

Utilization of Traditional Food and Development of Hospitality and Tourism Industry

Selina Banda¹, Florence Phiri, Jack Kaale, Marian Mtonga-Kamanga and Margaret Pansho

Abstract

This study examined utilization of food in relation to its development of hospitality and tourism industry. Objectives were to: Explore contribution of utilization of traditional food to development of the industry; Determine the extent to which food providers are satisfied with utilization of traditional food; Ascertain the frequency of utilization of traditional food; Ascertain the relationship between utilization of traditional food and development the industry. Research was conducted in Kitwe District. A mixed methods research approach involving a sequential explanatory design was used. Population constituted catering providers. Sample sizes were fifty and fifteen for quantitative and qualitative, respectively. Data were collected using questionnaires and interview guides. Findings revealed that traditional food was utilized for developing tourism. Many food providers who frequently utilized traditional food, were satisfied and agreed that it contributed to development of the industry. Utilization of traditional food and its contribution to development of the industry were significantly related. However, traditional ingredients were expensive and scarce. Conclusively, many providers frequently and satisfactorily utilized traditional food as a source for developing tourism industry. Recommendation is that this study be replicated in other districts to generalize the findings.

Key words: Traditional food, utilization, hospitality and tourism industry, catering providers

Introduction

Food relates to culture. It is used as a tourist attraction. Embedded in food, are local skills and knowledge distinct to geographical and cultural characteristics. Food utilization gives indigenous people an identity. Food accords visitors an opportunity to experience another culture. Cultural inheritance can be preserved through food. However, cultural diffusion has distorted traditional food utility. Some of it has become obsolete while others are mixed up with imported traditions. Zambia utilizes traditional food in food catering services. It is the extent to which traditional food is utilized that needs to be established as regards its contribution to developing hospitality and tourism industry.

Cultural Tourism

Cultural tourism depicts traditional practices of indigenous communities. Traditional food is a social feature which marks cultural identity. Chatterjee and Suklabaidya (2018) intertwine cuisine with tourism as part of the cultural heritage and identity of a destination. Charzynski, Switoniak, Burneika, and Skorupskas (2015) describes food tourism as an opportunity for cultural exploration. Hsu (2014) advocates for destinations to develop regional distinctiveness and maintain local cultural traditions.

Food Tourism

Food demonstrates cultural intangible heritage. It is associated to improvement of destinations because of its unique cultures and local production (Everett & Aitchison, 2008). Food tourism can enhance local economic development (Hall, et al., 2004). It attracts visitors to absorb a local way of living. Tourists spend almost half of their budget on food (Hipwell, 2007). Some places are famous for street food (Tsai & Wang, 2017) and serve as tourist attractions (Horgand Tsai, 2010). Food represents local culture and ingredients used in restaurants, lodges, hotels and streets. Wong and Musa (2014) perceived food as a motivation among visitors who regarded tourists' attractions as a second home. Yeoman, and McMahon-Beatte (2016) ascertain that cultural production as a dominant form of economic activity. Traditional food can contribute to economic empowerment of communities through promotion of local cuisines and tourism.

¹Department of Social Studies, The Copperbelt University, Kitwe, Zambia. Corresponding author's email: bandaseli67@gmail.com

Zambian Traditional Food

Zambia has a rich cultural heritage which is used as tourist attraction. Food is one the means through which culture is demonstrated. There are certain cultural practices which utilize traditional food and have helped in stopping some of the dishes to go obsolete. Locally, traditional food is prepared for sale to visitors. Traditional food needs to be exploited further for it to cater for diverse population. Zambia needs to promote her culinary destination because according to (Crofts, 2010) a destination is defined by availability of food for tourists to savour. This calls for creation of an effective indigenous models of tourism.

Statement of the Problem

Traditional food is utilized as an attraction in tourism because it is culturally specific. It relates to hospitality and tourism development. However, traditional food has not been fully utilized. United Nations (2018) observes limited traditional food production. Zambia needs to improve utilization of traditional food to promote tourism.

Purpose of the Study

This research examined the relationship between utilization of traditional food and its contribution to development in hospitality and tourism industry among catering service providers.

Objective

1. Explore contribution of utilization of traditional food to development of hospitality and tourism industry.
2. Determine the extent to which food providers are satisfied with utilization of traditional food in development of hospitality and tourism industry.
3. Ascertain the frequency of utilization of traditional food in hospitality and tourism industry.
4. Ascertain the relationship between utilization of traditional food and development of hospitality and tourism industry.

Questions

1. Does utilization of traditional food contribute to development of hospitality and tourism industry?
2. How satisfied were food providers with utilizing traditional food in the hospitality and tourism industry?
3. How often is traditional food utilized in hospitality and tourism industry?
4. How does traditional food relate to development of the hospitality and tourism industry?

Hypothesis

H_0 There is no relationship between utilization of traditional food and development of the hospitality and tourism industry.

H_1 There is a relationship between utilization of traditional food and development of the hospitality and tourism industry.

Rationale

Local people will promote traditional food and use it as an attraction to tourists. Hospitality and tourism industry will improve its traditional culinary skills in food productions. Farmers will increase production of traditional food sources. Food caterers will use knowledge from this study to improve their goods and services.

Theoretical Framework

Theoretically, this study is embedded in the belief that traditional food utilization for development of hospitality and tourism industry is attributed to various factors. Mak, Lumbers, Eye and Chang (2012) related food to culture and tourism. Food is symbolic because it depicts tradition apart from fulfilling physiological needs. Food is enshrined in hospitality and tourism. This theory broadens the understanding of facets of food.

This study was limited to Kitwe District, therefore, results were not representative of the industry. Only perceptions from the producers' side were studied.

Literature Review

Reviewed literature shows that traditional is part of hospitality and tourism. It is associated with development of hospitality and tourism in many ways.

Local Food

Local food is defined depending on what is being emphasized. Frisvoll et al.'s (2016) define local food as products made based on traditions, techniques associated with a given geographical area. Food is specific to local knowledge, culture and geographical area (Caber et al., 2018). Cohen and Avieli, (2004) attributes popularity of destinations to their unique cuisines.

Destinations can use food tourism as an element in branding (Henderson, 2009). Tourists have different tourists' needs and expectation regarding food consumption which inspires them to know about food offered in destinations visited.

Lau and Li (2019) associated food to visitors' opinion of a place. Local food image of a destination serves as a tourist attraction. PromsivapallopandKannaovakun (2019) associated destination to food preference and consumption among tourists. There is a synergy between local food and culture. Food motivates tourists to visit or revisit destinations (Presidder& Hirst, 2012). Food is essential in tourist destinations (Henkel, et al., 2017). Utilization of traditional ingredients can make a positive impression on tourists experience of local culture. Culinary tourism contributes to preservation of local food culture (Horng& Tsai, 2012a).

Food Tourism

People eat food and visit places offering desirable products. Food is a crucial motivation for tourist visits (Horngand Tsai, 2012). It promotes and differentiates tourist destinations (Horngand Tsai, 2010). Food is a unifying factor as it enables people to interact during preparation and eating. Through artistic demonstrations, unique features of food products are revealed which attract visitors. Promoting local food products and related experiences complement destination marketing (Okumus et al., 2018). Local food product promotion should offer benefits to visitors (Page, 2020). Local food can boost hospitality and tourism industry. (Okumus et al., 2007) affirm that local food increases visitations and sustains tourism development. Traditional food products can contribute to development of hospitality and tourism sector.

Food and Tourism Development

Utilization of traditional food has a multiplier effect on developing hospitality and tourism. Incorporating local food in tourism industry contributes to socio-economic development (Legendre and Baker, 2019). Andersson et al. (2017) associate local food to tourism and increased economic impact on development. Sims (2009) describes local food in terms of sustainable tourism development due to its ability to satisfy demands which include initiation of local businesses in food products. Local food contributes to economic, environmental, and socio-cultural sustainability of tourism. Andersson et al. (2017) notes positive characteristics related to sustainable tourism, which is increasingly valued in destination development. Local food utilized in the hospitality and tourism enterprises can stimulate development which has a multiplier effect within and outside.

Value Chain of Traditional Food

Utilization of traditional food improves the hospitality and tourism eateries. Therefore, traditional food should be enriched in terms of quality so that it can appeal to visitors' taste. There is need to adopt nutrition-sensitive value analysis and diet diversification. Nutritionally, traditional food can be augmented by serving it with complementary dishes that are rich in nutrients required. **Diversified diets** should contain different nutrients in sufficient amounts. Parakh, Khanduja, Thapliya and Ravi (2020) refers dietary diversification to consumption of a variety of food items to ensure proper intake of various macro and micronutrients for a healthy life.

Conclusion

Local food is defined based on perceived social and economic benefits to locality. It can be instrumental in supporting local economy. Food is a crucial element for survival of communities involved in its production. It contributes to enhanced job opportunities as well as protecting traditional heritage and skills. Local food sustains only local economy stronger and food traditions. Utilization of local food contributes to conservation of traditional skills, heritage, preservation and improvement of its quality production

Methodology

This study mixed methods of inquiry at various levels in a complementary way. Application of a pragmatic approach provided insights into varying aspects of the study.

Research Approach

Drawing from quantitative and qualitative traditions of inquiry, a mixed methods research design was used (Timans, Wouters, Heilbron, et al., 2019). It allowed researchers to gather evidence from a range of sources and evaluate them in terms of their strengths, limitations, and applicability to the practice setting (Plath 2013). Triangulation helped to attain richness and complexity of human behavior through use of two view points (Cohen and Manion, 1997).

Research Design

A sequential explanatory design was used to obtain understanding of the phenomenon under study. Warfa (2016) characterized this design by two distinct phases: which Creswell and Clark (2011) illustrated as an initial phase of quantitative data collection and analysis followed by another in qualitative. These approaches were used one after another by collecting and analyzing data separately. Tashakkori and Teddlie (2010) suggest integrating findings from both phases during data interpretation stage. Therefore, qualitative component provided detailed descriptions of the phenomenon by exploring quantitative outcomes of the study.

Quantitatively, a descriptive correlational design was applicable to conduct this study guided by these questions: What are the views on utilization of traditional food as a means for developing hospitality and tourism destinations? How frequently is traditional food utilized for development in the hospitality and tourism destinations? Is there a relationship between levels of utilization of traditional food and its contribution to development of the hospitality and tourism industry?

Qualitatively, an interpretivist approach provided enhanced understanding of local food tourism through collective perspectives of the researcher and the participants (Goodson & Phillimore, 2004). The questions were: How is traditional food utilized to develop the hospitality and tourism industry? How does utilization of traditional food influence development in the hospitality and tourism industry?

Sample Size

A sampling frame constituted people involved in food catering service because of their involvement in and ability to offer reliable insights into utilization of traditional food. Crouch (2011) justifies gathering and analyzing professional opinions from individuals based on experience, expertise, and insight as a valuable source of information. Quantitatively, the sample constituted ($n = 50$ food catering service providers). To attain statistically meaningful results, margin error was mitigated at $-/+ 1\%$. Confidence level of 99% was applied to show percentage of times that different samples could generate similar results. A sub-sample for qualitative part ($n = 15$ workers) was drawn from the bigger one to further explore how individuals perceived traditional food.

Quantitatively, convenience sampling was used because the characteristics of the sample were already known. All food catering service providers were targeted. Qualitatively, purposive sampling technique was used to identify participants who gave details on utilization of traditional food and its contribution to development of the hospitality and tourism industry. It allowed for selection of participants from whom valuable data were obtainable (Saunders et al., 2016).

Inclusion/Exclusion Criteria

Participants involved in food catering services related to hospitality and tourism industry and had more than one-year experience and were eligible to participate in the study. Excluded, were those who were not directly involved in food industry. Participants volunteered and gave their consent to participate in the study.

Data Collection

Data were collected in phases over a period of ten days beginning with quantitative followed by the qualitative phase. Questionnaires were used to collect quantitative data. Out of fifty, forty-seven were recorded because three were not returned. Qualitatively, individual interviews and focus group discussions were conducted which lasted for about forty minutes to collect data from participants about their experiences concerning utilization of traditional food. Depending on the participants' preference, sessions were either audio-visual recorded or written down as notes. Thereafter, the recorded data were double-checked with the participants afterwards.

Data Analysis

Quantitatively, Statistical Package for Social Sciences (SPSS) version 23 was used to analyze data. Crosstabulation was used to obtain participants' perceptions on utilization of traditional food in relation to development. It suited this study because it divided data according to research objectives and compared responses obtained. It also allowed for revelation of patterns and trends and association between variables sought.

Spearman was used to understand the relationship between utilization of traditional food and its contribution to development of tourism. Spearman data analysis resulted into a correlation coefficient r and a p -value. r values range from -1 to 1 (Schober, Boer and Swarte, 2018). A negative value of r indicates that the variables are inversely related, or when one variable increases, the other decreases. Conversely, positive values indicate that when one variable increases, so does the other. The p -value represents the chance of seeing results if there will be no actual relationship between our variables. A p -value less than or equal to 0.01 meant that our result was statistically significant and that the difference was not due to chance alone.

Table 1: Scale, Response, Strength of Correlation Range and Verbal Interpretation for Utilization of Traditional Food and Development of Hospitality and Tourism Industry

<i>Scale</i>	<i>Response</i>	<i>Strength of Correlation</i>	<i>Verbal Interpretation</i>
1	Strongly disagree	0.00 - 0.19	Very weak
2	Disagree	0.20 - 0.39	Weak
3	Neutral	0.40 - 0.50	Moderate
4	Agree	0.69 – 0.79	Strong
5	Strongly agree	0.80 -1.0	Very strong

Qualitatively, a thematic approach was used. Transcripts were analyzed followed by identifying emergent categories. Miles et al. (2014) directs on how to conduct qualitative data analysis process involving selecting, focusing, simplifying, abstracting, and/or transforming information in order to develop conceptual interpretations. Data saturation was achieved after ten interviews when repetitions of concepts began to show within data (Fuschand Ness, 2015).

Triangulation was used to integrate the two phases to allow interpretation of combined findings (Othman, Steen and Fleet, 2020). Findings from qualitative phase were used to explain and provide a more comprehensive contextualization of findings and interpretations drawn from quantitative aspect.

Data Quality

Quantitatively, validity and reliability of content of data collection instrument were ensured by conducting a pilot study. Tavakol, and Dennick (2011) elaborates the extent to which the questionnaire measures what it is intended to ensure validity. Reliability was assessed by testing the questionnaire on five pilot study participants to give comment on its content. Internal consistence and accuracy of responses were measured using Cronbach Alpha coefficient. Nunnally (1978) recommends a minimum level of 0.7 and Streiner (2003) suggests a maximum alpha value of 0.90. Cronbach's alpha ensures measure of internal consistency and how closely related a set of items are in a group.

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.821	20

Table shows Cronbach's alpha of 0.821 within the acceptable limits of measure of internal consistence for rendering contents of the questionnaire reliable for data collection.

Qualitatively, quality was warranted by assessing trustworthiness(Lincoln and Guba, 1985). Conformability was ensured objectively by having a congruence between two or more independent people to agree on data's accuracy, relevance and meaning (Elo, Kääriäinen, Kanste, Pölkki, Utriainen, and Kyngäs 2014).Credibility entailed engaging participants to verify research findings with participants (Cope, 2014).

Findings

This study focused on food service providers' perceptions of traditional food in relation to development of the hospitality and tourism industry. Ranging from small to medium sized production, were restaurants, lodges and hotels in Kitwe where food was served to visitors as an attraction to the place. These findings were guided by questions below:

1. Does utilization of traditional food contribute to development of hospitality and tourism industry?
2. How satisfied were food providers with utilizing traditional food in the hospitality and tourism industry?
3. How often is traditional food utilized in hospitality and tourism industry?
4. How does traditional food relate to development of hospitality and tourism industry?

This section is arranged according to the following themes:Satisfaction with Contribution of Utilization of Traditional Food to Development; Frequency in food utilization; Relationship Between Traditional Food and its Contribution to Improvement of Hospitality and Tourism Industry

Data comprising these findings were in quantitative and qualitative form. Crosstabulation and Spearman correlation tested hypotheses comprised the quantitative aspect whereas description of participants' experiences and verbatim formed the qualitative component. The quantitative component is presented first followed by qualitative.

Satisfaction with Contribution of Utilization of Traditional Food to Development

Quantitative: Many of the food service providers were satisfied with use of traditional food and strongly agreed that it contributed to development of the hospitality and tourism industry.

Table 2: Satisfaction with Contribution of Utilization of Traditional Food

			Utilization of traditional food					
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Satisfaction with traditional food	Very dissatisfied	Count	1	0	0	0	0	1
		% within Satisfaction with traditional food	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Utilization of traditional food	20.0%	0.0%	0.0%	0.0%	0.0%	2.1%
		% of Total	2.1%	0.0%	0.0%	0.0%	0.0%	2.1%
	Dissatisfied	Count	4	1	2	0	0	7
		% within Satisfaction with traditional food	57.1%	14.3%	28.6%	0.0%	0.0%	100.0%
		% within Utilization of traditional food	80.0%	100.0%	66.7%	0.0%	0.0%	14.9%
		% of Total	8.5%	2.1%	4.3%	0.0%	0.0%	14.9%
	Neither	Count	0	0	1	0	0	1
		% within Satisfaction with traditional food	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Utilization of traditional food	0.0%	0.0%	33.3%	0.0%	0.0%	2.1%
		% of Total	0.0%	0.0%	2.1%	0.0%	0.0%	2.1%
	Satisfied	Count	0	0	0	12	2	14
		% within Satisfaction with traditional food	0.0%	0.0%	0.0%	85.7%	14.3%	100.0%
		% within Utilization of traditional food	0.0%	0.0%	0.0%	100.0%	7.7%	29.8%
	% of Total	0.0%	0.0%	0.0%	25.5%	4.3%	29.8%	
Very satisfied	Count	0	0	0	0	24	24	
	% within Satisfaction with traditional food	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	
	% within Utilization of traditional food	0.0%	0.0%	0.0%	0.0%	92.3%	51.1%	
	% of Total	0.0%	0.0%	0.0%	0.0%	51.1%	51.1%	
Total		Count	5	1	3	12	26	47
		% within Satisfaction with traditional food	10.6%	2.1%	6.4%	25.5%	55.3%	100.0%
		% within Utilization of traditional food	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	10.6%	2.1%	6.4%	25.5%	55.3%	100.0%

Table 4 shows that participants indicated strong satisfaction with utilizing traditional food for developing tourism industry and strongly agreed that traditional food contributes to development of their business places.

Sixteen respondents who indicated satisfaction with utilizing traditional food for developing tourism industry, 12 agreed that traditional food contributes to development of their business places, that 12/16, which is 75.0%.out of the 20 respondents who agreed that traditional food contributes to development of their business places, 12 indicated satisfaction with utilizing traditional food for developing hospitality and tourism industry, that is, 12/20, which is, 60.0%.Out of all the 47 respondents, 12 were satisfied with utilizing traditional food for developing hospitality and tourism industry and also agreed that it contributes to development of their business places, that is, 12/47, which is 25.5%.Out of all 47 respondents, 16 were satisfied with utilizing traditional for developing hospitality and tourism industry, that is, 16/47. which is 34.0%.Out of all 47 respondents, 20 agreed that traditional food contributes to development of their business places, that is, 20/47, which is 42.6%.

Fifteen out of 23 were very satisfied with utilizing traditional food for developing tourism industry and strongly agreed that traditional food contributes to development of their business places, that is, 15/23 which is 65.2%. Out of 15 who strongly agreed that traditional food contributes to development of their business places, 15 were very satisfied with traditional food contributes to development of their business places, that is, 15/15, which is 100%.

Out of all the 47 respondents, 15 were very satisfied with utilizing traditional food for developing hospitality and tourism industry and also strongly agreed that traditional food contributes to development of their business places, that is, 15/47, which is 31.9%. Out of all 47 respondents, 23 were very satisfied with utilizing traditional food for developing hospitality and tourism industry, that is 23/47, which is 48.9%. Overall column percentage shows that out of all 47 respondents, 15 strongly agreed that traditional food contributes to development of their business places, that is, 15/47, which is 31.9%.

However, out of all the 47 respondents, four were dissatisfied with utilizing traditional for developing hospitality and tourism industry, that is, 4/47, which is 8.5%. Out of all 47 respondents, three strongly disagreed that traditional food contributes to development of their business places, that is, 3/47, which is 6.4%.

Crosstabulation finding indicate that many service providers (n = 35, 74.5%) indicated satisfaction with utilizing traditional food for developing hospitality and tourism industry and agreed that traditional food contributed to development of their business places. This finding is consistent with Hsu (2014) who established food consumption as a major economic benefit on destinations.

Qualitative: Food providers were satisfied with traditional food and perceived its contributory aspects to development of the hospitality and tourism industry. One participant attested thus: "We always use traditional food to serve clients. It is profitable and it has made this place grow.". Another remarked that: "Our food can be used to improve the tourism sector in general if only it can be promoted adequately". Earlier, Smith and Costello (2009) recognized regional food as a growth niche which provided tourists with authentic experiences they willingly pay for.

Outcome: Traditional food not only contributed to the development of the hospitality and tourism industry, but it was found to be satisfactory. It was an acceptable aspect by the majority of research participants in the industry because it satisfied needs of the industry. van der Merwe, Cloete and van der Hoeven (2016) noted the potential of traditional food in enhancing development.

Frequency and Satisfaction in Utilization of Traditional Food

Quantitative: The majority of the service providers frequently utilized traditional and were satisfied with it and were positive about its role in developing the tourism industry and were satisfied.

Table 3: Frequency and Satisfaction in Utilization of Traditional Food

			Satisfaction with utilizing traditional food for developing tourism industry					
			Very dissatisfied	Dissatisfied	Neither	Satisfied	Very satisfied	Total
Frequency in utilizing traditional food	Very infrequently	Count	3	0	0	0	0	3
		% within Frequency in utilizing traditional food	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	75.0%	0.0%	0.0%	0.0%	0.0%	6.4%
		% of Total	6.4%	0.0%	0.0%	0.0%	0.0%	6.4%
	Infrequently	Count	1	2	2	4	0	9
		% within Frequency in utilizing traditional food	11.1%	22.2%	22.2%	44.4%	0.0%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	25.0%	100.0%	100.0%	25.0%	0.0%	19.1%
		% of Total	2.1%	4.3%	4.3%	8.5%	0.0%	19.1%
	Neither	Count	0	0	0	3	0	3
		% within Frequency in utilizing traditional food	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	0.0%	0.0%	0.0%	18.8%	0.0%	6.4%
		% of Total	0.0%	0.0%	0.0%	6.4%	0.0%	6.4%
	Frequently	Count	0	0	0	9	5	14
		% within Frequency in utilizing traditional food	0.0%	0.0%	0.0%	64.3%	35.7%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	0.0%	0.0%	0.0%	56.3%	21.7%	29.8%

		% of Total	0.0%	0.0%	0.0%	19.1%	10.6%	29.8%
	Very frequently	Count	0	0	0	0	18	18
		% within Frequency in utilizing traditional food	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	0.0%	0.0%	0.0%	0.0%	78.3%	38.3%
		% of Total	0.0%	0.0%	0.0%	0.0%	38.3%	38.3%
Total		Count	4	2	2	16	23	47
		% within Frequency in utilizing traditional food	8.5%	4.3%	4.3%	34.0%	48.9%	100.0%
		% within Satisfaction with utilizing traditional food for developing tourism industry	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	8.5%	4.3%	4.3%	34.0%	48.9%	100.0%

This table shows how frequently and satisfied food catering providers were utilizing traditional food.

Fourteen respondents, who frequently utilized traditional food, 9 were satisfied with utilizing traditional food for developing tourism industry, that is, 9/14, which is 64.3%. Out of all 47 respondents, nine frequently utilized traditional food and were satisfied with utilization of traditional food., that is. 9/47 which is 19.1%. Out of all the 47 respondents, 14 frequently utilized traditional food, that is 14/47, which is 29.8%. Out of all 47 respondents, 16 were satisfied with utilization of traditional food, that is, 16/47, which 34.0%.

Eighteen respondents, who very frequently utilized traditional food, were very satisfied with utilizing traditional food for developing tourism industry, that is, 18/100.0, which is 100%. Out of the 16 who were satisfied with utilization of traditional food, nine frequently utilized traditional food, that 9/16, which is 56.3%. Out of all 47 respondents, 18 very frequently utilized traditional food and were very satisfied with utilization of traditional food., that is. 18/47 which is 38.3%. Out of all 47 respondents, 23 were very satisfied with utilization of traditional food, that is, 23/47, which 48.9%.

Out of all 47 respondents, three very infrequently utilized traditional food and were very dissatisfied with utilization of traditional food., that is. 3/47 which is 6.4%. Out of all the 47 respondents, three very infrequently utilized traditional food, that is 3/47, which is 6.4%. Overall column percentage shows that out of all 47 respondents, three were dissatisfied with utilization of traditional food, that is, 4/47, which 8.5%.

More personnel utilized traditional food. Indicative of this, is the frequency noticed of its use. While in some instances, traditional food was frequently used (n - 14/47, 29.8%) and very frequently used (n - 18/47, 38.3%) which equals to (n - 32/47, 68.1%). Similarly, more participants (n -16, 34.0%) were satisfied and (n – 23, 48.9%) who were very satisfied with utilization of traditional food. Kiráľová and Hamarneh, (2017) report that tourists travelled to reputable destinations offering quality local products. Statistics show that there were more personnel who frequently utilized traditional food than those who infrequently did.

Out of all 47 respondents, three neither agreed nor disagreed with utilizing traditional food and they were neither satisfied nor dissatisfied with the frequency of utilizing traditional food developing tourism industry that is. 3/47 which is 6.4%.

Qualitative: Some participants utilized traditional food on a frequent basis, others occasionally did. One participant explained that “We always serve traditional food at the other outlet as compared to this one where it served according to special orders received”. In agreement, the other participant added that “When we host

conferences, and we make it a must that traditional food is served on one of the days so that visitors can appreciate it". One of the chefs agreed that "We have some days in a week when traditional food is served to all customers to enjoy our culture". Other two restaurants served traditional food on a daily basis. One of the participants explained that: "We cook and serve traditional food all the time. This finding is in consistence with what Sims (2009) argued that local food can play an important role in the sustainable tourism experience because it appeals to the visitor's desire for authenticity within the holiday experience.

Outcome: The findings show that most of the participants (n = 32/47, 68.1%) in the study frequently utilized traditional food and those (n = 39, 83.0%) were satisfied with use of traditional food. Similarly, (Prakash, 2016) explained that the role of traditional and ethnic foods will increase in their consumption pattern with demand from population.

Relationship Between Traditional Food and its Contribution to Improvement of Hospitality and Tourism Industry

Quantitative: Many of the food catering providers agreed that traditional food contributed to development of their business places and showed the likelihood of its relation to improvement of the industry, generally.

Table 4: Relationship Between Traditional Food and its Contribution to Improvement of Hospitality and Tourism Industry

			Traditional contributes to development of the place					
			Strongly disagree	Disagree	Neither	Agree	Strongly agree	Total
Traditional food related to improvement of the industry	Very unlikely	Count	1	0	0	0	0	1
		% within Traditional food related to improvement of the industry	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Traditional contributes to development of the place	33.3%	0.0%	0.0%	0.0%	0.0%	2.1%
		% of Total	2.1%	0.0%	0.0%	0.0%	0.0%	2.1%
	Unlikely	Count	1	0	0	0	0	1
		% within Traditional food related to improvement of the industry	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Traditional contributes to development of the place	33.3%	0.0%	0.0%	0.0%	0.0%	2.1%
		% of Total	2.1%	0.0%	0.0%	0.0%	0.0%	2.1%
	Likely	Count	1	4	5	4	0	14
		% within Traditional food related to improvement of the industry	7.1%	28.6%	35.7%	28.6%	0.0%	100.0%
		% within Traditional contributes to development of the place	33.3%	100.0%	100.0%	20.0%	0.0%	29.8%
		% of Total	2.1%	8.5%	10.6%	8.5%	0.0%	29.8%
	Very likely	Count	0	0	0	16	15	31
		% within Traditional food related to	0.0%	0.0%	0.0%	51.6%	48.4%	100.0%

		improvement of the industry						
		% within Traditional contributes to development of the place	0.0%	0.0%	0.0%	80.0%	100.0%	66.0%
		% of Total	0.0%	0.0%	0.0%	34.0%	31.9%	66.0%
Total		Count	3	4	5	20	15	47
		% within Traditional food related to improvement of the industry	6.4%	8.5%	10.6%	42.6%	31.9%	100.0%
		% within Traditional contributes to development of the place	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	6.4%	8.5%	10.6%	42.6%	31.9%	100.0%

Table 7 shows likelihood of traditional food in relation to its improvement of the hospitality and tourism industry. Providers agreed that traditional food contributes to development of their places and showed its likelihood to improve the industry than those who did not.

While some merely agreed (n = 20/47, 42.6%) to traditional food’s contribution to development of the place, others strongly agreed (15/47, 31.9% which equals to 35/47, 74.5%). Some of those who merely disagreed (n = 4/47, 6.4%) and others who strongly disagreed were 4/47, 8.5% which equals to (n = 7, 14.9%). Similarly, more personnel (14/47, 29.8%) were likely to utilize traditional food for improving the hospitality and tourism industry together with those (n = 31/47, 66.0%) who very likely did which equals to (n = 45/47, 95.8%).

Forty-seven respondents, four indicated likeliness that traditional food relates to improvement of hospitality and tourism industry and four disagreed that traditional food contributes to development of their business place, that is, 4/47. which is, 8.5%. Out of all 47 respondents, 14 indicated likeliness that traditional food relates to improvement of hospitality and tourism industry, that is 14/47, which equals to 29.8%. Fourteen respondents who indicated likeliness that traditional food relates to improvement of hospitality and tourism industry, four agreed that traditional food contributes to development of their business place, that is 4/14, which equals to 28.6%. Out of all 47 respondents, four indicated likeliness that traditional food relates to improvement of hospitality and tourism industry and four agreed that traditional food contributes to development of their business place, that is, 4/47. which is, 8.5%. Out of all 47 respondents, 14 indicated likeliness that traditional food relates to improvement of hospitality and tourism industry, that is 14/47, which equals to 29.8%. Out of all 47 respondents, 20 agreed that traditional food contributes to development of their business place, that is, 20/47, which equals to 42.6%.

Thirty-one respondents who indicated that traditional food very likely relates to improvement of hospitality and tourism industry, 15 strongly agreed that traditional food contributes to development of their business place, that is 15/31, which equals to 48%. Out of all 47 respondents, 15 indicated very likely that traditional food relates to improvement of hospitality and tourism industry and strongly agreed that traditional food contributes to development of their business place, that is, 15/47. which is, 31.9%. Out of all 47 respondents, 31 indicated very likeliness that traditional food relates to improvement of hospitality and tourism industry, that is 31/47, which equals to 66.0%. Out of all 47 respondents, 15 strongly agreed that traditional food contributes to development of their business place, that is, 15/47, which equals to 31.9%.

Fourteen respondents who indicated likeliness that traditional food relates to improvement of hospitality and tourism industry, four disagreed that traditional food contributes to development of their business place, that is 4/14, which equals to 28.6%.

Qualitative: Participants revealed that traditional food had the potential to improve the hospitality and tourism industry. One of the participants indicated thus: “We use of traditional food often”. Food contributed to tourism development. One of the participants said that “Because traditional food is one of the dependable sources of developing this industry, it can contribute to its development”. Similarly, Sims (2009) associated local food to sustainability of tourism in enhancing destination attraction.

However, findings also revealed that some of the participants were skeptical about the efficacy of utilizing traditional food. Reasons given included scarcity of experts in preparation of some of the traditional dishes who could be engage in the industry. Shortage of required sources of ingredients for traditional dishes. One of the participants explained “Not everyone can cook all these traditional dishes accordingly”. One can only handle some of these dishes to a certain extent. Experienced traditional cooks are required to cater for the demand. Others found traditional food to be too expensive to include on their menus. “Compared to western dishes, traditional ones are too costly to produce because, for example, village chickens are more expensive than broilers and so is dry fish and kapenta (sardines), nowadays”.

Outcome: The majority of the participants agreed that utilization of traditional food could develop the industry. However, some concerns related to lack of experienced cooks and high cost of some of the ingredients hindered the development of the industry.

Hypothesis Testing

Spearman correlation was conducted to test the relationship between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry. Its correlation and subsequent significance testing of set hypothesis required data assumptions to hold that they be ordinal.

Table 5: Spearman Correlation on Association of Utilization of Traditional Food and Development of Hospitality and Tourism Industry

			Utilization of traditional food	Likelihood of traditional food in contributing to development of tourism
Spearman's rho	Utilization of traditional food	Correlation Coefficient	1.000	.843**
		Sig. (2-tailed)	.	.000
		N	47	47
	Likelihood of traditional food in contributing to development of hospitality and tourism industry	Correlation Coefficient	.843**	1.000
		Sig. (2-tailed)	.000	.
		N	47	47

** . Correlation is significant at the 0.01 level (2-tailed).

A Spearman's correlation was run to determine the relationship between 47 values on utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry and shows these results. Spearman correlation $r = 0.843$ is interpreted as a positive monotonic relation because it is closer to positive 1. It is interpreted as a strong positive relationship. This means that there was a strong, positive monotonic correlation between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry as indicated by $r = 0.843$, $n = 47$, $p < .01$.

There is a significant relationship between the variables tested because the p value is than .01. The output value in figure 1 above of Sig. (2-tailed) of $0.000 < 0.01$, indicates that there is a significant association between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry. This means that as utilization of traditional food increased, so did development of the hospitality and tourism industry.

We reject the null hypothesis and therefore, accept the alternative hypothesis one that there is a significant relationship between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry.

Conclusion

Many food providers agreed that traditional food contributed to development of the hospitality and tourism industry as compared to those who did not. Food service providers involved in the study were satisfied with use of traditional food and strongly agreed that it contributed to development of the hospitality and tourism industry.

Qualitative results complemented quantitative data by providing detailed explanations of the frequency and how satisfied participants were with traditional food. Traditional food was perceived as a good source for developing the hospitality and tourism industry. Traditional food was perceived as a means for developing the hospitality and tourism industry because of its potential to enhancing the industry. There was a significant positive relationship between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry.

Discussions

Utilization of traditional food in relation to development of the hospitality and tourism industry was examined. Objectives of the study guided discussions and conclusions were drawn followed by recommended actions.

Seventy-five percent of all the food service providers involved in the study were satisfied with use of traditional food and strongly agreed that it contributed to development of the hospitality and tourism industry. There was a strong, positive monotonic correlation between utilization of traditional food and its likelihood to contributing to development of hospitality and tourism industry as indicated by $r = 0.843$, $n = 47$, $p < .01$. Out of all 47 respondents, 20 agreed that traditional food contributes to development of their business places, that is, 20/47, which is 42.6%.

Findings of this study relate to the previous ones which demonstrated that food tourism was becoming an important aspect in shaping identity. (Yeoman and McMahon-Beattie 2016). This suggests that traditional food can be used as a value addition to boosting the hospitality and tourism sector. This supports the work of Yeoman (2015) which asserts that food could become a rare and exotic, marketed for their authenticity, local nature and cultural identity. Hsu (2014) observes that tourists find food which utilizes local ingredients as an inevitable experience at the travel destination.

Traditional food was frequently utilized to popularize tourism in food catering. There is need to improve its quality and availability. Aluga and Kabwe (2016) noted the need to modify food as a way of improving quality.

This study makes a contribution to the hospitality and tourism industry by exploiting traditional food to develop the sector. There a few studies conducted in Zambia relating to utilization of traditional food and development of the hospitality and tourism industry. This study addressed this research gap by providing more insights into the perceptions of traditional food in terms of its association to developing the hospitality and tourism industry.

It also offers a methodological contribution to the hospitality and tourism industry by empirically exploring and describing utilization of traditional food from a mixed research methods perspective. Studies consulted used single approaches to explore issues related to feasibility of developing food tourism, its strength and promotion and the reason for trying local food (Boyne et al., 2003). This study contrasts with most of the previous food tourism research, as it has used quantitative and qualitative data. It provided insights into quantitative and qualitative aspects of the phenomenon studied which were used in a complementary way. It has proved that there were varying perceptions on utilization of traditional food.

Revealed in this study, are difficulties that food catering providers encounter in dealing with traditional food which include scarcity of some of the ingredients and expertise in preparation of certain dishes. In Zambia, with many ethnic groups from different regions, it is not easy for one person to master processes involved in cooking a variety of local dishes.

Zambia's exposure to western style changed dietary practices at the expense of traditional ones. Baker and Friel (2014) observed less consumption of grains, pulses, fruits and vegetables. Its association to civilization greatly contributed to neglect of traditional food. It is now recognized as being healthy and utilized in the hospitality industry. Harries, Chisanga, Drimie (2019) noted a reverse in an inclination towards western food types to local and plant-based diets. Muthoni and Nyamongo (2010) recommend rigorous promotion of traditional food to increase their production and consumption.

Conclusions

This study explored utilization of traditional food in hospitality and tourism industry. It found a strong positive relationship between traditional food and its contribution to development of the hospitality and tourism industry. Conclusions drawn indicate that traditional food is mainly used for developing the food catering places. The food is frequently used in most of the places as compared to the others. The majority of the catering personnel expressed satisfaction with how traditional food is utilized in the industry. It signifies a source of developing the hospitality and tourism industry. Traditional food is used for personal identification and cultural signifier.

The use of traditional food as an attraction is important for both government and stakeholders. Additionally, the promotion of local food undoubtedly helps to boost the economy by serving as a tourist attraction. However, traditional food was not utilized in all the places because of unattainable resources. Ingredients were too expensive to obtain and as a result utilization of the food in some places was minimized or worse still avoided completely.

Inadequate skill capacity required for preparation of some of the dishes caused some of the caterers to avoid inclusion of traditional food on the regular menus. Traditional food is specific to regions. That is why it becomes difficult to find people who can prepare the various types of food.

Recommendations

A recommendation to hospitality industry is made to promote food tourism and increase tourists' familiarity with local food. Secondly, since this study was limited to one district, it is recommended that it be replicated to others.

References

- Aluga, M., & Kabwe, G. (2016). *Indigenous food processing, preservation and packaging technologies in Zambia*. Retrieved from https://www.researchgate.net/publication/308625328_INDIGENOUS_FOOD_PROCESSING_PRESERVATION_AND_PACKAGING_TECHNOLOGIES_IN_ZAMBIA
- Chatterjee, S., & Suklabaidya, P. (2018). Promoting Tourism through Local and International cuisine: Comparative study of New York and New Delhi. *International Journal on Tourism and Hospitality*.
- Charzynski, P., Switoniak, M., Burneika, D., and Skorupskas, R. (2015). Food tour in South Turkey – in the search of culinary heritage. Retrieved from <https://www.academia.edu/12612398>
- Cohen, and Manion, L. 1997. *Research in education*. 4th edition. New York: Routledge.
- Cope, G.D. (2014, January). *Methods and Meanings: Credibility and Trustworthiness of Qualitative Research*. *Oncology Nursing Forum*, 41(1).
- Crofts, A. V. (2010). Silver lining: building a shared Sudanese identity through food. *Gastronomica: The Journal of Food and Culture*, 10(1), 110-116.
- Elo, S., Kääriäinen, M., Kanste, O., Pölkki, T., Utriainen, K., & Kyngäs, H. (2014). Qualitative Content Analysis: A Focus on Trustworthiness. *SAGE Open*. <https://doi.org/10.1177/2158244014522633>
- Food and Agriculture Organization, Albania. (2018). *Market and value chain analysis of selected sectors for diversification of the rural economy and women's economic empowerment*. Retrieved from www.fao.org/3/I8909EN/i8909en.pdf
- Harris, J., Chisanga, B., Drimie, S. *et al.* (2019). Nutrition transition in Zambia: Changing food supply, food prices, household consumption, diet and nutrition outcomes. *Food Sec.* **11**, 371–387. <https://doi.org/10.1007/s12571-019-00903-4>
- Johnson, R.B. and Onwuegbuzie, A.J. (2004).** Mixed Methods Research: A Research Paradigm Whose Time Has Come. *Educational Researcher*, 33, 14-26. Retrieved from
- Kaushik, V., and Walsh, A.C. (2019). Pragmatism as a Research Paradigm and Its Implications for Social Work Research. *Social Sciences*.
- Kimchi, J, Polivka, B., and Stevenson, J.S. (1991). Triangulation: operational definition. *Nursing Research*, 4(6):364-366.
- Kirářová, A., and Hamarneh, I. (2017). *Local gastronomy as a prerequisite of food tourism development in the CZECH Republic*. Retrieved from <https://mmi.fem.sumdu.edu.ua/en/journals/2017/2/15-25>
- LoBiondo-Wood, G., & Haber, J. (1998). *Nursing research: Methods and critical appraisal for evidence-based practice*. *Elsevier Health Sciences*.
- Mak, A.H.N., Lumbers, M., Eyes, A., Chang, R.C.Y. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928-936
- Nunnally, J.C. (1978)** *Psychometric theory*. 2nd Edition, McGraw-Hill, New York.
- Othman, Shwikar & Steen, Mary & Fleet, Julie. (2020). A sequential explanatory mixed methods study design: An example of how to integrate data in a midwifery research project. *Journal of Nursing Education and Practice*. 11. 75. 10.5430/jnep.v11n2p75.
- Parakh, N., Khanduja, P., Thapliya, M., and Ravi, V. (2020). An apple a day may not keep the doctor away—the importance of dietary diversity, Retrieved from <https://www.microsave.net/2020/01/31/an-apple-a>
- Plath, Debbie. (2013). *Evidence-based practice*. In *Social Work Theories and Methods*, (2nd ed.). London: Sage, pp. 229–40.
- van der Merwe, D.J., Cloete, C.P., & van der Hoeven, M. (2016). *Promoting food security through indigenous and traditional food crops, Agroecology and Sustainable Food Systems*, 40:8, 830-847, DOI: 10.1080/21683565.2016.1159642
- Prakash, V. (2016). The Importance of Traditional and Ethnic Food in the Context of Food Safety, Harmonization, and Regulations. In Vishweshwaraiah Prakash, Olga Martín-Belloso, Larry Keener, Sián Astley, Susanne Braun, Helena McMahon, Huub Lelieveld, (Eds.). *Regulating Safety of Traditional and Ethnic Foods*. Academic Press.
- Schober, P., Boer, C., and Swarte, L.A. (2018). Correlation Coefficients: Appropriate Use and Interpretation. *Anesthesia & Analgesia*, 126(5), 1763 -1768

- Sedgwick, P. (2013) Convenience Sampling. *BMJ*, 347, f6304
- Streiner, D.L. (2003, Feb). Starting at the beginning: an introduction to coefficient alpha and internal consistency. *J Pers Assess*, 80(1):99-103
- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321-326
- 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.
- Tabassum, Farhana. (2014). Re: What is triangulation of data in qualitative research? Is it a method of validating the information collected through various methods? Retrieved from: <https://www.researchgate.net/post/What-is-triangulation-of-data-in-qualitative-research-Is-it-a-method-of-validating-the-information-collected-through-various-methods/52c3ea2dd039b19a718b47c0/citation/download>.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53–55. <https://doi.org/10.5116/ijme.4dfb.8dfd>
- Timans R, Wouters P, Heilbron J.J.T, et al. (2019). *Mixed methods research: What it is and what it could be?* 48(2): 193-216. <https://doi.org/10.1007/s11186-019-09345-5>
- Yeoman, I., & McMahon-Beattie, U. (2016). The Future of Food Tourism. *Journal of Tourism Futures*. 2. 95-98. 10.1108/JTF-12-2015-0051.
- Yeoman, I., McMahon-Beattie, U., Fields, K., Albrecht, J. and Meethan, K. (2015). *The Future of Food Tourism*. Channel View Publications, Bristol
- Yu, Z., and Khazanchi, D. (2017). *Using Embedded Mixed Methods in Studying IS Phenomena: Risks and Practical Remedies with an Illustration*. Retrieved from <https://digitalcommons.unomaha.edu/cgi/viewcontent>.