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FOREWORD

Dear Authors and Esteemed Readers

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2nd International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality.

The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

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TOURISM DINING EXPERIENCES IN TANZANIA: AN INTERNATIONAL TOURISTS' PERSPECTIVE

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Abstract

Tempting and exciting a tourist is the main responsibility of any tourism establishment set out to provide some memorable tourism experiences. Tourism dining is increasingly acknowledged as one of the key tourist activity potential to unleash touristic travel experiences. The goal of this article is to explore the diversities by tourists in describing various experiences in the tourism dining context. The data was collected from 34 respondents by interviews in Arusha, Kilimanjaro, Dar es Salaam and Zanzibar and analysed using phenomenology - qualitative data analysis. Results indicate seven attributes used by tourists' to evaluate their Total Dining Experiences (TDE) including adventurous (escape), lifetime experience (pleasure/fun), sampling more unique local flavours (novelty), memorability, part of culture (authenticity & social inclusion), varieties of new ingredients (learning) and satisfaction (goal achievement).

Keywords: Dining experiences, experiential value, touristic/peak experiences, food tourism

Introduction

Tourists' food consumption is increasingly considered as a source of memorable and an exciting encounter potential to unleash some intense fulfilment of a travel. Since almost all tourists must eat when travelling, tourism dining constitutes major means of experiencing destinations' culinary offerings. Food consumption takes place in various dining settings which are considered the best place for attainment of enjoyment, relaxation and socialization and this calls for a distinction between eating for pleasure and eating for necessity (Gustafsson et al., 2006). While eating for necessity has been related to functional or utilitarian approach to dining resulting to an ordinary experiences, eating for pleasure is closely related to hedonic experience, a more fun and entertaining dining likely to produce no ordinary to extra-ordinary experiences (Josiama & Henrya, 2014). Therefore, tourism consumption is expected to be a deviation from routines and engagement in non-ordinary and extraordinary experiences (Hansen and Mossberg, 2013). This is because tourists search for unique, exciting and memorable encounters and moments potential to transform their individual state of mind (Uriely, 2005) commonly referred to 'escape' out of mundane. Nevertheless, tourism establishments only create an environment for tourists to experience and never can they create experiences into the tourists (Mossberg, 2007). For example, a theme can transform a service into an experience

(Mossberg, 2007; Schmitt and Zarantonello, 2015). This underlines the importance of how dining setting is staged to amuse tourists as a result of creation of experiential benefits.

The periodical exposition of experience economy concept has been introduced to tourism research adding to the dimensions which interprets tourist experience (Oh et al., 2007). One of the early classification criterion in the phenomenology of tourist experiences was searching for self-identity as a tourist (Cohen 1979). Particularly where tourists are classified as peak consumers in pursuit of dreams hardly to be realized in daily reality (Wang, 2002). The core aspect of tourism experiences entails individuals' transformation from ordinary to non-ordinary/extra-ordinary experiences after participating in tourism activities at destinations (Quan and Wang, 2004; Walls, Okumus, Wangb, & Kwunb, 2011; Hansen and Mossberg, 2013; Goolaup and Mossberg, 2017).This is because tourism and destinations in particular has been at the forefront in staging experiences (Oh et al, 2007).

The Structural Model of Tourism Experiences (SMTE) by Quan and Wang (2004) related peak tourism experiences with supportive consumer experiences and daily experiences (ordinary experiences). The supportive consumer experiences (fundamental experiences for basic needs e.g. Food) and peak touristic experiences (hedonic experiences which forms a major travel motivation/enjoyment). Other studies refer the later to experiential/ and the former as functional dimensions (Otto and Ritchie, 1996). The SMTE model posited that relationship between the two dimensions can be differentiated, interchanged or related to daily experiences. The differentiation relationship occurs when the peak touristic experience of an attraction/activity is irreplaceable by a supporting consumer experience, while the interchangeability relationship represent certain circumstances where some components of supporting consumer experience can turn to be peak experience. The later can be achieved by incorporating experiential attributes into functional services that warrants for unique competitive edge (Otto and Ritchie, 1996). The local cuisines aspects of dining provide for a good example of this interchangeability (Tsai and Lu, 2012).

The relationship between peak and supportive experiences can further exist through their respective relationships to the 'daily experience' under contrast, intensification, and extension dimensions. The 'peak touristic experience' is considered to exist in sharp 'contrast' to the 'daily experience' (Quan and Wang, 2004) whereby, food consumption in tourism can become a peak touristic experience when proved to be a major motivation for travel or when it turns to be a source of an extraordinary, memorable or intensified tourist experience. The 'supporting consumer experience' exists through the 'extension' and 'intensification' of the daily experiences since, in this case, food consumption in

tourism is to meet the basic need of the body, hence it is simply extending or intensifying the daily experience and may not necessarily evoke some emotional reaction. Generally, the peak and supportive experiences are only separated conceptually, but they constitute an organic whole (Quan and Wang, 2004). This is because, when tourists are participating in a dining activity, they are likely to exhibit all the three conceptual distinctions, the differentiation, the interchangeability and the daily experience, especially in particular circumstances where tourists search for food experiences beyond the margins of routine in quest for experiential fulfilment.

Despite the excitement of novel dining experiences, tourists hold different levels of tolerance. Markedly, a number of studies reveal travel dining as an impediment due to some nutritional, tasty, hygienic and culturally acceptable aspects of food to tourists. For instance, Cohen and Avieli (2004) reveal that Israelis tourists in Asia were worried on hygiene and culturally unaccepted cuisines such as dogs and cats. The authors also found that western countries tourists avoided traditional carved fish since it was still shaking on a plate and felt uneasy. Gyimóthy and Mykletun (2009) further exposed some tourists' fear due to some perceived objective risk of infection with scarpie disease in beef while on vacation, and also for the foods that are considered inappropriate for human consumption and perceived to bring about potential health problems by some societies. Since tourists tend to search for novel experiences through direct engagement or distance appreciation of tourism activities, perception of encounters forms a vital component of evaluation process (Walls et al., 2011 and Smith and Costello 2009). The encounters are also referred to as facilitators of experience since they form part of interactions to facilitate tourists' extraordinary experiences (Mossberg, 2007) or Imersion (Hansen and Mossberg, 2013).

A number of dimensions of dining experiences have been exposed by several studies, represented by their multidimensionality of the concept, reflecting those aspects which are internal to individual tourists and those which are facilitators. Therefore, those attributes related to individuals attitude and emotions are highly related to those aspects internal to an individual. For instance, Adongo et al. (2015) who focused on international tourists' local food experiences found out that dining experiences is explained by; Hedonism, Novelty, local culture, knowledge and adverse experiences. In another study, Goolaup and Mossberg (2017) revealed some elements important in creating an extraordinary nature-based experience for food tourists to include; non-ordinary, togetherness, insightful, hospitality, luxurious, genuine and peripheral. However, those attributes related to individuals perception towards performance of a particular dining activity is closely related to those aspects external to an individual, the facilitators. These may include studies by Chang, Kivela, and Mak (2011) who established some attributes considered important by the Chinese tourists when

evaluating their travel dining experience to include; tourists' own food culture, the contextual factor of the dining experience, variety and diversity of food, perception of the destination, service encounter and tour guide's performance. Similarly, the room, meeting, products, the atmosphere and the management control system was the five aspects of a meal (Gustafsson, Öström, Johansson, & Mossberg, 2006). Jang and Namkung (2009) on the other hand found that, restaurant specific stimuli for dining experience includes food, service and atmosphere. Andersson and Mossberg (2004) found that social needs (good company) and physical environment tend to satisfy during dinner while the physiological needs (food and fine cuisine) are more important for consumers at lunch.

Previous studies have been conducted in various contexts including; restaurants with a particular products such as local food (Adongo et al., 2015), general restaurants (Gustafsson, Öström, Johansson, & Mossberg, 2006; Andersson and Mossberg, 2004; Jang and Namkung, 2009), nature based food experience (Goolaup, 2017) and guided tours (Chang et al., 2011). Studies also targeted various respondents such as food tourists from Sweden (Goolaup, 2017), Chinese tourists in an all-inclusive tour package (Chang et al. 2011), and international tourists (Adongo et al., 2015). These generally gives an impression of controlled dining environment which may have an influence in the nature of experiences perceived by tourists. In some studies such as Chang et al. (2011), the interviews were conducted in a hotel room after a day visit and therefore it dwels on tourists' memory of the entire daily dining activities. Since tourists participate in various dining occasions in their entire travel, which is expected to evoke different cognitive and emotional reactions unlike the previous authors, this study focused on all international tourists, who participated in diverse dining contexts (tented camps, food markets, food trails, food stalls, restaurants and by the beach sides), in various food/dining related products and right at the dining place immediately after a particular dining activity. This study therefore seeks to (1) Explored the dimension and attributes of the dining experiences, in an effort to find out tourists lived experiences while participating in various dining activities and (2) develop a framework that will present conceptualization of the nature of experiences across diversities of dining activities.

Methodology
The phenomenological approach was adopted in an attempt to provide for a common description of individuals' lived experiences by collection of information from individuals who have experienced that phenomenon in selected tourists' in a dining setting (Creswell, 2007). This provided an insight and a deeper understanding about the features of phenomena - Dining Experiences. Holbrook and Hirschman (1982) also acknowledged a phenomenological methodological approach as suitable in studying experiential consumption because the subjective aspects of consciousness – the experiential benefits, can

be addressed as an object of study. A total of 34 participants from four regions (Arusha, Kilimanjaro, Dar es Salaam and Zanzibar) were interviewed from selected dining places with main consideration on types of dining places and tourists' food choices. Six different types of dining places were selected including restaurants (theme and non-theme/casual and formal), open market, food stalls, tented camps, food trails and local homes. Selection of various dining settings was inspired by an existing wide range of tourism dining activities, particularly with tourists who were participating in mountain climbing, landscape, food trails and wildlife safaris where meals were consumed alongside such as in restaurants, tented camps or in local communities' homes residing close to the places visited (GDS, 2008; TTB, 2012). Similarly, some dining took place by the beach sides and at open food markets, commonly practiced in the coastal regions and more pronounced in Zanzibar and Dar es Salaam.

In-depth interviews and non-participatory observation methods were used by the study. In-depth interviews were conducted to tourists by use of semi-structured interview guide to ensure collection of uniform information. The researcher ensured that questions were asked in a specific order since answers of previous questions could build onto the later responses. Each interview used approximately 30 minutes per respondent, and it was conducted at different occasions depending on the interviewee's comfort, including at restaurants/dining table, outside the dining area or at the resting area after the dining sessions. Respondents were recruited and interviewed immediately after finishing their meals, while having their last course/meal, or while waiting for payments or when on exit. This was also suggested to be a strategic posture to capture customers' feelings of the food just consumed (Sukalakamala and Boyce, 2007); also, so close to stimuli that evokes visitors' emotions (Bigné et al., 2005) because evaluations are not replaced by other functional benefits (Otto and Ritchie, 1996). On participants' consent, some interviews were tape recorded.

Alongside the interviews by a researcher, a trained research assistant engaged in non-participant observation. This method was useful to supplement the data since it gives a clue of the dining activities and environment which may have influenced tourists' experiential benefits. The observation diary was used to record physical setting of the dining, participants' dining activities and expressions, interaction between the visitors, various displays, sound, dining location, service staff costumes and behaviours and interior and exterior decor.

Table 1: Profile of respondents

Id.no.	Age	Gender	Residence	Duration/day	Lunch/dinner	Meals chosen	Dining place
ARS-01	Early 20s	Female	Europe	20(14)	Dinner	Local	Restaurant
ARS-02	Early 30s	Female	America	14(09)	Lunch	Local	Tented camp
ARS-03	Early 30s	Male	America	14(09)	Lunch	Foreign	Tented camp
ARS-04	Late 50s	Female	Australia	08(05)	Lunch	Foreign	Restaurant
ARS-05	Late 20s	Male	Africa	07(05)	Dinner	Local	Restaurant
ARS-06	Early 40s	Female	Europe	13(08)	Lunch	Local	Food trails
ARS-07	Late 50s	Female	Europe	13(08)	Lunch	Local	Food trails
ARS-08	Late 60s	Female	Asia	06(04)	Lunch	Local	Restaurant
DSM-09	Early 30s	Female	Asia	08(05)	Lunch	Local	Food stalls
DSM-10	Late 20s	Male	Europe	18(11)	Lunch	Foreign	Beach side
DSM-11	Early 50s	Female	America	22(15)	Dinner	Local	Restaurant
DSM-12	Early 30s	Male	America	22(15)	Dinner	Local	Restaurant
DSM-13	Late 40s	Male	Asia	12(09)	Lunch	Foreign	Beach side
DSM-14	Late 30s	Male	Europe	14(09)	Dinner	Foreign	Restaurant
DSM-15	Early 20s	Male	Europe	10(07)	Lunch	Local	Food stalls
DSM-16	Early 40s	Female	Africa	10(06)	Dinner	Local	Restaurant
KLM-17	Late 40s	Female	Australia	08(05)	Dinner	Foreign	Restaurant
KLM-18	Late 20s	Male	Africa	13(12)	Dinner	Local	Restaurant
KLM-19	Early 50s	Female	America	16(12)	Lunch	Local	Tented camp
KLM-20	Late 30s	Female	Europe	12(08)	Lunch	Local	Tented camp
KLM-21	Late 30s	Female	Europe	12(08)	Lunch	Local	Tented camp
KLM-22	Early 50s	Female	Africa	07(04)	Lunch	Local	Restaurant
KLM-23	Early 40s	Male	America	14(11)	Lunch	Foreign	Tented camp
KLM-24	Late 30s	Male	Asia	21(15)	Lunch	Local	Tented camp
ZNZ-25	Early 40s	Female	Australia	09(07)	Dinner	Foreign	Restaurant
ZNZ-26	Early 20s	Female	Australia	09(07)	Dinner	Local	Restaurant

ZNZ-27	Late 40s	Female	Europe	14(12)	Dinner	Local	Local home
ZNZ-28	Early 30s	Male	Africa	07(04)	Lunch	Foreign	Restaurant
ZNZ-29	Early 20s	Male	Asia	05(03)	Dinner	Local	Food market
ZNZ-30	Early 30s	Female	America	12(08)	Lunch	Local	Beach side
ZNZ-31	Early 60s	Female	America	12(08)	Lunch	Foreign	Beach side
ZNZ-32	Late 20s	Male	Europe	10(07)	Dinner	Local	Food market
ZNZ-33	Early 40s	Female	Europe	10(07)	Dinner	Local	Food market
ZNZ-34	Late 30s	Male	America	28(20)	Lunch	Local	Local home

Respondents were required to provide description of that particular dining experience on what they experienced (various types of food chosen, activities participated), how they experienced (various levels of participation and fulfilment of dining activity) and the reason behind such experiences. These were followed up by questions to probe on examples of described dining experiences including aspects of dining which they perceive to have contributed to the expressed fulfilment with the dining session (the researcher had to probe in respect of specific encounters). As depicted in Table 1, the participants were highly heterogeneous; there were 20 women and 14 men, aged from 20 to 60, mostly from America and Europe, 21 consumed lunch and 13 dinner, 24 consumed local meals 19 consumed foreign food and dining took place across a diverse span of dining places. For example, Hall and Sharples (2003) reported tourists do frequent their dining at local food markets, festivals, local restaurants, and also on food trails (Telfer and Hashimoto, 2003). Furthermore, a number of authors (Kruger, 2015; Mkono, 2012; Mkono et al., 2013; Sharpless, 2003) also reveal that tourists were gratified with dining at national parks due to the natural background which in this case was easily reflected in the cuisines offered.

An existential-phenomenological analysis was employed where description of various dining experienced were vivid. In the beginning, the researcher with the help of a research assistant transcribed and recorded the data in the computer using Microsoft excel by generating extended matrix of questions against participants' responses and observation diary notes. The interview transcripts are interpreted following an iterative process with the intention to describe common patterns in the interviewees'experiences of the phenomenon under study, also referred to as themes (Thompson et al., 1989). The researcher therefore went through the interview transcriptions and highlighted some significant statements, also referred to as horizonalization in Creswell (2007) which expressed how respondents experience particular dining activity. This process was followed by clustering of statements of similar meanings as a result of development of meaning units or themes. Textual description (what they expressed to have experienced) and structural description (what influenced how they experienced their dining) were then developed. Yin (2011) posited that phenomenological studies can possibly use any qualitative design analysis, where potential need for thematic analysis was highlighted for capturing and interpreting participants' words while organizing participants' original and transformed textual information.

The data reduction process was simplified by using a computer program, NVIVO which facilitated organization and description of unstructured and non-numerical data producing key themes and categories. In this process, phrases or statements (mass descriptive codes) were reduced to conceptually abstract codes (single indicative concept). Prior literature and researchers' experience facilitated the process of matching the codes against the themes, although high degree of freedom was exercised to ensure manifestation of respondent based dining

experiences from the collected primary data. An output suggested a number of attributes likely to explain tourists' total dining experience. In contextualizing the links between themes and categories, some patterns reflecting existence of some relationships were processed and exhibited.

Findings and discussions

The main findings covered the five evolving themes representing the dimensions of the Dining Experiences categorized in five themes manifesting across the three categories of dining experiences. These include food offered, service offered, environment where the dining took place, price offered and presence of other guests in a particular dining occasion. The five themes are discussed alongside the three categories, ordinary, non-ordinary and extra-ordinary dining experiences. Supporting transcripts are used to support the discussions.

Food offered

A number of issues were raised, including, good tasty food, well presented food, original/traditional flavours of food, fresh foods, well cooked food, menu varieties with wide selection from local to other food types, healthy food, local food and safe food. A follow-up question required respondents to give their opinion on their evaluation of a particular dining just had before the interview. In addition to those issues raised in a previous question, some more aspects were raised including, Tanzanian original food, spicy foods, good mix of national and international foods, indigenous foods with local ingredients and the wide use of local ingredients in food preparation. The following examples illustrate tourists' opinion on their experiences with food.

"…the food felt original, very fresh, tasty and well presented…" (ARS-08)
"…it was easy since in most places you can find both local and foreign food…I ordered whole roasted tilapia with ugali and vegetables…there was great varieties…could not try everything…" (ARS-05)
"…we were a bit sceptical to eating…'mtori'…mashed plantains mixed with beef…everything is mixed and mashed…but it was so tasty" (KLM-22)
"…the food was very hot and spicy…it feels fresh and healthy…" (ZNZ-29)
"…the food was well arranged…so attractive…dishing the food was like distracting the pattern…" (DSM-11)

The expressions of standards and excitement about food is so obvious and clearly represent a feeling of an escape from mundane, quenching a quest for novel food experience. This matches the Quan and Wang criteria of interchangeability from food being a supportive to peak experience, and also a contrast between peak experiences and daily experiences. However, even though in some cases tourists were sceptical, such as respondent KLM-22, fascination of new ingredients with tourists may also be limited to their own 'culinary precepts' in their evaluation (Chang et al., 2011).

Service offered

Type of services received was another aspect of dining that was reported to describe tourists' dining experiences. For example, some respondents mentioned speed of service and accuracy to be satisfactory as posited by one tourist: "…it didn't take much time…I was served what I ordered…" (ZNZ-25). Moreover, some tourists expressed their fulfilment with the dining in respect of staff politeness, good customer care, staff service oriented, their informative and attractiveness. Moreover, some visitor called for more information and clarification of menu items, and particularly on local foods, drinks and their historical/thematic backgrounds. It was contended by one tourist that:

"…it was difficult to recognize local food…I had to ask several times before I chose what I wanted to eat…a lot of staff were friendly and passionate to help…" (ARS-01).

In respect of historical background of local food, drinks and other interior designs, one visitor remarked that:

"… when I saw a drawing of a big pot on the wall, very well decorated, so fascinating, ….I then saw the same pot carving … I mean a real pot, I was curious to see how it fitted on a stove and what types of food are cooked in it …when the food was served I asked the guy who was serving me food if they used that pot to prepare the food I ordered, unfortunately he had no idea of what I was talking about…" (ZNZ-26).

Another interesting finding was revealed by some visitors regarding choice of eating tools. This was more pronounced in some places, especially when tourists were having their meals at locals' homes or cultural themed restaurants with completely localized dining setting whereby tourists were supposed to use their bare hands to eat. One visitor commented that: "…guests must be given opportunity to choose whether they want to use cutleries or hands" (ZNZ-27). In fact, culinary setting in Tanzania varies across the country displaying different ways of serving food and eating habits and use of bare hands to eat is a common practice, although it varies across the country. Even when a general trend witnesses an increase in the use of cutleries, however, reasonable number of people still maintain their tradition of dining.

Despite the touristic nature of questing for novelty, tourists still hold their differing cultural backgrounds which may act as impediment into perceiving an experience (Cohen and Avieli, 2004).

Environment aspects

Various expressions were brought forth in respect to environmental aspects, particularly cleanliness of the dining place, location of the dining place, interior and exterior design and decorations, appearance of staff and the local music/dances performances as asserted by one traveller "….we even joined the

band in dancing while breaking for desert…" (DSM-12). More excitement was expressed when the dining was carried out on sea shores, in the tented camps, at the farms and at the parks as reported in the following statements;
"…feeling like eating on a sailing boat…so enjoyable" (ZNZ-32)
"…dining in the wilderness…just like what we watch on movies…what a dream" (ARS-02)
"…it was so close to the farm, we picked vegetables and cooked immediately…" (ARS-06)
"…easy access since it is located in the city and close to my lodging…" (KLM-18)

In terms of the interior and exterior designs, many visitors seemed to be attracted to the local Tanzanian architectures and designs. These include Maasai carvings, beads and corals decorations, different animals, people and map carvings and drawings, animal print table cloths, thatched roofs, sandy floor and local designed wooden furniture. One tourist posited that:
"…'Maasai' people received us by the door, we stopped a bit to look at the dressing and the decoration on them…amazingly smart…just like the one we saw at Manyara national park" (DSM-11)
These expressions qualifies particular environment dimensions as source of peak experiences since they widely reflect memorability, adventurous and escape experiences (……).

Cleanliness of the environment and especially of the toilets were of a great concern to many. Some complained that private rooms (toilets) were dirty, which eventually impaired their enjoyment with everything they had encountered in that particular restaurant. The following statement substantiate this response, "…we were disappointed with the washrooms…they are dirty, and we have children with us…this spoiled our phenomenal moment here…." (ZNZ-28).

Much as tourists may quest for excitement of their travel, basic standards still forms part of their expectations in their total travel evaluation.

Price Offered
Price offered for food and drinks is also considered as important in experiencing the dining activities. Majority of respondents perceived prices to be reasonable and even remarked that dining in Tanzania is very cheap compared to many places they visited before. However, some respondents revealed that local and native Tanzanian food were relatively more expensive than other familiar foods. In a related incidence, some respondents revealed that a local running chicken (fowl) was more expensive than a beef burger. For instance, one lady noted that:

"…. to my expectation, you do not need to transport your own food long distances from the farm to the hotel, I did not expect to see local food more expensive than other foods…" (KLM-24).

On a different note, some respondents complained on overcharging of the bills, where some tourists felt that they were sometimes charged higher than normal. In some cases, they relate it with their colour or language they speak. One respondent asserted that:
"…they inflate the prices because we are 'mzungu'…." meaning white people "….they think we have so much money to spend" (ARS-05)
This happened in places where there was no menu displayed, only written on the book/leaflet, where they commonly say there is a change of price for particular meals but the menu is not yet reviewed. In this case, respondents suggested that dining places should display the prices on a board where it is easy to review whenever changes occur.

Other issues raised include delays in bill preparation which delays their tour programs set for the day. One respondent remarked that, "…we nearly left before they brought the bill…"(ZNZ-34). A general respondents' description of price offered for the meals taken in different dining places reflected on a fair pricing and therefore many tourists suggested that it was worth it dining at various places, with exception of a few instances as revealed here above.

In this case, the dining experience revealed quite an extension and intensification of daily experiences from the peak experiences as per Quan and Wang conceptualization. Literally, any dining must as well be able to fulfil tourists' functional experiences since the main motivation of dining fulfils both supportive and peak experiences.

Other guests
Respondents described presence of other visitors in their dining occasions as one of important aspects in their dining experiences. At different occasions, respondents revealed their excitement acquired by dining with family members, other travellers and local people around visited places. In respect to dining with family members, respondents posited that it offers an exciting feeling of enjoyment since when travelling, they get an opportunity to spend most of the time together which gives them opportunity to explore further while enjoying their stay, as commented by one visitor:

"…as you can see, we are even sharing the food, tasting each other's food chosen, we get an opportunity to taste more food varieties…..if I was alone I could not order four different types of foods at a go, but here, we managed to taste   four   different   types   of   foods…"   (ARS-04).

Similarly, dining with other travellers creates more confidence on a place, product and service since most tourists rely on recommendations from other experienced travellers and tour operators who have more knowledge of a place. Meeting other travellers in a particular place was perceived as reflection of assurance which guaranteed safety and comfortability of the offerings. It was revealed by one tourist that: "…I usually meet many foreigners in this restaurant …though the ratings are high…I feel more comfortable having many dinners here." (ZNZ-33). Dining with locals was revealed by respondents to stimulate some wonderful dining memories since majority related it with legitimate destination offerings and therefore a feeling of closeness to the Tanzanian people and their culture.

The other guests dimension provides for all dimensions of the conceptualization of the tourist experience. The family dining provides for an extension of daily experiences as well as differentiation from dining being a supportive experience and turning it into peak experience. Presence of other guests as well as presence of locals in the dining offers for interchangeability of the dining occasion from a mere supportive to enhancement of peak experiences.

Implication, Conclusion and Recomendation
The interviews generally gives light into dimensions of dining experience which forms a holistic structure of a meeting place where the dining is actually taking place, the dining encounter. It contains all the components potential for any dining occasion. As it is argued by… that despite the nature of a tourist, for questing for extraordinary experiences, a number of aspects in the dining occasion should fall into required standards while also offering an element of experiential value, which is a key motivation to ravel. This is important if at the end of the experience process, a tourist is expected to acquire some touristic experiential satisfaction, as a key motivation to travel.

This study therefore propose a conceptual model of Dining Experiences by suggesting that, the dining encounter dimensions have potential to explain the Dining experiences of tourists participating in various dining occasions in Tanzania.

This study therefore paves way to destination marketers and dining establishments to use the identified dimensions in their actual operations in understanding of customer description of their offerings to increase tourists' experiential benefits with their dining encounters. This is because the measurements reflect destination - specific offerings and situations.

Similarly, the relationship between food and tourism represent a significant opportunity for product development and rural diversification of food products since outsider interest in local aspects of food may stimulate local community's

awareness and interest in producing and providing local food to visitors coming to their destinations, and hence, locals' economic empowerment and sustainable tourism is enhanced.

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