

ADVANCES IN HOSPITALITY AND  
LEISURE

# ADVANCES IN HOSPITALITY AND LEISURE

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ADVANCES IN HOSPITALITY AND LEISURE VOLUME 14

# ADVANCES IN HOSPITALITY AND LEISURE

EDITED BY

**JOSEPH S. CHEN**

*Indiana University, Bloomington, USA*



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## AIMS AND SUBMISSION GUIDELINES

*Advances in Hospitality and Leisure (AHL)*, a double-blind peer review journal published annually since 2004, attempts to promote seminal and innovative research outputs pertaining to hospitality, leisure, tourism, and lifestyle. Specifically, this journal encourages researchers to investigate new research issues and problems that are critical but have been largely ignored while providing a forum that will disseminate singular thoughts advancing empirical undertakings both theoretically and methodologically.

This fourteenth annual volume includes eight full papers and three research notes. As for data collection, most articles deploy either a quantitative or qualitative approach while two present conceptual models. The contributors to the present issue come from ten nations/regions entailing Australia, China, Denmark, Germany, Ghana, Netherlands, South Africa, South Korea, Taiwan, and the United States of America.

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# **FULL PAPERS**

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# CEDING TO THEIR APPETITES: A TAXONOMY OF INTERNATIONAL TOURISTS TO SOUTH AFRICA

Lisa-Mari Coughlan and Melville Saayman

## ABSTRACT

*Tourism is a key source of income to South Africa. Food and beverages is a key part of tourism and the literature reveals that tourists spend up to a quarter of their budget on cuisine. South Africa has, however, been rated as the least-prepared culinary travel destination and the travel destination with the greatest potential for growth. Therefore, a segmentation taxonomy based on culinary preferences of international tourists to South Africa is put forth which can be used to prepare South Africa as a culinary travel destination. The 627 international tourists surveyed were divided into five segments with the use of factor analyses, t-tests, Spearman rank correlations and analysis of variance. The segments were named conservationists, experience seekers, devotees, explorers and socialisers (CEDES taxonomy). Multiple results and implications are discussed in the paper.*

**Keywords:** CEDES taxonomy; culinary preferences; international tourists; South Africa; segmentation; culinary travel destination

## INTRODUCTION

In 2015, tourism directly contributed 3% to the gross domestic product (GDP) of South Africa (Statistics South Africa, 2016b), and 8903, 773 tourists visited the country (Statistics South Africa, 2016b). Tourism has many subcategories, of which one is cultural tourism. Food and beverages are an integral part of cultural tourism (Ignatov & Smith, 2006; Perkins, 2014), adding to the appeal of destinations (Visser, 2007) and resulting in important economic benefits

(Perkins, 2014; South African Tourism, 2014). Cultural tourism can become a tool of socio-economic development through job creation and poverty alleviation among historically disadvantaged communities in South Africa (Ivanovic, 2008). South Africa has, however, been rated as the least-prepared culinary travel destination and the travel destination with the greatest potential for growth (Phillips, 2010).

There is a general scarcity of studies that examine culinary tourism (Chang, Kivela, & Mak, 2010; Cohen & Avieli, 2004; Ignatov & Smith, 2006; Torres, 2002; Williams, Williams, & Omar, 2014), with du Rand and Heath (2006) stating that very little has been published regarding culinary tourism in developing countries, such as South Africa. This has motivated the requirement for the current study.

Segmentation is useful in identifying the characteristics of different consumer types of the global tourism market. Since tourists' interests differ, it is difficult to attract all potential visitors. Segmentation strategies are therefore important for tourism organisations and businesses (Molina, Gómez, González-Díaz, & Esteban, 2015). Furthermore, segmentation taxonomies assist tourism planners to better understand culinary tourists and guide them in developing culinary products (Yun, Hennessey, & Macdonald, 2011).

## BACKGROUND

Cultural and culinary tourism have the capacity to redistribute benefits throughout South Africa (Ivanovic, 2008). Culinary tourism is defined as any tourism experience in which one learns about, appreciates or consumes local culinary resources. The culinary resources referred to include raw ingredients, as well as the food and beverages reflective of the destination and traditional methods of preparing these items (Smith & Xiao, 2008). Food and beverages are essential to the tourist experience (Torres, 2002). A study by Saayman and Scholtz (2012) indicated that tourists to national parks in South Africa spent 24% of their total expenditure on food. It is also estimated that foreign tourists spent R2.1 billion (approximately € 1.4 million or US\$ 1.7 million) on food in South Africa in 2015 (South African Tourism, 2016a). This translates into 12.57% of the total amount international tourists spent during their stay in South Africa, highlighting the importance of tourists' culinary experiences and preferences.

According to Rozin and Vollmecke (1986), food preference assumes the availability of at least two different items, and a decision being made to choose the one item over the other. The beverage component of tourists' food experience should, however, not be ignored. Consequently, for the purposes of this study, the term culinary preference is applied. Not much is known about the profile of culinary tourists (Sánchez-Cañizares & López-Guzmán, 2012), including their preferences, as culinary tourism is a complex and diverse set of motivations and experiences (Ignatov & Smith, 2006).

## PURPOSE

The ultimate purpose of this paper is to put forth a taxonomy of international tourists to South Africa, based on the culinary preferences of these tourists. The taxonomy can be used to the benefit of government, destination marketers and industry.

More specifically, government can unlock South Africa's tourism potential by identifying the importance of different culinary tourism aspects to each segment in the taxonomy. Tourism marketers could likewise enhance strategies as a result of knowing what each segment of international tourists to South Africa values when making culinary decisions. Lastly, individual businesses in the tourism and hospitality industry could adjust their offerings according to the needs of each segment. If, for example, a specific segment tends to make use of a certain type of establishment, the establishment can cater to their particular needs.

## LITERATURE REVIEW

'Africa is a continent of unparalleled opportunity, and tourism is where the greatest untapped opportunity lies', Former Minister of Tourism, Derek Hanekom, has stated (Moodley, 2016). Although South Africa is rich in culinary resources and opportunities, the country has not capitalised on its culinary tourism potential (du Rand & Heath, 2006). Du Rand and colleagues studied the utilisation of food in destination marketing in South Africa (du Rand & Heath, 2006; Du Rand, Heath, & Alberts, 2003) and determined that food was a vital supportive tourism attraction in South Africa. Nonetheless, very few destinations and tour operators promote local food, its cultural heritage and culinary tourism in South Africa, confirming that culinary tourism in the country lacks a focused marketing strategy.

The tourism market is made up of many different consumer types (Croce & Perri, 2010). Tourism segmentation studies that have been conducted in a South African context include nine market segments being identified by Kim, Crompton, and Botha (2000) at a South African resort. Their segmentation took into consideration the benefits visitors sought during their visit to the resort. Bloom (2005) proposed three segments of international tourists to Cape Town, namely the vibrant and energetic segment, the pleasure seekers and the established and settled segment. The typology was based on 15 variables, which can broadly be grouped under tourist trip characteristics, perceptions of Cape Town and demographics.

A number of techniques have been utilised specifically in the culinary tourism domain in order to segment tourists. Typical typologies and taxonomies used to segment tourists based on their culinary involvement are discussed in this section.

The 3-S typology of South African culinary festival visitors segmented culinary visitors at a cheese festival based on five motivational factors (Viljoen, Kruger, & Saayman, 2017). The authors named the segments social, serious and selective epicureans. Selective epicureans were the largest of the three segments and selected escape, socialisation and uniqueness as their most important

motives for visiting the cheese festival. Serious epicureans were the second-largest segment and were motivated by the entire experience. Social epicureans were the smallest segment and their main motivation for attending the festival was to escape and socialise.

Hjalager (2004) outlined a theoretical tourism and gastronomy model which was inspired by the work of sociologist Pierre Bourdieu. Sociology is about social constraints inducing preferences. According to the author, Bourdieu's (1984) work has affected much tourism research at a theoretical level and is a stepping stone to better understand tourism lifestyles. People are said to form part of one of four basic lifestyles based on their expressed tastes and self-determined preferences and behaviours. Hjalager (2004) also states that Dahl and Aagaard (1997) used Bourdieu's (1984) theories to show that the four lifestyles emphasise different values. People are grouped into being existentialists, experimentalists, recreationalists and diversionaries. Hjalager (2004) notes that the tourism context creates new challenges for this segmentation typology. For example, lifestyles across national borders are not identical, and although the lifestyle of a person tends to be enduring, it is not static.

This having been stated, there are however many practical implications of lifestyle segmentation for marketing decisions. For example, the recreational segment relies greatly on word of mouth and down-to-earth television personalities may be helpful when marketing to this segment. Fancy chefs will likely only appeal to the experimental segment. Brochures may appeal to the diversionary segment whereas the existential segment finds information in extensive (literary) travel books and guides more reliable. Accordingly, Bourdieu's (1984) approach can be helpful in explaining why tourists' food habits cannot be treated uniformly, and why marketing strategies have to reflect the differences integrated into tourists' lifestyles.

Kivela and Crotts (2006) studied tourists at select Hong Kong restaurants. The authors used Hjalager's (2003, 2004) theoretical segmentation typology, accordingly stating that culinary tourists are either recreational, existential, diversionary or experimental. Recreational culinary tourists are conservative, seeking familiar food and beverages and do not regard food and beverages as important whilst on holiday. Diversionary culinary tourists actively seek familiar food and prefer quantity over quality. These tourists dislike exotic food and are likely to consult travel agents, tourist brochures and tour leaders. Lastly, for these tourists, sharing a beverage or meal is an excellent way to get together with others.

Existential culinary tourists actively seek opportunities to be involved in culinary activities such as harvesting grapes and other fruits and vegetables, taking a cooking class or engaging with food producers. These tourists pay little attention to claims made by travel brochures. Finally, experimental tourists symbolise their lifestyle through food and beverages. They actively seek designer restaurants and keep up to date with the latest fashionable food. Prestige is gained by keeping up with culinary trends. To highlight, in this taxonomy, existential and experimental tourists take cuisine very seriously, with the consumption of good food being the main reason for their travels.

In another Hong Kong study, [McKercher, Okumus, and Okumus \(2008\)](#) categorised respondents into one of five food tourist segments. The participants were categorised based on their response to the question, 'I would consider myself to be a culinary tourist, someone who travels to different places to try different foods'. The participants were categorised as being definite culinary tourists, likely culinary tourists, possible culinary tourists, unlikely culinary tourists or non-culinary tourists.

Still in Asia, [Updhyay and Sharma \(2014\)](#) conducted a study on foreign tourists at restaurants in India in order to understand trends amongst them, with the aim of ensuring that efficient and effective marketing could be done. The authors state that the study of [Kivela and Crofts \(2006\)](#) partially supports their evoked segmentation structure. They segmented tourists based on their preferences into three groups, namely 'localisation seekers', 'taste seekers' and 'experience seekers'. 'Localisation seekers' enjoy experiencing the local ingredients and dining etiquette and are value conscious. They comprised the largest number of tourists. 'Taste seekers' are interested in cuisine but indifferent about the cuisine's traditional and historical connection. Variables related to 'taste seekers' are quality, method of cooking, ambiance and taste. 'Experience seekers' enjoy learning about the historical connections of cuisine, appreciate the nutrition, aroma and flavour of meals and are concerned with hygiene and health.

According to [Mack, Blose, and MacLaurin \(2009\)](#), an established approach to market segmentation is based on consumer values. The list of values has been utilised in several tourism studies. The authors aimed to develop the profile of culinary tourists in terms of their most important social values and to compare their profile to that of general tourists. No significant differences in the social value structures of culinary tourists and general tourists were observed in Australia or America, but once the culinary tourism segment was further divided into 'non-innovators' and 'innovators', social value structures became useful. Culinary tourists were divided into 'innovators' and 'non-innovators' based on culinary tourism innovativeness items included in the survey. 'Innovators' were those respondents who displayed the highest level of innovativeness. Culinary tourist 'innovators' in America rated values of excitement and warm relationships with others to be significantly more important to them than the non-innovators did. These aspects of the travel experience could easily be used as the focal point in destination marketing. These values could also be focused on during the actual consumer travel experience to enhance the attractiveness of new destination offerings to those persons most likely to try them first – the 'innovators' in the culinary tourism market.

[Kim, Duncan, and Jai \(2014\)](#) also conducted research in America. The authors studied attendees of an Oxford, Mississippi, food festival. Tourists were segmented based on their demographics, their satisfaction of the event and the nature of their visit to the festival, including the motivation for their attendance and their previous attendance. 'Apathetic attendees' mainly stated that their purposes for attending the food festival were business or task related. These attendees reported medium levels of expenditure and the lowest levels of perceived value and satisfaction. The largest segment was named 'satisfied spenders' as

these tourists reported the highest satisfaction, perceived value and spending. The satisfied spenders are likely to have been motivated by experiencing the event and to have decided to attend the event at the previous year's food festival. 'Tentative tag-a-longs' indicated perceived value and satisfaction levels which are between those of the 'apathetic attendees' and 'satisfied spenders'. 'Tentative tag-a-longs' spent the least, were also mainly motivated by experiencing the event and had recently decided to attend.

Yun et al. (2011), similarly to Kim et al. (2014), was of the opinion that the past should be taken into consideration when studying tourists. Respondents were individuals who had requested a visitor information package from Tourism Prince Edward Island (Canada). Culinary tourists were segmented based on their past culinary experiences at travel destinations. The authors used two different segmentation techniques to categorise taxonomies of culinary tourists. For the first segmentation, an analysis was performed based on past culinary experiences. The analysis considered participation in 13 food-related activities and whether these activities served as motivation for travel over the preceding two years. Firstly, respondents were categorised into two groups based on whether the food-related activities were their leading reasons for travel. The group for whom food-related activities served as travel motivator was termed to be 'deliberate culinary tourists'. These culinary tourists are often identified as foodies and participate in more food-related activities than other tourists. Secondly, the group to whom food-related activities were not travel motivators was further divided into three clusters based on their degree of participation in food-related activities.

The cluster who reported high involvement in food-related activities when travelling was termed 'opportunistic culinary tourists'. Even though culinary experiences do not motivate this group to travel, they participate in food-related activities at a similar frequency as the deliberate culinary tourists. Participation in activities such as dining at highly rated restaurants, dining at restaurants known for offering local ingredients, attending farmers' markets, visiting farms/orchards and attending country fairs was higher for both groups when compared to the other groups.

The next cluster reported fairly low participation in food-related activities when travelling. This was the largest segment and was termed 'accidental culinary tourists'. This segment occasionally participated in food-related activities, but without making an active effort to do so. The final and smallest cluster was 'uninterested culinary tourists'. These tourists had not engaged in any food-related activities whilst travelling in the preceding two years.

Ignatov and Smith (2006) also conducted a study on segmenting Canadian culinary tourists. The authors segmented the tourists into three groups: food tourists, wine tourists, and food and wine tourists. Findings from the research include that the culinary tourism segment is over six times larger than the wine segment, the demographic profile of the segments differs and different marketing strategies should be employed in order to appeal to each segment. The authors recommend that much more research is required on the food aspect of culinary tourism.

Sánchez-Cañizares and López-Guzmán (2012) analysed the profile of tourists visiting a city in Spain. Based on these profiles, the tourists were grouped into