

**POSITIONING THE GASTRONOMIC IDENTITY OF
KENYA'S COASTAL STRIP: PERSPECTIVES OF GUESTS
ON THE REGION'S SIGNATURE FOODS USING AN
INTEGRATED APPROACH**

By

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**A Thesis submitted in fulfilment of the Requirements for the Award of
the Degree of Doctor of Philosophy in the School of Hospitality and
Tourism of Kenyatta University. Nairobi Kenya**

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DECLARATION

This thesis is my original work and has not been presented for a Degree in any other
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DEDICATION

This work is dedicated to my wife Joyce, my sons; Walter,
Cassey, Caylan, and my lovely daughter Blessing.

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This PhD thesis is not a product of one person. It was developed into the planned product through the committed hands and hearts of many people. It would be impossible to name all of those involved. However several people deserve special recognition.

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LIST OF ABBREVIATIONS AND ACRONYMS

CTC:	-	Canadian Tourism Commission
CTDLT:	-	Catering and Tourism Development Levy Trustee
EFC:	-	Encyclopaedia of Food and Culture
FEPT:	-	Fisher Exact Probability Test
FPT:	-	Food Physiological Theory
GDP:	-	Gross Domestic Product
GoK:	-	Government of Kenya
JKIA:	-	Jomo Kenyatta International Air port
KCS:	-	Kenyan Coastal Strip
KCSF:	-	Kenyan Coastal Signature Foods
KNBS:	-	Kenya National Bureau of Statistics
KW:	-	Kruskal-Wallis
MCEPT:	-	Monte Carlo Exact Probability Test
MIAS:	-	Moi International Airport Mombasa
MLR:	-	Multinomial Logistic Regression
MEAA, C&T:	-	Ministry of East African Affairs, Commerce and Tourism
MWWS:	-	A Mann- Whitney Wallis Statistic
NEMA:	-	National Environmental Management Authority
OLR:	-	Ordinal Logistic Regression
PCGL:	-	Phenomenological Categorisation of Guest Life Style
SATC:	-	South African Tourist Commission

OPERATIONAL DEFINITION OF TERMS

- 1. Affinity** A similarity or connection between people or a natural liking for or identification with persons with a particular trait. In the case of this study, persons either had a diversionary, existential, experimental or recreational inclination when participating in food related activities.
- 2. Authenticity** Food products possessing inherent / genuine qualities relative the Kenyan coastal strip communities based on the availability and suitability of the ingredients used.
- 3. Authentic food** A dish/food known to be unique in taste, service, texture and presentation and not a copy of one that is already in existence (Richards, 2005). In this case it refers to food that is predominantly identified with the coastal region of Kenya.
- 4. Culture** A complex whole which includes knowledge, belief, art moral law, customs and other capabilities and habits acquired by man as a member of society (Santich, 2004).
- 5. Diversionary affinity** Guests who seek for familiar food in a casual set-up when eating out in a bid to have company and escape from monotony.
- 6. Existential affinity** Guests who prefer taking food in restaurants where only the locals eat food prepared with care and respect of the local tradition so as to gain in-depth knowledge of the region.
- 7. Experimental affinity** Guests who prefer taking food in restaurants where the most popular food of the region is served in the best restaurants available.
- 8. Food ways** The culinary culture of a region that includes its cuisine, the eating practices of its people, and its culinary history and heritage (Zahari, Jalis, Zulfify, Radzi & Othman, 2009).

- 9. Gastronomy** Possession or acquisition of skills and knowledge relating to food and drink regarding what to eat or drink, how much, where, when, in what manner, in which combination (Richards, 2005).
- 10. Guest** A person visiting an attraction centre, partaking and paying for services rendered (Fields, 2005).
- 11. Hedonism** Is an individual's strong focus on the personalised emotive benefit of deeper sensory stimulation gained when partaking of food products which influence the individual's purchase decisions.
- 12. Inclination** A classification of persons according to their intrinsic preference, or desire of a particular type of dish/ food.
- 13. Kiosk-** A semi-permanent or temporary structure found along the guest attraction sites that sells drinks and food. The furniture is informal.
- 14. McDonaldisation** Provision of standardised services and preparation of standardised fast foods and dishes that have been globalised (Universally acceptable and found as standard meals in most parts of the world) (Richards, 2005).
- 15. Neophilias** Persons with a liking for new and exotic foods and flavours of other regions. They seek these exotic dishes as means of increasing their sensation and pleasure (Shenoy, 2005).
- 16. Neophobia** Persons reluctant to eat and/ or avoid new and exotic foods, and cuisine. Their perception of what is exotic, inedible or palatable depends on their personal tastes, personality, cultural preferences and aesthetics (Shenoy, 2005).
- 17. Perception** Is awareness created through senses interpreted in the light of experience? This might be through a combination of several senses. In this case it is formed as a result of food characteristics interacting with the process in the mouth as interpreted by the brain.

- 18. Phenomenological inclination** A macro-level trait that seeks to classify the consumers based on their attitudes and preferences of food and beverage combinations and where they would like to partake of them.
- 19. Physiological inclination** A micro-level trait that seeks to classify the consumers based on their hedonic affiliation of food neophilia and food neophobia, when participating of food related activities.
- 20. Positioning** Developing a product and its marketing mix that will enable it occupy a specific place in the customer's mind in regards to a market destination (Morrison, 2002).
- 21. Recreational affinity** Guests who prefer eating food that they are familiar with in secluded, unsophisticated environments in the company of their family.
- 22. Service providers** Persons interviewed from the various food outlets as part of the sample size. They include chefs, proprietors, stores persons and manageress.
- 23. Signature food** Popular food of a region that has a local identity. The raw materials are not necessarily produced locally but food is processed locally and therefore given a local or regional identity (Nummedal & Hall, 2006).
- 24. Smell** These are volatile compounds that are perceived by odour receptor sites of the smell organs in ones nose that facilitates perception of different ingredients and stimulates one to excrete saliva that precedes digestion.
- 25. Taste** The actual sensation of a product on ones tongue. It can be broken down to; sour sweet, salty and bitter sensations.

- 26. Tangibilise** Act of turning an intangible service in to a tangible product through giving it informative aspects that can be appreciated by the consumer.
- 27. Texture** This are properties of a foodstuff that are appreciated by ones sensory manifestation of the structure of food resulting from a combination of the foods physical properties and perceived by the sense of touch, sight and hearing.
- 28. Visual incongruity** This is a situation when the appearance of a food product does not correspond with the expected taste profile or actual deriving experience.

ABSTRACT

Though gastronomy had developed considerably through the ages due to the benefits it brought to destinations, not all destinations, Kenya included, had capitalised on the potential opportunities it provided as a tourist attraction. Additionally, not all destinations that had tried to use food in their marketing activities did it effectively. This study, therefore, looked at prospects of positioning the Kenyan coastal culinary scene by first segmenting the prospective market, distinguishing the region's gastronomy from those of other destinations, targeting the key components that would improve it, and then positioning it with a view of enabling the coastal strip include the region's signature foods as a part of its destination cluster. The study sought to; determine the areas of commonality in the way guests perceived gastronomy and chose food outlets at the Kenyan coastal strip (KCS) based on their demographic and psychographic profiles, establish their level of satisfaction to the quality of the region's signature foods, and distinguish their perception of the region's gastronomic identity. The study adopted a cross sectional analytical design which was conducted in the Northern circuit of Kenya's coastal strip. The population consisted of individuals who visited the eateries and service providers in the region. While a total of 359 guests were approached, a response rate of 89.7% was achieved, accounting for 322 questionnaires. An interview schedule that targeted 18 gastronomic service providers had a 100% response rate. An observation check-list was also used. These research instruments were pre-tested to adduce their validity and reliability and then updated before the actual collection of data. The collected data was screened and analysed using Chi-square independent test based on Monte Carlo Exact Test, Cross tabulations, Mann Whitney, Kruskal Wallis, and Multinomial logistic regression. Data was presented by use of graphs, tables, pie-charts and percentages, while qualitative data was presented by verbatim quotations and a manual content analysis. The results indicated a gastronomic market actually existed in the Kenyan coastal region. A significant difference existed between the guests' demographic profile and their physiological inclination ($\chi^2 = 30.557$, $df = 7$, $p = 0.0001$; $\alpha = 0.05$) as well as their phenomenological inclination ($\chi^2 = 196.742$, $df = 87$, $p = 0.0001$; $\alpha = 0.05$). Further the guests' physiological inclination reliably predicted their phenomenological inclination ($\chi^2 = 67.975$, $df = 3$, $p = 0.0001$; $\alpha = 0.05$). While a Significant difference was not found ($\chi^2 = 4.537$, $df = 4$, $P = 0.338$) among guests with a physiological inclination, it was found for guests with phenomenological inclination ($\chi^2 = 15.885$, $df = 1$, $p = 0.000$; $\alpha = 0.05$) in as far as their distinction of the regions gastronomic identity was concerned. It was therefore recommended that in order to take advantage of the existing gastronomic product and position the region as a gastronomic tourism destination; gastronomic guests could be segmented by either their physiological or phenomenological inclinations. In regards to their physiological inclination, the needs of neophilic guests could be targeted in deciding the quality and level of appeal (taste and appearance respectively), and distinction of the Kenyan Coastal Signature Foods (KCSF) from what was partaken of from other regions. In terms of the guests' phenomenological inclination, the quality of the KCSF could be adduced based on the diversionary and recreational guests' texture and taste needs. The guests with an experimental affinity could be used to distinguish the KCSF based on appearance smell and texture. As such, all the sensory qualities of the KCSF could be used to position the Kenyan coastal strip as a destination cluster.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Since it was first fixed in the public consciousness in 1826 by Grimond de la Reynier, gastronomy has developed considerably through the ages (Scrapato & Daniele, 2003). Today gastronomy goes beyond the dining experience. It includes a variety of cuisine and the cultural discovery of the regional unique dishes (Canadian Tourism Commission, 2002). Since guests often search for new and different destinations which offer distinct experiences and sensations, gastronomy presents them with an authentic lifestyle by enabling them to experience a pleasant environment (Hjalager & Congliano, 2005). It also acts as a force for sustaining, developing, promoting heritage and adding to the sense of the place that travellers search for while enhancing the quality of their experience (Richards, 2005).

Literature suggests that there is a synergy created between food and tourism (Tikkanem, 2007). Indeed Richards (2005) posits that food is one of the most important guest attraction destination elements. This is because it acts either as the primary or secondary trip motivator (Quan & Wang, 2004) that adds value to the image of a destination (Boniface, 2003; Hall, & Sharples, 2003; Long, 2004). Local cuisine is one of the most enjoyable activities that tourists undertake while on holiday (Getz, 2000). It presents visitors with an authentic lifestyle by enabling them to experience a pleasant environment (Hjalager *et al.*, 2005). It also represents a core manifestation of the destination's intangible heritage. Through its consumption, travellers gain a truly authentic cultural experience and hence increase the impact tourism has on the local cuisine (Richards,

2005, MacLaurin *et al.*, 2007). This then makes gastronomy one of the few elements of intangible heritage that has retained its authenticity among immigrant populations (Hjalager *et al.*, 2005). As such, many residents in source markets may be familiar with, and indeed develop quite a fondness for indigenous cuisine (Hjalager & Richards, 2002). It is no wonder, then, that food has gained a higher profile as a pull factor in destination marketing (Boniface, 2003; Cohen & Aveili, 2004; Hall *et al.*, 2003). As a result, food currently plays an important role in differentiating destinations because cuisines are branded by other regions or nationality (Boniface, 2006).

However, local, regional and national food identities, world over, are apparently being threatened by the process of globalisation (Richards, 2005). The pressure globalisation has exerted on eating habits has created a division in the preference of consumers; those who seek the 'comforts' of their home in their travel and those who seek authenticity in their visits (Ritzer, 2012). Consequently most global consumers have lost their sensibility of how food tastes. They judge food by its appearance and not its taste and aroma (Hjalager *et al.*, 2002; Scrapato, 2005).

To emancipate themselves from the globalisation web, some European countries have started campaigns to address guest's gastronomic needs. This is epitomised by growth of Slow Food Movement which is particularly strong in Italy (Richards, 2005). This movement sees food not just as a question of nutrition but as part of a broader lifestyle statement (Richards, 2005). As such, in order for one to address the gastronomy of a region, one had to not only understand guest's profile and sensory elements but also what influenced their participation in food related activities. Guest profile has an influence on

choice of food; the way it is presented, served and eaten (Richards, 2005). The socio-demographic indicators that influence what guests consume include; education, employment, type of job, household income, age, gender and marital status (Shenoy, 2005). The main sensory attributes include; taste, smell, texture and sight (Schmidt & Andrew, 2009).

World over, several countries have embraced gastronomy and use it to position their tourism products. They include; Italy and Bologna (Scrapato, 2005), Scotland and Wales (Boyne, 2005), Indonesia (Telfer, 2010), New Orleans (Shenoy, 2005), and Hong Kong (Kivela & Crofts, 2006). However some of these regions' efforts have not borne fruit; The taste of Welsh food, for instance, remains indistinguishable despite a campaign started in the 1970s. This is despite the range of benefits, both contemporary and in linkage-form, which are related to gastronomic tourism; stimulating local agriculture, food processing and retailing, raising food quality, strengthening local image and identity.

Kotler, Bowen & Makens (2010) suggest a number of reasons that may lead to situations such as the Welsh taste. A destination may be less attractive if; it already contains many strong and aggressive competitors, fails to build a unique bundle of competitive advantage that appeal to a substantial group within the segment, among others. As such, in a time when the mass market is fragmented into many small market segments, destinations need to try to broaden their positioning strategies so as to appeal to more segments. This is because a destination that consistently delivers a product that is important to its target market stands a chance of being the best known and remembered.

In Africa, though there are over 2000 species of indigenous vegetables, roots, fruits, cereals and meats, most of them are overlooked and under-utilised (Fukushima, *et al.*, 2010). Although most of the regional foods are used by rural inhabitants, they are still not valued as some of the exotic foods (Opole, 2001). Most of them are regarded as inferior and only appropriate for the poor (Opole, 2001). As such there is a widespread decline in knowledge about their preparation, especially among the young people and those who live in urban areas (Olana, 2001).

In Kenya, by the time of this study, studies on local foods relating to sustaining the local populace's nutritive needs had been conducted (Kabuye & Ngugi, 2001; Maundu, 2001). Several menu cook-books denoting some of the local foods and also their link to the local agricultural practices existed (Muhoho, 2010; Kinyua, 2004). However there was little focus on how these foods could be used to position the country as a gastronomic hub. There was, therefore need to diversify the local dishes and increase market differentiation (Fukushima *et al.*, 2010).

Riley (2005) asserts that gastronomy tourism can better be developed in areas where the local cuisine is better connected to the local culture. It is on this premise that this study suggested Kenya's coastal region. The Kenyan coastal region had, by the time of study, 70 species of indigenous; wild fruits, vegetables tubers and other related species (Pakia, 2001). The area also boasted of a record 731 fish species. These food types however were seasonal and most of them were only consumed during drought and food shortage periods (National Environmental Management Authority (NEMA), 2010). The introduction of a

wide range of exotic food types had led to a diminished knowledge of preparation and utilisation of indigenous foods. This is because, apart from the local ethnic communities (Mijikenda, Bajuni, Orma, Sagala and Swahili), the 400 coastal km strip had attracted a multiplicity of ethnic and racial groups (Indians, Pakistanis, Italians, Britons and Arabs) who influenced the spices used and cooking styles (Muhoho, 2010). This mixture of cultures gave forth the Swahili cuisine which has influenced a variety of signature foods (Appendix G) available at the Kenyan Coastal Strip (Swahili Coast Kenya (SCK), 2012). By the time of the study, these signature foods were found in the eateries located along the coastal strip as indicated in appendix D and E. Further, three main cultural functions were organised in the region: The Lamu Cultural Festival which took place during the month of November. Here, the rich culture of the region was displayed crowned by the donkey race. The Diani Rules festival organised in the month of May had a variety of sporting activities organised. The Malindi Cultural Festival Runs, the latest inclusion as at the time of this study, took place during the Easter weekend. During these events traditional foods were displayed.

According to Mayaka & Akama (2007), the Kenyan Coastal strip (KCS) was one of the busiest tourist hubs in the country. The region received approximately 20% of the country's foreign visitors each year (Appendix I) and 60% of domestic tourists. It was served by 615 hotels which included 75 and 12 star rated hotels and lodges respectively, accounting for 44.6% of the country's star-rated accommodation facilities (Kenya Gazette, 2009). The area was also served by 485 restaurants. Of these, a sizable number served local signature foods (Appendix F). At guest attraction sites, outlets which were categorised as Kiosks were found (Appendix H). The region was also served by 1066

tour operators, 3488 registered beach boat operators, and 1647 tour guides (Ministry of Tourism (MOT), 2012). In fact as at the time of this study efforts were being made to brand the region as KCS's independent destination, thanks to Mombasa and Coast Tourist Association (MCTA), a government agent set to market the region. Thus an opportunity existed for establishing whether gastronomy could be used as a positioning strategy.

1.2 Problem statement and justification

As competition for tourism destinations increased, gastronomy increasingly become a valuable source of unique attractions that could enable guests differentiate a destination from competitors (Charters & Ali- Knight, 2008; Telfer, 2010). Regrettably, not all destinations, including Kenya, had capitalized on the potential opportunity gastronomy provided (Opole, 2001), and not all that tried to use gastronomy in their marketing activities did so effectively (Richards, 2005). That aside, a global change in mindset had been embraced by majority of the Kenyan populace, hindering appreciation of the regions' gastronomy (Fukushima *et al.*, 2010; Pakia, 2001). This led to the question; did the KCS have a gastronomic identity that could be used to position it as a tourism destination?

Studies on consumer behaviour in relation to gastronomy were few. There was thus, a sketchy picture of a gastronomic guest's identity (Mitchel *et al.*, 2003; Zahari, Jalis & Zulfify, 2009). Gastronomic material, that existed had been borrowed from more general food studies, or were inferred from studies not directly related to the gastronomic guests (Shenoy, 2005). Studies directly linked to gastronomy had suggested that new studies

need to identify; a niche market for the gastronomy guest, the relative importance of the guest's intrinsic traits to a destination visited, the role of authenticity in gastronomy, and the effect of globalisation to guests' appreciation of the region's gastronomy (Shenoy, 2005; Zahari *et al.*, 2009).

It was for this reason that this study was inevitable. In order for the local populace to enjoy the benefits from the commercial value of Kenya's coastal gastronomy while presenting a ready market for it, there was need of formulating an integrated framework that could be used to explore possibilities of positioning it. This was in view of segmenting guests and targeting their traits that may enable differentiating the KCSF from those of other regions hence facilitate positioning of the gastronomic identity of the KCS. It was hoped that this would help brand it so that it could attract a greater market.

1.3 Purpose of the study

This study sought to establish whether there was a gastronomic identity along the KCS and whether a positive association existed between the KCSF and the guests' perception of its quality and authenticity. It aimed at achieving this by formulating an integrated framework explaining how the guests related food to their psychographic traits, and how this could influence their gastronomic experience. This was in view of enabling the right clientele to be targeted in branding and positioning the region's gastronomy.

1.4 Objectives of the study

Generally, this study sought to establish whether a positive association existed between the KCS's gastronomic identity and the guest's psycho-graphical traits and how these influenced their gastronomic experience.

To achieve this overall objective, the study specifically sought to cover the specific objectives and hypothesis as indicated in table 1.1 here under.

Table 1.1: Specific objectives and hypotheses of the study

Specific objectives	Hypothesis set
1. Determine areas of commonality in the way guests perceived signature foods and chose food outlets at the Kenya coastal strip.	H ₀ 1:1 There is no statistical significance relationship between the respondents' physiological traits and their socio- demographic characteristics.
	H ₀ 1:2 There is no statistically significant relationship between the respondents' phenomenological inclination and their socio-demographic characteristics.
	H ₀ 1:3 There is no statistical significant relationship between the respondents' physiological inclination and their phenomenological inclination.
2. Establish the level of guests' satisfaction with the quality of signature foods of the Kenya coastal strip.	H ₀ 2:1 There is no statistically significant difference between respondents' physiological inclination and their level of satisfaction of quality of signature foods.
	H ₀ 2:2 There is no statistically significant difference between respondents' phenomenological inclination and their level of satisfaction of quality of signature foods.
3. Distinguish guests' perception of the authenticity and level of appeal of the Kenya coastal signature foods.	H ₀ 3:1a There is no statistically significant relationship in the respondent's physiological inclination and the authenticity of KCSF.
	H ₀ 3:1b There is no statistically significant relationship in the respondents' physiological affinity and their voting of level of appeal of KCSF.
	H ₀ 3:2a There is no statistically significant relationship in the respondent's phenomenological inclination and the authenticity of KCSF.
	H ₀ 3:2b There is no statistically significant relationship on the respondents' phenomenological inclination in relation to their level of appeal on quality of the KCSF as compared to that of other regions visited.
4. Evaluate the impact of globalisation on the guest's appreciation of the Kenya coastal strip's signature foods.	H ₀ 4:1 There is no statistically significant relationship between the guests' preference of local foods over fast foods in relation to their physiological inclination and phenomenological inclination.
	H ₀ 4:2 There is no statistically significant relationship between the guests' use of this region's signature foods on another trip in relation to their physiological inclination and phenomenological inclination.
	H ₀ 4:3 There is no statistically significant relationship between the guests' frequency of partaking to the region's signature foods in relation to their physiological inclination and phenomenological inclination.

1.6 Significance of the study

While contributing to the academic literature in the hospitality field, it was hoped that the results of this study would enable hospitality service providers understand customers' needs more hence address the Kenyan culinary diversity in their establishments. It was also hoped that the study would assist hospitality training institutes improve the quality of their training programmes hence improve on quality of the gastronomic products. The guests may also appreciate more the diverse gastronomic sources in the region. It was also hoped that the study would enable the Kenya government and its agencies formulate policies that would support positioning of the region's gastronomy as well as form a basis for future research aimed at marketing the KCS as a gastronomic destination.

1.7 Delimitations of study

This study confined itself to persons participating in food related activities in leisure attraction centres along the Northern coastal strip of Kenya during the months of December to March. This period was deemed appropriate as there was a better representation of both the local and international guests at the destination (Kenya Tourism Board (KTB), 2011). The study also centred on the popular food of the region that had established a local identity over time (signature foods) (Appendixes E and K).

1.8 Limitations of the study

Due to sparse gastronomic related literature on the Kenyan scene during the time of this study, substantial foreign literature was used to strengthen the study. Additionally, there were limited visitor-turnover statistics on most of the attraction- site eateries. This, coupled with the language barrier during data collection period, and the feeling that some

interviewees were holding back some information may have limited the research findings.

1.9 Assumption

This study assumed that all guests visiting attractions at the KCS were literate and would give honest feedback. Further these guests not only included international and local tourists but also short- stay visitors and foreign immigrants who were assumed to have similar understanding of the survey tools and content regardless of the cultural dynamics.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter seeks to help us understand how the guests relate food to their intrinsic sensation when partaking of gastronomy. It gives a review of studies carried out in relation to the current study while opening up research gaps that needed to be addressed. It covers; gastronomy studies, gastronomic food consumption theories, food destination identity, food authenticity and level of appeal.

2.2 Overview of gastronomy studies

The relationship between food and tourist attraction to destinations had been a topic of considerable debate at the international and national level (Jones & Jenkins, 2005). Initial debates were based on the potential of food tourism in attracting tourists (Hall & Mitchel, 2005; Hjalager, 2002; Richard, 2005). By the time of the study, success stories had been reported in Indonesia (Telfer, 2010), Bologna (Scrapato, 2005), New Orleans (Shenoy, 2005), and Hong Kong (Kivela & Crofts, 2006). However other regions' efforts had not borne fruit; The Welsh taste remained indistinguishable despite a campaign started in the 1970s (Jones *et al.*, 2005). There was thus need for more intrinsic oriented guest studies.

Studies on how guests perceive food (Shenoy, 2005) and the role of sensation of taste, touch, sound and smell revealed that food had an impact on economic, cultural and environmental sustainability of tourism destinations as well as return visits (Boniface, 2006; Hall *et al.*, 2005; Kivela *et al.*, 2006). It was therefore imperative that for an in-depth understanding of guest consumption patterns of local food in a destination, all

spheres of guest socio-demographic and psycho-graphic profiles were established to facilitate better segmentation of gastronomic products and targeting the right guests. This study therefore sought to establish the gastronomic identity of the KCS, based on how the guests related to their intrinsic traits, and how this influenced their gastronomic experience.

2.3 Positioning gastronomic products

According to Richards (2005), one of the essential tasks in developing and marketing gastronomic tourism is to find ways to add value to the existing experience in order to make it measurable. To achieve this, a destination must have its own clear vision of just what customer it wants to serve (what segment to target) and how (what positioning or value proposition) (Kotler *et al.*, 2010).

Since customers are numerous and widely scattered with varied needs (Kotler *et al.*, 2010), a destination must identify the part of the market that it can serve best and most profitably. This is by designing a customer-driven marketing strategy that builds the right relationship with the right customer. As Morrison (2002) avers, destinations cannot appeal to all customers in the market place or to at least all customers in the same way. As such, there was a need of evaluating each segment's attractiveness and selecting one of these segments to concentrate the marketing effort on with a view of gaining an edge over the competitors. In support of the afore sentiment, Kotler (2010) intones that for a destination to gain an edge over competitors, that destination must examine its market segments by identifying one or more sub-sets of customers within the total market and concentrate all effort in meeting the segment's needs.

In a bid to develop segments that could be used to determine the popularity of the Kenyan coastal signature foods (KCSF), the study sought to establish the experiences the guests had when partaking of the regions signature foods. Richards (2005) posits that experiences can be developed through linking resources in a single region or different regions with the consumers. Consumers may be segmented in a variety of ways including their demographic and psychographic inclinations. In fact Richards further emphasises that this strategy is a powerful tourism marketing tool. Psychographic segmentation divides buyers into different groups based on their social class, lifestyle or personality characteristics. However one can not only use one sub segment on its own. As Poolton (2003) warns, people in the same demographic or lifestyle group can have very different psychographic make-ups. As such there was a need to use a variety of segments to target the best suited traits that could be used to position the signature foods of the KCS.

After a market has been segmented, the various segments may then be evaluated based on their specific qualities so as to decide on those to be targeted. This may be based on its attractiveness and size (Kotler 2010). Once the destination has chosen on its target market segment, it may decide the position to occupy in the segments. It may either decide to make it based on specific product attributes or attributes based on qualities of another product class. Morrison (2002) warns that positioning a destination based on specific product attributes can be dangerous because consumer's preferences changes and competitors might blunt the effort of those specific attributes. However, he advises that positioning destinations based on ones competitor's attributes is better. To achieve this, a set of competitive advantages have to be identified, then the right competitive advantages

chosen, which may be communicated effectively so as to deliver the chosen positions to a carefully selected target market.

To effectively position the destination, Kotler (2010) advises that one has to work to establish a differentiation that excites the consumer and offer something new which can lead to customer loyalty and great profit. However Homer & Swarbrooke (2006) warned that building and maintaining a consistent position strategy is not easy. In the case of this study, the new product to the destination was the region's signature foods. It was essential to not only targeting the right segment for the KCSF that could be positioned, but also do so sustainably. This is what the study sought to establish.

2.4 Guest perspectives and participation in gastronomy

In order to enable a clear understanding of the guests' participation in food related activities, this study focused not only on their socio-demographic profiles, but also their psychographic profiling. It was hoped that this would facilitate better segmentation of the market so as to adduce the best form of positioning the KCS's gastronomy.

2.4.1 Gastronomy and guest socio-demographic profile

In food consumption related literature, social, economic and demographic variables are commonly used to predict food consumption patterns (Shenoy, 2005). One's choice of food, the way it is presented, served and eaten speaks volumes about who one is and one's position in a group (Richards, 2005).

To show that a strong relationship existed between socio-economic status and food consumption, Scrapato (2005) suggested that when people change their social class, they

subsequently change their foods. Indeed, studies carried out show that an association existed between education and eating out at ethnic restaurants (Shenoy, 2005; Cheng & O’Leary, 2007). Societies where populations had higher education had more differentiated cuisines (Goody, 2002). In support, Richards (2005) posited; ‘having good taste is a matter of being educated or cultivating the right habit in eating, drinking, table manners and other areas of life.

Economically, though (Cai, Hong & Morrison, 2000) as cited by Shenoy (2005) found out that expenditure on food was inelastic, the same was not the case for Carmichael (2001) and Santich (2004), who averred that household income was closely associated with authentic food consumption, frequency of dining out in ethnic restaurants and place-based food festivals. By citing Napa Chamber of Commerce (2002), Santich confirmed that there was actually a relationship between authentic food consumption and the affluent; their mean household incomes at Napa Valley being almost double the national average. This was in line with an earlier revelation by Glanz, *et al.* (2001) which suggested that as income levels increased, people took food not for satiety but for its taste.

Demographically, age had a significantly positive association with food consumption in ethnic restaurants (Kivela *et al.*, 2006). In a study carried out in British Columbia, it was observed that young tourists consumed more ethnic food because they were more adventurous (Williams, & Dossa, 2003). In support, Kivela *et al.* (2006) postulated that ages 26-35 constituted the largest number of guests to regional based festivals. However this contradicted findings by Kim *et al.* (2007) and Shenoy (2005) who stated that 25 –

34 year old persons spent less on ethnic food compared to persons over 65 year olds, and middle aged groups. This showed that there was no commonality in regards to age vis-a-vis gastronomic food consumption, leaving room for further research in this area.

While it is widely recognised that tourists provide a significant proportion of the market for restaurants around the world (Euromonitor, 2001) as cited by Hall *et al.* (2003), few studies had focussed on how this market was constructed. There also appeared to be little empirical research on food experiences of consumers. Those that existed were largely superficial (Hall *et al.*, 2003). There was thus a need to establish the situation in Kenya's coastal strip. This study therefore examined the effect of guest profiles on their consumption of the Kenyan coastal regional food.

2.4.2 Gastronomic food consumption theories

Though this dissertation did not seek to test any theory, an understanding of gastronomic food consumption theories was deemed important. Therefore discussions on the theories that form the foundation of food consumption were imperative.

Hedonic food consumption theory

Hirschman & Holbrook (1982), as cited by Shenoy (2005) posit that Hedonic Consumption, a micro level theory, is concerned with facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of one's experience with a product. It is dominated by affective rather than cognitive elements (Shanoy, 2005; Hall & Mitchel, 2005), since it tends to satisfy the sensory stimulation and sensitive seeking attitude of guests (International Market Review (IMB), 2011). The theory places emphasis on taste of food, preference for cultural eating practices, as well as the end

benefit (Le Bel, 2009). It asserts that guests consume food for the sake of experiencing it not satisfying hunger (Shenoy, 2005), since its consumption is more of experimental rather than functional. It further focuses on preferences towards simple cultural foods and dishes, a desire for participating in food consumption and the benefits of eating (IMB, 2011).

Food physiological theory

Food Physiological theory (FPT) similarly, relates to micro level traits of food neophobia and food neophilia. Food neophobia is a personal trait that seeks to explain why people are reluctant to eat or avoid novel foods, food products, dishes, and cuisine (Hobden & Pliner, 1995) as cited by Shenoy (2005). The perception of what is exotic, inedible or palatable depends on personal tastes, personality, cultural preferences and aesthetics. Indeed, in a study by Arvola, Lähteenmäki & Tuorila (2009), it was noted that neophobics rated expected and actual attitude of novel food and its pleasantness lower than neophiliacs. This was because food neophobia influenced the initial tasting of unfamiliar food. This is one reason that made local food of a region unattractive to many tourists as they fear experimenting on novel and strange foods (Mitchel & Cohen, 2005). This unfortunately formed a hurdle in the effort of increasing demand for regionally produced food. However, Arvola *et al.* (2009) concluded that the continuation of consumption may be determined by other factors. This then suggested that if other factors were considered, there was likelihood that neophobics may become accustomed to novel foods. The same was likely to apply to the signature foods of the KCS.

Neophiliacs, on the other hand are able to discriminate food items in their taste evaluations and hedonic ratings (Ritchey, Frank, Hursti & Tuorila, 2008). They tend to seek something new as a means of increasing sensation and pleasure (Le Bel, 2009; Kim, Sun & Ezes, 2010). Guests taking gastronomic tours seem to show neophilic tendencies, a liking for novel food flavours, and a high food-involvement (Cohen & Aveli, 2004). Additionally Otis (1994) suggests that age played a role in perceiving novel foods; the older an individual the higher the propensity of perceiving novel foods favourably.

Though food neophobia remained a major hurdle in increasing demand for regionally produced food (Balisel, 1984) as cited by Shanoy (2005), the two traits, neophobia and neophilia, had a likelihood of predicting future food intake and could have a significant relationship with satisfaction and loyalty of the guest (Cohen *et al.*, 2004). It was thus deemed interesting to establish how the two traits would influence the consumption of the signature foods of the KCS.

Phenomenological categorisation of guest lifestyle theory

Contra wise, the Phenomenological Categorisation of Guest Lifestyle (PCGL) theory is Cohen's (1984) macro level model. Through its modification, Hjalager *et al.* (2005) categorises the guest's attitudes and preferences for food and beverage into four; existential, experimental, recreational and diversionary.

The existential gastronomy guests seek food and beverage combinations and eating experiences that foster gastronomy learning. In this case, the food and beverage does not only satisfy hunger and thirst but majorly gaining in-depth knowledge about the local or regional cuisine and the destinations' culture. According to Kivela and Crotts (2006), this

group of tourists is more likely to be found in restaurants where only locals eat. They actively seek simple and unsophisticated peasant food and beverage that is prepared with care and respect to tradition.

The experimental gastronomy guests on their part are trendy in food choice. They seek the destination's smartest designer cafes and restaurants that serve innovative menus that offer equally sophisticated service and seek trendy and fashionable foods, ingredients and recipes (Forga & Valiente, 2012; Ignatov, 2006). They actively pursue trying out new ingredients and new ways of eating and preparing. To them, quality and fissionability of food and beverage is a major consideration (Kivela *et al.*, 2006). However Chulwon & Taesuk (2005) suggest that they are motivated by staging their personality; their image and prestige, rather than any other reason.

The recreational gastronomy guests on the other hand are more conservative. While on holiday, they actively seek familiarity of their home foods and beverages (Forga & Valiente, 2012; Ignatov, 2006; Kivela *et al.*, 2006). They also prefer staying in self-contained accommodation such as holiday apartments, if available and often bring their own ingredients so that they will not have to do without. They respect family values and pleasure eating together. Just like the existential guests, they are intimidated by waiters, fancy restaurants and excessive bills. They do not like foreign foods, except those foods that have long been part of their everyday life. To them, food and beverage are not that important when on holiday (Kivela *et al.*, 2006).

Finally, diversionary gastronomy guests are driven by the need to escape the day today monotony of life. To them, while on holiday, food and beverage should come easily, without too much effort, and there must be plenty of it. They prefer and actively seek for menu items they are familiar with. Quantity and not quality of food and beverage is essential. They dislike exotic food. Although food appears the issue, their main pulling factor is company. To them, eating out is a way of getting together with friends and new acquaintances and enjoying life. As such they prefer rustic places with room for noise and laughter where the staffs' service approach is casual and where there are no particular restrictions on behaviour and dress (Kivela *et al.*, 2006).

From the descriptions of the PCGL theory, it could be adduced that only guests with existential and experimental affinity would deliberately seek out novel foods. In order for a theoretical framework to be relevant and provide a broader social context to explain food experiences, food theorists in sociology stress on the need to study food consumption, combining both the macro and micro levels (Gremov & Williams, 2010; McIntosh, 2000). Based on this approach, and to help understand and explain guest experiences, this study used a combination of the theory of Hedonic Consumption, and the FPT (micro level). The theory of PCGL (macro level) was used to establish whether the physiological traits of guests had a relationship with their lifestyles, and whether these traits influenced their appreciation of the signature foods of the region. Past studies, (Kivela *et al.*, 2006) and (Shenoy, 2005) had focused on tourist profiles in relation to either their physiological or phenomenological inclination independently, but none on a combination of the two. Additionally, studies relating gastronomy and guests' sensory attributes were limited. Consequently, a study on the relationship between the guests'

physiological and phenomenological traits and how this influenced their sensory attributes and consumption of gastronomic foods was deemed necessary.

2.5 Gastronomic food quality and destination link

Food quality combines reflective judgement and sensory immersion when an interaction is made between food and the consumer (Miele & Mordoch, 2002). All senses are involved in appreciating food quality. This aside, Miele & Mordoch aver that experience, cultural belonging and the way foods are ordered within a cultural context may have an effect on production, preparation, and consumption and this may influence its identity.

Given the strong relation between food and identity, food has become an important place market in tourism promotion. One reason for this is the strong relationship between certain locations and certain types of food (Hughes, 2001). Guests can experience a range of gastronomic products linked to the agricultural resources of a specific region through linking resources in that single region or in different regions through food value chains or food-ways (Richards, 2002).

Interestingly, by the time of the study, there was little evidence of studies linking the quality of food in relation to the gastronomy of a region, more so, in Kenya. The quality of products had been relegated by most consumers to engaging experiences as part of the tourism and gastronomic product (Richards, 2002). Most service providers had responded by providing products that met this need. Hjalager *et al.* (2005) posits that food quality has to be considered higher than average if a region wants to appeal to food enthusiasts. This is because quality is not static. Miele *et al.* (2002) opines that food carries a greater

risk especially from chemical poisoning. This made many guests avoid industrial products in favour of traditional forms of food. Further, Fields (2011) and McLaurin (2007) emphasised that the extent to which food is safe to eat is important as it may most likely increase the demand of gastronomic products for service providers who ensure their food is of good quality.

It was therefore essential to find out what the gastronomy providers were doing to ensure they demystified the guests' fear of food quality. It was also important to ensure the guests got the best quality of products in a destination. This would help bring a range of benefits through the complimentary activities and linkages, (Stimulating local agriculture, food processes and retailing) raising food quality and strengthening local image and identity (Richards, 2002). This study therefore sought to establish the relationship between the guest's psychographic inclination and their perception of KCSFs' quality.

2.6 Gastronomic food and destination identity

Eating habits of a community can rightfully be termed as parochial behaviours that are learnt and culturally bound (Leigh, 2010). They include how food is procured, prepared, combined, and presented for service to the guests. This in turn expresses this particular region and its culture (Hall & Sharples, 2003). Hence this food may be used as a means of differentiating the destination (Hall *et al.*, 2003). Therefore, it is prudent to posit that gastronomy is an important source of marketable image and experiences as it may help a destination distinguish itself from others and thus help develop an identity (Richards, 2002).

According to Zahari *et al.* (2009), the food that a community consumes reflects its culture, history and heritage. These are the aspects guests crave to see and learn when on a tour. Evidently this confirms that there is a strong relationship between food and a region's identity (Hughes, 2001). By the time of the study, food was widely used as a means of forging and supporting a region's identity. This was so principally because, as Richards (2002) posited, '*...what one eats and the way it is eaten are basic aspects of one's culture.*' Therefore, to emphasise the cultural capital gained, one's knowledge of foreign foods and eating habits was a useful means of distinction which could be touted as an attraction in itself (Kivela *et al.*, 2006 and Scrapato *et al.*, 2003).

Indeed Fields (2002) as cited by Zahari *et al.* (2009) pointed out that;

'When guests dine out in a destination they in effect consume ingredients that satisfy their feelings and enhance their cultural experiences. As such food-ways become a driving force not only behind creating an identity of a place but also reviving destinations that are struggling for one reason or another.'

In retrospect, Fox (2007) asserted that historic foods are full of fakes and manipulation that affect the reconstruction of regional cuisines. He gives an example of maize, the traditional food of many African regions, which actually originated in America and was introduced by the Portuguese in the mid 16th Century. Though in agreement with this view, a study by Kim, Eves & Scarles (2009) asserts that what matters is taste of the food, noting that food in vacation destinations may taste differently and unpredictably from that of home country. This in turn may enhance an authentic experience and enable guests to easily define their attraction towards the destinations' gastronomic identity

(Fox, 2007). This raised the question as to whether the KCSF were adopted and if the taste could be distinguished from that of other regions.

However, by the time of this study, there was scanty evidence that gastronomy was used to distinguish the KCSF from its competitors, a factor that was crucial for analysis of gastronomic guests in this study. It was evident that there was need for finding ways of capturing the unique and intangible signature food experience of the KCS. This would enable the destination minders to capitalise on its values as status symbol, while protecting the intellectual property bound up in the gastronomic culture in order to maintain the distinctiveness of KCSF. This study therefore sought to establish whether there was a distinction between the KCSF from those of other regions so as to adduce whether the region could be factored as a gastronomic destination cluster.

2.7 Gastronomic food authenticity and level of appeal

Authenticity is a common attribute that consumers consider when purchasing food, especially when seeking alternatives to mass commoditization of food (Grozer, 2001). It is no wonder then that Datamonitor (2008) observes that authenticity is generally perceived as a representative of overall better quality of products.

Authenticity has always been seen as an important aspect of tourism consumption (Richards, 2003). Food authenticity can be achieved by appealing to; nostalgia and more wholesome rural past (Sampaio, 1985) as cited by Sharples (2003). It is worth noting that the interest and desire for authentic food, where dishes were prepared using local foods from the surrounding region, was gaining popularity (Datamonitor, 2008). This is because some consumers seek out opportunities to reconnect with food origins (Sharples,

2003) and new food-way experiences when visiting new regions (Zahari *et al.*, 2009). At the local level, families consume by buying local whenever possible (Sharples, 2003). This is because local buying can become a motive for visiting a particular destination thereby appealing to the market sector (Sharples, 2003). This is because guests prefer experiencing local produce that enhanced the uniqueness and authenticity of a holiday.

Though it is undeniable that the sense of place has a fundamental relevance for the gastronomic guest experience, it is questionable to evaluate food authenticity in the post-modern world based on geographic, climatic or historical sense of place (Scrapato & Daniele, 2003). This is because the local, national and global cuisines are increasingly blurred since they are undergoing endless transformation due to trade, travel, and technology. This hence affected the gastronomic identity of regions (Fox, 2007). In retrospect, Kim *et al.* (2009) asserted that; “...*What matters is taste of the food, noting that; ‘Food in vacation destinations may taste differently and unpredictably from that of home country. This in turn will enhance an authentic experience.’* Based on afore arguments, it was of necessity to gain deeper insight into how the populace intrinsically appreciated the authentic foods when visiting destinations away from their local domicile. As such this study sought to establish the guest’s level of appeal of the authentic taste of the KCSF.

2.8 Food and globalisation

According to Hall and Mitchell (2005), the natural connection that once existed between food and the land it was grown or reared on had largely been eroded. This is majorly due to forces of globalisation and localisation which have exerted pressure on eating habits

(Ritzer, 2012). This has led to many guests seeking the comfort of their families while on holidays. Consequently, this has helped spread global foods as a result of increased integration of the global economy which favour increased economies of scale in food production and distribution (Richards, 2002).

To meet the tourism global trend, the tourism industry provided 'McDonaldised' products of its own to meet the guest needs. This was further supported by package holidays which were McDonaldised (Ritzer, 2012). While some tourists welcomed the homogenisation of the gastro landscape as a means of eating cheaply, predictably and safely across the world (Hall *et al.*, 2005), others attacked the standardisation and homogenisation of fast foods as unnatural and depriving locals and tourists of a sense of place (Richards, 2002). In as much, Hjalager *et al.* (2002) posited that food restaurants which fulfilled the need to feed the stomach rapidly in standardised environment did not challenge the intellectual capacity in any way.

As global competition between globalisation and localisation increased, the search for distinctive tourism products became more intense, producing even more variations (Richards, 2005). Thus, the desire of tourists and travellers to enjoy a unique experience could be interpreted as a reaction to the homogenising influence of globalisation (Santich, 2004). While some travellers appreciated the assurance of the familiar comforts of home while away from home, gastronomic travellers were more likely to seek out different experiences (Santich, 2004).

By the time of the study, there was a countervailing force towards more localisation. The global flows of capital, people and culture interactions with the specific features of the

locality were producing new locally – specific mixtures of local and global products. This brought about transformation in food production and consumption (Oosteweer, 2006). Food was no longer a question of nutrition, but a part of broader lifestyle statement (Richards, 2005). Similarly, tourism behaviour was no longer a compensation for activities or experiences that were missing in everyday lives. Rather it was an extension of everyday life (Hall *et al.*, 2005). This is because as the globe became localised, the local become globalised. This change of population dynamics, in effect, resulted in convergence in consumptive behaviour and an increase in food variety on offer (Richards, 2005). In fact Datamonitor (2007) posited that; *'...the food and flavour preference of migrant groups, once considered foreign commodities are becoming further engrained within the communities they have migrated to.'*

As such, as the culinary tourism market mature, there is a likelihood that more food and wine routes, more focus on travel in food magazines and more itineraries that celebrate food and drink as an integrated part of the travel experience are going to emerge (Wolf, 2010). Topping (2007) asserted that; *'With the increase in education level and income, consumers are exploring even the furthest and most remote corners of the world not only to seek distinct and authentic cuisine that are products of other countries but of specific regions and communities.'* This shows that by the time of the study, gastronomic tourism was promising as an identifiable destination. However there was little evidence of studies that sought to establish the impact of globalisation on gastronomy in Kenya. This study therefore sought to establish variables that predicted the impact of globalisation on acceptance level of guests to the KCSF.

2.9 Gastronomic food and guest perception

Studies carried out have shown a relationship between guests' perception of regional food and what they choose to eat when on holiday (Fields, 2011; Ignatov, 2006; Rust and Oliver, 2010; Sparks, Bowen, & Klag, 2003). Among the factors established are; local food choice, aroma, taste, visual image and flavour, with a view of gaining sensory pleasure and seeking excitement (Kim *et al.*, 2009). Indeed Rust *et al.* (2010) and Sparks *et al.* (2003) opined that allowing people to have an exciting experience may evoke expectation of food experiences.

While several researches have cited escape from daily life by seeking role reversal experiences including eating during their holidays as a reason of seeking new foods (Fields, 2011), others believed that tasting local food in the fresh environment is a means of improving their mental and physical health. This is so because they perceive the local ingredients as fresher and better for health (Kim *et al.*, 2009; Sparks *et al.*, 2003), while others cited cultural experiences (Kim *et al.*, 2009).

Other studies have established that sharing food with others during travel is more important than the quality of food as eating together create a sense of unity (Warde *et al.*, 2000; Ignatov, 2006). This in turn has a potential to build personal relationships and strengthen social bonds (Kim *et al.*, 2009) while enhancing pleasure derived from travel (Fields, 2011).

Since class boundaries are gradually disappearing, an expression of self esteem could increasingly be emphasised by use of authentic regional foods (Hall *et al.*, 2005). According to Fields (2011), a person's willingness to taste new food is significantly and

positively related to how adventurous one thinks she/he is. This guest's physiological orientation can either be referred to as neophobia or neophilia.

In order to investigate unfamiliar food choice and consumption, it was necessary to consider both neophobia and neophilia which lead to a likelihood of a future food intake as suggested by Cohen *et al.* (2004) and Ritchey *et al.* (2008). Since there was little evidence suggesting that the two psychological factors had been used concurrently to adduce guest perception on gastronomic food, and their relationship with the phenomenological classification of the guests' lifestyle, more so in Kenya, it was prudent to establish which trait of the guests out-weighs the other in regards to gastronomic food appeal so as to develop strategies to encourage increased consumption.

2.10 Gastronomy and sensual appeal

Man accepts food on the basis of certain characteristics that he defines and perceives with his senses. These attributes are described in terms of sensations. Sensory perception is largely affected by personal preference which results from one's socio-geographic traits and his physiological reactions (Schmidt & Andrew, 2009).

Consumers increasingly demand deeper sensory pleasures from food products (International Market Bureau (IMB), 2011). It is no wonder that more consumers placed significant value on the hedonic benefits of food and a need of a particular attribute that engage all senses (perception of taste, appearance, texture and smell) and inspire deeper relationship with the product (Topping, 2007).

However it should be noted that not all consumers reacted to the same foods in the same way. Responses could range from delight to indifference (IMB, 2011). As such, as aptly argued by Datamonitor (2008); ‘...*service providers need to provide consumers with innovative options and new twists on favourable brands to succeed in sensory driven food culture by addressing the various sense attributes.*’

2.10.1 Taste of food

Tasting local food is an essential part of the guest experience since it not only serves as a cultural activity and entertainment but also introduce new flavours at a destination (Fields, 2011; Sparks *et al.*, 2003). It can thus serve as a representative of a culture (Shenoy, 2005) while cultural practices can replicate themselves in eating habits (Sparks *et al.*, 2003). The importance of food and eating in all cultures is emphasised by the importance of taste (Richards, 2005). Taste is more than just a biological act, as the guest accrues cultural capital by taking food as a source of pleasure (Sparks *et al.*, 2003). As such the gastronomic experience for a guest is developed from the unique and exciting aspects of food that can only be found in a particular location (Richards, 2005). This in essence is one of the key reasons of eating out during holidays.

The actual sensation of a product is made on ones tongue and can be broken into sour, sweet, salty and bitter. Unlike other senses, which can be influenced by exposure, reinforcement and other external factors (Encyclopaedia of Food and Culture (EFC), 2010), the preference for basic tastes are relatively constant and engrained since birth (EFC, 2010). While this might be true to a greater extent, Wright, Nancarrow and Kwok (2001) aver that taste in food can also be influenced by cultural capital that has been

acquired either as part of upbringing or more deliberately, an indication that one could appreciate the taste of a novel product if it is taken over some time. It was therefore important to establish whether the taste of signature foods of the coastal region could appeal to guests who had never been exposed to it if taken repeatedly.

2.10.2 Appearance of food

Appearance plays an important role in selecting food. This is because consumers first interact with the food visually (EFC, 2010). This then heavily influences how consumers perceive their enjoyment of the particular food (Kilcast, 2005). Liking or disliking of food is conditioned by its colour; attractive foods are sought out as pleasure-giving, while unattractive food is avoided. However colour perception is relative. Food served in one environment may look unattractive when served in a different environment. Indeed Molnar (1995) intone; ‘the environment in which food is seen can significantly increase or decrease one’s desire or appetite for it.’ He further explains that “...*our perceptions tend to be dominated by what our brains see rather than what they smell, taste or feel. This then affects our individual perception of food appearance.*”

In an effort to address guests’ authenticity seeking tendencies, Chefs are known to use visual incongruity (Kaufman, 2010). Visual incongruity comes in two forms; Hidden novelty (food looks good but doesn’t taste the same when consumed in terms of its true characteristics and taste), and Visual novelty (food does not look good but when actually consumed, offers an enjoyable taste experience). However this could repulse prospective guests in some cases. There was therefore need of explaining the various novel foods on

offer to the guests. Indeed Kaufman (2010) explains that our reaction to unusual food could be changed if they were explained.

2.10.3 Smell of food

Smell also plays a great role in the perception of flavour. In fact Datamonitor (2007) opines that the association between scent and memory is stronger than with other senses. This is because consumers are likely to form lasting bonds with products based on smell. Asperin *et al.* (2011) asserted that a pleasing aroma of food is likely to influence one's attitude positively, whereas unpleasant smell negatively influenced one's attitude. Interestingly, a change in flavour can occur when scent is eliminated (Barham, 2010). This signifies the importance of smell in appreciating the sensual appeal of food. While the above is true, smell may also give consumers indecisions of what to expect from the food in terms of flavour (EFC, 2010). As such, Molnar (1995) intoned that smell should be used loosely because a compound might contribute to the typical odour or taste of one food while in another food it might cause a faulty odour or taste or both, resulting in an off-flavour.

2.10.4 Texture of food

Texture is a deciding factor in determining the pleasure derived from food and has a strong effect on the way consumers perceive flavour (IMB, 2011). In fact it is of great importance for the appreciation and recognition of food. The most important components of food texture are summarised in the Table 2.1. While consumers increasingly seek to try foods that evoked new and unfamiliar mouth feels (IMB, 2011), products that evoke unexpected heating or cooking sensations become increasingly attractive to consumers.

Table 2.1 Components of food texture

Mechanical properties	Geometrical properties	Moisture properties
Hardness (firm, hard)	Smooth (chalky/ powdery)	Juicy
Coarseness (chewy, crispy/crunchy)	Grainy (lumpy/bumpy)	Oily
Adhesiveness (sticky, smooth)	Gritty (fibrous)	greasy
Denseness (heavy, airy/ puffy)		
Springiness (spring/rubbery)		

(Source: Molnar, 1995)

This is because they gave the consumer a chance to experiment with different mouth feels (Datamonitor, 2009).

One's perception of texture might be influenced by one's memory and emotional state, social background during the exposure to different foods, the perception and appreciation of food. However this perception is likely to change due to experience (Tanaka, 1986). Past researches had shown that there is a large difference in reported sensations among subjects even when they were assessing the same product (Asperin *et al.*, 2011: Datamonitor, 2009; and IMB, 2011). This could have been as a result of physiological differences between individuals. There was therefore a need to establish whether consumers of the signature foods of the Kenyan coast might significantly vary in their preferences and experiences based on their evaluations of the KCSF.

2.11 Summary of Literature Review

It is evident gastronomy had a successful influence on tourism destination imaging. However some destinations had failed in their endeavours. Since such a study had not been done in Kenya, it was prudent to understand guest profiles and their intrinsic sensations in order to establish the KCSF's gastronomy niche. Guest perspective was a

commonly used variable that predicted food consumption patterns. It assisted in establishing the guests' level of appeal on the authentic food of the region. Since the world had been greatly globalised and food remained one of the most important points of cultural identity, it was important to; establish the perception the guests had on consumption of the coastal signature food, the level of appeal of guests to these products, and how it could be distinguished from products of other regions. It was also necessary to establish the acceptance level of guests on the various sensual tenets and which intrinsic traits out-weighed the other so as to establish gaps and develop strategies to encourage increased utilisation of the region's signature food. Based on the gaps that had clearly emerged from this review, it was evident that there was a need of looking at prospects of positioning the Kenya coastal culinary scene. This could be achieved by segmenting the prospective market, distinguishing the local signature foods from those of other regions, then target the emerging key components that would be improved with a view of positioning KCSFs. This is what the present study sought to achieve.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter explains the methods used to address the research questions. In this chapter the research design, the study area, population under study, target population and the sampling techniques that were used are discussed. This is followed by a description of the survey instruments, and a discussion on pre-testing of the survey. Then the data collection process and data analysis techniques are explored. Finally, operationalisation of the variables (both independent and dependent) is described.

3.2 Research design

This study adopted a cross sectional analytical design. This type of design gathers large scale data at one point in time and explains phenomenon representing wide populations then simply reports what has been found in a variety of ways (Cohen 2011). The design was chosen because it was a relatively quick and easy way of obtaining data which could be amendable to statistical manipulation (Brotherton, 2008). This design was used to collect data from the sampled respondents in order to determine their status based on the identified variables (Cohen, 2011)

As suggested by Gay (2009), a mixed method design consisting of both quantitative and qualitative approaches was used. This approach was used to help build on the synergy and strength that existed between qualitative and quantitative research methods to help understand the phenomenon more fully than was previously possible. The quantitative approach was used because of its appropriateness to gather data from a large sample of

respondents within a short time (Mugenda & Mugenda, 2003), while qualitative approach was used to help access human behaviour, needs, aspirations and perceptions over issues (Kothari, 2005). Under this method, as suggested by Gay, (2009), a QUAN-QUAL model was developed. This is an integral model that equally weighs both quantitative and qualitative tools by collecting data concurrently throughout the same study (Gay *et al.*, 2009). This same mixed model is used when reporting the findings with a view of ensuring that the strength of the qualitative data offset the weakness of the qualitative data.

3.3 Location of study

The study was carried out along Kenya's Northern coastal strip and Mombasa Island (Appendix H). This region had over the centuries attracted a multiplicity of ethnic (Mijikenda, Bajuni, Orma, Sagala, and Swahili) and Immigrant (Britons, Indians, Pakistanis, Italians and Arabs) groups (Muhoho, 2010). These communities had greatly influenced the region's gastronomy (Muhoho, 2010). Other Kenyan ethnic groups had also settled in the region for trade and other reasons (Okech, 2009). The area was endowed with numerous guest attraction sites and warm sandy beaches (Muhoho, 2010). This had made international tourists and Kenyan population make it their vocational destination of choice (Okech, 2009).

Tourism growth in this region was historically reliant on flows of foreign capital although by the time of this study, the growth rate was decreasing as wealth build up in the region's private sector. As suggested earlier, this region received a fairly diverse mixture of guests both from within and out of the country (Appendix I). While majority of the in-

bound guests could seek accommodation from the 75 star rated hotels in the region, majority of guests from within the country were likely to reside at their relatives or book into the 387 hotels found in the region. They could also dine in any of the 411 restaurants found in the region as well as the food outlets located at attraction sites (Appendix J).

Of the seventy five (75) star rated hotels in the region likely to be patronised by the in-bound tourists, twenty five (25) of them offered signature foods of the KCS during buffet dinner on special occasions called Theme Nights (Appendix D). Of the 411 restaurants spread in the expansive region, only a paltry twenty six (26) were ethnic restaurants specialising in the KCSF. Fifteen (15) of them were situated in the Northern Coast while the remaining eleven (11) were situated on Mombasa Island (Appendix E). A great number of food outlets were found around each attraction site. Most of them were in form of Kiosks, where a small selection of the signature foods were prepared and sold in the open air or a rustic set-up. The region had also 1066 tour operator, 3,488 beach boat operators and 1,647 drivers/ tour guides (Government of Kenya (GOK), 2012). This made the region an important tourism hub in the country.

3.4 Target population and sample size

The study targeted individuals visiting eateries along the Kenya's Northern coastal strip on selected days from December 2011 through March 2012. Ordinarily during this period, at the time of the study, there was a better representation of the local and international guests at the destination. Majority of them either dined in the hotels which majorly operated on half board or took their meals in the restaurants and kiosk found in the nearby towns or in attraction sites respectively (Kenya Tourism Board (KTB), 2011).

The accessible population constituted guest who visited these eateries with an aim of partaking of and /or had intent of serving themselves the signature foods of the region.

The sample size determination was based on Cochran's (1977) sample size formula for

continuous data, that is $n_o = \frac{t^2 s^2}{d^2}$ the alpha was set a priori at .05

Where: t = value for selected alpha of .025 in each tail = 1.96 for N above 120 at

95% confidence interval

s = estimate of the standard deviation in the population = 1.45 (based on the pre test results of the scores on the dependable variable gastronomic tourism)

d = acceptable margin of error of mean being estimated

$$n_o = \frac{t^2 s^2}{d^2} = \frac{(1.96)^2 (1.45)^2}{(5 \times 0.03)^2} = 357$$

This formula settled on a sample size of 357 respondents.

3.5 Sampling frame

Two sections of the coastal strip; Mombasa Island and North Coast were selected for the purpose of this study. Though outlets offering the region's signature foods are spread all along the whole coastal strip, the two sections were selected because of their accessibility to the researcher. It was also felt that they could provide a reasonable representation of the target population. These two regions were dissimilar in terms of number of food outlets. While Mombasa Island had at the time of data collection, a low number of hotels that served local cuisine during theme nights (4), the North coast hotels were represented by 14, which accounted for 78%. The same applied to the attraction sites. While Mombasa island was served by six (6), the North coast was represented by ten (10) which

account for 63% of the total attraction sites found in the two regions. As such, a proportionate stratified sampling method was used with an aim of achieving representativeness and enable comparisons to be made so as to focus on specific unique issues of the KCS (Teddie & Yu, 2007; Mugenda, 2008). The study area was grouped into two geographic regions namely; North Coast and Mombasa Island. Three (3) non-overlapping strata were formed for each region based on outlets that prepare and serve the local cuisine. These strata included; guest attraction sites (Appendix G), restaurants serving local cuisine and hotels with local cuisine theme night (Appendix D). This made a total of six (6) strata as indicated in Table 3.1.

Table 3.1: Sample frame for the food outlets

	<i>North Coast</i>			<i>Mombasa Island</i>			<i>Total</i>
	<i>A</i>	<i>B</i>	<i>C</i>	<i>A</i>	<i>B</i>	<i>C</i>	
<i>Total number of outlets in each strata</i>	10	15	14	6	11	4	60
<i>Samples in each strata</i>	3	5	4	2	3	1	18

A - Stands for eateries at guest attractions sites

B - Restaurants serving local cuisine

C- Hotels with local cuisine theme day

A thirty percent (30%) representation was used to establish the sample of outlets. The 30% representation was settled on because the total number of outlets providing the regions signature foods was small. In addition, Salkind (2011) suggested that this was a figure deemed appropriate for a survey research. This brought the total sum of food outlet samples to eighteen (18) (Table 3.1). This was in a bid to ensure that all eateries serving signature foods found in the region were represented. To identify the outlets to be included in the sample frame, a list of ; hotels serving the region's food on their menu (Appendix D), restaurants serving signature foods of the region (Appendix E) and

eateries found at attraction sites (Appendix G) were used. A systematic approach using a sample interval of four was used to settle on the eateries to be included in the sample. A toss of a coin was used to identify the sampling starting point (Table 3.2). This was in a bid to minimise any biases during sampling by ensuring that all outlets stood a chance of being included in the sample frame. To settle on a representative number of guests to be included in the study, first, the number of guest beds in each of the sampled hotel was established based on the hotel classification list (Appendix D). For the other eateries the total number of seats was used. The average check for each outlet was adduced based on the bed nights (for the hotels) (Appendix D) and seat turn over (for the other eateries) (Appendix E). From each sampled outlet, a gastronomy service provider was purposively sampled. It was hoped this would help have in-depth information required for the study (Table 3.2) and give a greater insight about the quality of local meals and its popularity.

As indicated in Table 3.2, the sample size of this study was 359. The study established that the three eateries sampled in the North coast had a total of 74 seats and an average check of 2.5, per day. They only served lunch and snacks. The 5 restaurants had a total of 206 seats and an average check of 1.2 during the lunch hour, while the 4 hotels had a total bed capacity of 561 and an average check of 45%. For outlets found on Mombasa Island, the two sampled eateries had a total of 100 seats and an average check of 2.4. Just like in the case of those found in the North coast, only lunch and snacks were served. The 3 restaurants had a total of 118 seats and an average check of 1.6, while the one hotel sampled had a total bed capacity of 85 and an average check of 65%.

Table 3.2: Sample frame for the respondents

Geographic region	Outlet type in each region	Name of sampled outlets	No of seats/ beds for each outlet	Average check	Average no. of guests for each outlet	30% rep.	Total	Over Sample (1.5)	Grand total	
North coast	Eateries	Kinindoni	20	2.5	50	15		23		
		Beach Breeze	24	2.5	60	20		30		
		Coco Breeze	30	2.5	75	25		38		
		<i>Total</i>	<i>74</i>		<i>185</i>		<i>60</i>		<i>91</i>	
	Restaurants	Tawfik Restaurant	24	1.2	29	9		14		
		Surahi Restaurant	48	1.2	58	17		26		
		Al manara	52	1.2	62	19		29		
		Mamtaz Restaurant	32	1.2	38	11		17		
		Barani Restaurant	50	1.2	60	18		27		
		<i>Total</i>	<i>206</i>		<i>247</i>		<i>74</i>		<i>113</i>	
	Hotels	Reef Hotel	252	45%	120	36		54		
		Kilifi Bay Beach Hotel	110	45%	52	16		24		
		Mnarani Club	100	45%	48	14		21		
		Eden Rock Resort	99	45%	48	14		21		
<i>Total</i>		<i>561</i>		<i>268</i>		<i>80</i>		<i>120</i>		
Mombasa island	Eateries	Crocodile Park	48	2.4	115	35		52		
		Bazoo Breezers	52	2.4	124	37		56		
		<i>Total</i>	<i>100</i>		<i>239</i>		<i>72</i>		<i>108</i>	
	Restaurants	Mahajar Restaurant	24	1.6	58	11		17		
		Coast BBQ	42	1.6	67	20		30		
		Guslam	52	1.6	83	25		38		
		<i>Total</i>	<i>118</i>		<i>208</i>		<i>56</i>		<i>85</i>	
	Hotels	Sapphire Hotel	85	65%	55	17	17	26	26	
	TOTAL			1144		1202		359		543

Source: Author's own construct (2012)

For each of these outlets, 30% of the population was included in the sample. This brought the total number of respondents to 359 (Table 3.2). However, since the response rate of surveys hardly reaches the required 100%, there was need of over sampling (Shenoy, 2005). This was done to improve; the response rate, the power of the statistic and overcome the problem of sampling error (Gorard, 2003; Salkind, 2011). Salkind (2011) suggests that increasing the sample size by 40 – 50 % may account for uncooperative subjects and incomplete responses. This study went for the higher rate, 50% (1.5). The sample size thus increased by 184 bringing the grand total of questionnaires to 543 (Table 3.2). To arrive at the respondents to be included in the sample, a random sampling method was used.

3.6 Research instruments

The study employed two research instruments namely a researcher assisted questionnaire (Appendix A), and an interview schedule (Appendix B). The researcher- assisted questionnaire consisted of five sections. The first part (section A) consisted of seven (7) questions. These questions sought to establish the guest's demographic and socio-economic status. The second part (section B) consisted of two sub-sections the first sought to establish the guests' physiological affinity when partaking of signature foods of a location other than their region of origin, while the second one covered phenomenological affinity of the guests' when choosing where to enjoy a signature food not found in their regions of origin.

The third section (section C) was based on Likert-type questions on a scale of one to five. It sought to adduce the guests' perception on the quality of the signature foods of the

region. Two open ended questions were included after the scale in order to get the in-depth information from the guests' that was quantifiable (Orodho, 2004). Section D consisted of contingency questions that sought to distinguish the regions' foods from those from other regions the guests had tasted and whether the distinction was more or less appealing. This was accompanied by open ended questions that sought to qualify the respondent's view of the distinction. The last part, (section E) covered a mixture of dichotomous and open ended questions that sought to establish the effect of globalisation on the guests' appreciation of the signature foods of the coastal strip (Appendix A).

The second instrument (Appendix B), the interview schedule was constructed to obtain data from service providers that prepared and served gastronomic foods. It consisted of four parts. The first part (section A) sought the service providers' professional status, the second (section B) their views on their clients acceptance of the signature foods of the region, next (section C) the gastronomic identity of the region. The last part (section D) sought to identify the sources of the signature foods and its quality.

The third instrument (Appendix C); the observation check-list was constructed to obtain data from the outlets through observation. It consisted of two parts. The first part covered the service outlets interior and exterior qualities, while the second covered the signature foods of the KCSF.

3.6.1 Formulation of the research instruments

The questionnaire was broken into five sections. These questions were constructed using both open and closed modes. The close- ended questions were chosen to prescribe the range of responses from which the guests may choose. These were deemed important as

they would help generate frequencies of response amenable to statistical treatment and analysis. This would then facilitate comparisons across groups in the sample in a quicker and more direct way (Oppenheim, 2000). The open ended questions on the other hand were used for those small sections of the questionnaire that sought for open, honest and personal comments from the respondents. Though Redline *et al.* (2002) argue that using open-ended questions can lead to respondents overlooking instructions as they are preoccupied with the more demanding task of writing in their own words than reading instructions, this was not the case. In this study, the closed question preceded the open ended questions types. This, as Cohen (2011) concurs ensured that a window of opportunity for the respondents to shade more light on the issues raised was availed. The sections were arranged according to the research questions.

For section A, a mixture of nominal questions; multiple and dichotomous questions were used. The questions in this section sought to determine the effect of socio-demographic variables with respect to participation in food related activities. These socio-demographic variables included; gender, age, region of origin, purpose of visit, the respondents' highest level of education, their employment status and current marital status. These types of questions were deemed the best in this research because they compel the respondents to give a clear, unequivocal response that would enable the nominal data to be collected. This could then help sort out subsequent questions (Sudman, Brandburn & Schwarz, 2010).

Section B consisted of two sets of Likert type questions. A range of questions were designed after an extensive examination of pertinent literature to capture the likely

statements the respondents may make. In the first set, eight (8) items were generated that were indicative of the respondents' physiological traits when participating in food related activities. In regards to the guest's phenomenological categorisation of where they prefer having their meals when in a region away from their normal domicile, nineteen (19) items were generated, which were covered in the second set.

Section C consisted of both close-ended Likert type questions and open ended questions. Both these types of questions sought to establish the respondent's perception of the quality of the region's signature foods. Here, five tenets were on test; the signature foods' appearance, taste, texture/consistency, aroma/ smell, and overall acceptability. This Likert scale was deemed appropriate in building a degree of sensitivity and differentiation of the responses as it is an important feature of attitude scaling (Cohen *et al.*, 2011). However it has been argued that this scale does not check whether respondents are telling the truth as some may deliberately falsify their replies (Lin, 2002).

To avoid this, triangulation was used. This is where a second method of data collection is introduced when studying some elements of human behaviour to explain more fully the respondent's stand point (Cohen *et al.*, 2011). In this case, two open-ended questions that sought to get an explanation for the responses in the Likert scale were introduced. Additionally, while the respondents were asked to check their perception on the Likert scale, the service providers were asked on an interview schedule the feedback they received from guests about the stated tenets of quality. Indeed Campbell and Fiske (1959) as cited by Cohen *et al.* (2011) once pointed out that this is a powerful method of demonstrating concurrent validity.

Section D consisted of contingency questions. This is where the answers of questions depended on responses of earlier questions. The earlier questions thus acted as filters for later questions. This section was divided into three parts. In the first part, respondents were to state whether there was a distinction in the signature foods of the region. The key tenets of comparison were; taste, appearance, smell and texture. In the second part, if their response in the first question was to the affirmative, they were to state whether the distinction was more or less appealing than dishes they had tasted in other regions. This was in an effort to enable the study identify key ideas that needed to be corrected in regards to the signature foods of this region.

Based on the responses in the first and second part of the section, in the third part, the respondents were to precisely state factors they thought created the distinction of these signature foods. It has been argued that contingency questions can be confusing for the respondents as it is not always clear how to proceed through the sequence of questions (Redline *et al.*, 2002). Further, Redline *et al.* (2002) avers that the greater the number of words in a question the greater the likelihood of respondents overlooking branching instructions. To overcome this, the set questions were put in sections and kept conceptually close together within the same section, just as suggested by Cohen *et al.* (2011). To ensure the respondents understood and answered the questions appropriately, clear instructions preceded the questions.

The last section sought to establish the impact of food globalisation on respondent's appreciation of the signature foods of this region. Dichotomous and open ended questions were used. Dichotomous questions were used to compel guests give clear, unequivocal

responses that could facilitate easy coding, while the open questions were used to get responses that might contain the 'gem' of information that would have otherwise been missed out by the questionnaire.

A structured interview schedule where content and procedures were organised in advance based on open ended and contingency questions was also used. This was organised in a way that enabled respondents to shade more light in regards to their responses. The first section sought to find out the service providers professional information with a view of testing their competence in preparing signature foods. Here a direct format was used with an aim of collecting frank and open responses using a fill-in response format as suggested by Tuckman (2012).

The second sought to establish what the service providers thought of their guests in regards to their (guest's) appreciation of the region's signature foods and their view on the ones that were most popular. Two types of questions were asked here. The first called for unstructured responses, while the second was a tabular question which required respondents to rank their responses regarding the most popular food on their menu. This was deemed to be an easy way of scoring and analysing the respondents' responses.

The next section sought to find out whether an identity existed for the regions gastronomy. Apart from the direct questions a tabular question seeking the service providers' opinion on food that the region could be identified with was included. Since the proprietors were visited during the busy period at their work place, this type of questions were deemed to be more convenient and a short hand way of recording complex information (Tukman, 2012). The last section sought to find out if there were

any barriers that could hamper the development and sustainability of the region's gastronomy.

The observation checklist sought was divided into two sections. The first sought to corroborate the guests' views about the eateries external and internal appearance while the second part sought to corroborate the guests' views of the appearance, smell and texture of the KCSF.

3.6.2 Pre-testing of data collection instruments

A pre-test was carried out on the instruments by three expert judges. Further, an under-cleaved pre-test on a small group of subjects within attractions in the region was carried out. The subjects were sampled from each of the following three groups of attractions; a hotel, an eatery in an attraction site and a restaurant serving local cuisine. Care was taken to ensure this were not part of those sampled for the study. The pre-test was meant to establish whether there were possible ethical problems that had been overlooked, whether the research questions were appropriate for the selected variables and whether the length of the questionnaire was appropriate for the intended respondents. The pre-test was used with an intention of reformulating the instruments by eliminating ambiguous questions, and determine whether the questions were balanced in structure.

3.6.2.1 Validity of the instruments

Expert judgement proposed by Nachmias and Nachmias (1992) as a successful method of assessing the validity of behavioural variables was used. The instruments were constructed from the available literature to ensure content validity. Three expert judges were engaged; an expert in the field of study, a Statistician, and a Sociologist.

Content validity was carried out to test whether the instruments fairly and comprehensively covered the items they purported to cover. To achieve this, the judges verified whether the elements chosen for the research sample were addressed in depth and breadth by ensuring that all the intended tenets such as attributes of quality, authenticity and appeal were represented in the instruments.

To address the extent to which the particular measures for data collection conformed to the theoretical context of the research the judges assessed the construct validity. Here, the two main theories of PCGL as propounded by Kivela *et al.* (2006) and FPT as propounded by Hobden *et al.* (1992) were examined and edited. The experts also sought to ascertain the right choice of analysis for use, the flow order, and skip pattern of the instruments, as well as the timeliness and standardisation of data collection as propounded by Mugenda (2008).

Face validity was assessed by addressing the form, wording, order, clarity, and ease of use of the instruments. The resultant suggestions were incorporated in the final draft of the instrument in order to improve the items and make the results more meaningful. Items identified as sensitive, confusing, biased, or time consuming were modified, combined or omitted in totality.

3.6.2.2 Reliability of the instruments

The dependable variables in this research were the guests' consumption of signature foods of the coastal strip. Two independent variables; guests physiological inclination and guests' phenomenological inclination were used. Further, four intervening variables were

introduced; the food quality and sensational appeal, distinction of food identity, the level of appeal, and effect of globalisation.

A questionnaire was constructed to include all possible ratings respondents might check indicating their psycho-demographic traits when participation in food related activities, and the ratings they might check indicating their phenomenological traits when choosing where to have their meals in a region away from their normal domicile. For the former, eight items were pooled while for the later, nineteen items were pooled.

To minimise the questionnaire length as requested during the pre-testing period, forced multiple choice questions were used. Two choices were set for the first part (physiologic inclination) while four choices (phenomenological inclination) were set for the second. The researcher ensured the choices set were discreet and exhausted the range of responses captured after the inclusion of pooled items.

To ensure the respondents only gave one answer, the researcher gave instructions before the questions. These types of questions were chosen for two reasons. One, data could be quickly coded and aggregated to give frequencies of responses, and two, they could facilitate the respondent's deeper processing of response options. This approach was pegged on Dillman *et al.* (2003)'s study on experimental comparison in two web surveys to establish whether check-all and forced choice format produced similar results. Dillman *et al.* had established that though respondents took long to answer forced choices questions because they encouraged deeper processing of response options, it was a preferable format to check all formats, as it additionally alleviated word order bias.

To test the internal consistency of the variables, the study used Cronbach's alpha coefficient. This was chosen because it is the most commonly used measure of reliability for two or more construct indicators (Cohen *et al.*, 2011). The correlation coefficient values range between 0 and 1, with the higher values indicating a better reliability (Hair, Black, Babin, & Anderson, 2009). In the event that the variables did not meet the threshold for reliability required, the average inter-item correlation was determined so as to remove the items with a low Cronbach's alpha.

The scales used in the dissertation showed an acceptable level of reliability. The food quality scale had a high Cronbach's reliability ($\alpha = 0.874$). The Food distinction scale too had a high Cronbach's alpha reliability ($\alpha = 0.830$). Same to the globalisation scale ($\alpha = 0.690$). However, for the scale testing whether the food was more or less appealing, an overall Cronbach's alpha reliability ($\alpha = 0.668$) was marginally reliable. Though Bryman and Cramer (1990) suggest that reliability level is acceptable at 0.8, other statisticians have suggested that reliability is acceptable if it is above 0.67 (George & Mallery, 2003; Gliem & Gliem, 2003; Tavakol & Dennick, 2011). In regards to this study therefore, though marginally acceptable, the Cronbach's α of 0.678 was deemed appropriate. Though an option of eliminating the low α that were bringing the overall α down could have eliminated taste ($\alpha 0.551$) and smell ($\alpha 0.546$), this could have distorted the findings as this section consisted of contingency questions.

3.7 Data Collection and preparation procedure

The researcher sought permission from the relevant authorities before embarking on data collection. Participants in the study were adequately informed of the purpose of the study

and that participation was voluntary. The participants were assured that the research would apply the principle of anonymity and confidentiality while upholding honesty throughout the study, especially in selecting participants, data collection, interpreting of data and report writing.

The research questions and the sampling plan dictated obtaining a random sample of guests visiting outlets offering local foods of the region in order to get a cross section of guests with a diverse interest. The data collection exercise was undertaken for a period of four months between December and March 2012. This period was arrived at because during this time the guest turnover in the region is relatively high (Appendix K). As such it was hoped that there would be a higher turnover in the outlets. As such more of the guests would participate in the study. The process of data collection involved the principal researcher together with three (3) research assistants.

The collection process was divided into two phases. The first phase targeted food providers. A pre-visit was made to their establishments for introduction and sensitizing them on the importance of the study. They were asked to suggest the dates and time they would like to be interviewed. Care was taken to ensure the dates did not overlap. A request to interview guests at a separate session was sought based on periods when the establishments received a variety of respondents fitting the research. The second phase targeted guests to these eateries. Guests were randomly sampled just before meal time. The interviews commenced after the guests had completed their meal. To avoid repeat responses, a screening question; *“have you participated in a similar study?”* was asked.

Being a cross sectional analytical study design, both the questionnaire and interview data was collected simultaneously in the same outlets. The research assistants were trained on data collection procedures before the actual data collection. While the principal researcher interviewed the service providers, the research assistants assisted the guests to fill the questionnaires. This is by clarifying issues that were not clear to the respondents. This was also done to enable any queries or uncertainties to be addressed immediately with the questionnaire designer and to minimise filling errors, inconsistencies and inaccuracies. This system was deemed appropriate because, when used, one can gather data from respondents rapidly and simultaneously as it may exert a sense of compulsion in a way (Cohen, 2011). This would then help increase the response rate. In cases where the respondents sought to fill the tool on their own at a later period, they were left with the questionnaires which were collected after they were filled at the promised time.

A face-to face interview and an observation was carried out within the service providers' premises. It was subjected either to the outlet proprietors, chefs or managers. Some of the questions were triangulated to conform to parts of the questionnaire. This was done in an effort to increase the concurrent validity of the instruments (Cohen, 2011). Note taking was used to record the answers by the respondents, while pictures were taken to ensure that all the responses and relevant information were captured.

3.7.1 Distribution and return rate

As indicated earlier, data was collected for a span of four months. The results in Table 3.3 indicate that the month of February experienced the highest return rate. A possible explanation is that during this month, the guest turnover in the hotel had gone down.

There is a probability that when the turnover is lower, there is a relaxed atmosphere in establishments thus most of the guest are likely to be more focused on any task given. As such more of them were willing to participate in the study. Conversely, the month of December recorded the lowest return rate, possibly because eateries had a higher guest turn-over and the management were reluctant to allow the research to be carried out.

Table 3.3: Distribution and return rate by month

Type of survey	Month				
	December	January	February	March	total
No of questionnaires distributed	130	135	140	140	543
No of eligible surveys returned	39	78	133	71	322
Response rate of the survey	30.0%	57.8%	95.0%	50.7%	59.1%

The research also sought to have an equal representation of food outlets offering local foods on their menu. As such the return rate by type of food outlet was also profiled. The results in Table 3.4 indicate that of the 545 questionnaires distributed, 322 were fully completed and returned. This was a response rate of 89.7% of the intended sample size of 359 respondents.

Table 3.4: Distribution of questionnaires and return rate by type of food outlet

Geographic region	Food outlets	Sample size per outlet	Administered questionnaires after oversampling	Returned questionnaires (n)	Return rate in relation to sample size %	Return rate per geographic region %	% of total sampled/ outlets
North Coast	Eateries at guest attractions sites	60	91	56	93.3	70.0	17.39
	Restaurants serving local cuisine	74	113	59	80		18.32
	Hotels with local cuisine theme day	80	120	52	65		16.15
Mombasa Island	Eateries at guest attractions sites	72	108	69	95.8	106.9	21.43
	Restaurants serving local cuisine	56	85	72	128.6		22.36
	Hotels with local cuisine theme day	17	22	14	82.4		4.35
TOTAL		359	545	322	89.7%		100

Source: researcher's own construct

The response rate among the outlets within Mombasa Island was much higher than (106.9%), than that of North Coast (70%). Specifically, restaurants serving local cuisine within the island recorded the highest return rate (n=72, 128.6%). This might be so due to the possibility that these areas attracted guests who were out purposely to enjoy the signature foods of the region. In fact one of the service providers noted:

Most of the guests we receive here reside in the hotels but are booked here by tour drivers. They always request the driver that they would like to have a feel of the local dishes. The drivers in turn make a booking with us since they have our mobile numbers.

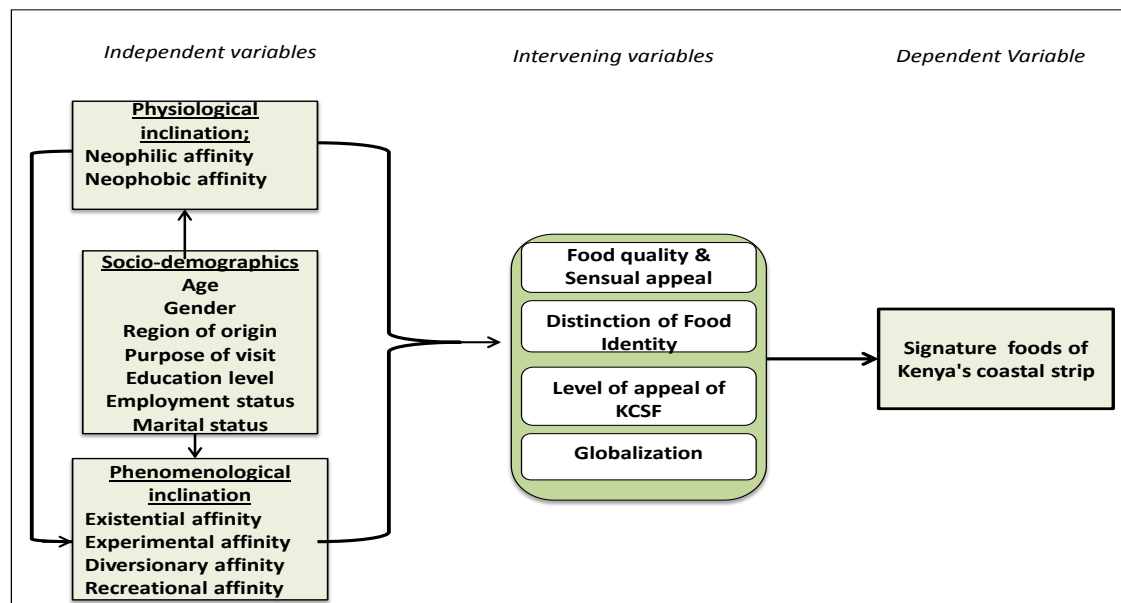
For the face to face interviews, a 100% response rate was attained.

3.7.2 Procedures used to profile and prepare data

The data was screened for accuracy, missing values and detecting univariate and multivariate outliers. Data editing was done to identify and eliminate errors made by respondents to ensure that; there was an answer to every question in each section, this answers were accurate as intended by the instrument, and interviewees had interpreted the instructions and questions uniformly. Additionally, the data was checked for fit between distributions of all the variables to verify whether it met the assumptions of multivariate analysis. Questionnaires that had errors, inconsistencies and inaccuracies were discarded.

3.8 Conceptual framework

This study developed a conceptual framework for influencers of participation in gastronomic activities. The study sought to establish whether a gastronomic identity existed along the KCS based on its signature foods. It was hoped that this would help create a position for the region' as a gastronomic destination. To achieve this, the guests' socio-demographic and psycho graphical perspectives were considered.



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Figure 3.1: The conceptual framework for influencers of participation in gastronomy activities (Source: Researcher)

The conceptual framework identified three main guest perspectives; their socio-demographic profile, physiological, and phenomenological inclinations. Though each of the three had been used independently in the past; socio-demographics (Warde *et al.*, 2000; Scarpato, 2005; and Kim *et al.*, 2007), guests, physiological inclination (Arvola *et al.*, 2009; Ritchey, 2008; and Cohen *et al.*, 2004), and phenomenological inclination

(Hjalager *et al.*, 2005; Chulown *et al.*, 2005; and Ignatov, 2006), this study sought to establish whether these variables could be interlinked in explaining the KCS's signature foods.

The framework therefore suggested guests' socio-demographic profiles (age, gender, region of origin, purpose of visit, educational background and marital status) may influence the guests' appreciation of the KCS signature foods. The same applied to the guests' physiological inclination (neophilic and neophobic affinities) and the guests' phenomenological inclination (diversionary, recreational, experimental and existential affinities). However guests' physiological inclination could be affected by their socio-demographic profile just in the same way as it would affect their phenomenological inclination. Further the guests' physiological inclination would affect their phenomenological inclination. The guests (based on their stated segmentations) may then relate to signature foods of the KCS in different ways.

However, it is not automatic that the stated segments would depict the guests' appreciation of the regions signature foods. Other variables were likely to intervene. This is because quality is relative. Since quality of food is perceived differently by different segments of a population, it was likely to influence guests' final appreciation of the KCS's signature foods.

Since it is understood that guests partake of food not only for satiety but also other intrinsic factors, among them its authenticity, for positioning purposes, it was necessary that its authenticity is evaluated. In this case the framework suggested that the authenticity (distinction in identity) could also influence guests' appreciation. In addition

to this, to appreciate a novel dish, guests normally compare it with that which they had tasted from other regions. As such the framework also suggested that guests appreciation of the regions signature foods would be influenced by their level of appeal in comparison to what they had partaken in other regions.

The advent of globalisation had greatly affected people's appreciation of gastronomic foods in favour of fast foods. As such the framework suggested that globalisation could also influence the guests' appreciation of the regions signature foods.

All the above variables had an influence on the consumers' final decision; whether to be a loyal customer or reject the regions signature foods all together. In the event that acceptance was attained, there would be need for branding the food by developing a positioning plan. This concept was developed to help bridge a gap, as Shenoy (2005) had noted that there was a profound lack of understanding about gastronomic satisfaction of guests.

3.9 Data analysis and presentation

A descriptive analysis of all the variables under study was performed. In order to test the proposed hypothesis (Table 3.5) and describe the sample of the study, the IBM Statistical Package for the Social Sciences (SPSS) version 20 was used. To achieve this, none directional hypotheses were used (Table 3.5). These hypotheses were used to predict that there won't be a difference or relationship between two conditions or two groups of participants using two-tailed tests. Cohen *et al.* (2011) posits that these hypotheses are recommended in cases where prediction is not possible. Though the study set up four research questions, in order to catch the complexity of the phenomenon being studied,

several hypotheses were used for each research objective. In support of this view, Mujis (2004) intones that in a case where dependent, independent and mediating variables need to be operationalised, using several hypotheses is in order.

3.9.1. Quantitative data

Testing objective One

The first objective sought to establish the intrinsic traits of the respondents when experiencing gastronomy with a view of identifying areas of commonality that could be used to target guests when positioning the KCSF. This objective had three main hypotheses that needed to be tested. The first two hypotheses' which were converted to dependent variables were tested against a set of independent variables that depicted the respondents' socio-demographic characteristics. This included; gender, age, region of origin, purpose of visit, highest level of education, current employment status and current marital status.

The first dependent variable, the guest's physiological inclination had two traits; neophilic and neophobia affinities. The hypothesis here sought to establish whether there was any statistical significance between the guest's socio-demographic characteristics and their physiological inclination. The second dependent variable; phenomenological inclination had four traits; existential affinity, experimental affinity, diversionary affinity and recreation affinity. The hypothesis here sought to establish whether there was any statistical significance between the guest's socio-demographic characteristics and their phenomenological inclination. The third hypothesis sought to establish whether a

relationship existed between the guests' physiological inclination and their phenomenological inclination.

For the three tests, a Chi-square goodness of fit test was run. This is a test that measures the difference between a statistically generated expected result and an observed result, to see if there is a statistically significant difference between them. If the observed frequencies differ much from the expected frequencies then the variables are not equally represented (Cohen, 2011). This Chi-square goodness of fit test sought to find out whether the tenets of the dependent variables were evenly distributed. Secondly a cross tabulation was made to establish the descriptive dimensions that existed between each dependent variable and the independent set of variables that depicted the respondent's socio-demographic characteristics. This was done to enable the researcher make comparisons of the frequencies by percentages in order to draw attention to certain factors and comment on the emerging relationships (Cohen, 2011). This was followed by a Chi-square test of independence.

Chi-square test of independence is a versatile test capable of measuring two different sets of nominal (categorical) data (Kothari, 2005). In this case, it was used to measure the significant difference between the independent categorical variables of the respondent's socio-demographic characteristics and the set of dependent variables which were categorical as well. In this case, they were conducted to assess the significance of each of the six socio-demographic variables on the dependent variables of physiological inclination and phenomenological inclination. It was also used to test the statistical

significant difference between physiological and phenomenological inclination of the respondents.

However, Cohen *et al.* (2011) avers that one has to be extremely careful when using Chi-square. This is because, for Chi-square results to be effective, at least 80% of the cells should contain more than five cases of respondents. He therefore advises that a Fisher Exact Probability Test (FEPT) is more effective if more than 25% of the cells have fewer than 5 cases. However the FEPT also has its setback. In cases where a large amount of cells (70%) have fewer than 5 cases, it may take too long to complete the tests. To avert this, Metha and Patel (2010) suggest the use of Monte Carlo Exact Probability Test (MCEPT). Apart from answering all the shortcomings of both the Chi-square test of independence and FEPT, this test additionally displays the significant level and gives a more accurate p-value (Metha *et al.*, 2010). As such, MCEPT was uniformly adopted in conjunction with Chi-square statistics for all the tests. Unfortunately, Chi-square does not provide an estimate of the magnitude of association between the nominal attributes (Kothari, 2005). There was thus a need of incorporating a test to measure the effect size.

To determine the measure of association that existed between these nominal variables the study adopted two tests; Phi statistic and Cramer's *V*. Both these tests indicate the strength of association between a dependent variable and multiple predictors. The Phi statistic is used in cases where both the nominal variables under consideration have exactly two dichotomous values, while Cramer's *V* is used in cases where the number of possible values for the two variables are unequal, yielding a different number of rows and columns in the data matrix (Bernette, 2006). These statistics were chosen because of their

ease of calculation and their association with Chi-square statistic. The statistics obtained always falls along a range from a low of 0 to a high of 1. A statistic that falls below 0.1 indicates a low effect, below 0.3 indicates medium effect and below 0.5 implies that there is a strong correlation between the variables (Nandy, 2012). This thus is the most appropriate measure of association.

Finally, the study sought to establish the independent variables that were predictors of the dependent variables. This was calculated using Multinomial Logistic Regression (MLR). This is a multivariate statistic used when the dependent variable has more than two nominal categories (Tabachnick *et al.*, 2001). Bayaga (2010) avers that this is a more appropriate statistic in finding the model fit and correctness of analysis regardless of any assumption. Additionally, it gives good results where dependent variables are dichotomous and independent either continuous or categorical, and there is substantive departure from multivariate normality, just like in the case of this study. Additionally it does not assume linear relationships between dependent and independent variables, but produces the likelihood ratio test, which may be used to assess the reliability of improvement in fit when a predictor is included in the model. The significance value shows if the model is significantly degraded by removal of each predictor (Tabachnick *et al.*, 2001).

Testing objective two

To test the extent to which guests were satisfied with the quality of the KCSF, just like in the first case, the two dimensions of independent variables, physiological and phenomenological inclination, were developed. The two variables were tested against the

quality of the regions signature foods. Quality is an important aspect that measures the guests' appeal to meals. In this case, this was divided into five independent variables of appearance, taste, texture, aroma, and overall acceptability that were presented on a three point Likert-type scale.

A Mann-Whitney Wallis (MWW) Test statistic was conducted to establish whether there was a statistical significant difference between the independent variable, Physiological inclination and the various quality parameters. MWW test is a nonparametric equivalent of the t-test which measures two independent variables. It is based on ranks that compare the number of times a score from one of the samples is ranked higher than score from another sample (Bayman & Cramer, 1990). Nevertheless, most statisticians prefer to use parametric tests over non-parametric because of their power, and the fact that it does not enable the researcher identify clearly where the difference lies between the groups under study (Cohen *et al.*, 2011). In the case of this study, this statistic was chosen because it was deemed the most appropriate measure as the data was not homogeneous. Though the population had a relative shape, it was not necessarily normal. Additionally, MWW Tests are versatile and can be used with ordinal, interval and ratio scales (Bryman *et al.*, 1990). As such, this statistic was used in conjunction with a corresponding cross-tabulation to help identify the difference within groups.

Kruskal-Wallis (KW) test was used to establish whether the respondents' phenomenological inclination had any relationship to their perception on the quality of the signature foods of the region under study. This test is used where there are more than two related samples with one ordinal or categorical variable (Cohen *et al.*, 2011). It was

deemed appropriate for this study because the independent variable, phenomenological inclination, was not categorical and the independent variables depicting quality were ordinal. Just like MWW Test, the KW Test neither tells where the difference lies nor the degree of association among the three or more sets of ranking (Kothari, 2005). The study thus employed cross tabulation to address the former and Kendal's coefficient of concordance to address the later. Kendal's coefficient of concordance (W) is considered an appropriate measure of studying the degree of association among three or more sets of ranking. A maximum disagreement occurs when the W equals to 0.0, while perfect agreement exists when W is equals to 1.0.

Testing objective three

In order for the signature food of the region under study to be marketed as a gastronomic destination, there was need for it to be distinguished from that from other regions, an endeavour objective three sought to establish. Objective three consisted of contingency questions. These questions were divided into two parts; the first sought to establish whether there was a distinction in the identity of the KCSF in regards to appearance, taste texture and smell, as compared to food the respondents had taken in other regions. If their answer was to the affirmative, the respondents were to answer the second part which sought to find out whether the signature foods in the region of study were less or more appealing. Both this parts (independent variables) were tested against the two dependent variables, physiological inclination and phenomenological inclination.

As demonstrated in objective one, the variables in this section were subjected, first to the Chi-square goodness of fit. This was followed by the cross tab, then the Chi-square test

of independence and finally the MLR. The same was the case for hypothesis four which sought the relationship between the respondents' intrinsic inclinations and the influence globalisation had on their appreciation of the signature foods of the area under study.

Testing objective four

This objective was based on the fact that the natural connection that once existed between food and the land it was grown or reared on had largely been eroded (Hall and Mitchell, 2005) due to forces of globalisation leading to many guests seeking the comfort of their families while on holidays. There was therefore a need to establish the extent of this effect based on the respondents' intrinsic inclinations to the signature foods of this region. Three dependent variables; preference of fast foods to the signature foods, prospects of partaking to the signature foods on another visit, and frequency of use, were tested against independent variables; physiological inclination, and phenomenological inclination of the respondents.

The stated variables were subjected to a cross tab to establish the frequency distribution, then the Chi-square MCEPT of independence to establish the statistical significance and finally the MLR test. The same was the case for hypothesis four which sought the relationship between the respondents' and the influence globalisation had on their appreciation of the signature foods of the area under study.

3.9.2. Qualitative data

Generally, two forms of interview were used, structured interviews and word based accounts. Cohen, (2011) emphasises that it is not only important to examine a situation

through the eye of the researcher but also through a range of data to ensure that data includes the views of the participants (inductive approach).

Standardised structured interviews yield numeric data and thus when used the data may be reported in graphs or tables (Cohen, 2011). In this case it was used to generate demographic information of the service providers and their view of the most popular signature foods in their outlets. This was achieved by counting frequencies in which the ideas occurred, noting on patterns stemming from the repeated themes. All the data that was related to each of the particular issues was presented together before moving to the next item. In fact, Cohen (2011) advised that this approach was an economical way of making comparisons across respondents. In this case, care was taken to ensure the wholesomeness, coherence and integrity of the respondents was not lost. This was achieved by tracking through the residual data to harness any data that had been ignored.

For the word-based accounts, direct quotations were used to; illuminate and relate to the general text while maintaining the flavour of the original text as well as keeping faith in the exact words. This was accompanied by commentaries and interpretations which were incorporated in the natural writing style of the report. This format was used partly for the open ended questions covered in the guest questionnaire and secondly in analysing the third section of the interview schedule which sought to find out if there were any barriers that could hamper the development and sustainability of the regions gastronomy. To achieve this, a systematic approach was used. This is whereby selective coding was used. Here, the core category in each text was identified then coded. They were then grouped in to hierarchies of subsumption. To ensure a high reliability, verbatim, phrases and words

were used. For the observation check-list the observed results were either reported verbally or by use of pictorials.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter deals with the interpretation and explanation of the study with regards to the stated hypothesis and research questions. It is organised based on the objectives of the study. The first section deals with the profiles of the respondents to the variables of the study then the last part covered the underlying dimensions of the signature foods which are presented in bar graphs, percentages bivariate and multivariate analysis.

4.2 Demographic and professional profile of the respondents

In a bid to understand the response pattern of the respondents the study sought to establish their demographic characteristics. Both the guests and the proprietors/ chefs demographic information were sought.

4.2.1 Guests' demographic profiles

The guests' demographic information covered their gender, age, region of origin, main purpose of visit, highest level of education, occupation status and marital status.

Gender of guests

Gender is considered an important characteristic because males and females have different preferences when it comes to choices of meals. The results of the study revealed that (n=197, 61.2%) of the guests who partook of the signature foods of the region were males while (n=125, 38.8%) were females. This implies that though both genders were well represented, the proportion of male respondents was almost twice that of female

respondents (Figure 4.1). A possible reason for this is that majority of the men were more adventurous as such they travelled away from their domicile more than their women counterparts. While away, men were likely to be actively involved in food related activities; while women were more household oriented and so would rather be at home. This is in agreement with; Burusnukul *et al.*, (2011) and Kivel *et al.*, 2006; findings which revealed that a greater proportion of males tour new regions as compared to females due to their adventure seeking tendencies.

Age of the guests

The respondent's age was grouped into five. The results presented in Table 4.1 shows that majority of the respondents (n=134, 41.6%) fell between 21 and 30 years. This population was almost twice of the second highest category, 31 to 40 years, ratio 1:1.5 as shown in Table 4.1. This implies that majority of the guests who visited the region were youths as well as middle aged persons. For the Kenyan respondents, an explanation of the trend might be that majority of the youth who visit the coastal strip travel in groups on safari or educational purposes. Additionally, youthful respondents are believed to have a higher interest in travelling and exploring new attractions. Therefore their travelling rate was likely to be higher than older persons. This collaborates with past studies by Fox, (2007); Guzman & Canizares, (2010) and Kivela, (2006) who observed the same traits in their respective related studies. This implies that the youth should be given greater consideration when prospecting for a gastronomic market in this region as they can form a sizable target group.

Table 4.1: Demographic profile of the guests

Variables	Categories	(n)	Valid %
Gender of respondents	Male	197	61.2
	Female	125	38.8
	Total	322	100
Age of the respondent	less than 20	18	5.6
	21 - 30	134	41.6
	31 - 40	89	27.6
	41 - 50	33	10.2
	51 and above	48	14.9
	Total	322	100
Region of origin	Kenyan from coast	31	9.6
	Kenyan outside coast region	71	22.0
	Rest of Africa	27	8.4
	Britain	44	13.7
	Germany	23	7.1
	Italy	29	9.0
	Rest of Europe	24	7.5
	Asia and far East	23	7.1
	N. & S America	50	15.5
	Total	322	100
Purpose of visiting the region	Holiday	126	39.1
	Business	63	19.6
	Experience food culture	37	11.5
	Cultural attractions	46	14.3
	Visiting friends	24	7.5
	Exploration	26	8.1
	Total	322	100
Highest level of education	High school and below	58	18.0
	Tertiary college	65	20.2
	Under graduate	150	46.6
	Post graduate	49	15.2
	Total	322	100
Current employment status	Employed full time	123	38.2
	Employed part time	53	16.5
	Student	40	12.4
	Unemployed	24	7.5
	Retired	38	11.8
	Self employed	38	11.8
	Total	322	100
Current marital status	Married	168	52.2
	Widowed	20	6.2
	Divorced/ separated	26	8.1
	Never married	108	33.5
	Total	322	100

There were no multiple responses from the guests

Guests' region of origin

According to Tsang & Ap (2007) nationality of guests provides an important understanding of the general guest trend when visiting a destination. As such the study sought to establish the guests region of origin. The results were categorised into nine (9) groups, those from; the coastal region of Kenya, other parts of Kenya but outside the coastal region, the rest of Africa, South and North America, and those from Asia and the Far East. For the European region, due to their high representation, they were ranked independently (Germany, Italy, Britain) while those with a smaller representation were grouped together (Rest of Europe).

The results showed that the highest representation (n=71, 22.0%) were Kenyans outside the coastal region (Table 4.1), followed by North and South Americans (n = 50, 15.5%) and then the Britons (n=44, 13.7%). The results imply that 31.6% of the respondents were domestic tourists. In terms of regions, guest from Europe (n=120, 37.3%) had the highest representation. This confirms the common trend that majority of the tourist visiting this region are from Europe (Appendix I). It also confirms that Kenya depends more on inbound tourists than domestic tourists. It is also important to note that the domestic tourist numbers by the time of the study were relatively high. This might have been influenced by the proximity of the local guests from outside the region to the coastal strip and the popularity of the destination. These results collaborates those by Zahari *et al.* (2009) in Malaysia and Guzman *et al.* (2010) in Spain who posited that European guests record the highest number of inbound guests due to their proximity to their destination.

Guests' main purpose of visiting the region

In this current study, most of the visitors were in the region for holiday purposes (39.1%) followed by business purposes (19.6 %). The high number of holidaying respondents might have been influenced by the fact that this study was carried out during the high tourism peak season in the region. There is also a possibility that majority of the respondents might have either travelled as a family or couples on holiday, increasing the number of visitors. Similarly, these results seem to have be the trend in other regions such as Thailand and Spain as most outlets reported the same trend (Guzman *et al.*, 2010; Kivela *et al.*, 2006; Jails *et al.*, 2009 and Burusnukul, 2011). Interestingly, those who came to experience food culture scored a paltry (n = 37, 11.5%), approximately a ratio of 1: 3.5 against holiday purposes. This raised the question whether the guests were aware that the authentic food component existed in the region and whether it had been promoted in any form.

Guests' highest level of education

Education has variously been linked to exposure levels. The higher one's level of education, the more one is likely to be exposed to a variety of cuisines (Wade & Martens, 2000). The guests were also categorised in relation to the highest level of education they had attained. This was broken down into four: Primary and high school, tertiary institutions, undergraduate, and postgraduate levels of education (Table 4.1). The results indicated that 46.6% of them had a university degree. The results further revealed that a high (82%) proportion had attained additional training, at a higher level other than the high school. This implies that the literacy level of the respondents was quite high. As

such, there was a likelihood that majority of the respondents were exposed more on gastronomic foods of other regions.

Current occupation status of the guests

One's occupation status as a social variable has variously been associated to ones disposable income (Wade *et al.*, 2000). This study revealed that majority (n=123, 38.2%) of the respondents were employed full time. This population was more than twice that of the second highest (n=53, 16.5%) category, part time employees. At least (n=214, 66.5%) of the respondents had a form of occupation (Figure 4.1). This implies that majority of the population partaking to signature foods found in this region have a source of livelihood. Interesting to note is the fact that majority of the respondents who had an undergraduate level of education (46.6%) were employed either part or full time (16.5 and 38.2 % respectively). This might have been influenced by the fact that they may be in occupations that ensured them a higher disposable income which would enable them afford to go on trips and visit eateries. Basala (2001); Kim *et al.* (2009); and Yuan *et al.* (2005) aver to this.

Guests' current marital status

Majority (n= 168, 52%) of the guests were married. Of the married guests, (n = 68, 40.5%) were aged between 31 – 40years. Majority of those who were never married (n = 74, 68.5%) constituted of 21 – 30 year olds, while majority of those who were divorced (n =13, 50%) were above 51 years old. There was a likelihood that the married respondents were accompanied with their spouses a common trend also observed by Zahari *et al.* (2009), especially for guests touring a novel region.

4.2.2 Service providers' profiles

A sixteen question interview schedule that covered the staffs' professional status, their view of their clients, the gastronomic identity of the region and the quality of the region's signature foods was subjected to the proprietors / chefs of the outlets covered in the study. Among the demographic information gathered included; their region of origin, experience in preparing signature foods, training attended and exhibitions attended. This is presented in figures 4.1, 4.2, 4.3 and 4.4.

Demographic profile of service providers

Majority (n = 12, 66.7%) of the service providers of the establishments under the study were indigenous from the KCS. This population majorly consisted of the chefs. Most of the chefs in the sample frame (n =7, 77.8%) originated from the KCS. On the same grain, a greater proportion of proprietors (n =4, 66.7%) were from the KCS. However with the managers, a greater proportion (n=2, 66.7%) were Kenyans from regions out of the KCS as indicated in figure 4.1.

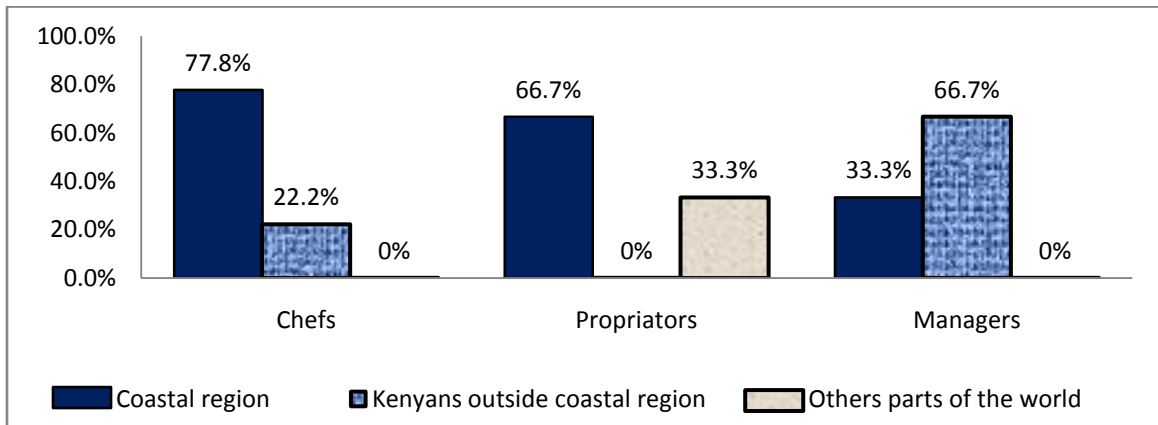


Figure 4.1: Service providers' professional status by their region of origin

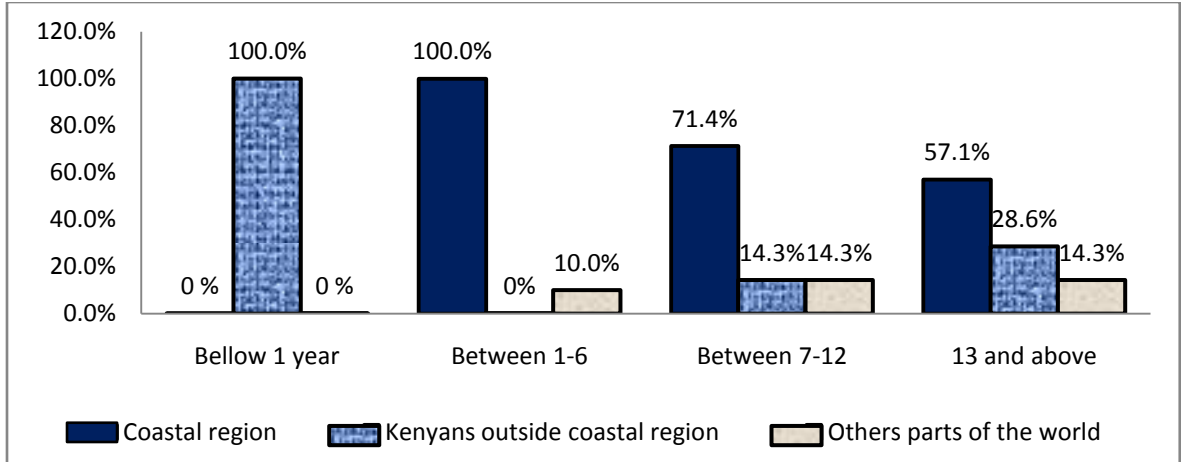


Figure 4.2: Service providers' experience in years by their region of origin

All the service providers had an experience of preparing the KCSF. However in terms of years worked, a greater proportion of those who had prepared the KCSF for the shortest period (bellow 1 year) were Kenyans from outside the KCS (n=1, 100%). However majority of the service providers from KCS had prepared these signature foods for a period ranging from 1 year to above 13 years as indicated in figure 4.2.

The study also sought to establish whether the service providers had any collage training.

Figure 4.3 relays information relating to the source of their KCSF's skills.

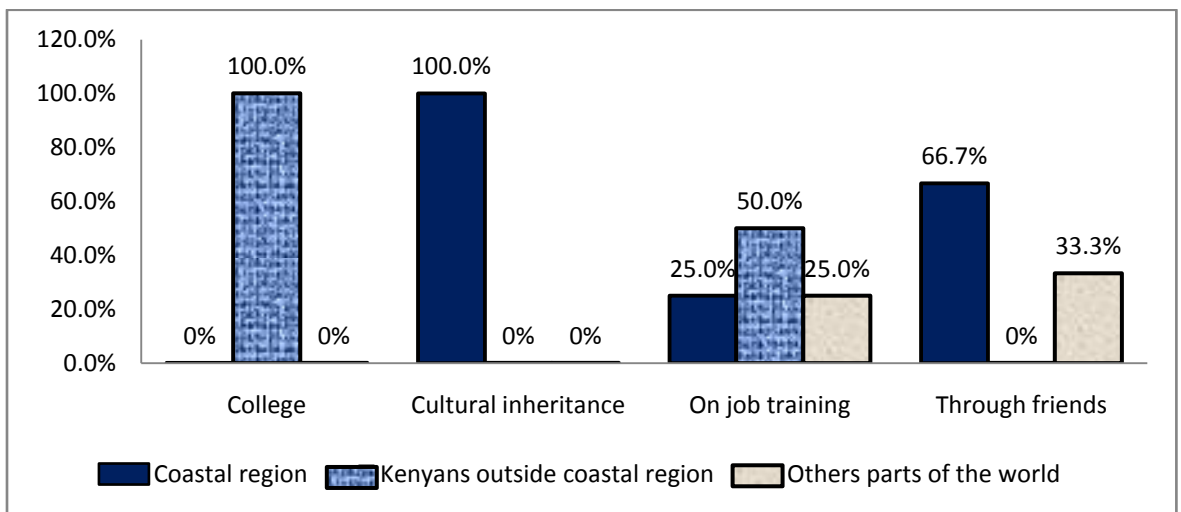


Figure 4.3: Service providers' source of gastronomic skills by their region of origin

It was observed that majority of the proprietors of the KCSF outlets from the KCS had no formal food production training from a college. Majority of them had either gained their expertise through the years from their parents who had the relevant skills (n=9, 100%) or through their friends (n=2, 66.9%). On the other hand, the chefs originating outside the coastal strip had undergone a formal training, which did not cover much on the gastronomy of the Kenyan coastal region (n=2, 100%), while the other proportion had gained it on job (n=2, 50%).

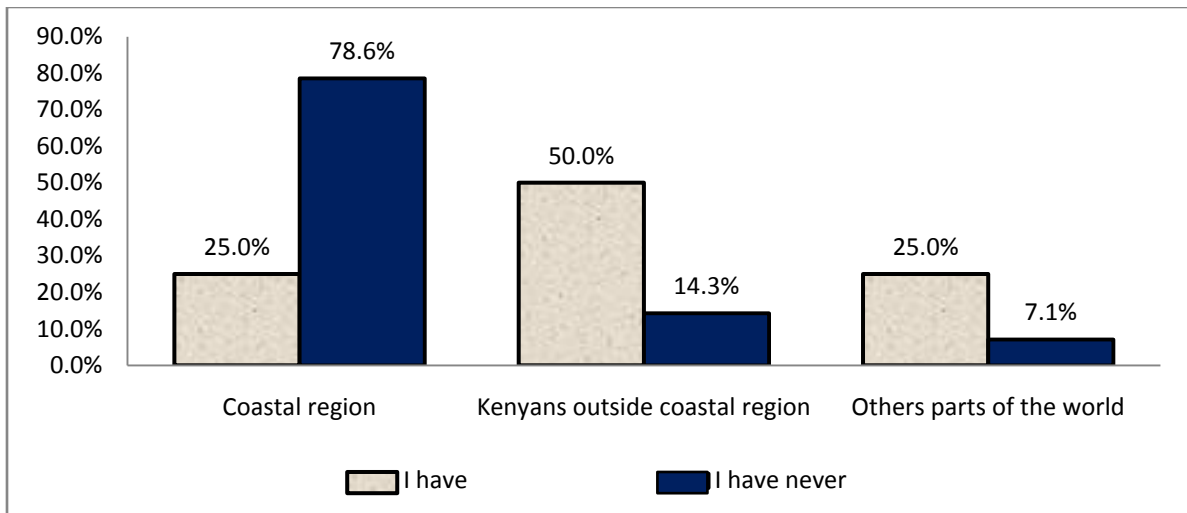


Figure 4.4: Service providers' food exhibitions attended by their region of origin

A greater proportion of the service providers (n=14, 77.8%) pointed out that they had never attended any form of competition or event featuring the gastronomic foods of the KCS. Of those who had attended, (n=2, 50%) were Kenyans from outside the KCS as indicated in figure 4.4. Further investigation indicated that such an initiative had never been explored in the region. Though at the time of the study a food related festival was organised in Malindi, these service providers had never been invited or involved in any way, possibly because it was still in its early stages.

4.3 Areas of commonality in the way guests perceive and experience gastronomy

This study sought to identify areas of commonality in the way guests perceive gastronomy and choose food outlets based on their socio-demographic characteristics. This is because social, economic and demographic variables have commonly been used to predict food consumption patterns (Shenoy, 2005; Richards, 2005). In fact, studies carried out in the past had shown a strong relationship between socio-demographic status and food consumption (Goody, 2002; Kim *et al.*, 2007, and Scrapato, 2005). However most of these studies were not related to gastronomic food. It was anticipated that through this objective the study would be able to understand how the market under study was constructed, the food experiences of consumers, and how their physiological and phenomenological inclinations related to their socio-demographic characteristics. To achieve this, the study sought to establish the role played by the respondents' physiological and phenomenological inclination in relation to their socio-demographic characteristics.

4.3.1 Physiological affinity when experiencing gastronomic foods

The study assessed whether the respondents liked tasting unfamiliar foods when visiting a region away from their place of origin and whether they enjoyed and got total satisfaction out of it (their physiological inclination). Two terms were used to infer to the opposite ends of these respondents' physiological inclinations, Neophiliacs and Neophobics. The assumption was that both Neophiliacs and Neophobics would be equally represented in the population. Figure 4.5 presents the percentage of respondents involved in food related activities in relation to their physiological inclination.

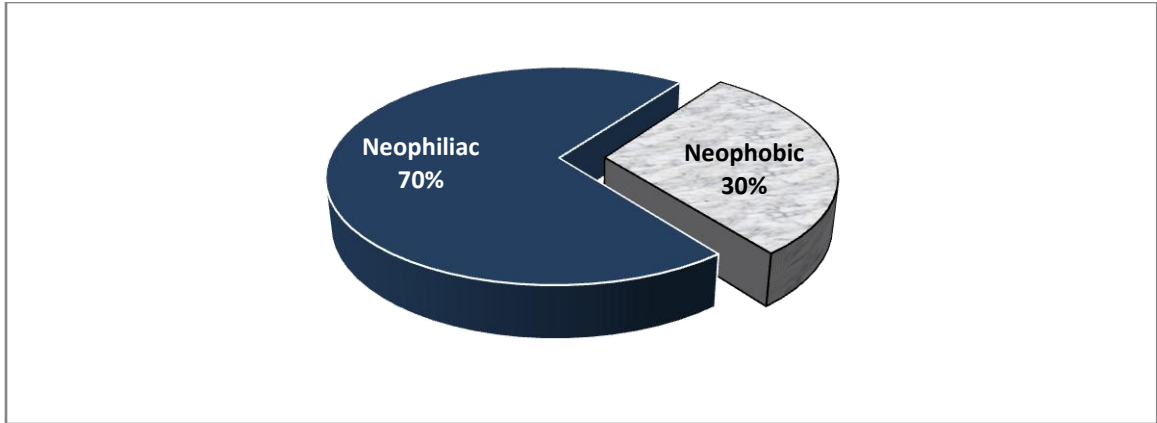


Figure 4.5: Percentage of guests' involved in food related activities by their physiological inclination

Figure 4.5 indicates that majority ($n= 227, 70.5\%$) of the guests had neophilic affinity. That is, they loved and enjoyed participating in food related activities when they visited regions away from their region of origin. This number was more than twice (2:1) that of respondents who did not have an interest in activities related to food ($n=95, 29.5\%$) and were apprehensive of foods they were unfamiliar with (Neophobics).

A Chi-square goodness of fit test (Table 4.2) revealed that there was a significant difference between the number observed and that of the expected physiologically inclination of respondents, ($\chi^2 = 54.112, df = 3, n=322, p= 0.00$).

Table 4.2: Frequency distribution of guests' physiological inclinations

	Observed N	Expected N	Residual
Neophiliacs	227	161.0	66.0
Neophobics	95	161.0	-66.0
Total	322		

$\chi^2=54.112, df = 1, p = 0.00$

This implied that inclination of the two physiological affinities was not equally distributed among the population.

4.4.1.1 Physiological affinity and socio-demographic profile

To establish dynamics that might help explain the results, the study sought to establish whether a relationship existed between the respondents' physiological traits of neophobics and neophiliacs and their socio-demographic profiles. Three null hypotheses were thus set. The first one was in relation to the respondent's physiological inclination;

H₀1.1: There is no statistical significance relationship between the respondents' physiological traits and their socio- demographic characteristics.

The study was broken down into the various socio-demographic characteristics;

Gender of guests'

Gender is an important determinant of variations in human behaviour and practices that has been used extensively (Brown *et al.*, 2010, Zahari *et al.*, 2009; Williams, 2003). In terms of food related activities, Brown *et al.* (2010), Williams, (2003) observed that majority of women are more neophobic than men, while Zahari *et al.* (2009) and Verbek *et al.* (2005) observed that there was no significant difference in terms of gender ratings of neophobia. This study hypothesized that there *is no significant difference between physiological affinity and gender.*

Table 4.3: The guests' gender by their physiological traits

Physiological traits	Gender					
	Male		Female		Total	
	n	%	n	%	n	%
Neophiliacs	151	76.6	76	23.4	227	70.5
Neophobics	46	60.8	49	39.2	95	29.5
Total	197	100	125	100	322	100

$\phi = 0.169$; $\chi^2 = 9.237$, $df = 1$; $p = 0.003$; $\alpha = 0.05$

The results presented in Table 4.3 showed that a larger proportion of males (n=151, 66.5%) than females (n = 76, 33.5%) reported being neophilic. On the other hand, a greater proportion of female guests (n=49, 51.6%) than males (n =49, 48%) reported being neophobic. A Chi – Square MCEPT was run for the gender distribution of respondents in relation to physiological affinity. The results (χ^2 9.237, $df = 1$; $p =0.002$) revealed a statistically significant difference existed between the respondents' gender and their physiological inclination. Therefore, it can be concluded that gender could be used to segment the guests visiting the coastal strip, as males were likely to be more neophilic than females.

This result is in congruence with Brown *et al.* (2010), Kivela *et al.* (2006), and Williams (2003). The Null Hypothesis that there is no significant difference between physiological inclination and socio-demographic profile was rejected for gender. The Phi ($\phi =0.169$) measure of association further showed that gender accounted for seventeen (17) percent of the observed variation in physiological inclination. This implies that there was a moderate association between the two variables. Therefore these results were to be generalised cautiously as they were only likely to be significant with a larger sample. Since gender could be used in targeting the right market for the region's gastronomy, there was need of establishing gastronomic preferences for female guests with a view of diversifying the signature foods to meet these needs.

Age of guests

Human behaviour significantly varies by age in many societies. In regards to food related activities, a study carried out in British Columbia observed that young tourists consume

more ethnic food because they are more adventurous (Williams, 2003). Kivela *et al.* (2006), postulates that age 26 - 35 constitutes the largest number of guests to regional based festivals. However this contradicts findings by Shenoy (2005) and Kim *et al.* (2007) who stated that 25 – 34 year olds spent less on food compared to over 65 year olds, and middle aged groups. This shows that there is no commonality with regard to age vis-a-vis gastronomic food consumption, leaving room for further research in this area. In this study, it was hypothesized that *there is no significant difference between age and physiological affinity*. The results presented in Table 4.4 suggest that the while majority of the guests with neophilic traits were highly represented in all age groups, the representation among guests below age 20 were much lower (n = 10, 4.4%). Conversely, while majority of the guests below 20 years (n =8, 8.4%), this was not the case with other age groups.

4.4: The guests' age by their physiological traits

Physiological traits	Age										Total	
	≤ 20		21 – 30		31 - 40		41 - 50		≥ 51			
	n	%	n	%	n	%	n	%	n	%	n	%
Neophiliacs	10	55.6	97	72.4	63	70.8	24	72.7	33	68.8	227	70.5
Neophobics	8	44.4	37	27.6	26	29.2	9	27.3	15	31.2	95	29.5
Total	18	100	134	100	89	100	33	100	48	100	322	100

$V = 0.085$; $\chi^2 2.315$, $df = 4$; $p = 0.678$; $\alpha = 0.05$

However, a Chi-square MCEPT statistic for independence revealed a statistically significant difference did not exist between the various age categories. ($\chi^2 2.315$, $df = 4$; $p = 0.678$). The null hypothesis that a relationship does not exist between physiological inclination and socio-demographic profile of respondents in regards to the various age categories was thus accepted. This implied that age could not be used to determine guest physiological inclination to food related activities in the region under study. It could also

not be used to target guests based on their physiological inclination. The Cramer's ($V = 0.169$) measure of association suggests that age accounted for 17 percent of the observed variation in physiological inclination. This shows a moderate association between the two variables hence this finding were to be treated with caution.

Region of guests' origin

Just like gender, ones region of origin has been used extensively as an important determinant of variations in human behaviour and practices especially when relating to food preference. Psarros (2010) posits that gastronomic tourism tend to be largely a domestic tourism activity with consumers travelling to eat local produce. The study sought to establish whether this would be the case on the local scene.

Results presented in Table 4.5 suggests that the highest ($n = 20, 83.3\%$) proportion of respondents who displayed neophilic tendencies were Germans. They were closely followed ($n = 59, 83.1\%$) by Kenyans from outside the region under study. Conversely, the highest number of respondents from the rest of Europe ($n = 13, 48.1\%$) displayed neophobic tendencies as shown in Table 4.5. This infers that guests from Germany could be targeted when positioning the signature foods of the KCS. However much more effort needed to be put in place by gastronomic marketers and chefs to understand the preferences of guests from other regions so that they could address their need while retaining the authenticity of the regions signature foods.

Table 4.5: The guests' region of origin by their physiological traits

Physiological traits	Region of Origin																			
	Kenyan from coast		Kenyan outside coast		Rest of Africa		Britain		Germany		Italy		Rest of Europe		Asia and Oceania		N. & S America		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	n	%	n	%	n	%
Neophiliacs	20	64.5	59	83.1	16	59.3	27	61.4	20	83.3	21	72.4	14	51.9	14	60.9	36	78.3	227	70.5
Neophobics	11	35.5	12	16.9	11	40.7	17	38.6	4	16.7	8	27.6	13	48.1	9	39.1	10	21.7	95	29.5
Total	31	100	71	100	27	100	44	100	24	100	29	100	27	100	23	100	46	100	322	100

$V = 0.238$; $\chi^2 18.182$, $df = 8$; $p = 0.020$; $\alpha = 0.05$

There were no multiple responses from the guests

Table 4.6: The guests' purpose of visiting the region by their physiological traits

Physiological traits	purpose of visiting the coastal strip													
	Holiday		Business		Experience food culture		Cultural attractions		Visiting friends		Exploration		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Neophiliacs	82	64.6	53	84.1	39	92.9	19	47.5	15	62.5	19	73.1	227	70.5
Neophobics	45	35.4	10	15.9	3	7.1	21	52.5	9	37.5	7	26.9	95	29.5
Total	127	100	63	100	42	100	40	100	24	100	26	100	322	100

$V = 0.229$; $\chi^2 28.863$, $df = 5$; $p = 0.000$; $\alpha = 0.05$

There were no multiple responses from the guests

The Chi square MCEPT statistic for independence revealed that a statistically significant difference existed between the respondents' physiological inclination and their socio-demographic characteristics in terms of their region of origin (χ^2 17.007, df = 8; p =0.030). As such, the null hypothesis was rejected and the alternative accepted. Given the moderate effect size (V = 0.224), this relationship was likely to be more significant with a larger sample. These results were congruent to Psarros' (2010) domestic survey of leisure travellers in America which established that majority of the domestic market had a greater propensity of exhibiting neophilic tendencies, while the greatest culinary source market tended to be in Europe. As such the results could be generalised for a larger sample size.

Purpose of respondents visiting the Kenyan Coastal Strip

The purpose of guests visiting a region plays a major role in deciding the kind of activities the guests engage in while in an area away from their region of origin. In this study majority (n = 39, 92.9%) of respondents who visited the region specifically to experience the food culture exhibited neophilic tendencies (Table 4.6), followed (n = 53, 84.1%) by respondents who visited for business purposes. Contrariwise, respondents who registered the highest neophobic tendencies were those who visited the cultural attractions (n = 21, 52.5%). They were followed (n = 45, 35.4%) by those who visited for holiday purposes. A statistically significant difference exist between the respondents' physiological inclination and their socio- demographic traits relating to their purpose of visiting the region (χ^2 28.863, df = 5; p =0.001), leading to the adaptation of the alternative hypothesis. The major contributors to the significant difference were guests

who visited the KCS for business purposes, experience food culture, and those who were motivated by cultural attractions.

The calculated Cramer's V ($V = 0.229$), suggested a moderate correlation between the two variables, as purpose of visiting the region accounted for 23 percent of the observed variation in physiological inclination. There was a thus a high probability that this results could be significant with a larger sample. This implied that guests with a neophilic inclination were likely to visit the region specifically for gastronomic purposes and good proportion of the guests visiting the region for business purposes may also offer a substantial market for the gastronomic products. An important observation though is that while most researchers have interrelated culture and culinary tourism by positing that guests who visit cultural attraction are likely to be attracted in the local dishes of a region (Verbeke, 2005; Fox *et al.*, 2007), this study established the contrary. During the data collection period, a substantive proportion (52.5%) of the guest who visited the region for cultural purposes had a neophobic affinity. It might be argued that the respondents were not sure of the quality of meals especially at cultural attraction sites, which appeared suspect.

Guests' highest level of education

Past studies have suggested that one's education level may affect one's perception of food and intrinsic inclinations (Carmichael, 2001; Chatters & Ali-knight, 2002; Verbeke, 2005), though most of this were related to wine tourism. It was therefore prudent to establish whether the same applied to gastronomic food.

Table 4.7: The guests' education level by physiological traits

Physiological traits	Respondents' education level									
	High school		Tertiary college		Under graduate		Post graduate		Total	
	n	%	n	%	n	%	n	%	n	%
Neophiliacs	36	62.1	45	69.2	105	70.0	41	83.7	227	70.5
Neophobics	22	37.9	20	30.8	45	30.0	8	16.3	95	29.5
Total	58	100	65	100	150	100	49	100	322	100

$V = 0.138; \chi^2 6.139, df = 3; p = 0.112; \alpha = 0.05$

Results in this study (Table 4.7) showed that a high percentage ($n = 41, 83.7\%$) of persons with a post graduate level of education had the highest neophilic tendencies followed ($n = 105, 70.0\%$) by the undergraduates. On the other hand, persons with high school as their highest level of education registered the highest ($n = 22, 37.9\%$) neophobic affinity. However, statistically significant difference did not exist between the respondents' physiological inclination and their socio-demographic characteristics for highest level of education ($\chi^2 6.139, df = 3; p = 0.112$). This implies that in the region under study, level of education did not influence the respondents' physiological inclination in matters related to food. This was in tandem with Brumiskul (2011)'s observation among restaurant clients in Thailand which found out that level of education did not affect their appreciation of novel foods. Contrariwise, it is unlike Carmichael (2001), Chatters & Ali-knight (2002) and Verbeke (2005)'s findings though these were related to wine tourism. It can thus be adduced that while level of education had an impact of one's participation in wine tourism, it was not the case for food tourism. The calculated Cramer's V ($V = 0.137$) suggested a moderate correlation, since level of

education only accounted for 14 percent of the observed variation in physiological inclination. This is an indication that the results should be generalised with caution.

Occupation status of guests

The study sought to find out whether employment status had any influence on the respondents physiological inclination to matters related to food. The greater proportion (n = 101, 82%) of the respondents portraying neophilic tendencies were employed full time. This was followed (n = 39, 73.6%) by those who were employed part-time. Respondents who were unemployed but studying (n = 21, 52.5%) portrayed greater neophobic tendencies as shown in Table 4.8. A statistically significant difference exist between the respondents' physiological inclination and their socio-demographic traits for current employment status (χ^2 20.54, $df = 5$; $p = 0.001$). This implies that the higher the occupation status of an individual, the more they are exposed to different cuisines as they may have a greater disposable income to explore. Conversely, the more dependent guests were to third parties (i.e. parents), the more they were likely to portray neophobic tendencies.

Table 4.8: The guests' occupation by their physiological traits

Physiological traits	Employment status													
	Employed full time		Employed part-time		Unemployed but studying		Unemployed		Retired		Self employed		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Neophiliacs	101	82.1	39	73.6	19	47.5	16	66.7	24	63.2	28	63.6	227	70.5
Neophobics	22	17.9	14	26.4	21	52.5	8	33.3	14	36.8	16	36.4	95	29.5
Total	123	100	53	100	40	100	24	100	38	100	44	100	322	100

$V = 0.253$; χ^2 20.544, $df = 5$; $p = 0.001$; $\alpha = 0.05$

This observation was in agreement with Glanz *et al.* (2001), who posited that while income level increases, people take food not for satiety but for the experience. Indeed, the calculated Cramer's V ($V = 0.25$), suggested that current employment status accounted for 25 percent of the observed variation in physiological inclination, implying that a larger sample size may generate a statistical significance.

Marital status of respondents

The results presented in Table 4.9 suggest that the greatest ($n = 82$, 75.9%) number of respondents who were never married had neophilic tendencies, while the greatest ($n = 7$, 35.0%) number of respondents who were widowed exhibited neophobic tendencies.

Table 4.9: The guests' marital status by their physiological inclination

Physiological traits	Marital status									
	Married		Widowed		Divorced/ Separated		Never married		Total	
	n	%	n	%	n	%	n	%	n	%
Neophiliacs	113	67.3	13	65.0	19	73.1	82	75.9	227	70.5
Neophobics	55	32.7	7	35.0	7	26.9	26	24.1	95	29.5
Total	168	100	20	100	26	100	108	100	322	100

$V = 0.092$; $\chi^2 2.750$, $df = 3$; $p = 0.436$; $\alpha = 0.05$

A statistically significant difference did not exist between the respondents' physiological inclination and their socio-demographic characteristics for current marital status ($\chi^2 2.75$, $df = 3$; $p = 0.436$) leading to the adaptation of the null- hypothesis. In spite of this, the calculated Cramer's V ($V = 0.09$), suggested an exceptionally weak effect between the two variables as marital status only accounted for 0.9 percent of the observed variation. This points towards the fact that these results were greatly influenced by chance.

Overall relationship between guests' physiological inclination and their socio-demographic profiles

A multinomial logistic regression (MLR) analysis was conducted to predict physiological inclination of guests by their socio-demographic profiles, using gender, age, region of origin, purpose of visit, level of education, occupation status and marital status as predictors. A test for the full model against intercept (neophobia) was statistically significant ($\chi^2 = 30.551$, $df = 7$, $p = 0.001$). This indicated that the predictor as a set reliably distinguished guests who were neophilic from those who were neophobic. It also implied that socio-demographic profiles of guests could be used to segment and or predict the physiological inclination of the guests (Table 4.10).

Table 4.10 Model Fitting Information for guests' physiology inclination by their socio demographic profile

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	<i>df</i>	Sig.
Intercept Only	378.746			
Final	348.195	30.551	7	.000
Pseudo R-Square				
Cox and Snell	.091			
Nagelkerke	.129			
McFadden	.078			

Nagelkerke's R^2 of 0.129 hinted at a weak relationship between the guests with a neophilic and those with a neophobic affinity. The weak relationship implies that the results could not be generalized. It was therefore essential to establish the major socio-demographic contributors to the guests' physiological relationship. The Wald criterion, as shown in table 4.11, on the other hand demonstrated that gender, education level,

occupation status and marital status made a significant prediction, while age, region of origin, purpose of visiting the coastal strip were not significant predictors.

Table 4.11 Likelihood Ratio tests and perimeter estimates for guests' physiology inclination by their socio demographic profile

Effect	Model Fitting Criteria		Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.	
Intercept	349.565	1.370	1	.242	
Gender	357.022	8.827	1	.003	
Age	348.401	.206	1	.650	
Region of origin	348.311	.116	1	.733	
Purpose of visit	349.635	1.439	1	.230	
Education level	356.869	8.674	1	.003	
Occupation status	359.468	11.273	1	.001	
Marital status	352.527	4.332	1	.037	

Parameter Estimates

Physiological inclination of guests		B	Std. Error	Wald	df	Sig.	Exp(B)
Neophiliacs	Intercept	.976	.837	1.360	1	.243	
	Gender	-.795	.269	8.736	1	.003	.452
	Age	.056	.124	.206	1	.650	1.058
	Region of origin	-.017	.049	.116	1	.733	.983
	Purpose of visit	-.097	.081	1.452	1	.228	.907
	Education level	.402	.138	8.481	1	.004	1.495
	Occupation status	-.236	.071	11.044	1	.001	.790
	Marital status	.210	.102	4.236	1	.040	1.233

The reference category is: Neophobia.

The Exp (B) value on table (4.11) inferred that for the case of guests' socio-demographic profiles, any increase in the predictor of gender, region of origin, purpose of visiting the coastal strip and occupation status, led to a drop in the odds of the outcome occurring. Conversely, for the guests' age, education level, and marital status, there was likelihood that any increase of the predictor could increase the outcome. More precisely, gender

displayed a Wald statistic = 8.736, $p = 0.003$, odd ratio = 0.452. The odd ratio of 0.452 meaning that if there was a unit change in gender, the odds of a guest with neophobic traits developing neophilic traits decreased by 54% ($1 - 0.452 = 0.548$). Guests' occupation status in addition displayed a Wald statistic = 11.044, $p = 0.001$, odd ratio = 0.790. The odd ratio of 0.790 denoted that if there was a unit change in occupation status, the odds of a guest with neophobic traits developing neophilic traits decreased by 21% ($1 - 0.790 = 0.21$).

However the guests' level of education displayed different results. It had a Wald statistic = 8.481, $p = 0.004$, odd ratio = 1.495. This odd ratio of 1.495 implies that if there was a unit change in the guests, education level, odds of a guest with neophobic traits turning in to a neophiliac increased by 1.485. This therefore hints that by the time of the study, in order to capture the gastronomic tourists in the region by their physiological inclination, they had to be segmented by their educational level. The more one progressed in education the higher the chances were of one becoming more exposed to and appreciating a variety of novel foods of a new region. These findings were in tandem with those of Carmicheal (2001), and that of Verbeke (2005) in relation to wine tourism which indicated that one's level of education could affect ones perception food based on one's intrinsic inclination.

4.4.2: Phenomenological affinity when experiencing gastronomic foods

Secondly the study sought to establish the type of outlets the respondents preferred to partake of food related activities, when visiting an area away from their region of origin. This was based on Hjalager (2005)'s modification of the PCGL theory. In this case the

respondent's phenomenological inclination was represented by four gastronomic categories; Diversionary, Experimental, Recreational, and Existential gastronomic affinities. The assumption was that the guests' phenomenological inclination would be equally represented in the population.

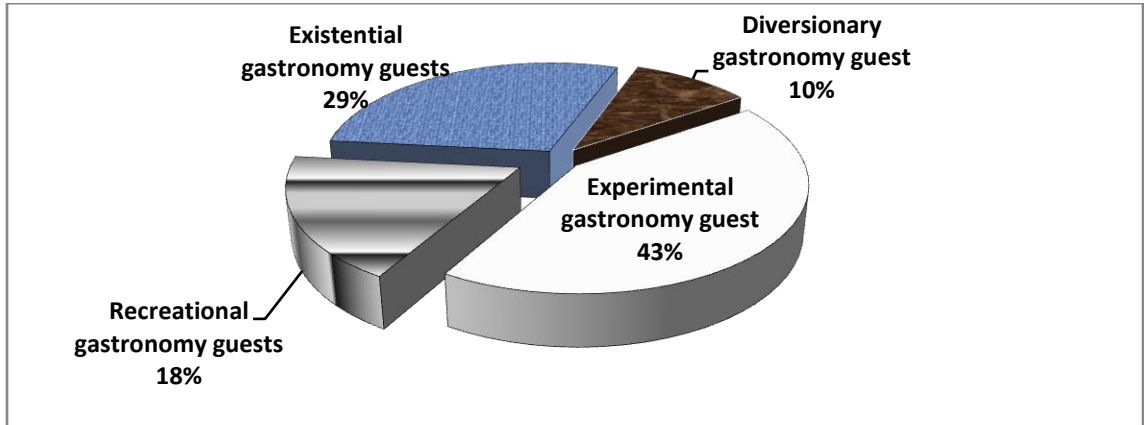


Figure 4.6: Guest's preferred choice of outlets when participating in food related activities

Figure 4.6 indicates that majority ($n=138$, 42.9%) of the respondents were experimental gastronomic guests. These guests enjoyed taking the most popular food of a region in the best restaurants available. This group was followed ($n=93$, 28.9%) by existential gastronomic guests.

Table 4.12: Goodness of fit for phenomenological inclination and their socio demographic characteristics

phenomenological inclination	Observed (n)	Expected (n)	Residual
Diversionary gastronomic guest	32	80.5	-48.5
Experimental gastronomy guests	138	80.5	57.5
Recreational gastronomic guest	59	80.5	-21.5
Existential gastronomic guest	93	80.5	12.5
Total	322		

$$\chi^2 = 77.975, df = 3, p = 0.00; \alpha = 0.05$$

A Chi-square goodness of fit test (Table 4.12) established that there was a significant ($\chi^2 = 77.975$, $df = 3$, $n = 322$, $p = 0.001$) difference between the respondents' observed choice of food outlet when visiting a place other than their region of origin. This implies that the guests' phenomenological inclination was not equally distributed among the population. To establish dynamics that might help explain the results, the study sought to establish whether a relationship existed between the respondents' socio-demographic profiles and their phenomenological affinity. A null hypothesis was therefore set;

H₀ 1.2: There is no statistically significant relationship between the respondents' phenomenological inclination and their socio-demographic profile.

Just like in the first part, the study was broken down the independent variable into the various socio-demographic characteristics;

Gender of guests

In this study, it was hypothesized that there is no significant difference between phenomenological inclination of guests and socio-demographics inclination for gender. The results presented in Table 4.13 show that while a greater proportion of male guests ($n = 65$, 33%) had an existential affinity as compared to their female counterparts ($n = 28$, 22.4%), the same was not the case for recreational affinity. A greater proportion of female guests ($n = 29$, 23.6%) exhibited recreational affinity unlike male guest ($n = 30$, 15.2%). This implies that while majority of male guests exhibited existential traits, majority of the female guests had recreational affinity. A statistically significant difference ($\chi^2 = 8.583$, $df = 3$, $p = 0.035$) was found between the respondent's phenomenological affinity and their socio-demographic characteristics for gender. The

null hypothesis was thus rejected and the alternative hypothesis accepted. Gender accounted for a moderate 16 percent of the observed variation in phenomenological inclination; an indication that gender was likely to be significant with a larger sample. These results suggest that there was possibility that men were naturally more adventurous while ladies were more family- oriented and would thus choose on what to partake based on the rest of the family.

Table 4.13: The guests' gender by their phenomenological inclination

Phenomenological inclination	Gender					
	Male		Female		Total	
	n	%	n	%	n	%
Diversionsary affinity	15	7.6	17	13.6	32	9.9
Experimental affinity	87	44.2	51	40.8	138	42.9
Recreational affinity	30	15.2	29	23.2	59	18.3
Existential affinity	65	33.0	28	22.4	93	28.9
Total	197	100	125	100	322	100

$V = 0.163$; $\chi^2 = 8.583$, $df = 3$; $p = 0.035$; $\alpha = 0.05$

This collaborated with their neophobic traits, as there was likelihood that they preferred menus that were familiar although quality was important. They were more driven by family values when they visited eateries and not really the authenticity of the meals unlike their male counterparts.

Age of guests

The study sought to find out whether there was a significant difference between phenomenological inclination of the respondents and their age. The results presented in Table 4.14 show that a larger (n= 30, 62.5%) proportion of respondents of age 51 and above exhibited experimental tendencies while they scored very low on diversionsary affinity (1, 2.1%). A statistically significant difference ($\chi^2 = 24.163$, $df = 12$; $p = 0.018$) was

found between the respondent's phenomenological affinity and their socio-demographic characteristics for age. A possible explanation for this trend is that most guests in this age bracket were empty nesters. They therefore had a higher disposable income as they had fewer needs and they had a propensity of spending more in classy outlets.

Table 4.14: The guests' age by their phenomenological inclination

Phenomenological inclination	Age in years										Total	
	≤ 20		21 – 30		31 - 40		41 - 50		≥ 51			
	n	%	n	%	n	%	n	%	n	%	n	%
Diversionsary affinity	0	0.0	20	14.9	9	10.1	2	6.1	1	2.1	32	9.9
Experimental affinity	8	44.4	59	44.0	29	32.6	12	36.4	30	62.5	138	42.9
Recreational affinity	4	22.2	22	16.4	19	21.3	10	30.3	4	8.3	59	18.3
Existential affinity	6	33.3	33	24.6	32	36.0	9	27.3	13	27.1	93	28.9
Total	18	100	134	100	89	100	33	100	48	100	322	100

$V = 0.158$; $\chi^2 = 24.163$, $df = 12$; $p = 0.018$; $\alpha = 0.05$

However the Cramer's V results ($V = 0.158$), suggest that age accounted for 0.16 percent of the observed variation in physiological inclination. This moderate correlation pointed towards the fact that the results were to be generalised with caution. These results collaborated with those of Shenoy (2005) who observed that majority of the aged have a greater disposable income thus they are able to spend more on meals.

Region of guests' origin

A larger ($n=7$, 22.6%) proportion of respondents with diversionsary affinity were Kenyans from the coastal region, while those with the highest ($n=23$, 52.3%) representation in experimental affinity were from Britain (Table 4.15). Further on, recreational affinity was greatly represented ($n =8$, 29.6%) by respondents from other parts of Africa, while existential affinity constituted a higher ($n=11$, 45.8%) percentage of Germans.

Table 4.15: The guests' region of origin by their phenomenological inclination

Phenomenological inclination	Region of Origin																			
	Kenyan from coast		Kenyan outside coast		Rest of Africa		Britain		Germany		Italy		Rest of Europe		Asia and Oceania		N. & S America		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%	n	%	n	%	n	%
Diversionsary affinity	7	22.6	15	21.1	2	7.4	1	2.3	0	0.0	3	10.3	2	7.4	1	4.3	1	2.2	32	9.9
Experimental affinity	10	32.3	24	33.8	9	33.3	23	52.3	11	45.8	14	48.3	13	48.1	12	52.2	22	47.8	138	42.9
Recreational affinity	4	12.9	14	19.7	8	29.6	9	20.5	2	8.3	4	13.8	6	22.2	6	26.1	6	13.0	59	18.3
Existential affinity	10	32.3	18	25.4	8	29.6	11	25.0	11	45.8	8	27.6	6	22.2	4	17.4	17	37.0	93	28.9
Total	31	100	71	100	27	100	44	100	24	100	29	100	27	100	23	100	46	100	322	100

$V = 0.201$; $\chi^2 = 39.014$, $df = 24$; $p = 0.025$; $\alpha = 0.05$

There were no multiple responses from the guests

Table 4.16: The guests' purpose of visiting the region by their phenomenological inclination

Phenomenological inclination	Purpose of visiting the coastal strip													
	Holiday		Business		Experience food culture		Cultural attractions		Visiting friends		Exploration		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Diversionsary affinity	6	4.8	15	23.8	5	13.5	5	10.9	1	4.2	0	0.0	32	9.9
Experimental affinity	65	51.6	14	22.2	15	40.5	28	60.9	7	29.2	9	34.6	138	42.9
Recreational affinity	31	24.6	11	17.5	7	18.9	1	2.2	6	25.0	3	11.5	59	18.3
Existential affinity	24	19.0	23	36.5	10	27.0	12	26.1	10	41.7	14	53.8	93	28.9
Total	126	100	63	100	37	100	46	100	24	100	26	100	322	100

$V = 0.2434$; $\chi^2 = 52.866$, $df = 15$; $p = 0.000$; $\alpha = 0.05$

There were no multiple responses from the guests

A statistically significant difference (χ^2 39.014, $df = 24$; $p = 0.025$) was found between the respondent's phenomenological inclination and their socio-demographic characteristics for region of origin. This difference was mainly noticed among the German guests whose greatest proportion had existential affinity; while Kenyans from the coastal strip had a diversionary affinity. The Cramer's V results ($V = 0.201$), denoted that the guests' region of origin accounted for 20 percent of the observed variation in phenomenological inclination. This moderate correlation inferred that the significance was likely to improve with an addition of the sample size. They could thus be generalised to represent the population. An explanation for the coastal respondents might be that majority of them were males (40.0%) who were working on full time basis (27.3%) and were married (30.8%). They therefore wished to escape from the routine meals they were served at home. The scores of the Germans were propounded by the fact that majority of them, as stated earlier, were neophiliacs yet they had a higher disposable income. It is therefore no surprising that they had an existential affinity. This therefore meant that in the current dispensation then, the German visitors had a greater chance of appreciation the KCSF. However, to appeal to a greater population, it was imperative that the KCSF are modified by infusing more creativity in the menus as to position the signature foods to a wider clientele.

Purpose of guests visiting the Kenyan Coastal strip

A larger ($n=15$, 23.8%) proportion of respondents with diversionary affinity had visited the region for business purposes, while those with the highest ($n=28$, 60.9%) representation in experimental affinity were attracted by the culture (Table 4.16). Further on, recreational affinity was represented highest ($n =6$, 25.0%) by respondents visiting

their friends in the region, while existential affinity constituted a higher (n=14, 53.8%) percentage of respondents who were in the region for exploration. Respondents with experimental and existential affinities were attracted by culture and exploration respectively. Respondents with a diversionary affinity on the other hand were on business trips. This group of respondents were likely to have been out to escape from their everyday monotonous chores, while guests with recreational affinity preferred visiting friends. A statistically significant difference (χ^2 52.866, $df = 15$; $p = 0.001$) was found between the respondent's phenomenological affinity and their socio-demographic characteristics for purpose of visiting the region.

The effect size suggests that purpose of visit accounted for 24 percent of the observed variation in physiological inclination. This moderate correlation suggests that the results were likely to be significant with a larger sample. As such, it was essential that more outlets were constructed in attraction sites and other parts of the region that conserved a rich culture so as to capture the cultural tourists. A niche also existed among the guests motivated by exploration. As such, more focus needed to target their needs and wants when positioning the KCSF.

Guests' level of education

A larger (n=15, 23.1%) proportion of respondents with diversionary affinity had tertiary college as their highest level of education, while those with the highest (n=29, 59.2%) representation in experimental affinity had a post graduate level of education (Table 4.17). Recreational affinity was greatly (n = 34, 22.7%) represented with undergraduate as their highest level of education, while existential affinity constituted a higher (n=23,

39.7%) percentage of respondents with high school and below level of education. A statistically significant (χ^2 29.670, $df = 9$; $p = 0.001$) difference was found between the respondent's phenomenological affinity and their socio-demographic characteristics for highest level of education.

Table 4.17: The guests' level of education by their purpose of visiting the Kenya coastal strip

Phenomenological inclination	Education level									
	High school and below		Tertiary college		Under graduate		Post graduate		Total	
	n	%	n	%	n	%	n	%	n	%
Diversionsary affinity	5	8.6	15	23.1	8	5.3	4	8.2	32	9.9
Experimental affinity	20	34.5	19	29.2	70	46.7	29	59.2	138	42.9
Recreational affinity	10	17.2	10	15.4	34	22.7	5	10.2	59	18.3
Existential affinity	23	39.7	21	32.3	38	25.3	11	22.4	93	28.9
Total	58	100	65	100	150	100	49	100	322	100

$V = 0.175$; χ^2 29.670, $df = 9$; $p = 0.001$; $\alpha = 0.05$

The effect size suggests that education accounted for 18 percent of the observed variation in physiological inclination. This moderate correlation implies that this relationship was likely to be significant with a larger sample size. An observation of these results reveals that majority of the respondents with an experimental affinity had an undergraduate or post graduate level of education. This pointed towards the fact that the more one was exposed academically, the higher the likelihood of one appreciating novel foods of another region. This lay credence to (Carmichael, 2001; Chatters & Ali-knight, 2002; Verbeke, 2005), suggestion that one's education level may affect his perception of food and his intrinsic inclinations. When people are exposed they have a propensity to explore new tastes.

Conversely, persons with existential affinity would not be driven by exposure but a need for cheaper meals. That is why they preferred to dine in areas frequented by the locals. From the Table 4.17 this is exemplified by the fact that majority of them had at the time of data collection either high school or tertiary college as their highest level of employment. It is therefore fair to posit that while hospitality investors thought of how to establish top of range outlets to cater for the gastronomic needs of affluent, or include KCSF in the up-market restaurants menus, there was need of also offering less costly signature foods in the low market outlets to cater for the guests with a lower spending power.

Occupation Status of guests

Cross tab results on Table 4.18 indicate that a larger (n=22, 17.9%) proportion of respondents with diversionary affinity were employed on full time basis, while those with the highest (n=26, 68.4%) representation in experimental affinity had retired. Recreational affinity on the other hand had the highest (n = 19, 47.5%) representation being student who were unemployed, while existential affinity constituted a higher (n=21, 47.7%) percentage of respondents who were self employed. A statistically significant difference (χ^2 58.079, $df = 15$; $p = 0.0001$) was found between the respondent's phenomenological affinity and their socio-demographic characteristics for occupation status leading to the rejection of the null hypothesis and adaptation of the alternative hypothesis. The major contributors to significant difference were guests who had retired, those who were unemployed but students, and those who were self employed.

Table 4.18: The guests' occupation status by their phenomenological inclination

Phenomenological inclination	Occupation status													
	Employed full time		Employed part time		Unemployed but student		Unemployed		Retired		Self employed		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Diversionsary affinity	22	17.9	4	7.5	2	5.0	2	8.3	0	0.0	2	4.5	32	9.9
Experimental affinity	42	34.1	30	56.6	12	30.0	12	50.0	26	68.4	16	36.4	138	42.9
Recreational affinity	20	16.3	7	13.2	19	47.5	4	16.7	4	10.5	5	11.4	59	18.3
Existential affinity	39	31.7	12	22.6	7	17.5	6	25.0	8	21.1	21	47.7	93	28.9
Total	123	100	53	100	40	100	24	100	38	100	44	100	322	100

Note: $V = 0.245$; $\chi^2 = 58.079$, $df = 15$; $p = 0.0001$; $\alpha = 0.05$

Table 4.19: The guests' current marital status by their phenomenological inclination

Phenomenological inclination	Marital status									
	Married		Widowed		Divorced/separated		Never married		Total	
	n	%	n	%	n	%	n	%	n	%
Diversionsary affinity	13	7.7	0	0.0	2	7.7	17	15.7	32	9.9
Experimental affinity	65	38.7	13	65.0	14	53.8	46	42.6	138	42.9
Recreational affinity	40	23.8	1	5.0	5	19.2	13	12.0	59	18.3
Existential affinity	50	29.8	6	30.0	5	19.2	32	29.6	93	28.9
Total	168	100	20	100	26	100	108	100	322	100

Note: $V = 0.137$; $\chi^2 = 18.251$, $df = 9$; $p = 0.033$; $\alpha = 0.05$

A possible explanation for these observations would be guests with a recreation affinity were unemployed students who were dependent on other sources for up-keep. This made them prefer self catering in addition to the fact that they were not exposed much to novel foods. The high representation of retirees among guests with experimental affinity suggests that this retirees had a high disposable income as they had less cares thus they could afford to sample new tastes in trendy restaurants. Most of the students were recreational because of lack of exposure to novel foods. For the self employed population, their existential trait was influenced by their knack to save some money for future expansion of their businesses.

The Cramer's *V results* ($V = 0.245$), suggest that current employment status accounted for 25 percent of the observed variation in guests' physiological inclination. This moderate correlation suggests that the results could be generalised for a larger sample.

Marital status of guests

Just as in the case of the respondents' physiological inclination, here the study sought to establish whether the respondents' phenomenological inclination had an influence on their marital status at the time of data collection. The cross tab results on Table 4.19 inferred that a larger ($n=17$, 15.7%) proportion of respondents with diversionary affinity were never married, while those with the highest representation ($n=13$, 65.0%) in experimental affinity were widowed.

Recreational affinity on the other hand had the highest representation ($n = 40$, 23.8%) being married people, while existential affinity constituted a higher ($n= 6$, 30.0%) percentage of respondents who were widowed. A statistically significant difference (χ^2

18.251, $df = 9$; $p = 0.033$) was found between the respondent's phenomenological affinity and their socio-demographic characteristics for current marital status. The greatest influencers of the significant difference were guests who were widowed and those who were never married. For persons with an experimental affinity, the highest proportion of them was widowed. This may have been influenced by the fact that they were not tied down by family matters yet they had a higher disposable income. They may have therefore offered a potential market for the KCSF that should have been targeted at all costs. On the part of the guests who were never married majority of them exhibited diversionary affinity, likely because they were motivated by need of company by escaping from their day to day activities. The Cramer's V results ($V = 0.137$), suggest that current marital status accounted for 14 percent of the observed variation in phenomenological inclination. Given this moderate effect size, this relationship was likely to have been significant with a larger sample.

Overall relationship between guests' phenomenological inclination and their socio-demographic profiles

A MLR analysis was conducted to predict phenomenological inclination of guests by their socio-demographic profiles. A test for the full model against the intercept (existential affinity) was statistically significant ($\chi^2 = 196.742$, $df = 87$, $p = 0.0001$). This indicated that the socio-demographic profile of the guests as a set reliably distinguished guests who had existential affinity from those who had experimental, diversionary and recreational affinities as at the time of the study. It also implies that the guests' socio-demographic profiles could be used to predict and target the KCSF by the phenomenological inclination of guests as indicated in Table 4.20.

Table 4.20 Model fitting information for guests' phenomenological inclination by their socio-demographic profile

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	<i>df</i>	Sig.
Intercept Only	787.785			
Final	591.042	196.742	87	.000
Pseudo R-Square				
Cox and Snell	.457			
Nagelkerke	.497			
McFadden	.242			

Nagelkerke's R^2 of 0.497 (Table 20) indicates a moderate relationship between the guests with an existential affinity in comparison to those with experimental, diversionary and recreational affinities. There was therefore a need of establishing the major socio-demographic contributors to the guests' phenomenological inclination. The likelihood ratio test indicated that the guests' purpose of visit ($p = 0.005$), education level ($p = 0.001$), occupation status ($p = 0.0001$), and marital status ($p = 0.009$) predicted phenomenological inclination (Table 4.21). This therefore implied that in relation to the guests' phenomenological inclination, guests could be segmented according to either one or a combination their purpose of visit, education level, occupation status or marital status.

Further, the study sought to establish predictors each individual phenomenological trait. A Wald criterion in terms of guests' diversionary affinity demonstrated that gender and marital status made a significant prediction. In terms of experimental affinity, education level and purpose of visit made a significant prediction while for guests with a recreational affinity, purpose of visit made a significant prediction.

Table 4.21 Likelihood Ratio tests and perimeter estimates for guests' phenomenological inclination by their socio demographic profile

Effect	Model Fitting Criteria		Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.	
Intercept	591.042 ^a	.000	0	.	
Gender	596.015	4.973	3	.174	
Age	603.388	12.346	12	.418	
Region of origin	626.959	35.917	24	.056	
Purpose of visit	624.064	33.022	15	.005	
Education level	618.399	27.357	9	.001	
Occupation status	636.374	45.332	15	.000	
Marital status	613.102	22.060	9	.009	

Parameter estimates							
Phenomenological inclination of guests	B	Std. Error	Wald	df	Sig.	Exp(B)	
Diversionsary affinity	Intercept	-.957	1.429	.449	1	.503	
	Marital status	.324	.175	3.438	1	.064	1.383
	Education level	.100	.232	.185	1	.667	1.105
	Region of origin	-.260	.099	6.929	1	.008	.771
	Gender	1.075	.453	5.632	1	.018	2.931
	Age	.027	.268	.010	1	.921	1.027
	Purpose of visit	-.236	.146	2.610	1	.106	.790
	Marital status	-.535	.172	9.642	1	.002	.586
Experimental affinity	Intercept	-1.427	.927	2.373	1	.123	
	Marital status	.126	.110	1.314	1	.252	1.134
	Education level	.499	.153	10.589	1	.001	1.648
	Region of origin	.034	.053	.413	1	.520	1.035
	Gender	.215	.304	.498	1	.480	1.240
	Age	.008	.133	.003	1	.954	1.008
	Purpose of visit	-.237	.084	7.975	1	.005	.789
	Marital status	-.034	.077	.191	1	.662	.967
Recreational affinity	Intercept	.031	1.115	.001	1	.978	
	Marital status	-.190	.139	1.862	1	.172	.827
	Education level	.242	.184	1.740	1	.187	1.274
	Region of origin	-.033	.065	.256	1	.613	.968
	Gender	.603	.365	2.725	1	.099	1.828
	Age	-.179	.173	1.066	1	.302	.836
	Purpose of visit	-.336	.115	8.483	1	.004	.715
	Marital status	-.096	.096	.990	1	.320	.909

The reference category is: Existential affinity.

The Exp (B) value on table (4.21) indicates that in terms of the guests' diversionary affinity gender displayed a Wald statistic = 5.632, $p = 0.018$, odd ratio = 2.931. The odd ratio of 2.931 implies that if there was a unit change in gender, the odds of a guest with existential traits developing diversionary traits increased by 2.931. This therefore implies that in terms of the guests' phenomenological inclination, gender could be used in targeting the KCSF to be positioned by identifying the needs and wants of the male against the female guests.

Conversely, guests' marital status displayed a Wald statistic = 9.642, $p = 0.002$, odd ratio = 0.586. The odd ratio of 0.586 implies that if there was a unit change in marital status, the odds of a guest with existential traits developing diversionary traits decreased by 41.4% ($1 - 0.586 = 0.414$). Owing to the fact that during the time of the study, a higher proportion of the diversionary guests were never married ($n = 17$, 15.7%) while the greatest proportion of guests with a existential affinity ($n = 50$, 29.8%) were widowed, there was a possibility that with an increase of widowed guests, there was a likelihood that most of these guests would develop existential gastronomic traits. possibly this may be so because they might be constrained financially and so they would prefer indigenous foods served in the way of the local community possibly because this may be a cheaper option.

In terms of the guests' experimental affinity, level of education displayed a Wald statistic = 10.589, $p = 0.001$, odd ratio = 1.648. This odd ratio of 1.648 implies that if there was a unit change in the guests, education level, odds of a guest with existential traits turning in to experimental affinity increased by 1.648. This implies that the higher the education,

the greater the chances of one having a greater disposable income. This in turn will determine where one partook of the KCSF. Interesting to note here is that guests' existential affinity may not as much be influenced by the knack of taking meals in an unpretentious environment, but rather their disposable income. Therefore when targeting guests with a high educational background the signature foods of the region would appeal to them better if it is given a trendy finish. Therefore if signature food service providers are to target this segment, their products' superior qualities should be used to position the signature dishes. This is in line with Kivela (2006)'s assertion that guests with an experimental affinity liked visiting outlets where trendy foods were served.

Conversely guests' purpose of visiting the region displayed a Wald statistic = 17.975, $p = 0.005$, odd ratio = 0.789. This odd ratio implies that if there was a unit change in the guests' purpose of visiting the coastal strip odds of a guest with existential traits turning in to experimental affinity decreased by 21% ($1 - 0.789 = 0.211$), an indication that it will be difficult to convert guests with an existential affinity to experimental affinity by purpose of visit if other factors are held constant. An explanation to this might be, as indicated in table 4.16, that a greater proportion of them were in the region for either exploration (53.8%) and not visiting cultural attractions (60.5%) as was the purpose of the greatest proportion of the experimental guests visiting the KCS.

On the part of recreational affinity the, guests purpose of visiting the region displayed a Wald statistic = 8.483, $p = 0.004$, odd ratio = 0.715. This odd ratio implies that if there was a unit change in the guests' purpose of visiting the coastal strip, the odds of a guest with existential traits turning in to recreational affinity decreased by 28.5% ($1 - 0.715 =$

0.285), an indication that it will be difficult to convert guests with an existential affinity to recreational affinity by purpose of visiting Kenya's coastal strip. This is because, while a greater proportion of the recreation guests were in the region visiting family and their friends (25%) or for holiday purposes (24.6%) as indicated in table 4.16, that was not the case for guests with an existential affinity who were mainly out for exploration purposes (53.8%).

4.4.3: Relationship between physiological inclination and phenomenological inclination

Further the study sought to find out whether there was a relationship between the guests' physiological inclination and their phenomenological inclination when visiting a place other than their region of origin.

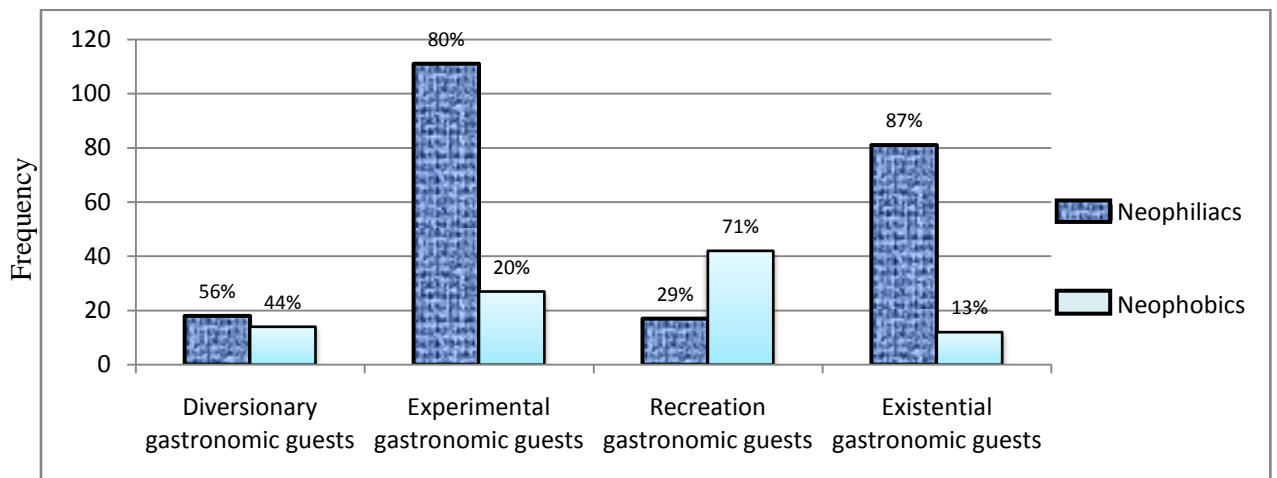


Figure 4.7: Relationship between the guests' physiological inclination and their phenomenological inclination

A cross tabulation of respondents physiological inclination in relation to their phenomenological inclination was carried out as represented on Figure 4.7. Majority (n=111, 80%) of neophiliacs reported an experimental affinity. Conversely, majority (n =

42, 71%) of the neophobics reported a recreation affinity. To find out further details that would help understand the results displayed, a null hypothesis was set;

H₀1.3: There is no statistical significant relationship between the respondents' physiological inclination and their phenomenological inclination at 95% confidence interval.

A cross tab and Chi- square post hoc results indicated on Table 4.22 indicates that the neophilic respondents were most likely to portray existential traits (n= 81, 1.9), that is, seeking to learn more about gastronomic foods of a region by visiting simple unsophisticated popular restaurants where the locals eat inexpensive foods prepared by care and respect of the regions' traditions.

Table 4.22: Chi-square post-hoc results of guests' physiological inclination and their phenomenological inclination

Current marital status	Diversi- onary affinity	Experi- mental affinity	Recrea- tional affinity	Exis- tential affinity
Neophilic	18 (-1.0)	111 (1.4)	17 (-3.8)	81 (1.9)
Neophobic	14 (1.5)	27 (-2.1)	42 (5.9)	12 (-2.9)

Note: $V = 0.471$; $\chi^2 = 71.285$, $df = 3$, $p = 0.00$; $\alpha = 0.05$

Adjusted standardized residuals appear in parentheses below group frequencies

On the other hand, neophobic respondents had a greater chance of exhibiting recreational affinity (n = 42, 5.9), that is, seeking familiarity of their home foods while away from home by preferring self catering. A statistically significant ($\chi^2 = 71.285$, $df = 3$ $p = 0.001$) difference was found between the respondents' physiological affinity and their

phenomenological affinity at 99% confidence interval. The null hypothesis was thus rejected and the alternative hypothesis accepted. This implied that those respondents with a neophilic inclination had a chance of rating outlets supporting gastronomic activities higher while those who had a neophobic affinity had a greater chance of avoiding these outlets. The Cramer's *V results* ($V = 0.471$), was exceptionally strong. This suggests that respondents with an experimental and existential affinity were over represented among neophiliacs with existential contributing highest to the significant difference; while guests with a recreational affinity were overrepresented among neophobics that suggested apprehension of gastronomic activities.

Though these findings are related to Kivela *et al.* (2006) assertion in his findings among tourists visiting Hong Kong, there is a slight difference. In his case he had averred that respondents with an experimental and existential affinity had a higher propensity of exhibiting preferring novel foods unlike their diversionary and recreational counterparts who were reluctant to partake of novel foods. In this case, at the time of the study, guests with a diversionary affinity had a slightly higher representation among neophilic inclination unlike neophobics. This might have been caused by the fact that the food of this region was greatly appreciated by a majority of the respondents irrespective of their intrinsic inclinations.

Overall relationship between guests' physiological inclination by their phenomenological inclination

To predict physiological inclination of guests by their phenomenological inclination, a (MLR) analysis was conducted, using. A test for the full model against intercept (existential affinity) was statistically significant ($\chi^2 = 67.975$, $df = 3$, $p = 0.0001$). This

indicated that the predictor as a set reliably distinguished guests who were neophilic from those who were neophobic. It also implied that phenomenological traits of guests could be used to predict their physiological inclination (Table 4.23).

Table 4.23 Model Fitting information for guests' physiological inclination by their phenomenological inclination

Model	Model Fitting Criteria		Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	<i>df</i>	Sig.	
Intercept Only	96.065				
Final	28.090	67.975	3	.000	
Pseudo R-Square					
Cox and Snell	.190				
Nagelkerke	.207				
McFadden	.084				

Nagelkerke's R^2 of 0.207 (Table 23) signifies a moderate relationship between the guests with neophilic affinity in comparison to those with a neophobic affinity. It was therefore necessary to establishing the major phenomenological contributors to the guests' physiological inclination. The likelihood ratio test indicated that the guests' diversionary affinity ($p = 0.0001$) and recreational affinity ($p = 0.0001$) predicted physiological inclination (Table 4.24). A Wald criterion in terms of the guests' phenomenological inclination pointed out that the guests diversionary and recreation affinities were the greatest predictors.

The Exp (B) value on table 4.24 denotes that the guests' diversionary affinity displayed a Wald statistic = 12.349, $p = 0.0001$, odd ratio = 0.190. This odd ratio suggests that if there was a unit change in guests' diversionary affinity, the odds of a guest with existential traits developing diversionary traits decreased by 81% ($1 - 0.190 = 0.810$). On the same vein, guests' recreational affinity displayed a Wald statistic = 44.409, $p =$

0.0001, odd ratio = 0.060. This odd ratio implies that if there was a unit change in recreational affinity, the odds of a guest with existential traits developing recreational traits decreased by 94% ($1 - 0.060 = 0.94$). This means that it was not easy for one to change where they dined to a totally new environment unless other factors were considered.

Table 4.24 Likelihood Ratio tests and perimeter estimates for guests' phenomenological inclination by their socio demographic profile

Effect	Model Fitting Criteria					
	-2 Log Likelihood of Reduced Model	Chi-Square	df			
Intercept	28.090 ^a	.000	0			
Neophilia	96.065	67.975	3			
Parameter Estimates						
Phenomenological inclination versus physiological inclination	B	Std. Error	Wald	df	Sig.	Exp(B)
Diversionsary affinity	Intercept	.154	.393	.154	1	.695
	Neophilia	-1.658	.472	12.349	1	.000
Experimental affinity	Intercept	.811	.347	5.463	1	.019
	Neophilia	-.496	.376	1.735	1	.188
Recreational affinity	Intercept	1.253	.327	14.648	1	.000
	Neophilia	-2.814	.422	44.409	1	.000

The reference category is: Existential affinity.

This is in line with Kotler *et al.* (2010)'s revelation in regards to two restaurant chains in United States; Dunkin and Starbucks. Dunkin's research revealed that while their customers wanted nicer stores, they were bewildered and turned off by the atmosphere at Starbucks though it was believed to have better trendier qualities. Therefore instead of convincing prospective guests to visit an alternative outlet, it was deemed easier and better to improve on the qualities of the existing outlet to meet the needs of the

prospective guests. In fact Homer *et al.* (2006) confers that it is easier to keep customers than to try to win new ones.

4.5: Guests' Level of Satisfaction with Quality of the Region's Signature Foods

This study sought to establish the relationship between the guests' level of satisfaction with the quality of signature food of this region, in relation to their intrinsic traits with a view of using it as a means of strengthening the image and identity of the Kenyan coastal gastronomy. Past studies have suggested that there is a strong relation between food type and its identity in relation to the location (Hughes, 2001; Richards, 2002), as it is considered an important place market in tourism promotion. Hjalager *et al.* (2005) posits that food quality has to be considered higher than average if a region wants to appeal to food connoisseurs. This is because the extent to which food is safe to eat may increase the demand of gastronomic products for service providers who ensure their food is of good quality (Fields, 2011).

Given those views, the study hoped to give the local service providers an insight of the guests' perception of the quality of their meals so as to either maintain or improve this quality and strengthen the local gastronomic image and identity. Among the signature foods that were popular in the region, *Biryani ya kuku (Chicken Biryani)* was the most popular, followed by *Samaki wa kupaka (poached stuffed fish)*, *Pilau ya ngombe (Swahili beef pilaf)*, *Kamba wa nazi (prawns cooked in coconut milk)*, *Mbaazi ya nazi (pigeon peas in coconut milk)* and *Matobosha (small baked sweets)* (Appendix F & L) in that order as expressed by the service providers in a ranking interview schedule.

Based on the aforementioned signature foods, the researcher sought to establish the level of satisfaction with the quality of the coastal gastronomy. To achieve this, a three point Likert scale was set. It consisted of five key quality components of appearance, taste and flavour, texture and consistency, aroma and smell, and overall acceptability of the dishes. The respondents were asked to fill their responses on a three point Likert scale where;

A = I extremely love it

B= It can be much better

C = I dislike it

Figure 4.8 presents a bar graph of the guests' cross tab scores on the quality of signature food of the KCS.

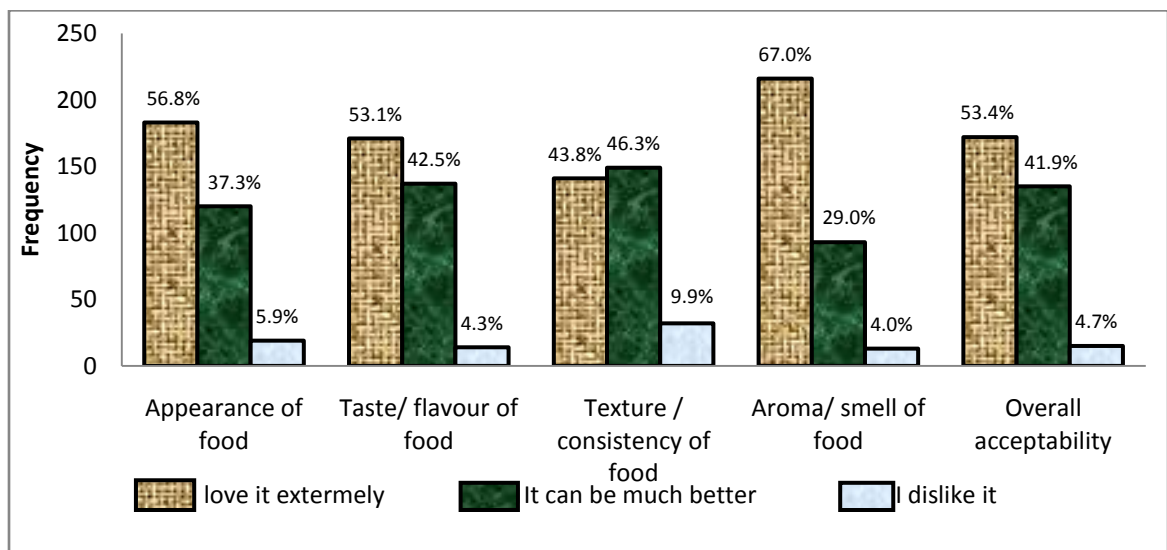


Figure 4.8: Bar graph representing frequency distribution of the quality of local food of the KCS in terms of appearance, taste, texture, aroma, and overall acceptability.

Generally, apart from the texture of the food (n =149, 46.3%), where the greatest percentage of the respondents stated that it could be much better, majority of the respondents extremely loved the KCSF in terms of appearance (n = 183, 56.8%), taste

and flavour (n = 171, 53.1%), aroma and smell (n = 216, 67.0%), and overall acceptability (n= 172, 53.4%).

To establish dynamics that might help explain the results further, two null hypotheses were set. The first sought to find out whether there was a relationship between the respondents' physiological inclination and the quality of the KCSF, while the second sought to find out whether there was a relationship between respondents' phenomenological inclination and the quality of the KCSF.

4.5.1 Physiological Inclination and Quality of Kenyan Coastal Signature Foods

The following null hypothesis was formed;

H⁰2.1: There is no statistically significant difference between respondents' physiological inclination and their level of satisfaction of quality of signature foods.

The quality ratings were broken down into five traits that denote quality to enhance better understanding of results. They included appearance, taste, texture, aroma and overall acceptability.

Appearance of Kenyan Coastal Signature Foods

Appearance heavily influences how consumers perceive their enjoyment of a particular food (Kilcast, 2005). This enables them to make a decision as to whether to appreciate a dish or not. An observation from the different eateries along the KCS showed the appearance of the KCSF was similar (Appendix L). This study therefore sought to determine whether there was a relationship between the respondent's physiological affinity and their quality ratings of KCSF appearance. Table 4.25 shows that majority of

both neophiliacs (n = 135, 59.5%) and neophobics (n = 48, 50.5%) had an extreme liking of the appearance of the KCSF. A MWW Statistic showed a statistically significant difference (U= 9497.500, P = 0.052) was not found between the respondent's physiological traits and their appearance ratings of the KCSF. However neophiliacs (M=1.44) had a stronger rating of appearance than their neophobic (M= 1.61) counterparts. The small difference in the means meant that appearance could not be used to position the KCSF by the guests' physiological inclination. However a greater proportion of neophobic guests (n = 1, 11.6%) disliked the KCSF as compared to the guests with neophilic affinity (n = 8, 3.5%). There was need for establishing the possible reasons for that observation.

Table 4.25: Rating appearance of the coastal signature foods by guests' physiological inclination

Physiological inclination	Appearance of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Neophiliacs	135	59.5	84	37.0	8	3.5	1.44
Neophobics	48	50.5	36	37.9	11	11.6	1.61
Total	183	56.8	120	37.3	19	5.9	1.49

$U= 9497.500, p = 0.052, r = 0.108; \alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

There is a likelihood neophobic guests were put off by the appearance of the eateries surroundings. This was surmised by the following views shared by the guests in regards to their rating of the overall acceptability of the eateries; *“Though the food tastes good and the smell is captivating, I cannot stand the table surfaces. Something needs to be done about the houseflies. They spoil the whole experience.”*

This implied that the general appearance of the outlets influenced the guests' appreciation of the food quality. This corroborates with the findings from the observation check-list. On most of the table surfaces, during meal time flies could be viewed on the table surfaces and it appeared there was no mechanism in place to get rid of them. Indeed the guests' perception is similar to Molnar (1995)'s views when he argues that the environment in which food is seen can significantly increase or decrease ones desire or appetite for a meal. He further explains that our perceptions tend to be dominated by what our brains see rather than what they smell, taste or feel. This is then likely to affect our individual perception of food appearance. The moderate effect size ($r = 0.108$) suggests that with an increase of the sample the results could be more significant. Therefore care had to be taken by gastronomic service providers to ensure the environment in which food was served commensurate with the quality of food. This observation was in agreement with those of the service providers' who were subjected to an interview schedule. One of them noted that *"Many of our guests especially the foreigners are very sensitive with what we give them. Many of them say even though our food is delicious, we should improve on hygiene."*

Taste and flavour of Kenyan Coastal signature foods

Taste and flavour of a dish enables one to appreciate it better. This in turn determines whether one would like or dislike it. Table 4.26 shows that ($n = 132, 58.1\%$) majority of neophiliacs had an extreme liking of the taste of the KCSF, while majority ($n = 46, 48.4\%$) of the neophobics felt that the taste of these foods could be made much better, yet others ($n = 10, 10.6\%$) disliked it. A statistically significant difference ($U = 8575.00, p = 0.001, r = 0.10836$) was found between the respondents' physiological traits and their

taste ratings of the KCSF. Neophiliacs ($M = 1.44$) had a greater chance of appreciating and enjoying taste and flavour of the KCSF as compared to neophobics ($M = 1.71$).

Table 4.26: Rating taste of the coastal signature foods by guests' physiological inclination

Physiological inclination	Taste of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Neophiliacs	132	58.1	91	40.1	4	1.7	1.44
Neophobics	39	41.1	46	48.4	10	10.6	1.71
Total	171	53.1	137	42.5	14	4.3	1.52

$U = 8575.00$, $p = 0.001$, $r = 0.10836$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

However it should be noted that unlike the expectation that neophobics could have disliked this signature foods, most of them actually said that it could be made much better. This is an indication that majority of them stood a chance of appreciating it with time. To capture this segment, much more had to be done to improve on the quality of the KCSF, after indentifying its weak points. Chefs may endeavour to carry out laboratory tests with a variety of such foods so as to come up with new but authentic qualities of the KCSF. This is in congruence with Tuorila *et al.* (2001)'s observation that people who have more exposure to various cultural events actually reduce their food neophobia. The effect size ($r = 0.108$) was moderate, an indication that taste and flavour accounted for 11 percent of the observed variation in physiological inclination. These results should therefore be treated with caution.

Texture and consistency of Kenyan Coastal Signature Foods

As earlier suggested, texture is a deciding factor in determining the pleasure derived from food and has a strong effect on the way consumers perceive flavour (IMB, 2011). A cross

tabulation was carried out to establish the guests' level of satisfaction for texture for the KCSF in relation to their physiological inclination of the respondents. Results in Table 4.27 suggest that most (n= 106, 46.7%) neophiliacs extremely liked the texture of the KCSF as compared to majority (n= 45, 36.8%) of the neophobics who rated texture and consistency much lower.

Table 4.27: Rating texture of the coastal signature foods by guests' physiological inclination

Physiological inclination	Texture of the coastal signature food						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Neophiliacs	106	46.7	106	46.7	15	6.8	1.60
Neophobics	35	36.8	43	45.3	17	17.9	1.81
Total	141	43.8	149	46.3	32	9.9	1.66

$U = 9136.00$, $p = 0.015$, $r = 0.233$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

A statistically significant difference ($U = 9136.000$, $p = 0.015$) between the respondents' physiological traits and their level of appeal to the texture and consistency of the KCSF existed. The null hypothesis was thus rejected and the alternative one accepted. This implies that neophiliacs ($M = 1.60$) had a greater chance of appreciating the texture and consistency of the KCSF than neophobics ($M = 1.81$). However it should be noted that unlike the expectation that neophobics could have disliked the texture and consistency of these signature foods, most (n= 43, 45.3%) of them actually felt it could be made much better. This is an indication that majority of them stood a chance of appreciating it more depending on the circumstances available. In confirming this, Tanaka, (1986) avers that one's perception of texture might be influenced by one's memory and emotional state, and social background during the exposure to the foods. A moderate effect size ($r = 0.233$) was observed though. This implied that texture accounted for 23 percent of the observed

variation in physiological inclination and thus these results were to be treated with caution.

Aroma and Smell of Kenyan Coastal Signature Foods

Smell is important in appreciating the sensual appeal of food as it gives consumers decisions of what to expect from the food in terms of flavour (EFC, 2010). To establish its effect on consumers' physiological inclination, a cross tabulation established that both neophiliacs (n= 153, 67.4%) and neophobics (n= 63, 66.3%) had the same rating patterns of their appeal to aroma and smell of the KCSF with 'I like extremely' being rated highest. As shown on Table 4.28 the results established that there was no statistically significant difference ($U = 10342.000$, $p = .483$) between the respondents' physiological traits and their level of appeal to the aroma and smell of the KCSF. Indeed the difference between the means of neophilic ($M = 1.34$) and neophobic ($M = 1.44$) guests was minimal.

Table 4.28: Rating aroma/ smell of the coastal signature foods by guests' physiological inclination

Physiological inclination	Aroma / smell of the coastal signature food						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Neophiliacs	153	67.4	71	31.3	3	1.3	1.34
Neophobics	63	66.3	22	23.2	10	10.6	1.44
Total	216	67.1	93	28.9	13	4.0	1.37

$U = 10342.000$, $p = .483$, $r = 0.039$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

This meant that guests with either of the two physiological traits had a greater chance of appreciating the aroma and smell of the KCSF. The small effect size ($r = 0.039$) indicated that aroma accounted for only 4 percent of the observed variation in

physiological inclination. This implied that both affinities equally loved the smell of the KCSF. This was a strong indication that the region's food stood a chance of appealing to a greater customer base irrespective of the guest's physiological inclination as it confirmed Asperin *et al.* (2011)'s assertion that a pleasing aroma of food is likely to influence one's attitude positively creating a likelihood of forming a lasting bonds with the food.

Overall Acceptability of Kenyan Coastal Signature Foods

Both neophiliacs (n= 153, 67.4%) and neophobics (n= 63, 66.3%) rated 'I like extremely' the signature food of the Kenyan coastal region as shown on table 4.29.

Table 4.29: Rating overall appreciation of the coastal signature foods by guests' physiological inclination

Physiological inclination	Overall appreciation of Kenyan coastal signature food						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Neophiliacs	127	55.9	96	42.3	4	1.7	1.46
Neophobics	45	47.4	39	41.1	11	11.6	1.64
Total	172	53.4	135	41.9	15	4.8	1.51

$U = 9409.000$, $p = .044$, $r = 0.114$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

There was a statistically significant difference ($U = 9409.000$, $p = 0.044$) between the respondents' physiological traits and their overall acceptability of the KCSF. A greater proportion of the neophiliacs ($M = 1.46$) extremely appreciated it as compared to neophobics ($M = 1.64$). The overall appreciation of signature foods could be used to determine participation in food related activities. The effect size ($r = 0.114$) was moderate, indicating that overall acceptability accounted for 11 percent of the observed variation. These results had to be treated with caution though.

Overall relationship between guests' physiological inclination and quality of signature foods

An ordinal logistic regression (OLR) was conducted through SPSS NORMEG with two predictor variables to assess prediction of membership of physiological inclination in 5 categories of outcome (appearance, taste, texture, aroma and overall acceptability).

4.30: Model Fitting Information of the respondents' physiological inclination and quality of coastal strip signature foods

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	141.333			
Final	125.778	15.555	5	.008

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	73.437	41	.001
Deviance	81.455	41	.000

Pseudo R-Square

Cox and Snell	.047
Nagelkerke	.067
McFadden	.040

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	Neophilic	2.100	.417	25.311	1	.000
	Appearance	.273	.285	.920	1	.337
	Taste	.816	.326	6.256	1	.012
Location	Texture	.096	.286	.114	1	.736
	Aroma	-.355	.297	1.432	1	.231
	Overall	-.086	.332	.067	1	.795
	acceptability					

The reference category is: Neophobic affinity.

The model fitting information showed that the model was significant (χ^2 15.555, df 5, $p = 0.008$) as shown on table 4.30. It therefore distinguished guests who were neophilic from those who were neophobic. The measure of fit for the model concluded that at least one of the variables would significantly predict group membership. The goodness of fit

statistics compares the observed frequencies with the expected frequencies for each cluster. Here, a non-significant difference is desired, as it indicates that the full model adequately duplicates the observed frequencies at various levels of outcome. In relation to the guests' physiological inclination by their judgment of quality of the KCSF, the goodness of fit statistic showed a good fit $\chi^2 73.437 = 81.455$, deviance criterion $p = 0.001$ and Nagelkerke's $R^2 = 0.067$. This implied that the overall prediction success was 6.7% which was low, signifying that there was only one parameter estimates variable that reliably separated neophiliacs from neophobics at $\alpha = 0.05$

To establish the predictor that changed the odds of the outcome the most, a Wald statistic was evaluated. The variables that were furthest from the odds ratio were targeted as they are the ones that were more influential in predicting membership in different clusters. The parameter estimate results indicated that taste displayed a Wald statistic = 6.256, $p = 0.012$. This implies that in relation to the guests' physiological inclination, taste greatly influenced the odds of the outcome.

There was likelihood therefore that as at the time the study, the guests' responses were skewed. In as much as all the guests irrespective of their physiological inclination rated the KCSF positively, the only parameter that brought the distinction was taste. To notice a difference in these foods, one had to taste it. This is what drew the distinction between the neophiliacs and neophobics. Since most foods could not be tasted before procurement, this then implied that positioning through well worded descriptive terminologies may help the guests perceive the taste of the Kenyan coastal signature food.

4.5.2: Phenomenological inclination and quality of Kenyan Coastal Signature Foods

The second part sought to establish whether there was a relationship between the phenomenological categorisation of the guests' lifestyle and their rating of the quality of local food of the coastal strip. The second null hypothesis was thus set;

H₀2.2: There is no statistically significant difference between respondents' phenomenological inclination and their level of satisfaction of quality of signature foods at a 95% confidence interval.

Just like in the test for the guests' physiological inclination, quality in this case was tested in terms of appearance, taste, flavour, texture, aroma and overall acceptability.

Appearance of Kenyan Coastal Strip signature foods

This study therefore sought to determine whether there was a relationship between the respondent's physiological affinity and their quality ratings of appearance.

Table 4.31: Rating appearance of the coastal signature foods by guests' phenomenological inclination

Phenomenological inclination	Appearance of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Diversionsary affinity	8	25.0	24	75.0	0	0.0	1.75
Experimental affinity	84	60.9	49	35.5	5	3.6	1.43
Recreational affinity	30	50.8	22	37.3	7	11.9	1.61
Existential affinity	61	65.6	25	26.9	7	7.6	1.42
Total	183	56.8	120	37.3	19	5.9	1.49

$\chi^2 = 14.362$, $df = 3$, $P = 0.002$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

The cross tab on Table 4.31 shows that while the guests who had experimental (M = 1.43) and existential (M = 1.42) gastronomic affinities had the same rating pattern on the

appearance of this regions signature foods, diversionary ($M = 1.75$) and recreational ($M = 1.61$) gastronomic guests had a different pattern. The former liked the appearance of the KCSF extremely, while majority of the latter felt the food could be much better if improved.

When a Kruskal-Wallis (KW) statistic to determine whether there was any statistically significant difference in the voting of the four groups of phenomenological affinities was carried out. A statistically significant difference ($\chi^2 = 14.362$, $df = 3$, $P = 0.002$) was found between the respondents' phenomenological inclination and their rating of the appearance of the KCSF. The key contributors to the significant difference were guests with diversionary affinity. This is because while a high proportion of guests with the other phenomenological affinities liked the appearance of the KCSF, those with a diversionary affinity ($n = 8$, 25%) rated appearance low.

Conversely, while a low proportion of guests of the other affinity groups felt that appearance could be much better, a greater proportion of those with a diversionary affinity ($n = 24$, 75%) felt it could be much better. This implies that the guests with experimental, recreation and existential gastronomic affinities had a higher probability of appreciating the appearance of the KCSF more than those with a diversionary affinity. It appears persons with diversionary affinity were more sceptical of the food because they were not familiar with its appearance, thus the responses. The null hypothesis was thus rejected and the alternative accepted.

Taste and flavour of Kenyan Coastal Signature Foods

The cross tabulation on Table 4.32 established that all the groups had a similar voting pattern apart from guests with a recreational affinity. The guests with an experimental affinity rated the taste and flavour highest (n = 85, 61.6%).

Table 4.32: Rating taste/ flavour of the coastal signature foods by guests' phenomenological inclination

Phenomenological inclination	Taste/ flavour of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Diversionary affinity	17	53.1	13	40.6	2	6.2	1.56
Experimental affinity	85	61.6	51	37.0	2	1.4	1.40
Recreational affinity	17	28.8	34	57.6	8	13.6	1.85
Existential affinity	52	55.9	39	41.9	2	2.2	1.46
Total	171	53.1	137	42.5	14	4.3	1.52

$\chi^2 = 1.831$, $df 3$, $p = 0.603$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

The same was the case for respondents for guests with an existential (n = 52, 55.9%) gastronomic affinity. Contrariwise, majority (n = 34, 57.6%) of those with recreation affinity felt the taste could be improved. The KW reported that a statistically significant difference ($\chi^2 = 1.831$, $df 3$, $P = 0.603$) was not found between the respondents' physiological affinities and their rating of the taste and flavour of the KCSF. The null hypothesis was thus accepted and the alternative rejected. This implies that, at the time of the study, all the guests visiting the region had a high probability of appreciating the taste and flavour of KCSF irrespective of their phenomenological inclination, though something could be done to improve on the quality.

When asked to comment on how the appearance could be improved one guest enthused; *“Maintain the quality and inform the customers what the ingredients are and how this adds value to the dinner so that they may appreciate it more.”*

This inferred that in order to position the signature food in consumers' mind, effort had to be made to ensure consistency either on ingredients used in the menu or ensuring waiters informed guest of the constituents of the dishes served.

Texture and Consistency of Kenyan Coastal Signature Foods

Majority (n = 78, 56%) of guests who had an experimental gastronomic affinity extremely liked the texture and consistency of the KCSF (Table 4.33), while those with other gastronomic affinities did not. In as much, a significant proportion of guests with different phenomenological inclinations felt the signature foods could be improved. It is no wonder then that the KW test ($\chi^2 = 7.879$, $df 4$, $p = 0.071$) did not find any statistical significant difference.

Table 4.33: Rating texture/ consistency of the coastal signature foods by guests' phenomenological inclination

Phenomenological inclination	Texture of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Diversiory affinity	9	28.1	17	53.1	6	18.7	1.91
Experimental affinity	78	56.5	51	37.0	9	6.5	1.50
Recreational affinity	17	28.8	30	50.8	12	20.3	1.92
Existential affinity	37	39.8	51	54.8	5	5.4	1.66
Total	141	43.8	149	46.3	32	9.9	1.66

$\chi^2 = 7.879$, $df 4$, $p = 0.071$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

The close means between the guests' affinities implied that most of the guests visiting the region felt that the texture and consistency of the KCSF, irrespective of their phenomenological affinity, needed to be improved. It was therefore necessary to improve the texture and consistency of the signature food of this region if it had to be fully appreciated by the guests. The guests' responses on how the quality of the signature

foods of the region could be improved received responses such as; “...*the meat in this region is not as tender as the one in Europe.*” This denoted that for the food of this region to appeal to all the prospective guests, there was need of procuring raw materials from authentic sources and then choosing the cooking methods carefully so as to ensure a high quality product is made. Indeed, data from the proprietors’ interview schedule pointed out that most of the foods were sourced from the local market, and not an accredited supplier. This was therefore likely to compromise the quality as most delivery persons would be interested in savings and not quality of what is delivered.

Aroma and smell of Kenyan Coastal Signature Foods

The guests with experimental (n = 96, 69.6%), recreation (n = 41, 69.5%) and existential (n = 65, 69.9%) gastronomic affinities extremely liked the aroma and smell of the KCSF (Table 4.34). However this was not the case for guests with a diversionary affinity. A relatively lower (n = 14, 43.8%) percentage of them extremely liked the KCSF and felt the aroma and smell could be made much better.

Table 4.34: Rating aroma / smell of the coastal signature foods by guests’ phenomenological inclination

Phenomenological inclination	Aroma/ smell of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Diversiory affinity	14	43.8	16	50.0	2	6.2	1.63
Experimental affinity	96	69.6	40	29.0	2	1.4	1.32
Recreational affinity	41	69.5	13	22.0	5	8.5	1.39
Existential affinity	65	69.9	24	25.8	4	4.3	1.34
Total	216	67.1	93	8.9	13	4.0	1.37

$\chi^2 = 5.799$, $df = 3$, $P = 0.102$; $\alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

In fact a KW test that was run revealed there was no statistically significant difference ($\chi^2 = 5.799$, $df = 3$, $P = 0.102$) found between the guests' physiological affinities and their rating of the aroma and smell of the KCSF. The null hypothesis was thus accepted and the alternative rejected. This implied, as shown by the means, that majority of the guests visiting the region had a high probability of appreciating the aroma and smell of the KCSF irrespective of their phenomenological inclination. While Molnar (1995) cautions that smell should be used loosely because a compound might contribute to the typical odour or taste of one food while in another food it might cause a faulty odour or taste or both, resulting in an off-flavour, this might not be the case for the KCSF. Just as was confirmed in the case of guests' physiological affinities and propounded by Asperin *et al.* (2011), the pleasing aroma of this regions signature food was likely to influence the guests' attitude positively.

Overall acceptability of Kenyan Coastal Signature Foods

Majority of respondents with experimental ($n = 80$, 58.0%), and existential affinities ($n = 53$, 57.0%) extremely liked the overall qualities of the KCSF. Guests with a diversionary affinity ($n = 16$, 50.0%) and those with a recreational affinity ($n = 26$, 41.1%) felt it was necessary to improve on the overall acceptability of the KCSF (Table 4.35). The KW results showed that there was no statistically significant difference ($\chi^2 = 2.362$, $df = 3$, $P = 0.501$) between the respondents' phenomenological inclination and overall acceptability of the KCSF. The null hypothesis was thus accepted and the alternative rejected. This implied that majority of the guests visiting the region had a high probability of accepting KCSF in general irrespective of their phenomenological affinity

Table 4. 35: Rating overall acceptability of the coastal signature foods by guests' phenomenological inclination

Phenomenological inclination	Overall acceptability of the coastal signature foods						Mean
	I like it extremely		It can be much better		I dislike it		
	n	%	n	%	n	%	
Diversionsary affinity	15	46.9	16	50.0	1	3.1	1.56
Experimental affinity	80	58.0	56	40.6	2	1.4	1.43
Recreational affinity	24	40.7	26	44.1	9	15.3	1.75
Existential affinity	53	57.0	37	9.8	3	3.3	1.46
Total	172	53.4	135	41.9	15	4.6	1.51

$\chi^2 = 2.362, df = 3, p = 0.501; \alpha = 0.05$

$n = 322$

The mean range is between 1 and 3. Factors that lie closer to (1) have the strongest rating

These results signify that the quality of the signature foods of the KCS was desirable. As such there was a great likelihood that guests visiting the region would like it. However it could not be used for segmenting the prospective market.

This is compatible with the views posited by the service providers' working in the outlets who stated that the quality of the foods was good. Based on Hjalager *et al.* (2005) position that food quality has to be considered higher than average if a region wants to appeal to food connoisseurs, it is prudent to assert that the signature food of the coastal strip had a potential of acting as a gastronomic destination. It was a prerequisite to improve the texture and consistency of these foods so that they appeal to more guests.

Overall relationship between guests' phenomenological inclination and quality of signature foods

An OLR was conducted to assess prediction of membership of phenomenological inclination in 5 categories of outcome (appearance, taste, texture, aroma and overall acceptability) as well. The model fitting information showed that the model was significant ($\chi^2 30.459, df 10, p = 0.001$) as shown on table 4.36. It therefore distinguished guests who had an existential affinity from those who had either a diversionsary,

experimental or recreation affinity. The measure of fit for the model concluded that at least one of the variables would significantly predict group membership if the guests' phenomenological inclination was segmented.

Table 4.36 Model Fitting Information for acceptability of the signature foods of the region by guests' phenomenological inclination

Model	-2 Log Likelihood	Chi-Square	df	Sig.		
Intercept Only	327.600					
Final	297.141	30.459	10	.001		
Goodness-of-Fit						
	Chi-Square	df	Sig.			
Pearson	325.874	128	.000			
Deviance	199.826	128	.000			
Pseudo R-Square						
Cox and Snell	.090					
Nagelkerke	.098					
McFadden	.037					
Parameter Estimates						
		Estimate	Std. Error	Wald	df	Sig.
Threshold	Diversionsary affinity	-3.363	.867	15.029	1	.000
	Experimental affinity	.038	.454	.007	1	.933
	Recreational affinity	1.107	.504	4.827	1	.028
Location	Appearance	-1.302	.443	8.633	1	.003
	Taste	-.245	.316	.600	1	.438
	Texture	.986	.379	6.759	1	.009
	Aroma	-.347	.358	.937	1	.333
	Overall acceptability	.635	.342	3.440	1	.064
Scale	Appearance	.438	.176	6.205	1	.013
	Taste	-.496	.183	7.335	1	.007
	Texture	.237	.165	2.071	1	.150
	Aroma	.285	.172	2.756	1	.097
	Overall acceptability	-.253	.193	1.719	1	.190

Link function: Logit.

The reference category is: Existential affinity.

Further, a goodness of fit statistics on guests' phenomenological inclination in relation to their judgment of quality of the KCSF showed a good fit $\chi^2 325.874 = 199.826$, deviance criterion $p = 0.0001$ and Nagelkerke's $R^2 = 0.098$. This implied that the overall prediction success was 9.8%. The parameter estimates of variables reliably separated guests with an existential affinity from those who had either a diversionary, experimental or recreation affinity at $\alpha = 0.05$

To establish the predictors that changed the odds of the outcome the most, the Wald statistic was evaluated. The variables that were furthest from the odds ratio were targeted as they were more influential in predicting membership in different clusters. The parameter estimate results indicated that appearance and texture were the main predictors. Appearance displayed a Wald statistic = 8.633, $p = 0.003$. This implied that in relation to the guests' phenomenological inclination, appearance greatly influenced the odds of the outcome. The same applied to texture of the KCSF. This implied that, during the period of the research, in order to address the needs of the guests, one had to combine the appearance and texture of the signature foods in positioning the quality of the region's food.

In a bid to understand further the reasons for the respondents rating of the quality of the signature foods found along the KCS, an open ended question was asked. Among the respondents who rated the signature foods of the region highly, reasons presented included; *"I was hesitant at first but when I tasted it, I found it delicious,"* and; *"I fell in love with the local food by the way it was presented."*

This confirms that the appearance of the food had a great influence on guests' appreciation of KCSF. If the food had a poor appearance, guests were likely to be sceptical. Further, the guests were asked to give their views as to how they felt the food could be made more appealing. Most of the respondents were content;

Maintain the freshness of the ingredient. This is what we seek for when out of our mother countries. I think you should also ensure that the restaurant is very clean and free of flying insects and food is of the highest standards.

An observation of the various eateries showed that much effort had been put in place to make the restaurants as clean as was deemed possible as shown in figure 4.9.



Figure 4.9: Picture showing efforts made in an eatery along the KCS to ensure hygiene

This further suggests that the service providers were aware of the role appearance played in influencing guests' perception of hygiene of the respective establishments. When asked how they would demystify the guests' fear of the quality of food so as to increase

its popularity, one of the proprietors quipped; *“Ahh!! That’s not a big deal. We just assure them by telling them that this is what we eat at home and it has never affected us.”*

This implied that the service providers on their part did not do much to convince guests about the quality of the KCSF. It is no wonder that, by the time of the study, majority of the service providers had not undergone college training. This could have hindered them being aware of food hygiene concerns. Though the quality of food was good, the persons who carried out the services had to ensure they had a proper training/ knowledge of the varieties of food on offer and ingredients used so as to motivate guests to partake of them. Additionally, they had to improve on their interpersonal skills, customer care and the sanitation level of the outlet. Of particular attention, the kitchen and the KCSF preparation methods had to meet the required high standards. Inasmuch as the food may have been tasty and well presented, in order to attract more guests, they had to be assured of the quality of food through the various forms the establishments had in order to tangibilise the quality and sanitation level.

4.6: Authenticity of the Kenyan Coastal Signature Foods

Authenticity has always been seen as an important aspect of tourism consumption (Richards, 2003; Sharples, 2003; Sparks, *et al.*, 2003). In fact, the desire for authentic food, where dishes are prepared using local foods from the surrounding region, is gaining popularity. Given that local food is an essential part of the guest experience (Fields, 2011; Sparks *et al.*, 2003), one may ask whether there is a relationship between authentic food of a region and the region’s identity. Studies confirm that there is a strong relationship (Hughes, 2001; Richards, 2002). In fact, foods and eating habits is a useful means of

distinction which can be touted as an attraction in itself (Kivela *et al.*, 2006; Scrapato, 2003; Fields, 2005; and Zahari *et al.*, 2009). Therefore the identification of a distinction between the signature food of KCS and that of the competitors was of crucial importance for the analysis of gastronomic guests.

An interview with both chefs and proprietors of sampled food outlets in the KCS confirmed that the region had a regional cuisine which constituted of foods such as *Pilau ya ngombe* (Swahili beef pilaf), *Samaki wa kupaka* (poached stuffed fish), *Viazi karai* (spicy fried whole potatoes) and *Mahamri* (doughnuts) to mention but a few. Most of these signature foods relied on materials from other regions which were procured from the local market. They consented that they could not do without these ingredients in preparation of their dishes. They only had a small fraction of ingredients sourced from the local farmers which created the distinction. Despite this, they still insisted these foods could be used to distinguish the regions gastronomy from that of other regions. As such there was need of establishing from the guests whether their opinion stood.

From the guests perspective this study sought to establish whether the respondents could distinguish the KCSF from those consumed in other regions based on their intrinsic inclinations. It was hoped that, if found distinguishable, these signature foods would be used to position the region as a destination cluster.

The respondents were first asked whether the signature foods of the region were different from those they had partaken from other regions. For those who answered in the affirmative, they were further asked to state whether the KCSF were more appealing or less appealing (Table 4.37).

Table 4.37: Distinction in the identity of the Kenya's coastal signature foods

	Distinction		Level of appeal	
	Not different	Different	More appealing	Less appealing
Taste of the region's signature food	(5.9%)	(94.1%)	(92.1%)	(7.9%)
Appearance of the region's signature food	(13.0%)	(87.0%)	(82.1%)	(17.9%)
Smell of the region's signature food	(7.1%)	(92.9%)	(95.0%)	(5.0%)
Texture of the region's signature food	(17.7%)	(82.3%)	(80.1%)	(19.9%)

There were multiple responses

Of the total number of respondents who voted for the distinction of taste of the region's signature foods (n = 322), majority (n =303, 94.1%) of them felt there was a distinction in relation to foods they had eaten in other regions they had previously visited. These guests further voted on the appeal of these foods. Of the total respondents who voted for a distinction existing (n =303), majority (n =279, 92.1%) felt this food was more appealing.

In regard to the appearance of the KCSF, majority of the guests, (n =280, 87.0%) felt there was a distinction from foods they had eaten in other regions they had previously visited. Out of these a majority (n =230, 82.1%) further felt these foods were more appealing. The same results were observed among the guests in regards to smell (n =284, 95.0%) and texture (n =213, 80.1%). However one interesting observation in regard to the respondents who rated less appealing to the dishes is that majority voted appearance (n =50, 17.9%) and texture (n = 53, 19.9%) three times higher than taste (n = 24, 7.9%) and smell (n = 15, 5.0%). Just like their responses on the quality of the food this observation implied that great care was imperative to improve the texture and consistency of these signature foods so that they may appeal to more guests. However this did not tell us what group was to be targeted in addressing this issue.

To address this, the study sought to establish the dynamics within the population that sought to give a clear picture in regards to the respondents scoring pattern on the distinction of KCSF in relation to their physiological traits by use of cross tabulation.

4.6.1 Distinction in the identity of the Kenya's Coastal Signature Foods

Two sets of null hypotheses were tested. The first hypothesis sought to establish whether there was a distinction in the different qualities of the KCSF as compared to those they had tasted from other regions and the second one, (for respondents who felt there was a distinction) whether the food was more or less appealing.

4.6.1.1 Distinction in the identity of the Kenya's coastal signature foods based on their physiological affinity

The first null hypothesis sought to find out whether there was a relationship between the respondents' physiological traits and their voting of the distinction of the KCSF and whether that taste was more or less appealing.

H₀3.1a: There is no statistically significant relationship in the respondent's physiological inclination and the authenticity of this region's signature.

To establish dynamics that could help explain the results, the authenticity qualities were broken down in to sensory elements of; taste, appearance, smell, and texture. These were then tested using the Chi-square MCEPT of independence.

Taste of Kenyan Coastal Signature Foods

Majority of both neophilic (n = 213, 93.8%) and neophobic (n = 90, 94.7%) respondents felt there was a distinction in the taste of the KCSF (Table 4.38). Indeed, the MCETS results revealed that there was a statistically significant ($\chi^2 = 0.099$, $df = 1$, $P = 0.003$)

relationship in the taste of this region's signature foods as compared to that of other regions visited in regards to the respondent's physiological affinity.

Table 4.38: Difference in physiological inclination and taste of signature food of this region

Taste of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
There is a distinction	213	93.8	90	94.7	303	94.1
There is no distinction	14	6.2	5	5.3	19	5.9
Total	227	100	95	100	322	100.0

$V = 0.018$, $\chi^2 = 0.099$, $df = 1$, $P = 0.003$; $\alpha = 0.05$

This suggested that the taste of the KCSF could be distinguished irrespective of the respondents' physiological affinity. This is consonant with a study by Kim *et al.* (2009) who asserted that food in vacation destinations may taste differently and unpredictably from that of home country due to the origin of ingredients used. This in turn would enhance an authentic experience. Indeed, the effect size results suggest that taste accounted for 1.8 percent of the observed variation in physiological inclination, which was very low. This implies that the responses of both neophilic and neophobics affinities were not by chance and therefore there was likelihood that the findings would be the same with a larger population.

Appearance of Kenyan Coastal Signature Foods

In regards to appearance, majority of both neophilic ($n = 193$, 85.0%) and neophobic ($n = 87$, 91.6%) respondents felt there was a distinction in the appearance of the KCSF as compared to the other regions they had visited (Table 4.39).

Table 4.39: Difference in physiological inclination and appearance of signature food of this region

Appearance of Kenya's coastal strip signature foods	Guests' physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
There is a distinction	193	85.0	87	91.6	280	87.0
There is no distinction	34	15.0	8	8.4	42	13.0
Total	227	100	95	100	322	100

$V = 0.089$, $\chi^2 = 2.539$, $df = 1$, $p = 0.148$; $\alpha = 0.05$

There was no statistically significant relationship ($\chi^2 = 2.539$, $df = 1$, $p = 0.148$) in the appearance of this region's signature foods as compared to that of other regions visited in regards to the respondent's physiological affinity. The Cramer's *V results* ($V = 0.089$) suggest that appearance accounted for nine (9) percent of the observed variation in physiological inclination, which is low. This implies that while neophiliacs stood a chance of distinguishing the appearance of KCSF, the neophobics did not. There was a likelihood that either the food appeared undesirable or desirable but totally different from what the consumers were used to. Likely, other forces other than the food itself caused this. Just like when rating the quality of the food there was a possibility that, as Molnar (1995) attest, the environment in which the food was presented impacted on the consumers' perception.

Smell of Kenyan Coastal Signature Foods

Together with that, cross tab results on smell indicated that majority of both neophiliacs ($n = 211$, 93.0%) and neophobics ($n = 88$, 92.6%) felt there was a distinction (Table 4.40). MCET revealed that there was a statistically significant relationship ($\chi^2 = 0.010$, $df = 1$, $n=322$, $p = 0.019$) in the smell of this region's signature foods as compared to that of other regions visited in regard to the respondent's physiological affinity.

Table 4.40: Difference in physiological inclination and smell of signature food of this region

Smell of Kenya's coastal strip signature foods	Guests' physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
There is a distinction	211	93.0	88	92.6	299	92.9
There is no distinction	16	7.0	7	7.4	23	7.1
Total	227	100	95	100	322	100

$V = 0.006$, $\chi^2 = 0.010$, $df = 1$, $P = 0.019$; $\alpha = 0.05$

The effect size ($V = 0.006$) indicated that smell accounted for only 1 percent of observed variation in physiological inclination. This implies that both neophiliacs and neophobics stood a high chance of distinguishing the smell of KCSF as their score did not significantly differ from chance. One could therefore allude that gastronomic food marketers could use the scent of the regions' signature food to create an appeal to the prospective visitors. The use of brochures and advertisement by themselves could not give the intended impact. More creative means needed to be identified. This collaborates with Barham (2010)'s assertion that a change in flavour may occur when scent is eliminated. In a bid to establish what made the regions signature foods stand out, one service provider pointed out thus;

As you know, what makes food delicious is the smell. Smell is the in thing. We use a variety of spices and herbs to make the food pull the guests. This aroma mixed with coconut milk, our key ingredient, is irresistible I tell you!!

This clearly indicates that the service providers' use of spices (Appendix F) to induce smell was deliberate so as to attract customers.

Texture of Kenya's Coastal Signature Foods

Results shown on Table 4.41, relating to texture of the food indicated that majority of both neophiliacs (n = 186, 81.9%) and neophobics (n = 79, 83.2%) felt there was a distinction.

Table 4.41: Difference in physiological inclination and texture of signature food of this region

Texture of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
There is a distinction	186	81.9	79	83.2	265	82.3
There is no distinction	41	18.1	16	16.8	57	17.7
Total	227	100	95	100	322	100

$V = 0.015$, $\chi^2 = 0.668$, $df = 1$, $p = 0.036$; $\alpha = 0.05$

Further MLRT results revealed that there was a statistically significant relationship ($\chi^2 = 0.668$, $df = 1$, $P = 0.036$) in the texture of KCSF as compared to that of other regions visited in regards to the respondent's physiological affinity. The effect size suggests that texture accounted for only 2 percent of observed variation in physiological inclination. This implies that both neophiliacs and neophobics stood a higher chance of distinguishing the texture of KCSF as their rating did not differ significantly from chance. Indeed, most of the region's signature foods were likely to differ with those found in other regions. This is because majority of them were prepared using dry cooking methods with very little sauce which is thickened by either desiccated coconut or coconut milk. This gave these dishes a distinctive texture as compared to those prepared in other regions.

Overall relationship between guests' physiological inclination by distinction in the identity of the Kenyan coastal signature foods

A MLR analysis was conducted to predict physiological inclination of guests by their distinction in the identity of the KCSF. Four main predictors of distinction; taste,

appearance, smell and texture were used. A test for the full model against intercept (neophobia) was not statistically significant ($\chi=4.537$, $df=4$, $p=0.338$). (Table 4.42)

Table 4.42: Model Fitting Information for guests' physiological inclination by their distinction in the identity of the Kenyan coastal signature foods

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	<i>df</i>	Sig.
Intercept Only	30.468			
Final	25.930	4.537	4	.338
Pseudo R-Square				
Cox and Snell	.014			
Nagelkerke	.020			
McFadden	.012			

This indicated that the predictor as a set did not reliably distinguished guests who were neophilic from those who were neophobic. It also implied that the distinction properties afore mentioned could not be used to predict the physiological inclination of the guests. A weak relationship existed between the guests with a neophilic and those with a neophobic affinity as indicated by the Nagelkerke's results ($R^2 = 0.20$). There was therefore a need of establishing the major identity distinction contributors to the guests' physiological relationship. A likelihood ratio result indicated that a distinction was only noted in the appearance ($\chi=4.063$, $df=1$, $p=0.044$) of the signature foods as indicated in table 4.43. However a Wald criterion as shown in the parameter estimate table (4.43) did not show any significant prediction. These results imply that as at the time of the research, the various variables used (taste, appearance, smell and texture) could not be used to predict the guests' distinction of the KCSF by their physiological inclination.

Table 4.43: Likelihood Ratio Tests and perimeter estimates for guests' physiological inclination and distinction in identity of the Kenyan coastal signature foods

Likelihood Ratio Test							
Effect	Model Fitting Criteria		Likelihood Ratio Tests				
	-2 Log Likelihood of Reduced Model		Chi-Square	<i>df</i>	Sig.		
Intercept	27.016		1.085	1	.298		
Taste	26.039		.109	1	.742		
Appearance	29.993		4.063	1	.044		
Smell	26.319		.389	1	.533		
Texture	26.162		.232	1	.630		
Parameter Estimates							
Physiological inclination		B	Std. Error	Wald	<i>df</i>	Sig.	Exp(B)
	Intercept	.650	.604	1.158	1	.282	
	Taste	-.298	.904	.109	1	.741	.742
Neophiliacs	Appearance	1.169	.631	3.433	1	.064	3.220
	Smell	-.483	.772	.392	1	.531	.617
	Texture	-.211	.435	.235	1	.628	.810

The reference category is: Neophobic affinity.

4.6.1.2: Phenomenological inclination and distinction of the identity of the Kenya's Coastal Signature Foods.

The second phase of this research question sought to establish the dynamics within the population that sought to give a clear picture in regards to the respondents scoring pattern on the distinction of this region's signature foods in relation to their phenomenological affinity. Just like in the case of the physiological affinities, The first null hypotheses sought to establish whether there was a distinction in the different qualities of the region's signature foods as compared to those they had tasted from other regions and the second one, (for respondents who felt there was a distinction) whether the food was more or less appealing in relation to the respondent's phenomenological affinity.

H₀3.2a: There is no statistically significant relationship in the guests'

phenomenological inclination and the authenticity of this region's signature foods.

Just as in the previous case, authenticity traits were divided into four tenets;

Taste of Kenya's Coastal Signature Foods

Guests in the various phenomenological inclination categories; (Diversory (n=30, 93.8%), experimental (n=131, 94.9%), recreation (n=55, 93.2), and existential (n=87, 93.5%) felt there was a distinction in the taste of the KCSF as compared to foods partaken from other regions (Table 4.44). Indeed the MCEPT results revealed that there was no statistically significant difference ($V = 0.031$, $\chi^2 = 0.310$, $df = 3$, $p = 0.957$) in the taste of the KCSF as compared to that of other regions visited in regards to guests' phenomenological inclination. The effect size results suggested that taste accounted for 3.1 percent of the observed variation in phenomenological inclination which was very low.

Table 4.44: Difference in phenomenological inclination and taste of signature food of this region

Taste of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
There is a distinction	30	93.8	131	94.9	55	93.2	87	93.5	303	94.1
There is no distinction	2	6.2	7	5.1	4	6.8	6	6.5	19	5.9
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.031$, $\chi^2 = 0.310$, $df = 3$, $p = 0.957$; $\alpha = 0.05$

Indeed, the MCEPT results revealed that there was no statistically significant relationship ($V = 0.031$, $\chi^2 = 0.310$, $df = 3$, $p = 0.957$) in the taste of KCSF as compared to that of other regions visited in regards to the respondent's phenomenological affinity. The effect size results suggest that taste accounted for 3.1 percent of the observed variation in phenomenological inclination, which is very low. This indicated that all the phenomenological categorisation groups of respondents stood an equal chance of finding the taste of KCSF distinguishable from the one found in other regions. Therefore taste could not be used to position the region's signature foods in regards to guests' phenomenological inclination. As earlier suggested, it appears that the distinctive spices mixed with the coconut products made the food have a distinctive flavour which was irresistible to the guests irrespective of their phenomenological inclination.

Appearance of Kenya's Coastal Signature Foods

Majority (n = 129, 46.1%) of the guests with an experimental gastronomic affinity felt there was a distinction in the appearance of the KCSF as compared to the other affinity groups. On the other hand, a greater percentage of the diversionary gastronomic guests (n=10, 31.2%) felt there was no distinction in appearance between these foods and those they had partaken of in other region. In as much, the MCEPT results revealed that there was a statistically significant difference ($\chi^2 = 18.879$, $df = 3$, $P = 0.001$) in the appearance KCSF as compared to that of other regions visited in regards to the respondent's phenomenological affinity. The difference was majorly caused by diversionary guests among whom majority (n = 22, 68.8%) felt there was a distinction as indicated in Table 4.45.

Table 4.45: Difference in phenomenological inclination and appearance of signature food of this region

Appearance of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversiory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
There is a distinction	22	68.8	129	93.5	54	91.5	75	80.6	280	87.0
There is no distinction	10	31.2	9	6.5	5	8.5	18	19.4	42	13.0
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.242, \chi^2 = 18.879, df = 3, p = 0.001; \alpha = 0.05$

This percentage was quite low as compared to their counterparts whose rating ranged from 80.6% to 93.5%. An inference to this might be that though all the phenomenological categorisation groups of respondents noted a distinction in the KCSF, respondents with a diversory gastronomic affinity stood a lesser chance of finding the appearance of these foods distinguishable from the one found in other regions. Conversely, guests with an experimental affinity stood a high chance of appreciating the appearance of KCSF more since majority of them were well educated, permanently employed or were running their own business, possibility they had a greater disposable income. Coupled with their exposure, thanks to their high level of education, there was likelihood that they have been exposed to a variety of foods thus learnt to appreciate novel foods.

Smell of Kenya's Coastal Signature Foods

All respondents represented in the four phenomenological inclination groups; diversory (n = 29, 90.6%), experimental (n = 130, 94.2%), recreation (n = 53, 89.8%) and existential (n = 87, 93.5%) felt there was a distinction in the smell of food in the region as compared to other regions they had visited (Table 4.46). The Chi-square

MCEPT results revealed that there was no statistically significant difference ($\chi^2 = 1.499$, $df = 3$, $n = 322$, $p = 0.682$) in the smell of KCSF. The null hypothesis was thus accepted.

Table 4.46: Difference in phenomenological inclination and smell of signature food of this region

Smell of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversiary gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
There is a distinction	29	90.6	130	94.2	53	89.8	87	93.5	299	92.9
There is no distinction	3	9.4	8	5.8	6	10.2	6	6.5	23	7.1
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.068$, $\chi^2 = 1.499$, $df = 3$, $p = 0.682$; $\alpha = 0.05$

The effect size results ($V = 0.068$) were quite low suggesting that smell only accounted for 7 percent of the observed variation in phenomenological inclination. This implied that guests with any of the four phenomenological inclination groups stood a chance of distinguishing the smell of KCSF.

Texture of Kenya's Coastal Signature Foods

Though a greater proportion of guests from all the groups of phenomenological inclination felt there was a distinction in the texture of the KCSF (Table 4.47), the experimental affinity group had a greater ($n = 119, 86.2\%$) representation. On the contrary, the greatest proportion of respondents who felt there was no distinction exhibited existential ($n = 22, 23.7\%$) affinity traits. Chi-square MCEPT results revealed that there was a statistically significant difference ($\chi^2 = 10.058$, $df = 3$, $p = 0.018$) in the

texture of the KCSF as compared to that of other regions visited in regards to the respondent's phenomenological affinity.

Table 4.47: Difference in phenomenological inclination and texture of signature food of this region

Texture of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
There is a distinction	22	68.8	119	86.2	53	89.8	71	76.3	265	82.3
There is no distinction	10	31.2	19	13.8	6	10.2	22	23.7	57	17.7
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.177$, $\chi^2 = 10.058$, $df = 3$, $p = 0.018$; $\alpha = 0.05$

The null hypothesis was thus rejected and the alternative hypothesis accepted. Owing to the predominantly dry cooking methods used along the KCS, it was obvious that a distinction would be noticed by all and sundry irrespective of their phenomenological inclination. The Cramer's V effect size results ($V = 0.177$) was moderate suggesting that texture accounted for 17 percent of the observed variation in phenomenological inclination. This implies that these results were to be generalised with caution as the relationship was likely to be significant with a larger sample.

Overall relationship between guests' phenomenological inclination and distinction in the identity of the Kenyan coastal signature foods

A MLR analysis was conducted to predict phenomenological inclination of guests by their scoring of the four main predictors of distinction; taste, appearance, smell and texture in establishing the identity of the KCSF. A test for the full model against intercept (existential affinity) was statistically significant ($\chi = 36.322$, $df = 12$, $p = 0.0001$). This

indicated that the predictor as a set reliably distinguished guests who had an existential affinity from those who had either a diversionary, experimental or recreational affinity as shown in table 4.48.

Table 4.48 Model Fitting Information for guests' phenomenological inclination and distinction in the identity of the Kenyan coastal signature foods

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	108.903			
Final	72.581	36.322	12	.000
Pseudo R-Square				
Cox and Snell	.107			
Nagelkerke	.116			
McFadden	.045			

It also implied that at least one of the variables could be used to predict and segment the phenomenological inclination of the guests. Nagelkerke's R^2 of 0.12 indicated a weak relationship between the guests with an existential affinity and those with either a diversionary, experimental or recreational affinity. There was therefore a need of establishing the distinction contributors to the guests' phenomenological inclination.

A likelihood ratio test indicated that the appearance ($\chi = 16.686$, $df = 3$, $p = 0.001$) and taste ($\chi = 7.797$, $df = 3$, $p = 0.05$) of the signature foods were the main predictors as indicated in table 4.50. The Exp (B) value on table indicates that appearance displayed a Wald statistic = 7.298, $p = 0.007$, odd ratio = 0.148, implying that if there was a unit change in appearance, the odds of a guest with experimental traits developing existential traits decreased by 85.2% ($1 - 0.148 = 0.852$). It is difficult for guests with experimental affinity to turn into existential affinity as summed up in table 4.49. This is relative to

Dunkin's research (Kotler, *et al.*, 2010), in a case where Dunkin swooped their visitors with those of Starbucks. In this case persons of the different food outlets were referred to as tribes, implying that it was different for the loyal customers of either of the outlets to appreciate what the other had to offer. Though guests with either experimental or existential affinity respectively had a high propensity of differentiating gastronomic foods, they had a low likelihood of exchanging their perception of each others' environment.

In terms of guests with a recreational affinity, a Wald statistic = 5.650, $p = 0.017$, odd ratio = 28.268 implied that if there was a unit change in distinction of appearance, the odds of a guest with recreational traits turning into a guest with existential affinity increased by 28.268 times. This indicated that, the distinction in appearance of the coastal strip's signature foods as compared to what guests with a recreational affinity had partaken of in other regions had a great chance of increasing.

As such if there was a greater differentiation of the KCSF from those found in other regions' recreational guests, unfortunately who were conservative in nature, would easily note on the distinction. Therefore improving the appearance further would attract a greater clientele in relation to their phenomenological inclination. Still in regards to the recreational guest, a Wald statistic = 54.398, $p = 0.036$, odd ratio = 0.099 implied that if there was a unit change in the texture of the KCSF the odds of a guest with recreational traits developing existential traits decreased by 90.1% ($1 - 0.099 = 0.901$). Therefore to attract guest with recreational traits to appreciate the texture of the KCSF nothing much could be done as the odds of 90.1% were quite large as summed up in table 4.49.

Table 4.49: Likelihood Ratio Tests and perimeter estimates for guests' phenomenological inclination and distinction in identity of the Kenyan coastal signature foods

Effect	Model Fitting Criteria		Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.	
Intercept	79.566	6.985	3	.072	
Taste	75.386	2.804	3	.423	
Appearance	89.267	16.686	3	.001	
Smell	79.715	7.134	3	.068	
Texture	80.379	7.797	3	.050	

Parameter Estimates							
Phenomenological inclination		B	Std. Error	Wald	df	Sig.	Exp(B)
Diversionsary affinity	Intercept	-1.495	.979	2.332	1	.127	
	Taste	-1.270	1.317	.930	1	.335	.281
	Appearance	.757	.599	1.598	1	.206	2.131
	Smell	.761	1.204	.399	1	.528	2.140
	Texture	.011	.597	.000	1	.985	1.011
Experimental affinity	Intercept	.957	.666	2.066	1	.151	
	Taste	.953	1.086	.771	1	.380	2.594
	Appearance	-1.911	.707	7.298	1	.007	.148
	Smell	.986	.997	.978	1	.323	2.681
	Texture	-.415	.457	.827	1	.363	.660
Recreational affinity	Intercept	-.246	.768	.103	1	.749	
	Taste	.460	1.328	.120	1	.729	1.584
	Appearance	-1.498	1.006	2.215	1	.137	.224
	Smell	3.342	1.406	5.650	1	.017	28.268
	Texture	-2.312	1.102	4.398	1	.036	.099

The reference category is: Existential affinity.

4.6.2.1: Physiological Inclination and Level of Appeal of Kenya's Coastal Signature Foods

This study was pegged on Fox's (2007) assertion that food in vacation destinations may taste differently and unpredictably from that of the home region. This in turn may enhance an authentic experience and enable guests to easily define their attraction

towards the destinations' gastronomic identity. There was therefore need of gaining deeper insight into how the populace intrinsically appreciate the authentic foods when visiting destinations away from their local domicile. As such this study sought to establish the guest's level of appeal of the authentic taste of the Kenyan coastal signature food. To establish the respondents' voting on whether the food had more or less appealing qualities in relation to their physiological affinity, respondents were subjected to the following hypothesis;

H₀3.1b: There is no statistically significant relationship in the respondents' physiological affinity and their voting of level of appeal of this region's signature foods.

For the respondents who voted in the affirmative in the presiding contingency question, the study broke down the authenticity qualities into four parts (taste, appearance, smell, and texture) to help establish dynamics that might help explain the results.

Taste of Kenya's Coastal Signature Foods

Table 4.50 indicates that majority of the neophiliacs (n = 206, 96.7%) and neophobics (n = 73, 81.1%) felt the KCSF were more appealing in terms of taste than those they had taken in other regions. However a greater percentage of neophobics (n = 17, 18.9%) felt these foods were less appealing than neophiliacs (n = 7, 3.3%). A Chi-square MCEPT to establish whether a relationship existed in regards to the respondents' voting of the taste appeal of the KCSF as compared to that of other regions visited in regards to their physiological affinity, results revealed that there was a statistically significant relationship ($\chi^2 = 21.117$, $df = 1$, $n=303$, $p = 0.0001$) between the variables of the study.

Table 4.50: Physiological inclination and level of appeal of taste of the region's signature foods

Taste of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
More appealing	206	96.7	73	81.1	279	92.1
Less appealing	7	3.3	17	18.9	24	7.9
Total	213	100	90	100	303	100

$V = 0.264$, $\chi^2 = 21.117$, $df = 1$, $p = 0.0001$; $\alpha = 0.05$

The null hypothesis was thus rejected and the alternative hypothesis accepted. However the effect size ($V = 0.264$) indicated that taste accounted for 26 percent of observed variation in physiological inclination. This moderate variation cemented the significant difference and implies that while neophiliacs stood a higher chance of finding the taste of KCSF 'more appealing' their neophobic counterparts who felt the food had a distinct taste from the one they had tasted in other regions, had a high chance of finding it less appealing. This concurs with an earlier study by Asperin *et al.* (2011) who asserted that people with food neophilia were likely to accept new foods unlike their neophobic counterparts.

Appearance of Kenya's Coastal Signature Foods

Cross tab results for the respondents voting on appearance as presented in Table 4.51 indicate that majority of both the neophiliacs ($n = 165$, 85.5%) and neophobics ($n = 65$, 74.7%) felt the regions signature foods were more appealing. However a greater percentage of neophiliacs ($n = 22$, 25.3%) felt these foods were less appealing than neophiliacs ($n = 28$, 14.7%). Chi-square MCEPT results revealed that there was a statistically significant relationship ($\chi^2 = 4.751$, $df = 1$, $n = 280$, $p = 0.041$) between the variables.

Table 4.51: Physiological inclination and level of appeal of appearance of the region's signature foods

Appearance of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
More appealing	165	85.5	65	74.7	230	68.9
Less appealing	28	14.7	22	25.3	50	31.1
Total	193	100	87	100	280	100

$V = 0.130$, $\chi^2 = 4.751$, $df = 1$, $p = 0.041$; $\alpha = 0.05$

However the effect size ($V = 0.130$) indicated that taste accounted for 13 percent of observed variation in physiological inclination. This was a very low variation, suggesting that both neophiliacs and neophobics stood a high chance of finding the appearance of KCSF 'more appealing' from the one they had tasted in other regions. Given the moderate effect size, this relationship could be significant with a larger sample. The results could therefore be generalised with caution.

Smell of Kenya's Coastal Signature Foods

Majority of both the neophiliacs ($n = 205$, 93.2%) and neophobics ($n = 79$, 89.8%) felt the smell of the region's signature foods was more appealing (Table 4.52). However a greater percentage of neophobics (9, 10.2%) felt that the smell of these foods was less appealing than neophiliacs ($n = 6$, 2.8%). Further results revealed that there was a statistically significant relationship ($\chi^2 = 7.105$, $df = 1$, $n = 280$, $p = 0.013$) between the respondents' physiological affinity and their voting of the smell appeal of this region's signature foods as compared to that of other regions visited. The moderate effect size ($V = 0.154$), that accounted for 15 percent of the observed variation in physiological inclination implied that while neophiliacs stood a higher chance of finding the smell of

KCSF more appealing, their neophobic counterparts had a high chance of finding its smell less appealing.

Table 4.52: Physiological inclination and level of appeal of smell of the region's signature foods

Smell of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
More appealing	205	93.2	79	89.8	284	70.6
Less appealing	6	2.8	9	10.2	15	29.4
Total	211	100	88	100	299	100

$V = 0.154$, $\chi^2 = 7.105$, $df = 1$, $p = 0.013$; $\alpha = 0.05$

However these results could only be generalised with caution on a larger sample of guests.

Texture of Kenya's Coastal Signature Foods

Again, majority of both the neophiliacs ($n = 157$, 83.9%) and neophobics ($n = 56$, 73.7%) felt that the texture of the KCSF was more appealing. However a greater percentage of neophobics ($n = 23$, 29.1%) felt that the texture of these foods was less appealing than neophiliacs ($n = 30$, 16.1%) as shown in Table 4.53.

Table 4.53: Physiological inclination and level of appeal of texture of the region's signature foods

Texture of Kenya's coastal strip signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
More appealing	157	83.9	56	73.7	213	70.3
Less appealing	30	16.1	23	29.1	53	29.7
Total	187	100	79	100	266	100

$V = 0.15$, $\chi^2 = 5.947$, $df = 1$, $p = 0.020$; $\alpha = 0.05$

When a MCET was run, a statistical significant relationship ($\chi^2 = 7.105$, $df = 1$, $n = 280$, $p = 0.008$) was found. The null hypothesis was rejected while the alternative was accepted.

This denotes that while neophiliacs stood a higher chance of finding the texture of KCSF ‘more appealing’ their neophobic counterparts had a high chance of finding its texture less appealing. However the moderate effect size ($V = 0.15$) suggested that the results could be generalised with caution.

Overall relationship between guests’ physiological inclination and their level of appeal of the coastal strip signature foods

To predict physiological inclination of guests by their level of appeal of the KCSF, a MLR analysis was conducted, using taste, appearance, smell and texture as predictors. A test for the full model against intercept (neophobia) was statistically significant ($\chi = 15.885$, $df = 1$, $p = 0.0001$). This indicated that the predictor as a set reliably distinguished guests who were neophilic from those who were neophobic. It also implied that the level of appeal of food qualities could be used to predict the physiological inclination of the guests (Table 4.54).

Table 4.54 Model Fitting Information for guests’ physiological inclination by their level of appeal of the Kenyan coastal signature foods

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	51.241			
Final	35.357	15.885	1	.000
Pseudo R-Square				
Cox and Snell	.061			
Nagelkerke	.086			
McFadden	.051			

Nagelkerke's R^2 of 0.089 indicated a weak relationship between the guests with a neophilic affinity and those with a neophobic affinity. There was therefore a need of establishing the distinct contributors to the guests' physiological inclination.

The likelihood ratio indicated that all the food quality predictors ($\chi = 15.158$, $df = 1$, $p = 0.0001$) of the signature foods (taste, appearance, smell and texture) were the main predictors as indicated in table 4.55. The Exp (B) value indicates that all this predictors displayed a Wald statistic = 9.981, $p = 0.002$, odd ratio = 0.815. Implying that if there was a negative change in food quality, the odds of a guest with neophobic traits developing neophilic traits decreased by 18.5% ($1 - 0.815 = 0.185$). This meant that if the quality of the Kenyan coastal foods changed, there was a likelihood that guests with a neophobic affinity may find it less appealing. The small odds ratio however indicated that the propensity of the neophobic guests not appreciating the KCSF was small.

Table 4.55: Likelihood Ratio Tests and perimeter estimates for guests' physiological inclination and their level of appeal of the Kenyan coastal signature foods

Effect	Model Fitting Criteria		Likelihood Ratio Tests				
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.			
Intercept	92.515	57.158	1	.000			
taste * appearance * smell * texture	51.241	15.885	1	.000			
Parameter Estimates							
Physiological inclination		B	Std. Error	Wald	df	Sig.	Exp(B)
Intercept		1.246	.181	47.268	1	.000	
Neophiliacs taste * appearance * smell * texture		-.205	.065	9.981	1	.002	.815

The reference category is: Neophobic affinity.

Therefore to attract a greater clientele, the needs of the neophobic guests had to be addressed as the probability of neophiliacs disliking the food were likely to be minimal.

4.6.2.2: Level of Appeal of the Kenya's Coastal Signature Foods Based On Their Phenomenological Affinity

To further establish whether there was a relationship in the guests voting on whether the food had more or less appealing authentic qualities in relation to their phenomenological affinity, the study sought to establish the following null hypothesis;

H₀3.2b: There is no statistically significant relationship on the respondents'

phenomenological inclination in relation to their level of appeal on quality of the region's signature foods as compared to that of other regions visited.

Taste of Kenya's Coastal Signature Foods

A greater proportion of guests representing all the clusters of phenomenological inclination felt that the region's food was more appealing compared to the one they had tasted from other regions they had visited (Table 4.56).

Table 4.56: Phenomenological inclination and level of appeal of taste

Taste of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversiory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
More appealing	27	90.0	128	97.7	41	74.5	83	95.4	279	92.1
Less appealing	3	10.0	3	2.3	14	25.5	4	4.6	24	7.9
Total	30	100	131	100	55	100	87	100	303	100

$V = 0.317, \chi^2 = 30.373, df = 3, n = 303, p = 0.001; \alpha = 0.05$ *There were multiple responses*

However a greater proportion of respondents who felt the KCSF were less appealing had a recreational affinity (n = 14, 25.5%). A Chi-square MCEPT of independence establish a statistical significant relationship ($\chi^2 = 30.373$, $df = 3$, $n = 303$, $p = 0.001$) existed in regards to the respondents' voting of the level of appeal of the KCSF as compared to that of other regions visited in regards to their phenomenological affinity. Taste accounted for 32 percent of the observed variation in phenomenological inclination. This strong effect implies that while experimental gastronomic guests were likely to appreciate the KCSF, recreation gastronomic guests were more likely to view the regions signature foods as less appealing. This is because, as cited by Kivela *et al.* (2006), they did not like foreign foods, except those that have long been part of their everyday life.

Appearance of Kenya's Coastal Signature Foods

A greater proportion of guests representing all the clusters of phenomenological inclination felt that the appearance of the region's food was more appealing compared to the one they had seen from other regions they had visited (Table 4.57).

Table 4.57: Phenomenological inclination and level of appeal of appearance

Appearance of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversiory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
More appealing	18	81.8	113	87.6	40	74.1	59	78.7	230	82.1
Less appealing	4	18.2	16	12.4	14	25.9	16	21.3	50	17.9
Total	22	100	129	100	54	100	75	100	280	100

$V = 0.142$, $\chi^2 = 5.632$, $df = 3$, $n = 280$, $p = 0.131$; $\alpha = 0.05$

A Chi-square MCEPT results revealed that there was no statistically significant relationship ($\chi^2 = 5.632$, $df = 3$, $n = 280$, $p = 0.131$). The effect size of the Cramer's V test suggested a moderate effect. This implies that all phenomenologically inclined groups of respondents stood a fairly equal chance of finding the appearance of KCSF 'more appealing' than foods they had experienced in other regions. This is an indication that the region's food looked good when presented.

Smell of Kenya's Coastal Signature Foods

All the phenomenological categorisation groups of guests had uniform opinions on the smell of KCSF. A greater percentage of each affinity group felt that the smell of the signature foods of the KCS was more appealing as compared to foods they had consumed in other regions (Table 4.58). However of the guests who felt that these foods were less appealing, majority of them had a recreational affinity ($n = 8$, 15.1%). Indeed, when a MCET was run, a statistically significant relationship ($\chi^2 = 14.862$, $df = 3$, $n = 299$, $p = 0.002$, $\alpha = 0.05$) was found.

Table 4.58: Phenomenological inclination and level of appeal of smell

Smell of Kenya's coastal strip signature foods	Guests' phenomenological inclination									
	Diversiary gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
More appealing	29	100	127	97.7	45	84.9	83	95.4	284	95.0
Less appealing	0	0	3	2.3	8	15.1	4	4.6	15	5.0
Total	29	100	130	100	53	100	87	100	299	100

$V = 0.223$, $\chi^2 = 14.862$, $df = 3$, $n = 299$, $p = 0.003$; $\alpha = 0.05$

This implies that all the phenomenological categorisation groups of guests stood a chance of finding the taste of signature foods of KCS ‘more appealing’ than foods they had tasted in other regions apart from guests with a recreational affinity. A Cramer’s *V* test suggested a moderate effect, as smell accounted for 22 percent of all phenomenologically inclined groups of respondents. This implies that respondents with an recreational gastronomic affinity had the highest influence in the group and stood a lower chance of finding the appearance of KCSF ‘more appealing’ than foods they had tasted in other regions.

Texture of Kenya’s Coastal Signature Foods

All the phenomenological categorisation groups of guests had uniform opinions on the texture of KCSF. A greater percentage of each affinity group felt that the texture of these signature foods was more appealing as compared to foods they had consumed in other regions (Table 4.59).

Table 4.59: Phenomenological inclination and level of appeal on texture

Texture of Kenya’s coastal strip signature foods	Guests’ phenomenological inclination								Total	
	Diversiory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity			
	n	%	n	%	n	%	n	%	n	%
More appealing	17	73.9	94	79.0	40	75.5	62	87.3	213	80.1
Less appealing	6	26.1	25	21.0	13	24.5	9	12.7	53	19.9
Total	23	100	119	100	53	100	71	100	266	100

$V = 0.118, \chi^2 = 3.677, df = 3, n = 266, p = 0.297; \alpha = 0.05$

Results revealed that there was no statistically significant relationship ($\chi^2 = 3.677, df = 3, n = 266, p = 0.298$) the guests’ phenomenological inclination and level of appeal of the

signature foods by texture. The moderate effect ($V = 0.118$) indicated texture accounted for 12 percent of all phenomenologically inclined groups. This pointed towards the fact that all the phenomenological categorisation groups of guests had a fairly high probability of appreciating the texture of the region's signature foods as compared to foods they had consumed in other regions.

Overall relationship between guests' phenomenological inclination and their level of appeal of the Kenyan coastal signature foods

A MLR analysis was conducted to predict phenomenological inclination of guests by their scoring of the four main predictors of level of appeal of the KCSF; taste, appearance, smell and texture. A test for the full model against intercept (existential affinity) was statistically significant ($\chi=15.035$, $df = 3$, $p = 0.002$). This indicated that the predictor as a set reliably distinguished guests who had an existential affinity from those who had either a diversionary, experimental or recreational affinity. It also implies that the four variables could be used to predict the phenomenological inclination of the guests (Table 4.60).

Table 4.60: Model Fitting Information for guests' phenomenological inclination and distinction in the identity of the Kenyan coastal signature foods

Model	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	90.737			
Final	75.702	15.035	3	.002
Pseudo R-Square				
Cox and Snell	.058			
Nagelkerke	.063			
McFadden	.025			

Nagelkerke's R^2 of 0.063 indicated a weak relationship between the guests with an existential affinity and those with either a diversionary, experimental or recreational affinity. There was therefore a need of establishing the distinction contributors to the guests' phenomenological inclination. A likelihood ratio test indicated that all the food quality predictors ($\chi = 15.035$, $df = 3$, $p = 0.002$) of the signature foods (taste, appearance, smell and texture) were the main predictors as indicated in table 4.61. The Exp (B) value indicates that in terms of the guests' recreational affinity, all the food quality predictors displayed a Wald statistic = 5.590, $p = 0.018$, odd ratio = 1.195. This implied that if there was a unit change in the food quality predictors, the odds of a guest with recreational traits developing existential traits increased by 81.195.

Table 4.61: Likelihood Ratio Tests and perimeter estimates for guests' phenomenological inclination and their level of appeal of the Kenyan coastal signature foods

Effect	Model Fitting Criteria		Likelihood Ratio Tests				
	-2 Log Likelihood of Reduced Model		Chi-Square	df	Sig.		
Intercept		127.361	51.659	3	.000		
Taste2 * Appear2 * Smell2 * Text2		90.737	15.035	3	.002		
+Parameter Estimates							
Phenomenological inclination		B	Std. Error	Wald	df	Sig.	Exp(B)
Diversionary affinity	Intercept	-1.449	.369	15.407	1	.000	
	Taste * Appear *						
	Smell * Text	.001	.156	.000	1	.994	1.001
Experimental affinity	Intercept	.569	.204	7.765	1	.005	
	Taste * Appear *						
	Smell * Text	-.011	.088	.017	1	.898	.989
Recreational affinity	Intercept	-.682	.237	8.293	1	.004	
	Taste * Appear *						
	Smell * Text	.178	.075	5.590	1	.018	1.195

Since guests with a recreational affinity are conservative in what they prefer eating and where, the idea of them turning into existential affinity would have been pegged on their continued partaking of the KCSF. Therefore there was an opportunity that with improved positioning of these foods, with time a sustainable market including guests with recreational affinity would be formed. This is in line with Fox *et al.* (2007)'s assertion that for guests who do not appreciate the quality of a food, with continued trial, they grow to appreciate it and it turns into one of their conservative foods.

In a bid to get the guests input on how the signature food of the KCS could be made more distinguishable, an open ended question was asked to that effect. While majority of the respondents felt the food should be left as it was, a good proportion felt some of the dishes were very spicy. This could be surmised in their statements such as; *“Though this food tastes good, it is quite spicy. Kindly do something about the spices. This is too much,”* and; *“Man! Reduce the spices. I can’t even enjoy the food with this. I need to have a glass of water by my side to enjoy it.”*

This implied that though distinguishable, possibly due to the spices, this could have a negative effect on the guests. These findings are closely related to Tuorilla *et al.* (1994)'s and Zahari *et al.* (2009) observations in Malaysia that Western guests are never sure whether the food is consistent. This is because it is usually too spicy. The tourists preferred the foods with a mild taste. Just like in the case of Malaysia, there was thus a need of the spices being reduced to make the food more palatable.

In general, it can be concluded that during the period when this study was undertaken, the signature food in the KCS were not only authentic, but were also more appealing than

what was found in other regions. It could therefore be used to position the KCS as a gastronomic tourism destination.

4.7: Impact of Globalisation on Appreciation of Local Foods of the Region

The natural connection that once existed between food and the land it was grown or reared on had largely been eroded (Hall *et al.*, 2005). This was majorly due to forces of globalisation and localisation which have exerted pressure on eating habits (Ritzer, 2012) as cited by Hall *et al.* (2005). This had lead to many guests seeking the comfort of their families while on holidays. Consequently, this helped spread global foods (Richards, 2002). This study therefore sought to establish variables would predict the impact of globalisation on acceptance level of guests to the KCSF. Three dependent variables; preference of gastronomic foods, possibility of partaking on another trip and frequency were tasted against the respondents physiological and phenomenological inclination. It was hoped that majority of the respondents would appreciate the KCSF so as to justify a programme of positioning it as a tourism destination cluster. The statistical significance was captured by use of hypotheses;

4.7.1: Preference of Signature Foods versus Physiological and Phenomenological Inclination

The first hypothesis sought to establish whether the respondents preferred fast foods to KCSF;

H₀4.1: There is no statistically significant relationship between the respondents' preference of local foods over fast foods in relation to their physiological inclination and phenomenological inclination.

A cross tabulation with a Chi-square MCEPT was run to establish whether the respondents' physiological and phenomenological inclination had any impact on the guests' preference of foods when visiting an area rather than their region of origin. The results displayed on Tables 4.62 indicated that though majority of both the neophiliacs (n = 203, 89.4%) and neophobics (n = 73, 76.8%) preferred the KCSF, a greater percentage of respondents who preferred fast foods were neophobics (n = 22, 23.2%). Results displayed on Table 4.63 denoted that while majority of the respondents who preferred the signature foods from the region were experimentally inclined (n = 126, 91.3%), a greater percentage of respondents who preferred fast foods had a recreational affinity.

Table 4.62: Physiological inclination and food preference

Food preference	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
Signature foods	203	89.4	73	76.8	276	85.7
Fast foods	24	10.6	22	23.2	46	14.3
Total	227	100	95	100	322	100

$\phi = 0.164$; $\chi^2 = 8.663$, $df = 1$; $p = 0.003$ $\alpha = 0.05$

Table 4.63: Phenomenological inclination and food preference

Food preference	Guests' phenomenological inclination									
	Diversory gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
Signature foods	26	81.2	126	91.3	42	71.2	82	88.2	276	85.7
Fast foods	6	18.8	12	8.7	17	28.8	11	11.8	46	14.3
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.213$; $\chi^2 = 14.671$, $df = 3$; $p = 0.002$ $\alpha = 0.05$

The results further indicated that physiological inclination (χ^2 8.663, $df = 1$; $p = 0.003$ $\alpha = 0.05$) and phenomenological inclination (χ^2 14.671, $df = 3$; $p = 0.002$ $\alpha = 0.05$) denoted a statistically significant relationship with food preference. While a greater percentage of neophilic guests ($n = 203$, 89.4%) stood a high chance of preferring the signature foods of the KCS to fast foods ($n = 24$, 10.6%), a greater proportion of the neophobic guests ($n = 22$, 23.2%) showed a higher chance of preferring the fast foods to the region's signature foods.

In terms of guests' phenomenological inclination, guests with a recreational affinity ($n = 42$, 71.2%) stood a lower chance of preferring the KCSF than they did for fast foods ($n = 17$, 28.8%). Based on these results, the null hypothesis that there is no statistically significant relationship between the respondents' preference of local foods over fast foods in relation to their physiological and phenomenological inclination at 95% confidence interval was thus rejected and the alternative hypothesis accepted. The effect size of both variables was moderate, as the respondents' physiological inclination accounted for 16 percent while that of phenomenological inclination accounted for 21 percent. It is therefore prudent to conclude that when positioning the signature foods of the KCS, the neophilic guests, and those with an experimental, existential and diversionary affinity may be targeted.

Though majority of the respondents irrespective of their physiological or phenomenological affinities had a high chance of appreciating the local foods of the region, caution had to be taken in concluding the findings for the relationship was likely to be significant in the event of a larger sample size. This findings dispelled Hall *et al.*

(2005)'s and Ritzer, (2012)'s fears that the local food culture had been greatly eroded due to the pressure of globalisation. It could be argued that this guest's perception of regional foods differed from one region to another.

To understand the respondents reasons for their views on preference of KCSF as stated above, an open ended question requesting for the reason of the above trends received several answers including;

'I prefer this food because it is fresh and definitely more nutritious.'

'Food plays a big role in experiencing new countries and cultures. If I wanted fast foods, I couldn't need to travel. I think it is important to promote the local dishes.'

One of the respondents with a recreational affinity wrote;

'With me I do not like strange foods. I would rather starve.'

4.7.2: Physiological and Phenomenological Inclination and Re-Use of Signature Foods

The second hypothesis sought to establish whether the respondents would partake to the signature foods of the region on another visit;

H₀4:2. There is no statistically significant relationship between the respondents' use of this KCSF on another trip in relation to their physiological inclination and phenomenological inclination.

A cross tabulation with a Chi-square MCEPT was run for each of the inclinations. Majority the respondents with a neophilic (n= 219, 96.5%) and neophobic (n = 83, 87.4%) affinity as displayed on Table 4.64 affirmed that they would partake of the KCSF

on another visit. However a greater percentage of respondents who felt they would not attempt these signature foods were neophobics (n = 12, 60.0%).

Table 4.64: Physiological affinity and possibility of partaking to signature foods on another visit

Re-use the regions signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
They would	219	96.5	83	87.4	302	93.8
They would not	8	3.5	12	12.6	20	6.2
Total	227	100	95	100	322	100

$V = 0.172$; $\chi^2 9.536$, $df = 1$; $p = 0.020$ $\alpha = 0.05$

Table 4.65: Phenomenological inclination and possibility of partaking to local signature foods on another visit

Re-use the regions signature foods	Guests' phenomenological inclination									
	Diversiary gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity		Total	
	n	%	n	%	n	%	n	%	n	%
They would	30	93.8	135	97.8	51	86.4	86	92.5	302	93.8
They would not	2	6.2	3	2.2	8	13.6	7	7.5	20	6.2
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.173$; $\chi^2 9.606$, $df = 3$; $p = 0.025$, $\alpha = 0.05$

Results displayed on Table 4.65 indicate that, during the time the study was undertaken, while majority of the respondents who partook of the regions' signature foods on another visit had an experimental affinity (n = 135, 44.7%), majority of those who stated they would not had a recreational affinity (n = 8, 40.0%) as their highest representation. Both the respondents' physiological inclination ($\chi^2 9.536$, $df = 1$; $p = 0.020$) and phenomenological inclination ($\chi^2 9.606$, $df = 3$; $p = 0.025$) showed a statistically significant relationship of a repeat in consumption. Based on these results, the null

hypothesis that there is no statistically significant relationship between the respondents' use of this region's signature foods on another trip in relation to their physiological inclination and phenomenological inclination was rejected and the alternative hypothesis accepted. The effect size of both variables was moderate, implying that the respondents' physiological inclination accounted for 17 percent just like that of phenomenological inclination and thus it had to be generalised with caution.

For those respondents whose answer was to the affirmative some of their open ended question responses included;

'This food tastes good and is very healthy, lots of fresh ingredients.'

'They appear nutritious and are low on fat.'

'The food is well cooked and healthy.'

One of the respondents with a recreational affinity wrote;

'I would like to try it again to see whether it has changed and whether I would like it with time.'

In regards to this last sentiment, there was a probability that this respondent was keen on appreciating the KCSF. There was also a likelihood that the guest had learnt of the food through a friend on a positive note but it did not go well with him. Pursuant to this, Fox *et al.* (2007) in his study observed that for respondents who claimed that the quality of food did not influence their initial decision reported that their experience would make them come back.

4.7.3: Physiological and Phenomenological Inclination and Frequency of Partaking to the Region's Signature Foods

The last hypothesis sought to establish the frequency in which respondents would like to partake to the signature foods of the region on another visit;

H₀4:3 There is no statistically significant difference between the respondents' frequency of partaking to the region's signature foods in relation to their physiological inclination and phenomenological inclination.

A cross tabulation with a Chi-square MCEPT was run for each of the inclinations. Table 4.66 revealed that majority the physiologically inclined respondents with a neophilic (n= 131, 57.7%) affinity would like to partake of the KCSF on a daily basis, while majority of those who would like to partake of it once a month were neophobics (n = 18, 18.9%).

Table 4.66: Physiological inclination and frequency of partaking to the region's signature foods

Frequency of partaking signature foods	Guests physiological affinity					
	Neophiliacs		Neophobics		Total	
	n	%	n	%	n	%
Daily	131	57.7	47	49.5	178	55.3
Twice a week	65	28.6	21	22.1	86	26.7
Weekly	24	10.6	9	9.5	33	10.2
Once a month	7	3.1	18	18.9	25	7.8
Total	227	100	95	100	322	100

$V = 0.271$; $\chi^2 = 23.677$, $df = 3$; $p = 0.000$ $\alpha = 0.05$

Results displayed on Table 4.68 indicated that majority of the respondents who preferred to partake of the KCSF daily had a neophilic affinity. Likewise, results displayed on Table 4.67 show that majority of the respondents who preferred to partake of this regions signature food daily had an experimental affinity (n = 93, 67.4%), majority of those who stated they would like to take it twice a week had an existential (n = 15, 46.9%), while

those who felt they could have it only once per month had a recreation affinity (n = 10, 16.9%). Both the guests' physiological inclination (χ^2 23.677, df =3; p =0.000) and phenomenological inclination reported a statistically significant relationship (χ^2 26.443, df = 9; p =0.002) within the cluster. Based on these results, the null-hypothesis that there is no statistically significant relationship between the respondents' frequency of partaking to the KCSF in relation to their physiological and phenomenological inclination was rejected and the alternative hypothesis accepted.

Table 4.67: Phenomenological inclination and frequency of partaking to the region's signature foods

Frequency of partaking signature foods	Guests' phenomenological inclination								Total	
	Diversionary gastronomic affinity		Experimental gastronomic affinity		Recreation gastronomic affinity		Existential gastronomic affinity			
	n	%	n	%	n	%	n	%	n	%
Daily	10	31.2	93	67.4	27	45.8	48	51.6	178	55.3
Twice a week	15	46.9	27	19.6	15	25.4	29	31.2	86	26.7
Weekly	4	12.5	13	9.4	7	11.9	9	9.7	33	10.2
Once a month	3	9.4	5	3.6	10	16.9	7	7.5	25	7.8
Total	32	100	138	100	59	100	93	100	322	100

$V = 0.165$; χ^2 26.443, df = 9; p =0.002 α = 0.05

The effect size of both variables was moderate. While respondents' physiological inclination accounted for 27% of the frequency of partaking to the KCSF, respondents' phenomenological inclination accounted for 17 percent. This implies that the respondents, physiological inclination stood a better chance as compared to their phenomenological inclination in explaining the guests' frequency of partaking to the KCSF.

These results provided good evidence suggesting that the KCS stood a chance of positioning gastronomic food as a destination cluster. This was because of; the favourable experiences, the repeat visits to the destination because of its unique gastronomic qualities, and frequent partaking of the gastronomy of the region by consumers. It is therefore reasonably valid to use food as a tool for positioning and marketing the KCS destination. Guests' physiological and phenomenological traits could be used as predictors and determinants of customers' satisfaction and loyalty hence help develop the local foods further as tourist attractions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter is divided into four sections. The first section presents a summary of the findings based on the research objectives and the hypotheses generated therein. The second draws a conclusion of the findings in regards to both the theoretical and practical contributions. Recommendations for policy and practice are then made. Lastly, based on the findings of the thesis, recommendations are made for future research in gastronomic tourism.

5.2 Summary

The purpose of the study was to establish whether a positive association existed between Kenya's coastal strip and its style of food, by formulating an integrated model explaining how the guests related the region's food to their intrinsic traits, and how this influenced their gastronomic experience. It was hoped that this would enable the right clientele to be targeted in branding and positioning the KCSF. A cross sectional descriptive survey design based on a modification of three theories; hedonic consumption, FPT and the PCGL theory was used. These three theories were used with a view of helping understand individual intrinsic traits when experiencing foods found in the region under study. The first theory, hedonic consumption, suggests that guest's sensitive seeking attitude enables them to consume food for the sake of experiencing it not satisfying hunger. Their decision on whether to consume it or not is influenced by their FP inclination which relates to the guest's neophilic and neophobic affinities. The two, neophilic and neophobic affinities, have a likelihood of predicting future food intake and have

significant relationship with satisfaction and loyalty of the guest. Lastly, PCGL theory seeks to explain how the guest's lifestyle influences his choice of outlets and meal experience based on four tenets; existential, experimental, recreational and diversionary gastronomic inclinations was used. Three hundred and twenty two (322) respondents, who were stratified from the three categories of eateries where KCSF were served, returned the questionnaires, representing 89.7 percent of the sampled respondents.

Due to lack of empirical evidence on consumer's experiences of gastronomic food, more so in the region under study, this study sought to; Identify the areas of commonality in the way guests perceived gastronomy and chose food outlets; Establish the level of guests' satisfaction to the quality of signature foods of the KCS; Distinguish guests' perception of the Kenya coastal gastronomic identity as a destination cluster; Evaluate the impact of globalisation on the guest's appreciation of the Kenya coastal gastronomy

The results are summarised in Table 5.1

Table 5.1: Summary of the findings derived from the study

Specific objectives	Hypothesis set	Findings
1. Determine areas of commonality in the way guests perceived signature foods and chose food outlets at the Kenya coastal strip.	H ₀ 1:1 There is no statistical significance relationship between the respondents' physiological traits and their socio-demographic characteristics.	Significant difference found. $R^2 = 0.129, \chi^2 = 30.557, df = 7, p = 0.0001; \alpha = 0.05$ The guests' level of education reliably predicted physiological inclination
	H ₀ 1:2 There is no statistically significant relationship between the respondents' phenomenological inclination and their socio-demographic characteristics.	Significant difference found. $R^2 = 0.497, \chi^2 = 196.742, df = 87, p = 0.0001; \alpha = 0.05$ Level of education & gender Predicted phenomenological inclination
	H ₀ 1:3 There is no statistical significant relationship between the respondents' physiological inclination and their phenomenological inclination.	Significant difference found. $R^2 = 0.207, \chi^2 = 67.975, df = 3, p = 0.0001; \alpha = 0.05$ Physiological inclination reliably predicted respondents' phenomenological inclination
2. Establish the level of guests' satisfaction with the quality of signature foods of the Kenya coastal strip.	H ₀ 2:1 There is no statistically significant difference between respondents' physiological inclination and their level of satisfaction of quality of signature foods.	Significant difference found. $R^2 = 0.067, \chi^2 = 15.555, df = 5, p = 0.008; \alpha = 0.05$ Both neophiliacs and neophobics appreciated the food apart from taste
	H ₀ 2:2 There is no statistically significant difference between respondents' phenomenological inclination and their level of satisfaction of quality of signature.	Significant difference found. $R^2 = 0.98, \chi^2 = 39.459, df = 10, P = 0.0001; \alpha = 0.05$ Experimental, existential, diversionary & recreation guests had a likelihood of appreciating the food apart from its appearance and texture
3. Distinguish guests' perception of the authenticity and level of appeal of the Kenya coastal signature foods.	H ₀ 3:1a There is no statistically significant relationship in the respondent's physiological inclination and the authenticity of this region's signature foods.	Significant difference not found. $R^2 = 0.020, \chi^2 = 4.537, df = 4, P = 0.338; \alpha = 0.05$ but appearance reliably predicted group membership of guests physiological inclination and authenticity of KCSF

H ₀ 3:1b There is no statistically significant relationship in the respondents' physiological affinity and their voting of level of appeal of this region's signature foods.	Significant difference found. $R^2 = 0.086$, $\chi^2 = 15.885$, $df = 1$, $p = 0.000$; $\alpha = 0.05$ appearance reliably predicted group membership of guests phenomenological inclination and authenticity of KCSF	
H ₀ 3:2a There is no statistically significant relationship in the respondent's phenomenological inclination and the authenticity of this region's signature foods.	Significant difference found. $R^2 = 0.116$, $\chi^2 = 36.322$, $df = 12$, $P = 0.000$; $\alpha = 0.05$ Taste reliably predicted group membership of guests physiological inclination and distinction of KCSF	
H ₀ 3:2b There is no statistically significant relationship on the respondents' phenomenological inclination in relation to their level of appeal on quality of the region's signature foods as compared to that of other regions visited.	Significant difference found. $R^2 = 0.063$, $\chi^2 = 15.035$, $df = 3$, $p = 0.002$; $\alpha = 0.05$ Taste predicted group membership of guests phenomenological inclination and distinction of KCSF	
4. Evaluate the impact of globalisation on the guest's appreciation of the Kenya coastal strip's signature foods.	H ₀ 4:1 There is no statistically significant relationship between the respondents' preference of local foods over fast foods in relation to their physiological inclination and phenomenological inclination.	Significant difference found for both physiological: $\phi = 0.164$; $\chi^2 8.663$, $df = 1$; $p = 0.003$ $\alpha = 0.05$ and phenomenological inclination $V = 0.213$; $\chi^2 14.671$, $df = 3$; $p = 0.002$ $\alpha = 0.05$
	H ₀ 4:2 There is no statistically significant relationship between the respondents' use of this region's signature foods on another trip in relation to their physiological inclination and phenomenological inclination.	Significant difference found for both physiological: $V = 0.172$; $\chi^2 9.536$, $df = 1$; $p = 0.020$ $\alpha = 0.05$ and phenomenological inclination $V = 0.173$; $\chi^2 9.606$, $df = 3$; $p = 0.025$, $\alpha = 0.05$
	H ₀ 4:3 There is no statistically significant relationship between the respondents' frequency of partaking to the region's signature foods in relation to their physiological inclination and phenomenological inclination.	Significant difference found for both physiological: $V = 0.271$; $\chi^2 23.677$, $df = 3$; $p = 0.000$ $\alpha = 0.05$ and phenomenological inclination $V = 0.165$; $\chi^2 26.443$, $df = 9$; $p = 0.002$ $\alpha = 0.05$

Theoretical implications

The essence of gastronomic tourism lies in experiencing the destination's distinct food culture and the food products in relation to their qualities, with a view of establishing their palatability. On the same vein, the presence of familiarity as a dimension of food tourism lends credence to the difference between eating local foods and eating global foods.

The conceptual framework of this study not only revealed the important role the guests' socio- demographic traits played in their consumption of gastronomic food, but also their psychographic traits (physiological and phenomenological inclinations).

In as far as the guests' physiological inclination was concerned; it could be used to segment the KCSF based on two main facets. The study revealed that when seeking to adduce the quality and sensual appeal of the KCSF, the guests' physiological inclination could be used. It could also be used to segment the guests in terms of how they appreciated the food in relation to what they had partaken of in other regions as well as the influence globalisation had of perception of the KCSF. This is because it had a significant influence on the aforementioned moderator variables. However it could not be used to distinguish the region's food as compared to what guests had partaken of in other regions. This is because, while a greater proportion of neophobics could not; appreciate the quality of the region's food, appreciate the food more than what they were used to and greatly preferred fast foods, they agreed that the KCSF could be distinguished from what they had partaken of in other regions. The opposite was also true about the guests' neophilic inclination.

Just like in past studies that revealed that food neophobia was a major impingement in experiencing the local food (Cohen & Avieli, 2004; Shenoy, 2005), this study empirically verified this. The neophobic guests' perception of the hygiene of the establishment explained their preference of fast foods to the KCSF. On the other hand, the respondents' neophilic tendencies significantly influenced their preference of KCSF to fast foods. Their experience is likely to have been driven by their tendency to experience a diverse range of culinary cultures which may not necessarily be novel or strange to them.

In relation to their phenomenological inclination, the study empirically demonstrated that the phenomenological inclination of the guests had a great influence on the way they experienced food and chose where to eat. It could also be used to segment guests when establishing the quality and sensual appeal of the KCSF, its authenticity, and its level of appeal. It could also be used to segment guests in relation to the influence of globalisation on their appreciation of the KCSF. This is because, while majority of the guests with an experimental and existential affinity had a positive perception of the quality of gastronomic food and had the ability to distinguish, appreciate, and prefer KCSF to fast foods, the guests with a recreational and diversionary affinity had a lower score. Figure 5.1 provides a revised conceptual framework of influencers of gastronomic tourism experience.

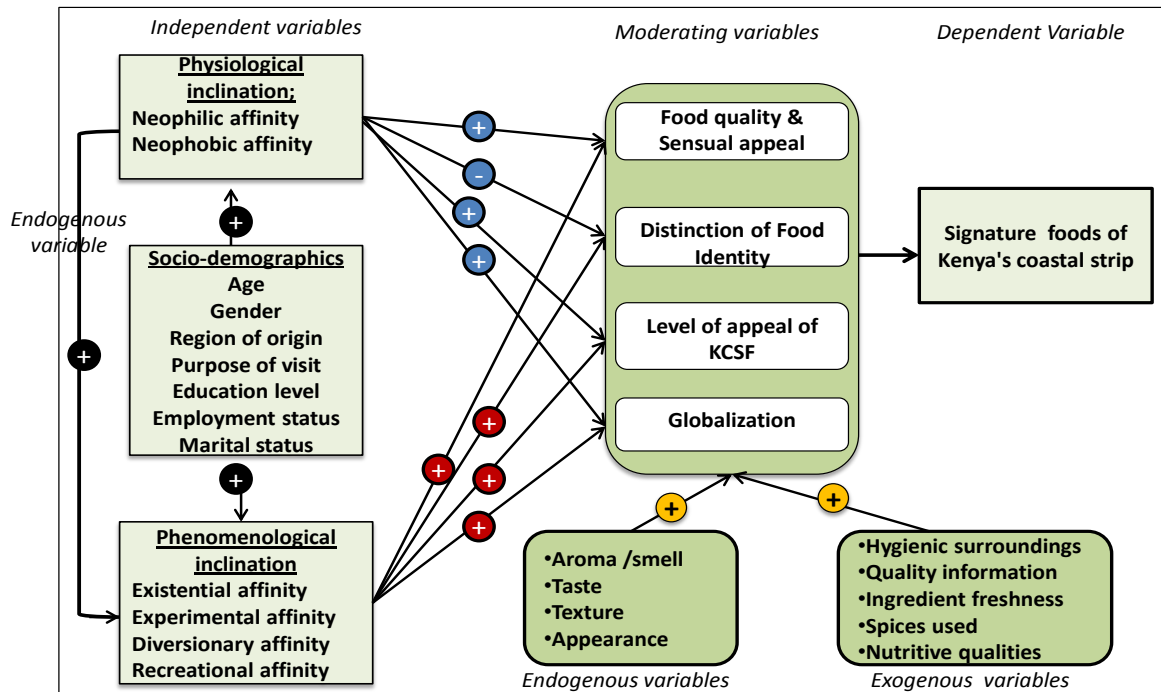


Figure 5.1: The revised conceptual framework for influencers of Participation in gastronomy activities (Source: Researcher)

Another important revelation was that the guests' physiological traits had an influence on their phenomenological inclination (Figure 5.1). Majority of the neophiliacs had an existential and experimental affinity, while most of the neophobic had diversionary and recreational affinities. These influences revealed a great liking and satisfaction of the KCSF, which could be distinguished from foods from other regions. These results reveal that the KCSF could therefore be used to brand and position the gastronomy of the region as either a constituent of the tourism destination or a destination in itself.

Additionally, socio-demographic variables had a great influence on both the guests' intrinsic and extrinsic inclination. They could therefore be used to segment gastronomic

guests at the KCS. In terms of the guests' physiological inclination tourism marketers could positively segment the guests in relation to their region of origin, while In terms of their phenomenological inclination, level of education and employment status could be used.

However, for guests to appreciate the quality and appeal of the KCSF as well as being able to distinguish it from that of other regions, some additional endogenous variables had to be considered. This included taste, smell, texture, and appearance of the KCSF.

In as much, other factors would also have an influence on the eventual appreciation of the KCSF which if not addressed may make it hard for the food to appeal to a greater market. These exogenous variables included; hygiene of the surrounding environment, food knowledge and proper briefing of guests by the waiting staff, and the quality of the food (freshness of ingredients, amount of spices used, and level of nutrients present).

Practical implications

As suggested in Table 5.1, the findings in the study revealed that gastronomic tourism was an important segment of the Kenyan coastal tourism industry that had not been tapped. The following main findings were made;

- The study established three major areas of commonality in the way guests perceived the KCS F and chose outlets along the KCS;
 - Socio-demographic variables could be used to segment gastronomic guests based on both their intrinsic and extrinsic inclination along the KCS. The main indicators included gender, and level of education

- In terms of the guests' physiological inclination tourism marketers could positively target the guests in relation to their level of education, while In terms of their phenomenological inclination, level of education and gender could be used.
- Majority of the guests who exhibit neophilic tendencies had either an existential or experimental affinity when participating in activities related to food while the opposite was true about guests who exhibit diversionary or recreation tendencies.
- The guests' physiological inclination played an important role in influencing the guests' appreciation of the KCSF. One could target the neophilic guests who apparently had a very high representation in the study. In terms of the quality of the food, its taste could be used to attract guests, in terms of the authenticity and level of appeal all sensory qualities (taste, texture appearance, and smell) had to be considered to ensure sustainable appreciation.
- In terms of the guests' phenomenological inclination, the results revealed that this had a great influence on appreciation of the KCSF. In order to establish high quality food that would attract a greater appreciation, the views of both guests with either a diversionary or recreational affinity ought to be considered, owing to the fact that the two groups were more conservative and less adventurous as compared to guests with either an experimental or existential affinity. To position the KCSF, the taste and texture that confirmed to these guests had to be considered while at the same time retaining the foods authenticity.
- In order to distinguish the KCSF from those of other regions, guests with an experimental affinity were to be targeted as they were likely to have a greater access to a variety of foods. They thus stood a chance of giving a better assessment. The

areas of concern in differentiating the regions food would include appearance (including the surroundings such as hygiene), texture (tenderness especially of meats) and taste (minimise use of too much spices).

- Majority of service providers working in the gastronomic outlets did not have a formal Food and Beverage training, while the few who had training had a limited knowledge of how to serve KCSF while retaining their original authenticity.
- Among the most popular dishes for the guests were *Biryani ya kuku* (*Chicken Biryani*) was the most popular, followed by *Samaki wa kupaka* (*poached stuffed fish*), *Pilau ya ngombe* (*Swahili beef pilaf*), *Kamba wa nazi* (*prawns cooked in coconut milk*), *Mbaazi ya nazi* (*pigeon peas in coconut milk*) and *Matobosha* (*small baked sweets*) (Appendixes E and K). This could be used in positioning the KCS.
- The KCSF were found to be authentic. Irrespective of the respondents' physiological inclination, majority of them would notice a distinction in the KCSFs' sensual traits, but not appearance. The same was the case when segmenting the guests based on their phenomenological inclination.
- In order to position the signature foods of the KCS, taste, appearance and texture were to be considered. Taste could be varied based on level of spices among other factors, while appearance could be varied from similar foods found in other regions.
- Both the guests' with a physiological inclination and those with a phenomenological inclination had significant relationship on their preference of the KCSF to fast foods, their willingness to partake of these foods on another visit, frequency of partaking of it, and adducing whether the signature foods were less or more appealing to the consumer.

- Existential gastronomic tourists were unlikely to be driven by exposure to gastronomic foods alone, but a need for cheaper food, as most of them had a middle level education and were self employed. There was likelihood that theirs were small businesses and so they were likely to be driven by the need to save some money.

5.3 Study conclusion

It was clear that gastronomic tourism though limited and not well developed in some parts of the world, was becoming an important activity to be ignored. Other regions, whose main tourism destinations were faltering, such as the KCS could use it to revitalise their tourism market through its authenticity. This study established that a gastronomic guest segment constituting of the well educated actually existed along the KCS. This information could therefore be used to identify the key characteristics of guests and specifically target their needs as a destination's focus, a key ingredient that could be used by the gastronomic marketers in positioning the KCSF. Though a ready market existed for local food producers to diversify the production of the indigenous food, majority of the proprietors and chefs who has a food and beverage training did not acquire the KCSF skills in college. On the other hand, chefs and proprietors in food outlets who had inherited the skills of preparing the KCSFs through culture had no formal food and beverage training. This created a problem for them as most could not ascertain the right food qualities to be availed to guests. It was therefore plausible for investors seeking to open gastronomic outlets to note that a ready market existed among existential and experimental gastronomic guests, while much emphasis needed to be directed towards addressing the needs of diversionary and recreational guests.

Though majority of the guests appreciated the quality of the region's signature foods, much more could be done to improve the environment the food was served in. The food's authenticity was identifiable in regards to its texture and consistency and majority of the respondents felt it was more appealing as compared to what they had partaken of from other regions. This suggests that guests' sensory attributes had to be considered when seeking hedonic benefits from gastronomic foods as this could inspire a deeper relationship with the products. Since majority of the guests preferred the signature dishes of the region to fast foods and were willing to partake of them more often and on their future visits to the region this implied that these dishes could be used to position the region as a gastronomic destination.

5.4 Recommendations for policy and practice

Based on the findings of the study a number of recommendations were made that would improve participation in food related activities and open up the coastal region into a renown gastronomic destination both at the practical and policy levels.

5.4.1 Recommendations for policy

The study suggested the following policy recommendations based on the findings made in the field with the hope that this will help position the region as a gastronomic destination;

The government through its Ministry of Education formulate a policy that would encourage universities that offer Hospitality programmes to introduce gastronomic studies concentrating on the cuisine of the coastal strip. This was important as it would enable invention of additional varieties of gastronomic products. In congruence to this,

the local gastronomic service providers could be incorporated in the curriculum to teach the students on how the local dishes were prepared so that the authenticity of the dishes was maintained as a base for gastronomic cookery.

Encourage utilisation of the historic heritage of the region, one of the central elements that attract tourists, by establishing well designed and hygienically approved gastronomic outlets in the area. This is because tourists go to sites and regions where monuments, museums and cultural exhibitions are found.

The Ministry of Health device a legislation stipulating the hygienic standards to be achieved by investors interested in setting up gastronomic outlets which should include the authentic sources of the raw materials.

It was recommended that MoEAA, C&T come up with a policy of classifying restaurants based on their gastronomic prowess. This classification was then to be well displayed in all tourism magazines and hotel letter heads. The ministry was to further establish a means of certifying the food by initiating a 'clean food' programme to protect the consumers against food borne illnesses by promoting. This would help guests identify establishments that meet set sanitation requirement standards, hence create a good will.

5.4.2 Recommendations for practice

Chef's initiative

Other than coming up with the new gastronomic tastes, Chefs were to adopt the local ways of cooking the region's food using fresh locally sourced resources. This could help

attract existential guests who were not only interested with the taste of the food but also its authenticity and freshness as this would help distinguish the services further.

With the support of the establishment owners, chefs were to come up with laboratories for tasting and establishing new regional gastronomic tastes that were palatable so as to increase variety of items served. Among the qualities to concentrate on were taste, appearance and texture. They would then, during slack periods, train their kitchen staff on the new inventions. This may act as a strategy of retaining regular guests and attracting new ones so as to attract a wider market base.

Tour operator's initiative

Popularise the region's foods during travel, and organise gastronomic fairs and scenes by seeking the support of financial investors who were keen on lobbying clients to the existing attractions. They also needed to ensure guests had good and clear information about the destination through enriching the various activities organised within interludes of gastronomic demonstrations.

Tourism marketer's initiative

Organise a tourism calendar so that each month of the year was devoted to a special touristic activity in the region so that there was a permanent attraction for guests to the gastronomic restaurants. This was by taking advantage of the then launched Mombasa and Coast Tourist Association (MCTA), a body set to promote the local tourism in foreign markets. This body was also set to help infuse food symbolism in the tourism destinations so as to allow both the destination and tourists acquaint themselves to various menu styles and food categories by defining their attitude towards the destination.

Seek for means of targeting guests based on their region of origin, education level and employment status, then endeavour to address their gastronomic needs by positioning the KCSF according to their preferences.

Investor's initiative

Recruit gastronomic masterminds from around the region to prepare specific specialties and also train staff on gastronomic foods. Other than upgrading the staff's gastronomic prowess all staffs were to be equipped with service management skills and food knowledge so as to enhance personalized and suggestive selling. This would enable them give sound advice of constituents of dishes thus improve the guests' meal drink experience while averting fear of food quality.

5.5 Recommendations for further research

Though the conceptual framework in this study demonstrated the channels that may be used to position the KCSF, it could only be used as a discussion support tool while keeping in mind the direction impact of the interaction of the relevant measurement variables. This was because these variables were likely to be unique to every destination and the profile of the gastronomic tourist at the KCS may not be automatically assumed to be the same as in other regions. As such more studies needed to be carried out in other regions using the same tenets to establish whether the situation would be the same.

Though there are diverse types of food stuffs grown, produced and utilised in this region most of them did not end up in any local restaurant. Others were still unpalatable to even the indigenous people of the region. This study thus focused only on the signature food

found within the region. It was therefore necessary to carry out additional studies to establish the guests rating of other gastronomic foods of the region

Further research was to be made in relation to the frequency and intensity of guests' involvement in gastronomic activities in the KCS. This would include the relationship between the guests length of stay in relation to their frequency of participating in gastronomic activities. In as much, studies on the individual gastronomic dishes were to be made in regards to taste, appearance, texture and smell so as to market gastronomic products that appealed to majority of the prospective consumers.

The results of this dissertation show that the operationalisation of both the respondents' physiological and phenomenological inclination was run on a nominal scale. There is therefore need of using other scales that are more dynamic such as path analysis to establish whether a deeper insight of the relationships would be revealed.

In conclusion, the current investigation was an attempt to build a conceptual framework that could explain the characteristics of gastronomic guests in the region with the view of identifying the culinary potential and explain how this could be used to position the region as a gastronomic destination. To this end, this dissertation had an enormous contribution specifically in regards to the KCSF.

5.6 Contribution of current study

This study made key contributions to the body of knowledge, theory and practice in the areas of food production and destination competitiveness.

- i. The study served to clearly demonstrate the existence of a correlation between the perceived competitiveness and uniqueness of the KCSF and its enhancement of tourism destination. This could be used to promote the region as a gastronomic destination especially when making key investment decisions including the food to be prepared, its quality, authenticity and type of outlets and location.
- ii. It contributed to the physiological and phenomenological theories by positing that the guests' physiological traits had an influence on their phenomenological inclination. Majority of the neophiliacs had an existential and experimental affinity, while most of the neophobics had diversionary and recreational affinities.
- iii. Based on the common belief that neophobics would not appreciate novel foods, other factors like taste, appearance, texture and smell would influence the guests' appreciation of novel foods.
- iv. Apart from aforementioned variables that influenced consumers appreciation of novel food, other variables such as the establishments hygienic surroundings, quality of services offered, freshness of ingredients used and their nutritive value to the consumer could also influence their appreciation of the KCSF.
- v. A significant contribution to policy and practice in the positioning of the Kenyan coastal tourism destination in relation to its food uniqueness was suggested by formulating an integrated framework explaining how the guests relate food to their intrinsic traits, and how this influenced their gastronomic experience.

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APPENDIXES

Appendix A Questionnaire

November 14th 2011

Dear Sir/ Madam,

Attached to this mail is a questionnaire for an important research project being conducted by the department of Hospitality at the Kenyatta University. This research will help you, the visitor get better products and services at the attraction areas, thereby making your visit a memorable one.

Your participation in this survey is voluntary, but very important. Your answers will be completely confidential and will be released only as a summary in which no individual's answers can be identified. We shall not sell or distribute your feedback to any other party.

The questionnaire is divided into five parts: Section A requires you to give your personal details. The other four sections seek your opinion over various issues regarding food related activities. Kindly ensure you answer all the questions on the schedule.

If you have any questions or comments about this study, I would be happy to talk with you

Thank you in advance for your feedback.

Yours faithfully

Anthony Pepela

Section A: Guest profile

Positioning the Gastronomic Identity of Kenya's Coastal Strip: Perspectives of Guests on the Region's Signature Foods using an Integrated Approach

Instructions: Please answer by ticking in the appropriate box

1. Your gender Male Female

2. What is your age? _____

3. What is your area of origin?

- | | | | |
|------------------------------------------------------------|--------------------------|------------------------------------------------|--------------------------|
| <input type="radio"/> Kenya but outside the coastal region | <input type="checkbox"/> | <input type="radio"/> Europe | <input type="checkbox"/> |
| <input type="radio"/> Kenyan coastal region | <input type="checkbox"/> | <input type="radio"/> South & North America | <input type="checkbox"/> |
| <input type="radio"/> Asia and far eastern countries | <input type="checkbox"/> | <input type="radio"/> Africa but outside Kenya | <input type="checkbox"/> |

Others (please specify) _____

4. What is your purpose of visiting this region?

- | | | | |
|--------------------------------|--------------------------|-----------------------------------------------|--------------------------|
| <input type="radio"/> Holiday | <input type="checkbox"/> | <input type="radio"/> Experience Food culture | <input type="checkbox"/> |
| <input type="radio"/> Business | <input type="checkbox"/> | <input type="radio"/> Cultural attractions | <input type="checkbox"/> |
| <input type="radio"/> Shopping | <input type="checkbox"/> | <input type="radio"/> Visiting friends | <input type="checkbox"/> |

Others (please specify) _____

5. What is the highest level of education you have completed so far?

- | | | | |
|----------------------------------------|--------------------------|--------------------------------------|--------------------------|
| <input type="radio"/> Primary School | <input type="checkbox"/> | <input type="radio"/> Under graduate | <input type="checkbox"/> |
| <input type="radio"/> High School | <input type="checkbox"/> | <input type="radio"/> Post graduate | <input type="checkbox"/> |
| <input type="radio"/> Tertiary College | <input type="checkbox"/> | | |

Others (please specify) _____

6. What is your employment status?

- | | | |
|------------------------------------------|--------------------------|--------------------------|
| <input type="radio"/> Employed full time | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="radio"/> Employed part time | <input type="checkbox"/> | |
| <input type="radio"/> Student | <input type="checkbox"/> | |
| <input type="radio"/> Unemployed | | |
| <input type="radio"/> Retired | <input type="checkbox"/> | |
| <input type="radio"/> Self employed | <input type="checkbox"/> | |

7. What is your current marital status?

- Married
 Never married
 Widowed
 Divorced or separated

Others (please specify) _____

Section B: Guests' interest in food related activities

1. Indicate whether you agree or disagree with the statement below by ticking(✓) in the appropriate box

Food occupies a central role in my life. I like tasting **unfamiliar foods** when I visit a region away from my place of origin because I enjoy it and get total satisfaction out of it.

Agree Disagree

2. Which of the following four statements is **most true** in regards to your choice of food outlets when visiting a place other than your region of origin

- a) I prefer taking food in restaurants where only the locals eat food prepared with care and respect of tradition
 b) I enjoy taking the most popular food of a region in the best restaurants available
 c) I prefer eating food that I am familiar with in secluded, unsophisticated environments in the company of my family
 d) I seek for familiar food in a casual set-up when eating out in a bid to have company and escape from monotony

Answer _____

Section C: Level of appeal of the local food of this region.

The following questions seek to establish how the local food of this region appeals to you. Kindly indicate your level of appeal on the scale below by ticking (✓) in the appropriate box.

Example: if you think you **like** the appearance, tick (✓) in the appropriate box:

Rating scale	Like extremely	Like	Nether like nor dislike	Dislike	Dislike extremely
Appearance		✓			

Important: Do not omit any row. Do not put more than one tick (✓) on a single row

	<i>Rating scale</i>	Like extremely	Like	Nether like nor dislike	Dislike	Dislike extremely
a	Appearance					
b	Taste/Flavour					
c	Texture/ consistency					
d	Aroma/ smell					
e	Overall acceptability					

Any other (*please specify*) _____

2. What are the reasons for your answer in question (1(e)

above _____

3. In your opinion, what should the organization do to make the dishes more appealing?

Section D: Identity of the local food in relation to the destination

1. Is the local food of this region different from that you have experienced from other regions in terms of the following?

Kindly tick (✓) in the appropriate box for your answer in section A. In section B tick whether the food is more appealing or less appealing. If your answer in section A is No, ignore section B&C

Difference in	Section A			Section B	
	Yes	No		More appealing	Less appealing
Taste					
Appearance					
Smell					
Texture					

2. What should be done to make the food more distinguishable from that of other regions in terms of:
- Taste? _____
 - Appearance? _____
 - Smell? _____
 - Texture? _____

Section E: Impact of globalisation on appreciation of local food of the region

- Asked to choose between the local food of this region and fast foods*, which one would you go for? _____
(Fast foods* refer to dishes such as chips, pizza, burgers, sausages, roast/fried chicken, & sandwiches)
- What is your reason for (1) above _____

- Given an opportunity, would you take the local food on another visit to this region? _____
 - Give reasons for your answer in a) above _____

- How would you advise a prospective customer about our local food? _____

- What means will you use to convey your answer in question 4 above? _____

- How often would you like to partake to this food while you are in this region? please tick (✓) in the appropriate box
Daily Twice a week weekly once a month

Appendix: B

Interview schedule

Date_____

Dear Sir/ Madam,

Enclosed in this mail is an interview schedule for an important research project being conducted by the department of Hospitality at the Kenyatta University. This research will help you get better products and improve on the marketability of your products.

Your participation in this survey is voluntary, but very important. Your answers will be completely confidential and will be released only as a summary in which no individual's answers can be identified. We shall not sell or distribute your feedback to any other party.

If for some reason you prefer not to respond, let us know beforehand.

If you have any questions or comments about this study, I would be happy to talk with you

Thank you in advance for your feedback.

Sincerely

Anthony Pepela

Interview schedule for the service providers
Interview schedule number

A. Professional status

1. What is your region of origin? _____
2. For how many years have you been preparing these traditional dishes? _____
3. Did you get training from a college or it is a cultural inheritance? _____
4. Have you attended a local food concert or exhibition in this coastal region? _____

B. Clients' perspectives

5. Do guests express a liking of the local foods of this region? _____
6. Explain the reason for your conclusion in question (9) above _____
7. In order of prominence, which of the local dishes are most popular with your customers

1	2	3
4	5	6

C. Gastronomic identity of this region

8. Does this region have a regional cuisine? _____
9. Identify any six typical dishes this region can be identified with

1	2	3
4	5	6

10. Can food be used to create a tourism point of difference for this region? _____
11. Is there any support from any quarters to help develop the region's cuisine? _____

D. Quality and availability of regional food

12. Where do you buy ingredients for preparing your dishes? _____
13. Do you entirely rely on ingredients grown in the region? _____ Elaborate _____

14. What comments do your guests say about the quality of your _____
15. What would you do to demystify guest fear of food quality _____

E. Regional Tourism Strategy

16. Identify barriers to establishing food and tourism linkages in this region

1	2
3	4

Appendix: C**Observation check-list**

Name of establishment:

Part of Outlets	Item	Remarks	
		Commendable	Not Commendable
Interior Part of Outlet	Tables		
	Chairs		
	Service / Buffet Display		
	Cleanliness		

Group of signature foods	Item	Remarks	
		Commendable	Commendable
Main Meals	General Presentation		
	Appearance		
	Texture		
Deserts	General Presentation		
	Appearance		
	Texture		

Appendix D:**Kenya Coastal Beach Hotels Serving the region's Foods on their Menu**

Hotel name	Contact details	No of beds	Region
Reef Hotel	P.O.Box 82234, Mombasa	252	North Coast
Milele Beach Hotel	P.O.Box 86693, Mombasa	184	North Coast
kasar Al Bahar Hotel	P.O.Box 81443, Mombasa	80	North Coast
Bahari Beach Hotel	P.O.Box 82662, Mombasa	200	North Coast
Kilifi Bay Beach Hotel	P.O.Box 537, Kilifi	110	North Coast
Kilifi Baharini Resort	P.O.Box 93, Malindi	54	North Coast
Aquirious Beach Resort	P.O.Box 96, Watamu	120	North Coast
Karibuni Villas	P.O.Box 840, Malindi	300	North Coast
Mnarani Club	P.O.Box 99527, Mombasa	100	North Coast
Mwembe Resort	P.O.Box 429, Malindi	60	North Coast
Coral Rok Hotel	P.O.Box 5201, Malindi	84	North Coast
Ndovu Beach Resort	P.O.Box 5717, Malindi	150	North Coast
Eden Rock Resort	P.O.Box 5057, Malindi	99	North Coast
Turtle Bay Beach Club	P.O.Box 457, Malindi	350	North Coast
Safari Hotel	P.O.Box 83443, Mombasa	70	Mombasa Is.
Sapphire Hotel	P.O.Box 83265, Mombasa	85	Mombasa Is.
Rolay Castle	P.O.Box 81466, Mombasa	68	Mombasa Is.
Sairos Hotel	P.O.Box 86680, Mombasa	58	Mombasa Is.

Source: Government of Kenya (2009)

Appendix: E**Restaurants serving Traditional Coastal Dishes**

Restaurant Name	Location	No. of seats	Region
Al manara	Kilifi	52	North Coast
Twakal	Kilifi	32	North Coast
Tawfik	Kilifi	24	North Coast
Tamu tamu Restaurant	Mtwapa	40	North Coast
Thika Great House	Mtwapa	46	North Coast
Douphine	Mtwapa	48	North Coast
Mamtaz	Mtwapa	32	North Coast
Bombolulu Restaurant	Mtwapa	42	North Coast
Monsoons Restaurant	Mtwapa	68	North Coast
Moorings Restaurant	Mtwapa	52	North Coast
Surahi Restaurant	Malindi	48	North Coast
Zanzibar Restaurant	Malindi	38	North Coast
Shukrani Restaurant	Malindi	32	North Coast
Palestine Restaurant	Malindi	46	North Coast
Barani Restaurant	Malindi	50	North Coast
Jabrin Restaurant	Malindi	46	North Coast
Arafat Restaurant	Malindi	52	North Coast
Mahajar Restaurant	Mombasa	24	Mombasa Is
Swahili Land Restaurant	Mombasa	42	Mombasa Is.
Coast Dishes	Mombasa	38	Mombasa Is.
Tarboush	Mombasa	68	Mombasa Is.
Coast BBQ	Mombasa	42	Mombasa Is.
Rockwell Restaurant	Mombasa	56	Mombasa Is.
Island Dishes	Mombasa	42	Mombasa Is.
Imtisam	Mombasa	46	Mombasa Is.
Gulsham	Mombasa	52	Mombasa Is.
Pwani Dishes	Mombasa	48	Mombasa Is.
Al Tamnar Muscat Restaurant	Mombasa	60	Mombasa Is.

Source: Researcher's own compilation

Appendix F:

The Signature foods and spices found at the Kenyan coastal strip

The Signature foods found at the Kenyan coastal strip	
Non- Alcoholic drinks	
<i>Maji ya Pesheni (Passion juice)</i>	<i>Maji ya ukwaju (Tamarind juice)</i>
<i>Maji ya maembe (Mango juice)</i>	<i>Maji ya miwa na mdalasini (sugarcane and cinnamon juice)</i>
<i>Maji ya ndimu (lemonade)</i>	<i>Madafu (coconut sap)</i>
<i>Maji ya mabuyu (baobab juice)</i>	
Snacks	
<i>Mkate wa sinia (Rice bread)</i>	<i>Viazi karai (spicy fried whole potatoes)</i>
<i>Mkate wa kupaka (stuffed and fried nun bread)</i>	<i>Kahawa chungu (strong sugarless coffee)</i>
<i>Kashata (coconut delicacy)</i>	<i>Samosa (stuffed manda puffs)</i>
<i>Kaimati (Onion and garlic stuffed doughnuts)</i>	<i>Kabab' (fried mince beef croquettes)</i>
<i>Kachiri (spicy cassava crisps)</i>	<i>Bajia (fried gram flour coated potatoes)</i>
<i>Vitumbua (spicy delicasy)</i>	
Starters	
<i>Vakado na kamba (Avocado prawns)</i>	<i>Mchuzi wa malenge (Pumpkin and orange soup)</i>
<i>Mchuzi wa nyanya uliopambwa dhania (tomato corriander soup)</i>	
Main Meals	
<i>Pilau ya ngombe (Swahili beef pilaf)</i>	<i>Biryani ya kuku (Chicken Biryani)</i>
<i>Samaki wa kupaka (poached stuffed fish)</i>	<i>Pweza wa kukaanga (fried octopus slices)</i>
<i>Nyama ya mchuzi (oriental beef stew)</i>	<i>Samaki wa kukaanga (fried whole fish)</i>
<i>Mushakiki (marinated and roasted lamb/ goat meat skewers)</i>	<i>Maharagwe ya nazi (kidney beans in coconut milk)</i>
<i>Ini la kukaranga (Fried ox liver)</i>	<i>Mbaazi ya nazi (pigeon peas in coconut milk)</i>
<i>Kukuwa kuchoma (Char - grilled traditional chicken)</i>	<i>Kamba wa nazi (prawns cooked in coconut milk)</i>
<i>Wali wa nazi (Coconut rice)</i>	<i>Kigwada (Cassava gruel)</i>
<i>Chapati</i>	<i>Muhogo wa nazi (Cassava in coconut milk)</i>
Desserts	
<i>Halua (Sweet meet)</i>	<i>Vinolo (wild fruits)</i>
<i>Matunda mseto (tropical fruit salad)</i>	<i>Matobosha (small baked sweets)</i>
Signature spices used at the Kenyan coastal strip	
<i>Bizari nyembamba (Cumin seed)</i>	<i>Tui (Coconut milk)</i>
<i>Mdalasini (Cinamon)</i>	<i>Karafuu (Cloves)</i>
<i>Kitunguu saumu (Garlic)</i>	<i>Bizari (Tumeric seed)</i>
<i>Tangawizi (Ginger)</i>	<i>Pilipiliu munga (Black pepper)</i>
<i>Iliki (Candamom)</i>	<i>Kungumanga (Nutmeg)</i>
<i>Limau (Lemonade)</i>	<i>Masala (Hot Chili powder)</i>

Source: Researcher's own compilation

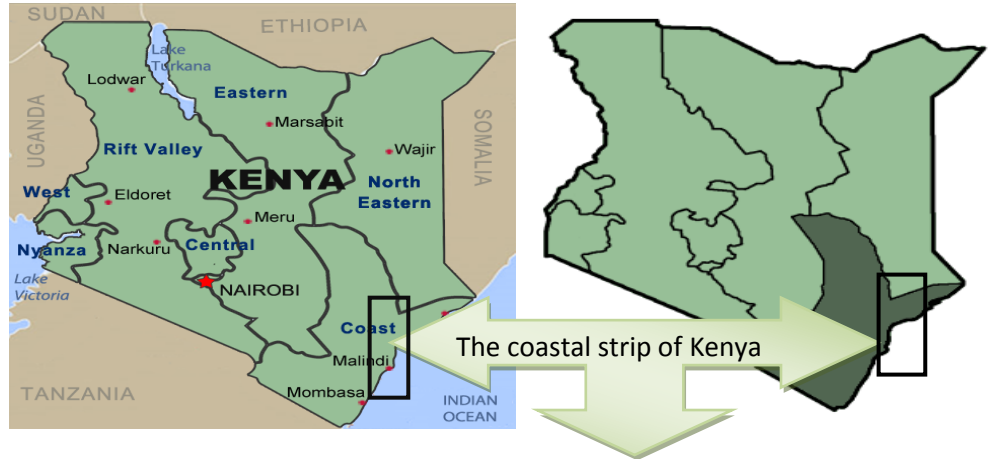
Appendix G:**Guest Attraction Sites at the Kenyan Coast with eateries serving regional foods**

Site	Attraction	Location	Region
Bombolulu Workshop	Artefacts workshop & traditional dancers	Mombasa	North Coast
Jamboree / Campers' Haven	Camp Site	Mtwapa	North Coast
Jumba La Mtwana	Historical site & museum	Nyali	North Coast
Ngomongo Villages	Artefacts, workshop & traditional dancers	Mtwapa	North Coast
Malindi M. Nat. Reserve.	Varied marine species	Malindi	North Coast
Watamu M. Nat. Reserve.	Varied marine species	Watamu	North Coast
Mida Creek	Sea Sports	Watamu	North Coast
Gede Ruins	Historical site & museum	Watamu	North Coast
Mtwapa Heritage Site	14 th Century Ruins	Mtwapa	North Coast
Wild Waters	Sea Sports	Mtwapa	North Coast
Mombasa M. Nat. Reserve.	Varied marine species	Mombasa	Mombasa Is.
Mama Ngina Drive	Site seeing	Mombasa	Mombasa Is.
Jai Temple	Historical site & museum	Mombasa	Mombasa Is.
Old Town	Historical site & museum	Mombasa	Mombasa Is.
Pirates Public Beach	Sea Sports	Bamburi	Mombasa Is.
Fort Jesus	Historical site & museum	Mombasa	Mombasa Is.

Source: Researcher's own compilation

Appendix: H

A Map of Kenyan Coastal Strip Showing Hotels and Guest Attractions Sites under study



Appendix: I

Guest arrivals

Arrivals by purpose December MIAM - 2011

REGIONS	Business	Conference	Holiday	Medical	On Transit	Religious	Sports	Study	VFR	Others/Not Stated	Total MIAM
Asia	-	1	192	-	9	2	-	-	8	-	212
Middle east	-	1	158	-	1	-	-	1	113	-	274
Africa	3	10	707	2	11	-	-	-	80	1	814
Americas	2	2	192	-	13	-	-	-	8	-	217
Oceania	-	-	38	-	6	-	-	-	1	-	45
Europe	-	2	19,716	-	56	2	-	3	277	3	20,059
Consolidated	5	16	21,003	2	96	4	-	4	487	4	21,621

Total tourist air arrivals by purpose December JKIA - 2011

REGIONS	Business	Conference	Holiday	Medical	On Transit	Religious	Sports	Study	VFR	Others/Not Stated	Total MIAM
Asia	801	115	6,186	7	324	7	2	6	881	426	8,755
Middle east	184	26	2,105	3	38	1	3	3	978	231	3,572
Africa	2,062	654	12,557	70	1,954	19	23	100	4,156	1,886	23,481
Americas	670	115	9,061	12	285	25	10	31	3,667	500	14,376
Oceania	81	23	2,355	3	71	-	-	3	522	58	3,116
Europe	1,459	338	33,054	14	762	43	15	29	4,393	948	41,055
Consolidated	5,257	1,271	65,318	109	3,434	95	53	172	14,597	4,049	94,355

Percentage of tourist air arrivals in MIAM as compared to the total national figure

	Business	Conference	Holiday	Medical	On Transit	Religious	Sports	Study	VFR	not stated	Total
JKIA	5,257	1,271	65,318	109	3,434	95	53	172	14,597	4,049	94,355
MIAM	8	16	21,003	2	96	4	-	4	487	4	21,624
Total arrivals	5,265	1,287	86,321	111	3,530	99	53	176	15,084	4,053	115,979
Percentage for MIAM	0.2%	1.2%	24.3%	1.8%	2.7%	4.0%	0.0%	2.3%	3.2%	0.1%	18.6%

Source: Government of Kenya (2012)

Appendix: J
Tourism establishments in the coast region

1. Total number of hotels and restaurants in each county in Coast region

County	No. of establishments	
	Hotels	Restaurants
Mombasa	156	291
Kwale	204	55
Taita Taveta	24	19
Kilifi	231	120

1. Classified hotels –as per the 2002 classification exercise (entire coast region)

Star rating	No. of establishments
5 star	3
4 star	10
3 star	17
2 star	41
One star	4
Total	75

2. Classified lodges in the coastal region

Star rating	No. of establishments
4 star	1
3 star	6
2 star	5
Total	12

3. Classified Restaurants

Star rating	No. of establishments
5 star	2
3 star	8
Total	10

No. of tour operators in the four counties: 1066

No. of Beach/Boat Operators: 3,488

No. of driver/tour guides: 1,647

Source: Government of Kenya (2012)

Appendix: K**Tourists' Arrivals at Moi International Airport Mombasa, Between 2007 and 2011**

Month	2007	2008	2009	2010	2011
January	33,798	8,971	20,920	29,080	36,080
February	30,756	6,792	19,031	24,782	30,493
March	26,933	5,157	15,633	22,082	11,548
April	15,474	2,032	6,662	7,411	5,107
May	10,353	2,544	4,000	6,462	7,543
June	11,031	3,075	6,141	8,116	18,176
July	22,265	9,099	12,937	18,668	24,176
August	27,288	12,799	16,844	23,047	24,812
September	23,138	10,905	12,155	16,546	17,380
October	23,795	10,502	13,146	18,940	19,763
November	22,920	14,535	18,663	23,956	19,350
December	30,581	22,245	24,118	28,939	25,730
Total	278,332	108,656	170,250	228,029	241,305

Source: Kenya Bureau of Statistics (2012)

Appendix: L

Some of the Kenyan coastal signature dishes



Biriyani ya ngombe (Beef Biriyani)



Biriyani ya kuku (Chicken Biriyani)



Pilau ya kuku (Chicken Pilau)



Pilau ya ngombe (Swahili beef pilaf)



Pweza wa kuchoma (grilled octopus slices)



Pweza wa kukaanga (fried octopus)



Samaki wa kupaka (poached stuffed



Samaki wa mtuzi (marinated fish)



*Kamba wa mtuzi (prawns cooked in
spicy sauce)*



*Vakado na kamba
(Avocado prawns)*



*Mbaazi ya nazi (pigeon
peas in coconut milk)*



Kuku wa nazi (chicken in coconut sauce)



Kukuwa kuchoma (Char - grilled traditional chicken)



Kabab' (fried mince beef croquettes)



Mushakiki (roasted lamb/ goat skewers)



Labania (Milk snaps)



Kashata ya njugu (Ground nut snaps)



Kashata ya mikanju



Kashata ya nazi (coconut candies)



Mahamri



Mkate wa sinia



Mandazi



Vitumbua



Kaimati (onion stuffed doughnuts)



Mkate wa sinia (Rice bread)



Matobosha