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**FOOD TOURISM AS A NEW TYPE OF
TOURISM IN THE EGYPTIAN
HOSPITALITY INDUSTRY**

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سياحة الطعام كنمط سياحي جديد في صناعة الضيافة المصرية

الملخص

مما لا شك فيه أن الطعام من أساسيات الحياة التي لا يمكن الاستغناء عنها، لذلك أصبح للطعام علاقة واهمية كبيرة في مجالات متعددة ومنها مجال السياحة والضيافة. لذلك يهدف هذا البحث إلى التعرف علي مكانة سياحة الطعام كنمط سياحة جديد داخل السوق السياحي المصري وذلك من خلال البحث عن المكانة الحقيقية الدولية لسياحة الطعام علي المستوي الدولي وابرار اهمية هذا النمط السياحي الهام وبالتالي تقييم مكانة نمط سياحة الطعام علي مستوي جمهورية مصر العربية، ثم العمل علي تقديم عدد من الاقتراحات والتوصيات التي يمكن لها ان تساعد في دعم الاستفادة من هذا النمط السياحي الهام.

من أجل تحقيق هذه الأهداف تم استخدام اثنين من مصادر الأدلة والتي تشمل استمارات الإستبيان التي تم توزيعها علي عدد من نزلاء الفنادق والسائحين في عدد من المناطق السياحية المميزة في مصر (القاهرة الكبرى وشرم الشيخ بمحافظة جنوب سيناء والغردقة بمحافظة البحر

الأحمر)، (400 استمارة تم توزيعها حيث كان من بينهم 348 استمارة صالحة للتحليل الاحصائي بنسبة 87%) عن طريق برنامج SPSS V. 26 ومن ناحية اخرى تم تنفيذ عدد من المقابلات الشخصية (58) داخل وزارة السياحة والآثار والإتحاد المصري للغرف السياحية، وكذلك عدد من مديري شركات السياحة وعدد من الخبراء الأكاديميين، وذلك للتعرف علي ارائهم حول اهمية ومكانة سياحة الطعام في السوق السياحي المصري وامكانية الاستفادة منها. ولأنه كان من الصعب جداً أن تطبق الدراسة علي كل المعنيين بالنشاط السياحي والفندقي في مصر، ونظراً للعديد من العقبات والتي منها عدم توافر الوقت وعدم سهولة الوصول إلى كل المعنيين بموضوع البحث، وكذلك التكاليف المرتفعة، لذلك فقد اقتصرت الدراسة علي تحديد عينات شبه عشوائية لاختيار المستطلع ارائهم وكذلك الذين تم إجراء المقابلات الشخصية معهم في الاماكن التي تم استهداف عينة البحث منها. اوضحت نتائج استمارات النزلاء والسائحين ان هناك ضعف في مستوى وعيهم بالطعام المصري كما اظهرت نتائج تحليل المقابلات الشخصية مع الخبراء انه من المهم انشاء إدارة خاصة للسياحة الغذائية داخل وزارة السياحة والآثار المصرية. كما توصل البحث إلى عدد من التوصيات الهامة والتي منها التأكيد علي اهمية سياحة الطعام

كنمط جديد يمكن الاستفادة منه في السوق السياحي والفندقي المصري. كما ويمكن للاهتمام بتنشيط سياحة الطعام ان تعود بالنفع علي السياحة المصرية من خلال زيادة الدخل السياحي والفندقي وكذلك نشر الوعي حول الثقافة والعادات الغذائية المصرية التي تمتد لآلاف السنين.

ABSTRACT:

There is no doubt that food is one of the indispensable basics of life, so food has a great relationship and importance in various fields, including tourism and hospitality. Therefore, this research aims to identify the status of food tourism as a new tourism pattern within the Egyptian tourism market, through the search for and the real international position of food tourism at the international level and to highlight the importance of this important tourism pattern and thus assess the status of the food tourism pattern at the level of the Arab Republic of Egypt. Then work to present a number of suggestions and recommendations that can help support the benefit of this important and distinctive tourist pattern, as well as with the aim of trying to draw attention to this important pattern as food is of great importance that cannot be neglected, whether at the local or international level.

In order to achieve these goals, two sources of evidence were used, which include A number of questionnaire forms

were designed and distributed to a number of guests and tourists in three Egyptian tourist destinations(400 Questionnaires were distributed, of which 348 were valid for statistical analysis, with a rate of 87%) the statistical package for the social sciences (SPSS) V.26 was used to analyze and compute the collected data , in order to identify the opinions of the research respondents about food tourism. Also, a number of personal interviews (58) were conducted with a number of experts in the field of tourism and hospitality to find out their point of view on the subject of the research. On the other hand, because it was difficult to apply the study to all those concerned with tourism and hotel activity in Egypt, and due to many obstacles, including the lack of time, costs and not easy to access to all those concerned with the subject of the research, Therefore, the study was limited to identifying semi-random samples to choose the respondents, as well as those who were interviewed in the places where the research sample was targeted. The results of guests and tourists questionnaires showed that there is a weakness in the level of a awareness of them about Egyptian food. Also, the results of the analysis of personal interviews with experts showed that it is important to establish a special department for food tourism within the Egyptian ministry of tourism and antiquities. The research also reached a number of important recommendations, including emphasizing the importance of food tourism as a new pattern that can be used in the Egyptian tourist and hotel market. Interest in stimulating food tourism can also benefit Egyptian tourism by increasing tourism income, as well as spreading

awareness about Egyptian food culture and habits that span thousands of years.

KEYWORDS

Food Tourism; Culinary Tourism; and Gastronomy Tourism

INTRODUCTION:

It used to be that people traveled to distant lands in order to see historic monuments or to have an adventure. But now, some people are heading to distant lands in order to eat local and historic food or have a culinary adventure. Food tourism is sweeping the world and is becoming something that everyone should know and understand (World Food Travel Association, 2022). While Banerjee (2021) added that food is an important tourist attraction in an assortment of forms and enhances or is central to the visitor experience. It has assumed a prominent role in tourist decision-making and satisfaction, tourism products and place promotion strategies. FoodTourism.com (2008) mentioned that it can be a useful instrument of destination and general development. Tourists and the tourism industry around the world thus share an interest in food, although certain concerns must be addressed to ensure visitor expectations are met and perhaps exceeded.

World Food Travel Association (2022); and eTravel Team (2021) highlighted that food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. food tourism differs from agriculture tourism in that food tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agriculture tourism is considered a subset of rural tourism, but food tourism and agriculture tourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Food tourism is not limited to gourmet food. Food tourism can be considered a subcategory of experiential travel (FoodTourism.com, 2008).

While Culinary Tourism Alliance (2020) declared that many cities, regions, or countries are known for their food, culinary tourism is not limited by food culture. Every tourist eats about three times a day, making food one of the fundamental economic drivers of tourism. World Food Travel Association (2022) added that some countries like Ireland, Italy and Canada are making a significant investment in culinary tourism development and are seeing results with visitor spending and overnight stays rising as a result of food tourism promotion and product development. Food tourism includes activities such as taking cooking classes, going on food or drink tours, attending food and beverage festivals, participating in specialty dining experiences, shopping at specialty retail spaces, and visiting

farms, markets, and food producers (eTravel Team, 2021 and Stanley and Stanley, 2018).

Literature review:

Food Tourism Concept:

Culinary tourism is about food as a subject and medium, destination vehicle for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about the experiencing of food in a mode that is out of the ordinary, that steps the normal routing to notice difference and the power of food to represent and negotiate that difference (Long, 2004). FoodTourism.com (2008); McKercher, Okumus, and Okumus (2008); and Reda (2017)* added that food tourism is a relatively new term, but there are already several definitions to describe it. In the same context, it is also common to find the terms culinary tourism and gastronomy tourism.

Stanley and Stanley (2018); and Al-Khudairy (2009)* stated that culinary or food tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is

about the experiencing of food in a mode that is out of the ordinary that steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference. Food'n Road (2022) and Qurna (2019)* highlighted that food tourism is composed of activities that provide experiences of consumption and appreciation of food and beverages, presented in such a way that values the history, the culture, and the environment of a particular region.

Food Tourism and Its Important:

Food or culinary or gastronomy tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Today eating out is common among tourists and food is believed to rank alongside environment, accommodation, and scenery in importance to tourists (Stanley and Stanley, 2018). Morrison and Beeton (2018) agree with Elsayed (2020)* when added that food tourism can play a significant role in preserving local heritage while building on existing tourism assets and driving innovation. By increasing visitor demand for local food and drink, food tourism contributes to the long term sustainability of local agriculture, food systems, communities, and culture.

Today can say that food and tourism have a very close and important relationship also food is a critical tourism resource (Hall, Sharples, Mitchell, Macionis, and Cambourne, 2004). Meanwhile Stanley and Stanley (2018)

declared that it is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for some, which satisfies a multiplicity of physiological and other needs and wants. With regard to benefits, food offers pleasure and entertainment and serves a social purpose. Dining habits can also afford insights into ways of life, helping tourists understand differences between their own culture and those with which they come into contact (Hall and Gössling, 2016; Hall, 2013; and Long, 2004).

Estimating the financial impact of food and beverage tourism is at best, very difficult. While the World Food Travel Association (2019) estimates that food and beverage expenses account from 15% to 35% of all tourism spending, depending on the affordability of the destination. The World Food Travel Association lists possible food tourism benefits as including more visitors, more sales, more media attention, increased tax revenue, and greater community pride. On the other hand, eTravel Team (2021) stated that the World Food Travel Association introduced "World Food Travel Day" on April 18, 2018, as a way to put the spotlight on how and why we travel to experience the world's culinary cultures. It is designed to bring awareness to both consumers and trade, and support the Association's mission to preserve and promote culinary cultures through hospitality and tourism. The day is celebrated all around the world every year on April 18.

Gastronomic experiences play a part in determining perceptions of and satisfaction with the overall travel experience and food is agreed to impinge on tourist attitudes, decisions and behavior (Park, Kim, and Yeoman, 2019). Food and beverage can be a very powerful influence on feelings of involvement and place attachment (Gross and Brown, i.e., forthcoming) and poor quality and service failure can impact negatively on health, disrupting trips and tarnishing destination reputations (Yeoman, Beattie, Fields, Albrecht and Meethan, 2015). Also, Dixit and Prayag, (2022) added that food tourism can play a significant role in preserving local heritage while building on existing tourism assets and driving innovation. By increasing visitor demand for local food and drink, food tourism contributes to the long-term sustainability of local agriculture, food systems, communities, and culture. Food and drink provide lasting memories that define a holiday or travel experience. Food is of course a physical necessity, we all eat, but it embodies cultural identity and individuality, giving the tourist an insight into a new experience, the exotic, the unusual and a deeper insight into the place they are visiting (Morrison and Beeton, 2018).

The Benefits of Food Tourism:

Usually food tourism is related to all activities that use food and beverage as a means of connection between people, places and time (Chan and Marafa, 2019). Shukla, and Kulshreshtha (2019) and Chan and Marafa (2019)

highlighted that There are many benefits that can be gained through food tourism. These benefits can be summarized as follows:

- More tourist arrivals
- More income and profit (accommodation, airplane, food and beverage etc.)
- More media coverage
- A new competitive advantage or unique selling proposition (i.e. unique food and beverage)
- More tax revenue to government authorities
- Increased community awareness about tourism in general
- Increased community pride about, and awareness of, the area's food and drink resources

Food Tourism Activities:

Food tourism is much more than a list of restaurants or only high-cost activities with refined gourmet perception. It is also not interested only on agriculture tourism, and it does not require long distance travel. It is related to all activities that use food and beverage as a means of connection between people, places and time (Priller, 2018). FoodTourism.com (2008) stated that food tourism is composed of activities that provide experiences of consumption and appreciation of food and beverages, presented in such a way that values the history, culture, and environment of a particular region. Chan and Marafa (2019)

added that there are some examples of food tourism activities:

- Searching and tasting of local food and beverages
- Take a street food tour
- Follow regional product routes such as: (travel on wine or beverage or coffee or food routes etc.)
- Eat at traditional or local restaurants
- Share meals with local people
- Participate in food and beverage events or festivals.
- Visit local markets (old or modern)
- Learn about the production of food by visiting farms and artisan producers
- Participate in cooking classes
- Visit exhibitions that explain the history of local cuisine
- Culinary expeditions with chefs and specialists

The list is huge, where also clarified both Priller (2018) and Perri and Croce (2017) that there are several models of gastronomy related activities. It is a creative market because it embraces different representatives of the food, beverage, hospitality industry, street food vendors, chefs, galleries, and everything related.

PURPOSE OF THE STUDY

This research aims to identify the status of food tourism as a new tourism pattern within the Egyptian tourism market, through the search for and the real international position of food tourism at the international level and to highlight the

importance of this important tourism pattern and thus assess the status of the food tourism pattern at the level of the Arab Republic of Egypt. Then work to present a number of suggestions and recommendations that can help support the benefit of this important and distinctive tourist pattern, as well as with the aim of trying to draw attention to this important pattern as food is of great importance that cannot be neglected, whether at the local or international level. The objectives of this study can also be summarized in answering the following questions:

- **Question (1):** Does food tourism have a special place and importance as a modern trend in the tourism and hospitality industry?
- **Question (2):** What is the position of food tourism in the Egyptian tourism and hospitality field?
- **Question (3):** Does food tourism in Egypt a good place in the global food tourism market?
- **Question (4):** Does Egypt possess the ingredients and capabilities that allow it to benefit and compete in the field of food tourism?

METHODOLOGY

This part of the research contains the framework, research design and identifies the research populations, limitations and the size of the sample, and the tools and methods that used research statistical. The tools used in this study are:

1. Hotel Guests and Tourists Questionnaire form

2. Personal Interview with Number of the Experts in the Field of Tourism and Hospitality. The statistical package for the social sciences (SPSS) V.26 was used to analyze and compute the collected data

LIMITATIONS:

This research aims to identify the status of food tourism as a new tourism pattern within the Egyptian tourism market. Because it was difficult to apply the study to all those concerned with tourism and hotel activity in Egypt, and due to many obstacles, including the lack of time, costs and not easy to access to all those concerned with the subject of the research, Therefore, the study was limited to identifying semi-random samples to choose the respondents, as well as those who were interviewed in the places where the research sample was targeted.

RESEARCH TOOLS

1- Hotel Guests and Tourists Questionnaire:

A number of 400 forms were distributed, of which 348 were valid, where 52 invalid of the questionnaire forms were excluded. Meanwhile, these forms have been distributed to a number of hotel guests and tourists in a number of distinctive tourist areas in Egypt, namely Greater Cairo and Sharm El Sheikh in South Sinai Governorate and Hurghada in the Red Sea Governorate. It must be highlighted that these areas were chosen as the research sample, as they represent the most tourist attractions in the Egyptian market, and also have the largest number of hotels. The following table shows the distribution of questionnaire forms to the respondents (see Table 1).

Table 1: Number of questionnaire forms distributed in the investigated destination

No.	Investigated Samples	No. of Forms distributed	Valid forms	
			No.	%
1.	Greater Cairo Destination	100	88	88
2.	Sharm El Shiekh Destination	150	132	88
3.	Hurghada Destination	150	128	85
Total		400	348	87

Note: The respondents were selected as a research samples through a semi-biased random sample.

2- Personal Interview with Number of the Experts in the Field of Tourism and Hospitality:

A number of 58 personal interviews were conducted with a number of experts in the field of tourism and hospitality industry in order to identify their views on the subject of the research. The following table illustrates the sources of personal interview samples to the reserach (see Table 2).

No.	Investigated Samples	No. of Interviews
4.	Experts in the Ministry of Tourism and Antiquities	12
5.	Experts in the Egyptian Federation of Tourist Chambers	13
6.	Academic Experts	10
7.	Directors of Tourism Companies	8
8.	Directors of Hotels and Resorts	15
Total		58

RESULTS AND DISCUSSION

1- Analyzing the hotel guests and tourists questionnaire form:

The main aim of this questionnaire form is to identify the point of view of the respondents from hotel guests and tourists in the destinations that were examined. It is to determine the extent of understanding and awareness of food tourism, in addition to evaluating the possibility of

benefiting from the application of the food tourism pattern in the Egyptian tourist market. Therefore, the used questionnaire was divided into two parts: the first part evaluate personal opinions, and the second part demographic data. The following was a review of the results of the analysis of hotel guests and tourists questionnaire form in the research destinations.

First Part: Evaluate personal opinions:

Table 3: Question (1): Are you familiar with the concept of food tourism?						
Choices	Observed N	Observed %	Expected N	Residual	Chi-Square	50.069 ^a
Yes	240	69%	174.0	66.0	Df	1
No	108	31%	174.0	-66.0-	Asymp. Sig.	.000
Total	348	100%				

The main aim of this question was to identify the level of awareness of the respondents regarding the concept of food tourism. Table (3) Show that 69% of the respondents was aware of the concept of food tourism; while 31% of the respondents were not aware of the concept of food tourism (see Table No. 3).

Table 4: Question (2): From your opinion, is food tourism meaning that the tourists were arrive only for getting local food or food generally?

Choices	Observed N	Observed %	Expected N	Residual	Chi- Square Df	85.011 ^a 1
Local food	260	74.7%	174.0	86.0		
Food in general	88	25.3%	174.0	-86.0-	Asymp. Sig.	.000
Total	348	100%				

The main objective of this question was to ascertain the extent of the respondents' awareness of the concept of food tourism, by identifying their point of view on whether the concept of food tourism means or was limited only to the arrival of tourists in order to obtain local food, or to enjoy with eating food in general. The results in Table (4) were show that 74% of the respondents stated that food tourism means that tourists come to enjoy and learn about local food, and this finding was agree with Morrison and Beeton (2018) when stated that local food have a great important in food tourism. While 26% of the respondents highlighted that food tourism means that tourists come to only enjoy with eating foods in general, whether local or international. It can be said that this result show that there was a need to spread awareness about the comprehensive concept of food tourism, especially in countries that aim to increase the benefit of this tourism type.

Table 5: Question (3): Are you seeing there is an importance for food tourism at national and international level?						
Choices	Observed N	Observed %	Expected N	Residual	Chi-Square Df	40.011 ^a 1
Yes	233	67%	174.0	59.0		
No	115	33%	174.0	-59.0-	Asymp. Sig.	.000
Total	348	100%				

This question aims to identify the respondents' point of view on the importance of food tourism, whether at the local or international level. The results announced in Table (5) Show that 67% of the respondents confirmed that food tourism is important, whether at the local or international level, this finding was agree with Stanley and Stanley (2018) when highlighted that the importance of food tourism. On the other hand, the remaining 33% of the respondents did not see the importance of food tourism, whether at the local or international level.

Table 6: Question (4): If your answer is yes, please arrange the following reasons that explain the importance of food tourism?

Attributes	Importance Level					Total	Weighted Average %	Ranking
	1 Least important	2 Unimportant	3 Neutral	4 Important	5 Most important			
It is a means of tourist attraction and increase the number of tourists coming	20	32	32	61	88	864*	74**	5
A good way to raise the level of interest in food and improve the services provided	40	40	48	45	60	744	64	2
keep up with the times and its developments, as it is considered the food tourism of new trends	25	40	66	50	52	763	66	4
Spread awareness of Egyptian food	52	55	58	42	26	634	54	1
The food can be a cause in the near humans from each other	30	44	60	40	59	753	65	3

Notes: * Total increase of income: $864 = (20*1 + 32*2 + 32*3 + 61*4 + 88*5)$

** Weighted Average %: $74\% = \text{total} / (\text{No. of questionnaire valid} * \text{Average of Importance levels})$

This question aims to know and determine the most important reasons that explain the importance of food tourism from the point of view of the respondents. The results in Table (6) Show that the order of the reasons that could explain the importance of food tourism from the point of view of the respondents, who believed that food tourism is important, whether at the local or international levels in the previous question, is as follows:

- Food tourism is considered one of the means of tourist attractions and increasing the number of tourists, as this choice was obtained by 74% of the respondents.
- The interest in food tourism is considered keeping pace with the times and its developments, as 63% of the respondents received this choice.
- Food tourism is one of the modern trends, with 55% of the respondents receiving their opinions.
- That food can be the cause of people's proximity to each other, which got 44% of the respondents.
- Food tourism is a good way to raise the level of interest in food and improve the food services provided, and it was obtained by 33% of the respondents.
- Food tourism can contribute to spreading awareness of Egyptian food, as 54% of the respondents achieved their opinions.

Table 7: Question (5): Are you seeing that is really place for Egypt on the market of food tourism?

Choices	Observed N	Observed %	Expected N	Residual	Chi-Square	6.621 ^a
Yes	150	43%	174.0	-24.0-	Df	1
No	198	57%	174.0	24.0	Asymp. Sig.	.010
Total	348	100%				

The real objective of this question is to identify Egypt's real position in the food tourism market at the local level. The results in Table (7) show that 57% of the total respondents believe that Egypt does not have a real position in the food tourism market. While 43% of the total respondents believe that there is a real place for Egypt in the food tourism market.

Table 8: Question (6): If yes, what are the reasons from your opinion? (please just chose one answer only)

Choices	Observed N	Observed %	Expected N	Residual	Chi-Square	90.828b
The spread of food outlets in Egypt	60	40%	116.0	82.0	df	2
Increased interest in eating outside the home	90	60%	116.0	-56.0-	Asymp. Sig.	.000

Others	0	0%	116.0	-26.0-		
Total	*150	100%				

* In this question, the total was calculated by who said yes in the previous question

This question aims to identify the reasons that explain that Egypt has a real position in the food tourism market through the respondents who answered “yes” to the previous question. The results announced in Table (8) show that 60% of the respondents mentioned that one of the reasons that explain that Egypt has a real position in the food tourism market at the internal level is the increased interest in eating outside the home. While 40% of the respondents chose the spread of food outlets in Egypt, while none of the respondents chose the option "other".

Table 9: Question (7): Do you see that Egypt has a real place in the international food tourism market?						
Choices	Observed N	Observed %	Expected N	Residual	Chi-Square Df	40.011 ^a
Yes	115	43%	174.0	-59.0-		1
No	233	57%	174.0	59.0	Asymp. Sig.	.000
Total	348	100%				

This question aims to identify the viewpoint of the respondents on whether Egypt has a real position in the food tourism market at the international level. The results in Table (9) show that 57% of the respondents do not believe

that there is a real place for Egypt in the food tourism market at the international level. While 43% of the respondents believe that Egypt has a real position in the food tourism market at the international level.

Table 10: Question (8): If your answer is no, what are the reasons for that from your point of view? (Please select only one answer)

Choices	Observed N	Observed %	Expected N	Residual	Chi-Square	32.115 ^c
Non-admission of foreign guests to the Egyptian food style	52	22%	87.0	-35.0-	df	3
Double the awareness of the guests of the Egyptian food style	110	47%	87.0	23.0	Asymp. Sig.	.000
Others	71	31%	87.0	-16.0-		
Total	*233	100%				

* In this question, the total was calculated by who said "No" in the previous question

The main objective of this question is to identify the reasons on which the respondents depend, who believe that Egypt does not have a real position in the food tourism

market at the international level, and who chose to answer “No” in the previous question. The results shown in Table (10) indicate that 47% of the respondents believe that the poor level of guests' awareness of the pattern of Egyptian food tourism is one of the most important reasons for Egypt's lack of a real place in food tourism. While 31% of the respondents chose "Other", which are represented in the following reasons:

- Weakness or absence of publicity and advertising for the revitalization of the Egyptian food tourism pattern
- Low level of awareness and knowledge of tourists around the world about Egyptian food
- The absence of books, publications, or websites on the Internet that can contribute to increasing people's awareness of Egyptian food

On the other hand, 22% of the respondents stated that the lack of acceptance of foreign guests in the style of Egyptian food is one of the main reasons that show that Egyptian food does not have a real place in food tourism at the international level.

Table 11: Question (9): Do you see that Egyptian food has advantages in which to ensure that prospective tourists are attracted?						
Choices	Observed N	Observed %	Expected N	Residual	Chi- Square	61.253 ^a
Yes	247	71%	174.0	73.0	Df	1
No	101	29%	174.0	-73.0-	Asymp.	.000

					Sig.	
Total	348	100%				

This question aims to identify the respondents' views on whether Egyptian food has the advantages that can ensure that it attracts potential tourists. The results in Table (11) show that 71% of the respondents affirmed that Egyptian food has many advantages through which it is possible to guarantee the attraction of potential tourists. This finding was agree with both, Chan and Marafa (2019); Shukla, and Kulshreshtha (2019); and Chan and Marafa (2019) when they agreed that there are many benefits that can be gained through food tourism. While 29% of the respondents believe that Egyptian food does not have the advantages that can attract tourists.

Table 12: Question (10): If your answer is yes, please arrange the features that can guarantee the attraction of the prospective tourists?

Attributes	Importance Level					Total	Weighted Average %	Ranking
	1 Least important	2 Unimportant	3 Neutral	4 Important	5 Most important			
Egyptian food is of great importance	26	40	48	50	83	865*	70**	5

and spread due to the history of Egypt								
The great diversity of varieties in Egyptian cuisine	40	60	40	62	45	753	61	4
There are a number of food items that are in line with the style of this era, where the Egyptian cuisine contains vegetarian dishes and healthy and varied advantage	33	67	72	28	47	730	59	3
The availability of expertise necessary for excellence in tourism	38	72	71	43	23	682	55	1
Egyptian	41	66	60	50	30	703	57	2

food can be linked to Egypt's historic status and to an attempt to restore the spirit in the pharaonic or ancient cuisine to attract tourists									
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The main objective of this question is to get to know the point of view of the respondents on the arrangement of a number of features that pertain to Egyptian food, which can contribute to attracting prospective tourists. The results announced in Table (12) show that the ranking of the advantages that pertain to Egyptian food, which can contribute to attracting prospective tourists, is as follows:

- Egyptian food is of international importance and spread due to Egypt's history and civilizational status, as this choice was achieved by 70% of the respondents.
- The great diversity of items in the Egyptian cuisine is considered one of the main advantages, as this choice was achieved by 61% of the respondents.

- There are a number of food items that are in line with the requirements and lifestyle of this era, as this choice was achieved by 59% of the respondents.
- It is possible to link Egyptian food to Egypt's historical status and to try to restore the spirit in the ancient Egyptian cuisine to work to attract tourists, as this choice was achieved by 57% of the respondents.
- Egypt has the necessary and necessary expertise to excel in food tourism, as this choice was achieved by 55% of the respondents.

Question No. (11) from your point of view, What are the real reasons that could be a reason for the lack of interest in the food tourism pattern and better marketing it at the local and international levels?

This question aims to identify the point of view of the respondents about the real reasons that could be the reason for the lack of interest in the food tourism pattern and its better marketing at the local and international levels.

The results of the analysis of this question showed that one of the most important justifications that could be the reason for not paying attention to the pattern of food tourism and marketing it better at the local and international levels can be represented in the following:

- The focus of the state and those in charge of tourism on recreational and cultural tourism patterns is more than any other tourist patterns.
- The lack of a food tourism culture in Egypt.
- Weak use of advertising and marketing tools and means for Egyptian tourism in general.

- A gap in coordination between the Egyptian Ministry of Tourism and investors in the field of tourism to work to ensure the real benefit from the food tourism pattern
- Routine and bureaucratic decision-making
- The absence of long-term strategic plans that take into account the benefit of modern trends in the field of tourism and hospitality.

Second Part: Demographic data:

This section is concerned with the demographic data of the respondents including Gender; age; nationality; and educational level.

Table 13: Question (1): Gender				
Choices	Observed N	Observed %	Expected N	Residual
Male	281	81	174.0	107.0
Female	67	19	174.0	-107.0-
Total	348	100%		

This question aims to identify the gender of respondents who think of the research sample. The results shown in the following table showed that 281 (81%) of the respondents were males, while the percentage of females was 67 (19%) of the total respondents (see Table 13).

Choices	Observed N	Observed %	Expected N	Residual
Under 20	17	5	69.6	-52.6-
from 20 to 30	52	15	69.6	-17.6-
from 31 to 40	101	29	69.6	31.4
from 41 to 50	97	28	69.6	27.4
More than 50	81	23	69.6	11.4
Total	348	100%		

This question aims to identify the ages of the respondents, their opinions of the research sample. The results shown in the following table showed that the age group between 31: 40 years ranked first at 101 (29%) of the total respondents, then came the age group between 41: 50 years at 97 (28%) of the total respondents. Their opinions, then the age group over 50 years old with 81 (23%), then the age group between 21:30 with 52 (15%), while the age group less than 20 years ranked last with 17 (5%). Only out of the total respondents (see Table 14).

Choices	Observed N	Observed %	Expected N	Residual
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Egyptian	324	93	174.0	150.0
Foreigners	24	7	174.0	-150.0-
Total	348	100%		

This question aims to identify the nationality of the respondents in the research sample. The results of this question showed that the vast majority of the respondents were foreigners, 324 (93%) of the total respondents, and it is worth noting that it was intentional to search for foreigners and Arabs more than Egyptians. While the share of Egyptians was 24 (7%) of the total respondents (see Table 15).

Choices	Observed N	Observed %	Expected N	Residual
Unqualified	0	0	69.6	-51.6-
Secondary or technical education	107	31	69.6	-47.6-
University/higher education	235	67	69.6	195.4
Postgraduate studies	6	2	69.6	-37.6-
Total	348	100%		

This question aims to know the educational level of the respondents. The illustrated results in Table 18 show that the majority of respondents 235 (67%) are university/higher education graduates, 107 (31%) of respondents are secondary school graduates, while only 6 (2%) of respondents are postgraduate students, and finally absence of the respondents were unqualified (see Table 16).

2- Analyzing the Personal Interview with Number of the Experts in the Field of Tourism and Hospitality:

A number of 58 personal interviews were conducted with a number of experts in the field of tourism and hospitality industry in order to identify their views on the subject of the study. The results of these interviews were as follows:

Question 1: Do you see the importance of taking advantage of food tourism as a new pattern in the Egyptian tourism and hospitality market?

The results of this question showed that the vast majority of the total respondents of the research sample, who were 55 (95%), confirmed that they see that there is indeed great importance in benefiting from food tourism as a new pattern in the Egyptian tourism and hospitality market. While the remaining number of the total respondents of the research sample, who were 3 (5%), stated that they do not see the importance of benefiting from food tourism as a new pattern in the Egyptian tourism and hospitality market.

Question 2: If you see the importance of benefiting from food tourism as a new pattern in the Egyptian tourism and hospitality market, what are the reasons for this vision?

All (55) (95%) of the respondents, who mentioned in the previous question (Question 1), agreed that they see that there is indeed great importance in benefiting from food tourism as a new pattern in the Egyptian tourism and hospitality market. The reasons mentioned are summarized below:

- Increased global interest in food and the culinary arts
- Increasing the number of tourists and travelers, especially those looking for what is new in the field of tourism and hospitality
- Benefit from attracting lovers, food lovers and lovers of different experiences
- The spread of culinary arts programs in, especially on the Internet, television and other websites, can illustrate the importance of food tourism
- Taking advantage of this pattern to ensure and allocate a place for Egyptian food in the global food map

Question 3: Are you aware of the existence of a department or department for food tourism in the Ministry of Tourism?

The results of this question showed that 55 (95%) of the total respondents expressed their opinions in the research

sample, which numbered 58, which represents the largest percentage of the total respondents, who confirmed that there is no department or department for food tourism in the Egyptian Ministry of Tourism. While 3 (5%) of the respondents mentioned the research sample that they are aware of the existence of a department or department for food tourism in the Egyptian Ministry of Tourism

Question 4: Are you aware of the availability of a clear future plan or vision to pay attention to the food tourism pattern in particular?

The result of this question showed that the vast majority of the respondents in the research sample, which numbered 51 (88%) of the total research sample, were not aware of the existence of a future plan or a clear vision to pay attention to the food tourism pattern in particular. While 7 (12%) of the total respondents mentioned the research sample that they are aware of the existence of a future plan or a clear vision to pay attention to the food tourism pattern in particular.

Question 5: Are there food competitions or festivals held in Egypt?

The results showed that 36 (62%) of the respondents in the research sample mentioned that there are actually a number of food competitions and festivals held in Egypt. They also added that the number of these competitions and festivals is

still very limited and the matter needs more attention and development. On the other hand, 22 (38%) of the respondents affirmed that they were not aware of the existence of food competitions or festivals in Egypt.

Question 6: If the answer is yes, does the ministry support any of those food competitions or festivals that take place in Egypt?

The results of this question showed that the lowest number (7 out of 36) by 19% of the respondents who answered yes in the previous question (No. 5) that they were aware that the Egyptian Ministry of Tourism supports a number of those competitions and festivals that specialize in food in Egypt. While the remaining 29 (81%) of the respondents stated that they were not aware that the Egyptian Ministry of Tourism supports a number of those competitions and festivals that are specialized in food in Egypt.

Question 7: Do advertising or marketing programs related to Egyptian tourism, especially abroad, include talk about Egyptian food?

The results of this question showed that the vast majority of the total respondents of the research sample stated that they were not aware that the advertising or marketing programs that pertain to Egyptian tourism, especially abroad, may include talking about Egyptian food. While only 2 of the total respondents mentioned the research sample that they

are aware that the advertising or marketing programs related to Egyptian tourism, especially abroad, actually include talking about Egyptian food.

Question 8: Do you think that revitalizing food tourism requires the establishment of a specialized department or department within the Egyptian Ministry of Tourism and other bodies concerned with tourism in Egypt?

The results of this question showed the agreement of all, who numbered 58 (100%) of the total respondents who believed that a specialized department or department should be established within the Egyptian Ministry of Tourism and other bodies concerned with tourism in Egypt.

Question 9: Do you think that Egyptian food can represent a means of tourist attraction, especially for lovers of the food tourism style?

The results showed that 55 (95%) of the respondents believe that Egyptian food can represent a means of attracting tourists, especially for those who like food tourism. While 3 (5%) of the respondents believed that Egyptian food does not represent a means of tourist attraction, especially for those who love food tourism.

Question 10: Do you have any suggestions or recommendations regarding encouraging and revitalizing the food tourism pattern in Egypt?

After analyzing the results of the suggestions and recommendations made by the respondents, it was found that they all agreed on the following suggestions and recommendations:

- Support and encourage participation in local and international food competitions
- Participating in international celebrations and festivals of food and spreading the culture of awareness of Egyptian food
- Reviving ancient Egyptian food items, with the aim of linking Egyptian food with ancient Egyptian history and civilization
- Supporting the idea of establishing pharaonic restaurants working on reviving historical Egyptian food to attract those interested
- Support to encourage the establishment of food tourism festivals in Egypt
- Establishing food tourism projects
- Innovating ways to spread awareness among tourists about Egyptian food, especially inside hotels

CONCLUSION:

After completing the analysis of the research results, many important points can be concluded, including:

The results show that most of the respondents were familiar with the concept of food tourism, and they also believe that there is an importance to food tourism, both at the local and

international levels. The results also show that Egypt should be take advantage of food tourism and work to create an especial place in food tourism. While, there was a weakness in the level of awareness of the respondents about Egyptian food, so work must be done to spread awareness about Egyptian food, especially since Egyptian food is linked to ancient Egyptian history and civilization.

On the other hand, the results of the analysis of personal interviews with experts show that it is important to establish a special department for food tourism within the Egyptian Ministry of Tourism and Antiquities so that it can follow up on the development of this important tourism type. This is in addition to developing a comprehensive plan through which it is possible to achieve the greatest possible benefit from food tourism as a new trend in the Egyptian tourist market, by developing a plan for publicity and advertising, planning for the implementation of local and international food competitions and festivals, creating markets and exhibitions specialized in food, working on reviving varieties of ancient Egyptian food and other ideas that can contribute to achieving the greatest possible benefit from the food tourism pattern, which will benefit the field of Egyptian tourism and hospitality

Finally, after the reviewing of literature and discussing the results of the field study, the research questions can be answered as follows:

- The first question, which was aim to identifying whether food tourism has a place and importance as a modern trend in the tourism and hospitality industry, the results indicate that the answer is "yes". Where the results of the research show that food tourism is one of the new trends in the field of tourism and hospitality, and it has a prestige at the international level, as a result of the increase in the number of countries and tourists interested in food tourism.
- The second question was aim to knowing the position of food tourism in the field of Egyptian tourism and hospitality. The results show that Egypt has not yet benefit from the food tourism as a new trend, as it is required to develop a complete and appropriate strategy through which to benefit from food tourism in a way that suits the scope and status of the tourism and hospitality industry in Egypt.
- The third question aim to knowing the position of Egyptian food tourism at the international level, and the results show that Egypt still needs to pay attention to the field of food tourism and work to engage in this new trend.
- The fourth question, which was aim at knowing whether Egypt has the ingredients and capabilities that allow it to benefit from and compete in the field of food tourism, the results show that Egypt has a great deal of

ingredients and capabilities that allow it to excel and compete in the field of food tourism.

RECOMMENDATIONS:

Based on the results of the research, the following recommendations could be suggested:

1. Propose to establish a specialized food tourism department affiliated with the Egyptian Ministry of Tourism and Antiquities, as well as the Egyptian Federation of Tourist Chambers and the Tourism Promotion Authority, in order to work on following up, managing and organizing everything related to food tourism.
2. Propose cooperation between the bodies concerned with tourism and hospitality and the Egyptian Chefs Association, with the aim of finding ideas that can contribute to maximiz the benefits of food tourism.
3. Propose to hold an annual food tourism festival for one month every year and to promote it locally and internationally.
4. Support the participating in international food celebrations and festivals, with the aim of spreading the culture of Egyptian food.
5. Egyptian hotels and resorts should create unique ideas through which to spread awareness among tourists regarding the Egyptian food culture.
6. Support the ideas of local and international festivals and competitions related to food in general.

7. Creating and supporting festivals, competitions and celebrations for modernizing, developing and spreading the culture of Egyptian food.
8. Work on reviving ancient Egyptian food items, with the aim of linking Egyptian food with ancient Egyptian history and civilization.
9. Supporting the idea of establishing pharaonic restaurants that work to revive the historical Egyptian food to attract those interested, especially in Egyptian hotels and resorts.
10. Supporting and encouraging the establishment or ideas of projects that will develop and spread a culture of food tourism.

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