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PERCEPTIONS OF TOURISTS TOWARDS GASTRONOMY PRACTICES: IN SELECTED CULTURAL RESTAURANTS OF ADDIS ABABA, ETHIOPIA

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Declaration

I, Yordanos Gebreyes, declare that this thesis entitled ***"Perceptions of Tourists towards Gastronomy Practices: in selected cultural restaurants of Addis Ababa, Ethiopia***" is a product of my original research work. I declare that this thesis is not submitted to any other institution anywhere for the award of an academic degree, diploma, or certificate. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. All research procedures to confirm the expected standards and regulations of Addis Ababa University.

Acronyms and abbreviations

AU	Africa Union
ECTT	European Council on Tourism and Trade
GDP	Gross Domestic Product
MICE	Meeting Incentive Convention Exhibition
MOCT	Ministry of Cultural and Tourism
UNECA	United Nations Economic Commission for Africa
UNESCO	United Nation Educational Scientific Cultural Organization
UNWTO	United Nation World Tourism Organization

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ABSTRACT

This study was designed to assess perception of tourists toward gastronomy practice in selected cultural restaurants of Addis Ababa. The target population of this study was tourists. In order to conduct this study, mixed research approach applied. Purposive sampling techniques were used to determine sample size. Moreover, the tourist questionnaire survey and interview were used as a data collection instrument, whereas both primary and secondary sources of data were used to collect relevant data. In-depth interview for interview 10 restaurants workers from five cultural restaurants and 136 tourists for questionnaire survey were selected. Quantitative-led mixed methods of data analysis were used. The final result of this research was analyzed, interpreted and discussed by using descriptive statistics (frequency, mean, and standard deviation) and inferential statistics the finding of the research revealed that the perceptions of tourists towards gastronomy practices are high. The study identified that the practice of gastronomy in the study area was accounted for more than 3.5 mean in all indicators. The benefit of gastronomy it scored above 3.5 Mean. Therefore, this shows that the benefit of gastronomy in the study to be high. This result also revealed that the perception of tourists towards the barriers to use gastronomic practice in the study area. Above all, there is a need to know all the concerned body with their relevant roles. Based on the findings of the study, the researcher recommended that awareness creation, role and responsibly in the study area.

Keywords: Gastronomy, Perception, Tourists, Addis Ababa and Tourism Development

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Tourism is a collection of different actions that include accommodations, transports, foods and drinks services, cultural entertainments, conventions, trade fairs, sports and leisure practices UNECA (2011). In tourism, there is a diversity of movement that involves not only the movement of people from one place to another but also all activities it undertake both, directly and indirectly, interlinked towards the facilitation of this process.

Nowadays, Gastronomy practice contributes to the economic, social and environmental sustainability of places while potentially representing factors that increase the attractiveness and the competitiveness of the destination Richards G.(2008). When tourism demand is an issue of pull and push factors, tourism demand is variable significantly the reasons should be taken into consideration in which pull factors are used to define the choice of a destination and push factors are used to define the desire to go for a trip Costello (1979 & 2009) .In addition to that tourism has various movement practice in the sector, due to this reason there is a lot of benefits. According to UNWTO (2017) report on gastronomy in destinations tourism revenue was more than 30% and this would tend to grow and considers gastronomy to be a distinctive element of destination. Gastronomy, like the fashion and design industries, is an expression culinary products and dining experiences; consumer identities are enhanced and expressed for tourism development local culture is the main driver, a source of viable benefit and potential to form a distinctive selling proposition. Those reports refer that gastronomy development has impact for sustainable development of tourism. The development of those practice increase the number tourists. That factor has positive impact for the development of world economy. The practices of gastronomic activities in tourism have numerous advantages. The practices becoming more and more popular, year after year being invaded by curious tourists and willing to taste the gastronomic culture of other countries: visits to food producers, gastronome festivals, restaurants and special places related to some special foods, tasting special culinary products, observing its production and preparation processes, seeing how to cook a particular dish, culinary touristic circuits, visits and tastings at beer and olive oil factories, distilleries and culinary products, visits to kitchens, vineyards, wine cellars or other culinary attractions (gastronomy fairs, exhibitions,

culinary tours).Those culinary activities attracted tourists and motivated to participate. After the practice of the gastronomy it also generates money, increase number of tourists, and makes tourists to visits the destination. In other case, on a global scale along with the demand for traditional tourist products, there is an evident increase in customer demand for alternative forms of tourism based on local culture Jone (2014).

In addition, studies point out foods and beverages contribute significantly to the tourist's satisfaction with the destination visited. For this reason, it is essential to link gastronomy to tourism since it attracts tourists Chi (2010). According to the report UNWTO (2017) all kinds of resources use gastronomy tourism to implement promote. In this case, gastronomy practice can be used as promotion mechanism for tourism development. Ethiopian gastronomy has a lot of features of cultural, religious, environmental, natural, recreation and economic. The gastronomic product offers a unique way, collection of spicy, flavorful food and drinks. These practices make quality gastronomy commodities. The emerge out of the extensive practice of farming and food preparation practices in which the goods of the land are purposeful to the cuisine in new and inventive ways. Those activities make domestics and international tourist's advantage from gastronomic practice. Addis Ababa is the capital city of Ethiopia. The city has much potential in gastronomic practices and a lot of tourists flow. In this case, the central aim of this study was to assess perception of tourists towards gastronomy practice in selected cultural restaurants of Addis Ababa.

1.2 Statement of the Problem

Ethiopia is one of the countries of the world which is rich in different resources in history, culture, nature, archaeology and gastronomy resources. Gastronomy has a vital role in the study area and also the country level. Ethiopian gastronomy is one of the world's most unique, colorful, fascinating and delicious cuisines. In addition to that there are a lot of cultural products flavorful dishes, stews and spices, drinks and preparations and the ways to serve for the user of the products has a unique style that not found in other countries. Ethiopian Ministry of Culture and Tourism Bureau has a vision of making Ethiopia one of the top five tourist destination in Africa by 2020 Ministry of Culture & Tourism (2005). So it need to be studied well and developed with tourism aspects at large. Most of the time tourists consider this city as the first destination to visit other destination area of the country. There is also a lot of cultural, religious and recreational festivals and event carry out in the city. However, many scholars don't involve in this field and it is still remained unsolved. Some

efforts have been done both at the federal and regional levels to develop indigenous resources. Despite this fact, the problem of crumbling remained anxious in Addis Ababa town also. A destination can be promoted indirectly through gastronomy products; once the product is known internationally, people become highly interested in discovering the place of origin as well as the farming and production process processing. Tourism development and promotion products must integrate gastronomy as a component and since human resources add value to it. It should educate and train employees. However, further knowledge about gastronomy practice in the tourism sector still remains unknown.

Consequently, the main motivation that motivates the researcher would be conducted in this study area were: - the city has great potentials on gastronomy recourses and a lot of MICE industry, which are held in Addis Ababa's. But there is lack of promotion and awareness creation regarding gastronomic practice in the study area. That resource has a great role due to the increasing number of tourists, changing the country's image, create employment opportunities for local communities, and generate revenue and tourism development at large. Nonetheless, could not get what expected from these resources. However, currently there is an emerging interest among tourism scholars in need conducting research on gastronomic practice towards tourism. Preceding studies in this regard have mainly focused on, Gastronomy in tourism Umit Sormaza H. A. (2015), Gastronomy tourism and destination competitiveness Cankil (2017), Tourist guides perception on gastronomic tourism Feray Iriguler (2017) and gastronomy tourism; motivation and destination Costello (1979 & 2009). However, there is still a gap in the study of perception of tourists towards gastronomy practice in cultural restaurants, predominantly in Ethiopia. There is a scarce research on perception of tourists towards gastronomy practice in Ethiopia. According to Abbebe (2003) conducted study on The Construction of Ethiopian National Cuisine.

Finally, this research stands to excavate the concrete problems in the research area. From those gaps, the major one is that the research area never has been studied before. Even though, Ethiopia has many potentials regarding gastronomy but there are no well-documented studies. Therefore, there is a need to fill this gap by making different research. In this case the study provided a clear data of the major gastronomic practices in Addis Ababa; it assessed current benefits of gastronomic practices for the tourism sector, local community, and the owners, domestic and international tourists. Its create conditions for promotion development of gastronomic tourism of Addis Ababa and it gives ways for another researcher to focus on

these issues. However, there is no any study conducted in Ethiopia on gastronomy resources and perception of tourists toward cuisines. Therefore, the central focus of this study was to fill the observed research gap and problem concerned with gastronomy practice in the study area. From this a result, this study adds new knowledge and insight on gastronomy resources promotion mechanism, increase the practices among tourism businesses and promotion of gastronomic practice in Ethiopia. Lastly the study contributes for a sustainable tourism development in the country.

1.3 Objectives

1.3.1 General objective

The main objective of the thesis was to assess perceptions of tourist towards gastronomy practice in selected cultural restaurants, Addis Ababa.

1.3.2 Specific objectives

The specific objectives are to:

- Identify major gastronomic practices in selected cultural restaurants in Addis Ababa.
- Assess the benefits of gastronomy towards tourism development in Addis Ababa.
- Explore major barriers to use gastronomy practices in five selected cultural restaurants of Addis Ababa.

1.5 Research Questions

The thesis aims to answer the following research questions:

- What are the major gastronomic practices in the selected restaurants of Addis Ababa?
- What are the gastronomy benefits for tourism development in the city?
- What are main barriers to use gastronomic practices in five selected cultural restaurants of Addis Ababa?

1.6 Significance of the study

There are lots of works done by the cultural restaurant's owners, Ministry of Cultural and Tourism and Addis Ababa Tourism bureaus to promote and develop the indigenous resource of as town and country level. As gastronomy has many functions, this research would have provided much information on major Ethiopian gastronomy practices in selected cultural restaurants, in Addis Ababa. But, there were a lot of gaps and uncertain problems in promoting, developing and using gastronomy resources as a tool for tourism development. As

a result, this research is important to promote, to make awareness, a guideline for tourists, and corporate for scholars, policy makers, decision makers, and developers.

I. Academic Significance

This thesis would help a lot in academic to emphasis the sector of gastronomy tourism as curriculums education at higher education and college's level. There is no existing literature on Ethiopia gastronomy practices and resources and the research area also. The current study will except to insight the tourism sector, researchers, and education sectors. So, it gives an insight into the extent of the problem and serves as a springboard for other researchers.

II. Policy Significance

The finding of the research helps the tourism office of the city and country to understand the perception of tourists regarding gastronomy practices and to know what factors are that limits to use those cultural restaurants and to test cultural foods and drinks. It also helps as a secondary source of information for scholars, planners and policy makers cheered engaging in the sector.

III. Developmental Significance

Other significances of the research are developmental; this study identifies major gastronomy practices and tourist's perceptions in the city. The increasing of tourist's interest in the gastronomy activities and local cuisines has not only had an impact on the tourism industry increasing incomes. But has social, ecological and economic contributions the local community. Perceptions of tourists depend on the quality of cultural foods and beverages, ecological concerns, health and nutrition value, the background of tourists and access to have wide information on cultural foods and beverages. Improvement of gastronomy practice and work on to fulfill the perceptions of tourists.

This thesis would be powerful tools to support the development of the tourism sector and to increase the country economy by promoting the practices and development of cultural restaurants. With this regard this paper support to know the tourist perceptions towards gastronomy practices in the study area, the feedback of tourists toward the practices. This help to know the mechanism to attract the tourists and to make tourist come back frequently to the area. The main purpose of this study is to assess the perceptions and practices of tourists towards gastronomy, in selected cultural restaurants, Addis Ababa.

1.6. Scope of the Study

The scope of the study was determined depending on three constraints, i.e., the geographical area, the theme and the units of observation of the research.

1.6.1. Spatial scope

Geographically this study coverage focuses on Addis Ababa city which is the capital city of Ethiopia. In five selected cultural restaurants of the city. Tourists select the cultural restaurants depend on close for them for example museums, cultural restaurants that are near to bole international airport.

1.6.2. Theme

The theme of the study is to assess perceptions of tourists toward gastronomy practices in selected five cultural restaurants of the city. The study conducted to identify major gastronomy practice of cultural restaurants, benefits of gastronomy practices for tourism development in the city and explored main barriers to use gastronomy practices in selected cultural restaurants of the city.

1.6.3. Units of Observation

The study is units of observation. In this thesis, units of observation are the participants of the research from which relevant data are collected. They serve as a primary source of data for the study. The targeted groups are international tourists those who have travel experience and have experience in testing cultural foods and drinks, restaurant workers who manage and work in different department level.

1.7. Limitations of the Study

In the process of conducting this research, the researcher was faced by different problems. Like, lack of well documented materials on the research area/topic, lack of up to date information on gastronomy on both written and non-written documents. The other constraints were unapproachability of empirical and theoretical literature which was done with gastronomy practices of the country as well as the city. The researchers were forced to use literature that conducted and published outside of Ethiopia to complete the study. In addition to that, Ethiopia has a variety of cultural foods and beverages, way of serving the customers, cooking mechanism and there is a lot of nation and nationality of the country that has their own cultural foods and beverages that characterizes them so it needs time to cover all of those data. But this research covers five selected cultural restaurants due to time shortage. The

respondents of the research papers are international tourists those most of them doesn't speak the English language because they came from a different country.

1.8 Operational Definitions of Terms

Gastronomy: is the study of the relationship between food and culture, the art of preparing and serving rich or delicate and appetizing food, the cooking styles of particular regions or country.

Cuisine restaurants: defined as is serve the gastronomic practice certain cooking style or quality of cooking cultural food and drinks recourses form a certain regions or country

Tourism development: the term can be defined as a long-term process of preparing for the arrival of tourists and entails planning, building, and managing attractions, accommodation and facilities that serve tourists

1.9 Structure of the Thesis

The thesis was organized into five chapters. Chapter one organized the introduction, which focused mainly on the background of the study, statement of the problem, objectives, research questions, research hypothesis, the scope, significance, limitation of the study. Chapter two emphasized on reviews of the literature focused mainly on what major gastronomy practices, perceptions of tourists toward gastronomy, and benefits of gastronomy for tourism development. Chapter three deals with the methodological approach and the research design. The fourth chapter is dealt with result and discussion. The last, fifth chapter, is designed for the conclusion and recommendation of the study.

1.10 Ethical Consideration

All of the participants of this study were informed about the purpose of the study before asking question. The respondents were consulted and permission letters that dictate about legality of the research conducted have been provided before any interview and related issues were raised. The respondents have been informed and agreed that the information they give will keep confidential and for this research purpose only. All the respondents were free to express what they feel regarding the issue of involvement in the study area. To prove the ethical consideration expected in research and avoid the repetition during questionnaire survey, the names, jobs, positions of interviewee were provided.

CHAPTER TWO
LITERATURE REVIEW

2.1 Concept of gastronomy in tourism development

Gastronomy is discipline and art of eating well, also develops in the 19th century. gastronomy a word was created by merging the Greek words “gaster” (stomach) and “nomas” (law) defined by Umit Sormaza H. A. (2015). Besides, Gastronomes was a combination of scientists researching the physiology of taste, restaurant critics, and food writers helpful on the art of eating. According to the historical background of gastronomy practices in that case, Albala (2013) argue on the concept of gastronomy had long been assumed human prehistoric ancestors were primarily hunters, arbitrating from archaeological remains of animal bones, arrow tips and pictures of game painted on cave walls. However, from the emergence of Homo sapiens about 200,000 years ago to only about 10,000 years ago, the vast majority of human time on this plane, humans got their food by gathering and hunting. Nowadays, gastronomy becomes the most popular practices in the world and it’s also practice all over the world in different way. According Greg Richards (2011), stated that local culture is becoming an increasingly important source of new products and activities to attract and amuse tourists due to that the competition between tourism destinations increases. Gastronomy is often referred to exclusively as the art of cooking and good eating; however, this is only one part of this discipline. Others have suggested that gastronomy is the study of the relationship between culture and food. Someone who is seriously involved in gastronomy is often involved in tasting, preparing, experiencing, experimenting, researching, discovering, understanding, and writing about food, and, usually but not exclusively, about wine additionally, it’s related with the culture, religious, customs, beliefs of peoples. According to Gillespie (2001) the art or science of eating well. The gastronomy study is the understanding of the production and preparation of food and beverages, as well as the place, time and reason for which they are consumed. As Beer (2008) argues tourists are increasingly seeking local faithful and unique experiences associated with the places or destinations they visited. The other mechanism taken in the research was to know the feedbacks of tourists for the restaurant's services and products of Ethiopia gastronomy resource. That shows the weakness and strengths of gastronomy activists in the research area.

Gastronomy is a set of recreational empirical activities related to food, in the gastronomic destinations. These activities include gastronomic travels festivals, markets and food

producers, food fairs, food shows and experience of local and qualified food UNWTO (2017). Those activities of gastronomy take part in tourists spend their time in a gastronomic destination, get full information on local cuisines and see the true color of the product. For instance gastronomy as nutritional sciences were about eating and drinking, but it covers a lot of issues that related to the gastronomy practices, sense of tasting and its physiology, wine production, functions of nutritional elements in human body, specifying qualities in choosing foodstuffs, also the production processes in accordance with hygiene and sanitation norms to prevent foods from going away physically, chemically, and biologically Shenoy (2005). This helps to attract tourists, to have the quality to the gastronomic products, makes tourists visit the destination frequently and make the product and service brand. Hall (2003) Argue that gastronomy ranks position along with the main reasons for tourists to visit a destination, after cultural purpose and nature. Regarding to that Several tourists also look for something unusual from their everyday life when traveling, and this may include the taste of exotic food, participate the preparation of foods and other practice that related to gastronomy.

Finally, gastronomy has many purposes, maintain human health with the best nutrition possible, ensuring enjoying life and eating; food and beverages' being produced in hygienic environments and to address a palatal and image enjoyment must have to organize to be consumed. The production and preparation of food and beverages, as well as the place, time and reason for which they are consumed has a role in understanding gastronomic practices.

2.2. Major gastronomy practice in tourism: an overview

There are a lot of authors rise their ideas on gastronomy tourism and the practices. Culinary tourism can be defined as the type of tourism that has a high involvement in the motivation and behavior of travel to live unique foods and beverages experience. Such type of tourism has a great contribution to the development of the sector also the country economy. This also helps to establish a good relationship for tourists and local communities. According to Doughetrty (2008) Culinary tourism is the pursuit of unique and memorable eating and drinking experiences, providing a way of linking local food systems with the tourist experience. In this case tourists doesn't forget the place and enjoy their time those things makes tourists to visit the destination frequently.

According to UNWTO (2017) report of global gastronomy tourism is on the rise and competition among destinations increases, uniquely local and regional intangible cultural heritage has increasingly become the discerning factor for the attraction and amusement of

tourists. By way of Hjalager (2000) stated that in contrast with other tourism activities and attractions, food is available all year round, any day of the week, at any time of the day, regardless of the weather. Gastronomy can become the motor that serves to reactivate a tourist destination that has suffered a decline in its life cycle as a tourism product. The combination of food and tourism are increasingly occurring in formats such as agro-tourism, wine tours, and the sale of food products as souvenirs, among others. As the idea of the above author, it expresses that gastronomy practices tool for the attraction of tourists in the destination area. The idea of gastronomy tourism has go forward to encompass cultural practices and include in its discourse the ethical and sustainable values of the territory, the landscape, the sea, local history, values and culture heritage UNWTO (2017) not only as gastronomy tourism has emerged as most important in this regard, not only because food and drink is central to any tourist experience.

The gastronomic preparation of product reflects the national or local cuisine their methods of preparation. Gastronomy practice is concerned with the practice and study of the preparation, production and different foods and beverages services. It has to do with the techniques and standards involved in the conversion of raw product to produce into visual, countrywide, locally and culturally specific palatable products Mohd S.& Mohd Z.(2009).Practical gastronomies comprise chefs and all guest contact personnel including food service staff, sommeliers, and trenchers. Gastronomic activities tourism and the development of its related products present significant challenges as it is part of a complex landscape in which culture has multiple and heterogeneous manifestations.

For instance UNWTO (2017), reported food has evolved from just a fundamental need for tourists while traveling, to be a major motivation for domestic and international travel. Between 27.1% and 43.9% of Canadians and Americans, respectively, stated that the reason for their trips to Mexico were food and wine, while 17.2 % of national travel cultural tourism travelers, declared their first activity was trying the local cuisine .Derived from these data, it is possible to assert that nowadays a large percentage of tourists with cultural motivations have a deep interest in experimenting and decoding expressions of identity through both local and exotic regional cuisines which can transmit a unique interpretation of the world. According to the above report declared that most of the country in the world practice gastronomy for the international tourists as well as domestic tourists of their country. In that case cuisines resources develop and promote well, it also used as destination attraction

mechanism for some country. Gastronomy is a universal language. As tourist's perceptions increase in cultural resource gastronomy practice develops well and promote and it also contributes to tourism development. Similarly, about 8% of national and international tourists interviewed expressed an interest to "interact with people of other ethnicities or localities" a valuation, in the case of domestic tourism, above the enjoyment of beaches and visits to archaeological UNWTO (2017).Generally, Gastronomy practices consider being the foods and beverages of local origin which are offered to visitors who travel to destination (Mason, 2009). Local foods and culinary traditions have an excellent status for several reasons. First, the importance of those existing consumers attaches to health and the environment creates a demand for pure, fresh, and healthy ingredients which are the result of mature and responsible agricultural practices. Secondly, there is a real interest in tasting the traditional cuisine of the region visited Getz (2000 & 2004). So, using natural products and organic local cuisines of the country attract tourists and products will promote well. Food is one of the major gastronomic practices, which is a basic daily need of human life.

As the idea of Tikkanen (2007), states on physiological sense, food is a foundation requirement for human survival. On the other hand, foods could play a greater role than just in maintaining life especially in the context of tourism. Food is not only a functional component of a trip but can also be highly experiential, sensual, representational and ritualistic Hall (2003). In some instances, to spend memorable and enjoyable, food has a necessary part for tourist travel experience López-Guzmán (2011). Additional, Berrin (2016) defined food is a resource that has been highlighted which has been focused suitable to improve a destination's attraction. The relationship between gastronomy, tourism, and food is becoming closer Boyne, Hall, & Williams (2003).

Through analyzing and discussing the different perspectives outlined above, the importance, benefits, and necessities of developing food tourism have been identified. Food is an important component of tourist destination promotion world-wide Hjalager (2000) as well as a useful attraction for certain visitors Sengal (2015). The combination of foods and beverage has the power to appeal in the current year. Contribution local products and culinary traditions to international and national visitors add a new component to the image of the tourist destinations and create additional economic activity in and around the destination Keza (2014). Depend on; the above concept of food has a lot of contribution for attraction of destination and tourism development.

According Keza (2014) regardless of this understandable demand, if not most, destinations find it difficult to translate local food into a resource in tourism development. Bringing local food to tourism re-quires local food experiences – specific products or culinary practices – that is being made accessible (organized, produced, packaged, communicated) for visitor consumption – and, of course, such local food experiences must be in demand by tourists to be economically viable from a long-term perspective (Keza, 2014). Food utilization in gastronomy practice plays an indispensable role in shaping the total tourist experience. Even though the pursuit of culinary experiences may not be the major motive for people to travel, such experiences are crucial to tourists' overall trip satisfaction (Cankil, 2017).Expenditure of foods and beverages is directly influenced by factors such as taste, cost, health care, satisfaction, a convenience that generates a pattern of behavior and a manifestation of human identity. An important any travel experience, the behaviors pattern of tourists change due to foods when new destination visited (Donatella Privitera, 2018). Moreover, companies providing gastronomic services are one of the main sectors in the tourism industry (Ivanova Ludmila, 2014).

Cultural food is a complex, not well-defined and sometimes very controversial concept, related to specific cultural identity, historic period and heritage. Food is an essential part of a trip enhancing the total experience in a positive way. One of the major functions of a destination's food industry from a tourism perspective is to provide the experiences and feelings that tourists perceive they should have on their trip (Reza, 2014). However, although the literature supports the idea that food tourism is needed both by host countries and tourists, there is a need for further research on food tourism and its relationship with tourist behavior (Pestek, 2014).As the above scholars argue about gastronomy, the idea of gastronomy is basic phenomena not only to attract tourists but to promote and develop local practices. Lastly, it's used as a mechanism for tourism development. The developing country such as Ethiopia needs this mechanism for economic development. In the research area also there is a lot of gastronomy practices need to study well and use for the attraction of tourist.

2.3. Tourists perception toward Gastronomy practices

According to Ignatov and Smith (2006) argue the gastronomy tourism as closely associated with the enjoyment of good foods and beverages through the appreciation of pairing wine and food as a symbol of an aesthetic lifestyle. Somewhat, the food which is run into at various types of dining establishments contributes to the visitor experience by

connecting them with the host culture and consequently influencing their choice of destination Sparks (2004). Regarding to the above idea, Most of the time tourists attracted by the expression of the local community cultures, gastronomy practice and destination uniqueness. Those concepts have influence on the choice and experience of tourists of the practice.

Gastronomy practices in tourism are a rising phenomenon that is developing like a new tourist product since one-third of the trip budget is spent on food consumption. Because of this, local cuisine is an important factor in terms of holiday quality Georgică G. (2014).this idea express that the gastronomic practice has a lot of influence in the tourism sector. Gastronomy and tourism activist's relation is a journey, in regions rich in gastronomic resources, who generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomical festivals, fairs, events, cooking demonstrations, any action linked to food Donatella P. (2018). When tourists travel not only enjoyment but for knowing the origin of the real resources, it creates a great linkage between tourists and the local community. Usually tourists during their visiting periods, it's not only practice and use the service and products of gastronomy but went to share the idea and knowledge of the destination gastronomy rehearsal.

Gastronomic practices in the tourism sector are a growing phenomenon because over a third of tourist expenditure is allocated to food, according to a report from the World Tourism Organization. 22% of Europeans, according to Eurostat, state that the main reason for going on holiday is for a cultural experience, as the thought of Bârleanu, (2013). Those reports stated that gastronomy occurrences growing in the tourism sectors in that case it's used as the mechanism for sustainable tourism development. Food tourism provides an opportunity for job creation and the enhancement of local economies, which in turn surely affects other sectors. It is also the main provider of overcoming seasonality UNWTO (2017).Some tourists also identified food as a cultural attraction. Culture is multifaceted, and food is one of its key components Rand, Heath, & Alberts (2003) food, accommodation and transport are usually viewed as supporting experiences during a trip; however, the whole travel experience may 'go sour' because of dissatisfaction with the available food. Regarding this, the availability of food should depend on the tourist's interest and service in good condition. By contrast, supporting experiences such as enjoyment in eating exotic food, in certain circumstances, may turn into a peak experience Quan & Wang (2004). Food serves as a mechanism for

cultural exchange, allowing tourists to become more deeply involved in local customs and to gain a better understanding of the unique features of a specific culture Marsh & Grayson (1998). This idea stated that food tourism has big relation between other sectors of tourism and has great effort in the sustainable development of tourism. While the meanings of gastronomy tourism are reflected, however, a trip to a destination for food reasons may not mean the same. For some, the primary reason may be the food but for others, it may not be the same.

More importantly, food is involved in the unique customs of a region and buying, and consuming domestic food produce can mean a sharing of the local culture (Hjalager, 2000). Considering this, food tourism is considered as a subset of cultural tourism, as cuisine is a manifestation of culture International Culinary Tourism Association (2006), that combines the community's or the culture's food with demonstrations for tourists in the form of festivals, rituals, narratives or other aspects of cultural expression (Horng & Tsai, 2010).
Indigenous food and drinks markets serve the needs of a wide range of local stakeholders, including local inhabitants, retailers, farmers, producers, restaurants and, eventually, the entire community. On the other hand, the customary strategies in the growth of gastronomy tourism must develop into strategic tools to coherent the quality, diversity, and uniqueness of local products and gastronomy of a country Peter Björk, (2014). Especially local food cultures evolve from the link between people and the food, which is grown as an effect of regional conditions and people's culinary practice.

The promotion of gastronomy tourism pre and during the tourist experience is essential for the development of this type of tourism; however, organizations tend to evaluate the experience by measuring it with different tools. The measurement of the tourist experience is essential for improving; developing, understanding and overcoming the challenges, as well as embracing opportunities UNWTO (2017). Gastronomy professional's areas are various in countries, the renovation of foods and beverages into complete dishes, menus. Gastronomy practice has linked with domestic and international tourists.
According to Richards G. (2012) argue as the finding mention explains how to develop the gastronomic sector, by using different mechanisms the gastronomic practices develop sustainable way. In the research area also need to know the problem and identifying the major tools to develop, promote and awareness Emphasis the genuineness of local food**:** food experiences are the link to the local, landscape, cultures, creative expressions, etc. The

increasing of the local food develop the gastronomic practice its help for the local community to use their resources a lot. And it's also attracting tourists. Raising quality and consistency: the basic quality of the food is crucial. There are a great number of areas where policies can be developed to promote quality food, including food labeling, promoting the use of local products, and developing high service quality. The quality of products high the need of the customer also increases a lot. The sustainable developments of gastronomy practices start with the quality and consistency of the products. Ensure sustainability: Tourists can help to increase the demand for locally produced food, therefore help to sustain local food and the development of gastronomy tourism in the country. Build networks: The complex value creation network of food experience makes it essential to link different value generators together and form coalitions and collaboration around food. Repositions food as a creative industry: As part of creative industries, food experience can also be seen as playing role in the vibrancy and attractiveness of places in general, not just for tourists, but also for people living or investing in those places. Market success: In promoting food experience the basic product is crucial. It is important to create clear message and images as well as to develop innovative strategies such as promoting chefs as culinary ambassadors. Develop a holistic approach. Because of the important linkages between food experiences for tourists and other policy areas, including agriculture, food production, country branding, and culture and creative industries policies, it is important to develop an integrated, holistic approach to policy development and implementation. Support research and knowledge development: Although more information has emerged in recent years on the general motivations and profile of culinary tourist, we still have relatively little information on how tourists perceive and experience different foods, the role of food as an impulse for travel. Besides, those key ideas are very important tools for the development and promotion of gastronomic practices in developing country like Ethiopia. It has positive impacts on the economy, social, the ecology of the country. If the gastronomy development of the city and country level supports by those ideas the tourism industry of the country develop in a sustainable way.

2.4. Importance of gastronomic practice in tourism development

According to UNECA (2011) Tourism has become a severely competitive industry. In tourism attraction area that found the world, the viable advantage is no longer natural, but increasingly man-made driven by science, technology, information, and innovation. As such, it is not simply the stock of natural resources of the sub-region that will determine its

competitiveness in tourism, but rather how these resources are managed and to what extent they are complemented with man-made innovations.

Gastronomy is an element of attraction of destination in cultural heritage; it is a powerful tool and ranks as first in the expectations of tourists regarding the destination Selwood (2003). Tourism has become a fiercely competitive industry. For tourism destinations all over the world, competitive advantage is no longer natural, but increasingly man-made – driven by science, technology, and information and innovation (UNECA, 2011).Gastronomic uniqueness is the in creating a distinctive, different place and in challenging with increasing competition for destinations. A gastronomic characteristic differentiates according to cultural, geographical, ecological, economic structure and historical process in the point in time.

Gastronomy is an important marketing instrument in the marketing of destinations as it is a kind of tourism activates that can be performed 12 months of a year. So, the target area can build profit tourism such as economic, socio-cultural and infrastructure for twelve months. This indicates that gastronomy is an important marketing tool for the marketing of the destination. Gastronomy products and services in tourism create a well-organized alternative for the new destinations that cannot have the benefit of "sea, sun, and sand". Gastronomy in tourism sectors adds an important added value to the destination in the creation of the touristic destination and creates a market of its own Kivela J.(2005).

Destination promotion is the marketing of the destinations by using their basic characteristics or attributes. It can be their culture, history, land, water, environment anything unique which a destination possesses. Food and beverages is another crucial element which can be used as a tourism product. During destination promotion, many countries have realized the power of gastronomic products. Many destinations inculcate their regional food in their tourism plans

Gastronomy practices, which are evaluated in the concept of cultural tourism, involves in all tourism activities and it is considered as one of the alternative tourism types, therefore, it creates other tourism away from home of mass tourism and it develops in the world rapidly. Moreover, the usual mass tourism, inspiring alternative tourism types, meeting the demand on special interest tourism and increasing this demand, at the end of the question of tremendous competition environment provides important recompense to country, destination, and enterprises.

Culinary culture has been prejudiced by the structural changes that have taken place in our society. Migration, Globalization, urbanization, and renovation have modeled and transformed the way in which modern development consumes food as state by UNWTO (2017). To get a wide range of potential customers, gastronomic experiences can play a large role in any type of tourist movement.

According to (Correia, 2008); gastronomy is not just a purely part of the attraction but also a corresponding tool of diverse cultural products. It has a significant position in sustainable tourism with this balancing feature. It also Increases the local expenditure as well provided that yields to the economy w it causes due to gastronomy practice. In addition, local cuisine being a representative element for the destination provides benefit for the destinations in competition with the provided attraction. There are a number of ways in which tourism and gastronomy can stimulate the local economy: Increasing linkages tourists are often keen to try local food, this can increase demand for food production and hospitality services. Stimulating innovation tourists often demand different ways of presenting or preparing food, this can also stimulate innovation in the agricultural-food production-hospitality system .Increasing place attractiveness places that are attractive to tourists are often also attractive as places to live, work and study. The development of a strong gastronomic tourism market can help to add to the quality of life, helping to attract more visitors but at the same time attracting more residents or preventing out-migration. Strengthening image gastronomy can provide an important support for the image of regions as tourism destinations

Gastronomic in tourism industry plays a great role. It produces many advantages for a different country. The benefits of gastronomic in tourism destination can include establishing positive relationships with customers; increasing sales and profit margins; generating positive economic impacts; producing new business opportunities; increasing consumer exposure to gastronomic products; building the country's brand awareness and loyalty as a gastronomic destination; gaining marketing intelligence on products and customers; and, creating educational opportunities around an awareness and appreciation of gastronomy Kivela J.(2006) Gastronomy also has the potential to produce strong feelings of involvement and attachment to a place in residents and tourists Henderson (2009).

According to UNWTO (2017) report on gastronomy tourism: Ten keys to strengthening the management of gastronomy tourism: Gastronomy tourism is dynamic, as an essential part of the culture, gastronomy tourism should not be approached as something static but analyzed as

a living entity that is subject to constant change. It changes the lifestyle of local communities and increases the tourist's knowledge cultures, beliefs, and norms. Most of the time gastronomy products and services are so unique and include different activities. Maximize the opportunities of sustainable tourism management, Gastronomy tourism embraces the three dimensions of sustainable development .it is a tool for economic development, cultural preservation, and local community empowerment. As economic development it creates job opportunity for the local community, generates income and as it increases the tourist number it also has an impact on the economy.it also empower the local community to participate and benefits from gastronomy practices by preserving cultures. Diversify the cultural tourism attractions; Gastronomy plays a fundamental role in diversifying the tourism offer through new cultural products and enhancing the visitor experience. Gastronomy as tourism product it's so diverse need to study well to make for tourism attraction. Reduce seasonality in destinations through gastronomy tourism, unlike other market segments with high seasonality (such as snow tourism, or sun and beach tourism), gastronomy tourism can be developed throughout the year, and may also play a key role in attracting demand during low season. Activists of gastronomy need to know the seasonality of the practices. Encourage territorial decentralization of tourism, boosting local economies, Gastronomy tourism can become an essential tool for the revitalization of local businesses and economies through the promotion of tourism services provided by residents. Promote social inclusion and redistribution of income: Gastronomy tourism offers a unique opportunity to promote the local cuisine and traditions at different levels within a society. Strengthen coordination between sectors to address the phenomenon of tourism globally: Gastronomy tourism management requires defining strategies beyond the tourism sector, therefore, a holistic vision for development may be achieved among different areas of government (Tourism, Agriculture, International Trade, Environment, Natural Resources, among others).Promote public-private partnerships at different levels and across the value chain: Professionals from the accommodation, tour operators, travel agencies, and many other stakeholders of the value chain need to work closely and together with the public sector in order to develop tourism policies and successful products. Encourage the active participation of local communities, Gastronomy tourism is based on the traditions and customs of local people, and therefore, their participation, as well as their gradual adaptation to tourism through awareness and capacity building activities, is a key area. Promote an authentic experience based on cultural identity; the experience of

gastronomy tourism should be grounded in the authentic culture and genuine values of the host community.

Those key points rise above has the opportunity for gastronomic tourism development and promotional issues and to understand the benefits of gastronomic practices and activities. Developing countries such as Ethiopia should be supposed to put up with in mind that the gastronomy has an important place in the development of a country and in marketing strategies. The destinations contact with gastronomy activity directly or indirectly.

As an example, it prevents the destination to become boring and normal with its character of being genuine and restricted to the city increases the appeal of the destination helps the society to make stronger by sustaining the growth in the economy and socio-culture. By means of the help of feeling of superiority shaped by gastronomy, it increases the attractiveness of the destination. It plays an important role in the arrangement of variety distinctiveness of the destination with the optimistic food experiences of the visitors. It forms a strong source of income for destinations.

Gastronomy has an essential role in increasing the viable ability of the destination and provided sustainability Rand (2003).Both the benefits and challenges enumerated above carry considerable implications for the tourism industry and its players in any given countries that to engage in gastronomic tourism. And also, this, It must be remembered that, while food and beverages can drive travel choices and decisions, tourism can also drive the development of food and beverages Cook (2002) & López & Martín (2006). The type of activities on which a destination chooses to focus its efforts, whether in the form of mass tourism or niche tourism, will necessarily have a considerable impact on the way that players in its tourism industry undertake the branding of the country. According to the figure1 below local food contribution for sustainable development of the destination and also for tourism development h a great role and also link with other sectors. In this case, it can get big advantages if its work on the development of Ethiopian gastronomy resources for the country development and tourism sector development. Hence the city Addis Ababa has a great resource regarding cultural foods.

Food is a topic of argument among tourists during their visits and people like to evaluate this element very powerfully and interestingly. Basis nowadays people are very much aware of food safety and quality issues, so pay more attention to the food products that it consume during traveling and satisfied with the quality of food offered to tourists during traveling,

then it would help in creating positive image in the minds of tourists for destination and tourists would recommend the food of the destination to their family and friends and like to revisit the destination to savor food.

Tourists would like to revisit the same destination again and again to enjoy well-known recipes enjoyed and realized in their previous trip, but this can be possible only if the food that was served during the last trip fulfilled all the requirements of the tourists in all aspects whether it is authenticity, quality ingredients, originality or value for money, etc. Umit H. A (2015), state Gastronomy in Tourism part of a culture and tradition. To put it in a different way, cuisines where many different identities of a society merge together and national feelings are felt most are a mirror of daily life styles, religious beliefs, habits, traditions and customs. Changes of eating style in societies and rising the value of eating socially have been one of the reasons for movements in tourism activities. Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism. Tourism businesses that realized the importance to gastronomy tourism given by local and foreign tourists have featured the gastronomic factors in their facilities. Therefore, it is ensured that to take attention for gastronomy, tourism should be managed in coordination with all tourism- related foundations and civil society organizations and with the encouragement of relevant ministries. In addition, the promotional activities are required to be taken in measurable ways by gastronomic tourism developers.

2.5 Empirical review

There have been several recent empirical studies which gastronomic practice and tourism development in different countries. However the area has never been studied before in developing countries like Ethiopia. In this case the researcher refers from other country researches regarding gastronomy practice.

Among these empirical studies are : Jalis (2009), studied about Western Tourists Perception of Malaysian Gastronomic Products. Gastronomy has been identified as one of the new tourism product which is directly relevant to the Malaysian context. At present gastronomy is a valuable source of attracting tourists from all over the world and this has led to the

empirical investigation on western tourist's perception of Malaysian gastronomic products (food, beverages and food cultures). The sample population was randomly selected among the western tourists at the Kuala Lumpur International Airport (KLIA) who had consumed and experienced these gastronomic products during their vacation in Malaysia. Predominantly the data were based on self-completed questionnaires. A series of statistical analyses were employed by looking at the frequencies, mean scores and standard deviation through descriptive and parametric statistics. The results revealed that the majority of western tourists perceived that Malaysia offered great choices of tasty and freshly prepared food, snacks and beverages. The western tourists also perceived that Malaysia owned a unique and exquisite identity of food culture. In addition, the findings demonstrated that the local gastronomic products can be a catalyst for boosting the local economy

Pestek (2014) studied about Tourist Perceived Image of Local Cuisine the case of Bosnian food culture. The study explore underlying dimensions of local cuisine image by identifying the key cuisine attributes tourists rely on in their evaluations of local cuisine; and identify those dimensions of local cuisine image which have the strongest influence of tourist satisfaction with food experience. These issues are addressed within the context of Bosnia and Herzegovina, an emergent tourism market in Western Balkans. The research methodology was adopted in this research is exploratory. The city of Sarajevo was chosen as a study setting. Image of local cuisine was measured by using a multi-attribute approach in which several food attributes are specified and incorporated into the measurement instrument. Data from convenience sample of foreign tourists (n = 402) were quantitatively analyzed using multivariate and descriptive statistics. The results of these authors indicate that the local cuisine image compromises four components (dimensions): food uniqueness and cultural heritage, food quality and price, nutrition and health benefits of food and affective image of food. Furthermore, findings show that these dimensions differ in terms of their relative importance in explaining the overall tourist satisfaction with food experience.

Finally, Ertugral (2015) Studied about Tourists' Approach to Local Food .It analyze the factors effecting local food demand in tourism in order to identify which tourists are interested in local food as an attraction. The methodology part of the study a questionnaire has been conducted on 105 tourists in order to reveal differences in motivational, demographic and psychological factors based on their local food experiences at various locations in the Old City district of Istanbul. Based on the analysis of data (one way and two

way anova) significant differences were found between various demographic and trip graphic factors on tourists' perceptions of local food. The findings of the study can be used on product design and marketing communications of restaurants and destinations with significant tourist flow in order to target the right audience.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Site Description

The study was conducted in Addis Ababa city by focusing on cultural restaurants. Hence, the target populations of the study are five selected cultural restaurants found in Addis Ababa. This research was assumed in Ethiopia, the city of Addis Ababa, which was founded in 1887 as the cultural, political, judicial and commercial hub of the country. Unlike many other African cities, it is a city built totally by Ethiopians. Even though it is young compared to the cities of Axum, Lalibela, Gondar, and Harar, the role it has played in transferring technologies to the other parts of the country has been remarkable. In 1889, Emperor Menelik encamped at Entoto. The place was selected for its strategic value; its hilly topography facilitated patrolling the surrounding lands. Entoto was considered as an ideal place for military headquarters. Addis Ababa is fast becoming one of the continent's leading conference destinations, with impressive facilities, not only for large events but also for small workshops and seminars, Conference Facilities operating as an international Conference venue. The increased number of the business traveler and a High number of tourist arrivals, this will be linking to the development of the tourism sector Addis Ababa Culture and Tourism (2016). There were a lot number of cultural restaurants found in this city. According to the Addis Ababa Culture and Tourism Bureau's expert there are eleven cultural restaurants in the city from those the researcher selected five cultural restaurants purposively based on the location and their approach for tourists. Addis Ababa owned a lot of cultural restaurants that have gastronomy practices. From those restaurants, researchers select five restaurants based on own tourists flow.

3.2 Research Design

In this study, the researcher used a mixed research approach which includes quantitative-led mixed research approach and descriptive research design. The study used both quantitative and qualitative research approaches. to assess the perceptions of tourists toward gastronomy practices in selected cultural restaurants/ find out major gastronomic practices/main barriers to use gastronomy practices in selected cultural restaurants/identified benefits of gastronomy activities for tourism development of Addis Ababa. This study also used a quantitative research approach to collect and analyze data from tourist through a survey questionnaire. Mixed method was used in this study to interpret quantitative result with subsequent

qualitative data. Mixed research approach entails the use of multiple methods, which could be a combination of a quantitative and qualitative to support in this study. Descriptive statistics were used both for quantitative and qualitative research approaches. For this study, descriptive statistics such as percentage, mean and standard deviation and inferential statistics were used to indicate and compare data obtained from respondents. This method was used in the study because descriptive analysis provides a means of presenting the data in a transparent and understandable manner with for table construction of frequency distribution.

3.3 Data Sources and Types

Both primary and secondary data sources were used in this study. The primary data were collected from international tourists in a field survey, which was conducted in March 2019, while secondary data were collected from published books, articles, journals and different websites

3.4 Sample Size and Sampling Techniques

The researcher used non-probability sampling to select five cultural restaurants by purposive sampling techniques due to their nearness to the study area. Then the researcher selected using simple random sampling techniques were applied to select tourist for survey questionnaires. The researcher has applied the purposive sampling technique to select respondents for in-depth interviews from the cultural restaurants workers. The respondents of the research paper selected by how to understand the perception of tourists toward gastronomy it needs to know the tourist's feedback. Sample of the research taken based on who can test the gastronomy practices of the cultural restaurants, how they practice these gastronomy resources and most of the time those gastronomy practices found in the cultural restaurants of the city. For this reason, the researcher selects some cultural restaurants based on the location of the restaurant, how to near to the airport, museum.

3.5 Data Collection Instrument and Procedures

To conduct this research and collect the required data, both primary and secondary sources of data were used. The primary sources of data were collected through questionnaire and interview from those tourists who visit cultural restaurants and consumed Ethiopian gastronomy practices and selected cultural restaurants workers. The data for this study were collected from the subjects of the study by using the following instrument:

3.5.1 Survey questionnaire

A survey questionnaire is the major data gathering tool in this study. Both open ended and closed ended questions were incorporated in the questionnaire. The items were developed based on the descriptions given for the variables used in the study in various literatures. The first section of the questionnaires has been gathered relevant demographic, socioeconomic profiles of the respondents. The second section of questions was focused on the source of information and their involvement. In the third section, the respondents were asked to rate their responses based on a 5-point Likert-type scale from ―strongly agree (5) to ―strongly disagree (1).the questionnaires distributed were 140 from those 136 collected. Those survey questionnaires prepared for international tourists who participate in gastronomy practice of the study area. From this date, the researcher gets the data that help to answer the research questions.

3.5.2 In-depth Interview

Semi-structured interview items were prepared to collect relevant information related with the practice, benefits and challenges of gastronomy and perception of tourists.an in-depth interview was conducted with the workers of cultural restaurants. An in-depth interview was also conducted with some randomly selected cultural restaurants workers. The interview was conducted until a saturation point.

3.6 Method of Data Analysis

Both descriptive and inferential statistical techniques were applied to analyze the data. The data obtained from the primary sources are processed and tabulated. SPSS version 25 was used to analyze the quantitative data and results are presented by using tables, frequencies and graphs. Frequencies and percentages of the data were calculated in order to facilitate the analysis and to make it easily understandable for the reader. In this section, the variables used in the empirical analyses and the statistical tools used for empirical analyses are presented below.

To accomplish the objectives of the study data was analyzed through both qualitative and quantitative approaches. Quantitative data was analyzed by using numbers, tabulation, and percentage. The data gathered using questionnaires was first arranged and organized in tables and changed into frequency and percentage. The percentage is dominantly employed since it is used to assess and analyze the tourists, respondents' profile, opinions, and assumptions. In addition, the information gathered from different sources was compiled in a way that is easy

to manage. Following the completion of the data collection, the survey information was coded and entered into Statistical Package for Social Science (SPSS) of 25.0 versions analysis. The result of the analysis was interpreted and discussed using descriptive statistics (frequency, percentage and mean). Qualitative data obtained using semi-structured interview was analyzed in a thematic way.

3.6.1.1 Dependent variable

The dependent variables in this study are the factors that determine the perception of tourists towards gastronomy. Accordingly, four variables, namely practice of gastronomy (Six items), benefits of gastronomy (seven items) and human resources and internet related challenges (four items), and lack of awareness and promotion on gastronomy (two items) were identified based on literature.

3.6.1.2 Independent variable

This study aims to analyze the perception of tourist towards gastronomy practices in five cultural restaurants of Addis Ababa city. Accordingly, the dependent variables concern on the gender of tourists coded as males=1 and females=2, age of tourists classified above 40 and below 40and education back ground of tourists determine below degree, bachelor degree and masters and above to understand and to difference the perception of tourists towards cultural foods and drinks in the cultural restaurants of the study area.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

This chapter presents the major results of the study with discussion. The qualitative data were analyzed thematically and presented by taking the major themes in parallel to the specific objectives of the study

4.1 Background of the Respondents

The demographic characteristics of respondents of the study area have been analyzed and reported as shown in the following section.

4.1.1 Gender of the Respondents

Gender is a necessary variable in demographic analysis. Demographic analysis requires separate population data by sex category. Table below (4.1) presents the gender distribution of the respondents.

Table 4.1 Gender of the Respondent

Gender of tourist		
	Frequency	Percentage
Male	69	50.7
Female	67	49.3
Total	136	100.0

Source: Own survey, March 2019

According to table 4.1 above, 69 (50.7%) of the respondents are male while 67(49.3%) are female. The above reports state that the gender of the respondents who has experience visiting the cultural restaurants in five selected cultural restaurants. From the data gathered there is small number of difference in the gender of tourists that has experience in cultural restaurants. However it needed to work on the promotion and development of gastronomy practices and aware tourists in the study area to increases the number of tourists flow.

4.1.2 Age Category of the Respondents

Age is another demographic characteristic which is important in any research. Age distribution of the respondents is summarized in the table below.

Table 4.2 Age Category of the Respondents

Age of tourists		
	Frequency	Percentage
18-30	33	24.3
31-40	45	33.1
41-50	34	25.0
51-60	15	11.0
>60	9	6.6
Total	136	100.0

Source: Own survey, March 2019

The above Table 4.2 shows the age distribution of the respondents. Accordingly, 33(24.3%) of the respondents reported that their age category was between 18-30 years. Nearly 45(33.1%) of the respondents revealed that the age category were between 31-40 years. 34 (25.0%) of the respondents reported that the age group were between 41-50 years. 15(11.0%) of the respondents that age categorized 51-60. 9(6.6%) of respondents are ›60.Generally, the majority number of respondent are categorized under 31-40 age group.

4.1.3 Marital Status of the Respondents

Marital status is another demographic characteristic which is important to be analyzed. Table below (Table 4.3) indicates the marital status of the respondents.

Table 4.3 Marital status of respondent

Marital status of tourists		
	Frequency	Percentage
Married	43	31.6
Single	56	41.2
Divorced	27	19.9
Windowed	2	1.5
Separated	7	5.1
Total	136	100

Source: Own survey, March 2019

Accordingly above table 4.3, 43(31.9%) of the respondents revealed that they were married. Of the total respondents, 56(41.2%) reported that they were single. 27(19.9%) of the respondents revealed that he/she is divorced. 2(1.5%) of the respondents are windowed. 7(5.1%) of respondents are separated.

4.1.4 Educational Background of the Respondents

The table below (4.4) shows the educational level of the respondents. To understand tourists need education is the basic thing. Hence, education is a basic parameter for development and promotion gastronomy practices in tourism industry development.

Table 4.4 Education background of respondents

Educational Status of tourists		
	Frequency	Percentage
Illiterate	2	1.5
Primary school	2	1.5
Secondary school	9	6.6
Diploma level	17	12.5
University Graduate	59	43.4
Masters	44	32.4
Doctorate equivalent	3	2.2
Total	136	100.0

Source: Own survey, March 2019

As depicted in table 4.4, the educational level of the respondents .Accordingly, 2(1.5%) of the respondents reported that they were in illiterate and 2(1.5 %) of the respondents were primary school holders.9 (6.6%) of the respondents revealed that they are a secondary school. 17 (12.5%) of the respondent were diploma holders.59 (43.4%) claimed that they have a first degree and 44(32.4%) of the respondents revealed they have mastered. lastly, 3(2.2) of respondent were doctorate and above. The finding indicates that the involvement of educated individuals in visiting and testing gastronomy product and services are so high. This result gives education back ground of tourists support to identify the benefits of gastronomy and what barrier tourists to use gastronomy resources from those selected cultural restaurants. The major number of tourists has opportunity test gastronomy products in different country.

4.2 Perception of Tourists on Gastronomy Practices in Selected Cultural Restaurants, Addis Ababa

Based on the data collected, a high portion of the respondents has experience in testing the cultural foods and beverages in five selected cultural restaurants found in Addis Ababa city. Major numbers of respondents are very satisfied with gastronomic practices of the restaurants and a large number of tourists visit the research area frequently. As this result, the perception of tourists toward gastronomy practice is well known. But it also needs to work the promotion of the destination. Most of the respondent's feedbacks are so positive and

very interesting. Most of the tourists are attracted by the infrastructures, cultural dances, cultural clothes of waiters and the different entertainment. The experience in the cultural restaurants has a lot of opportunities to know a different part of Ethiopia gastronomic practices. And understanding tourist feedback has positive impacts on sustainable tourism development of the research area. For the cultural restaurant's owners also work their work easily and to increases their business sector also. The data from interviewed an international tourist who visits the cultural restaurants and has practice gastronomy. Because there are a lot of benefits get from the practices the price of products is reasonable, the nutrition value of the cultural foods and drinks, to entertain with friends and families. The data from interview tourist .In his speech of tourists said that:

> *I have a lot of practice regarding gastronomy resources in the city and different part of the country; I love Ethiopian foods, handling services, and hand washing style. My experience visiting the cultural restaurants was so awesome healthy and mostly testy foods, drinks and sociable customer services those things are make me to visit the restaurants frequently.*

Furthermore, to analysis the perceptions of tourists is not only knowing the tourists visiting the cultural restaurants but also how frequently visit the cultural restaurants case if tourists visit the restaurant frequently that means tourists attracted by the services and products of the cultural restaurants, or if tourists don't come to the area repeatedly need to work a lot for attraction of the destination. And it also gives sight what makes tourists to not visit the restaurants and what mechanism should have to take to attract and increase the number of tourists. Another major thing to know the perception of tourist is the frequency to use cultural restaurants. The frequency of tourists to visit cultural restaurants mostly based on the feeling of tourists in the research area. Tourists visit the cultural restaurant not only for gastronomy practice but also to see the Ethiopian cultural dance.

Generally, this study state that, Addis Ababa has great resources of gastronomy activists, so it has an opportunity experience of testing cultural foods and drinks. The experiencing the gastronomy resources has an impact on the development of gastronomy tourism and promotion of gastronomy practice of the cultural restaurants of the city. Table 4.5 below shows that how tourists visits frequently the cultural restaurants in the research area. A major number of tourists visit the restaurant regularly.

Table 4.5 Frequency of visiting cultural restaurants

How many times have you visit cultural restaurants?	
Frequency	Percentage
59	43.4
32	23.5
13	9.6
8	5.9
12	8.8
1	2.1
2	3
4	2.9
136	100.0

Source: Own survey, March 2019

Accordingly above table, the major part of the respondent has experience visiting the cultural restaurants frequently are 59 (43.4%) of tourists visit the cultural restaurants.in the other hand, it also opportunity in testing cultural foods and drinks. However, 1(2.1%) of respondents visited cultural restaurants for the first time. Therefore, it needs to work on promotion and development of Ethiopian gastronomy practices in Addis Ababa.

4.3 Validation of the dependent variables

As mentioned under Section 3.6.1, items were developed under four variables, namely (1) Practices of gastronomy, (2) Benefits of gastronomy (3) Human resources and internet related challenges (4) Lack of awareness and promotion on gastronomy. In this sub-section, the procedures involved in validity and reliability tests as well as the results from the factor analyses and reliability tests are presented.

4.3.1.1 Validation of the practice of gastronomy

The practice of gastronomy includes many activities that tourists practices towards in selected cultural restaurants in Addis Ababa. For this purpose, six items were developed in the survey questionnaire (See appendix I). However, these items were not validated before. Hence, scale validation and reliability tests were conducted. In this study, scale validation was conducted by using Factor Analyses (FA) with *SPSS* version 25 since the items under each variable were not validated before.

First, all the six items, supposed to measure the gastronomy practices, were subjected to factor analyses to test whether the items measure the same concept or different concepts. The items were extracted using principal component analysis (PCA) based on Eigen values

greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended above 0.6 value and the Bartlett's Test of Sphercity (p<.0001) proves the factorability of the items.

Inspection of the correlation matrix revealed the presence of many coefficients of 0.4 and above. The KMO value was 0.809 and Bartlett's test of Sphercity reached statistical significance (X^2= **307.105**, df =**15**, p<0.001), supporting the factorability of the six items. The final PCA revealed the presence of one component. This one component solution explained a total of **54.665%**, with all the six items showing strong loadings. There was no cross-loading to affect convergent validity.

The PCA yielded a one component solution. All the six items were loaded separately under one components confirming convergent validity. Hence, the six items purported to measure the practices of gastronomy were loaded under a single component. After validity test, the internal consistency of the six items was measured using Cronbach's Alpha test, which resulted in a high reliability with a **0.821** value. Finally, mean score of the six valid and reliable items was computed and named as "practices" dimension.

Table 4.6 Validation of practice of gastronomy

No	Validity test for items practice of gastronomy	Component
		1
1.	Services are very appealing	.868
2.	Reasonable price	.821
3.	Health and nutrition value of products	.764
4.	Recommended by other friends	.700
5.	For recreational purpose	.675
6.	Having wide information on cultural foods and beverages	.567

Source: Own survey, March 2019

4.3.2.1 Validation of benefits of gastronomy practices in selected cultural restaurants

In this study, the gastronomy practice has a lot of benefits for tourism development in Addis Ababa. For this purpose, seven items were developed in the survey questionnaire. However, these items were not validated before. Hence, scale validation and reliability tests were conducted. In this study, scale validation was conducted by using Exploratory Factor Analyses (EFA) with *SPSS* version 25 since the items under each variable were not validated before.

First, all the seven items, supposed to measure benefits of gastronomy practices, were subjected to factor analyses to test whether the items measure the same concept or different concepts. The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value and the Bartlett's Test of Sphercity (p<0.001) proves the factorability of the items.

In the first validity test, these seven items were loaded into one component. This item failing convergent validity criteria is, therefore, dropped and the factor analysis was conducted again.

In the second validity test, the remaining four items were subjected to Principal component analysis (PCA). Prior to performing PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.4 and above. The KMO value was .**818** and Bartlett's test of Sphercity reached statistical significance (X^2= **646.105**, df =**21**, p<0.000), supporting the factorability of the seven items. The final PCA revealed the presence of a single component. This single component solution explained a total **64.581%** with all the seven items showing strong loadings.

Table 4.7 Validation test of benefit of gastronomy

No	Validity test for items benefits of gastronomy	Component
		1
1	Building the country's' brand awareness and loyalty as gastronomic destination	.899
2	Establishing positive relationship with customers	.852
3	Increase number of tourists	.836
4	Make tourists visits the destination frequently and make the products and services brand	.825
5	Maintain human health with best nutrition possible	.748
6	Generate income revenue	.740
7	It is marketing tools for marketing destination	.709

Source: Own survey, March 2019

4.3.2.2 Validation of challenges to use gastronomy

Challenges related with human resources and internet related and lack of awareness and promotion on gastronomy were considered as factors affecting the gastronomy practices in selected cultural restaurants of Addis Ababa. For this purpose, six items were developed in the survey questionnaire. However, these items were not validated before. Hence, scale

validation and reliability tests were conducted. In this study, scale validation was conducted by using Factor Analyses (FA) with *SPSS* version 25 since the items under each variable were not validated before.

First, all the six items, supposed to measure the human resources and internet related challenges and lack of awareness and promotion on gastronomy were subjected to factor analyses to test whether the items measure the same concept or different concepts. The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended **0.6** value and the Bartlett's Test of Sphercity (p<0.001) proves the factorability of the items.

In the first validity test, these six items were loaded into two components. These items failing convergent validity criteria are, therefore, dropped and the factor analysis was conducted again, which yielded a two component solution.

In the second validity test, the remaining six items were subjected to Principal component analysis (PCA). Prior to performing PCA, the suitability of the data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of **0.4** and above. The KMO value was **.579** and Bartlett's test of Sphercity reached statistical significance (X^2= **359.733**, df=**15,** p<0.000), supporting the factorability of the six items. The final PCA revealed the presence of two components. This two component solution explained a total of **73.037%,** with all the six items showing strong loadings. There was no cross-loading to affect convergent validity.

The PCA yielded a two component solution. All the six items were loaded separately under two components confirming convergent validity. Hence, the human resources and internet related challenges were loaded under component one and can be measured using four items. The two items supposed to measure the challenges related with lack of awareness and promotion on gastronomy component two. These two components renamed as "human resources and internet related challenges" and "lack of awareness and promotion on gastronomy" respectively.

Table 4.8 Validation of challenges of gastronomy

N0	Validity test of challenges of gastronomy	Component	
		1	2
1.	Lack of skilled person	.909	
2.	Low level of community participation	.824	
3.	Not understanding the customer needs	.754	
4.	Lack of internet access	.631	
5.	Lack of promotion		.926
6.	Lack of awareness		.920

Source: Own survey, March 2019

4.3.2. Reliability tests

Once validity tests conducted for all the items under each of the four predicting variables, reliability tests were done by using Cronbach's Alpha test for the valid items to test the consistence of the items under each variable. As can be seen from table 4.8 below, the Cronbach's Alpha value of the four variables is above the recommended level of 0.6.

Table 4.9 Reliability test result of the dependent variables

No	Variable name	Number of items	Cronbach's Alpha
1.	Practice of gastronomy	6	0.821
2.	Benefits of gastronomy	7	0.906
3.	Human resources & internet related challenges	4	0.807
4.	Lack of awareness and promotion on gastronomy	2	0.860

Source: Own survey, March 2019

Finally, mean score of the valid and reliable items of the four variables were computed. The next sub section presents the descriptive statistics and the correlation matrix of the in

4.4 The major practices of tourists towards gastronomy resources in selected cultural restaurants in Addis Ababa

Gastronomy practices of the city based on the culture of the country. As Ethiopia has a different cultural group, Addis Ababa is the capital city of the country it practices a lot of cultural activities from those gastronomy practices is one. Most of the gastronomic practices found in the cultural restaurants of the city. There are more than eleven cultural restaurants in the research area according to tourism expert of Addis Ababa Tourism. From this researcher select Yod Abyssinia cultural restaurants, Lucy loge, Desalech cultural restaurant, katega cultural restaurant, and Taitu hotel. Those restaurants practices lot gastronomy resources of

Ethiopian in the city. But the research also seems like a weakness that a lot of cultural restaurants has the same structure of attraction methods and used some selected cultural groups of gastronomic practices found in the research area. Those factors limit tourists to not test gastronomy products and practices well services from the restaurants. Usually, Ethiopian gastronomy practices are season based. Most of the time classified based on fasting and non-fasting gastronomy practices.

Ethiopian food is a social event, a shared experience that includes everyone around the table and usually involves eating with ones hands thanks to the use of *Injera* (Ethiopian bread) as a sort of utensil. This is not only delicious but also a shocking amount of fun. Ethiopian food without *Injera* might be considered heresy by Ethiopians. This spongy pancake-like flatbread made from fermented *Tef* (a gluten-free grain indigenous to Ethiopia) is fundamental to every Ethiopian meal.

Ethiopian cuisine is customarily a mix of various vegetable and meat dishes spruced up with local spices in the form of a stew locally called "Wat". These dishes are served on top of large flat bread. This bread, called "Injera", is made out of a kind of flour that is native to Ethiopia. The "Injera" serves a dual purpose for meals: aside from being the main base upon which the meals are served; it is also used as a kind of spoon for scooping up the dish that is served on it. Thus, no utensils are actually used in Ethiopian cuisine. Although meat is a part of Ethiopian cuisine, pork is totally disallowed. This is due to the influence of the major religions that are followed by most Ethiopians such as the Ethiopian Orthodox Church. There are Ethiopians who are Muslims and Jews, but these religions likewise prohibit the consumption of pork. This led to a lot of Ethiopian vegetarian dishes. It also inspired Ethiopian culinary pioneers to use and develop different kinds of cooking oil. For example, Ethiopian cuisine usually uses cooking oil made from sesame, safflower, and Niger seeds. Other ingredients in Ethiopian cuisine include the "berbere" and the "niter kebbeh". The "berbere" is a kind of chili powder that is made out of a chili pepper that is powdered and then mixed with other spices such as ginger and coriander. "Niter kibbeh" on the other hand is milk fat that is simmered with cumin and other spices like cinnamon and nutmeg and then strained. https://www.studycountry.com/guide/ET-gastronomy.htm

The above idea showed that the most delicious cultural food of Ethiopian mostly found in different cultural restaurant. As the result found from the interview of the five selected cultural restaurants workers stats that:

> *Most of the time when international tourists comes in our cultural restaurants ,most of the want to use those above cultural food cause they like to test verity tests of food, species , way of eating after that they also have good feedback about the practice.*

Table 4.10 Tourists practice towards gastronomy

Tourists practice towards gastronomy in the study area	Descriptive Statistics	
	Mean	Std. Deviation
Having wide information on cultural foods and beverages of Addis Ababa	3.49	.894
Health and nutrition value of products	3.76	.753
Reasonable price	3.92	.731
Services are very appealing	3.88	.721
Recommended by other friends	3.84	.854
For recreational purpose	4.09	.707

In order to identify how to tourists practice of gastronomy were asked to rate their level of agreement with a series of statements, using a 5-point Likert scale. When the results are carefully examined, it is clear that the mean scores of major variables above 3.5, which implies that overall responses spread between agree and strongly agree. The higher the mean score shows that the idea was strongly supported or accepted by the respondents, while the lower the mean score is vice versa. The higher the standard deviation implies that is a high disparity of the responses. The mean and the standard deviation were calculated in order to get the statistical quantitative outputs. Based on both mean and standard deviation scores, it appears that there was the strongest agreements for recreational purpose mean 4.09. Reasonable price mean 3.92, Services are very appealing mean 3.88 mean, Recommended by other friends mean 3.84, Health and nutrition value of products mean 3.76 and having wide information on cultural foods and beverages of Addis Ababa mean 3.49. From table 4, it is clearly revealed that the practice of gastronomy that makes tourist to practice is highly interested to for recreational purpose. The tourists have to make their own choices about where to stay, what to eat, what to drink and what to do during their holidays. Major numbers

of tourists select cultural restaurants than modern restaurants cause recommend by friends, have much information about the cultural practices in the research area by different websites of the restaurants, from tour guides, other friends and family who visit the restaurant before. Major parts of the respondents strongly agree on the price of the products and services are very reasonable and the service is very appealing with beautiful cultural well it so attracts the tourists a lot.

4.5 Benefits of gastronomy practice in the study area

Table 4.11 the benefits of gastronomy practice

The Benefits of gastronomy practice in the study area	Descriptive Statistics	
	Mean	Std. Deviation
Increase number of tourists	4.10	.913
Building the country' brand awareness and loyalty as gastronomic destination	4.11	.767
Establishing positive relationship with customers	4.10	.791
Generate income revenue	4.08	.770
Make tourists visits the destination frequently and make the products and services brand	4.13	.824
Maintain human health with best nutrition possible	4.20	.842
It is marketing tools for marketing destination	4.07	.800

I. Increase tourists number

It is important that a careful look at gastronomy resources. In this study also conducted the data from tourist's perception and cultural restaurants workers how gastronomy practices help to increase the tourist's number. Additionally, make tourists to visit the destination frequently. In the research area, a lot of Ethiopian gastronomic practices found that attract tourists from those the infrastructures of the restaurants are culture based its "Small Ethiopia" include different cultural materials that represent nation nationality of Ethiopia. As gastronomic practices build the destination and make the market of the tourism industry of the country competitive in the market, in that case, it increases the number of tourists. That attracted a lot of tourists cause doesn't get such as practice in other countries. One of the respondents from cultural restaurants interviewee:

Gastronomy is a tool to attract the tourist in our cultural restaurants also I saw a lot of tourists after they test and get services from the restaurants. Secondly, when they came back lots of

friends and family with them due to this reason it has a big role in increasing the tourist's number.

II. Generate income revenue

The role of the food and beverage industry within the tourism industry has a great role in the growth of the economy. Gastronomy industry contributes to growth and innovation of the city economy .the industry responds to dynamic consumer demand and, the role of public policy in shaping the market environment for the food industry. Most of the cultural restaurants of the city create job opportunity for local communities, a lot of tourists use the cultural restaurants and use the local produce to minimize the cost of products as observed by research and data gathered by some of the cultural restaurants. Tourism is an industry that generates income by many activists from that gastronomy tourism or related to culinary activities is take a major part. When tourists need to visit on destination spend lots of money on different packages. From that gastronomy, practices have generated a lot of income for the city.as many international and domestic tourist tests local foods and drinks need to come frequently a most of tourists has frequently visited the restaurants. Gastronomy is an important tool for the marketing destinations of the city and as a country level.

As a result of this study, data gained from the questionnaire and interview most of the respondents agree on some benefits of gastronomy practices. It builds the country brand awareness and loyalty as a gastronomic destination on this phenomenon the cultural restaurants of the city works a lot of work regarding promoting the products and detail explain about every services and product for the customers. But this is not enough for the development of the city gastronomy practice and cultural restaurants. This sector needs a big focus on promotion, awareness, development.

Finally, the benefits of gastronomy practices establish positive relationships with the customer of the cultural restaurants, most tourists satisfy by the services from the restaurants that make to establish good relationships with the customer. Makes tourists visit the destination frequently and make the gastronomy products and services of the city brand cause the restaurants to provide a variety of foods and drinks unique from the home country of tourists. From the five selected cultural restaurants, all of them has tourists price for gastronomic practice this has an impact on the economy of the city as well as the country.

I. Health value

As the researcher observes from the five selected cultural restaurants major of them use fresh and local products for preparation of cultural foods and drinks. In that case, a product has nutrition and value. Certainly, Ethiopian gastronomic has various features. It considers the feeling of tourists that use cultural restaurants. If the tourists' vegetarians there are many cultural foods that can full fill the needs of the customers. Some respondents of this research agree on the health maintenance of foods. And also maintain human health with the best nutrition value cause most of the restaurants use organic products and cooked also based on cultural methods to don't change the nutrition value of the nutrients. Most of the respondents as said one of reason to visit the cultural restaurants of the city is the nutrition value of the food. But there is also some tourists don't like to test the food case there are many spices in the dishes. One respondent from works of cultural restaurant state that: "Our cultural restaurants use organic and fresh products for cooking cultural foods and drinks. Most of the time tourists like a lot the test of the gastronomy products."

4.6 Challenges to use gastronomy

Table 4.12 Challenges to use gastronomy practice in the study area

Challenges to use gastronomy practice in the study area	Descriptive Statistics	
	Mean	Std. Deviation
Lack of awareness	3.73	.924
Lack of promotion	3.83	.947
Not understanding the customer needs	3.37	.859
Low level of community participation	3.23	.860
Lack of internet access	3.68	.925
Lack of skilled person	3.18	.860
Very expensive price	2.54	1.192

I. Lack of Awareness

The other major factors that limit the use of gastronomy practices in the research area are lack of awareness. Lack of awareness is not the only factor limits the use of gastronomy practices but the development of gastronomy tourism in the research area and country level. There are big gaps in awareness of gastronomy resources of the city. The local community, government, tourists are not well aware of the potential of gastronomic resources of the city. As the result of the research lack awareness caused by the limitation of local community participation to the tourism sector, less development of cultural products and services, lack of

participation of different education sector to this gastronomy practices sectors, there is no association with cultural restaurant owners, government and the local community. Those factors have a negative impact on sustainable tourism development of the research area.

Furthermore, to know the perception of tourists needs to be aware of the gastronomy practices of the cultural restaurants in order to get recognition in the area. Gastronomy Tourism should be recognized as one part of the tourism sector by administrative, private sectors, tourist and the local community. However, interview with cultural restaurants workers revealed that, in the study area, gastronomy practice and cultural restaurants is not really recognized as one of the tourism sectors. Some of the tourists don't have information about these cultural practices and also the local communities doesn't aware well to use this resource. Because of this, most of the tourists have hard to get these cultural restaurants and doesn't get the chance to test the Ethiopian cultural foods and drinks. To know well about the Ethiopia culture the first thing to do is visiting those cultural destinations. Due to tourists doesn't know about this place has a negative impact on the tourism industry.

II. Lack of promotion

For the development of gastronomic practices and tourism, development promotion is key. But most of the cultural restaurants of the city are not well promoted. Due to this reason, most of the tourists don't know the city has such types of destination. There is a big gap regarding promotion. There is only a few websites write about Ethiopian gastronomy practices but it needs large coverage with government, media, education sectors, tourism sectors, privet sectors, and the city administration. Absence of promotion has not only to affect the research area but it also a negative impact on the tourism industry of the country. The gastronomic tourism has a lot of benefits for the destination development and sustainable tourism development but it must have to promote well international and local level.

Tourism office of the city also doesn't work on this on the destination of the tourism sector. It is big on promotion works in the city. It doesn't have promotion mechanism to promote the gastronomic practice of cultural restaurants such as not well-documented documents, media coverage (Television, Radio, etc.), brochures, holiday packages and events (conference, festivals, trade fairs, and conventions). As Addis Ababa is the capital city of the country has great potential on the MICE industry, in that case, has a large number of visitors flow. Using those potential it can promote well the gastronomic resources of the country.

Generally as there are some barriers that to use gastronomy practices in the research area. Depend on tourists, local community and government. One interviewer from cultural restaurants on his speech;

The major barriers to use Ethiopian gastronomy practices are lack promotion this cause by the government, and the privet sector didn't give focus for a cultural restaurant of the city. In Addis Ababa there are more than 11 cultural restaurants as exports report but the local community and the tourists know few of them. Next to those tourists doesn't has awareness about the gastronomy practices and cultural restaurant.

III. Lack of internet access

Internet accesses are major tools for the tourism industry. Most of the time having internet access helps for promotion, development, awareness creation in the destination area. As the city has great potential of gastronomic recourses in cultural restaurants. But in this research finding, most of the cultural restaurants don't have internet access for the customers that affect the destination in various ways. As internet access has many functions in the tourism industry. If there are internet access different business ideas transfers from the cultural restaurants to globally, it also allows local culture and drinks business access to the global market, it creates a new opportunity for export gastronomic products, awareness creation, and promotion for gastronomic practices of the research area. As internet access has verity function development of the gastronomic practice of the city. But there is a large gap on the internet access of five selected cultural restaurants in the research area. Hence major of respondents of research response that there is an absence of internet access in the restaurants.

IV. Price of the gastronomy practices

The price of the gastronomy practices has its own impact on the gastronomy development of the city and country. But based on the finding of this research the majority of selected cultural restaurants has reasonable price for tourists. It's doesn't affect the development of gastronomy of the city and perceptions of tourists who that choice cultural restaurants than modern restaurants that found in Addis Ababa city. But some of the local users have doesn't agree on this idea.

4.7. Descriptive statistics and correlation matrix of the independent variables

As mentioned above, four dependent variables, which are supposed to have impact perception of tourists towards gastronomy practices, were defined. As can be seen the table below, there is no high correlation among the four IVs.

Table 4.13 Descriptive statistics and correlation matrix of the independent variables

No	Variables	Mean Score	SD	1	2	3	4
I.	Practices of gastronomy	3.8292	.56581	1.00			
II.	Benefits of gastronomy	4.1134	.65341	.382**	1.00		
III.	Human resources and internet related challenges	3.3640	.69713	.133	.238**	1.00	
IV.	Lack of awareness and promotion challenges	3.7831	.87496	.322**	.697**	.247**	1.00

Source: Own survey, March 2019

4.8 Difference dependent variable among independent variables using independent t test and one way anova

4.8.1 Difference of gastronomy practice and the sex of tourists

An independent-samples t-test was conducted to compare the practice of gastronomy scores for males and females.

Table 4.14 difference of gastronomy practice and sex of tourists

Independent t test									
Practices of gastronomy	the sex of tourist	N	Mean	Std. Deviation	F	sig	T	Df	Sig(2-tailed)
	Male	69	3.7923	.55528	0.054	.816	-.771	134	.442
	Female	67	3.8672	.57815					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the practice of gastronomy, is the same for male and females. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of 0.816 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not

equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'.

There is no statistically significant evidence that the mean number of the practice of gastronomy differs between males and females.

4.8.2 Difference of the benefits of gastronomy practices and the sex of tourists

An independent-samples t-test was conducted to compare the benefits of gastronomy scores for males and Females.

Table 4.15 Difference of benefits of gastronomy and sex of tourists

Independent t test									
Benefits of gastronomy	the sex of tourist	N	Mean	Std. Deviation	F	Sig	T	Df	Sig(2-tailed)
	Male	69	4.1925	.57657	3.425	.066	1.438	134	.153
	Female	67	4.0320	.71938					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the benefits of gastronomy, is the same for male and females. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of .066 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'. According to the result There is no a difference among international tourists on their perception on the benefits of gastronomy in terms of gender.

As the finding of this research gastronomy has various advantages but it's not well known and doesn't benefit the country and the research area from this tourism resources. From result that data gathered from the interview and questioners from cultural restaurants workers and tourists the benefits of gastronomy: increase tourists number, health, and nutrition value of gastronomy products, generate income revenue, as marketing tools, employment opportunity for the local community of the city and branding gastronomy services and products international level. Those benefits get from the gastronomy practices of

the city; in that case, it has a big contribution to the sustainable tourism development of the city also the country level.

4.8.3 Difference of Human resources & internet related challenges and the sex of tourists

An independent-samples t-test was conducted to compare the human resources and internet related challenges scores for males and Females.

Table 4.16 difference of human resources &internet relates challenges and sex of tourists

Independent t test									
Human resource and internet related challenges	the sex of tourist	N	Mean	Std. Deviation	F	Sig	T	Df	Sig(2-tailed)
	Male	69	3.4203	.67177	.071	.790	.956	134	.341
	Female	67	3.3060	.72276					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number human resources and internet related challenges, is the same for male and females. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of 0.790 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t - test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig.(2-tailed)'. In this regard, there is no a difference among international tourists on their perception on human resources and internet related challenges on gastronomy in terms of gender

There is no statistically significant evidence that the mean number of the human resources and internet related challenges of gastronomy differs between males and females.

4.8.4 Difference of Lack of awareness and promotion on gastronomy challenges and sex of tourists

An independent-samples t-test was conducted to compare the practice of gastronomy scores for males and Females.

Table 4.17 Difference of Lack of awareness and promotion on gastronomy challenges and sex of tourists

Independent t test									
Lack of awareness and promotion challenges	the sex of tourist	N	Mean	Std. Deviation	F	Sig	T	Df	Sig(2-tailed)
	Male	69	3.9275	.77780	2.326	.137	1.975	134	.050
	Female	67	3.6343	.94781					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variables lack of awareness and promotion challenges is the same for male and females. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of 0.137is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'. Therefore, there is a difference among international tourists on their perception on lack of awareness and promotion challenges in terms of gender. There is statistically significant evidence that the mean number of lack of awareness and promotion challenges on gastronomy differs between males and females.

4.8.5 Difference of practice of gastronomy and age of tourists

An independent-samples t-test was conducted to compare the benefits of gastronomy scores for age of tourists.

Table 4.18 Difference of practice of gastronomy and age of tourists

Independent t test									
Practice of gastronomy	Age of tourist	N	Mean	Std. Deviation	F	Sig	T	Df	Sig(2-tailed)
	Below 40	78	3.8410	.61216	2.774	0.98	.282	134	.778
	Above 40	58	3.8132	.50154					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the practice of gastronomy, is the age of tourists grouped in two. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of 0.98 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'. There is no statistically significant evidence that the mean number of the practice of gastronomy differs between among age of tourist.

4.8.6 Difference of benefits of gastronomy and age of tourists

An independent-samples t-test was conducted to compare the benefits of gastronomy scores for age of tourists,

Table 4.19 Difference of benefits of gastronomy and age of tourists

Independent t test									
	Age of tourist	N	Mean	Std. Deviation	F	Sig	T	df	Sig(2-tailed)
Benefits of gastronomy	Below 40	78	4.0311	.64657	.431	.513	-1.716	134	.089
	Above 40	58	4.2241	.65170					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the benefits of gastronomy, is the same for the age of tourists grouped into two groups. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of .513 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig.

(2tailed)'. So, there is no a difference among international tourists on their perception on benefits of gastronomy in terms of age.

4.8.7 Difference of human resources and internet related challenges and age of tourists

An independent-samples t-test was conducted to compare the human resources and internet related challenges scores for age of tourists.

Table 4.20 Difference of human resources and internet related challenges and age of tourists

Independent t test									
	Age of tourist	N	Mean	Std. Deviation	F	Sig	t	df	Sig(2-tailed)
Human resource and internet related challenges of astronomy	Below 40	78	4.0311	.64657	.002	.968	-.097	134	.0923
	Above 40	58	4.2241	.65170					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the human resources and internet related challenges, is the same for the age of tourists grouped into two groups. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of .968 is greater than 0.05, showing that there is no statistically significant evidence that the variances are not equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'. From this result, There is no a difference among international tourists on their on human resources and internet related challenges gastronomy in terms of age.

4.8.8 Difference of lack of awareness and promotion on gastronomy and age of tourists

An independent-samples t-test was conducted to compare lack of awareness and promotion on gastronomy practices challenges scores for age of tourists.

Table 4.21 Difference on lack of awareness and promotion on gastronomy and age of tourists

Independent t test									
	Age of tourist	N	Mean	Std. Deviation	F	Sig	T	df	Sig(2-tailed)
Lack awareness and promotion on gastronomy	Below 40	78	3.6410	.97000	11.943	.001	-.2.28	134	.028
	Above 40	58	3.9741	.69093					

Source: Own survey, March 2019

The two sample t test assumes that the variation in the dependent variable, number the lack of awareness and promotion on gastronomy, is the same for the age of tourists grouped into two groups. The first sets of results are the results of Levene's test, a test for equal variances. In this case, the P value of .001 is less than 0.05, showing that there is statistically significant evidence that the variances are equal. This means that it is reasonable to continue with the standard two sample t test, on the assumption that these variances are equal. The second results give the t test: the test statistic, degrees of freedom and P value. SPSS labels the P value as 'sig. (2tailed)'. Then there is a difference among international tourists on their perception lack of awareness and promotion on gastronomy in terms of age.

4.9 One way anova tests on the practice of the gastronomy and education status of tourists

A one-way between groups analysis of variance was conducted to explore the difference of the practice of gastronomy and the education status of tourists in five selected cultural restaurants found in Addis Ababa. Participants were divided into three groups according to their education back ground.

Table 4.22 Anova tests on the practice of the gastronomy and education status of tourists

ANOVA					
Practices of gastronomy					
	SS	Df	MS	F	Sig.
Between Groups	.731	2	.365	1.144	.322
Within Groups	42.488	133	.319		
Total	43.219	135			

Source: Own survey, March 2019

The above table state that the degree of freedom and significant level ;df1 is one less than the number of education status of tourist(3-1=2),df2 is the difference between the total sample size the sample of education status(136-3=133)and Sum of the squares(SS) of the difference between means of different education status of tourists and their Mean squares(MS). The between variation .731 is due to interaction in sample between groups. The within groups variation 42.488 is due to difference within individual sample .the Mean squares value calculate by dividing each sum squares value by its respective degree of freedom(df) . The above table also list F statistic 1.144 which is calculated by MS/SS. The significant level of .322 is greater than the 0.05.

4.9.1 One way anova tests on the benefits of the gastronomy and education status of tourists

A one-way between groups analysis of variance was conducted to explore the difference of the benefits of gastronomy and the education status of tourists in five selected cultural restaurants found in Addis Ababa. Participants were divided into three groups according to their education back ground.

Table 4.23 Anova tests on the benefits of the gastronomy and education status of tourists

ANOVA					
Benefits of gastronomy					
	SS	Df	MS	F	Sig.
Between Groups	.328	2	.164	.381	.684
Within Groups	57.309	133	.431		
Total	57.637	135			

Source: Own survey, March 2019

The above table state that the degree of freedom and significant level ;df1 is one less than the number of education status of tourist(3-1=2),df2 is the difference between the total sample size the sample of education status(136-3=133)and Sum of the squares(SS) of the difference between means of different education status of tourists and their Mean squares(MS). The between variation .328 is due to interaction in sample between groups. The within groups variation 57.309 is due to difference within individual sample .the Mean squares value calculate by dividing each sum squares value by its respective degree of freedom(df) . The above table also list F statistic .381 which is calculated by MS/SS. The significant level of .684 is greater than the 0.05 no significant.

4.9.2 One way anova tests on the challenges of the gastronomy

A one-way between groups analysis of variance was conducted to explore the difference of the challenges of gastronomy and the education status of tourists in five selected cultural restaurants found in Addis Ababa. Participants were divided into three groups according to their education back ground.

Table 4.24 Anova tests on human resources and internet related challenges

ANOVA					
Human resources and internet related challenges					
	SS	Df	MS	F	Sig.
Between Groups	.876	2	.438	.900	.409
Within Groups	64.732	133	.487		
Total	65.608	135			

Source: Own survey, March 2019

The above table state that the degree of freedom and significant level ;df1 is one less than the number of education status of tourist(3-1=2),df2 is the difference between the total sample size the sample of education status(136-3=133)and Sum of the squares(SS) of the difference between means of different education status of tourists and their Mean squares(MS). The between variation .876 is due to interaction in sample between groups.

The within groups variation 64.732 is due to difference within individual sample .the Mean squares value calculate by dividing each sum squares value by its respective degree of freedom(df) . The above table also list F statistic .900which is calculated by MS/SS. The significant level of .409 is greater than the 0.05 indicating that there is no significant.

Table 4.24 Anova test on lack of awareness and promotion on gastronomy challenges

ANOVA					
Lack of awareness and promotion on gastronomy					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.694	2	.347	.450	.639
Within Groups	102.657	133	.772		
Total	103.351	135			

Source: Own survey, March 2019

The above table state that the degree of freedom and significant level ;df1 is one less than the number of education status of tourist(3-1=2),df2 is the difference between the total sample size the sample of education status(136-3=133) and Sum of the squares(SS) of the difference between means of different education status of tourists and their Mean squares(MS). The between variation .694 is due to interaction in sample between groups. The within groups variation 102.657 is due to difference within individual sample .the Mean squares value calculate by dividing each sum squares value by its respective degree of freedom(df) . The above table also list F statistic .450 which is calculated by MS/SS. The significant level of .639 is greater than the 0.05 indicating no significant.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter begins by present a sight on the main foundations of the analysis. It draws the Conclusions based on the presentations, discussions and analysis made in the previous chapters. It then gives some recommendations and ways forward to bring tourism development in the study area.

5.1 Summary

Gastronomy practice of the cultural restaurants plays a vital role in the development of the tourism industry throughout as destination of gastronomy resources to developing countries like Ethiopia. It also increases the number of tourists. This practice needs to develop and promote well not only the city but the country level also. In the city a lot of cultural restaurants found but there is no network from tour guides, tourism office of the city, local community, and government. As explained in chapter one of this study. Subsequently, the central theme of the study deals with to assess perceptions of tourists toward gastronomy practices in selected cultural restaurants which are new to the tourism industry but it has a lot of practices include in it. It extends its work in identifying the major gastronomy practices in selected cultural restaurants. As a cumulative outcome, the study analysis the areas of the benefits of gastronomy practice, to identifies main barriers of gastronomy practice for tourism development of the city

To this end, in order to answer the research question of this thesis, the phenomena of gastronomy practices explored well. By reviewing the related literature, questioners and interviewed data analysis well to fulfill the result of the finding. This chapter starts by offering a view on the core mechanisms for the analysis. It draws the Conclusions based on the presentations, discussions, and analysis made in the previous chapters. It then gives some recommendations and ways forward to bring tourism development in the study area.

5.2 Conclusion

This study shows that there are lots of gastronomy practices found in the city also the country level. For seek of time and Ethiopian gastronomy practices very broad practices need to study well in this study include five selected cultural restaurants of Addis Ababa city.

I. Identification on major gastronomy practice of selected cultural restaurants of Addis Ababa

The perception of tourists most of the time depend on the feeling of tourists what they want to eat, where to eat. In that case, the city provides a lot of opportunity for those who went to test gastronomy resources there are cultural restaurants more than 11 found in the city as tourism expert stated. The major part of respondent replay that they have experience of testing cultural foods and drinks that found in the cultural restaurants of the city. The major part 100.0 % reported that have experience in testing cultural foods and drinks in selected cultural restaurants that found in Addis Ababa. This explains that tourist has felt to tests and visits Ethiopian gastronomy practice that found in selected five cultural restaurants. The researcher identified Practice of gastronomy the reason for tourists to practice the gastronomic resource in the study area which includes: Services are very appealing, Reasonable price, health and nutrition value of products, recommended by other friends, for recreational purpose and having wide information on cultural foods and beverages.

From the above finding and discussion, it was learned that, the practice gastronomy platform by five selected cultural restaurants in Addis Ababa. However there are no well organizing identifications on major gastronomy practice of the study area. Besides major number tourists very satisfied the gastronomic products and services in the cultural restaurants of the study area. The perceptions of the tourists depend on the choices of tourists but from the respondents of the research majority of them has positive perception toward gastronomic practices of the research area.

II. Benefits of gastronomy

The researcher identified benefits of gastronomy for tourism development in the study area which includes increase number of tourists, make tourists visits the destinations frequently and make the product and services brand, maintain human health with best nutrition possible, generate revenue, its marketing tools for marketing destination, building the country brand awareness and loyalty as gastronomic destination and establishing positive relation with customers.

III. Barriers of gastronomy

In addition, the researcher identified which are the barriers for usage of gastronomy in the study area: lack of skilled person, lack of promotion, lack of awareness, lack of internet access, not understanding the customer needs and low level of community participation in the area.

5.3 Recommendation

Addis Ababa is the capital city of the country. There are a lot of gastronomy practices and cultural restaurants found in the city. But based on the finding of the research there is a big gap in development, promotion, and awareness of gastronomy practices in the cultural restaurants of the city. Hence, in this part, based on this research finding the following recommendations were drawn:

5.3.1 Recommendations for academics, policymakers, and restaurants owners

This section, based on the findings of this study, the following general recommendations are forwarded to enhance perception of tourists in the area and for further research. The perceptions of tourists towards gastronomic practices and creation of awareness and promotion work interlinked for the development of gastronomy tourism development.

i. Awareness creation

The first steps it's necessary that the creation of awareness cause as the results shows that there is a lack of awareness in the research area. Regarding lack of awareness all the tourism sector, local community and government have responded. Be sensitive for gastronomy practices, the cultural restaurants that found in the research area should have to promote and develop locally produced products. Use gastronomy resources and practices as tools of tourism development of the city and country level. By using different techniques for the creation of awareness, promotion, development gastronomic tourism in the research area such as different media, websites, brochures, Television shows. As this study mention that gastronomy is a tool for sustainable tourism development so it needs to work a lot in promotion, production and creating awareness. This means everyone has to take their duet. Using made in Ethiopian products, making cultural foods and drinks (festival, fairs, exhibitions, and conferences).

ii. Creating Stages for Conversation

The private sectors should have to focus on the business of these gastronomic practices for the development of gastronomy tourism of the city. It also increases the number of cultural restaurants in the study area. Making different international and local cultural foods and drinks exhibitions, trade fairs, festivals, and expo. Change gastronomic resources to the market competitive product in the city. Marketing destinations through the gastronomy is beneficial for the destination in a number of ways. It increases local production, generates employment for locals, economic benefit for destinations, improves presentation skills and

provides identification even to small destinations and promotes them at national and international levels.

iii. Roles and Responsibilities regarding gastronomy

As described in chapter four, the gastronomic resource doesn't have usage rules and regulation. Due to this reason most of cultural restaurants owners and workers the doesn't no their roles and responsibilities. However, before considering tourism business, it is required to clearly know one's own role. Therefore, clearly defining roles and responsibilities of all responsible person enhance the development of the gastronomic practice as all come with common understanding of their own roles and responsibilities.

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Appendix I: Questionnaire

Addis Ababa University
School of Post Graduate Studies
College of Development Studies
Tourism Development and Management Program

Questionnaire for tourists who use some selected cultural restaurants in Addis Ababa

Dear respondent

This questionnaire is prepared to conduct a study titled, ***"Perception and practices of tourists towards gastronomy: in case of selected cultural restaurants in Addis Ababa"*** Tourism Development and management at Addis Ababa University. The purpose of the study is to assess tourists' perception and practices towards gastronomy in selected cultural restaurants. It is believed that the findings of this study help to understand tourists' feedback, for promotion, development and management of gastronomy practices among cultural restaurants. The finding of this study will help other researchers and tourism development practitioners in Ethiopia. Hence, your participation in this study is crucial for the success of the study. Therefore, you are kindly requested to take between 30-35 minutes from your precious time and complete the questionnaire as best and honestly as you can. Any information provided will be treated with utmost confidentiality and no single response will be reported on its own, but as a summation of all responses.

The questions are mostly close ended questions, which are easier to provide responses. There is no any right or wrong answer. Just provide me your genuine answers by making circles for the choices or putting a tick mark when appropriate. Whenever there is a need some open ended questions, which need responses in writing, are also included in this questionnaire. If you have any question, I can be reached by the address below.

Thank you in advance for your cooperation.

The researcher, YordanosGebreyes
Phone: +251-9 44 -25 -07- 25
Email:yordyene@gmail.com

Questionnaire code:

Restaurant Name: -_____

Date of interview: ___, ____, 2019

Section I: Socio-demographic Information

The questions under this section focus on the background of the respondent. Please provide answer by circling your best choice.

Sex		***Age***		***Marital status***		***Education status***	
Male	**1**	18-30	**1**	Married	**1**	Illiterate	**1**
		31-40	**2**	Single	**2**	Primary school	**2**
		41-50	**3**	Divorced	**3**	Secondary school	**3**
Female	**2**	51-60	**4**	Widowed	**4**	Diploma level	**4**
		>60	**5**	Separated	**5**	University Graduate	**5**
						Masters	**6**
						Doctorate or equivalent	**7**

Section II: Questions on Perceptions of Tourists on Gastronomy of in selected cultural restaurants, Addis Ababa

1) Do you have any experience to testing cultural foods and drinks in Addis Ababa cultural restaurants?1) **Yes** 2) **No**
2) If your answer for question number **2.1 is yes**, how many times have you visit this cultural restaurant? _____
3) How satisfies and dissatisfies are you with this gastronomy practices in selected cultural restaurants, Addis Ababa? Please rate each of the lists.
   1) Very satisfied
   2) somewhat satisfied
   3) neither satisfied nor dissatisfied
   4) somewhat dissatisfied
   5) very dissatisfied

Section III Questions on Gastronomy practices of in selected cultural restaurants of the city

3.1 Why you select cultural restaurant rather than modern restaurant of Addis Ababa? Please rate the listed factors in the table below by using the following scale

1) Strongly disagree

2) Disagree

3) Agree/disagree

4) Agree

5) Strongly agree

No	Tourists practice towards gastronomy in selected cultural restaurants in Addis Ababa	Scales				
		1	2	3	4	5
3.1.1	Having wide information's on cultural foods and beverages of Addis Ababa					
3.1.2	Health and nutrition value of products					
3.1.3	Reasonable price					
3.1.4	Services are very appealing					
3.1.5	Recommend by other friends					
3.1.6	For recreational purpose					

Section IV Questions on Gastronomy benefits for tourism development of Addis Ababa

4.1 How do you think gastronomy practices benefits for the city tourism development? Please rate the listed factors in the table below by using the following scale

1) Strongly disagree

2) Disagree

3) Agree/disagree

4) Agree

5) Strongly agree

No	Benefits of gastronomy practices	Scales				
		1	2	3	4	5
4.1.1	Increase number of tourists					
4.1.2	Building the country's brand awareness and loyalty as a gastronomic destination					
4.1.3	Establishing positive relationships with customers					
4.1.4	Generate income revenue					
4.1.5	Makes tourists visits the destination frequently and make the product and service brand					
4.1.6	Maintain human health with best nutrition possible					
4.1.7	Gastronomy is an important marketing tool for the marketing of destination					

If there are any other benefits of gastronomy, please write below

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Section V Limitation on use of Gastronomy practices in selected cultural restaurants of Addis Ababa

5.1 What factors limiting the use of this gastronomy practice in selected cultural restaurant of the city? Please rate the listed factors in the table below by using the following scale

1) Strongly disagree

2) Disagree

3) Agree/disagree

4) Agree**5)** strongly agree

No	Limitation in use of gastronomy resources	Scales				
		1	2	3	4	5
5.1.1	Lack of awareness					
5.1.2	Lack of promotion					
5.1.3	Not understanding the customers' needs					
5.1.4	Lack of skilled personnel					
5.1.5	Low level of community participation					
5.1.6	Lack of internet accesses					
5.1.7	Very expensive price					
5.1.7	Lack of government emphasis					

6 Finally from your visiting experience and entire stay, what general and specific recommendations are you giving towards gastronomy for tourism development of the city

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