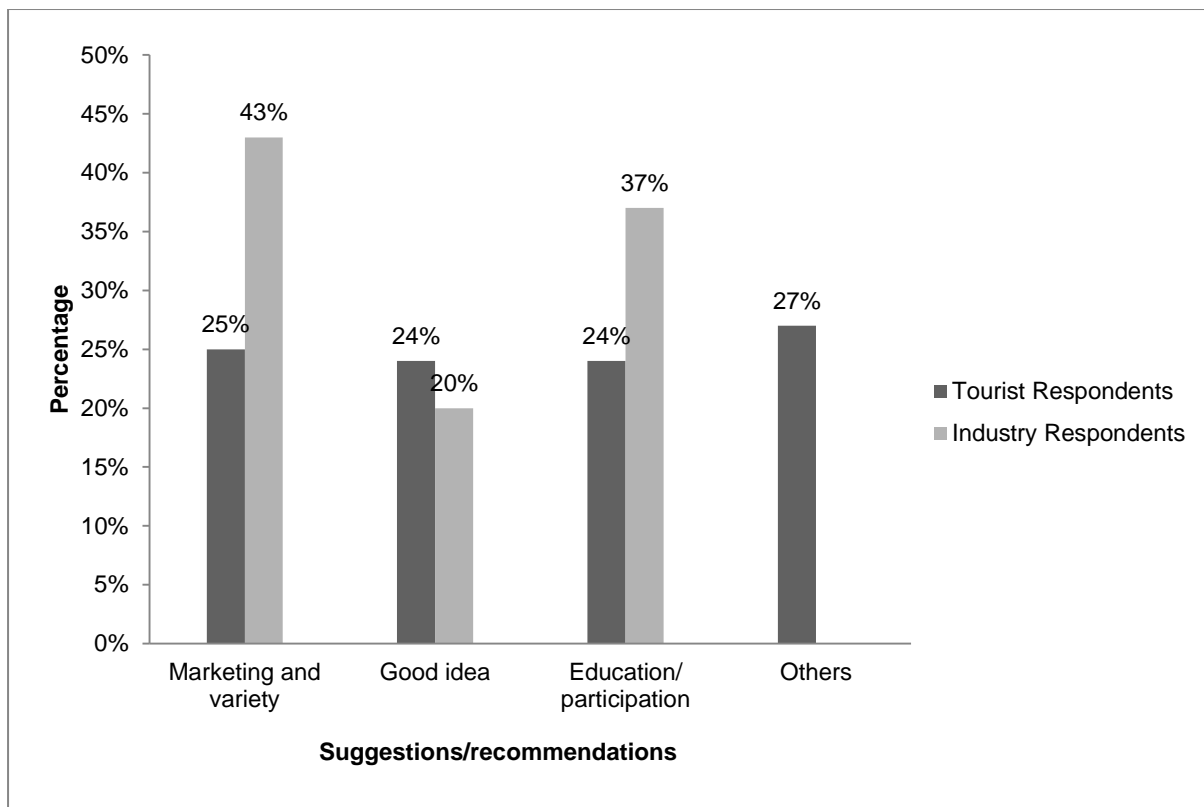


Figure 5.6 Possible attendance to the expo if it is held

## 5.9 Recommendations and suggestions for the potential expo programme

Both stakeholders made recommendations and suggestions for the proposed expo. This section sought to determine the any other details that could be used to have a specific food expo Content analysis was used to analyse this section. The data was grouped into themes from the qualitative comments given, and then tabulated below. Respondent comments were all put into four themes based on recurrent information. There were a variety of comments that came from the respondents. All the suggestions given by tourist respondents had almost similar valid percentage ratings. Figure 5.7 illustrates this closeness, with others having twenty-seven percent (27%), followed by marketing and variety with twenty-five percent (25%), good idea and education and participation both had twenty-four percent (24%) positive rating. Industry respondents also wanted a lot of marketing and variety which was highly rated with forty-three percent (43%); of respondents supporting it. Secondly education and participation had a thirty-seven percent (37%) and finally twenty percent (20%) of the respondents said that it was a good idea to have such an expo.





**Figure 5.7 Recommendations and suggestions by tourists and industry respondents regarding potential expo programme**

From the results, both stakeholders were keen to have the expo as it was recommended as a good idea worth marketing. All the suggestions derived from content analysis related to the desire to learn and experience more about the destinations, cuisine with a lot of interaction, marketing and knowledge sharing.

## 5.10 CONCLUSION

The chapter analysed results from the tourists and the industry respondent surveys. The main goal was to develop programme criteria for a potential food expo in Zimbabwe from a tourist and industry respondent's perspective. The aim was to derive factors that tourist respondents felt if they are there, would accentuate attendance. These came out through the tourist behaviours' main factors that predicted tourists preferences, needs and desires.

The collected data was then loaded into the computer for exploratory factor analysis. The resultant factors were not conclusive hence a confirmatory factor analysis was conducted to confirm inter-item loadings for the different programme content factors. From these results

Cronbach Alpha indicated reliable and acceptable results. Correlations were also conducted to determine if there was any association between the various programme content factors. The study further used various analysis methods to gather and determine different opinions regarding tourist and industry respondents. A comparison of opinions between tourist and industry respondents was tested using *t*-test regarding factors industry vs tourist respondents; gender; national vs international respondents. Other programme-related aspects that were analysed were focused on pricing /ticketing related aspects; location/site related aspects and lastly media/marketing-related aspects. All of these aspects and others such as 'potential to host such an expo,' 'duration of visits to the destination,' timing and season to host the potential food expo, and recommendations were also explored.



## CHAPTER 6

### CONCLUSIONS, RECOMMENDATIONS AND PROGRAMME CRITERIA FOR A POTENTIAL FOOD EXPO IN ZIMBABWE

#### 6.1 INTRODUCTION

The aim of this Chapter is to draw conclusions, make recommendations, further research insights are also suggested and the developed programme criteria for a potential food expo programme for Zimbabwe is presented diagrammatically and explained.

As found in literature that the growth and significance of food expos for destinations globally increasing, most developing destinations are also adopting food expos for their economic, social, environmental and political benefits (UNWTO, 2017:14; Sormaz, Akmese, Gunes & Aras, 2016:726; Han & Verma, 2014:240). The main focus at food expos is the 'other' that tourists want to experience and enjoy the authentic, unique local food cuisine at the destination (Wan & Chan, 2013:229; Ottenbacher & Harrington, 2013:18; Sohn & Yuan, 2013:124; Mkono, 2011:162; Miele & Murdouka, 2002:315). Zimbabwe as a multicultural destination has such unique local cuisine that has still to be exploited. Zimbabwe has no food expo programme in place for such food expo, which is common for most food expos in developed destinations that host such events, thus the main goal of this study was to develop a programme criteria for a potential food expo in Zimbabwe.

To attain this goal, the following objectives were set in the study and pursued:

- **Objective 1:** To examine literature regarding the role of food in tourism, the classification of food-related and culinary events (with specific reference to food expos) as a form of special events in the events sector, followed by a discussion of the benefits of these events and an overview of food expos worldwide.
- **Objective 2:** To examine a variety of literature in marketing theory relating to consumer behaviour at food related events and subsequent programme development in the context of food expos.
- **Objective 3:** To determine the needs and preferences of a potential food expo market (tourist and industry respondents) in order to develop a programme criteria for a food expo in Zimbabwe.

- **Objective 4:** To develop a programme criteria for a potential food expo for Zimbabwe; followed by further conclusions and recommendations for relevant event industry role players and researchers alike.

## 6.2 CONCLUSIONS

Based on the objectives, the following conclusions can be drawn:

**6.2.1 Conclusions regarding Objective 1: Literature overview regarding the role of food in tourism, the classification of food-related and culinary events (with specific reference to food expos) as a form of special events in the events sector, followed by a discussion of the benefits of these events and an overview of food expos worldwide**

### *Conclusions regarding the role of food in tourism*

- Food has long history regarding tourism, and its significant role has been widely acknowledged in anthropology, sociology, food science, semiotics, history, political science, and economics, as well as in literature, film, and cultural studies. Food is now a primary reason for tourists at a destination, accounting for higher expenditure than other activities (cf.2.2). Food is seen from different viewpoints, namely:
  - Cultural meanings
  - Heritage values
  - Communicative tool
  - Symbolic
  - Healthy and nutritious
  - Primary attraction
  - Brand
  - Identity
- Food fosters cultural sustainability through local cuisine at the destination. Many destinations use this unique culture through food expos, with the exception of most developing countries like Zimbabwe (cf. 2.2).

### *Conclusions regarding the classification of events*

- Events are varied in form and classified as planned or unplanned events. The typology of events clusters them into four broad categories (cf. 2.3):
  - Festivals and culture- related to art centres, museums, galleries and festival places. These are cultural celebrations with a lot of activities and entertainment for attendees.

- Entertainment and other mega events- they are held once off and bring in a lot of visitors, incurring a lot of expenses. However, they bring visibility to destinations. Such events include the Miss World Pageant, Grammy Awards and Carnivals.
- Sports- a wide variety of sports are held around the world and a lot of sports lovers gather to watch and be entertained.
- Business and trade- the main focus is on meetings, exhibitions, conventions, fairs, incentives and private parties.
- Food expos are closely linked to the MICE industry.
- Expos illuminate the destination's unique local cuisines and have the ability to augment the destination's for competitiveness
- Food expos are defined as a platform that destinations use to showcase local cuisine as a unique cultural element. Expos are educative, interactive and participatory forums around local food, from its preparation, cooking to the final consumption.

#### *Conclusions regarding food exposition activities and their benefits*

- Food Expos are part of the MICE business market. There are now more expos worldwide since the realisation by many destination governments of the contribution of food expos to the economy (cf. 2.4).
- Food expos differentiate themselves but the most common activities found at these food expos include (cf. 2.4):
  - food themed activities,
  - cooking demonstrations
  - appearances by noted chefs
  - regional/local food speciality
  - cooking competitions
  - and vendors of equipment
  - or other cuisines for sample and selling
  - wine or beer that pairs with the food, or
  - a style of cooking, like barbecue, or a general concept, such as local or organic foods
- There are a few developing countries that offer food expos at an international level. Zimbabwe only has local community food expos that are hosted and those that are international have local food cuisine as a secondary attraction, like The Harare International Festival of the Arts (cf.2.4).

- There is a lot of short term and long term benefits for the destination as far as food expos are concerned from a social, economic and environmental perspective and innovation (cf.2.5).

#### *Conclusions regarding food expos around the world*

- There are numerous food expos around the world that were listed from extant literature.
- Expos differ from each other. Each one has a specific time of year that is ideal for hosting. Most international expos are staged between January and October. (cf.2.6, Table 2.2).
- These expos differ by location, where destinations stage expos in the capital cities of their countries. Such locations are where there are a lot of amenities and attractions that the attendees can also enjoy. There is also a variety of transport systems for convenient travel. (cf.2.6, Table 2.2).
- The general duration for most expos is a minimum of three days (3) days to a maximum of eighteen days (18) days for events like Oktoberfest in German. (cf.2.6, Table 2.2).
- Programme of activities are different. Destinations differ by geographical setting, climate and seasonality patterns, and have local foods that are cultivated and produced for consumption. Most destinations feature a local common unique ingredient that is found and eaten in the destination, be it cuisine, vegetable, fruit, seafood, or a combination of ethnic food. This is what gives destinations the competitive edge and attracts attendee (cf.2.6, Table 2.2).
- The main programme activities for food expos identified from a desktop study and from the literature which are important for inclusion in a food expo programme were the following (cf. 2.7.1):
  - Open food theatre (cooking /baking demonstrations by chefs) (cf. 2.7.1.1)
  - Renowned chefs preparing signature dishes (cf. 2.7.1.2)
  - Renowned chefs preparing dishes with a traditional/local element
  - Informative sessions and discussions with renowned chefs on food-related topics
  - Cooking /baking competition activities (cf. 2.7.2)
  - Cooking /baking competitions amongst local chefs (cf. 2.7.2.1)
  - Cooking and baking merchandise on display/ to purchase (cf. 2.7.3)
  - Wine exhibition (cf. 2.7.4)
  - Local wine exhibits to wine estates (Mukuyu Wineries)(cf. 2.7.4.1)
  - Wine tasting and wine pairing sessions with the sommelier (cf. 2.7.4.2)

- Informative sessions on wine making (*cf.* 2.7.4.3)
- Informative sessions on wine serving/storing/cooking with wine (*cf.* 2.7.4.4)
- Beer exhibition (*cf.* 2.7.5)
- Beer tasting sessions with an expert (*cf.* 2.7.5.1)
- Cocktail exhibition (*cf.* 2.7.5.2)
- Cuisine variations (*cf.* 2.7.6)
- Local Cuisine (*cf.* 2.7.8)
- Opportunity to book for an outdoor cooking trail (*cf.* 2.7.8.1)
- Kids cooking/baking/food activities (*cf.* 2.7.9)
- Other exhibitors at the expo (*cf.* 2.7.10)
- Entertainment (*cf.* 2.7.11)
- Food art and decorating (*cf.* 2.7.12)
- Interactive food workshops for attendees (*cf.* 2.7.13)

#### *Conclusions regarding other aspects related to food expos*

- There were other important aspects for consideration by tourists that related to the potential food expo. These aspects were noted to influence the tourist choice in attending the potential food expo. They are indirectly linked to the potential food expo and they included:
  - Location- the geographical placement for the potential food expo with tourist preferences regarding centrality to other businesses, proximity to transport systems and service providers, ease of access, venue and cost implications (*cf.* 2.8; Table 2.3).
  - Pricing- this aspect had a lot of factors to consider, like price and value. It is a focal point for income generation. Tickets inform organisers of tourists' proof of purchase and to the tourist the ticket informs customers of the times, places, privileges and legalities (*cf.* 2.9).
  - Marketing media- Marketing channels inform consumers regarding information on the potential food expo dates, times, location, theme, activities and booking ticket arrangements. This aspect highlighted all the marketing channels that can be used to promote food expos and influence tourist preferences (*cf.* 2.10.1; Table 2.4).

#### *Conclusions regarding global trends in food expos*

- Global trends have a significant influence on food expos. A global approach to local cuisine has begun with local food at the centre stage to promote rural communities and the 'slow food movement' tourists seek the following (*cf.* 2.11):

- An increase in experiential and participatory engagement with the destination
- Communication of heritage narratives by residents to tourists regarding local food cuisine offerings
- Increased interest in 'greener expos' that promote sustainability and concern for the environment
- Creation of more personalised experiences, to create intimacy between the destination and the tourist
- Hybrid expos that are packed with other activities to enhance the experience and increase the tourist stay.
- Increasing popularity of expos by using online ticketing to collect tourist information to craft a unique and memorable expo.
- Offer radio frequency identification device technology and smart-cards to update tourists attending the expo with instant information and tweets.

#### **6.2.2 Conclusions regarding Objective 2: Literature overview of marketing theory relating to consumer behaviour at food-related events and subsequent programme development in the context of food expos**

*Conclusions regarding marketing theory relating to consumer behavior, the conceptualisation of consumer behaviour, related theories and the consumer decision process*

- The main purpose of event marketing in consumer behaviour is to target a specific market, identify consumer needs and wants and satisfy them (cf. 3.1, 3.2).
- The marketing concept looks at needs which are consumer feelings of deprivation, which requires satisfaction. Marketing also defines wants as more significant and higher than needs and are influenced by culture, society and an individual's personality. Consumer's behaviour is hinged on satisfying needs and wants; hence they seek information before they make the decision to attend a food expo (cf. 3.2).
- In the marketing concept marketers also need to target a specific market for a competitive edge and benefit by creating a unique product to meet the target market's desires. (cf.3.2).
- The right product packages to meet the target market desires are designed, with the help of the marketing mix. The product is designed, developed and packaged specifically to the target market to achieve satisfaction. (cf.3.2).
- The marketing mix is used effectively to make sure that the expo remains competitive. It has long been used by marketers and is still a critical aspect to increase any form of exchange. (cf.3.3).



- For consumers' needs and wants to be understood marketers use the marketing mix as a means to satisfy consumer desires. The marketing mix initially consisted of 4 broad areas and then they have since increased to consist of 8 components (8 P's) (*cf.* 3.3):
  - The product is the potential food expo. It is unique as it is not a permanent product. It varies annually, changing to suit consumer preferences. The product is more demand driven; hence it requires a well-crafted programme to satisfy consumers (*cf.* 3.3.1).
  - Place is significant in the marketing mix, it focuses on the ideal location for the potential food expo in regards to consumer preferences as it influences expo attendance (*cf.* 3.3.2)
  - The price of the ticket must offer perceived value relative to the activities in the food expo programme. Tickets are sold through various medium from online, at the gate to swiping or pre-booking access cards (*cf.* 3.3.3).
  - Promotion communicates the benefits of the potential food expo. Various promotional materials are used to persuade consumers to attend a food expo. Word of mouth is still a significant source of coercing consumer choices. Promotional materials include radio/television, online websites, billboards, travel magazines and advertising in newspapers and brochures (*cf.* 3.3.4).
  - Expo organisers convince consumers to purchase the expo tickets through a compact package filled with entertaining activities. Such packaging can include types of entertainment, merchandise on display, exhibitors selling food, demonstrations in cooking, wine; beer and cocktail mixing amongst other packages (*cf.* 3.3.5).
  - In partnerships /people, organisers work in collaboration or consultation with various stakeholders to assist in making the potential food expo a successful event (*cf.* 3.3.6)
  - Tangible documentation in the form of physical evidence in marketing is important for the potential food expo. The physical staging of the food expo and its activities make the product more tangible (*cf.* 3.3.7).
  - Programming is part of the physical evidence, though it is considered one of the marketing mix tools. It is organised in sequence and recycled yearly by adding or removing activities that are not wanted by the consumers. Programming is the most important aspect considered by consumers when they decide to attend a food expo. (*cf.* 3.3.8).
- The concept of consumer behaviour in literature reiterates the significance of demographic and psychographic factors as internal characteristics that are important determinants to understanding consumer behaviour to achieve consumer satisfaction (*cf.* 3.4).

- To get more insight into consumers, consumer decision-making process is used to discern behaviour and choices. (cf.3.4.1).
- The consumer decision-making process is premised on three approaches (cf. 3.4.1):
  - Demographics - as usual they are concerned with age, gender, education and occupation as determinants of consumer behaviour. Age is the most important factor. Several studies noted that middle-aged, married consumers tend to attend events such as expos whilst in the company of others.
  - The more educated the consumer becomes, the more desire for differentiated cuisines and eating out patterns. (cf.3.4.1).
  - Occupation as a determinant in purchase behaviour can be included in the development of a potential food expo programme. Consumers occupied in white collar jobs are more inclined to travel for status as a personality trait (cf. 3.4.1).
  - Personal values - relate to attitude, beliefs and standards that guide behaviour. Personality traits influence behaviour to purchase and attend the potential food expo.
  - Psychographic factors-explains how and why consumers behave the way they do.
- Consumers go through six (6) distinct stages in consumer decision-making. The stages are used in marketing to assist in satisfying consumer needs and wants. (cf.3.4.1, Figure 3.3).
- Theories of consumer behaviour identified two theories to try to understand the attitudes and behaviour of consumers; Theory of Reasoned Action and the Theory of Planned Behaviour. (cf. 3.4.2).  
 Models specific to special events (including food expos) and particular choices made by consumers in deciding to attend were identified. Three models were selected, *Theoretical Model for the Study of Food Preferences* by Randall and Sanjur, (1981:152), *Model of Consumption of local food at a destination*, by Kim, Eves and Scarles, (2009:484), *Model of Influences on the decision making*, by Abu (2012:52). (cf. 3.5, 3.5.1; 3.5.2; 3.5.3).
- The models from literature were noted to have the following generic influential aspects for consideration when developing a programme for a food expo (cf. 3.5.4):
  - Demographical aspects- gender, age, education /occupation have an influence to food expo attendance. Demographics can be used to drive personality needs and wants (cf. 3.5.4).
  - Social aspects- related to beliefs, culture, social class and friends and relatives. All these influence purchase behaviour (cf. 3.5.4).
  - Physiological aspects- are more related to food personality traits where food neophobia and food neophilia were found to influence choices of programme activities to include (cf. 3.5.4).

- The motivation to attend a food expo identified the following programme aspects (cf. 3.5.4, Table 3.1):
- ‘uniqueness of the food experience,’
- ‘socialising with and amongst others and a party experience,’
- ‘learning where opportunities to experience authentic food and interpretations are exposed’,
- ‘family togetherness’,
- ‘excitement/ thrills’ and
- ‘Participating in an event or either as viewing friends or relatives participating’

### *Conclusions regarding marketing mediums*

Marketing mediums for persuading consumers to purchase tickets to a food expo are specific. Information is from online blogs like TripAdvisor, social media platforms like Facebook, Instagram, Twitter and LinkedIn. Local information is based on television and radio, travel magazines brochures and pamphlets (cf. 3.6).

Other online marketing mediums are websites specific to the expos. (cf.3.6).

Marketing mediums from Chapter 2 are also significant in the dissemination of information.

- A summary of all the aspects/factors that influence consumer behaviour and their decision processes are highlighted (cf. Table 3.2).

### **6.2.3 Conclusions regarding Objective 3: The needs and preferences of a potential food expo market (tourist and industry respondents) in order to develop programme criteria for a potential food expo in Zimbabwe**

The data was collected from respondents using the survey method. Industry respondents were targeted at an international tourism and hospitality expo, (Sanganai Travel Expo 2016) and Tourist respondents were conveniently sampled whilst they were partaking local cuisine at the Boma, Mama Afrika and Illala Lodge in the resort town of Victoria Falls.

#### **6.2.3.1 Validity and reliability testing**

- Validity and reliability of the research instrument was tested by exploratory factor analysis and confirmatory factor analysis (cf. 5.4; 5.5).
- Exploratory factor analysis brought out the possible patterns in the results. From a total of 79 items, EFA was used to extract the common factors and their activities that could

be loaded together. After more than 23 iterations 13 possible factors and their inter-items were extracted in the following manner:

1. Kids cooking/baking/food activities
  2. Wine Exhibition
  3. Cooking/baking merchandise on display / to purchase
  4. Cocktail exhibition
  5. Cuisine variations
  6. Traditional Zimbabwean cuisine
  7. Interactive food workshops for attendees
  8. Cooking/baking competition activities
  9. Other exhibitors marketed at the expo
  10. Open food theatre activities
  11. Entertainment
  12. Beer Exhibition
  13. Healthy food
- From the exploratory factor analysis the programme content factors loaded almost nearer to what literature had discovered (*cf.* 2.7.1.1; 2.7.2; 2.7.3; 2.7.4; 2.7.5; 2.7.5.2; 2.7.6; 2.7.7; 2.7.8; 2.7.9; 2.7.10; 2.7.11 and 2.7.12).
  - Hence confirmatory factor analysis was used based on the literature review to see if the expected results fit the data that was collected (*cf.* 5.5).
  - A goodness of fit index was conducted and found to be suitable (*cf.* 5.5.1)
  - A goodness-of-fit index was conducted on the factors and three indices were used, Chi-square test statistic divided by the Degrees of Freedom, (CMIN/DF); the comparative fit index (CFI), Root Mean Square Error of Approximation (RMSEA) with a 90% confidence interval (LO 90 and HO 90). Two of the three indices were acceptable (*cf.* Table 5.18).
  - Based on the high Cronbach Alpha values and inter-item correlations, all thirteen factors were accepted as reliable (*cf.* Table 5.19).
    - A reliability test indicated that the programme content factors were reliable, Cronbach Alpha measurement, was used which indicated 0.783 and Bartlett Test  $p < 0.001$  (*cf.* 5.5.2). Values were all above 0.70 (*cf.* 5.5.3). They were ranked according to mean score in descending order. Other exhibitors as a programme content factor had the highest Cronbach Alpha of 0.917 (*cf.* 5.5.3.8). Entertainment as a programme content factor had the lowest Cronbach Alpha of 0.773 (*cf.* 5.5.3.5). The rest of the programme content factors had Cronbach Alpha in the range, 0.902 to 0.797 (*cf.*

5.5.3.10; cf. 5.5.3.11; cf.5.5.3.6; cf. 5.5.3.7; cf. 5.5.3.4; cf. 5.5.3.12; cf. 5.5.3.9; cf. 5.5.3.2; cf. 5.5.3.3.

### 6.2.3.2 Correlation analysis regarding programme content factors

- The study conducted a correlation on the programme content factors to confirm the relationships that exist between them. Only fourteen (14) correlations indicating a strong association between the two ordinal variables were evident. (cf. 5.6; Table 5.20).
- There was a strong correlation and a significant  $p$ - value for the following programme content factors:
  - Open Food Theatre and Cooking and baking competition ( $r=.654$ ,  $p< 0.001$ )
  - Cooking and baking competitions and Food and Art decoration ( $r=.477$ ,  $p< 0.001$ )
  - Open food theatre and Wine exhibition ( $r=.478$ ,  $p< 0.001$ )
  - Wine exhibition and Beer exhibitions ( $r=.630$ ,  $p< 0.001$ )
  - Interactive food Workshops and Open food theatre ( $r=.483$ ,  $p< 0.001$ )
  - Wine exhibitions and Cocktail exhibitions ( $r=.667$ ,  $p< 0.001$ )
  - Open food theatre and Cuisine variations ( $r=.375$ ,  $p< 0.001$ )
  - Kids baking activities and Food and Art decoration ( $r=.573$ ,  $p< 0.001$ )
  - Open food theatre and Kids baking activities ( $r=.508$ ,  $p< 0.001$ )
  - Other Exhibitions and Food and Art decoration ( $r=.468$ ,  $p< 0.001$ )
  - Beer exhibition and Cocktail exhibition ( $r=.526$ ,  $p< 0.001$ )
  - Open food theatre and Food and art decoration ( $r=.528$ ,  $p< 0.001$ )
  - Cuisine variation and Food and Art decoration( $r=.445$ ,  $p< 0.001$ )
  - Interactive food workshop and Food and Art decoration( $r=.611$ ,  $p< 0.001$ ) (cf. Table 5.20)

### 6.2.4 Conclusions regarding Objective 4: To determine the optimisation of food expo criteria most preferred by both stakeholders; it was also used to ascertain the industry respondent's readiness to host a food expo.

This data was analysed from different perspectives, the  $t$ - test analysis was mainly conducted to compare industry and tourist respondents regarding, programme content factors; gender regarding programme content factors; national and international respondents regarding programme content factors; tourism and industry respondents regarding pricing/ticketing, location and media/marketing aspects; gender pricing/ticketing, location and media/marketing aspects; tourism and industry respondents regarding location; tourist respondents and industry respondents regarding media/marketing aspects; genders regarding media/marketing aspects.

#### **6.2.4.1 The *t*-test analysis comparison between industry and tourist respondents regarding programme content factors**

- A *t*-test comparison between industry and tourist respondents regarding programme content factors to include in a potential food expo shows that there was agreement in the opinions by tourist and industry respondents regarding the importance six (6) programme content factors to be included in a potential food expo programme. Where the opinions did not differ significantly regarding the programme content factors, can be considered as activities to be definitely included in a potential food expo programme. (cf. 5.7.1; Table 5.21).

There was a significant coherence/similarity ( $p > 0.05$ ) between the tourist respondents and the industry respondents with respect to the following programme content factors:

- Beer exhibition with a mean score of 3.60 for tourist respondents and 3.79 for industry respondents and an effect size of 0.17.
  - Cocktail exhibition with a mean score of 3.95 for tourist respondents and 4.07 for industry respondents and an effect size of 0.15.
  - Cuisine variations with a mean score of 3.68 for tourist respondents and 3.97 for industry respondents with an effect size of 0.40.
  - Traditional Zimbabwean cuisine had a mean score of 4.33 for tourist respondents and 4.27 for industry respondents with an effect size of 0.10.
  - Entertainment had a mean score of 3.89 for tourist respondents and 3.94 for industry respondents and an effect size of 0.06.
  - Wine exhibition had a mean score of 3.87 for tourist respondents and 4.09 for industry respondents and an effect size of 0.29.
- Where there were difference of opinion between the tourist and the industry, these were noted for the following programme content factors:
    - Cooking /baking competition activities had a mean score of 3.53 for tourist respondents and 4.26 and an effect size of 0.96.
    - Open food theatre activities had a mean score of 3.77 for tourist respondents and 4.18 for industry respondents and an effect size of 0.65.
    - Cooking/baking merchandise on display/to purchase had a mean score of 3.79 for tourist respondents and 4.12 for industry respondents and an effect size of 0.47.
    - Kids cooking/baking /food activities had a mean score of 3.25 for tourist respondents and 4.13 for industry respondents and an effect size of 1.09.
    - Other exhibitors marketed at the expo had a mean score of 3.73 for tourist respondents and for industry respondents and an effect size of 0.44.

- Food art and decorating had a mean score of 3.46 for tourist respondents and 4.06 for industry respondents and an effect size of 0.78.
- Interactive food workshops for attendees had a mean score of 3.94 for tourist respondents and 4.19 for industry respondents and an effect size of 0.37.

#### **6.2.4.3 The *t*-test analysis comparison between gender regarding programme content factors**

- In all these *t*-tests the study then sought to use gender as a variable to test for the same programme content factors. From the analysis, it was found that gender had no difference regarding the inclusion of all the programme content factors. There was a small significant effect size for all the 13 programme content factors (*cf.* 5.7.2; 5.7.2.1; Table 5.21).
- Gender showed no significant influence, despite being used by researchers to determine preference patterns of tourists at an event (Hang & Yuan, 2016:50; Organ *et al.*, 2015:90; Mak *et al.*, 2012:932; Jago, 1997:100). Thus for the development of criteria programme for a potential food expo for Zimbabwe gender seemed not to be significant (*cf.* 5.7.2.1).

#### **6.2.4.4 The *t*-test analysis comparison between national and international respondents regarding programme content factors**

- The next *t*-test analysis sought to determine the needs and preferences of the respondents by place of residence. All the programme content factors except for kids cooking/baking/food activities indicated no differences in the opinions of national and international respondents. International respondents regarded kids cooking/baking/food activities as slightly more important (*cf.* 5.7.3.1; Table 5.23).

#### **6.2.4.5 The *t*-test analysis comparison between tourism and industry respondents regarding pricing/ticketing aspects**

- The last analysis was a *t*-test to determine the following additional programme-related aspects (pricing/ticketing, location and media/marketing) influence to the potential food expo between tourist and industry respondents. From the results for pricing /ticketing factor there was a general consensus with a small effect size regarding the following aspects:
  - Advance ticket sales mean score for tourist respondents on 4.45, industry respondents 4.42, and  $r=0.04$

- Tickets sold at the entrance mean score for tourist respondents on 4.10, industry respondents 3.99,  $r=0.11$
- Nominal charge as entry into the expo mean score for tourist respondents on 3.68, industry respondents 3.60,  $r=0.06$
- Daily sells of tickets into the expo mean score for tourist respondents on 3.71, industry respondents 4.01,  $r=0.29$  (cf. 5.8.1.2; Table 5.25).

#### **6.2.4.6 The *t*-test analysis comparison between gender regarding pricing/ticketing**

The study again used gender as a variable to compare pricing/ticketing aspects. Both male and females considered all the pricing/and ticketing aspects important for inclusion into the potential food expo programme. There was no statistical difference and practical difference, mean scores above 3,  $r=0.02$  (cf. 5.8.1.3; Table 5.26):

- Tickets to the expo can be bought in advance at ticketing offices / online had a mean score of 4.44 for males and 4.50 for females.
- Tickets to the expo can be bought at the entrance to the expo; mean score for males was 4.09 and females 4.13.
- Tickets should be including all activities at the expo mean score for males was 3.58 and females 3.70.
- Tickets should be for a cover charge/entry only, and additional planned sessions/activities (e.g. competitions/workshops/demonstrations should be paid for separately) mean score for males was 3.62 and females 3.76.
- Children below 12 years should gain free access to the expo mean score for males was 3.76 and females 3.75.
- Tickets must cover access to the expo for the duration of the expo (e.g. week pass) mean score for males was 3.54 and females 3.52.
- Tickets must cover day-to-day access to the expo (i.e. a day-pass) mean score for males was 3.67 and females 3.74.

#### **6.2.4.7 The *t*-test analysis comparison between tourism and industry respondents regarding location**

- The next aspect that was analysed was location which had a significant difference concerning appropriate citing of the event. Both stakeholders considered all the location options and noted that all of them were important to include in the food expo programme. There was a small effect size  $r=0.02$ ,  $p<0.05$  as indicated below (cf. 5.8.2.1; Table 5.28):
  - The food expo must be located near the central business district (CBD) tourist respondents had a mean score of 3.65 and industry respondents had a mean score of 4.05.



- The food expo must be in close proximity to a major international airport') tourist respondents had a mean score of 3.13 and industry respondents had a mean score of 3.46.
- The food expo must be in close proximity to other major amenities' tourist respondents had a mean score of 3.62 and industry respondents had a mean score of 4.

#### **6.2.4.8 The *t*-test analysis comparison between gender regarding location, media/marketing aspects**

- Overall both genders considered location as an important aspect that could influence tourist choice to attend the food expo. (cf. Table 5.29)

#### **6.2.4.9 The *t*-test analysis comparison between tourist respondents and industry respondents regarding media/marketing aspects**

- The last aspect analysed using the *t*-test was for media/ marketing. When a *t*-test comparison was conducted between tourist and industry respondents, both considered the following 2 marketing mediums to be equally important for the marketing of the expo:
  - 'Marketing using online sites' (TripAdvisor) with an effect size  $r=0.03$ ,  $p>0.80$  and
  - 'Marketing using social media' with an effect size  $r=0.41$ ,  $p<0.01$  (cf. 5.8.3; 5.8.3.2).

Regarding the other marketing mediums, the tourist respondents and industry respondents differed in their opinions regarding the extent of importance. Industry respondents considered these remaining marketing mediums to be more important.

#### **6.2.3.11 The *t*-test analysis comparison between gender regarding media/marketing aspects**

- The study further conducted *t*-test comparison between gender to determine if there was any difference regarding media/marketing. The results indicated that all the media/marketing channels were equally important to gender for ideal marketing for the expo programme. All the media/marketing aspects that were queried had mean scores above average 3 on the 5 point likert scale, effect size  $r=0.2$  (cf. 5.33).
  - Online sites (e.g. TripAdvisor) / expo website had the highest mean scores from males with 4.38 and females 4.56.
  - Local newspapers/magazines had a mean score of 4.02 from the males and 3.95 from females.

- International newspapers/magazines had a mean score of 4.02 from the males and 4.00 from females.
- Social media forms (Twitter, Facebook, etc.) had a mean score of 4.05 from the males and 4.00 from females.
- Local radio and television advertisements had a mean score of 3.96 from the males and 3.95 from females.
- International radio and television advertisements had a mean score of 4.10 from the males and 3.89 from females.
- Brochures/pamphlets had a mean score of 3.96 from the males and 3.95 from females.
- Billboards/posters had a mean score of 3.85 from the males and 3.96 from females.
- Word-of-mouth had a mean score of 3.57 from the males and 3.84 from females.

#### **6.2.4.10 Potential of the food expo in Zimbabwe and recommendations**

- Overall the study noted in conclusion that tourist and industry respondents wanted the expo and saw potential in Zimbabwe to host the event. Tourist respondents considered the expo had potential with a ninety-four percent (94%), and industry respondents also agreed that the expo had a lot of potential with eighty-nine percent (89%) (*cf.* 5.8.4; Table 5.34).
- The most important reasons cited of the potential food expo was from the marketing and knowledge dimension, followed by other benefits which were generally diverse and multifaceted and lastly economic benefits (*cf.* 5.8.4.1; Table 5.35).
- The potential food expo was seen as a platform for interaction and participation whilst providing the destination with the much needed foreign currency from tourism expenditure.

#### **6.2.4.11 Duration of food expo and ideal month and related reasons**

- In the last section of the study, both respondents gave their opinions regarding the duration of the expo which was agreed to spread over an average of 3-4 days long (*cf.* 5.8.5.1; Figure 5.2; Figure 5.3).
- Tourist respondents were quite comfortable with the potential expo taking place during the festive season in December, whilst industry respondents thought August as the ideal month for the staging of the expo. On analyzing the results further it was noticed that tourist respondents and industry respondents had chosen August with closely aligned

percentages (tourist respondents with eighteen percent (18%) and twenty-four percent (24%) for industry respondents. Hence the month for the hosting of the expo could be placed in the month of August when the peak season for tourist volumes begin in Zimbabwe (*cf.* 5.8.6; 5.8.6.1; Figure 5.4; Figure 5.5)

- The accompanying reasons for the festive season were premised on the fact that most tourists from the source markets that visit Zimbabwe will be on vacation. The tourist respondents also affirmed attendance once the potential expo was launched. This signaled a positive response to the inclusion of the food expo as an addition to the Zimbabwean tourism product offering (*cf.* 5.8.6.1).
- According to the 5 point likert scale tourists want to attend the potential food expo in Zimbabwe when it is hosted. There was a cumulative ninety-seven percent (97%) positive attendance response rate (*cf.* 5.8.7.1)
- The last addition to the study was suggestions and recommendations related to the potential food expo from the tourist and industry perspectives. There was a general consensus that the potential food expo was a good idea and an opportunity to market the destination. It was also considered as an ideal forum to educate and increase tourist participation in tourism activities that are authentic (*cf.* 5.9.1)
- The next section will focus on the development of programme criteria for a potential food expo in Zimbabwe by using the results gathered in chapter 5.

### **6.3 THE DEVELOPMENT OF PROGRAMME CRITERIA FOR A POTENTIAL FOOD EXPO PROGRAMME FOR ZIMBABWE AND SUBSEQUENT RECOMMENDATIONS**

Figure 6.1 provides an illustration of the programme criteria for a potential food expo in Zimbabwe. The criteria in Figure 6.1 below will be discussed in detail according to the alphabetical numbering in the diagram; and will be followed by recommendations for each section. The sections are as follows:

- **A & B:** A discussion on the profile of attendees to the potential food expo in Zimbabwe (tourist and industry profiles separated).
- **C:** A discussion on the demand for a potential food expo in Zimbabwe
- **D:** A discussion on the location where the potential food expo must be hosted in Zimbabwe.
- **E:** A discussion on the time of year when the potential food expo in Zimbabwe must take place.
- **F:** A discussion on the duration of the potential food expo in Zimbabwe.

- **G:** A discussion on the programme content within this potential food expo in Zimbabwe.
- **H:** A discussion on the ticketing and pricing systems that this potential food expo in Zimbabwe must adhere to.
- **I:** A discussion on the marketing media that the organisers of this potential food expo in Zimbabwe must use to effectively market this potential food expo program to the given market profile as indicated in A & B.

## PROGRAMME CRITERIA FOR A POTENTIAL FOOD EXPO FOR ZIMBABWE

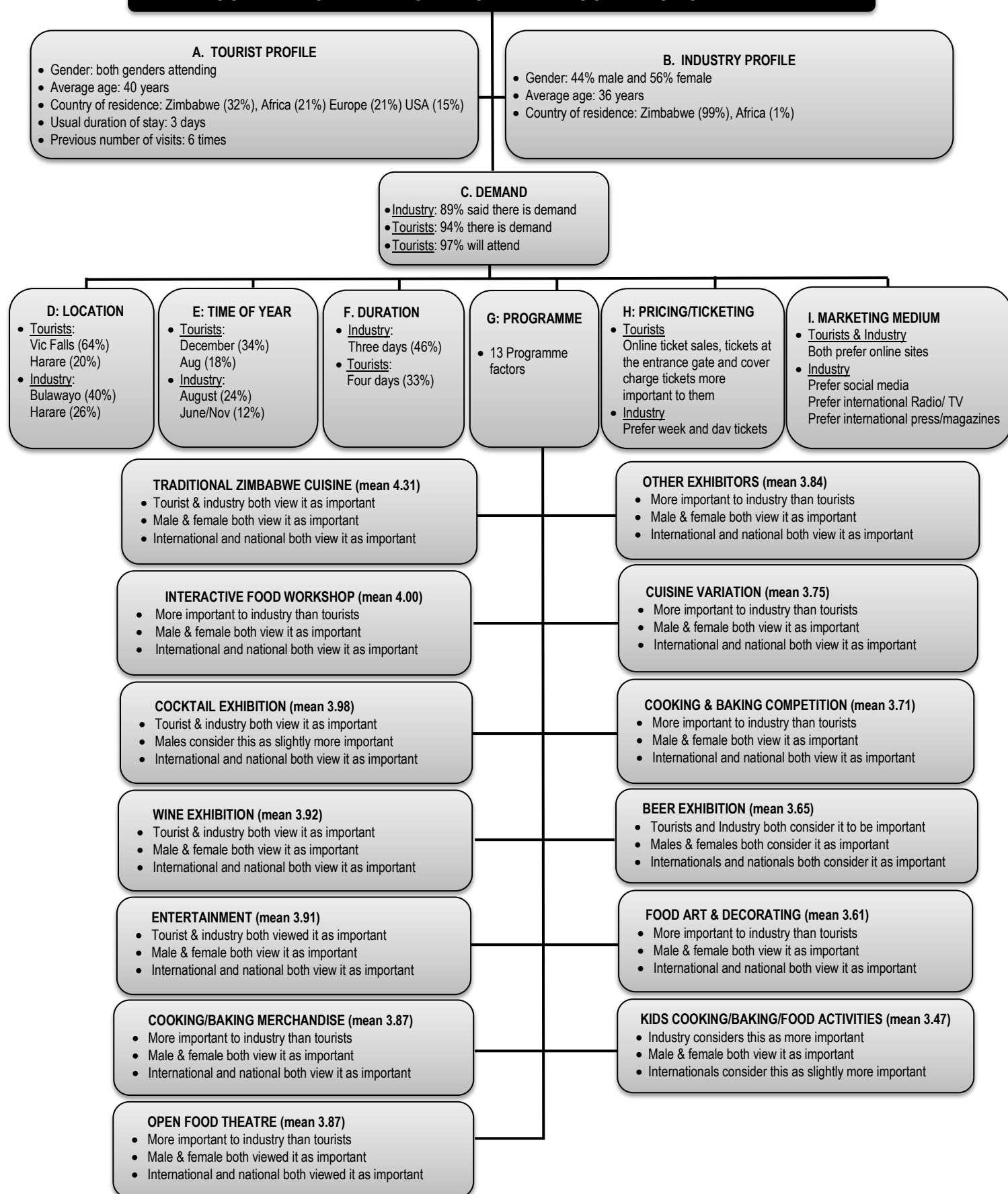


Figure 6.1 Programme criteria for a potential food expo in Zimbabwe

Source: Author's own compilation, 2018

**A. Tourist Profile** – The profile of the potential tourist market to the potential food expo in Zimbabwe will look as follows:

- Gender – both genders will attend the potential food expo.
- Age - the majority of the attendees will be between the ages of 26-55 years. The average age of the tourists is 40 years. The study noted that tourists that are interested in attending the food expo are middle aged, working in professional jobs and well educated. Hence the demographic construct is important to consider for the potential food expo to target the specific tourist.
- Country of residence – possible tourist attendees derived from Europe (21%), America (15%) and African countries (21%) there is also a large percentage of domestic Zimbabwean tourist (32%).
- Times visited – the potential tourist attendees to the food expo have on average visited Zimbabwe more than six (6) times before. A lot of repeat business tourists are recorded.
- Duration of stay- The potential tourist attendees will stay for a minimum duration of 3 days.

**B. Industry Profile** – There were a number of aspects that were considered to determine industry profiles:

- Gender – there are more females (56%) than males (44%) in the industry.
- Age - The majority of the respondents were aged between 26-45 years. The average age of the industry respondents is 36 years. The industry respondents are all professionals working in the hospitality and tourism industry.
- Experience: Generally all the industry respondents have been working in the hospitality and tourism industry for more than three years. These professionals have a wealth of experience as they have been in this industry for some time.
- Origin: 99% of the industry respondents are Zimbabweans.

***Practical recommendation according to the profile:*** It's important to note that the profile of the potential market to the potential food expo will be very diverse. The food expo program must thus cater for both male and female, tourists from different countries and age groups. Potential attendees will be familiar with Zimbabwe and well educated. Other new markets like Asian countries can also be included.

**C. Demand-** This aspect determines the likelihood of creating a desire for the product.

- Tourist respondents mentioned that there is a demand for the potential food expo.
- Industry respondents also agreed that there is a huge demand for the food expo.
- The majority of respondents would definitely attend the potential food expo once it had been launched.

***Practical recommendations about demand:*** Both tourists and industry are eager to attend the potential food expo. There is thus a demand for the potential food expo and once it is launched tourist and industry will attend. There is currently more than a 90% demand for this food expo within the current profile that indicates a big need for food expos in Zimbabwe. The organisers also need to do further research to explore other markets and needs for the potential food expo to remain running and competitive.

**D. Location** – From the data analysis, both tourists and industry regarded location as a very important influential factor to attend the potential food expo (3.55). There was no disparity between the two respondent groups regarding these location aspects, even though the location sites chosen by the two respondents were different. Male and female respondents also did not differ on where the food expo must be located, but both affirmed that location was an influential factor in their decision-making. The agreed location from the tourist respondents was (64%), for the potential food expo to be hosted in Victoria Falls resort town. For the tourists, it was the most ideal location and it is the most appropriate for the potential food expo. Their reasons were valid and worth noting for organisers to consider for the potential food expo. This location is close to major amenities that tourist's desire. The location has an iconic feature, the Victoria Falls, close to an international airport and is also packed with other attractions, which may increase the duration of tourist stay in the destination. Most festivals and expos are placed in geographically central locations in close proximity to other well-known attractions to add more lure and increase attendance. The location is already a prime tourist area. The industry respondents' on the other side wanted a location closer to the central business district, which was still another option as it also has all the necessary amenities and other attractions though not iconic as the one that tourist respondents chose. Industry respondents, on the other hand, wanted it held in Bulawayo with a valid percentage of forty percent (40%). This location was chosen as it is a capital city with all the required amenities and attractions close by.

***Practical Recommendation about location:*** There was no concise location given, however, one of the first and most ideal location in the resort town for this expo is at the Victoria Falls Safari Lodge, in the Boma restaurant. Reasons for this location being, that most tourists come to Zimbabwe to see the Victoria Falls, site-seeing, outdoor activities and also to enjoy the Zimbabwean cuisine at the Boma Restaurant. Hence, the ultimate choice for the location could be hosted in Victoria Falls as more tourist visit this resort annually in Zimbabwe and more tourist means more feet for the food expo, the location has an iconic feature, the Victoria Falls, and it's close to an international airport and is also packed with other attractions, which may increase the duration of tourist stay in the destination.

**E. Time of the year** - Tourist respondents' choice of hosting the event was in December with a thirty-four percent (34%). The festive season is a hive of activity in Zimbabwe and most hotels and lodges are at peak. The festive season is most appropriate given that most tourists from the major source markets are usually on vacation, especially the majority of the age range in the working class; this is the most ideal time. It was also noted that around the world from March to October festivals and expos are at their peak, and anticipated volumes targeted during that period for the potential food expo may not be realised. Hence, the tourists chose the month of December. Industry had noted August for hosting the expo with eighteen- percent (18%) but given the above details where it was noted that tourists are occupied with other expos, this month might be congested for tourists to attend. The two months are the most ideal for the hosting of the potential food expo.

***Practical Recommendation about the time of year:*** December is the best time of the year to host the expo. In Zimbabwe, there are more tourists that come in the month of December as they have their vacation at this time and most of the tourists will be coming to enjoy the summer season. In their countries it will be winter season. In the future the potential organisers of food expos in Zimbabwe can also consider the month of August. Industry indicated that August can work (24%) and tourists also consider the month of August as their second choice (18%).

**F. Duration** – The tourists indicated that the duration for the food expo in Zimbabwe must be 3 to 4 days, the industry respondents indicated a duration of an average of 3 days. For planning purposes, the specific number of days for the expo is important to both the tourists



and the organisers. Three to four days were chosen by industry and tourist respondents respectively. The average number of days for an expo from the international arena is not more than five days.

***Practical Recommendations on Duration:*** The duration of the expo can be spread over three days (3). This is so that the expo is short but full of activities to keep the attendees entertained. The programme must thus be designed to spread all the different activities over three days.

**G. Programming** - this is the most important stage in the process. The programme has to have all the different programme content in their sequential order. Programming involves a lot of elements that need to be amalgamated to form the program criteria. From the analysis the following programme content factors were considered as important for inclusion in the potential food expo by both the tourist and industry respondents:

- **Traditional Zimbabwean Cuisine-** This was the main highlight of the whole programme. Tourist respondents had a mean score of 4.33, industry respondents had a mean score of 4.27 and the effect size was at 0.10. The effect size was very small, showing that there was agreement regarding the inclusion of this factor and its activities. Specific activities mentioned by the respondents according to prioritisation for this factor were;
  - Display/demonstrating of traditional Zimbabwean cuisine by local chefs- were chefs get the centre stage to prepare local cuisines of their choice in front of a live audience.
  - Display/sampling of typical Zimbabwean delicacies- a showcase of all the local cuisines that are eaten by Zimbabweans, for tourists to also see and taste in the process.
  - Opportunity to book for an outdoor cooking trail- this activity is important as it gives tourists the opportunity to interact and be part of the community for the duration of the trail enjoying ethnic cooking.
  - International renowned chefs demonstrating dishes with a Zimbabwean flare/fusion-a combination of the traditional and modern cooking practices infused to give local cuisine a difference.
  - Traditional Zimbabwean food products/merchandise available for purchase - after sampling local food Tourists may want to purchase food products and other merchandise as memorabilia, whilst others may prefer the food for its taste.
  - Display/tasting/demonstrating of African cuisine - other African cuisines can be on offer to showcase similarities and differences amongst the ethnic groups. Like other

destinations' whose focus is on key unique food or local food, Zimbabwe has a diversity of ethnic groups and this cultural window provides for the tourist ultimate experience.

***Practical recommendation on Traditional Zimbabwean Cuisine:*** For Zimbabwean cuisine showcase given the popularity of local cuisine for the programme is:

- The traditional cuisine most popularly eaten by Zimbabweans is fried mopani worms, wild meat from warthog and dried local vegetables from blackjack, pumpkin leaves in peanut butter sauce. Chefs from Victoria Falls can demonstrate the traditional cooking methods.
  - Chefs can cook traditional food in three-legged black cast iron pots and clay pots using firewood in a hut structure set up at the Boma restaurant.
  - Also offer Zimbabwean traditional cuisine in a traditional setup in rural communities in Chinotimba, in the resort town of Victoria Falls, for a truly ethnic experience.
  - Tourists can also be given the opportunity to join chefs in cooking a particular traditional dish like mopani worms and get accolades and certificates.
  - A planned outdoor cooking session can be arranged by Safari Operators for a bush dinner at the waterhole near the Victoria Falls Safari Lodge.
- **Interactive Food Workshops for Attendees-** There is a lot of participation for the attendees in the form of various activities. There was a strong correlation between interactive workshops and food and art decoration. Both tourist and industry respondents differed in the importance of having this factor at the expo. The industry preferred the activity more than the tourists. Both male and female respondents also had similar views regarding the inclusion of these workshops into the food expo programme, their effect size was insignificant.

***Practical recommendation on Interactive Food Workshops for Attendees:*** Daily workshops and classes can be running concurrently with other expo activities so that interested attendees can participate. Attendees can enjoy workshops hosted by chefs from all the Hotels in Zimbabwe and training institutions from Bulawayo Hotel School, Speciss College and Harare Polytechnic Colleges.

- Two-hour classes can be in the programme for the duration of the expo.
- Workshops with special guest speakers from five star and four star hotels in Zimbabwe together with lodge practitioners can offer informative training and advise related hospitality events and other topical issues.

- **Cocktail Exhibition** – The potential attendees preferred this programme content factor as well. Males preferred this factor more (4.05) than females (3.81), the effect size was 0.30 a medium effect size. This indicated that males were more interested in the cocktails than their female counterpart. Research by Emsliea *et al.*, (2014:6) highlights the active part of females in wines and cocktails, which is slightly contradictory to the findings in this research.

**Practical recommendations:** The most practicable for the expo is to invite competent barmen/ladies from Victoria Falls hotels to provide expert demonstrations in cocktail mixing at Illala lodge in Victoria Falls. The main activities that the mixiologists can focus on that tourists enjoy are:

- Cocktail tasting sessions – where the barman showcases a variety of cocktails using Zimbabwean wines
- Demonstrations by mixologist creating legendary cocktails and mocktails
- Sale of cocktails, mocktails and merchandise for interested attendees
- Attendees are invited to mix their own cocktail after being educated on how to make cocktails.

To further increase the interest of both male and female attendees; bar-personnel can invite them to the cocktail activities. Cocktail mixing competitions and show-offs between men and women can also be organised.

- **Wine Exhibition** – This factor is a prominent feature at most expos as noted by a mean score of 3.92 by respondents. The tourists (3.87) and a mean score of 4.09 from industry respondents support that. The effect size was at 0.29. Opinions regarding the inclusion of this factor into the potential food expo were positive from both the males and the females. Their mean scores were similar. Apparently, both the genders wanted to attend the wine exhibition. The significance of wine at an expo has been noted by several scholars and for the Zimbabwe expo, wine was also important for inclusion at the potential food expo programme. The particular interest in wine exhibition factor had activities that tourists wanted to participate in. These dimensions were all aligned to Zimbabwean winery production and famous Zimbabwean distillers. Key activities related to 'local wines from Zimbabwe estates ( Mukuyu Estates)', 'food and wine pairing', 'health and medicinal value of wines', 'wine tasting', 'informative sessions on wine serving and storing.'

***Practical Recommendations on Wine Exhibition:*** In Zimbabwe, Mukuyu Wineries and African Distillers are the only two that produce distilled spirits and wines. These organisations can be part of the food expo programme demonstrating how wines are distilled and the varieties of wines that are made in Zimbabwe. The two organisations can mount a mini-distillery to showcase how they prepare spirits and wines at the Victoria Falls hotel in the central business district. Key activities for attendees to participate and enjoy are:

- Tasting local wines bought by Mukuyu Estates to the expo
  - Food and wine pairing sessions conducted by chefs and the agents from Mukuyu Wineries and African Distillers.
  - One hour interactive sessions at the A' Zambezi hotel on the health and medicinal value of wines
  - Daily thirty minute (30min.) wine tasting sessions with a wine sommelier from Mukuyu Wineries and African Distillers at A' Zambezi hotel.
  - Hourly classes on information on wine serving and storing conducted by the sommelier at Victoria Falls Hotel.
  - Mukuyu Wineries and African Distillers can have a wine display at all the selected hotels above with special offers for purchasing wines at the expo.
- **Entertainment-** Expos by nature are entertainment business and thrive on offering activities to entertain participants. A variety of entertainment offerings were chosen by the tourist respondents. The females were more interested in musical entertainment than their male counterparts. On the same note, both the tourist respondents and industry respondents considered entertainment important for the food expo programme.

***Practical Recommendations on Entertainment:*** For that African feel, local traditional mbira music and eating are combinations that tourists might enjoy and this can be at the Boma restaurant in Victoria Falls. Entertainers in the form of cultural dance musical groups can serenade tourists as they eat. Music from thumb piano (mbira), African drums, gourds with seeds inside (hosho) and traditional dancing from Jerusarema and Muchongoyo can be invited to the expo. These are some of the most important and distinctive dances from Zimbabwean culture. Other local artists like Oliver Mtukudzi, Prudence Katomeni, Jah Prazah may feature at the event to add more entertainment variety.

- **Cooking/Baking Merchandise** - This is an additional feature in the food expo programme, which provides tourists the opportunity to purchase cooking, baking and

other kitchen related equipment. Male and female respondents were of the opinion that this factor was important for inclusion in the food expo programme.

***Practical Recommendations on Cooking/Baking Merchandise:*** Various catering and equipment suppliers can be invited to showcase their products like Pots n Pans, Caterquip, Polyhandy, Mouldon and Stevens in Zimbabwe. Exhibitor stands can be mounted in the Victoria falls Camp-site Park for tourists to walk around and look at things to buy.

- **Open Food Theatre** – Both tourist and industry respondents felt that it is important to include open food theatre into the food expo programme (3.87). Industry respondents, however, preferred this factor more than tourists. This factor relates to chefs demonstrating and competing against each other.

***Practical Recommendations on Open Food Theatre:*** Renowned chefs (Chef Gonzo, Chef Maruma, chef Robert amongst others from Zimbabwean hotels and training schools can be invited to conduct demonstrations and competitions to educate and entertain the audience.

- Artisan chefs and class two chefs can also give short forty-five minute (45min.) demonstrations of innovative cooking and plating styles using local cuisines in the Victoria Falls Camp-site Park to entertain the audience.
- In the marketing of the food expo programme more emphasis can be placed on Open food theatre to attract more industry attendees.
- **Other Exhibitors** – This factor like cooking merchandise was added to provide attendees other forms of entertainment and was also considered by both respondents groups important to be included into the food expo programme (mean 3.84). There was no practical significance between gender and both male and female wanted this programme factor with a mean score of 3.74 for both respectively. The inclusion of other exhibitors into the food expo programme was however more important for the industry respondents and for the tourist respondents (medium effect size  $r=0.44$ ).

***Practical Recommendations on Other Exhibitors*** – Hotels in the Victoria Falls regions can have stalls to market their food menus in order to attract more tourists to their hotels. Caterers and restaurant owners can market their products and services at different stalls. Vendors from retail food shops, face- painting, snack vendors and curios-vendors can be included into the food expo programme to further enhance a positive attendee experience.

- **Cuisine Variations-** Respondents felt it was important to incorporate different cuisines from different ethnic groups into the food expo programme. These respondents want to experience other cuisine variations from different international destinations. For this factor, industry respondents saw this addition to the food expo programme as more important than the tourist respondents (effect size was medium at 0.40.) As regards to gender, for the same factor, there were similar views regarding its importance to be included in the food expo programme. Hence, its variety and diversity were seen as a welcome addition to the expo experience.
- Other activities that were under the same factor but not related to cuisines were also included to make the expo more compact and educative. These included:
  - Display/tasting/demonstrating of desserts
  - Display/tasting/demonstrating of pastries
  - Display/tasting of cheeses
  - Display/tasting/demonstrating of healthy cuisine
  - Display/tasting/demonstrating of dietary requirement foods (e.g. vegan, Halal, low fat, gluten-free, etc.)

**Practical Recommendations on Cuisine Variations:** Embassies in Zimbabwe can be given invitations to attend and showcase at the food expo in the Municipality Park. Some of the embassies to include are: China, America, Europe, Zambia, South Africa and any other African country.

- Practitioners in healthy eating habits from the Department of Health in Zimbabwe may offer information and short discussions at the Municipality Park to educate attendees about the different healthy food that they can consume for a healthier lifestyle.
- Organisers can travel to different food events around the world and can recruit traditional food exhibitors from Asia, Italy, France and America to come and exhibit their traditional food.
- **Cooking and Baking Competitions** – This factor was considered as the 10<sup>th</sup> most important factor to be included in the food expo programme with a mean value of 3.71. Industry respondents (4.26) rated this factor more important to be included into the programme than the tourist respondents (3.53) with a large effect size of 0.96.

**Practical Recommendations Cooking and Baking Competitions:** Offer cook-off competitions on three-hour sessions (3hrs), between local chefs from Victoria Falls hotels and chefs from Bulawayo Hotel School.

- Pastry chefs from all the Victoria Falls hotels can compete in the baking sessions, baking snacks and petite fours using local ingredients (e.g. termites, mopani worms, pumpkin leaves, wild mushroom, monkey apple just to mention a few).
- **Beer Exhibition** - had a mean score of 3.65 and was therefore also considered as an important factor to be included in the food expo programme. Both tourist respondents and industry respondents considered it as equally important to be included into the program. Activities that can be included under the Beer Exhibition category within the food expo programme entails beer brewing stalls, beer exhibits, beer tasting and beer, and food pairing activities.

***Practical Recommendations on Beer Exhibition:***

To make beer exhibition unique the potential food expo programme can engage local breweries by offering tourists to enjoy a tour of a mini plant mounted by Delta Beverages, Ngoda Breweries, Ingwebu Breweries, at their stands to see how Traditional African beer is brewed. This activity can be located in the Town Municipality Park. The activities that these breweries can display are:

- Local beer exhibition of how beer is brewed in Zimbabwe specifically draft and African traditional beer ('maheu') from red millet and sorghum seed varieties.
- Breweries may offer beer tasting at their stands as it is produced from the miniature plant.
- Beer brewing experts may give informative sessions / demonstrations on beer brewing and variants to an audience.
- Offer food and beer-pairing sessions by experts (e.g. venison and beer, knuckle bones and draft).

African beer is popular amongst tourists at the Boma Restaurant. The results noted the importance of beer activities. Beer brewed in the calabash in Zimbabwe is a Tourist delight; hence beer activities were mainly concerned with local beer than that from the international arena.

- **Food Art and Decorating** – This factor included demonstrations and display in food art, plating and decorating. The potential attendees of the food expo rated this factor as the 12<sup>th</sup> most important factor that must be included into the food expo program (3.61). Tourist and industry respondents differed in opinion regarding the inclusion of this factor into the food expo programme. There was a large effect size of 0.78 between the two responded groups for this factor. The mean values indicated that Food Art and Decorating was more important for the industry respondents (4.06) than for the tourist respondents (3.46).

However, the opinions between genders were insignificant; there was a small effect size of 0.04. Hence the factor was equally important for male and females to be included into a food expo program.

***Practical Recommendations on Food Art and Decorating*** – Demonstrations can take place in Victoria Falls hotels on different days during the expo for at least an hour (A 'Zambezi Hotel, Illala Lodge, Elephant Hills and Victoria Falls Safari Lodge). Hotel chefs working in the larder section of the stated hotels are invited to show their skills in decorating food on a plate, carvery section and the dessert trolley.

- **Kid's Cooking/Baking/Food Activities** – Although this factor was the least preferred factor from all 13 factors to be included into a food expo program, its total mean value was still 3.47, which meant it could be illuminated from the food expo programme. There was a large effect size of 1.09 between Industry respondents (4.13) and tourist respondents (3.25). Once again it was more important for the industry to include this factor than for the tourist respondents. It was interesting to note that the males wanted this factor more than females with a mean score of 3.26 and 3.20 respectively. It is common for the female to desire to have activities for their kids which was, however, not the case for this expo programme.

***Practical Recommendations Kid's Cooking/Baking/Food Activities:*** Activities to entertain kids at an expo are junior chef competitions, children baking classes, food decorating activities, eating competitions.

- Competitions can be organised where kids can decorate cupcakes and win prizes.
- Competitions where children must eat pies or cake as fast as possible and the winner receives food vouchers at the expo.
- Children's baking classes can be presented where children can bake their own ginger-bread man.

From the criteria it is recommended to have all the thirteen (13) programme content factors with focus on Traditional Zimbabwean cuisine, interactive food workshops, cocktail and wine exhibitions and entertainment as the five most important factors taking center stage and the rest of the programme content factors augmenting the food expo programme. There was a strong correlation and a significant  $p$ -value for the following programme content factors (*indicated with the red arrows in the criteria in Figure 6.4*):

- Open Food Theatre and Cooking and baking competition ( $r=.654$ ,  $p< 0.001$ )



- Cooking and baking competitions and Food and Art decoration ( $r=.477$ ,  $p< 0.001$ )
- Open food theatre and Wine exhibition ( $r=.478$ ,  $p< 0.001$ )
- Wine exhibition and Beer exhibitions ( $r=.630$ ,  $p< 0.001$ )
- Interactive food Workshops and Open food theatre ( $r=.483$ ,  $p< 0.001$ )
- Wine exhibitions and Cocktail exhibitions ( $r=.667$ ,  $p< 0.001$ )
- Open food theatre and Cuisine variations ( $r=.375$ ,  $p< 0.001$ )
- Kids baking activities and Food and Art decoration ( $r=.573$ ,  $p< 0.001$ )
- Open food theatre and Kids baking activities ( $r=.508$ ,  $p< 0.001$ )
- Other Exhibitions and Food and Art decoration ( $r=.468$ ,  $p< 0.001$ )
- Beer exhibition and Cocktail exhibition ( $r=.526$ ,  $p< 0.001$ )
- Open food theatre and Food and art decoration ( $r=.528$ ,  $p< 0.001$ )
- Cuisine variation and Food and Art decoration( $r=.445$ ,  $p< 0.001$ )
- Interactive food workshop and Food and Art decoration( $r=.611$ ,  $p< 0.001$ ) (cf. Table 5.20)

**H. Pricing/ticketing** – It's important to do research to find out what ticketing system will be preferred by this potential market to buy their tickets for this food expo. All the pricing/ticketing statements were rated highly and of significant importance. Both male and female respondents considered all the pricing/ticketing aspects as important. Furthermore, tourist respondents and industry respondents regarded 'advance ticket sales' as more important than the rest of the other options. Respondents also feel that although they prefer advance ticket sales online or at ticketing offices that ticket systems where you can buy tickets at the entrance of the food expo cannot be eliminated. Respondents also prefer to choose between different price packages. They want the option to choose between day tickets or tickets that give full access for the duration of the expo (3 days). The respondents also feel it is important to give free access to children under the age of 12. Lastly, respondents feel it is important to have the option either to buy a ticket that includes all the activities at the food expo or to buy a cover charge ticket and then you only pay for the activities you prefer when you are inside the food expo venue.

***Practical Recommendations on Pricing/ticketing:*** The most ideal pricing/ticketing sales for the potential food expo for Zimbabwe is online ticket sales that can be accessed through Zimticket and Impact Tickets. This will facilitate ease of ticket access and offer tourists flexibility to purchase what activities they want to engage in at the expo.

- A dedicated website managed by the Zimbabwe Tourism Authority in Victoria Falls, for the food expo can also be created as a platform to disseminate information

related to expo activities, other events, travel, functions and any other events that want to sell tickets.

- Tickets can be bought at the entrance gates at the Municipality Town Park and at all the participating hotels in Victoria Falls.

**I. Media/ marketing-** After the food expo programme is finalised its important to market the programme by using the most effective marketing media that will sufficiently reach the target market. The potential market indicated that they will prefer the use of online marketing/media channels because it's more advanced and faster in promoting events. The potential food expo can exploit online sites and others to creates awareness and promote the food expo. Respondents also use blogs as an interactive forum to share information, marketing through social media, like Twitter, Facebook, Instagram and Linkedin as popular amongst tourists. These marketing /media aspects can broadcast the potential food expo to the global village effectively.

***Practical Recommendations on Media/ marketing:***

- Zimbabwe Broadcasting Co-operation (TV) can host Good Morning Breakfast informing viewers about the potential food expo programme, theme, location, duration and the activities.
- The expo can be broadcast on Facebook, You-tube, TripAdvisor, Instagram, Twitter and Idloom Events for a wider coverage.
- Zimbabwe Tourism Authority (ZTA) and National Parks and Wildlife Authority websites can market the food expo internationally and update expo information to keep potential attendees abreast of the expo news.
- WhatsApp social groups used by hotels and lodges can also market the expo to individuals and others, increasing electronic word- of mouth. Interactive boards' at all international airports (Robert Mugabe International Airport, Joshua Nqabuko International Airport and Victoria Falls Airport) are other marketing medium that can be used effectively.
- Furthermore, the expo can adopt online ticket sales utilising Zimticket and Impact ticket sales for flexible purchases.
- Other payment methods can be point of sale at all the Victoria Falls hotel front office desk. This can assist in increasing the variety of ticket sale media.
- The programme criteria also recommended the use of online marketing media for wider coverage. The use of Facebook, You-tube, Twitter and TripAdvisor, which most tourists utilise.

- A dedicated webpage on the ZTA and National Parks platform can also be used to inform interested tourists.
- The criteria can be a significant instrument for use by organisers and that can use it for any event.

***Practical implications from the Theory of Reasoned Action and Theory of Planned Behaviour.***

It can be concluded that the two theories can be used to understand tourist behaviour. As highlighted from the proposed framework, the programme content criteria is specific to the needs and wants of the consumer. Using attitudes as the basic principle of the theories to explain behaviour the following were noted regarding the tourist and their potential to purchase the food expo:

- Specific programme content factors for the programme criteria were delineated (the main activities for the potential food expo).
- Tourists' attitude were reflected by their desire to have Traditional Zimbabwean Cuisine as a prominent feature of the potential food expo.
- The decision to purchase and attend the potential food expo once Zimbabwe has implemented the event are definitive.
- Other tourist preferences considered during the decision-making process are also indicated (location, time of year, duration, the pricing and ticketing for the potential food expo and media/marketing).

However, the study also noted the importance of including the stakeholder theory and social network theory. These can also be influential theories to consider, they show the interrelationship and interconnectivity that must exist between the industry and the tourists for a successful food expo. Continuous and consistent interaction make for a food expo that incorporates changing trends in the events industry, to remain competitive.

#### **6.4 PRACTICAL CONTRIBUTION OF THE RESEARCH**

- This was the first study of its kind done in Zimbabwe to propose a feasible food expo programme that illuminates the unique attributes of Zimbabwe.
- With these programme criteria, the practical contribution is specific. Organisers can now determine the programme content factors that are required for a food expo. The criteria illuminate the ideal location, the duration of the expo and the main activities that can be adopted.
- The study also contributes information on the pricing/ticketing options to use. Organisers will not necessarily conduct research for the best pricing/ticketing methods, therefore it will save on their budget costs.

- This research contributes to the most effective marketing/media that needs to be used to increase awareness and promote the food expo and increase the tourist flows to Zimbabwe.
- This food expo contributes a dent on the tourism calendar in Zimbabwe, by increasing the tourism seasonal cycle and benefiting the industry at large from peak and off peak season.
- The study contributes to attracting more tourists to the destination, generating foreign currency for the destination and creating job opportunities for the host community.
- The introduction of a food expo will operate from local to international level for Zimbabwe. The main factors for such an expo are centred on local cuisine which is found nationally and farmed in the destination. This expo fosters local cuisines posterity as noted by many scholars, thus supporting sustainability issues.
- The study contributes to increasing the involvement by the communities that are the custodians of local cuisine, who produce the local ingredients to be used at the expo and also to foster local food farming in an integrated and sustainable way for it to grow.
- For this expo to start it is imperative for the Chinhoyi University of Technology where the PhD student presides together with the School of Hospitality and Tourism, to initiate food expos in their regions for widespread community engagement and increase participation and invite the Ministry of Hospitality and Tourism, Zimbabwe Tourism Authority and sponsors. This is a significant contribution that builds more appreciation, confidence in hosting such expos, buy in and awareness from an internal perspective of the unique attributes endowed at/by the destination. Creating a lot of hype and activity will also create a successful international food expo for the destination.
- It can be implemented by the University by hosting the food expos at least twice a year, in the province, piloting it from Chinhoyi University of Technology, then again twice a year in the various provinces of Zimbabwe until it becomes an international brand hosted by the Chinhoyi University of Technology in conjunction with Zimbabwe Tourism Authority and The Ministry of Hospitality and Tourism.
- Any other Universities that have a School of Hospitality or Culture and Heritage School can also be used thereafter to host food expos once a year around the destination using the proposed food expo framework.
- Through the Chinhoyi University of Technology, Information and Telecommunication School, the potential expo can be made visible by setup of a food expo home page website, like other international expos to provide a direct link to Zimbabwean food and wine expo with comprehensive information about food in the destination to increase awareness like [newzealand.com](http://newzealand.com) that links to New Zealand's food and wine.

- The study makes a contribution where the Ministry of Hospitality and Tourism in conjunction with the Zimbabwe Tourism Authority and the private sector organisation can use the programme criteria to formulate Event Zimbabwe as a prime strategic tool for events in Zimbabwe.
- A contribution to knowledge related to the unique attributes of authentic experiences offered by local cuisine which can be helpful for Zimbabwe and other destinations where this contribution can illuminate local cuisine prospects of food tourism.
- The contribution of food expos to a destination's development from an economic, social, political and environmental sustainability perspective

## **6.5 LITERATURE CONTRIBUTION**

- Firstly the main contribution of this dissertation is the development of a questionnaire that can be used for food expo criteria for developing destinations. This criteria can be used by other destinations that want to also implement food expos.
- Secondly, the questionnaire can be used by other developing destinations that want to venture into food expos. The destinations can find out whether all the programme criteria factors are what they can also use. The destinations can also determine the location, duration, marketing and pricing that they can adopt for their market and modify accordingly.
- Thirdly the study also paved the way for an investigation on whether the same programme criteria can be used for other events such as music galas, festivals or sports.
- Fourthly, the study identified the specific tourist preferences for a food expo for a developing country, which was not done. It focussed on programme-related aspects and potential consumptive behaviour for developing countries, and the potential needs, wants and preferences for the potential market. Other destinations can also determine their tourist preferences from this programme criteria.
- Fifthly, in relation to extant literature, the research study contributes to empirical research on local cuisine which is currently anecdotal though increasing. Many developing destinations do not feature local cuisine as a prominent part of the tourism offering. This study will contribute to the appreciation, awareness, value and sustainability that local cuisine offers through economic benefits and development of local communities.
- Sixthly, another contribution to literature is that extant literature was only focused on food festivals and this study was one of the few that related to food expos.

## **6.6 LIMITATIONS OF THE STUDY**

The study had its own limitations based on the following issues discovered;

- The research focus was only on Zimbabwe, a destination that normally suffers a lot of woes that cause turbulence for tourism and the results were hampered by this negative perception. Hence the findings can only be generalised as far as the food expo elements drawn from the study are concerned.
- Preferences needs and wants to attend a food expo may vary amongst destinations, with similarities in factors.
- The sample size that had been targeted of 400 respondents was not achieved due to tourist security reasons. Most resort hotels and lodge owners restricted interaction with tourists for fear of invasion of privacy. A larger sample size would have been ideal.

## **6.7 RECOMMENDATIONS FOR FUTURE RESEARCH**

The study has identified research gaps and areas that could be considered for future research:

- A follow-up study to see whether the proposed components for this potential food expo programme are successfully attracting the expected number of attendees.
- The study noted a high growth rate in repeat business visitor's over first-time visitors. Most of these tourists are educated professionals and their desire to keep revisiting Zimbabwe. The reasons for this may warrant investigation to establish why Zimbabwe is a repeat destination for most tourists.
- Further testing of the food expo programme criteria to assess its utility across different types of food expositions and festivals to monitor its generalizability, to embrace changes where applicable and incorporate more activities.
- The aspect of fusing traditional cuisine and cultural music undertones as an African traditional setting and storytelling to ascertain repeat visit and increase tourist influx to the destination for competitive edge can also be a facet for research.
- Future research should attempt to measure attendee satisfaction levels in relation to the developed food expo criteria.
- This study can provide the groundwork for further testing of the potential criteria in other developing countries that have similar tourism attractions and for comparative studies.
- This study has paved the way for the development of food expos in Zimbabwe. Further research should now be conducted to develop a food tourism framework guided by the potential food expo criteria programme.
- A follow-up study can include hotel occupancy as a significant factor and effective staging of the food expo.
- Further research can be conducted related to food expo quality and pricing/ticket sales.

## **6.8 CHAPTER SUMMARY**

This Chapter concludes the study as all the other chapters have culminated in the development of criteria for food expo programme for Zimbabwe. Several conclusions were outlined regarding the review of extant literature and the empirical surveys. The study has also highlighted several recommendations that can be taken by the Ministry of Hospitality and Tourism in conjunction with the Zimbabwe Tourism Authority and the private sector. Recommendations for future research were also highlighted, regarding the development of a strategic food tourism framework.

## REFERENCES

- Abu, N. 2012. Consumer decision-making on festival attendance. Laurea University, Otaniemi. (Thesis- Masters).
- Adema, P. 2006. Festive foodscapes: iconizing food and the shaping of identity and place. University of Texas at Austin. (Dissertation- PhD).
- Africa Albida Tourism. 2016. [www.africaalbidatourism.com/press-release](http://www.africaalbidatourism.com/press-release). Retrieved 27 June, 2016.
- Ajzen, I. 1991. The theory of planned behaviour. *Organizational behaviour and human decision processes*, 50:179–211.
- Alant, K. & Bruwer, J. 2004. Wine tourism behaviour in the context of a motivational framework for wine regions and cellar doors. *Journal of wine research*, 15(1):27-37.
- Alina, G. 2014. Sparkling wine tasting in the restaurant Talli. University of Applied Sciences (Thesis- Degree).
- Ali-Knight, J. & Chambers, D. (eds). 2006. Case studies in festival and event marketing and cultural tourism. Leisure Studies Association: Eastbourne.
- Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2002. Festival and special event management, 3rd ed. Sydney.
- Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2011. Festival & special event management. Milton, QLD: John Wiles & Sons Australia, Ltd.
- Allport, G.W. 1954. The nature of prejudice. Cambridge/Reading, MA: Addison-Wesley.
- Ambrosio, V., Manuel, L. & Faria, T. 2012. Events and destination management – car launch in Lisbon. *International journal of management cases*, 11:79-86.
- Andereck, K.L. & Caldwell, L.L. 1994. The influence of tourists' characteristics on ratings of information sources for an attraction. *Journal of travel and tourism marketing*, 2 (2-3):171-190.
- Anderson, J.C. & Gerbing, D.W. 1988. Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3):411-423.



Andersson, T.D., Getz, D. & Vujcic, S. 2015. Preferred travel experiences of foodies. An application of photo elicitation. *Journal of vacation marketing*, 22(1):55-67.

Andersson, T.D., Jutbring, H. & Lundberg, E. 2013. When a music festival goes veggie: Communication and environmental impacts of an innovative food strategy. *International journal of event and festival management*, 4(3):224-235.

Andres, L. 2012. *Designing & doing survey research*. Sage: London.

Aoyama, T. 2008. *Reading food in modern Japanese literature*. Honolulu: University of Hawaii Press.

APEX, 2005. The APEX Event Specifications Guide Template.[http://www.conventionindustry.org/FILES/APEX/APEX\\_Events\\_Specifications\\_Guide.pdf](http://www.conventionindustry.org/FILES/APEX/APEX_Events_Specifications_Guide.pdf)  
Retrieved 7 November 2017.

Arain, M., Campbell, J., M., Cooper, L. & Lancaster, G. 2010. What is a pilot or feasibility study? A review of current practice and editorial policy. *BMC medical research methodology*, 10(1):67.

Armstrong, G. & Kotler, P. 2011. *Marketing: An introduction*, 10<sup>th</sup> ed. Pearson Prentice Hall.

Atlanta food and wine festival. 2016. <http://atlfoodandwinefestival.com/wp-content/uploads/2016/05/Media-Guided-Tour.pdf> Retrieved 12 November 2017.

Australian Bureau of Statistics. 2007 <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4326.0>  
Retrieved April 2015.

Azman, A.M. 2012. *Food tourism in special events and festivals in Appalachian Ohio*. Ohio University (Thesis-MSc).

Babbie, E. 2011. *Introduction to social research*. 5th ed. Belmont: Wadsworth.

Backman, K.F., Backman, S.J.U., Uysal, M., & Sunshine, K.M. 1995. Event tourism and examination of motivations and activities. *Festival management & events tourism*, 3:15-24.

Baltescu A.C. 2016. Culinary experiences as a key tourism attraction. Case Study: Braşov County. *Economic Sciences*, 9 (58) No.2: 107-112. *Bulletin of the Transilvania University of Braşov* [webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I/12\\_Baltescu.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I/12_Baltescu.pdf) Retrieved November 2017.

- Barabasi, A.-L. 2003. *Linked: How everything is connected to everything else and what it means*. New York: Plume.
- Barthes, R. 1988. *The semiotic challenge*. New York: Hill & Wang.
- Bartels, D.M. & Johnson, E.J. 2015. Connecting cognition and consumer choice. *Cognition*, (135):47-51.
- Batra, A. 2008. Foreign tourists' motivation and information source (s) influencing their preference for eating out at ethnic restaurants in Bangkok. *International journal of hospitality & tourism administration*, 9(1):1-17.
- Beer, C.L., Ottenbacher, M.C. & Harrington, R.J. 2012. Food tourism implementation in the Black Forest destination. *Journal of culinary science & technology*, 10(2):106-128.
- Bell, E. & Bryman, A. 2007. The ethics of management research: an exploratory content analysis. *British journal of management*, 18(1):63-77.
- Benea, I.A. 2014. *Influences of social media on the tourism and hospitality industry*. Signature Modul Vienna University. Vienna (Thesis-BA).
- Bureau International Des Expositions: anon [www.bie-paris.org/site/en/](http://www.bie-paris.org/site/en/) Retrieved 2 December 2016.
- Bessière, J. 1998. Local development and heritage: traditional food and cuisine as tourist attractions in rural areas. *Sociologia ruralis*, 38(1):21-34.
- Bhe, T., Glasmacker, P., Meckwood, J., Pereira, G. & Wallace, M. 2004. *Event management and best practices*, Red Boks, IBM.
- Biazen, T. 2012. *Local food festivals: towards successful branding and sustainable local food tourism in Östersund*. Mid-Sweden University. (Thesis- Masters).
- Blythe, J. 1999. Visitor and exhibitor expectations and outcomes at trade exhibitions, *Marketing intelligence & planning*, 17(2):100-110.
- Blythe, J. 2008. *Consumer Behaviour*. Uk: Thanson, pp. 190.
- Bollen, K.A. 1989. *Structural equations with latent variables*. New York: Wiley.
- Boma Restaurant. 2011. <http://www.africaalbidatourism.com/things-to-do/bar-dining/the-boma-dinner-drum-show/> Retrieved 20 October 2017.

- Booms, B.H. & Bitner, M.J. 1981. Marketing strategies and organization structures for service firms in Donnelly, J., H. and George, W., R. (eds). Marketing of services. Chicago: American Marketing Association, pp.35.
- Borden, L.M., Bosch, L., Card, N.A. Casper, D.M., Fletcher, S., Hawkins, S.A., Jones, A., Schlomer, G., Wiggs, C.B., Koch, B. Koss, M. & Langbert, L. 2016. Understanding *t*-test. [https://reachmilitaryfamilies.umn.edu/sites/default/files/rdoc/Understanding%20t%20Test\\_0.pdf](https://reachmilitaryfamilies.umn.edu/sites/default/files/rdoc/Understanding%20t%20Test_0.pdf) Retrieved 12 November 2017.
- Borgatti, P.S. & Li, X. 2009. On social network analysis in a supply chain context. *Journal on supply chain management*, 45(2): 5-22.
- Botha, K. 2011. The development of a ticket purchase behaviour measuring instrument and model for South African Arts festivals. Potchefstroom. North West University. (Thesis- PhD).
- Botti, A., Grimaldi, M., Tommasetti, A., Troisi, O., Vesci, M. 2015. The effect of gastronomic heritage on visitors' decision making process: festivalscape as an antecedent of attitude. International conference proceedings Heritage tourism and hospitality international conference 2015. pp 47-61 [www.heritagetourismhospitality.org](http://www.heritagetourismhospitality.org)
- Bourdieu, P. 1984. *Distinction. A social critique of the judgement of taste*. London.
- Bowdin, G., O'Toole, W., Allen, J., Harris, R. and McDonnell, I., 2006. *Events management*. Routledge.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. 2011. *Events management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.
- Boyne, S., Williams, F. & Hall, D. 2002. The Isle of Arran taste trail. (In Anne Mette Hjalager and Greg Richards (eds.). *Tourism and gastronomy*, (91- 114). London: Routledge.
- Boynton, P.M. & Greenhalgh, T. 2004. Selecting, designing, and developing your questionnaire. *BMJ* 2004; 328:1312 <https://doi.org/10.1136/bmj.328.7451.1312> Retrieved 23 May 2014.
- Brillat-Savarin, J.A. 1970. *The (originally published 1825 in Paris with the title La Physiologie du gout)* (A. Drayton, trans.). Harmondsworth: Penguin.
- Brown, T.A. & Moore, M.T. 2012. Confirmatory factor analysis. *Handbook of structural equation modeling*, pp.361-379.

- Browne, M. W., & Cudeck, R. 1993. Alternative ways of assessing model fit. (In K. A. Bollen & J. S. Long (eds.), *Testing structural equation models* (pp. 136-162), Newbury Park: Sage.
- Brunt, P. 1997. *Marketing research in travel and tourism*. Butterworth-Heinnman. Oxford. U.K.
- Bruwer, J. 2002. Wine and food events: A golden opportunity to learn more about wine consumers. *The Australian and New Zealand wine industry journal*, 17(3): 92-99.
- Bruwer, J. 2004. The love affair of generation X consumers with the winery cellar door. *The Australian and New Zealand Grape grower and Winemaker*, 12:19–24.
- Bruwer, J. 2003. South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism management*, 24(4):423-435.
- Bryman, A. & Bell, E. 2015. *Business research methods*. Oxford University Press: USA.
- Burger, S. 2015. *A brand loyalty model for arts festivals*. Potchefstroom, North-West University, South Africa. (Thesis- PhD).
- Burns, A.C. & Bush, R.F. 2003. *Marketing Research: Online Research Application*. 4th ed. New Jersey: Prentice Hall.
- Buted, D.R., Gillespie, N.S., Conti, J.B., Delgado, B.A., Marasigan, R.M.P., Rubico, S.K.A. & Felicen, S.S. 2014. Effects of social media in the tourism industry of Batangas Province. *Asia Pacific journal of multidisciplinary research*], 2(3):123-131.
- Cañizares, S.S.M. & Guzmán, T.L. 2012. Gastronomy as a tourism resource: profile of the culinary tourist. *Current issues in tourism*, 15(3):229-245.
- Carlin, M.J. 2012. *Cocktails: A global history*. London, UK. Reaktion Books.
- Carlsen, J., Andersson, T.D., Ali-Knight, J., Jaeger, K., & Taylor, R. 2010. Festival management, innovation and failure. *International journal of event and festival management* 1(2):120-131.
- Castronovo, C. & Huang, L. 2012. Social media in an alternative marketing communication model. *Journal of marketing development and competitiveness*, 6(1):117-13.

Castellan, C.M. 2010. Quantitative and qualitative research: A view for clarity. *International journal of education*, 2(2):1-14.

Cavicchi, A., Santini, C. & Belletti, E. 2013. Preserving the authenticity of food and wine festivals: the case of Italy. *Il Capitale Culturale: Studies on the value of cultural heritage*, 8:251-271.

Cavicchi, A. & Santini, C. eds. 2014. *Food and wine events in Europe: A stakeholder approach*. Routledge.

Cela, A., Knowles-Lankford, J., & Lankford, S. 2007. Local food festivals in Northeast Iowa communities: A visitor and economic impact study. *Managing leisure*, 12(2/3):171–186.

Çelik, S. & Çetinkaya, M.Y. 2013. Festivals in Event Tourism: The Case of International Izmir Art Festival. *International journal of contemporary economics and administrative sciences*, 3(1):1-21.

Chacko, H.E. 1997. Positioning a tourism destination to gain a competitive edge. *Asia Pacific journal of tourism research*, 1(2):69-75.

Camilleri, M.A. 2018. The marketing environment. In: *Travel marketing, tourism economics and the airline product*. Tourism, hospitality & event management. Springer, Cham.

Chaney, S. & Ryan, C. 2012. Analysing the evolution of Singapore's World Gourmet Summit: An example of gastronomic tourism. *International journal of hospitality management*, 31(2):309-318.

Chang, W. 2011. A taste of tourism: visitors' motivations to attend a food festival. *Event management*, 15 (2):151–161.

Chang, J. & Hsieh, A-T. 2006. Leisure motives of eating out in night markets. *Science direct: Journal of business research*, 59 (12):1276-1278. Retrieved October 21, 2016.

Chang, R.C., Kivela, J. & Mak, A.H. 2010. Food preferences of Chinese tourists. *Annals of tourism research*, 37(4):989-1011.

Chang, W. & Yuan, J.J. 2011. A taste of tourism: Visitors' motivations to attend a food festival. *Event management*, 15(1):13-23.

Chang, W. & Yuan, J.J. 2016. Tourists' characteristics and motivations in attending festivals and events: a study in Texas. *Tourism travel and research association: Advancing tourism research globally*, 43-53.

- Chatibura, D. 2015. The development of a strategic framework for the promotion of local cuisine in Botswana. Potchefstroom. University of North-West, S.A. (Thesis- PhD).
- Chawla, L., Keena, K., Pevec, I., & Stanley, E. 2014. Green schoolyards as havens from stress and resources for resilience in childhood and adolescence. *Health & Place*, 28: 1-13.
- Chef Magazine. 2000. The right wine list for any dessert menu. Cornell University, 10 (56):56.
- Chef Magazine. 2008. Highlights from the 2008 South Beach Wine & Food Festival. Cornell University, 52(60): anon.
- Cheng, P.C . 2011. Festivals: predicting attendance intention with decision-making factors Indiana University (Thesis- PhD).
- Cherpack P.L. 2005. How to conduct a successful and fun beer tasting event: A guide. beer appreciation.com <http://beerappreciation.com/HowtoBeerTasting.pdf> date of access 18 Jan 2018
- Cheung, S. & Tan, C.B. eds., 2007. Food and food ways in Asia: Resource, tradition and cooking (2). Routledge.
- Chikafu, J., Mirimi, K. & Hurombo, B. 2014. Destination rebranding paradigm in Zimbabwe: A stakeholder approach. *International journal of advanced research in management and social sciences*, 3 (1):30-41.
- Chin, W.W. & Newsted, P.R. 1999. Structural equation modeling analysis with small samples using partial least square. (In Hoyle R.H., eds. *Statistical strategies for small sample research*. London: Sage.)
- Chronicle, 2018. <https://www.chronicle.co.zw/expo-attracts-23-countries-sanganaihlanganani-world-tourism-showcase-lights-up-bulawayo/>
- Chopra, L. 2012. Basic concepts in marketing. [http://www.du.ac.in/fileadmin/DU/Academics/course\\_material/Ep16.pdf](http://www.du.ac.in/fileadmin/DU/Academics/course_material/Ep16.pdf)
- Clark, L.A. & Watson, D. 1995. Constructing validity: Basic issues in objective scale development. *Psychological assessment*, 7(3):309.
- Claude, L.S. 1996. "The Culinary Triangle." In *Food and culture- a reader* 3<sup>rd</sup> ed. carole Counihan and van Esterik, P. Routledge: New York.

- Cochran, W.G. & Williams, G. 1977. Sampling techniques. 3rd ed. New York: Wiley.
- Cohen, E., & Avieli, N. 2004. Food in tourism: attraction and impediment. *Annals of tourism research*, 31 (4): 755-778.
- Cohen, S.A., Prayag, G. & I Moital, M. 2014. Consumer behaviour in tourism: Concepts, influences and opportunities. *Current issues in tourism*, 17 (10):872 –909.
- Conner, M. & Armitage, C.J. 1998. Extending the theory of planned behaviour: A review and avenues for further research. *Journal of applied social psychology*, 28(15):1429-1464.
- Constantinides, E. 2006. 'The marketing mix revisited: Towards the 21st century marketing' 22, (3/4):407-438. DOI: 10.1362/026725706776861190 Date of access 4 June 2016.
- Cook, R.A., Yale, L.J. & Marqua, J.J. 2010. Tourism: the business of travel. 4th ed. New Jersey: Pearson Prentice Hall.
- Cooper, D. R. & Schindler, P. S. 2001. Business research methods. New York: McGraw-Hill.
- Cooper, D.R. & Emory, C.W. 1995. Business research methods .5th ed. Chicago: Irwin.
- Corigliano, M.A. 2002. The route to quality: Italian gastronomy networks in operation. (In A. Hjalager & G. Richards *Tourism and Gastronomy*, pp.166-185). London: Routledge.
- Crompton, J.L. & McKay.S.L. 1997. Motives of visitors attending festival events. *Annals of tourism research*, 24(2):425–439. [https://doi.org/10.1016/S0160-7383\(97\)80010-2](https://doi.org/10.1016/S0160-7383(97)80010-2) Date of access 4 June 2016.
- Crompton, J.L. 1979. Motivations for pleasure vacation. *Annals of tourism research*, 6(4):408-424.
- Crouch, S. & Housden, M. 2003. Marketing research for managers. 3rd ed. Butterworth-Heinemann.
- Demby, E. 2011. Psychographics and from whence it came. Marketing Classics Press.
- Damm, S. 2010. The implications of best practice event management when applied to small-scale local events. Unitec New Zealand (Dissertation- MSc).
- De Bruin, G.P. 2004. Problems with factor analysis of items; solutions based on item response theory and item parcelling. *South African journal of industrial psychology*, 22(2):1-6.

De Mooij, M. & Hofstede, G. 2011. Cross-cultural consumer behavior: a review of research findings. *Journal of international consumer marketing*, 23(3-4):181-186.

Derrett, R. 2008. 'Regional expo: Nourishing community resilience: the nature and role of cultural expo in Northern Rivers NSW communities', Lismore: Southern Cross University, NSW. (Thesis- PhD).

Derrett, R. sa. Making sense of how festivals demonstrate a community's sense of place. 8 (1):49-58.

Dickinson, J. E. & Lumsdon, L. 2010. *Slow travel and tourism*. London. Earthscan.

Dixit, K.S. 2017. *The Routledge handbook of consumer behaviour in hospitality and tourism*. Routledge, Taylor and Francis <https://www.amazon.com/Routledge-Handbook-Behaviour-Hospitality-Handbooks/dp/1138961671> Retrieved 29 October 2017.

Dolnicar, S. & Huybers, T. 2010. Different tourists - different perceptions of different cities consequences for destination image measurement and strategic destination marketing. (In J. A. Mazanec & K. Wöber (eds.), *Analysing international city tourism*: (127-146). Vienna / New York: Springer).

Donaldson, T. & Preston, L.E.E. 1995. The stakeholder theory of the corporation: concepts, evidence, and implications. *The academy of management review* 20(1):65-91. <http://www.jstor.org/stable/258887> Retrieved 12 September 2015.

Donati, K. 2005. The pleasure of diversity in slow food's ethics of taste. *Food culture and society*, 8(2):227-242.

Dos Santos, C. R., & Antonini, O. B. 2004. La gastronomía típica de la Isla de Santa Catarina, Brasil: Su identidad como atractivo para el turismo cultural. *Estudios y perspectivas en turismo*, 13(1 - 2):89-110.

Drost, E.A. sa. Validity and reliability in social science research. *Education research and perspectives*, 38 (1):105-123.

Du ploy, T. 2013. *A framework for the planning and integration of out-of-home advertising media in South Africa*. University of Pretoria. (Thesis- PhD).

Du Rand, G.E. & Heath, E. 2006. Towards a framework for food tourism as an element of destination marketing. *Current issues in tourism*, 9(3): 206-234.



Du Rand, G.E., Heath, E. & Alberts, N. 2003. The role of local and regional food in destination marketing. A South African situation analysis. *Journal of Travel and Tourism Marketing*, 14(3/4): 97-130. [http://dx.doi.org/10.1300/J073v14n03\\_06](http://dx.doi.org/10.1300/J073v14n03_06) Retrieved 14 May 2015.

Du Plooy, T. 2012. A framework for the planning and integration of out of home advertising media in South Africa. University of Pretoria. ( Thesis- PhD).

Du Sahel, C., Organisation for Economic Co-operation and Development (OECD). 2001. Managing the Economy Locally in Africa. ECOLOC Handbook. assessing local economies and their prospects, 1. Rue Chardon Lagache, Paris.

Dubai food festival 2016. <http://www.emirates247.com/lifestyle/dubai-food-festival-mouth-watering-line-up-of-events-activities-2016-02-22-1.621866> Retrieved 11 November 2017.

Dube, S., Dlamini, N.R., Mafunga, A., Mukai, M., & Dhlamini, Z. 2013. A survey on entomophagy prevalence in Zimbabwe. *African journal of food, agriculture, nutrition and development*, 13(1):7242-7253.

Dumbach, M. 2013. Establishing corporate innovation communities: a social capital perspective. Nuremberg: Friedrich-Alexander- University of Erlington- Nuremberg. (Thesis- PhD).

Duncan, J.D. & Kim, Y.H. 2013. A review of event management: A descriptive meta-analysis. Paper presented at the 1st World conference on hospitality, tourism and event research and international convention and expo summit 2013, Bangkok, Thailand, 25th-28th May 2013 (pp. 713-730). *International programme in hotel and tourism management*, Siam University.

Dwyer, L., Mellor, R., Mistillis, N., & Mules, T. 2000. A framework for assessing “tangible” and “intangible impacts of events and conventions. *Event management*, 6 (3): 175-189. <https://doi.org/10.0000/096020197390257> Retrieved 16 July 2015.

Egresi, I. & Kara, F. 2014. Small-scale events : The case of three local festivals and events in Istanbul, Turkey. *GeoJournal of tourism and geosites*. 2(14):93-110.

Einarsen, K. & Mykletun R. 2009. Exploring the success of the Gladmatfestival (The Stavanger Food Festival). *Scandinavian journal of hospitality and tourism*, 9(2/3):225-248.

Ellis, S.M. & Steyn, H.S. 2003. Practical significance (effect sizes) versus or in combination with statistical significance (p-values), *Management Dynamics*, 12(4): 51-53.

- Emmi, S., Paivi, K. & Roosa, A. 2005. Exploring event tourism strategies - a case study of four Nordic tourism organisations.
- Emmons, R.A. 2001. Gratitude and mind-body health. *Spirituality and medicine connection*, 5:1-7.
- Emsliea, C., Hunt, K., Lyons, A. 2014. Transformation and time-out: The role of alcohol in identity construction among Scottish women in early midlife. *International journal of drug policy*, 26(5):437-445.
- Engel, J.F., Blackwell, R.D. & Miniard, P.W. 1995. *Consumer behaviour*. 8th ed. New York: Dryder.
- Etiosa, O. 2012. The impacts of event tourism on host communities—Case: the City of Pietarsaari. Central Ostrobothnia University of Applied Sciences, Kokkola-Pietarsaari. (Thesis- Degree).
- European Commission. 2013. Ethics for researchers. Facilitating research excellence in FP7.[http://ec.europa.eu/research/participants/data/ref/fp7/89888/ethics-for-researchers\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/fp7/89888/ethics-for-researchers_en.pdf) Retrieved 27 November 2016.
- Eventbrite 2013. New trends impacting festival and consumer events [www.eventbrite.com/festival](http://www.eventbrite.com/festival) Retrieved 5 February 2014.
- Eventbrite 2015. “Millennials and the new era of food, wine and beer festival”, available at: [www.eventbrite.com/academy/millennials-and-the-new-era-of-food-wine-beer-festivals/](http://www.eventbrite.com/academy/millennials-and-the-new-era-of-food-wine-beer-festivals/) Retrieved 6 November 2018.
- Event Scotland. 2006. *Events management: A practical guide*. Edinburgh. Scotland. [www.eventscotland.org](http://www.eventscotland.org) Retrieved 9 December 2016.
- Everett, S. 2016. *Food and drink tourism: Principles and practice*. Sage.
- Everett, S. & Aitchison, C. 2008. The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of sustainable tourism*, 16(2):150-167.
- Everett, S. & Slocum, S.L. 2013. Food and tourism: an effective partnership? A UK-based review. *Journal of sustainable tourism*, 21(6):789-809.  
<http://dx.doi.org/10.1080/09669582.2012.741601> Retrieved 16 February 2014.
- Evolution of Asian Cuisine. s.a. <https://www.asian-recipe.com/cuisine-evolution.html> Date of access 13 November 2017.

- Factory, S. 2010. Chef! South African Chefs Association. University of Johannesburg, School of Tourism, 17. <http://www.sachefs.co.za/> Retrieved 16 March 2017.
- Falassi, A. (ed.) 1987. Time out of time: Essays on the festival Albuquerque: University of New Mexico Press.
- Fan, X., Thompson, B., & Wang, L. 1999. Effects of sample size, estimation method, and model specification on structural equation modelling fit indexes. *Structural equation modelling*, 6:56-83.
- Faulkner, W., Fredline, E., Larson, M., & Tomljenovic, R. 1999. A marketing analysis of Sweden's Storsjöyran musical festival. *Tourism Analysis*, 4 (4):157-171.
- Fenich, G.G. 2012. Meetings, expositions, events and conventions: An introduction to the industry. Boston, MA: Pearson Hall.
- Field, A. 2000. Discovering statistics using SPSS. London: Sage Publications.
- Field, A. 2009. Discovering statistics using SPSS. 3rd ed. London: Sage.
- Field, A. 2013. Discovering statistics using IBM SPSS statistics. Sage.
- Felenstein, D., & Fleischer, A. 2003. The role of public assistance and visitor expenditure. *Journal of travel research*, 41(4):385-392.
- Ferdinand, N. & Williams, N.L. 2013. International festivals as experience production systems. *Tourism management*, 34:202–210.
- Figoni, I. P. 2010. How baking works: Exploring the fundamentals of baking science.
- Fishbein, M., & Ajzen, I. 1975. Belief, attitude, intention, and behaviour: An introduction to theory and research. Reading: Addison-Wesley.
- Food festival stool kit. 2016.  
<https://businesswales.gov.wales/foodanddrink/sites/fooddrink/files/WG2884%20Festivals%20Toolkit%20ENG%2027.7.2016.pdf> Retrieved 14 November 2017
- Food in America. s.a. Digital history  
[http://www.digitalhistory.uh.edu/topic\\_display.cfm?tcid=92](http://www.digitalhistory.uh.edu/topic_display.cfm?tcid=92) Retrieved 17 November 2017.
- Fox, R. 2003. Food and eating: an anthropological perspective. Social issues research centre, 1-21. SIRC: Social Issues Research Centre  
[http://www.sirc.org/publik/food\\_and\\_eating\\_0.html](http://www.sirc.org/publik/food_and_eating_0.html) Retrieved on 22 April 2016.

- Freeman, R. E. 1984. *Strategic management: A stakeholder approach*. Boston: Pitman Publishing.
- Frooman, J. 1999. Stakeholder influence strategies. *Academy of management review*, 24:191-205. <http://www.jstor.org/stable/259074> Retrieved 23 August 2015.
- Frost, W. & Laing, J. 2013. 'Communicating persuasive messages through slow food festivals'. *Journal of vacation marketing*, 19(1):67–74.
- Gallagher, A. & Pike, K. 2011. 'Sustainable management for maritime events and festivals'. *Journal of coastal research*, Special Issue 61 - Management of Recreational Resources: pp. 158 – 165.
- Gardi, A. 2014 *Visitor satisfaction at a local festival: an importance performance analysis of Oktoberfest*. University of Waterloo. Canada. (Thesis- Masters).
- Garvey, N.K. 2010. *À table: The impacts of globalization on French cuisine*. Texas A&M University (Thesis- Honors).
- Gayle, J. 2001. 2nd ed. *Tourism research*. Queensdale: Wiley.
- Gaztelumendi, I. 2012. Global trends in food tourism. (In World Tourism Organization (2012), *Global report on food tourism*, UNWTO, Madrid: 10-15) [cf.cdn.unwto.org/sites/all/.../amreports4-foodtourism.pdf](http://cf.cdn.unwto.org/sites/all/.../amreports4-foodtourism.pdf) Retrieved on 8 November 2014.
- Gelder, G. & Robinson, P. 2009. A critical comparative study of visitor motivations for attending music festivals: A case study of Glastonbury and V festival. *Event management*, 13 (3):181-196.
- Gelder, G. & Robinson, P., 2011. 10 Events, Festivals and the Arts. *Research themes for tourism*, 128.
- Gerrish, K. & Lacey, A. 2010. *The Research Process in Nursing*. Chichester: Wiley-Blackwell.
- Getz, D. 1991. *Festivals, special events, and tourism*. Van Nostrand Reinhold, Indiana University.
- Getz, D., 1997. Trends and issues in sport event tourism. *Tourism Recreation Research*, 22(2):61-62.

Getz, D. 2005. Event management and event tourism, 2nd eds, Cognizant Communication Corporation. New York: U.S.A.

Getz, D. 2007. Event studies: theory, research and policy for planned events. Oxford: Elsevier.

Getz, D. 2008. Event tourism: definition, evolution, and research. *Tourism management*, 29 (3):403–428.

Getz, D. 2010. The nature and scope of festival studies. *International journal of event management research*, 5(1):1-47.

Getz, D. 2012. Event studies: Theory, research and policy for planned events. 2nd ed. Abingdon: Routledge.

Getz, D. 2013. Event Tourism: concepts, international case studies, and research. Cognizant Communication Corporation. New York: U.S.A.

Getz, D. & Andersson, T. 2010. Festival stakeholders: exploring relationships and dependency through a four-country comparison. *Journal of hospitality and tourism research*, 34 (4):531-556.

Getz, D., & Frisby, W. 1988. Evaluating management effectiveness in community-run festivals. *Journal of travel research*, 27(1): 22–27.

Getz, D. & Page, S.J. 2016. Progress and prospects for event tourism research. *Tourism management*, 52:593-631.

Getz, D. & Robinson, R.N. 2014. Foodies and food events. *Scandinavian journal of hospitality and tourism*, 14(3):315-330.

Getz, D., Andersson, T., Vujicic, S. & Robinson, R.N. 2015. Food events in lifestyle and travel. *Event management*, 19(3):407-419.

Getz, D. & Wicks, B. 1993. Editorial," *International journal of festival management and event tourism*, 1(1):2.

Ghafelehbashi, S., Asadollahi, A. & Nikfar, F. 2011. Acquaintance with all types of involvement in consumer behavior. *Interdisciplinary journal of contemporary research in business*, 3(5):1-15.

Gheorghe, G., Tudorache, P., & Nistoreanu, P. 2014. Gastronomic tourism, a new trend for contemporary tourism. *Cactus tourism journal*, 9(1): 12-21.

Ghouri, A.M., Khan, N.U.R., Siddqui, U.A. & Alam, I. 2010. Determinants analysis of customer switching behavior in private banking sector of Pakistan. *Interdisciplinary journal of contemporary research in business*, 2(7):96-110.

Gibson, C., Waite, G., Walmsley, J. & Connell, J. 2010. Cultural festivals and economic development in nonmetropolitan Australia. *Journal of planning education and research*, 29(3):280-293.

Goldblatt, J. 1997. *Special events: best practices in modern event management*. New York. U.S.A.

Goldblatt, J. 2002. *Special events: Twenty-first century global event management*. New York. U.S.A.

Goossens, C. 2000. Tourism information and pleasure motivation. *Annals of tourism research*, 27(2):301–21.

Graham Devlin Associates. 2001. *Festivals and the city the Edinburgh festivals strategy*. [www.edinburgh.gov.uk/download/.../festival\\_strategy.pdf](http://www.edinburgh.gov.uk/download/.../festival_strategy.pdf). Retrieved 29 April 2016.

Gray, D.E. 2009. *Doing research in the real world*. 2nd ed. London: Sage.

Green, E. 2013. *A study of travellers' foodie activity dimensions, demographic characteristics, and trip behaviours*. East Carolina University. America. (Thesis- Masters).

Green, G. P., & Dougherty, M. L. 2009. Localizing linkages for food and tourism: Culinary tourism as a community development strategy, community development. *Journal of the community development society*, 39(3):37–41.

Gronholm, T. 2012. *Marketing concepts in practise. Case study: Company X*. Lahti University of Applied Sciences. (Thesis- BA).

Gruneau, R. & Horne, L. 2016. *Mega-events and globalization: Capital and spectacle in a changing world order*, New York: Routledge.

Guha, S. 2009 *Motivational push factors for visiting re-enactment sites*. San Jose State University. (Thesis-Masters).

Gurung,B. 2013. Marketing in Event Management. Laurea University of Applied Sciences. Kerava ( Thesis- Bachelor's).

Gursoy, D., Kim, F., & Uysal, M. 2004. Perceived impacts of festivals and special events by organizers: An extension and validation. *Tourism management*, 25(2):171–181.

Guzmán, L., T., López, A.L.S., Gálvez, J.C.P. & Álvarez, S.D.C. 2017. Food motivations in a tourist destination: North American tourists visiting the city of Cuenca, Ecuador. *Journal of international food & agribusiness marketing*, 29 (4):308-320.

Gyimóthy, S. & Mykletun, R.J. 2008. Scary food: Commodifying culinary heritage as meal adventures in tourism. *Journal of vacation marketing*, 15 (3): 259–273.

<http://www.sagepub.co.uk/pdf>. Retrieved 15 February 2015.

Hall, C. M., & Sharples, L. 2003. The consumption of experiences or the experiences of consumption? An introduction to the tourism of taste. (In Hall,C.M., Sharples,E. R. Mitchell, R., Macionis,N. & Cambourne,B. (eds.), *Food tourism around the world: development, management and markets* (p. 1–24). Oxford: Butterworth-Heinemann.

Hall, C.M. 1992. *Hallmark tourism events: impacts management and planning*, London: Belhaven Press.

Hall, C.M. 2005. *Tourism: Rethinking the social science of mobility*. Harlow: Prentice-Hall.

Hall, C.M. 2008. *Tourism planning: policies, processes and relationships*. Pearson Education.

Hall, C.M. & Mitchell, R. 2005. Gastronomic tourism: comparing food and wine tourism experiences, Novelli, M. (ed.), *Niche tourism, contemporary issues, trends and cases*: 89-100. Oxford: Butterworth Heinemann.

Hall, C.M. & Mitchell, R.D. 2008. *Wine marketing: A practical approach*. Oxford: Butterworth Heinemann.

Hall, C.M. & Sharples, L. 2008. *Food and wine festivals and events around the world: Development, management and markets*. Routledge.

Hall, C.M.& Gössling, S. 2013. *Sustainable culinary systems: local foods, innovation, and tourism and hospitality*. New York: Routledge.

Hands on harvest festival. 2014. <https://www.yuppiechef.com/spatula/south-african-food-festivals-2014/> Retrieved 13 November 2017.

- Han, H., & Verma, R. 2014. Why attend tradeshow? A comparison of exhibitor and attendee's preferences. *Cornell Hospitality Quarterly*, 55: 239-251. Doi: 10.1177/1938965514537550 Retrieved 15 July 2015.
- Hanan, H. & Karim, A. S. 2015. Influence of social media in food festival destination image. *International conference on tourism and ethnicity in ASEAN and beyond 2015*.
- Haq, F.M. 2014. The significance of partnerships as a marketing strategy for Islamic spiritual tourism. *Journal of Islamic marketing*, 5 (2):258-272.
- Harrington, R.J. & Ottenbacher, M.C. 2010. Culinary tourism-a case study of the gastronomic capital. *Journal of culinary science & technology*, 8(1):14-32.
- Harrington, J.R. 2008. *Food and wine pairing: A sensory experience*. Canada: Wiley.
- Hashimoto, A. & Telfer, D.J. 2006. Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism geographies: An international journal of tourism space, place and environment*, 8 (1):31-55.
- Hattingh, C., & Swart, K. 2016. The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels. *African journal of hospitality, tourism and leisure*, 5 (2):1-14. [http://: www.ajhtl.com](http://www.ajhtl.com) Retrieved 10 May 2015.
- Havitz, M.E. & Dimanche, F. 1999. Leisure involvement revisited: Drive properties and paradoxes. *Journal of leisure research*, 31(2):122-149.
- Hawkes, D., Abson, E. & Booth, P. 2016. Events management research: Attendee motivation, festivals and economic impacts. Kennell, J. (ed.) *Hume city council events strategy, 2006-2010*. [https://www.hume.vic.gov.au/.../Council\\_Plan\\_2006-2010](https://www.hume.vic.gov.au/.../Council_Plan_2006-2010)
- Hays, S., Page, J. S., & Buhalis, D. 2013. Social media as a destination marketing tool: its use by national tourism organisations. *Current issues in tourism*, 16(3):211-239.
- Heale, R. & Twycross, A. 2015. Validity and reliability in quantitative studies. *Evid Based Nurs* 18 (3):66-67.
- Henderson, J.C. 2009. Food tourism reviewed. *British food journal*, 4 (111): 317-326. [www.emeraldinsight.com](http://www.emeraldinsight.com). Retrieved October 21, 2016.
- Henley, N., Raffin, S., & Caemmerer, B. 2011 "The application of marketing principles to a social marketing campaign". *Marketing intelligence & planning*, 29(7):697-706.
- Hjalager, A., & Richards, G. 2002. *Tourism and gastronomy*. London: Routledge.



Hjalager, A.M. & Corigliano, M.A. 2000. Food for tourists--determinants of an image. *The international journal of tourism research*, 2(4):281.

Hjalager, A.M. 2002. A typology of gastronomy tourism. In *Tourism and gastronomy ed.* Hjalager, A., M. and Richards, G. 2002. New York; Routledge, pp.21.

Hoeyer, K., G. & Naess, P. 2001. Conference tourism: A problem for the environment, as well as for research? *Journal of sustainable tourism*, 9 (6):451-470.

Hooper, D., Coughlan, J. & Mullen, M. R. 2008. Structural equation modelling: Guidelines for determining model fit. *Electronic journal of business research methods*, 6(1):53-60.

Horng, J.S. and Tsai, C.T.S. 2012a. Culinary tourism strategic development: an Asia-Pacific perspective. *International journal of tourism research*, 14(1):40-55.

Horng, J.-S., & Tsai, C.-T. 2012b. Constructing indicators of culinary tourism strategy: An application of resource-based theory. *Journal of travel tourism marketing*, 29(8):796–816.

Horng, J.-S., Su, C.-S., & So, S.-I.A. 2013. Segmenting food festival visitors: Applying the theory of planned behaviour and lifestyle. *Journal of Convention & Event Tourism*, 14(3): 193–216.

Hoyer, W. D., MacInnis, D. 2001. *Consumer behaviour*. Houghton Mifflin. 2nd ed. U.S.A.

Hoyle, L.H. 2002. *Event marketing: How to successfully promote events, festivals, conventions, and expositions*. New York: Wiley.

Hsu, F.C. 2014. *Food tourism: Consumer behaviour in relation to traditional food*. The University of Queensland. Australia (Thesis-PhD).

Hsu, C.H.C. & Huang, S. 2012. An extension of the theory of planned behaviour model for tourists. *Journal of hospitality & tourism research*, 36 (3):390-417.

Hu, Y. 2010. *An exploration of the relationships between festival expenditures, motivations, and food involvement among food festival visitors*. University of Waterloo. Waterloo, Ontario, Canada (Thesis- PhD)

Hu, Y., Banyai, M. & Smith, S. 2013. Expenditures, motivations and food involvement among food festival visitors: The Hefei China crawfish festival. *Journal of China tourism research*, 9 (4):467-488.

Huang, Y., & Stewart, W. P. 1996. Rural tourism development: shifting basis of community solidarity. *Journal of travel research*, 36(4): 26-31.

Huang, Y.C. & Petrick, J.F. 2010. Generation Y's travel behaviours: a comparison with Baby Boomers and generation X. In *Tourism and generation Y*, Benckendorff, P.J., Moscardo, G. Pendergast, D. ed. Tourism and Generation Y, CABI : Oxfordshire pp.27-37.

Hughes, H. 1993. Olympic tourism and urban regeneration. *Festival management and event tourism*, 1(4):157–162.

Ignatov, E. & Smith, S. 2006. Segmenting Canadian culinary tourists. *Current issues in tourism*, 9(3):235.

Institute of European Studies. 2010. Isreal.<https://ies.berkeley.edu/>

ITB World travel trends report. 2015

[https://www.itbberlin.de/media/itbk/itbk\\_dl\\_all/itbk\\_dl\\_all\\_itbkongress/itbk\\_dl\\_all\\_itbkongress\\_itbkongress365/itbk\\_dl\\_all\\_itbkongress\\_itbkongress365\\_itblibrary/itbk\\_dl\\_all\\_itbkongress\\_itbkongress365\\_itblibrary\\_studien/ITB\\_World\\_Travel\\_Trends\\_Report\\_2015\\_2016.pdf](https://www.itbberlin.de/media/itbk/itbk_dl_all/itbk_dl_all_itbkongress/itbk_dl_all_itbkongress_itbkongress365/itbk_dl_all_itbkongress_itbkongress365_itblibrary/itbk_dl_all_itbkongress_itbkongress365_itblibrary_studien/ITB_World_Travel_Trends_Report_2015_2016.pdf)  
Retrieved 28 January 2014.

International Culinary Tourism Association. 2006. [www.culinary-tourism.org](http://www.culinary-tourism.org) Retrieved July 8, 2016.

Ismail, M.F., Yusoff, W.Z.W. & Rahman, I.A. 2014. Identification of critical success factors.

Iso-Ahola, S. E. 1980. *The social psychology of leisure and recreation*. Dubuque, IA: Brown.

Jackson, L.D., Gillaspay, J.A. & Stephenson, R.P. 2009. Reporting practices in confirmatory factor analysis: An overview and some recommendations. *Psychological methods*, 14(1):6-23.

Jaccard, J. & Wan, C.K. 1996. *Lisrel approaches to interaction effects in multiple regressions*. Thousand Oaks, Ca: Sage.

Jago, L. & Shaw ,R. 1998. "Special events: a conceptual and definitional framework." *Festivals management and event tourism*, 5(12):21-32.

Jago, L. K. 1997. *Special events and tourism behaviour: a conceptualisation and an empirical analysis from a values perspective*. Victoria University (Thesis- PhD).

- Jago, L. K. 2003. Sport tourism in Australia. *Journal of sport and tourism*, 8(1):7-8.
- Jago, L., Chalip, L., Brown, G., Mules, T., & Shameem, A. 2003. Building events into destination branding: Insights from experts. *Event management*, 8(1):3–14.
- Jahromy, Z.N. & Tajik, Y. 2011. Tourism and local food and beverages consumption: The case of Mazandaran Province, North of Iran. Luleå University of Technology. (Dissertation-Masters).
- Jamison, J., Kim, Y.H. & Josiam, B.M. s.a. An understanding of attendees at a food festival by levels of involvement.
- Jang, S.C.S. & Ham, S. 2009. A double-hurdle analysis of travel expenditure: baby boomer seniors versus older seniors. *Tourism management*, 30(3):372-380.
- Jin, N., Line, N.D. & Goh, B. 2013. Experiential value, relationship quality, and customer loyalty in full-service restaurants: The moderating role of gender. *Journal of hospitality marketing & management*, 22(7):679-700.
- Jo'burg, my city our future. 2007. Growth and development strategy 2040. [https://joburg.org.za/index.php?option=com\\_content&view=article&id=1565&catid=110&Itemid=193](https://joburg.org.za/index.php?option=com_content&view=article&id=1565&catid=110&Itemid=193) Retrieved 12 November 2017.
- Johansson, M. & Kociatkiewicz, J. 2011. City festivals: creativity and control in staged urban experiences. *European urban and regional studies* 18(4): 392–405.
- Jones, C. 2001. "Mega-events and host-region impacts: determining the true worth of the 1999 world cup". *International journal of tourism research*, 3:241-51.
- Jonker, J. & Pennink, B. 2010. The essence of research methodology. Springer-Verlag Berlin Heidelberg. DOI 10.1007/978-3-540-71659-4\_2.
- Kadushin, A. 1992. Supervision in social work. New York: Columbia University Press.
- Kadushin, C. 2004. Some basic network concepts and propositions. *Introduction to social network theory*.
- Kaplan, S. 1987. "Aesthetics, affect and cognition; environmental preference from an evolutionary perspective." *Environment and behaviour*, 19 (1): 3-32.
- Karim, A .B.S. 2006. Culinary tourism as a destination attraction: An empirical examination of the destination's food image and information sources. Oklahoma State University. Oklahoma. (Thesis- PhD).

- Karim, S.K. & Geng-Qing Chi, C. 2010. Culinary tourism as a destination attraction: an empirical examination of destinations' food image. *Journal of hospitality marketing and management*. 19(6):531-555.
- Karlsen, S. & Nordström, C.S. 2009. Festivals in the Barents region: Exploring festival-stakeholder cooperation. *Scandinavian journal of hospitality and tourism*, 9(2-3):130-145.
- Kaspar, C. 1986. The impact of catering and cuisine upon tourism. Paper presented at the 36th AIEST Congress: The impact of catering and cuisine upon tourism. 41(4):2-12.
- Kazembe, C., Tsere, M. & Pedzisai, C. 2016. Moments of delight: University academics' experiences of traditional Cuisine. Paper presented at Chinhoyi University of Technology Institute of Life Long and Development Studies First Conference, Chinhoyi, Zimbabwe, 2-5 August [www.cut.ac.zw/.../conference/.../Final-book-of-abstract-f..](http://www.cut.ac.zw/.../conference/.../Final-book-of-abstract-f..) Retrieved 20 September 2016.
- Kehinde, O.J., Adegbuyi, O., Akinbode, M. & Borishade, T.T. 2016. Marketing concept and the satisfaction of consumer needs: The Nigerian consumers' experience. *Research journal's journal of marketing*, 4(1):1-16.
- Keller, K.L. 2001. Mastering the marketing communications mix: micro and macro perspectives on integrated marketing communication programmes. *Journal of marketing management*, 17(7-8):819-847.
- Kerlinger, F. N. & Lee, H. B. 2000. *Foundations of behavioural research* (4th ed.) Holt, NY: Harcourt College.
- Key, S. 1999. "Toward a new theory of the firm: a critique of stakeholder "theory". *Management decision*, 37 (4):317-328.
- Khan, M.A. 2015. MICE tourism. *International journal of multidisciplinary research and development*, 2 (4):299-304.
- Khodr, H. 2012. "Exploring the driving factors behind the event strategy in Qatar: A case study of the 15th Asian Games". *International journal of event and festival management*, 3 (1):81-100.
- Kim, Y.H., Duncan, J. & Chung, B. W. 2015. Involvement, satisfaction, perceived value, and revisit intention: A case study of a food festival. *Journal of culinary science & technology*, 13(2):133-158.

- Kim, T., Kim, W. G., & Kim, H. B. 2009. The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism management*, 30 (1):51 –62.
- Kim, Y. H., Kim, M., Ruetzler, T., & Taylor, J. 2010. An examination of festival attendees' behaviour using SEM. *International journal of event and festival management*, 1(1):86–95.
- Kim, Y.G. & Eves, A. 2012. Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism management*, 33(6):1458–1467.
- Kim, Y.G., Kim, M. & Goh, B.K. 2011. An examination of food tourist's behaviour: Using the modified theory of reasoned action. *Tourism management*, 32 (5):1159-1165.
- Kim, Y.H., Duncan, J.L. & Jai, T.M. 2014. A case study of a southern food festival: using a cluster analysis approach. *Anatolia*, 25(3):457-473.
- Kirkman, A. 2010. The role of wine tourism in the marketing of wineries in the Stellenbosch wine route of South Africa. University of South Africa.(Dissertation-Masters).
- Kitshoff, H. 2004. Klein Karoo Nasionale Kunstefees (KKNK), Oudtshoorn, 3–11 April 2004. *South African travel journal*, 18(1):237–241.
- Kivela, J., & Crofts, J. C. 2006. Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of hospitality tourism research*, 30(3):354–377.
- Kivunja, C. 2017. Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6 (5): 22-41.
- Knight, R. 2009. The way the brain buys. Custom-made for e-tail success. *Financial Times*, (18):105-107.
- Kothari, C.R. 2004. "Research methodology methods & techniques". (2nd ed). New Delhi: New age international.
- Kotler, P. 2001. A framework for marketing management. Prentice Hall.
- Kotler, P., 2012. Kotler on marketing. Simon and Schuster.
- Kotler, P. & Armstrong, G. 2009. Principles of marketing, 13th ed. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., Wong, V., Saunders, J. & Armstrong, G. 2005. Principles of marketing. (4th ed). Pearson.

- Kotler, P. & Keller, K. L. 2012. Marketing management. (14th ed.). New Jersey: Prentice Hall.
- Krejcie, R.V. & Morgan, D.W. 1970. Determining sample size for research activities. *Educational and psychological measurement*, 30(3):607-610.
- Kruger, M., Botha, K. & Saayman, M. 2012. The relationship between visitor spending and repeat visits: an analysis of spectators at the Old Mutual Two Oceans Marathon. *Acta commercii*, 12(1):108-112.
- Kruger, M. & Saayman, M. 2010. Travel motives of visitors attending Oppikoppi music festival. *Acta academica*, 41(4):56-73.
- Kuthiala, B.K. 2010. Content analysis method- an introduction. In *research methods in communication studies- An overview*, 4(1):46-51.
- Kwaramba, H. M. 2012. Everything is connected: An interpretive study of local economic development in South Africa. Enschede. Universiteit Twente: CSTM.
- Lakens, D. 2013. Calculating and reporting effect sizes to facilitate cumulative science: a practical primer for *t*-tests and ANOVAs. *Frontiers in psychology*, 4.
- Lam, T., & Hsu, C. H. C. 2004. Theory of planned behaviour: Potential travellers from China. *Journal of hospitality & tourism research*, 28(4): 463–482.
- Larson, M. 2002. A political approach to relationship marketing: Case study of the Storsjöyran Festival. *International journal of tourism research*, 4 (2):119-143.
- Latty, T. & Beekman, M. 2011. Irrational decision-making in an amoeboid organism: transitivity and context-dependent preferences. *Proceedings of the Royal Society of London series B: biological sciences*, (278):307-312.
- Lau, C. 2016. Meetings, Incentives, Conventions and Exhibitions (M.I.C.E.). Education Beaureau, Wan Chai, Hong Kong.
- Laws, E. & Thyne M. 2004 *Hospitality, tourism, and lifestyle concepts: implications for quality*. New York Routledge.
- Lazer, W. 1963. Life style concepts and marketing toward scientific marketing. Chicago, IL: AMA.
- Lee, I. & Arcodia, C. 2011. The role of regional food festivals for destination branding. *International journal of tourism research*, 13(4):355-367.

- Lee, J. & Back, K. 2005. A review of convention and meeting management research. *Journal of convention and event tourism*, 7 (2):1-19.
- Lee, T. H. & Chang, P. S. 2017. Examining the relationships among festivalscape, experiences, and identity: evidence from two Taiwanese aboriginal festivals. *Leisure studies*, 36 (4):453-467
- Lee, M.J., Yeung, S. & Dewald, B. 2010. An exploratory study examining the determinants of attendance motivations as perceived by attendees at Hong Kong exhibitions. In *Journal of convention & event tourism*, 11( 3):195-208.Taylor & Francis Group.
- Leedy, P.D. & Ormrod, J.E. 2005. *Practical research*. Pearson Custom.
- Leenders, M.A., Go, F.M. & Bhansing, P.V. 2015. The importance of the location in hosting a festival: A mapping approach. *Journal of hospitality marketing & management*, 24(7):754-769.
- Lehrer, A. 1972. Recent developments in theory and history. *The semiotic web* 1990.ed. Sebeok, T.A. & Sebeok, J. U. New York. U.S.A.
- Liao, S. 2009. Building partnerships as a key strategy in developing an event management model for an international dance. A case of the 2008 World dance alliance (WDA), Global summit, Brisbane Australia. Queensland University of Australia, Australia (Dissertation-Masters).
- Lien, P. T.K. 2010. Tourist motivation and activities- a case study of Nha Trang, Vietnam. The Norwegian college of fishery science, University of Tromso, Norway and Nha Trang University, Vietnam.(Dissertation- Masters).
- Liquori, T., Koch, P.D., Contento, I.R. & Castle, J. 1998. The cookshop programme: Outcome evaluation of a nutrition education programme linking lunchroom food experiences with classroom cooking experiences. *Journal of nutrition education and behaviour*, 30 (5):302-313.
- Locke, M. 2010. A framework for conducting a situational analysis of the meetings, incentives, conventions, and exhibitions sector. *Journal of convention & event Tourism*, 11 (3):209-233.
- Long, L. 1998. Culinary Tourism: A folkloristic perspective on eating and otherness. *Southern folklore*, 55(3):181–204.
- Long, L. M. 2004. *Culinary tourism*. Kentucky: The University Press of Kentucky.

- Lyck,L., Long,P. & Grige,A.X. 2012. Tourism, festivals and cultural events in times of crisis. Frederiksberg: Copenhagen Business School Press.
- Maclaurin,T., Blose, J., & Mack,R. 2007. Marketing segmentation of culinary tourists. Paper presented at the 7th Global Conference on business and economics Isbn; 978-0-9742114-9-7.
- Madasu, P. 2013. Social media marketing and promotion of tourism. *Management insight*, 9(1):71-80.
- Mair, J. 2009. The events industry: the employment context. (In Baum, T., Deery, M., Hanlon, C., Lockstone, L. & Smith, K., eds. *People & work in events & conventions: a research perspective*. Oxfordshire: CABI. p. 3-16).
- Majova, V. J. 2011. The rural-urban linkage in the use of traditional foods by peri-urban households in Nompumelelo community in East London, Eastern Cape: A Comparative Study. University of South Africa. (Dissertation- Masters).
- Mak, A., Lumbers, M., Eves, A. & Chang, R.C.Y. 2012. Factors Influencing Tourist Food Consumption. *International journal of hospitality management*, 31(3):928-936.
- Mangalassary, S. 2016. Indian cuisine—the cultural connection. In *indigenous culture, education and globalization* :119-134. Berlin Heidelberg: Springer.
- Mangold, W.G. & Faulds, D.J. 2009. Social media: the new hybrid element of the promotion mix. *Business horizons*, 52(4):357-365.
- Marais, M. 2016. Identifying the critical success factors for South Africa as a business tourism destination. Potch. North West University. (Dissertation- Masters).
- Manwa, H. 2007. Is Zimbabwe ready to venture into the cultural tourism market? *Journal of development Southern Africa*, 24(3):465-474.
- Marketing Spread. 2017. Interactive workshops on the menu at The Fire & Feast Butcher's Festival <http://marketingspread.co.za/2017/05/26/interactive-workshops-on-the-menu-at-the-fire-feast-butchers-festival/> Retrieved 18 Jan 2018.
- Mason, M.C. & Paggiaro, A. 2010. Celebrating local products: the role of food events. *Journal of foodservice business research*, 12(4):364–383.
- Mathiyazhagan, T. & Nandan, D. 2010. Survey research method. *Media mimansa*, 4 (1):34-45.



- Matilla, A.S. & Wirtz, J. 2008. The role of store environmental stimulation and social factors on impulse purchasing. *Journal of services marketing*, 22(7):562-567.
- Mayfield, T.L. & Crompton, J.L. 1995. Development of an instrument for identifying community reasons for staging a festival. *Journal of travel research*. 33 (3):37-44.
- Mbagaya, G.M. 2000. The role of indigenous foods in Kenya's hotel industry: Strategies for promoting cultural tourism in the new millennium. Paper presented at the ATLAS Africa International conference on Cultural Tourism in Africa. Mombasa, Kenya. <http://www.atlas-euro.org/pages/pdf/Cultural%20tourism%20in%20Africa%20Deel%201.pdf> Retrieved on 24 April 2015.
- McCartney, G. 2008. November. The CAT (casino tourism) and the MICE (meetings, incentives, conventions, exhibitions): Key development considerations for the convention and exhibition industry in Macao. In *Journal of convention & event tourism* 9 (4):293-308. Taylor & Francis Group.
- McDonnell, I., Allen, J., & O'Toole, W. 1999. *Festival and special event management*. John Wiley: Sydney, Australia.
- McDowall, S. 2011. The festival in my hometown: The relationships among performance quality, satisfaction, and behavioural intentions. *International journal of hospitality & tourism administration* 12(4):269–288.
- McGregor, S.L.T., & Murnane, J. A. 2010. Paradigm, methodology and method: Intellectual integrity in consumer scholarship. *International journal of consumer studies*, 34 (4):419-427.
- McIntosh, R., Goeldner, C., Ritchie, J. 1995. *Tourism principles, practices, philosophies*. (7th ed.). New York: Wiley.
- McKercher, B., Okumus, F., & Okumus, B. 2008. Food tourism as a viable market segment: It's all how you cook the numbers! *Journal of travel tourism marketing*, 25(2):137–148.
- Meenaghan, J.A. 1983. Commercial sponsorship. *European journal of marketing*, 17(7):5-73.
- Mehta, B. 2004. "Creativity, Identity and Culinary Agency." *Diasporic (Dis)locations: Indo-Caribbean Women Writers Negotiate the Kala Pani*. Jamaica, Barbados, Trinidad and Tobago: The University of the West Indies Press, 106–131.
- Mehmetoglu, M. 2012. What determines holidaying interest? Extrinsic versus intrinsic motivations. *Journal of social, evolutionary, and cultural psychology*, 6(1):93-110.

Melbourne Food and Wine Festival. 2008. <http://www.younggourmet.com/a/76.html>  
Retrieved 18 June 2018.

Meretse, A., R., Mykletun, R., J., & Einarsen, K. 2016. Participants' benefits from visiting a food festival – case of the Stavanger food festival (Gladmatfestivalen), *Scandinavian journal of hospitality and tourism*, 16(2): 208-224.

Merriam Webster Dictionary. 1828. <https://www.merriam-webster.com/thesaurus/cuisine>  
Retrieved 18 Jan 2018.

Mexican cuisine. <http://cgibp.com/bhmct/data/notes/Mexican%20cuisine.pdf> Retrieved 13 November 2017.

Middleton, V. T. C. 1994. *Marketing in travel and tourism*. Oxford: Butterworth Heinemann.

Middleton, V., & Clarke, J. 2001. *Marketing in travel and tourism*.

Middleton, V.T., Alan, F., Morgan, M. & Ranchhod, A. 2009. *Marketing in travel and tourism*. Routledge.

Miele, M. & Murdoch, J. 2002. The practical aesthetics of traditional cuisines: Slow food in Tuscany. *Sociologia ruralis*, 42(4):312–328.

Miles, M. B. & Huberman, M. 1994. 2nd ed., *Qualitative data analysis: an expanded sourcebook*. London: Sage.

Mintz, S. & du Bois, C. 2002. The anthropology of food and eating. *Annual review of anthropology*, 31(1):99-119.

Mitchell, R. K., Agle, B. R., & Wood, D. J. 1997. Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of management review*, 22(4):853-886.

Mkono, M. 2010. The future of tourism in Zimbabwe: Towards sustainability? *Tourism Analysis*, 15(3), pp.387-391.

Mkono, M. 2011. The othering of food in touristic eatertainment: A netnography. *Tourist studies*, 11(3):253-270.

Mkono, M. 2012a. A netnographic examination of constructive authenticity in Victoria Falls tourist (restaurant) experiences. *International journal of hospitality management*, 31(2):387-394.

- Mkono, M. 2012b. Slow food versus fast food: A Zimbabwean case study of hotelier perspectives. *Tourism and hospitality research*, 12(3): 147–154.
- Mkono, M. 2013a. Zimbabwe's Tourism Woes in the Last Decade: Hindsight Lessons for African Tourism Planners and Managers. *Tourism planning & development*. 9(2):205 – 210.
- Mkono, M. 2013b. Using net-based ethnography (Netnography) to understand the staging and marketing of “authentic African” dining experiences to tourists at Victoria Falls. *Journal of hospitality & tourism research*, 37(2):184-198.
- Mohotloane, L.J. 2017. Consumer behaviour of visitors attending the Mangaung African Cultural Festival (MACUFE) Central University of Technology, Free State. South Africa (Dissertation- Masters)
- Mold food and drink festival. 2016. <http://www.moldfoodfestival.co.uk/category/chefs>
- Retrieved 12 November, 2017.
- Molz , J. G. 2007. Cosmopolitans on the couch: Mobile hospitality and the internet. In *mobilizing hospitality: The ethics of social relations in a mobile world*:65-80.
- Montanari, M. 2006. *Food is culture*. Columbia University Press: New York.
- Morgan, M. 2007. Festival spaces and the visitor experience. (In: Casado-Diaz, M., Everett, S. and Wilson, J., eds. *Social and cultural change: Making space(s) for leisure and tourism*. Eastbourne, UK: Leisure studies association: 113-130.
- Morrow, S.L. 2002. *The art of the show: an introduction to the study of exposition management*. IAEM Foundation Inc.
- Moutinho, L. 1987. Consumer behaviour in tourism. *European journal of marketing*, 21(10): 1-44.
- Moyo, C., Ngulube, P. & Kazembe, C. 2016. Preserving knowledge about indigenous cuisine for posterity in Zimbabwe. *Indilinga African journal of indigenous knowledge systems*, 15(1): 136-152.
- Mulhern, F. 2009. Integrated marketing communications: From media channels to digital connectivity. *Journal of marketing communications*, 15(2-3): 85-101.
- Mueller, R.D. 1996. *Basic principles in structural equation modelling: an introduction to LISREL and EQS*. Springer: New York.

- Müller, M. 2015. What makes an event a mega-event? Definitions and sizes. *Leisure studies*, 34(6): 627-642.
- Mustafa, S. 2017. Consumer's attitude towards organic food and non- organic food. Halmstad University, (Masters- Dissertation).
- Mutana, S. & Zinyemba, A. Z. 2013. Rebranding the Zimbabwe tourism product: a case study for innovative packaging. *International journal of advanced research in tourism*, 1(12):1-36.
- Mutlu, N. 2007. Consumer attitude and behaviour towards organic food: Cross –cultural study of Turkey and Germany. Stuttgart, University of Hohenheim, Germany. (Masters- Dissertation).
- Neuman, W.L. 2013. Social research methods: Qualitative and quantitative approaches. Pearson education.
- Nicholson, R.E. & Pearce, D.G. 2001. Why do people attend events: A comparative analysis of visitor motivations at four South Island events. *Journal of travel research*, 39(4):449-460.
- Noguchi, T. & Stewart, N. 2014. In the attraction, compromise, and similarity effects, alternatives are repeatedly compared in pairs on single dimensions. *Cognition*, (132):44-56.
- OECD. 2012. Food and the tourism experience: The OECD-Korea Workshop, OECD Studies on Tourism.<http://dx.doi.org/10.1787/9789264171923-en> Retrieved 5 May 2014.
- Ojo, S.F.K. & Lattimore, C.K. 2009. Slow food events as a high yield strategy for rural tourism destinations: The case of Bario, Sarawak. *Worldwide hospitality themes*, 5(4):353-364.
- Okech, R.N. 2011. Promoting sustainable festival events tourism: a case study of Lamu Kenya". *Worldwide hospitality and tourism themes*, 3 (3):193-202.
- Oklobdžija, S. 2016. The role and importance of social media in promoting music festivals Uloga I Značaj Društvenih Medija U Promociji Muzičkih Festivala. Paper presented at the International scientific conference of IT and business related research, 2015.  
<http://portal.sinteza.singidunum.ac.rs/Media/files/2015/583-587.pdf>
- Okumus, F., Kock, G., Scantlebury, M.M. & Okumus, B. 2013. Using local cuisines when promoting small Caribbean island destinations *Journal of travel & tourism marketing*, 30(4):410-429.

- Omar, S., I., Abooli, G., Mohamad, D., & Mohamed, B. 2015. A study of gender differences: international tourists behaviour and the perception of Penang's attributes. International Conference on Hospitality, Leisure, Sports and Tourism, Bangkok, Thailand.
- Onwuegbuzie, J. A. & Collins, N. L. 2007. Sampling designs in qualitative research: Making the sampling process more public. *The qualitative report*, 12(2):238-254.
- Organ, K., Koenig-Lewis, N., Palmer, A. & Probert, J. 2015. Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices. *Tourism management*, (48):84-99.
- Osborne, J. W., & Fitzpatrick, D. 2012. Replication analysis in exploratory factor analysis: what it is and why it makes your analysis better. *Practical assessment, research, and evaluation*, 17(15):1-8.
- O'Sullivan, D. & Jackson, M.J. 2002. Festival tourism: A contributor to sustainable local economic development? *Journal of sustainable tourism*, 10(4):325-342.
- O' Toole, A., J., W., Harris, R., & McDonnell, I. 2008. *Festival and special event management*. 4th ed. Milton: Wiley.
- Ottenbacher, M.C. & Harrington, R.J. 2010. "Strategies for achieving success for innovative versus incremental new services". *Journal of services marketing*, 24 (1):3-15  
<https://doi.org/10.1108/08876041011017853> pdf. Retrieved 10 December 2015.
- Page, S. J., & Connell, J. (Eds.). (2012). *Routledge handbook of events*. London: Routledge
- Pallant, J. 2007. *SPSS survival manual: A step-by-step guide to data analysis using SPSS version 15*. Nova Iorque: McGraw Hill.
- Pallant, J. 2010. *SPSS survival manual: a step guide to data analysis using SPSS*. 4th ed. Berkshire: McGraw-Hill.
- Panagiotopoulos, P., Chan, L. C., Barnet, J., Regan, A., & McConnon, A. 2015. 'A framework of social media engagement: Case studies with food and consumer organisations in the UK and Ireland'. *International journal of information management*, 35(4):394-402.
- Park, K., Reisinger, Y. & Kang, J. H. 2008. Visitors' motivation for attending the south beach wine and food festival, Miami Beach, Florida. *Journal of travel and tourism marketing* 25(2):161-181.

Parker, D. 2015. Evaluation of Food Festivals Supported by the Welsh Government for the Financial Period of April 2014–2015. Social and economic research.

<https://businesswales.gov.wales/foodanddrink/sites/fooddrink/files/Wavehill%20Ltd%20-%20Evaluation%20of%20Food%20Festivals%202015%20-%20Final%20Version%20-%2026.04.16.pdf> Retrieved 20 February 2015.

Patel, J. & Grey, S. 2009. Food sovereignty as decolonization: some contributions from Indigenous movements to food system and development politics. *Agric. Hum Values*.

Patton, Q.M., 3rd ed. 2002. *Qualitative research methods and evaluation methods*. London: Sage.

Pettigrew, T.F. & Tropp, L.R. 2006. A meta-analytic test of intergroup contact theory. *Journal of personality and social psychology*, 90(5):751.

Pieterse, J. & Maree, K. 2010. The quantitative research process. *First steps in research*. Pretoria: Van Schaik, pp.121-126.

Pike, S. 2004. *Destination marketing organisations*. *Advances in tourism research*, Elsevier.

Pissoort V. 2007. Visitor segmentation of arts festivals: a comparative study of three events. Potchefstroom: North-West University. (Dissertation- Masters).

Pissoort, V. & Saayman, M. 2007. Market segmentation of visitors to three selected arts festivals in South Africa. *Acta commercii*. 7:225-268.

Plummer, J. T. 1974. The concept and application of life style segmentation. *Journal of marketing*, 38(1): 33–37.

Porthleven food & music festival. 2017. <http://porthlevenfoodfestival.com/> Retrieved 8 February 2015.

Pormar, P.A. 2014. *Festival Programming and Visitor Experience: Perceptions of four dimensions of festival programming quality by locals and tourists at the 2014 Reyjavík International Film Festival* (Doctoral dissertation).

Prause, G., Venesaar, U, U. 2011. *University-Business Cooperation – Tallin* Markgrafenstrabe, 12-14, 10969 Berlin, <http://www.bwu-verlag.de>

Quan, S., & Wang, N. 2004. Towards a structural model of tourist experience: an illustration from food experiences in tourism. *Tourism management*, 25: 297- 305.

Quinn, B. 2009. Festivals, events and tourism. Book/Book chapters (p.1) Dublin Institute of Technology, School of hospitality management and tourism.

Quinn, B. 2006. Problematising 'festival tourism': Arts festivals and sustainable development in Ireland. *Journal of sustainable tourism*, 14(3): 288–306.

Quinn, B. 2013. Arts festivals, urban tourism and cultural policy. (In Stevenson, D. & Matthews, A. (eds.) 2013. *Culture and the city: creativity, tourism, leisure*, 69-84 Oxen. Routledge.

Rai Technology University. 2012. ABC of consumer behaviour. Engineering mines. Dhodballapur Nelmangala Road, SH -74, Off Highway 207, Dhodballapur Taluk, Bangalore – 561204 [www.raitechuniversity.in](http://www.raitechuniversity.in)

Rabikowska, M. 2010. The ritualisation of food, home and national identity among polish migrants in London. *Social identities*, 16(3):377-398.

Radu, D. M. 2000. Expressing relationships through food in Rohinton Mistry's *a fine balance*, University of Oradea.

Rafiq, M. & Ahmed, P.K. 1995. Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics. *Marketing intelligence & planning*, 13(9):4-15.

Randall, E. & Sanjur, D. 1981. Food preferences—their conceptualization and relationship to consumption. *Ecology of food and nutrition*, 11(3):151-161.

Ramires, A., Sousa, A., Marques, S. 2014. Exploring the role of gender as a segmentation criterion: An empirical study of two events. *Revista Turesmo Densenvo Vimento*, 21/22: 33-34.

Raj, R. Walters, P. & Rashid, T. 2009. *Advanced event management: an integrated and practical approach*: Sage.

Ravichandran, K., Bhargavi, K. & Kumar, S.A. 2010. Influence of service quality on banking customers. *International journal of economics and finance*, 2(4):126-132.

Redlands Tourism Strategy. 2008. A festivals and events strategy for the Redlands, final report. <http://www2.redland.qld.gov.au/AboutCouncil/Policies/Strategy/FestivalsAndEvents.pdf> Retrieved 9 April 2016.

Reid, S., & Arcodia, C. 2002. Understanding the role of the stakeholder in event management. Paper presented at the Events and place making. UTS Business: Event research conference, UTS Australian Centre for Event Management. University of Technology, Sydney, Australia in Association with CRC in Sustainable Tourism. 15th-16th July, 2002.

Renko, S., Renko, N. & Polonijo, T. 2010. Understanding the role of food in rural tourism development in a recovering economy. *Journal of food products marketing*, 16(30):309–324.

Rinman, E., & Karic, D. 2010. Social media in the festival industry -A case study of Göteborg International Film Festival's use of social media as a marketing tool. Göteborg Universitet. Handelshogskolan (Thesis-Bcom).

Robinson, D.J. 2012. *A Course in the Theory of Groups* (Vol. 80). Springer Science & Business Media.

Robinson, R.N., & Getz, D. 2012. Getting involved: 'Foodies' and food tourism. In *CAUTHE 2012: The new golden age of tourism and hospitality; Book 2; Proceedings of the 22nd Annual Conference* (p. 176). La Trobe University.

Robinson, R.N.S. & Getz, D. 2014. "Profiling potential food tourists: an Australian study". *British food journal*, 116(4):690-706.

Robson, C. 2002. *Real world research: A resource for social scientists and practitioner researchers*. Oxford: Blackwell.

Roche, M. 2000. *Mega-events and modernity*. London: Routledge.

Rozin, E. & Rozin, P. 1981. Culinary themes and variation. *Natural history*, 90: 6-64.

Ryan, A. & Wollen, G. 2013. Festivals, landscapes, and aesthetic engagement: A phenomenological approach to four Norwegian festivals. *Norsk Geografisk Tidsskrift*, 67(2):99-112.

Saarinen, J. & Rogerson. 2015. Setting cultural tourism in Southern Africa. *Nordic journal of African studies*, 24(3/4):207-220.

Saayman, M. 2011. Motives for attending the Cultivaria arts festival. *Journal for sport, physical education and recreation*, 33(1):109-120.

Saayman, A. & Saayman, M. 2013. Exchange rate volatility and tourism-revisiting the nature of the relationship. *European journal of tourism research*, 6(2):104-121.



Saayman, M. & Slabbert, E. 2004. A market analysis of visitors to the Pretoria National Zoo. *South African journal of sport, physical education and recreation*, 26(1):89-96. 26.

Saayman, M., & Rossouw, R. 2010. The Cape Town international jazz festival: More than just jazz. *Development Southern Africa*, 27(2): 255-272.

Sahin, G.G. 2015. Gastronomy tourism as an alternative tourism: An assessment on the gastronomy tourism potential of Turkey. *International journal of academic research in business and social sciences*, 5(9):79-105.

<http://hrmars.com/index.php/journals/papers/IJARBSS/v5-i9/1816> Retrieved 16 November 2017.

Salai, S., Sudarevic, T., Djokic, N. & Pupovac, L. 2014. Marketing research for choosing the promotional message content for domestic organic products. *Economics of agriculture*, (2):501-515.

Saleh F & Ryan C. 1993. Jazz and knitwear: factors that attract tourists to festivals. *Tourism management*, 14(4):289–297.

Sangeeta, P. & Anandkumar, V. 2016. Travel motivation-based typology of tourists who visit a shopping festival: An empirical study on the Dubai shopping festival. *Journal of vacation marketing*, 22(2):142–153.

Santini, C., Cavicchi, A. & Belletti, E. 2013. Preserving the authenticity of food and wine festivals: the case of Italy. *Il Capitale Culturale*, Journal of the department of cultural heritage, 8:251–271.

Saraillon, G. 2011. Segmentation analysis in the travel industry. Academic papers. <https://gillessaraillon.wordpress.com/2011/12/10/consumer-behavior-segmentation-analysis-in-the-british-travel-industry/>. Retrieved 10 November 2017.

Sarrivaara, E., Klemm, P. & Anttonen, R. 2005. Exploring event tourism strategies – a case study of four Nordic tourism organisations. *Business, Economics and Law*. Göteborg University. (Dissertation- Masters).

Saunders, M., Lewis, P. and Thornhill, A. 2012. Research methods for business students. Harlow: Pearson.

Savarin, B.J.A. 1825. Jean Anthelme Brillat-Savarin Quotes. Available at: <http://www.brainyquote.com/quotes/quotes/j/jeananthel374485.html>. Retrieved 10 May 2015

- Scarpato, R. 2002. Gastronomy as a tourist product: The perspective of gastronomy studies. (In A.-M. Hjalager & G. Richards (eds.), *tourism and gastronomy* (pp. 51-70). London: Rutledge.
- Schofield, P., & Thompson, K. 2007. Visitor motivation, satisfaction and behavioural intention: The 2005 Naadam festival, Ulaanbaatar. *International journal of tourism research*, 9(5):329–344.
- Schreiber, J.B., Stage, F.K., King, J., Nora, A. & Barlow, E.A. 2010. Reporting structural equation modelling in confirmatory factor analysis results: review. *The journal of education research*, 99(6):323-337.
- Scott, A., Cohen, S., A., Prayag, G. & Moital, M. 2014. Consumer behaviour in tourism: Concepts, influences and opportunities. *Current issues in tourism*, 17(10):872–909.
- Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. *English Language Teaching*, 5 (9): 9-16.
- Seery, D.M. 2010. Resilience: A silver lining to experiencing adverse life events? *Current directions in psychological science*, 20(6):390–394.
- Seery, P.S. 2010. Metropolitan cuisine tourism: Exploring food tourists to the Creole cuisine in New Orleans, LA USA. Arizona State University.U.S.A (Thesis- Masters).
- Sekaran, U. 2003. *Research methods for business. A skill building approach.* (4th ed.). U.S.A: John Wiley.
- Sengeeta, P. & Anandkumar, V. 2016. Travel motivation-based typology of tourists who visit a shopping festival. An empirical study on the Dubai shopping festival. *Journal of vacation marketing*, 22(2):142-153.
- Sharples, L. 2008. Apples, cider and celebration. (In C. M. Hall & L. Sharples (eds.), *Food and wine festivals and events around the world* (p.133-145). Oxford: Elsevier.
- Shaw, G., & Williams, A. 2004. *Tourism and tourism spaces.* London: Sage.
- Shenoy, S.S. 2005. *Food tourism and the culinary tourist.* South Carolina: Clemson University. (Thesis-PhD).
- Shima, A. & Varfan, M. 2008. *Traditional marketing vs. internet marketing. A comparison.* Mälardalen University. (Dissertation- BA).

Silkes, C. A., Cai, L. & Lehto, X.Y. 2013. Marketing to the culinary tourist. *Journal of travel & tourism marketing*, 30(4):335-349.

Silverman, D. 2004. Who cares about experience? Missing issues in qualitative research. (In Silverman, D. (ed.), *Qualitative research: Theory, method and practice* (p.16-26), (2nd ed.). London: Sage.

Silverman, D. 2011. *Interpreting qualitative data: A guide to the principles of qualitative research*. London: Sage.

Silvers, J.R., Bowdin, G.A., O'Toole, W.J. & Nelson, K.B. 2005. Towards an international event management body of knowledge (EMBOK). *Event management*, 9(4):185-198.

Simeon, M. I., & Buonincontri, P. 2011. Cultural event as a territorial marketing tool: The case of the Ravello festival on the Italian Amalfi coast. *Journal of hospitality marketing & management*, 20(3-4):385-406.

Sims, A. 2009. Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of sustainable tourism*, 17(3):321-336.

Slabbert, E., Viviers, P., Oberholzer, S., Saayman, A. & Saayman, M. 2011. Die sosio-ekonomiese impak van besoekers aan die ABSA KNNK 2011 te Oudtshoorn. Potchefstroom: Instituut vir Toerisme en Vryetydstudies, 91.

Sloan, S., Bodey, K. & Gyrd-Jones, R. 2015. Knowledge sharing in online brand communities. *Qualitative market research: an international journal*, 18(3):320-345.

Sloman, S.A. 2015. Opening editorial: The changing face of cognition. *Cognition*, (135):1-3.

Smith, S. & Costello, C. 2009. Culinary tourism: Satisfaction with a culinary event utilizing importance-performance grid analysis. *Journal of vacation marketing*, 15(2):99-110.

Smith, S., Costello, C. & Muenchen, R.A. 2010. Influence of push and pull motivations on satisfaction and behavioural intentions within a culinary tourism event. *Journal of quality assurance in hospitality and tourism*, 11(1):17-35.

Smith, S. & Xiao, H. 2008. Culinary tourism supply chains: Preliminary examination. *Journal of travel research*, 46(3):289–299.

Sohn, E. & Yaun, J. 2013. Who are the culinary tourists? An observation at a food and wine festival. *International journal of culture, tourism and hospitality research*, 7(2):118-131.

- Solomon, M., Russell-Bennett, R., Previte, P. 2013. Consumer behaviour. 3rd ed. Australia: Pearson.
- Song, Z., Xing. & Chathoth, P. K. 2015. The effects of festival impacts on support intentions based on residents' ratings of festival performance and satisfaction: a new integrative approach. *Journal of sustainable tourism*, 23 (2):316-337.
- Sormaz, U., Akmeşe, H., Gunes, E., & Aras, S. 2016. Gastronomy in tourism. *Procedia economics and finance*, 39: 725-730.
- SPAR Junior chef competition Western Cape. 2016.  
<https://www.spar.co.za/Home/Competitions/Past-Competitions/View/Junior-Chef-2013>  
 Retrieved 11 November 2015.
- Sparks, B. 2007. Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism management*, 28:1180–1192.
- Sperstad, J. & Cecil, A.K. 2011. Changing paradigm of meeting management: what does this mean for academia? *Journal of convention & event tourism*, 12(4):313-324.
- Stajcic N. 2013. Understanding culture: Food as a means of communication. *Hemispheres* 28.
- Steyn, H.S. 2012. Manual: Effect size indices and practical significance. <http://natural-sciences.nwu.ac.za/scs/effect>, North-West University, Potchefstroom. Retrieved 30 January 2018.
- Steinmetz, R. 2010. Food, tourism and destination differentiation: the case of Rotorua, New Zealand. Auckland University of Technology. (Dissertation- DPhil).
- Stokes, R. 2008. Tourism strategy making: Insights to the events tourism domain. *Tourism management*, 29(2): 252–262.
- Streiner, D. 2003. Starting at the beginning: An introduction to coefficient alpha and internal consistency.
- Su, C. S. & Horng, J. S. 2012. Recent development in research and future directions of culinary tourism: A review. (In M. Kasimoglu (eds.), *Visions for global tourism industry: Creating and sustaining competitive strategies* (p.91-112).

Suhr, D. 2012. Exploratory factor analysis with the world values survey. In Proceedings of the SAS Global Forum 2012 Conference.

Swarbrooke, J. & Horner, S. 2001. Business travel and tourism. Routledge.

Swarbrooke, J. & Horner, S. 2004. Consumer behaviour in tourism. Burlington, MA: Butterworth Heinemann.

Tanford, S., Montgomery, R. & Nelson, K.B. 2012. October. Factors that influence attendance, satisfaction, and loyalty for conventions. (In Journal of convention & event tourism, 13(4): 290-318. Taylor & Francis Group.

Tassiopoulos, D. 2010. The world of events. (In Tassiopoulos, D., ed. Events management: a developmental and managerial approach. 3rd ed. Claremont: Juta. p. 3-33).

Tavakol, M. & Dennick, R. 2011. Making sense of Cronbach's Alpha. International journal of medical education, 2:53-55.

Telstrom, R. Gustafsson, I. & Mossberg, L. 2006. Consuming heritage: The use of local food culture in branding. Place branding, 2 (2):130-143.

Teixeira, V. A. V. & Ribeiro, N. 2013. The lamprey and the partridge: a multi-sited ethnography of food tourism as an agent of preservation and disfigurement in Central Portugal. Journal of heritage tourism, 8(2-3):193-212.

Tetteh, Vanessa, A. 2015. Consumer behaviour: Research starters: Business (Online Edition) Retrieved 28 October 2017.

Timothy, D.J. & Ron, A.S. 2013. Understanding heritage cuisines and tourism: identity, image, authenticity, and change. Journal of heritage tourism, 8(2-3):99-104.

Thailand Convention and Exhibition Bureau. 2006. Executive summary report: Survey on MICE in Thailand 2006.

The Balance and Columbian Repository. 1806. <http://imbibemagazine.com/origin-of-the-cocktail/> Retrieved 18 Jan 2018.

The Global Association of the Exhibition Industry. 2012. The role of exhibitions in the marketing mix. Baden Wuerttemberg Cooperative State University.

The Southern Eye. 2014. Tourism thrives. <https://www.southerneye.co.zw/2014/.../tourism-sector-thrives....> Retrieved 20 June 2015

- The World Fact book. 2015. Central intelligence agency.  
<https://www.cia.gov/library/publications/the-world-factbook/geos/bf.html> Retrieved 25 March 2014.
- Thomas, O., Hermes, B., & Loos, P. 2008. Reference model-based event management. *International journal of event management research*, 4(1):38-57.
- Tikkanen, I. 2007. Maslow's hierarchy and food tourism in Finland: five cases. *British food journal*, 109(9):721-734.
- Todd, L.A. 2011. Festival images: Brand image and stakeholders' brand relationship types at the Edinburg Festival Fringe. Edinburg Napier University. (Thesis- PhD).
- Traditional and Organic Food and Seed. (T.O.F.S)  
 2016.<http://www.sustainzim.org/traditional-food/> Retrieved 16 November 2017.
- Tribe, J. 2010. *Strategy for tourism*. (2nd ed.). Oxford: Goodfellow.
- TripAdvisor Fact Sheet, [http://www.tripadvisor.com/PressCenter-c4-Fact\\_Sheet.html](http://www.tripadvisor.com/PressCenter-c4-Fact_Sheet.html)  
 Retrieved 4 July 2014.
- UNESCO (United Nations Educational and Scientific Organisation). 2012. *Measuring Cultural Participation*, 2009 UNESCO FCS Handbook No. 2. Montreal: UNESCO Institute for Statistics.
- UNWTO (United Nations World Tourism Organisation). 2012. *Global report on food tourism*. UNWTO, Madrid: Spain.<http://cf.cdn.unwto.org/sites/all/files/docpdf/amreports4-foodtourism.pdf>. Retrieved 12 May 2014.
- UNWTO (United Nations World Tourism Organisation). 2015. *Affiliate member's regional reports, Volume four – Tourism in Africa: A tool for development*, UNWTO, Madrid.  
[http://cf.cdn.unwto.org/sites/all/files/pdf/tourism\\_africa\\_tool\\_development1.compressed.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/tourism_africa_tool_development1.compressed.pdf)  
 Retrieved 28 October 2017.
- UNWTO (United Nations World Tourism Organisation). 2015. *Tourism Highlights*. UNWTO, Madrid: Spain.<https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>. Retrieved 17 November 2017.
- UNWTO (United Nations World Tourism Organisation). 2016. *Tourism Highlights*. UNWTO, Madrid: Spain.<https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>. Retrieved 1 July 2017.

UNWTO (United Nations World Tourism Organisation). 2017. Tourism Highlights. UNWTO, Madrid: Spain.<https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>. Retrieved 12 October 2017.

Urry, J. 2002. *The tourist gaze*. (2nd ed.). London: Sage.

Van Aalst, L. & van Melik, R. 2012. City festivals and urban development: does place matter? *European urban and regional studies* 19 (2):195-206.

Van der Wagen, L.V.D. 2007. *Event management: for tourism, cultural, business and sporting events*. (3rd ed.) Australia: Pearson Education.

Van Der Wagen L. & Carlos R., B. 2012. *Event management for tourism, cultural, business and sporting events*. Dorling Kindersley: Pearson Prentice Hall.

Van Raaij, W.F. & Francken, D.A. 1984. Vacation decisions, activities, and satisfactions. *Annals of tourism research*, 11(1):101-112.

Van Waterschoot, W., & Van den Bulte, C. 1992. The 4P classification of the marketing mix revisited. *Journal of marketing*. 56 (4): 83-93.

Van Zyl, C. 2008. Tourism marketing: a game theory tool for application in arts festivals. *Tourism economics*. 18 (1): 43–57.

Van Zyl, C. 2012. A model for positioning arts festivals in South Africa. *South African theatre journal*, 25 (3): 181-196 <http://dx.doi.org/10.1080/10137548.2011.674681pdf>  
Retrieved 6 May 2016.

Veal, A. J. 1997. *Research methods for leisure and tourism: A practical guide*. (2nd. ed.). London, Financial Times Management.

Visser, G. 2005. April. Let's be festive: exploratory notes on festival tourism in South Africa. *In urban forum*, 16(2):155-175. Netherlands: Springer.

Viviers, P.A. & Slabbert, E. 2014. Should arts festivals focus on push or pull factors in marketing efforts? *African journal of hospitality, tourism and leisure* 3 (2):1-18.

Wan, Y.K.P. 2011. Assessing the strengths and weaknesses of Macao as an attractive meeting and convention destination: perspectives of key informants. *Journal of convention & event tourism*, 12:129-151.

- Wan, Y.K. & Chan, S.H. 2013. Factors that affect the levels of tourists, satisfaction and loyalty towards festivals: A case study of Macau. *International journal of tourism research*, 15(3):226-240.
- Warde, A., & Martens, L. 2000. *Eating out: Social differentiation, consumption and pleasure*. Cambridge: Cambridge University Press.
- Wargenau, A. & Che, D. 2006. "Wine tourism development and marketing strategies in Southwest Michigan". *International journal of wine marketing*, 18(1): 45 – 60.
- Wasserman, S. & Faust, K. 1994. *Social network analysis: Methods and applications*. Cambridge; Cambridge University Press.
- Wavehill Ltd, & centre for local economic strategies for the Welsh. 2014. *Evaluation of food festivals supported by the Welsh government - 2013*.  
<http://wales.gov.uk/docs/drah/publications/140516foodfestivalsevaluationen.pdf> Retrieved 24 July 2015.
- Way, K.A. & Robertson, L.J. 2013. Shopping and tourism patterns of attendees of the bikes, blues & BBQ festival. *Journal of hospitality marketing & management*, 22(1):116-133.
- Weaver, D. & Lawton, L. 2006. *Tourism management*. 3rd ed. Milton, QLD: John Wiley.
- Weber, K., Ladkin, A. 2004. Trends affecting the convention industry in the 21st Century. *Journal of convention and event tourism*, 6 (4): 47-63.
- Webster, M. 2006. Merriam-Webster online dictionary. Retrieved 18 August 2016.
- Wei, Y. P. & Shinyi Lin, S. 2015. Factors impacting trade and public visitors' satisfaction in food-related exhibitions in Taiwan. *Journal of quality assurance in hospitality & tourism*, 16:283.
- Weiler, B., Truong, M. & Griffiths, M. 2004. *Visitor profiles and motivations for visiting an Australian wine festival*. Monash University, Faculty of Business & Economics.
- Welsh Assembly Government. 2010. *Food for Wales, food from Wales 2010-2020. Food strategy for Wales* [gov.wales/topics/.../foodanddrink/foodpolicyandstrategy/](http://gov.wales/topics/.../foodanddrink/foodpolicyandstrategy/) Date of access 4February 2016.
- Wetherell, M. 1998. Positioning and interpretative repertoires: Conversation analysis and post-structuralism in dialogue. *Discourse & society*, 9(3):387-412.



- Williams, A. 2006. Tourism and hospitality marketing: fantasy, feeling and fun. *International journal of contemporary hospitality management*, 18(2): 482-495.  
<http://dx.doi.org/10.1108/09596110610681520>. Retrieved 30 August 2016.
- Williams, K. & Saayman, M. 2013. Key success factors of visitors at a jazz festival. *South African journal for research in sport, physical education and recreation*, 35(1):183-202.
- Wine-tasting exhibition of the Wine Salon of the Czech Republic. 2016.  
<http://www.vinarskecentrum.cz/download/nvc-letak-pruvodce-pro-navstevnika-aj-2016.pdf>  
 Retrieved 18 November 2016.
- Wijaya, S. 2014. Encounters with local food: The culinary experiences of international visitors in Indonesia. Victoria University. (Dissertation-DPhil).
- Wollschlager, L.M. and Diederich, A. 2012. The 2n-ary choice tree model for alternative preferential choice. *Psychology science*, (1):3-9.
- Woo, B., Trail, G. T., Kwon, H. H. & Anderson, D. 2009. "Testing models of motives and points of attachment among spectators in college football," *Sport marketing quarterly*, 18(1):38–53.
- Woodside, A.G. & Lysonski, S. 1989. 'A general model of traveler destination choice'. *Journal of travel research*, 27(4):8-14.
- Woosman, K. M., McElroy, K. E. & Van Winkle, C. M. 2009 "Using values to predict tourist motivation: an application to special events in cultural tourism at the WINNIPEG FRINGE theatre festival". *Tourism travel and research association: Advancing tourism research globally*. 71. [http://scholarworks.umass.edu/ttra/2007/Presented\\_Papers/71](http://scholarworks.umass.edu/ttra/2007/Presented_Papers/71) Retrieved 3 November 2016.
- World Food Travel Association. 2013. <http://worldfoodtravel.org/> Retrieved 22 January 2015.
- Wu, H. & Ai, C. 2016. A study of festival switching intentions, festival satisfaction, festival image, festival affective impacts, and festival quality. *Tourism and hospitality research* 16(4):359-384.
- Wu, H.C., Wong, J.W.C. & Cheng, C.C. 2014. An empirical study of behavioural intentions in the food festival: The case of Macau. *Asia Pacific journal of tourism research*, 19 (11):1278-1305.

- Yahya, M. 2013. Benefits of multi-stakeholder groups for participating in Gladmat festival. Norwegian school of hotel management. Univesitetet I Stavanger. (Thesis- Masters).
- Yeoman, I., Robertson, M., McMahon - Beattie, U., Smith, K., & Backer, E. eds. 2014. The future of events and festivals. Abingdon: Routledge.
- Yang, J., Gu, Y. & Cen, J. 2011. Festival tourist's emotion, perceived value, and behavioural intentions: a test of the moderating effect of festivalscape. *Journal of convention and event tourism*, (12):30-44.
- Yan, Q., Zhang, H., & Li, M. 2012. "Programming quality of festivals: conceptualization, measurement, and relation to consequences", *International journal of contemporary hospitality management*, 24(4):653-673.
- Yeoman, I. 2013. "A futurist's thoughts on consumer trends shaping future festivals and events", *International journal of event and festival management*, 4 (3):249-260.
- Yeshin, T. 2012. *Integrated marketing communications*. New York: Routledge.
- Yi, J. 2017. Your Guide to the 2017 Hawai'i Food & Wine Festival on O'ahu <http://www.honolulumagazine.com/Honolulu-Magazine/Biting-Commentary/October-2017/Your-Guide-to-the-2017-Hawaii-Food-Wine-Festival-on-Oahu/> Retrieved 18 Jan 2018.
- Yilmaz, K. 2013. Comparison of quantitative and qualitative research traditions: epistemological, theoretical, and methodological differences. *European journal of education*, 48(2):311-325.
- Youssef, K.B. 2017. Using TripAdvisor reviews as tools to manage reputation by acting on the 7P's of service marketing: an exploratory study. *International journal of economics, commerce and management*, 5(6):1-19.
- Yolal, M., Centinel, F., & Uysal, M. 2009. An examination of festival motivation and perceived benefits relationship: Eskisehir international festival. *Journal of conversation & event tourism*, (10):276–291.
- Yoo, J., Weber, K. 2005. Progress in convention tourism research. *Journal of hospitality and tourism research*, 29 (2):194-222.
- Yoon, Y.S, Lee, J.S. & Lee, C.K. 2010. Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International journal of hospitality management*, 29(2):335-342.

Yuan, J. Cai, L. A., Morrison, A.M. & Linton, S. 2005. An analysis of wine festival attendees' motivations: A synergy of wine, travel and social events? *Journal of vacation marketing*, 11(1):37-54.

Yun, D., Hennessey, S.M. & Mac Donald, R. 2011. Understanding culinary tourists: segmentations based on past culinary experiences and attitudes toward food-related behaviour. Paper presented at the International CHRIE Conference, University of Massachusetts. [http://scholarworks.umass.edu/refereed/ICHRIE\\_2011/Friday/15](http://scholarworks.umass.edu/refereed/ICHRIE_2011/Friday/15) Retrieved 11 June 2015.

Yurtseven, H.R. & Kaya, O. 2011. Local food in local menus: The case of Gokceada. *Tourismos*, 6(2):263-275.

Zaichkowsky, J. L. 1985. "Measuring the involvement construct". *Journal of consumer research*, 12 (3):341-352.

Zhao, S., Lee, W., Suh, E. & Zhao, J. 2016. Examining how festival attendees' motivation affects their involvement and satisfaction; food & wine festival attendees' perspective." *Tourism travel and research association: Advancing tourism research globally*. 31 <http://scholarworks.umass.edu/ttra/2012/Oral/31> Retrieved 31 may 2015.

Zou, K.H., Tuncali, K. & Silverman, S.G. 2003. Correlation and simple linear regression. *Radiology*, 227(3):617-628.

ZTA. (Zimbabwe Tourism Authority). 2006. Tourism trends and statistics – Zimbabwe a world of wonders [www.zimbabwetourism.net/index.php/trends-statistics/.pdf](http://www.zimbabwetourism.net/index.php/trends-statistics/.pdf) Retrieved 24 July 2013.

Zimbabwe Tourism National Policy. 2011. <https://www.google.co.zw/search?q=Zimbabwe+National+Tourism+Policy%2C+2011-pdf&oq=Zimbabwe+National+Tourism+Policy%2C+2011&aqs=chrome.1.69i57j69i59j69i60l2.2419j0j7&sourceid=chrome&ie=UTF-8> Retrieved 15 August 2015.

ZTA Statistics (Zimbabwe Tourism Authority). 2000. Tourism trends and statistics – Zimbabwe a world of wonders [www.zimbabwetourism.net/index.php/trends-statistics/.pdf](http://www.zimbabwetourism.net/index.php/trends-statistics/.pdf) Retrieved 26 July 2013.

ZTA Statistics (Zimbabwe Tourism Authority). 2015. Tourism trends and statistics – Zimbabwe a world of wonders [www.zimbabwetourism.net/index.php/trends-statistics/.pdf](http://www.zimbabwetourism.net/index.php/trends-statistics/.pdf) Retrieved 8 May 2016.

ZTA Statistics (Zimbabwe Tourism Authority). 2016. Tourism trends and statistics – Zimbabwe a world of wonders [www.zimbabwetourism.net/index.php/trends-statistics/.pdf](http://www.zimbabwetourism.net/index.php/trends-statistics/.pdf)  
Retrieved 2 April 2017.

**APPENDIX A:**  
**LETTER CONFIRMING LANGUAGE EDITING**



**CHINHOI UNIVERSITY OF TECHNOLOGY**  
**ACADEMY OF TEACHING AND LEARNING**

✉: P. Bag 7724, CHINHOI ☎: +263-(0)67-22203-5 Ext. 2110, +263-(0)774 834 131, e-mail:  
[nmpofu@cut.ac.zw](mailto:nmpofu@cut.ac.zw)

DIRECTOR: PROF. N. MPOFU-HAMADZIRIPI – PhD (OSLO), MA (UZ), BA Hons (UZ), BA (UZ).  
Cert. Marketing & Advertising (LCCI), PGDHTe (GZU).

4 December 2018

TO WHOM IT MAY CONCERN

**Ref: Language editing of C. Kazembe's Doctor of Philosophy Thesis (Student number 24880159)**

This letter serves to certify that the language in C. Kazembe's Doctor of Philosophy Thesis in Tourism Management titled, **Developing programme criteria for a food expo in Zimbabwe**, has been proofread and edited.

**Nomalanga Mpofu-Hamadziripi (PhD)**  
Associate Professor - Applied Linguistics