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**THE MANAGEMENT PERCEPTION TOWARD THE CONCEPT  
AND CHALLENGES FACES THE FOOD TOURISM AT LUXOR  
AND ASWAN HOTELS**

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**ABSTRACT**

*Food tourism over the last 50 years has consistently expanded and diversified as a key global economic segment. Among many tourist attractions, food is one of the primary reasons to visit a certain area. Therefore, local community has revived the outdated foods and beverages because they are an important attraction for the tourists to be familiar with the local culture and customs. The research aims to study the management perception toward the concept and identify the benefits and challenges that have faced the food tourism at Luxor and Aswan hotels. The current study used the descriptive approach. Data collected were analyzed using SPSS Version 23. The main findings of the current research indicated that concerning the concept of food tourism, the first variable was "Food Tourism is any touristic experience in which the person tries trademarks of different food resources or estimating or consuming them." Where the mean value was (4.42) and the standard deviation was (0.773). The researcher recommends that the important contribution the important contribution of foods and beverages in the tourist activity, incorporation some of the traditional food items is a good idea for the hospitality industry in Egypt.*

**KEYWORDS:** Food Tourism, Traditional Food, Gastronomy Tourism, Luxor and Aswan hotels, Marketing Share, Food Flavor.

**INTRODUCTION**

Hall, 2019, stated that food is an integral part of the overall tourism experience, in addition to it being a prime motivation for travel. Heiman et al., 2019, added that food can play an important role as an innovative tourism marketing strategy, and as a tool through which to create

economic linkages and development. Scott & Duncan, 2017 defined food tourism as, visitation to primary and secondary food Producers, food festivals, restaurants, and specific locations. Ellis et al., 2018, mentioned that in academia, gastronomy and/or food tourism has been a topic of viable research interest for past three decades. According to Roustafard & Jamshidi, 2020, definitions of food tourism, culinary tourism, and gastronomic tourism have been used by researchers and tourism organizations interchangeably. For Robinson & Getz, 2014, recent studies have variously highlighted the food tourism phenomenon as an emerging niche in the travel market, a core product of destinations, as culture, intangible heritage, an expression of geographic boundaries, sustainable development, food supply management, and as a business, Ellis et al., 2018 associated with place branding (Tsai & Wang, 2016), foodservice, and food supply (Roustafard & Jamshidi, 2020).

### **THE FOOD TOURISM**

According to Jalis et al. (2014), travelling to a tourism destination could be made more exciting by experiencing the local cuisine. The variety of cooking methods and colorful ingredients have been blended together in a hot wok to create special dishes of particular cuisines, nevertheless, a cuisine has needed to be clearly defined by definite individual characteristics so it has been recognized. UNWTO, (2012) pointed out that travelers are more experienced, have more disposable income and more leisure time to travel, and thus tourism has allowed them to escape the daily routine of their usual environment and immerse themselves in a world of freedom and novelty.

According to Gall (2018), traditional food products have represented an important element of culture, identity, and heritage and are characterized by both historical and geographical dimensions. The increasing attention was shown in the last 25 years by academics, politicians, and food system actors, and their recognition through geographical indications, has stemmed from their implications on economic, juridical, political and social grounds.

### **DEFINITION OF FOOD TOURISM**

Oktadiana et al., 2020, defined food tourism as a visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivations for travel. On the other hand, Liu et al., 2019, pointed out that ‘culinary tourism’ can be simply defined as an experience of food or food ways other than one’s own.

While Xiao & Smith, 2008, referred to Culinary tourism is any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources.

Ellis et al., 2018, referred to culinary tourism as an international and reflective encounter with any culture including one's own through culinary resources. In the same way Curtis et al., 2015 illustrated that culinary tourism is considered as another subset of food tourism. It is defined as "the pursuit of unique and memorable eating and drinking experiences." However, culinary tourism is more than just trying new and exotic foods; it has united anthropology, culture, folklore, and historical backgrounds and can include ethnic recipes, international cookbooks, food festivals, cooking shows and schools, food tours, breweries, wineries and historical attractions. Thus, in recent years Herrera et al. (2012) described culinary tourism as an authentic experience of a sophisticated lifestyle in a safe destination.

### **THE FOOD TOURIST**

Food tourists are a group of individuals who actively have sought out memorable dining or food-related experiences while traveling (Tikkanen, 2007; Getz et al., 2014). Many of these groups are of them have characterized strong relationship values with tendencies to dine in groups to interact, talk about food while dining, and to brag about their unique food-related experiences (Timothy & Ron, 2013). Many food tourists have also been involved with food on a daily basis and thus have high food involvement, are motivated to consume new and different cuisines, and self-identify as food enthusiasts. With regard to their food involvement, food tourists often have bought food-related periodicals; have held memberships to food-related organizations; have held employment in the field of hospitality; and have planned their travel around food options (Robinson & Getz, 2014). With regard to motivation, food tourists are intrinsically motivated by a desire to learn about cuisine; understanding cultures and heritages; having fun; and new experiences (Ignatov & Smith, 2006; Timothy & Ron, 2013).

Extrinsically, they are motivated by unique local cuisine, the presence of unique events at a destination, and the presence of a variety of food at a destination (Byrnes & Hayes, 2013; Song et al., 2016). Some studies have also noted that many food tourists are extrinsically motivated to visit destinations where can experience and expand their knowledge of unique culinary traditions (Son & Xu, 2013; Staiff & Bushell, 2013).

## **THE SENSE OF PLACE**

Antonelli & Vigano, 2018, clarified that atmospherics in ethnic restaurants have used of ethnic art, decor, music and various signals to create an authentic dining experience for customers. Guerrero et al. (2016) showed that every ethnic group in this world has diverse native, and each of them has their cultural practices, beliefs, and social norms. Each native has possessed their individuality as being expressive identity and integral component of culture and tradition, especially in the unique treasures of food. Liu et al., 2019, mentioned that food can be seen as a middle of cultural identity that has belonged to the particular society or ethnic and some elements of food preparation and consumption. Thus, traditional food has seemed look as a symbol of heritage, trademark, and culture. Nor et al, 2012, saw that nowadays, it is important to preserve food practice of each ethnic group. Trichopoulou et al, 2006, also reported that there is a need to study traditional foods to enhance and improve our diet and at the same time bring the important elements of our cultural inheritance.

## **THE MOTIVATION FOR SERVING FOOD TOURISM**

Guerrero et al., 2016, reported that various studies have found that motivational factors affected tourist food consumption and local food has a primary importance for overall satisfaction of a trip. Antonelli and Vigano, 2018, suggested four motivational factors for tourists to consume local food; physical, cultural, interpersonal and statue motivators. Kim and Scarles, 2009, offered nine sub-factors when explaining motivational factor as; exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal and physical in their model of local food consumption.

Mak et al, 2012, illustrated that the dimensions of tourists' food motivation have been categorized in two main categories as symbolic dimensions (learning local culture, exciting experience, authenticity, prestige), and obligatory dimensions (health concern, physical need etc.). According to Kivela & Crofts, 2006, tasting local food has been claimed to be a pleasurable and exciting activity.

While Richards, 2011, asserted that Food and gastronomy can also in themselves be considered as creative industries, helping to stimulate innovation by involving the consumer in co-creation, stimulating links between global and local cultures (e.g. Fusion foods, floodways that link cultures) and creating narratives around food. In this sense, gastronomic tourism can be seen as a form of "creative tourism".

## **AIM AND OBJECTIVES OF THE RESEARCH**

This research aims to study the management perception toward the concept of food tourism and its marketing role and to identify the benefits and challenges that face food tourism at Luxor and Aswan hotels and to identify the benefits and challenges of food tourism, this aim is divided into the following objectives:

- 1- Determining the strengths and weaknesses of food tourism in Egyptian hotels.
- 2- Identifying the opportunities and challenges facing this type of tourism in Egyptian hotels.
- 3- Recognizing the marketing role of food tourism in Egyptian hotels.

## **RESEARCH QUESTIONS**

- 1- To what extent does the hotel management perceive the food tourism concept and its importance in marketing?
- 2- To what extent the hotel management use food tourism in hotel marketing?
- 3- Is food tourism effective in hotel marketing?

## **RESEARCH METHODOLOGY**

The research aims to study the management perception toward the concept of food tourism and its marketing role and to identify the benefits and challenges that face food tourism at Luxor and Aswan hotels. The research adopted the descriptive approach to collect data. Data collected were analyzed using SPSS (23) statistical tool. A questionnaire was used as an instrument for collecting data from hotels' managers, where the directors of food and beverage departments, kitchen and restaurant were chosen because of their close association with the subject of the research. The research was conducted in Luxor and Aswan. The researcher applied a stratified random sample, each stratum is randomly sampled the data is classified into multiple subgroups (strata) based on common characteristics such as gender, age, educational level, and marital status. Managers were asked to rate 37 items on a five-point Likert type scale: 'strongly disagree'; 'disagree'; 'Neutral'; 'agree'; and 'strongly agree'. The 37 items are divided into six variables: concept of food tourism (4 items), concept of Food Tourists (4 items), challenges for Food Tourism spreading (12 items), elements of food tourism spreading (6 items), advantages of food tourism (6 items), food tourism marketing (5 items). To determine the appropriate sample size of the customers in the study population, the researcher used the Steven K. Thompson formula (Thompson, 2012) as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where:

N: appropriate sample size (385) Z: standard degree (1.96 at significant level of 0.05) **P** : sample proportion and neutral = 0.50 e: maximum allowed error (0.05 at significant level of 0.05)

Applying these values to the Steven K. Thompson formula (Thompson, 2012) reveals that the appropriate sample size for this study is 385 participants. The researcher distributed 72. After analysis, there were 2 questionnaires were not valid for analysis; the valid questionnaires were 70 forms with the respondent rate of 97.23%.

**RELIABILITY**

**Table 1: Reliability Analysis of the variables' questionnaire**

The variables	No. of statements	Alpha Coefficient
concept of food tourism	4	.965
concept of Food Tourists	4	.967
challenges for Food Tourism spreading	12	.989
elements of food tourism spreading	6	.973
advantages of food tourism	6	.983
food tourism marketing	5	.978
The Overall Cronbach's Alpha	37	.996

Gliem and Gliem (2003) pointed out that when the value of Cronbach's reliability coefficient was six, axes were acceptable. The overall Cronbach's Alpha exceeded 0.6 for the 37 variables; it means that all variables were acceptable and reliable.

**RESULTS**

**PERSONAL DATA**

**Table 2: The Sample Characteristics Statistics**

Variable	Response	Frequency	Percent	Rank
Gender	Male	70	100.0	1
	female	0	0	2
	Total	70	100.0	-
Age	Less than 30 years old	5	7.1	3

	From 30 to 50	45	64.3	1
	Over 50 years old	20	28.6	2
	Total	70	100.0	-
Region	Luxor	50	71.4	1
	Aswan	20	28.6	2
	Total	70	100.0	-
Department	General manager	17	24.3	1
	Food& Beverage manager	17	24.3	1
	Restaurant manager	18	25.7	2
	Executive Chef	18	25.7	2
	Total	70	100.0	-
Hotel Level	5 Star	50	71.4	1
	4 Star	20	28.6	2
	Total	70	100.0	-
Education level	Below bachelor's degree	5	7.1	3
	Bachelor's degree	15	21.4	2
	Post graduate	50	71.4	1
	Total	70	100.0	-
Marital Status	Single	10	14.3	2
	Married	45	64.3	1
	Divorced	5	7.1	3
	Widower	10	14.3	2
	Total	70	100.0	-

The results in table (2) showed that the percent of male was 100% of the sample. According to the managers' age categories, the majority of the respondents belonged to "From 30 to 50 years" 64.3%, followed by "Over 50 years old" 28.6% and "Less than 30 years old" 7.1%. According to the region, 71.4% of the sample represented Luxor and just 28.6% of them represented Aswan. According to the Department, the General Managers and Food & Beverage managers represented 24.3 % for each one of the sample 25.7% of the sample respondents were Restaurant manager, and 25.7% of the sample respondents were Executive Chef. According to hotel grades, the majority of the respondents belonged to 5 star hotels 71.4%. According to respondents' level of education, the majority of the respondents were "Post graduate" 62.4%, followed by "Bachelor's degree" 21.4%, followed by "Below bachelor's degree" 7.1%. According to respondents' Marital Status, the majority of the respondents were "Married" 64.3%, followed by "Single" and "Widower" 14.3%, followed by "Divorced" 7.1%.

**VARIABLES ANALYSIS  
CONCEPT OF FOOD TOURISM**

**Table 3: Factor Analysis of the Concept of Food Tourism**

Statements	Loading
Food Tourism is aiming at unique experiences of having food and drinks.	.960
Food Tourism is a real experience of a developing life style and safe destination	.936
Food Tourism is a personal experience through food activities and the culture of the destinations	.971
Food Tourism is any touristic experience in which the person learns trademarks of different food resources or estimating or consuming them.	.927
Sums of Squared Loadings	.99

According to Rady *et al.* (2021), a suitable level of loading value was (0.6) for the variables. The Factor analysis displayed in table 3 declared that all statements were responsible for the concept of food tourism with a percentage of (99%).

**CONCEPT OF FOOD TOURISM ANALYTICS**

**Table 4: Statistics for the Concept of Food Tourism**

Statements	Response	Freq	%	Mean	SD	Rank
Food Tourism is aiming at unique experiences of having food and drinks.	Strongly Disagree	10	14.3	3.42	1.40	4
	Disagree	10	14.3			
	Neutral	10	14.3			
	Agree	20	28.6			
	Strongly Agree	20	28.6			
	Total	70	100.0			
Food Tourism is a real experience of developing life style and safe destination	Strongly Disagree	3	4.3	3.82	1.11	2
	Disagree	4	5.7			
	Neutral	20	28.6			
	Agree	18	25.7			
	Strongly Agree	25	35.7			
	Total	70	100.0			

Food Tourism is a personal experience through food activities and the culture of the destinations	Strongly Disagree	7	10.0	3.67	1.35	3
	Disagree	8	11.4			
	Neutral	13	18.6			
	Agree	15	21.4			
	Strongly Agree	27	38.6			
	Total	70	100.0			
Food Tourism is any touristic experience in which the person learns trademarks of different food resources or estimating or consuming them.	Strongly Disagree	0	0	4.42	.733	1
	Disagree	0	0			
	Neutral	10	14.3			
	Agree	20	28.6			
	Strongly Agree	40	57.1			
	Total	70	100.0			
Overall				3.83	1.12	-

Concerning the concept of food tourism, table (4) viewed that the first variable was “Food Tourism is any touristic experience in which the person learns trademarks of different food resources or estimating or consuming them. ” where the mean value was (4.42) and the standard deviation was (0.773) and this agreed with by mentioned refers Xiao & Smith (2008) Who stated that to “Culinary tourism is any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources. In other words culinary tourism is an international and reflective encounter with any culture including one’s own through culinary resources”. On the other hand, the least variable was “Food Tourism is aiming at unique experiences of having food and drinks ”, where the mean value was (3.42) and the standard deviation was (1.40) and this agreed Curtis et al. (2015) who stated that “the pursuit of unique and memorable eating and drinking experiences.” However, culinary tourism is more than just trying new and exotic foods. The overall mean of the variables was (3.83), the standard deviation of means was (1.12).

## CONCEPT OF FOOD TOURISTS

**Table 5: Factor analysis of the Concept of Food Tourists**

Statements	Loading
Food Tourists are a group of people who search for new food experiences	.915
Food Tourists are a group of people who have external motives to visit destinations where they can experience unique food traditions	.956
Food Tourists are a group of people who spend their money to buy food during traveling	.939
Food Tourists are people who prefer travelling for new food experiences	.909
Sums of Squared Loadings	.968

According to Rady et al., (2021) The Factor analysis shown in table 5 declared that all statements were responsible for the concept of food tourists with a percentage of (96.8%).

## CONCEPT OF FOOD TOURISTS ANALYTICS

**Table 6: Statistics for the Concept of Food Tourists**

Concept	Response	Freq.	%	Mean*	SD	Rank
Food Tourists are a group of people who search for new food experiences	Strongly Disagree	2	2.9	3.92	.982	4
	Disagree	3	4.3			
	Neutral	15	21.4			
	Agree	28	40.0			
	Strongly Agree	22	31.4			
	Total	70	100.0			
Food Tourists are a group of people who have external motives to visit destinations where they can experience unique food traditions	Strongly Disagree	0	0	4.31	.790	1
	Disagree	1	1.4			
	Neutral	11	15.7			
	Agree	23	32.9			
	Strongly Agree	35	50.0			
	Total	70	100.0			
Food Tourists are a	Strongly	1	1.4	4.17	.884	2

group of people who spend their money to buy food during traveling	Disagree					
	Disagree	1	1.4			
	Neutral	13	18.6			
	Agree	25	35.7			
	Strongly Agree	30	42.9			
	Total	70	100.0			
Food Tourists are people who prefer travelling for new foodexperiences	Strongly Disagree	0	0	4.05	.849	3
	Disagree	1	1.4			
	Neutral	20	28.6			
	Agree	23	32.9			
	Strongly Agree	26	37.1			
	Total	70	100.0			
Overall				3.83	1.12	-

Regarding the “concept of food tourists” table (6) showed that the first concept was “Food Tourists are a group of people who have external motives to visit destinations where they can experience unique food traditions”, where the mean value was (4.31) and the standard deviation was (0.790). It agreed with Son and Xu (2013); Staiff and Bushell (2013). On the other hand, the least concept was “Food Tourists are a group of people who search for new food experiences”, where the mean value was (3.92) and the standard deviation was (.982). It agreed with (Tikkanen, 2007; Getzetal., 2014). The overall mean of the variables was (3.83), the standard deviation of means values was (1.12).

### CHALLENGES FOR FOOD TOURISM SPREADING

**Table 7: Factor Analysis of the Challenges for Food Tourism Spreading**

Challenges	Loading
<b>Outdoors hinders</b>	
Food Tourism is not spread	.837
Scientific researches don't concentrate on such types of foods and their benefits	.932
There are not any foods festivals	.916
Some guests are cautious of trying such types of foods	.953

Sums of Squared Loadings	.991
<b>Work designing&amp; workers' skills</b>	
The management doesn't care for these types of foods	.937
These types of foods need special resources and equipment	.921
Manufacturing stages are numerous and complex	.886
Authorized measured qualifications aren't available	.941
Sums of Squared Loadings	.993
<b>Marketing&amp; other elements</b>	
There are not good marketing programs	.937
Customers don't recognize such a sort of tourism	.908
Globalization and spreading of fast foods	.886
Fearing of trying new foods	.915
Sums of Squared Loadings	.989

The factor analysis shown in table (7) stated that all the statements (12 statements) were responsible for the challenges for food tourism spreading with a percentage of (98.9%).

**Table 8: Statistics for the Challenges for Food Tourism Spreading**

Challenges	Response	Freq.	%	Mean	SD	Rank
<b>Outdoors hinders</b>						
Food Tourism is not spread	Strongly Disagree	2	2.9	3.61	.967	4
	Disagree	3	4.3			
	Neutral	30	42.9			
	Agree	20	28.6			
	Strongly Agree	15	21.4			
	Total	70	100.0			
Scientific researches don't concentrate on such types of foods and their benefits	Strongly Disagree	4	5.7	3.74	1.22	3
	Disagree	8	11.4			
	Neutral	15	21.4			
	Agree	18	25.7			
	Strongly Agree	25	35.7			
	Total	70	100.0			
There are not any foods	Strongly Disagree	0	0	4.10	.819	1

festivals	Disagree	0	0			
	Neutral	20	28.6			
	Agree	23	32.9			
	Strongly Agree	27	38.6			
	Total	70	100.0			
Some guests are cautious of trying such types of foods	Strongly Disagree	0	0	4.02	.850	2
	Disagree	2	2.9			
	Neutral	18	25.7			
	Agree	26	37.1			
	Strongly Agree	24	34.3			
	Total	70	100.0			
Overall				3.87	.924	-
<b>Work designing&amp; workers' skills</b>						
The management doesn't care for these types of foods	Strongly Disagree	1	1.4	4.01	.924	2
	Disagree	1	1.4			
	Neutral	20	28.6			
	Agree	22	31.4			
	Strongly Agree	26	37.1			
	Total	70	100.0			
These types of foods need special resources and equipment	Strongly Disagree	2	2.9	3.84	.987	3
	Disagree	2	2.9			
	Neutral	22	31.4			
	Agree	23	32.9			
	Strongly Agree	21	30.0			
	Total	70	100.0			
Manufacturing stages are numerous and complex	Strongly Disagree	7	10.0	3.25	1.21	4
	Disagree	8	11.4			
	Neutral	30	42.9			
	Agree	10	14.3			
	Strongly Agree	15	21.4			

	Total	70	100.0			
Authorized measured qualifications aren't available	Strongly Disagree	0	0	4.07	.906	1
	Disagree	3	4.3			
	Neutral	17	24.3			
	Agree	22	31.4			
	Strongly Agree	28	40.0			
	Total	70	100.0			
Overall				3.79	.968	-
<b>Marketing&amp; other elements</b>						
There are not good marketing programs	Strongly Disagree	0	0	4.02	.815	2
	Disagree	1	1.4			
	Neutral	19	27.1			
	Agree	27	38.6			
	Strongly Agree	23	32.9			
	Total	70	100.0			
Customers don't recognize such a sort of tourism	Strongly Disagree	3	4.3	3.78	1.04	4
	Disagree	3	4.3			
	Neutral	20	28.6			
	Agree	24	34.3			
	Strongly Agree	20	28.6			
	Total	70	100.0			
Globalization and spreading of fast foods	Strongly Disagree	0	0	3.95	.824	3
	Disagree	0	0			
	Neutral	25	35.7			
	Agree	23	32.9			
	Strongly Agree	22	31.4			
	Total	70	100.0			
Fearing of trying new foods	Strongly Disagree	0	0	4.12	.832	1
	Disagree	1	1.4			
	Neutral	17	24.3			

	Agree	24	34.3			
	Strongly Agree	28	40.0			
	Total	70	100.0			
Overall				3.97	.845	-

Table (8) viewed that concerning “Outdoors hinders ”, the first challenge was “There are not any foods festivals”, where the mean value was (4.1) and the standard deviation was (0.819). On the other hand, the least challenge was “Food Tourism is not spread ”, where the mean value was (3.61) and the standard deviation was (.967). The overall mean of the outdoors hinders was (3.87), the standard deviation of means values was (.924). Concerning “Work designing& workers’ skills ”, the first challenge was "Authorized measured qualifications aren’t available" where the mean value was (4.07) and the standard deviation was (.906). On the other hand, the least challenge was “Manufacturing stages are numerous and complex", where the mean value was (3.25) and the standard deviation was (1.21). The overall mean of the outdoors hinders was (3.79), the standard deviation of means values was (.968). Concerning “Marketing & other elements ”, the first challenge was" Fearing of trying new foods "where the mean value was (4.12) and the standard deviation was (.832). On the other hand, the least challenge was “Customers don’t recognize such a sort of tourism", where the mean value was (3.78) and the standard deviation was (1.04). The overall mean of the outdoors hinders was (3.97), the standard deviation of means values was (.845) these results agreed with (UNWTO, 2012).

**ELEMENTS OF FOOD TOURISM SPREADING**

**Table (9): Factor Analysis of the Elements of Food Tourism Spreading**

The Elements	Loading
Heritage festivals of traditional foods	.937
Foods & Taste festivals	.928
The Egyptian foods festivals	.944
The Nubian foods festivals	.926
Fruits festivals	.889
Others	.807
Sums of Squared Loadings	.97

The factor analysis shown in Table (9) stated that all the statements (6 statements) were responsible for the elements of food tourism spreading with a percentage of (97%).

**Table 10: Statistics for the Elements of Food Tourism Spreading**

<b>The Elements</b>	<b>Response</b>	<b>Freq.</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>
Heritage festivals of traditional foods	Strongly Disagree	0	0	4.22	.764	2
	Disagree	0	0			
	Neutral	14	20.0			
	Agree	26	37.1			
	Strongly Agree	30	42.9			
	Total	70	100.0			
Foods & Taste festivals	Strongly Disagree	1	1.4	4.11	.893	4
	Disagree	1	1.4			
	Neutral	15	21.4			
	Agree	25	35.7			
	Strongly Agree	28	40.0			
	Total	70	100.0			
The Egyptian foods festivals	Strongly Disagree	0	0	4.24	.824	1
	Disagree	1	1.4			
	Neutral	14	20.0			
	Agree	22	31.4			
	Strongly Agree	33	47.1			
	Total	70	100.0			
The Nubian foods festivals	strongly Disagree	1	1.4	4.17	.916	3
	Disagree	2	2.9			
	Neutral	12	17.1			
	Agree	24	34.3			
	Strongly Agree	31	44.3			
	Total	70	100.0			
Fruits festivals	strongly Disagree	0	0	4.07	.839	5
	Disagree	0	0			
	Neutral	22	31.4			
	Agree	21	30.0			
	Strongly Agree	27	38.6			
	Total	70	100.0			
Others	strongly	20	28.6	2.40	1.15	6

	Disagree					
	Disagree	15	21.4			
	Neutral	27	38.6			
	Agree	3	4.3			
	Strongly Agree	5	7.1			
	Total	70	100.0			
Overall				3.87	.853	-

Table (10) stated that concerning the “elements of food tourism spreading”, the first element was “The Egyptian food festivals”, where the mean value was (4.24) and the standard deviation was (0.824). On the other hand, the least element was “Others”, where the mean value was (2.40) and the standard deviation was (1.15). The overall mean of the variables was (3.87), the standard deviation of means values was (.853) and this agreed with Curtis et al. (2015) and UNTWO (2012).

#### ADVANTAGES OF FOOD TOURISM

**Table 11: Factor Analysis of the advantages of food tourism**

The advantages	Loading
A mean of connecting culture and tourism	.879
Increasing rural income resources, improving income levels and employment of national workers	.938
It helps reserving traditional forms of agriculture heritage	.936
Supporting stability in originality of destination and enforcing national income	.953
Providing friendly environment infrastructure	.925
Establishing strong relations between tourism and cookery	.937
Sums of Squared Loadings	.941

The factor analysis shown in table (11) stated that all the statements (6 statements) were responsible for the advantages of food tourism with a percentage of (94.1%).

**Table (12): Statistics for the Advantages of Food Tourism**

<b>Advantages</b>	<b>Response</b>	<b>Freq.</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>
A mean of connecting culture and tourism	Strongly Disagree	2	2.9	3.85	1.01	6
	Disagree	3	4.3			
	Neutral	20	28.6			
	Agree	23	32.9			
	Strongly Agree	22	31.4			
	Total	70	100.0			
Increasing rural income resources and improving income levels and employment of national workers	Strongly Disagree	1	1.4	4.20	.894	3
	Disagree	2	2.9			
	Neutral	10	14.3			
	Agree	26	37.1			
	Strongly Agree	31	44.3			
	Total	70	100.0			
It helps reserving traditional forms of agriculture heritage	Strongly Disagree	1	1.4	4.24	.858	1
	Disagree	0	0			
	Neutral	13	18.6			
	Agree	23	32.9			
	Strongly Agree	33	47.1			
	Total	70	100.0			
Supporting stability in originality of destination and enforcing national income	Strongly Disagree	1	1.4	4.11	.893	4
	Disagree	1	1.4			
	Neutral	15	21.4			
	Agree	25	35.7			
	Strongly Agree	28	40.0			
	Total	70	100.0			
Providing friendly environment infrastructure	Strongly Disagree	0	0	4.05	.899	5
	Disagree	3	4.3			
	Neutral	17	24.3			

	Agree	23	32.9			
	Strongly Agree	27	38.6			
	Total	70	100.0			
Establishing strong relations between tourism and cookery	Strongly Disagree	0	0	4.22	.837	2
	Disagree	1	1.4			
	Neutral	15	21.4			
	Agree	21	30.0			
	Strongly Agree	33	47.1			
	Total	70	100.0			
Overall				4.11	.865	-

Concerning “advantages of food tourism”, table (12) viewed showed that the first advantage was “It helps reserving traditional forms of agriculture heritage”, where the mean value was (4.24) and the standard deviation was (0.858). On the other hand, the least advantage was “A mean of connecting culture and tourism”, where the mean value was (3.85) and the standard deviation was (1.01). The overall mean of the variables was (4.11), the standard deviation of means values was (.865) and this result agreed whit Alalwan et al. (2017) and Gall (2018).

### **FOOD TOURISM MARKETING**

**Table (13): Factor Analysis of the Food Tourism Marketing**

<b>The Elements</b>	<b>Loading</b>
The hotel will prepare a specialized marketing programs of food tourism	.925
The hotel will prepare outdoors festivals to help marketing national foods	.902
The hotel will design a special sites for food tourism	.942
The hotel will organize a defining trips for journalists and tour leaders to recognize such types of foods	.937
The hotel will advertise for heritage foods, customs and destination culture	.926
Sums of Squared Loadings	.931

The factor analysis shown in table (13) stated that all the statements (5 statements) were responsible for the food tourism marketing with a percentage of (93.1%).

**Table (14): Statistics for the Food Tourism Marketing**

<b>The Elements</b>	<b>Response</b>	<b>Freq.</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>
The hotel will prepare a specialized marketing programs of food tourism	Strongly Disagree	2	2.9	3.88	.986	4
	Disagree	2	2.9			
	Neutral	20	28.6			
	Agree	24	34.3			
	Strongly Agree	22	31.4			
	Total	70	100.0			
The hotel will prepare outdoors festivals to help marketing national foods	Strongly Disagree			4.27	.815	1
	Disagree	1	1.4			
	Neutral	13	18.6			
	Agree	22	31.4			
	Strongly Agree	34	48.6			
	Total	70	100.0			
The hotel will design a special sites for food tourism	Strongly Disagree	1	1.4	4.01	.940	3
	Disagree	2	2.9			
	Neutral	18	25.7			
	Agree	23	32.9			
	Strongly Agree	26	37.1			
	Total	70	100.0			
The hotel will organize trips for journalists and tour leaders to recognize such types of foods	Strongly Disagree	3	4.3	3.82	1.10	5
	Disagree	4	5.7			
	Neutral	19	27.1			
	Agree	20	28.6			
	Strongly Agree	24	34.3			
	Total	70	100.0			
The hotel will advertise for heritage foods, customs and destination culture	Strongly Disagree	1	1.4	4.21	.899	2
	Disagree	1	1.4			
	Neutral	13	18.6			
	Agree	22	31.4			

	Strongly Agree	33	47.1			
	Total	70	100.0			
Overall				4.04	.913	

Concerning “the food tourism marketing”, table (14) illustrated that the first variable was “The hotel will prepare outdoors festivals to help marketing national foods”, where the mean value was (4.27) and the standard deviation was (0.815). On the other hand, the least variable was “The hotel will organize trips for journalists and tour leaders to recognize such types of foods” where the mean value was (3.82) and the standard deviation was (1.10). The overall mean of the variables was (4.04), the standard deviation of means values was (.913). It agreed with Choi et al. (2006); Kim et al. (2009); Telfer and Hashimoto (2003) ; Hall et al. (2008).

### **CONCLUSION**

Today, food is an integral part of the overall tourism experience. In addition, it is a prime motivation for travel. Food can play an important role as an innovative tourism marketing strategy, and as a tool help creating economic linkages and development, In the light of all these facts, this research aimed at underlining food tourism as an option for developing tourism oriented around food and traditional production that exists locally to enrich the tourist, and bring social and economic advantages for both the region and host community. Moreover, tourism that not only exploits the local values and traditions, but most important contributes to their preservation and improvement. In tourism field, food stands out as smart tool for marketing and destination differentiation, as an attraction and significant item on every tourist’ expenditure list that can bring noteworthy income for the region.

### **LIMITATION AND FUTURE RESEARCH**

Although this research clearly explained the management perception toward the concept and challenges faces the food tourism it has some limitations this research was restricted to the governorates of Luxor, Aswan. Finally, this research used just a questionnaire for collecting data tool and future studies can apply interview with hotels’ managers. Future studies should focus on the impact of food tourism on hotel revenue and guest satisfaction, as well as the further research is needed on tourists’ perception of and preferences for local food. This will provide a deeper insight to the viability of linking local food and tourism and the usefulness of local food as a marketing tool for tourism industry, as well as the identification of barriers to its use in other governorates.

## **IMPLICATIONS AND RECOMMENDATIONS**

- The local community should revive the outdated foods and beverages because they are an important attraction for the tourists to be familiar with the local culture and customs.
- Egyptian culinary education should be considered in training programs for both management and food beverage staff, Incorporation of Egyptian traditional foods in hotel catering would considerably support and help the recognition of Egyptian cuisine in the field of hospitality.
- Designing and co-creating unique local food and beverage tourism experiences should be considered
- Technology and its effect should be used in designing and promoting food tourism experiences.

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