THE ROLE OF LOCAL GASTRONOMY IN MARKETING AND SUSTAINING A DESTINATION: A CASE OF ZANZIBAR

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ÖZET

YEREL GASTRONOMİNİN BİR DESTİNASYONUN PAZARLANMASI VE SÜRDÜRÜLMESİNDEKİ ROLÜ: ZANZİBAR ÖRNEĞİ

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Bu çalışmanın temel amacı, yerel gastronominin destinasyonun pazarlaması ve sürdürülebilirliğindeki rolünü araştırmaktır. Kitle turizminden niş pazara doğru ilerleyen turizm sektöründe ortaya çıkan değişiklikler, turistlerin farklı özelliklerinin ve yeni alternatif turizm biçimlerinin gelişmesine yol açmıştır. Gastronomi turizmi, dünyadaki turistik destinasyonlar arasındaki büyük rekabetten kaynaklanan turizm dünyasındaki mevcut eğilimler için vazgeçilmez bir unsur haline gelmiştir ve her turistik destinasyon, bir turizm destinasyonunu pazarlamanın ve sürdürmenin bir yolu olarak gastronomik ürün ve hizmetlerden yararlanmak için yüksek çaba sarf etmektedir. Turizm sektöründeki büyük potansiyelinin yanı sıra, bir turizm destinasyonu olarak toplumun çoğu tarafından ihmal edildiği görülmektedir. Bu açıdan bakıldığında, yakın zamanda sürdürülebilir turizm konusunda önceliklerini belirten Zanzibar'da bu konunun araştırılması gerekli görünmektedir. Bu çalışmada, Zanzibar adasında iki idari bölge seçilmiştir; bunlar Unguja adalarının güney ve kuzey kısımlarıdır. Bölgeler gastronomik hareketler ve çeşitli turizm işletmeleri dikkate alınarak seçilmiştir. Çalışma nitel bir tasarımla gerçekleştirilmiş ve veri toplama yöntemi olarak mülakat uygulanmış, mülakat 20 kişilik bir örneklem tarafından tamamlanmıştır. Veriler tematik olarak analiz edilmiştir. Bu araştırmanın bulguları, yerel gastronomilerin Zanzibar için destinasyon pazarlaması alanında rekabet avantajları yaratacak potansiyel kaynaklar olduğunu ortaya koymuştur. Sürdürülebilirlik açısından bakıldığında, gastronominin varlığı sayesinde yerli halk fayda elde ederken, veriler aynı zamanda Zanzibar'ın yerel gastronomik unsurlarının turizm sektöründe yabancı yiyeceklerin hakimiyeti, hijyen ve gıda kaynaklı hastalıklar gibi sorunların varlığı nedeniyle itibar ve imajlarını kaybetme tehlikesiyle karşı karşıya olduğunu ortaya koymuştur.

Anahtar kelimeler: Yerel gastronomi, sürdürülebilir turizm, destinasyon pazarlaması ve Zanzibar.

ABSTRACT

THE ROLE OF LOCAL GASTRONOMY IN MARKETING AND SUSTAINING A DESTINATION: A CASE OF ZANZIBAR

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Master's Degree-2023

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The main objective of this study was to explore the role of local gastronomy in marketing and sustaining a destination. The changes that appeared in the tourism sector moving from mass tourism to niche market led to the development of different characteristics of tourists and new forms of alternative tourism. Gastronomic tourism become an indispensable element for the current trends in the world of tourism which results from great competition among destinations in the world, every tourist destination takes a high effort on utilizing gastronomic products and services as a way of marketing and sustaining a tourism destination. Apart from its great potential in the tourism sector, it seemed to be neglected by most of the community as a tourism destination. From this perspective seemed It is necessary to research it in Zanzibar as recently had an official declaration on sustainable tourism while undergoing in marketing. This study selected two administrative regions to represent the whole destination, these are the southern and northern parts of Unguja islands. Regions were selected regarding gastronomic movements and diverse tourism establishments. The study was conducted through qualitative design and an interview was applied as a data collection method, it was completed by a sample of 20 interviewees. Data were analysed thematically. The findings of this research revealed local gastronomies are potential resources that will create competitive advantages for Zanzibar in the area of destination marketing. On the side of sustainability, there are indigenous people gaining benefits due to the existence of gastronomy, the data also exposed that Zanzibar's local gastronomic elements are in great danger to lose their reputation and image since existing of problems including domination of foreign food in the tourism sector, hygiene, and foodborne disease.

Key words: Local gastronomy, sustainable tourism, destination marketing and Zanzibar.

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LIST OF ABBREVIATIONS

B.C.	Before Christian
BCG	Boston Consulting Group
CBT	Community Based Tourism
CDNA	Communicable Diseases Network Australia
CEO	Chief Executive Officer
CNN	Cable News Network
DMO	Destination Management Organization
ESOGU	Eskisehir Osmangazi University
EWOM	Electronic Words of Mouth
FAO	Food and Agriculture Organization
GAP	Good Agriculturing Practice
GMP	Good Manufacturing Practice
MICE	Meetings, Incentives, Conferences and Exhibitions
OECD	Organization for Economic Co-operation and Development
PPP	Public Private Partnership
SWOT	Strength Weakness Opportunities Threats
UN	United Nations
UNWTO	United Nations World Tourism Organization
USD	United State Dollar
WB	World Bank
WHO	World Health Organization

CHAPTER 1
INTRODUCTION

1.1 Background of the Study

Historically, local gastronomy is conceived to be traced back 300,000 years ago when the origin of travel for food began, at that time humankind moved from one place to another for searching food, and the main activities in that era were hunting and gathering, then during 800 B.C., it shifted to the agricultural era in which humankind designed various farming methods for surviving (Everett 2019). According to Nistoreanu et al. (2018) the history of local gastronomy can be noted when humans started to discover fire over five thousand years ago when humankind began to engage in gastronomy activities including cooking. According to Hall and Mitchell (2005) clearly defined historical connection between tourism and food started to be performed in the 18th century wherein the first restaurants were considered to be opened by evidence observed in the text of the law. Again Nistoreanu et al. (2018), explain that in the second half of the 19th century, people started to talk about gastronomy tourism and realize the value of the cultural gastronomy space to which people belong.

In the same vein, emerging of the post-modern theory, especially the one portrayed by Poon (1993) explains changes in the needs of tourists and other product consumers, the period of postmodern changed the shape of various activities including tourism activities. According to Yazicioğlu et al. (2019), the change from modern to post-modern result tourism sector moving from mass tourism to alternative tourism, these changes create different characteristics of tourists and new forms of tourism. From that time, tourism marketer regards gastronomy tourism as one of the special segments which need to be served. According to Hjalager (2004), there is a special segment for tourists who are in need or interested to consume local gastronomy in the destination.

Generally, local gastronomy is recognized worldwide officially after the United Nations World Tourism Organization (UNWTO) establish a forum or network called “The UNWTO Gastronomy Network” which consists of various experts, Destinations Management Organizations (DMO), academicians, private sectors, stakeholders and other affiliate members states (UNWTO, 2017). The forum was inaugurated in September 2015 during the general assembly held in Medellin, Colombia, also it defined the gastronomy network action plan which openly shows

that it works together as a public-private collaboration to promote and shape gastronomy in the tourism sector in the world (UNWTO, 2017).

Nowadays, there is a large competition among destinations in the world, every tourist destination takes a high effort to develop its local products, natural products, heritages, or cultural aspects where tourists can experience a given tourist product in both forms tangible and intangible (Richards, 2002; Sanip and Mustapha, 2020). From this view, local gastronomy has emerged as a way of marketing and sustaining a tourism destination (Sanip and Mustapha, 2020; UNWTO, 2017). The destination is marketed purposefully to reach tourists' satisfaction which can be achieved through needs, wants, and expectations, apart from accommodation and other elements of the sector, gastronomy is a very important aspect of the particular destination (Okumus and Cetin, 2018). Most tourism behavior research depicts that, eating food is an experience which kept as a priority or second activity to tourists who are elsewhere from their motherland (Björk, 2017; OECD, 2012)

According to Zahari et al. (2009), it is not iniquitous to comment on the word gastronomy that it has not been used widely by most people from a particular destination. In the same vein, research is scarce about gastronomy tourism, except those which focus on wine and oenological gastric activities which are not proper to some destinations (UNWTO, 2017). A recent study conducted by Atef and Hered (2022) and Martin et al. (2021) reveals gastronomy tourism turns out to be a new global trend in numerous tourists destination since enables visitors to compensate for packages that combine food-related programs. Even though the thought of gastronomy is on the rise, there are a small number of researchers who publish papers on gastronomy tourism, still the term gastronomy remained an emerging notion in the tourism industry since it is rarely to be researched from certain angles of view (Guruge, 2020).

Local gastronomy creates a unique form of alternative tourism, it enhances the sustainable tourism development of particular destinations, and a tourism destination can be an island, city, village, or whole country (Tunming et al., 2019). Local gastronomy improves the value of community-based tourism, especially for those tourists interested to explore new cultural experiences (UNWTO, 2017). According to Getz (2000), tasting local gastronomy is the best experience preferred by almost all tourists who are on holiday on a given destination. According to UNWTO (2017), countries such as France, Turkiye, Japan, Portugal, Spain, and Italy gastronomy is

well-practiced as a part of the tourism offer and heritage aspect to them, but manifold other tourists destination in the world, still gastronomy tourism seemed as a new concept in practices although its contribution recognized openly. Again it stated that, before the formulation of gastro-tourism in the destination, it is very important to understand how it works, it means under which institutions and mechanisms, oftentimes the national food and cuisine of a given country is not perceived as a tourist's product that could potentially pull visitors from other regions of the country (UNWTO, 2017).

Zanzibar is an archipelago located in east Africa that contains more than 45 islands, there are at least five islands inhabited by people, these islands include Unguja, Pemba, Tumbatu, Uzi, kojani, Panza (Iddi, 2011). The structure of the economy for the local community in Zanzibar relies on tourism, agriculture, fishing, trade, and other minor economic services (Hafidh and Rashid, 2021; UNICEF, 2019). Currently tourism sector is leading as a backbone for Zanzibar's economic development (Zanzibar Planning Commission, 2020). According to Honey (2008), once Zanzibar become a tourist destination there were no proper tourism framework and plan for tourism activities, this situation led to some implication for the government, local people, and the sector itself. The first tourism-authorized institution was created in the 1970s and was named Zanzibar Friendship Tourist Bureau, 1980s Zanzibar received aid from the World Bank, International Monetary Fund, and USAID for adjusting the economic structure from government-owned enterprises to private and resulted from different changes in Zanzibar economic aspects by viewing numerous investors in tourism to build hotels, tourism educational institutions, modification of tourism policy and law (Honey, 2008).

At present time, Zanzibar has many policies that can basically affect local gastronomic elements directly and indirectly but the issues of sustainability have been prioritized as a large challenge for the destination as presented in the Zanzibar blue economy policy of 2020, Zanzibar tourism policy of 2018, Zanzibar fisheries policy of 2014, Zanzibar livestock policy of 2009, Zanzibar food security and nutrition of 2008 and Zanzibar agriculture policy of 2003 (RGoZ, 2020; RGoZ, 2008). Recently, the Ministry of Tourism and Heritage Zanzibar accompanied by other tourism stakeholders signed a declaration on sustainable tourism in the Islands in which the first commitment was to emphasize local gastronomy to be used in various tourism establishments (ZCT, 2023). In terms of marketing has been presented by the current

tourism minister that Zanzibar endures extending its strategies to pull new market of geographical segments out of its traditional markets (Said, 2023; Said, 2022). Therefore, due to the existence of a violation of sustainability in Zanzibar, while the destination continues its marketing strategies, the study realizes the significance of researching the roles of local gastronomy in marketing and sustaining a destination, a case of Zanzibar.

1.2 Research Questions

i. What are the local gastronomy criteria for destination competitiveness in Zanzibar?
ii. What are the attributes of local gastronomy as the product for branding a destination in Zanzibar?
iii. What elements are local gastronomy have for the local community development in Zanzibar?
iv. What are the predicaments facing local gastronomy in marketing and sustaining a destination in Zanzibar?

1.3 Goals of the Research

1.3.1 Main Objective of the Research

The main objective of this study is to explore the roles of local gastronomy in marketing and sustaining Zanzibar as a tourist destination. In the same situation, the study intends to meet four specific objectives which are mentioned such as following in logical order.

1.3.2 Specific Objectives

i. To examine whether local gastronomy is a criterion for destination competitiveness
ii. To examine local gastronomy as the product for branding a destination.
iii. To examine local gastronomy as the element for local community development.
iv. To examine the predicament facing local gastronomy in marketing and sustaining a destination.

1.4 The Significance of the Study

The title of local gastronomy in marketing and sustaining a destination has been chosen because the researcher intends to enable a community to use their local gastronomy as a channel of communication for attracting more tourists and at the same time to rebuild and sustain the destination at a present and future time. According to

Kim (2009), local food plays a big role in motivating tourists to visit a particular destination due to the "exciting experience, escape from routine, and health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment". From the above view, this study enables destinations to stay competitive compared to other destinations, the study also describes how local gastronomy can be used as the brand image of the destination. Not enough, through the paradigm discussed by a present researcher, this study came up with a series of action plans that will be used by destinations to manage local gastronomy to be able in marketing and sustaining a destination. In the same development, the findings of this study presented great benefits to the government, academicians, and the total tourism industry. It shows guidelines for effective local gastronomy actions in marketing and sustaining the tourism destination, improving the tourism development through local gastronomy, challenges, and factor to strengthen local gastronomy. In the tourism sector, the findings of the study become the groundwork for marketing various developing countries, DMOs, and other destinations which depend on local gastronomy tourism in their destination. It shows the best methods to practice in managing local gastronomy and other catering food services, revealed basic challenges associated with local gastronomy in destinations, and then showed how to face those challenges.

1.5 The Framework of the Concepts Understudied

Fig. 1 below represents the interrelationship of the concepts and objectives understudied on the title of the role of local gastronomy in marketing and sustaining a destination which was proposed by the present researcher for Presuming the way local gastronomy works in sustaining and marketing a given geographical position. This interrelationship also facilitates the management and measurement of local gastronomy in both large and small destinations. The structure fastens together eight main elements and other sub-elements which can be very supportive to make tourists destination to be recognized in the world of tourism industry both national and international through local gastronomy. These elements are local gastronomy, destination marketing, sustainability, geographical position (destination), destination competitiveness, local community development, branding, and predicaments.

By starting with local gastronomy as referenced in the section of the literature review, this notion possesses three sub-elements which are foods, beverages, and other related services. Food refers to those substances which can be swallowed, digested,

and provides nutrients. Beverages stand for fluid substances which can be consumed through drinking, they can be alcoholic, non-alcoholic, aerated, or non-aerated. Related activities refer to those actions associated with food or beverage including food preparation, table setting, and table presentation, eating habits, farming process, harvesting, storytelling, and other games. The second element is marketing, which means that local gastronomy has the role of marketing a destination, in this situation, it is required actors and elements such as destination management organization (government and industry), planning, strategies, policy, development, research, principles and other mechanism. These sub-elements are proposed according to the marketing destination definition that appeared from different authors as mentioned in the literature review section. The third element is sustainability**,** local gastronomy is required to sustain a destination, and sustainability as explained in the literature is implemented from three angles including economics, socio-cultural and environmental aspects. The fourth element is a destination**,** local gastronomy is required to exist in its generating geographical position. Usually, a tourist's destination is known as a city, village, district, or country.

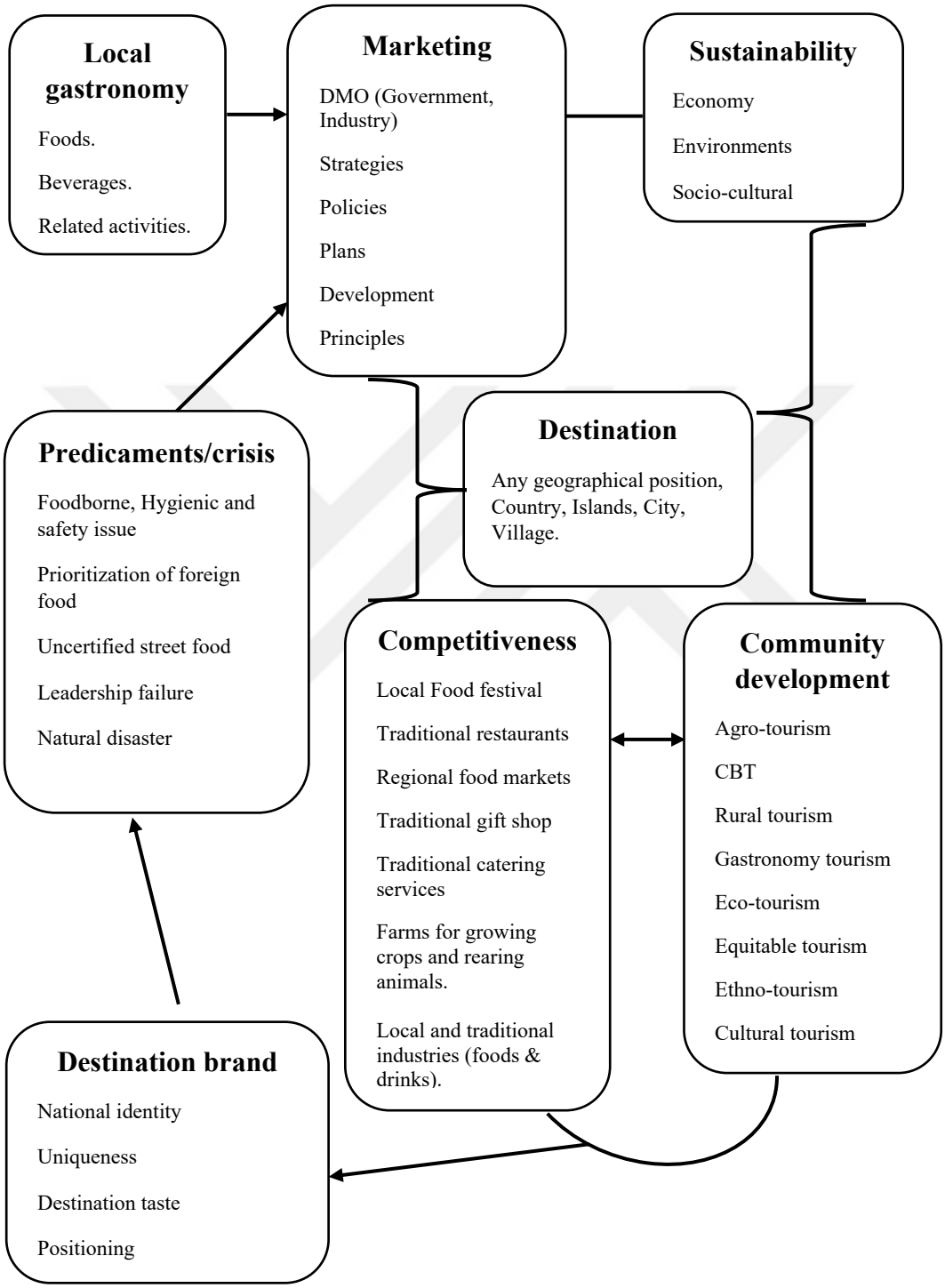
In the same vein, through the marketing element, the local gastronomy of a particular destination has the role of making destination to be competitive and staying at the high market position, it provides competitive advantages to compare other destination. Competitiveness can be reached by offering more than one local gastronomy attraction like local food festivals, traditional restaurants, food markets, traditional catering services, traditional food industries, farms, and gift shops that offer traditional kitchen utensils. The model shows destination competitiveness has interchange arrows with community development, it presents an interdependence between destination competitiveness and local community development, which means that the community must get benefit from the richness of local gastronomy in their territory. Community members are required to develop different forms of tourism that will connect local gastronomy and residence (regardless of gender, physical ability, and religion). The form of tourism proposed in the model are such as gastronomy tourism, agro-tourism, rural tourism, community tourism, ethnic tourism, cultural tourism, equitable tourism, and eco-tourism.

The most important element is branding because there are so many suppliers which offer local gastronomy and each destination can be positioning its products by using different strategies and planning. In this element, local gastronomy is required

to be unique in taste, smell, and sense to compare to other destinations. Some destinations can provide the same name for gastronomic products, but the differences between them appeared in cooking preparation, ingredients, history, and eating style. For example tea and coffee, there is Turkish tea, Chinese tea, Turkish coffee, and Kenya coffee. The term destination brand is highly related to destination repositioning, image building, and reconstruction. The last element is named as predicament which means to those barriers facing local gastronomy in destination. The connection has presented it since it has the assumption that, destinations must face crises or disasters and it has already witnessed some destinations face crises which cause large amounts of loss. The interrelationship has shown arrows move from predicament to marketing, this means that marketing destination not only needs strategies and plans for driving daily general activities but also it needs disaster contingency marketing plans, and recovery strategies to react quickly when bad events happen.

Figure 1.

The Framework for the Concepts Understudied



Source: Researcher (2023)

1.6 Organization of the Research

This study consists of six chapters. Chapter one involves the background of the researched subject, research questions, objectives, significance of the research, framework of the concept understudied. In chapter two, the research conveys the definition of the key terms and literature review that was divided into two sections which are theoretical and empirical literature review. Chapter three of this research presents the methodological aspects including study area, design of the study, sample and sampling technique, sampling frame, sample size, data collection methods, data analysis, and ethical issues. Chapter four comprises findings analysis, chapter five there is a discussion of the results and last chapter six concludes with summary and recommendations of the research.

CHAPTER 2
THEORETICAL BACKGROUND AND LITERATURE REVIEW

The second chapter conveys the definition of the basic terms, theories, models, and concepts concerning local gastronomy in marketing and sustaining tourism destinations. Much has been written about local gastronomy in tourism and each expert came with various opinions and ideas about them.

2.1 Description of the Basic Concepts

2.1.1 Local Gastronomy

The term gastronomy came from two Greek words, which are "Gaster" which means stomach, and "Namas" which refers to law, morals, or regulations, through this view the term gastronomy can mean the morals of the stomach or the moral of eating (Soeroso and Turgarini, 2020). According to Kivela and Crotts (2006), it is a phenomenon that comprises both art and science, it has an unequivocal connection with the other branches of knowledge consisting of "agriculture, history, philosophy, chemistry, literature, biology, geology, music, psychology, sociology, medicine, and nutrition". In the same situation, a study by Polat and Aktaş-Polat (2020) portrayed that, local gastronomy is those foods, beverages, and related activities which are specifically found in the particular region of the destination.

2.1.2 Destination Marketing

The concept of a tourism destination is depicted as a geographical position intended to be visited by tourists who can experience different tourism products including accommodations, gastronomy, and other tourist attractions. It can be a region, nation, city, or village (Saarinen, 2004). Destination marketing refers to the continual process of planning, researching, implementing, controlling, and evaluating all required issues for satisfying the needs and wants of tourists, and the whole destination and to reach the visions, goals with objectives of destination management organizations (Sotiriadis, 2020).

2.1.3 Sustainable Tourism

It is a form of tourism that is applied to keep the tourism industry with its allied resources in long-term viability, it targets minimizing negative impacts for maximizing positive and accepted impacts (Wibisono et al., 2021). This notion is implemented under three aspects, which are economic viability, environmental conservation, and social-cultural protection (UNWTO, 2017).

2.2 Theoretical Background

2.2.1 The Model of Destination Competitiveness

According to Crouch (2007) the model of destination competitiveness is depicted from the groundwork of trade theory and comparative theory. Trade theory was portrayed by Adam Smith who was titled as the father of economics by presenting absolute advantage theory, the theory explained more about trade systems, especially international trade. Smith's assumption was based on the ability of the destination, entrepreneurs, business institutions, or any organization which produce services and other products at lower costs compared with competitors. Later, the theory was criticized by David Ricardo in his book recognized as a principle of political economy and taxation, on his view the advantage was no longer to be applied due to the existence of economic transformation, and through it, the solution was competitiveness theory or in other heading accepted as comparative theory (Tewal et al., 2017).

A comparative theory claimed that a destination or business organization expands its profits by concentrating and distinction of products and services to the market. In the same development, the theory portrayed that, a destination possesses a comparative advantage comparing its competitors through resources like skills, geographical position, and historical influences. For example, fishing activities could be good business for comparative advantage when suppliers are positioned in the water bodies such as oceans, lakes, and rivers. Agriculture activities could be a good trade for comparative advantage when located in good fertile land and good climate condition. Regarding comparative theory local gastronomy could be in competitive advantage in destination when there are gastronomic resources consisting of Human resources (skills), water and oceanic resources, land resources, and other man-made gastronomic establishments (Rodyu, 2018).

In the other hand, due to the existence of debate about factors for measuring destination competitiveness. There is the model developed by Ritchie and Crouch (1993) then continued its modification in 1994, 1995, 1999, 2000a, and 2000b. These models presented numerous elements to be used as indicators of destination competitiveness. The variables consisting core resources and attractions, supporting factors and resources, Qualifying and amplifying determinants, destination management organization, destination policy, planning, and development. In this model, gastronomy and related products have been mentioned several as key attractors and resources that strengthen destinations to be in competitive advantage. According

to Laode (2018), resources based theory is a part of competitiveness theory since stands as the foundation of efficiency and effectiveness in any business activities.

The model of destination competitiveness also observed to be written by Dwayer (2001) discussed elements that stand as indicators for judging competitive advantage including resource elements (natural resources, created resources heritages, supporting resources, and supporting resources), destination management, situational analysis, and demand. Another model was modified by Heath (2002) and depicted indicators for measuring South Africa as a tourism destination into a competitive advantage, this model was designed by combining element from Crouch and Ritchie's Destination competitiveness model and the Dwyer model of destination competitiveness.

According to Ritchie and Croutch (2000), "Destination competitiveness is illusory without sustainability". The model of destination competitiveness is presented to support and design a strategic marketing framework together with sustainability in the destination (Crouch, 2007). This perspective also revealed by Hassan (2000), defines destination competitiveness as the ability to sustain resources while maintaining market position relative to competitors.

2.2.2 Push and Pull Factors Theory of Tourism

This theory of push and pull factors is very old established by Lee (1966) as migration theory. It was then developed to explain the behavior and motivational power of tourists which are very important in destination marketing, it describes why visitor or tourist makes journey or travel and why tourists stay at a particular destination for satisfying their needs, push and pull are two generic factors which argues that, tourists visitation to a particular destination is a function of push and pull factors. Gastronomy has already been connected in the push and pulls factors since it acts as a motivator or the factor that push and pulls tourists to make traveling to a particular destination (Su et al., 2018; Utama, 2016; Brown et al., 2007).

Push factors are those factors that force tourists to make travel. According to Dann (1977) push factors are categorized into two motives, these are anomie and ego enhancement. Fodness (1994) and Dann (1977) define anomie as an aspiration to overstep the sentiment of segregation found in everyday life where a tourist humbly needs to make travel and ego enhancement is defined as the need for gratitude which is extended through status. Some researchers such as Kristensen (2017), Crompton (1979), and Yuan (1990) proposed that people have push factors for making travel the

force of mundane, environment, relaxation, health, and fitness. There is the possibility of these forces to be appeared inside of gastronomy aspects, for example, health, which is emphasized by UNWTO (2017) as the priority of gastronomy tourism. Not enough, the taste of food and wine is one of the push factors (Su et al., 2018).

Pull factors are those factors that drive one to visit a particular destination. According to Chen (2015) it refers to those traits and aspects that captivate visitors to a given destination as soon as the choice to travel has been made. Crouch (2004) divided these factors into two groups which are services infrastructure and destination environment. Services infrastructure refers to those food services available (gastronomy), travel services, shopping and attraction services, and destination environment refer to those natural, cultural, economic, technological, and political-legal factors.

According to (Kim, 2008) these two factors of push and pull are not separated and they are related and interdependent to each other. Also, research done by Autara (2018) on the pull and push factor in Indonesia and findings showed that people travel to Bali in Indonesia for high-quality restaurants associated with unique gastronomy. Therefore, there is large relation between gastronomy and push with pull factors, because one of the pull factors in many destinations is their gastronomy, most tourists keep local gastronomy as the first and second reason to visit the particular destination. The common gastronomy tourism destination in the world are Japan, India, Spain, France, Turkeye, Peru, and Brazil (UNWTO, 2017).

2.2.3 Chaos Theory of Tourism

Chaos theory was first developed in the mathematical field of education for describing a complex system, it has been also applied in the tourism sector due to its characteristics of being a system and not a just simple single element (Johnston and Aday, 2015). Food and beverages (including local gastronomy) are a part of the tourism system or destination element (Entas et al., 2017). The nature of the tourism system is complex and vulnerable, chaos theory presents that, anything in the system is in liquid form, which means that, any stable condition of activities is illusionary and there is stability and instability (Baggio and Sainaghi, 2011). Chaos theory in the tourism sphere explain those transition periods of negative changes or any complex phenomenon related to tourism, the theory presents a complex situation which are rarely happens but arise without expected since a given situation in nature is irregular (Russell and Faulkner, 2004).

Chaos theory in the tourism sector has been concerned with tourism crises and disasters there is a difference between complexity theory and chaos theory. According to Miller and Ritchie (2003) complexity theory deals with the sub-system of a given complex system and chaos theory presents the external system of a particular system. In the same vein, a model developed by Russel and Faulkner (1999) revealed that there are some connections and similarities between chaos and complexity.

Chaos theory in the gastronomic sphere is not yet explored deeply by academicians, it exists few studies presenting this phenomenon. A study conducted by Paraskevas (2006) explained a complexity theory that aimed at the extent of crisis response measures in international hotels confronting a major food poisoning outbreak. According to Torrecila and Cancilla (2011) chaos theory have been discussed in term of food safety and there was a case that took place in the city of Madrid, 500 death were reported and 20,000 were affected by a toxic olive oil outbreak from food adulteration.

2.3 Empirical Background

2.3.1 Local Gastronomy in Marketing a Destination

The term gastronomy and marketing in terms of tourism destinations have been two sides and controversial issues among the practitioners, these terminologies play big roles in each other. A study conducted by Horng and Tsai (2012) and Okumus (2007) demonstrates that there are tourist destination strategies for marketing or promoting gastronomy. And other studies depict gastronomy itself can stay as a strategy for marketing or promoting the destination (Lee and Scott, 2015; Jalis, Che, and Markwell, 2014). Marketing in tourism scope refers to those techniques and strategies used to influence tourists to make visits to a given place like tourist attractions, hotels, convention centres, villages, and cities (Pike, 2012; Saarinen, 2004). According to Harrington and Ottenbacher (2010), local gastronomy should be separated as strategies in the implementation of a gastronomy tourism campaign for a given destination tourism. Again, gastronomy is a part of the culture which is mostly used as a marketing strategy in many tourism destinations to pull visitors (Mulcahy, 2015).

According to Pawaskar and Goel (2016) nowadays, there is an advancement of technology which change consumer behaviors in which most tourists based on internet information sources, this situation makes tourists decision making to a particular destination for tasting local gastronomy to be greatly affected by online media.

Destination Management Organizations should put gastronomic products in the foreground on their websites or social media channels to attract the attention of tourists in destination marketing entirely (Lai et al., 2021).

2.3.1.1 Local Gastro-tourists as a Marketing Segment

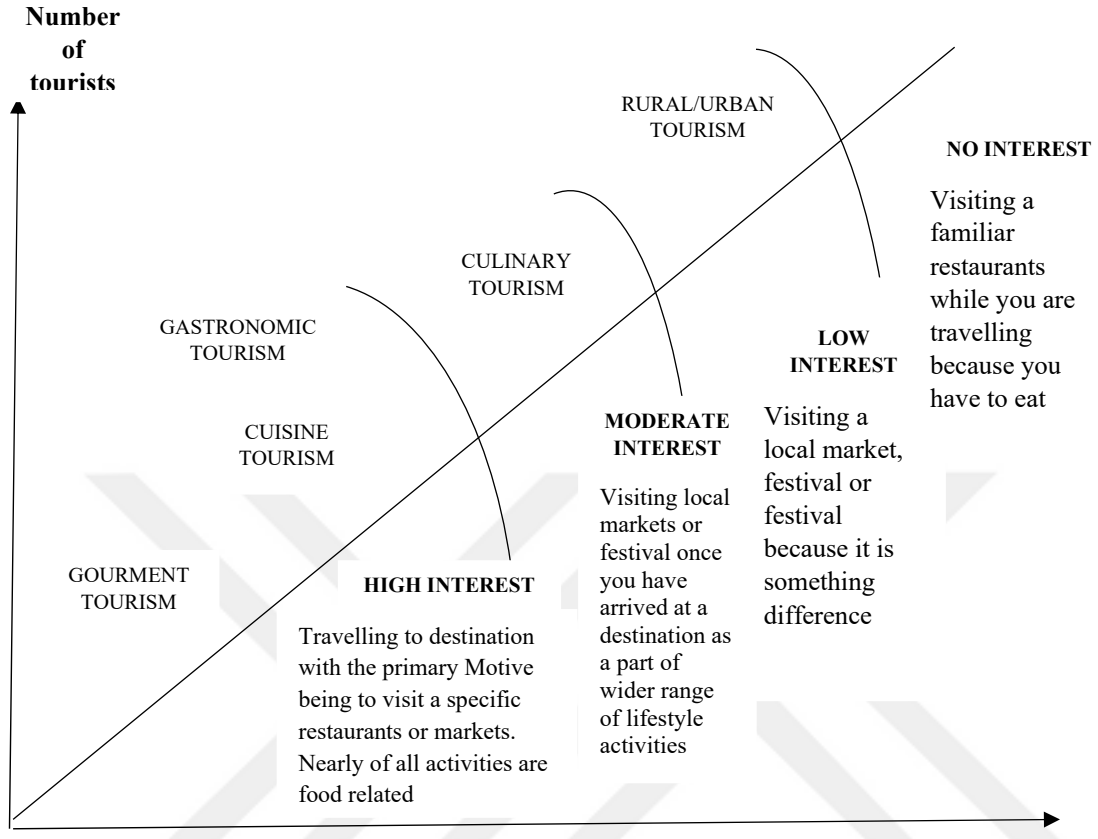
Segmentation is a process of breaking down a big market into small parts or it is a process of dividing consumers (tourists) so that those who are in the same characteristics or behavior are in the same groups, these groups are known as segments (Kotler and Armstrong, 2012). In this postmodern era, tourists are not the same and they are divided into different groups or segments, some tourists are interested in nature, some in the beach, there are religious tourists, heritage tourists, cultural tourists, eco-tourists, responsible tourists, sports tourists and so there is the possibility of those who are interested in gastronomy to be called as Gastro-tourists (Yazicioğlu et al., 2019).

In the same vein, Gastro-tourists as one segment or as one type of tourist, it has been divided into different typologies. According to Hjalager (2004) there are four types of gastro-tourists existential, experimental, recreational, and diversionary. Existential are those tourists who seek deep knowledge on local gastronomy and they do not prefer to eat in famous and chain restaurants, experimental are those tourists who want to experience famous and modernized gastronomy, recreational are those who seek to eat familiar food as they are home, and diversionary are those tourists who want to experience cooking with family when they are in a vocation.

Apart from that, not all tourists visiting a food establishment are gastro-tourists. According to Hall and Sharples (2003) there are tourists based on high interest in gastronomy, some are grounded in moderate interest, some are founded in low interest and others are not interested. High-interested tourists are those who travel to a given region with the primary purpose to visit a special food market, restaurant, or food festival, this kind of tourist visits to a destination purposefully to experience food. Moderated interested tourists are those who visit local restaurants or any establishment once reached a destination as a part of a wider range of lifestyle activities. Low-interested tourists are those who travel to local markets or any food established with reasons of something different. And last is no interested tourists who visit familiar restaurants while traveling because of the basic need for food, and tourists as human beings have to eat also (Hall and Sharples, 2003).

Figure 2.

The Significance for Special Interest in Food



Source: (Hall and Sharples, 2003).

2.3.1.2 Attributes of Local Gastronomy as Products

Product attributes are those factors and characteristics of products that influence the consumer to be interested in and purchase a given product (Kotler et al., 2018). It is a very powerful aspect especially when consumers face alternative options and evaluation on which products have the ability, willingness, interest, and benefit to purchase (Kotler et al., 2018; Qadry, 2019). Gastronomy as tourist products characterized by both intangible and tangible aspects has been witnessed to possess various attributes, these attributes including nutritional advantage, the taste of the food, digestible food, price, cleanliness, belief, ethics, and colour (Liu and Jang 2009; Josiam and Foster, 2009).

According to Singham et al. (2015) food quality has been evaluated through two factors, these are subjective and objective measurements. The subjective evaluation comprises the customer's opinion, perception, attitude, and sensory appeal while objective evaluation concerns not only the consumer's preference but also scientific tests in the laboratory aid to strengthen the attributes of food quality. The

study also conducted by Brečić et al. (2017) conveyed two food attributes that can be used as criteria to segment gastronomic consumers, there are intrinsic and extrinsic food consumer segments. Intrinsic attributes are similar to the objective evaluation of food quality, it is unique to each food product, and usually, these attributes are died out when they are expended On the side of extrinsic attributes are those aspects associated with a particular food product but not physical features, it mostly refers to the element of prices, the brand of products, name of suppliers or producers (Brečić et al., 2017).

Generally, there is a main assumption existing to product developers and marketers explaining gastronomic products as a part of tourism products by characterizing them in terms of tangible and intangible (Vassiliadis, 2008). According to Mrnjavac (1992) Tangible tourism products refer to those goods which can be physically touched and seen by consumers and intangible tourism products are those services that can be touched and seen directly by consumers. According to Okumus (2007) and UNWTO (2017), local gastronomy is unique by associating its intangible aspects found at the particular destination.

2.3.2 Local Gastronomy and Destination Competitiveness

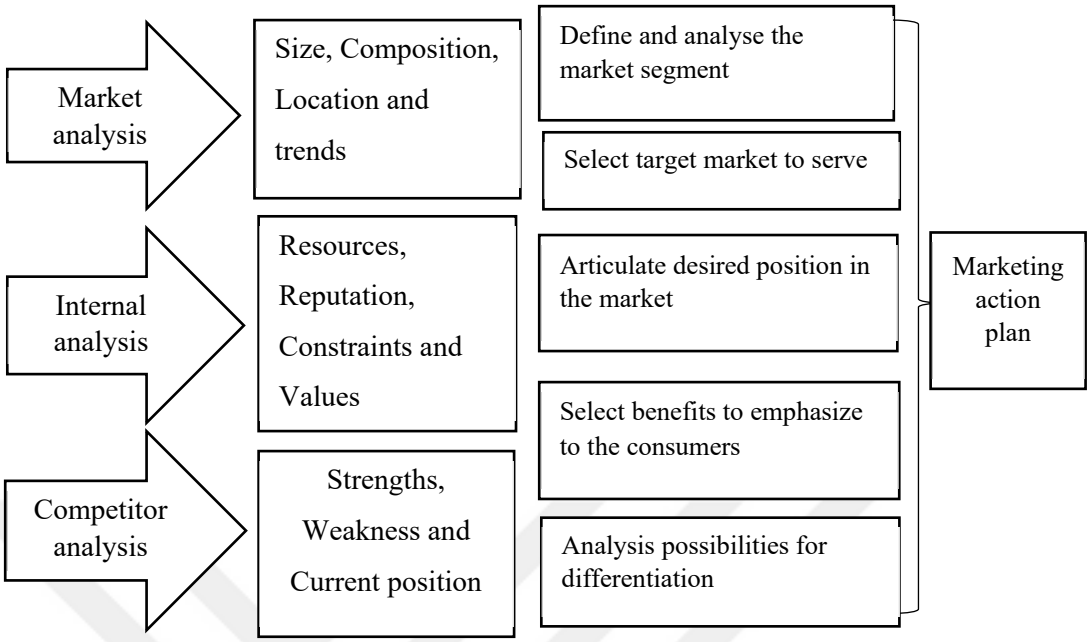
Tourist destination competitiveness refers to the ability of a given regional position (destination) to attract more tourists who can do more expenditure and at the same time, tourists meet their satisfaction with memorable experiences (Mazanec et al., 2007). Effective destination competitiveness not only focuses more to attract tourists but also deals with the preservation of culture and the welfare of residents (Ritchie and Crouch, 2000). According to Dwayer and Kim (2003), destination competitiveness has various elements including destination management organization, resources, socio-economic prosperity, and situational analysis. In the same vein, there is a study done by Ritchie and Crouch (2000) to reveal models which consist of elements such as core resources, tourism services, infrastructure, conditioning factors, destination management, tourism policy, and demand. Although there are no direct studies that reveal local gastronomy in making competitive destinations, they exist very few researches that convey gastronomy in areas of competitiveness. According to Okumus (2007), a tourist destination comprises different products which can be appeared in either tangible or intangible forms, these products also make a destination to be competitive and gastronomy has been mentioned as one of the tourist products in a particular destination. A study conducted by Lopez and Sanches (2011) showed

that gastronomy is a very important element in developing tourism destination competitiveness. Not enough, research conducted by Ritchie and Crouch (2003) mentioned gastronomy to represent heritage resources that form tourist destination competitiveness. The local cuisine has been conveyed by Woyo and Slabert (2020) as one of the measurements of destination competitiveness through cultural factors.

There is a strong connection between destination positioning and destination competitiveness, through this perspective, an appropriate way for local gastronomy to be positioned to reach destination competitiveness is to create suitable strategies that respond current position and status of a given destination and where it is required to reach (Goffi, 2013). According to Lovelock and Wirtz (2006), there are three elements to consider in scheming a positioning strategy for a competitive market, these elements include marketing analysis, internal analysis, and competitive analysis. In market analysis, a tourism destination marketer is required to identify the size of a particular market as it is worth to be served, its composition, its location, and its current issues with trends. Internal analysis entails recognizing all available resources of the destination, its business reputation, its constraints, and the degrees of value for money to those services and products offered. In competitive analysis, a destination marketer is required to evaluate the strength of the destination, weaknesses or chaotic situations, and current positioning of competitors than to recognize possible tactics to defeat them.

Figure 3.

Positioning for the Competitive Market



Source: Lovelock and Wirtz (2006)

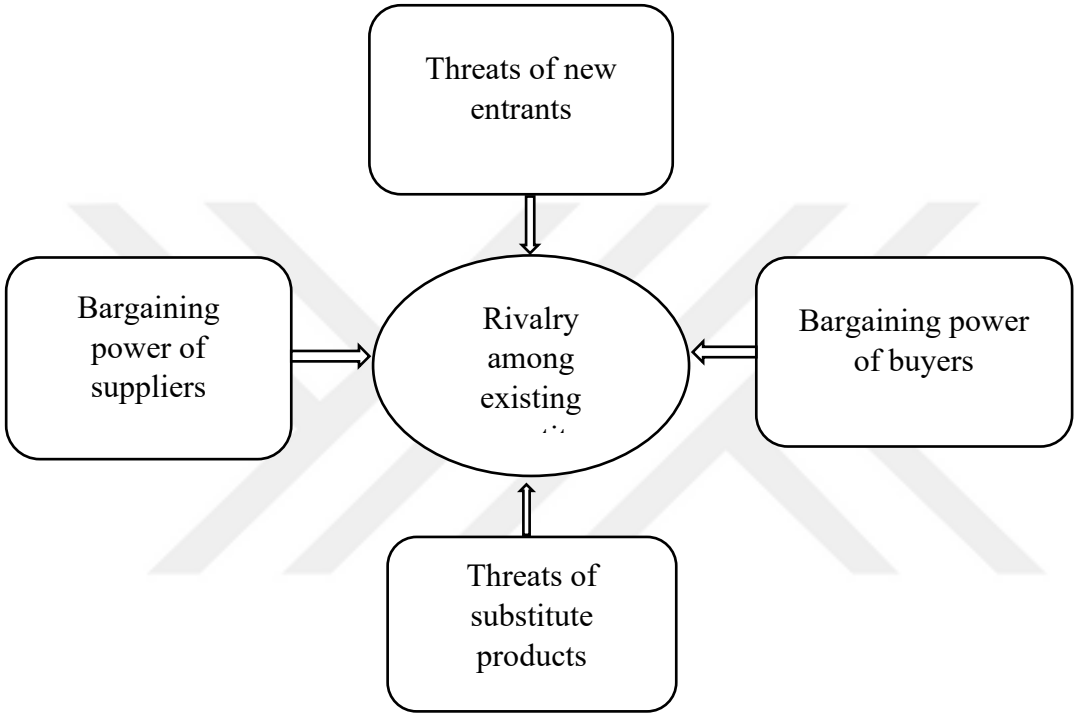
In the same vein, another model to be applied in building tourism development especially positioning strategies for local gastronomy is SWOT analysis. Uzulmez and Ercan Istin (2021) and Sormaz et al. (2020), The studies conducted in Osmaniye and Konya provinces respectively show how local gastronomy creates a destination highly competitive advantage against other regions. According to Bozkurt et al. (2019), strengths are those gastronomic resources, establishments, and products available in a specific geographical location. Weaknesses amplify to those insufficiencies of gastronomic resources or deficiency of mechanisms like policy, strategies, and plans. Opportunities are those external gastronomic conveniences that enable local gastronomy activities to be performed efficiently and effectively, opportunities can be regarded as the existence of gastro-tourists, international gastronomic networks, conventions, and workshops. Threats stand for competitors' strengths such as their gastronomic resources, their structure, and superstructure.

Apart from that, local gastronomy of a given destination facing difficulty to be recognized in the international market or even regional level due to the existence of the biggest competitors which dominate the whole market of particular products or existing of similar strategies and products in the same market. According to Nurlansa (2016), Porter's five forces are an effective tool to be used in the tourism area since it facilitates awareness of the power of suppliers, power of clients, future threats, rivalry

of existing competition, and threats of substitute products. According to Porter (2008), this structure consists of five forces that shape competitive strategy among business activities, the forces conveyed as bargaining power of suppliers, threats of new entrants, bargaining power of buyers, threats of substitutes products, and rivalry of existing competitors.

Figure 4.

The Porter Five Forces

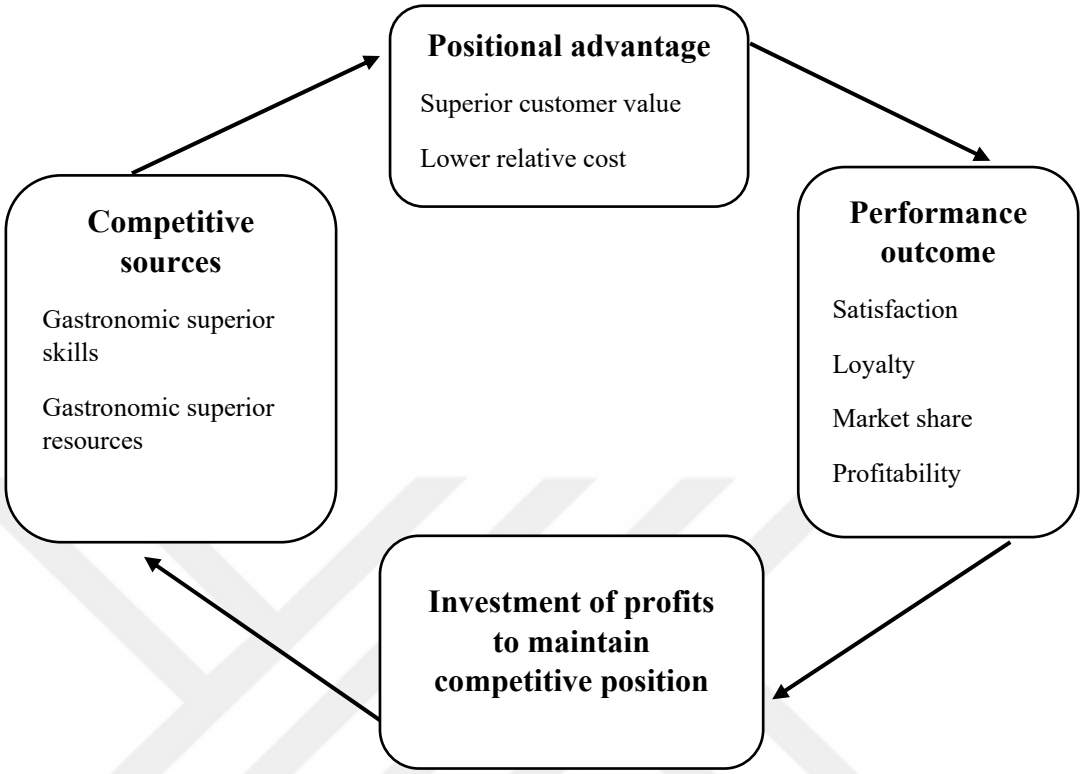


Source: Porter (2008)

Again, maintaining a competitive position of local gastronomy in a destination requires evaluation of which sources make gastronomic products in a destination to be competitive position. According to Berman (1990), two sources facilitate maintaining of competitive position, these are superior skills and superior resources. The existence of gastronomic skills and resources is also mentioned by the World Tourism Organization as the catalyst for gastronomic tourism in a destination (UNWTO, 2017). Berman (1990) and Doyle (2000) conveyed a series of elements to be followed in maintaining the competitive position of the business, these series of actions are the identification of competitive advantages source, positional advantage, result of performance, and investment from collected profit.

Figure 5.

Sustaining for a Competitive Position of Local Gastronomy



Source: Modified from (Berman, 1990)

2.3.3 Local Gastronomy and Branding Destination

The notion of the brand in the marketing sphere refers to the uniqueness of the name, feeling, taste, design, or differentiated symbol from one seller to another or from one supplier to another (Kotler and Armstrong, 2012). Local gastronomy as a brand facilitates distinguishing tourism destinations by the manner of increasing a sense of region (destination) which motivates tourists to be involved in the identity and distinctiveness of a region by tasting a given local gastronomy products and learning about the background, history, traditions, and cultures, also economic welfares are increasing to the local communities (Lee and Scott, 2015; Jolliffe, 2016; UNWTO, 2017). Some destinations can provide the same name for gastronomic products, but the differences between them appeared in cooking preparation, ingredients, history, and eating style (Silkes et al., 2013; Lee and Scott, 2015).

Brand images are those products or services which have social, psychological, and physical features in which consumers make the decision either to buy or not (Gartner and Levy, 1955). Regarding this view, according to the model of Leaper (1995), a tourism destination is a supplier since it sells or offers an amalgamation of

different services and products including gastronomic products, accommodation, and tour packages. The term destination brand is highly related to destination repositioning, image building, and reconstruction (Pereira and Correia, 2012). According to Thomas (2004) shows that gastronomy brand creates local suppliers and consumers together by facilitating high amalgamation between visitor and indigenous people, instantaneously, it enables the destination to improve its economy due to the existence of the creation of food as the brand to tourism destination. The gastronomic brand image and awareness are extremely important in expanding the identity, beliefs, rituals, olden times, and way of life of a given destination with its people and visitors can gain knowledge about it (Timothy and Ron, 2013).

The tourism sector experienced various destinations being distinguished themselves from other locations by creating brand names by prioritizing different attributes found in a specific location, destination utilizes both tangible objects and intangible services as a unique aspect to differentiate from others (Veríssimo et al., 2017). According to Keller et al. (1998), a brand name is created by two opportunities, these are related names and unrelated. A related name is a method of naming an object through its reality and connected environment. Related names are also recognized as meaningful methods of branding products or services. Also, the authors explained the unrelated name as the process of naming objects without regarding the nature, characteristics, and reality of products (Keller et al., 1998). Apart from that, Hakinson (2005) portrayed three elements that can be applied to name a product as its brand name, these elements consist of symbolic, functional, and experiential. Symbolic is a manner of naming a product regarding psychological benefits which cannot be openly observed, functional is a process of naming a product on the subject of key tangible benefits of products, and experiential is based on symbolism however it is different based more on social status and self-esteem. According to Davis (2002), these three elements are also connected with Maslow's hierarchy of needs. In the same aspect, Nworah (2003) conveyed four elements that should be applied in naming or building the brand name of a given tourism destination. These elements are experience, communication, identity, and quality. The following is a table copied from the same author which depicts these elements and their sub-elements clearly.

Table 1.

The Brand Creation Matrix

Identity	Quality	Experience	Communication
Logos	Taste and	Expectations	Public relation
Strong and visible	Level of services	Services	Internet presence
Memorable names	Ingredients	Action of sales staffs	Road show and events
Corporate uniform	Raw materials	Brand revolution	News release
	Guarantees	Seeing and believing	Sponsored press
	Technology		Letter head
	Country of origin effect		Verbal and no-verbal communication

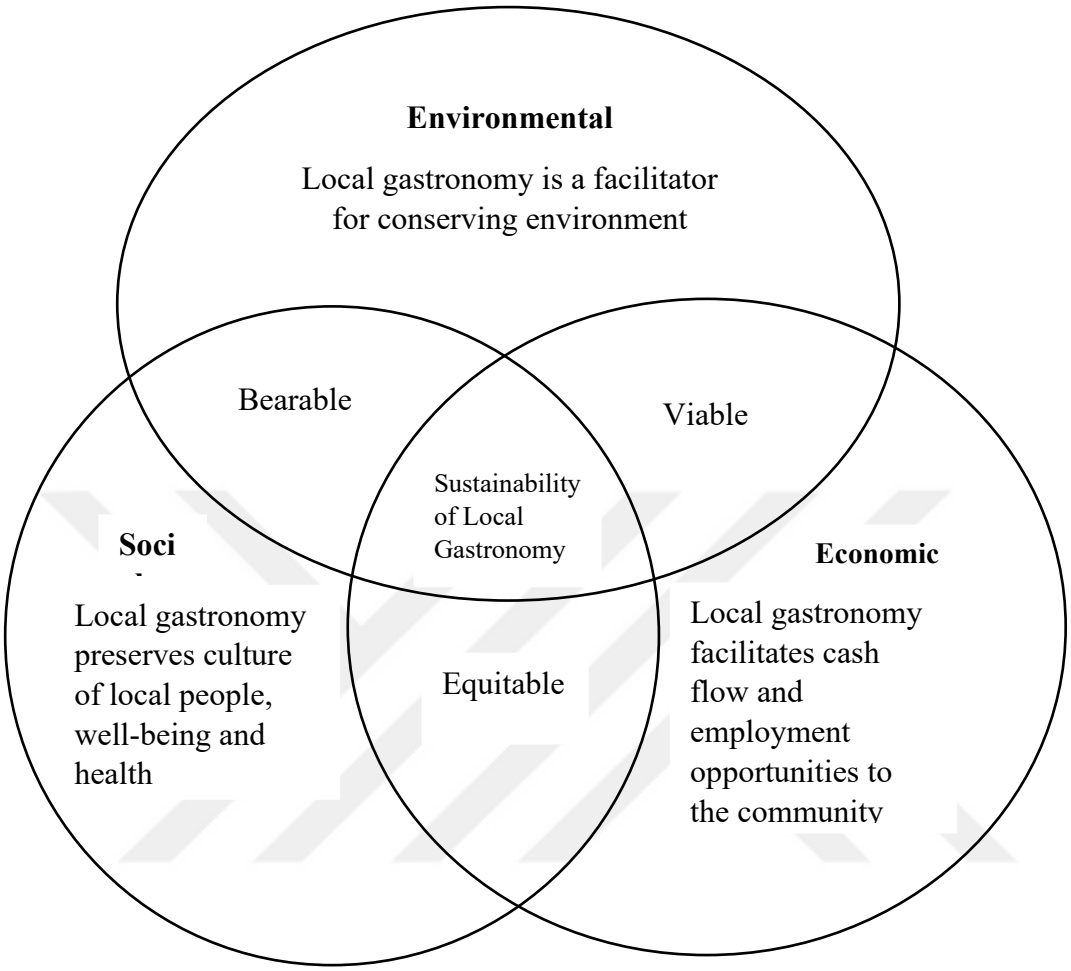
Source: Nworah (2005)

2.3.4 Local Gastronomy in Sustaining a Destination

Sustaining tourism in the destination implicates effective consumption of tourism resources for the benefit of the existing generation to future generations being able to benefit the same resources, it involves the development that meets the needs of both in-progress tourists and host destination and protection for the future (Wibisono et al., 2021; Mcminn, 1997). Sustainable tourism covers three dimensions counting economic aspects, culture, and environment (UNWTO, 2017). For gastronomic resources to be applied for sustaining tourism destinations should cover all aspects of sustainable tourism of economics, socio-culture, and environments (Yurtseven, 2007). Apart from that, there is a notion recognized as sustainable gastronomy which refers to those food-related activities that enhance local development, preserve sociocultural practice, and sustain positive environmental impacts (Pramezwary and Ayuningsih, 2019; Yurtseven (2007). Again, there is a conception of a sustainable food system that regards the security and nutrition for the consumer but is at the same time concerned with economic aspects, social and preservation of the environment (European Commission, 2020).

Figure 6.

The Sustainability of Local Gastronomy



Source: Adapted from Paredes and Herrera (2020)

2.3.4.1 Local Gastronomy and Economical Dimension of Sustaining a Destination

As there is no revocation from stakeholders for economic contribution played by the tourism industry to a destination, gastronomy also is not backward to those contributions since more than one-third of tourism expenditures are devoted to gastronomy (Quan and Wang, 2004). Although in 2012, the report of the United Nations Tourism Organization portrayed there is no systematic analysis of economic contributions played by gastronomy in the tourism industry (UNWTO, 2012), in 2017, United Nations Tourism Organization portrayed again report which emphasize and confirm tourism industry cannot be isolated from the gastronomy, and again it stated that almost 30% of the revenue of tourism industry are devoted from the gastronomy (UNWTO, 2017).

Gastronomy inspires agricultural activities of a given destination, through the development of agriculture, there is the opportunity for the community to establish agro-tourism (agri-tourism) as a form of tourism to increase community revenue (Yurtseven and Karakas, 2013). According to Mirela (2016), agro-tourism is a type of tourism where tourists get the opportunity of experiencing agricultural practices especially the local practice without negative impacts. Gastronomy tourism is different from agro-tourism but agro-tourism is a part of local gastronomy tourism which stimulate fair trade in Agro-trade (Agri-business) which are the strong pillar for the sustainability and development in the destination (Yurtseven and Karakas, 2013; Mirela, 2016).

2.3.4.2 Local Gastronomy and Socio-Cultural Dimension of Sustaining a Destination

Culture is the total way of life, it is all lifestyles that differentiate one group or group of people from others, and cultural tourism concerns traveling from one place to another by motivation of host community lifestyle (Csapo, 2012). Gastronomy is a part of cultural tourism that can appear in both tangible and intangible forms (Karamustafa and Ülker, 2020). Culture provides structure to gastronomy to represent the way people prepare food, the way of presenting at the table, table setting, eating style, farming, and any other activities related to food (Awasthi et al., 2020). All food is prepared regarding particular culture which is highly influenced by religion, tradition, and customs, and make gastronomy to be different from one community to another, some food may be familiar to other community but only food ingredients make it different from one culture to another (Lee and Scott, 2015). Most tourists prefer to visit rural areas because of the uniqueness of life and local products associated with gastronomy, local gastronomy enables the tourist to have a feeling and taste of the culture of a particular destination, and gastronomy plays the biggest role in heritage in which food received from ancient generation to current (UNWTO, 2017). A good example is Turkish gastronomy which has been inherited from at least four past generations (Şahın and Üver 2015). Again, Indian gastronomy is witnessed to be inherited from at least 2000 years ago (Duttagupta, 2013).

2.3.4.3 Local Gastronomy and Environmental Dimension of Sustaining a Destination.

It has been acknowledged that food consumption and production utilize a lot of resources and make harmful to natural resources including land, water bodies,

climate, and biodiversity (Giovanucci et al., 2012; OECD, 2011; Deininger et al., 2011; Verhulst, et al., 2010). Again, it is claimed that the world's surface is negatively impacted by agriculture which takes 38% of the earth's terrestrial surface, also, there are intensive uses of fertilizer which threat water supply, and agricultural practice is believed to use 70% of global fresh water for the irrigation and livestock production (Foley, 2011).

Although there are environmental problems associated with food sectors, most of the literature perspective reveals that sustainable gastronomy is formed to support the contribution of eco-tourism, nature tourism, and agro-ecology. This means that all activities in gastronomy tourism respect nature and cultural issues (UNWTO, 2017). According to the Royal Society (2009) rainwater harvesting systems should be implemented to be in line with sustainable water use while there must be the process of re-use waste water for agricultural activities. Gastronomic tourism involves the visitation of tourists to immeasurable food attractions accompanied by related activities such as gastronomic tours, farming activities, gastronomic manufacturers, catering services, and gastronomic class, all of these are part and efforts of preserving environments in the community and tourists who take part in these activities are environmentally friendly (Gayathri et al., 2022).

2.3.4.4 Local Gastronomy and Sustainable Development Goals

Although sustainable tourism is acknowledged to be based on three aspects (economic, social, and environmental), there are different programs initiated purposefully to achieve sustainability in a destination (Bhuiyan and Darda, 2021). According to United Nations (2015), there are seventeen goals developed to guide worldwide as indicators for accomplishing sustainability in both the tourism sector and other sectors of development in a particular region. Sustainable development goals are portrayed to transform the world in 2030. Again, according to United Nations (2015), this ignition gives out goals including food, clean water, community development, human health, and gender equality. Therefore, there is a strong relationship between local gastronomy and sustainable development goals since all these goals are respected and implemented in local gastronomy tourism, motivating sustainable gastronomy facilitates the community to achieve objective number two of sustainable goals which recognized as zero hunger (Sosa et al., 2021).

Table 2.

Sustainable Development Goals

S/N	List of Goals
1	Terminate poverty in all aspects and ubiquitously.
2	Terminate hunger, achieve food safety and security, nutrition, and support sustainability in agriculture.
3	Make sure healthy lives and endorse well-being for eternities.
4	Inclusive education, equality and life-long education opportunities.
5	Gender equality and empower all women and girls.
6	Sustainable and good management of water.
7	Productive employment and sustainable economic direction.
8	Decent work and economic growth.
9	Sustainable innovation.
10	Diminish discrimination within and among countries.
11	Create cities and human settlements inclusive, safe, spirited and sustainable.
12	Sustainable energy consumption.
13	Urgent action to combat climate change and its effect.
14	Sustainability in oceanic resources.
15	Sustainability in land, forest, land degradation.
16	Peace, justice and strong institutions.
17	World-wide partnership for sustainable development.

Source: United Nations (2015)

2.3.5 Local Gastronomy and Local Community Development

Local community development is explained as the process of transforming and empowering local people in a particular regional position in all sides of life comprising social, economic, environmental, and political angel, the idea of community development has been put in implementation with the point of achieving three goals consisting self-help, community capacity building, and integration (Reid and Van Dreunen, 1996). On the side of local gastronomy as an element for local community development. Putra (2021) portrayed that, the existence of local gastronomy in the community and being consumed by tourists, facilitates the local economy since it develops an indirect impact and demand for other community-produced materials which could end by the creation of employment opportunities for both local food

production and other community resources. Local gastronomy has been linked with other different local or traditional economic activities including agriculture, fishing, and livestock keeping (UNWTO, 2017). Giampiccoli (2020) conveyed that, local gastronomy facilitates alternative agriculture which plays a huge contribution in preserving the natural environment and total health of community members. Quan and Wang (2004) conveyed that, more than one-third of tourism expenditures are devoted to gastronomy. Gastronomy inspires agricultural activities of a given destination, through the development of agriculture, the community can establish agri-tourism (agro-tourism) as a type of tourism to increase community revenue (Yurtseven and Karakas, 2013). Local gastronomy in the community act as the source for promoting other forms of tourism including gastronomy tourism, agriculture tourism, fishing tourism, community-based tourism, sustainable tourism, and eco-tourism (Aulet et al., 2019; Diaconescu et al., 2016).

Apart from the tourism sector in the world noted to be subsidising revenue, Growth of Domestic Products, job creation, and improvement of infrastructure (Lickorish and Jenkins, 2007; UNWTO, 2015), it is similarly perceived as the activities that have adverse impressions to the local community and culture (Triachi and Karamanis, 2017). There are unruly concerns for the local community to be detached and omitted from tourism benefits (Burgos and Mertens, 2017). The local community also has perceived tourism sector transformed their custom of production from the traditional industry of agriculture to services-based tourism and hospitality industry (Triachi and Karamanis, 2017). Existing in this apathy emerged community-based tourism as a platform to attain local community needs and development from tourism sectors (Burgos, 2017). According to Kalis and Giampiccoli (2012), community-based tourism emanated to promote the development of local communities, especially in rural areas in both developed countries and developing countries (Honey, 2008; Storey, 2004). Community-based tourism can be implemented even in the urban environment (Rogerson, 2004).

According to Sin and Minca (2014), community-based tourism is a situation of travelling to the local indigenous community that has invited outsiders to experience their customs, food, lifestyle, and set of beliefs. This means that in community-based tourism usually, the community offers various kinds of products including food, local kitchen utensils, accommodation (homestays), superstructure, decorations, arts, local songs and dance, clothes, and participation in other human activities like fishing,

farming, and pastoralism (Han, 2019). It acted as a mechanism for community development and environmental conservation, due to the existence of direct income from local production, people-centred development, and development in response to common needs and environmental responsibility (Suansri, 2003). Local gastronomy itself in the local community has diverse connotations and perspectives, Community-based tourism practices local gastronomy as cultural products by different means including cultural festivals, religious affairs, ceremonies, rituals, and even food tours (Osman and Nazari, 2020). Food appeared as one of the products or components of tourism which is keeping an eye on accommodation, patrimony, transportation, and other amenities (Spenceley et al., 2009). In the same situation, local gastronomy in CBT provides opportunities for gender roles, in a gender relationship, women seemed as main protagonists in the preparation of food in the kitchen and other food-related activities, and men play roles of fishing, boat driver, and farming (Boonzaaier, 2009). Even though, according to Williams et al. (2001), it has witnessed that, most of the women in CBT projects are poor because they spend money on their children in schools, health care, and clothes, and little money is put for an emergency.

2.3.6 Predicaments Hindering the Local Gastronomy in Destination

The biggest challenge facing the food sector including local gastronomy is foodborne disease. According to the World Bank (2016), food goes through diverse sections which can play a part in introducing hazards. Hazards in food are biological, physical, and chemical (FAO &WHO, 2017). According to International Food Policy Research Institute (2003) most developed countries rejected food produced by South Asia countries. In 2002, in China, there were 200 people were sickened and 38 died from the gastronomy products at Tangshan restaurants (Watts, 2000; CNN, 2002). Cambodia as a tourist destination also experienced typhoid disease which affected European tourists who used restaurants Outbreak of disease at gastronomy services is downing tourism to the south and central countries of America. In 1991 Peru lost USD 770 million from services and tourism totally after the break out of cholera (Zuckerman, 2007). In 1993, there was a case of food poising recorded by a tourist cruise ship recognized as Caledonian Star Cruise, in 2007 also in the Dominica Republic recorded food poisoning at Bahia Principle Hotel (COMCEC, 2017).

According to Chayada (2017), cheap Street vendors are challenging local gastronomy for tourism development and the economy of the country totally, although they are the basis of low-priced food, street foods frequently are not run into suitable

hygiene standards, in large part since of weak controlling systems, deficiency of monetary capitals to invest in safer utensils and nonexistence of instruction for food handlers. In addition, food preparers can be in serious sicknesses like tuberculosis, typhoid, and other illnesses that can infect food. According to Taulo (2009), lack of personal hygiene in food handlers in gastronomy tourism services establishments is a predicament that causes the hazard of spreading food-related disease. A food handler or any staff who works the gastronomy services should be in good personal hygiene before going to work (FAO&WHO, 2017). Garments and ornaments can be a cause of food contamination as they encompass microbes and grime which can be collected throughout our daily activities (FAO&WHO, 2017). According to Menon (2017), some staffs in gastronomy tourism services have habits that could lead to adulteration of food like smoking, spitting, chewing (such as gum or tobacco or even eating), sneezing or coughing over unprotected food, and in the premises where food is being processed.

According to UNWTO (2017) community disregards their rich local gastronomy and imports foreign gastronomy culture for their tourists, most restaurant investors and hoteliers prepare a menu of the foreign dish. This is the biggest challenge to local gastronomy because it minimizes the process of branding the destination, this was witnessed In Panama, people are said to have forgotten what their local cuisine was as international cuisine has gained so much ground (UNWTO, 2017). In Mexico, local gastronomy is faced with stereotypes and misunderstanding among gastronomic establishments, there is a risk of not preserving traditional ingredients with methods of cooking that enable new food to take place (Thome-Ortiz, 2017). A good example of food products imported to various tourists destination is sushi and pizza (Nistoreanuin, 2014; Matsumoto 2007). In the same development, according to UNWTO (2017) the country must have confidence in its potential to compete with large gastronomy destinations such as Japan, Spain, Italy, and France.

2.4 Research Gap

Much has been written by different scholars about local gastronomy, local food, or local cuisine in terms of marketing destination and sustainability. Studies have been conducted in different regions and reflect the same research thought. Studies are conducted in Turkiye (Okumus and Cetin, 2018; Yurtseven and Karakaş, 2013), there are studies conducted in India (Kaur et al., 2022; Monhanty et al. 2021), others conducted in South Africa (Star et al., 2020; Rand et al., 2003), Indonesia (Dalimunthe

and Yanti, 2022; Putra, 2019**)** and Spain (Estrada et al., 2023; Jerez, 2023). But there is no wide-ranging work which researches the roles of local gastronomy in marketing and sustaining a destination in Zanzibar. Regarding this situation, there are research gaps required to be filled about a given title since the researcher has witnessed different kinds of gaps for Zanzibar islands including knowledge gaps, implementation gaps, literature, and theoretical gaps. Therefore, there is a need to research the roles of local gastronomy in marketing and sustaining a destination for the case of Zanzibar islands to come up with helpful information and to provide recommendations for Zanzibar.

CHAPTER 3
METHODOLOGY

This chapter is comprised of the location of the study, study design, sample and sampling selection techniques, data collection process, procedures of data analysis, and ethical considerations. This study correspondingly encompasses methods applied by the researcher along with reasons for relating those techniques.

3.1 Location of the Study

This research took place on the Zanzibar islands. Zanzibar is an archipelago located in east Africa that contains more than 45 islands, there are at least five islands inhabited by people, the biggest are Unguja and Pemba, and others are Tumbatu, Uzi, Kojani, Panza (Iddi, 2011). This study focused on the rural area of Unguja Island which consist of three regions including the urban west region, the North region, and the South region. Two regions (North and South) had been selected to present the whole of the Zanzibar Islands. Two criteria were used by the researcher to select these two regions, the first one was, these regions were found in the rural area in which local gastronomy activities were performed like agriculture and fishing, and the second reason was, these two regions were surrounded by different tourism resources and establishments like hotels, restaurants, white sand beach and other attractions and recreational business.

Zanzibar entails cosmopolitan populaces from different ethnic points of departure where Africans are the majority, while others are Persians, Arabians, Comorians, and Indians (Ziddy, 2013). The interaction of those derivations results in Swahili culture which produces so many different types of Swahili gastronomy which are very imperative in tourism activities at this instant (LaViolette, 2008). Not only that but also there are some parts of Swahili culture and gastronomy influenced by the Portuguese during the 15th Century during their visit to Zanzibar (Ingrams, 1967). At the moment, Zanzibar gastronomy is one of the strong reasons for visiting Zanzibar for existing various gastronomic products and establishments including Spice farms, Forodhan night markets, and other good styles of cooking, most dishes encompass numerous spices. When it comes to seafood, Zanzibar is a home of seafood and it is served in an assortment of surprisingly delicious ways regarding international and local meals. Coconuts, vegetables, fruits, and rice are the staples of the Zanzibar diet. In addition, there is no appropriate Zanzibar meal without a few glasses of fresh juice.

Although, currently local festivals and village tours are taking in preparing Swahili gastronomy. Most tourism interested parties in Zanzibar such as universities, media, community, and tour operators keep their attention point mostly on oceanic attractions and beach tourism, world heritage site (stone town), accommodation sector, and transportation activities, and they situate diminutive emphasis on local gastronomy tourism with their contribution. Again, most academician research reveals the impacts of tourism on the side of economic development instigated by the world heritage site of stone town, accommodation, transportation, and other physical attraction. In early 2023, the Ministry of Tourism and Heritage Zanzibar accompanied by other stakeholders signed a declaration on sustainable tourism in the Islands in which the first commitment was to emphasize local gastronomy to be used in various tourism establishments (ZCT, 2023).

3.2 Research Design

According to Ahuja (2010) discussed research design is the theoretical arrangement of the whole research study, it is a blueprint or plan for the whole study in the setting of data collection, analysis, and presentation. Therefore, due to the nature of the research questions needing more explanation and opinion from respondents, this study applied qualitative research design since it provided more opportunities for respondents to explain the problem accordingly and effectively. The researcher analysed and presented data relying on qualitative procedures.

3.3 The Participants and Sampling Procedures

The procedures of selecting an experienced sample and being able to present others in the study are very significant to be regarded by researchers of every qualitative study (Omona, 2013). In this study purposive sampling used. 20 experienced participants in which sample frame consisting of local gastronomic services providers, tourism professionals in villages, local tour operators, and local administration officials. The purpose of the researcher of this study was to select a sample who had experience and knowledge based on the topic understudied. This technique was applied by the researcher since it was the best to achieve manageable data qualitatively. The researcher selected participants based on the sample frame mentioned above, those who met the criteria were contacted by informing them and asking to be part of the participants as respondents of this research, and those who agreed confirmed and gave a specific date for the interview.

The study involved human beings who have the right of speaking or rejecting it. The study prepared informed consent purposefully to get permission from interviewees. According to Klykken (2021), informed consent is an ethical part of the qualitative research process whereby the researcher is required to regard standards before interviewing a given person, it is implemented resolutely to maintain the interviewee's human right and freedom of making decisions either to participate or not. According to Glesine (2006), interviewees always hope and look to researchers to defend and perpetuate their confidentiality and anonymity. The researcher applies anonymity for escaping any notices that make identification of interviewees with their issues or any responsive related information (Scott, 1995). The researcher also applies confidentiality when there is any identifying information of the interviewee by keeping surreptitious which does not need to be disclosed to others (Scott, 1995).

To protect the privacy of participants of this study, the researcher named and coded all interviewees by series of P1, P2, and P3 and continued till P20, also there were names of persons, hotels, restaurants, and other businesses were protected for securing their reputation. Again, all collected data were treated as confidential and are used only for academic purposes as a part of fulfilling master's degrees.

Table 3.

Participants Profile

Name	**Age**	**Education**	**Experience/occupation**	**Years**
P1	32	Bachelor	Member of local tourism committee, farmer.	**8**
P2	30	Bachelor	Local Excursion organizer, grocer, fisherman, diver.	**7**
P3	29	Bachelor	Tour guide, tourism influencer.	**6**
P4	43	Diploma	Spice farm owner.	**15**
P5	32	Diploma	Hotel chef, local restaurant owner.	**9**
P6	44	Masters	Government tourism official.	**17**
P7	30	Bachelor	CEO of local tour operator.	**6**
P8	31	Bachelor	Tour guide, tour operator.	**7**
P9	31	Bachelor	Member of local tourism committee, local government tourism officials	**7**
P10	26	Diploma	Hotel restaurant attendants	**5**

P11	25	Bachelor	Students	**4**
P12	30	Bachelor	Food entrepreneur	**6**
P13	28	Bachelor	Tour operator	**5**
P14	28	Diploma	Forodhani food vendor	**5**
P15	31	Diploma	F&B supervisor in hotel	**7**
P16	29	Bachelor	Swahili cooking class organizer	**5**
P17	32	Secondary	Rural tour organizer	**7**
P18	30	Bachelor	Event catering services provider	**6**
P19	23	Secondary	Student	**3**
P20	31	Bachelor	Tourism marketing consultancy	**7**

3.4 Data Collection

The term qualitative data refers to those collected materials which are in nature non-numerical or nominal and can be transferred through respondents' words, expressions, feelings, and ideas (Graue, 2015). Therefore the mechanism that was used by the researcher in this study was an interview. According to Kumar (2018) and Kvale (1996) an interview refers to a verbal exchange, it is habitually accompanied face-to-face or through the telephone, due to the advancement of technology, it can be performed on various online platforms, the interviewer attempts to provoke information, views or thoughts to a different people. This study used interviews and it was limited by semi-structural interview type. In this type, the interviewer requested a prearranged set of interrogations, using a similar expression and order of questions as indicated in the interview schedule at the same time enable researcher to explore deep by regarding participants' responses (Magaldi and Berler, 2020). An interview schedule is a transcribed list of questions, open-ended or closed, organized purposefully for the interviewer in person-to-person interaction, this may be face-to-face, by telephone, or by other online platform (Pawlas, 1995).

The data collection process began with a pilot study that involved a small number of interviewees, five gastronomic experienced participants who communicated through online Whatsapp call, and their thought was transcribed for testing the nature of obtained data being able to be extended on the foremost study. According to Kim (2004) pilot study is executed with the determination of notifying a main study, it creates a self-evaluate, competence, and assurance as a qualitative

academician. After that, the researcher decided to carry on with the interview process by scaling up the number of interviewees until the data saturation was reached. Interview period was around 35-45 minutes.

3.5 Data Analysis

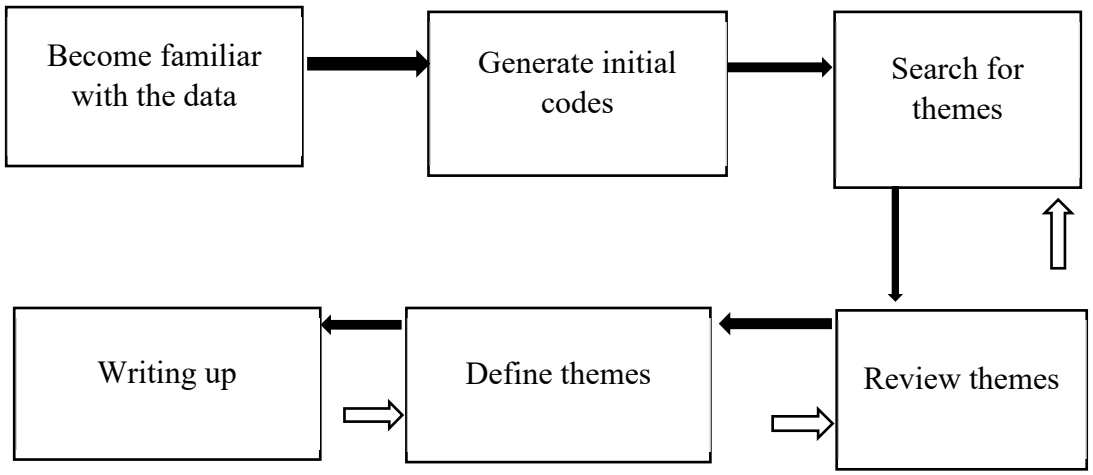
Qualitative data analysis involves describing, classifying, interconnecting of phenomena, and summarizing data to discover solutions to the research questions (Graue, 2015). There are different types, methods, or tools used by researchers to analyse data, but this study applied only thematic analysis among those tools since the study was designed to be conducted qualitatively to acquire deep explanations of data from respondents. Also, there was the manual method of coding data by following the procedure developed by (Braun and Clarke, 2006). Therefore, the data that were collected from an interview of this study had analysed and presented in a well-summarized report and simply understood.

3.5.1 Thematic Analysis

According to Brown and Clarke (2012) thematic analysis refer to the systematic way of analysing data in qualitative research which comprises the process of identifying the pattern, analysing them into meaningful form and dataset. There are various steps and techniques used by researchers for approaching thematic analysis. Therefore, to identify patterns or themes easily which can be to explain detail a specific problem, the researcher of this study applied the six stages developed by Braun and Clarke (2006) for conducting systematic analysis. Here below was an illustration that shows clear all phases.

Figure 7.

Thematic Analysis Model



Source: Braun and Clarke (2006) Braun and Clarke (2012)

3.5.2 Trustworthiness of the Study

Validity and reliability are important parts of qualitative studies whose purpose is to show whether research is either poor or trustworthy (Golafshani, 2003). According to Shenton (2004), there are four strategies for ensuring trustworthiness in qualitative studies consisting credibility, transferability, dependability, and conformability. Credibility refers to the suitability between participants' points of view and the researcher's exemplification, transferability is the ability of one research findings to be applied to other circumstances, dependability is the ability of a given research to be logical, noticeable, and openly documented and Conformability is the ability of researcher's interpretations and findings on how conclusions have been extended (Nowell et al., 2017; Shenton, 2004). For those reasons, the strength of this study was based on applying interviews as a method of collecting data from the participants. The original materials, thoughts, and feeling provided by the interviewees had not changed, they presented in this study by using quotation marks for protecting the authenticity of the participants' ideas and the originality of the study (Moser and Kortjens, 2018). The quotes were presented without any indicators of identifying participants' real names. The researcher allowed participants to confirm their introspection by asking what they mean especially when the researcher face difficulty in understanding specific expressions (Drisko, 1997). Methodological procedures applied in this study were openly described by the researcher in a separate section to facilitate the transferability to other studies remarking on the study design, data collection, and analysis techniques (Moser and Kortjens, 2018).

3.7 Ethical Consideration

According to Babbie (2010) the term ethics refers to the realization of which is wrong and which is right. Again, ethical consideration refers to the application of professionalism during the research process, it includes understanding the right to privacy, protection from danger, and harm, and getting consent from participants as important affairs to regard. Concerning this view, during the research process undertaken, the researcher of this study had ensured the following ethics are strictly implemented.

- The researcher had protected the identification and interest of all interviewees by implementing the issue of confidentiality, through this consideration, the researcher had instructed interviewees that there was no need to mention their names.

- The researcher explained all objectives of the study to the interviewees and then sought acceptance of taking data from them by writing. In the same vein, the researcher informed interviewees that, the data collected in this study was used only for the academic purpose of the fulfilment of the master's degree.
- The researcher had ensured there was no form of coercion, and there was voluntary participation of interviewees.
- The researcher had to behave respectful manner to all interviewees and finally, he appreciated and provide thanked them for their participation.

CHAPTER 4
FINDINGS

This part describes and interprets the findings of the present research. The obtained data are presented thematically, by table and tree diagrams as well. The analysis of this study is based on the light of the role of local gastronomy in marketing and sustaining a destination. A case of Zanzibar. The data were collected from the southern and northern parts of Ungula Island. Also, the chapter consists of interrelationships between developed themes. The study presents six main themes and thirty-four minor themes that have other divisions of nine sub-themes.

Table 4.

Themes of the Study

Main themes	**Minor themes**
Understanding of Local Gastronomy	Foods Beverages Related activities Cultural products Heritages Locality
Potentials of Local Gastronomic Tourism in Zanzibar	Component of Zanzibar tourism. Gastronomic attractions. i. Spice farms ii. Public area iii. Food markets iv. Restaurants v. Festivals Delicious foods. Attractive foods history. Geographical position
Barriers of Local Gastronomy in Zanzibar	Low number of reputable gastro-services Low awareness of gastronomy tourism Foreign foods. Insufficient of gastronomy promotion Hygiene and foodborne disease

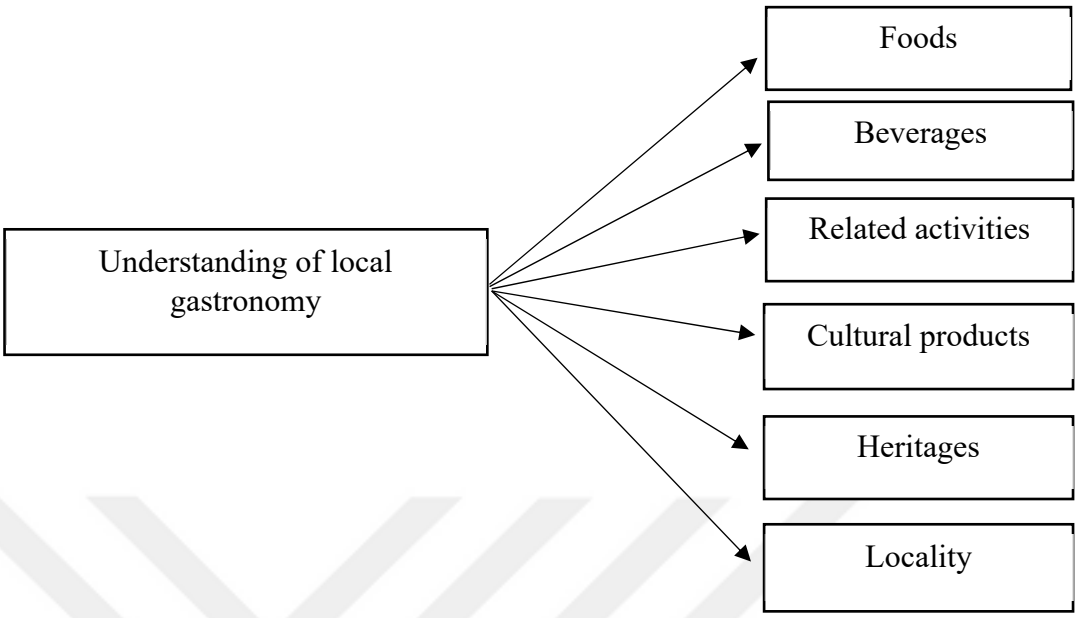
	Postmodernity
Local gastronomy for Local People	Friendly policy Agriculture Fishing Education Community tourism Gastronomic entrepreneurship Physiological needs Government responsibilities
Zanzibar and Gastronomic Brand	Destination identity Brand equity Food uniqueness Multiple foods i. Traditional foods ii. Spices iii. Seafood iv. Zanzibar fruits
Rectification for Zanzibar Local Gastronomy	Marketing Government support Public-private partnership Gastronomic tourism innovation Effectiveness of utilizing community capital

4.1 Understanding of Local Gastronomy

The first target of the interview guideline was based on acquiring information about the understanding of local gastronomy. After finishing the interview process, the researcher screened the data, and six thoughts were observed for a given question; (i) Local gastronomy as foods (ii) Local gastronomy as beverages (iii) Related activities imply local gastronomy (iv) Local gastronomy as a cultural product (v) Local gastronomy as heritages and (vi) Local gastronomy is a locality phenomenon. Each of these findings is interpreted with the aid of fig. 8 below.

Figure 8.

Understanding of Local Gastronomy



4.1.1 Foods

It is the opinion view that appeared from interviewees about local gastronomy. Nearly all participants describe their understanding of local gastronomy by putting the word food at the beginning of the sentence, this shows that the understanding of local gastronomy relies first on food and nothing else. Some participants did not mention the word food, but their awareness has taken them directly to kitchen matters and no other environments.

> *"I understand local gastronomy as food…"* (P2)
>
> *"local gastronomy is an area catch everything and usually when this word in mentioned or someone comes up with these words the minds gives you direct as food issue or the issues of kitchen"* (P20)

Although the second comment above presented a theme that shows local gastronomy as a food, other contents have been observed which are very important to be considered. The notion of local gastronomy catches everything which means this is not a simple single issue, it is a system that collects various issues. According to Kivela and Crotts (2006), gastronomy is not just cooking but entails chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture.

4.1.2 Beverages

Local gastronomy was observed to be mentioned on fluid kinds of stuff. From the views of the participant, the understanding of local gastronomy is also focused on drinks, the participant presents that Zanzibar has drinks made from fruits that are largely derived from the land of Zanzibar and are not imported from outside, and the participant shows that Zanzibar islands do not have factories to process fresh fruit juices. Participants also touched on Zanzibar there are local beers that are one of the local gastronomy and banned by the government. The participant has mentioned the drinks of other African communities which are popular in those destinations and are used in their traditional celebrations.

> *"…when we say local drinks in Zanzibar, we are talking about fresh juice made from our local fruits, we have not imported these fruits from any place, still no industry prepares local juice in Zanzibar, we have a local beer called mataptap is not common in tourism, it happens some tourists want to see it how it is made and tasting but local beer in Zanzibar is not in the traditional way and government banned them,…. Arusha there is "mbege" it is drunk in their ceremony because it reflects the culture of the chaga tribe, when you go to Botswana there is "nkomboth" which reflects their culture*" (P1)

4.1.3 Related activities

The following perspective about local gastronomy was about all related activities which are possessed by the given local gastronomy. According to UNWTO (2023), gastronomy is about more than eating food. The content of activities reflects all exertion of local gastronomy from the beginning point ending up to the table or consumers' mouth. From the perspective of the participants, local gastronomy includes travelling for experiencing all food-related activities in the community and having a reasonable time for preparing recipes. A comment below also emphasizes visitors being able to take part in each outdoor other relevant gastronomic activities in the community.

> *"Local gastronomy involves visiting local food activities, tasting and participating in activities relating to the cuisine of that place."* (P15)

In another interview conversation, a comment below conveyed gastronomic activities have been situated as movements that are not familiar in the world. They differ from one destination to another or from one local community to another.

> *"It is a cuisine that draws on the customs of preparing and serving foods that are distinctive to various nations and local communities."* (P4)

4.1.4 Cultural Products

The viewpoint of local gastronomy as cultural products means everything performed by society reflects their culture, Cultural products stand for all intangible and tangible aspects that are available from a particular culture or society (Rudwiarti et al., 2017). According to the participants' views, Local gastronomy stated as a cultural product since food, beverages, and activities reflect a particular tradition of the society.

> *"Local gastronomy is the food which reflects culture of a specific society*" (P1)
>
> *"In simple way I can say local gastronomy means the traditional kind of food*." (P6)
>
> *"Local gastronomy is a traditional food, the food which available in a single or collection of tradition"* (P2)

4.1.5 Locality

In the same mark of understanding the term local gastronomy. Although the findings of this study showed the term local gastronomy to be understood as food, beverages, activities, and cultural products, there were participants' expressions which are observed to depict emphasize about local gastronomy must be available at a specific area or region (destination). This expression was raised due to the existence of the word "local" which represent any accompaniment found in the particular area.

> *"It is frequently found in one area or destination and rarely to be seen in other place*." (P7)
>
> *"Local gastronomy is the cooking of a particular area or destination which responsible with tourism"* (P8)
>
> *"Local gastronomy is the food which reflect culture of a specific society but when we talk about society there are so many society and every society have their own food"* (P1)
>
> *"Local gastronomy is the types of dishes which practiced with special ethnic group people from the special area."* (P5)

4.1.6 Heritages

In the same development, the expression of participants not only shows local gastronomy to be found in a specific area but also that it is a heritage of the society. Local gastronomy must be inherited from previous generations which can be either the prehistoric era, classical era, middle age, modern era, or even the early postmodern era.

> *"Kind of cuisine particularly in Zanzibar we inherit from our forefathers and our long past generation*" (P6)

The statement below signifies Zanzibar local gastronomy to a large extent influenced by Arabians and Asians. Zanzibar experienced early commercial contact between East African coastal states, the Middle East, and far Asia which gave rise to the formation of a cosmopolitan society in the dest.

> *"The local gastronomy of Zanzibar is Swahili cuisine or food with the mixture of Asian cuisine which they learn from during the Arab empire*" (P3)

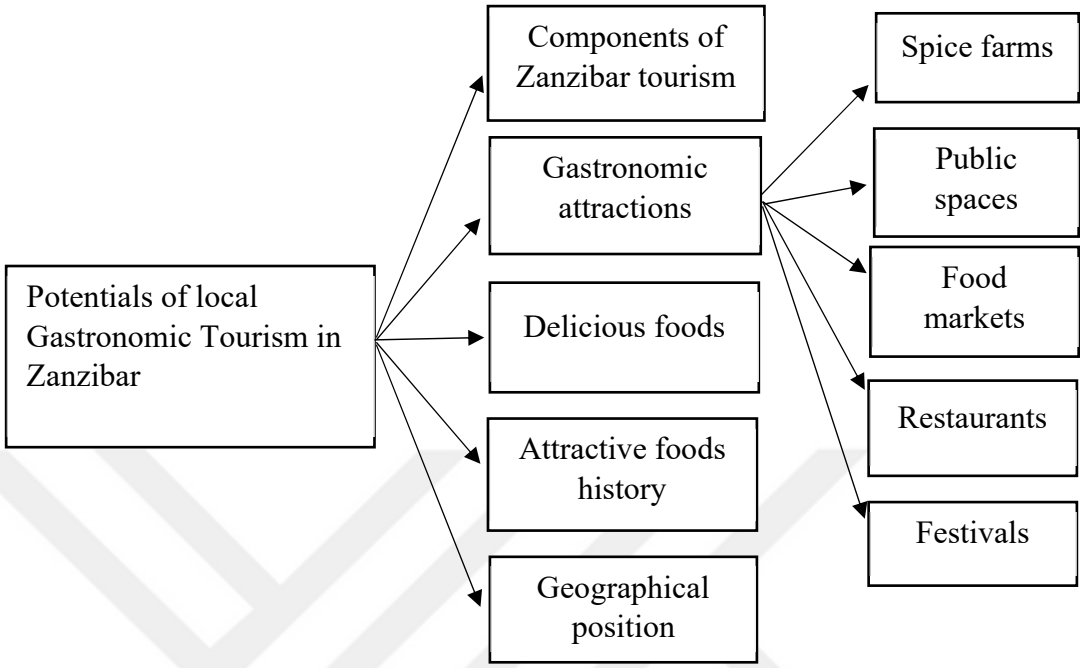
The above-mentioned findings about understanding local gastronomy are related and nearly resemble various previous studies, a research conducted by Tovmasyan (2019) when exploring the meaning of gastronomy to respondents, the result appeared gastronomy as just a food, other respondents explain understandings of gastronomy as a part of local culture and traditions, other mentioned it as an art of eating and drinking. On the side of local gastronomy as heritage, the interpretation can resemble the literature of Şahın and Üver (2015) when explaining the stages and generations through which Turkish gastronomy passed. The findings of locale can be related to the study of Polat and Aktaş-Polat (2020) which enlightened the meaning of local gastronomy by emphasizing food and beverage which are located in a specific area or region.

4.2 Potentials of Local Gastronomic Tourism in Zanzibar

This theme marked purposefully to present data about the general complementary evaluation of local gastronomy in Zanzibar. Interviewees evaluated Zanzibar from different angles of views, including such as; (i) It is a component of tourism Zanzibar (ii) Gastronomic establishments and attractions (iii) Delicious foods (iv) Zanzibar has an attractive history of foods, and (v) Geographical position. Finally, there were subdivisions for gastronomic attractions including spice farms, public areas, food markets, restaurants, and festivals. The following is a presentation of commendatory perspectives about local gastronomy in Zanzibar as a tourist destination.

Figure 9.

Potentials of Local Gastronomic Tourism in Zanzibar



4.2.1 Component of Zanzibar Tourism

This subtheme was designed due to the existence of an important sense that appeared from participants of this study for Zanzibar tourism and local gastronomy. Food in Zanzibar is perceived as an essential component for the development of the destination, there are tourism activities and excursions in Zanzibar are unavoidably connected with local gastronomy. The comment below clarified that tourist who visits spice tours are experiencing a slice of Zanzibar tourism since spice farms are one of the most opted excursion.

> *"Our tourism in Zanzibar is largely determined by something related to food, a good example is spice tours, and it is all about food. Every day we see tourists' vehicles take turns sending tourists to see the spices. When you go stone town, you will see someone explaining Forodhani Park and the night market. We are still referring to something associated with foods"* (P20)

In a separate interview as reported by Participant 4, it is observed a comment explaining local cuisine as a strong connection that fascinated tourists to draw attention to Zanzibar. Through this comment below Local gastronomy also seemed to generate internal motivation among tourists by facilitating visit intention. According to Kim (2009), there are nine motivations for consuming local food on holiday consisting of exciting experience, escape from routine, eating healthy food, learning knowledge,

authentic experience, togetherness, prestige, sensory appeal, and physical environment.

> *"Due to the variety of visitors who come to Zanzibar, local cuisine has become more appealing to them, making Zanzibar a destination that draws tourists' attention through its cuisine*" (P4)

This interpretation can be related to the literature portrayed by Singh and Nayar (2020) explaining tourism activities is piecemeal without exploring the cultural gastronomic products of the particular destination, visitation to India is imperfect without experiencing culinary activities such as tasting spices has been attracting numerous international tourists to experience in the different part of the India destination. The tourism sector is an amalgamation, it is not a simple single issue but is a system that comprises various components, and also this sector is a multi-faced phenomenon that connects tourism itself with other different components and branches of knowledge (Leiper, 1990; Gunn, 1994; Christie and Morrison, 1985; Leiper, 1979). Food and beverage services are regarded as a part or sub-part of tourism in the destination (Gunn, 1994). Food cannot be separated from the tourism sector due to its biggest role played in developing tourism development to a particular destination. (UNWTO, 2017) According to Quan and Wang (2004) gastronomy is an essential component for creating a tourism experience in a given destination. These experiences are divided into three groups including peak experience, supporting experience, and daily routine experience. Peak experience takes place once the destination creates favorable gastronomic memory that can be reminisced in the future time. Supporting experience handled when tourists consume food as a basic need and daily routine experience deals with the usual feeling whereby tourists want to feel when they are travelling such as relaxation, safety, and security (Quan and Wang, 2004).

4.2.2 Gastronomic Attractions

This subtheme is mentioned to cover all gastronomic potential areas which are most referred to be visited by tourists in Zanzibar as replied in the interview. According to (Turgarini and Sari, 2016) gastronomic attraction refers to the geographical area that has one or more food tourism products and services such as restaurants, food courts, or any premises that demonstrate a given culinary action concerning the locality of the given destination. As mentioned earlier, this subtheme has been categorized into five aspects. (i) Spice farms (ii) Public spaces (iii) Food markets (iv) Restaurants and (v) Festivals.

4.2.2.1 Spice Farms

There is a participant believes that the existence of spice farms creates Zanzibar as one of the influential local gastronomic destinations in the world, The participant below explains again that, during the highest tourists season, there has been a large number of tourists visiting areas of the spice farms for the determination of tasting various taste of spices available in it.

> *"I think Zanzibar is a local gastronomy destination because we have spice farms which are very powerful in Zanzibar and it collects an influx of tourists from different countries visit there and commonly in high season tourists must visit spice farm to taste the flavour of them*" (P1)

4.2.2.2 Public Spaces

They are locations or gardens which are opened purposefully to be visited by people, it is opened as a free location to everyone without regarding race or nationality (UN-Habitat, 2018; Hanzl, 2013). Forodhani Garden mentioned by the participant below is one of the night markets that introduce Zanzibar to local gastronomy destinations on the island, especially to those who prefer seafood.

> *"Forodhani night market also introduces us as a local gastronomy destination because the majority of tourists make visitation there to taste seafood"* (P8)

As explained by the participant below, the Forodhani garden has collected many different types of seafood, which allows the tourists to have many choices when they pay a visit to the park.

> *"The open food market called Forodhani also is a very popular place for tourists to visit as they got to buy all types of local food found in Zanzibar in one place."* (P3)

4.2.2.3 Food Public Markets

According to participants' views, Zanzibar maintains a historical local gastronomic market that is named after the former Prince of Zanzibar during the days of British rule, the market is now full of history and tourists pay a visit there with their tourist guides to acquire the history of the princess at the same time they get the opportunity to buy different types of food.

> *"Estella market or accepted as Darajani market is a local gastronomy area, tourists visit there with their guide who narrates the history of Princes Estella and buys local food*" (P4)

As stated by participant further down, the Darajani market also recognized as Estella market have been used by the tour companies to be included in the city tours packages in which specifically tourist visit spices shops for acquiring their needs.

> "*Darajani market there is spices, it is a part of city walking tours.*" (P15)

4.2.2.4 Restaurants

Restaurants are among the important potentials mentioned by the participants of this research, from the perspectives of the participants, there are restaurants in Zanzibar that offer local food to visitors.

> *"But also there are local gastronomy restaurants in stone town that normally tourists pay attention to eat our local gastronomy.*" (P8)

There is a comment showing another participant has mentioned them by name among the restaurants that most tourists prefer to visit there to have their lunch.

> *"We have restaurants like mercury and Lukmaan, tourists get their lunch there."* (P2)

4.2.2.5 Food Related Festivals

Food festivals have been described by participants as an important feature that attracts local gastronomic tourists. According to the participant perspective, Local food festival in Makunduchi village connected with other social activities such as local traditions drama, local songs and dance, blood donation with voluntary health examination. It is usually graced with the presence of national and political leaders.

> *"In our southern district, we have a cultural food festival in makunduchi, I mean tamasha la vyakula vya asili, every year when it is held we have the visit of our national leaders, we have received many presidents, prime ministers, heads of regions and district, normal there are activities conducted here during the festival for example cooking food and selling them to our visitors, there are films and plays, conferences, voluntary blood donation and there is a health check-up for non-communicable disease."* (P9)

Apart from Tamasha la Vyakula vya Asili, the second comment below clarified openly that, among the current and new gastronomic potential found in Zanzibar is a seafood festival whereby tourists pay a visit and experience local gastronomic products, especially seafood since its name reflect product offered in the event.

> *"….. Local people make a visit and taste local gastronomy, these gastronomy tourism attractions are sea food festival which started last year."* (P2)

4.2.3 Delicious Foods

Delicious food brings up cuisine which has a fantastic taste and smell to consumers. In the participant's opinion, the taste of Zanzibar food is a gastronomic potential which has been appealing many tourists who are interested to learn Swahili recipes about its preparation and requirements.

> "*The taste attract many tourists mainly to learn about the Swahili food and how they are being prepared.*" (P3)

Furthermore, as reported by the participant below, Zanzibar gastronomy is not far behind in being identified by tourists, the comment still insists that Zanzibar cuisine tastes yummy. This participant used the word "yummy" which become very popular on now social media due to the presence of chefs who prepare food through videos online and the most commonly used words are yummy instead of delicious food.

"*Zanzibar we are famous in food, our food is yummy when you taste it.*" (P7)

4.2.4 Attractive Foods History

Zanzibar eulogized itself to collect numerous ethnic groups which came from different parts of the world. Early commercial contact between natives of Zanzibar, Arabians, and Asians create a new image of a cosmopolitan society. Cross-fertilization of those groups made Zanzibar possess a Swahili dish that has a long history. Not only that, but also it witnessed some gastronomic products patented by European nations especially Portuguese Today almost all tour guides in Zanzibar narrate information about spices by explaining their origin countries, most of the spices in Zanzibar came from Middle East countries and far Asia.

> *"Our visitors get shocked and surprised when you explain about spices by starting the history of our early foreigners who came to Zanzibar through monsoon wind, and they ask how it was possible."* (P17).

As explained below by participants, there are types of gastronomic products that are their history originated from far Asia like India, and now become on the list of food which are favored by both domestic and regional tourists. Visitors from the East Africa mainland have been mentioned as the beneficiaries of the Zanzibar mix.

> *"Interaction of people in Zanzibar leads muddle of Zanzibar food, we have Zanzibar mix in Zanzibar, it is prepared with food brought by Indians, now I think it is doing well even people from Tanzania Mainland visit here to enjoy this kind of food."* (P14)

This interpretation can be linked with the literature of (Mulcahy, 2019) explained the historical forces that led gastronomy to be internationalizing and penetrate different borders, these forces included immigration by war, famine, colonialism, and religious influence. A good example of destinations which influence other regions gastronomic development are Portugal food in southern America and east Africa, Indian cuisine in the United Kingdom, Indonesian gastronomy in Holland.

4.2.5 Geographical Position

Interviewees explain the local gastronomy of Zanzibar by relating to the location of the destination. The situation of the position to be surrounded by ocean in

each part has a positive effect and makes qualities for Zanzibar be recognized as oceanic gastronomic resources and products which strengthen the destination. In the same vein, Zanzibar is a tourist destination located in the tropical climate condition which enables to grow of natural tropical food, fruits, and vegetables.

> *"..Zanzibar has good climate conditions, we are a tropical island destination, and thus we have fruits like "shoki shoki" which is rarely to be seen in other African destinations. Zanzibar has clean and fresh underground water, there were ships of traders that took water from Zanzibar, and now we see tourists move from Europe countries in winter coming here to enjoy the beach on Tropical Island with a variety of seafood, lobster, and octopus."* (P20)

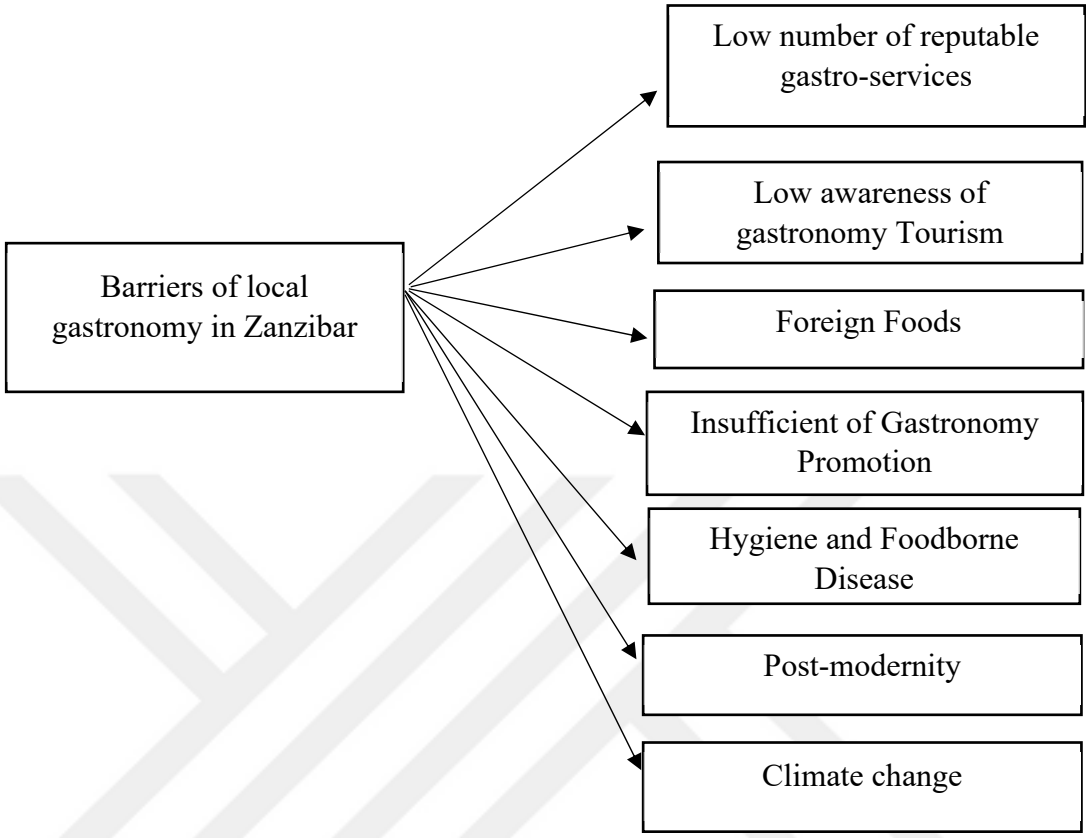
According to Akdag and Oter (2011) explained a geographical location generates an advantage to both tourists as a demand and destination side as the supplier of products, it enables accessibility of transportation, entertainment needs of human beings, and marketing opportunities. The study conducted in Spain revealed location factors of the Valenciano community created positive inspiration among tourists visiting the destination, the author grouped location factors into four categories consisting of Physical natural, social economics, political-administration, and tourism subsystem. (Monzonís and Olivares, 2012). According Pamukçu et al. (2021) explained local food which has geographical recognition and is labelled with a specific geographical indication influences gastronomic tourism development in a given destination, geographical indication preserves heritage, and culture and supports sustainability of the gastronomic products.

4.3 Barriers of Local Gastronomy in Zanzibar

Due to the nature of the tourism sector in a destination that is vulnerable and can face different problems, the main target of this section was to observe the complexity and chaotic situation facing local gastronomy in Zanzibar islands as a tourism destination. A lot was presented by interviewees about Zanzibar's problems facing local gastronomy. After interviewing process, data were screened and led to observed different thoughts. Some of the thought was based on; (i) the Low number of reputable gastro-services. (ii) Low awareness of gastronomic tourism. (iii). Existence of foreign foods (iv) Other viewpoints of the problem was insufficiency of promotion (v) Hygiene and foodborne disease (vi) Post-modernity also was viewed as a problem facing local gastronomy since most of the youth in Zanzibar ignore local culture including local gastronomy by adopting western culture. (vii) Climate change.

Figure 10.

Barriers of Local Gastronomy in Zanzibar



4.3.1 Low Number of Reputable Gastro-Services

Regarding the comments below, reputation become a huge barrier for Zanzibar's local gastronomy in the tourism sector. There are gastronomic establishments especially restaurants are not maintained to meet international standards and they exist a few restaurants which are acceptable in the world of tourism. In the same vein, the low number of reputable gastronomy services result in the destination being unpopular in term of gastronomy services although the destination possesses different kind of gastronomic attractions or services. The comment below clarified one among the tourist village which is surrounded by many hotels but stagnated with the inattentive of local gastronomic restaurants that meet international markets.

> *"Our local gastronomy is not practiced as needed in the gastronomy tourism market. Because we have few tourist restaurants that are known by tour operators and tour guides, as I told you for me I know only Lukmaan because there is local food there. Here in kiwengwa there are no any restaurants that provide quality local gastronomy services to tourists."* (P1)

In a distinct dialogue, it is observed statement from the participant mentioning only one restaurant that performs well through internet reviews and represents Zanzibar tourism through its cuisine services. The comment below also informed that Zanzibar as a tourism destination has to take various actions to make sure it possesses local food restaurants which offer quality services and make a positive reputation by either word of mouth or online review.

> *"On my side, I mirror there are doubts about this, if you look at our islands exist for tourism and we rely on tourism to run our economy, we do not put too much weight on local food restaurants. Until now, the best restaurant is the Rock, it is doing best on the internet, it is recognized worldwide as it is only found in Zanzibar and when tourists come, they show you a picture they want to eat in that restaurant. In fact, we are silent in restaurants that focus on our local foods.*" (P20)

This interpretation is related to the study conducted by Söderström (2022) in the United Kingdom which shows that Currently, United Kingdom local food is not famous in the world tourism market due to the bad reputation which is caused by the bad quality of pubs since 1982. According to Jansson, (2022) as interviewed by Söderström (2022) United Kingdom present days offering the best food, quality services providers, food farms, and numerous beverages for almost 49 years, on the other hand, its reputation for local food remained negatively before the gastro-tourists. According to (UNWTO, 2012) tourists pay a visit to those regions that have developed a reputation as a place to experience excellent indigenous foodstuffs and services, this situation comprising local gastronomy. Another study conducted by Mandic et al. (2020) portrayed a different perspective revealing that Restaurants' reputation through internet reviews does not impact competitive destinations directly however it has indirect inspiration.

4.3.2 Low Awareness of Gastronomy Tourism

On the subject of the participant's thought below, the community conceives gastronomy as a narrow aspect that deals with the cooking of different styles of food in restaurants or hotels. The community does not regard raw food, fruits, vegetable, and other activities are composing in gastronomy. The participant has emphasized that the community considers gastronomy as a situation of going to college for studying various styles of recipes.

> *"Zanzibar people do not have edification about gastronomy, they believe gastronomy is just to go college to learn cooking different styles of food. Here now I have an outbuilding for*

selling fruits to tourists near to the… (mentioned hotel name) but people they do not understand that Mr … (mentioned his name) is dealing with local gastronomy." (P2)

Another perspective revealed that there is a challenge of skilled and knowledgeable people in local gastronomic business activities. This perspective shows clearly that, Zanzibar local gastronomy does not need only chefs who can prepare different styles of food, but also there is a requirement for other specialists who have a deep awareness of gastronomic promotion. There is a need for tourism marketer who has experience in gastronomy for designing communication that connects the kitchen, community, and tourists, and able to design products package which has unique experience.

"The absence of experts who can be employed to promote Zanzibar's food tourism further. And the need for knowledge and innovation in the food service industry has increased and become as challenges." (P4)

The transformation of the tourism sector in a positive way depends on raising community awareness and constructive attitude about tourism activities and interaction of local people, the community is required to understand the needs and wants of tourists visiting the destination by satisfying their expected intention. (Sihombing et al., 2019). There are special groups of people who make holidays to the destination by being interested in gastronomy (Hjalager, 2004). According to the United Nations World Tourism Organization (2017) there is an identical necessary to influence tourist's market needs and wants, to give training to professionals who can answer back and be accustomed to the market's demands, local gastronomic proficiency has to be a respectable conversationalist with sensory abilities, who can fruitfully connect the kitchen and visitors, and who can project products which have unique experiences.

4.3.3 Foreign Foods

There is a complaint from participants about food derived from other foreign cultures, it is sometimes identified as international food since it crosses more than one border. These foods have been used in various countries from the time when they are driven force by tourism activities which sort the interaction of people from different cultures. Foreign food is the biggest problem to the development of local gastronomy of the particular community because most hoteliers and investors operated the biggest international chain hotels which do not put much emphasis on using local gastronomy by preparing menu which contains mostly international popular food.

"If a Spanish manager receives tourists from Spain, oftentimes he forces chefs to prepare Spanish food, all this coastline from here "Kiwengwa", "Pwani mchangani" to "Matemwe" there, most of the hotels are invested by Italian investors. I believe and it is true that every day in hotels' restaurants Pizza is available and other Italian food. I believe that there is no Makopa, bobwe, manda, mkate wa mchele, and now days are rare to see this kind of food in our local restaurants." (P1)

However, other important regards arise from one among the participant of this study concerning the same subthemes above, the existence of copious foreign chefs or Food and beverage managers who do not have any knowledge about Swahili food, this situation result for Zanzibar local gastronomy to be contempt to the tourism sector in the world.

"Our tourism does not prioritize the uses of local food in hotels, few hotels produce local food for their tourists, I think chefs do not understand our local food, in my experience, I really do not remember where I see a food and beverage manager from Zanzibar, I do not remember which hotels employ executive chefs, head chef or sous chef from Zanzibar. All the highest positions in the kitchen are taken by Indians, Mauritians, Asians and Kenyans. At least I see very few brothers from the mainland play roles as sous chefs. But all chefs from Zanzibar are positioned at the lower ranks." (P20)

This interpretation can be linked with the result of the study conducted in the rural destination of Vojvodina, Serbia. According to Bangac et al. (2016) international food dominate the whole structure of providing food services in the destination, especially in restaurants, international food got 48% of the overall structure of food services in restaurants of Vojvodina, followed by national food which got 40% and local food got only 12%. The author recommended that there is a need for restaurants to emphasize the number of authentic meals on their menu which represents the locality of the destination.

4.3.4 Insufficient of Gastronomic Promotion

According to the participant's expression below, it discloses there was a low potency applied to promote certain festivals in Zanzibar. The promotion activities were not based on the international tourism market subsequently there were many tourists did not cognizant of the existence of the festival. The statement below shows clearly that, the existence of these promotional activities results from the destination being known internationally as a potential gastronomic provider whereas insufficient gastronomic promotion creates underestimated destination since there will be no recognition of the availability of gastronomic services.

"Last year I remember there was a seafood festival here in Nungwi most of the tourists who visit here they did not get information earlier either from their motherland or when they reach here and tourists who attended that festival were just living in a hotel near to the festival." (P2)

"Our government should set proper ways to promote local food internationally". (P10)

4.3.5 Hygiene and Foodborne Disease

It is a part of hospitality in the tourism sector especially in the element of food and beverages. The issue of hygiene is required to be implemented personally and environmentally. The term food-borne disease refers to every kind of disease which are caused by eating food (CDNA, 1997). Hygiene and food-borne diseases were noted by the participants of this study as challenges hindering local gastronomy in the destination. Zanzibar had been recorded to fall in this calamity which result in to cease of almost all tourism activities in the islands.

"Zanzibar's local gastronomy and the whole tourism sector has been troubled by the eruption of cholera, if you remember there were at least three period cholera was a very dangerous issue in Zanzibar, all restaurants were closed, there were no tourists, it was not allowed to sell any prepared food in the public area." (P6)

In the same conversation, another comment demonstrated that cholera in Zanzibar is accompanied by rain that causes outbreaks of diseases. The rain has also been imitated as a source of the low season that makes shrinkage of gastronomic tourism activities in Zanzibar. Similarly, this situation has diminished to the extent that some visitors from different nations have been witnessed arriving during the rain.

"These problems happen to us during the rainy season, then we catch in the media that we should be careful and eat food that was hot or well covered, and this is what causes us to have a low season in tourism because one of the reasons for the low season in Zanzibar is the rainy spring. But appropriately we see tourists from South Africa visiting in masses during this rainy season." (P20)

However, the comment below demonstrates one significant area that offer local gastronomic services to both tourists and local problem of food safety violation, this situation enables the relevant authority to take action against those concerned food services provider who go against hygienic and safety procedures.

"*There was a case that happened to some of tourists, they get illness after consuming food in Forodhani night market and I remember at that time government health officers went there and some of the food sellers were sacked to sell their food around there.*" (P12)

A study by Schiefert and Matteucci (2018) explained adulterated food is a main hazard to holidaymakers' security, with diarrhea being the greatest recurrent illness

uttered by tourists worldwide and mainly among tourists traveling to developing countries all over Asia, Africa, and South America. Food passes into different actors who play a part in introducing hazards or threats, again authors discussed four ways in which food can be contaminated and cause health problems, these threats are Biological agents, which refer to the existence of pathogens in food. Chemical threats simplify toxic contamination, Physical threats refer to the existence of foreign fleshly bodies, and Consequences of natural disasters like floods, global warming, and acidic rain. Although the term natural disaster is discussed separately as a factor hindering local gastronomy, it stands as an agent of food poisoning (Zsarnoczky et al., 2019; FAO & WHO 2017; WB, 2016). According to (Torrecila and Cancilla, 2011) there was a case reported from the city of Madrid, Spain. There were the death of 500 people and 20,000 were affected by toxic in olive oil which outbreak from food adulteration.

4.3.6 Post-modernity

The world is not static, it changes according to time and a given environment, our mother earth has witnessed various changes which appeared in each aspect of life, those changes have been named pre-modern, modern, and postmodern (Odabaşı, 2004). Post-modernity is an era of intellectual ideas and attitudes toward a new world, it eroded the level between upper and lower cultures, deletion of rich and poor, youth and elders, masculinity and femininity, western and Sahara countries (Farhan, 2019). This situation creates the youth of a given destination to be unfamiliar with their culture. Zanzibar youth mimic what they see in television programs, social media, and other online platforms. These habits make youth refuse activities related to local gastronomy including farming, pastoralism, and fishing. Youth do not accept the worthiness of traditional activities that make local gastronomy to be authentic.

> *"Also, globalization is a problem that make youth to escape engaging in local activities like farming and pastoralism by thinking those activities are for elders."* (P2)

According to William et al. (2006), the coming of the postmodern era resulted in a huge transformation of our life, these changes were driven force by technological advancement, mass media, globalization, and celebrities with their famous culture. This situation results even in changing the lives of families living in villages for producing goods and farms as theirselves' economic activities unit. Consistent with Wilhelmina et al. (2010) the facet of globalization has negatively affected numerous anthropological actions consisting of the generation gastronomic services point to the end consumers. in the same vein, this interpretation has been in controversy among the

literature on tourism, gastronomy, and culture, there is still a debate between globalization and localization. Authors discussed globalization as a double-edged sword that signifies benefits and negative impacts. According to Mak et al. (2012), globalization creates homogenous products where local people can expand their products internationally, local gastronomy products and services of a specific destination can be global products, this process is recognized as glocalization. There was research conducted in Israel about globalization and local food, the results showed the coming of McDonaldization create standardizations of "falafel" as local food to mimic procedures like hygiene, packaging, and delivery of food (Ram, 2004).

4.3.7 Climate Change

Participants revealed that climate change are the major source of chaotic situation for local gastronomy in Zanzibar since it negatively affects more in agricultural activities through its natural process which changes the suitable temperature for growing crops which results in low-quality foods or even disarray of food. Climate change also makes some tourism destination especially sub-Saharan countries face drought and hunger which then create semi-arid areas which are incapable of cultivation and animals dies. Present days, almost all countries are in debate about climate change to provide solutions especially the availability of safe food.

> *"The global warming, it has led to the scarcity of the main ingredients used to prepare food in Zanzibar, Lack of enough seasonal rains has made the decline of producing enough spices and ingredients to be a big problem for local gastronomy."* (P3)

Human activities have been mentioned as a major source of causing these problems in the agricultural sector. One participant of this study conveyed doughty about local farmers of Zanzibar practicing monoculture cultivation which reduces the ability of the land to grow crops in the field.

> *"We do have a fertilization problem, our farmers are not able to boost soil, they farm for practically five years on the same land without relaxing, the land become weak, and it fails to produce more food as in previous years."* (P15)

A research study conducted by (Jennings and Magrath, 2009) confirmed that climate change is an obstacle and disturbing local farmers to predict rainy season or hot, these authors presented various arguments of farmers from Malawi, Bangladesh, Nepal, and India complaining about the loss of their seeds due to the lack of weather and season stability, the usually local community have traditional months for receiving

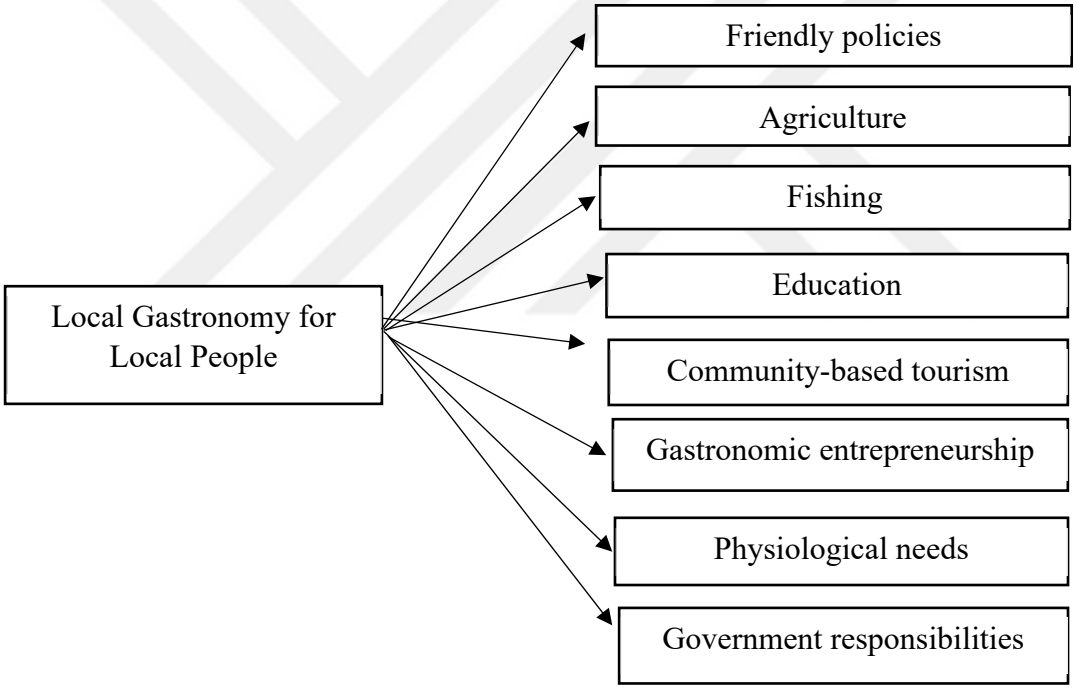
rain and hot and when this process going vice versa is a problem for agriculture and fishing activities.

4.4 Local Gastronomy for Local People

This theme intends to present the extent how local gastronomy sustains the local community in Zanzibar as a tourism destination. All collected data were screened and the result categorized as follows. (i) Through friendly policy which informs and guides the community in gastronomic activities. (ii) Through the agricultural sector. (iii) Through the fishing sector (vi) Through gastronomic education (v) Through community tourism (vi) Through gastronomic entrepreneurship. (vii) Through government responsibilities and (viii) through Physiological needs.

Figure 11.

Local Gastronomy for Local People



4.4.1 Friendly Policies

Regarding the participant's comment below, there is a requirement for proper and effective strategies which can provide guidelines, regulations, and procedures to be followed by local people. This policy is required to convey directions the way on how government and residents are required to have effective practices on local gastronomy. The existence of a good tourism policy in a given destination enlightens local people to engage in tourism activities through different opportunities.

> *"I think local people can engage in tourism through local gastronomy when there is a good procedure that enables the local community to realize this best opportunity, the government*

should write special policies that motivate local people to engage in local gastronomy business accordingly by settled directions." (P1)

This interpretation can be strengthened by numerous pieces of literature. According to Hjalager and Corigliano (2000), almost all tourist destinations regards gastronomy or food tourism can be served in restaurants and hotels to the extent led gastronomy tourism is not portrayed in tourism policy and all food-related matters witnessed to appear in agriculture and economic policies. According to Karagiannis and Metaxas (2017), difficult business activities of a given destination can be protected by policies that will enable exact gorgeous business environments for local entrepreneurs and foreign investors. According to Everett and Slocum (2012), a tourist destination has to screen the contributions played by food tourism and then set tourism policies that touch on the aspects of social, economic, and environmental sustainability.

4.4.2 Agriculture

The following description from the participant demonstrates the presence of local people who are engaged in agricultural activities that receive benefits greatly from the existence of tourism activities in Zanzibar. The participant added that the existence of spices tours is a clear indicator representing agricultural sector as a part of local gastronomy in Zanzibar.

"Few people are engaging in agriculture and benefiting from the tourism sector. In Zanzibar we have spice tours, which are the portion of agricultural activities." (P7)

Furthermore, other participant expressed possibility for fruit and vegetable vendors to engage in local gastronomy through tourism benefits indirectly. According to the below comment, it is not necessary to vend gastronomic products to tourists directly.

"If you are selling fruits, vegetables and other crops in the market then hoteliers coming to buy for their tourists you have already engaged in local gastronomy in tourism." (P1)

Apart from agriculture being mentioned as a way of engaging local people in the tourism sector through gastronomic products, it aroused comments from participants expressing about local farmers in Zanzibar do not have enough knowledge which enables them to produce a large number of crops which have not good quality. This situation leads Zanzibar local farmers to lose the market which is then taken over by suppliers from other places outside of Zanzibar.

"local farmers are not qualified to produce quality and quantity of food there was research conducted by a professor of (mentioned the name of university) about tourism leaked in Zanzibar and her result of the research showed most of the suppliers are coming from outside of Zanzibar mostly mainland and other was a foreigner from outside." (P15)

According to Yurtseven and Karakas (2013) the connection between agriculture and the tourism sector are important aspects that need to be examined comprehensively to extend more alternative sources of income to both individual and national income of Gokceada Island. A study by Gao and Wu (2017), explained a conflict between the agriculture and tourism sector is inexorable but both of them are potential catalysts to enforce socio-economic development in the destination by forming an agro-tourism trade system. Privitera (2009) portrays direct the link between agriculture and tourism creates more profit for farmers, reduces migration of youth from rural to urban hustling for a better life also there will be a value increase for agricultural products. In the same development, the case of Karnataka in India demonstrates farmers' delight in their activities after joining the agriculture and tourism sectors which enable them to produce food while educating both international tourists and domestic tourists about sustainable Agro-tourism.

4.4.3 Fishing

Since Zanzibar is surrounded by the ocean in all directions, fishing activities have been inevitable. It is one of the human economic activities in the Zanzibar community. Gastronomy tourism enables local people to create job opportunities by employing themselves as fishermen. There are local people in Zanzibar who supply fish and other oceanic resources to tourist establishments like hotels, restaurants, and other tourist attractions. As reported by the participant below, tourists can buy oceanic gastronomic products directly from fishermen or women entrepreneurs, or indirectly from other sources such as hotels or restaurants.

"Everyone can do activities to engage in tourism for example fishermen can do their activities of fishing and then sell fish direct or indirect to tourists." (P1)

This interpretation is connected with the case of Galicia, Spain. According to González and Pieiro Antelo (2020), to maintain sustainability in tourism and local community development, there is a need to reinforce the local people of Galicia's engagement in fishing tourism, which stands as the solution for Galicia's coastal communities economies. The village of Galicia has received a grant from development stakeholders like the European Fisheries Fund to support local people engaging in

fishing and tourism. According to Chen et al. (2017) and Voyer et al. (2017), the connection between the tourism sector and small and medium fishing enterprises is reflected in current trends in sustainable tourism, which consequently increases local community income.

4.4.4 Education

As stated by the participant, the process of transmitting local gastronomy knowledge is part of engaging local people in the tourism sector. Community members are required to be cognizant of gastronomic tourism as an important portion of sustainable tourism that touches directly on the dimensions of economy, culture, and environment. Education enables communities to practice local gastronomy efficiently and effectively by considering standards conveyed by both national and international organs.

> *"Always when you want development for our society, make sure this society has education about the relevant issues. Otherwise, it is difficult to move on from one step to another. Here I mean, we cannot tell the community to engage in gastronomy tourism when they do not even know what its basics are. Today we are crying about sustainable tourism, it has been a long debate now, and believe me, some people in tourism areas in Zanzibar do not know anything about sustainable tourism, do you think they will understand local gastronomy tourism easily? you have to engage people in any matter by the first step of giving them education."* (P17)

On the other side, the theme of education was noted as a significant activity accompanied by a community that engages in the tourism sector through local gastronomy. There is a comment that shows that it exists informally in Swahili food classes that are performed locally, especially for tourists who are attentive and interested in Zanzibar's local gastronomy.

> *"They do engage direct and indirect as when tourist visit Zanzibar also want to taste and learning Swahili food, they request where can have local restaurants selling the Swahili food, local people open classes to tourists who are interested to have cooking lessons to learn how to cook Swahili cuisines."* (P3)

The transformation of the tourism sector in a positive way depends on raising community awareness and a constructive attitude toward tourism activities and the interaction of local people. The community is required to understand the needs and wants of tourists visiting the destination by satisfying their expected intentions (Sihombing et al., 2019). There is a special group of people who make holidays to the destination because of its interesting gastronomy (Hjalager, 2004). According to the United Nations World Tourism Organization (2017), there is an identical need to

influence tourist market needs and wants, to give training to professionals who can answer back and be accustomed to the market's demands, and for local gastronomic proficiency, a respectable conversationalist with sensory abilities who can fruitfully connect the kitchen and visitors and who can project products that have unique experiences.

4.4.5 Community Based Tourism

The participant's opinion below focused on local people being engaged in the tourism sector through local gastronomy and developing community-based tourism. This signifies that, in community tourism, a given region usually gains opportunities to offer various kinds of gastronomic products and services, comprising farmers, pastoralists, accommodation services (homestays), drivers, guides, and other superstructures.

> *"Community based tourism is more focusing in community as its name say. If this form based more in community it means it can provide opportunities for us to design our local gastronomy for example community can assign duties them themselves about who can provide crops from agriculture, who can provide meat from pastoralism, who can provide fish from fishing activities, who can sell in restaurants, who can sell in hotels, who can sell in market, who can sell cooked food, who can be chefs in hotel and restaurants and who can be guide and driver for our tourists."* (P2)

There is an expression from the participant highlighting local gastronomy to be directed in rural settlements where local food, farmers, and pastoralists are located. Through it, villagers receive opportunities to be engaged in the tourism sector. The comment reveals that domestic tourists are also interested in local food. This situation enables community tourism to be termed "rural tourism or village tours."

> *"These foods are often found in rural areas, villages. When we have rural tourism, it will make it easier for our brothers and sisters in the villages to get advantage, the grace of involving in tourism through food. I am personally a believer in local foods, I have my list of food and if I miss them, I always go to my home village, before arriving there I call my relatives and telling them to prepare some for me, we call it tunu."* (P7)

Besides community tourism or rural tourism, as mentioned above, the whole tourism sector in the destination is required to prioritize sustainable tourism as it will strengthen every issue concerning the local community. The comment made it clear that it will be difficult to practice local gastronomy without applying sustainable tourism to the whole destination.

> *"The destination should create a good environment for tourism so that our communities can run their tourism activities, it will be a good thing if our tourism is based on sustainable*

tourism, with sustainable tourism, and all things related to local people in tourism will be fixed." (P17)

This interpretation can be related to research conducted by Giampiccoli and Mnguni (2016), which explains that community-based tourism has a resilient association with gastronomy tourism activities, which end up forming another form of tourism recognized as community-based food tourism (CBFT). According to the World Bank (2018), local gastronomy is one of the current issues emphasized as being practiced in a given culture to drive community development. A literature review explained by Williams et al. (2001) and Zeppel (2006) portrayed an established community-based tourism project documented as Buhoma Community Rest Camp. Services and products offered by this community project are local gastronomy, where women play a big role in food-related activities.

4.4.6 Gastronomic Entrepreneurship

This subtheme is targeted to convey the opportunity of engaging in the tourism sector to those local people who are not directly involved in agriculture and fishing activities; it is targeted to local populations who survive in their community due to the existence of local gastronomy businesses. This includes all intermediate entrepreneurs that arise between agriculturalists and food consumers, such as restaurant service providers, grocers, homemade food vendors, and caterers.

"I do not have statistical data, but what I know there are some local community like Paje, Kizimbani and some place where their income gained by using selling local food and fruits." (P15)

The above statement reveals the extent to which people who are not farmers and fishermen are vending food and fruits. Although the comment did not mention clearly that these people are engaged in the tourism sector, Paje and Kizimkazi are two villages located in the southern region of Unguja Island where indigenous people benefit from tourism since these villages are surrounded by many hotels that facilitate cash flow and make it easy for restaurants and grocers to run their businesses.

Local gastronomy is a part of improving the economy of a given tourism destination since it provides opportunities for community members to employ themselves through the agricultural sector, fishing, local manufacturing, restaurants, gardens, catering groups, and other different gastronomy service establishments. This employment opportunity creates individual (macro) and national income (micro).

"The availability of local cuisine has also contributed to the economic success of both the community's members and the country as a whole." (P4)

There is a study conducted in Pune, India. Its result shows that all respondents agree the existence of active tourism activities enables local people to extend their career opportunities through local food. The city is blessed with seasonal agro-tours and numerous small festivals, which create temporary direct and indirect local food entrepreneurs due to the intensification of the needs of the foods (Shah and Shende, 2017). According to Rand et al. (2003), local food enables tourism regions to have sustainable tourism, which influences local entrepreneurship in farming activities and local food fabrication. In the same situation, a study by Hall and Mitchel (2002) shows local gastronomic products placed together by confined community tourism entrepreneurs such as farmers, pastoralists, restaurants, suppliers, tour organizers, and accommodation providers. This network facilitates gastronomic tourism entrepreneurship as a strategically viable way forward for the destination.

4.4.7 Physiological Needs

Local gastronomy in a destination is perceived as an important aspect that makes a very important contribution to local people by enabling them to achieve their basic needs. The availability of local gastronomy as a part of basic needs facilitates other human needs to be easily achieved, including individual wellness in life.

"I think it is completely true that when we have our food here in Zanzibar, it will make it easier even for our own needs to get them easily, as you know in the world now there has been a shortage of food triggered by a lot of things together with war and climate change." (P9)

The existence of local gastronomic practices generate tourism destination has additional foods that can provide benefits to both natives and visitors. The destination which receives visitors should always require to have enough products to overcome the problem of food scarcity and rising prices of food products.

"It is a source of food in our tourism as you know tourism destination need food for local people themselves and tourists. So it helps to get surplus food in a destination." (P1)

Again, eating healthy is mentioned as an important aspect considered for consuming local gastronomy in Zanzibar.

"A very important issue is local gastronomy in Zanzibar is a source of healthy food because tourists and local people buy fresh seafood and other food direct from the fisherman and others from Mchuuzi." (P1)

"Instead of tourism activities, our food also is source of a good health." (P16)

According to Taskin and Sert (2022) state food and beverages are part of the vital need for every human being regardless of vocation or not. This is clarified by Abraham Maslow's hierarchy of needs, the model portrays physiological needs as the first necessities that human being requires for their survival in daily life (Ilić and Stefanović, 2019). According to Akinci and Oksuz (2022), the best criteria of sustainable tourism are measured by the need that satisfies both tourists and local people at the current to the future generation. A study conducted by Sosa et al. (2021) explains lack of food in a destination has the consequence of malnutrition of local people, hunger, and total poverty author emphasizes the existence of sustainable gastronomic tourism goes parallel with the sustainable development goal objective of a number two which recognized as zero hunger.

4.4.8 Government Responsibilities

The local authority is the one that has the responsibility of designing community economy and other plans, through its various organ has the duty of collecting money from local gastronomy services provider which are then used in improving other services. According to the participant below, all gastronomy services providers which are found in the given local administration-bordered area are required to contribute money as due to the government, then this money returns to the community in other benefits and welfare, the government allocates this money to build and repair the market, and water supply for drinking and irrigating crops, social infrastructure and education materials for children in the community.

> *"I can say local gastronomy is a source of government income because every day municipal council takes some T-shillings and tell us they are going to improve our social services particularly to buy our medicine for the hospital.*" (P1)

In the same vein, the government has the role of engaging local people in the tourism sector through local gastronomy by providing low-interest loans to youth who require doing business. A participant mentioned the government as an important element that reinforces destination. There are youth in the community interested to be engaging in local gastronomic tourism activities such as fishing and agriculture but they do not have the start-up capital to run a business, these people oftentimes refer to competent government institutions for acquiring loans or grants.

> *"On their part, the government is trying to provide something to develop these activities, there are groups of fishermen and seaweed farmers who do not have the capital to start a business, and they are given aids from the government, seaweed farmers are given boats."* (P20)

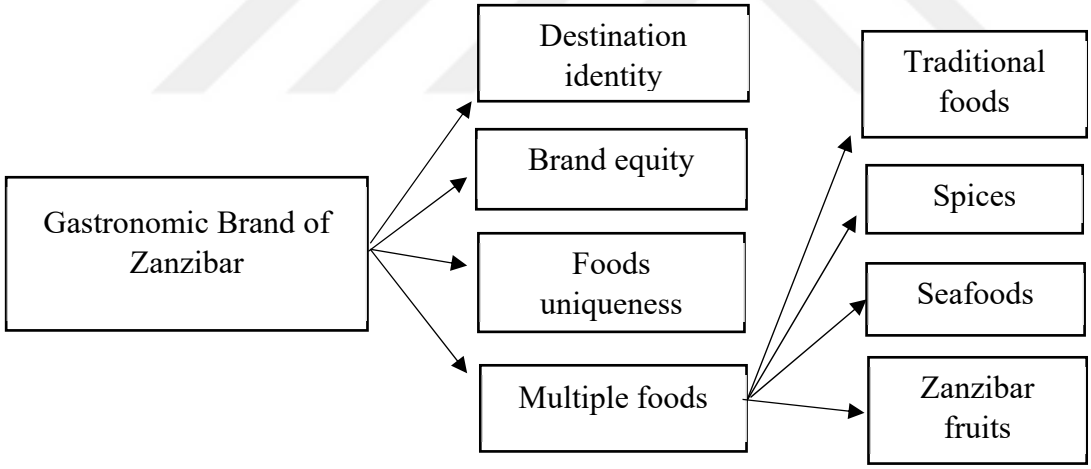
Hafidh and Rashid (2021) explain the connection between government expenditures and the growth of domestic products, when the government extends and spend more in its development program result from the expansion of numerous opportunities to local people, once more when the government has proper domestic investments such as infrastructure creates chances and openings to local people to generate profits in their daily activities.

4.5 Zanzibar and Gastronomic Brand

This content is presented with a specific purpose to weigh local gastronomy as an element that can be used to brands Zanzibar as a gastronomic tourism destination. Different views were conveyed by participants and the researcher grouped them into four categories consisting (i) Destination identity (ii) Brand equity (iii) Foods uniqueness (iv) Multiple foods. Again, the last theme of multiple foods has subdivisions such as (a) Traditional foods (b) Spices (c) Seafood, and (d) Zanzibar fruits.

Figure 12.

Gastronomic Brand of Zanzibar



4.5.1 Destination Identity

The existence of local gastronomy in a given destination makes tourists identify the name of the destination by using popular gastronomic products. This situation enables Zanzibar destination to be recognized by many tourism stakeholders as Spice Islands.

> *"Yes it can be branded through local gastronomy because now some stakeholders called Zanzibar as Spice Islands which means spice has already used to brand Zanzibar."* (P2)

The following comment discloses that the identity of Zanzibar's destination was first recognized as the Island of clove ointment. Cloves were the first crop

produced in the early economy of Zanzibar. Apart from cloves having multifunction in the manufacturing industry, it is still used as a spice that can be mixed in many foods to add taste and smell. Due to the cloves being part of the spice, this situation shows open that the identity of Zanzibar to be called as a spice island began before coming tourism sector of Zanzibar.

> *"Yes, it can, why not? do you know Zanzibar it was called islands of clove perfume, nowadays it is called Spice Islands, because of local gastronomy. We can use our spice to brand our Zanzibar."* (P5)

> *"Zanzibar got its famous because of spice and mostly clove."* (P13)

Additionally, another identity comment from participants was about seafood, which means there is a possibility of Zanzibar being recognized as a seafood destination in the world, this perspective came from the nature and geographical position of Zanzibar islands located in east Africa and surrounded by the Indian Ocean to each side.

> *"I believe tourist visits Zanzibar to experience sea food because they know we are surrounded by ocean and it is possible to get seafood."* (P2)

Apart from this study supporting Zanzibar to be branded through local gastronomy to the world tourism market, the study observed the assertion of branding Zanzibar through the white sand beach. Zanzibar has received different awards as a leading beach destination in Africa.

> *"Zanzibar has two brand, the first one is spice islands, we tour operators always recommend tourists to pay visit in spice islands and it is accepted, at the same time we promoted Zanzibar as leading destination in Africa for white sand beach."* (P16)

This situation reduces the effort of sustaining Zanzibar as a sustainable tourism destination. Beach and sun tourism is regarded as an old form of tourism that goes against alternative tourism. They are the source of environmental degradation which cause land and water pollution. Branding a destination through the beach without applying carrying capacity procedures result in the highest harm to both environment and local people since even fishing activities will have vanished through pollution caused by tourists on the beach. Local gastronomy can be used as an alternative form of tourism which support all four dimension of sustaining destination such as ecumenical issues, sociocultural areas and environments.

According to Berg and Sevon (2014) local gastronomy support building brands that can safeguard and reinforce the identity of the given community and also make

the constructive transformation of the tourism activities in the destination. Research conducted in the two islands Gokceada and Crete from Turkiye and Greece respectively, its result shows that gastro-cultural identity can be obtained through two criteria consisting of operant and operand resources, according to the author operant states to invisible and intangible gastronomic resources and operant refers to that tangible gastronomic element. (Kladon and Trihas, 2022). This is also supported by Lai et al. (2019) explain gastronomic quality, geographical location, and activities is a signs of gastronomic destination identity.

4.5.2 Brand Equity

Local gastronomy has been witnessed as a catalyst of brand equity in a destination, it is usually for gastro-tourists every holiday travelling to the same regions purposefully to experience special food which is available at that destination. The dictum below elucidates that, Swahili cuisine had already profiled tourists to have a constant perception of Zanzibar values, worth or positive recognition of a given product that is offered.

> *"…Zanzibar can not be found anywhere else in the world and it does not inquire big energy to brand it through local Swahili cuisine."* (P3)

Brand equity has been one of the complex and multifaceted ideas that arise in literature, yet is not been researched deeply in gastronomic issues. According to Vervova and Varvova (2021), brand equity is discussed from two perspectives consisting of the finance area and the customer-based view. This study explains Zanzibar's gastronomic brand from the ground of customer-based perspective. According to Aaker (2013), brand equity is not a simple single matter, it is made up of the concept of brand loyalty, brand name awareness, and perceived quality. A study conducted on the food truck business by Mokhtar et al. (2018) and its result explain brand equity is a catalyst for sustainable business activities since the element of brand awareness, perceived quality, and brand image influence consumer positive behavior of buying the product and remaining on the name of product brand.

4.5.3 Foods Uniqueness

The uniqueness of Zanzibar's local gastronomic products is noted as a pull factor that attracts tourists to visit the destination. The comment below explains that the uniqueness of Zanzibar food motivates tourists to sort out dualistic actions. The first action is tasting a particular kind of food and the second one is to learn the way Swahili food is prepared**.**

"Yes, it is, the uniqueness of Swahili food and the taste attract many tourists mainly to learn about the Swahili food and how they are being prepared." (P3)

The uniqueness of food also has been mentioned as the best opportunity market which distinguishes Zanzibar's local gastronomy and other destination which offer the same products and services. The statement below portrayed that, there is a potential for two destinations to make available the same products name like spiced food, and differences between them taking place to the region where that food prepared.

"Our spiced food is good around the world, every tourist knows it, there is different between spiced food that cooked in Zanzibar by native and spiced food cooked in India." (P16)

4.5.4 Existence of Multiple Foods

The company of conglomerate food consisting of both cooked meals and raw gastronomic products gives opportunities for Zanzibar to be named by using various kinds of food as the brand of the destination. Zanzibar glorified itself to possess numerous kinds of food with fruits that are not found in other East African destination.

"Yes it is, this can be seen in the distinctiveness of the numerous dishes, which are primarily found in Zanzibar. It draws several travellers from different nations." (P4)

In the same development of local gastronomy to be a part of branding Zanzibar destination, the researcher had asked again interviewees which food can be specifically used for branding Zanzibar as a tourist destination in the world tourism market, comment raised as presented below. Interviewees presented so many kinds of food which then some of the food made the researcher group them into different categories including spices, traditional food, seafood, Zanzibar fruits.

4.5.4.1 Spices

Most of the participants mentioned Zanzibar as a tourist destination can be branded by spices as local gastronomic products since it has already been recognized internationally as Spices Island. It means tourists cannot move to Zanzibar without feeling, touching, smelling or even eating spiced Zanzibar food, it is uncompleted visitation in Zanzibar without visiting any spices farms.

"As I told you, we Zanzibar have two things that brand us to the market, first is spice, we are Spice Islands, we tour guide and even in office there recommend tourists to visit spice farm because we have numerous spices here in Zanzibar." (P16)

4.5.4.2 Traditional Foods

In the same development, although Zanzibar is a cosmopolitan society that contains different ethnic groups like Africans, Arabs, Indians, and Comorians, there

were arguments observed in the interview process, participants complained that, before coming Arabs, Indians and other foreigners Zanzibar had own local food including “mseto”, “wali wa asumini”, “wali wa mtama”, “ndizi”, “mabobwe”. All those foods are named by the researcher as traditional food to present them graphically.

> *“Even when you hear about the biggest restaurant in Zanzibar, they do not produce local one, although they have written on the board, we provide traditional food but when you go inside there is no traditional food, most of them are Indian food or Arabian food. It is very hard to see mseto in Zanzibar tourist’s restaurants.*” (P6)
>
> “*There were food like “Mseto wa mtama, there were food eaten by our ancestors and we inherit from them.”* (P16)

4.5.4.3 Seafoods

Other arguments were observed from seafood, which means Zanzibar is an archipelago that contains more than 50 islands. Zanzibar is surrounded by the ocean in every part in which seafood is inevitable to be used for branding a destination there is Forodhan Garden which offers mostly sea food and tourists feel pleasure to experience it.

> *“Since Zanzibar is islands, we have different kinds of fish, I think we should just use our fish octopus, squid, we should use that culture to brand Zanzibar.”* (P18)

In another conversation, the participant brought up a very important crop of seaweed whose cultivation takes place in the sea, the participant's comment below shows seaweed is cultivated in the villages of Zanzibar but there is no consumption for food at home. In addition, the comment says that seaweed has been made into food which has been observed being used in Zanzibar hotels, also some tourism destinations have been using it as a food that identifies the destination in the world.

> *“We have seaweed cultivation in Paje village which is very much involved by our mothers since we were children till now, seaweed is a very important food although here in Zanzibar we do not see any usage at home, I think you know sushi available in a majority of our hotels is a big Japanese food made from seaweed.”* (P20)

4.5.4.4 Zanzibar Fruits

Natural-grown fruits from Zanzibar islands are mentioned as a part of gastronomic products which attract and pull tourists during their stay. Normally tourists consume fruits as bites on walking, at lunchtime and others are gridded special for fresh fruit juice. Existence of tropical fruits in Zanzibar make participant of this study present them as the product that can be used brand Zanzibar as a gastronomic destination.

"We have seasonality fruits here which are best iconic in Zanzibar tourism, Zanzibar is growing "shoki shoki" which is favored by its shape and taste. Tourists drink fresh pine apple juice, fresh mango juice, pension juice, fresh coconut juice. All these fruits can be used to brand Zanzibar." (P19)

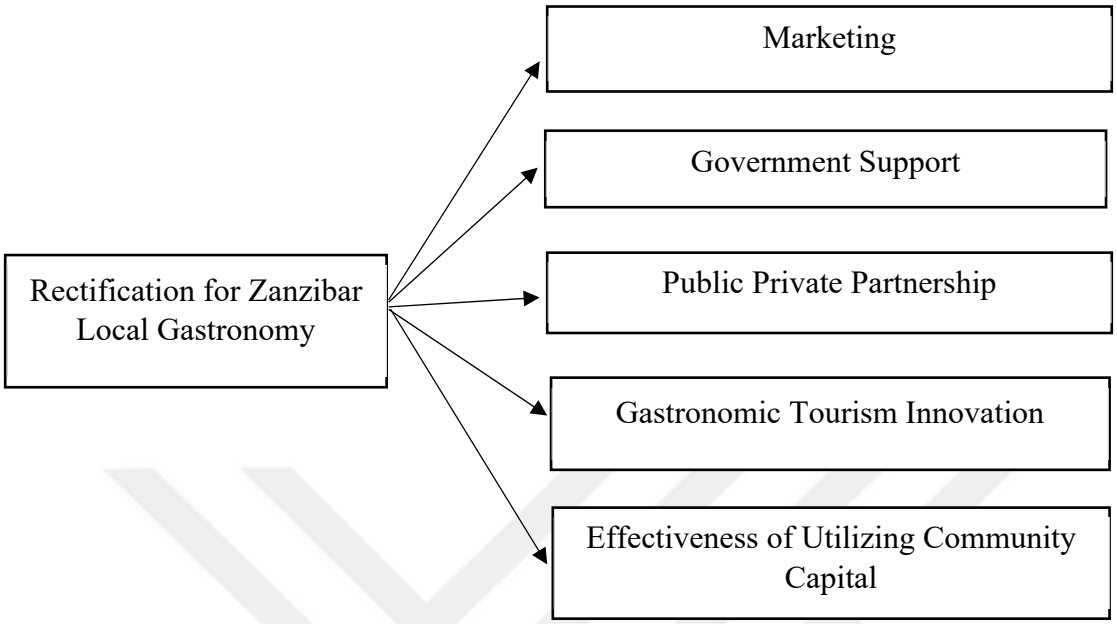
According to UNWTO (2017), tourism regions must have confidence in their local food to compete with large gastronomy destinations. The tourism sector has witnessed a significant number of tourism destinations acquire a reputation through local gastronomy. A good example portrayed by Ng. (2001) stated sushi is a popular food crossing the border from Asia to America and Africa. According to United Nations World Tourism Organization (2017) Georgia, as a tourism destination has been famous for branding its traditional wine to tourists, it has the oldest uninterrupted tradition of wine preparation in the world Stretching back 8,000 years. Today, wine and its local fabrication play a key role in Georgia's brand image. This oldest 'Qvevri' is discovered in the 6th millennia B.C. and in 2013 was added to UNESCO's Intangible Cultural Heritage list which improves gastronomic tourism destination.

4.6 Rectification for Zanzibar Local Gastronomy

The major mark of this clause was based to collect data that can provide direction to all problems facing local gastronomy in Zanzibar. Many thoughts were presented by interviewees who are then researchers of this study categorised them into five aspects; (i) Marketing for local gastronomy. (ii) Government support. (iii) Public Private Partnership and local gastronomy need cooperation between local people, business organisations, and government (iv) There is a need for innovation. (v) And the last was the utilization of gastronomic resources.

Figure 13.

Rectification for Zanzibar Local Gastronomy



4.6.1 Marketing

There is a quote in the business sphere that says "Do not push people to where you want to be, meet them where they are." The term marketing simply refers to the process of understanding customer needs and wants and then satisfying them. The process of marketing begins with research which enables marketers to realize the needs, wants, or thirst of customers then there is an opportunity to meet their needs. Not all tourists' arrivals in Zanzibar are interested in beach, sunny or luxurious hotels, others are gastro tourists. There is a need of doing marketing research, especially in the area of gastronomy to acquire what is in the mind of tourists who stay in Zanzibar. To go deeply about gastro-tourists, there must be conducted research purposefully to understand the different kind of gastro-tourists who visit Zanzibar, tourism marketer is required to understand the existence of a special segment called gastronomic tourists which has other sub-segment according to their inner motivation and interest. Some tourists are interested to consume local gastronomy only inside hotels, some are interested in local restaurants, some are interested in public spaces and food vendors, and others are interested to go deep into the local community and to engage every activity of preparing local food, this is the pure local gastro- tourist. In the same vein, there are different typologies of gastronomic tourists portrayed by academicians. Apart from that, marketing in local gastronomy has the role of attracting customers to have

the intention of a given product or service, and also it deals with the strategies against competitors or it secures competitive advantage in marketing share.

> *"Local gastronomy in Zanzibar need good marketing."* (P2)
>
> *"The Government of Zanzibar should make investments in marketing and promoting food tourism throughout Zanzibar."* (P4)
>
> *"The commission should update marketing strategy that goes with new world tourism and regarding local people."* (15)

4.6.2 Government support

It is the public aid provided by the government through peculiar institutions to the targeted community or people for reinforcing development programs in a destination. Government institutions comprise cabinets, ministries, departments, units, agencies, or local authorities. Support from the government is purveyed through different means of recognition including grants, subsidies, chargeable loans, non-chargeable loans, and forgivable loans, business incentives in tax, government awards, and education. Local gastronomy needs a variety of support from the government for strengthening all related activities in the destination. Local community members are required to form various small groups of people which are recognised as small and medium enterprises (SMEs). These groups should apply for support from the government for driving different local gastronomy projects. The common activities or projects to deal with specific groups are agricultural issues, other SMEs should deal with fishing and blue economy, some should deal with restaurant businesses, others catering to MICE activities, and others should deal with selling tour packages and transportation activities.

> *"But also government they need to give us fishing tools, agricultural grants and education for practicing well those activities."* (P3)

In this aspect of government support, some of the participants raised their voices by stating that, most local gastronomy dealers in the community are not registered officially by the government as small business entities, they are not recognized by their local government leaders, local people are doing business unofficially without registered by authorized institutions. Most local people especially youth do this purposefully to escape being levied a tax by the government.

> *"There is a problem for local gastronomy dealers, they are not registered, and government cannot help them without being registered official."* (P9)

4.6.3 Public-Private Partnership

It is the term used to amplify agreements and collaboration between public sectors or government and private institutions. It can be abbreviated as PPP, 3P, or P3. It is a very common mechanism that is used by almost all government institutions in the world for gaining financial aid with other materials from successful business organizations. These private institutions can be either domestic or international organizations. Government implements the PPP program especially when it faces many problems which need aid from other parts of the government. Public-private partnerships enable the community to gain a lot of benefits including infrastructure, and social services, and improve the local people's economy by developing various projects which target local people only. Local gastronomy need not only government but also private organizations to design gastronomic products and programs that can help the local community to facilitate development. Private organizations need sponsors for gastronomic activities established by the government.

> *"All we need now is to sit down all tourism stakeholders, hoteliers, Tour Company, community and government and to plan how we can take our tourism to the next level."* (P5)

4.6.4 Gastronomic Tourism Innovation

Due to the narrow implementation of gastronomy tourism in Zanzibar, there is a need for tourism partakers to expand the local gastronomy activities. It is required to discover other important gastronomic attractions. The community also should come up with the new idea about village tourism which can connect direct the richness of local gastronomy.

> *"We need to innovate and develop many tourists' attractions like as you research now in gastronomy is the best area to deal with now, Zanzibar we do not have gastronomy tourism so now it is time to deal with it*." (P5)

4.6.5 Effectiveness in Utilizing Community Capital

Offering gastronomic tourism services depends on a given community to utilize effectively its capital in the creation of products. Usually, communities possess social capital, historical, natural, cultural, and financial capital. Sub-element of this capital consists so many factors and resources such as fertile land, forestry, oceanic resources, skilled people, unskilled people, heritage, history, norms, time, and money.

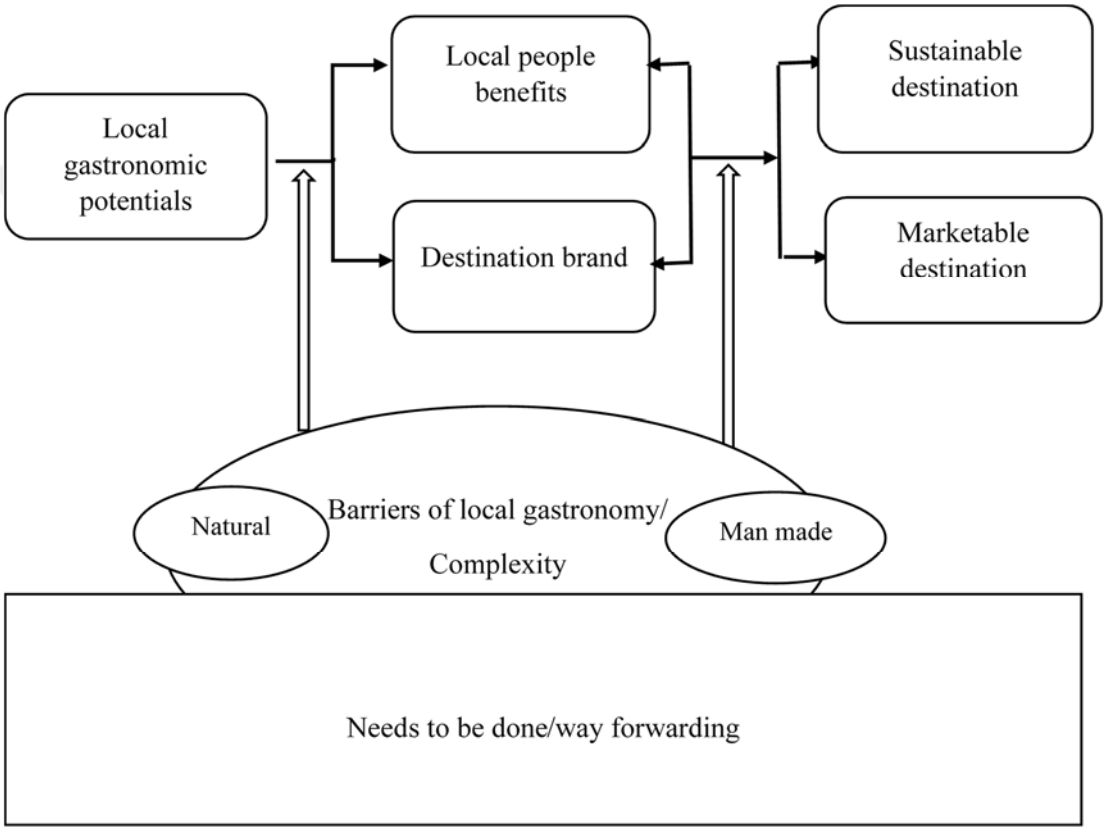
> *"We have fertile land for farming, we have land for animal keeping and also we are blessed ocean which gets to us seafood. Now we need to work to get food which will be sold in hotels and restaurant."* (P1)

4.7 Relationship of the Themes

The following illustration Figure 14 portrayed relationship between all organized themes of this study, the figure presented six themes entailing local gastronomic potentials, local people benefits (Local gastronomy for local people), destination brand, sustainable destination, marketable destination, local gastronomic barriers and local gastronomic way forwarding.

Figure 14.

Relationship of the Themes



Source: Researcher (2023)

In this study, the author's understanding of local gastronomy potentials refers to the gastronomic capabilities of a given destination. It signifies those tangible and intangible community capitals and resources that strengthen the destination in terms of gastronomic tourism activities. According to Gamidullaeva et al. (2022), tourism resources are a set of opportunities available in a given territory and can build demand which pulls many numbers of visitors. On the side of Zanzibar, data collected in Islands destinations reveal potentials such as gastronomic status for Zanzibar tourism, gastronomic attractions, historical values, delicious gastronomic products, and geographical position. These gastronomic potentials have a significant relationship

with local people's benefits. This study defines local people benefits or local benefits as the advantage and interest gained by local members in the community due to the presence of resources and capital. According to Ekowati and Nawarcono (2018), community resources play a big role in the local people's economy once given members of the community set the procedures for using surrounding resources. The findings of this study portray features indicating benefits that are obtained or can be obtained in the future through the existence of local gastronomic potentials, these benefits include entrepreneurship, agriculture, fishing, education, Community-based tourism, basic need, and policy which rules and regulate the whole beneficial activities and beneficiaries in the community. The relationship between local gastronomy potentials, local benefits, and sustainable tourism is supported by Gunes (2022) explain festival and environmental resources amplify benefits to local people, entrepreneurship, and sustainable localities, Sustainable tourism involves consuming tourism resources to meet the need of existing and future generations.

In the same vein, the relationship between local gastronomic potentials and destination brands is portrayed by conceptualizing the term destination and brand. The author of this study defines a destination as the collection of tourism resources, facilities, and services that can be offered to tourists purposefully to satisfy their needs and wants during their visitation. The term brand refers to any intangible and tangible aspects that differentiate one product or supplier from others. This study reveals tourism potentials to be in aspect of both tangible and intangible which are dissimilar from one destination to others. According to Pereira et al. (2012), tourism is an amalgamation consisting of the consumption of numerous products and services which stands as the brand name of the particular destination. The community can offer its local gastronomic potential to brand the whole destination. Therefore, there is a significant relationship between local gastronomic potential and destination brands. This assumption can be supported by Chiang and Chen (2023) explaining the brand experience to tourists depending on the usage of tourism resources available in the given area. This means that, even gastronomic potentials from a given community able to create a positive brand experience for tourists. On the side of Zanzibar, findings show that the existence of gastronomic potentials in Zanzibar support to create of brand identity, brand equity Uniqueness of food, and multiple dishes.

There is a relationship between local benefits and destination brand, the existence of popular gastronomic brand in the destination create advantages for the

local community. According to Olsson and Berglund (2016) and Carlson (2005) community that has brand-based identification makes opportunities for local people to participate in tourism activities, especially in decision-making, ownership of programs, and hospitality to residents. In vice versa, the local community itself plays a big role in brand creation, there is good communication between community members and visitors, and this can be by word of mouth (WOM) or through online and eWOM since it stands as a brand ambassador in the community (Braun et al., 2013). According to Insch and Floreck (2008) when the community is discouraged and disappointed will be on the frontline to destroy the brand image of a given destination which can result in a bad reputation for visitors.

Sustainable and marketable destinations are the result that will happen when the destination has gastronomic potential that can benefit local people in the community and identify of destination brand at a time. These two concepts of marketable and sustainable destinations have interdependent relationships with each other. Currently, the tourism sector creates numerous marketing segments which rely on sustainable tourism including Gastronomic tourists, cultural tourists, eco-tourists, and responsible tourists. Generally, tourism marketer requires to design marketable destinations by achieving the needs and wants of those kinds of sustainable tourists. From this perspective, gastronomic tourism needs a specialized marketer who can connect community gastronomic resources, local people, markets, and visitors to reach the target of sustaining and marketing a destination. According to Tiago et al. (2020), tourism studies neglect sustainable tourism products in terms of a communication marketing standpoint, most communication marketing strategies are directed to nature-based tourism rather than sustainable tourism products that direct bound local people in the community. Yamashita (2011) stated sustainability in community tourism are not implemented properly due to the lack of marketing strategies that enhance local destination to be recognized internationally. This viewpoint reveals the relationship and mutual exchanges required to exist between sustainable and marketable destinations.

More important, however, the role of local gastronomy in marketing and sustaining a destination is a vulnerable system which interfered with by different difficulties and obstructions. The author of this study recognizes this condition as local gastronomic barriers which can be caused by either natural or man-made factors. These barriers are also possible to break the relationship between local gastronomic

potentials, community benefits, destination brand, sustainable and marketable destinations. Findings demonstrate numerous barriers facing local gastronomy in Zanzibar destination including hygienic issues, foodborne disease, the spreading of international gastronomy products, and non-reputable gastro services. On the other side, as presented in Fig No 17, local gastronomic barriers are related to the need to be done to overcome or reduce the extent of the problem. This relationship in the figure indicates every barrier has a way out behind and every local gastronomic barrier should be regarded as an opportunity. Among the way forward mentioned in the finds are private-public partnership and marketing. This means that when local gastronomy faces barriers the community should call both public and private reputable aid institutions that can provide support, grants, and help. Also, it is a reason for marketing to welcome more tourists to visit with the motto of helping the community projects.

In concluding this relationship from this study entitled the roles of local gastronomy in Marketing and Sustaining a Destination: A Case of Zanzibar. It shows open that, the roles of local gastronomy begin by recognising and allocating well destination gastronomic resources. This signifies that resources are everything in marketing and sustaining a destination. A tourism zone in the community should put strong strategies that endure all resources which are potential in gastronomic tourism. Tourism resources are tourism products that can be consumed by tourists, there are natural resources and man-made. Although natural resources have been facing numerous challenges that make them disappear even on the earth's surface, there are still existing technologies that can restore and shape them back. If a destination still possesses natural resources that can nearly disappear on earth, the community should put emphasize preserving them and being consumed by tourists in terms of pictures or videos. Tangible and intangible are among the characteristics of tourism products, so gastronomic resources can appear in both form of tangible and intangible. These resources are catalysts for local community benefits since they enable to shape the economy through gastronomic resources. Usually, gastronomic products can be conveyed in the area of gastronomic tours, gastro-festival, food markets, restaurants, homestays, historical events, storytelling, food preparation, eating habits, food farming, village tour, rural tourism, curio shops, and community tourism. These products can be unique to the extent of branding a destination, there is possible for the destination to be branded by gastronomic products for example Spice Island in East

Africa. Apart from that, all these gastronomic potentials (resources), local people benefits, and destination brand result destination to be marketable and sustainable.

CHAPTER 5
DISCUSSION

This section discussed findings that are set up in chapter four. In the same vein, as mentioned in chapter one there were four objectives and research questions shepherded and intended to be achieved by the researcher of this study. These objectives were to examine whether local gastronomy is a criterion for destination competitiveness, to examine local gastronomy as the product for branding a destination, to examine local gastronomy as the element for local community development, and to examine the predicament facing local gastronomy in marketing and sustain a destination.

5.1 Understanding of Local Gastronomy

As the major purpose of qualitative research is to collect data that has factual ideas with the level of meaning or understanding of participants about the researched problem in a given community (Kvale, 1996). Understandings of the community about local gastronomy as previously presented in chapter four are categorized into six facts and opinions. Local gastronomy has been understood by the community as a food that can be consumed in daily life by human beings, both tourists and indigenous people need it for surviving in life. Another level of meaning was the local gastronomy to be concluded with beverages since the community is proud of possessing many local gastronomic products which are in the state of liquid and are used in tourism activities. The community also believe and understood the term local gastronomy comprises other activities and excursion, it is very rarely local gastronomy to offer alone without any related activities. There is an understanding about local gastronomy to be considered a cultural tourism product subsequently the nature of local gastronomy is shaped by the cultural activities of a particular society. Therefore, these arguments and understandings are very clear and can be supported by various literature. Tovmasyan (2019) when asked about the meaning of gastronomy to respondents, the result arises as presented in this study, there were respondents portrayed gastronomy as just a food, other respondents conveyed the meaning of gastronomy as a part of local culture and traditions, and other mentioned it as an art of eating and drinking.

In the same aspect of understanding, the findings of the study portrayed two important connotations which stand as important characteristics of local gastronomy. These findings were about locality and heritage. The locality is explained as local gastronomy that should be possessed in a specific area or society. Every society has

its kind of local gastronomy. This claim is supported by research conducted by Polat and Aktaş-Polat (2020) stated the definition of local gastronomy by mentioning three themes including food, beverages, and related activities that are located in a given region. On the second clam of heritage, local gastronomy was inherited from the previous generation. Local gastronomy is not consisting of new food, it is not just arising in this era, and it passed into different phases and generations to the current situation. This is supported by Şahın and Üver (2015) conveyed that Turkish cuisine examined passed into five periods including the Inner Asia cuisine period, Mamluk Turkish culture, Anatolian Turkish Culinary art, Ottoman period of Turkish culture and Republic period of Turkish cuisine culture. Apart from that, local gastronomy was officially declared as a heritage of the particular destination by the UNESCO convention in 2003, there were three issues used for heritagazation gastronomy including food heritage as an identity marker, food stand as an economic asset and the last food stands as a political agent (UNESCO, 2003).

5.2 Local Gastronomy as Criteria for Destination Competitiveness

This study discusses the above objective through two approaches, the first one is a resources-based approach and the second is sustainability under the umbrella of destination competitiveness model perspectives. The resource has been noted as one of the approaches used to measure the competitive advantage of entities and tourism destinations (Berman, 1990). According to Laode (2018), the resources-based approach is a fragment of competitiveness theory and can be applied as criteria to measure the competitive advantage of a tourism destination. In the same condition, sustainability in tourism destinations is also regarded as a criterion for destination competitiveness (Ritchie and Croutch, 2000).

According to the OECD Tourism paper revealed by Dupeyras and MacCallum (2013), there are key elements that are used to define destination competitiveness, among these elements was tourism resources which comprise both natural and cultural resources, gastronomy was commented as a sub-element of cultural resources which forms destination competitiveness. Again, the paper presented a list of destinations that responded to those elements there were Spain, Turkiye, Portugal, and France which later portrayed in the United Nations report as they are well gastronomic experience practiced as a part of the tourism offer and heritage aspect to them (UNWTO, 2017). To achieve this objective by researching Zanzibar as a tourist destination, a few questions appeared in interview guidelines in which their answers

show clearly the way local gastronomy is the best criterion of destination competitiveness.

Findings were showing the existence of different kinds of local gastronomy establishments and attractions that are found in Zanzibar including farms, restaurants, festivals, public areas, and markets. These establishments and attractions reveal a part of gastronomic resources which build destination competitiveness. A study conducted by (Sparks, 2003) showed that restaurants are an essential element for the whole tourism sector of a given destination since they create a tourist demand to visit that place. The presence of restaurants creates Zanzibar to be in the status of destination competitiveness. In the same vein, the existence of farms especially spice farms create Zanzibar to be renamed as the Spice Islands. The background history of Zanzibar was widely held for trading spices in the world, it is approved that, during the 16th to the middle of 19th century Zanzibar was one of largest producers and exporters of cloves. Apart from clove, still, Zanzibar is home to different kinds of spices including cinnamon, ginger, nutmeg, turmeric, pepper, cardamom, paprika, and vanilla. Regarding the same situation, there was evidence of findings that clearly show that local gastronomy is a component of Zanzibar's tourism sector due to the existence of separated excursions recognized as spice tours in which tourists visit the spice plantations and taste verities of spices. Therefore, although some challenges appeared in Zanzibar tourism, the existence of local gastronomy results in Zanzibar being a competitive advantage compared to other nearest destinations in East Africa and outside of it. This situation supports the objective of local gastronomy as a criterion of destination competitiveness. A research conducted by Dwyer et al. (2004) mentioned food and service facilities as indicators enabling the competitiveness of a given tourism destination. In the same vein, a study conducted by Goffi (2013) presented gastronomy and typical products as the best attractions that make destinations competitive, the study emphasized to tourism authors and practitioners to research gastronomy as an important part of tourism in a destination.

According to Ritchie and Croutch (2000), destination competitiveness goes parallel with sustainability, tourism destinations are required to focus on and approach all aspects of sustainable tourism including economic viability, local prosperity, community well-being, respecting culture, and environment purification. The findings of this study supported the direct and indirect ways in which local gastronomy is a catalyst for sustainable tourism. This study showed local gastronomy enables local

people to gain money from selling their products. The money obtained facilitates local people to send their children to school. Although local gastronomy is consumed as a basic need with the improvement of health through eating, some farmers sell their crops to tourism establishments to gain money for buying other basic needs such as clothes, shelter, and paying for health services in hospitals and pharmacies. The government also collect tax from food services providers which are then allocated to other community development projects like schools, health centers, education material, water supply, and electricity supply, the finding also showed local gastronomy support the culture of the community since it facilitated the heritage of food with their related activities from previous generations. According to Dupeyras and MacCallum (2013), destination competitiveness can be measured by the brand of place compared to others, usually, tourism destinations contain various products or attractions that can simplify the brand of a given region. Those products play important parts in a bay regarding a component of destination identity, place awareness, and destination. Therefore, by regarding this sphere Zanzibar's recognition as a spice island creates competitive advantages in the tourism sector in the world, Zanzibar creates destination identity and brand awareness in the world of tourism market. Last but not least, this claim is also supported by Lopez-Guzman (2011) portrayed that, gastronomy as an important element that creates destination competitiveness.

5.3 Local Gastronomy as the Element for Local Community Development

To achieve the discussion of this objective, this study is based on 17 sustainable development goals developed by United Nations in 2015 as a call to implement sustainable communities, sustainable economic growth, and productive employment, promote sustainable agriculture, zero hunger, and safe food. According to Wall, (2018) and Telfer, (2002) sustainable development deals with the development of the local community, local entrepreneurship activities, and participation of the local community in decision-making, gender roles, and sustainability for tourism development.

The findings presented in the previous chapter, showed clearly that there is a good relationship between local gastronomy with the local community. Local gastronomy plays an important role in community development and other social welfare. Not only that but also, it provides opportunities for local people to engage in the tourism sector. It creates opportunities to local people to form different forms of tourism which connect either direct or indirect between community and local gastronomic products. The finding of community-based tourism has been presented as

a crucial strategic decision for local people to be engaging in the tourism sector through local food. There is a good connection between local gastronomy the community-based tourism. Giampiccoli and Mnguni (2016) portrayed that, community-based tourism has a strong relationship with food tourism which result in the formation of other parts of tourism which is recognised as community-based food tourism (CBFT). In the same development, those gastronomic products which are specifically found in a given community are presented as local gastronomy (Polat and Aktaş-Polat 2020). Williams et al. (2001) and Zeppel (2006) there a community-based project recognized as Buhoma Community Rest Camp, Services and products offered by this community are local gastronomy where women played a big role in food-related activities, others are cultural products including making mats, pottery, and baskets. Another community-based project is local and tribal food where there is gridding of grain by using local methods, other products are fishing activities and archery, visiting the traditional healers with witch doctors, and local and tribal dance (Zeppel, 2006). Therefore, Community-based tourism is one of the best ways that provide opportunities for local people to be engaging in the tourism sector purposefully for improving community development. This situation also is supported by a quotation from World Bank (2018) *"Food is a growing global cultural trend and could be an important growth driver for the community-based tourism market."*

There were findings about agriculture as a way of local gastronomy opportunities whereby local people of Zanzibar can perform for engaging in tourism sectors. It is human activities that enable local people to use their crops and animal products to penetrate the tourism sector. Through agriculture, the community can engage either direct or indirect in the tourism market. The process of selling agricultural products is known as agribusiness. These findings are supported by Sims (2009) which convey that, Local food stands as the driver for the development of the local community through the agricultural sector to be connected with totally tourism sector. In the same vein, the agricultural sector is a source of food for both local people and tourists and there was a finding explained as local gastronomy is a source of basic needs. According to Tikkamen (2007), there is no scientific complication on food, still, it is an important physiological need for human beings. In the tourism sector most tourism behavioral research which is undertaken showed that eating is a priority or second activity for tourists when they are elsewhere from home (OECD, 2012).

The matter of friendly tourism policy is specified as a past that can be used to engage local people in the tourism sector through local gastronomy. There must exist a proper and effective document that can provide guidelines, regulations, and procedures to be followed by local people. This policy is required to convey directions the way on how government and residents are required to have effective practices on local gastronomy. There is a case observed in the findings, policies that were established are not directly touching local people since it provides the biggest competition between foreign investors and natives. Some local people do not understand the structure of tourism leaders from the national level to the village, they do not participate in decision-making. According to (Everett and Slocum, 2012) tourism destination has to screen the contributions played by food tourism and then set tourism policies that touch on the aspects of social, economic, and environmental sustainability.

5.4 Local Gastronomy as Products for Branding a Destination.

According to Leaper (1995), a tourist destination is an amalgamation comprised of different kinds of products and services. Branding involves the application of markers such as names, symbols, or tastes for distinguishing products or services among competitors (Kotler et al., 2012). Destination branding goes parallel with destination positioning since both of them enable a place to catch the mind of tourists on comprehension and contracting of one destination to others (Milligan, 1995). The findings of this study showed clearly that the local gastronomy of Zanzibar is one of the tourism products that can be used to brand Zanzibar in the world tourism market. The finding portrayed that, the existence of unique food creates a destination to be recognized internationally as the main supplier of a specific local gastronomy, there is a lot of research conducted to support this content. According to Stone et al. (2019) depicts the existence of unique characteristics of food creates positive recognition of gastronomy tourism by strengthening the process of branding tourism destination. In the same vein, gastronomic product differentiation in Zanzibar as a tourism destination creates opportunities for branding destinations to the world tourism market. Product differentiation involves producing or supplying products which perceived as different from other destinations which supply the same products. Zanzibar supplies different kinds of gastronomic products including Forodhani Garden offer different kinds of seafood, spice farm in which more than twenty kinds of spice are available. The food festival in Makunduchi village prepares different kinds of

traditional food. According to Ghauri and Caleora (2014), the problem existing in destination branding is to offer homogeneous products, the provision of the same products in the tourism sector lead biggest price competition which shapes tourist to be incomparable destination choice, again differentiation of products is important aspects which form strong destination brand.

Other findings presented in chapter four were about brand equity, tourists recognize Zanzibar as a home of some specific gastronomy including seafood, spiced food, and gastronomic activities like visitation of safari blue and Swahili food class. All these gastronomic products make Zanzibar an unforgettable destination and result in a lot of repeat tourists, the existence of repeat tourists creates a positive reputation for Zanzibar. According to Horng et al. (2012), research conducted in Taiwan revealed tourists based brand equity and destination familiarity facilitate visit intention for gastronomy tourism, the study also depicted a direct positive relationship between visit intention and gastronomy tourism. Again, due to the existence of various iconic figures representing Zanzibar as the best place for gastronomic activities, this situation lead Zanzibar to have its own brand identity which introduce the destination formally to be recognized easily in the world tourism market. The logo used by the Zanzibar Commission for Tourism is marked with cloves and coconut trees. These trees identify Zanzibar as a special destination for spices and coconut ingredients which make Swahili food. On the side of literature, two concepts observed related to this claim, there is gastronomy identity in destination and destination identity. All these concepts support the idea of local gastronomy being used for branding a destination. According to Qu et al. (2011) destination identity cover all components that make the place to be unique and memorable, this study also mentioned food and its flavors as attributes that make identification of a given region. Chang and Mak (2018) portrayed the concept of gastronomic identity as unique components handled by destination marketers for delineating exemplary gastronomic attributes of a destination.

As not enough, the study presented findings of specific food that can be used to brand Zanzibar as a tourist destination. Although there was little agitation, the findings show spices are leading as gastronomic products that can be used to brand Zanzibar in the world tourism market. It is usually for the destination to be recognized by a given food or beverage. A good example is depicted by UNWTO (2017), Georgia has a strong advantage as a tourist destination. It has the oldest unbroken tradition of wine-making in the world. Stretching back 8,000 years, this integral aspect of

Georgian culture has established the destination as the birthplace of wine. Today, wine and wine-making also play a key role in Georgia's brand image. There are more than 500 varieties of grapes grown in Georgia and their wines are renowned for their unique characteristics. The ancient Georgian winemaking method (called 'Qvevri') is still practiced in Georgia. 'Qvevri' wine-making method was added to UNESCO's Intangible Cultural Heritage list which improve gastronomic tourism destination.

5.5 Predicaments Facing Local Gastronomy in Marketing and Sustaining a Destination.

As tourist destination was acknowledged to face different kinds of complexity and chaotic situation, it is not a new phenomenon for local gastronomy as an important element of the tourism system. In discussing the challenges of the local gastronomy of Zanzibar, the study raised different findings as presented in chapter four which give the whole sector a complex situation especially the side of local gastronomy. Foreign food in Zanzibar creates local gastronomy to be out of the map for Zanzibar tourism. Not only that but also foreign chefs are mentioned as a source of drawing back local gastronomy in Zanzibar gastronomic establishments, especially in hotels. According to Thome-Ortiz (2017) local gastronomy in Mexico is confronted with the risk of paying no attention to traditional ingredients, utensils, and methods of cooking which enable new gastronomic style takes place.

The coming of the postmodern era is observed as a problem hindering local gastronomy since most of the youth escape from their local and traditional economic activities to chase white-collar jobs. There is a group of diffident youth who are not interested to engage in agriculture and fishing activities due to the assumption that activities are separated for elders only or it is a human activity for those who dropped school. A postmodern deleted gap exists between Western life and third-world life which results from almost all youth currently mimicking what they see in Western media. According to William et al. (2006), the coming of the postmodern era resulted from a huge transformation in our life, these changes were driven force by technological advancement, mass media, globalization, and celebrities with their famous culture. This situation results even changed the lives of families living in the village to producing goods and farms as theirselves unit of economic activities.

Natural problems especially climate change mentioned as the biggest challenge hindering local gastronomy in Zanzibar. Most of the local farmers are unable to predict accordingly four seasons per year compared to the early days there was a specific date

for starting springs, summer, autumn, and winter. Climate change makes Zanzibar local farmers experience heavy rain and sunny period accidentally. This situation makes controversy among the mind of local people since they fear growing crops in the sunny season and harvesting in the rainy. Usually in Zanzibar, the rainy season is for growing, and the sunny period is for harvesting. Climate change makes this habitual series of action to be unpredictable. Jennings and Magrath (2009) confirmed that climate changes are an obstacle and disturbing local farmers to predict rainy season or hot, these authors presented various arguments of farmers from Malawi, Bangladesh, Nepal, and India complaining about losing their seeds due to the lack of weather and season stability, the usually local community have traditional months for receiving rain and hot and when this process going vice versa is a problem for agriculture and fishing activities.

The lack of knowledgeable gastronomy experts presented as an issue hindering local gastronomy in Zanzibar. Most tourism actioners do not put much attention point or even ignore the alternative form of tourism, especially local gastronomy. Tour guides are not well knowledgeable in the richness of Zanzibar's local gastronomy, they base more on beach and stone town tours. Although spice tourism is a part of Zanzibar tourism still tourism stakeholders do not regard it as a portion of local gastronomy tourism for Zanzibar. According to Sihombing et al. (2019) The change of the tourism sector into a constructive system hinge on raising community awareness and creative attitude about tourism activities and collaboration of local people, generally community has to recognize the needs and wants of sightseers visiting the destination then satiating their expected intentions.

The fact of hygiene with foodborne disease presented as the chaotic situation facing local gastronomy in Zanzibar. Most of the local restaurants in the streets are not meet the status of being visited by tourists. Some food providers in Forodhani Garden were terminated to provide services due to the hygiene case. Foodborne disease has been witnessed much exist in sub-Saharan countries, there were rainy seasons in Zanzibar made the government close all food service providers for protecting public health. The common foodborne disease witnessed in Zanzibar is cholera. A study by Zsarnoczky et al. (2019) explained food safety is an important aspect to be put into action for tourism development although most destinations seemed to neglect it in their implementation.

CHAPTER 6
CONCLUSIONS AND RECOMMENDATIONS

This chapter presented the conclusion, area for further study, and recommendations of the study which are based on the Findings, discussions, and literature review in the previous chapters. The major aim of the study was to explore the roles of local gastronomy in marketing and sustaining a tourist destination. The title was designed purposefully to strengthen local gastronomy as an alternative approach toward tourism development in Zanzibar.

6.1 Conclusion

The study shows that local gastronomy is a catalyst for sustaining and marketing a destination like Zanzibar. It plays a huge role in the motivations for travel and tourism, improving gastronomy experiences for tourism is an attractive development strategy, because it appeals to high-yield tourism. In addition, integrating local gastronomy experiences into sustainable and eco-tourism development in rural areas helps to reduce poverty due to the existence of the good relationship between gastronomy and other sector or development policies such as creative industry, agriculture, food production, health, transport, country branding, and culture.

Local gastronomy is one area that has been ignored until recently by many countries in the world especially third world countries. Most tourism destination management organisations overlook that, the success of tourism development must go parallel with the food service facilities that have the potential to offer the visitor experiences demanded at the sites. Food culture is always the longest surviving part of a culture and tradition. Local astronomy tourism has become a major issue in United Nations World Tourism Organization nowadays due to its rapidly growing component of the attractiveness of tourism destinations in recent years. Most tourists today wish to experience the local tastes in the destinations.

Hence, the promotional activities on local gastronomic tourism should be kept ahead to go same with global compliance, countries such as Japan, France, Turkiye, India, and Italy have already used their food to brand destination and some of their food remain as intangible heritage from ancestors. Also, action should be taken to escape disease associated with food because it will break down local gastronomy tourism promotion efforts, usually tourists perceive risk when they need to buy food.

6.2 Recommendations of the Study

Organization and policy reformation

Government should form a small special unit inside of the responsible department which will deal with all alternative tourism especially local gastronomy tourism with its related forms like cultural tourism, community-based tourism, and rural tourism, this unit should be under the government principles which will reinforce the process of planning, organizing, staffing, directing and controlling all local gastronomy tourism with associated elements in Zanzibar destination. This unit also should have close coordination with other related departments like agriculture, fishing, culture, and environmental health.

Government should extend a tourism policy that can normalize directly tourism stakeholders by emphasizing alternative tourism in their services. Tourism stakeholders should prepare tour packages that connect direct local people in the community, visitors, and the tourism sector. They should promote sustainable tourism with local gastronomic products.

Gastronomy and standardization

The authorized organization should be quantifying and qualifying gastronomic products made in Zanzibar to meet the need and compliance of international and national reputable standards institutions on gastronomic services and products. Most of the local products are not accepted by hoteliers due to the low level of quality and quantity to serve the number of guests in hotels. Hoteliers import products from outside of Zanzibar.

The government through authorized ministry should make sure that gastronomy tourism is operated hygienically and healthily to reduce risks associated with food. Regular patronage should be implemented at the local gastronomic establishments and to provide special certificates to those gastronomic service providers who meet government requirements.

Apart from that, Government through the authorized blue economy department should have good protection of marine resources because there is destruction happening which effect seafood in tourism. Sometimes there is a scarcity of seafood which breakdown local gastronomy tourism in Zanzibar. Also, there must be good implementation of GAP and GMP in gastronomy tourism, the term GAP refers to good agricultural practice and GMP refer to good manufacturing practice.

There should be a habit of measuring and testing land used by farmers for crop production, there are lands that do not need much fertilizer, and others do not need it at all. Farmers should be informed on the uses of fertilizers as well as there should be testing of plants in their growing.

Gastronomy and manufacturing

Seaweed is one of the gastronomic products and activities that progress local people living in the rural area bounded by sea beaches, it needs to be strengthened by establishing an industry for processing and designing numerous food and other materials like medicine. According to Magan (2016), Seaweed is used in Ireland to make various food including "Dillisk" which is eaten as a dried snack, as crisps or baked in the oven. "Wakame", is used in soups, bread, and sweet desserts; "Kombu" is a type of brown algae very common in Japanese and Korean cooking, and used in soups or in sushi, or deep fried to be eaten as a snack. "Carrageen" or "Irish moss" which used as an additive in jellies, blancmanges, and other puddings, as a food thickener and in beer production, and "Thong weed" or "sea spaghetti" a type of brown algae used in salads or as an alternative to pasta.

Zanzibar is surrounded by oceans on every side of the islands, and fishing activities are inevitable. It needs a manufacturing industry that can produce canned fish and other seafood labeled as products from Zanzibar. These products can serve both markets internationally and domestically. A labeled canned fish also will brand and position Zanzibar as one of the gastronomic destinations in the world.

Gastronomy and marketing

The authorized organization should take seriously the issue of acquiring international, regional, and national markets for local gastronomic products produced by small and medium farmers, fishermen, pastoralists, and other local food entrepreneurs. Again there is a need of stabilizing the price of local gastronomic products to local consumers since there is a gap in economic conditions between local people and international tourists.

Due to the advancement of technology in the marketing sphere which creates so many internet users, it is recommended to use various online platforms for promoting Zanzibar gastronomic products. Local people should be motivated to create a video that has content similar to Zanzibar food and activities.

Gastronomy and education

More important, however, Government should set various educational programs purposefully to raise awareness in the public about gastronomy tourism. Because, this form of tourism is a source of development for other sectors such as fishing, agriculture, and health sector. This awareness should be implemented in different area which has a collection of people like the market, community, schools, college, Campsite University, and other learning institution.

More concern should be retained at higher learning institutions to focus to offer courses in gastronomy by regarding diplomas, bachelor degrees, master's or doctor of philosophy, and not to offer short courses or short-term training which result from people having few or little skills about gastronomy. According to Kivela and Crotts (2006) gastronomy is not just cooking but it comprises art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture.

Gastronomy and investment

Unique gastronomic products should be innovated as an alternative method to develop tourism in Zanzibar. Beach tourism has been accepted in every area of Zanzibar islands and it is acknowledged as a part of mass tourism which goes against sustainable tourism. Gastronomic tourism is rarely to be practiced due to the low promotion, few innovations, and poor understanding of alternative tourism. The government should motivate and welcome more investment from both local people and foreigners, this investment should regard sustainable development in the destination. All community-based tourism should be formalized and registered accordingly to control the negative effects on a given community.

Public-private partnership

Moreover, government and private organizations should join with international gastronomy forums or networks. This situation will help Zanzibar Swahili food to be recognized globally. Usually, international forums discuss food tourism globally and then convey procedures for each member country especially when there is a problem with one or more of the member countries, the forum take an effort to the improvement of gastronomy tourism. Additionally, government institutions with private organizations should cooperate as a public-private partnership (PPT) for preparing International Swahili Food Festival which will help to brand Swahili food abroad. This festival should be annually for the whole week or leaving a gap of one year.

6.2.1 Recommendations for Further Study

Local gastronomy is a sub-element of the tourism system which are not incorporated in tourism policies and strategies of many developing regions like Zanzibar, this is due to the few numbers of research that explore the deep importance of local gastronomic tourism in a destination in term of economic, social-culture and environment. This research introduces some opportunities for further studies into local gastronomy for marketing and while to make sustainable development. These areas are presented as follows.

There should be specific studies that can explore deeply the effect of seafood, fruits, spices, or traditional food on Zanzibar tourism. The findings show that the presence of these resources enables Zanzibar to be in competition related to gastronomic tourism. So, research would be done in detail to find out the effects of these resources on Zanzibar food tourism. In the same situation, there is a need for quantitative studies that can measure Zanzibar's local gastronomic establishments and resources in terms of scale regarding perception, quality, environment, satisfaction, visit intention, and re-visit intention.

There should be studies that show the level of tourism engagement those small-scale agriculturalists, fishermen, and gastronomic entrepreneurs. Despite the presence of local people who are involved in tourism through local gastronomy, there is a need for research that will show the level of involvement of farmers in making local gastronomic tourism decisions, gastronomic element prices, and deductions that will go to the government.

Again, it is required studies present the extent of how climate change makes scarcity of food in the community and which area to focus on solving those problems. Many communities that are engaged in agriculture, pastoralism, and fishing have limited their activities in ways that are harmful to the environment, especially the land and the sea, which reduce the production of gastronomic elements.

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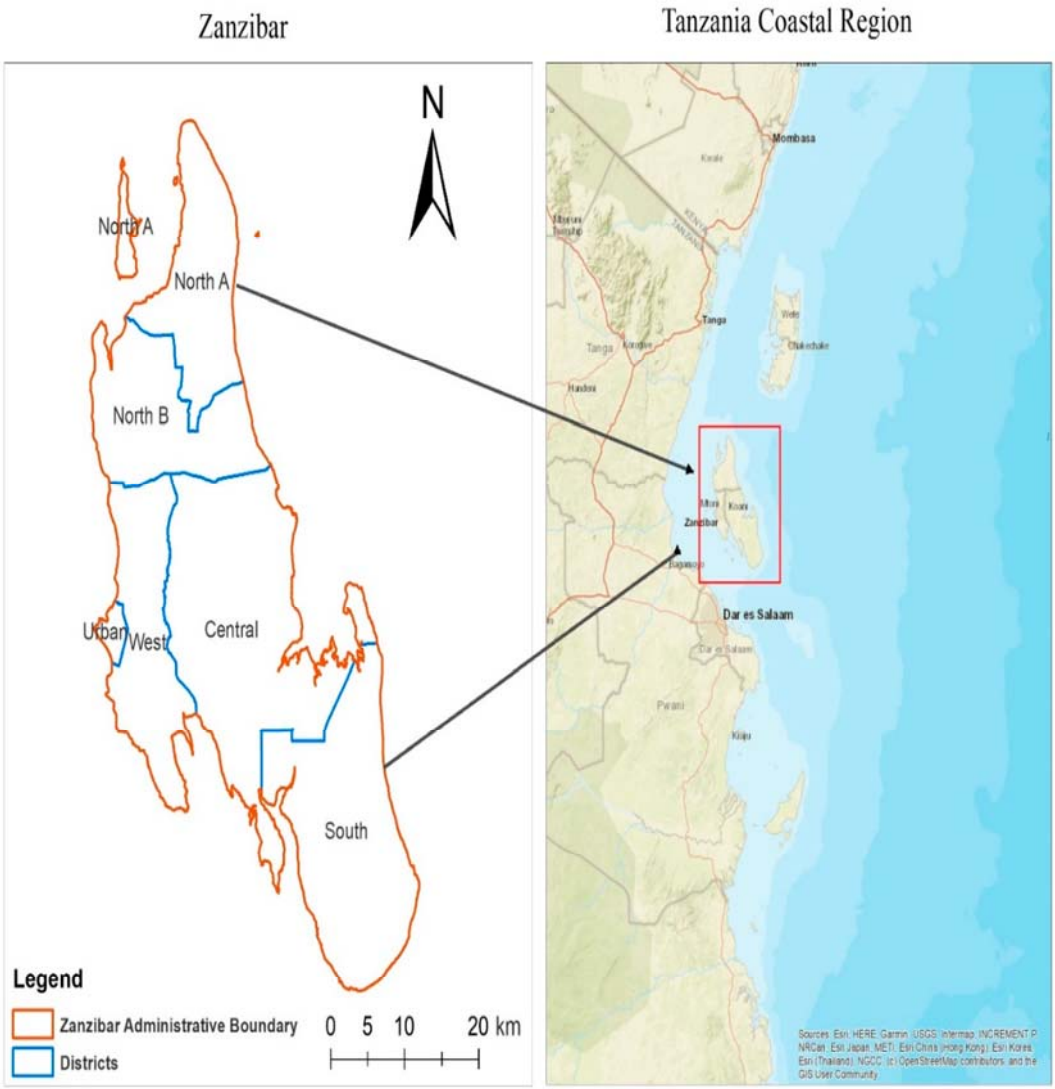
APPENDICES

Appendix 1

Map of Unguja Island with the Local Administrative Boundaries



Appendix 2

Spice farms Zanzibar

Appendix 3

Estella Market in Zanzibar

Appendix 4

Forodhani Garden Zanzibar

Appendix 5

Informed Consent

This study that you are requested to participate as interviewee is a thesis titled as "The Roles of Local Gastronomy in Marketing and Sustaining a Destination: A Case of Zanzibar". It aims to explore the circumstance of local gastronomy for the tourism development of Zanzibar. The study is being conducted by Moh'd Ali Miraji, a master's degrees student from the Esksehir Osmangazi University in the faculty of tourism. All findings/results of this study will be presented in a thesis formal report sagely and wise manner. Would you declaim the principles below and then sign this document to confirm that you agree the following

- Your participation in this study is voluntary.
- In line with the purpose of the study, data will be collected from you through interviews.
- You do not have to write your name or give any information that will reveal your identity / the names of the participants in the research will be kept confidential.
- The data collected within the scope of the research will be used only for scientific purposes, will not be used outside the purpose of the research or in any other research and will not be shared with others without your (written) permission if necessary.
- You have the right to examine the data collected from you if you wish.
- The data collected from you will be protected by ethical considerations and will be archived or destroyed at the end of the research.
- There will be no questions/requests that may cause you discomfort during the data collection process/processes. However, if you feel uncomfortable for any reason during your participation, you will be able to leave the study at any time. If you leave the study, the data collected from you will be removed from the study and destroyed.

Participant's signature……date……

Researcher's signature……. Date……

Appendix 6

Interview Guideline

Date of Interview :

Interview Duration:

Location of the meeting:

Researcher:

Speaking person:

Interviewer Features:

Evaluation:

Demographic Characteristics

Age	Education level	Job	Experience duration

Can you introduce yourself ?

What do you understand about local gastronomy?

How do you know this is a local gastronomy?

How do you evaluate the local gastronomy of Zanzibar as a tourist destination?

Do you think Zanzibar is a local gastronomic destination, please explain?

Can you tell us what kind of contributions the local gastronomy has made to the people of Zanzibar?

What is your opinion of Zanzibar local gastronomy along with other destinations?

Do you think how local people can enter the tourism sector through local gastronomy?

Can you explain what kind of local gastronomic establishments and attractions are in Zanzibar?

Do you think the local gastronomy of Zanzibar is famous in the world tourism market, could you please explain?

Do you think Zanzibar can be branded with local gastronomy?

What kind of food can be used for the Zanzibar brand?

Could you explain the problems faced by Zanzibar local gastronomy in the tourism sector?

What are your suggestions for the mentioned problems?

Yerel Gastronominin Bir Destinasyonun Pazarlanması ve Sürdürülmesindeki Rolü: Zanzibar Örneği

GENİŞLETİLMİŞ ÖZET

GİRİŞ

Tarihsel olarak, yerel gastronomi, yiyecek için seyahatin başladığı 300.000 yıl öncesine kadar uzanmaktadır. O zamanlar insanoğlu yiyecek aramak için bir yerden başka bir yere taşınmaktaydı ve o dönemdeki ana faaliyetler avcılık ve toplayıcılıktı, daha sonra M.Ö. 800 yıllarında, insanoğlunun hayatta kalmak için çeşitli tarım yöntemlerini tasarladığı tarım çağına geçmiştir (Everett 2019). Nistoreanu ve diğerlerine (2018) göre, yerel gastronominin tarihi, insanların beş bin yıl önce ateşi keşfetmesiyle insanoğlunun yemek pişirmeyi de içeren gastronomi faaliyetlerinde bulunmaya başlamasına denk gemektedir. Hall ve Mitchell'e göre (2005) turizm ve yemek arasındaki tarihsel bağlantı, 18. yüzyılda gerçeklşmiş ve yazılı kanıtlarla ilk restoranların açıldığı kabul edilmiştir. Yine Nistoreanu ve diğerleri (2018), 19. yüzyılın ikinci yarısında insanların gastronomi turizmi hakkında konuşmaya ve insanların ait olduğu kültürel gastronomi alanının değerini fark etmeye başladığını açıklamaktadır.

Tüketicilerinin ihtiyaçlarındaki değişiklikleri açıklayan postmodern dönemle birlikte, turizm faaliyetleri de dahil olmak üzere çeşitli tüketim faaliyetlerinin şekli değişmiştir (Poon, 1993). Yazıcıoğlu ve diğerlerine (2019) göre, modernden postmoderne geçiş, turizm sektörünün kitle turizminden alternatif turizme geçmesine neden olmuş, bu değişimler turistlerin farklı özelliklerini ve yeni turizm biçimlerini yaratmıştır. O zamandan beri, turizm pazarlamacıları gastronomi turizmini özel segmentlerden biri olarak görmektedir. Hjalager'e göre (2004) destinasyonda yerel gastronomi tüketmeye ihtiyaç duyan veya ilgi duyan turistler için özel bir alan bulunmaktadır.

Yerel gastronomi, Birleşmiş Milletler Dünya Turizm Örgütü'nün (UNWTO) çeşitli uzmanlar, Destinasyon Yönetim Kuruluşları (DMO'lar), akademisyenler, özel sektörler, paydaşlar ve diğer üye devletlerden oluşan "UNWTO Gastronomi Ağı" adlı bir forum kurmasının ardından dünya çapında resmi olarak tanınmıştır (UNWTO, 2017). Forum, Eylül 2015'te Kolombiya'nın Medellin kentinde düzenlenen genel kurul sırasında açılmış ve dünya çapında turizm sektöründe gastronomiyi teşvik etmek

ve şekillendirmek için kamu-özel ortaklığını gösteren gastronomi ağı eylem planını tanımlamıştır (UNWTO, 2017).

Zanzibar, Afrika'nın doğusunda yer alan ve 45'ten fazla ada içeren bir takımadadır. Bu adada yerleşimin olduğu adalar Unguja, Pemba, Tumbatu, Uzi, Kojani ve Panza'dır (Iddi, 2011). Zanzibar'daki yerel toplum için ekonomik faaliyetker turizm, tarım, balıkçılık, ticaret ve diğer küçük ekonomik hizmetlere dayanmaktadır (Hafidh ve Rashid, 2021; UNICEF, 2019). Şu anda turizm sektörü Zanzibar'ın ekonomik kalkınmasının bel kemiği olarak öne çıkmaktadır (Zanzibar Planlama Komisyonu, 2020). Honey'e göre (2008) Zanzibar bir turizm destinasyonu haline geldiğinde, turizm faaliyetleri için uygun bir turizm çerçevesi ve planı yoktu ve bu da hükümet, yerel halk ve sektörün kendisi için bazı sonuçlara yol açmıştır. Turizm alanında ilk yetkili kurum 1970'lerde kurulmuş ve Zanzibar Dostluk Turizm Bürosu adını almıştır. 1980'lerde Zanzibar, ekonomik yapısını devlete ait işletmelerden özel sektöre dönüştürmek için Dünya Bankası, Uluslararası Para Fonu ve USAID'den yardım almış, bu da Zanzibar ekonomisinde turizm alanında çok sayıda yatırımcının gelmesine olanak sağlamıştır (Honey, 2008).

Günümüzde Zanzibar, yerel gastronomik unsurları doğrudan ve dolaylı olarak etkileyebilecek birçok politikaya sahiptir, ancak Zanzibar mavi ekonomi politikası (2020), Zanzibar turizm politikası (2018), Zanzibar balıkçılık politikası (2014), Zanzibar hayvancılık politikası (2009), Zanzibar gıda güvenliği ve beslenme politikası (2008) ve Zanzibar tarım politikası (2003) metinlerinde sunulduğu üzere sürdürülebilirlik konusu destinasyon için önemli bir zorluk olarak önceliklendirilmiştir (RGoZ, 2020; RGoZ, 2008). Yakın zamanda, Zanzibar Turizm ve Miras Bakanlığı diğer turizm paydaşlarıyla birlikte adalarda sürdürülebilir turizme ilişkin bir deklarasyon imzalamış ve burada ilk taahhüt çeşitli turizm işletmelerinde kullanılmak üzere yerel gastronominin vurgulanması olmuştur (ZCT, 2023). Pazarlama açısından, Zanzibar'ın geleneksel pazarları dışında yeni pazarları çekmek için stratejilerini genişletmeye devam ettiği mevcut turizm bakanı tarafından sunulmuştur (Said, 2023; Said, 2022). Bu nedenle, çalışma, Zanzibar örneğinde yerel gastronominin bir destinasyonun pazarlanması ve sürdürülmesindeki rollerini araştırmanın önemini koymaktadır.

Bu çalışmanın temel amacı, yerel gastronominin Zanzibar'ın bir turizm destinasyonu olarak pazarlanması ve sürdürülmesindeki rolünü araştırmaktır. Aynı

zamanda çalışma aşağıda mantıksal sırayla belirtilen dört özel hedefi yerine getirmeyi amaçlamaktadır.

i. Yerel gastronominin destinasyon rekabetçiliği için bir kriter olup olmadığını incelemek,
ii. Bir destinasyonun markalaşması için yerel gastronominin bir ürün olarak analiz edilmesi,
iii. Yerel gastronomiyi yerel toplumun gelişimi için bir unsur olarak analiz etmek,
iv. Yerel gastronominin bir destinasyonun pazarlanması ve sürdürülmesinde karşılaştığı ikilemi incelemek.

Bir destinasyonun pazarlanması ve sürdürülmesinde yerel gastronomi konusunun seçilmesinin nedeni, araştırmacının bir topluluğun yerel gastronomisini daha fazla turist çekmek için bir iletişim kanalı olarak kullanmasını ve aynı zamanda destinasyonu şimdiki ve gelecek zamanda yeniden inşa etmesini ve sürdürmesini sağlamayı amaçlamasıdır. Kim'e (2009) göre, yerel yemekler "heyecan verici deneyim, rutinden kaçış, öğrenme, otantik deneyim, birliktelik, prestij, duyusal çekicilik ve fiziksel çevre" nedeniyle turistleri belirli bir destinasyonu ziyaret etmeye motive etmede önemli bir rol oynamaktadır. Bahsi geçen perspektiften bakıldığında, bu çalışma destinasyonların diğer destinasyonlara kıyasla rekabetçi kalmasını sağlarken, çalışma aynı zamanda yerel gastronominin destinasyonun marka imajı olarak nasıl kullanılabileceğini de açıklamaktadır. Bununla da yetinmeyen bu çalışma, mevcut araştırmacı tarafından tartışılan paradigma aracılığıyla, destinasyonların pazarlanması ve sürdürülebilmesi için yerel gastronomiyi yönetmede kullanabilecekleri bir dizi eylem planı ortaya koymuştur. Bunun yanı sıra bu çalışmanın bulguları karar alıcılara, akademisyenlere ve tüm turizm endüstrisine fayda sağlamaktadır. Aynı zamanda çalışma, turizm destinasyonunun pazarlanması ve sürdürülmesinde etkili yerel gastronomi eylemleri, yerel gastronomi yoluyla turizm gelişiminin iyileştirilmesi, yerel gastronomiyi güçlendirmede ortaya çıkan zorluklar için kılavuz rolü üstlenmektedir.

TEORİK ARKA PLAN VE LİTERATÜR TARAMASI

Destinasyon Rekabet Edebilirliği Modeli

Destinasyon rekabetçiliği modeli, destinasyonda sürdürülebilirlik ile birlikte stratejik bir pazarlama çerçevesini desteklemek ve tasarlamak için sunulmaktadır

(Crouch, 2007). Hassan (2000) tarafından da ortaya konan bu bakış açısı, destinasyon rekabetçiliğini, rakiplere göre pazar konumunu korurken kaynakları sürdürebilme yeteneği olarak tanımlanmaktadır.

Turizmde İtme ve Çekme Faktörleri Teorisi

İtme ve çekme faktörleri teorisi, Lee (1966) tarafından göç teorisi olarak ortaya atılan çok eski bir teoridir. Daha sonra destinasyon pazarlamasında çok önemli olan turistlerin davranışlarını ve motivasyon gücünü açıklamak için geliştirilmiştir. Turistin neden seyahat ettiğini ve turistlerin ihtiyaçlarını karşılamak için neden belirli bir destinasyonda kaldıklarını açıklamaktadır. Gastronomi, turistleri belirli bir destinasyona seyahat etmeye iten ve çeken bir motivasyon kaynağı olarak hareket ettiği için itme ve çekme faktörleriyle bağlantılıdır (Su v.d., 2018; Utama, 2016; Brown v.d., 2007).

Turizmde Kaos Teorisi

Kaos teorisi ilk olarak matematik eğitimi alanında karmaşık bir sistemi tanımlamak için geliştirilmiş olup, basit tek bir unsur değil bir sistem olma özelliği nedeniyle turizm sektöründe de uygulanmıştır (Johnston ve Aday, 2015). Yiyecek ve içecekler (yerel gastronomi dahil) turizm sisteminin veya destinasyon unsurunun bir parçasıdır (Entas v.d., 2017). Turizm sisteminin doğası karmaşık ve kırılgandır. Kaos teorisi sistemdeki her şeyin sıvı formda olduğunu öne sürmektedir. Bu da faaliyetlerin herhangi bir istikrarlı durumunun yanıltıcı olduğunu istikrar ve istikrarsızlığın bir arada olduğu anlamına gelmektedir (Baggio ve Sainaghi, 2011). Turizm alanındaki kaos teorisi, olumsuz değişimlerin geçiş dönemlerini veya turizmle ilgili herhangi bir karmaşık olguyu açıklamaktadır (Russell ve Faulkner, 2004).

Literatür taraması

Horng ve Tsai (2012) ve Okumuş (2007) tarafından yapılan bir çalışma, gastronomiyi pazarlamak veya tanıtmak için turistik destinasyon stratejileri olduğunu göstermektedir. Diğer çalışmalar ise gastronominin kendisinin turist destinasyonunu pazarlamak veya tanıtmak için bir strateji olarak kalabileceğini göstermektedir (Lee ve Scott, 2015; Jalis, Che ve Markwell, 2014). Turizm kapsamında pazarlama, turistleri turistik yerler, oteller, kongre merkezleri, köyler ve şehirler gibi belirli bir yeri ziyaret etmeleri için etkilemek amacıyla kullanılan teknik ve stratejileri ifade etmektedir (Pike, 2012; Saarinen, 2004). Harrington ve Ottenbacher'e göre (2010) yerel gastronomi, belirli bir destinasyon turizmi için bir gastronomi turizmi kampanyasının uygulanmasında stratejiler olarak ayrılmalıdır. Yine gastronomi,

birçok turizm destinasyonunda ziyaretçileri çekmek için çoğunlukla pazarlama stratejisi olarak kullanılan kültürün bir parçasıdır (Mulcahy, 2015).

Turistik destinasyon rekabetçiliği, belirli bir bölgesel konumun (destinasyon) daha fazla harcama yapabilecek daha fazla turisti çekebilme ve aynı zamanda turistlerin unutulmaz deneyimlerle memnuniyetlerini karşılayabilme yeteneğini ifade etmektedir (Mazanec v.d., 2007). Etkili destinasyon rekabetçiliği sadece turist çekmeye odaklanmakla kalmaz, aynı zamanda kültürün korunması ve bölge sakinlerinin refahı ile de ilgilenir (Ritchie ve Crouch, 2000). Dwayer ve Kim'e göre (2003) destinasyon rekabetçiliğinin destinasyon yönetim organizasyonu, kaynaklar, sosyo-ekonomik refah ve durumsal analiz gibi çeşitli unsurları vardır. Aynı şekilde Ritchie ve Crouch (2000) tarafından yapılan bir çalışmada da temel kaynaklar, turizm hizmetleri, altyapı, koşullandırıcı faktörler, destinasyon yönetimi, turizm politikası ve talep gibi unsurlardan oluşan modeller ortaya konulmuştur. Rekabetçi destinasyonlar oluşturmada yerel gastronomiyi ortaya koyan doğrudan bir çalışma bulunmamakla birlikte, rekabetçilik alanlarında gastronomiyi aktaran çok az sayıda araştırma bulunmaktadır. Okumuş'a göre (2007) turistik destinasyonlar somut ya da soyut olarak ortaya çıkabilen farklı ürünlerden oluşur ve bu ürünler aynı zamanda bir destinasyonun rekabetçi olmasını sağlar ve bu noktada gastronomi belirli bir destinasyondaki turistik ürünlerden biri olarak belirtilmiştir. Lopez ve Sanches (2011) tarafından yapılan bir çalışma, gastronominin turizm destinasyonlarının rekabetçiliğinin geliştirilmesinde çok önemli bir unsur olduğunu göstermiştir. Ritchie ve Crouch (2003) tarafından yapılan başka bir araştırmada, gastronominin turistik destinasyon rekabetçiliğini oluşturan miras kaynaklarını temsil ettiğinden bahsedilmiştir. Yerel mutfak, Woyo ve Slabert (2020) tarafından kültürel faktörler aracılığıyla destinasyon rekabetçiliğinin ölçümlerinden biri olarak aktarılmıştır.

Pazarlama alanındaki marka kavramı, isim, his, tat, tasarım veya farklılaştırılmış sembolün benzersizliğini ifade eder (Kotler ve Armstrong, 2012). Bir marka olarak yerel gastronomi, turistleri belirli bir yerel gastronomi ürünlerini tadarak ve geçmişi, tarihi, gelenekleri ve kültürleri hakkında bilgi edinerek bir bölgenin kimliğine ve ayırt ediciliğine dahil olmaya motive eden bir bölge (destinasyon) duygusunu artırarak turizm destinasyonlarını ayırt etmeyi kolaylaştırır (Lee ve Scott, 2015; Jolliffe, 2016; UNWTO, 2017). Bazı destinasyonlar gastronomik ürünler için

aynı ismi verebilmektedir ancak aralarındaki farklılıklar pişirme hazırlığı, malzemeler, tarih ve yeme tarzında ortaya çıkmaktadır (Silkes v.d., 2013; Lee ve Scott, 2015).

Destinasyonda turizmin sürdürülmesi, turizm kaynaklarının mevcut neslin yararına etkin bir şekilde tüketilmesini ve gelecek nesillerin de aynı kaynaklardan faydalanabilmesini, hem devam eden turistlerin hem de ev sahibi destinasyonun ihtiyaçlarını karşılayacak şekilde geliştirilmesini ve gelecek için korunmasını içermektedir (Wibisono vd., 2021; Mcminn, 1997). Sürdürülebilir turizm, ekonomik, kültürel ve çevresel olmak üzere üç boyutu kapsamaktadır (UNWTO, 2017). Gastronomik kaynakların sürdürülebilir turizm destinasyonlarına uygulanabilmesi için sürdürülebilir turizmin ekonomik, sosyo-kültürel ve çevresel tüm boyutlarını kapsaması gerekmektedir (Yurtseven, 2007). Bunun dışında, yerel kalkınmayı geliştiren, sosyokültürel uygulamaları koruyan ve olumlu çevresel etkileri sürdüren gıda ile ilgili faaliyetleri ifade eden sürdürülebilir gastronomi olarak kabul edilen bir kavram vardır (Pramezwary ve Ayuningsih, 2019; Yurtseven (2007). Yine, tüketicinin güvenliğini ve beslenmesini gözeten ancak aynı zamanda ekonomik, sosyal ve çevrenin korunmasıyla da ilgilenen sürdürülebilir bir gıda sistemi anlayışı vardır (Avrupa Komisyonu, 2020).

Yerel toplumun kalkınması, belirli bir bölgesel konumdaki yerel halkı sosyal, ekonomik, çevresel ve politik melekeleri içeren yaşamın tüm yönlerinde dönüştürme ve güçlendirme süreci olarak açıklanmıştır (Reid ve Van Dreunen, 1996). Yerel gastronomi, yerel toplum kalkınması için bir unsur olarak ele alınmaktadır. Putra (2021), yerel gastronominin topluluk içinde var olmasının ve turistler tarafından tüketilmesinin, hem yerel gıda üretimi hem de diğer topluluk kaynakları için istihdam fırsatlarının yaratılmasıyla sonuçlanabilecek diğer topluluk tarafından üretilen malzemeler için dolaylı bir etki ve talep geliştirdiği için yerel ekonomiyi kolaylaştırdığını tasvir etmiştir. Yerel gastronomi, tarım, balıkçılık ve hayvancılık gibi diğer farklı yerel veya geleneksel ekonomik faaliyetlerle ilişkilendirilmiştir (UNWTO, 2017). Giampiccoli (2020), yerel gastronominin alternatif tarımı kolaylaştırdığını, bunun da doğal çevrenin ve topluluk üyelerinin bütüncül sağlığının korunmasına büyük katkı sağladığını belirtmiştir. Quan ve Wang (2004), turizm harcamalarının üçte birinden fazlasının gastronomiye ayrıldığını aktarmıştır. Gastronomi, belirli bir destinasyonun tarımsal faaliyetlerine ilham vermekte, tarımın geliştirilmesi yoluyla topluluk, topluluk gelirini artırmak için bir turizm türü olarak (agro-turizm) belirebilmektedir (Yurtseven ve Karakas, 2013). Bunun yanı sıra yerel gastronomi,

gastronomi turizmi, tarım turizmi, balıkçılık turizmi, toplum temelli turizm, sürdürülebilir turizm ve eko-turizm gibi diğer turizm türlerini teşvik etmek için kaynak görevi görmektedir (Aulet vd., 2019; Diaconescu vd., 2016).

Yerel gastronomi de dahil olmak üzere gıda sektörünün karşı karşıya olduğu en büyük zorluk gıda kaynaklı hastalıklardır. Gıdalardaki tehlikeler biyolojik, fiziksel ve kimyasaldır (FAO &WHO, 2017). Uluslararası Gıda Politikası Araştırma Enstitüsü'ne göre (2003) gelişmiş ülkelerin çoğu Güney Asya ülkeleri tarafından üretilen gıdaları reddetmektedir. Çin'de 2002 yılında Tangshan restoranlarındaki gastronomi ürünlerinden 200 kişi hastalanmış ve 38 kişi hayatını kaybetmiştir (Watts, 2000; CNN, 2002). Gastronomi hizmetlerindeki hastalık salgını Amerika'nın güney ve orta ülkelerine olan turizmi düşürmektedir. Peru 1991 yılında kolera salgınının patlak vermesinin ardından hizmetlerden ve turizmden toplam 770 milyon dolar kaybetmiştir (Zuckerman, 2007). 1993 yılında, Caledonian Star Cruise olarak bilinen bir turist yolcu gemisinde gıda zehirlenmesi vakası kaydedilmiş, 2007 yılında da Dominik Cumhuriyeti'nde Bahia Principle Otel'de gıda zehirlenmesi vakası kaydedilmiştir (COMCEC, 2017).

ARAŞTIRMA YÖNTEMİ

Bu araştırma Zanzibar adalarında gerçekleştirilmiştir. Zanzibar, Afrika'nın doğusunda yer alan ve 45'ten fazla ada içeren bir takımadadır (Iddi, 2011). Bu çalışma, kentsel batı bölgesi, Kuzey bölgesi ve Güney bölgesi olmak üzere üç bölgeden oluşan Unguja Adası'nın kırsal alanına odaklanmıştır. İki bölge (Kuzey ve Güney) Zanzibar Adaları'nın tamamını temsil edecek şekilde seçilmiştir. Bu iki bölgeyi seçmek için araştırmacı tarafından iki kriter kullanılmıştır; birincisi, bu bölgelerin tarım ve balıkçılık gibi yerel gastronomi faaliyetlerinin gerçekleştirildiği kırsal alanda bulunması, ikincisi ise bu iki bölgenin oteller, restoranlar, beyaz kumlu plaj ve diğer cazibe merkezleri ve rekreasyonel işletmeler gibi farklı turizm kaynakları ve kuruluşlarıyla çevrili olmasıdır.

Araştırma nitel olarak tasarlanmıştır. Nitel veri terimi, doğası gereği sayısal veya nominal olmayan ve katılımcıların kelimeleri, ifadeleri, duyguları ve fikirleri aracılığıyla aktarılabilen toplanan materyalleri ifade eder (Graue, 2015). Bu nedenle, bu çalışmada araştırmacı tarafından kullanılan veri toplama yöntemi görüşmedir. Kumar (2018) ve Kvale'ye (1996) göre görüşme, sözlü bir alışverişi ifade eder ve yüz yüze veya telefon aracılığıyla gerçekleştirilebilir. Bu çalışmada yarı yapılandırılmış

görüşme formu kullanılmıştır. Bu türde görüşmeci, görüşme programında belirtildiği gibi benzer bir ifade ve soru sırası kullanarak önceden düzenlenmiş bir dizi sorgulama talep eder ve aynı zamanda araştırmacının katılımcıların yanıtlarını derinlemesine keşfetmesine olanak tanır (Magaldi ve Berler, 2020). Veri toplama süreci, çevrimiçi Whatsapp görüşmesi yoluyla gastronomi konusunda deneyimli beş katılımcıyı içeren bir pilot çalışma ile başlamış ve elde edilen verilerin doğasını test etmek için düşünceleri yazıya dökülmüştür. Bundan sonra araştırmacı, veri doygunluğuna ulaşılana kadar görüşülen kişi sayısını artırarak görüşmelere devam etmiştir. Görüşme süresi yaklaşık 35-45 dakika sürmüştür.

Deneyimli bir örneklem seçme ve diğerlerini çalışmada sunabilme prosedürleri, her nitel çalışmanın araştırmacıları tarafından dikkate alınması gereken çok önemli bir durumdur (Omona, 2013). Bu çalışmada amaçlı örnekleme kullanılmıştır. 20 deneyimli katılımcıdan oluşan örneklem çerçevesi, yerel gastronomi hizmetleri sağlayıcıları, köylerdeki turizm profesyonelleri, yerel tur operatörleri ve yerel yönetim yetkililerinden oluşmaktadır. Bu çalışmanın amacı, çalışılan konuya dayalı deneyim ve bilgiye sahip bir örneklem seçmektir. Araştırmacı, yukarıda belirtilen örneklem çerçevesine dayanarak katılımcıları seçmiş, kriterleri karşılayanlarla iletişime geçerek onları bilgilendirmiştir. Çalışmada görüşülen kişilerden izin almak amacıyla bilgilendirilmiş onam hazırlanmıştır.

Nitel veri analizi, araştırma sorularına çözüm bulmak için olguların tanımlanmasını, sınıflandırılmasını, birbiriyle ilişkilendirilmesini ve verilerin özetlenmesini içerir (Graue, 2015). Çalışmada veriler tematik olarak analiz edilmiştir. Analiz sürecinde Braun ve Clarke (2006) tarafından geliştirilen prosedür izlenmiştir. Brown ve Clarke'a göre (2012) tematik analiz, nitel araştırmalarda verilerin sistematik bir şekilde analiz edilmesini ifade eder ve örüntülerin belirlenmesi, anlamlı formlara ve veri kümelerine dönüştürülmesi sürecini kapsar.

BULGULAR

Bu çalışma 6 ana tema 34 minör tema ve 9 alt minör tema ortaya koymuştur.

Yerel gastronomi anlayışı

Görüşme rehberinin ilk hedefi, yerel gastronomi anlayışı hakkında bilgi edinmeye dayanmaktadır. Görüşmelerden elde edilen veriler doğrultusunda katılımcıların gastronomiye yüklediği anlamlar şu şekilde sınıflandırılmıştır: (i) yiyecek olarak yerel gastronomi (ii) içecek olarak yerel gastronomi (iii) yerel

gastronomi ile ilgili faaliyetler (iv) kültürel ürünler olarak yerel gastronomi (v) miras olarak yerel gastronomi ve (vi) yerellik.

Zanzibar'da Yerel Gastronomi Turizmi Potansiyelleri

Bu tema, katılımcıların gözünden Zanzibar'daki yerel gastronomi turizmi potansiyelini değerlendirmeyi amaçlamaktadır. Görüşülen kişilerin Zanzibar'da gastronomi turizmini farklı açılardan belirtilen kategorilerde değerlendirmişlerdir: (i) Zanzibar turizminin bir bileşeni olması (ii) Gastronomik kuruluşlar ve çekicilikler (iii) Lezzetli yiyecekler (iv) Zanzibar'ın çekici bir yiyecek geçmişine sahip olması ve (v) Coğrafi konum. Bunlara ek olarak, baharat çiftlikleri, halka açık alanlar, gıda pazarları, restoranlar ve festivalleri içeren gastronomik cazibe merkezleri gibi alanlar da bulunmaktadır.

Zanzibar'da Yerel Gastronominin Önündeki Engeller

Bir destinasyondaki turizm sektörünün kırılgan ve farklı sorunlarla karşılaşabilen doğası nedeniyle, bu bölümün ana hedefi bir turizm destinasyonu olarak Zanzibar adalarında yerel gastronominin karşı karşıya olduğu karmaşık ve kaotik durumu gözlemlemektir. Görüşülen kişiler tarafından Zanzibar'ın yerel gastronominin karşı karşıya olduğu sorunlar hakkında çok şey sunulmuştur. Bu düşünceler şu şekildedir: (i) Saygın gastro-servislerin sayısının az olması. (ii) Gastronomi turizmine ilişkin farkındalığın düşük olması. (iii) Yabancı yiyeceklerin varlığı (iv) Tanıtım yetersizliği (v) Hijyen ve gıda kaynaklı hastalıklar (vi) Post-modernite (yerel gastronominin karşı karşıya olduğu bir sorun olarak görülüyordu çünkü Zanzibar'daki gençlerin çoğu batı kültürünü benimseyerek yerel gastronomi de dahil olmak üzere yerel kültürü görmezden geliyordu) (vii) İklim değişikliği.

Yerel Halk için Yerel Gastronomi

Bu tema, yerel gastronominin bir turizm destinasyonu olarak Zanzibar'daki yerel toplumu nasıl destekleyebileceğini ortaya koymayı amaçlamaktadır. Elde edilen veriler doğrultusunda tüm sonuçlar aşağıdaki gibi kategorize edilmiştir: (i) Toplumu gastronomik faaliyetler konusunda bilgilendiren ve yönlendiren dostane politikalar aracılığıyla. (ii) Tarım sektörü aracılığıyla. (iii) Balıkçılık sektörü aracılığıyla (vi) Gastronomi eğitimi aracılığıyla (v) Toplum temelli turizm aracılığıyla (vi) Gıda girişimciliği aracılığıyla (vii) Hükümet sorumlulukları aracılığıyla ve (viii) fizyolojik ihtiyaçlar aracılığıyla.

Zanzibar ve Gastronomi Markası

Bu temada, Zanzibar'ı gastronomi turizmi destinasyonu olarak markalaştırmak için kullanılabilecek unsurlar sunulmuştur. Katılımcılar tarafından farklı görüşler aktarılmış ve bunlar şu şekilde kategorize edilmiştir: (i) destinasyon kimliği (ii) Marka değeri (iii) yemek benzersizliği (iv) çoklu yiyecek. Son tema olan çoklu yiyeceklerin (a) Geleneksel yiyecekler (b) baharatlar (c) deniz ürünleri ve (d) Zanzibar meyveleri gibi alt bölümleri bulunmaktadır.

Zanzibar Yerel Gastronomisi için Öneriler

Bu temanın ana hedefi, Zanzibar'da yerel gastronominin karşı karşıya olduğu tüm sorunlara yön verebilecek çözümler için görüş alınmasıdır. Görüşülen kişiler tarafından birçok düşünce dile getirilmiş ve fikirler beş boyutta kategorize edilmiştir: (i) Yerel gastronomi için pazarlama. (ii) Devlet desteği. (iii) Kamu Özel Ortaklığı ve yerel gastronominin yerel halk, iş örgütleri ve hükümet arasında işbirliğine ihtiyacı. (iv) İnovasyon ihtiyacı ve (v) topluluk gastronomi kaynaklarının kullanılması.

TARTIŞMA VE SONUÇ

Çalışma, yerel gastronominin Zanzibar gibi bir destinasyonun sürdürülebilirliği ve pazarlanması için bir katalizör olduğunu göstermektedir. Daha önce sunulduğu üzere, bu çalışma dört araştırma sorusu/amacına ulaşmak için tasarlanmıştır: Yerel gastronominin destinasyon rekabetçiliği için bir kriter olup olmadığını incelemek, yerel gastronomiyi bir destinasyonun markalaşması için bir ürün olarak incelemek, yerel gastronomiyi yerel toplumun kalkınması için bir unsur olarak incelemek ve yerel gastronominin bir destinasyonun pazarlanması ve sürdürülmesinde karşılaştığı çıkmazı incelemek. Çalışma, yerel gastronomik kaynakların destinasyon rekabetçiliğine ulaşmak için güçlü bir kriter olduğunu, yerel gastronominin aynı zamanda bir destinasyonu benzersiz kılarak belirli bir turistik bölgeyi diğerleriyle markalaştırmaya yardımcı olabileceğini ortaya koymaktadır. Yerel gastronominin aynı zamanda yerel halkın çok sayıda ekonomik ve sosyal sorundan kurtulmasını sağlayan yerel toplum gelişimi için bir katalizör olduğu görülmektedir. Ve son olarak gastronominin, yerel gastronomik faaliyetlerin etkinliğini ve verimliliğini durduran çeşitli engeller tarafından engellendiğine tanık olunmuştur.

Bu çalışmanın önerileri, politika reformu, gastronomik unsurların standardizasyonu, pazarlama, eğitim, yatırım ve hükümetin özel kuruluşlarla işbirliği yapmasına dayanmaktadır. Hükümet, kültür turizmi, toplum temelli turizm ve kırsal turizm gibi faaliyetleri kapsayan tüm alternatif turizm unsurları ile beraber özellikle

yerel gastronomi turizmiyle ilgilenecek küçük bir özel birim oluşturmalıdır. Bu birim aynı zamanda tarım, balıkçılık, kültür ve çevre sağlığı gibi diğer ilgili birimlerle de yakın koordinasyon içinde olmalıdır. Araştırmacı ayrıca, hizmet kalitesini, çevreyi ve insan sağlığını ölçerek nicel araştırmaların yapılması gerektiğini açıklayarak daha fazla çalışma alanı önermektedir. Ayrıca deniz ürünlerinin, meyvelerin, baharatların veya geleneksel yemeklerin Zanzibar turizmi üzerindeki etkisini derinlemesine araştıran özel çalışmalar yapılmalıdır. Bulgular, bu kaynakların varlığının Zanzibar'ın gastronomi turizmi ile ilgili rekabet içinde olmasını sağladığını göstermektedir.