INTERNATIONAL TOURISTS PERCEPTIONS OF THE KENYAN ETHNIC CUISINE: A CASE OF FIVE STAR HOTELS IN NAIROBI

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MARCH, 2010
DECLARATION
This is my original work and has not been submitted to any other university for any award

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We confirm that the work reported in this thesis was carried out by the candidate under our supervision.

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DEDICATION

This thesis is dedicated to the Almighty God and my beloved family for their initiative, tremendous support and sacrifice they put across to make me complete my Masters programme.
ACKNOWLEDGEMENTS

This thesis has been developed into a planned product through committed hands, minds and hearts of many people. It would be impossible to mention all, but several people deserve special recognition; First, I wish to thank the almighty God for granting me wisdom, strength and good health throughout the research and thesis writing. I wish to take this opportunity to express my deep appreciation to my supervisors, Prof J. Waudo and Dr. A. Ondigi for their great support and academic guidance throughout the study, God bless.

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ABBREVIATIONS

GDP: Gross Domestic Product
Ho: Hypothesis
KTB: Kenya Tourism Board
MS: Microsoft
SN: Scientific Name
SPSS: Statistical Package of Social Science
UNWTO: United Nation World Tourism Organization
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ABSTRACT

In the past two decades, tourism has emerged as one of the world’s major industries, exceeding many manufacturing industries and other services in terms of sales, employment and foreign earnings. Many hospitality establishments in Kenya have in the recent years embraced and promoted the Kenyan Gala nights featuring particularly music and cuisine from different Kenyan ethnic communities. However, little has been done in Kenya to assess the perceptions of Kenyan ethnic cuisine by international tourists. This is instrumental in promoting the inclusion of components of gala nights particularly the ethnic cuisine in the normal restaurant menu. The study therefore, assessed the perceptions of the local cuisine by international tourists with the aim of promoting the Kenyan ethnic cuisine as a strategy towards destination branding, promoting culture tourism and increasing multiplier effects of tourism earnings. The study adopted a cross section descriptive survey design and was carried out in Nairobi city. The study targeted 229 foreign tourists (adults) randomly selected and seven managers from the seven five star hotels. The study targeted 33 respondents from each hotel. Data were collected using questionnaires and interviews. Demographic characteristics and perceptions of the Kenyan ethnic cuisine was done by running Chi-square tests on SPSS and also, carried out was the multiple regression analysis in which the dependant variable was perceptions while the independent variables were gender, age, marital status and level of education. The collected data were edited, coded, cleaned and P-values or level of significance to test reliability were also carried out. The study found out that international tourists perceived positively the Kenyan cuisine. This is because out of the total number 131 that had tasted the Kenyan cuisine, 64 percent were willing to choose the Kenyan cuisine in the menu like the other meals because of curiosity, as part of fun in traveling and that their experience after tasting the Kenyan cuisine was good. Hotels should establish priorities among the strategic moves that are likely to improve a customer’s repeat purchase. They should come up with ways of improving the quality of the Kenyan ethnic cuisine while maintaining the real traditional touch and taste in it. Marketers and promoters of Tourism and Hospitality should communicate unique destination features of Kenya and this can influence tourist behavior i.e. food and drinks of the 42 tribes.
CHAPTER ONE

INTRODUCTION

1.1 Background of the study

During the past two decades, tourism has emerged as one of the world’s major industries exceeding manufacturing industries and other services in terms of sales, employment and foreign earnings. Governments all over the world have realized this fact thus tourism planning and development has become a central policy matter in many nations of the world. According to the Manila Declaration on World Tourism (UNWTO, 2001), tourism is considered an activity essential to the life of nations because of its direct social, cultural, educational and economic effects as well as international relations.

Amman Declaration on peace through tourism (2000), recognize that travel and tourism is a worldwide social and cultural phenomenon, engaging people of all nations as hosts and guests and as such is a humanity’s truly global activities and that travel and tourism is one of the world’s largest and fastest growing industries, creating one in eleven jobs, contributing to international and regional economic growth, bridging disparities between developed and developing countries and bringing prosperity which fosters peace and that peace is an essential precondition for travel and tourism and aspects of human growth and development (Goeldner and Ritchie, 2003).
They also mentioned that the development of tourism as a global vehicle for promoting understanding, trust and goodwill among people of the world requires an appropriate political and economic framework.

At face value, it can be argued that the development of tourism in Kenya has been an African success story and the industry has contributed to the growth of the country’s Gross Domestic Product (GDP). In this regard, it is important to point out that tourism earning has surpassed those from tea and coffee (Akama, 2007). This is well illustrated in Table 1.1.

Table 1.1: Earnings from Coffee, Tea and Tourism (Millions Kenya Shillings)

<table>
<thead>
<tr>
<th>Year</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee</td>
<td>5,441.1</td>
<td>5,956.7</td>
<td>7,284.5</td>
<td>8999.1</td>
<td>10,023.6</td>
<td>9,089</td>
</tr>
<tr>
<td>Tea</td>
<td>33,414.7</td>
<td>34,631.1</td>
<td>41,212.2</td>
<td>38,826.9</td>
<td>45,162.0</td>
<td>43,887</td>
</tr>
<tr>
<td>Tourism</td>
<td>21,735</td>
<td>26,382</td>
<td>38,457</td>
<td>48,874</td>
<td>56,200</td>
<td>65,400</td>
</tr>
</tbody>
</table>


Over the years, tourism has been developed to be a leading sector in achieving the goals of Kenya Vision 2030. Kenya aims to be among the 10 long haul tourist destination in the world offering a high-end, diverse and distinctive visitor experience that few of her competitors can offer. Three specific goals for 2012 included to quadruple tourism’s GDP contribution to over KSh.80 billion; to raise international visitor from 1.8 million in 2006 to 3 million in 2012, while raising average spent per visitor from the present KSh.40,000 to at least KSh.70,000; to increase hotel beds from 40,000, combined with an emphasis on a high quality service. The specific strategies for realizing the goals will involve an aggressive strategy to develop Kenya’s Coast (North and South) by developing resort cities
in two key locations; achieving higher tourists revenue yield by increasing the
country's premium safari parks and extending facilities in other under-utilized parks;
creating new high value niche products (e.g. cultural, eco- and water-based tourism);
revamping business-visitor offering by attracting high-end international hotel chains and by

Many Hospitality establishments in Kenya have in the recent years embraced and promoted
the Kenyan Gala nights featuring Music and Cuisine from different Kenyan ethnic
communities. During such Gala nights, there is participation of both international and
domestic tourists. During Gala nights, international tourists are seen to be sampling
different kinds of ethnic cuisine and local drinks. This clearly shows that Kenya has
potential of increasing its foreign earnings through proper development of Gala nights.

Cultural aspects of tourism are considered to cover all aspects of travel whereby people
learn about each other’s ways of life and thought. Personal international contacts have
always been spreading ideas about cultures. Tourism is thus, an important means of
promoting cultural relations and international co-operation. Development of cultural factors
within a nation is a means of enhancing resources for tourism as an element of attraction
for visitors. In many countries, tourism has been linked to “cultural relation” policy. It is
used to promote not only knowledge and understanding but also as a favorable image of the
nations among foreigners in the travel market (Goeldner and Ritchie, 2003). The Kenyan
ethnic cuisine can be developed as a new cultural product for Kenyan tourism which will
improve the country’s image internationally.
Goeldner and Ritchie (2003) further reported that, the channels through which a country presents itself to tourists can be considered its cultural factors. These are the entertainment, food, drink, hospitality, architecture, manufactured and handcrafted products of a country and all other characteristics of a nation’s way of life. Successful tourism is not simply a matter of having better transportation and hotels but of adding a particular national flavour in keeping with traditional ways of life and protecting a favorable image of the benefits of tourists of such goods and services.

Blackwell (1997) and Boniface (1998) found out that cultural tourism involves tourists experiencing and having contact with the host population and its cultural expressions, experiencing the uniqueness of its culture, heritage and characters of its place and people. Tourists are motivated by such experiences and from them aspired to be both entertained and educated. The Kenyan hotels can use their staff to display the local cuisine and areas of service in a unique and natural way which will attract tourists. This study recognized the importance of cultural tourism and the need for promoting and conserving it locally and internationally. The study has therefore, attempted to assess the perceptions of the Kenyan ethnic cuisine by the foreign tourists.

1.2 Problem Statement

The importance of cultural tourism has long been recognized in Kenya. However, there is little information on the factors that determine the choice of an individual tourist. The key problem in Kenya is over-reliance on Wildlife and Beach which have resulted in the normal temptation to visualize the country as a single destination in their own rights by scholars and planners. This is so despite the evident regional diversity of Kenyan ethnic cuisine.
Wildlife and Beaches in Kenyan Tourism, needs to be rejuvenated through the promotion of diverse cultures in the Kenyan ethnic cuisine which will increase the multiplier effect of tourism earnings. This is due to increased degradation and reduction of the quality of Kenya’s tourism product because of tourism congestion along the coastal region, National parks and game reserves during peak seasons. This has resulted into environmental pollution and marine resource degradation as a result, the overall quality of Coastal tourist attraction, National parks and Game reserves are increasingly being degraded (Achiron and Wilkinson, 1986; Akama, 1997), and thus it can be sustained through development of local cuisine as a new Kenyan product.

Many international tourists travel overseas to experience culture of a host destination and learn about the cultural differences in traditions, food or dance. Many travellers are motivated by the cultural uniqueness of the foreign tourism product. Turner and Ash (1975) indicated that, when tourists purchase a vacation as a package they also buy culture as a package. Regardless of how ancient or complex the destination culture, it is reduced to a few recognizable characteristic such as food, music, dance, arts and crafts, building and special function and ceremonies is promoted as commodity’ (Reisigner and Turner, 2003).

However; little has been done in Kenya to assess the perceptions of the Kenyan ethnic cuisine by the international tourists. This would be instrumental in promoting the Kenyan ethnic cuisine as a new product in the normal restaurant menu. Therefore the study explored the perceptions of the international tourists of the Kenyan ethnic cuisine. This is because for Kenya’s tourism industry to contribute to long-term sustainable socio-
economic development, an alternative tourism strategy is required to assist in ameliorating social, economic and environmental problems that seriously confront the industry.

Development of Kenyan ethnic cuisine as an alternative Kenyan tourism product can be promoted, branding it to be a new product, thus with the other elements can assist in minimizing the negative impacts of tourism and enhance its efficacy in promoting long-term sustainable development. This is because sustainable tourism developments meet the needs of the present tourists and the host regions while protecting and enhancing tourism for the future. It’s envisioned as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (UNWTO, 2001).

Kenyan ethnic cuisine should be nurtured to become a brand image, which can be a very important influence to the behaviour of customers i.e. international tourists (Dobni and Zinkhan, 1990). This is because brand image is “the perception about a brand reflected as associations existing in the memory of the consumer” (Keller, 1993). The association is created in the three potential ways: direct experience with the product/service, from information sources or from references to pre-existing associations (Martínez and Pina, 2003).

1.3 Purpose of the Study

The purpose of the study was to assess international tourists’ perception of the Kenyan ethnic cuisine. The study provided vital information that would lead to more focused development of cultural tourism as a strategy for promoting Kenyan cuisine as a new
tourism product in Kenya, and to help position Kenya as the preferred tourist destination in Africa.

1.4 Objectives of the Study

The main objective of this study was to assess international tourists’ perceptions of the Kenyan ethnic cuisine with the aim of determining the possibility of promoting the Kenyan ethnic cuisine as a strategy regional destination differentiation.

Specific Objectives:

1. To establish the rate at which international tourists visiting 5-Star hotels in Nairobi consume Kenyan ethnic menu items.
2. To confirm the factors that motivates international tourists to choose the Kenyan ethnic menu items.
3. To assess the international tourists’ perception of the Kenyan ethnic cuisine.
4. To propose an integrated framework for promoting the Kenyan ethnic cuisine to the international tourists.

1.5 Null Hypotheses

$H_{01}$. International tourists visiting Kenya have a negative perception of Kenya’s ethnic cuisine.

$H_{02}$. The international tourists’ perception of the Kenyan ethnic cuisine does not influence their choice of the destination

1.6 Significance of the Study

The findings of this research have both practical and theoretical implication for the future cultural tourism in Kenya. The findings have great importance to the Ministry of Tourism,
the Kenya Tourism Board (KTB) and the Kenyan Government in planning and policy formulation. The findings will benefit local practicing managers in hospitality establishments in designing menus that champion popular Kenyan ethnic menu items. As a result, various communities in Kenya at grassroots level could use this development to plan the production and supply of ethnic foods to local hotels. The findings would benefit institutions of higher learning as a benchmark for researchers and Hotels as a basis for literature.

1.7 Limitations

The study was limited to the international tourists’ category and those who particularly used the specified 5-Star accommodation facilities within Nairobi city only. It is important to note that some of the targeted tourists were uncooperative. In this regard, any generalization that may reflect a national framework should be done with caution. The questionnaires taken by some hotels were not returned to the researcher and the language barrier posed a great challenge to a number of international tourists, especially those from non English speaking countries.

1.8 Assumptions

It was assumed that tourists who travel have positive perceptions towards the culture of the host destination thus likely to accept the local ethnic cuisine.

1.9 Conceptual Framework

Gullahorn and Gullahorn (1963) proposed a U-curve of cultural adjustment or satisfaction with sojourn: initial optimism, consequent disappointment, adaptation and the gradual
recovery. The U-curve has been extended to the W-curve (Gullahorn and Gullahorn, 1963; Trifonovitch, 1977). An additional stage of a re-entry (return home) has been adopted.

In the first stage, ‘honeymoon’, when they prepare themselves for travel, they are excited about going to a new culture and their expectations are high. In the second stage, ‘hostility’, travellers arrive in a new culture and start experiencing culture shock. They discover cultural differences between the host and a home culture, feel frustrated and unable to solve problems in a familiar way, reject the new culture and seek out people from the home culture. In the third stage ‘humor’, visitors adjust to the host culture, begin to appreciate the new culture, interact with the locals, learn the local language and even joke in a foreign language. They spend less time with people of the home country, accept differences and become adjusted to the host culture.

In the fourth stage, ‘at home’, individuals look forward to returning home regret that they have to leave the new culture and become happy about returning home. In the fifth stage, ‘reverse culture shock’, travellers experience re-entry shock upon return to the home culture. They feel that the home culture has changed and does not match reality; they can’t find familiar cues in the home environment, feel confused, alienated, and unable to fit into their own culture and become depressed. In the sixth stage, ‘readjustment’, tourists learn to cope with the problems at home.

From the conceptual framework, we learn from the six stages the various changes that take place in the individual tourists. Kenyan’s should promote its culture to the international
tourists so that they become alienated with diverse ethnic cuisine thus unable to fit in their own cultures, this will lead to frequent visits from these tourists which will increase the multiplier effect to the tourism earnings.

**Figure 1.1: The U-curve and W-curve of cultural change, adaptation and adjustment over Time**

![Diagram showing the U-curve and W-curve of cultural change, adaptation and adjustment over time]

- **Enjoyment**
  - High
  - Optimism
  - Adaptation
  - Recovery
  - Readjustment
- **Medium**
  - Disappointment
- **Low**
  - Reverse shock

*Source: Reisinger and Turner, (2003)*
1.10 Operational Definitions of Key Terms

**Perception** - This is an individual’s interpretation or judgment of a given scenario or a particular experience.

**Kenyan ethnic Cuisine** - This is a conglomeration of the type of foods and the style of cooking used by the various ethnic communities living in Kenya.

**Culture** – This is the sum of customs/traditions and beliefs, art, way of life and social organization of a particular people or group.

**International tourist** - Is a person who is traveling or visiting another country for pleasure.

**Ethnic** – This is a social group of people exhibiting a common lineage of kinship as well as way of life.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, materials related to perceptions of international tourists of the Kenyan ethnic cuisine are reviewed. Literature review is divided into the following sub-topics: consumption of the local cuisine by international tourist, food choice of the international tourists, perceptions of the local cuisine by international tourist, ways of improving culture, Kenyan ethnic cuisine and Summary of literature review.

2.2 Consumption of the Local Cuisine by International Tourists

Food and drink of a country are among its most important cultural expressions. The tourists enjoy native foods, particular items of a local or ethnic nature. When traveling, trying out local dishes is part of the fun (Goeldner and Ritchie, 2003).

Food is a powerful cultural medium, symbolizing important relationships and social institutions. Sociality, and social order are embodied in food sharing, by rituals and ceremonies involving food and attempts to introduce new types of food are regarded as dangerous, immoral or anti-social (Leslie, 1995). Food is important not only as a source of nourishment but also for developing trading and cultural links between nations. From ancient days to the modern world, food taste preferences have been closely linked to cultural development (Len et al, 2001).
2.3 Food Choice of the International Tourists

Valerie L. Smith's (2000) identification of several type of tourism: cultural tourism is travel to experience and in some cases, participate in a vanishing lifestyle that lies within human memory. The picturesque setting or “local colour” in the destination area is the main attraction. Destination activities typically include meals in rustic inns, costume festivals, folk dance performance and arts and crafts demonstrations in “old-style” fashion (Cooper et al, 2005).

Restaurants and hotels can make a favourable impression on the tourist if they feature local dishes and also perhaps an explanation on the menu about what the dish consists of and how it is prepared. Of particular appeal is the type of restaurant in which the atmosphere complements the type of food being served inside. The tourist considers eating and drinking important aspects of a vacation. How these foods and drinks are presented are of great importance. Among the happiest memories maybe the experience of dining in a particular attractive or unusual eating place where local foods were prepared and served. Encouragement from tourist organization for restaurants and hotels to feature local food is highly recommended. Advertising messages that include reference to the local food are highly effective. Kenyan hotels have a chance of promoting Kenyan tourism through the local cuisine since that is part of what tourists look forward to when they travel to a new country (Goeldner and Richie, 2003).

With the perception that consumer tastes, needs and expectations are continually changing and becoming more complex and adventurous, retailers aim to provide a more effective range of high quality foods as profitably as possible. This in turn exerts an influence on the
type, range and quantity of goods offered and the market is becoming increasingly refined and hyper-segmented to accommodate consumers who are becoming “increasingly demanding and sophisticated” (Hogarth-Scott, 1998).

Consumer interest in and acceptance of ethnic foods continues to expand and reflect the increasingly pluralistic composition of contemporary societies (Crest, 1997). In the past decade, ethnic foods have become widely available and increasingly popular in Western food markets. Many consumers desire alternatives to old food habits. The increase in diversity of populations within individual nations has fueled consumer demand for more culturally diverse foods. Increased interest in ethnic foods may be a reflection of the changing cultures of consumers, as a result of individual from different cultural backgrounds being in continuous contact (Iqbal, 1996).

2.4 Perceptions of Local Cuisine by International Tourists

A significant part of the international tourist holiday is contact with local hosts-people who are associated with tourism and travel industry such as hoteliers, restaurants, shop assistants, custom officials, tour guides and many others who provide services to tourists. These people greatly contribute to the perceptions tourist develop of the visited destination. Thus, the cultural differences which influence the quality of the interpersonal interaction between tourists and hosts can significantly add to tourist holiday experiences and satisfaction (Reisinger & Turner, 2003).

‘The purpose of culture is so diverse, it dictates what clothes to wear, what kind of food to eat, what to say, how to serve guests or what to do in a dinner party’ (Herbig, 1988: pg
It also encourages a particular communication style, culture has the power to shape perception, develop feelings, images and stereotypes’ (Dodd 1998).

Many definitions of culture indicate that culture is the sum of people’s perceptions of themselves and the world (Urriola, 1987). The similarity in people’s perceptions indicates the existence of similar cultures, sharing and understanding of meaning (Samovar et al. 1981).

It may be argued that tourism in itself is a culture industry in that cultural product and experiences are promoted as tourist attraction (Prentice, 1997). Craik (1995:87) concluded that there are three elements of tourism as a culture: the cultural elements of tourist products and packages, the sophistication of tourists’ perceptions and experiences of destination cultures and the cultural consequences of the tourist development on the resident communities. Evans (1976: 191) and D’ Amore (1983) postulated that cross-cultural communications between tourists and their hosts may promote adaptive changes in local culture while preserving or revitalizing local ethnic and cultural identity. This would motivate visitor to return to their own communities where they disseminate knowledge and perceptions of the host society.

Growing recognition of the role tourism plays in cultural interchange came in 1997 with sponsorship and initiation by the UNESCO and the Tunisian Government of an International Forum on cultural Tourism as form of cultural interchange. The findings and recommendations were summarized by Casellas and Galley (1999). Evans (1976)
considered the quality of the cross-cultural communication to be paramount importance if it is to contribute to the understanding between tourists and their hosts.

Gnoth, (1997), concluded that in tourism, perception is the image of a tourist destination that makes an effective the behavior intentions and Baloglu and McCleary (1999) state that perceptions about destination are a function of internal and external motivations to travel which lead to different perceptions about tourist destination. Based on intrinsic and extrinsic motivation, the tourist builds his/her perceptions (Gartner, 1993; Dann, 1996; Baloglu, 1997). Perceptions can be different from the true attributes of the product depending on how the individual receives and processes information. Perception focuses on the attributes of product that affects behavior and not the real attributes of product (Dann, 1981; Pearce, 1982). According to Morrison (1989), perceptions are cognitive measures of tourism destination value. The value represents the opportunity cost of the product (value for money), that is, that perceptions are formed based on a cost benefit assessment.

Gnoth (1997), reports that the perception of a destination may be analyzed from a cognitive or behavioral perspective. Perceptions are of several types: they can have a cognitive component (which result from the evaluation of the destination attributes) and a personal component (that depends on how the individual intends to perceive that destination). The cognitive structure comprises the shaping of a perception represents of internal and external stimuli into “awareness set” which is in fact, a cognitive structure (Woodside and Lyonski, 1989; Crompton, 1979). Personal motives (push motives), as well as the view of the characteristics of the tourism destination (pull motives), determine perceptions. These motives interact in a dynamic and evolving context (Correia, 2000).
The Kenyan ethnic cuisine should be developed and presented to match or even exceed the value of money paid by the international tourists. The food offered in the five star hotels in Kenya should also match the information guests have about Kenya creating a positive perception guests have about Kenya. This is because positive perceptions about a destination are related to a positive summary evaluation of tourist destination attributes (Murphy et al. 2000).

Ways of improving culture

The view is that ethnic foods are ideally placed to satisfy consumer demand for high quality, authentic and unusual food products. The restaurant industry is highly competitive and to attract and retain customers, it is essential that restaurant operators have a deep understanding of the wants and perceptions of consumers who will be most likely to choose their establishment (Gregoire et al., 1995).

It is because of the changes that are taking place in the hospitality industry, such as heightened competitive pressures and increased consumer expectations, there is a growing need for a better understanding of how to develop and maintain customer satisfaction and loyalty (Sundaram et al., 1997). Kenyan hotels need to promote and improve the quality of ethnic food to satisfy international tourists’ perceptions making them to accept our cuisine as authentic and unique food. These operators should again have a better understanding of consumer needs and attitudes so that they can position themselves well in the market taking the advantage of the growing trend towards eating ethnic foods.
It is true that hotel managers and tourist promoters encourage cultural activities of the local population, particularly wood carving and dancing, but other cultural aspects are widely neglected and cultures are less known tribes are mostly ignored at tourist places (Bachmann 1988). The hotel and restaurant managers should promote diverse Kenyan ethnic cuisine as a new product to the Kenyan tourism. This would enable Kenyan tourism to grow in self-actualization to create a distinctive world around them in the different kinds of ethnic foods they offer to their guests.

Wei et al (1989) ‘emphasized the influence of cultural differences on the interaction processes between a service provider and a visitor. Interacting with service personnel is a primary way in which visitors form an impression and make judgments about their hosts.’ Sheldon and Fox (1988) ‘identified many cultural differences in relation to interaction patterns between guests and service providers.’ ‘These differences may lead to different perceptions of what constitutes proper guests’ treatment and can shape different attitudes of hosts towards the tourists they serve’ (Ritcher, 1983).

Considerable attention has been paid to the issue of cultural diversity and its relevance to tourism. Contemporary tourism and increasing mobility expose people to culturally different societies. It is imperative for the industry representatives who operate in the international business environment to understand the influence of national cultures on their consumers, in order to compete successfully for market share. Many people visit foreign destinations to experience different living, traditions and customs. Also, tourism is a service industry where people from different nationalities meet. The quality of their
interaction contributes to their holiday experiences and perceptions of the visited destinations (Reisigner and Turner, 2003)

Some researchers and tourism practitioners have failed to realize the importance of cultural differences for tourists' holiday experiences, satisfaction and consequently repeat visitation. It is generally assumed that tourist holiday satisfaction is determined by material and physical needs and derives from operational buying motives such as the purchase of a product and the level of service provisions. In fact, the ability to attract and satisfy specific markets often depends on psychological needs and is highly dependent upon psychological buying motives such as cultural and psychological interpretation of the product (Ibid)

The development of tourists' products requires the conversion of a cultural asset into a consumable product and that process is achieved through some level of modification, standardization and commodification (Wall and Mathieson, 2006). Tourism practitioners in Kenya should use ethnic cuisine as a consumable product modifying it into a standardized commodity that attracts all guests worldwide.

Knowledge about cultures, both general and specific provides insights into the learned behaviors of different groups. Information gained enables managers to become more cosmopolitan to cope more effectively. International relations in general are bound to be enhanced when management, sales and technical personnel can manage cultural differences within the world market place. Hotel managers, sales and technical personnel in Kenya should manage well and differentiate the Kenyan ethnic cuisine from other cultural features in the world market placing Kenya as a unique destination.
When consumer expectations are met and exceeded by the tourism operations, one can expect repeat business and positive word-of-mouth advertising as well as the ability to maintain or even increase the current level of charging for the existing tourism service. What motivates tourists, how they make decisions, what they think of the products they buy, how much they enjoy and learn during their holiday experience, how they interact with the local people and the environment and how satisfied they are with their holiday. The strongest of all individual travel motivations is simply that of satisfying a need for pleasure. Travel is a unique quality of being able to satisfy this desire to an extremely high degree. The planning and anticipation period prior to the trip can be as enjoyable as the trip itself. In the formulation of marketing programs and advertising, in particular, the pleasurable aspects of a trip need to be emphasized. The prospective traveler should be told how much fun it is to go to the popular as well as of the most uncommon destinations (Goeldner & Ritchie, 2003). Kenyan marketers, promoters and hoteliers should meet and exceed customer expectations to expect repeat business. They should emphasize diverse Kenyan ethnic cuisine as a pleasurable aspect of the trip.

Customer satisfaction is often used as an indicator of whether customers will return to a restaurant. While there is no guarantee of a satisfied customer’s repeat visit, it is nearly certain that a dissatisfied customer will not return. An analysis of the element or attributes of customer satisfaction should provide clues regarding what action a food-service manager should take to increase the likelihood that customers will come back (Domingo, 2002).

As consumers become more affluent they move from satisfying basic physiological needs to fulfilling social and psychological needs (like Maslow’s Model) that are shaped by the
nations and sub-cultures to which they belong. This search for identity through consumption is a key area of interest not only in cultural studies but also to marketers. Marketers need to recognize that in a changing world there are often tensions between the values and sentiments associated with deep-rooted local cultures and the new choices from other countries (Len et al, 2001).

2.6 Kenyan ethnic cuisine

Some of the melodious sounding names for popular Kenyan ethnic cuisine are 'ugali', 'nyama choma', 'githeri', 'samosas', chapatti and 'sukuma wiki' (Berkoff, 2002). Kenya is a large country bordered by Tanzania in the south, Uganda in the west and Ethiopia and Sudan to the north. Indian Ocean washes up on a long Eastern Coast. Geography divides the country into three main regions: tropical lowlands along the coast, fertile highlands and savannas in the middle, and the arid mountains, deep gorges and scattered lakes of the Great Rift Valley in the west. This varied landscape is home to an equally diverse population. Three people - Cushites, Nilotic and Bantu- make-up Kenya’s ethnic groups. Each of these three groups is comprised of several tribes. Some of better known are the Kikuyu, the Luo, the Kalenjin, the Luhy a and the Masai (Anon, 2007). The majority of Kenyans are Christians, including Protestants (38 percent) and Roman Catholic (28 percent), while others practice indigenous beliefs (26 percent). Other denominations include Muslims (6 percent) and smaller numbers of Hindus, Sikhs and Bahais. Kenya has 42 tribes with different kinds of foods and drinks (Rudolph, 2006).

Tastes of Kenya can conjure up many images in the minds of those who have eaten in this country. To Maasai pastoralists, it means meat roasted over an open fire and concoction of
blood and fermented milk which he carries with him on his travel. To his Kikuyu countryman, it is a hearty diet of meat stews served with vegetables and greens and always accompanied by the staple maize porridge known as ugali, further west, the people around Lake Victoria are noted for their fresh fish, as well as tiny silvery dried fish which they make into a delicious stew and served with rice. The Swahili cooks who live along the Coast prepare an incredible variety of meals using fish, tropical fruits, coconut milk and exotic spices. Many of which reflect the influences of traveler who have touched their shores. Further North in Lamu, visitors always remember the tiny cup of spicy coffee and delicate sweet meat, clear indication of the Arab influence on that tiny Island (Eldon & Mullan 1981).

Kenya enjoys a wonderful tropical climate. It is generally warm all year round, with plenty of sunshine and cooler nights and mornings. Visitors are able to enjoy most activities on the beaches and in the National Parks all year round. As the country lies on the Equator, the seasonal temperature changes are not extreme. The Kenya people are warm, friendly and hospitable. One does not feel a stranger as she/he walks down the streets. Despite numerous ethnic tribal divisions and humble lifestyles, Kenyans embrace a great sense of unity and closeness as one people and one country (Anon, 2009).

One delightful element about Kenyan food is its diversity in taste. Kenyan cooking draws upon a variety of ethnic traditions merged with flavors and taste from outside countries. It is because of Kenya’s linkage with foreign settlers and colonization by the British, the Kenyan food have greatly influenced in taste, cooking and presentation by the Indians,
Traditionally, Kenyan ethnic cuisine reflects the agricultural products of the region. Kenyan recipes are generally inexpensive and nourishing, relying heavily on potatoes, rice, millet, sorghum, wheat and maize. Maize is found in a variety of recipes, especially a thick porridge called *ugali* which has become an internationally recognized dish. It is cooked with meat (chicken, goat or beef) or greens and eaten nearly every day. *Karanga*, a stew cooked with goat meat, carrots, onions and potatoes; goat or beef is used for *nyama choma*, although goat is considered a greater delicacy, it is a popular dish in Kenya that is roasted over an open fire then served with *ugali* and *kachumbari* or mixed vegetables. *Pilau*, a rice dish that is cooked as rice *pilaf* with Indian flavor and spices and sometimes includes meat; *kienyeji/irio*, a dish with mashed corn, beans, potatoes and greens and *michicha* which contains spinach, onions and tomatoes (Rudolph, 2006). And practically every meal seems to be served with *sukuma wiki*. *Sukuma wiki* is a collard greens, a member of the kale family. Its name translates from Swahili as “stretch the week” implying that *sukuma wiki* is a food used to stretch the meals to last for the week. *Ugali* and *sukuma wiki* served together can make a meal. *Chapatti*, wheat- based flat bread, can be served alone as a “scooper” at meals or with meat stew and vegetables. *Githeri*, a starchy and filling mixture of maize and beans. It’s a popular dish for *Kamba* and *Kikuyu* (Berkoff, 2002).

For breakfast, Kenyans eat a thinned version of *ugali*, called porridge which is made with cornmeal and dark *ugali* made of millet. They are also good drinkers of hot beverages that
are *chai* (tea) and *kahawa* (coffee), either may be served with *m'baazi* (cooked and mashed peapods); black-eyed peas, bananas, sweet potatoes and yams; or a stew of beans and corn. Groundnuts, similar to peanuts are used for soups and stews in some regions and are a good source protein. *Pombe*, a flavorful beer, is brewed as Tusker; in the national brewery is the relaxing beer of choice for most Kenyans. It has received world accolades as some of the best products in the world together with coffee and tea. Other cold beverages like soda, juices are served in the restaurants, hotels, pubs and entertainment spots. They are healthier and tasty snacks which include, *samosas* (fried mince meat and vegetables), *maandazi* (fried dough cakes), roasted sweet potatoes, *mahindi ya kuchoma* (roast corn on the cob), and sugarcane. Fruits are an important part of the Kenyan diet. People commonly eat bananas, mangoes, pineapple and avocados as dessert, when served at all, are usually very simple and sometime served with soured skim milk (Berkoff, 2002).

### 2.7 Summary of the Literature Review

Many international tourists may travel overseas to experience culture of the host destination and learn about the cultural differences in traditions, food or dance. Many travelers are motivated by the cultural uniqueness of the foreign tourism product. Little has been done in Kenya to assess international tourists’ perceptions of the Kenyan ethnic cuisine yet it is so diverse and rich in culture. Kenya Tourism practitioners and the Government should use Kenyan ethnic cuisine as a flagship project in the new Tourism Policy as a strategy in creating a very diverse value niche product which will attract high-end international hotel chains. This will be instrumental in promoting Kenyan ethnic cuisine in the normal restaurant menu as new and unique Kenyan tourism product which
will contribute to memorable holiday experience of tourists’ vacation and to sustain wildlife and beaches which are the chief tourism products in Kenya.

In summary, it clear that, Kenya tourism has the potential to use Kenya ethnic cuisine as a strategy in destination branding, promoting cultural tourism and increasing multiplier effect of the tourism earnings, this is because food is a powerful cultural medium, symbolizing important relationship and social Institutions and when tourists are travelling, trying out local dishes is part of the fun and they consider eating and drinking important aspects of a vacation especially dining in a particular attractive or an usual eating place where local foods were prepared and served are the most happiest memories of their vacation.
CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the steps the researcher took to gather the required data. This chapter is divided into the following sections: research design, measurement of variables, location of the study, target population, sampling techniques and sample size, research instruments, pilot study, data collection technique, data analysis, logistical and ethical consideration.

3.2 Research Design

The study adopted a cross section descriptive survey design to assess the various perceptions of the foreign tourists on the local cuisine with the aim of determining the possibility of promoting the Kenyan ethnic cuisine. This was used because it attempts to gather information from a large number of people within the same period.

3.3 Measurement of Variables

The researcher measured variables in the following ways:

Independent variables:

1) The Kenyan ethnic cuisine – This was measured through assessing international tourist perceptions of the Kenyan ethnic cuisine.

Dependant variables

1) Demographic characteristics – This was measured through asking tourists their personal information (gender, age, marital status, level of education and Nationality).
2) **Food consumption** - This was measured by asking the tourists how often they took Kenyan ethnic cuisine and actual consumption.

3) **Food choice** - This was measured by asking the tourists what attracted them most to the Kenyan dishes.

4) **Perceptions** - This was measured by asking tourists how they perceive the Kenyan ethnic cuisine.

5) **Reverse shock** - This was measured through finding out the Kenyan ethnic cuisine which they enjoyed most and whether they will miss it at home.

### 3.4 Location of the Study

The study was carried out in the City of Nairobi. The choice was based on a number of facts; it is the capital city of Kenya where most foreign tourists first stop over and majority of the hotels holding Gala nights are based in Nairobi. With all these factors, it made the City of Nairobi an ideal place for this study.

### 3.5 Target Population

There were two sets of population used in this study. The main population was that of international tourists visiting the seven five-star hotels located in Nairobi. The second set was that of the seven Food & Beverage Managers of these hotels.

### 3.6 Sample Size and Sampling procedure

There are seven five star hotels in Nairobi and the researcher purposively chose all of them for this study (The Kenyan gazette, 2003). These hotels have an average of 120 international tourists per day which gives a total of 840 tourists per day. According to
Fisher et al, (1993) as quoted by Mugenda and Mugenda, (2003) one can use the formula to calculate the sample size when the population is below 10,000;

\[
f_n = \frac{n}{1+n/N} = \frac{0.458}{1+384/840} = 0.458 = 458
\]

50% of 458 were chosen to give a sample of 229.

### 3.7 Research Instruments

#### 3.7.1. Questionnaire

Data were collected using both open and closed ended questionnaire. Demographic information was included. Likert scale was used to rate the perceptions and acceptance of Kenyan ethnic cuisine by the international tourists which are the intangible components in the research. The questionnaire included three sections; personal information, other information about ability of tasting the Kenyan ethnic cuisine, attraction for choosing the Kenyan ethnic cuisine, the likelihood of choosing it like other meals, Kenyan dishes ever tasted, suggestions on how to improve the Kenyan ethnic cuisine and Likert Scale to assess the perceptions of international tourists of the Kenyan ethnic cuisine.

#### 3.7.2. Interview

Data were collected using structured interviews from the Food and Beverage managers to supplement information provided by international tourists. They provided secondary information in terms of records of: attendance, sales, revenues, financial contributions and evaluation of consumption of the Kenyan ethnic cuisine. Structured interview was used on supervisors which focused on two parts; personal information and other information about
attendance, sales, revenues, financial contributions, evaluation of consumption and ways of improving Kenyan ethnic cuisine to be the number one choice of international tourists.

3.8 Pre-testing

This part focused on ways of establishing validity and reliability of the instruments:

3.8.1 Validity of the Instruments

This was carried out on 5 respondents and 1 manager. This was done at White sands hotel in Mombasa, to validate the appropriateness for the study before it was subjected to the respondents. Their responses were noted in terms of clarity and the ease of answering questions. Suggestions were incorporated in the final drafts of the instruments for it to enrich the data, establish time it takes to administer and make the results more meaningful to the researcher.

3.8.2 Reliability of the Instruments

The questionnaire was constructed to include all the possible reasons international tourists perceive the Kenyan ethnic cuisine in the five star hotels in Nairobi and the possibility of promoting the Kenyan ethnic cuisine as a new tourism product. This proved to be a reliable instrument for international tourists. A structured interview was also designed to provide secondary information to supplement international tourists' information on how they perceived the Kenyan ethnic cuisine. These instruments proved reliable in ascertaining the tourists' information on the Kenyan ethnic cuisine.
3.9 Data Collection Procedures

An introduction letter was written to the hotels requesting them to allow the researcher to use their customers and Food and Beverage managers in the data collection. A cover letter was written to international tourists containing the purpose and the importance of the research. Then some questionnaires were personally handed to the respondents and others through hotel staffs, to ensure high response rate. The respondents were requested to fill in the questionnaires and these were collected back on the same day. Structured interview was one on one on the Food and Beverage managers.

3.10 Data Analysis

The questionnaire had closed and open-ended questions. The closed questions were already pre-coded and for the open ended questions the coding of the response were done after collecting data. Data entry was done using MS access as the programme and it was programmed to avoid errors during data entry. Double entry was carried out to minimize errors. The data were then exported to SPSS for analysis. In the survey analysis of demographical characteristics and perceptions of the Kenyan ethnic cuisines were done by running Chi-square Tests on SPSS to test the hypothesis. Also data analysis was carried out in the multiple regression analysis to test the effect of independent variables on dependent variables and to test the significance predictor in the models. The software (SPSS) was appropriate for it was able to clean data and also give $P$-values or level of significance to test reliability of results.

Data entry for structured interview was done using MS access as the programme like the questionnaires and it was programmed to avoid errors during data entry. Double entry was carried out to minimize errors. The data were then exported to SPSS for analysis.
3.11 Logistical and Ethical Consideration

To ensure confidentiality of the results, the sampled hotels were given codes: A, B, C, D, E, F, G rather than using their real names. In addition, a research authorization letter was obtained from the University (Appendix B) and the permission sought from the Ministry of Higher Education Science and Technology to carry out this research (Appendix C).
CHAPTER FOUR

FINDINGS OF THE STUDY AND DISCUSSION

4.1 Introduction

The purpose of the research was to assess the perceptions of international tourists of the Kenyan ethnic cuisine in the five star hotels in Nairobi. To achieve this purpose the study was guided by the objectives outlined in chapter one. In the study descriptive statistics (percentages and frequencies) were used to describe data, measures of independence using chi-square tests to highlight relationships between different variables such as age, gender and analysis of adjusted $R^2$ and $P$-value using multiple regressions to test if there were significant relationship between certain independent variables on certain dependent variables. Data were gathered from questionnaires and interviews conducted in the 7 five star hotels in Nairobi (The Kenyan gazette, 2003).

The findings of this study are presented under the following sub-topics: Frequency and Percentage Data; Demographic characteristics of the respondents, Kenyan ethnic cuisine tasted and enjoyed most by the international tourists, perceptions of international tourists of the Kenyan ethnic cuisine, ways of improving Kenyan ethnic cuisine. Chi-square analysis and Multiple regression analysis were used in the Inferential Statistics.
4.2.1 Demographic characteristics of the respondents

Appendix A provides a summary of the demographic characteristics of the respondents. All the seven five star hotels in Nairobi were purposively chosen by the researcher. The study targeted 33 respondents from each hotel. Hotel D had the highest number of respondents, 17 percent, and hotel F had the lowest percentage of 13 percent of international tourists who visited the hotels during that period of research. The study targeted all the international tourists' adults of all gender and from all over the world who visited the five star hotels in Nairobi. Self-administered questionnaires were issued to 229 respondents; only 194 were returned because of the language barrier and un-co-operation by some of the tourists.

The study aimed at having an equal representation of males and females. However, 55 percent were males while 45 percent were females. Respondents with 50 years and above had the highest percentage of 33 percent while years between 18-30, 31-40, and 41-50 had the same percentage of 22 percent. On the marital status, majority of the respondents were married, 59 percent, single were 32 percent and 9 percent were either divorced or widowed. The level of education of the respondents ranged from University with the highest percentage of 48 percent while primary with the lowest percentage of two percent. This was evident that many international tourists have attained higher levels of education. Respondents came from different parts of the world; United States America had the highest percentage of 32 percent, France nine percent, Burundi, Holland, China, Sweden, Ethiopia, Sierra Leone, South Africa, Namibia, Greece, Philippines, Zimbabwe, Argentina, Rwanda, Brazil, Cameroon, Japan and Canada had one percent (table 4.1).
Six managers were interviewed in the study, their ages were ranging from 18-50, and all of them were male. All of the managers were employed on permanent basis and professionally trained in their positions. Eighty three percent of the managers interviewed hold college certificates or diplomas while 17 percent hold University degrees. Table 4.1 shows the number of tourists from various nationality backgrounds that were sampled out and used in this study.

Table 4.1: Nationality of international tourists residing in the five star hotels in Nairobi

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Frequency</th>
<th>%</th>
<th>Nationality</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>61</td>
<td>32</td>
<td>Burundi</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>18</td>
<td>9</td>
<td>Holland</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Britain</td>
<td>11</td>
<td>6</td>
<td>China</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>India</td>
<td>10</td>
<td>5</td>
<td>Sweden</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>German</td>
<td>10</td>
<td>5</td>
<td>Ethiopia</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Australia</td>
<td>10</td>
<td>5</td>
<td>Sierra Leone</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Pakistan</td>
<td>7</td>
<td>4</td>
<td>South Africa</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Congo</td>
<td>6</td>
<td>3</td>
<td>Namibia</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Portugal</td>
<td>5</td>
<td>3</td>
<td>Greece</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Senegal</td>
<td>5</td>
<td>3</td>
<td>Philippines</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Korea</td>
<td>5</td>
<td>3</td>
<td>Zimbabwe</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Liberia</td>
<td>4</td>
<td>2</td>
<td>Argentina</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Russia</td>
<td>4</td>
<td>2</td>
<td>Rwanda</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ghana</td>
<td>4</td>
<td>2</td>
<td>Brazil</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Swiss</td>
<td>4</td>
<td>2</td>
<td>Japan</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Jamaica</td>
<td>4</td>
<td>2</td>
<td>Canada</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

According to the Table above, most international tourists interviewed (32%) were citizens of the United States of America. This was followed by tourists coming from various European countries such as France, Britain, Germany, Portugal and Switzerland (48%).

4.2.2 Consumption of the Kenyan ethnic cuisine by international tourists

Majority (68 percent) of international tourists have ever tasted Kenyan ethnic cuisine while (32 percent) have never tasted. If the Kenyan ethnic cuisine is regularly included in hotel meals, 64 percent respondents reported that they are likely to choose it, 24 percent are very likely to choose it while 12 percent are unlikely to choose the Kenyan ethnic cuisine (figure
4.2. A good number of international tourists tasted *nyama choma* (49 percent) followed by *ugali* (40 percent) and fish (30 percent). They were rated highly as dishes enjoyed most by the international tourists. Being the melodious sounding names for popular Kenyan ethnic cuisine they are the priority when serving the African cuisine in the five star hotels in Nairobi (Berkoff, 2002). The other food items which were tasted least were not unique to their homeland except Solanum nigrum (*osuga*) and cassava which they may have their own reservation of how it looked and cooked. These findings are illustrated in Figure 4.1, Table 4.2 and Table 4.3.

**Figure 4.1:** International tourists' likelihood of choosing Kenyan ethnic cuisine in the menu.
Table 4.2: Kinds of Kenyan ethnic cuisine tasted by international tourists in the five star hotels in Nairobi

<table>
<thead>
<tr>
<th>Food</th>
<th>X</th>
<th>%</th>
<th>Food</th>
<th>X</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nyama choma (Charcoal grilled meat)</td>
<td>56</td>
<td>49</td>
<td>Muthokoi (Mixture of peeled maize and beans)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Ugali (Thickened gruel made from maize meal)</td>
<td>45</td>
<td>40</td>
<td>Mangoes</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Fish</td>
<td>34</td>
<td>30</td>
<td>Kunde (Cowpeas vegetables)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Irio (Mixture of assorted Kikuyu food)</td>
<td>15</td>
<td>13</td>
<td>Ngwaci (Sweet potatoes)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Chicken</td>
<td>15</td>
<td>13</td>
<td>Uji (Porridge)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Rice</td>
<td>15</td>
<td>13</td>
<td>Machicha (SN – Amaranth)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Chapatti (Pan-baked flat bread)</td>
<td>13</td>
<td>11</td>
<td>Maize</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mukimo (A mash of beans, maize, potatoes and green vegetables)</td>
<td>11</td>
<td>10</td>
<td>Pawpaw</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Potatoes</td>
<td>11</td>
<td>10</td>
<td>Murenda (Jute)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Githeri (Mixture of maize and beans)</td>
<td>10</td>
<td>9</td>
<td>Kachumbari (Mixture of tomatoe, onions, and pepper cuts)</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Coconut</td>
<td>10</td>
<td>9</td>
<td>Bananas</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Matoke (Green bananas)</td>
<td>7</td>
<td>6</td>
<td>Lentils</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>African salad</td>
<td>7</td>
<td>6</td>
<td>Cassava</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sukuma wiki (kales)</td>
<td>6</td>
<td>5</td>
<td>Ndegu (Cowpeas beans)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Terere (SN-Amaranth)</td>
<td>6</td>
<td>5</td>
<td>Osuga (SN - Solanum nigram)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Nduma (Arrow roots)</td>
<td>6</td>
<td>5</td>
<td>Milk</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Beans</td>
<td>5</td>
<td>4</td>
<td>Yams</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 4.3: Kenyan dishes enjoyed most by international tourists in the five star hotels in Nairobi

<table>
<thead>
<tr>
<th>Foods</th>
<th>X</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nyama choma (Charcoal grilled meat)</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>Ugali (Thickened gruel made from maize meal)</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td>Mukimo (A mash of beans, maize, potatoes and green vegetables)</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Chapatti (Pan-baked flat bread)</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Matoke (Green bananas)</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Irio (Mixture of assorted Kikuyu food)</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Coconut</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Githeri (Mixture of maize and beans)</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Terere (SN-Amaranth)</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Nduma (Arrow roots)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Muthokoi (Mixture of peeled maize and beans)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Yams</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Cassava</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Maize</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Ngwaci (Sweet potatoes)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Murenda (Jute)</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

From the 194 respondents (68 percent) had tasted the Kenyan ethnic cuisine and the remaining had not. The chi-square analysis indicated that the ability to taste the Kenyan ethnic cuisine showed no association with gender and marital status and there is an association between age and ability to taste the Kenyan ethnic cuisine. Likelihood of choosing Kenyan ethnic cuisine in the normal menu like other meals showed that there is no association with gender in the chi-square analysis. This portrays the opportunity Kenyan hotels have when they include the local cuisine in the normal restaurant menu and label it as Kenyan food that international tourists will choose it because of curiosity. This was revealed from the number of Kenyan ethnic cuisine tried by the international tourists. Nyama choma, ugali and fish were rated highly.
4.2.3 **Factors determining food choice among the international tourists**

About (33 percent) gave curiosity as a reason for choosing Kenyan ethnic cuisine, variety (31 percent) and price had the lowest respondents of (four percent) (figure 4.1). The findings from the study support the U-curve and W-curve of the cultural change, adaptation and adjustment over time. It revealed that when tourists are on honeymoon stage, as they prepare to travel, they are excited about the new culture and their expectations are usually very high, this is because the planning and anticipation period prior to the trip can be as enjoyable as the trip itself. They see the new culture positively and take everything to be good and most of the international tourists will try the local foods because of curiosity. This confirms Goeldner and Ritchie, (2003) observation that when traveling, trying out local dishes is part of the fun.

**Figure 4.2** What attracted International Tourists to the Kenyan ethnic cuisine

![Chart showing factors and responses]
Several factors contributed to the ability to taste the Kenyan ethnic cuisine. They included; curiosity, variety, experience and price. Curiosity (33 percent) was highly rated as a motive that enabled international tourists to taste the Kenyan ethnic cuisine. This clearly showed that when tourists travel to other countries they are anxious to try the food of the host community because of curiosity.

4.2.4 Perceptions of international tourists of the Kenyan ethnic cuisine

Likert Scale was used to rate international tourist opinion of the Kenyan ethnic cuisine were as follows; the experience after tasting the Kenyan ethnic cuisine showed poor with the lowest percentage of one percent and good with the highest percentage of 45 percent (table 4.5). This showed that international tourists experiences about Kenyan ethnic cuisine was positive, thus confirm the fact that ethnic foods are ideally placed to satisfy consumer demand for high quality, authentic and unusual food products (Gregoire et al, 1995). The Kenya hotels and restaurants should strive hard to improve the quality and authenticity of the local cuisine to attract and retain the perception of international tourists for the Kenyan ethnic cuisine. This is because food is a powerful cultural medium, symbolizing important relationships and social institutions (Len et al, 2001).

Average with the highest percentage of 35 percent while poor with 26 percent in the Knowledge international tourists had about the Kenyan ethnic cuisine (table 4.5). The planning and anticipation period prior to the trip can be enjoyable as the trip itself. In the formulation of marketing programmes and advertising, in particular, the pleasurable aspects of a trip need to be emphasized (Wall and Mathieson, 2006). Kenyan marketers, promoters and hoteliers should emphasize diverse Kenyan ethnic cuisine worldwide such
that, when international tourists visit Kenya they already have knowledge about the
cuisine like the hospitality known of the Kenyan people.

Perceptions of international tourists of the Kenyan ethnic cuisine showed good with the
highest percentage of 49 percent and below average four percent (table 4.5). This showed
that international tourists perceive the Kenyan ethnic cuisine positively, thus confirming
Goeldner and Ritchie, (2003)'s words that, when traveling trying out local dishes is part of
the fun. And that food is important not only as a source of nourishment but for developing
trading and cultural links between nations (Len et al, 2001).

If the Kenyan ethnic cuisine was a true African experience showed to a large extent was
ranked highly with 49 percent while four percent to a very limited extent and whether they
thought of Kenyan ethnic cuisine was pure showed to a large extent was ranked highly with
46 percent while to a very limited extent with of five percent (table 4.6). This is positive to
the Kenyan hotels and restaurants and that if they can only improve it by making it
authentic and unique it can be fully be accepted by the international tourists. They should
understand that the industry is highly competitive and to attract and retain customers, it is
essential that the operators have deep understanding of the wants and perceptions of
consumers who will most likely choose their establishments (Gregoire et al, 1995) and be
loyal to their services.

To a large extent showed the highest percentage of respondents of 37 percent while to a
very limited extent with the lowest percentage of respondent of 14 percent in whether the
experience could make them come back to Kenya and how likely to inform others of their
experience of the Kenyan ethnic showed to a large extent with the highest percentage of 35 percent while to a very limited extent had the lowest percentage of seven percent. This is shown in Table 4.6.

This is an encouragement to the Kenyan tourism that international tourists who visit the country are willing to come back with their friends and relatives to enjoy the Kenyan ethnic cuisine which can be developed and nurtured to be the next tourism product of Kenya beside wildlife and beaches. This is because customer satisfaction is often used as an indicator of whether customers will return to a restaurant while there is no guarantee of a satisfied customer’s repeat visit, it is nearly certain that a dissatisfied customer will not return (Domingo, 2002). And when tourists’ expectations are met and exceeded by the tourism operations, one can expect repeat business and positive word-of mouth advertising (Wall and Mathieson, 2006).

<table>
<thead>
<tr>
<th>Tourists’ opinion</th>
<th>Poor</th>
<th>Below average</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you perceive the Kenyan ethnic cuisine</td>
<td>4%</td>
<td>28%</td>
<td>49%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>What knowledge do you have about the Kenyan ethnic cuisine</td>
<td>26%</td>
<td>20%</td>
<td>35%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>What was your experience after tasting Kenyan ethnic cuisine</td>
<td>1%</td>
<td>3%</td>
<td>29%</td>
<td>45%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Table 4.6: International tourists’ opinion of the Kenyan ethnic cuisine in the five star hotels in Nairobi

<table>
<thead>
<tr>
<th>Tourists’ opinion</th>
<th>To a very limited extent</th>
<th>To a limited extent</th>
<th>To a large extent</th>
<th>To a very large extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In your opinion do you think Kenyan ethnic cuisine is pure?</td>
<td>5%</td>
<td>26%</td>
<td>46%</td>
<td>22%</td>
</tr>
<tr>
<td>Is it a true African experience</td>
<td>4%</td>
<td>20%</td>
<td>49%</td>
<td>28%</td>
</tr>
<tr>
<td>Can the experience make you come back to Kenya</td>
<td>14%</td>
<td>27%</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>How likely are you to inform others of your experience with the Kenyan ethnic cuisine</td>
<td>7%</td>
<td>25%</td>
<td>35%</td>
<td>32%</td>
</tr>
</tbody>
</table>

4.4.2.1 Perceptions of the Kenyan ethnic cuisine by international tourists in the five star hotels in Nairobi

International tourists’ perceptions of the Kenyan ethnic cuisine were predicted using a number of variables to determine the significant predictor in the model using multiple regression.

Table 4.6: Perceptions of the Kenyan ethnic cuisine by international tourists

<table>
<thead>
<tr>
<th>Predictor variables</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>How likely can the experience make you come back again to Kenya?</td>
<td>.023</td>
<td>.086</td>
<td>.025</td>
<td>.268</td>
<td>.790</td>
</tr>
<tr>
<td>Level of education of the respondent</td>
<td>-.037</td>
<td>.087</td>
<td>-.033</td>
<td>-.424</td>
<td>.673</td>
</tr>
<tr>
<td>Marital status of the respondent</td>
<td>-.091</td>
<td>.114</td>
<td>-.067</td>
<td>-.804</td>
<td>.424</td>
</tr>
<tr>
<td>Age of the respondent</td>
<td>.055</td>
<td>.066</td>
<td>.078</td>
<td>.824</td>
<td>.412</td>
</tr>
<tr>
<td>Nationality of the respondent</td>
<td>-.006</td>
<td>.006</td>
<td>-.071</td>
<td>-.934</td>
<td>.352</td>
</tr>
<tr>
<td>What attracted most in Kenyan ethnic cuisine</td>
<td>.119</td>
<td>.071</td>
<td>.134</td>
<td>1.693</td>
<td>.094</td>
</tr>
<tr>
<td>What knowledge do you have about the Kenyan ethnic cuisine?</td>
<td>.194</td>
<td>.069</td>
<td>.252</td>
<td>2.835</td>
<td>.006</td>
</tr>
<tr>
<td>Is it a true African experience?</td>
<td>.167</td>
<td>.085</td>
<td>.158</td>
<td>1.977</td>
<td>.051</td>
</tr>
<tr>
<td>Whether ever tasted any Kenyan ethnic cuisine</td>
<td>-1.788</td>
<td>.592</td>
<td>-.213</td>
<td>-3.022</td>
<td>.003</td>
</tr>
<tr>
<td>What was your experience after tasting the Kenyan ethnic cuisine?</td>
<td>.532</td>
<td>.087</td>
<td>.493</td>
<td>6.104</td>
<td>.000</td>
</tr>
</tbody>
</table>

Adjusted R=0.503 - Constant=0.002 - Value of F=10.642 - Significance (F)=0.000
From the table 4.6, the adjusted $R^2$ value of 0.503 shows that the model accounted for 50.3 percent of the variance in the international tourists’ perceptions of the Kenyan ethnic cuisine was valid since $P$-value was 0.05. The $P$-values indicate that whether they tasted any Kenyan ethnic cuisine and their experience after tasting were significance predictors in this model because its $P$-value < 0.05.

### 4.4.2.2 Likelihood of international tourists informing others of their experience of the Kenyan ethnic cuisine in the five star hotels in Nairobi

International tourists’ likelihood of informing others of their experience of the Kenyan ethnic cuisine was predicted using a number of variables to determine the significant predictor in the model using multiple regression.

**Table 4.8: Likelihood of international tourists informing others of their experience of the Kenyan cuisine**

<table>
<thead>
<tr>
<th>Predictor variables</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>$P$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether ever tasted any Kenyan ethnic cuisine</td>
<td>-.015</td>
<td>.670</td>
<td>-.002</td>
<td>.982</td>
</tr>
<tr>
<td>How do you perceive the Kenyan ethnic cuisine?</td>
<td>-.021</td>
<td>.111</td>
<td>-.019</td>
<td>.853</td>
</tr>
<tr>
<td>Marital status of the respondent</td>
<td>-.032</td>
<td>.123</td>
<td>-.021</td>
<td>.797</td>
</tr>
<tr>
<td>Level of education of the respondent</td>
<td>-.032</td>
<td>.094</td>
<td>-.026</td>
<td>.731</td>
</tr>
<tr>
<td>Gender of the respondent</td>
<td>-.049</td>
<td>.127</td>
<td>-.027</td>
<td>.701</td>
</tr>
<tr>
<td>What attracted most in Kenyan ethnic cuisine</td>
<td>.057</td>
<td>.077</td>
<td>.058</td>
<td>.461</td>
</tr>
<tr>
<td>What knowledge do you have about the Kenyan ethnic cuisine?</td>
<td>-.066</td>
<td>.077</td>
<td>-.078</td>
<td>.394</td>
</tr>
<tr>
<td>Age of the respondent</td>
<td>-.073</td>
<td>.072</td>
<td>-.095</td>
<td>.314</td>
</tr>
<tr>
<td>Nationality of the respondent</td>
<td>.009</td>
<td>.007</td>
<td>.100</td>
<td>.187</td>
</tr>
<tr>
<td>Is it a true African experience?</td>
<td>.147</td>
<td>.093</td>
<td>.127</td>
<td>.119</td>
</tr>
<tr>
<td>What was your experience after tasting the Kenyan ethnic cuisine?</td>
<td>.345</td>
<td>.111</td>
<td>.291</td>
<td>.003</td>
</tr>
<tr>
<td>How likely can the experience make you come back again to Kenya?</td>
<td>.518</td>
<td>.093</td>
<td>.517</td>
<td>.000</td>
</tr>
</tbody>
</table>

Adjusted $R=0.517$ - Constant=0.797 - Value of $F=10.359$ - Significance ($F$)=0.000
From the table 4.8, the adjusted $R^2$ value of 0.517 shows that the model accounted for 51.7 percent of the variance in the likelihood to inform others of their experience with the Kenyan ethnic cuisine was valid since $P$-value was 0.05. The $P$-values indicate that their experiences after tasting the Kenyan ethnic cuisine and the likelihood of the experience make them come back to Kenya were significance predictors in this model because its $P$-value <0.05.

4.4.2.3 Likelihood of the experience to make international tourists return to Kenya in the five star hotels in Nairobi

International tourists’ likelihood of experience of the Kenyan ethnic cuisine makes them return to Kenya was predicted using a number of variables to determine the significant predictor in the model using multiple regression. The details of these finding is well illustrated in Table 4.9. From the table, the adjusted $R^2$ value of 0.529 shows that the model accounted for 52.9 percent of the variance in the likelihood that the experience can make them come back to Kenya was valid since $P$-value was 0.05. The $P$-value indicate that how likely to inform others of their experience with the Kenyan ethnic cuisine was a significance predictor in this model because its $P$-value <0.05.
Table 4.9: Likelihood of the experience to make international tourists come back to Kenya

<table>
<thead>
<tr>
<th>Predictor variables</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What was your experience after tasting the Kenyan ethnic cuisine?</td>
<td>.021</td>
<td>.149</td>
<td>.018</td>
<td>.144</td>
<td>.886</td>
</tr>
<tr>
<td>How do you perceive the Kenyan ethnic cuisine?</td>
<td>.082</td>
<td>.144</td>
<td>.070</td>
<td>.574</td>
<td>.568</td>
</tr>
<tr>
<td>Nationality of the respondent</td>
<td>-.005</td>
<td>.008</td>
<td>-.053</td>
<td>-.647</td>
<td>.519</td>
</tr>
<tr>
<td>In your opinion do you think Kenyan ethnic cuisine is pure?</td>
<td>-.073</td>
<td>.112</td>
<td>-.066</td>
<td>-.650</td>
<td>.518</td>
</tr>
<tr>
<td>Gender of the respondent</td>
<td>-.099</td>
<td>.147</td>
<td>-.054</td>
<td>-.673</td>
<td>.503</td>
</tr>
<tr>
<td>How likely it is to choose Kenyan ethnic cuisine in the normal menu</td>
<td>.106</td>
<td>.140</td>
<td>.065</td>
<td>.755</td>
<td>.452</td>
</tr>
<tr>
<td>Whether ever tasted any Kenyan ethnic cuisine</td>
<td>.632</td>
<td>.697</td>
<td>.072</td>
<td>.907</td>
<td>.367</td>
</tr>
<tr>
<td>Level of education of the respondent</td>
<td>.113</td>
<td>.111</td>
<td>.088</td>
<td>1.024</td>
<td>.309</td>
</tr>
<tr>
<td>Marital status of the respondent</td>
<td>.204</td>
<td>.136</td>
<td>.136</td>
<td>1.503</td>
<td>.137</td>
</tr>
<tr>
<td>Is it a true African experience?</td>
<td>.194</td>
<td>.123</td>
<td>.162</td>
<td>1.585</td>
<td>.117</td>
</tr>
<tr>
<td>Age of the respondent</td>
<td>-.129</td>
<td>.080</td>
<td>-.166</td>
<td>-1.617</td>
<td>.110</td>
</tr>
<tr>
<td>What knowledge do you have about the Kenyan ethnic cuisine?</td>
<td>.162</td>
<td>.083</td>
<td>.183</td>
<td>1.947</td>
<td>.055</td>
</tr>
<tr>
<td>What attracted most in Kenyan ethnic cuisine</td>
<td>-.182</td>
<td>.088</td>
<td>-.180</td>
<td>-2.072</td>
<td>.042</td>
</tr>
<tr>
<td>How likely are you to inform others of your experience with the Kenyan ethnic cuisine?</td>
<td>.510</td>
<td>.101</td>
<td>.508</td>
<td>5.036</td>
<td>.000</td>
</tr>
</tbody>
</table>

Adjusted R=0.529 - Constant=0.560 - Value of F=8.230 - Significance (F)=0.000

The perceptions of international tourists were rated using Likert Scales that ranged from very good to poor. The study found out of the international tourists perceived positively the Kenyan ethnic cuisine, this is because out of the total number 68 percent had tasted the Kenyan ethnic cuisine and 64 percent were willing to choose the Kenyan ethnic cuisine in the menu like the other meals because of curiosity as part of fun in traveling and that their experience after tasting the Kenyan ethnic cuisine was good. The positive perceptions can be nurtured through promotion and advertising, thus enabling them to gather enough information and knowledge about the Kenyan ethnic cuisine.
How international tourists perceived the Kenyan ethnic cuisine showed effect on a number of independent variables which accounted for the variance in the model with adjusted R square 50.3 percent. This is positive to the Tourism and Hospitality Industry. This is because it shows that international tourists accept the Kenyan ethnic cuisine and that they are ready to choose it like other meals.

Perceptions of Kenyan ethnic cuisine by the international tourists were further rated using Likert Scales that ranged from a very large extent to a very limited extent. The study found out of the international tourists accepted the Kenyan ethnic cuisine that it was a true African cuisine and pure. This is very encouraging to Hospitality and Tourism Industry; because it shows international tourists value Kenyan ethnic cuisine as authentic and unique, thus Kenyan hotels should retain the real traditional touch and improve the quality of Kenyan ethnic cuisine to be fully accepted by international tourists. Thus making them come back and even inform their friends and relatives about the diverse Kenyan ethnic cuisine.

In the multiple regression analyses; it showed that the likelihood of the Kenyan ethnic cuisine’s experience to make international tourists come back to Kenya showed effect on a number of independent variables which accounted for variance in the model with adjusted R square 52.9 percent. This positive to the Kenyan tourism, that if the Kenyan ethnic cuisine is improved to the standards of world class hotels (International), then the experience would make international tourists to come back for a repeat purchase. This will lead to increase in foreign earnings and multiplier effect in tourism earnings.
Likelihood of informing others of their experience of the Kenyan ethnic cuisine showed effect on the independent variables which accounted for the variance in the model with adjusted R square 51.7 percent. This is an encouragement to the Kenyan tourism that international tourists who visit the country are willing to come back with their friends and relatives to come enjoy the Kenyan ethnic cuisine. This portrays the positive perceptions they have which can be developed and nurtured through improving the quality of Kenyan ethnic cuisine and proper marketing to be the next tourism product of Kenya beside wildlife and beaches.

4.2.6 Ways of improving Kenyan ethnic cuisine

Suggestions for improvement of the Kenyan ethnic cuisine was given as follows; Kenyan food should retain the real taste of traditional touch was ranked highly with 22 percent, to improve the flavor in the Kenyan dishes with 17 percent while to offer Kenyan dishes inside airlines departing from Nairobi with one percent (figure 4.3). These findings confirm that with the perception that consumer tastes, needs and expectations are continually changing and becoming more complex and adventurous, retailers aim to provide a more effective range of high quality foods as profitably as possible (Hogarth-Scotch, 1998) for it to be fully accepted by the tourists and to maintain customer satisfaction and loyalty (Sundaram et al, 1997). Kenyan hotels and restaurants can be far ahead in our tourism and hospitality if they can improve and retain the real taste of traditional touch in the Kenyan ethnic cuisine and introduce Kenyan dishes in the Kenya airways, the pride of Africa during departure from Nairobi and even when jetting in. This will make the international tourists aware of cultural diverse dishes that are served in Kenya. Restaurants and hotels can make a favorable impression on the tourist if they feature local dishes and also perhaps an
explanation on the menu about what the dish consists of and how it is prepared. Of particular appeal is the type of restaurant in which the atmosphere complements the type of food being served. The tourist considers eating and drinking important aspects of a vacation. How these foods and drinks are presented are of great importance. Among the happiest memories maybe the experience of dining in a particular attractive or unusual eating place where local foods were prepared and served. Encouragement from tourist organization for restaurants and hotels to feature local food is highly recommended. Advertising messages that include reference to the local food are highly effective (Goeldner and Richie, 2003).
Managers were interviewed on a number of issues pertaining to international tourists perceptions of the Kenyan ethnic cuisine. The numbers of international tourists served per meal in the six hotels showed hotel D with the highest number of 200 pax, hotel C served 70 pax while hotel E served 20 pax. Hotel F with the highest sales revenue for meals of KSh.160,000 and hotel E with the lowest amount of KSh.18,200. Eighty three percent of interviewed managers met their sales target while 17 percent did not meet their sales target.
International tourists' contribution on the meals of the hotel was 85 percent in hotel A, 80 percent in hotel B while 35 percent in hotel F. All the six hotels served the Kenyan ethnic cuisine in the normal restaurant menu and international tourists choice ranged from likely with the highest percentage of 50 percent while very likely, unlikely and very unlikely had the same percentage of 17 percent. Eighty three percent of the managers offered theme /gala nights and 17 percent did not. The results indicated that there is usually the participation of the international tourists during these events.

Dishes mentioned during the interview as the kinds of Kenyan ethnic cuisine mostly preferred by the international tourists included; *irio* (67 percent), fish, *ugali*, *chapatti* and *muthokoi* (50 percent) and *mukimo* (17 percent) (table 4.10). The menu and set-up of the restaurant during this time were indicated as follows; 50 percent that it, depicts the relevance of African themes, both, the dress code for waiters is purely African and menu and decoration is per the region, for example if it is Swahili night, the attire and the room will be purely Swahili had 25 percent (figure 4.4).

**Figure 4.4:** Menu and set-up of restaurant in the five star hotels in Nairobi during gala nights
Table 4.10: Kenyan ethnic cuisine enjoyed most by international tourists in the five star hotels in Nairobi

<table>
<thead>
<tr>
<th>Foods</th>
<th>X</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irio (Mixture of assorted Kikuyu food)</td>
<td>4</td>
<td>67</td>
</tr>
<tr>
<td>Fish</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Ugali (Thickened gruel made from maize meal)</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Chapatti (Pan-baked flat bread)</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Muthokoi (Mixture of peeled maize and beans)</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Vegetables</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Beef</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Sukuma wiki (Kales)</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Arrow roots</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Chicken</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Matoke (Green bananas)</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Mbaazi (Black-eyed peas)</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Biriani (spiced curry sauce of papaya garlic and ginger in butter milk)</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Mukimo (A mash of beans, maize, potatoes and green vegetables)</td>
<td>1</td>
<td>17</td>
</tr>
</tbody>
</table>

Suggestions from the six management staff on how to improve the Kenyan ethnic cuisine to be the number one choice of international tourists were as follows; 83 percent, to brand and promote local cuisine globally, 50 percent, to improve the quality of products used to make the dishes, 17 percent, to have different varieties of local foods and to be mixed with international dishes (figure 4.5). It is because of the changes that are taking place in hospitality industry, such heightened competitive pressures and increased consumer expectations, there is a growing need for a better understanding of how to develop and maintain customer satisfaction and loyalty (Sundaram et al., 1997). Kenyan hotels need to promote and improve the quality of ethnic food to satisfy international tourists’ perceptions making them to accept our ethnic cuisine as authentic and unique food.
Kenyan hotels need to improve the Kenyan ethnic cuisine as suggested by international tourists. They propose a number of ways on how to improve the Kenyan ethnic cuisine branding it as a new Kenyan brand and as a number one choice of guests. To retain the real taste of traditional touch and to improve the flavor (quality) of the Kenyan dishes were highly rated. Kenyan hotels should improve on Kenyan ethnic cuisine to make it authentic and unique to the international tourists with the aim of possibility promoting the Kenyan ethnic cuisine as a strategy to destination branding and as a new Kenyan product. Hotel industry should embrace these suggestions for them to compete with other destinations worldwide and making it number one choice of tourists.

The study found out that international tourists perceived positively the Kenyan ethnic cuisine that it is a true African experience and pure, this is because from the 194
respondents (68 percent) had tasted the Kenyan ethnic cuisine and the remaining had not. Curiosity was a motive that enabled them to taste the Kenyan ethnic cuisine and 64 percent are able to choose the Kenyan ethnic cuisine in the restaurant menu like the other meals. They were able to mention the most enjoyed meals in the Kenyan ethnic cuisine; Charcoal grilled meat (nyama choma), thickened gruel (ugali) and fish were rated highly.

Marketers and promoters should advertise the diverse Kenyan ethnic cuisine served in the Kenyan hotels overseas as a new product in the Kenyan market. This would enable Kenyan destination compete with other destination worldwide and making it a number one choice of international tourists.
CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The study set out to assess the perceptions of Kenyan ethnic cuisine by international tourists and the specific objectives were; to establish the rate at which international tourists visiting 5-Star hotels in Nairobi consume Kenyan ethnic menu items, to confirm the factors that motivates international tourists to choose the Kenyan ethnic menu items, to assess the international tourists’ perception of the Kenyan ethnic cuisine and to propose an integrated framework for promoting the Kenyan ethnic cuisine to the international tourists. The assumption of the study was that tourists who travel have positive perception towards the culture of the host destination thus likely to accept the local ethnic cuisine. The study assigns great significance to the importance of future cultural tourism in Kenya. Understanding the requirements and/or conditions that result in the acceptance of the Kenyan ethnic cuisine by international tourists will be of great achievement in the hotel industry. The chapter is divided into the following sections: summary of the findings, conclusions, recommendations.

5.2 Summary of the Findings

In recognition of the role tourism play to a country’s economy, much effort has been employed, both by the private and public sectors, to attract the international tourist market. In contribution to this endeavour, this study sought to assess the perceptions of the
international tourists with regards to the Kenyan ethnic cuisine. This was aimed at development of cultural tourism as a framework for promoting Kenya’s ethnic cuisine as an alternative tourism product in Kenya and to position Kenya as the preferred tourists’ destination in the region.

On the basis of the statistical analyses that were carried out for this study the following summary of findings can be tabled:

Ho₁: The findings failed to accept the hypothesis number Ho₁ which stated that international tourists visiting Kenya have negative perceptions of Kenya’s ethnic cuisine. Statistical Chi-square showed that an association was not significant since the P-value of gender, marital status and ability to taste the Kenyan ethnic cuisine was 0.348 which is greater than 0.05 at 95 percent confidence level. In the findings, 88 percent of international tourists respondents stated that they were either likely or very likely to choose a Kenyan ethnic cuisine if offered in a menu.

Ho₂: In the second hypothesis, the findings again failed to accept the assumption that the international tourists’ perception of the Kenyan ethnic cuisine does not influence their choice of the destination. This is was made evident by the adjusted R² value of 0.529 and showed that the model accounted for 52.9 percent of the variance in the likelihood that the experience could make them come back to Kenya. Chi-square showed that the association was not significant since the P-value for gender and the likelihood of choosing Kenyan ethnic cuisine in the hotel menu was =0.899 which is greater than 0.05 at 95 percent confidence level.
The findings confirm Cooper et al, 2005 that the picturesque setting or “local colour” in the destination area could be a significant attraction. These authors assert that destination activities would typically include meals in rustic inns, costume festivals, folk dance performance and arts and crafts demonstrations in “old-style” fashion.

5.3 Conclusion

This study was carried out to facilitate the assessment of international tourists’ perceptions of the Kenyan ethnic cuisine so that the same could be used to determine the possibility of increasing the number of tourists visiting Kenya upon motivation by the Kenyan ethnic cuisine. A series of specific objectives were used to carry out the evaluation of this goal. From the findings summarized in the previous section from this study a number of conclusions can be made.

This study has established that international tourists express a positive perception of Kenyan ethnic cuisine. A number international tourists taste the local cuisine as a result of curiosity, desire to experience local taste and the fact that the menu items displayed on buffets reflect a large variety to choose from. The tourists visiting the country would wish to have a taste of the local cuisine, and indeed the experience could possibly influence their decision on repeat visit.

The managers of the five star hotels in Nairobi that were used in the study are adequately aware of the positive perceptions of Kenyan ethnic cuisine amongst international tourists. This is confirmed by the fact that these managers prepare menus that are fairly representative of local cuisines to compliment the international cuisine.
5.5 **Recommendations**

On the basis of the conclusions made in paragraph 5.4 this study makes the following recommendations:

Having evaluated the perception of international tourists towards the Kenyan ethnic cuisine, and upon the realization of its positive reflection, local hotels and catering operations should create a generic framework for promoting this experience. Hotels should establish a conscious strategic design that incorporates exposure of international tourists to the local cuisine. In this regard, the local menu items that are known to be more popular with international tourists should be given prominence in menu displays. Such items include *Nyama Choma* (Charcoal grilled meat) with an accompaniment of *Ugali* (Thickened gruel).

As many tourists have suggested, hotels and catering facilities need to work out a plan that should enable the following:

a) Kenya ethnic foods should be redesigned to reflect the authentic local taste and flavor.

b) The menu items should be seasoned well to be more tasty.

c) All the Kenyan ethnic menu items included should be well explained in the language fairly understood by the tourists.

Tourism marketers i.e. the Kenya Tourism Board should make a deliberate effort in their marketing plans to promote Kenya as a destination with a unique local taste and flavour. With this, KTB should work together with hotels so that the promises made to international
tourists in respect of local cuisine, lives true to their experience. This can then work positively to enable Kenya use the local ethnic cuisine as an alternative attraction for international tourists.

5.6 Recommendations for further research

This study has made attempts to establish the perception of international tourists in respect of the Kenyan ethnic cuisine, but within limitations that have already been outlined elsewhere. With the findings, conclusions and recommendations already tabled in the paragraphs above, the following recommendations for further research could be made:

a) The study population was limited to the assessment of international tourists visiting the five star hotels based in Nairobi. However, it would be good if the same study could be extended to the other star rated hotels frequently used by international tourists.

b) There is great need to improve the taste and flavor of the local dishes. This may not be done ordinarily without a systematic research that will enable food scientists as well as nutritionist to develop a link between the best mix of ingredients and customers’ needs.
6.0 REFERENCES


McIntosh W.R (1972). Tourism, principles, practices, philosophies. Columbus, Ohio.


APPENDIXES

APPENDIX A:

7.0 Demographic Characteristics of the Respondents

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Frequency</th>
<th>Percentages (N=229)</th>
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<td>55</td>
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<td>Female</td>
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<tr>
<td>Age</td>
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<tr>
<td>18-30</td>
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<td>31-40</td>
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<td>50-above</td>
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<td>Others</td>
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<td>Level of education</td>
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<td>B</td>
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<td>14</td>
</tr>
<tr>
<td>F</td>
<td>27</td>
<td>14</td>
</tr>
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</table>
APPENDIX B:

Clearance letter from the University
The Permanent Secretary,
Ministry of Higher Education, Science & Technology,
P.O. Box 30040,
NAIROBI.

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION

I write to introduce Ms. Kimeto C. Janet who is a Postgraduate Student of this University. She is registered for M.Sc degree programme in the Department of Hospitality and Tourism Management.

Ms. Kimeto intends to conduct research for a project entitled, "International Tourists Perceptions of the Kenyan Ethnic Cuisine: A Case of Five Star Hotels in Nairobi."

Any assistance given to her will be highly appreciated.

Yours faithfully,

M.C. MAKOKHA
FOR: DEAN, GRADUATE SCHOOL

MCM/bkk
APPENDIX C:

Clearance letter from the Ministry of Higher Education Science and Technology
RE: RESEARCH AUTHORIZATION

Following your application for authority to undertake research on, "International Tourists Perceptions of the Kenyan Ethnic Cuisine: A case of Five Star Hotels in Nairobi;

I am pleased to inform you that you have been authorized to undertake your findings in the Five Star Hotels in Nairobi for a period ending 30th April, 2009.

You are advised to report to the Chief Executive Officers of the respective Five Star Hotels you will visit before commencing your research project.

On completion of your research, you are expected to submit two copies of your research report to this office.

M. O. ONDIEKI
FOR: PERMANENT SECRETARY

Copy to:

The Chief Executive Officers
Five Star Hotels
NAIROBI
APPENDIX D:

Questionnaire
8.1 REQUEST LETTER

KIMETO C. JANET
P.O BOX 73860 – 00100,
NAIROBI, KENYA

Dear Sir/Madam,

RE: DATA COLLECTION
I am a student at Kenyatta University undertaking masters degree in Hospitality and Tourism Management.

As part of my Masters Course I am expected to carry out a research entitled international tourists perceptions of the Kenyan ethnic cuisine: A case of five star hotels in Nairobi.

I am requesting to use your hotel to collect data from your international guests to enable me analyze my research findings. I would greatly appreciate your assistance.

Thanking you in advance.

Yours faithfully,

Janet C. Kimeto
8.2 CONSENT LETTER

FOR THE INTERNATIONAL TOURIST

I am a student pursuing a Master’s degree in Hospitality and Tourism Management at Kenyatta University. As part of my Masters course I am required to carry out a research study titled ‘International Tourists Perceptions of the Kenyan Ethnic Cuisine- A case of five star hotels in Nairobi.’

The findings will greatly benefit the Ministry of Tourism and Wildlife, Kenya Tourism Board and Government of Kenya in planning and policy formulation for the future tourism of Kenya as a strategy in the development of Kenyan ethnic cuisine as a new tourism product.

Please indicate with a tick (✓) where appropriate and comments/remarks in the spaces provided in the questions below.

Your response will be highly appreciated and the information you provide will be treated with high level of confidentiality.

Yours faithfully,

Janet C. Kimeto
8.3 QUESTIONNAIRE

INSTRUCTIONS
Tick inside a box. [✓]
Fill where there are open ended dots..........
Explain where required.

A. GENERAL INFORMATION

Q1 Name of the hotel ..............................................
Q2 Date of interview..............................................

B. PERSONAL INFORMATION

Q3. What is your gender 1. Male [ ] 2. Female [ ]

Q4. What is your age?
   a) 18-30 years [ ]
   b) 31-40 years [ ]
   c) 41-50 years [ ]
   d) 50 and above [ ]


Q6. What is your Education level?
   a) Primary [ ]
   b) Secondary [ ]
   c) College [ ]
   d) University [ ]

Q7. What is your Nationality?..........................................

C. OTHER INFORMATION

Q8. Have you ever tasted any Kenyan ethnic dishes? 1. [ ] Yes 2. [ ] No
   If Yes go to 9 and if No go to 10
Q9. What attracted you most in the Kenyan ethnic cuisine?
1. Price
2. Variety
3. Experience
4. Curiosity
5. Others (Specify)

Q10. If the Kenyan cuisine is put in the normal menu how likely will it be for you to choose it like the other meals?
1. Very likely
2. Likely
3. Unlikely
4. Very unlikely

Q11. Which kinds of Kenyan foods have you ever tasted?
   a) -------------------------------
   b) -------------------------------
   c) -------------------------------
   d) -------------------------------
   e) -------------------------------

Q12. Which of the dishes did you enjoy most?
   a) -------------------------------
   b) -------------------------------
   c) -------------------------------
   d) -------------------------------

Q13. What suggestions can you give for improvement on the Kenyan ethnic cuisine?
-----------------------------------------------------------------------------------
-----------------------------------------------------------------------------------
-----------------------------------------------------------------------------------
Q14. Please circle the number that reflects your opinion

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Below Average</th>
<th>Poor</th>
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<tbody>
<tr>
<td>1. How do you perceive the Kenyan ethnic cuisine?</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. What knowledge do you have about the Kenyan ethnic cuisine?</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. What was your experience after tasting the Kenyan cuisine?</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>To a very large extent</th>
<th>To a large extent</th>
<th>To a limited extent</th>
<th>To a very limited extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In your opinion do you think Kenyan ethnic cuisine is pure?</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. Is it a true African experience</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. How likely can the experience make you come back again to Kenya?</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. How likely are you to inform others of your experience with the Kenyan Cuisine?</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
APPENDIX E:

Interview schedule
9.1 INTERVIEW SCHEDULE FOR MANAGERS

A. GENERAL INFORMATION
Q1 Name of the hotel ..............................................
Q2 Date of interview ..............................................

B. PERSONAL INFORMATION
Q3. What is your gender 1. Male □ 2. Female □

Q4. What is your age?
1. 18-30 years □
2. 31-40 years □
3. 41-50 years □
4. 50 and above □

Q5. What is your Education level?
1. Primary □
2. Secondary □
3. College □
4. University □

C. OTHER INFORMATION
Q6. How many international tourists do you serve per meal?

Q7 a) What is your sales revenue per meal?

b) Do you meet your sales target?

Q8. What is international tourists’ contribution to the meals to the financials of the hotel?

Q9 a) Do you serve the Kenyan ethnic cuisine in the normal restaurant menu?
b) How likely do international tourists choose it like other meals?
   1. Very likely
   2. Likely
   3. Unlikely
   4. Very unlikely

Q10a) Which of the dishes international tourists enjoyed most?

b) What is the percentage contribution at the end of meal shift?

Q11a) Do you offer theme nights/Gala nights in your hotels?

b) Is there participation of international tourists in these occasions?

c) How is the menu and set up of the restaurant during this period in terms of ethnicity?

Q12. How can the Kenyan cuisine be improved to be number one choice of international tourists?
APPENDIX F:

Classification of hotels and restaurants lists according to regulation 2 and 7 (1988) of the hotel and restaurant authority of the Government of Kenya
THE HOTELS AND RESTAURANTS (CLASSIFICATION OF HOTELS AND RESTAURANTS) REGULATIONS, 1988

IN EXERCISE of the powers conferred by regulations 2 and 7 of the Hotels and Restaurants (Classification of Hotels and Restaurants) Regulations, 1988, the Hotels and Restaurants Authority classifies the hotels and restaurants listed in the schedule in the manner specified.

**SCHEDULE**

<table>
<thead>
<tr>
<th>Name of Hotel</th>
<th>Address</th>
<th>No. of beds</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>Five Star:</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
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<td>The New York Hotel</td>
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<td><strong>Three Star:</strong></td>
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<td></td>
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<td>The Bounty Hotel</td>
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<td>Landmark Hotel</td>
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<td>Holiday Inn</td>
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<td>Windsor Golf Country Club</td>
<td>P.O. Box 45587, Nairobi</td>
<td>260</td>
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<td>Nairobi Safari Club</td>
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<td>Utalii Hotel</td>
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<td>Outspan Hotel</td>
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<td>Ambassador Hotel</td>
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<td>Lakeside Tourist Lodge</td>
<td>P.O. Box 894, Nairobi</td>
<td>65</td>
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</tbody>
</table>
THE HOTELS AND RESTAURANTS (CLASSIFICATION OF HOTELS AND RESTAURANTS) REGULATIONS, 1988

IN EXERCISE of the powers conferred by regulations 3 and 7 of the Hotels and Restaurants (Classification of Hotels and Restaurants) Regulations, 1988, the Hotels and Restaurants Authority, classifies the hotels and restaurants listed in the schedule in the manner specified in the schedule:

<table>
<thead>
<tr>
<th>Name of hotel</th>
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<th>Location</th>
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<tr>
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<td>Four Star</td>
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<td>Hotel Sirikwa</td>
<td>P.O. Box 560, Nakuru</td>
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<td>21</td>
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Dated the 15th June, 2003