

**CULINARY TOURISM EXPERIENCE A STRATEGY FOR DESTINATION
DIVERSIFICATION IN TANZANIA: EVIDENCE FROM NORTHERN TOURIST
CIRCUIT**

GREYSON AGAPITY

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
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AND MANAGEMENT**

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CERTIFICATION

The undersigned certifies that she has read and hereby recommends for examination by the Open University of Tanzania, a dissertation titled “Culinary tourism experience a strategy for destination diversification in Tanzania: evidence from northern tourist circuit” in partial fulfillment of the requirements for a Master’s Degree of Tourism Planning and Management of the Open University of Tanzania.

.....

Dr. Thereza Mugobi
(Supervisor)

.....

Date

DECLARATION

I, Greyson Agapity, do hereby declare that this Dissertation is my original work and has never and will not be presented to any other University or institution for the same or similar award.

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Signature

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DEDICATION

This dissertation is dedicated to my lovely wife, Neema Mosses Mollel, whose endurance and strong support inspired me throughout the academic journey.

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This work has been accomplished with the help of many people. I am very grateful to my supervisor, Dr. Thereza Mugobi (Ph.D.), for her guidance, commitment and willingness to provide feedback during the research process. I am also appreciative of the academic support I received from a number of lecturers. Finally, thanks to Dr. Naiman Mbise (Ph.D.), other NCT staff and my classmates (Rasmina Mshana and Yohana Mgalula) for their enormous and positive contribution to my MA studies.

ABSTRACT

Culinary tourism represents an emerging component of the tourism industry and encompasses all the traditional values associated with the new trends in tourism: respect for culture and tradition, authenticity and sustainability. Tanzania is known worldwide for the richness and variety of its natural food and culinary arts. It is one of the most important places where culinary tourists can enjoy local food and beverages. Using a modified experience economy model developed by Pine and Gilmore (1999), the present study examines the role of culinary tourism in the diversification of Tanzania's tourism products. The study's findings reveal that esthetic experience had a statistically significant relationship with diversification of tourism products. Moreover, the findings also indicate that Educational Experience and Escapism Experience do not have a statistically significant relationship with the diversification of tourism products. This result means that the tourists had less experience and that some of them were not curious and creative in doing culinary tourism. Thus, it is recommended that culinary tourism be compatible with tourist activities during travel in Northern Tourist Circuit so that Tanzania's tourism product is diversified.

Keywords: Culinary tourism, diversification of tourism, educational experience, escapism experience, esthetics experience

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LIST OF ABBREVIATIONS

NTC	- Northern Tourist Circuit
WFTA	- World Food Travel Association
AICC	- Arusha International Conference Centre
NTP	- National Tourism Policy
JDM&M	- Journal of Destination Marketing and Management
SENAPA	- Serengeti National Park
KIA	- Kilimanjaro International Airport
SADC	- South of African Developing Countries
HAT	- Hotel Association of Tanzania
NCT	- National College of Tourism
LMNP	- Lake Manyara National Park
CT	- Culinary Tourism
TD	- Diversification of Tourism Product

ED	- Education Experience
ESC	- Escapism Experience
ETE	- Esthetics Experience
MNRT	- Ministry of Natural Resources and Tourism
URT	- United Republic of Tanzania
SPSS	- Statistical Package for Social Science

CHAPTER ONE

BACKGROUND TO THE STUDY

1.1 Introduction

Culinary tourism, a form of travel that focuses on experiencing a destination's cuisine and culinary culture, represents an innovative way to diversify the range of tourism experiences within a particular destination. This aspect is crucial in advancing the tourism industry through the thoughtful selection, preparation, presentation, and appreciation of exceptional gastronomy. It enhances the travel experience by deeply understanding a destination's traditions and culture through its culinary heritage. Culinary tourism is integral to a destination's identity, allowing visitors to learn about the culinary techniques, preparation methods, and serving traditions unique to the local culture (Mulcahy, 2020; Safari et al., 2020; Sgh and Al-ban, 2020).

Culinary tourism increasingly influences travelers' destination choices and significantly enhances their travel experiences, thus impacting their likelihood of revisiting (Kivela & Crotts, 2022). Research by Quan and Wang (2022) suggests that global travelers allocate approximately one-third of their total expenditure toward educational experiences related to exploring the culinary offerings of a destination. Additionally, the World Food Travel Association (2020) highlights the universal appeal of engaging in local cuisine when visiting a destination, positioning culinary tourism as the most dynamic segment of the travel industry and providing an immersive experience to tourists (World Tourism Organization, 2021). Interestingly, a recent study in the United States revealed that culinary tourism significantly enhances educational experiences and is the most favored activity among US tourists

visiting other countries (Stone *et al.*, 2021). It has become the second favorite activity for foreign tourists visiting the US. Several studies have shown that foreign visitors allocate about one-third of their travel budget to culinary tourism as they seek to enhance their educational experiences by sampling local cuisine (Tovmasyan, 2019). Consequently, understanding the role of culinary tourism in visitors' experiences can help destination marketing organizers diversify tourism products and improve both the quality of tourism offerings and the strategic planning of destination activities.

According to Wijaya (2019), Indonesia's culinary tourism diversifies the nation's tourism products. One of the most enjoyable travel activities is eating, which may be used as an escape for tourists. Visitors might, therefore, take advantage of the escapism experience to promote their needs and desires (Wijaya, 2019). Culinary tourism is the driving force behind the diversification of tourism products (Tovmasyan, 2019).

A study conducted in San Francisco 2018 observed that foreign visitors dedicated 28% of their anticipated daily per capita expenditure to culinary tourism, seeking aesthetic experiences at their travel destinations (Hall & Sharples, 2022). Similarly, the Australian Bureau of Statistics (2020) discovered that travelers from Canada, the UK, Europe, and New Zealand were inclined to invest in prepaid culinary experiences. Additionally, the study highlighted that non-business travelers apportioned 26 percent of their overall expenses to culinary experiences (Hall & Sharples, 2023). In a recent study, Herrera *et al.* (2022) emphasized the significance of culinary tourism in enhancing the overall quality of the vacation experience by

enriching the diversity of tourism offerings. This phenomenon is particularly evident in regions such as France, Italy, Spain, Greece, China, Thailand, and Japan, where local cuisine is pivotal in attracting visitors. The allure of these destinations for culinary tourism lies in their ability to offer immersive and culturally enriching experiences, allowing individuals to escape their daily routines and partake in a gastronomic exploration of different cultures.

Additionally, the opportunity to sample and enjoy local culinary and cuisines they are familiar with from home encourages travelers to a single site offering a variety of culinary tourism experiences through aesthetics. For instance, some Asian visitors prefer to eat in restaurants serving their native cuisine when traveling. At the same time, some European and American tourists occasionally choose to have fried chicken, burgers, or continental food (Chang *et al.*, 2021, cited in Kaung and Bhat, 2023).

The proliferation of culinary tourism in recent years is attributable to a confluence of factors. A notable driving force is the escalating demand for vegetarian cuisine, underpinned by evolving lifestyle preferences, particularly those emphasizing health-conscious choices. Furthermore, the strategic integration of local ingredients into restaurant menus, presented in innovative and artful ways, has bolstered the allure of tourist destinations. Consequently, culinary tourism facilitates diversifying the tourism industry in destinations, ushering in novel goods and trends to invigorate the product life cycle (Smith & Xiao, 2023). This study therefore seeks to examine the role of culinary tourism in diversifying Tanzania's tourism products, in an effort to find out tourists lived experiences while participating in various culinary tourism activities.

1.2 Statement of the Problem

The development and promotion of culinary tourism in Tanzania are notably underrepresented despite its heavy reliance on wildlife attractions to drive its tourism industry. Culinary tourism, an increasingly significant sector in global tourism, is centered on immersing oneself in a destination's cuisine and culinary culture (Philosophers & Philosophers, 2024). By highlighting its varied culinary offerings and rich culinary traditions, Tanzania can increase its appeal as a tourist destination, resulting in more extended visits, repeat tourism, and a more immersive travel experience (Mussa, 2022).

The underutilization of Tanzania's culinary tourism to diversify our tourism products presents a significant challenge to the industry, hindering the realization of its full potential. The region offers many unique and traditional foods that mirror its cultural richness. Regrettably, there is insufficient concerted effort to promote culinary tourism, with local cuisine-focused establishments and food markets often receiving minimal attention in travel promotion. Furthermore, there is an urgent need for more research on how culinary tourism can enrich the overall tourism experience, underscoring the significance of further exploration in this field.

Emphasizing culinary tourism development in Tanzania presents an opportunity for cultural preservation and economic growth. This initiative could increase visitor spending, benefiting local eateries, food producers, and other businesses. Furthermore, focusing on regional cuisine can cultivate a deeper appreciation for local heritage and traditions, ultimately fostering preservation and celebration. A diverse and rich gastronomic experience can enhance overall visitor satisfaction and

promote positive reviews and referrals. By formulating a robust strategy for culinary tourism, Tanzania can distinguish itself from other East African and Tanzanian safari destinations, thereby gaining a competitive edge in the tourism industry.

In our efforts to maximize the potential of culinary tourism as a crucial component for the expansion and diversification of Tanzania's tourism industry, it is imperative to examine how culinary tourism can offer educational, immersive, and aesthetic experiences for visitors to Tanzania (Agapity & Mugobi, 2023). These aspects can be nurtured and incorporated into the industry. This research aims to assess the three experiences - educational, escapism, and aesthetic - brought about by the advancement of culinary tourism as an innovative approach to enhancing the diversification of Tanzania's tourism.

1.3 Objectives of the Study

1.3.1 General Objectives

The study's main objective was to examine the role of culinary tourism in diversifying Tanzania's tourism products.

Specific Objectives

The following particular objectives guided the study:

- i. To examine the relationship between educational experience and diversification of Tanzania's tourism product
- ii. To examine the relationship between escapism experience and diversification of Tanzania tourism product

- iii. To examine the relationship between aesthetic experience and diversification of Tanzania's tourism product

Research Hypothesis

H1: There is a positive correlation between the educational experience and the diversification of Tanzania's tourism products.

H2: A positive relationship exists between the escapism experience and the diversification of Tanzania's tourism products.

H3: A positive correlation exists between the aesthetic experience and the diversification of Tanzania's tourism products.

1.4 Study Limitations

This study focused on accommodation facilities, tourist attractions, and Airports within the Northern Tourist Circuit (**NTC**) of Tanzania, and the sample size was restricted to individuals within the tourism industry. As a result, the findings may not be generalizable beyond this specific sector. Additionally, financial limitations and a need for documented prior research on culinary tourism within the Tanzanian context have impacted the scope of this study.

1.5 Significance of the Study

This study's outcomes will significantly impact stakeholders, including decision-makers, food consumers, food producers, hotels, the tourism industry, the Government, and academics. Moreover, this study addresses a notable contextual gap as it was first conducted in NTC. Consequently, other researchers may explore the relationship between culinary tourism and the expansion of Tanzania's tourism offerings.

1.6 Organization of the Dissertation

The dissertation comprises five chapters. Chapter One delves into the study's background, research problem statement, objectives, research hypotheses, and the rationale for conducting the survey. Chapter Two encompasses the review of theoretical and empirical studies, presenting the conceptual and theoretical frameworks and identifying the research gap this study aims to address. Chapter Three outlines the research methodology adopted in this study. Chapter Four presents the data analysis and discusses the findings. Chapter Five offers a conclusion and recommendations. Additionally, a reference list is provided, followed by a research instrument.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Chapter Overview

This chapter presents a comprehensive review of both theoretical and empirical studies. It defines the key concepts utilized in this study and introduces the theoretical framework. It also includes a thorough empirical review, a conceptual framework, and an exploration of the research gap, highlighting the practical implications of the research and keeping the audience engaged and interested.

2.2 Defining the Key Concepts

2.2.1 Culinary Tourism

According to Long (2004), culinary tourism encompasses various aspects such as subject, medium, destination, and vehicle that collectively support tourism. Wolf (2004) characterizes culinary tourism as a travel-related activity focused on deriving pleasure from food and drink and gaining unique and memorable culinary experiences, significantly contributing to travelers' overall enjoyment during their vacation. This study adopts the definitions above and defines *culinary tourism* as presenting food as a product uniquely showcasing local histories and creating an attractive and satisfying tourist identity. The educational experience, as defined by Kokkranikal and Carabelli (2021), pertains to tourists participating in cooking lessons to gain insights into the local culture, learn to identify regional ingredients, and acquire knowledge of Indigenous cooking techniques. This study aligns with the above definition of the educational experience. The concept of escapism involves disconnecting from one's everyday routine and actively pursuing new and unusual

experiences to break away from the ordinary. As a result, individuals actively seek out unique experiences that provide mental and physical relaxation (Hwang et al., 2022). This study has adopted the above definition of escapism experience. According to Polat (2021), the aesthetic experience is characterized as a passive absorption experience due to its engagement of all five senses: taste, sight, hearing, touch, and smell. This study has embraced and adopted this particular definition of the term. Weidenfeld (2018) defines tourism diversification as providing a wide range of personalized and customized experience products, flexibility in destination experience planning and design, and *increased competitiveness* by developing additional synergies, economies of scale, and complementarities. Zigern-Korn (2018) defines *tourism diversification* as a destination's efforts to create various products that cater to different visitor needs and desires, aiming to improve tourism-generated income or balance seasonality.

2.3 Theoretical Literature Review

2.3.1 Experience Economy Model

Pine and Gilmore (1999) formulated a model that provides a comprehensive framework for evaluating and comprehending experiential consumption. Their model is both conceptual and practical. The growing significance of experience in the context of consumption and contemporary research within the tourism sector has led to an increased recognition of its importance.

This model is particularly relevant to our study as it helps us understand how contemporary consumers actively seek new experiences rather than simply using a product for their benefit (Polat, 2021; Nair *et al.*, 2020). Polat (2021) and Lai, Lu,

and Liu (2020) propose that the dimensions of the experience economy fulfill customers' desires for unforgettable experiences brimming with intense emotions; therefore, neglecting any of these dimensions will ultimately lead to a diminished customer experience. Pine and Gilmore (1999) observe that the dimensions of the experience economy model (education, escapism, and aesthetics) are equally significant in elucidating customer experiences. In his 2018 work, Chang argues that an individual's educational experience inherently reflects their complete focus on an activity and subsequent adoption. He asserts that people acquire new skills and learn fresh information by engaging in specific activities. Popova (2019) also corroborated the significance of applying educational experience and uncovered a notable connection between academic experience and tourism development. Zhang and Lee (2022) discussed the concept of escapism in the context of tourism as a means for individuals to seek experiences different from their daily routines. They highlighted that tourists visiting various destinations often engage in immersive activities that provide an escape from the demands of their everyday lives. However, it is worth noting that culinary tourism places a strong emphasis on active participation and deep engagement. Additionally, Chan et al. (2021) supported the relevance of escapism in the tourism industry by identifying it as a critical element of the overall customer experience.

Zhang and Lee (2022) suggest that tourists deeply engrossed in a location's appeal and passively immerse themselves in its allure have an aesthetic experience that is not closely tied to their specific activities. Luo et al. (2018) support this notion, finding that aesthetic stimulation positively impacts the predominant aesthetic

emotion in tourism: pleasantness. Furthermore, Polat (2021) observes that all three dimensions of the experience economy can be present and contribute to a comprehensive consumer experience. This is due to their role in ensuring mutual benefits for businesses and consumers.

In a study by Chang (2018), it is argued that adopting the dimensions of the experience economy presents a notable disadvantage. Chang asserts that from the customer's standpoint, the experience economy appears to be a small entity. That experience is too complex to be seamlessly integrated into the plans made by the tourism sector. However, some studies support the adoption of this model in the tourism industry (Hang & Han, 2018). Other researchers also suggest that the dimensions of the experience economy are integral to the tourism industry (Zhang & Lee, 2022; Chen et al., 2020; Mahdzar et al., 2020).

Therefore, each dimension may have a differential impact on tourism customers. Thus, this study adopts the model's dimensions to examine the role of culinary tourism in diversifying Tanzania's tourism products. According to Lush and Tsaur (2020), understanding a region's culinary tourism market requires examining the preparation methods of local food and beverages. The educational aspect of wine plays a significant role in motivating individuals. Wine tasting is a popular educational activity among tourists, particularly for first-time visitors to a destination. While some wineries collaborate with chefs and farmers to offer culinary tourism experiences such as cooking classes, others conduct seminars on home wine-making (Thanh & Kirova, 2018). Consequently, we hypothesize the following:

H1: There is a positive correlation between the educational experience and the diversification of Tanzania's tourism products.

2.3.2 Escapism Experience and Diversification of Tanzania's Tourism Products

Seker and Unur (2022) argue that achieving a sense of "immersion" is more crucial for escapism than for learning purposes. This sense of immersion involves active participation in events and complete engagement in the culinary tourism experience. Festivals expose visitors to diverse cuisines, preparation techniques, and presentation styles (Seker & Unur, 2022). Furthermore, engaging in activities with an aesthetic dimension enhances the overall experience, as noted by Polat (2021). For example, wine tourists may partake in activities such as observing the grape vineyard and harvesting grapes, enriching their culinary tourism experience (Thanh & Kirova, 2018). In line with this, the following hypothesis is *proposed*:

H2: A positive relationship exists between the escapism experience and the diversification of Tanzania's tourism products.

2.3.3 Esthetics Experience and Diversification of Tanzania's Tourism Products

According to Thanh and Kirova (2018), destinations are chosen for their unique and immersive experiences. For example, witnessing the preparation of fried bugs on the streets of Bangkok provides tourists with a departure from the ordinary. This culinary exploration represents an aesthetic facet of tourism. Aesthetic elements may also encompass activities such as vineyard visits as part of wine tours, journeys to rural areas with orchards, and witnessing the aging process of wines. Qian *et al.*, (2020) esthetics experience affects tourist satisfaction and motivate tourist to travel from one destination to another for culinary tourism. Horng and Hsu, (2021) claimed that

esthetic dining experience positively affects the most common esthetic emotion-pleasantness, in the culinary tourism context and subsequently affects tourist behavioral intentions. Therefore, it is hypothesized that;

H3: A positive correlation exists between the aesthetic experience and the diversification of Tanzania's tourism products

2.4 Empirical Literature Review

2.4.1 The Relationship between Educational Experience and Diversification of Tanzania's Tourism Products

In a recent study, Bunghez (2022) examined the phenomenon of educational tourism in Romania. The study explored the broader relationship between educational tourism and its impact on culinary experiences. Bunghez employed a case study to explore the findings. The research findings indicate that educational tourism represents a multifaceted process that encompasses acquiring knowledge, specific skills, and cultural exchange during tourist experiences in Romania. As demonstrated, educational tourism offers tourists valuable insights into the region and its culinary traditions.

A study conducted by Cooper and Shepherd (1997) explored the relationship between educational tourism and the tourism industry. This study used a theoretical approach. The findings underscore the importance of collaboration between the tourism and education sectors. Working together as partners is crucial in enhancing the industry's image among potential employees and elevating tourism's perceived acceptability.

In her 2019 study, Popova explored the connection between education and tourism in Bulgaria, aiming to investigate the linkage between study-abroad programs and tourism. Popova implemented the case study to determine the findings. The findings demonstrated that the relationship between education and tourism will likely strengthen within and outside the country.

In a separate study, Stone et al., (2021) Learning through culinary tourism and developing a culinary tourism education strategy in Finland within a tourism context were examined. This study implemented two survey approaches: one quantitative and two qualitative. The findings revealed that tourists often learn about food and drink while traveling; these food experiences also influence their satisfaction and return intentions. They conclude that culinary tourism enhances the diversification of tourism products. In 2021, Chan et al. conducted a study in China to investigate the relationship between customers' experience of escapism and tourism. They conducted face-to-face qualitative interviews with 60 Chinese tourists in Macau. The findings highlighted that escapism significantly contributed to the overall customer experience.

In their 2020 study, Tamas and Bíró-Szigeti examined the impact of culinary tourism on the overall tourist experience in India. The study focused on the influence of culinary escapism experiences on tourists' memorable experiences, satisfaction, and behavioral intentions. This study uses a quantitative primary research approach. The results indicate that destinations offering culinary escapism experiences play a significant role in providing an unforgettable tourism experience, ultimately leading to increased tourist satisfaction and their intention to revisit the destination. In a 2021

study conducted by Ponsignon et al. in France, research was undertaken to investigate the factors contributing to the heightened satisfaction of international tourists with their tourism experiences. The study implemented Tanzania's experiential paradigm and revealed that the increased hedonic value reported by international visitors may be associated with the sense of escapism they encountered while traveling to Tanzania.

Research conducted by Luo et al. (2018) 's primary objective was to investigate the influence of aesthetic stimulation on the dining experience within the tourism context. The study implemented a survey site (cross-tabulation approach). The results revealed a positive association between aesthetic stimulation and the predominant aesthetic emotion in tourism: pleasantness. This suggests that aesthetic stimulation enhances the overall aesthetic dining experience and affects behavioral intentions within the tourism sector. A 2019 study by Hwang and Lee in South Korea focused on enhancing well-being perception among senior tourists by exploring the experience economy. The study aimed to investigate the formation of well-being perception in the senior tourism industry. This study used a non-probability convenience sampling approach to collect data. The findings suggest a positive relationship between the aesthetics industry and well-being perception, which consequently positively impacts outcome variables in the senior tourism industry. In a study by Allan (2016) in Jordan, the focus was on examining the relationship between place attachment and the tourism experience, particularly in desert tourism. The findings revealed a significant and positive correlation between the aesthetic appeal of nearby areas and tourism. Similarly, a study by Chen et al.

(2020) conducted in South Korea also explored the relationship between aesthetic experiences and tourism, with results indicating that aesthetic experiences significantly impact tourism development.

2.5 The Conceptual Framework

The conceptual framework depicted in Figure 1 below will serve as the basis for assessing the model fit of a specified Structural Equation Model (SEM). One specific aspect, the direct effect, is incorporated into the analysis to understand the connection between culinary tourism and the diversification of Tanzania's tourism products. The figure below outlines the study's hypotheses, which illustrate the relationship between the independent variables (such as educational background, escapism, and aesthetics) on the left-hand side of the model and the dependent variable - the diversification of tourism products in Tanzania - on the right-hand side of the model. These independent variables are constructed from the economic experience model but have been adjusted to align with the current context of tourists' basis for these experiential dimensions. The contextual variables for these experiences are rooted in the research conducted by Pine and Gilmore.

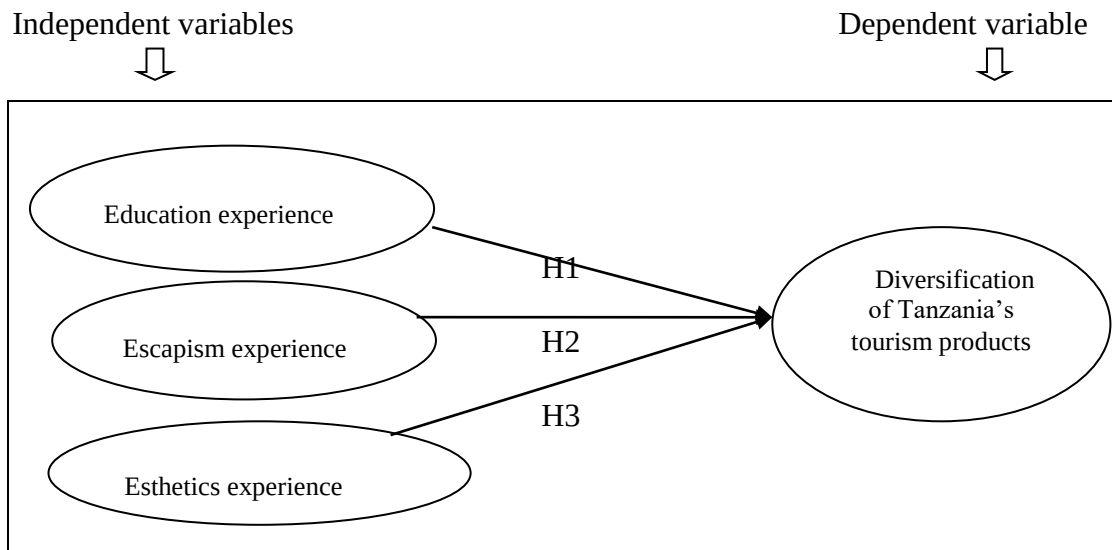


Figure 2.1: Conceptual Framework

In the provided conceptual framework, the fundamental elements of the tourism experience are delineated across three dimensions: education, escapism, and esthetics, following the model proposed by Pine and Gilmore (1999). Lai et al. (2020) have underscored the influence of educational, escapism, and esthetic experiences on the diversification of Tanzania's tourism offerings. The measurement scale is derived from studies by Quadri-Felitti and Chang, (2018), Agapity and Mugobi, (2023) and Horng and Hsu (2021).

2.6 Research Gap

This research aims to address the existing gaps in the literature regarding the role of culinary tourism in diversifying Tanzania's tourism products. It is worth noting that most studies on this subject have been conducted outside of Tanzania. Culinary tourism plays a crucial role in diversifying tourism products, thereby contributing to the overall economic development of the region (Manola & Koufadakis, 2020).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Chapter Overview

The following section outlines the methodology utilized for this study. It begins with examining the overarching research philosophy that steered the study, then elucidating the research design and the designated study area. Subsequently, the sampling methods, sample size, selection techniques, and approaches employed to ensure the reliability and validity of the research findings are delineated. Ethical considerations are also expounded upon within this section.

3.2 Research Philosophy and Approach

This particular research employs positivism as its underlying research philosophy. As Greener and Martelli (2015) described, positivism posits that knowledge can only be derived from phenomena that are perceptible to our senses and is commonly linked to empirical testing. In essence, positivism presupposes the existence of an objective reality detached from human conduct; that is to say, the researcher and the researched are considered distinct and independent entities.

Per Scotland (2012), positivist philosophy aims to elucidate relationships by identifying causal factors influencing outcomes. Therefore, positivist philosophy is warranted in this study because the researcher investigated the relationship between culinary tourism and the diversification of Tanzania's tourism products using the Experience Economy model and empirically tested hypotheses.

3.3 Research Approach

In this study, a deductive approach was adopted as the research approach. According to Saunders et al. (2009), the deductive approach involves developing theory-based hypotheses and designing a research strategy to test them. Bhattacharjee (2012) further explains that the deductive approach aligns with positivist philosophy and utilizes empirical data. Moreover, Scotland (2012) notes that the deductive approach frequently encompasses empirical testing, random sampling techniques, and examining controlled variables such as independent and dependent variables.

3.4 Research Design and Strategy

The study's design is explanatory research, with a focus on studying cause-and-effect relationships. According to Tharenou et al. (2007) and Saunders et al. (2009), the explanatory research design seeks to investigate cause-and-effect relationships. Similarly, Yin (2011) contends that the primary aim of explanatory research is to uncover any causal links between the factors or variables pertinent to the research problem. This study aimed to elucidate the relationship between culinary tourism and the diversification of Tanzania's tourism using the Structural Equation Modeling technique.

The rationale for employing Structural Equation Modeling (SEM) stems from its unique capability to analyze latent constructs using multiple indicators, distinguishing it from other quantitative statistical models (Byrne, 2010). Byrne notes that SEM yields precise estimates of measurement errors in parameters and effectively accounts for both observed and unobserved variables, setting it apart from other multivariate techniques. The current study is anchored in a survey-based

research strategy. According to Saunders et al. (2009), survey methods are instrumental in gathering quantitative data for subsequent quantitative analysis using descriptive and inferential statistics. This approach is commonly associated with the deductive (positivist) research paradigm.

Through extensive research, secondary information was gathered from various reputable sources to inform the literature review and identify existing research gaps. Notably, research articles were obtained from respected databases, including JSTOR, Freefullpdf, Google Scholar, Sage, Taylor and Francis Online, Wiley Online Library, and Emerald. The search for these articles utilized keywords such as culinary tourism, culinary arts, gastronomy tourism, diversification of tourism, educational experience, aesthetic experience, escapism experience, and Tanzania gastronomy tourism.

The articles underwent content analysis, and the findings were condensed and organized. According to Hsieh and Shannon (2005) and Stemler (2001), content analysis is an adaptable approach to examining text, and it is valuable for identifying trends and patterns within documents. Busch et al. (2012) contend that content analysis entails quantifying and comparing keywords or content, followed by interpreting the underlying perspectives. They further assert that content analysis encompasses conceptual and relational analyses. Conceptual analysis determines the presence and frequency of concepts commonly expressed by words or phrases in a text. In contrast, relational analysis involves examining the connections among concepts in a text. In the present study, the researcher explored the frequency of

occurrences (conceptual analysis) and the existing relationships among the concepts (relational analysis) of interest in various publications.

This study made use of primary data collected through self-administered structured questionnaires. This process involved tourists filling out semi-structured questionnaires after the researcher had sought their consent and later explained the aim of the study. Most tourists were found in Kilimanjaro (KIA), Arusha Airports, Serengeti (Seronera), Lake Manyara National Park (Airstrips), Tarangire and accommodation facilities. A few tourists completed the questionnaires at the Arusha Airport (ARK) when they were about to leave the Northern Circuit of Tanzania. A pilot study was conducted from May to June 2023, while data collection for the main study was done from July to December 2023. This study helped refine the research instrument, including omitting an ambiguous statement.

3.5 Unit of Analysis

The unit of analysis refers to the person, collective, or object that is the target of the investigation (Bhattacharjee, 2012). In this study, a unit of analysis was tourists who were about to leave the Northern Circuit of Tanzania, who took part in answering the questionnaire as they are considered to be the best person to examine the role of culinary tourism in the diversification of Tanzania's tourism products.

3.6 Study Area and Population

This study's population of interest was tourists who visited the Northern Tourist Circuit. The selected study area included the Northern Tourist Circuit of mainland Tanzania. The Northern Tourist Circuit (NTC) of mainland Tanzania was selected for this study because tourism is mainly concentrated in this part of the country,

which has the most spectacular and unique attractions. In addition, several tourist accommodation facilities are located in the NTC (especially around Kilimanjaro and the Arusha region). The NTC extends from Lake Victoria (northern Tanzania) to Tanga (near the Mkomazi and Usambara mountain ranges) in the east. It also includes six critical attractions, namely Serengeti, Lake Manyara, Tarangire, Arusha, and Kilimanjaro National Parks, together with the Ngorongoro Conservation Area (Figure 2). The six attractions are located mainly in the four regions of mainland Tanzania, which include Arusha, Manyara, Kilimanjaro, and Mara. The closeness of these protected areas makes the NTC an essential tourist destination that is easily reachable compared to the Western and Southern tourist circuits. Figure 2 shows the map of NTC in Tanzania.



Figure 3.1: Map of Tanzania Showing the Northern Tourist Circuit

Source: Tanzania Travel Guide 2024

The Arusha region, with Arusha as its capital, is a prime tourism destination in Tanzania due to its diverse attractions. Often referred to as "the Tourist Capital of Tanzania" and "Geneva of Africa," Arusha city boasts a cool climate and is a popular host for international conferences at the Arusha International Conference Centre (AICC) (Mkumbo, 2010). Lake Manyara National Park (LMNP) was established in 1960 and recognized as a World Heritage site in 1979. In 1981, a biosphere (Okello & Yerian, 2009) covered a total area of 330 km², including 110 km² of aquatic terrain and 220 km² of terrestrial area (Sechambo, 2001). Situated southwest of the renowned Serengeti National Park and Ngorongoro Conservation Area, LMNP features stunning geographical formations, such as the western escarpment of the Great Rift Valley, and is known for hosting one of the highest levels of mammal biomass in the world. Additionally, the park is home to tree-climbing lions. The dry season, from July to October, is considered the best time to visit LMNP, while the wet season, from November to June, offers ideal conditions for activities such as canoeing, waterfall exploration, and bird-watching.

The Ngorongoro Conservation Area (NCA) is a versatile land designated for wildlife protection and human habitation. Established in 1959, it was designated a World Heritage site in 1979 and an International Biosphere Reserve in 1981 (Estes et al., 2006). Covering an area of approximately 8288 km², the NCA's main attractions include the volcanic crater, one of the largest unbroken calderas globally, housing various endemic species, and the Maasai, who adhere to their traditional livestock-rearing practices. The Kilimanjaro Region is renowned for Mount Kilimanjaro, the highest free-standing mountain globally and the highest peak in Africa at 5,895

meters (19,340 feet). With three peaks, Kibo, Shira, and Mawenzi, Kibo ("the Roof of Africa") retains permanent ice and snow. The lower slopes are safeguarded as a forest and game reserve. According to Baxter (2006), the Chagga, one of the largest ethnic groups in Tanzania residing on the slopes of Mt. Kilimanjaro, are considered among the most educated, wealthy, and entrepreneurial Tanzanians.

The Mara Region shares borders with the Republic of Kenya to the northeast, the Mwanza and Shinyanga regions to the south, the Kagera region through Lake Victoria, and the Arusha region to the southeast (TSC, 2009). The principal town of the region is Musoma. This town also holds historical significance as the birthplace of the first president of Tanzania, Julius Kambarage Nyerere. The 2002 National Population Census recorded a populace of 1,363,397 for the region (URT, 2003), positioning it as one of the moderately densely populated regions in Tanzania, with an average population density of 69.7 persons per square km⁻¹ (Madulu, unpublished). The region experiences distinct dry and rainy seasons, with the long rain season occurring from March through May and the short rain season from November through January. The period from June to October is generally dry and cool, with temperatures occasionally falling below 15°C, especially in the mountainous areas. Despite receiving rainfall, December to March is generally the warmest period in this area. Predominant economic activities in the region include agricultural production, livestock rearing, and fishing. The region's primary tourist attraction is the Serengeti National Park (SENAPA).

The Serengeti National Park (SENAPA) is globally renowned as one of the most prominent game sanctuaries. Its name, "Serengeti," is derived from the Maasai word

Siringet, signifying "endless plains." The park's origins can be traced back to the establishment of the Serengeti Game Reserve in 1929, later designated as a protected area in 1940. 1951, SENA was formally established and recognized as a World Heritage site. In 1981, UNESCO acknowledged it as an International Biosphere Reserve (UNESCO, 1995). SENA, headquartered at Seronera, spans a total area of 14,760 km² and is distinguished as the exclusive site worldwide where visitors can witness the annual migration of over a million large mammals, particularly wildebeests (TANAPA, 2008). SENAPA shares borders with other well-known protected areas, including the Maasai Mara Game Reserve of Kenya and the Ngorongoro Conservation Area of Tanzania. These areas constitute one of the most expansive ecosystems globally (Okello & Yerian, 2009). The ideal time to visit SENAPA is between September and March. Wildlife sightings are less likely during this period despite the favourable weather conditions from June to September. Conversely, due to extended rainy seasons, April and May are not recommended for visits. Refer to Figure 4.2 below for a visual representation of the Northern Tourist Circuit routes and the relative scale of attractions.

3.7 Sampling Procedures

This study employed convenience sampling, a non-probabilistic sampling technique, since the study population's precise sample size and location could not be predetermined. In addition, due to time and financial constraints, a convenience sample was deemed more suitable. Convenience sampling is a broad term that describes nonrandom study-site selection (Hayek, 1994; Anderson, 2001). With convenience sampling, subjects are chosen simply because they are easy to obtain for

the study and, therefore, conveniently accessible to the researcher. A convenient sampling technique collected data from six tourist attractions, four accommodation facilities, two airstrips and two airports. The reasons for selecting this is due to easy location and accessibility diverse experience, quality of service and amenities, environmental and sustainability practice. This study considered only visitors who had been to Tanzania for more than two days because of the nature of some of the questions (i.e., education, escapism, and esthetic experience).

To be sure that there was an adequate sample size that gave enough data for analysis and to conform to the principles of structural equation modeling (the primary statistical method to be used for analysis), a sample size of 250 was reasonably sampled conveniently for this study. A total of 270 questionnaires were given to the tourists, and only 236 were retained for analysis because, according to the researcher, these questionnaires were adequately completed. Initially, data were analyzed using the Statistical Package for the Social Sciences (SPSS 20). Later, to test for the entire proposed model, an SEM approach was used.

3.8 Sample Size

Structural Equation Modeling (SEM) requires a large sample size. This study's research instrument consisted of thirty-five (35) indicator variables. The standard rule suggests that a researcher has at least 10 – 15 participants per variable (Field, 2009). Hence, a sample size of at least 10×35 equals 350 would suffice. It also exceeds the recommended minimum sample size of 200, a typical average in many studies using SEM (Byrne, 2010).

3.8.1 Questionnaire Design and Measurement Scales

This study investigates culinary tourism's role in diversifying tourism products in Tanzania. As a result, a questionnaire was created as the survey tool. According to Roopa and Rani (2012), a questionnaire is required in order to gather quantitative data in a consistent way that is internally consistent and coherent for analysis. A five-point Likert scale was used to rate each topic on the questionnaire: 1 represented strongly disagree, 2 disagreed, three neutral, four agree, and five strongly agree. Lastly, the researcher included a few inquiries concerning age, gender, and education in the questionnaire to establish the respondents' profile.

3.9 Measurement Scales

3.9.1 Educational Experience

The measurement scales used to collect the data for this study were adopted from the accessible experience economy measurement scales. The educational experience was adapted from a study by Quadri-felitti and Chang, (2018). It consisted of educational experience (4 items) (see Appendix 1).

Escapism Experience

The escapism experience was adapted from a previous study by Agapity and Mugobi, (2023). The study has items for measuring this experience. The items were arousal (4 items), memory (3 items), overall perceived quality (2 items), and customer satisfaction (2 items) (see Appendix 1).

Esthetics Experience

The study also adopted five items from (Horng and Hsu, (2021) that provide the basis for measuring esthetic experience (see Appendix 1) and five items were measured.

Data Processing and Analysis

This study used structural equation modeling version 23 to analyze the data (SEM). Data was modified as soon as it was obtained from the responder to improve accuracy, uniformity, and completeness and to simplify the coding exercise. The SEM is a statistical technique to evaluate the relationship between two or more variables. It may be used to explore the interaction between latent constructs, indicated by numerous measurements. Structural equation modeling (SEM) was chosen instead of other quantitative statistical models (Work *et al.*, 2014). Work *et al.* (ibid) also claim that, unlike other multivariate techniques, the SEM measures unobserved and observed variables and provides explicit estimates of measurement errors.

3.9.2 The Criterion of Goodness of Fit Indices

Researchers frequently use a range of goodness-of-fit indices in conjunction with the SEM to evaluate the robustness of the model and ascertain whether the model and the observed data are well-fitting. In this work, the goodness of fit indices is determined using the Chi-square/Degree of Freedom (CMIN/DF), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) (Hartwell, 2014). When the model fit could not be obtained because of the cross-loading items and the high covariance

error construct, modification indices (MI) were used to reflect the improvement in the model fit if a previously omitted parameter were to be added and freely estimated. The parameters were estimated using maximum likelihood (ML) estimation since the data were regularly distributed between measurement errors and had substantial correlation weights (Hair et al., 2012).

Reliability is the degree to which a data collection technique produces consistent results. Therefore, to ensure that the information to be collected was reliable, some pilot and pretest questions were prepared, and a small number of respondents were asked to answer them.

3.9.1.2 Validity

According to Sounders *et al.* (2007), and Sürücü and Maslakçi (2020) the authors, validity refers to the extent to which data collection methods or methods accurately measure what they are intended to measure or the extent to which research results are really about what they seem to be about. The data for this study was collected using a questionnaire.

3.10 Assumptions of Structural Equation Modeling

Testing for the multivariate assumptions is necessary to prevent the achievement of erroneous results. The first presumption in the SEM is that all study variables will have a normal distribution (Byrne, 2010; Kline, 2011). The current investigation employed skewness and kurtosis measures to ensure that the data-gathering procedure was routine. According to Kline (2011), the second fundamental tenet of the SEM is that there is a linear relationship between the indicator variables and the underlying constructs and concepts. Bivariate scatter plots were created for every

variable to investigate linear associations in this study. The multicollinearity assumption is the third one. Variables that appear to measure distinct things but measure the same thing can lead to multicollinearity (Kline, 2011). The problems with multicollinearity were resolved by using the SEM. The factor analysis methodologies reflected and underlined the need for several measures (unobserved variables) to adequately represent a hidden idea. The fourth assumption is whether data and outliers are there or not. The SEM functions on the presumption that neither outliers nor missing data exist. Byrne (2010) defines an outlier as an instance where the scores significantly differ from all the other cases in a given dataset. Outliers are suspicious observations or measurements because they are much lower or significantly more significant than most data (Cousineau *et al.*, 2010). Outliers are defined by Dhakal (2017) as data points that deviate significantly from the norm. By ignoring them, the results may become biased and lose precision. It is advised that an outlier in the data should be removed because outliers can affect SEM results (Dhakal, 2017). To check if there were any severe outliers in the present study, box plots for each variable were created using IBM SPSS software. The researcher looked for outliers, normalcy, linearity, homoscedasticity, and multicollinearity to ensure the assumptions were not broken.

3.11.1 Checking for Missing Data

Many reasons exist for missing data in survey research, which include, among others, respondents ignoring a few or all questions, questions needing to be more relevant to the respondent's situation, or the inability of data collectors to locate the respondent (Cheema, 2014). According to Rhoads (2012), the chosen method for handling

missing data substantially impacts the conclusions drawn from the study. Hence, understanding how missing data was handled is crucial to understanding the study's implications. This study applied a list-wise deletion method of handling missing data.

3.11 Ethical Considerations

To ensure ethical standards, the researcher observed the ethical principles proposed by Bhattacharjee (2012): voluntary participation and harmlessness, informed consent, anonymity, and confidentiality, as well as disclosure. An introduction letter was solicited from the University's Postgraduate office, which allowed the researcher access to data collection. The purpose of the study was disclosed to the respondents to give them the freedom to participate out of informed consent. Further, the collected information was kept confidential and anonymous, and the respondents' identity was not divulged in this report. The issue of plagiarism was highly handled by making appropriate citations and referencing. Finally, fabrication or falsification of data has not been entertained throughout this study.

CHAPTER FOUR

RESEARCH FINDINGS

4.1 Chapter Overview

This chapter analyses the data and discusses the study's findings. It also tests the hypotheses formulated in Chapter Two. The chapter begins by summarizing the pilot study's results. This is followed by presenting the profiles of the tourists from whom the data was collected.

4.2 Results from the Pilot Study

From May to June 2023, pilot research with 25 tourists from Arusha Airport was carried out in Arusha. Participants in the pilot study included both men and women. Men comprised about 65% of the respondents, with women comprising 35%. This demonstrates that both sexes engage in culinary tourism. The study's findings were utilized to remove unclear statements from the research instruments.

Table 4.1: Case Processing Summary for Pilot study

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

Source: Field data (2023)

Table 4.2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.871	.887	35

4.2.1 Respondents' Distribution by Statistics

Data was running by using IBM SPSS for frequency analysis, the total number of 236 questionnaires appeared to have no missing data as summarized in Table 3.

Table 4.3: Respondents' Distribution by Statistics

	N	Mean	Std. Deviation	Missing		No. of Extremesa	
				Count	Percent	Low	High
Gender	236	1.407	.4923	0	.0	0	0
Age	236	2.136	.8294	0	.0	0	1
Education	236	3.318	.8972	0	.0	0	3

Source: Field data (2023)

Respondents' Profiles

This section presents specific features/characteristics of the respondents, including gender, age, and level of education, to help readers understand the data.

Respondents' Distribution by Gender

This research involved both males and females. Table 2 shows that 40.7% of the respondents were female and 59.3% of the respondents were male.

This demonstrates that participation in culinary tourism experience is not limited to men. According to this study, there were more male respondents to the culinary tourism (59.3%) than female respondents (40.7%) (Table 4).

Table 4.4: Respondents' Distribution by Gender

	Frequency	Percent
Male	140	59.3
Female	96	40.7
Total	236	100.0

Source: Field data (2023)

Respondents' Distribution by Age

Given the wide range of effects, it is imperative to look into the age distribution of tourists. The age range is established by the tourists' ages. Based on their age, the respondents were divided into five categories. The respondents' ages are shown in Table 5.

Table 4.5: Respondents' Distribution by Age

	Frequency	Percent
Below 20 Years	51	21.6
21-40 years	117	49.6
41-60 years	54	22.9
61-80 years	13	5.5
Above 80 years	1	.4
Total	236	100.0

Source: Field data (2023)

Respondents' Distribution by Education

In According to this survey, 1.3% of the respondents had completed a higher level of education, while 49.2% of the respondents held a certificate or diploma. Table 4 provides a summary of the educational profiles.

Table 4.6: Respondents' Distribution by Level of Education

Level of Education	Frequency	Percent
Secondary/high school	37	15.7
Certificate/diploma	116	49.2
Bachelor's degree/advanced diploma	57	24.2
Master's degree	23	9.7
Another level	3	1.3
Total	236	100.0

Source: Field data (2023)

4.3 Missing Data and Outliers

4.3.1 Results from the Missing Data Analysis

After the data were processed using IBM SPSS, it was found that all the copies of the questionnaire (or 0% of the sample) had values. Nevertheless, no dropped copies of the questionnaire were found.

4.3.2 Checking for Outliers

It is crucial to analyze a dataset for outliers before any statistical analysis since their presence suggests that a study has been biased, which can produce erroneous results

and lead to poor policy judgments (Palmegian, 2016). The study discovered that the potential impact of tourists on the outcomes was minimal. This limited all the observations in the structural model to a rating scale from 1 to 5, reducing the likelihood that any data would fall outside these specified ranges.

Results of Normality, Skewness and Kurtosis from the Normality Test

The statistical approaches used in the social sciences are based on a procedure for examining estimates of data normalcy. An examination of estimates of data normalcy was carried out after the screening for missing values and outliers. One significant assumption in using the SEM is that the observed variables have a normal distribution.

In this study, the researcher used a descriptive statistics analysis to check for univariate normality and looked at the kurtosis and skewness indexes of the output. The data that were not normal were excluded. However, because general loyalty was the dependent variable, the researcher allowed non-normal data to normalize. Nevertheless, we ran a regression analysis using the asymptotic distribution-free assumption to avoid going against the tenets of normality.

In the present study, normalized estimates of Skewness and Kurtosis using SPSS version 20 were carried out to test for the normality of the data. Won et al. (2017) Assert that the acceptable range of absolute values for Skewness and Kurtosis is ± 2 , although some studies Gorondutse and Hilman (2017) recommend acceptance of Kurtosis absolute values of up to ± 7 . In this study, the values of both Skewness and Kurtosis fell within the recommended range of ± 7 . Skewness was within absolute values ranging from 0.94 to -1.865, while Kurtosis showed absolute values ranging

from 0.000 to +4.042, as shown in Figures 3, 4, and 5. These values indicate that normality assumptions are not violated in this study.

Table 4.7: Skewness and Kurtosis Results on Educational Experience

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ED1	236	1.0	5.0	3.962	1.0369	-1.379	.158	1.826	.316
ED2	236	1.0	5.0	3.678	1.0984	-.635	.158	-.351	.316
ED3	236	1.0	5.0	3.610	1.0358	-.669	.158	-.086	.316
ED4	236	1.0	5.0	4.008	.9978	-1.080	.158	1.041	.316
ED5	236	1.0	5.0	3.411	1.1506	-.414	.158	-.572	.316
ED6	236	1.0	5.0	3.754	1.0184	-.832	.158	.287	.316
ED7	236	1.0	5.0	3.725	1.0898	-.767	.158	.000	.316
ED8	236	1.0	5.0	3.572	1.1370	-.574	.158	-.330	.316
ED9	236	1.0	5.0	3.661	1.1937	-.712	.158	-.388	.316
ED10	236	1.0	5.0	4.068	1.0083	-1.192	.158	1.213	.316
ED11	236	1.0	5.0	3.585	1.1323	-.797	.158	-.024	.316
ED12	236	1.0	5.0	2.860	1.3689	.094	.158	-1.228	.316
ED13	236	1.0	5.0	2.555	1.4561	.415	.158	-1.260	.316
ED14	236	1.0	5.0	3.492	1.2186	-.599	.158	-.641	.316
ED15	236	1.0	5.0	4.208	.8820	-1.470	.158	2.879	.316
ED16	236	1.0	5.0	4.021	1.0496	-1.045	.158	.436	.316
Valid N (listwise)	236								

Table 4.8:Skewners and Kurtois Results on Escapism Experience

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ESC1	236	1.0	5.0	3.665	1.2109	-.842	.158	-.199	.316
ESC2	236	1.0	5.0	3.771	1.1025	-.843	.158	.125	.316
ESC3	236	1.0	5.0	3.682	1.1433	-.835	.158	.061	.316
ESC4	236	1.0	5.0	4.038	1.1311	-1.161	.158	.573	.316
ESC5	236	1.0	5.0	4.004	.9957	-1.287	.158	1.695	.316
ESC6	236	1.0	5.0	4.153	.9818	-1.263	.158	1.351	.316
ESC7	236	1.0	5.0	2.415	1.3673	.618	.158	-.916	.316
ESC8	236	1.0	5.0	2.059	1.1507	.914	.158	.010	.316
ESC9	236	1.0	5.0	4.309	.9235	-1.471	.158	1.978	.316
ESC10	236	1.0	5.0	2.487	1.3636	.459	.158	-1.083	.316
ESC11	236	1.0	5.0	4.250	.9725	-1.472	.158	1.940	.316
Valid N (listwise)	236								

Source: Field data (2023)

Table 4.9: Skewness and Kurtosis Results on Esthetics Experience

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ETE1	236	1.0	5.0	4.182	.8732	-1.214	.158	1.830	.316
ETE2	236	1.0	5.0	4.199	.9124	-1.592	.158	3.074	.316
ETE3	236	1.0	5.0	4.161	.9130	-1.171	.158	1.215	.316
ETE4	236	1.0	5.0	4.220	.8957	-1.380	.158	2.090	.316
ETE5	232	1.0	5.0	4.384	.8700	-1.865	.160	4.042	.318
Valid N (listwise)	232								

Source: Field data (2023)

4.4 Results from the Exploratory Factor Analysis (EFA)

Data are condensed into a smaller set of summary variables using the statistical technique known as exploratory factor analysis (EFA), which also looks at the phenomenon's underlying theoretical framework (Taherdoost *et al.*, 2020). With the aid of the EFA, one can determine the connection between a variable and a respondent and explain them in terms of their shared underlying dimensions (Howard, 2019). The EFA is usually preceded by a Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy (KMO test). It provides a convenient option to determine whether the sample is big enough (Awang, 2011). The sample is big enough if the value of the KMO is more significant than 0.5 (Howard, 2019). Taherdoost *et al.* (2020) it concluded that, for the EFA to be used, the KMO statistic value must range from 0.6 to 1.0 so that the sample is adequate and acceptable for analysis.

Using Bartlett's test of sphericity in SPSS, which “tests the null hypothesis that the original correlation matrix is an identity matrix,” it is possible to determine whether there is an inter-correlation between the observed correlation matrix and the identity matrix (Bharathi & Mala, 2016). Additionally, a chi-square output that must be substantial is provided by Bartlett's test of sphericity. This test has to be significant because there would not be any correlations between the variables if the correlation matrix were an identity matrix (Okello & Yerian, 2009). In brief, if the KMO indicates sample adequacy and Bartlett's test of sphericity indicates the item correlation matrix is not an identity matrix, then researchers can do a factor analysis.

The commonality values, which describe the amount of shared variance existing in a variable, should also be at least 0.4, in addition to the previous requirements. Communities can tell us if very few factors have been kept in mind. As such, a variable with no specific discrepancy (or random variance) would have a commonality of 1, and a variable that shares none of its discrepancy with any other variable would have a commonality of 0. The nearer the commonalities are to 1, the better the factors are at explaining the original data (Bharathi & Mala, 2016). In this study, the findings have met the above criteria as the communality values ranged from 0.382 to 0.755, the KMO value was 0.825, and Bartlett's test of sphericity was significant at $p < 0.05$, which suggests that the sample size was big enough and that a factor analysis of the data could be carried out as the structure was not an identity matrix. These results are summarised in Table 10.

Table 4.10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.825
Bartlett's	Test	of Approx. Chi-Square	2.1613
Sphericity		Df	496
		Sig.	.000

Source: Field data (2023)

In order to decide on the number of factors that can be retained, Kaiser's criterion (all factors with Eigenvalues greater than 1.0) was retained. According to Kaiser (1960, as cited in Field, 2009), all factors that are more significant than one must be retained. This idea is generated because an Eigenvalue of 1 represents substantial variation. This study applied the oblique rotation method to model uncorrelated and correlated factors (Osborne, 2015). Rotation 3 factors were extracted successfully after rotating the EFA once. Each of the three factors had eigen values greater than 1.

4.4.1 Acceptable Loadings

For this study, three factors were retained; they contained at least factors greater than 1. For example, factor 1 represents Educational Experience (ED), factor 2 represents Aesthetics Experience (ETE), and factor 3 represents Escapism Experience (ESC). These findings are summarized in Tables 12, 13, and 14. Details of the factors and their underlying factor loadings are presented in the pattern matrix (Appendix 2).

Table 4.11: EFA Output List of Deleted Items

ITEMS DELETED	
ESC1	Are you very interested on buying local food from local vendors?
ESC3	I a m very excited when buying local food from local vendors?
ESC8	Do you perceive local food poor and inferior?
ESC9	Do you perceive local food as excellent and superior?
ESC10	I a m very dissatisfied and totally terrible with the food I eat.
ESC11	I a m very satisfied and delighted about the food I eat.
ED16	This organization arranges food festival once tourists arrive.
ED 15	Kitchen staffs they are willing to show their creativity.
ED14	This organization encourages cooking competitions among visitors.
ED 13	This organization does not allow tourists to participate in cooking class.
ED12	No any home wine-making seminar which conducted in this establishment.
ED4	Are seminars relevant for you?
ED5	Do you participate in wine-pairing events?
ED7	Are you given a chance to show your creativity during wine events?
ED8	Are there more than two wine-pairing events per year?
ED10	Seminars for home wine-making increase your experience.
ED11	Is home wine-making seminars relate to local community?.

Source: Field data (2023)

Educational Experience was measured using five items, all of which were retained for subsequent analysis. The summary is given in Table 12.

Table 4.12: EFA Output List of Retained Items for Educational Experience Indicators

ITEMS RETAINED	
ED1	Is learning an important wine for visitors with high level of sensation seeking?
ED2	Does wine taste the most educational activity in this establishment?
ED3	Do you attend any seminars concerning wine organized by this company?
ED6	Do you prefer wine-pairing event because it is unique?
ED9	Did you participate in training for home wine-making?

Source: Field data (2023)

Escapism Experience was measured using five items, all of which were retained for subsequent analysis. The summary is given in Table 13.

Table 4.13: EFA Output List of Retained Items for Escapism Experience Indicators

ITEMS RETAINED	
ESC5	Do you have memories about local food you consume?
ESC4	Is this really enjoyable when buying local food from local vendors?
ESC6	Do you remember positive things about the food you eat?
ESC7	Do you forget all the experience after consuming food from this establishment?
ESC2	I am stimulating on buying local food from local vendors

Source: Field data (2023)

Esthetics Experience was measured using five items, all of which were retained for subsequent analysis. The summary is given in Table 14.

Table 4.14: EFA Output List of Retained Items for Esthetics Experience Indicators

ITEMS RETAINED	
ETE2	I have enough time to visit and view local food garden in this establishment.
ETE4	The set-up of the kitchen and restaurant provide pleasure to customers.
ETE3	I expect to get new experience from this organization.
ETE5	I feel a real sense of harmony to be here.
ETE1	I enjoy and feel the ambiance of this open kitchen.

Source: Field data (2023)

4.4.2 Factor Correlation Analysis

Correlation coefficient measures the degree to which two variables vary together or oppositely. First, if there is a maximum positive correlation (1.00), then two variables vary oppositely and perfectly. Likewise, if the correlation coefficient (r) is $0 < r < 1$ between two variables, then they vary together in the same direction. Thus, for this study, the correlation matrix between the factors was examined for the purpose of assessing their interrelatedness as well as determining their discriminant validity. Table 15 shows the absence of either extremely high correlations or extremely low correlations among the factors, which suggests that the factors for these analyses are distinct and have limited overlap.

Table 4.15: Factor Correlation Matrix

	Factor		
	1	2	3
ED9	.999		
ED6	.951		
ED3	.938		
ED2	.892		
ED1	.877		
ETE2	.304	.890	
ETE4		.869	
ETE3		.868	
ETE5		.850	
ETE1		.795	
ESC5			.863
ESC4			.824
ESC6			.799
ESC7			.625
ESC2			.486

Extraction Method: Maximum Likelihood
a. 3 factors extracted. 6 iterations required.

Source: Field data (2023)

4.4.3 Development of Single Construct Measurement Models

The relevant literature recommends that researchers develop measurement models for each framework construct. However, problems might occur while developing the models. Therefore, it is recommended that researchers employ the pooled CFA for all constructs as well as the single construct CFA (Kline, 2011 and; Awang, 2011). In this study, each independent variable (IV) and dependent variable (DV) contains its own measurement model as well as a pooled CFA model.

Table 4.16: Development of Single Construct Measurement Models

Name of category	Name of index	Index name	Level of acceptance	CFA of single construct	CFA of single construct aesthetics model not fitted (educational)	CFA of single construct aesthetics model not fitted (educational)	CFA of single construct escapism model not fitted (educational)	CFA of single construct escapism model not fitted (educational)
Absolute Fit	Chi-square	Discrepancy chi-square	$P \geq 0.05$	0.556	0.000	0.556	0.000	0.000
	RMSEA	Root mean square error of	≤ 0.08	0.000	0.316	0.000	0.174	0.575

		approximation						
Incremental Fit	GFI	Goodness of Fit Index	> 0.9	1.000	0.915	1.000	0.955	1.000
	CFI	Comparative Fit Index	> 0.90	1.000	0.830	1.001	0.909	1.000
	TLI	Tucker-Lewis Index	> 0.90	1.001	0.915	1.000	0.955	1.000
Parsimonious Fit	CMIN/DF	Chi-square/Degree of freedom	≤ 3	0.719	24.460	0.149	8.079	0.000

Source: Field data (2023)

4.4.4 A Measurement Model for Educational Experience (ED)

IBM Amos 24 was run to test for the fitness of the Education Experience measurement model, which comprised five indicators, namely ED9, ED6, ED3, ED2, and ED1. In the initial CFA run, all the standardized path coefficients (regression weights) were above 0.5 and significant at $p \leq 0.556$. The model fit output produced the following indices: CMIN/DF= 0.719, GFI = 1.000, TLI = 1.001, CFI = 1.000, and RMSEA = 0.000, which indicates the model's fitness.

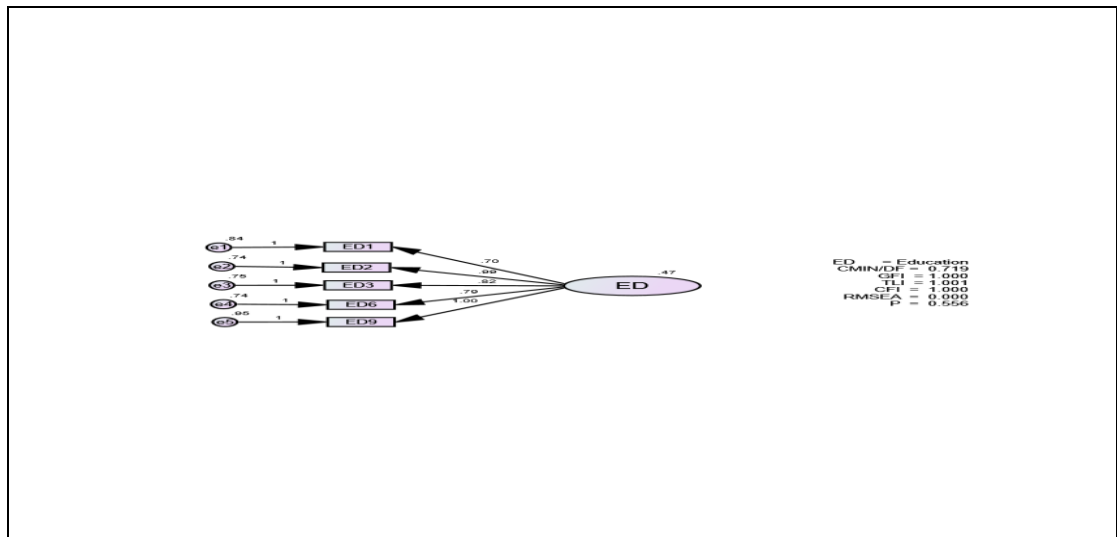


Figure 4.1: Measurement Model for Educational Experience

Source: Field data (2023)

4.4.5 A Measurement Model for Esthetics Experience (ETE)

IBM Amos 24 was run to test the fitness of the Esthetics Experience (ETE) measurement model, which comprised five indicators, namely ETE2, ETE4, ETE3, ETE5, and ETE1. In the initial CFA run, all the standardized path coefficients (regression weights) were above 0.5 and were significant at $p \leq 0.000$. The model fit output produced the following indices: CMIN/DF 24.460, GFI = 0.915, TLI = 0.915, CFI = 0.830, and RMSEA = 0.316. This indicates the model was unfit; hence, there is a need for further improvement/refinement of the model to achieve the model.

In order to improve the model, the researcher used Modification Indices (MIs), which showed that CMIN/DF= 24.460 was the source of instability in the model as it had a high MI value of 24.460. The MI suggested that these error terms should be covered, and the model was re-run for the second time. The standardized path coefficients (regression weight) were still above 0.5 and were significant at $p \leq$

0.000. The following fit indices were produced: CMIN/DF= 0.149, GFI = 1.000, TLI = 1.000, CFI = 1.001, and RMSEA = 0.000. These indices indicate a perfect model fit. Figure 5 shows the measurement model for the Esthetics Experience.

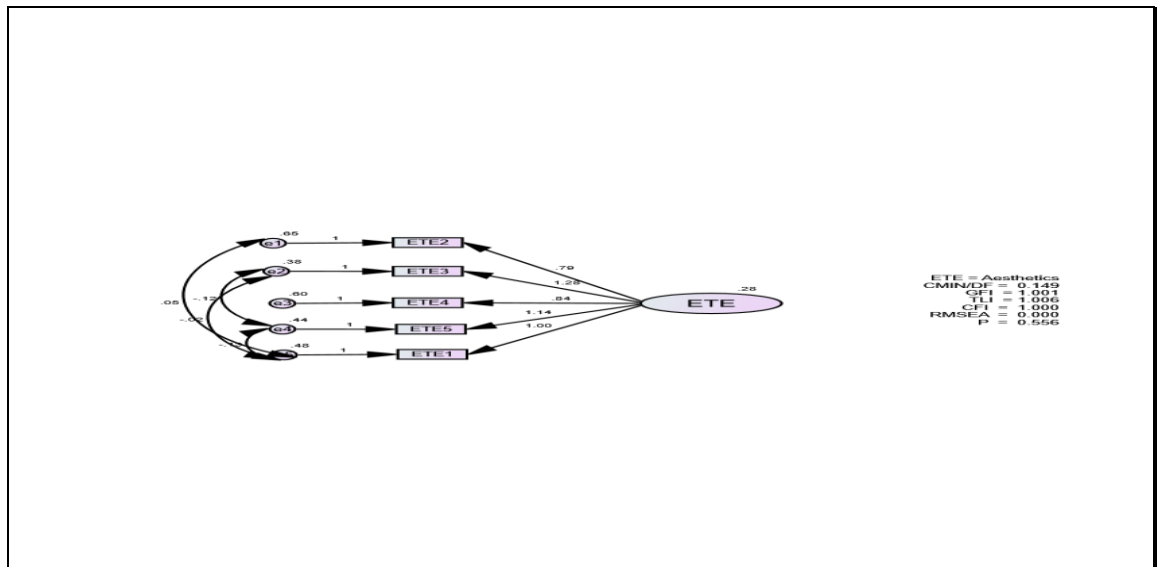


Figure 4.2: A Standardized Measurement Model for Esthetics Experience

Source: Field Data (2023)

4.4.6 A Measurement Model for Escapism Experience (ESC)

Amos 24 was run to test the fitness of the Escapism Experience (ESC) measurement model, which comprised five indicators, namely ESC5, ESC4, ESC6, ESC7, and ESC2. In the initial CFA run, all the standardized path coefficients (regression weights) were above 0.5 and were significant at $p \leq 0.000$. The model fit output produced the following indices: CMIN/DF= 8.079, GFI =0.955, TLI = 0.955, CFI = 0.909, and RMSEA = 0.174. This indicates that the model does not fit as the CMIN is above the recommended ratio, hence the need for further improvement/refinement.

In order to improve the model, the researcher used Modification Indices (MIs), which showed that the CMIN/DF was the source of the instability in the model as it had a high MI value of 8.079. The MI suggested that the error terms should be covered, and the model was re-run for the second time. The standardized path coefficients (regression weight) were still above 0.5 and were significant at $p \leq 0.000$. The following fit indices were produced: CMIN/DF 0.000, GFI = 1.000, TLI = 1.000, CFI = 1.000, and RMSEA = 0.575. These indices indicate a perfect model fit. Figure 5 shows the measurement model for the Escapism Experience.

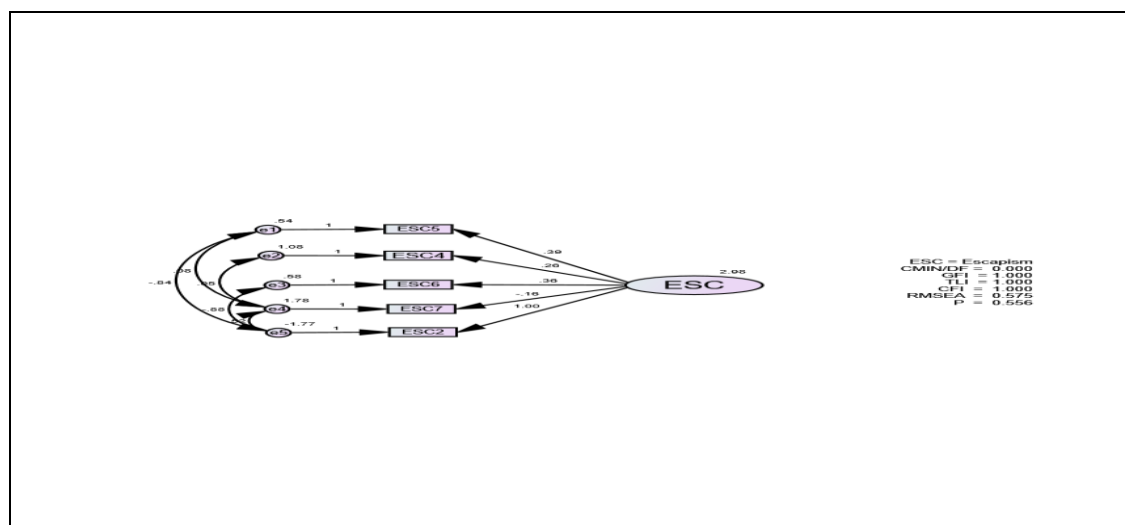


Figure 4.3: A Standardized Measurement Model for Escapism Experience

Source: Field data (2023)

Table 4.17: Overall CFA Model for all Constructs

Category Name	Index Name	Index Name	Acceptance Level	The CFA model for all the constructs did not fit as the CMIN was above there recommended ration	The CFA of all the constructs after the model being re-run
Absolute Fit	Chi-square	Discrepancy chi-square	$P \geq 0.05$	0.000	0.000
	RMSEA	Root mean square error of approximation	≤ 0.08	0.108	0.085
Incremental Fit	GFI	Goodness of Fit Index	> 0.9	0.339	0.966
	CFI	Comparative Fit Index	> 0.90	0.928	0.956
	TLI	Tucker-Lewis Index	> 0.90	0.938	0.966
Parsimonious Fit	CMIN/DF	Chi-square/Degree of freedom	≤ 3	3.739	2.689

Source: Field data (2023)

4.4.7 Development of the Overall CFA Model

With the above-standardized measurement model for every construct, this section tests the overall CFA model that fits all three constructs. The CFA model was run in AMOS version 24 with a plugin, “Pattern Matrix Builder,” for a single CFA model. The plugin automates the tedious job of creating a CFA from a pattern matrix by

simply pasting a principal component or pattern matrix from SPSS into the plugin window of AMOS version 24 and automatically generating the single CFA model. All that needs to be done is renaming the latent factors appropriately.

The model comprises the five Educational Experience constructs, the five Escapism Experience constructs, and the five Esthetics Experience constructs. The CFA was run with a maximum likelihood estimate in Amos software to determine its fitness. After the initial run, all the standardized regression weights produced were above 0.5. They were significant at $p \leq 0.05$, within the acceptable critical ratio (CR) of above ± 1.96 , and the standardized residual covariance within the acceptable range (below 2.58).

In addition, the standardized model produced the following fit indices: CMIN/DF = 3.739, GFI = 0.339, TLI = 0.938, CFI = 0.928, and RMSEA = 0.108. This is not a good model fit because it is above the recommended ratio; hence, further refinement is needed to achieve the model fit.

After observing the modification indices, it was discovered that the error variances suggested that the model be run for the second time. The model was re-run for the second time and produced the following indices: CMIN/DF = 2.689, GFI = 0.966, TLI = 0.966, CFI = 0.956, and RMSEA = 0.085. These indices indicate a perfect model fit.

Hoe (2008) recommends that a good model fit achieve the following minimum fit indices: CFI (> 0.90 indicates good fit), $GFI \geq 0.90$, $TLI > 0.90$, RMSEA (< 0.08 indicates acceptable fit), and the commonly used χ^2 statistic (CMIN/DF ratio of 3 or less) so that it is considered to be fit. In light of this statistical evidence, it is

concluded that the three scales achieved adequate convergent validity, reliability and unidimensionality. Figure 6 shows the overall CFA model for this study and the model estimates are summarised in Table 18.

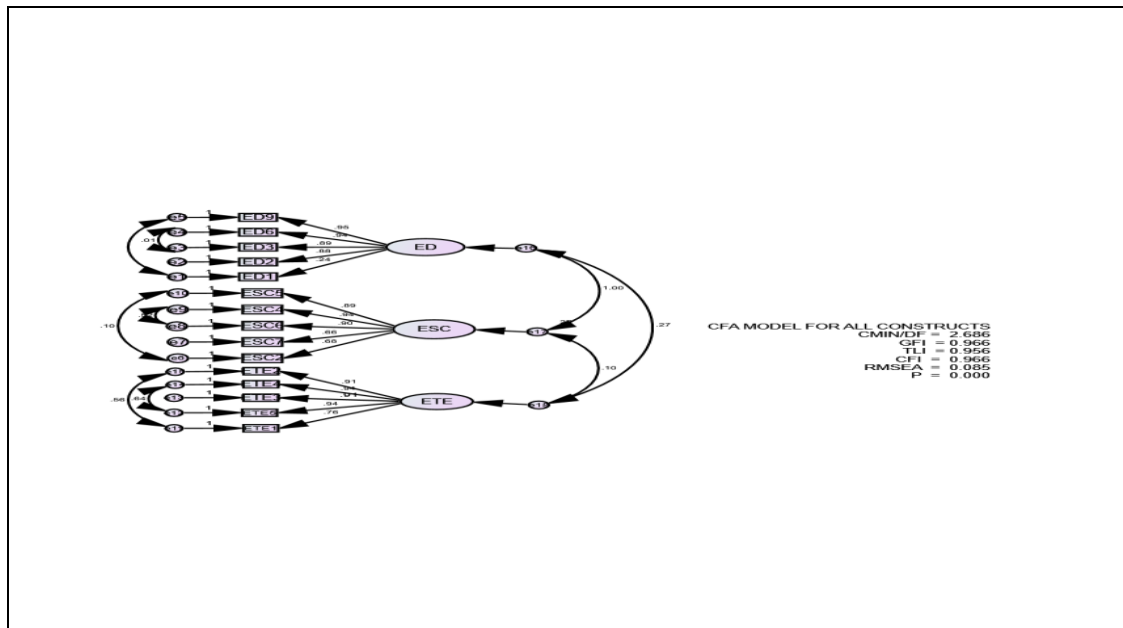


Figure 4.4: A CFA Model for all the Constructs

Source: Field data (2023)

In addition to the fit indices of the CFA, which showed a good fitting model, the researcher observed the p -values, which were all significant at $p < 0.05$, as shown in Table 18.

Table 4.18: Standardised and Unstandardised Estimates for the Overall CFA Model

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label	Standardised Estimate
ED1	<---	ED	1.000					.884
ED2	<---	ED	1.000	.049	20.224	***		.889
ED3	<---	ED	1.029	.045	22.819	***		.935
ED6	<---	ED	1.053	.045	23.653	***		.949
ED9	<---	ED	1.072	.039	27.492	***		1.002
ESC2	<---	ESC	1.000					.602
ESC7	<---	ESC	1.360	.158	8.616	***		.662
ESC6	<---	ESC	1.590	.161	9.886	***		.896
ESC4	<---	ESC	1.600	.157	10.166	***		.939
ESC5	<---	ESC	1.612	.158	10.193	***		.885
ETE1	<---	ETE	1.000					.759
ETE5	<---	ETE	1.275	.080	15.880	***		.939
ETE3	<---	ETE	1.245	.079	15.725	***		.914
ETE4	<---	ETE	1.205	.076	15.897	***		.940
ETE2	<---	ETE	1.060	.050	21.333	***		.912

Source: Field data (2023)

4.4.8 Results from the Validity and Reliability Measurements

With the above CFA model, construct validity testing was run using SPSS version 20 and produced the following results. The table below shows that no valid concerns were found in the model. To test for the relationship between variables, a descriptive statistical analysis was run first, as shown in Table 19. Cronbach's Alpha was used to assess the internal consistency reliability of the constructs prior to the testing of the hypotheses. For this construct, Cronbach's Alpha coefficient for ED was 0.778, for ESC was 0.755 and for ETE was 0.716, which is well above the recommended minimum threshold of 0.7.

Table 4.19: Case Processing Summary

Case valid	236
Cronbach's Alpha Ed	Number of Items
.778	5
Cronbach's Alpha ESC	Number of Items
.755	5
Cronbach's Alpha ETE	Number of Items
.716	5

Source: Field data (2023)

4.4.9 Testing of a Structural Model for all the Sample

This section presents the structural model, which was tested with the entire sample (N=236), following the acceptance of the overall measurement model with its fit indices and parameter estimates. Structural model testing estimated structural associations between exogenous and endogenous variables. Based on the proposed conceptual framework of this study, the structural associations encompassed the

following: (1) all the variables of Educational Experience ED, (2) all the variables of Escapism Experience (ESC), and (3) all the variables of Esthetics Experience (ETE).

A composite scale was developed using the 15 retained variables (Tables 12, 13, and 14). One variable was dropped owing to the poor relationship between the independent variable and the response variable, which could provide a sound theoretical understanding of culinary tourism. The analysis results using IBM AMOS software are presented in Table 16, including the observable variables, represented by rectangles based on the multiple questions in the questionnaire (Appendix 1). Ovals represent latent measures (unobservable variables). The structural model in Figure 7 is demonstrated by five single-directed arrows, three of which are arrows from the exogenous to endogenous variables and two from one endogenous variable to another.

The findings for the initial run of the SEM model fit in Figure 7 are as follows: The ratio of the chi-square to the degree of freedom-CMIN/DF, commonly referred to as the normed chi-square value, has yielded a value of 2.135, which falls within the cut-off point value of ≤ 3 suggested by Schermelleh-Engel *et al.* (2003). The GFI = 0.924, TLI = 0.955, and CFI = 0.949 obtained fall under the acceptable range, whereas values close to 1 and generally values above 0.9 indicate a good fit, as suggested by Engel *et al.* (2003). Hoe (2008) says that an RMSEA value of 0 indicates a perfect fit, < 0.05 = indicates a close fit, 0.05 to 0.08 indicates a fair fit, and 0.08 to 0.1 a mediocre fit > 0.1 = poor fit. The RMSEA value of 0.025 obtained in the present study indicates that the model fairly fits the data. These findings are summarized in Table 18.

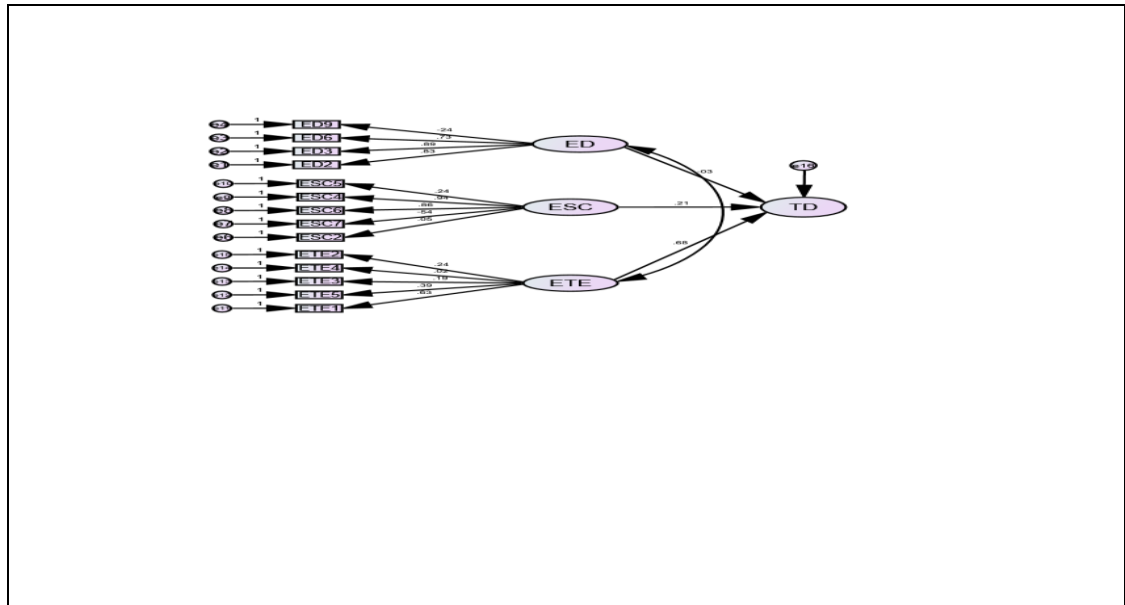


Figure 4.5: Testing of the Structural Model for all the Sample

Source: Field data (2023)

Table 1: Standardised and Unstandardised Estimates for the Structural Model

PATH			Unstandardised Estimate	S.E.	C.R.	P	Standardised Estimate
TD	<---	ED	-.048	.681	-.071	.943	-.035
TD	<---	ESC	4.852	11.359	.427	.669	.210
TD	<---	ETE	.983	.598	1.643	.100	.680
ED2	<---	ED	1.000				.834
ED3	<---	ED	1.109	.108	10.221	***	.889
ED6	<---	ED	.723	.097	7.454	***	.727
ED9	<---	ED	-.456	.216	-2.111	.035	-.241
ESC2	<---	ESC	1.000				.051
ESC7	<---	ESC	-10.719	24.970	-.429	.668	-.539
ESC6	<---	ESC	15.023	34.906	.430	.667	.860
ESC4	<---	ESC	16.297	37.868	.430	.667	.940
ESC5	<---	ESC	4.438	10.529	.421	.673	.238
ETE1	<---	ETE	1.000				.627
ETE5	<---	ETE	.679	.174	3.903	***	.390
ETE3	<---	ETE	.158	.079	1.996	.046	.187
ETE4	<---	ETE	.021	.087	.241	.809	.022
ETE2	<---	ETE	.284	.113	2.506	.012	.238

Source: Field data (2023)

4.5 Model Path Coefficients and Hypothesis Testing

The hypothesized relationships are examined against various coefficients and scores obtained from the analysis. In this study, the hypotheses are tested based on the direction, the strength of the standardized paths coefficient (β), the critical ratio (CR), and the significance level (p -value).

4.5.1 The Relationship between Educational Experience and Diversification of Tanzania's Tourism Products

It was argued in Chapter Two that there is a positive association between the education experience and the diversification of Tanzania's tourism products. Thus:

H1: There is a positive correlation between the educational experience and the diversification of Tanzania's tourism products.

Analysis was done using the SEM to determine the significance of the influence of educational experience on the diversification of tourism products, as illustrated in Table 20. The path from ED to TD, as shown in Table 20, was used to examine the hypothesis that a positive correlation exists between the education experience and the diversification of tourism products. The test for this hypothesis showed that p has weak, positive related to TD ($\beta = 0.035$; C.R = 0.071; $p = 0.943$), meaning that when culinary tourism increases by 0.943 standard deviation, the diversification of tourism products goes up by 0.035 standard deviations. Therefore, the study shows that when tourists experience culinary tourism would result in a partially (3.5%) diversification of Tanzania's tourism products. Hence, H1 of the study is not supported.

4.5.2 The Relationship between Escapism Experience and Diversification of Tanzania's Tourism Products

It was argued in Chapter Two that there is a positive relationship between the escapism experience and the diversification of tourism products. Thus:

H2: A positive relationship exists between the escapism experience and the diversification of Tanzania's tourism products.

Analysis was done using the SEM to determine the significance of the influence of escapism experience (ESC) on the diversification of Tanzania's tourism products, as illustrated in Table 20. The path from ESC to TD, as shown in Table 20, examined the hypothesis that a positive relationship exists between the escapism experience and the diversification of Tanzania's tourism products. The test for this hypothesis showed that p has weak, positive related to TD ($\beta = 0.210$; C.R = 0.427; $p = 0.669$), meaning that when culinary tourism goes up by 0.669 standard deviation, the diversification of tourism products goes up by 0.210 standard deviations. Thus, the study shows that when tourists experience culinary tourism would result in a minimally (21%) diversification of Tanzania's tourism products. Hence, the H2 of the study is not supported.

4.5.3 The Relationship between Esthetics Experience and Diversification of Tanzania's Tourism Products

It was argued in Chapter Two that there is a positive correlation between the aesthetic experience and diversification of Tanzania's tourism products. Thus:

H3: A positive correlation exists between the aesthetic experience and the diversification of Tanzania's tourism products.

Analysis was done using the SEM to determine the significance of the influence of esthetic experience on the diversification of Tanzania's tourism products, as illustrated in Table 18. The path from ETE to TD, as indicated in Table 18, was used to examine the hypothesis that a positive correlation exists between the esthetics experience and diversification of Tanzania's tourism products. The test for this hypothesis showed that there is a positive correlation related to TD ($\beta = 0.680$; C.R = 1.643; $p = 0.100$), the confidence limit is supported at weak point 90%, meaning that

when culinary tourism goes up by 0.1 standard deviation the diversification of Tanzania's tourism products goes up by 0.680 standard deviations. Thus, the study shows that a higher level of culinary tourism by tourists would result in a greater (68%) diversification of Tanzania's tourism products. Hence, H3 of the study is supported.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Chapter Overview

This chapter discusses the study's findings. It elaborates on the information generated in the previous chapters and compares and contrasts the findings with previous studies' findings. This helps to develop an in-depth understanding of the direct effect of culinary tourism on the diversification of Tanzania's tourism products.

5.1.1 The Relationship between Educational Experience and Diversification of Tanzania's Tourism Products

The study sought to find out whether educational experience positively affected the diversification of Tanzania's tourism products. The empirical results in Chapter Four (Table 20) do not support the hypothesis. The test for this hypothesis showed that the confidence limit is weak ($p = 0.943$). Therefore, the study shows that when tourists experience culinary tourism would result in a minimum (3.5%) diversification of Tanzania's tourism products. These findings are inconsistent with the findings of studies by Cooper and Shepherd (1997) Bunghez (2022), who revealed that, in Romania, the role of educational experience in tourism is a complex process involving the accumulation of knowledge, particular skills, and experience exchanges by tourists during their trips. Similar results were obtained by Popova (2019) those who noted that educational experience positively correlated with tourism. This suggests that the Experience Economy Model's education experience is a reliable instrument for predicting the contribution of culinary tourism to the diversification of Tanzania's tourism products in Arusha City.

5.1.2 The Relationship between Escapism Experience and Diversification of Tanzania's Tourism Products

The study sought to find out whether the escapism experience positively affected the diversification of Tanzania's tourism products. The empirical results in Chapter Four (Table 20) do not support the second hypothesis. The test for this hypothesis shows that escapism experience does not directly correlate with the diversification of Tanzanian tourism products, meaning that when culinary tourism goes up by 0.943, standard deviation the diversification of Tanzania's tourism products goes up minimally by 0.210 standard deviations.

The findings are not similar to those of previous studies, such as the findings of Chan *et al.* (2021) China. Chan *et al.* investigated the relationship between the escapism experience and the diversification of tourism products. The results revealed that the dimension of escapism formed the total customer experience. Iványi and Bíró-Szigeti (2020) conducted a study on how culinary tourism plays a significant role in the overall experience of tourists in India. The results revealed that the escapism experience had a positive relationship with tourism. According to this finding, the Experience Economy Model's escapism experience is reliable for predicting how culinary tourism will contribute to the diversification of Tanzania's tourism products in Arusha City.

5.1.3 The Relationship between Esthetics Experience and Diversification of Tanzania's Tourism Products

The study sought to find out whether the aesthetic experience positively affected the diversification of Tanzania's tourism products. The empirical results in Chapter Four (Table 20) support the third hypothesis. The test for this hypothesis showed a

positive correlation between esthetics experience and diversification of tourism products, meaning that a higher level of culinary tourism by tourists would result in greater diversification of Tanzania's tourism products.

The findings are similar to those of Luo *et al.* (2018) those who conducted a study on the esthetic dining experience. The relationships between aesthetic stimulation, pleasantness, memorable experiences, and behavioral intents in the travel industry were examined. The findings showed that pleasantness, the most prevalent esthetic emotion in the industry, is positively impacted by aesthetic stimulation. Similar findings were obtained by Hwang and Lee (2019), who carried out research in Korea on a plan for improving senior travelers' perceptions of their well-being with an emphasis on the experience economy. The findings demonstrated a positive correlation between the aesthetics factor and tourists, which positively impacts the senior tourism industry's outcome variables. Finally, the results of a study done Allan (2016) in Jordan on the relationship between tourism experience and place attachment in a desert tourism experience showed that there was a significant positive relationship between nearby esthetics and the diversification of tourism products. Additionally, Chen *et al.* (2020) a study was conducted in South Korea on the structural relationships among tourism experiences. The results revealed that aesthetic experience only significantly influences the destination. This indicates that the Experience Economy Model's esthetics experience is an appropriate tool for predicting culinary tourism's role in diversifying Tanzania's tourism products in NTC.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

6.2 Chapter Overview

This study has examined the relationship between culinary tourism and the diversification of Tanzania's tourism products. The study's main objective was to examine the role of culinary tourism in the diversification of Tanzania's tourism products. The results of this research are based on a sample of 236 respondents obtained from accommodation facilities, tourist attractions, and Airports. IBM SPSS Statistics version 20 and IBM SPSS Amos version 24 were used to analyze the data. This final chapter presents the key conclusion, recommendations, and suggestions for further research.

6.2.1 Summary of Major Findings

The results of this study revealed that one of the factors had a statistically significant correlation with the diversification of Tanzania's tourism products. With respect to esthetics experience, it was shown that when culinary tourism goes up, it is highly likely that Tanzania's tourism products will diversify. The findings also indicate that ED and ESC did not have a statistically significant correlation with the diversification of Tanzania's tourism products. This signifies that tourist had less experience, and some were not aware of the unique culinary tourism experience.

6.2.2 The Role of Culinary Tourism in the Diversification of Tanzania's Tourism Products

In this study, the main research objective was to examine culinary tourism's role in diversifying Tanzania's tourism products in NTC. No substantial studies have examined culinary tourism's role in diversifying Tanzania's tourism products in the NTC. Therefore, the study sought to achieve the following specific objectives:

6.2.3 The Role of Educational Experience (ED) in the Diversification of Tanzania's Tourism Products

The study sought to determine the role of educational experience in diversifying Tanzania's tourism products. The findings revealed that ED does not have a positive correlation with the diversification of Tanzania's tourism products. Thus, the study shows that a higher level of culinary tourism would not result in a greater level of diversification of Tanzania's tourism products.

6.2.4 The Role of Escapism Experience in the Diversification of Tourism Products.

This study also sought to discover the role of escapism experience (ESC) in diversifying Tanzania's tourism products. The findings have shown that ESC does not have a statistically significant correlation with tourism product diversification in developing countries such as Tanzania. It is assumed that tourists do not know that the escapism experience is a diversifying product of tourism.

6.2.5 The Role of Esthetics Experience in the Diversification of Tanzania's Tourism Products

Only one variable, esthetics experience, had a statistically significant correlation with the diversification of Tanzania's tourism products.

This signifies that tourists know that ETE plays a great role in this process.

6.3 Recommendations

This study provides several recommendations that the government and all tourism stakeholders need to consider ensuring the effective and efficient operation of culinary tourism. These recommendations are based on the study's findings and the reviewed policy.

6.3.1 Recommendations based on the Findings of the Study

It is recommended that the number of culinary tourism activities be increased and that Tanzania diversify its tourism products in the country. The government should also invest in culinary colleges in terms of facilities. Tourism activities are changing from wildlife activities to culinary tourism. Therefore, combining traditional tourism activities with the current culinary tourism is essential.

6.3.2 Recommendation for Further Research

This study has examined culinary tourism's role in diversifying Tanzania's tourism products concerning accommodation facilities, tourist attractions, and Airports in NTC. The study is constrained in terms of the number of tourists it surveyed. Future researchers should, therefore, increase the number of such respondents. They may also research popular areas that receive a large number of tourists, such as Dar-es-Salaam, Mwanza, and Zanzibar, to gather more information on the role of culinary tourism. Also, future research may consider involving small street culinary vendors.

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APPENDIX

APPENDIX 1: QUESTIONNAIRE

Dear Sir/Madam

The bearer of this questionnaire is a student of the Open University of Tanzania, pursuing Masters Degree in the department of Tourism and Hospitality Management. He is conducting survey the role of culinary tourism in the diversification of Tanzania's tourism products in Northern Tourist Circuit. Kindly respond to the following questions as a tourist. Your responses will be fully appreciated and treated with utmost confidentiality.

PART I : GENERAL BACKGROUND INFORMATION

Please tick [✓] where appropriate

1. Your gender: Male ☐ Female ☐

2. Your age

☐ Bellow 20 years ☐ 21 – 40 years ☐ 41 – 60 years ☐ 61 – 80 years ☐ above 80 years

3. Education level?

☐ Primary school ☐ Secondary/High school ☐ Certificate/Diploma ☐ Bachelor degree/Advanced

☐ Diploma ☐ Master's degree ☐ other level (specify).....

PART II: ROLE OF CULINARY TOURISM IN THE DIVERSIFICATION OF TANZANIA'S TOURISM PRODUCTS

Please indicate the extent to which you agree or disagree with the following statements by applying a tick (✓) using the following guidelines:						
1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree						
S/N	EDUCATION EXPERIENCE IN THE DIVERSIFICATION OF TOURISM PRODUCTS	1	2	3	4	5
	Wine tastings & seminars					
i.	Is learning an important wine for visitors with high level of sensation seeking?	1	2	3	4	5
ii.	Does wine taste the most education activity in this establishment?	1	2	3	4	5
iii.	Do you attend any seminars concerning wine organized by this company?	1	2	3	4	5
iv.	Are seminars relevant for you?	1	2	3	4	5
	Culinary-wine pairing events					
i.	Do you participate in wine pairing events?	1	2	3	4	5
ii.	Do you prefers wine pairing events because it is unique	1	2	3	4	5
iii.	Are you given chance to show your creativity during wine events?	1	2	3	4	5
iv.	Are there more than two wine pairing events per year?	1	2	3	4	5
	Home wine making seminars					
i.	Did you participate in training for home wine making	1	2	3	4	5
ii.	Seminars for home wine making increase your experience.	1	2	3	4	5
iii.	Is home wine making seminars relate to local community	1	2	3	4	5

iv.	No any home wine making seminar which conducted in this establishment	1	2	3	4	5
	Cooking & craft making classes					
i.	This organization does not allow tourists to participate in cooking class	1	2	3	4	5
ii.	This organization encourage cooking competition among visitors.	1	2	3	4	5
iii.	Kitchen staff they are willing to show creativity	1	2	3	4	5
iv.	This organization arranges food festival once tourists arrive.	1	2	3	4	5
	ESCAPISM EXPERIENCE IN THE DIVERSIFICATION OF TOURISM PRODUCTS	1	2	3	4	5
	Arousal					
i.	Are you very interested on buying local food from local vendors?	1	2	3	4	5
ii.	I am stimulating on buying local food from local vendors	1	2	3	4	5
iii.	I a m very exciting when buying local food from local vendors	1	2	3	4	5
iv.	Is this real enjoyable when buying local food from local vendors?	1	2	3	4	5
	Memory					
i.	Do you have memories about local food you consume?	1	2	3	4	5
ii.	Do you remember positive things about food you eat?	1	2	3	4	5
iii.	Do you forget all experience after consuming food from this establishment?	1	2	3	4	5
	Overall perceived quality					

i.	Do you perceive local food Poor and inferior?	1	2	3	4	5
ii.	Do you perceive local food Excellent and Superior?	1	2	3	4	5
	Customer satisfaction					
i.	I am very dissatisfied and totally terrible with food I eat	1	2	3	4	5
ii.	I a m very satisfied and delighted with food I eat	1	2	3	4	5
	ESTHETICS EXPERIENCE IN THE DIVERSIFICATION OF TOURISM PRODUCTS					
	Ambiance					
	I am enjoy and feel the ambiance of this open kitchen	1	2	3	4	5
	I have enough time to visit and view local food garden in this establishment	1	2	3	4	5
	I expect to get new experience from this organization.	1	2	3	4	5
	Setting of kitchen and restaurant provide pleasure to customers.	1	2	3	4	5
	I feel a real sense of harmony to be here	1	2	3	4	5

APPENDIX 2

PATTERN MATRIX

Pattern Matrix ^a			
	Factor		
	1	2	3
ED9	1.008		
ED6	.954		
ED3	.950		
ED2	.875		
ED1	.873		
ETE2		.953	
ETE4		.926	
ETE3		.893	
ETE5		.874	
ETE1		.846	
ESC5			.930
ESC4			.891
ESC6			.868
ESC7			.679
ESC2			.550
Extraction Method: Maximum Likelihood.			
Rotation Method: Promax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Source: Research data: 2023

APPENDIX 3

RESEARCH TIME SCALE

[illegible]

RESEARCH CLEARANCE LETTER



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF TRANSPORT
TANZANIA AIRPORTS AUTHORITY



In Reply please quote:

Date: 11th September, 2024

Ref. No: FA.32/335/46/01

The Open University of Tanzania,
P.o.box 23409
Kinondoni, Dar-es Salaam

To, Postgraduate studies

REF: DATA COLLECTION

He stated that **Greyson Agapity**, a student of the Open University of Tanzania with Registration Number pg201986294, carried out the data collection on our attractions as requested under the title "Culinary Tourism Experience: **A Strategy for Destination Diversification in Tanzania: Evidence from Northern Tourist Circuit.**" The data was collected from May to December 2023 under strict monitoring. However, we are eagerly awaiting the result that will help grow our tourism industry through culinary tourism.

Yours sincerely

Adam Byejwe

For: AIRPORT MANAGER

"Connecting Tanzania to the World"

All Correspondences should be addressed to the AIRPORT MANAGER
Arusha Airport, P.O. Box 502, Arusha; Tel: +255 27 2970 190/1
Arusha Airport, P.O. Box 189, Website: www.taa.go.tz, Email: arusha@airports.go.tz
Facsimile: +255 27 2975 189, Website: www.taa.go.tz, Email: arusha@airports.go.tz
Certified: ISO 9001:2015; 14001:2015 & 45001:2018



THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF NATURAL RESOURCES AND TOURISM
SERENGETI NATIONAL PARK



In reply please quote:

Ref. No: GA.149/344/01

Date 20.09.2024

The Open University of Tanzania,
P.o.box 23409,
Kinondoni,
DAR-ES SALAAM

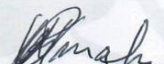
To, Postgraduate studies

REF: DATA COLLECTION FOR GREYSON AGAPITY

2. I declare that Greyson Agapity a student from Open University of Tanzania with the Registration Number Pg201986294 did data collection at our attractions as requested by him under the title: Culinary tourism experience a strategy for destination diversification in Tanzania: Evidence from Northern Tourist Circuit.

3. Data was collected from July to December 2023 under close supervision. However we are looking forward to hear for the result which will help to boost our tourism industry through culinary tourism.

4. Yours sincerely


CO I – N. Mahimbi

For: **COMMANDING OFFICER**

P.O.Box 3134, Arusha - Tanzania
Tel: +255 28 298 5651 E-mail: serengeti@tanzaniaparks.go.tz/serengeti.fort@tanzaniaparks.go.tz/serengeti.tourism@tanzaniaparks.go.tz Website: www.tanzaniaparks.go.tz

"SUSTAINABLE CONSERVATION FOR DEVELOPMENT"