

In search of an African dining experience: International visitors views on service at V&A Waterfront restaurants in Cape Town

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Abstract

Culturalism and ethnicity form integral parts of destination attractions in tourism and hospitality. The article explores the degree of African authenticity expected by international travelers from a dining experiences in restaurants located in a popular tourist hub, the Victoria and Alfred Waterfront in Cape Town. The research reveals that integrating traditional African values and standards to five star dining international standards is difficult and problematic. Consequently international diners seeking authentic African dining experience in popular tourists' hubs have been disappointed. The paper revealed that the majority 75.3% perceived the dining experience in the V&A Waterfront as just a copy of the Western countries, 19, 2% percent noted some African traits largely diluted by foreign standards and 6, 5% believed it was truly an African dining experience. The article recommends that, for commercial purposes a staged African experience be created using such strategies as manipulating the architecture, the music, interior décor, staff uniforms and anything that immediately identifies with Africa or South Africa on a more local level.

Keywords: African dining experience, African cuisine, authentic tourism, South Africa

INTRODUCTION

The relationship between dining and tourism experience cannot be overstated. Local ethnic dishes and eating habits form part of a society's culture and can be an important tourist attraction for a destination according to Au and Law (2002:828). Sukalakamala and Boyce (2007:69) assert that each culture has its own unique and distinct ways of preparing and serving food. It is the uniqueness and distinctiveness of the local host cuisine that acts as a tourist attraction to visitors (Reynolds, 1993; Jacobsen; 2000; Au and Law, 2002). The South African cuisine is well known on the international level and by virtue of being in Africa; visitors assume that the South African cuisine exhibit unique and distinctive preserved traditional characteristic

associated with its history, culture and people. If the sentiments propelled by Cusack (2000:208) are true, undoubtedly in the tourists' mind, the way food is prepared, the way the various ingredients are combined and served, forms an important element of the South African cultural identity.

Laudman, (2011) noted that the current situation in South Africa restaurant industry is quite disturbing as it relates to exhibiting cultural values and traditions because places that serve authentic South African dishes are very few in South Africa and a lot of effort is needed to locate them. Some of them are located in the townships, areas that are considered to be unsafe according to Laudman. Coetzee, (2010) noted that despite the fact that various delicious

African dishes have been recorded, only one (papa and stew) made it to the menus books of a few restaurants in South Africa. The current state in the South African cuisine offers little guarantees that visitors can experience the African dining experience on their visit to the local restaurant. The South African hospitality sector is in faces a dilemma driven by the need to provide internationally recognised quality. Kristen and Rogerson, (2002:39) argue that, the pursuit of international service standards hamper product diversification and provision of a unique African experience, which could be new opportunities in the restaurant industry of South Africa.

PURPOSE OF STUDY

The study investigates the delivery of an authentic African experience in the dining process of restaurants in the Victoria and Alfred Waterfront (V&A Waterfront) - South Africa. The aim of the research is to ascertain whether the expectations of the international visitors as regards to the African experience are met in the dining process. The paper examines the visitors' dining experience in South Africa with the ultimate aim of establishing satisfaction or the lack of it. Previous research investigating the role of dining in the total tourism experience of travellers reveal that, foodservice contributes to the overall tourism experience and that is a major determinant of the quality of a vacation experience (McIntosh, Goeldner & Ritchie, 1995; Nield, Kozak & LeGrys, 2000; Ross, 1995). International tour operators selling African packages emphasize or use more often the term African experience referring to an experience associated with preserved and unspoilt nature and culture. The African experience has become one of popular marketing terminology for operators seeking to market Africa to travelers. Such marketing terminology however generates some expectations, which in combination with other attractions should be met by the foodservice industry of the host destination. The significance of this study lies on the fact that tourists spend a large proportion of their vacation budget on dining according to Nield, Kozak and LeGrys, (2000:376) and dissatisfaction with the foodservice of a destination can ruin the overall vacation experience. The degree to which the presence or the lack of an African experience in the dining process of the V&A waterfront restaurants

affects total tourism experience is also examined.

LITERATURE REVIEW

Previous studies have revealed that a destination's culinary heritage can be an important motivator for destination choice by a tourist (Au & Law, 2000; Getz & Frisby, 1988; Rutherford & Kreck 1994) . Au and Law (2000:828) view food and the dining process as the composition of biological and social characteristics, in which the socio-cultural elements are an important attraction to many tourists. Sheldon and Fox (1988:9) noted that dinner is the most important meal for visitors and the quality of their experience during this meal time has an effect on the overall tourism experience. Sheldon and Fox (1988:9-15) however assert that the evaluation of the foodservice of a destination is culturally bound. Different cultures evaluate service in different ways (Mattila, 1999; Trompeneaars, 1997). Authenticity is defined as the quality of being real, genuine or original according to the Collins Dictionary and Thesaurus Express (2005:40). Wang (1999:349) asserts that since the introduction of the concept of authenticity sociological studies of tourist experiences and motivation by MacCannell in 1973, the application of the concept has been marred with ambiguity and confusion. Research has also revealed that defining and applying authenticity in tourism has been problematic (see Cohen, 1988).

According to Cohen (1988:374) the problem with the use of the concept of authenticity in tourism lies in the fact that it is a philosophical concept which has been introduced into social sciences without critical analysis. The application of the concept of authenticity in tourism therefore becomes relative to different scenarios. Golombo (1995:7) observed that the original usage of the concept of authenticity in tourism has since shifted, introducing an ever increasing factor along the way. Despite the increasing ambiguity and definition problems, the concept is highly used in tourism and tourism studies (Brass 2005; Brown ,1996; Chambers, 2005; Cusack, 2000; Galla,1998; Selwyn, 1996; Sharpley, 1994; Pine, 2004; Wang, 1999; Witz, Rassol & Minkley, 2001; Yeoman, Brass & Beattie, 2007). The fact that the concept of authenticity has received wide attention implies

that it is of paramount importance in the study of sociological factors modelling tourist's expectations, motivations and evaluation of tourism experiences.

Yeoman, Brass and Beattie (2007:1128) noted that there is a growing trend in tourism towards the promotion of authenticity in tourism products. According to Yeoman, Brass and Beattie (2007:1128), there is a growing desire by tourists to obtain original experiences and products that is separated from "... the impure, the virtual, the spun and the mass produced in a world seemingly full of falseness..." Witz, Rassol and Minkley (2001:277) citing the South African example, also noted that in South Africa tourism is a total package of the country's socio-cultural image and heritage. The Tswane Declaration of South Africa centres around the promotion of cultural and heritage tourism targeting the authentic tourist according to the sentiments propounded by Galla (1998:38-39). The food and beverage sector which forms an integral part of the society's culture and evidence seems to suggest that authenticity in this sector can be an important attraction to visitors (Brass, 2005; Chambers, 2005; Pine, 2004; Yeoman, Brass & Beattie, 2007).

Brief review of South African foodservice industry

The food service industry in South Africa is a billion rand industry according to results released by Statistics South Africa (StatsSA) in November 2010. Total income for food and bar sales reached R30billion by November 2010 (StatsSA Statistical Release P6420, 2010:2), representing a growth rate of 9,4% for the same period in 2009. The main contributor to the increase was food sales, contributing 8,7% and the remainder coming from bar sales according to StatsSA Statistical Release P6420 (2010:2). The growth is an indicator of an industry that is growing fast and strongly. In 2004 tourism expenditure on food was pegged at 11% of total tourism expenditure and was projected to rise to more than 20% by 2010 according to Euromonitor International (2005:2). The Euromonitor International (2005:2) indicated that trends in the food service are evolving towards tourists seeking local food outlets to taste the traditional cuisine and gain the African dining experience. The link between tourism and dining is well known (Au and Law 2002; Heung & Qu 2000; Jacobsen 2000), and the importance of

the foodservice to the South African economy is apparent (Euromonitor International, 2005; Statistics South Africa, 2010). The South African cuisine is also well known, according to available literature. In this regard, four important questions immediately cross the mind,

- (i) Is the South African cuisine authentic or fake
- (ii) Is the South African Cuisine known of its authenticity or its colourful history
- (iii) Are the tourist happy with the authenticity of the South African cuisine
- (iv) Does authenticity of the cuisine matter at all?

To answer the questions posed above, the study interrogated the definition of authenticity, the definition of African experience, the evolution of the South African cuisine and its strength in attracting visitors abroad, culminating in establishing the contribution of the South African experience to the overall tourism experience.

Authentic African cuisine – The South African context

The work of Witz, Rassol and Minkley (2001) romanticized the abundance of authentic tourism products in South Africa, but were quick to point that encounters with the original living cultures are now "hidden from the view" due to urbanisation and industrialism. The authentic South African cuisine has also been hidden from the view, with international cuisines taking over. Laudman (2010:Internet) explained that on a single street in the major cities of South Africa, one finds several Italian restaurants, a variety of Chinese Cookery, Japanese, Moroccan, French, Portuguese and Greek eateries. In the vicinity they would be a variety of international cuisines that include Korean cuisine, Brazilian, Swiss and even Vietnamese cuisine. Bordering these international eateries is a wide range of international quick service restaurants like McDonalds and KFC. Laudman (2010:Internet) made it clear in her paper that tourists looking for authentic South African cuisine have to look harder for the few restaurants that specialise in it. Witz, Rassol and Minkley (2001:278) concede that, tourists in quest of "real Africa", have to be contend with staged cultural encounters arranged in congested marketplaces of the

urban landscape. Staged cultural encounters have become to be known as staged authenticity, a term coined by MaCannell (1973). The African cuisine presented in this way is not the real thing, rather it is surrogate, covert and pirate, sold to visitors as if it were genuine. An authentic African cuisine should exhibit the preserved cultural ways in which food and drinks are prepared, using local fresh produce, native spices and served in the African utensils, in a way that conveys respect and hospitality to visitors, an attribute consistent with African traditions.

Macannell (1973:597) described the staging of cultural performances as cheating the tourists. Cohen (1988:372) explained that the tourist who does not enter the back of the destination they visit risks missing the authentic African experience. The authentic South African dish compose of papa, a stiff porridge made from maize or sorghum powder, lots of stewed meat either red met or white meat and morogo, a vegetable mixed with bitter local species. (Cotzee, 2010: Internet; Witz, Rassol and Minkley, 2001; Wikipedia; Internet viewed on 22 February 2011). The South African cuisine is heavily meat bases according to the Wikipedia online, and the local African people eat almost everything from an animal carcass. Delicious dishes are made from animal trotters,(stewed trotters), tongue (ululimi- braised tongue), liver (isibindi- fried spicy liver), offal (curried tripe) and the animal head (nhloko)- is also boiled and stewed to make a delicious dish. Other popular starch dishes that accompany the meat dishes include the 'mukonde' of the Venda (a layered porridge that resembles crepe suzettes) or 'umngqusho' (former State President Nelson Mandela's favourite Xhosa dish), or the 'amadumbe' of the Zulu.

The original South African beer is umqombothi, made from either maize, or sorghum corn, maize or sorghum malt, yeast and water. African beer is thick and forms an integral part of social gatherings and ceremonies. Mageu is the non-alcoholic version of umqhobothi, designed to cater for those that do not consume alcoholic beverages. Coetzee (2010: Internet) laments the lack of these South African dishes in the restaurants. The dishes available in the restaurants are a combination of foreign cuisines; hence the South African cuisine has come to be known as the "Rainbow Cuisine".

Development of the rainbow cuisine

South Africa boost of its rich and interesting history characterised by conflict, confrontation, reconciliation and restitution. South Africa is colloquially known as the Rainbow nation, a name derived from the multiplicity and diversity of its people and their history. The varied history of South Africa is responsible for the exciting fusion of food cultures in what became to be known the "Rainbow Cuisine" today according to Coetzee (2010:internet). The rainbow cuisine is a fusion of international dishes with local dishes and ingredients, which have their roots in the colonial history of the country.

Laudman (2010: Internet) asserts that it was the search for food that shaped modern South Africa. In 1862 Commander Jan Van Riebeeck, of the Dutch East India Company landed on the Cape (what is known today as Cape Town) in need of rest and refreshment on his voyage to Java to search for species. Compelled by both the need to have a half-way refreshment stop for its merchant ships and the huge agricultural potential of the Cape, van Riebeeck commanded the establishment of a farm on the Cape. The Company soon realised that it was easier to bring slaves from Java to work in the fields at the Cape as the local Khoi and San people were tough and resistant to occupation. The Malay slaves from Java brought their cuisine, perhaps the best-known of all South African cooking styles. Malay women were excellent cooks, and passed their culinary expertise on to their daughters. They however had to modify some of their original dishes at the Cape to suit local ingredients like for example, the biting chilies flavor in Malay boobotie dishes was replaced by mild local ingredients like lemon leaves, almonds and dried almonds to create what is now known as the Cape Malay boobotie.

The French Huguenots fleeing from religious persecution in France found refugee in the Berg Valley soon after the arrival of the Dutch. The French introduced the French cuisine and the wining culture to the Cape. In a similar fashion to the Dutch, and the Malay slaves, the French Huguenots had to modify their dishes to suit local available ingredients. The French Huguenots managed to establish better relations with the native people than the Dutch, in which the balance of power with the natives favored them. The imbalance in power means that the local African people adopted the French cuisine

at a faster rate than the foreigners learned about the local cuisine.

Settler farmers in Natal struck a deal with the Indians in 1860, in which Indian labour was hired on a contract basis to help in the sugar cane plantations. Indian cuisine was introduced in Natal. The Indian cuisine comprised of hot dishes, carefully mixed strong spices, chillies, rice, dahl, lentils and dried fish. British imperialists looking for land, trade routes and gold later joined in the scramble for the Cape and brought British customs and cuisine with them. The British were ambitious and aggressive in their conduct and their influence changed the lives of the local people, their eating habits and their cuisine to a great extent. German immigrants also established their presence in South Africa as the scramble for Africa continued and brought their own customs and cuisine to South Africa.

The native South African cuisine was bombarded by various European and eastern influences but the natives managed to maintain their local rich cuisine comprised of meat, roots, wild greens, protein rich insects like locusts and termites, berries, maize sorghum and millet. The frequency at which the native dishes were prepared and eaten in the African family declined as colonization, urbanization and now globalization took over. Today the resultant kaleidoscope - the famous "rainbow" – does not only apply to the multiplicity and diversity of the people but the food too, as the South African cuisine is a product of the fusion of a variety of international cuisines.

PROBLEM INVESTIGATED

The South African foodservice industry lacks a national cuisine and what is immediately available is far from being authentic due to joint influence of colonisation, commodisation of tourism experiences and now globalisation and yet it is expected to satisfy the needs of visitors seeking an authentic African dining experience. Evidence from previous research, (Future Foundation and Visit Scotland, 2005; Pine, 2004; Pine, Pine II & Gillmore, 1999) reveals that there is a growing trend of the need of authenticity in tourism products and experiences. Authenticity therefore should also traverse across the food service industry of South Africa, in form of ethnic dishes in a traditional national cuisine and this is what is currently lacking. The international authentic

tourist has to look deeper and harder for authentic African dining experiences where as popular tourist hubs are all congested by replica European style restaurants. The Scottish government has got plans to increase tourist's arrival by 50% by 2015 basing on making its products and experiences authentic according to Yeoman, Brass and Beattie (2007). The Scottish government is in recognition of what Goldberg (1983:486) warned, that even though the majority of tourists in the 1980s seemed not searching for an "authentic" experiences in any ethnographic sense, "...neither were they satisfied with a mere rehearsed cultural performance". Rather, tourists indeed appear to seek authenticity in varying degrees of intensity, depending on the degree of their alienation from modernity. The paper argues that restricting the authentic African dishes to townships and rural areas without popularizing them in tourists hubs and shopping malls in urban centre's is both short-sightedness and un-strategic for the foodservice industry.

STUDY METHODOLOGY

The survey method was utilised to collect data from the respondents in the V&A Waterfront. The survey utilised self administered close ended questionnaires to collect data. The target research population were tourists randomly selected in the V&A Waterfront after their meal experience. The researcher targeted tourists just leaving the restaurant. The purposive sampling technique was used to select interviewees. According to Trochim, (2006), purposive sampling technique refers to sampling with a purpose in mind, usually having one or more specific predefined groups we are seeking. Image profiling and a few filtering questions in the opening conversation before the interview could proceed were necessary to determine whether the subject was an international tourist. Satisfaction is best measured using the, 'gap theory, that was postulated by Parasuraman, Zeithmal and Berry in 1985. The theory measures the difference between tourists' expectations about performance of a restaurant service and their assessment of the actual performance of the service.

The instrument, research population and the process

The questionnaire was a self administered questionnaire comprising of closed ended multiple choice questions. The questionnaire

used in the study comprised of two sections. The first section interrogates what the international tourist expect in an African dining experience in South Africa as it relates to authenticity. The second section comprised the overall evaluation of the authenticity of the international tourist dining experience. The perceptions are measured by a set of matching statements to assess the authenticity of the restaurant services. A 5-point Likert scale; ranging from strongly agree to strongly disagree was used. The limitations of a Likert scale are; firstly, respondents tend to avoid extreme responses on the scale provided on the questionnaire, a phenomenon known as central tendency bias. Secondly interviewees also tend to readily agree with statements as presented on the questionnaire, a phenomenon called acquiescence bias.

The 5 point Likert scale with its balanced keys reduced acquiescence bias since acquiescence on positively keyed items will balance acquiescence on negatively keyed factors. The explanation of questions and purpose of the research to subjects was aimed at reducing central tendency. Permission to contact the research was attained from the V&A Waterfront security department and the consent of various restaurant managers was sought before opening conversations with the subjects. The researcher was readily available to assist the interviewee in cases where they needed further explanation or clarification on the questions. The spatial distribution of the restaurants was considered and six tourists per restaurant were chosen out of the 50 restaurants that were used for the study. The sample size of the study was therefore 300 respondents.

The study selected restaurants ranging from casual dining to fine dining and quick service restaurants were omitted from the research for the reason that they do not offer ample conditions for a meal experience. The speed of service, the packaging of food and the whole set up of quick service restaurants did not fit the frame of the required restaurants for this research. The study also used an age limit criteria of 18 years and above for the purpose of the quality of the responses and avoiding the procedures that are needed to deal with minor subjects. The research had equal quota of male to female for the purpose of attaining results that are free from gender bias. After obtaining

consent from restaurant managers in the vicinity of operation, researcher approached tourists after their dining experience and solicited for their cooperation in answering the questions on the questionnaire. The technique meant that all questionnaires were filled, a response rate of 100% and were immediately collected on completion. Data was statistically processed in SPSS version 16 program. Subjects were randomly selected outside 50 restaurants of the V&A Waterfront. After ascertaining whether the targeted interviewee was indeed an international tourist the study used 300 subjects. The first 150 subjects were used as the primary scale development sample and the other half was used to cross validate the findings.

RESULTS

The study surveyed 150 males and 150 female international visitors, a ratio of 1:1 to obviate gender bias. The study revealed that 82% of visitors who come to South Africa would like to experience the authentic African cuisine and 18% do not wary about experiencing the authentic African cuisine. The study also revealed that the majority 75.3% perceive the dining experience in the V&A Waterfront as just a copy of the Western countries, 19,2% percent noted some African quest largely diluted by foreign standards and 6,5% believed it was truly an African dining experience.

The mean and SD of tourists expectation of authentic cuisine on a South African vacation are presented in Table 1. A mean of 6.0 indicates that 60% of international tourists consider foodservice an important factor in choosing a destination. Most international tourist has a quest to experience the African cuisine as indicated by a mean of 8.41. A mean of 7.1 also show that most tourist have heard about the African cuisine prior to visiting. The results indicate that tourist expect to find native restaurants, with native service in popular tourist centers as shown by high mean of 7.01 and 8.02 respectively. Items 7,8,11, 12, 16 and 17 have a mean over 7.0 which suggest that international tourists indeed seek and search for authenticity in their dining experiences abroad. Refer to Table 1, hereunder which reflects these results;

See Table 1

The composition of native to foreign dishes on the menu of restaurant seems not to be very important as suggested by a mean of 5.9 on item 6. Most subjects interviewed did not agree with the statement in Item 10, indicating that tourists are not attracted by fusion cuisine but rather by authentic cuisine. Contrary to popular belief, the study revealed that international tourists are not comfortable to dine in restaurants predominantly hosting native diners, as indicated by a mean of 4.40 on Item 14. Equally unimportant to the tourists is authenticity of the service, as suggested by the indifference indicated by the mean of 5.8 and 5.84 in Item 13 and 15 respectively. This suggests that authentic food seem more important than authentic service to the international tourist.

Perceptions on the authenticity of restaurants in the V&A Waterfront

The Mean and SD results of the perceptions of the international tourists on the authenticity of the restaurant in the V&A Waterfront are shown in Table 2. A mean of 6.02 indicates that the majority of international tourists considered food and wine factors before choosing South Africa as a destination. While the majority (mean 7.04) as suggested by a mean of 7.04 have heard of the authentic South African cuisine only a few did experience it as indicated by a mean of 3.4 in item 2. The subjects did not agree with the statement that most restaurants in the V&A waterfront were native as indicated by a mean of 2.60. A mean of 4.2 in item 5 suggests that the welcome, service and farewell were not authentic. The menu consisted of more foreign dishes as indicated by a mean of 2.10 and more than 90% of the menus were not written in the native languages, as indicated by a low mean of 1.08. Neither was authentic the utensils used (1.02). The results, a mean score of 6.0, suggest that the international tourist perceive the interior decorations to be South African, the cuisine to be a fusion (6.8) and that the service personnel were native South Africans. Mixed results on the use of local music and beverages were obtained, with a mean of 5.07, and slightly more than 50% the subjects interviewed acknowledged that the food was more authentic than the service. The subjects also revealed that they dined more with other foreigners than natives (1.92). Despite the service being authentic (3.84) and the dining experience being disappointing in terms of authenticity, still the

majority (6.0) felt that they learnt new flavours from the dishes provided. Refer to Table 2, hereunder which reflects these results;

See Table 2

CONCLUSIONS

The study indicated that international visitors seek authenticity in the restaurants they visit in South Africa. The Africaness of a restaurant or the lack of it, indeed has an impact on the tourism experience of an international visitor. I their search for an authentic African cuisine experience, tourist do not however apply a strict criteria on which they assess the Africaness of the restaurant. The food and the interior décor played important roles in the evaluation process. The study revealed that while most international tourist perceived the South African cuisine to be authentic, the majority learnt something new about it in that situation. The fact that international tourist learnt something new about the authentic south African cuisine, in an environment where authenticity is rare bear testimony to the fact that indeed tourists actively search for authentic experiences in the foodservice industry of the countries they visit, sentiments that are supported by Sukalakamalama and Boyce (2007).

The results also reveal that most of the V&A Waterfront's restaurants are not authentic, and do not stage authenticity, consequently international tourist' needs for an African experience is not met. The findings revealed that the South African cuisine is known more of its diversity and variety rather than its authenticity, hence the term rainbow cuisine that was mentioned in literature review. This implies that variety of cuisines is an equally important factor in destination choice and rather plays a moderating role to the disappointment of the tourists with the lack of authenticity in the restaurant of the V&A Waterfront.

RECOMMENDATIONS

The implications derived from the findings are important to the tourism industry of South Africa. Firstly the findings imply that; international visitors seek authentic African cuisine in South Africa in varying degrees. Tourist do not strictly and consciously search for these authenticity of

the South African cuisine but the lack of it has a negative influence on their satisfaction of a truly African experience. Secondly; it also appears from the findings that most tourists do not apply strict criteria when assessing the authenticity of restaurants in Africa. Interior decorations and ethnic dishes are important elements that can influence the whole assessment of a dining experience as it relates to its Africanness or the lack of it. The combination of manipulating the interior decorations to create an environment in the restaurant and offering a variety of ethnic dishes of cultural and historical significance to South Africa currently is enough for the cuisine to be regarded as ethnic. While the staged African cuisine does not appease the strict authentic tourist, fortunately the findings reveal that this niche market is still insignificant. The situation in the V&A Waterfront can be taken as an opportunity for improvement and diversification of the tourism product package by adding cultural and traditional South African elements in the restaurants.

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Table 1: Mean and SD of tourists expectation of authentic cuisine of African vacation (n=300)

Item	Mean	SD
1. Food and wine are important considerations when I am choosing a destination	6.0	3.46
2. I want to experience the authentic dining experience of Africa when I visit restaurant	8.41	2.62
3. I have heard about the African dining experience well before I visited	7.04	2.82
4. I expect restaurants in tourist centers to serve authentic native meals	7.01	2.10
5. I expect the welcome, service and farewell to be in the African way	8.20	2.90
6. I would like the menu to consist with more native dishes than foreign	5.90	2.92
7. I expect the menu to be written in the native language with English translations.	7.20	4.44
8. I would want to dine in a restaurant with ethnic interior decorations	8.0	2.42
9. I expect to use original traditional utensils (e.g. Hands, chopsticks, wooden plates, calabash) when I visit a restaurant in Africa	6.0	3.75
10. I feel more comfortable dining out on blended cuisine like Asian fusion than authentic cuisine.	4.60	3.38

11. I expect local music and beverages to be part of my dining experience	8.09	3.42
12. I expect to be served by natives in ethnic restaurants	8.0	4.48
13. I am concerned more with the authentic food than authentic service	5.8	3.94
14. I like to go to restaurants where natives of that cuisine eat.	4.40	1.91
15. I often find it disappointing to get an inauthentic service.	5.84	5.98
16. I expect to learn new flavors from my dining experience in the V&A waterfront	8.0	1.71
17. I expect dining experiences to be great and add to my overall tourism experience	8.82	2.49

SD, standard deviation
Scale: 1 (strongly disagree) to 5 (strongly disagree)

Table 2: Mean and SD of the perceptions of international visitors on the authenticity of restaurant in the V&A Waterfront based on their experience.

Item	Mean	SD
1. Food and wine were important considerations when I chose to visit South Africa	6.02	3.66
2. I did experience the authentic South African cuisine	3.4	2.61
3. I have heard about the South African cuisine well before I visited	7.04	2.72
4. Most restaurants in this center had native dishes	2.60	2.11

5. The welcome, service and farewell was done in a South African way	4.20	2.903102
6. The menu consisted of more native dishes than foreign	2.10	2.920274
7. The menu was written in the native language with English translations.	1.08	4.43
8. The interior decorations were South African	6.0	2.52
9. The utensils used were traditional and South African	1.02	3.75
10. The cuisine was a fusion cuisine	6.8	3.36
11. Local music and beverages accompanied the food	5.07	3.42
12. The service personnel were all natives	8.0	4.41
13. The food was more authentic than the service	5.8	3.94
14. I dined with more natives than foreigners in the restaurant/s of the Waterfront	1.92	1.99
15. The service provided an authentic African dining experience	3.84	4.02
16. I learnt new flavors from the native dishes provided in the V&A Waterfront.	6.0	1.72
17. I was pleased with the authenticity of the South African cuisine.	3.80	7.60

SD, standard deviation

Scale: 1 (strongly disagree) to 5 (strongly disagree)