

# teaching note

## *Targeting Kenya's Coastal Gastronomic Market: A case study*

### Glossary

- Cultural Tourism: cultural tourism occurs when participation in a cultural or heritage activity is a significant factor for traveling (Whyte et al, 2012). The Canadian Tourism Commission notes that cultural tourism includes sites such as historic sites, festivals, performing arts etc. (Canadian Tourism Commission in Whyte et al, 2012).
- Food Tourism: refers to food or culinary items as part of the attractions for a destination. These can be locally grown foods and or specially prepared items.
- Gastronomy: the practice or art of choosing, cooking, and eating good food, <http://www.merriam-webster.com/dictionary/gastronomy>, [Accessed 1-9-16].
- Heritage Tourism: travel directed toward experiencing the heritage of a city, region, state or country. This travel enables the tourist to learn about, and be surrounded by local customs, traditions, history and culture (Texas Historical Commission in Whyte et al, 2012).
- Socio-demographic profile: of, relating to, or involving a combination of social and demographic factors, <http://www.merriam-webster.com/dictionary/sociodemographic>, [Accessed 1-9-16].

### Introduction

Food tourism is the focus of this case study. Kenya has some unique food offerings and as noted in the case study, the Kenya Tourism Board would like to develop and deliver Kenyan Foods as part of their tourism attraction mix. Using a combination of USA and global food products and venues, students can study the relationships of food and local and global tourism economies. Knowledge of the target markets for food tourism and those visitors eating preferences and or willingness to try new or novel foods will assist in positioning food tourism as an attraction in Kenya and elsewhere.

### Intended Use of the Case

This case is targeted at juniors and seniors (upper division) undergraduates and/ or graduate students studying the business of tourism. There is also a relationship between this topic and marketing courses with a focus on market segmentation. This case could also be used as a catalyst for documenting visitor demographics and psychographics. The case could also lend itself to the study of cultural and heritage tourism and its related products and services. Additionally, it will be an especially good fit for a tourism, hospitality and or marketing courses.

### Teaching and Learning Objectives

After reading, analysing and reviewing this case and its content, students will:

- Have a working knowledge and be able to explain culinary, food or gastronomic tourism products and services on a global scale.
- Be familiar with the terminology associated with cultural and heritage tourism and its relationship to food.
- Identify target markets of visitors that may be interested in culinary tourism and their food preferences.
- Be familiar with and have a working knowledge framework of tourism planning and development focused on food.
- Understand and explain the global business of gastronomic, food and culinary tourism.
- Develop a model and plan to position a region/ country as a food tourism destination.

### Teaching Approach

It is recommended that this case be used in conjunction with lessons focused on food or culinary tourism, heritage and/ or cultural tourism and food as a component of this and/ or a marketing of tourism products lesson. A discussion such as this could be part of assembling a tourism inventory and more specifically, a food tourism inventory and creating a gastronomic niche for a destination market. For example, an instructor can explore signature foods with the students similar to those offered in the case. Table 3, Locations and Signature Foods, illustrates some examples of food tourism products in the United States. A discussion and introduction to food tourism using some of these examples may be helpful for framing international and additional content. Table 3 is not intended to be an exhaustive list.

Additionally, content on food tourism could be globalized using examples as noted in Table 4, offered below: A Sample of Global Signature Foods.

A related assignment is recommended: Assign each student a country and charge them to research the food / culinary tourism for that country. This assignment might also be done locally to identify gastronomic products. The students would be asked to develop recommendations to position the food tourism of that country and or a region in that country for economic development through the tourism infrastructure of that area.

The instructor could provide questions to stimulate the research opportunities and multitude of directions a student might pursue. These questions could include:

- What is the tourism product the assigned country is known for?

**Table 3****Locations and Signature Foods**

Location/ Signature Food
Alaska, King Crab, halibut, salmon
Arizona, Tamales
Baltimore, Maryland Crab cakes
Boston, Massachusetts, Clam chowder, baked beans, plus others
Buffalo, NY, Beef on Wick, Buffalo wings
Cincinnati, Ohio, Chili
Denver, Co., Game foods; buffalo, and elk
Florida Keys, Conch/ conch chowder
Georgia, Peaches
Louisiana, Cajun food, crawfish
Maine, Lobster
Memphis, Tennessee, Bar-B-Que
Mississippi Delta/ Mid-south, Catfish
Montreal, Quebec, Smoked meat, bagels
Nebraska, Runzas
New York City, NY, Delis, bagels
Northwest USA, Berries, Salmon
Oregon, Hazelnuts
Panhandle of Florida, Apalachicola Oysters
Rhode Island/Cape Cod, Massachusetts, Quahogs, chowder, lobster
Rocky Mountains, Rocky Mountain oysters
San Diego, Fish tacos
Southern U.S., Grits with cheese, shrimp
Texas, TexMex, beef
Upper Peninsula of Michigan, Cornish Pasties
Vermont, Maple syrup, dairy products
Wisconsin, Cheese
(O'Halloran and Deale, 2004).

**Table 4****A Sample of Global Signature Foods**

Country/region, Sample Signature Food(s)
Bhutan, Aema Datsi
Brazil, Meats
Canada, Poutine
China, Peking Duck+++
Egypt, Koshari
France, Cheeses, wines, banquets, cassoulet+++
Germany, Sauerkraut, sausage
Ghana, Chichinaga
Greece, Tsatsiki
India, Lamb Paneer +++++
Italy, Pasta(s)+++
Japan, Sushi
Korea, Kimchi
Middle East, Hummus, falafel
Morocco, Couscous
Russia, Borschtsch
South Africa, Bobotie
Spain, Paella
Trinidad & Tobago, Curried Crab and Dumplings
Turkey, <a href="#">Kebabs</a>

- Is food / culinary tourism already in place or does it need to be developed?
- Should this food tourism marketing effort be coordinated by the tourism authority or should it be strictly local?
- Are the foods identified based on local agriculture (raw product) or are they culinary productions?

A bigger project could include the development of a marketing plan for food tourism in the selected country. That plan could include much or parts of the following:

- Define the Product: food tourism as it relates to the destination.
- Conducting market research; who, what, when, where, how and why for Kenya and or other destinations?
- Who are the target markets? In this scenario; what people, what kind of people, are being targeted?
- What is the objective(s) of the plan?
- Does the country's tourism effort have a mission statement?
- How will food tourism be positioned?
- Assess overview of food, the destination and food tourism including a community profile.
- Is there a competitive set? Who does Kenya compete with as a food tourism destination?
- What are the competitors doing in the food tourism market?
- Is there an estimated financial benefit? Dollars, jobs etc...
- What is the action plan that would be recommended; inventory, media markets, supply chain?

## Summary

People in general are much more familiar with food and preparation methods. Twenty five years ago a cook book section in a library and or bookstore might have a basic and perhaps modest collection of cookbooks. Today the cookbook holdings are enormous. Related to this is also the number of television programs that focus on food, and such things as the Food Network that exclusively offer food preparation programs. It can also be noted that festivals and special events often feature local foods etc. that become part of the attraction to a destination.

Food or gastronomic tourism as a topic can be utilized, as previously noted, in traditional classrooms. As noted above, course and/ or exercises focusing on special events and festivals could easily integrate food tourism. Signature food products and or specific ethnic dishes could also be integrated into culinary classrooms as well. One example is, in a hospitality kitchen lab course at a leading university focused on a partnership between the US school and an institution in Peru. The course introduced Peru signature dishes via online technology to the US students. The US course did the same, with the Peru course and its students.

It can be argued that food or gastronomic tourism easily relates to everyone who likes to eat. Not all people will like or accept what

they might consider exotic foods, but given the broader knowledge of food and its relationship with tourism, the development of food tourism is a logical tactic for many locations to promote their foods. Even if food tourism is not focused on signature items, to best develop a tourism destination food and beverage outlets are considered a must. These outlets must provide good food and good service. This case helps to define food tourism and highlight its importance in tourism.

## References

- O'Halloran, R.M. and Deale, C.S. (2004). Food Tourism Supply Chain Management, ASAC, June, Quebec City, Quebec, Canada.
- Whyte, B., Hood, T. and White, B.P. (eds.) 2012, Cultural and Heritage Tourism: A Handbook for Community Champions, Federal Provincial Territorial Ministers of Culture and Heritage, Quebec, Canada.

## Recommended Sources of Data/Additional Readings

- Kenya Tourism Board (2016). <http://ktb.go.ke/trade/arrivals/>, [Accessed January 6, 2016].
- Parmar, P. (2015). How culinary tourism is becoming a growing trend in travel, [http://www.huffingtonpost.ca/parmjit-parmar/the-rise-of-culinary-tourism\\_b\\_7596704.html](http://www.huffingtonpost.ca/parmjit-parmar/the-rise-of-culinary-tourism_b_7596704.html), [Accessed January 6, 2016].
- Schmantowsky, C. Best Practices in Culinary Tourism development; Models and Applications Domestic and Abroad. <http://chtalliance.com/archives/2008/docs/pdf/CulinaryTourism.pdf>, [Accessed January 6, 2016].
- Skift, S. (2015). The big business of food tourism and why it matters, <http://skift.com/2015/02/23/the-big-business-of-food-tourism-and-why-it-matters/>, [Accessed January 6, 2016].
- <http://www.statista.com/markets/420/travel-tourism-hospitality/>, [Accessed January 6, 2016].
- Steinmetz, R. (2010). Food, Tourism and Destination Differentiation: The Case of Rotorua, New Zealand, A thesis submitted to the Auckland University of Technology in fulfillment of the requirements for the degree of Master of Philosophy (MPhil), <http://aut.researchgateway.ac.nz/bitstream/handle/10292/1090/SteinmetzR.pdf?sequence=3>, [Accessed January 6, 2016].
- TOPOSOLOGY BLOG (2015). Destination Marketing and the "FOOD" element: A Market Overview, June 21, 2010 | Manolis, <https://abouttourism.wordpress.com/tag/culinary-tourism/>, [Accessed January 6, 2016].
- World Bank (2016). Data: International tourism, number of arrivals, <http://data.worldbank.org/indicator/ST.INT.ARVL>, [Accessed January 6, 2016].
- World Food Travel (2015). Uniting Food and Tourism <http://worldfoodtravel.org/>, [Accessed January 6, 2016].
- The World Food Travel Association (WFTA) <http://worldfoodtravel.org/new-2013-research/>, [Accessed January 6, 2016].
- World Tourism Organization (2015) Global Report on Food Tourism, [http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/global\\_report\\_on\\_food\\_tourism.pdf](http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/global_report_on_food_tourism.pdf), [Accessed January 6, 2016].
- World Tourism Organization, (2012). 07 Sep 12, PR No.: PR12050, 07 Sep 12, <http://media.unwto.org/press-release/2012-09-07/food-tourism-important-pillar-tourism-growth-along-silk-road>, [Accessed January 6, 2016].
- World Travel and Tourism Council (2014). Travel and Tourism Economic Impact 2014 Kenya, <http://www.wttc.org/%20-media/files/reports/economic%20impact%20research/country%20reports/kenya2014.pdf>, [Accessed January 6, 2016].