

## Come Dine with me! Exploring the Behavioural Involvement of Culinary Tourists in Zimbabwe

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**How to cite this article:** Tendani, E., Swart, M.P. & Van Zyl, C. (2021). Come dine with me! Exploring the behavioural involvement of culinary tourists in Zimbabwe. *African Journal of Hospitality, Tourism and Leisure*, 10(5):1655-1669. DOI: <https://doi.org/10.46222/ajhtl.19770720-184>

### Abstract

Restaurants in Zimbabwe have various gastronomic opportunities as Zimbabwean cuisine as it is represented by different ethnic groups, presenting an array of traditional cuisine. At the same time, gastronomic tourism needs to be innovative to survive the harsh travel restrictions and economic downturn caused by the Coronavirus pandemic. As Zimbabwe's culinary tourism is still in its infancy it will require a post-pandemic recovery strategy. As aspect of this is the attitudes of diners. Thus, the purpose of this study is an examination of the relationship between the Culinary Tourist Value Scorecard (CTVSC) and the behavioural involvement of culinary tourists after visiting Zimbabwean ethnic restaurants. A cross-sectional survey, using a seven-point Likert scale, was employed to generate the data from 500 culinary tourists through convenience sampling. The scores between CTVSC and Culinary Tourist Behavioural Involvement (CTBI) were statistically significant ( $r = .80$ ,  $n = 500$ ,  $p < .001$ ). Thus, hospitality managers must monitor and improve their culinary products while also meeting the needs of first-time and returning diners. It is recommended that state-of-the-art ethnic cuisine menus and refined the service offerings are adopted.

**Keywords:** Behavioural involvement, culinary tourism, culinary tourist value scorecard, Zimbabwean ethnic restaurants

### Introduction

COVID-19 resulted in a severe decline in the number of international tourists to Zimbabwe. Thus, the country needs to relaunch its tourism brand in its source markets, especially Europe. Tourism scholars have, thus, highlighted the use of food products and food culture as a unique tourism product offering. To that end, the United Nations World Tourism Organisation (UNWTO, 2021) has identified gastronomy tourism as one of the initiatives to restart tourism through the #TravelTomorrow campaign, following the Coronavirus pandemic. Notably, African cuisine can drive tourism across the continent, while also protecting cultural heritage and creating jobs. But, Hsu (2014) maintains that culinary destination managers must focus on regional distinctiveness and maintain local cultural traditions. To rebuild international tourism, then, Zimbabwe has prioritised the diversification of tourism products, including culinary, food or gastronomy tourism. Therefore, effort has been made by the Zimbabwean government to increase culinary tourism awareness through the African Travel Association (ATA); the

Sanganai/Hlanganani and the Culinary Expo, among others (Mzembi, 2012). But culinary tourism is still in its infancy, with food demonstrations and competitions held annually to promote it. Thus, Zimbabwean ethnic traditional food is mostly unknown to tourists, especially compared to other Zimbabwean tourism product offerings such the Victoria Falls (Mzembi, 2012).

Literature on culinary tourism reveals a scarcity of empirical studies, specifically in relation to the value associated with culinary tourism and how culinary tourists behave when they patronise traditional restaurants. Nevertheless, Everett and Aitchison (2008) found a relationship between increased interest levels of culinary tourists and regional development, including the retention and development of local identity. Therefore, the promotion of local traditional foods warrants investigation. One example of this is the development of gastronomic routes as well as being sensitive to the relationship between culture and gastronomy (del Moral, 2020; UNWTO, 2019).

Given the growing focus on culinary tourism in Africa, this study investigated the relationship between CTVSC (cognitive) and the CTBI (Culinary Tourist Behavioural Involvement, conative). Through the embedded behavioural intention (BI) theory of Fishbein and Ajzen (1975), a Culinary Tourism Value Scorecard (CTVSC) was developed to explain which dimensions determine the value culinary tourists associate with food. Furthermore, behavioural involvement provides insight into the personal needs and interests of culinary tourists, especially from a special interest perspective (Rittichainuwat, 2018). This academic investigation has practical applications by addressing the gap in the current body of knowledge postulated by the African Travel Association (Mzembi, 2012). An understanding of the relationship between CTVSC and CTBI may lead to an improvement in the efficacy and operational efficiency of destination managers in Zimbabwe.

An extensive literature review of the culinary tourist value scorecard and culinary tourist behavioural involvement provided motivation for the investigation of the relationship between the constructs which forms the focus of this study. Thus, it is to the literature the paper will now turn.

## **Literature review**

The CTVSC can play a vital role in predicting and facilitating CTBI. This study applied the original balanced scorecard (BSC) with the Customer Value Analysis (CVA) to form the study's proposed CTVSC (Feuss, Gale & Kordupleski, 2003). The concept of CTBI originates in the consumer behaviour literature (Antikainen, 2011). Daries, Cristobal-Fransi, Ferrer-Rosell and Marine-Roig (2018) observed that an increase in guest behavioural involvement is linked to the type of food and quality thereof at a destination. Although the relationship between customer value and behavioural involvements, and the relationship between the BSC and behavioural involvement have been investigated, no theoretical evidence could be found to support these relationships in a tourism context (Izogo, Elom & Mpinganjira, 2020; Steyn, 2008). Furthermore, literature is silent on the relationships between the BSC, tourist value and behavioural involvement, which merits further investigation.

### ***The culinary tourist value scorecard***

Tourism businesses need to be globally competitive (Kala & Bagri, 2014; Long, 2018; Mutuku, 2018). In that regard, performance measurement systems such as the balanced score card (BSC) (Kaplan & Norton, 1992), benchmarking and performance management (Anderson & McAdam, 2004), and the business process re-engineering performance management processes (Davenport, 1993) are used. The application of the original BSC with the Customer Value Analysis (CVA) aims to develop a new CTVSC. The BSC focuses on human resources,

intangible assets and consistent product standards (Kala & Bagri, 2014). Whereas CVA seeks to determine customer satisfaction, with a look for comparing this with competitor's products and services (Feuss, et al., 2003). In this regard, the CVA has been embedded into BSC in the context of culinary products. The infusion of CVA into BSC sought to: (a) define what culinary products and services are needed to meet demand, (b) allow restaurants to review their performance relative to their competition, (c) develop high-quality ethnic food and beverage products, and (d) eliminate product and service features that do not add value. Therefore, in this study, we propose that the CTVSC also refers to the merit of the proposed culinary tourism strategy. That is, the perceived value dimensions of culinary tourists with emphasis on the cognitive elements used to measure culinary tourists' value of gastronomy in a Zimbabwean context. The CTVSC is an independent variable that aims to measure the cognitive component of the behavioural intent of culinary tourists to visit Zimbabwe (*cf.* Fishbein & Ajzen, 1975).

This paper explores the proposed CTVSC, consisting of the adapted four BSC perspectives (Kaplan & Norton, 1992):

The *culinary tourist financial perspective* or productivity measures employed by restaurants in terms of operating income and return on investment. It consists of the following dimensions:

- Menu, with the sub-dimensions: *menu knowledge, food value, design and colour of the menu and language on the menu* (Kristensen, 2017; Lee, Lee & Kwon, 2015; Ozdemir & Caliskan, 2014).
- Pricing, which is explored through: *items of the menu, ingredients used, unique selling point and portion control* (Baiomy, Jones & Goode, 2019; Goolaup, Soler & Nunkoo, 2017; Reinders, Huitink, Dijkstra, Maaskant, & Heijnen, 2017).
- Operations, which is: *cost control, food safety, food hygiene and forecasting guest demand* (Ceserani, Kinton & Foskett, 2012; Dixon, Miscuraca & Koutrumanis, 2018; Fatimah, Strohbahn & Arendt, 2014).
- Seat turnover, with sub-dimensions: *guest frequency, average check per guest and service efficiency* (Susskind & Chan, 2000; Mhlanga, 2018; Perez, Tolin, Cunag, Ann, Abante & Granada, 2019).

The *culinary tourist value perspective* denotes the value that ethnic Zimbabwean restaurants add to the quality of the traditional food, beverages and services, and the overall service satisfaction of guests. The dimensions include:

- Guest relationship management, with sub-dimensions *reliability, responsiveness, cross-cultural competence and standards of goods and services* (Chung, 2015; Mohammed & Rasid, 2012; Zeithaml, Bitner, Gremler & Pandit, 2006).
- Convenience, with sub-dimensions *place accessibility, guest time utilisation, availability of ethnic restaurants and appropriateness of culinary products* (Agarwal & Dahm, 2015; Harrington, Ottenbacher & Kendall, 2011).
- Variety of culinary products, including *ethnic dishes, range of culinary choices, discovering new tastes and sampling of new products* (Scott, 2017; Sukalakamala & Boyce, 2007; Tamang & Thapa, 2014).
- Guest acquisition: *online products, culinary brochure, additional service and technological centre* (Klaassen, 2016; Laškarin, 2013; Wang, 2013).

*Internal business perspective* in culinary tourism denotes the internal value chain which involves identifying the culinary needs of tourists, creating a product and service to satisfy the needs, and providing the ethnic traditional food and beverage service to diners and consists of the following dimensions and sub-dimensions:

- Employee skills: *culinary technical skills, interpersonal skills, problem solving and teamwork* (Andersson, Mossberg & Therkelsen, 2017; Mwesiumo, 2019; Paschek, Ivascu & Draghici, 2018).
- Operational excellence: *leadership effectiveness, employee empowerment, multi-tasking and a culture of continuous improvement* (Caligiuri & Tariue, 2012; Carvalho, Sampaio, Rebentisch, Carvalho & Saraiva, 2019; Russ & Crews, 2014).
- Culinary product quality: *availability of culinary products and services, expertise of employees, engagement of employees and aesthetics* (Baksi, 2014; Mahfud, Pardjono & Lastariwati, 2019; Muhammad, Karim & Hamzah, 2014).
- Culinary cycle time: *indigenous culinary products, unique methods of food preparation, unique service equipment and culinary festivals* (Ceserani et al., 2012; Coelho, Coelho & Egerer, 2018; Suksutdhi, 2016).

In this study the *innovation and learning perspective* enables culinary businesses to launch new ethnic culinary products, create value for diners, improve operating efficiencies and penetrate new markets:

- Organisational culture in culinary tourism: *flexibility, cultural sensitivity, adaptability and cultural competence* (Cai, 2016; Nemeth, Rudnak, Ymeri & Fogarassy, 2019; Zhang, Chen & Hu, 2019).
- Strategic alignment: *global competition, technological changes, sophistication of the guest and cultural awareness* (Drašković, 2016; Everett, 2019; Hays, Page & Buhalis, 2013).
- Human capital: *culinary training, culinary infrastructure, culinary knowledge management and culinary entrepreneurship learning* (Jusoh & Abd Hamid, 2014; Kulkarni, 2013; Omotayo, 2015).

The CTVSC with its dimensions and sub-dimensions are illustrated in Figure 1.

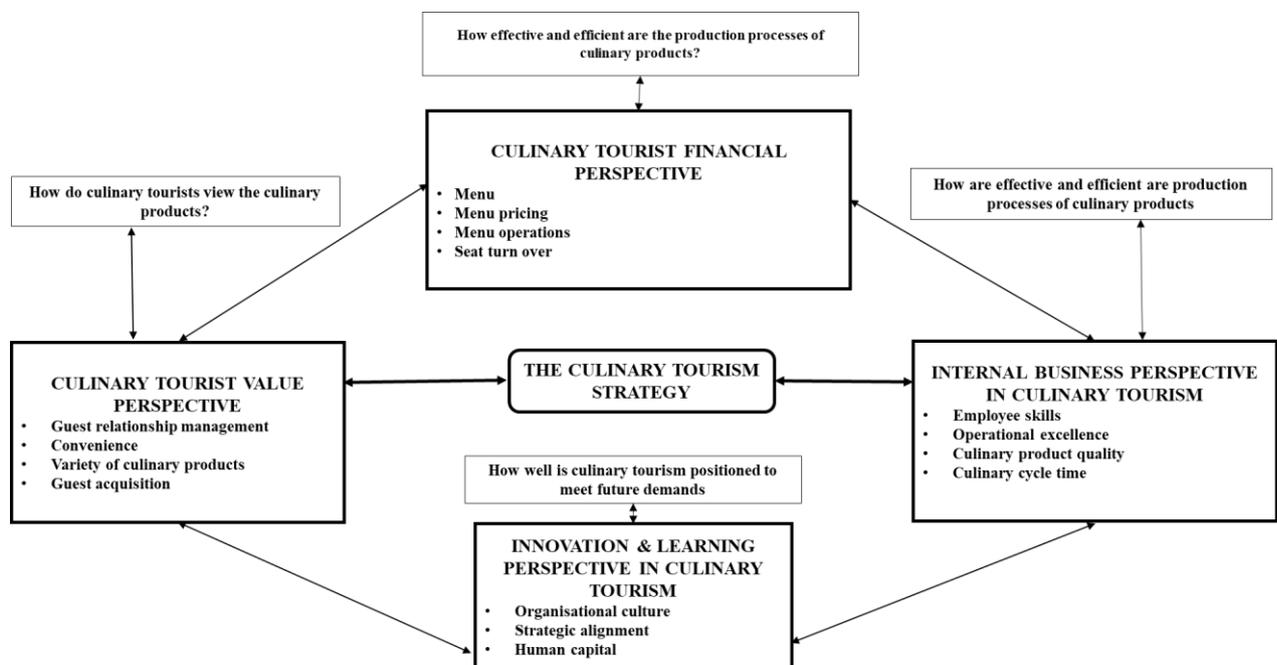


Figure 1. The proposed culinary tourist framework (source: contributing author)

### ***Culinary tourist behavioural intention***

Studies related to involvement originated from the studies of Sherif and his colleagues (Kyle & Chick, 2004; Sherif, Sherif & Nebergall, 1965). Involvement has been investigated in psychology (Abdolvand & Nikfar, 2011), consumer behaviour (Campos, Agapito & do Valle, 2014) and marketing (Broderick & Mueller, 2015). It has also been applied in service industries such as banks (Borgqvist & Lindberg, 2011), technology (Zsarnoczky, 2018), manufacturing (Zhang, 2015), supply chains (Sigala, 2014), tourism (Krajewski, Ritzman, Malhotra & Srivastava, 2010), hospitality (Leong, Syuhaily & Laily, 2017), and food tourism (Robinson & Getz, 2016). According to Kim, Duncan and Jai (2014), the relationship between involvement and special interest tourism has been confirmed.

Initially, involvement was utilised in consumption practises to understand purchasing behaviour and later applied to the tourism and hospitality industry (Campos et al., 2014; Laurent & Kapferer, 1985). As the tourism and hospitality industry provide services and products which involve direct contact with tourists; involvement is vital (Goolaup et al., 2017). High guest involvement contributes to increased revenue and profitability (Akatay, Cakici & Harman, 2013). Kim, Duncan and Chung (2015) reveal that individuals with high levels of involvement are more likely to travel. Those with very high levels of involvement are more likely to travel internationally. Findings from general literature postulate that the more concerned consumers are about the product, the higher their impulse buying behaviour (Zhang, Xu, Zhao & Yu, 2018). Thus, Daries et al. (2018) observed the need to analyse tourists' consumption behaviour and choice of restaurants.

CTBI refers to guest participation in ethnic culinary experiences and food-related activities with respect to Zimbabwe as a culinary destination. Regarding this definition, the following dimensions were investigated in this study:

- Culinary attraction: *value originality, trust, satisfaction and commitment* (Björk & Kauppinen-Räsänen, 2016; Carbone, 2018; Cavicchi & Santini, 2014).
- Guest situation: *culinary souvenir purchase, time perspective, guest mood and culinary hospitality* (Doran, Hanss & Larsen, 2017; Lin, 2017; Tuzunkan & Albayrak, 2016).
- Centrality to lifestyle: *dining at an ethnic restaurant, learning culinary techniques, culinary hobby and preparation of range food styles at home* (Astuti & Hanan, 2016; Martin, Collado & del Bosque, 2013; Mills, White, Wrieden, Brown, Stead & Adams, 2017).
- Self-expression: *guest freedom, self-identity and ethnic pride* (Adams, 2016; Guendelman, Cheryan & Monin, 2011; Ko, 2015).

### ***The relationship between culinary tourist value scorecard and culinary tourist behavioural involvement***

Kivela and Crofts (2006) argued that destinations need designs to promote fine ethnic dining experiences to both attract and retain customers. Ottenbacher and Harrington (2013) observed that eating experiences that foster strong emotions and build personal memories significantly influence destination choice. Food, therefore, promotes novel experiences and substantial involvement in local culture and traditions. In this regard, Rajesh (2013) proposed a destination marketing scorecard where tourist perceptions, destination image and tourist satisfaction influence destination loyalty. These factors are evident in the preceding theoretical investigations related to the CTVSC (cognitive) and CTBI (conative) constructs. Only the relationship between customer value and behavioural involvement (Izogo et al., 2020), and the relationship between the BSC and behavioural involvement (Steyn, 2008) have been confirmed. No evidence could be found to support the relationship between CTVSC and CTBI. The application of cognitive and conative components, embedded in theories by Fishbein and

Ajzen (1975), can assist domestic and international destinations to offer a well-rounded ethnic culinary experience as a differentiating factor (Ottenbacher & Harrington, 2013).

Based on the limited theoretical evidence, formulation of the hypothesis was tested:

*H<sub>1</sub>: There is a positive relationship between the overall scores on the CTVSC and the scores on CTBI.*

## Methods

A cross-sectional survey using a self-administered questionnaire was conducted from June 2018 to August 2018. Fieldworkers distributed the survey at designated ethnic restaurants in Harare, Kariba, Mutare/Nyanga, and Victoria Falls (Zimbabwe side). Convenience sampling was used, and 500 respondents completed the survey. The culinary tourist value scorecard measurement instrument was developed against the integration of the BSC and customer value analysis (CVA) consisting of 59 items. The culinary tourist behavioural involvement measurement instrument consisted of four dimensions, with 15 items in the questionnaire (see Addendum A). This statistical study used the International Business Machines (IBM) SPSS (V24.0) software for the bivariate analyses. Exploratory factor analysis (EFA) on the two constructs (CTVSC and CTBI) was done using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) and the Bartlett test of sphericity. Pearson Product moment correlations ( $r$ ) were used to test for correlation between newly formed factors. A test for normality was done on the factors (Pallant, 2011). The correlation between a set of variables is intended to explore the strength of the relations between the constructs (CTVSC and CTBI) to test  $H_1$  (Field, 2013; Pallant, 2011). As this study consists only of culinary tourists who visited and ordered ethnic food during the stipulated time, results cannot be generalised.

## Results

Slightly more women (48.8%) as opposed to men (47.4%) completed the survey with 19 respondents (3.8%) preferring not to answer. Most respondents were 35-44 years of age (29.9%), followed by 26.0% aged 45-54. Only 18.2% were 26-34 years old and 13.2% were 55-65 years old. Some 13% were 18-25 years old. Respondents with a post-school education made up 45.2% of the sample, with 32.8% holding postgraduate qualifications. Twenty percent had completed secondary school. Ten (2%) of respondents selected the “other” option.

In the analysis of the CTVSC the study used first and second-order exploratory factor analyses procedure where items in each of the four perspectives (culinary tourist financial perspective, culinary tourist value perspective, internal business perspective in culinary tourism, and innovation and learning perspective in culinary tourism) met the factorability of the data based on the KMO-MSA ( $> 0.60$ ) and communalities ( $> 0.03$ ) criteria. The principal axis factoring and a varimax rotation with Kaiser Normalisation were used to extract the factors. The four perspectives indicated the respective Bartlett’s Test of Sphericity and KMO-MSA results as significant ( $p < .001$ ).

Inter-correlation results from perspectives C1\_ Culinary Tourist Financial Perspective, C2\_ Culinary Tourist Value Perspective, C3\_ Internal Business Perspective in Culinary Tourism and C4\_ Innovation and Learning Perspective in Culinary Tourism supported the suitability of the factor matrix for third-order factor analysis. Bartlett’s Test of Sphericity  $X^2 = 1646.17$ , ( $df = 6$ ;  $p \leq 0.001$ ) and KMO-MSA (0.86) supporting the appropriateness of the factor analysis. The extraction of CTVSC explained 83.2% of the variance in the factor space with a Cronbach alpha coefficient ( $\alpha$ ) of .93. This reliability score ( $\alpha = .95$ ) is supported by previous studies related to the BSC and CVA, such as Ibrahimi Taufik, Adzimir and Saharuddin (2016).

Thus, the CTVSC reliability was confirmed, supporting the integration of the BSC perspectives and customer value analysis under a new construct. A Kolmogorov-Smirnov test for normal distribution indicates that the  $p$ -value for the CTVSC is  $> .05$ , indicating that the data were not normally distributed. But the test of normality was not critical, since the sample of this study was 500. Figure 2 illustrates each perspective's dimensions, together with the number of items that measure each perspective of the CTVSC.

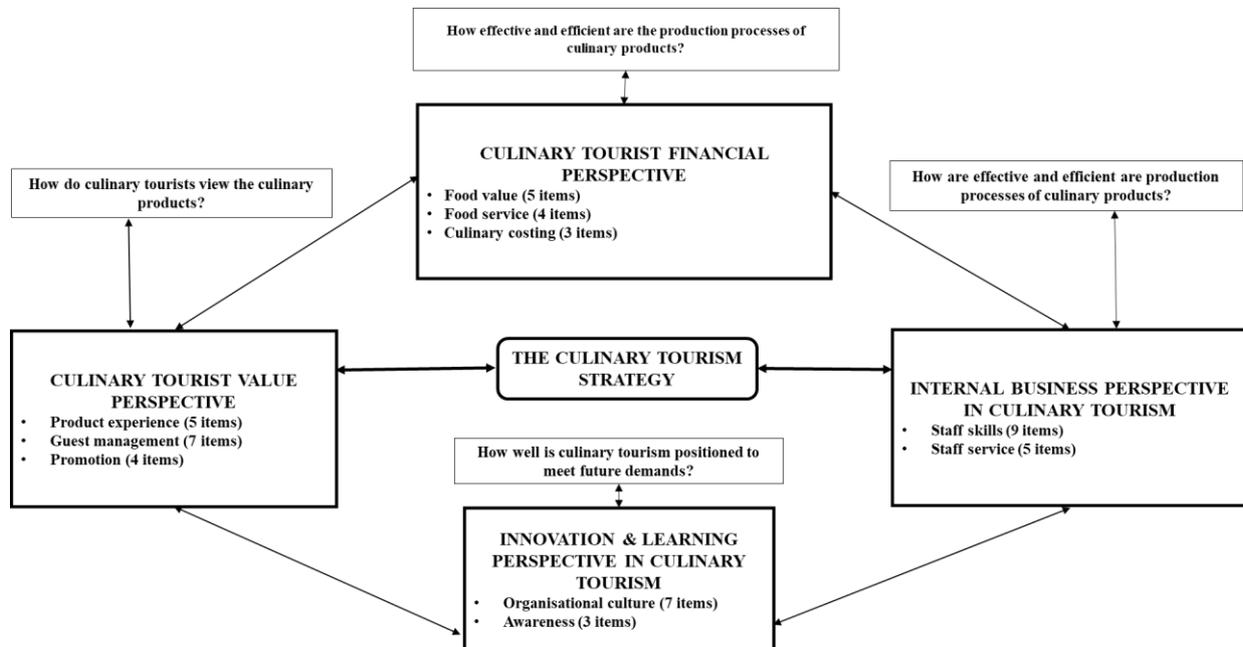


Figure 2. Measured CTVSC perspectives with realised dimensions (factors) (source: contributing author)

The CTVSC with the subscales used in this study yielded an acceptable reliability coefficient, indicative of the internal consistency of the scales related to culinary tourism. The authentication process suggests that the CTVSC (cognitive) is a multidimensional construct composed of ten dimensions from the four perspectives (culinary tourist financial perspective, culinary tourist value perspective, internal business in culinary tourism, and innovation and learning perspective in culinary tourism). The findings reveal that product experience provides tourists at gastro-attractions with distinctive, diversified and novel culinary options, in line with Mak, Lumbers, Eves and Chang (2012), whereas food experiences typically play a role in guest decision-making before visiting a destination.

Only a first order EFA was used for the analyses of CTBI. The KMO-MSA values for CTBI were more than .60 and the communalities were more than .30. Bartlett's Test Sphericity  $X^2 = 2660.95$ , ( $df = 78$ ;  $p < 0.001$ ) and KMO-MSA (.93) reported the overall significance of the data and the appropriateness of the factor analysis. Thirteen items were extracted, with one factor explaining 46.45% of the total variance based on the initial eigenvalues for CTBI. The reliability of the CTBI instrument ( $\alpha = .90$ ) is embedded in the reliability of Akatay et al., (2013) ( $\alpha = .89$ ), as these are included as dimensions. The first order factor analyses using principal axis factoring, a varimax rotation and Kaiser Normalisation, supported the formation of CTBI. The Kolmogorov-Smirnov test for normal distribution results revealed that data were not normally distributed; however, the sample size was 500, indicating that the test for normality was not critical (Tabachnic & Fidell, 2007).

CTBI (conative) with its dimensions can be reliably and validly measured. The construct aimed to determine the extent of guest participation in ethnic Zimbabwean food and beverages in their restaurants. *Culinary attraction, guest situation, centrality to lifestyle* and



*self-expression* were identified as dimensions of the constructs and questionnaire items were generated for each CTBI dimension. The findings for this study were consistent with the findings of the consulted literature.

### **Relationship between the CTVSC and CTBI**

The results of the inter-correlations of the CTVSC and CTBI scales are discussed to establish the relationships between these scales to support the purpose of the study. A positive correlation ( $r = .80$ ,  $n = 500$ ,  $p < .001$ ) was achieved between CTVSC and CTBI following the Pearson Product moment correlation. The effect size was large, proposing a strong relationship between the CTVSC and CTBI. The direction of the correlation was positive (Hair, Anderson, Babin & Black, 2018). Furthermore, the size of the absolute values indicates the strength of the correlation.

Although the data supported a positive linear relationship between the overall CTVSC ( $X$ ) and the CTBI scores ( $Y$ ), where  $r = .80$ ,  $n = 500$ ,  $p < .001$  were statistically significant, the correlation between CTVSC and CTBI were high. However, high inter-correlations exist in behavioural intention studies (Bonfield, 1974) and multi-collinearity remains an unsolved weakness in the Fishbein and Ajzen (1975) Behavioural Intention model. Therefore, a systematic examination of the residuals was conducted to detect the interaction effects between the CTVSC (independent variable) and CTBI (dependent variable) as displayed in the summary model in Table 1.

Table 1. Standard regression of the CTVSC and CTBI<sup>a</sup>

Predictor variables	<i>R</i>	<i>R</i> <sup>2</sup>	<i>Adj. R</i> <sup>2</sup>	Un standardised		Standardised		
				<i>B</i>	<i>SEB</i>	<i>B</i>	<i>T</i>	<i>P</i>
Constant				.496	.176		2.824	.005
CTVSC	.795 <sup>b</sup>	.633	.632	.917	.031	.795	29.292	<.001

All regression coefficients were significant at the  $p \leq 0.001$  level

a Dependent variable: CTBI

b Predictors: (Constant), CTVSC (Path *c*)

*B* Un standardised coefficient and constant for linear regression equation;  $\beta$ , standard regression coefficient; *SEB* Standard error of *B*;  $\rho$ , probability value; *R*, correlation coefficient; *R*<sup>2</sup>, coefficient of determination; *Adj. R*<sup>2</sup> Adjusted coefficient of determination.

Results from Table 1 indicate that the regression model with independent variable CTVSV explains 63.3% of the variance in CTBI. Based on these results,  $H_1$  is supported. It is evident that the higher the value tourists attach to culinary products, the more they intend to travel to tourism destinations where they can visit a traditional restaurant. A unique contribution is made by justifying the relationship between the CTVSC and CTBI in a culinary tourist environment. The implications resulting from the research are now outlined.

### **Discussion**

No previous study in the culinary tourism context included such a comprehensive CTVSC. The CTVSC thus makes a valuable contribution to the food and beverage industry at large, bringing quality culinary products and services to tourists. Furthermore, a tailor made CTVSC scale has been used to investigate the hospitality sector through visitation of ethnic restaurants in a culinary context.

CTBI comprised a distinctive combination of dimensions and sub-dimensions developed from an extensive literature review to address the empirical research gap proposed by Miles (2017). After statistical measures were implemented, all factors loaded to one dimension, namely CTBI with a unique combination of 15 items, which provided an informed understanding of behavioural involvement among culinary tourists. This addresses the need to

conceptualise the CTBI decision-making process from an ethnic culinary tourist (diner) perspective. The degree of impact of the CTVSC and CTBI constructs on the culinary tourism industry was identified and supported by these results.

The integration of the relationships between the CTVSC and CTBI were previously unknown. These constructs were composed of independent (CTVSC) and dependent (CTBI) variables that were statistically tested. The inclusion of CTVSC and CTBI in a unique relationship, is first reported here, contributing to the existing body of knowledge (Miles, 2017). The investigation of the relationship between CTVSC and CTBI provided an opportunity to establish a theoretical base for understanding culinary tourism's role in promoting destinations.

Understanding of the relationship between the CTVSC and CTBI will enable tourism role players to develop marketing strategies to attract culinary tourists to Zimbabwe. Tourism managers in Zimbabwe can use these results to diversify their tourism product offerings. This study also confirms research by Hsu (2014) that managers of culinary destinations need to develop a sense of regional distinctiveness and to maintain their local cultural traditions, in this case ethnic cuisine.

Insightful results are derived and the implications for culinary tourism that could be applied to a larger significance. In summary the following recommendations are made for Zimbabwe:

- Curriculum planners should use the findings on CTVSC to include ethnic dishes and meal planning into their school curricula.
- Revised training in hospitality areas, based CTVSC can help employees can gain skills in culinary ethnic cuisines for marketing purposes.
- Restaurateurs can use CTVSC to design of state-of-the-art ethnic cuisine menus, and refine their service offering to be a competitive culinary destination.
- These findings could assist in the development of travel planning for bespoke culinary tourists.
- The development of tailor-made gastronomic routes to strengthen the culture and gastronomy relationship.

## Conclusion

In summary the infusion of CVA into BSC (a) provides insights to hospitality managers on how ethnic culinary products and services can meet guest's demand, (b) provides guidelines to restaurant managers to review their performance relative to the competition with other ethnic restaurants, (c) empower chefs to develop high-quality ethnic food and beverage products, and (d) equip destination managers with knowledge to eliminate product and service features that do not add value for the customer or guest. Further research resulting from the study is to focus on exploring the relationship between CTVSC and CTBI at other international ethnic restaurants, using a mixed-method research design; and the medicinal and therapeutic influences of ethnic foods as constructs (Chang, Mak & Chin, 2011). Finally, the use of the CTVSC model in diverse types of tourist experiences in other African countries is recommended. Ethnic food is at the heart of all human beings' existence and that the Zimbabwean "Come dine with me" strategy hereby fully supports the UNWTO #TravelTomorrow campaign, by providing insight into the value culinary tourists' associate with their ethnic gastronomy tourism experiences.

## Acknowledgements

We express our appreciation to Dr Dion van Zyl from the University of South Africa (Unisa), who assisted us with the statistical analyses, and the Unisa Editing Department for editing the article.

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