African Journal of Hospitality, Tourism and Leisure 2025, Vol. 14 No. 4 pp. 830-838
ISSN: 2223-814X

Gastronomy and Urban Destination Development in Zimbabwe: The Case of Bulawayo

Whispiss Abigail NYONI
Department of Accounting and Finance, Faculty of Commerce, Lupane State University
whispissnyoni00@gmail.com

Ngoni C. SHERENI
School of Tourism and Hospitality, College of Business and Economics, University of Johannesburg, Email, ncshereni@gmail.com

Jayne M. ROGERSON
School of Tourism and Hospitality, College of Business and Economics, University of Johannesburg, Email, jayner@uj.ac.za

Abstract

Gastronomy and urban tourism in sub-Saharan Africa provide the context for this paper. The study aims to assess the impact of gastronomy on the development of urban tourism destinations in Zimbabwe. The city of Bulawayo is the geographical focus. A qualitative research approach was adopted to gain an in-depth understanding of the issues under study. Semi-structured interviews were carried out with twenty-seven purposively sampled participants, including managers, chefs, and food service employees in the hospitality sector. Interview data was analyzed using thematic analysis. The results reveal local awareness that gastronomy can positively influence destination competitiveness and the urban tourism local economy. Nevertheless, the findings underscore the undeveloped current state of gastronomic tourism in Bulawayo, with a number of challenges and constraints to its expansion. Arguably, the most significant constraints surround the weak state of the national economy in Zimbabwe and of local infrastructure. Overall, this study contributes to a growing scholarship and debate concerning the role of gastronomy and urban tourism in sub-Saharan Africa.

Keywords: Gastronomy tourism; urban tourism; destination development; cultural heritage; Global South; Zimbabwe

How to cite this article: Nyoni, W.A., Shereni, N.C. & Rogerson, J.M. (2025). Gastronomy and Urban Destination Development in Zimbabwe: The Case of Bulawayo. African Journal of Hospitality, Tourism and Leisure, 14(4):830-838. DOI: https://doi.org/10.46222/ajhtl.19770720.667

Introduction

Niche tourism is a special branch of the travel and tourism sector that concentrates on the interests and tastes of specific tourism segments (Novelli, 2005; Ali-Knight, 2010; Novelli, 2018, 2022; Novelli et al., 2022; Kamyabi & Uzor, 2025). In recent years, much attention has centred on the potential of building competitive niche forms of tourism for driving the growth of urban tourism destinations (Ali-Knight, 2010; Rogerson & Rogerson, 2021a; Novelli et al., 2022). Although the leading focus of academic attention has been upon cities in the Global North, Rogerson and Rogerson (2021b) document the vital role of niche forms of tourism in the development of urban tourism destinations across much of the Global South. In the context of urban sub-Saharan Africa, it is observed that the potential of niche forms of tourism has been acknowledged across the entire settlement hierarchy, from large urban centres to secondary cities and small towns (Donaldson, 2018, 2021; Rogerson & Rogerson, 2021c). Among the array of different tourism niches that have been applied to expand flows of tourists towards various African urban destinations are adventure, volunteering, craft beer, creativity, culture and heritage, astro-tourism, sport, and gastronomy (Rogerson & Slater, 2014; Drummond et al., 2021; Rogerson & Rogerson, 2021a, b and c, 2024). Arguably, food has progressively emerged as a valued asset for international urban tourism development (Everett, 2016; Lunchaprasith, 2017). The nexus of food and tourism, however, has always been a valuable segment in the real worlds of hospitality, tourism development and destination marketing. The international record is that gastronomy has been a significant attribute in the progress of niche travel and niche destinations; for certain urban tourism segments, it can be a vital pull factor (Chand et al., 2007; Rogerson & Rogerson, 2021b). In the view of Berno & Fusté-Forné (2022: 371), gastronomy in tourism offers "an experience of participating in another culture and of relationships with people and places with a strong sense of their own identity; it presents the opportunity for tourists to discover other cultures through their food". Among several factors that have spurred the global rise in importance of gastronomic tourism are the emergence of food as a niche tourism interest as evidenced by the growth of food blogs, celebrity chefs, and food stylists; the popularity of cookery books and food magazines; and, the burst of cooking shows on television and social media channels (Henderson, 2011; Lunchaprasith, 2017; du Albuquerque Meneguel et al., 2019).

This article contributes to international scholarship on niche tourism in the urban Global South. In urban destinations of the Global South, gastronomy is a form of special interest tourism with tourists participating in food activities, including visits to food markets, local restaurants, food streets or learning to cook a local cuisine (Jiotsna & Poorna, 2024; Rittichainuwat, 2025; Sheoran, 2025). The specific aim in this paper is to direct attention to the challenges and potential of gastronomy in the development of African urban tourism destinations. It will be shown that questions around the role and potential of gastronomy in urban tourism in Africa have attracted so far only a relatively small literature, most of which is focused on South Africa. The novel contribution of this research paper, therefore, is that its geographical focus is the urban centre of Bulawayo, Zimbabwe's second largest city. The study is structured into three further sections of discussion. The literature review provides the context of research around gastronomic tourism and in particular, examines the current material concerning gastronomy and urban tourism development in sub-Saharan Africa. The context of the development of Bulawayo and its tourism assets are discussed as the setting for the research. A brief discussion on methodology follows. The results section offers an analysis of 27 semi-

structured interviews, which were conducted with purposively selected stakeholders operating in the city's hospitality sector. The analysis centres upon the status, potential and challenges of gastronomy as a niche form of tourism in the setting of urban sub-Saharan Africa.

Literature review

Gastronomy has become one of the main reasons motivating tourists to travel (Hjalager, 2010). According to Bale & Lebe (2025), gastronomy tourism involves new tastes, flavours, textures, culinary customs, food heritage as well as unique and authentic experiences. Over the past two decades, whilst no standard definition has been accepted, a variety of terms have been applied to capture such experiences, including culinary tourism, food tourism, as well as gastronomy tourism (Sio et al., 2024). Everett (2016) stresses that gastronomic tourism attracts travellers who are searching for authentic cultural experiences through the medium of food. The literature establishes that tourists spend significantly on dining experiences during a vacation (Kuhn et al., 2024). One subgroup is niche food tourists who prioritise what Garibadi & Pozzi (2025) term 'passion products' such as wine, craft beer, olive oil or cheese and choose destinations and experiences accordingly. Another subgroup in gastronomic tourism, as identified by Balderas-Cejudo et al. (2019), is 'senior foodies' or older adults with an interest in gastronomy. Gastronomy tourism involves visitation to primary and secondary food and drink producers, food fairs, food festivals, cooking shows and farmers' markets, among other food-related events (Kokkranikal & Carabelli, 2024). It provides added value to a destination and contributes significantly to destination competitiveness. Unquestionably, food and culinary culture are important aspects of cultural heritage because they reveal community identity, lifestyle, and eating habits. Indeed, gastronomy is critical in creating a sense of place by showcasing local ingredients, culinary traditions, and regional history. Arguably, in the context of tourism, gastronomy has always been part of the tourist experience, albeit its importance as a key component for destination competitiveness has only been recognised in recent decades (Kokkranikal & Carabelli, 2024; Sio et al., 2024). Gastronomy helps to differentiate a destination from others and specifically to attract visitors who are interested in experiencing the local culture and food. Linking tourism with gastronomy brings a new dimension of sustainability to a locality (Everett, 2019). Indeed, Wondirad et al. (2021) document that gastronomic tourism can solidify the local tourism value chain and in so doing to boost the local multiplier impacts of tourism. As a consequence, many destinations globally are now including gastronomy tourism as a key selling point for their tourism product. Further, destination marketing organizations are incorporating gastronomy in tourism packages in order to enhance the opportunities for tourists' enjoyment and to entice food tourists who wish to experience the gastronomic culture of the places visited (Sio et al., 2024).

The rise of food culture and food tourism as a whole is one of the factors which is contributing to the competitiveness of gastronomy tourism. Urban areas often have a mix of different cultures and populations, which results in a fusion of culinary traditions and flavours. Such differences create a wealth of gastronomic opportunities that attract visitors looking for unique and innovative food experiences. In many urban places – large centres as well as small towns - therefore, gastronomy tourism has become an increasingly competitive form of niche tourism (Rogerson & Rogerson, 2021d). This is mainly because urban landscapes can offer a vibrant culinary scene with a diverse range of restaurants, food markets, and street food options, attracting tourists who are interested in exploring local cuisines and culinary traditions. The existence of well-developed transportation networks can connect tourists with multiple culinary offerings, allowing them to experience a variety of flavours and cultures (Lee & Chang, 2017). This accessibility, combined with the concentration of dining options, allows visitors to explore multiple food establishments and culinary experiences. Arguably, the phenomenon of gastronomic tourism is a sub-set of creative tourism, which is popular across many destinations and is considered a cultural resource as it represents food-related heritage in terms of the application of distinctive local ingredients and/or use of traditional recipes (Kuhn et al., 2024). Indeed, gastronomy has become an integral part of the creative city concept (Hall & Sharples, 2004; Rogerson & Rogerson, 2021d). It includes not only the preparation and consumption of food but also the entire culinary experience, including the cultural, social, and economic aspects. Gastronomy is deeply established in local culture, heritage and traditions. It can reflect the unique identity and heritage of a city or region through its traditional dishes, culinary techniques, and local ingredients (Sharples, 2008). By promoting local gastronomy, localities can preserve and showcase their local cultural heritage, providing a sense of authenticity and place. Such development differentiates cities from one another and attracts tourists in search of an immersive and original cultural experience. Cities that invest in their gastronomic assets, such as local food markets, food festivals, and fine dining establishments, can attract food tourists, boost visitor numbers, and generate economic growth through increased spending in the local economy (Long, 2004). Over the years, the niche of gastronomy tourism has evolved beyond the table setting and now includes all dimensions of a destination's food value chain, including food processing firms, the tourism and hospitality sector, the retail sector, the commerce sector and the knowledge sector. Although several urban areas with a vibrant gastronomic culture have become attractive tourist destinations, such places are not, however, homogeneous rather, they often have specific dining rituals and etiquette reflecting local cultural values and traditions (Kincaid & Platts, 2024). The inclusion of local communities is viewed as critical for the successful establishment of gastronomy tourism, as they, in most cases, play a central role in the development of local cuisines. Practices, such as farm-to-table concept, support for local farmers and producers, the use of locally sourced ingredients, and promoting local cuisine, can attract visitors who value eco-friendly and socially responsible culinary experiences (Everett, 2019).

Government policies on skills development help to enhance the knowledge of the local workforce, improve the quality of culinary offerings, and promote professional development opportunities in the gastronomy sector. In particular, through providing (and maintaining) the necessary infrastructure, governments create spaces where locals and tourists can engage with food culture and enjoy culinary experiences (Richards, 2002). The development of gastronomy tourism in Global South

destinations hinges on several key success factors. Marketing and promotion play a critical role in attracting gastronomy tourists. This can be done through developing promotional materials, organizing events, and partnerships with travel and culinary organizations (Kivela & Crotts, 2006). Technological platforms such as social media and food-focused websites can also be used to promote local cuisine, as well as to provide information about restaurants and other gastronomic attractions (Richards, 2002). Overall, it is argued that gastronomic tourism has evolved and expanded from a niche interest to a powerful force in the contemporary landscape of global tourism (Sheoran, 2025). Nevertheless, it is only relatively recently that there has been an acceptance of gastronomic tourism as an academic sphere of interest (Everett, 2016; Balderas-Cejudo et al., 2019). Long (2025) maintains that scholarly writings on gastronomic tourism emerged and later consolidated from paradigm shifts in how people thought both about food and tourism and that these shifts allowed for food to become the subject of 'touristic imaginations'. The burst of conceptual and empirical scholarship around gastronomic tourism is tracked within several recent systematic surveys of international literature, which have been undertaken (Everett, 2019; Jiotsna & Poorna, 2024; Kuhn et al., 2024; Sio et al., 2024; Muharis et al., 2025). Park & Kim (2025) offer a state of the art review of past and current international food tourism scholarship and highlight how the nature of such research has evolved and progressed.

In sub-Saharan Africa, culinary arts and traditions are attracting increasing interest from tourism scholars as an asset base for gastronomy. Woyo (2025) argues that African culinary arts enjoy a rich heritage which is anchored in diverse cultures, traditions and sustainable practices. A growing literature across different African countries is beginning to highlight this potential for gastronomic tourism in urban destinations. For example, in Ghana's Cape Coast, the potential for the promotion of local food to be part of the appeal of this coastal destination has been analyzed (Yeboah & Ashie, 2024). In Kenya, opportunities for gastronomic tourism linked to distinct food identities have come under scrutiny by Ondieki et al. (2017) and Ondieki (2025). The role of local traditional products in developing the hospitality sector of Nakuru is the focus for Zocchi and Fontefrancesco (2020). In a further Kenya study, Wekesa (2014) explores the prospects of positioning the local coastal culinary scene as a base for gastronomic identity and attracting tourism. In research conducted in coastal Tanzania, Katikiro & Michael (2025) highlight that whilst seafood cuisine is deeply embedded in local traditions, it is untapped for tourism because of limited culinary awareness among local communities, weak institutional support, and international culinary dominance of the hospitality sector. Drawing upon the experience of Amhara National Regional State in Ethiopia, Wondirod et al. (2021) stress that gastronomic tourism can be a medium for integrating local culture and agriculture to portray a positive destination image. Across the region of sub-Saharan Africa, the largest amount of current writings concerning gastronomic tourism relates to South Africa. Du Rand et al. (2016) contend that the Karoo region of South Africa provides evidence of a culinary resource base and an established local food identity. Coughlan & Hattingh (2020) sought to identify a food identity for the Free State as one of South Africa's least visited spaces. In the context of urban tourism, the contributions by Singh & Bhoola (2016, 2018) investigated the potential for culinary fare to strengthen the tourism asset base of the coastal city of Durban. In a further study, these authors examined the potential of local seafood to be a particular focus of Durban cuisine and most especially for Chinese tourists (Bhoola & Singh, 2018). In South Africa's major metropolitan centre, Naicker & Rogerson (2017) pinpointed the growth of food markets as a new leisure phenomenon in Johannesburg and part of an incipient gastronomic tourism. Finally, within sub-Saharan Africa, the special place of the Overstrand in Western Cape Province must be highlighted. As is documented by Rogerson & Rogerson (2021d) and Rogerson (2023), the coastal area of the Overstrand (with its hub the town of Hermanus) was designated by UNESCO in 2019 as Africa's first creative city of gastronomy.

Study setting and methodology

Zimbabwe offers a useful context for researching gastronomic tourism as the country has been actively involved in promoting gastronomy tourism. National initiatives include the hosting of the first United Nations Tourism Regional Forum on gastronomy tourism for Africa during July 2024. In terms of the national urban settlement system, Zimbabwe has a number of major cities that service the entire country. Bulawayo is a main site of modernity and urbanity in Zimbabwe, alongside that of Harare, the national capital (Dube, 2024). The social historian Terence Ranger (2010) argues that the settler town of 'modern Bulawayo' originated as a collection of wattle and daub huts in 1893. Historically, Bulawayo assumed a central role in the British imperial project, with settlers attracted initially by the prospects of the Matabeleland goldfields. In 1897, the railway link arrived such that it made Bulawayo "an important cog in Cecil John Rhodes' Cape to Cairo railway" (Dube, 2024: 8). Bulawayo assumed the role of gateway to Rhodesia and was positioned as a critical logistical hub in the railway network of Southern Africa. Among others, Msindo (2007) points out that employment in Bulawayo was boosted by its hosting the headquarters of Rhodesian Railways. Although settlement in the area dates back to pre-colonial times, Bulawayo was declared a town only in 1894 and attained city status in 1943 (Moyo, 2023). Bulawayo enjoyed not only access to rail links long before Salisbury but also to public electricity in 1897, as compared to 1913 for Salisbury. The planned development of the city of Bulawayo was directed according to the dictates of the Empire city planners, with a designated parkland surrounding the town. Of colonial planning, Dube (2024: 13) reflects that whilst the whole country was colonized by Britain, "no other Rhodesian city was deliberately moulded into Britishness in the same way Bulawayo was". By the 1930s, the city's built environment with wide streets was commanding positive commentaries from early tourists as well as distinguished visitors to the city (Dube, 2024).

Bulawayo is the regional capital of what in the national space economy is the marginalized Matabeleland region of Zimbabwe (Musemwa, 2006; Dube, 2017). Regional marginalization and neglect is one aspect of what some scholars term the 'Matabeleland Question' (Ndlovu-Gatsheni, 2013; Moyo, 2024). For much of the post-colonial period, Bulawayo has been Zimbabwe's politically 'dissident city' (Musemwa, 2006). It "has experienced politically-motivated or 'man-made' massive deindustrialization and economic decay since the early 1980s" (Dube & Gumbo, 2022: 41). One exacerbating factor of the

collapse of local industry was perennial water shortages that regularly impact the city of Bulawayo (Musemwa, 2006; Mpofu, 2010). Economic collapse and worsening unemployment prospects in the city caused many local residents to enter the informal economy as a source of livelihood (Bob, 2019). The 'hustle economy' is observed as a major sphere of employment and informal livelihoods for young graduates in Bulawayo (Chipangura, 2024). Population estimates for contemporary Bulawayo are contested, with official census figures at around 650 000 whilst Bulawayo City Council puts the population at close to 1 million (Moyo, 2023; Ngwenya & Moyo, 2024). The city is strategically located as a link to other Southern African countries, most importantly South Africa, Botswana and Zambia. Bulawayo hosts a wide range of economic activities, manufacturing and service-based and both formal and informal in their operations. According to Ngwenya & Moyo (2024), the city is "characterised by an industrial hub (formal and informal economic activities), cultural hub, service-based activities and residential area". Precise data is unavailable, but it is acknowledged that the majority of citizens of the city are communities whose everyday lives and existence are in the informal economy (Zikhali, 2017; Ngwenya & Moyo, 2024). As with other urban centres in Zimbabwe since 1991, the imprint of informalization has been evident in the urban economy of Bulawayo and the livelihoods of its population, especially following the national adoption of the Economic Structural Adjustment Programme and other economic reform measures (Mpofu, 2012; Moyo, 2018; Moyo & Gumbo, 2021). Indeed, Moyo (2018: 300) writes of "the stratospheric rise of the informal sector in Bulawayo" over the past 25 years, which has accompanied economic downturn and de-industrialisation.

Unemployment challenges associated with the hollowing out of the formal economy lend new policy significance to the economic and job-creation potential of sectors such as tourism and hospitality. The second city of Zimbabwe was described in promotional literature as follows "Bulawayo is an ideal destination for culture, history, archaeology, nature and cuisine tourists" (Matura & Mapira, 2018: 135). It was recorded that "Bulawayo is arguably one of Africa's most attractive cities with its combination of Victorian architecture and striking purple flowered jacaranda trees, which gives the city a unique ambience" (Matura & Mapira, 2018: 134). This said, it is documented by Muleya (2021) that the state of public parks in Bulawayo for leisure purposes has deteriorated considerably and is worse now than in the pre-independence era. According to data from the official Zimbabwe Visitor Exit Survey, the largest share of visitors to Bulawayo were for purposes of visiting friends and relatives (63.7%), business, including MICE (11.9%), leisure (10.2 %) and religion (8.4%). Not included in the official data on business travel would be the mobility of informal business tourists, which is known to be extensive in Zimbabwe (Makoni et al., 2023a/b; Makoni & Rogerson, 2024). Moyo (2017) documents that there exist substantial flows of informal cross-border traders traveling between Botswana and Zimbabwe through the Ramokwebana border post, which integrates traders across the interface between Francistown, Plumtree and Bulawayo. For leisure visits, Bulawayo represents a cultural hub of Zimbabwe as its tourism assets involve many cultural tourism attractions (Moyo, 2016; Tichaawa & Moyo, 2019). Indeed, Matura and Mapira (2018: 134) contend that Bulawayo "is the hub of history, culture and heritage" and "the best place to visit and appreciate the country's heritage" (Matura & Mapira, 2018: 134). It has been stated that Bulawayo "is home to important cultural and heritage sites including Old Bulawayo, the first capital that was constructed by the famous king Lobengula" (Woyo & Woyo, 2019: 78). As observed by Makuvaza and Burrett (2011: 189), the 'royal capital' of Old Bulawayo is "one of the leading cultural heritage sites associated with the pre-colonial Ndebele Kingdom". Other attractions include the National Art Gallery, the Museum of National History, the Amakhosi Cultural Centre, and the Mzilikazi Art and Craft Centre (Moyo, 2016). Further tourism assets are the Matobo National Park (a UNESCO World Heritage Site) and the Chipangali Wildlife Orphanage Centre (Moyo, 2016; Tichaawa & Moyo, 2019). The Matobo Hills, located in the Matopos National Park, are a site of spiritual significance for both the Shona and Ndebele-speaking communities, who both conducted rainmaking ceremonies in the hills (Manwa, 2007). This area also has colonial heritage of significance with the burial site of Cecil Rhodes. Another attraction for visitors in Bulawayo surrounds is the grave of Mzilikazi, who is styled as the first leader of the Ndebele people (Woyo & Woyo, 2019). As a whole, the most notable tourism attractions in the city surrounds are Khami Ruins, a national monument as well as the Matobo National Park (Matura & Mapira, 2018). The latter, an hour's drive from the Bulawayo CBD, is Zimbabwe's oldest national park, having been established in 1926 by Cecil Rhodes. It was given UNESCO World Heritage Status in 1986.

The study is thus contextualized to Bulawayo, the second biggest city in Zimbabwe, located in the south-western part of the country. Bulawayo has a rich cultural heritage and diverse culinary landscape that could potentially be leveraged to improve its competitiveness as an urban tourism destination. Bulawayo's gastronomy is heavily influenced by its history as a major centre of indigenous Ndebele culture, as well as its colonial legacy and more recent diversification through migration and globalization. Traditional dishes like *isitshwala, umxhanxha and ibhobola* co-exist with influences from European, Asian and other African cuisines (Mpofu, 2009). This blend of culinary traditions represents a unique selling point that offers a basis for differentiating Bulawayo from other Zimbabwean and Southern African food destinations (cf du Rand et al., 2016; Rogerson & Rogerson, 2021d). In terms of research design, a qualitative research approach was used to explore the influence of gastronomy in enhancing urban destination development. Qualitative research is well-suited for this study as it allows for a better understanding of the contextual factors and subjective experiences that shape the intersection of gastronomy and destination development. Creswell (2013) argues that qualitative research helps researchers understand how participants within a certain setting perceive and address certain issues. Twenty-seven purposively sampled participants comprising restaurant managers, chefs, food service employees and owners in the hospitality sector were selected to participate in this study (Table 1). Semi-structured interviews guided by an interview guide were conducted with the selected participants. The interviews, which lasted between 20 to 30 minutes, sought to ascertain how gastronomy can influence the competitiveness of urban destinations. The proceedings were audio-recorded with the permission of the participants.

Table 1. Characteristics of respondents

Interview code	Age range	Position
Interview 1	30-35	Manager/Supervisor
Interview 2	25-30	Manager
Interview 3	30 -35	Branch manager
Interview 4	20-25	Waitress
Interview 5	25-30	Restaurant Supervisor
Interview 6	25-30	Manager
Interview 7	25-30	Supervisor
Interview 8	25-30	Chef
Interview 9	20-25	Chef
Interview 10	25-30	Chef
Interview 11	30-35	Supervisor/Assistant Chef
Interview 12	30-35	Lodge manager
Interview 13	35-40	Manager
Interview 14	50 -55	Head chef
Interview 15	25-30	Assistant chef
Interview 16	20-25	Food service
Interview 17	25-30	Manager
Interview 18	35-40	Manager
Interview 19	25-30	Department manager
Interview 20	20-25	Food service
Interview 21	30-35	Manager
Interview 22	30-35	Chef
Interview 23	30-35	Supervisor/Chef
Interview 24	25-30	Head chef
Interview 25	20-25	Food service
Interview 26	20-25	Food service
Interview 27	25-30	Food Service

Thematic analysis was used to analyze the data collected from the interviews to identify emerging and recurring themes. The process was done manually without the aid of qualitative data analysis software. The stages of the thematic analysis process entailed verbatim transcription of the audio recordings, iterative reading of the transcripts, generating codes, generating initial themes, combining similar themes and reporting the findings. The next section presents the results and discussion of findings.

Results and discussion

This section presents the results obtained from the thematic analysis of interview transcripts. Issues under scrutiny were stakeholder views on the potential for gastronomic tourism, factors influencing its development, and the role of gastronomy tourism in preserving and promoting local culture and traditions in urban areas of Zimbabwe.

The potential of gastronomy tourism in urban tourism destinations

The participants were asked to comment on the potential growth of gastronomy tourism in urban Zimbabwe. The respondents were of the view that gastronomy tourism is still growing and has great potential to contribute to urban destination developments. The participants noted the existence of various food outlets that can cater for different markets and can be leveraged for the growth of gastronomy tourism. Such views are illustrated by respondents who expressed the following sentiments: “Bulawayo offers a variety of dining experiences that exhibit both local and international cuisines. Bulawayo has a vast range of restaurants, cafes and eateries that can cater for one of a kind tastes and budgets. You see, some of us have low budgets, so we have to go to those locations that accommodate our budgets. From road food stalls supplying local cuisines like sadza, a staple food made from maize and nyama, to upscale eating places serving international cuisines. There are options on hand for numerous palates” (Interviewee 10). And “To be honest, I think the current level of food tourism in Bulawayo is still in its early stages of development. [……] Food tourism in Bulawayo is growing, when you take a look at 8th Avenue and Jason Moyo Street, mostly its restaurants surrounding that area. So you can just see that the food tourism and most tourists are attracted to that place” (Interviewee 4). Overall, the results from the interviews concerning the potential of gastronomy tourism in Bulawayo suggest that, albeit undeveloped at present, there is a potential for gastronomy tourism to grow. In line with this, Rogerson & Rogerson (2021d) contend that gastronomy tourism has become an increasingly competitive form of niche tourism. Globally, there is growing awareness of the link between tourism and food, which has seen gastronomy tourism increasing in popularity (Pramezwary et al., 2022). In addition, several scholars have acknowledged the potential of gastronomy tourism in destination development. For example, Yeboah & Ashie (2024) emphasise the importance of local cuisines in improving the appeal of tourist destinations. While Ondieki (2025) notes that the growth of gastronomy increases the distinct food identities of a tourist destination.

Factors influencing the development of gastronomic tourism in urban spaces

The respondents were asked to identify factors influencing gastronomy tourism in urban destinations. Four dominating themes that emerged from the interviews were (i) economic factors, (ii) brand reputation, (iii) infrastructure development, and (iv) promotion of local dishes. Most interviewees identified economic factors as critical influences upon the (under) development of gastronomy tourism. Of note are the unstable exchange rates and the use of multiple currencies in Zimbabwe. In this regard, one respondent observed that: “We've got an issue of the economic standard for the city of Bulawayo. Ever since the closure of industries, money is no longer circulating within our city, so this affects the spending patterns of the people. As much as we have people with a good appetite, they might find it difficult to have enough disposable income to spend on gastronomy products” (Interviewee 6). The second theme that emerged was brand reputation. The interviewees considered that brand reputation assists the development of gastronomy tourism in that it is easy for guests and tourists to identify a certain brand if

they have once visited it and received good treatment. Developing a strong brand with a reputation for excellent service and a memorable experience was considered critical in developing viable gastronomy tourism products. This is positive as it both creates customer loyalty and generates revenue. *"*The factors influencing the growth of food tourism on its own are the city name, the restaurant, and what your guys did there". *(*Interviewee 17)

The third theme was infrastructural development. The participants argued that poor infrastructure and poor roads diminish the experience of the tourist, which can affect the growth of gastronomy tourism in Bulawayo. Further, it can also limit the development of local communities and their ability to showcase their gastronomic offerings to wider audiences. The following responses were obtained: "We can also check on the infrastructure and hospitality services as a factor. Having a well-developed infrastructure and a range of hospitality services is also crucial for supporting food tourism" (Interviewee 12). "The other thing is a need for well-developed infrastructure that makes it easy for visitors to get around and explore..." *(*Interviewee 7). The last theme was the promotion of local dishes. If the destination starts to offer more local dishes to visitors, it can boost the development of gastronomy tourism. Promotion of local dishes contributes to making a destination unique and allows people to showcase their culture. One of the interviewees mentioned: "As we can see, we have a variety of restaurants, for example, we can talk about *****, it's cooking local dishes, so it's a means of promoting our local culture. Another restaurant that is more fixed on our culture is ****. So that's another way of promoting our local culture" (Interviewee 8). In line with these findings, Kivela & Crotts (2005) argue that branding destinations as food, wine, and restaurant destinations is critical in drawing tourists in search of new culinary experiences. Sio et al. (2024) also expressed that destinations known for authentic food experiences have the potential to attract more tourists and encourage repeat visits. Additionally, the growth of gastronomy tourism is also driven by cultural preservation efforts by food establishments, the price and value proportion, as well as the diversity of culinary activities (Pramezwary et al., 2022). In earlier findings, Martinoska & Sekulovsk (2008 highlight that the consumption of food largely depends on consumer purchasing power. When budgets are low, people are more likely to reduce their frequency of eating out, adversely affecting the growth of gastronomy tourism.

The preservation and promotion of local culture and tradition in urban areas

Finally, the participants were asked to give a perspective on how gastronomy tourism contributes to the preservation and promotion of local culture and traditions in urban areas. Four themes were generated from this (i) it promotes traditional recipes, (ii) raises guest awareness about local dishes, (iii) provides economic incentive to showcase the food culture, and (iv) enhances self-awareness. The first theme pertains to the promotion of traditional recipes, which were used by the locals to prepare traditional dishes. The gastronomy industry promotes the adoption of traditional methods of cooking, which was used by the older generation. This, according to the participants, contributes to the preservation of local cultures and traditions. In this regard, another respondent went on to say: **"**Gastronomy tourism contributes to the preservation and promotion of local culture, in that back then our grandmothers used to tell us the recipes orally without writing them down, so we need those people in the industry to teach the younger generation so that those recipes wouldn't be extinct" *(*Interviewee 5). The issue of raising guest awareness about local foods was the second theme. Participants argued that gastronomy tourism helps to educate guests on the recipes used to prepare the dishes, the ingredients used, the benefits of the dishes and the origin of the dishes. It also raises awareness among the guests about the city's unique cuisine. One participant flagged that "by showcasing the city's unique culinary heritage, gastronomy tourism can help to increase awareness and appreciation of local cuisines, ingredients and traditions" (Interviewee 9). Another participant asserted as follows: "Food tourism increases awareness to the guests and they gain a deeper understanding of the culture and beliefs of the Bulawayo people" (Interviewee 15). The third theme relates to providing economic incentives to the locals to preserve their culinary traditions. In so doing, gastronomy tourism might contribute to the preservation of local culture through the economic empowerment of residents. It diversifies sources of income for local communities by attracting guests who spend money on food experiences and products. This motivates residents to showcase their traditional foods, which helps in the preservation of their culinary culture. One participant reflected that: "I think gastronomy tourism contributes to the preservation of local culture and tourism, in the sense that there is economic empowerment for residents selling traditional food to tourists" (Interviewee 11). The last theme to emerge was enhancing the self-awareness of the resident communities. The interviewees pointed out that gastronomy helps one to understand their identity. This provides a strong sense of self-awareness, which, in turn, can contribute to resilience and the ability to preserve their culture in the face of challenges. This was expressed by one of the interviewees, "I can also say it provides cultural identity, whereby gastronomy is part of the region's cultural identity" (Interviewee 11). Likewise, another informant was of the view that "with us bringing in that traditional feel, it takes us back a bit, it brings us back home" (Interviewee 2). The results of this study show that there is a strong link between food and culture, which relates to findings from previous studies. Sio et al. (2024) argue that authentic food experiences at a destination teach tourists more about the history and culture of a particular place, and most DMOs nowadays use local cuisine to represent the culture of a destination. Similarly, Gheorghe (2014) indicates that gastronomy tourism exposes visitors to local culture and traditions, explained and interpreted mainly through local cuisines. Visković1 & Komac (2021) further observe that gastronomy tourism strengthens local identity, especially if the local people knowledgeable about the food systems are involved. The local people are seen as critical in the development of gastronomy tourism because of their knowledge of and inherent ability to protect local dishes (Somaz et al., 2016).

Conclusion

The promotion of niche forms of tourism has been demonstrated to enhance the competitiveness of urban destinations. In the context of the urban Global South, one of the most popular forms of niche tourism that has attracted attention is that of

gastronomy (Rogerson & Rogerson, 2021a). Following trends in other parts of the Global South, across sub-Saharan Africa, a growing number of urban centres are targeting gastronomy as a promising niche for building destination competitiveness and enhancing prospects for local economic development. In Zimbabwe, there is an acknowledgement of the potential of gastronomy as a driver for tourism development in the country. It is against this backdrop that the novel contribution of this research is to investigate the issues of gastronomic tourism development in the nation's second city, Bulawayo. The findings reveal an awareness of the fact that gastronomy can play an important role in preserving local culture and traditions as well as in building tourism assets. The study respondents identified opportunities both for the development of local cuisine and for the enhancement of gastronomic tourism, which might contribute positively to the promotion of place identity, economic development and showcasing of traditional heritage. Nevertheless, at the same time, the findings underscore the undeveloped current state of gastronomic tourism in Bulawayo, with the existence of a number of challenges and constraints to its expansion. Arguably, the most significant relates to the poor state of the national economy in Zimbabwe as a whole and of local infrastructure. The Bulawayo research points to the policy recommendation that Zimbabwe should put a stronger emphasis on promoting the country's diverse local cuisines, traditional dishes and indigenous food ingredients and correspondingly engage in training chefs, developing branded food products, and educating tourists about the cultural and historical significance of Zimbabwean gastronomy. Looking forward, further research is merited to monitor the progress of Zimbabwe's currently small urban economy of gastronomic tourism.

Acknowledgements
Thanks to Lulu White, Robbie Norfolk, and Betty White for editorial inputs.

References

Balderos-Cejudo, A., Patterson, I. & Leeson, G.W. (2019). Senior Foodies: A Developing Niche Market in Gastronomic Tourism. *International Journal of Gastronomy and Food Science*, 16, 100152. https://doi.org/10.1016/j.ijgfs.2019.100152

Basle, N. & Lebe, S.S. (2025). Gastronomy Tourism. In J. Jafari & H. Xiao (Eds), *Encyclopedia of Tourism*, pp. 422-423. Cham, Switzerland: Springer Nature. https://doi.org/10.1007/978-3-030-74923-1_786

Berno, T. & Fusté-Forné, F. (2022). Gastronomy. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*, pp. 370-373. Cheltenham, UK: Edward Elgar. http://dx.doi.org/10.4337/9781800377486

Bhoola, S. & Singh, A. (2018). Seafood, Its Appreciation and Capacity to Contribute Towards the South African Tourist Industry: A Case Study of Chinese Tourists in Durban, Kwa-Zulu Natal. *African Journal of Hospitality, Tourism and Leisure* 7 (3), 1-14.

Bob, S.K. (2019). *Decent Work and Informal Employment: The Case of Bulawayo Metropolitan Province (Central Business District) Zimbabwe*. MA (Social Policy and Labour Studies), Rhodes University, Grahamstown, South Africa.

Chand, M., Dahiya, A. & Patil, L.S. (2007). Gastronomy Tourism – A Tool for Promoting Jharkhand as a Tourist Destination. *Atna Journal of Tourism Studies*, 2 (1), 88-100. https://doi.org/10.12727/ajts.2.8

Chipangura, M. (2024). *Hustle Revolution: Participation of Young Graduates in the Informal Economy of Bulawayo, Zimbabwe*. Unpublished Masters Dissertation, University of Cape Town, South Africa.

Connell, R. (2019). *Knowledge and Global Power: Making New Sciences in the South.* Melbourne, Australia: Monash University Publishing.

Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing among Five Approaches.* Thousand Oaks, CA, USA: SAGE.

Donaldson, R. (2018). *Small Town Tourism in South Africa*. Cham, Switzerland: Springer. http://dx.doi.org/10.1007/978-3-319-68088-0

Donaldson, R. (2021). Small Town Tourism in South Africa Revisited. In C.M. Rogerson & J.M. Rogerson (Eds), *Urban Tourism in the Global South: South African Perspectives*, pp. 193-211. Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-71547-2_9

Drummond, J., Rogerson, C.M. & Drummond, F. (2022). Adventure Tourism in the Apartheid Era: Skydiving in Mafikeng-Mmabatho. *African Journal of Hospitality, Tourism and Leisure*, 11 (SE1), 578-594. https://doi.org/10.46222/ajhtl.19770720-92

Dube, B. (2017). Evolution of the Regionalism Debate and Its Implication for Spatial Development and Planning in Zimbabwe. *Zambezia*, 43, 83-105.

Dube, B. & Gumbo, T. (2022). African Cities in the Post-COVID-19 World: Interrogating the 'Forgotten Priorities' of the Pandemic in the Informal Sector in Bulawayo Metropolis. In M. Schrenk, V.V. Popovich, P. Zeile, P. Elisei, C. Beyer & J. Ryser (Eds.). *Mobility, Knowledge and Innovation Hubs in Regional Development: Proceedings of Real Corp 2022,* pp. 37-49. Vienna, Austria: Competence Centre of Urban and Regional Planning.

Dube, N. (2024). *The City That Billows Smoke: A Spatial Reading of Bulawayo in Prose Fiction*. PhD dissertation, Stellenbosch University, Stellenbosch, South Africa.

du Albuquerque Meneguel, C.R., Mundet, L. & Aulet, S. (2019). The Role of High-Quality Restaurants in Stimulating the Creation and Development of Gastronomy Tourism. *International Journal of Hospitality Management*, 83, 220-228. https://doi.org/10.1016/j.ijhm.2018.10.018

du Rand, G.E., Booysen, I. & Atkinson, D. (2016). Culinary Mapping and Tourism Development in South Africa's Karoo Region. *African Journal of Hospitality, Tourism and Leisure*, 5 (4), 1-22.

Everett, S. (2016). *Food and Drink Tourism: Principles and Practice*. London, UK: SAGE. http://dx.doi.org/10.4135/9781473982871

Everett, S. (2019). Theoretical Turns through Tourism Taste-scapes: The Evolution of Food Tourism Research. *Research in Hospitality Management*, 9 (1), 3-12. https://doi.org/10.1080/22243534.2019.1653589

Garibaldi, R. & Pozzi, A. (2025). The Niche Food Tourist. In F. Fusté-Forné & E. Wolf (Eds), *The Food Tourist*, pp. 7-18. Bingley, UK: Emerald. https://doi.org/10.1108/978-1-83549-085-320251002

Gheorghe, G., Tudorache, P., Nistoreanu, P. (2014). Gastronomic Tourism, a New Trend for Contemporary Tourism? *Cactus Tourism Journal* 9 (1), 12-21.

Hall, C. M. & Sharples, L. (2003). The Consumption of Experiences or the Experiences of Consumption? An Introduction to the Tourism of Taste. In C.M. Hall, E.R. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food Tourism Around the World: Development, Management and Markets*. Oxford, UK: Butterworth-Heinemann. https://doi.org/10.1016/B978-0-7506-5503-3.50004-X

Henderson, J. (2011). Celebrity Chefs: Expanding Empires. *British Food Journal*, 113 (5), 613-624. https://doi.org/10.1108/00070701111131728

Hjalager, A-M. (2010). Progress in Tourism Management: A Review of Innovation Research in Tourism. *Tourism Management*, 31, 1-12. http://dx.doi.org/10.1016/j.tournam.2009.08.012

Jiotsna, P.N. & Poorna, K (2024). Emerging Trends in the Realm of Gastronomic Tourism. *Frontiers in Health Informatics*, 13 (5), 456-464.

Kamyabi, M. & Uzor, L.C. (2025). Niche Tourism: A New Trend for Destination Development and Market Competencies. In B.B. Sousa & V.R. Santos (Eds.), *Intersections of Niche Tourism and Marketing*, pp. 1-30. Hershey, PA, USA: IGI-Global. https://doi.10.4018/979-8-3693-8417-6.ch001

Katikiro, R.E. & Michael, A. (2025). Culinary Literacy and Seafood Tourism in Coastal Tanzania. *Gastronomy and Tourism*, https://doi.org/10.3727/216929824X17207924097207

Kinkaid, E. & Platts, E. (2024). Consuming the Creative City: Gastrodevelopment in a UNESCO Creative City of Gastronomy. *Urban Geography*, 45(8), 1330–1350. https://doi.org/10.1080/02723638.2023.2296763

Kivela, J. & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality Tourism Research*, 30(3),354–377. http://dx.doi.org/10.1177/1096348006286797

Kokkranikal, J. & Carabelli, E. (2024). Gastronomy Tourism Experiences: The Cooking Classes of Cinque Terre. *Tourism Recreation Research*, 49(1), 161–172. https://doi.org/10.1080/02508281.2021.1975213

Kuhn, V. R., Gadotti dos Anjos, S. J. & Krause, R. W. (2024). Innovation and Creativity in Gastronomic Tourism: A bibliometric analysis. *International Journal of Gastronomy and Food Science*, 35, 100813. https://doi.org/10.1016/j.ijgfs.2023.100813

Lee, T. H. & Chang, P. S. (2017). Examining the Relationships Among Festivalscape, Experiences, and Identity: Evidence from Two Taiwanese Aboriginal Festivals. *Leisure Studies*, 36 (4):453-467. https://doi.org/10.1080/02614367.2016.1190857

Long, L. M. (2004). *Culinary Tourism*. Kentucky, USA: The University Press of Kentucky.

Long, L.M. (2025). Culinary Tourism. In E. Zuelow & K.J. James (Eds.), *The Oxford Handbook of Tourism History*. Oxford, UK: Oxford University Press.

Lunchaprasith, T. (2017). Gastronomic Experience as a Community Development Driver: The Study of Amphawa Floating Market as Community-based Culinary Tourism Destination. *Asian Journal of Tourism Research*, 2 (2), 84-116. http://dx.doi.org/10.12982/AJTR.2017.0011

Makoni, L. & Rogerson, C.M. (2024). Bleisure and Informal Business Tourism in Harare, Zimbabwe. *GeoJournal of Tourism and Geosites.* 56 (4), 1484-1492. http://dx.doi.org/10.30892/gtg.56405-1319

Makoni, L., Rogerson, C.M., & Tichaawa, T. (2023a). Harare as a Destination for Informal Business Tourism: Perspectives of the Cross-Border Traders. *GeoJournal of Tourism and Geosites, 50* (4), 1555-1562. https://doi.org/10.30892/gtg.50434-1152

Makoni, L., Tichaawa, T. & Rogerson, C.M. (2023b). The Drivers and Challenges of Informal Business Tourism in Southern Africa: Evidence from Zimbabwean cross-border traders. *African Journal of Hospitality, Tourism and Leisure*, 12 (5) 1754-1764. https://doi.org/10.46222/ajhtl.19770720.463

Makuvaza, S. & Burrett, R.S. (2011). Old Bulawayo (*koBulawayo*) – The Failure of Heritage Renewed: Public and State Discourses. *Conservation and Management of Archaeological Sites*, 13 (2-3), 189-211. http://dx.doi.org/10.1179/175355211X13179154166114

Manwa, H. (2007). Is Zimbabwe Ready to Venture into the Cultural Tourism Market? *Development Southern Africa*, 24 (3), 465-474. https://doi.org/10.1080/03768350701445558

Martinoska, S. & Sekulovska, M. (2008). Factors which affect gastronomy development in the future. *Tourism and Hospitality Industry - New Trends in Tourism and Hospitality Management*, 727-735.

Matura, P. & Mapira, J. (2018). Tourism Destinations, Facilities, Challenges and Opportunities in Zimbabwe. *European Journal of Social Sciences Studies*, 2 (11), 125-138. http://dx.doi.org/10.46827/ejsss.v0i0.341

Moyo, I. (2017). Zimbabwean Cross-border Traders in Botswana and South Africa: Perspectives on SADC integration. In C.C. Nshimbi & I. Moyo (Eds.), *Migration, Cross-Border Trade and Development in Africa: Exploring the Role of Non-State Actors in the SADC region*, Cham, Switzerland: Springer,43-62. http://dx.doi.org/10.1007/978-3-319-55399-3_3

Moyo, I. (2018). Resistance and Resilience by Informal Traders in Bulawayo: Beyond Weapons of the Weak. *Urban Forum*, 29 (3), 299-313. http://dx.doi.org/10.1007/s12132-018-9333-8

Moyo, I. & Gumbo, T. (2021). Historicising Urban Economic Informality. In I. Moyo & T. Gumbo (Eds.), *Urban Informality in South Africa and Zimbabwe: On Growth, Trajectory and Aftermath*, Cham, Switzerland: Springer, 15-28. http://dx.doi.org/10.1007/978-3-030-65485-6_2

Moyo, S.S. (2016). Residents' Perceptions of the Impacts of Tourism in Bulawayo, Zimbabwe. Masters in Tourism and Hospitality Dissertation, University of Johannesburg, South Africa.

Moyo, T. (2023). Subaltern Urbanism as a Way of Life: Redefining and (Re) Imagining Postcolonial Urbanity in Bulawayo, Zimbabwe. *Journal of Urban Affairs*, 45 (3), 428-440. https://doi.org/10.1080/07352166.2022.2099284

Moyo, Z. (2024). *Civil Society and the Party State in Zimbabwe, Democracy, Hegemonies and Polarities.* Singapore: Springer Nature. http://dx.doi.org/10.1007/978-981-97-5254-6

Mpofu, B. (2012). Perpetual 'Outcasts'?: Squatters in Peri-urban Bulawayo, Zimbabwe. *Afrika Focus*, 25 (2), 45-63. http://dx.doi.org/10.21825/af.v25i2.4946

Mpofu, M. (2010). No Place for 'Undesirables': The Urban Poor's Struggles for Survival in Bulawayo, Zimbabwe, 1960-2005. PhD dissertation, University of Edinburgh, Scotland.

Mpofu, T. P. (2009). An Assessment of the Impact of Tourism Globalization in Africa. *Journal of Business and Administrative Studies*, 1(2), 1-19. http://hdl.handle.net/123456789/1529

Msindo, E. (2007). Ethnicity and Nationalism in Urban Colonial Zimbabwe: Bulawayo, 1950 to 1963. *Journal of African History*, 48, 267-290. https://doi.org/10.1017/S0021853707002538

Muharis, M., Taufik, M., Anggara, B. & Muhid, A. (2025). Special Interest Tourism Research Trends in Indonesian Journals: A Review from Design to Analysis. *TOBA (Journal of Hospitality, Tourism and Destination)*, 4 (2), 68-75. http://dx.doi.org/10.55123/toba.v4i2.5197

Muleya, N. (2021). Public Parks and Leisure in the Post-independence Context of Bulawayo City. In A.R. Matamanda, V. Nel & I. Chirisa (Eds.), *Urban Geography in Postcolonial Zimbabwe: Paradigms and Perspectives for Sustainable Urban Planning and Governance*, pp. 219-247. Cham, Switzerland: Springer. http://dx.doi.org/10.1007/978-3-030-71539-7_12

Musemwa, M. (2006). Disciplining a 'Dissident' City: Hydropolitics in the City of Bulawayo, Matebeleland, Zimbabwe, 1980-1994. *Journal of Southern African Studies*, 32 (2), 239-254. http://dx.doi.org/10.1080/03057070600656119

Naicker, S. & Rogerson, J.M. (2017). Urban Food Markets: A New Leisure Phenomenon in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6 (3), 1-17.

Ndlovu-Gatsheni, S.J. (2013). Being a Minority in Zimbabwe: A Case Study of the Matabeleland Question. In M. Fois & A. Pes (Eds), *Politics and Minorities in Africa*, pp. 295-318. Rome, Italy: Aracne.

Ngwenya, P. & Moyo, T. (2024). Covid-19 and Managing Urban Marginality in Bulawayo, Zimbabwe. *Cities*, 150, 105029. http://dx.doi.org/10.1016/j.cities.2024.105029

Novelli, M. (Ed.) (2005). *Niche Tourism: Contemporary Issues, Trends and Case Studies*. London, UK: Routledge. https://doi.org/10.4324/9780080492926

Novelli, M. (2018). Niche Tourism: Past, Present and Future. In C. Cooper, S. Volo, W.C. Gartner, N. Scott (Eds.), *The SAGE Handbook of Tourism Management: Applications of Theories and Concepts to Tourism*, pp.344-359. London, UK: SAGE. https://doi.org/10.4135/9781526470348.n24

Novelli, M. (2022). Niche Tourism. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*, pp.344-347. Cheltenham, UK: Edward Elgar. http://dx.doi.org/10.4337/9781800377486

Novelli, M., Cheer, J.M., Dolezal, C., Jones, A. & Milano, C. (Eds.) (2022). *Handbook of Niche Tourism*. Cheltenham, UK: Edward Elgar.

Ondieki, E.B. (2025). Gastronomic Identity: A Review of the Environment, Culture and Economy Effect on Culinary Tourism. *African Journal of Tourism and Hospitality Management*, 4 (1), 30-36. http://dx.doi.org/10.37284/ajthm.4.1.2675

Ondieki, E.B., Kotut, E.J., Gatobu, C.K., & Wambari, E.M. (2017). Gastronomic Identity: Role of Environment and Culture in Culinary Tourism. *African Journal of Tourism, Hospitality and Leisure Studies*, 3 (1), 17-216.

Park, E. & Kim, S. (2025). 'Still Hungry, Not Enough': The Past, Present and Future of Food Tourism Scholarship. *Tourism Geographies*, 27 (3-4), 819-829. http://dx.doi.org/10.1080/14616688.2024.2423164

Pramezwary, A., Lemy, D.M., Sitorus, N.B., Masatip, A., Dalimunthe, F.I. & Yanti, D. (2022). Sustainability gastronomy tourism in Medan City. *International Journal of Sustainable Development & Planning*, *17*(3). https://doi.org/10.18280/ijsdp.170317

Ranger, T. (2010). *Bulawayo Burning: The Social History of a Southern African City, 1893-1960.* Woodbridge, Suffolk, UK: James Currey. http://doi.10.1017/S0021853711000375

Richards, G. (2002). Gastronomy: An Essential Ingredient in Tourism Production and Consumption. In A.M. Hjalager & G. Richards (Eds), *Tourism and Gastronomy*. Oxford, UK: Butterworth Heinemann.

Rittichainuwat, B. (2025). Special Interest Tourism. In J. Jafari & H. Xiao (Eds), *Encyclopedia of Tourism*, pp. 989-990. Cham, Switzerland: Springer Nature. https://doi.org/10.1007/978-3-030-74923-1_912

Rogerson, C.M. & Rogerson, J.M. (2021a). Niche Tourism Research and Policy: International and South African Debates. *African Journal of Hospitality, Tourism and Leisure*, 10 (4), 1131-1151. https://doi.org/10.46222/ajhtl.19770720-153

Rogerson, C.M. & Rogerson, J.M. (2021b). The Other Half of Urban Tourism: Research Directions in the Global South. In C.M. Rogerson & J.M. Rogerson (Eds). *Urban tourism in the Global South: South African perspectives*, pp. 1-37. Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-71547-2_1

Rogerson, C.M. & Rogerson, J.M. (2021c). City Tourism in Southern Africa: Progress and Issues. In M. Novelli, E.A. Adu-Ampong & M.A. Ribeiro (eds.), *Routledge Handbook of Tourism in Africa*, pp. 447-458. London, UK: Routledge.

Rogerson, C.M. & Rogerson, J.M. (2021d). Creative Networks and the Making of Africa's First UNESCO Creative City of Gastronomy. In C.M. Rogerson & J.M. Rogerson. (Eds). *Urban Tourism in the Global South: South African Perspectives*, pp. 239-266, Cham, Switzerland: Springer. http://dx.doi.org/10.1007/978-3-030-71547-2_11

Rogerson, C.M. & Rogerson, J.M. (2024). A Historical Perspective on Niche Tourism: Recreational Trout Fishing in South Africa. *Bulletin of Geography: Socio-Economic Series*, 63, 121-135. https://doi.org/10.12775/bgss-2024-0009

Rogerson, J.M. (2023). The Evolution and Pandemic Recovery of Africa's First Creative City of Gastronomy. *African Journal of Hospitality, Tourism and Leisure*, 12 (5), 1646-1655. https://doi.org/10.46222/ajhtl.19770720.455

Rogerson, J.M. & Slater, D. (2014). Urban Volunteer Tourism: Orphanages in Johannesburg. *Urban Forum*, 25, 483-499. https://doi.org/10.1007/s12132-014-9240-6

Sharples, L. (2008). Apples, Cider and Celebration. In C. M. Hall & L. Sharples (Eds.), *Food and Wine Festivals and Events Around the World.* Oxford, UK: Elsevier. http://dx.doi.org/10.1016/B978-0-7506-8380-7.00009-9

Sheoran, M. (2025). *Gastronomic Tourism: A Handbook.* Delhi, India: Educohack Press.

Singh, A. & Bhoola, S. (2016). Culinary Choices: Developing Durban as a Culinary Destination. *African Journal of Hospitality, Tourism and Leisure*, 5 (4), 1-13. https

Singh, A. & Bhoola, S. (2018). Durban's Indian Cuisine: Origins, Popularity and Prospects for Developing Culinary Tourism. *The Anthropologist*, 32 (1-3), 107-120. http://dx.doi.org/10.31901/24566802.2018/32.1-3.2002

Sio, K. P., Fraser, B. & Fredline, L. (2024). A Contemporary Systematic Literature Review of Gastronomy Tourism and Destination Image. *Tourism Recreation Research*, 49(2), 312–328. https://doi.org/10.1080/02508281.2021.1997491

Sormaz, U., Akmese, H., Gunes, E. and Aras, S. (2016). Gastronomy in tourism. *Procedia Economics and Finance*, 39. 725-730. https://doi.org/10.1016/S2212-5671(16)30286-6 Tichaawa, T., & Moyo, S. (2019). Urban Resident Perceptions of the Impact of Tourism Development in Zimbabwe. *Bulletin of Geography: Socio-Economic Series*, 43, 25-44. https://doi.org/10.2478/bog-2019-0002

Visković, N.R. & Komac, B. (2021). Gastronomy Tourism: A Brief Introduction. *Acta Geographica Slovenica*, 61(1), pp.95-105. https://doi.org/10.3986/AGS.10258

Wekesa, P.A. (2014). Positioning the Gastronomic Identity of Kenya's Coastal Strip: Perspectives of Guests on the Region's Signature Foods Using an Integrated Approach. PhD (Tourism Management), Kenyatta University, Kenya.

Wondirad, A., Kambete, Y. & Li, Y. (2021). Culinary Tourism as a Driver of Regional Economic Development and Socio-cultural Revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing and Management*, 19, 100482. http://dx.doi.org/10.1016/j.jdmm.2020.100482

Woyo, E. (2025). African Culinary Arts and Sustainability Practices: Evidence from Traditional Food Restaurants. In H.L. Meiselman (Ed.), *Handbook of Eating and Drinking*, Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-319-75388-1_200-1

Woyo, E. & Woyo, E. (2019). Towards the Development of Cultural Tourism as an Alternative for Tourism Growth in Northern Zimbabwe. *Journal of Cultural Heritage Management and Sustainable Development*, 9 (1), 74-92. http://dx.doi.org/10.1108/JCHMSD-08-2016-0048

Yeboah, R. & Ashie, D. (2024). Promotion of Food as Tourism Product in the Cape Coast Metropolis: An Explorative Research. *Heliyon*, 10, e40950. https://doi.org/10.1016/j.heliyon.2024.e40950

Zikhali, W. (2017). Urban Informality and Livelihoods in Zimbabwe: A Case of Street Vendors in Bulawayo's Two High-density Suburbs. *Global Journal of Management and Social Science Research*, 5 (4), 140-149.

Zocchi, D.M. & Fontefrancesco, M.F. (2020). Traditional Products and New Developments in the Restaurant Sector in East Africa: The Case Study of Nakuru County, Kenya. *Frontiers in Sustainable Food Systems*, 4, 599138. http://dx.doi.org/10.3389/fsufs.2020.599138