

**ANALYSIS OF FOOD TOURISM AS A STRATEGIC PRODUCT FROM  
UGANDA: A CASE STUDY OF BUGANDA AND WESTERN REGIONS OF  
UGANDA**

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**UGANDA CHRISTIAN  
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**DECLARATION**

I, **DOREEN KANGYE (M21B63/020)** hereby declare that this is my original work, is not plagiarised and has not been submitted any other institution for any award.

Signature: .....

Date: .....

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**APPROVAL**

I hereby confirm that this research report, authored by **DOREEN KANGYE**, registration number (**M21B63/020**), was conducted under my supervision and is now ready for submission.

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## **`DEDICATION**

I dedicate this research work to my dear beloved parents, and siblings. They were my foundation throughout the study.

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## CHAPTER ONE

### 1.1. INTRODUCTION

The purpose of this study is to investigate the unrealized potential of Uganda's rich culinary legacy as a major source of traveler traffic. This study aims to give insights into how these culinary offers might be effectively utilized to attract both domestic and international visitors by looking at the cultural, economic, and social components of local cuisines.

### 1.2. BACKGROUND TO THE STUDY

Uganda, a country in East Africa, also known as the "Pearl of Africa," boasts a rich culinary scene with a broad range of flavors, ingredients, and cooking customs. Indigenous tribes, colonial legacies, and international trends all have an impact on the regional cuisines of the nation. Uganda has a wide variety of historically and culturally rich cuisines that are unique to each region. The potential of Ugandan cuisines as travel products is still barely unrealized, despite their cultural relevance (Katongole & Mukama, 2022). In the past, the nation's tourist sector has concentrated on well-known sights including Lake Victoria, Bwindi Impenetrable Forest, and Murchison Falls. But the need to exhibit the nation's cultural assets, especially its culinary legacy, and diversify tourism offers is becoming increasingly apparent (Gogo & Masaki, 2022).

The growing popularity of the worldwide culinary tourism business can be attributed to tourists' quest for genuine experiences. This sector not only encourages regional cuisines but also local economy, cultural interaction, and culinary traditions. Nations such as Thailand, Italy, and Mexico have effectively leveraged their gastronomic legacy to draw in millions of travelers each year, therefore producing economic advantages and increasing worldwide recognition of their culinary customs. Uganda has to take use of this potential in order to expand the variety of tourist services it offers, draw in a more diverse clientele, and open up new avenues for local and economic development (Liberato et. al., 2020).

Uganda's natural beauty, rich cultural history, and distinctive experiences have contributed to the country's tourist industry's notable expansion in recent years. Travelers looking for adventure, close encounters with nature, and genuine cultural

experiences find the country to be appealing due to its varied scenery, profusion of species, and rich cultural traditions. Uganda's culinary traditions, which provide guests a sense of the dynamic culinary legacy of the nation, are important in marketing tourism there. Uganda's culinary tourism offers travelers the chance to enjoy real cuisine, interact with local people, and learn about the nation's rich culinary history. Travelers may experience a wide variety of cuisines, learn about traditional cooking processes, and uncover the tales behind each culinary creation from vibrant street markets and roadside food stalls to traditional homesteads and sophisticated restaurants (Manyisa Ahebwa & van der Duim, 2013).

In Uganda, local cuisines refer to a range of customary foods, preparation methods, and rituals that are exclusive to certain areas or groups of people. The variety of the nation's cultures and historical influences are reflected in these cuisine. Luwombo, a steaming dish covered in banana leaves, matoke (cooked plantains), and posho (maize meal) are a few examples (Katongole & Mukama, 2022). Contrarily, tourism products are attractions and gastronomic experiences that improve travelers' travelogues. These consist of cooking lessons, food festivals, culinary tours, and excursions to neighborhood markets and restaurants where visitors may consume traditional Ugandan food. These goods are intended to highlight the nation's rich culinary history, encourage cross-cultural interaction, and provide tourists experiences they won't soon forget (Manyisa et al., 2013).

For travelers looking for experiences abroad, cultural tourism poses a number of difficulties. Challenges such as language limitations, cultural sensitivity, and ensuring quality consistency might arise, particularly in busy locations with erratic food supply and workforce shortages. Additionally important are accessibility and inclusivity, as in certain places it might be difficult to accommodate unique dietary needs and offer a wide variety of culinary alternatives. Environmental sustainability is also a major problem since, in order to reduce the environmental effect of culinary tourism activities, issues like food waste, unsustainability in sourcing techniques, and carbon emissions related to food production and transportation must be addressed. For gastronomic tourism to be successful, these issues must be resolved (Nistor & Dezsi, 2022).

Uganda's culinary tourism industry faces a number of obstacles, such as inadequate facilities and infrastructure, especially in rural areas where traditional cuisines are found, inadequate lodging, dining options, and transportation; a lack of marketing and promotional efforts; cultural barriers such as language barriers and unfamiliarity with local customs; and the need to strike a balance between authenticity and commercialization (Katongole & Mukama, 2022). For travelers partaking in culinary experiences, cultural hurdles such as linguistic disparities and cultural sensitivities might provide difficulties. Culinary tourism requires a high quality of food safety and cleanliness, since access to clean water, sanitation, and proper food handling techniques provide obstacles. Achieving a balance between authenticity and commercialization can be difficult since the former could put pressure on the latter to alter traditional practices or recipes in order to suit the tastes of tourists, thereby reducing the authenticity of the culinary experience (Nistor & Dezsi, 2022).

### **1.3. PROBLEM STATEMENT**

Uganda has a rich and varied culinary legacy, with a wide variety of traditional meals and cooking methods that represent the country's cultural richness. However, little is known about the potential that local cuisines have as tourism goods. The dearth of thorough studies examining the cultural, economic, and social aspects of regional cuisines and their effects on Uganda's tourist sector contributes to this knowledge gap (Katongole & Mukama, 2022). Due to the underutilization of the rich diversity of most Ugandan foods as a form of culinary attractions, this has impacted opportunities for economic growth, cross-cultural interchange, and community empowerment. In addition to undermining the industry's ability to compete, this oversight jeopardizes attempts to protect and promote the nation's rich culinary legacy, which might be lost in the face of globalization and shifting consumer tastes. In addition to socioeconomic inequality, the issue has an impact on women and rural communities who frequently depend on Uganda's culinary legacy. It also has an impact on economic constraints and the cultural transfer of traditional culinary expertise. This research aims to highlight cultural variety, empower local communities, and position Uganda as a dynamic world-wide culinary destination.

#### **1.4. OBJECTIVE OF THE STUDY**

To examine the many aspects of Ugandan regional cuisines as tourism commodities, including their cultural value, financial influence, and social ramifications.

##### **1.4.1. SPECIFIC OBJECTIVES OF THE STUDY**

- i. To explore the cultural significance of traditional Ugandan cuisines in tourism.
- ii. To assess the economic impact of integrating local cuisines into Uganda's tourism.
- iii. To identify the main obstacles to and possibilities for using indigenous foods as tourism offerings in Uganda.
- iv. To assess the marketing strategies used to introduce local cuisines as a tourism commodity.

#### **1.5. RESEARCH QUESTIONS**

- i. What is the cultural significance of traditional Ugandan cuisines in promoting tourism?
- ii. What is the economic impact of integrating local cuisines into Uganda's tourism offerings?
- iii. What are the main obstacles to and prospects for using Uganda's indigenous foods as tourism products?
- iv. What are the marketing strategies used to introduce local cuisines as a tourism commodity?

#### **1.6. SIGNIFICANCE OF THE STUDY**

This study is significant because it has the potential to address important knowledge and practice gaps around the use of regional cuisines as tourism offerings in Uganda. Its importance is shown by many crucial factors:

1. The purpose of this project is to preserve Uganda's culinary legacy and cultural identity by investigating the cultural value of regional cuisines there. Additionally, it draws attention to the financial benefits of marketing regional cuisines as travel destinations, emphasizing the possibility for increased income, the creation of jobs, and market diversity. Through the use of culinary tourism, this knowledge may direct targeted investments and actions toward sustainable economic growth.

2. The study goes on to indicate that Uganda may become more competitive in the tourism market by including regional foods in its offers. By drawing a broader spectrum of visitors, this would diversify the tourism industry and lessen its reliance on established attractions. The study also reveals that culinary tourism has the potential to strengthen local communities, especially women's and rural communities, who are frequently the foundation of Uganda's culinary legacy. This would strengthen social cohesiveness, empower underprivileged groups, and encourage inclusion.
3. Lastly, the research helps ensure the long-term conservation and conscientious administration of Uganda's culinary resources by offering actionable suggestions for sustainable tourism methods and stakeholder involvement. This is essential to guarantee that culinary tourism projects support regional economies, preserve cultural and natural resources, and enhance the tourist sector's overall sustainability.

## **1.7. SCOPE OF THE STUDY**

### **1.7.1. Time scope:**

The primary emphasis of this study will be Uganda's existing local food market as a result of tourism. The time scope of the study spans from the present to the recent past, enabling an examination of current patterns, procedures, and advancements in the culinary and tourist industries. While historical background will be given as necessary to comprehend the cultural origins of regional cuisines, the main focus will be on current dynamics and potential future developments.

### **1.7.2. Geographical scope:**

Uganda, a nation well-known for its rich cultural tapestry and varied culinary traditions, is the study's geographic focus. The research will use a national viewpoint to examine the whole landscape of regional cuisines as tourist goods, while considering regional variances in food across Uganda. Although case studies or examples from certain Ugandan areas may be used to highlight distinctive culinary customs or tourist activities, the overall research will include the whole nation. Major emphasis will be put on local cuisines from Buganda and western Uganda.

### **1.7.3. Subject scope:**

The project will examine the cultural, economic, and social aspects of culinary tourism in Uganda, with a particular focus on the nexus between local cuisines and tourists. The cultural significance of traditional Ugandan cuisines, their economic impact on the tourism sector, the opportunities and challenges of incorporating local cuisines into tourism offerings, and methods for encouraging the development of inclusive and sustainable culinary tourism are some of the main areas of research. The focus of the study's topic area will be on stakeholders in the tourist and culinary industries, such as local governments, tourism operators, politicians, and cultural organizations.

## **1.8. THEORETICAL FRAMEWORK**

The purpose of this study is to apply a theoretical framework to examine the link between Ugandan traditional cuisines and tourism. The framework incorporates the Culinary Tourism Concept, which focuses on the investigation of food as a fundamental component of travel experiences, and the Cultural Tourism Theory, which highlights the significance of culture as a primary motivation for tourism. In order to present Uganda as a culinary destination and successfully convey its distinctive culinary offers to target consumers, it also takes destination branding and marketing tactics into account. Local communities are included in tourist efforts through the Community-Based tourist Development framework, which guarantees that they profit from tourism while protecting their natural resources and cultural identity. Local foodways act as hubs for entrepreneurship, capacity building, and community involvement. This promotes sustainable tourist development and gives voice to underrepresented communities. Finally, in order to avoid adverse effects on the environment, culture, and communities while promoting economic advantages and social inclusion, the Sustainable tourist Principles direct responsible management of tourist operations. In addition to supporting cultural preservation, environmental protection, and fair benefit sharing, the research looks at ways to include regional foods into tourism services. Through the integration of various theoretical perspectives and conceptual frameworks, the study seeks to offer a thorough comprehension of the function of regional cuisines as tourism commodities in Uganda, pinpointing prospects for sustainable tourism growth, cultural conservation, and community empowerment.

## CHAPTER TWO: LITERATURE VIEW

### 2.1. INTRODUCTION

In order to provide insights into the cultural, economic, and marketing facets of regional cuisines as travel goods, this literature review will examine previous research, studies, and publications on culinary tourism in Uganda and beyond. This study attempts to maximize the potential of Ugandan cuisine as a driver of sustainable tourism growth by consolidating the existing body of information. It will then serve as a basis for future research undertakings, policy interventions, and tourist development activities.

### 2.2. CULINARY TOURISM

Within the travel and tourism sector, there is a specialty called "culinary tourism" that provides immersive cultural experiences via food. Particularly in Uganda, regional cuisines act as cultural heritage ambassadors, luring tourists in with their tastes, scents, and tales. The link between regional cuisines and tourism in Uganda is examined in this review of the literature, with particular attention paid to the cultural relevance, economic implications, marketing tactics, and sustainability issues. Uganda's traditional foods as matooke and other popular street food delicacies such as the Ugandan rolex, are a reflection of the nation's rich ethnic diversity and legacy. Travelers looking for more meaningful interactions with their locations are often influenced by these gastronomic encounters (Katongole & Mukama, 2022).

In travel and tourism, food experiences are essential because they offer unforgettable moments, cultural insights, and sensory pleasures. They provide visitors the chance to fully immerse themselves in the culture, learning about regional foods, culinary methods, and eating customs. Travelers may engage with the true spirit of a region through eating experiences at fine-dining restaurants, street food markets, and marketplaces. A destination's local cuisine sets it apart from other vacation destinations and gives visitors a sense of its distinct personality. It is an embodiment of the destination's cultural legacy. Travelers who indulge in regional specialties develop deep bonds with the locations they visit, leaving them with enduring memories infused with the tastes and scents of their journey (Mason & Paggiaro, 2012).

Food provides a multimodal experience that enables emotional bonding and breaks down linguistic boundaries. The vacation experience is elevated by the colorful fruit, fragrant spices, and kind local hosts. By bringing people together through collective cooking lessons, dining with locals, and story-telling over meals, food also promotes social connection and community participation. Through these exchanges, visitors may develop deep ties with locals at their location, which enhances the travel experience and fosters tolerance, friendship, and cultural understanding (Stone et. al., 2022). Travelers looking for genuine experiences are drawn to destinations through culinary tourism, which is a potent tool for destination marketing and uniqueness. Specialized food offerings such as culinary trails, food festivals, and trademark meals entice travelers to discover lesser-known areas and promote small enterprises. These programs help promote a location by elevating it to the status of a must-see culinary destination on a worldwide scale. A place's spirit may be discovered through its food offerings, which take visitors on a sensory adventure. Destinations may unleash their culinary legacy and encourage the growth of sustainable tourism by embracing culinary tourism (Martin et. al., 2021).

Recent years have seen a sharp increase in culinary tourism, making it a sizable sector of the worldwide travel and tourist market. Consumer desire for genuine, immersive travel experiences like tasting regional cuisine and taking part in interactive cooking classes is what's fueling the industry's expansion. This wide market appeal is a crucial part of destination marketing strategy since it appeals to a wide range of demographics and travel preferences. In addition to promoting cultural interchange and discovery, culinary tourism gives visitors an inside look at the culinary traditions, customs, and history of the places they are visiting. Travelers learn about local foods, cooking methods, and eating customs via their culinary experiences, which promotes respect and knowledge of different cultures. This platform encourages sustainable tourism practices, appreciating cultural variety, and conserving culinary history (Walter, 2017).

A large amount of money is generated, jobs are created, and local businesses are supported by culinary tourism. In turn, it benefits farmers, producers, and craftspeople by increasing demand for locally sourced ingredients. It is now a crucial distinction for travel locations looking to make a splash in the international travel

industry. Specialized food offerings, such as specialty meals and food festivals, draw travelers looking for real-deal experiences. Initiatives promoting culinary tourism help promote places as must-visit culinary destinations, which enhances destination branding. With the use of digital platforms and social media, tourists can now find, share, and record their experiences, which has greatly contributed to the expansion of culinary tourism. Food-related blogs, social media stars, and online culinary guides have grown to be powerful inspiration, influencing travel plans and location selections (Martin et. al., 2021).

### **2.3. TRADITIONAL AND STREET FOODS IN UGANDA**

Popular in Rwanda, Uganda, and certain areas of the Democratic Republic of the Congo, matoke is a staple cuisine from the Great Lakes region of East Africa. It is served during festivities and special events and may be found at neighborhood markets, eateries, and roadside stands. Through cooking lessons or culinary tours, tourists may get a firsthand look at the making of matoke, and restaurants and cultural institutions frequently include matoke on their menus. Uganda is home to several local cafes, street food vendors, and restaurants serving ugali commonly known as “kawunga”, a traditional meal from Eastern and Southern Africa. It is often served as a complement to many different foods, particularly sauces and stews. Visitors can learn from local cooks how to prepare ugali or eat it as part of the traditional meals served at homestays and cultural activities (Schuurmans, 2016).

Ugandan street cuisine known as "rolex" has been around since the 2000s, when it first appeared in Kampala. It is frequently included in culinary excursions and cultural events for visitors, who may sample various Rolex iterations and pick the brains of regional merchants about the traditional meaning of the watch. Traditional Ugandan cookery known as luwombo is made at home for special occasions and is frequently offered on menus at eateries and cultural centers. It originates in the Buganda Kingdom of Uganda. Visitors who want to learn how to make luwombo for themselves can take part in cooking demonstrations and tasting sessions (Namugumya & Muyanja, 2012).

Ugandan restaurants, roadside barbecues, and marketplaces, especially in metropolitan areas, provide the popular East African meal nyama choma. It is well-liked by visitors for its variety of grilled meats and lively ambiance, and it draws

inspiration from Arabic and Indian culinary traditions. Generations have loved and made the traditional Ugandan cuisine katogo at home. Travelers may experience Ugandan breakfast customs and discover regional ingredients by participating in katogo cooking workshops and tasting sessions. Additionally, they can take part in cultural immersion activities such as excursions to villages or stays at houses. For decades, Ugandans have enjoyed nsenene, a seasonal delicacy that is sold throughout the nsenene season. Events like food fairs and festivals draw visitors who are curious about this distinctive culinary custom. In addition to tasting fried grasshoppers, guests may take part in activities involving the harvesting of grasshoppers and discover their cultural importance. Popular snack kabalagala may be found in metropolitan markets, bakeries, and street food stands. Visitors may experience kabalagala while seeing local markets and street food scenes by signing up for cooking workshops and tasting excursions (Okech & Timothy, 2023).

Malewa is a traditional cuisine made from bamboo shoots that can be served by neighborhood vendors or created at home. Visitors get the opportunity to sample food and learn about its preparation methods from local communities through cultural excursions and culinary experiences. The other food of cultural interest is ekitobero. Ekitobero represents festivity, plenty, and unity. Matooke, posho, fish, meat, veggies, sauces, condiments, fruits, and drinks are all included. Bananas are lucky and a sign of prosperity. Traditional beers are offered with the meal, such as sorghum beer or banana beer. In Uganda, ekitobero is a representation of friendliness, solidarity, and cultural pride (Tumuhe et al., 2020).

#### **2.4. GLOBAL PERSPECTIVES AND TRENDS ON CULINARY TOURISM**

Food experiences play a major role in travel and tourism, and culinary tourism is a worldwide concept that highlights this. Deeper cultural awareness is fostered by giving tourists the opportunity to discover the authenticity and cultural legacy of locations via their culinary customs. Through boosting the market for regional food goods, assisting hotel companies, and generating jobs, it also significantly improves the economic standing of travel locations. Community prosperity, job development, and economic progress are all aided by this. Conscious consumerism, environmental protection, and community support are encouraged by sustainable culinary tourism practices. To maintain a destination's long-term profitability while reducing adverse

effects on the environment and society, these techniques include waste minimization, equitable sharing of tourist benefits, and sustainable food sourcing (Putri & Wijoyo, 2023).

A unique food experience, event, or culinary product may be created through the innovative and creative process of culinary tourism. As a global language that cuts across cultural boundaries, it promotes social contact and cultural exchange through food. Travelers' behavior is influenced by digital platforms and social media, which share eating experiences and promote culinary locations. Promoting culinary locations and encouraging tourists to discover new gastronomic vistas depend heavily on social media influencers, digital marketing, and food blogging. The growing popularity of wellbeing-focused culinary experiences and wholesome, locally produced cuisine among tourists has resulted in a convergence of culinary tourism with health and wellness trends. The necessity of encouraging a healthy diet, assisting with sustainable agriculture, and providing wellness-focused dining experiences that appeal to health-conscious tourists is emphasized by global viewpoints (Stone et. al., 2022).

A classic example of culinary tourism is the Italian Food Tour in Bologna. The Italian Food Tour is a culinary tourist experience that provides a guided culinary trip to discover the city's lively food culture and rich culinary legacy. At a prearranged meeting spot in the city center, participants are met by an informed local guide who gives them an outline of the day's activities and introduces them to the delectable foods they will be enjoying. Typically, the trip starts with a visit to one of Bologna's hopping food markets, including Mercato di Mezzo or Mercato delle Erbe, where guests may peruse booths brimming with locally produced goods, artisan cheeses, cured meats, and fresh fruit. In addition to sampling a variety of Italian treats, attendees may see live demonstrations by regional craftsmen and take part in a hands-on cooking session taught by a local chef. The tour ends with a group get-together when attendees have a delectable dinner that includes some of the foods, they assisted in preparing during the culinary lesson. Other popular Italian traditional foods include prosciutto di Parma, Parmigiano Reggiano cheese, and balsamic vinegar. In order to promote authenticity and high-quality foodstuffs, the

area provides culinary workshops taught by local chefs and guided tours of artisanal food producers (Corigliano & Baggio, 2002).

Thai iced tea, pad Thai, green curry, mango sticky rice, and other foods are among the many meals sold by street food vendors in Bangkok, which serves as a showcase for the country's rich culinary culture and diversity. Bangkok's vibrant markets and food booths draw travelers with its street food culture, which cuts over linguistic and cultural divides (Walter, 2017). Small plates of bite-sized nibbles called pintxos are offered in the Basque Country in northern Spain. Gourmet travelers go to San Sebastián, a well-liked location for pintxos bars, to discover the city's culinary highlights and savor delectable cuisine. This culture serves as an excellent example of the global culinary tourism approach, presenting local specialties, encouraging social interaction, and assisting in destination uniqueness through distinctive gastronomic experiences (Sanchez-Cañizares & Castillo-Canalejo, 2015).

## **2.5. IMPORTANCE OF LOCAL CUISINES IN TOURISM**

Local cuisines are essential to tourism because they offer a window into the customs, culture, and way of life of a place. They provide real insights into culinary traditions, methods of preparation, and the importance of ingredients. Additionally, they set places apart and function as USPs in travel advertising. Each destination is unique because to its signature meals, local delicacies, and culinary customs, which draw tourists looking for unique experiences. Culinary tourism locations use their culinary legacy to draw tourists, emphasizing the local cuisines' authenticity and diversity as main draws (Duralia, 2017).

Regional cuisines boost the tourism industry's economic activities tremendously, generating jobs and income for nearby companies. The desire for locally sourced products improves community livelihoods by benefiting farmers, producers, and suppliers. Traveling is enhanced by culinary experiences, which help visitors form emotional bonds and treasured memories. Tourists may immerse themselves in immersive and unforgettable experiences through activities such as tasting street cuisine specialties, cooking workshops, and dining at local cafes, which give cultural insights and sensory delights (Stone et. al., 2022).

Local cuisines encourage mutual understanding, cross-cultural dialogue, and community involvement in tourism. Travelers may interact with residents, exchange

tales, and strengthen the social cohesion of destination towns by taking part in events like family-run restaurants, food festivals, and cooking classes. As tourism efforts appreciate and celebrate traditional recipes, cooking techniques, and food rituals, this also contributes to the preservation of culinary history and traditions. This guarantees that culinary customs will be preserved for the enjoyment of future generations (Ondieki et. al., 2017).

## **2.6. THE INTERSECTION BETWEEN THE LOCAL AND STREET FOOD CUISINES AND LOCAL COMMUNITIES**

Local towns' street food scenes are important, serving as a window into their culinary and cultural traditions. It gives local communities especially those in urban regions or informal economies economic options and acts as a concrete link to their cultural identity. Street food sellers support local economies and way of life by frequently working as part of the same community. In addition to being social hubs, stock food markets and sellers help different groups in a community feel like they belong. These areas encourage communication and a feeling of community among various groups. For many communities, especially the poorer ones, affordable and easily accessible food is essential. Street food sellers provide a variety of selections at reasonable costs, catering to a broad spectrum of dietary needs and interests (Pramanik & Ingkadijaya, 2018).

Driven by creativity and adaptation to shifting tastes, trends, and situations, street food culture is dynamic and ever-evolving. In this process, local communities are crucial because they provide innovative recipes, taste combinations, and cooking methods that showcase their own tastes and inventiveness. Festivals and street food markets also provide chances for community involvement and engagement. To showcase their culinary heritage and customs to a wider audience, local communities get together to plan and publicize street food festivals. Community members that actively engage as merchants, organizers, or attendees are united and feel proud of their community as a result of these activities (Ondieki et. al., 2017).

## **2.7. IMPACTS OF CULINARY TOURISM ON SOCIETIES**

The effects of culinary tourism on countries can be diverse, encompassing social empowerment, cultural preservation, and economic gains. The following are some of the main effects that culinary tourism has on society:

Through generating income for nearby companies, opening up job possibilities, and increasing investment in tourism infrastructure, culinary tourism strengthens local economies. It provides employment opportunities in a variety of industries, including food and beverage, hospitality, agriculture, tourism services, and the preservation of cultural heritage. These industries include restaurants, cafés, hotels, tour companies, and artisanal crafts. By boosting the local economy and giving people and families in destination areas a place to reside, this benefits the local economy (Pramanik & Ingkadijaya, 2018).

By introducing tourists from a variety of backgrounds to regional culinary customs, methods, and native ingredients, culinary tourism fosters cross-cultural dialogue and cultural preservation. It promotes respect for variety and understanding across cultural boundaries. By honoring regional cuisine, encouraging small-scale food producers, and highlighting culinary history, it may also rejuvenate traditional foodways, practices, and craftsmen in destination areas. These programs aid in the promotion and preservation of regional cuisines that could otherwise be forgotten or lost (Stone et. al., 2022).

Through community-led businesses like homestays, cooking lessons, and food tours, culinary tourism enhances local communities by promoting entrepreneurship, skill development, and cultural expression. These programs help citizens feel proud, accountable, and empowered. By promoting environmental conservation, biodiversity, soil health, and ecosystem resilience, sustainable culinary tourism practices like farm-to-table eating, utilizing local resources, and limiting food waste lessen the environmental impact of food consumption (Ondieki et. al., 2017).

By encouraging engagement and connection between visitors and residents via eating experiences, food festivals, and culinary events, culinary tourism fosters social cohesion and inclusivity. This fosters camaraderie and understanding across social, linguistic, and cultural divides. Culinary tourism has the potential to contribute to environmental sustainability, community empowerment, cultural preservation, and economic growth. Societies may support inclusive and sustainable development, cultural variety, economic success, and social well-being by utilizing their culinary history (Di-Clemente et. al., 2020).

## **2.8. CULTURAL AND HISTORICAL CONTEXT OF UGANDAN CUISINES**

The many ethnic groups that make up Uganda, its agricultural methods, and its past all had an impact on its cuisines. A diverse range of ethnic groupings, such as Baganda, Basoga, Banyankole, Bakiga, and Acholi, possess unique culinary customs, cooking methods, and staple foods. These consist of staples such as sweet potatoes, yams, cassava, maize, and bananas. Two common basic meals include posho, a cereal made of maize, and matoke, a dish made from steamed green bananas. Boiling, steaming, roasting, frying, and grilling are some of Uganda's traditional culinary methods. While grilling and roasting meat over open flames is customary in many Ugandan villages, *luwombo*, a central Ugandan meal, includes steaming meat, vegetables, and spices under banana leaves. Uganda's rich cultural and historical background is reflected in this diverse tapestry of cuisines (Katongole & Mukama, 2022).

The culinary traditions of Uganda have been influenced historically by migration, commerce, and colonization. Bread, tea, and other European items were brought to traditional cuisines by British colonialism, while spices like coriander, ginger, and chili peppers were introduced by Arab and Indian traders. In Ugandan culture, food is a highly symbolic object that represents celebration, hospitality, and social connection. Meals are shared in groups, and lavish feasts with traditional foods and culinary specialties are served on major occasions like weddings, festivals, and ceremonies. The culinary customs that have been passed down through the years have greatly influenced Ugandan cuisine, with mothers frequently passing down recipes verbally to their daughters (Reid, 2017).

## **2.9. MARKETING STRATEGIES FOR PROMOTING CULINARY TOURISM**

Global culinary tourism promotion necessitates smart marketing initiatives that draw attention to the distinctive culinary offers of places, captivate target audiences, and encourage tourists to try new foods. Creating digital marketing campaigns that highlight the destination's culinary diversity and authenticity, sharing delectable photos, videos, and narratives of regional cuisine on social media platforms, and utilizing influencer relationships with chefs, food bloggers, and other culinary influencers are all examples of successful tactics. Putting together festivals and culinary events that highlight regional food, handcrafted goods, and customs may

also be promoted by partnering with travel and food periodicals, running targeted marketing efforts, and listing events (Jolliffe, 2016).

Food journalists, bloggers, and influencers can benefit from favorable coverage generated by press travels and media familiarization tours. Boosting user-generated material on social media may also contribute to favorable press. Finally, the essence of the destination's food culture, tradition, and values should be reflected in the culinary branding and packaging. Brochures, flyers, and digital assets are examples of visually appealing marketing materials that may highlight the destination's special recipes, ingredients, and customs (Jolliffe, 2016).

Traditional Japanese dish Washoku was nominated to UNESCO's list of Intangible Cultural Heritage in 2013, sparking interest in the cuisine throughout the world. With the use of digital marketing, social media campaigns, website content, and online films, the Japan National Tourism Organization (JNTO) initiated a comprehensive marketing effort to promote Washoku and culinary tourism in Japan. The campaign collaborated with foreign chefs, food bloggers, and influencers to promote Washoku and inspire visitors to discover Japan's varied culinary scene. This program boosted tourism to major cities in Japan, such as Tokyo, Kyoto, and Osaka (Akagawa, 2018). Similarly, in an effort to position Australia as a top culinary destination, Tourism Australia started the "Restaurant Australia" campaign in 2014. The campaign catered to foodies and visitors with a taste for adventure by offering immersive gastronomic experiences including wine tastings, farm visits, and seafood feasts. Through this campaign, Australia was positioned as a must-visit location for wine and cuisine enthusiasts, which increased traveler numbers and expenditure at the nation's top restaurants (Min & Lee, 2014).

#### **2.10. SUSTAINABILITY AND CULTURAL PRESERVATION**

The long-term sustainability of culinary traditions and the continued existence of cultural legacy depend heavily on sustainability and cultural preservation, which are thus important factors to take into account while discussing Ugandan cuisines. The following describes the relationship between cultural preservation and sustainability in Ugandan cuisine:

Encouraging environmentally friendly farming methods like organic and agro ecological farming is essential to maintaining the supply of essential ingredients for

Ugandan cuisines. This supports local livelihoods while preserving biodiversity, soil health, and natural resources. The authenticity and complexity of Ugandan cuisines depend on the preservation of culinary biodiversity, which includes traditional animal breeds, heritage types, and native food crops. Sustainable agricultural systems, food security, and cultural resilience are enhanced by preserving traditional seeds and growing local crops. In addition to reducing environmental effect and maintaining culinary traditions, promoting traditional cooking techniques like using clay pots and banana leaves also helps conserve cultural knowledge and culinary legacy (Sulaiman et. al., 2022).

Recipes and culinary customs are passed down from elders to younger generations through knowledge sharing and cross-cultural interaction. Intergenerational cooking sessions, seminars, and community cooking courses support cultural preservation and community cooperation. Initiatives promoting Ugandan foods as cultural assets, or culinary tourism, have the potential to conserve culinary history and resurrect traditional foodways. Through exhibiting regional cuisine and methods to visitors, communities create revenue streams and increase consciousness regarding cultural conservation. In order to enable locals to take charge of their cultural heritage and profit from tourism, it is important to engage them in the creation and marketing of culinary tourism projects. This is known as community empowerment and sustainable tourist development (Okech & Timothy, 2023).

## **CHAPTER THREE: METHODOLOGY**

### **3.1. INTRODUCTION**

The research methodology section functions as a guide for carrying out the study, providing an overview of the strategy, techniques, and steps taken to successfully answer the research questions or objectives. This chapter gives an outline through the steps of data collection, analysis, and interpretation while bringing openness and credibility to the research process.

### **3.2. RESEARCH DESIGN**

This research adopts a mixed-method approach that combines qualitative and quantitative methodologies to investigate Ugandan regional cuisines as commodities for tourism. The qualitative component entails a thorough investigation of the cultural importance, environmentally friendly practices, challenges, and solutions associated with these cuisines. Data from important stakeholders, such as local communities, tourism operators, politicians, and cultural organizations, will be gathered using qualitative techniques including focus groups, interviews, and content analysis. A greater comprehension of social dynamics, cultural meanings, and economic effects is made possible by this method (Twycross, 2004).

Assessing the economic effects of tourism through surveys, economic analysis, or statistical data on receipts and outlays is the quantitative component of the research. By providing quantitative measurements of economic benefits, such as revenue production, job creation, and market diversity, this technique enhances qualitative findings. Because the research problem is multifaceted, the mixed-method approach fits in well, enabling a thorough analysis of Ugandan regional cuisines as commodities for tourism from a variety of angles. Because it enables a thorough investigation of the cultural relevance, economic implications, and social consequences of Ugandan regional cuisines in tourism, the selected design is suitable for answering the research objectives (Myers & Powers, 2017).

### **3.3. SAMPLE SIZE AND POPULATION**

The study is to investigate Ugandan regional cuisines, namely in the Western and Buganda areas, with a focus on their cultural relevance, economic effect, marketing tactics, and problems. A representative sample of 50 participants, comprising chefs,

restaurateurs, food sellers, tour operators, legislators, cultural experts, and tourist agency officials, will be interviewed.

### **3.4. DATA COLLECTION METHODS**

#### **i. Interviews:**

Semi-structured interviews with important players in Ugandan culinary tourism, such as local communities, travel agencies, legislators, and cultural groups, will be used in the study. The opinions, experiences, and ideas of participants on Ugandan regional cuisines as commodities for tourism will be thoroughly explored through these interviews. They will also help researchers and participants establish a connection by being flexible in their questioning of specific facts. Interviews may be laborious and resource-intensive, and there's a chance that the results will be subjective or biased. Open-ended questions will be included in interview guidelines, which will be produced to guarantee consistency and direct conversation topics (Sandelowski, 2000).

#### **ii. Surveys:**

Quantitative data on economic effects, traveler preferences, and demographics will often be gathered through surveys. Quantitative assessments of the impacts on the economy and visitor behaviors may be obtained through the standardization of data collecting from a sizable sample of respondents. A lot of data can be gathered via surveys with great efficiency, and the results may be analysed statistically and used broadly. On the other hand, non-response bias, incomplete replies, or poor response rates could be issues. Clear, pertinent, and reliable survey topics are carefully selected, and survey questionnaires are created to gather pertinent data on economic impacts, visitor preferences, and other quantitative characteristics (Sandelowski, 2000).

#### **iii. Document Analysis:**

The literature, reports, policy papers, and other materials pertaining to culinary tourism in Uganda are the main subject of this document analysis technique. In addition to primary data gathered through surveys and interviews, it offers insightful secondary data on historical patterns, regulatory frameworks, and business advancements. Document analysis is a time- and money-efficient method that

enables validation of original data by comparison with secondary sources and triangulation of findings. It does, however, depend on the accessibility and availability of pertinent documents, which might be constrained or biased. It may also provide difficulties when interpreting and synthesizing data from various sources (Bowe, 2009).

### **3.5. SAMPLING STRATEGY**

Purposive sampling will be used in the study to choose individuals who have relevant experience and knowledge of Ugandan culinary tourism. Targeted parties will include local governments, tourism businesses, legislators, and cultural institutions. There will be representation from a range of geographic locations, socioeconomic origins, and cultural viewpoints in the sample. The purpose of the study is to investigate Ugandan culinary tourism, with an emphasis on participants who have firsthand knowledge of or experience in the sector. The information, viewpoints, or insights that are pertinent to the study questions and objectives must be possessed by the participants. Those who choose not to participate, refuse to give informed consent, or neither will be included. The selection of individuals with deep understanding of the study issue is facilitated by the use of purposeful sampling. Due to the specialized nature of the study and the requirement to focus on certain culinary tourism stakeholders, this approach was selected. By ensuring that participants are highly relevant to the goals of the study, purposeful sampling produces more insightful and instructive data (Rai & Thapa, 2015).

### **3.6. DATA ANALYSIS**

The study will assess the information gathered via document analysis and interviews using a mixed-method approach. The data will be systematically explored by using thematic analysis to find patterns, topics, and categories within the data. The quantitative results pertaining to the demographics, traveller preferences, and economic implications will be compiled and presented using descriptive statistics. Regression analysis and correlations are examples of inferential statistical techniques that may be used to test hypotheses or investigate connections between variables. Triangulating the qualitative and quantitative data as part of the mixed-method approach will also help to give a thorough grasp of the research problem. To confirm and corroborate the results, this entails contrasting and comparing the

findings from various data sources. The quantitative results will be contextualized with the aid of qualitative information, and the quantitative data will serve to quantify and support the qualitative interpretations. By gathering many viewpoints and combining data from several sources, this mixed-method technique improves the study's validity and dependability (LeCompte & Schensul, 2012).

Quantitative data are summarized and presented using descriptive and inferential statistics, which give a clear picture of the demographics, traveler preferences, and economic effects. By analyzing correlations between variables or testing hypotheses, inferential statistics provide more thorough analysis of quantitative data. These methods provide statistical data to support or contradict ideas as well as numerical assessments of economic impacts, which complement qualitative findings (Statistics, 2013).

### **3.7. VALIDITY AND RELIABILITY**

#### **Validity:**

Through the use of suitable techniques for data collection and analysis, this study guarantees internal validity. Triangulating data helps to improve the reliability of the results and lessen bias. To validate the interpretation of qualitative data, member checking is employed. The generalizability of study results outside of the study setting is known as external validity. To choose participants with a variety of experiences and backgrounds, purposeful sampling is used, which increases the possibility of obtaining a variety of viewpoints pertinent to Ugandan culinary tourism. By doing these steps, you may make sure the research assesses the constructs it is supposed to evaluate properly (Cohen et al., 2017).

#### **Reliability:**

The objective of the project is to guarantee validity and reliability in the analysis of qualitative data by using strict coding guidelines and numerous researchers' independent coding. In the case of quantitative data gathered via surveys, steps are implemented to guarantee the instrument dependability. A small sample is used for pilot testing in order to find any flaws, ambiguities, or contradictions in the questions. In order to evaluate test-retest reliability which measures answer consistency across time, a group of participants is given the survey twice. The

research design is methodically developed and carried out, with precise and well-defined protocols adhered to throughout the study, to guarantee validity and dependability. By recognizing and confronting their own prejudices, suppositions, and preconceptions, researchers can preserve reflexivity while fostering critical self-awareness and transparency. Data management protocols are rigorously recorded and followed, and triangulation of data from several sources, approaches, and viewpoints strengthens the validity of the conclusions (Cohen et al., 2017).

### **3.8. VARIABLES OF THE STUDY**

#### **i. Dependent variables**

Local cuisines served at the tourist destinations

Cultural significance of the traditional cuisines

Sustainable practices in the production and preparation of the foods.

#### **ii. Independent variables**

Regional cuisines of Uganda

#### **iii. Outcomes of the study:**

Increased tourist volumes

High customer turnover

Increased consumption of the local cuisines

### **3.9. ETHICAL CONSIDERATION**

#### **Participant Consent:**

Participants are urged to participate voluntarily and are educated about the study's goals, methods, and any dangers. Everyone who participates, including those in surveys and interviews, is asked for their informed consent. It is guaranteed that participation is optional, and participants are free to leave at any moment without facing any consequences.

#### **Confidentiality:**

By hiding participants' names and protecting sensitive data, the study maintains participant anonymity. Transcripts and other study papers are securely saved, and

participant privacy is preserved by removing any identifying information. Only approved team members have access to the data.

**Potential Risks:**

There may not be plenty of risks for research participants while talking about delicate subjects like cultural customs, the effects of the economy, or personal experiences related to culinary tourism. The goal of the study is to establish a confidential, safe, and supportive atmosphere that promotes candid communication.

**Adherence to Ethical Guidelines:**

The study complies with the moral standards established by ethics committees and institutional review boards, getting permission from the appropriate authorities prior to gathering data. In order to preserve participants' rights and welfare, researchers uphold the principles of beneficence, fairness, and autonomy. The study team is also educated in ethical procedures.

**Ethical Approval:**

Before the research begins, ethical approval was obtained from the appropriate authorities. This sought to establish that the study was in full compliance with the established rules and guidelines for the study as per the institution's requirement for the fulfillment of the undergraduate degree.

**3.10. LIMITATION**

- i. Sampling restrictions may impact the study's generalizability, particularly if significant players in culinary tourism are either underrepresented or removed. This might potentially impact the representation of a wider range of stakeholders in Uganda's culinary tourism business.
- ii. The study's scope, data collecting, and analysis may be constrained by financial and time restrictions, which might affect the findings' comprehensiveness and the study's capacity to go further into certain research issues.
- iii. Social desirability bias, in which respondents give answers they believe to be appropriate, may cause participants to give answers that do not accurately reflect their opinions or experiences, which could have an impact on the

reliability and accuracy of data, particularly in self-reported measures like surveys or interviews.

- iv. The interpretation of data and participant selection may have been impacted by the prejudices and viewpoints of the researchers, which might have introduced bias into the analysis and interpretation of findings and compromised the validity of the conclusions reached.

## CHAPTER FOUR: RESULTS

### 4.1. Demographic information:

Gender of the respondents:

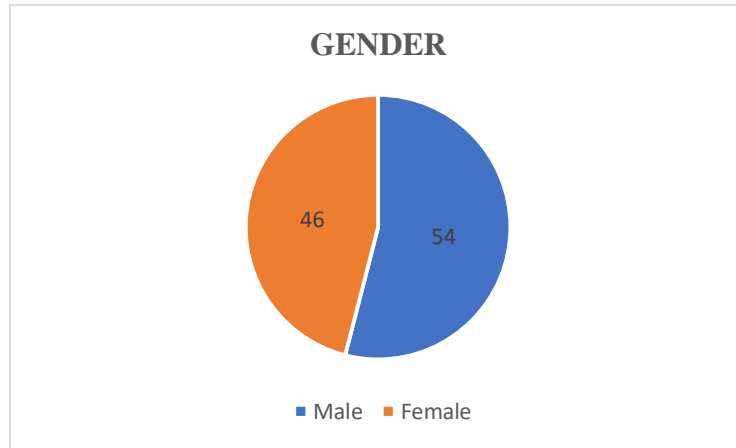


Figure 1: Pie chart showing the gender distribution of the respondents.

The percentage of male involvement was higher than that of female participation. This may be a sign that males are more likely than women to be interested in or available for the survey, or it may represent a trend in the demographics of the population sample under study.

### Age of the respondents

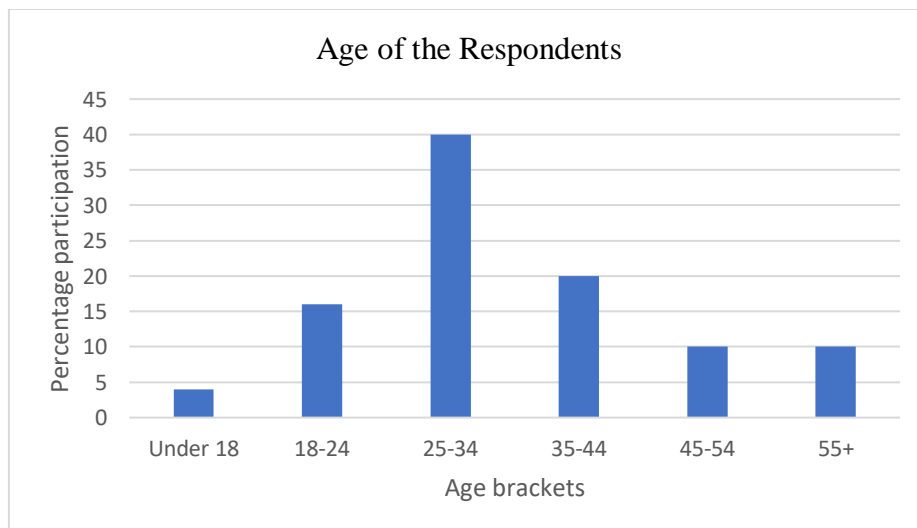


Figure 2: A graph showing the age-wise distribution of the tourists.

With 40% of respondents, the 25-34 age range is the largest age group taking part in the poll. Generally speaking, members of this age group engage in more social and economic activities, such as travel and dining. Those between the ages of 18 and 24 account for 20% of all responses. This suggests that younger people have a modest level of interest or availability. Respondents in the middle age range (35-44) make up 20% of the sample and may be more interested in cultural and culinary pursuits since they have more money to spend and prioritize family-friendly events. Twenty percent of the respondents are in the 45-54 and 55+ age categories combined. Their involvement suggests a curiosity for cultural heritage and perhaps more free time for recreational pursuits like cooking

#### 4.2. To explore the cultural significance of traditional Ugandan cuisines in tourism.

##### Participation in culinary tourism

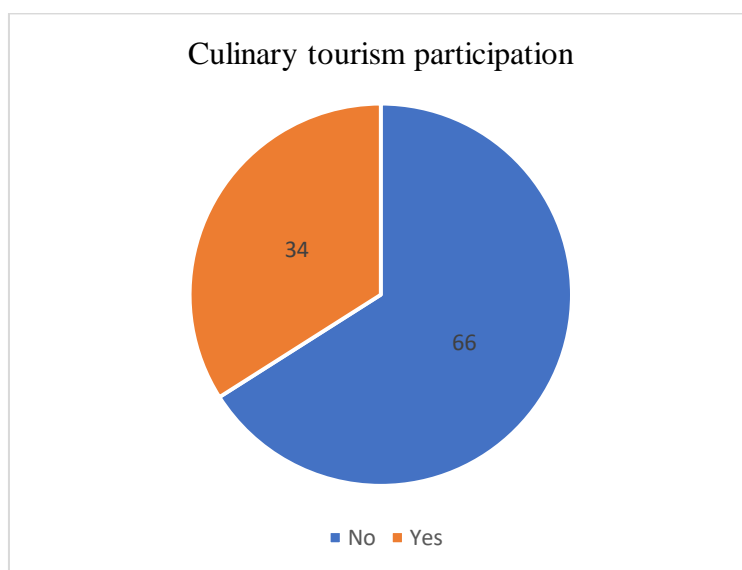
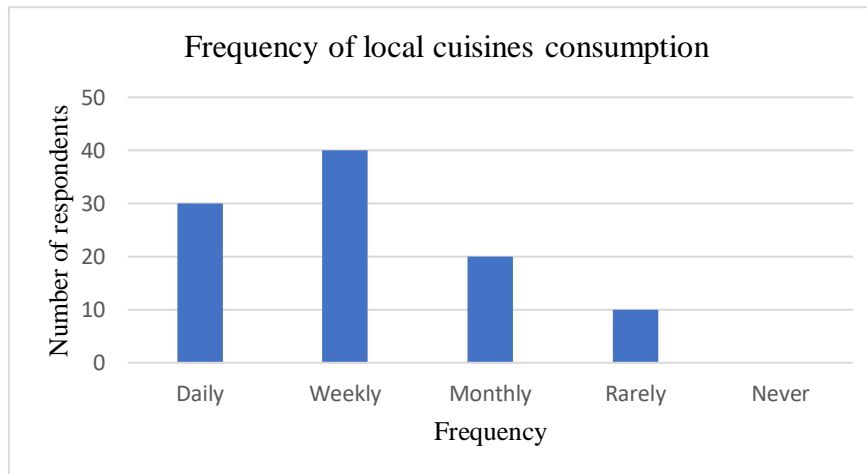


Figure 3: Culinary tourism participation by distribution.

34% of those surveyed had taken part in culinary tourism experiences that highlight Ugandan cuisine. This demonstrates a respectable degree of culinary tourist participation, indicating interest in and awareness of the cultural value of Ugandan cuisine. 66% have not engaged in any of these activities. This is a possible area for expansion and improvement in Uganda's promotion of food tourism.

### Frequency of consumption of traditional cuisines:

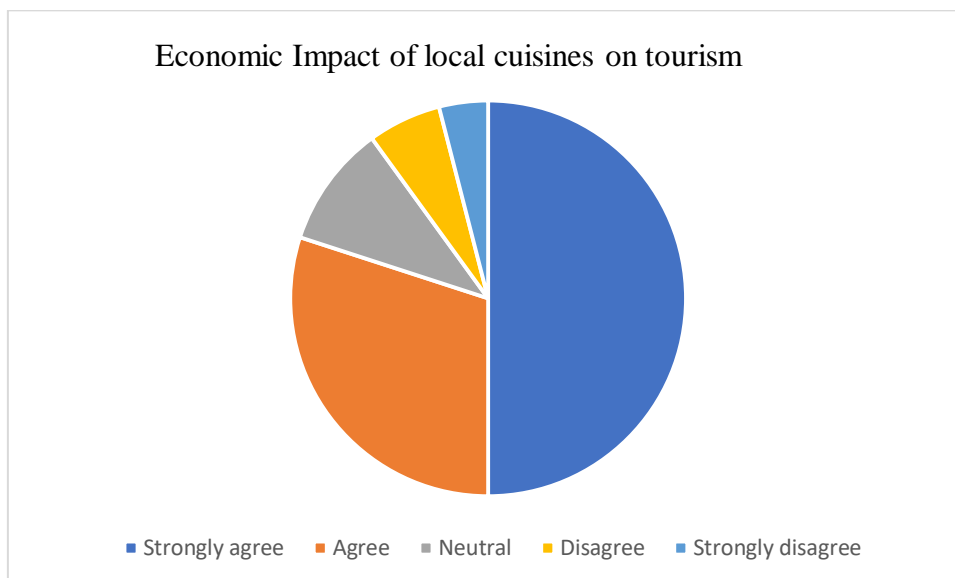


*Figure 4: Frequency consumption of the local cuisines*

According to the survey, 70% of Ugandans routinely eat traditional foods, demonstrating the significance of these foods in daily life. 20% of these items is a moderate monthly intake, indicating they are a frequent part of their diet. Just 10% of people eat these items seldom, which suggests that they are highly prevalent in their diet. The fact that none of the respondents said they had ever avoided these items highlights how ubiquitous and significant they are in culture.

Some of the most consumed foods by the tourists were; Matooke, Luwombo. Posho, Rolex, groundnut sauce, chapati, malewa, eshabwe predominantly. These foods were assumed to reflect a cultural heritage, enhance the authenticity of the tourism experience, facilitate cultural heritage, preserve traditional practices as well as enhancing community identity of the host communities. The distinguishing attributes attached to these foods were the use of local and fresh ingredients, the unique preparation methods, diverse regional dishes, distinct flavor profiles and attached cultural rituals. The local cuisines played a significant role in promoting tourism by enhancing the cultural immersion of the tourist, creating memorable experiences for the tourists, supporting the local communities and economies, fostering cultural exchange among others.

#### 4.3.To assess the economic impact of integrating local cuisines into Uganda's tourism sector.



*Figure 5: A Pie chart showing the economic impact of local cuisines on tourism.*

High Positive Agreement (80%). The vast majority of participants express strong agreement or agreement with the notion that incorporating regional cuisines into Uganda's tourism offers may provide favorable economic outcomes. This implies that the potential financial advantages of culinary tourism are widely acknowledged.

Neutral to Negative Attitudes (20%). A lesser percentage of participants expressed neutrality, disagreement, or severe disagreement, suggesting a degree of doubt or ambiguity regarding the financial benefits of incorporating regional foods into travel.

Additionally, the study revealed that the integration of local cuisines into tourism as an activity impacted the job market positively and contributed to income generation. 70% of the respondents believed that there are untapped opportunities for using indigenous foods as tourism products, a step which could greatly contribute to the economic development of the tourism sector.

## CHAPTER FIVE: DISCUSSION

### 5.1. Demographic information

The bulk of responders are (Fig 1), by far, men. This may stem from a number of things, such as gender roles, cultural traditions, or particular interests in cooking among the males in the area. The age group (Fig 2) that makes up the majority, which is 25 to 34, indicates that young adults are the main group that is either available or interested in participating in surveys on cultural and culinary tourism. Even while it isn't as noticeable as it is for the 25-34 age group, participation from other age groups (18-24, 35-44, 45-54, and 55+) shows that interest is balanced throughout life. The lower numbers in the under-18 and over-55 categories may indicate that these populations either participate in culinary tourism less frequently or have distinct interests and hobbies.

### 5.2. To explore the cultural significance of traditional Ugandan cuisines in tourism

According to survey statistics, 30% of Ugandans regularly eat traditional foods, demonstrating the importance of these cuisines to the country's culture and economy. By promoting the continuation of customary agricultural and culinary methods, this consumption helps local food production and agriculture. Weekly consumption (40%) demonstrates how well-integrated traditional foods are into everyday eating routines, fostering a thriving culinary tourist industry. Monthly consumption (20%) highlights the cultural significance of traditional meals and keeps a link to them. 20% of travelers who travel seldom partake in culinary tourism, preferring to sample local cuisine at special occasions or celebrations. The percentage of rare consumption (10%) suggests that there may have been exposure to non-traditional foods as a result of globalization, urbanization, or dietary preferences. Focused advertising has the power to revive interest in regional cuisines.

Their broad acceptance and relevance across all studied categories were highlighted by their zero percent never consumption. There may be a market for culinary tourist activities as evidenced by the significant minority that actively pursues them. This group's development and feedback can enhance and expand the culinary tourism offers. However, 60% is unrealized potential that may be realized by incorporating

culinary experiences into larger tourism packages, improving access to activities, and running awareness campaigns.

In order to foster culinary tourism, tactics such as focused marketing campaigns, improved food festivals, instructional components such as cooking classes, food tours, and workshops, using local ambassadors as brand ambassadors, increased accessibility, and ongoing participant feedback collection are all important.

Steamed green bananas, *luwombo*, *posho*, *Rolex*, groundnut sauce, *chapati*, *malewa*, *eshabwe*, and *binyebwa* are some of the typical dishes of Uganda. With a strong cultural link to the region and genuine experiences, these meals showcase the nation's rich cultural legacy. They also promote understanding between residents and visitors by acting as a universal language, which promotes cross-cultural exchange. Food preserves traditional culinary techniques and traditions that may be lost to globalization, acting as a universal language. By fostering a sense of community and pride via the sharing of traditional cuisine, residents are more likely to interact with and encourage tourists to learn about their past. The recipes, which are eaten with rice or plantains, rice, *chapati*, *malewa*, *eshabwe*, and *binyebwa*, depict the rich cultural tapestry of the nation.

Uganda's traditional foods reflect the rich cultural legacy of the nation, providing visitors with genuine experiences and promoting cross-cultural dialogue. Additionally, they uphold customs, enhancing communal identity and inspiring residents to connect with their history. The use of fresh, local products, inventive cooking techniques, a variety of regional specialties, and distinct taste profiles are all important components of Ugandan cuisine.

Tourists frequently eat groundnut sauce, *rolex*, *matoke*, *luwombo*, and *chapati*. These foods are well-liked because they are tasty, easy to prepare, and accurately capture the essence of Ugandan street food culture. *Luwombo*, *Rolex*, *Matoke with Groundnut Sauce*, *Eshabwe*, *Mahewa*, and *Binyebwa* are some more well-liked meals. Traditional Ugandan dishes with tourist appeal include *Luwombo*, *Rolex*, *Matoke with Groundnut Sauce*, *Eshabwe*, *Mahewa*, and *Binyebwa*. These dishes are known for their exotic preparation methods, rich flavors, simplicity, taste, and representation of local culture. They also serve as a bridge between cultures, facilitating interactions and mutual understanding between tourists and locals.

Food plays a crucial role in promoting tourism by enhancing cultural immersion, creating memorable experiences, supporting local economies, fostering cultural exchange, distinguishing the destination, and preserving heritage. By highlighting traditional cuisines, tourism can play a vital role in preserving and promoting Uganda's culinary heritage, ensuring that traditional practices and recipes are passed down to future generations.

In conclusion, traditional Ugandan cuisine has substantial potential to enhance the tourism experience by offering unique, authentic, and culturally rich culinary delights. By capitalizing on this potential, Uganda can position itself as a vibrant and attractive culinary destination on the global stage.

### **5.3. To assess the economic impact of integrating local cuisines into Uganda's tourism sector**

80% of respondents agree or strongly agree that including regional cuisines into Uganda's tourism offers may boost the country's economy. This suggests that respondents strongly believe gourmet tourism can have a substantial positive impact on economic growth. This favorable opinion is a reflection of the belief that culinary tourism has the ability to enhance revenue through higher visitor spending, support local companies, and create jobs. Less respondents (20%) expressed neutrality, indicating that they do not perceive any significant negative or positive effects on the economy. This group could need further details or compelling proof of the financial effects. 10% disagree and strongly disagree: Ten percent of respondents disagree or strongly disagree, which suggests some doubt or ambiguity over the impact on the economy.

The employment of locals in restaurants, street food vendors, cooking schools, and catering services might result from the integration of regional cuisines with tourists. For chefs, cooks, food merchants, and service personnel, it opens up options. Farmers and suppliers stand to gain from increased demand for traditional ingredients, which will also lead to job growth in the agricultural and allied sectors. Rural communities may benefit from improved livelihoods as a result. Increased demand is felt by nearby companies including marketplaces, food processors, and equipment suppliers, which promotes regional economic growth.

Food-related business endeavors such as food tours, cooking lessons, and food product creation might be stimulated by culinary tourism. Revenue Generation: Local cuisines have the potential to enhance economic stability and growth by drawing more tourists and raising the income levels of individuals working in the food and tourism sectors.

The diversity of unexplored foods found in Uganda's culinary history might draw tourists. Uganda's native cuisine provides distinctive experiences that set it apart from other travel locations. It is possible to draw in both domestic and foreign visitors by creating food festivals, gastronomic excursions, and cooking lessons featuring native cuisine. Promoting native cuisine encourages community engagement, local resources, and traditions all of which contribute to sustainable tourism. Nonetheless, 20% of participants express skepticism regarding the feasibility of culinary tourism, citing inadequate knowledge and exposure to its possible advantages. It could need more investigation and public awareness initiatives to properly grasp and take use of the potential that indigenous foods bring. Owing to perceived obstacles or competition from other cuisines, some respondents can also harbor doubts regarding the allure of native foods as tourism offerings.

#### **5.4. Challenges and Opportunities for Promoting Ugandan Cuisine as a Tourism Product**

##### **Insufficient Promotion and Awareness:**

Awareness on the Domestic and International Level: The distinctiveness and diversity of Ugandan cuisine are not well known on the local or global levels. There aren't enough effective marketing plans and advertising efforts in place to draw attention to Uganda's gastronomic offers for prospective tourists. Not having enough money to invest in advertising and other promotional efforts makes it more difficult to reach a larger audience.

##### **Accessibility and Infrastructure:**

Infrastructure for tourism: Inadequate lodging, eating options, and transportation options, particularly in remote locations, might discourage visitors from trying out

the regional food. Travelers may not be able to fully enjoy Ugandan food in some areas due to their remote locations and rich culinary traditions.

#### **Excellence and Regularity:**

Standards of Food Preparation: Gaining the trust of travelers requires maintaining uniform standards of quality and hygiene in a variety of dining venues. To uphold excellent culinary standards, more programs for chefs and food service personnel's training and development are required.

#### **Cultural Preservation and Sensitivity:**

The impact of globalization and modernity may cause traditional cooking methods and recipes to become less prevalent. To retain authenticity while catering to modern preferences, it is crucial to strike a balance between the preservation of traditional cooking techniques and contemporary culinary trends.

#### **Competitions:**

Morocco and South Africa, two other African nations with developed culinary tourist industries, offer competition. It might be difficult to draw travelers to Uganda primarily for the food because of the appeal of international cuisines, which often eclipses local fare.

### **5.5. Opportunities for Leveraging Ugandan Cuisine to Attract More Tourists**

Uganda entices guests with a diverse range of gastronomic experiences. Travelers may experience traditional culinary techniques and local marketplaces by participating in authentic cuisine excursions (Visković & Komac, 2021). Cooking lessons provide visitors a hands-on cultural experience by teaching them how to create traditional Ugandan foods. Ugandan food is celebrated during national and regional festivals that attract both domestic and foreign visitors. Food festivals and cultural events are combined via the practice of cultural integration to offer a comprehensive understanding of Ugandan customs. Ugandan food is promoted through collaborations with travel agencies, foreign chefs, and food bloggers. Farm-to-table experiences that emphasize organic and locally produced products are encouraged by sustainable and eco-tourism (Stalmirska, 2024). Local communities

are encouraged to host visitors through community-based tourism, which supports local economies by offering genuine gastronomic experiences. Ugandan food may also be promoted using digital marketing and storytelling techniques like social media campaigns and food blogs.

#### **5.6. The Marketing Strategies used to introduce local cuisines as a tourism commodity**

The firm showcases Ugandan food through a variety of cultural immersion activities, including as festivals, culinary events, and tours. Through these trips, visitors may experience local cuisine, go to markets, and have dinner with local families. Additionally, the business creates unique menus with regional chefs and eateries that provide traditional Ugandan food. It also produces interesting content and works with hotels, airlines, and travel agents to add culinary experiences in trip packages.

The use of targeted advertising, compelling narrative, and the development of visual material are essential to promote Ugandan food. Showcasing aesthetically pleasing images and films of Ugandan cuisine, preparation methods, and dining experiences on social media sites, promoting user-generated content with hashtags or photo competitions. Providing behind-the-scenes looks at nearby farms and food markets is another recommendation made by the approach to establish genuine ties with viewers. It is important to customize marketing messaging so that they appeal to various target segments.

Developing infrastructure in Uganda, including dining establishments, lodging, and transportation, can increase the country's culinary tourism industry. Chefs, cooks, and food service employees may improve their culinary abilities and uphold quality standards by enrolling in skill development programs. In order to maintain cultural authenticity, community involvement is essential. Small-scale food sellers and producers can support regional economic growth. Uganda's rich culinary history has a special chance to draw travelers from abroad and domestically who are looking for real gastronomic experiences (Stalmirska, 2024). It is crucial to keep funding community collaborations, infrastructural development, and marketing initiatives in order to realize the full potential of Ugandan food tourism.

## CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

### 6.1. Conclusion

The goal of this study was to investigate the traditional Ugandan cuisines' cultural and economic relevance in relation to tourism. The results show how important traditional meals are in forming cultural identity and improving Ugandan tourism. The demographic research demonstrated the youthful and male-dominated interest in culinary tourism, with a greater participation rate among men and a group of 25-34 years old as the major age group. The majority of Ugandans frequently consume traditional meals, which the research demonstrated to be essential to the country's everyday life. In addition to reflecting Uganda's rich cultural legacy, well-known foods like groundnut sauce, matooke, luwombo, posho, and rolex also greatly enhance the allure and authenticity of the travel experience. These culinary traditions not only maintain customs but also foster cross-cultural interaction and a sense of community.

The incorporation of regional cuisines into Uganda's tourist industry exhibits strong economic prospects. A sizable majority of respondents agree that culinary tourism has a good economic impact and may increase income, help small companies in the area, and generate employment possibilities. In order to fully realize the potential of culinary tourism, the research highlights the need for enhanced marketing techniques, infrastructure development, and community engagement. It also outlines possibilities as well as problems in promoting Ugandan food. In conclusion, by providing distinctive, genuine, and culturally rich gastronomic delights, traditional Ugandan food has a great deal of potential to improve Uganda's visitor experience. Uganda may establish itself as a thriving and alluring culinary destination on the international scene by tackling the issues that have been highlighted and taking advantage of the potential. The report urges sustained efforts to support sustainable tourism practices, promote and include regional cuisines into travel packages, and guarantee that Uganda's unique culinary legacy is recognized and conserved for future generations.

## **6.2. Recommendations:**

In order to fully harness the potential of traditional Ugandan cuisine to boost tourism and stimulate economic growth, the following suggestions are put out for interested parties:

### **Policymakers and the Government**

- i. **Create and Put into Practice Policies for Culinary Tourism:** Establish laws that are expressly intended to encourage the growth of culinary tourism, such as financial incentives for establishments that specialize in traditional foods.
- ii. **Infrastructure Investment:** To make rural places rich in culinary traditions more accessible to tourists, make improvements to the transportation, eating options, and lodging.
- iii. **Encourage Training Initiatives:** Encourage and support training programs for food service employees, chefs, and cooks in order to uphold the highest standards of quality and hygienic food preparation.

### **Boards and Agencies for Tourism**

- i. **Promotional Campaigns:** Start focusing on initiatives that showcase Uganda's distinctive food offers. Utilize blogs, films, and social media to communicate stories visually about traditional foods and their cultural importance.
- ii. **Working Together with Influencers:** To promote Ugandan food internationally, collaborate with foreign chefs, food bloggers, and travel influencers.
- iii. **Plan Food Festivals:** Organize national and regional food festivals that honor Ugandan cuisine and draw visitors from across the world.

### **Neighborhoods and Business Owners**

- i. **Community-Based Tourism Initiatives:** Provide real experiences like cooking lessons, food tours, and home-stay dining opportunities to entice the local population to engage in culinary tourism.
- ii. **Preserve Traditional Recipes:** To guarantee that traditional culinary techniques and recipes are handed down to future generations, actively seek to record and preserve them.

- iii. **Encourage Local Ingredients:** Make a point of utilizing fresh, local ingredients, since this helps sustain local farmers and guarantees the genuineness of the food experience.

### **Institutions of Education**

- i. **Culinary Education:** Utilize traditional Ugandan dishes in culinary arts curricula to teach aspiring chefs and food service personnel about the rich culinary legacy of their nation.
- ii. **Investigation and Progression:** To bolster the arguments for the health advantages and cultural relevance of traditional meals, carry out studies on them.

### **Enterprises and the Private Sector**

- i. **New Culinary Experiences:** Create immersive, one-of-a-kind culinary experiences that can be bundled with other travel packages.
- ii. **Work Together with Tour Operators:** Collaborate with tour operators to incorporate gastronomic excursions and encounters into their vacation packages.
- iii. **Quality Assurance:** To establish a solid reputation with travelers, uphold strict standards of authenticity and quality in the food preparation process.

### **Communication and the Media**

- i. **Increase Knowledge:** Utilize a variety of media outlets to spread the word about the importance of traditional Ugandan foods, both culturally and economically.
- ii. **Emphasize Successful Tales:** To encourage and uplift others, share success stories of companies and communities that have profited from culinary tourism.

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## APPENDIX

### Interview Guide:

Dear Participant,

Greetings, Welcome to our focus group discussion on food tourism in Uganda!

My name is Doreen Kangye, and I am a student pursuing a Bachelor of Tourism and Hospitality Management. As part of my academic journey, I am conducting a study titled "Analysis of Food Tourism as a Strategic Product from Uganda: A Case Study of Buganda and Western Regions of Uganda." The purpose of this study is to delve into the rich culinary heritage of Uganda and explore its potential as a strategic product in the tourism industry, with a particular focus on the Buganda and Western regions. By examining the cultural, economic, and social aspects of food tourism, we aim to uncover insights that can contribute to the development and promotion of Uganda's diverse culinary offerings on both domestic and international avenues. Your participation in this questionnaire is highly valued and will play a crucial role in shaping our understanding of the subject matter. Your responses will help us gather valuable data to analyze and draw meaningful conclusions. Thank you for taking the time to participate in this study. Your contribution is greatly appreciated and will undoubtedly enrich the research findings.

### Introductory segment:

1. Could you please introduce yourself? (Name, occupation, and any relevant background in tourism or hospitality)
2. What comes to mind when you hear the term "food tourism"?
3. Have you ever participated in any food-related tourism activities in Uganda or elsewhere? If yes, please share your experiences.

### Section 1: Understanding Perspectives on Ugandan Cuisine:

1. What do you think makes Ugandan cuisine unique compared to other cuisines?
2. What are some of the most consumed foods by tourists?
3. Can you name some traditional Ugandan dishes that you believe could attract tourists?
4. In your opinion, how important is the role of food in promoting tourism in Uganda?

### Section 2: Exploring Experiences and Expectations:

1. Have you ever been part of a culinary tour or food-related activity while traveling? If yes, what aspects of the experience did you enjoy the most?

2. When visiting a new destination, how much importance do you personally place on trying local cuisines and food experiences?
3. What factors do you consider when choosing food-related activities or experiences during your travels?

**Section 3: Challenges and Opportunities:**

1. In your view, what are some of the main challenges facing the promotion of Ugandan cuisine as a tourism product?
2. What opportunities do you see for leveraging Ugandan cuisine to attract more tourists to the country?
3. Do you think there are specific regions or areas in Uganda that have untapped potential for food tourism? If yes, please elaborate.

**Section 4: Marketing and Promotion:**

1. How do you think Ugandan cuisine can be effectively marketed to both domestic and international tourists?
2. What role do you think digital platforms and social media can play in promoting Ugandan food tourism?
3. In your opinion, what steps can be taken to further develop and enhance the food tourism industry in Uganda?
4. Is there anything else you would like to add or share regarding the topic of food tourism in Uganda?

Thank you once again for your participation in this focus group discussion. Your insights will contribute significantly to our understanding of food tourism in Uganda and help inform future initiatives in this area.

**Questionnaire:**

Dear Participant,

Greetings!

My name is **Doreen Kangye**, and I am a student pursuing a Bachelor of Tourism and Hospitality Management. As part of my academic journey, I am conducting a study titled "Analysis of Food Tourism as a Strategic Product from Uganda: A Case Study of Buganda and Western Regions of Uganda." The purpose of this study is to delve into the rich culinary heritage of Uganda and explore its potential as a strategic product in the tourism industry, with a particular focus on the Buganda and Western regions. By examining the cultural, economic, and social aspects of food tourism, we aim to uncover insights that can contribute to the development and promotion of Uganda's diverse culinary offerings on both domestic and international avenues. Your participation in this questionnaire is highly valued and will play a crucial role in shaping our understanding of the subject matter. Your responses will help us gather valuable data to analyze and draw meaningful conclusions.

Thank you for taking the time to participate in this study. Your contribution is greatly appreciated and will undoubtedly enrich the research findings.

**Demographic Information:**

**Gender:**

Male  Female

**Age:**

Under 18	<input type="checkbox"/>	35-44	<input type="checkbox"/>
18-24	<input type="checkbox"/>	45-54	<input type="checkbox"/>
25-34	<input type="checkbox"/>	55+	<input type="checkbox"/>

**Occupation:**

.....

**Level of Education:**

Primary school	<input type="checkbox"/>
Secondary school	<input type="checkbox"/>
Diploma / Vocational training	<input type="checkbox"/>
Bachelor's degree	<input type="checkbox"/>
Master's degree or higher	<input type="checkbox"/>
None	<input type="checkbox"/>

**Section 1: Cultural Significance**

1. How frequently do you consume traditional Ugandan cuisines?

Daily	
Weekly	
Monthly	
Rarely	
Never	

2. What traditional Ugandan dishes are you familiar with? (Please list)

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3. In your opinion, what cultural significance do traditional Ugandan cuisines hold in promoting tourism?

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4. Have you ever participated in culinary tourism activities focused on Ugandan cuisines?

Yes  No

5. How would you rate the importance of traditional Ugandan cuisines in attracting tourists to Uganda?

Very important	
Important	
Neutral	
Not important	
Not sure	

**Section 2: Economic Impact**

6. Do you believe integrating local cuisines into Uganda's tourism offerings can have a positive economic impact?

Strongly agree	
Agree	
Neutral	
Disagree	
Strongly disagree	

7. Have you ever participated in or observed tourism activities that incorporate traditional Ugandan cuisines? (e.g., food festivals, culinary tours)

Yes

No

If yes, could you please name the festive:

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8. How do you think the integration of local cuisines into tourism affects job creation and income generation in Uganda?

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 .....  
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9. Do you think there are untapped opportunities for using indigenous foods as tourism products in Uganda?

Yes		Not sure		No	
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Explain the response above:

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**Section 3: Challenges and Opportunities**

10. What do you perceive as the main obstacles to using Ugandan indigenous foods as tourism products?

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11. How effective do you think the current marketing strategies are in promoting local cuisines as tourism commodities?

Very effective	
Effective	
Neutral	
Ineffective	
Very ineffective	

12. Have you encountered any challenges when offering or participating in culinary tourism activities in Uganda? (e.g., language barriers, cultural sensitivities)

Yes

No

If yes, how did you address the issue?

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13. What improvements or initiatives do you think could enhance the offering of local cuisines as tourism commodities in Uganda?

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Thank you for participating in this survey! Your responses will contribute to valuable insights into the potential of Ugandan regional cuisines as tourism commodities.



*Figure 6: Eshabwe, one of the most commonly consumed traditional cuisines in Western Uganda.*