GASTRONOMY A TOURISM LURE

EXPLORING THE CONSIDERATIONS FOR A POLICY DECISION AND THE IMPACTS ON

CROSS-SECTOR INTERACTIONS

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ABSTRACT

For many years, tourists have become more interested in learning about the culture of people, including their way of living, cuisine, religious customs, historical occurrences, architecture, and agricultural practices. Tourists have also long craved for new experiences that would give them a total package that includes the traditional 'tourist gaze', and more recently, an improved sensory experience, appealing to their taste and smell. Gastronomy has been that viable option for tourism development (Özdemir et al., 2017, Pérez Gálvez et al., 2017, and Sormaz et al., 2016), an increasingly important aspect of cultural tourism. It not only takes into consideration the uniqueness of a dish but also includes activities such as food festivals, the observation of the production process-from preparation to the consumption stage, and culinary training activities. In fact, Özdemir and Seyitoğlu (2017, 1) have illustrated that "the authenticity of local food and its presentation may be one of the dominant attributes that have an effect on the perceptions of tourists who are motivated to travel by gastronomical attractions." These facts together with the increased focus on gastronomy by the Ministry of Tourism, Jamaica; has inspired this research paper to: 1) Identify the key factors that drive the need for diversification of the tourist product in Jamaica; 2) understand the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of Gastronomy/ Cultural tourism; 3) understand the meaning of this change in the eyes of the government sector versus the private sector; 4) understand who is pushing this new focus for gastronomy as a policy decision for Jamaica's tourism sector; and, 5) understand how this new initiative have impacted cross-sector policies such as transportation, infrastructure and agriculture to name a few.

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CHAPTER 1

1.0 INTRODUCTION

1.1 OVERVIEW

Travel for amusement, relaxation, knowledge transfers and the experience of a new place has long been the practice of the Egyptian Pharos (Gyr 2017, 5); however, it was not until the 19th century that this expedition was coined 'tourism' (Linda Lorentzen, 2001). As noted above, tourism has its roots embedded in the exploration of new places but, for this document, more emphasis will be placed on destination experiences.

One can argue that most traditional tourism exploration focuses generally on scenery and the enjoyment of orchestrated mini-cultural bites. In the past decade or more, tourists have become more interested in the culture of the people, from their way of living to include but not limited to 1) Food (local Gastronomy); 2) Religious customs (esp. in the case of Indigenous people – being that of meditation/spiritual, health and wellness); 3) Historical occurrences (colonization and independence); 4) Architecture (Ruins of the past and historical designs); 5) Agricultural Practices (knowledge-based tourism) to name a few; to the experience that they would have garnered by being apart of a 'total package' (i.e. experiencing the culture through re-enactment and being among the people in their community). This neology, based on the understanding of the researcher, has been the focus of the shift in tourism policies, practices, product development and the marketing strategies used to generate interest. One may very well say that to deny this reality of the shift in focus is to deny one's country from being competitive and marketable.

1.1.1 Tourism and the Caribbean with focus on Jamaica

According to the United Nation's World Tourism Organization (2017), the year 2016 has been the seventh consecutive year of sustained growth in international travel; for which tourist arrivals grew by 3.9 per cent amounting to 1,235 million tourists partaking in international travel. In essence, there has been 300 million more international travel for tourism as compared to the pre-crisis record in 2008 which accounted for 928 million tourists (UNWTO 2017, Vol. 15 cited in Jamaica Tourist Board 2017, Viii).

Jamaica, like many other Caribbean islands, prides itself on a myriad of picturesque scenery from natural features such as waterfalls, beaches, lush landscapes to name a few; to the nice warm tropical climate; exotic foods from varying cultures; to a variety of heritage sites, which has always attracted visitors from across the globe. In support of this fact, the Caribbean Tourist Organization reported that there was a continued demand for the Caribbean region due to its diversity concerning authentic cultural experiences, and other encounters that are relaxing, refreshing, and enjoyable. These pull factors saw a 4.2% increase or 29.341 million tourists in 2016 when compared to 2015 with a figure of 28.154 million tourist arrival (Jamaica Tourist Board, 2017). According to the Planning Institute of Jamaica's review of economic Performance, January 2017 – March 2017 media brief; the real value-added for hotels and restaurants grew by 0.3%, accounting for the increased stopover arrivals from Europe and Canada as arrivals decreased from tourist from the United States of America [a major Tourist Sector] (Planning Institute of Jamaica, 2017).

1.3 RATIONALE FOR STUDY

In addition to the above, and with the focus of the research being set on Jamaica's gastronomic experience. The researcher has noticed that in more recent times, there appears to be a change in interest in the traditional lure of tourism from the sun, sand, and sea as the main focus for travel; to a renewed focus on cultural tourism in the form of gastronomy[1]. This increased desire may be attributed largely to the more recent development of the internal road networks, allowing for travel time from north to the South coast, to be significantly reduced, fostering free and quick movements between parishes. This, in turn, allows the tourist to explore other non-traditional destinations within the island that not only gives them the usual exposure (sun, sand and sea) but also opens up the experience to the local culture which includes gastronomic experiences and other forms of tourism; namely the healing hot springs from geothermal activities in St Thomas (Health and Wellness), to the succulent taste of Jerk pork/Chicken with festivals, served along with the natural Coconut water in Boston, Portland (Boston Jerk and the annual Boston Jerk Festival).

With that said, in a public relation release by the Ministry of Tourism, Jamaica on Wednesday, August 10, 2016, entitled "Talking Points for Minister of Tourism, the Hon. Edmund Bartlett, at the Tourism Linkages Network Strategy Session"; the Ministry had outlined five pillars for tourism growth which includes: a) Tapping into new markets, b) Developing new products, c) Promoting investment, d) Building new partnerships, and e) Developing human capital ("Talking Points for Minister of Tourism", 2016). In listing the five pillars for tourism growth, the Minister indicated that the Ministry will be focused on seven networks which underpinned the above pillars with one of the main foci being the exploration

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[1] A form of cultural tourism that has as its main focus, the exploration of the culture through the diet of the people.

of Gastronomy as a new tourism product. This new emphasis on gastronomy has been one of the main focuses not only to overseas tourist but also to local patrons with the 13-year-long annual event known as 'Restaurant week'; which is traditionally held in Jamaica around or close to black Friday.

Separate and apart from the increased interest in gastronomy as a tourism driver, there is a concern of whether, this new focus will impact the daily operation of other key government entities based on the fact that this new policy decision may require additional support to effectively monitor activities that may arise from the increase of tourist and tourism facilities. These Key government entities that were being referred to are the Ministry of Industry, Commerce, Agriculture and Fisheries (MICAF), the Ministry of Health and Wellness, the Ministry of Local Government and Community Development (MLG&CD) and its corresponding Municipal Corporations (M.C), and the Ministry of National Security (MNS) to name a few. In addition, the goal to improve on the tourism offering in bringing more visitors to this destination, makes Jamaica's approach to using gastronomy as policy directive an important strategy in achieving growth in the industry and by extension meeting the National goals 1 and 3 as well as the National outcomes 2,4 and 12 of Jamaica's VISION 2030 – National Development Plan ("Vision 2030 Jamaica. Popular version", p. 16)

1.3.1 Objectives

Therefore, and in keeping with the above information to pursue gastronomy as a tourism strategy for Jamaica by the Ministry of tourism. This research seeks to a) Identify the key factors that drive the need for diversification of the tourist product; b) understand the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of Gastronomy/Cultural tourism, b.i) to explore how the idea of gastronomy became the new focus and how has it evolved, b.ii) to determine if this transition was a policy (government) driven or business-oriented approach; c) understand the meaning of this change in the eyes of the government versus the private sector, c.i) to identify the impact of tourism policy

on other Sectors (namely but not limited to Transportation and infrastructure, Employment (formal and Informal), Accommodation).

1.3.2 Research Questions

Subsequently, in an effort to ascertain a better understanding of the impact of gastronomy concerning the above objectives; the following research questions were formulated to extract meaning from the assessment and analysis of the data (both primary and secondary) that will be gathered. The questions that need answering are: who is pushing the idea of Gastronomy as a tourism driver? How has this concept impacted on cross-sector policies? What does this mean for the local farmers? Would this push or revitalize the industry or a) will they use imported products, b) would they focus on a mixed market approach, c) If options (a) or (b) was the case, how does authenticity of the product fare out in keeping with the true meaning of gastronomy? Also, what aspect of gastronomy was the nation focused on?

CHAPTER 2

2.0 BACKGROUND TO THE PROJECT/LITERATURE REVIEW

Internationally, the tourism sector has seen a prodigious growth in the industry within last decade, which is in keeping with the projected 1.6 billion global arrivals expected in 2020 (UNWTO, 2018 cited in Chiriko, 2020, p. 1). This initial forecast was 0.2 billion less than Dana Pop's (2016) projection in her "Cultural Tourism: Theoretical Article", suggesting that UNWTO/UNESCO (2015) anticipated an expected 1.8 Billion of international tourist arrivals by 2030 (Pop, 2016, p. 220). This interest in travel has been coupled with an increased desire for immersing one's self in the culture of a people, with a specific interest in the diet of the people (Kristensen et al., 2017; Šimić et al., 2016); slowly shifting away from the traditional excursion to benefit from the 3S's sun, sand and sea (Kivela et al., 2006; Lane et al., 2013; Šimić et al., 2015; Sormaz et al., 2016).

This turning point away from the traditional theme as well as other segments of the industry has largely been influenced by the uniqueness of the cultural offerings by each destination, inspiring visitors to return each year (OECD, 2009; UNWTO, 2012, cited in Chiriko, 2020). With the increased interest in cultural tourism, there is still the matter of understanding what constitutes cultural tourism and how has it impacted the tourism market. To build the tourist product for Jamaica through gastronomic experiences as one of the main drivers, it is imperative to have a fair grasp of the factors and the implications for this new venture. Understanding the mind of the tourist and what they are looking for, will be very useful in determining how one develops this product, and in ensuring that consumer(s) (both local and international), have a value-added experience when visiting the destination of choice (Pérez Gálvez et al., 2017, p. 604; Ingram et al., 2017, p. 13; Yang, 2016, p. 19; Alebaki et al., 2015, p. 98). In other

words, it is inferred that those who feel satisfied with the experiences gained, will more likely be inclined to revisit a destination after returning home (Yang et al. 2016; Özdemir et al., 2017; Pérez Gálvez et al., 2017). Also, one should not look at tourism as being a benefit only to the international market, but rather it should be seen as a co-benefit for locals and the diaspora; being that the industry provides a benefit for everyone whether economical or otherwise. As Wearing and Wearing (2017) explores the experiences of the tourist, they venture into the realm of the urban tourist with a view of understanding their spatial behaviour - hoping that their interactions would have illuminated "ways in which the tourist experienced the places and people whom they visited" – for which they hypothesized that this approach was "fundamental to the study of the consumption of the tourist" (p. 97).

People are not only travelling for the benefit of experiencing another country's culture or as an escape from the daily routine of the work world (Stoykova 2015; Gyr 2017; Lane et al., 2013 and Özdemir et al. 2017). On the contrary, some travel to reconnect or refresh themselves, with their own culture (in the case of the diaspora). In keeping in mind, the above concepts, and to achieve the objectives of this research. It is imperative to have a good grasp of a few key terminologies and concepts that will aid in guiding the content of this document. Also, and in formulating a meaningful discussion around the analysis and evaluation of the data obtained from this research. This chapter will be explored in three sections that will focus on several thematic areas, to build a platform for discussion. These thematic areas are a) gastronomy as a Local Economic Development initiative; b) authenticity and its role in product development; and c) strategic alliances and destination brand development. These themes were selected based on the focus of this study. With tourism patterns changing along with the increase in travel intrest in the caribbean, it was important for this study to focus on the three themes mentioned earlier, to illustrate the rational for making changes in the tourism startegy for Jamaica. Before exploring these thematic areas, the terms 'culture' and 'Heritage' along with the concepts of 'cultural tourism' and 'Agri-tourism', will be examined to create a logical understanding of the setting that will be used in the

aforementioned thematic areas, whilst providing applicable examples that can be used to enhance the

country's efforts in their tourism ventures.

2.1 Culture, Heritage, Agri-Tourism and Cultural Tourism

2.1.1 Defining Culture, Heritage, Culture Heritage, Agri-Tourism, and Cultural Tourism

The term 'culture' has a variety of complex and overlapping meanings (Olwell, 2016), especially when juxtaposed with the term 'heritage'. Originating around 1430, in its Latin origins meaning "cultivation" or "tending the soil"; the term culture has seen a transformation to what Anthropologist have now defined as "the sum total of ways of living built up by a group of human beings and transmitted from one generation to another" (Tharp, 2009, Olwell, 2016; and Dictionary.com, 2020). Dana Pop (2016) has complimented this definition by further expounding on what is included in the expression 'sum total' stating, as she referenced Hofstede (1997), that "culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religions, notion of time, roles, spatial relations, concepts of the universe, and material objects and possession acquired by a group of people in the course of generations through individual and group striving" (Pop, 2016, p. 220). Going by both definitions as expressed above, it is evident that the paradigm for the term 'culture' is far-reaching and inclusive. It has transitioned throughout time, taking on new forms and norms as it improves on its substance whilst it progresses. Its symbolism, as stated by Linnekin (1997) as referenced by Yang et al. (2011) is constructed, and its representation not only reflects but constitute its reality (Duncan, 2001 cited in Yang et al., 2011, p. 562). Whereas 'heritage' according to Hyung Park (2010), is a sign or symbol of ethnicities, nationalities, and identities (p. 117). In referencing Macdonald (2006, p. 11), Park in her article "Heritage Tourism: Emotional Journeys into Nationhood", further expounded on the definition of the term 'heritage' stating that it is seen as a "material testimony of identity; a discourse and set of practices concerned with the continuity, persistence and substantiality of collective identity" (Park, 2010, p. 116). Observing the difference between the terms culture and heritage, it is clear that the phrases 'sum total'

and 'cumulative deposits' as well as 'material testimony' are very important in understanding the difference between the two terms, being that one is a collection of the other. Besides, it is also clear that though they are distinct in their meaning, they both complement each other. The understanding of these key terms is critical in exploring the dichotomy of 'cultural tourism' and that of 'heritage tourism' as they are often misused or misrepresented.

Therefore, when observing the tourist who embarks on exploring the culture of a people through various cultural representations as part of cultural tourism. It must be understood firstly that this activity differs from the traditional recreational tourism in the sense that, it seeks to understand or appreciate the place(s) being visited as opposed to reproducing a desirable need for enjoyment based on an idea of a holiday getaway from home (Pop, 2016). Dana Pop (2016) in referencing the International Council on Monuments and Sites' (ICOMS)- International Scientific Committee on Cultural Tourism, defined "cultural tourism" as an activity that enables people to experience the way of life of others, gaining a first-hand understanding of their customs, traditions, intellectual ideas, and those places of cultural significance to name a few (Pop, 2016, p. 220). It is for this very reason that scholars have sought to address the matter of understanding the tourist and the tourist typologies, so as to make a more meaningful contribution to the tourism literature especially as it pertains to cultural tourism (MacCannell, 1976; Hjalager, 2004; Pop, 2016 and Özdemir et al., 2017).

2.1.2 Typologies of Cultural and gastronomical Tourist

Earlier in the introduction of this chapter, it was mentioned that understanding the mind of the tourist and what they are looking for, will be very useful in determining how one develops the tourism product, whilst ensuring that consumer(s) (both local and international), have a value-added experience when visiting the destination of choice (Pérez Gálvez et al., 2017, p. 604; Ingram et al., 2017, p. 13, Yang,

2016, p. 19; Alebaki et al., 2015, p. 98). This statement leads us to the point of understanding the tourist

typology especially as it pertains to cultural tourism, particularly that which focuses on gastronomy. In

keeping with the above discourse and in examining various aspects of the literature, it was identified that

in determining the characteristics of a cultural tourist, a multifaceted approach would have to be taken

to bring into context the best description of the activities that will influence the interest of the individual.

Fanny Vong (2016) in her article "Application of Cultural Tourist Typology in a Gaming Destination –

Macao", explored the definition of a cultural tourist in a broad sense as being an individual who visits

cultural and heritage sites, festivals, places of architectural significance and theatres to name a few, whilst

being away from their home (p. 951). In referencing Jansen-Verbeke and Van Rekom (1996), it was

suggested that 'empirical knowledge of the actual pull factors, the behavior (sic) patterns on-site and,

above all, the visitor's appreciation of the urban tourist opportunity spectrum' was lacking, which lead to

a broad understanding of the cultural tourist's desire being homogeneous tying back to what Vong started

within her definition (Vong, 2016, 364). On the other hand, and with the increase in tourist typology

studies, this homogeneity was refuted by McKercher and du Cros (2003), who identified varying degrees

of interest that motivated each type of cultural tourist (McKercher and du Cros, 2003).

Like others before, much of the literature on cultural tourism, including that of Fanny Vong, have

referenced Bob McKercher and Hilary du Cros' (2003) article on "Testing a Cultural Tourism Typology".

The authors had successfully identified five typologies of the cultural tourist, where they posited that

these typologies "represent[ed] five benefit-based segments" namely a) the purposeful cultural tourist[2,3],

b) the sightseeing cultural tourist [1,4], c) the casual cultural tourist[3,5], d) the incidental cultural tourist[3, 6, 7],

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[2] Learning about the culture or heritage if others is a major reason for their visits.
[3] These tourists generally tend to have a deep experience
[4] These tourists generally tend to have a shallow experience
[5] Cultural tourism reasons play a limited role in the decision to visit
[6] Cultural tourism plays no meaningful role in the decision-making process.
[7] Person will participate in cultural tourism activities

and e) the serendipitous cultural tourist [2,4,6] (McKercher et al., 2003, pp. 45 & 47). Their work relied on a framework that used marketing theory to design a model around 'centrality of purpose and depth of experience as the core dimensions' (McKercher et al., 2003, p. 45). According to McKercher et al. (2003), even though 'centrality of purpose' and 'depth of experience' were the main variables used in determining the five types of the cultural tourist, "trip motivation, activity preference and cultural distance factors" were influential indicators that were reflective on these two variables (McKercher et al., 2003). McKercher and du Cros used marketing theory as a guiding principle for developing the segments of cultural tourism which state that "every market consists of groups and segments of customers with different needs and

EXPERIENCE SOUGHT BY EACH TOURIST, BASED ON THE INTEREST LEVEL AND TOURIST TYPOLOGY ACCORDING TO MCKERCHER AND DU CROS' STUDY (2003)	
TOURIST TYPOLOGY	EXPERIENCES SOUGHT
THE PURPOSEFUL CULTURAL TOURIST	• Viewed as being the greatest consumer of intellectually challenging experiences • preferred visiting museums and lesser known heritage sites
THE SIGHTSEEING CULTURAL TOURIST	• Collected a wide array of experiences, • preferred to tour widely rather than pursuing any one activity in depth
THE CASUAL CULTURAL TOURIST	• Sought convenience based attractions • had some interest in visiting temples
THE INCIDENTAL CULTURAL TOURIST	• Sought convenience based attractions located in tourism nodes • That were easy to consume • That were not particularly emotionally or intellectually challenging
THE SERENDIPITOUS CULTURAL TOURIST	• Had no clear pattern • Had a high personal attached with their deep experience

Table 2 - 1: Illustrating the cultural tourist typology according to Mckercher and du Cros (2003)

wants" (Kotler,1999 cited in McKercher et al., 2003). Therefore, if customers who react in a homogenous way to market activities or via the benefits they are seeking can be grouped based on the theory (Sollner and Rese, 2001 cited in McKercher et al., 2003, p. 45), the cultural tourism market should not be any different as hypothesized by McKercher and du Cros (2003, p. 45). Their study challenged the traditional

tourism research approach that viewed the cultural tourism market as an 'undifferentiated market' which assumed that 'all cultural tourist seeks to have a deep cultural experience and are highly motivated by cultural reasons' (McKercher et al., 2003). This position is flawed based on the unpredictable nature of the average tourist and for the fact that each traveller has their reasons for travel, which was highlighted by McKercher and du Cros' typology (see table 2-1). According to McKercher and du Cros' research, there are many facets to the cultural tourist with varying interest levels and expected outcomes of their trip. For example, it was noted that the purposeful cultural tourist was not just motivated by deep cultural experiences but also found interest in the opportunity for personal development. The casual tourist was not a "superficial consumer of culture", they wanted as part of their trip some amount of refreshment, recreation, and replenishment in their trip (McKercher et al., 2003, p. 55). What was profound in their study, was the fact that despite the varying reasons for travel and irrespective of a cultural tourist type, it was reiterated that majority of the tourist were on vacation and emphasis was placed on the fact that these tourists wanted an enjoyable experience. This revelation influenced their recommendation that "cultural tourism must be presented in a manner that is enjoyable, easy to consume and, although it may contain an element of learning, must first seek to entertain" (McKercher et al., 2003, p. 57; Kivela et al., 2006, p. 356; and Lane et al., 2013, p. 17).

Following Kotler's (1999) marketing model, McKercher and du Cros illustrated how cultural tourists can be grouped based on interest and trip motivation to name a few. In keeping with this concept and applying the same principle, it was noted that Hjalager (2004) and Boyne et al. (2003) also produced their own typology however, this was based on the gastronomical interest which became the central theme. Hjalager's (2004) model as referenced by Özdemir et al. (2017) divided tourist into four categories being that of recreational, diversionary, experimental, and existential. According to Hjalager, the recreational and diversionary tourist prefer familiar food in their travels for which food was not a strong motivation for their travel like that of the 'casual' and 'incidental' tourist in McKercher and du Cros's

model, where convenience was critical for their experience and food was secondary (Hjalager, 2004 cited in Özdemir et al., 2017, p. 3). The recreational tourist, however, fell more on the conservative side of food consumption whereas the diversionary tourist relied on familiarity which brings comfort in their food consumption (Özdemir et al., 2017). On the other hand, as it pertains to the experimental and existential tourist, their interest is within food consumption, and this is the main reason for travel or as coined by Quan and Wan (2004) as the 'peak dimension' in their excursion. The difference between the two lies in the fact that experimental tourist looks at what is trending as opposed to the existential who focused on learning about the culture of the people through their diet. Destinations that seek to lure tourist through food, must be so sensitive to this fact, finding ways to strike the balance, whilst providing the environment for educating, entertaining, and satisfying the appetite of their visitors.

Boyne et al. (2003), like Hjalager, described four typologies of the tourist which had a similar construct like Hjalager and McKercher and du Cros in the sense that it ranged from a passive state to that of deep experience. Unlike Hjalager, Boyne's typology focused on the search for information (Boyne et al., 2003 cited in Özdemir et al., 2017). In his model, the Type 1 tourist actively searched for information about local food consumption opportunities (Boyne et al., 2003) resembling that of the existential tourist who sought to learn about the local diet. The Type 2 tourist, according to Boyne et al. (2003) passively searches, evaluating as they part take in the meal, like that of the experimental who sought out food trends. Finally, Types 3 and 4 tourists - like Hjalager's recreational and diversionary tourist, and McKercher and du Cros's casual and incidental tourist – does not consider any search for information on food; however, the Type 3 tourist may partake in passive food events as observers when they stumble on them (Boyne et al., 2003 cited in Özdemir et al., 2017). Özdemir et al. (2017) observed that, despite the efforts to capture what the tourist experience would have been based on physiological factors[8], cultural factors[9],

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[8] Including taste, health, and freshness to name a few
[9] Learning a new culture, authentic experiences, the symbolic meaning of food

social factors[10] and psychological factors[11] which were considered to be the main factors that influenced the tourist in consuming local food. Neither Hjalager's nor Boyne et al.'s typology addressed the authenticity of the food and the impacts it had on tourist food consumption behaviour (Özdemir et al., 2017, pp. 2-3).

2.1.3 Pros and Cons of Cultural Tourism the Challenge of Commodification

Looking beyond the tourist typology and refocusing on the destination; it should be noted that tourism at times, creates a social situation that allows the host destination to alter their indigenous culture to suit the demands of the tourist, resulting in what is known as staged authenticity (Yang et al., 2016, p. 29). Pop's (2016), article on cultural tourism, carefully highlights both the pros and cons of cultural tourism by deconstructing the terms culture and heritage, looking into its influences and the possible impacts (both positive and negative) on the host community and by extension country. What the researcher have found to be powerful about her approach was that whilst exploring the varying avenues that can be offered through cultural tourism, she was able to differentiate heritage tourism from cultural tourism and was capable of connecting both as a beneficial collaboration. Separate from a clear demarcation for the varying types of tourism as referenced earlier. She was able to chart the case for the use of culture as a tourism tool when she incited that, "the responsible use of cultural assets for tourism purposes" can aid in the alleviation of poverty, through employment opportunities which may also reduce rural to urban migration (Pop, 2016). This influence on population movement would ultimately have a positive impact on that of local communities, especially the rural communities. These local communities would have a renewed focus for their community, restoring a form of civic pride and a sense of belonging as they re-establish their historical makeup where possible. There is also the benefit of knowledge

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[10] Status, prestige, togetherness, meeting new people.
[11] Escape from routine, exciting experiences, etc.

transfer, especially that of indigenous knowledge, building awareness of the way of life for the culture on display (Giampiccoli et al., 2012). Additionally, as referenced by Pop (2016), tourism in general, can set the pace for "appreciation, promotion and conservation of tangible and intangible heritage" (p. 220).

In identifying the tourist typology, and with the emphasis being placed on ensuring that cultural tourism is presented in a manner that is enjoyable, easy to consume and should first seek to entertain before it teaches; opens the room for 'creative destruction'[12] of the local culture/heritage. Claire Halpern and Clare Mitchell (2011) suggested that post productive rural spaces that are in search of an identity to maintain relevance, may create heritage-scapes[13] (p.209). The challenge with this is that as the product takes shape and if they are not careful, the original heritage-scape may be replaced by a leisure-scape should the idea of economic growth be the dominant focus (Halpern et al., 2011, p. 209). Pop (2016) supports this claim but in another way, by illustrating that poor management can produce negative impacts on the sector, the culture, and the people who should be benefiting from it. Such impacts as suggested by Pop are but not limited to "physical deterioration, pressure for inappropriate development, traffic congestion, environmental degradation, income inequality within the local community, damaging the long-term sustainability of the tourism sector" (Pop, 2016, p. 220). One of the main challenges with commodification is that it tends to create a composite representation of the culture of the people, for which in some indigenous populations are regarded as a 'dying breed' or an extinct culture (Yang et al. 2011; Yang et al., 2016). In other cases, minority cultures are type classed and classified as uncivilized.

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[12] "Coined by Joseph Schrumpeter (1943) the phrase was used to depict the fate (destruction) of existing economies following the introduction (creation) of revolutionary innovations" (Halpern et al., 2011, 209).
[13] A type of space that may reflect profit, growth promotions, and preservation motives (Mitchell and de Waal, 2009)

2.1.4 Agri-tourism and its impacts on Cultural Tourism and Gastronomy

As expressed earlier in this chapter, tourist travel for varying reasons and based on their respective motivations for travel, it was thought that the best way of understanding these experiences was to group similar interests and motivations, creating a typology that would help host destinations and researchers understand the dynamics of the individual tourist and the rising market trends; with agri-tourism being identified as one such trend. Considering the increased desire to experience the culture of another through local cuisine, coupled with the focus of host destination in meeting this demand, Testa et al. (2019) has observed a paradigm shift in the local food movement positing that this movement "is part of the contemporary social movements aiming to change the global agricultural landscape by altering the way we understand and interact with the food systems. Its main goal is focused on shortening the distance between producer and consumer which are also used to increase the social, economic and environmental sustainability of the food systems, and to strengthen the cultural identity of the territories" (Testa et al., 2019, p. 1; Green et al., 2008, p. 149). They further included that an emerging component of this movement was that of culinary tourism. Like Sormaz et al. (2016), Testa et al. (2019) described culinary tourism as a "leisure pursuit", incorporating "visits to local producers, food fairs, farmer's markets, cooking demonstrations, and any food-related tourism activity" most of which is also offered through agri-tourism (Testa et al., 2019, pp. 1-2; Sormaz et al., 2016, p. 727). Green and Dougherty, on the other hand, has brought into perspective the relationship between food, tourism, culture and heritage, exploring how local food systems provide the opportunities to promote the local cuisine and other agricultural product, based on the comparative advantage that a particular region may have in using agriculture and local cuisine as a tourist attraction (Green et al., 2008; Giampiccoli et al., 2012).

In expanding on the above notion of using agriculture and local cuisine as a tourism attraction, it should be understood that though the practice is not new (Busby et al., 2000; McIntosh et al., 2001; Chase

et al., 2018), agri-tourism as a concept to encourage tourist to visit a farm, especially for tourism purposes,

has been an emerging concept that has taken shape around the mid twenty-first century (Chase et al.,

2018, Busby et al., 2000). However, as Opperman (1995) argued, agri-tourism has been difficult to define,

largely because it meant something different based on the region as well as the range of activities that

are associated with it (Chase et al., 2018, Busby, 2015). This lack of a comprehensive definition has

hindered the process of developing a solid theoretical framework, inevitably reducing the volume of

research that should have been published in this emerging area of the tourism literature (Opperman,

2015, Busby et al., 2000). Outside of the above shortcomings, this sector is the seen as an effective means

of supporting local economies (Testa et al., 2019; Giampiccoli et al., 2012; McGehee et al., 2004; Chase et

al., 2018; Busby et al., 2000) whilst preserving the culture and heritage of the community being

showcased. Giampiccoli and Kalis illustrated how Agri-tourism, when used as a local community-based

tourism initiative, gave life to emerging economies in South Africa. The case study by Boonzaaier and

Philip indicated that there were great opportunities for community members to provide food and

associated services to the Visitor Motses[14]. It was suggested that this example could play an important

role in achieving the underlining principles and objectives established by the community-based tourism

development approach (Giampiccoli et al., 2012, pp. 101-102) for South Africa. Giampiccoli and Kalis in

citing multiple sources were able to show how local (indigenous) food played a critical role not only in

tourism but also in building the communities and promoting locally grown food; especially in the

preservation of culture and heritage (Heywood 2011; Quan and Wang, 2004; Mak et al., 2012 cited in

Giampiccoli et al., 2012, pp.102 – 103). Their article emphasized multiple uses of local food and its impact

on health and wellness and the wider community; "pointing out the relationship between food practices

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[14] Motse: meaning homestead; was developed by the Limpopo provincial government in 2003 to be used as accommodation purposes for tourist (Boonzaaier and Philip 2007, p. 27 cited in Giampiccoli et al.2012, pp. 101 & 116)

and well-being" drawing on the example of the "Māori tribes where customary and contemporary food practices are densely embedded within wider patterns of daily life, environmental relations and cultural identity" (Giampiccoli et al., 2012, p. 102).

In referencing Heywood (2011), who "indicated that ethnopharmacology[15], biodiversity, agriculture, health, food, and nutrition are all inextricably interconnected" (Giampiccoli et al., 2012; Giampiccoli and Kalis examined how changes in diet, resulting from the turning away from local food that was high in fiber and taking on a more westernized diet (high in energy and low in fiber) has caused unfortunate circumstances leading to obesity; which has been influenced by globalization and social changes to name a few (Giampiccoli et al., 2012). With the move to revive locally grown products, not only would it aid in making locals healthy, it would also aid in re-educating the youths on the intrinsic value and uses of local food; which supports Mak et al., (2012, p. 192) position which calls for destination marketers to make an effort to revitalize the local food traditions, especially as a tourist attraction (Giampiccoli et al., 2012, p. 103). Another example of the impact of agri-tourism was identified in Ćurčić and Pavlović's article entitled "Development of the Tourist Product on the Farms – Case Study". The examples of 'farming tourism' (which is seen as a *"tourist offer on farms in Vojvodina[16], highlighting specific patterns of traditional agricultural holding that creates a characteristic segment of rural tourism"*) and how they have been successful in promoting the "authentic rural offer of Serbia" (Ćurčić et al., 2011), was also useful in showing how agri-tourism can impact culture, heritage, and cultural tourism. According to the authors, the Serbian experience is accommodation based and is situated in a 'preserved historical ambient environment' for which visitors come in contact with the way of life of the people, evoking the 'Spirit of the past' (Ćurčić et al., 2011. pp. 129 - 130). One of the more critical examples that made this

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[15] The scientific study of substances used medicinally, especially folk remedies, by different ethnic or cultural groups (Dictionary.com, 2020).
[16] A Serbian province located in the Northern section of the country.

successful in the eyes of the authors was how the equipment, the layout, and the general atmosphere played a huge role in reviving the traditional isolated farm which raised the level of Serbian rural authenticity (Ćurčić et al., 2011).

2.1.4.1 Defining Agriculture and Agri-tourism.

Consequent, to the above examples of the impact of agri-tourism on culture and cultural tourism, the question of 'what is Agri-tourism' is yet to be answered. However, before attempting to define Agri-tourism, it is important to understand the meaning of agriculture. According to Robinson (2004) as referenced by Phillip et al. (2009) "'agriculture' can be defined as the activity of rearing of animals and the production of crop plants through the cultivation of the soil for consumption and sale as food and other commodities" (p. 755). The adoption of this definition was based on the fact that it establishes "a boundary between activities that are traditionally based on farms but are not agricultural (e.g., horse riding, food processing) from those that are agricultural (e.g., harvesting crops)" (Phillip et al., 2009, p.755). This was useful in putting into perspective, the definitions that have surfaced around Agri-tourism being that so many have surfaced with varying outlook. Also, with the ambiguity around a common understanding of what constitutes to 'Agri-tourism' getting an understanding of the term by deconstruction helps with the process of finding a suitable definition which inevitably leads to the solution of adequately defining this indefinable term.

Like 'authenticity' and as referenced in the above paragraph, the definition of the term agri-tourism can also be classed as an elusive concept, being that it varies across regions. The challenge with the literature surrounding agri-tourism was that, although the industry appears to be growing, there was no clear, all-inclusive definition largely because its composition differs according to geographical location (Clarke, 1996b; Schilling et al., 2012; Opperman, 2015; Chase et al., 2018; Busby et al., 2000; McGehee et al., 2004; Testa et al., 2019). What the literature had revealed, however, was that each region recognized

'Agri-tourism' by a different terminology, for example, it is referred to as Agri-tourism in Australia, Farm Stays in Europe, Vacation Stays in North America – Mainly the United States, Farm-tourism in New Zealand and Australia, Farming Tourism in Serbia, Agro-tourism in Romania, and Visitor Motse in South Africa all of which is used to describe activities that allow the tourist to break away from the usual urban routine to explore and experience rural life on active farms or within rural spaces (Chase et al., 2018; McGehee et al., 2004; Busby et al.,2000; McIntosh et al., 2001; Ollenburg et al., 2007; Marian, 2017; Giampiccoli et al., 2012; and Ćurčić et al., 2011). However, as positioned by Chase et al. (2018), and McGee et al. (2004); Busby and Rendle (2000) had chronologically listed over thirteen definitions that have surfaced since 1974. Based on their research, what was evident was that as the years' progress, the definitions had taken on additional activities, possibly with the view of being as inclusive and comprehensive as possible, which supports Cooperman's claim on the instability of the field of study.

Despite the obvious shortcoming in adequately capturing all the right components that would properly define this type of tourism. In taking a deeper look into the collection of definitions that Busby and Rendle compiled, what they all had in common in their definition, was the fact that they were all on 'working farms', that had expanded their operations to accommodate visitors who may be disconnected

from this type of setting (see Table 2-2). However, where they differ in definition rests with the emphasis that is placed on the associated activity that goes along with the normal farm routine (see Busby and Rendle, 2000, p. 636). For example, DART (1974) and Hoyland (1982) included the presence of some recreational activity on the working farms, whereas Frater (1983), Murphy (1985) and the Wales Tourist Board (1986) included in their definition the idea that agri-tourism is a supplementary activity to the primary activity which is the working farm. Denman and Denman (1990), Denman (1994 a,b), Roberts (1992) and Davies and Gilbert (1992) expressed in their definition that guests were able to take part in farming activities, however, the difference with Roberts' definition from the rest was that Robert emphasized that the tourist were 'visibly away' from their comfort zones, as they took part in on-farm activities. As for Pearce (1990), farmers were actively engaging in the "small scale tourism venture" themselves – becoming a part of the show. Unlike Denman and Denman (1990), Denman (1994 a, b), Roberts (1992) and Davies and Gilbert (1992); Clarke (1996) identified that tourist had limited interaction

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Farm tourism: A chronology of definitions

DART (1974): any tourist or recreation enterprise on a working farm
Hoyland (1982): the provision of temporary accommodation and/or indirect recreational facilities on a working farm
Frater (1983): tourism enterprises that are present on working farms and yet are largely supplementary to existing farm activities
Murphy (1985): working farms that supplement their primary function with some form of tourism business
Wales Tourist Board (1986): working farms, irrespective of type or size, where the primary activity is agriculture and where tourism is a supplementary activity
Denman and Denman (1990): active provision of facilities for tourists within a working farm
Davies and Gilbert (1992): a form of rural tourism whereby paying guests can share in farming life either as staying guests or day visitors on working farms
Pearce (1990): farm tourism represents continuing ownership and active participation by the farmer in, typically, small-scale tourism ventures
Roberts (1992): farm tourism is about people who are away from the place where they normally live and work, and about the things they do on a working farm, whether they visit for the day or for a longer holiday
Denman (1994a, b): a term which covers the provision of facilities for tourists on a working farm
Clarke (1996): tourism products in which the consumer is aware of the farming environment, at a minimum
Weaver and Fennell (1997): rural enterprises which incorporate both a working farm environment and a commercial tourism component
Ilbery et al. (1998): farm tourism is conceptualized as an alternative farm enterprise (AFE) comprising one of seven possible "pathways of farm business development".

Table 2-2: Excerpt from Busby and Rendle (2000) showing a chronology of definition for agri-tourism

with the farm activities, with their experiences seen as a means of rest and relaxation – a get-away experience. Whereas Weaver and Fennel (1997) combined the ideas that incorporated rural enterprises both within a working farm environment and a commercial tourism component. Lastly, Ilbery et al. (1998) conceptualized farm tourism as an "Alternate Farm Enterprise" (AFE) which was one of several paths to farm business development.

Like Busby and Rendle's chronological listing, Phillip et al. had also been able to compile a list of definitions however, these were based on the varying terminologies that floated around in the agri-tourism literature according to the region that was under review. Again, a closer look at the definitions compiled by Phillip et al. (2010) revealed that most of the definitions referenced in table 2-3, saw the presence of a working farm as being the main driving force as well. However, the difference was that some

Overview of definitions used in the literature for agritourism and related labels.

Term used	Definition	Reference
Agritourism	"any practice developed on a working farm with the purpose of attracting visitors"	Barbieri and Mshenga (2008: 168)
	"a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or complementary activities on the property"	Marques (2006: 151)
	"rural enterprises which incorporate both a working farm environment and a commercial tourism component"	McGehee (2007: 111) and McGehee, Kim, and Jennings (2007: 280)
	"tourism products which are directly connected with the agrarian environment, agrarian products or agrarian stays"	Sharpley and Sharpley (1997: 9)
	"activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities"	Sonnino (2004: 286)
Agrotourism	"tourism activities which are undertaken in non-urban regions by individuals whose main employment is in the primary or secondary sector of the economy"	Iakovidou (1997: 44)
	"tourist activities of small-scale, family or co-operative in origin, being developed in rural areas by people employed in agriculture"	Kizos and Iosifides (2007: 63)
	"provision of touristic opportunities on working farms"	Wall (2000: 14)
Farm Tourism	"rural tourism conducted on working farms where the working environment forms part of the product from the perspective of the consumer"	Clarke (1999: 27)
	"tourist activity is closely intertwined with farm activities and often with the viability of the household economy"	Gladstone and Morris (2000: 93)
	"to take tourists in and put them up on farms, involving them actively in farming life and production activities"	Iakovidou (1997: 44)
	"commercial tourism enterprises on working farms... This excludes bed and breakfast establishments, nature-based tourism and staged entertainment"	Ollenburg and Buckley (2007: 445)
	"activities and services offered to commercial clients in a working farm environment for participation, observation or education"	Ollenburg (2006: 52)
	"a part of rural tourism, the location of the accommodation on a part-time or full-time farm being the distinguishing criterion."	Oppermann (1996: 88)
	"increasingly used to describe a range of activities... [which] may have little in common with the farm other than the farmer manages the land on which they take place"	Roberts and Hall (2001: 150)
Farm-based tourism	"phenomenon of attracting people onto agricultural holdings"	Evans and Ilbery (1989: 257)
	"an alternative farm enterprise"	Ilbery, Bowler, Clark, Crockett, and Shaw (1998: 355)
Vacation Farms	"incorporate both a working farm environment and a commercial tourism component"	Weaver and Fennell (1997: 357)

Table 2-3: Excerpt from Phillip et al. (2010) showing a collection of definition for agri-tourism based on the terminology used that veered from the label of 'Agritourism' (p.755)

had active contact with the farm life and others were passive. In addition, some identified the associated activities as being likened to rural tourism (Which also includes agri-tourism as a component) whereas others just identified tourism activities in broad terms that took place on farmlands. Despite the wavering definitions over the course of time, McGehee and Kim adopted Weaver and Fennell's (1997) definition of Agri-tourism which is described as "rural enterprises which incorporate both a working farm environment and a commercial tourism component" (p. 357 as referenced by McGehee et al., 2004, p. 162). This definition, as referenced by Testa et al. (2019) has described agri-tourism as a "farm that combines agricultural production with a component of rural tourism" (p. 2). McGehee and Kim saw that 'Agri-tourism' was subsumed under rural tourism like any other tourism activity that takes place within the rural setting such as eco-tourism and other nature-based tourism activities as an example (McGehee et al., 2004, pp. 161-162); thus, the reasons for their adaptation of Weaver and Fennell's articulation of Agri-tourism. With this revelation, it is the view of the researcher that this definition would be able to somewhat capture most of the critical components of the industry whether it be passive in contact or active, on an active farm or on agricultural holdings.

2.1.4.2 Understanding the Motivations for establishing Agri-tourism.

Going by the above definition of agri-tourism and contrasting it against the literature that explores the motivations for using agriculture as a tourist attraction by local farmers and government bodies alike (Busby et al., 2000; McGehee et al., 2004; Chase et al., 2018; Testa et al., 2019); what was evident was the fact that other from the contribution to local economic development as well as the preservation and revitalization of local traditions - much of what was used as reasons for using agriculture as a tourism driver - revolved around the fact that agri-tourism was seen as a reliable method for generating additional income (Busby et al., 2000; McGehee et al., 2004; Marian, 2017; Daugstad et al., 2013; Testa et al., 2019). In fact, in as much as other reasons existed as strong motivations such as educational reasons, being useful

for the utilization of the agricultural holdings (especially for other rural tourism activities like hiking, horseback riding, nature trail, hunting etc.), being a hobby for retired farmers, and preserving cultural heritage (like that of the Vojvodina farming tourism in Serbia) to name a few (McGehee et al., 2004; Ćurčić et al., 2011; Daugstad et al., 2013; Chase et al., 2018; Testa et al., 2019). Much of the articles that were reviewed positioned agri-tourism as a supplementary source for farm income especially when agricultural yields were low (McGehee et al., 2004; Chase et al., 2018; Ollenburg et al., 2007). Ollenburg et al. (2007) gave clear examples of agri-tourism as a supplementary source for farm income in their paper entitled "Stated Economic and Social Motivations of Farm Tourism Operators". Their study identified over 600 businesses in Australia that qualified as a farm tourism enterprise for which only 282 participated. What the study identified was the fact that "they (the farmers) needed an additional income source hence, the pursuit of tourism on their farms. Though economic reasons drove the focus for tourism, the study also highlighted that the social aspects of a tourism business were also important in motivating some of the farmers in farm-tourism. Below are some of the responses from Ollenburg et al. 's study that formed the basis of the above analysis:

> *'We wanted interested people to have the opportunity to see what life was like on an outback cattle station, to experience the realness of our way of life. Secondly the extra income would be welcome.'*
>
> *AND*
>
> *'I wanted to work for myself, work from home so I could be there for my children. I like the role of farmer and showing guests the animals and the outdoors entertaining. The farm does not provide sufficient income (drought problems) so alternative income is necessary. Currently just a big debt but project is long-term to secure my future (single parent).'"*

Outside of the aforementioned reasons, and from what was described in the literature, scholars and government officials saw both agri-tourism and rural tourism as an effective tool for promoting and preserving rural spaces, livelihood, culture, heritage, and local economies (McGehee et al., 2004; Ollenburg et al., 2007). This is against the background that rural tourism would have been the broad umbrella that "accentuates the importance of the supply management and marketing activities within rural areas" (Lee and Stanciulescu, 2011, p. 15 cited in Marian, 2017). What is important to note, however, was that Ollennburg's study recognized that "neither income nor social motivations were uniformly dominant across all Australian farm tourism operators. Various landholders have dissimilar motives, and many individual operators have multiple motives" (Ollenburg, 2007, pp. 449-450) see excerpt below:

> *"For full-time operators, tourism is secondary to farming, and may be abandoned if financial returns from farming improve [sic]. For part-time farmers, tourism is a substitute for off-farm income; if farming conditions improve, they may continue tourism but abandon off-farm employment. Retirement and lifestyle farmers are generally unable to capitalize on improved farming conditions; tourism is their main income even when farming conditions are good. Lifestyle and retirement farmers may both have strong attachments to particular places: through family history, to give their children a rural upbringing, or because they enjoy farming. They still need incomes [sic] to live on, to maintain the property, and to pay rates and land taxes; but generally not to pay off capital costs. They use tourism to support a farm lifestyle"* (SIC)

(Ollenburg, 2007).

In comparing the Australian experience with other international cases, reference was made to Montana and Virginia from the United States that ranked income above social motivations (Ollenburg, 2007, p. 450). For Saskatchewan in Canada, in citing Weaver and Fennell's (1997) study, Ollenburg et al. noted that of the 40 participants that responded, 47 motivations were listed as reasons for establishing vacation farms for which 27 of the selected responses were income-related and 16 were attributed to social factors.

With the knowledge that gastronomic tourism provides direct and indirect employment as well as financial support to rural communities (Sormaz et al. 2016; Giampiccoli et al., 2012; Marian, 2017), and along with the fact that culture is becoming an important motivator for tourism excursion especially as it concerns culinary tourism and more specifically Agri-tourism. The focus on local food and beverages, as one of the better ways to experience the local culture of host destinations (Testa et al., 2019; Giampiccoli et al., 2012), have created an avenue in the establishment of local (food) brands for communities, countries and by extension regions (Testa et al., 2019; European Commission, 2020, 8 May). With this in mind and along with the focus on local economic development especially, those that were centred around the preservation and revitalization of local traditions, as tools for promoting and preserving rural spaces, livelihood, culture, heritage and local economies. The motivations for employing agri-tourism as a tourism driver can be categorized in broad economic terms (Evan and Ilbery, 1989 as cited in McGehee et al., 2004, p. 162) namely "macro" and "micro" economics. These motivations are based on whose perspective is being considered and for what purpose. For example, when large corporations like the government or international bodies are directly involved in the process, these motivations can be considered as coming from a macro-economic perspective and the level of focus will be geared toward increasing economic output on a large scale or for the preservation of culture and heritage of a destination or region, or both. Whereas, when it comes from small independent, self-sufficient farmers where the main focus relies

heavily on the product offered; not with the intension of building a regional product but as a means of supplementing income, educating patrons on a small scale to name a few (Testa et al., 2019, p. 2); these establishments can be considered as operating at a micro-economic level.

From the macro-level, this motivation brings into focus how smaller farm systems (at the micro-economic level) are incorporated into the political sphere of Agri-tourism, to the point where the showcasing of culture and heritage becomes the main focus (McGehee et al., 2004, p. 162). At the macro level, policies and procedures are developed for the protection and regulation of how the industry should operate – giving incentives to the smaller farm systems, keeping them in check to preserve the quality of the product offered (Giampiccoli et al., 2012; Daugstad et al., 2013; Chase et al., 2018, p. 15; Testa et al., 2019, p. 2; European Commission, 2020, 8 May). One notable example of economic and cultural motivation at the macro level was illustrated in the case of the European Union (EU) through the branding of agricultural and other products based on their unique offerings. The EU established a promotional policy in 2014 for agriculture and food product known as quality schemes, aimed "at protecting the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional know-how" ("Quality Schemes Explained", n.d.; European Commission, 2020, 8 May).

This promotional policy sought to improve competitiveness and consumption of EU products outside of the EU (European Commission, 2020, 8 May). There are two (2) main categories that are used within the quality scheme namely the Geographical Indications (GI) and the Traditional Specialty Guaranteed (TSG) designation. GI protects the name of a product originating from a specific region which follows a particular traditional process whereas TSG designation highlights the traditional facets that are likened to the process of production

Figure# 2- 1: The Official Seal of the EU's quality schemes used in branding products with the focus of protecting intellectual property rights and preserving the culture and heritage of a destination.

or the composition of a product; without any linkages to any specific geographic location (European Commission, 2020, 8 May). Under the GI designations, which also includes the Protected Designation of Origin (PDO) and the Protected Geographical Indication (PGI); food, agricultural products and wine must either be entirely[17] processed and prepared in a specific region or have at least one of the stages of the production[18] processing being from the region ("Quality Schemes Explained", n.d.). Therefore, based on the information provided on quality schemes, Chase et al. (2018) and Testa et al. (2019) both gave examples of two EU countries that have had PDOs and PGIs and TSGs designations establish for products that are unique to their destination, namely France and Italy. These tourist destinations have had their product's brand traced back to their place of origins irrespective of where they are sold such as France's well-known Champagne and Cognac as well as Italy's Asiago, Gorgonzola, and Parmigiano-Reggiano cheeses as notable examples (Cawley et al., 2002; Chase et al., 2018; Testa et al., 2019). This was one clear

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[17] In the case of the PDO
[18] In the case of PGI

example of motivations from a macro level promoting localization in the global marketplace (Crawley et al., 2000). Cawley et al. (2002) label this as "glocalization" which is defined as investigating localization and its intersection with the global marketplace in the context of the promotion and marketing of rural tourism activities (p. 66). This careful link between local producers and the tourism sector, builds that trust of the local industry, creating a brand that promotes rural tourism and local culture.

2.1.4.3 Typologies and Activities of Agri-tourism

To this point, the literature has indicated that agriculture and local cuisine has become an important pull factor for tourist, in visiting farms and rural scapes as a means of an escape away from urban living to enjoy the scenery, and all that is offered by rural spaces; inevitably aiding in preserving the culture and heritage of the host community (Testa et al., 2019; Giampiccoli et al., 2012; McGehee et al., 2004; Chase et al., 2018; Busby et al., 2000). However, as mentioned earlier in this chapter under section 2.1.2, understanding the mind of the tourist and what they are looking for, will be very useful in determining how one develops the tourism product (Pérez Gálvez et al., 2017, p. 604; Ingram et al., 2017, p. 13, Yang, 2016, p. 19; Alebaki et al., 2015, p. 98). That being
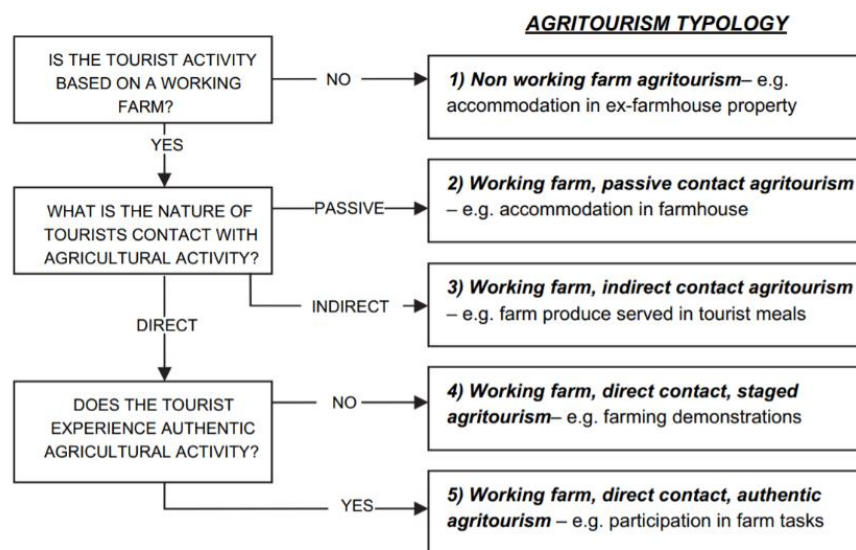
Figure 2-2: Illustration of Phillip et al.'s (2009) typology for defining agri-tourism.

said, outside of the fact that agri-tourism differs in definition and terminology - based on geographic location and its associated activities - what was evident was that there are many similar activities or components of the industry that allow for authors such as Clarke (1996b), Busby et al. (2000), Chase et al.

(2018), Ilbery et al (1998), Phillip et al. (2009) and others to identify and establish general typologies that were used in classifying and defining the agri-tourism industry. Phillip, Hunter and Blackstock (2009) devised a simple flowchart, as seen in figure 2-2, to aid researchers in defining agri-tourism based on whether the associated activities fit within specific categories at varying levels. With this knowledge and in using Kotler's (1999) Market Theory that states "every market consists of groups and segments of customers with different interest"; Agri-tourism, when grouped according to the associated activities that the tourist will engage over time and across regions, becomes more recognizable and easier to define.

One of the first indications of a typology was identified in the variations of terminologies used in diverse regions. For example in Australia it is referred to as 'Agri-tourism', 'Farm Stays' in Europe, 'Vacation Stays' in North America – Mainly the United Stated, 'Farm-tourism' in New Zealand and Australia, 'Farming Tourism' in Serbia, 'Agro-tourism' in Romania, and 'Visitor Motse' in South Africa; all meaning something different but having a common link to the agricultural industry (Chase et al., 2018; McGehee et al., 2004; Busby et al.,2000; McIntosh et al., 2001; Ollenburg et al., 2007; Marian, 2017; Giampiccoli et al., 2012; and Ćurčić et al., 2011). Separate and apart from the variation in terminology, in taking a closer look at the definitions used to describe this aspect of tourism as referenced in tables 2-2 and 2-3, especially as it pertains to gastronomic pursuits (see section 2.1.4.1), it was evident that the term 'working farm' was frequently cited in most of the definitions. The fact that emphasis was placed on tourism activities taking place on active farms, makes it an important criterion for researchers to consider when investigating agri-tourism types. However, there are instances where agri-tourism activities were carried out on non-working farms, but still had that connection with the agricultural theme qualifying it as being part of the agri-tourism industry and not being another arm of rural tourism on its own merit. This example ties back to Phillip et al.'s (2009) rationale for adopting Robinson's (2004) definition of

agriculture, since it brought into perspective, the contact that a visitor may or may not have within rural spaces based on the nature of the tourism activities that are conducted on agricultural holdings.

Since some visitor's interaction may seldom interact with the active farm, Phillip, Hunter and Blackstock (2009) suggested that the "tourist contact with agricultural activity can be separated into three types (namely): direct contact[19], indirect contact[20], and passive contact[21]"; making clearer the role that agriculture plays in the tourist experience (Phillip et al., 2009, p. 754). In exploring agri-tourism elements that are considered to have passive contact, Phillip et al. (2009) separates their discussion based on two categories namely non-working farms and working farms passive

Farm tourism elements — according to Clarke (1996a, b)	
Attractions — permanent	**Attractions — events**
Farm visitor centres	Farm open days
Self-guided farm trails	Guided walks
Farm museums	Educational visits
Farm centres	Demonstrations
Conservation areas	
Country parks	
Access (rural)	**Activities**
Stile/gate maintenance	Horse-riding/trekking
Footpaths/bridleways/tracks	Fishing
	Shooting/clay
	Boating
Accommodation	**Amenities**
Bed and breakfast	Restaurants
Self-catering	Cafes/cream teas
Camping and caravanning	Farm shops/roadside stalls
Bunkhouse barns	Pick your own
	Pinic sites

Table 2-4: Excerpt from Busby and Rendle (2000) illustrating Farm tourism types along with varying associated activities according to Clarke (1996a, b)

contact, agri-tourism (p. 756). Non-working farms, that includes "agricultural heritage and imagery" showcasing the past and present agricultural practices; creating a historical timeline through the ages (p.756), are likened to that of the Vojvodina farming tourism in Serbia (Ćurčić et al., 2011. pp. 129 - 130) and the Visitor Motse in South Africa (Giampiccoli et al., 2012, pp. 101-102). Other types of non-working farm activities that were included but were not limited to the following were farm heritage attractions, horse riding that takes place on converted farms, farmers market and farmland access to name a few. This

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[19] Indicating a tangible element in the tourist experience
[20] Indicating a secondary connection through contact with agricultural produce
[21] Indicating a common ground (agricultural holding) between two independent variables (Tourism and Agriculture)

notion was supported by Clarke's (1996a, b) typology as referenced by Busby and Rendle, for which Busy

and Rendle grouped the varying types of 'farm tourism elements' according to broad headings namely

accommodation, amenities, rural access, activities, permanent attractions, and event-based attractions

(see table 2 - 4) (Busby et al., 2000, p. 637). Since these activities more or less were connected with the

agricultural space or having some connection with the agricultural heritage, they were able to be classed

as agri-tourism types as opposed to being considered as rural tourism activities (Phillip et al., 2009). In

contrast to the examples of non-working farms with passive contact, Philip et al. explained that the only

difference with 'working farms' that passive contact, was the fact that the working farm provided the

basis of the experience but went no further with the relationship between tourism and the agricultural

sector. McGehee et al. (2004) gave clear examples of this which included "farm stays, bed-and-breakfasts,

pick-your-own produce, agricultural festivals, farm tours for children, or hayrides" (p.162). These activities

were being supplementary to the farm industry and were used as a means of generating additional income

(Phillip et al., 2009; McGhee et al., 2004; Testa et al., 2019).

In exploring the aspect of indirect contact on working farms, this level of interaction had

considered agricultural components being closely intertwined with tourism activities; in the sense that

the consumption of local food by the tourism market was provided through local farms (Phillip et al.,

2009). A clear case of this scenario is in the case of the Morden Corn and Apple Festival for which over

50,000 cobs of corn are provided to patrons of the event, which were harvested by the local farmer and

community volunteers each morning before the event started (Knight, 2019)[22]. On the level of having

direct contact, Phillip Hunter and Blackstock (2009) described this in two perspectives being that of staged

authenticity and authentic in experience. This was based on the premise that the tourist experience would

either be based on live actual demonstrations by the farmer in the case of farm tours (staged) or where

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[22] More details will be provided in chapter 5

visitor actively participate in whatever farm activity was present (Phillip et al., 2009), entering into what Goffman (1959) termed the front and backstage, for which "he suggests that people use impression management to sustain a performance that fits the requirements of a particular situation" (Yang et al., 2016, p. 17).

Like Phillip et al.'s (2009) perspective of the typology of agri-tourism, Chase et al. (2018) Sought to develop a conceptual framework for the industry. However, unlike Phillip et al. their concept was based on grouping activities into two tiers namely core or peripheral (see figure 2-3), and distributing these activities across five broad themes (see figure 2-4) that did not distinguish between levels of interaction with the activity like Phillip et al. (2009), but rather based them on the focus of the activity or the exposure that was given – whether it be based on

Figure2-3: Chase et al. (2018) example of their Core and Peripheral Tiers activities for Agri-tourism
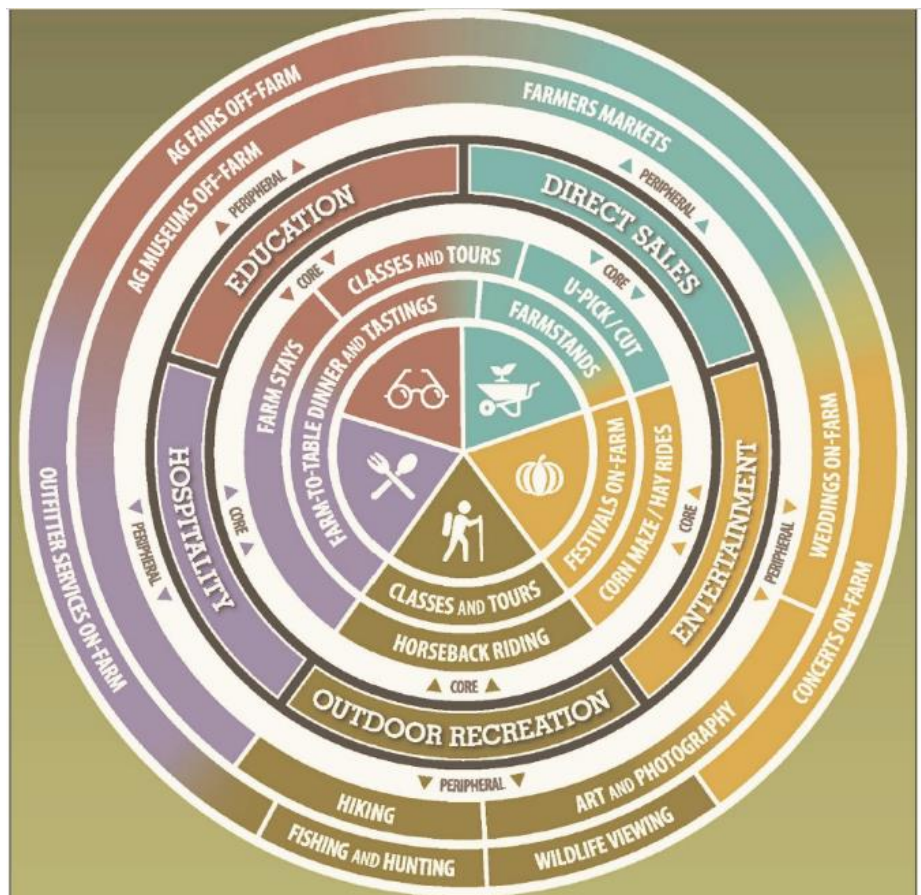
Figure 2-4: Chase et al. (2018) five categories of Agri-tourism based on their Core and Peripheral concept

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an educational component; geared toward direct sales; done for the benefit of entertainment; for hospitality; or for outdoor recreation (Chase et al., 2018, p.18). This approach in adopting a core/peripheral perspective was based on the type of activities that took place and "the location (whether on farms vs off farms), or the relative degree to which the activity was connected to agriculture" (Chase et al., 2018, p. 17). They saw core activities as being generally accepted in being considered as agri-tourism activities as opposed to the peripheral activities that were deemed "controversial" (Chase et al., 2018). Their work supported what Phillip et al., Busby et al., Clarke sought to establish but took it a little further by seeking to sanitize those activities that were relevant to the sector; whilst lowering the priority of those that were claimed by association with the agricultural environment (see figure 2-4). Though Phillip et al. (2009) and Chase et al. (2018), whose work was almost a decade apart, varied based of principles, the core of what was used to guide each framework was the association of tourism with agricultural activities. Besides, both concepts can be infused as a general guiding factor in the sense that Chase's model could be seen as a general guiding principle whereas Phillip's model could be used in describing specific cases in identifying the level of association and interaction that the tourist may have in their gastronomical experiences.

2.2 GASTRONOMY AS A LOCAL ECONOMIC DEVELOPMENT INITIATIVE

With the understanding that tourism in general has its obvious benefits and conversely its respective challenges. When managed properly, the creation of a delicate balance in the industry enables the local market to develop, fostering an environment for growth. With the interest now place on cultural tourism in more recent times and that of culinary tourism otherwise known as gastronomy. More destinations will be seeking to use the attractiveness of this rapidly growing component of cultural tourism as a new addition to their tourism offerings. Uner (2014) as referenced by Sormaz et al. (2016) supported this idea by illustrating how intense and complex marketing of destinations have become based on the

challenges host destinations have had with the growing and varying expectations of the industry; making 'local cuisines a unique source to develop, introduce and market destinations' (p. 727). Consequently, gastronomic tourism has been a new and viable option for tourist development that is coupled with the strength of indigenous culinary art form and colourful menus; ranging from conservative to exotic dishes, exciting tourist to indulged in a new sensory experience (Özdemir et al., 2017, Pérez Gálvez et al., 2017, and Sormaz et al., 2016). So then, what is gastronomy? According to Sormaz et al. (2015) gastronomy "generally refers to the originality of a dish and its being indigenous to a place, or region" (p.726). Originating from the merger of the "Greek words 'gaster' (stomach) and 'nomas' (law)", gastronomy is seen as "the art of eating and drinking" covering a wide range of discipline including the arts and sciences. (Altinel, 2014; Kivela and Crotts, 2016 cited in Sormaz, 2015).

In addition to the above definition, Sormaz et al. (2015) further posited that gastronomy does not just refer to the uniqueness of a dish but it also includes "visiting food producers, eating festivals, restaurant and special places related to some special foods together with tasting [of a] special dish, observing its production and preparation process eating a special dish from the hands of a very famous chef as well as seeing how a certain dish is being prepared" (Hall & Mitchell, 2000; Groves 2001, Green & Dogherty, 2008; Caglı 2012, URL 2014 cited in Sormaz et al. 2015, 726). Consequently, and in keeping with the perception of the varying levels of culinary tourism, one can say that gastronomy is a multi-dimensional concept (Özdemir et al., 2017, Pérez Gálvez et al., 2017), which facilitates an environment for product development on varying levels. The importance of the above definition weighs greatly on product development being that it identifies the uniqueness as well as the fragility of the product; in which Crouch & Ritchie (1999) as referenced by Pérez Gálvez et al. (2017) illustrates the potential that a host destination may have because of their culinary culture in relation to tourism (p. 605).

The relationship that forms the bond between heritage and food comes from the blending of both tangible elements with that of the intangible; making it symbolic and synonymous with a particular

region or destination (Timothy et al., 2013; Yeoman et al., 2016 cited in Pérez Gálvez et al. 2017, p. 605). With that focus, gastronomic tourism can be a tool that provide both indirect and direct means of employment, generating income within rural communities and other underserviced areas (Sahin, 2015 as reference by Sormaz et al., 2016; Giampiccoli et al., 2012) whilst promoting the tangible and intangible heritage of that host community (Pop, 2016, Giampiccoli et al., 2012). As it relates to the use indigenous food, Richards (2002, p. 3) posited that food tourism has become more prevalent especially when juxtaposed with the local context and further suggested that "local food can serve as a pivot to enhance the local economy" (Richards 2002,13 cited in Giampiccoli et al., 2012, p. 101). What does this mean then for local economic development? Like many posts productive societies, there is that need to find varying strategies that will empower them in building the local economy so as to retain the resources especially the human resources (Giampiccoli et al., 2012, Pérez Gálvez et al. 2017).

Much of the scholarly articles that have been reviewed on gastronomic tourism, paint the view that gastronomy has a significant social, economic, and cultural benefit to host destination especially that of the rural communities, suggesting that it will allow for a rejuvenation of the primary and secondary sectors (Giampiccoli et al., 2012, Yeoman & McMahon-Beatte, 2016, cited in Pérez Gálvez et al. 2017). Giampiccoli et al. (2012) echoed similar sentiments when they issued a call for more farm-based tourism that would have that trickledown effect on rural communities. They posit that, "if producers of food could share not only their wares, but the culture and history surrounding their craft they would attract not only consumers but travelers and tourist alike. Their business becomes two-pronged [..]. Not only would this help stimulate growth of food producers, but the small rural towns […] that play host […] would enjoy the secondary benefits of foreign trade" (p. 104). This statement clearly illustrated how inclusive gastronomic

tourism can be on the local economy. It brings together all sectors[23] allowing for everyone to benefit from the industry, once executed properly.

2.3 AUTHENTICITY AND ITS ROLE IN PRODUCT DEVELOPMENT

With all this attention on the sensory experience of the tourist concerning local cuisine and gastronomic excursions; nations, communities, villages, or the like must spend time in ensuring that the product or experiences offered, does justice to the culture they seek to project. This packaging, however, goes well beyond the attractions that a host community or destination wishes to market as their main theme, but rather it should also include all supporting facets that will cater to the needs of the visitor. Ebster and Guist (2005), in examining authenticity of ethnically themed restaurants, positioned that 'authenticity', would be best served when examined from three varying perspectives namely, the objectivist, constructivist and the postmodern perspectives (p. 43). In relation to the objectivist view, authenticity was seen as going beyond the subjectivity of the individual (like that of the Han Tourist cited in Yang et al., 2016, p. 29) and seen as a measurable object; where the object (such as furniture, ornaments or figurines) or environment (from the decor to the ambient music being played) is genuine and can be judged by an expert (Ebster et al., 2005). The constructivist perspective, describes authenticity as being purely subjective, relying on the evaluations and perceptions of everyone (Reisinger and Steiner, 2006; Wang, 1999 cited in Özdemir et al., 2017). On the other hand, the postmodernist has taken a more radical approach by rejecting the importance of authenticity all together, stating that the impacts of globalization have made it extremely difficult to "draw limits between the authentic and inauthentic" making it meaningless to them (Reisinger and Steiner, 2006; Wang, 1999 cited in Özdemir et al., 2017).

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[23] That of primary, secondary and tertiary

Two examples under which authenticity, in relation to food consumption, can be examined as positioned by Özdemir et al. (2017) was that of the restaurant experience and the gastronomical experience. Ebster et al. (2005) stated that, in the case of ethnic themed restaurants, 'authenticity of a restaurant has a critical role in guest satisfaction; from the staff to the clothing, the type of music and the food and beverages served' (Ebster & Guist, 2005) supporting the view as positioned by the constructivist perspective, indicating that authenticity is subjective. In support of this notion, Jang et al. (2012) indicated that restaurant with authentic meals and atmosphere left positive feeling on their customers engendering a desire to revisit and repurchase (Özdemir et al., p. 2). Therefore, though the definition of authenticity can be somewhat elusive in its meaning, the substance of 'what is authentic' is generally attributed to a unique experience, traditions, locality, culture, and otherness, that has connection with the heritage of a people. Bendix refers to this process as "the façade vs the real thing"-dichotomy (Bendix 1994: 67). To call something authentic, is to refer to a socially constructed ideology of the culture and heritage of a people. Referring to the definition of cultural tourism (CT) as discussed earlier in section 2.1.1 of this chapter, the constructs of authenticity is embodied in the ICOMOS' definition of CT which was described as the activity that enables people to experience the way of life of others, gaining a first-hand understanding of their customs, traditions, intellectual ideas and those places of cultural significance to name a few (Pop, 2016, p. 220). Therefore, once the experience can be described as being unique to a region, or a set of people, based on the past traditions and customs, it can be stated as having an authentic experience, whether it be staged or genuine. Chhabra (2005) supports this idea when he mentioned in his article entitled 'Defining Authenticity and its Determinants: Toward an Authenticity Flow Model', that "'made by local hands' was established as an important ingredient of authenticity" (p. 65). The ideology as referenced above is important for product development especially in the field of gastronomic tourism because it highlights the connections to traditions through cultural preservation and transfer.

MacCannell (1973) in his article, "Staged Authenticity: Arrangements of Social Spaces in Tourist Settings", clearly illustrate how this idea of authenticity can impact the experience of the gust. He examines the tourist's interaction with "authenticity", with the view of putting into perspective the host-guest relationship based on cultural representations and exposures. In exploring Goffman's construct on social structure of behaviour and beliefs, MacCannell sought to analyze what Goffman calls the 'front' versus 'backstage' experience of the tourist. Whereas the "front is the meeting place of host and guest or customers and service persons, and the back is the place where members of the home team retire between performances to relax and to prepare" (MacCannell, 1973, p. 591). We all at some point in our lives have experienced this front/backstage experience when we go to hotels or even restaurants where meal servers and the tourist interact through conversations over what maybe a mix of local and international dishes in the front stage. Whereas the backstage would have been the kitchen and the staff quarters which would have restricted access to staff only, preventing that interaction between staff and guest in their down time. This perspective by Goffman, has led him to draw a distinction between "three crucial roles on the basis of function" which included those who performed, the ones being performed to, and those who have neither seen nor taken part in the performance (MacCannell, 1973, p. 591). The idea of having this separation is to highlight the fragile state of what is perceived as being authentic. Because the back region is closed to both the audience (those viewing the performance) and outsiders (those who have no interaction with the performance), where all props and activities that were used in the performance would be concealed, allowing for the creation of a false reality through mystification (MacCannell, 1973, p. 591). Hence, the performance that is given to the audience, unless they have had other interactions or experiences that would discredit the performance itself, what they receive would be considered as an authentic experience. Pérez Gálvez et al. (2017) in referencing Timothy and Ron (2013) suggest that we should bear in mind that the concept of gastronomy forms a portion of the 'cultural legacy' of a destination, in which gastronomy is "both a tangible (ingredients used) and an intangible (the

flavour)" phenomenon (p. 605). According to Sormaz et al. (2016) "almost all tourist, no matter the accommodations at which they are staying [whether they] provide food and beverages services or not, prefer to eat outside; and get to know and taste the local dishes belonging to the region. Within this context, local dishes of a region have become [an] important means to get to know and learn more about different culture[s]" (Kastenholz & Davis 1999, Gyimothy et al., 2000, Joppe et al., 2001 cited in Sormaz et al., 2016, p. 726).

In relation to product development and authenticity, Özdemir and Seyitoğlu (2017) have suggested that "the authenticity of local food and its presentation may be one of the dominant attributes that have an effect on the quality perceptions of tourists who are motivated to travel by gastronomical attractions" (p. 1). With the ability to spend more, Pérez Gálvez et al. (2017) posits that those who travel for gastronomic reasons are usually quite demanding regarding the quality and authenticity of the local gastronomy (p. 606). That is why, it is imperative for focus on building an authentic product.
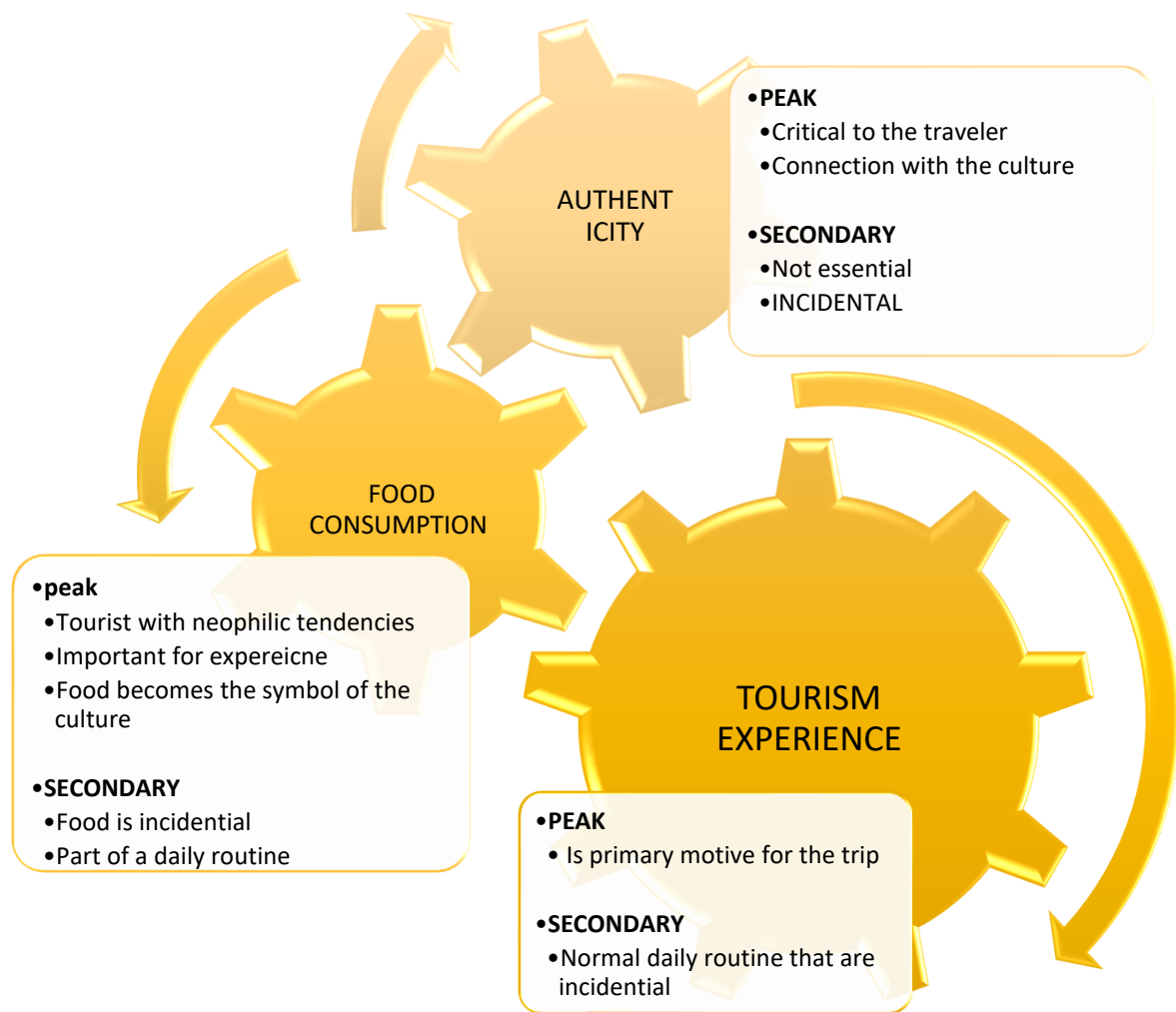
Figure 2-5: Illustrating the tourism experience in two dimensions (Peak and Secondary) as described by Quan and Wang (2004)

Quan and Wang (2004) devised a conceptual model that outlines the tourism experience by breaking them into two dimensions being that of the peak and supportive experiences (P.300). Quan et al. (2004) describes the 'peak dimension' as any activity that is sought after as the focus for travel. This activity is said to yield a peak experience for the tourist, making their decision to revisit or not, purely on their overall experience, which supports the above paragraph. Whereas the 'secondary' experience covers those activities that are essential for sustaining each person such as food, accommodation, and the overall

hospitality of the people from the host destination. In Figure 2-5, tourism experience, food consumption, and authenticity are all interconnected; allowing for travellers seeking to have that 'peak experience' in their travel, to benefit from a complete package. Consequent to the fact that "representation not only reflects reality but helps to constitute reality" (Duncan, 2001), cultural misrepresentation can be equally as damaging to the tourist or locals who may be knowledgeable of the cultural offerings, being able to see that what is presented have been downplayed. As opined by Özdemir et al. (2017, in referencing Jang, Ha, & park, 2012; Kim, Kim, Goh, & Antun, 2011; Povey, 2011; Tsai & Lu, 2012) "the perceived quality of gastronomical experiences in a destination may have a strong impact on tourist intention to revisit that place" (p. 1), and equally will be the reverse if the presentation has failed.

In essence, what is described above is the notion that authenticity is perceived in the mind of the individual based on the satisfaction of the sensory experience is matched with some level of historical background concerning the culture of the people being interacted with. In other words, and as referenced earlier, authenticity is a major pillar in gastronomic experiences and as such the careful consideration in providing such an experience is key to product development.

2. .4 STRATEGIC ALLIANCES AND DESTINATION BRAND DEVELOPMENT

What is the value of brand development if it is inelastic? Considering the foregoing, building a solid tourism product for a nation is very important in all respects, based on the fact that the sector is dynamic, and the curiosity of the average tourist is slowly changing into more unconventional interest and desires. It is for this reason that we find the host destination discovering more creative ways to improve on their product offering to attract and retain the interest of their visitors. This focus, however, does not come without challenges from other competitive destinations that offer similar products and, in some cases, better variety and specific accommodative resources, to facilitate for multiple forms of access to

their destination (i.e., large air and seaports). Therefore, host destinations need to build strategic relationships to remain relevant in the industry, whilst being able to meet the demand of this ever-changing sector.

Building relationships in the tourism sector can be equally beneficial as well as risky, due to the level of competition that exists within the sector. Despite this fact, the tourism industry in more recent times has seen more strategic alliances being formed in tourism marketing, resulting from the strengths that have risen through the complex product offering and interdependency among stakeholders (Palmer et al., 1995; Reid et al., 2008; and Jetter et al., 2012). This process, as Young (2009) describes it, is known as 'Strategic Coupling'. This can be defined as "a mutually dependent and constructive process involving shared interest and cooperation between two or more groups of actors who otherwise might not act in tandem for a common strategic objective" (Sanz-Ibáñez et al. 2016, p. 2). Therefore, strategic coupling and upgrading of local and regional products would be beneficial to the tourism industry. If the prediction made by UNWTO as mentioned earlier in section 2.0 of this chapter should come to fruition, it will then be prudent for host destinations to pool their efforts in meeting the growing demand of the sector. This means that regions would need to device a plan that will make it more marketable, whilst seeking to ensure that all stakeholders have a relatively equal opportunity to benefit from the market share. This example fits the scenario of small island developing states (SIDS) who could benefit from steady flows of tourism excursions; because, on their own, they may not be able to directly upgrade their tourist industries to satisfy the demand of the market. Therefore, in fostering a robust strategic relationship between local and global actors, this move will be able to build shared capacities for smaller tourist destinations to remain competitive in this global market.

The European Union as referenced in section 2.1.4.2 of this chapter, have illustrated how the power of having a regional brand that promotes the EU's improved competitiveness and EU product consumption globally (European Commission, 2020, 8 May), can do wonders for a region that has

strategically combined their efforts in promoting an authentic brand for gastronomical pursuits. In supporting this notion, Sanz-Ibáñez et al. (2016) also referred to the EU's promotional policy, showing how countries that have a more developed product such as "France, Australia, South Africa, Italy, America, England etc., where wine tourism flourishes" (p. 727), command a certain tourist market, and as such, builds that niche market, creating a regional product that benefits all. This simply suggests that not only is it important to build your local brand/product – such as the kebab of Turkey and the pasta and pizza of Italy, to name a few – but it is equally important to build regional alliances that will help to facilitate regional tours which in turn, benefits all, like that of the EU countries which are currently benefitting from the Quality Schemes. Not only should this be considered as a regional effort by global partners, but rather it should be first executed at the local levels between, villages, communities, parishes/provinces etc.; being that local entrepreneurs as described by Fortunato et al. (2017) are a catalysis for growth and development. They further suggest that local entrepreneurs help to build the economic base of a community, not necessarily in traditional economic terms, but providing a climate that fosters local growth through employment and empowerment (Fortunato et al., 2017).

In applying Fortunato et al.'s (2017) concept of local entrepreneurship development to further local growth with Sanz-Ibáñez et al. (2016) concept of strategic coupling and upgrading; we see an all-inclusive product that starts at the local level, establishing a brand (in this case, building on local cuisine that may be unique to the local) that can be used as part of a larger initiative to spawn tours to a region – either through a common brand or a combination of local brands used in marketing a regional product. However, in as much as this alliance has proven to be beneficial, like all other business relationships it comes with its own challenges. Reid, Smith and McClosky (2008) in acknowledging that the value of strategic alliances has been recognized for years, have revealed that some of these alliances have been created with little care or thought with the sustenance of the said relationship (Reid et al., 2008, p. 582). Whilst it is important for pooling efforts – which increases the awareness and interest in less popular

destinations – some destination's market mechanism, fail to support and share the benefits of paid advertisements for that specific destination (Palmer et al., 1995), ultimately bringing more attention to that destination. Also, some stakeholder may have little potential in tourism development as well as some may be reluctant to partake based on historical mistrust between destinations (Palmer et al., 1995, p. 618). This is why it is important for the establishment of an 'overseer', a body that is established to monitor such an alliance so that a memorandum of understanding can be established between partnering destination as well as to effect clear and concise communication line between partners. Also, the United Nations World Tourism Organization's Business Council (UMWTOBC) (2003) cited in Reid et al. (2008) suggested six (6) additional categories that should be considered by the overseeing body namely: 1) Product Development, 2) Research and Technology, 3) Human Resources, 4) Marketing and Sales, 5) Infrastructure and 6) Improved access to financing (Reid et al., 2008, p. 582). In short, long-term alliances evolve, developing a system that responds to the internal climate of the relationship between stakeholders, allowing for compromises that foster solidarity among members.

2.5 Closing Statement and Way forward

Therefore, with the aforementioned concepts and theories that have been explored in this chapter, the researcher was able to gain a greater understanding of the differences between culture, heritage, cultural tourism and heritage tourism and agri-tourism otherwise known as farm tourism in some jurisdiction. This knowledge has put into perspective the varying aspects of gastronomy and gastronomic tourism that can be used to enhance a destination's tourism product. Considering the fact that tourist type and tourism pursuits varies, the quest for this study in looking at Identifying the key factors that drive the need for diversification of the tourist product; along with understanding the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of

Gastronomy/Cultural tourism has become more evident. As Pop illustrates, as referenced earlier in this chapter, "the responsible use of cultural assets for tourism purposes" (Pop, 2016) can aid in the alleviation of poverty through employment opportunities which may also reduce rural to urban migration. Hence, why it is important for countries to be relevant in their marketing efforts for tourism enhancements. Additionally, as referenced by Pop (2016), tourism in general can set the pace for "appreciation, promotion and conservation of tangible and intangible heritage" (p. 220).

In accordance with the knowledge gained from the literature reviewed, understanding the dynamic nature of the tourist, the varying aspects of gastronomy and gastronomic tourism allowed the researcher to identify suitable examples as illustrated in the above chapter, that were critical in analyzing the data that was being collected for this study. In addition, the researcher will be able to assess the impact that tourism strategy of the Ministry of Tourism, Jamaica in relation to the typologies of the tourist, the gastronomic typology as well as agri-tourism types. The theoretical and conceptual foundation that has been established above will also aid in bringing substance to the analytical segment of this study especially as it pertains to the cross-sector interactions between select public and private entities. The information gathered will also be used in informing the discussion section of chapter six, with the hope of making solid inferences and recommendations for giving understanding to the existing situation for Jamaica with a view of influencing policy decisions, promoting future studies and for improving the approach where possible for delivering the assessment of the current cross-policy interaction for the government of Jamaica.

CHAPTER 3

3.0 METHODOLOGY

3.1 OVERVIEW/RATIONALE

Tourism has been one of Jamaica's main contributors of foreign exchange. This is consequent to several factors to include but not limited to: a) its proximity to the North American tourist market, b) its natural foliage, c) the vast collection of a myriad of picturesque scenery, d) its diverse culture, and e) white sand and beaches among other features. However, in more recent times there seems to be a change from the natural lure of the sun, sand and sea that initially was the focus for travelling to Jamaica. This transition seemingly has taken on a renewed focus on cultural tourism and one such form of this influence is that of gastronomy. Though the desire for experiencing cultural diet has been a part of cultural tourism (Halliday,1993; Sormaz et al., 2016; Giampiccoli et al., 2012), the increased focus to push this as a strategy for Jamaica's tourism product may have been largely influenced by the country's need to improve its revenue base as well as to remain relevant within the tourism sector.

This transition has contributed to many major improvements in the island's infrastructure, which can be seen in the development of the nation's major road networks *(allowing for decreased travel time between the North and South Coast, fostering quick movements between parishes)*. There has also been an increase in accommodations for tourist especially as it relates to the new opportunities afforded by the buzz of Airbnb's. In addition, port upgrades and development (both sea and air) have also seen great physical and technological improvements to meet the demands of the market. These improvements/developments have made it easier for tourists to explore other non-traditional destinations within Jamaica, unearthing new exposures based on local cuisine and other gastronomic experiences. For this reason, and the fact that this territory falls on familiar ground for the researcher,

Jamaica has been selected as the study site for this project. Irrespective of the obvious resource constraints [i.e., not being able to travel back and forth], the data collection process was anticipated to a bit easier to access based on the connections made through prior professional relationships and personal encounters. Therefore, knowing where to access this data was a key factor in addressing the issue of selecting the study site along with the consideration of the time it would have taken to undertake the study; whilst preserving the limited resources (both human and financial) to conduct this study.

With Jamaica being one of the more frequently visited destinations within the Caribbean ("Annual Travel Statistics", 2018, 7) and with the increased media and print publication of the Minister of Government with responsibility for Tourism, the Honorable Edmund Bartlett - sounding the push for gastronomy and cultural tourism as the 'new market' - gave rise to the interest of the researcher in exploring the reason for the shift in focus from white sand beaches and eco-tourism to neology of gastronomy and by extension cultural tourism.

3.2 GEOGRAPHY

3.2.1 JAMAICA

3.2.1.1 Demography and Ethnicity

According to the Statistical Institute of Jamaica [STATIN] (2017) population annual report released on March 3, 2017, Jamaica's end of year population counts per parish for 2016 had the overall population for the island being recorded at 2,728,969 people and a projected population of 2,728,864 people for 2017. According to the World Population Review (2020) in referencing STATINJA, "Jamaica's population is overwhelmingly African descent", suggesting that the largest being likens to the Akan tribe from what we now call Ghana and the Igbo people from Nigeria (World Population Review,2020). The second- largest group is that of "multiracial Jamaicans" with whom many have their roots embedded in Ireland. The

African decent accounts for 76.3%, followed by Afro-European at 15.1%, then East Indian and Afro _ East Indian at 3.4%, Caucasian at 1.2%, Chinese 1.2% and other at .08% [though it was not stated as to who makes up this group] (World Population Review,2020).

3.2.1.2 Physical

Jamaica is considered as "the third-largest island of the Greater Antilles and the largest English-speaking territory" (Jamaica Information Service, 2018). Its relative location has Jamaica positioned south of Cuba, west of Haiti in the Northwest region of the Caribbean Sea (p. 1). The island has an approximated length measured from east to west, amounting to 235 km (146 miles); and an approximated width of 80 km (50 miles) measured from north to south (Jamaica Information Service, 2018, p.1). That being said, the total area is approximately 10,991 sq. km (4,244 square miles) including its maritime territory [Jamaica Information Service, 2018, p. 1]. Based on the Maritime Areas Act (1996), as referenced by JIS (2018), Jamaica is regarded as an archipelagic state which means the nation's territory extends beyond its coastline to comprise some 66 islands, rocks and cays (p.1).

According to the Jamaica Information Service, "The island is divided into three counties – Cornwall, Middlesex, and Surrey – which are subdivided into 14 parishes: Kingston, St. Andrew, St. Catherine, Clarendon, Manchester, St. Elizabeth, Westmoreland, Hanover, St. James, Trelawny, St. Ann, St. Mary, Portland, and St. Thomas. Each parish has a capital town, which is typically the centre of commerce with two of the fourteen parish capitals, Montego Bay in St. James, and Kingston, having city status. Kingston, located on the island's southeast end, is Jamaica's capital" (Jamaica Information Service, 2018).

3.2.1.3 Political

Jamaica's system of governance is known as a constitutional monarchy or limited monarchy in which The Queen, represented by a Governor-General, is head of state (Jamaica Information Service, 2018, 1).

3.3 METHODOLOGICAL APPROACH

At the beginning of this paper, the researcher established several key objectives that was focused on: a) Identifying the key factors that drive the need for diversification of the tourist product; b) understanding the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of Gastronomy/Cultural tourism, b.i) to explore how the idea of gastronomy became the new focus and how has it evolved, b.ii) to determine if this transition was a policy (government) driven or business-oriented approach; c) understanding the meaning of this change in the eyes of the government versus the private sector, c.i) to identify the impact of tourism policy on other Sectors (namely but not limited to Transportation and infrastructure, Employment (formal and Informal), Accommodation). Consequently, to obtain a greater understanding of the impact of gastronomy in support of the listed objectives; the following research questions were established such as who is pushing the idea of Gastronomy as a tourism driver? How has this concept impacted on cross-sector policies? What does this mean for the local farmers? Would this push or revitalize the industry or a) will they use imported products, b) would they focus on a mixed market approach, c) If options (a) or (b) was the case, how does authenticity of the product fare out in keeping with the true meaning of gastronomy? Also, what aspect of gastronomy was the nation focused on?

To satisfy the research objectives and questions that surfaced as a result of the above rationale, the design of the research paper was structured as an embedded experimental mixed methods (e^2m^2) design. This mixed methodological approach uses quantitative and qualitative data in both the collection

and analytical phase of the research which usually has a traditional quantitative or qualitative research design (Caracelli and Greene, 1997; Greene, 2007 cited in Creswell et al., 2011,90). The reasons for selecting this method are consequential to, but not limited to the facts that a) the length of time to execute the study was limited; b) the resources needed for the execution of the study were limited; c) being that gastronomy as a policy decision was new to Jamaica, there were not enough materials or existing studies in Jamaica to use as a reference point to aid in the research process; and d) the qualitative questions that were embedded in the online questionnaire were strategically placed in the instrument to support the quantitative data that was collected and as such giving meaning to the collective responses of the participants, seeking to understand the reasons for their selection as well as to support and or illustrate a particular theme arising from the assessment of the quantitative results (Creswell et al., 2011,90-91).

Outside of the restrictive reasons resulting from resource constraints, the main typological reason for selecting mixed methods as a suitable option for this study has been underscored by what Greene, Caracelli and Graham (1989) have posited about this method suggesting that both the quantitative and qualitative methods complement each other as they seek to illustrate, enhance, and elaborate; making the results of one clearer by the support of the other (Creswell 2011, 62). This idea was also supported by Bryman (2006) as referenced by Creswell et al. (2011) where he (Bryman) referred to mixed methodology as being "an approach that both quantitative and qualitative research have their strengths and weakness for which each approach can pull from to bring completeness to the study" (Creswell et al., 2011, 62).

Following the above typological reason for selecting mixed methodology as the best approach, this study has been predominantly quantitative in its design and execution with strong qualitative support allowing for the analysis and presentation of the data in a descriptive fashion. A combination of both primary sources (Interviews and online questionnaires) and secondary data sources (Statistics, News

articles, Case studies etc.) were used in an effort of building a context to be compared and contrasted against the results gathered to: a) understand who was pushing the neology of gastronomy [That is, was it the private sector or the government]; and b) explore the impact of this policy shift on both public and private sectors. The use of secondary data was critical in supporting the study as it brought the project to life, by putting into perspective the direction of the assessment of the data collected from the survey. It aided in the formation of key concepts, principles, and best practices that were represented in the form of but not limited to: a) statistics –illustrated by charts and graphs, and b) summary of specific media clips, articles, and news briefs. It was hoped that, in collecting this data, the researcher would have gained a better understanding of the factors that influenced the change in the traditional lure and its impact on rural communities under the following thematic areas: 1) Transportation and infrastructure; 2) Employment (formal and Informal) –a) Food vendors and restaurants Chains, b) Craft venders and retailers, C) Tour Guides etc.; 3) Accommodation – a) Hotels, Guess Houses and Motels; and the general Tourist product offered by Jamaica.

3.4 SELECTION OF PARTICIPANTS AND ADMINISTERING RESEARCH INSTRUMENTS

Jamaica has fourteen parishes for which nine (9) of the fourteen (14) have established facilities, attraction and venues that are currently explored by tourist, both local and abroad. For this study, and in keeping with the objectives of this research paper, seven (7) of the nine (9) parishes namely: a) St James; b) St. Ann; c) St Mary; d) Portland; e) St. Thomas; f) St. Catherine; G) Westmoreland will be the focus of this study. These seven parishes have played a vital role in contributing to the tourist product and experience for Jamaica. Therefore, based on the research objectives, and the methodological approach in achieving the goal as set out above. Due to the limited timeline allotted for the completion of this study, purposive sampling and the critical case sampling was selected as the appropriate method in selecting the participants for the research. This particular method was selected due to its capability to make logical

generalizations and not necessarily statistical generalizations, as the research method is that of a non-probabilistic sampling method (Palinkas et al., 2013; Tongco, 2007; Etikna, 2016). This is against the background that the data needed for analysis is one that requires policymakers and managers who will conduct their daily operation surrounding these policies. Therefore, to achieve one of the goals of the study, which is to understand the factors that contribute to the shift in focus from the traditional tourism experiences to the neology of cultural tourism and gastronomy in Jamaica; and to understand how these changes impact rural communities. The undermentioned participants were chosen based on a) their interaction with the tourism sector, b) the role they would play in the execution of this model one way or another, and c) their expertise in the discipline. With that in mind, a series of interviews will be conducted with both the government and the Private Sectors.

3.4.1 Government Sector

At the ministerial level, the following key ministries were selected to be interviewed, namely: 1) the Ministry of Tourism; 2) the Ministry of Industry, Commerce, Agriculture and Fisheries (MICA&F); 3) the Ministry of Health; 4) the Ministry of Local Government and Community Development (MLG&CD); 5) the Ministry of National Security; and 6) the Ministry of Transport, Works and Housing. At the Local Government and Agencies Level, the following municipal corporations were identified, namely: 1) the St James Municipal Corporation; b) the St. Ann Municipal Corporation; c) the St Mary Municipal Corporation; d) the Portland Municipal Corporation; e) the St. Thomas Municipal Corporation; f) the St. Catherine Municipal Corporation; G) the Westmoreland Municipal Corporation. Of the listed local government agencies, (3) of the seven were identified as having a Commercial Services or Manager or Business Development Officer or the equivalent (if any), who was charged with the responsibility to improve the revenue of the Municipal Corporation through the effective management of the parks, markets, and

public transport centre under their remit. This portfolio was identified within the St James, St. Ann, and St. Catherine Municipal Corporations.

Outside of the ministries and the Local Authorities, a Planner from the Planning Institute of Jamaica (PIOJ) was also included in the study, based on the fact that this Agency "seeks to initiate and coordinate the development of policies, plans and programmes for the sustainable development of Jamaica" (PIOJ, n.d.). Also, one of the participants representing the academia, whose background specializes in heritage/cultural tourism was identified as a valuable person to the study, consequent to the fact that his eyes would be independent from those who work in the industry and those who are charged with the responsibility of regulating, and monitoring activities directly and indirectly related to the industry.

3.4.2 Private Sector

From the private sector, the tour Companies are vital for the movement of tourist between nodes or places of interest; as a result, the following organizations were identified for the study 1) the Jamaica Union of Travelers Association (JUTA); 2) the Jamaica Co-operative Automobile and Limousine (JCAL) Tours Limited; and 3) the Jamaica Association of Transport Owners and Operators (JATOO). Separate and apart from the tour companies, the Jamaica Hotel and Tourist Association (JHTA) was also seen as playing a vital role in the industry. The selection of these key participant came as a result, of the nature of this research which seeks to explore the rationale for change and the impacts on the industry from a policy level, consequent to the influence of policy on the respective sectors. Therefore, it is the understanding of the researcher that the above participants will play a vital role in providing information on market trends, the impact of this change on transportation and infrastructure, the impact on planning and development, and employment.

3.5 RECRUITMENT

Recruiting most of the above participants was envisioned to be a smooth process based on the professional relationships that the researcher had prior to the pursuit of this paper, however, for the latter, the use of direct phone calls, and emails were identified as suitable means of getting in contact with these key players. Nonetheless, in as much as the benefit of prior professional relationships were useful in most regard, as Walsh and Ramsey (2003) expressed in their essay entitled "If It Came in the Mail, I Wouldn't Even Have Looked At It: Contact Triangulation as a Means to Increase Response Rates"; it has proven to be increasingly difficult to administer surveys for research in the social sciences field due to fact that respondents are bombarded by telemarketers, junk mail, and going one step further, student and other researchers who wish a fraction of the time from the busy schedule of theses prospective participant.(pp. 191). Conversely, Walsh et al. posit that, a 'modified comprehensive approach' be taken, "emphasizing community contact and rapport" (Walsh et al., 2003). Unlike the case of Walsh and Ramsey, for which they were able to be connected to their study site; for this research, the study site was far removed from the researcher being that the site was another country that was the focus of the study.

3.5.1 Disseminating and the conducting of interviews and questionnaires.

The primary method of data collection that was utilized for this research, was that of online questionnaires which were executed as interviews, however, to improve the data collection process, three participants were contact via telephone to aid in completing the questionnaire based on conflicting duties. Before the dissemination of any instrument, key informants were contacted to identify, in most cases, the contacts for the head of the organization to submit the formal request for participation. From this connection, the basis of the research, the requirement for participation, the rights and responsibilities of the interviewee were all explained. Following this, the participant would have been required to respond to the request within a specific time frame indicating their willingness to participate and the format of

participation. Once this has been obtained, the instrument was disseminated and followed-up with thereafter.

3.6 DATA COLLECTION AND ANALYSIS

The data that was collected via the online survey/interviews, was channelled through the Bandon University's Office 365 web app, that was accessed through the researcher's outlook account. The data obtained was stored on Brandon University's server which was then extracted and analyzed. The method in which the data collected from the survey/interviews were analyzed was that of framework analysis and the employment of a simple mathematical process. This method (framework analysis) was useful in finding themes and creating a relationship between key points to obtain the meaning behind the responses in relation to the research objectives. On the other hand, in analyzing the quantitative data, as stated earlier, a simple mathematical equation was used for the sole purpose of quantifying the responses as it relates to specific questions. The use of the quantitative data was done as a measurement of awareness levels rather than a tool used to understand relationships between variables.

Furthermore, the data collection was assessed on a descriptive basis rather than that of establishing correlation. The use of mathematical calculations aided in establishing relationships between variables such as age, and experience with the rest of the data. Separate and apart from the quantitative method, on the hand of the qualitative portion of the study, framework analysis as mentioned earlier was used to establish key themes. This was done by familiarizing oneself with the text, identifying a thematic framework, indexing and or coding, then charting and interpretation as expressed by Ritchie & Spencer (1994 cited in Srivastava & Thomson, 2009, 4). Using this approach, helped clarify the results of not only the primary data that was obtained via the instruments issued but any additional secondary data that have been used in the study to gain an understanding of the emerging themes. Although this method is

normally used in emergent studies, the purpose of emerging data was not to redefine or reshape instrument initially submitted, but rather it was used to promote future research.

3.7 Limitation

As referenced earlier, it has become more difficult to conduct surveys, in the social sciences discipline (Walsh et al., 2003). That being said, irrespective of the efforts that were made to secure some of the participants for the study, the attempts, though in some were seemingly fruitful, they inevitably fell through the cracks despite some of the best efforts that could have been employed based on the current situation at hand. All of the entities

An Illustration of the contact method and frequency for the recruitment and data collection follow-up at the Ministerial level												
	MLG&CD		MOT		MOH		MICAF		MNS		MTW	
Date	calls	email	calls	email	calls	email	calls	email	calls	email	calls	email
3/10/2019		1										
3/11/2019			1				5					
3/12/2019				1				2				
3/14/2019										1		
3/20/2019			1									
3/21/2019		1										
3/22/2019									1			
4/8/2019												1
4/9/2019												1
4/29/2019			1									
5/1/2019				1	4							
5/10/2019			1	1								
5/20/2019				1								
9/26/2019												1
10/24/2019						1		1		1		1
10/29/2019						2						
10/31/2019						1						
11/18/2019						1						
12/6/2019			1								1	
12/10/2019							2	1		2		
12/9/2019						1	2	1	1		1	
12/18/2019						1				1		
1/6/2020										1		
1/7/2020										2		
1/8/2020										1		
	0	2	5	4	4	7	9	5	1	9	3	4

Table 3-1: Highlighting the contact frequency with the entities at the Ministry level

that were mentioned at the beginning of this chapter that was engaged only the Ministries of Health and National Security, and the St Ann Municipal Corporation did not participate in the study (see Tables 3-1 to 3-3). In as much as a lot of effort was placed into recoding the frequency of contact that was made along with the types of contact that was used, it should be not that some of the data was lost due to accidental deletion and some of the contact numbers that were recorded can't be identified.

Trying to contact the Ministry of Health proved to the most difficult of the three simply because none of the listed numbers for the Ministry worked. They were eventually reached through Facebook. Since then, and as can be seen in table 3, they have been contacted approximately eleven times, not including the busy signals received from the initial attempts. The Ministry of National Security on the other had its challenges, however, like the Ministry of Health, both ministries both committed to participating, but did not follow through. In as much as the fact that they were contacted a bit late in the recruitment phase, attempts were made over a three-month phase between emails and calls to get them to participate. The option was even placed on the table for the research

An Illustration of the contact method and frequency for the recruitment and data collection follow-up at the Local Government/ Municipal level

Date	St Catherine calls	email	St Thomas calls	email	Portland calls	email	St Mary calls	email	St Ann calls	email	St James calls	email	Westmoreland calls	email
3/11/2019	1				2						3		3	
3/12/2019		2						3						
3/22/2019			2										5	
4/9/2019			3						5		2		19	1
4/10/2019											1			1
4/12/2019			1	2					1	1				
4/14/2019														
4/29/209	3										2			
4/30/2019	1										1			
5/1/2019	5													
5/12/2019						1								
5/15/209	3		1	1							2			
5/16/2019						1								
6/6/2019											1			
6/7/2019	1													
6/11/2019	3										3			
7/2/2019	1													
7/25/2019					4									
8/9/2019					1									
09/24/2019										2				
	18	2	7	3	7	2	0	3	6	3	15	0	27	2

Table 3-2: Highlighting the contact frequency with the entities at the Local Government level

An Illustration of the contact method and frequency for the recruitment and data collection follow-up at the private sector level

Date	PIOJ calls	email	Utech calls	email	JUTA calls	email	JCAL calls	email	JHTA calls	email
3/22/2019	1		2							
4/8/2019	1	1		1						
4/9/2019					1	1				
6/4/2019			2							
6/12/2019			1							
10/24/2019		1				1				
10/27/2019										1
10/28/2019								1		1
11/7/2019										1
11/8/2019										1
11/22/2019										1
12/18/2019										1
12/6/2019	4						1		1	
12/9/2019	1				1		3		1	
1/3/2020					3	1			1	
1/7/2019									2	
1/9/2019									1	
1/13/2020										1
	7	2	5	1	5	3	4	1	6	7

Table 3-3: Highlighting the contact frequency with the entities at the private sector and other government agencies level

the personally call the selected participant and conduct the interview over the phone to facilitate the

process. This method was employed with the representative from JCAL and another from the St Catherine Municipal Corporation, being that time constraints got the best of them. However, unlike JCAL and ST Catherine MC, neither MOH nor MNS bore any fruit with all the methods possible were exhausted. Lastly, the St Ann Municipal Corporation, though contact has been made with the CEO's office, no response was given as to whether they would be participating. Numerous emails and phone calls returned empty and as a result, like both MNS and MOH, the response window for St Ann MC had to be close to complete the other aspect of the project.

In concluding, despite the continued efforts to contact the Ministry of Health as well as the Ministry of National security, which inevitably failed. The study was able to highlight areas that critical in highlighting areas for which both ministries would have been expected to cover. Besides, the secondary data that were used to support the findings of the study especially the visitor satisfaction survey that was commissioned by the Jamaica tourist board, was very useful in highlighting areas of concern across all government agencies that were selected as being critical to this study. These areas of Concern will be further examined in the chapters to follow.

CHAPTER 4

4.0 Overview

In this chapter, we will explore the findings of this study arising from the data that was collected in Jamaica between March 2019 and January 2020. In doing this, the study will outline key themes and results that are a subject of poignant interest. To complement the analysis of the primary data and with the ultimate view of achieving the research goals, based on the research objectives and questions outlined in chapter one (1) which are also listed below; several secondary data sources, ranging from newspaper articles to case studies and scholarly articles will be used to aid in articulating the response from the research participants. It is hoped that at the end of this chapter the reader will be better able to understand the Jamaican context concerning gastronomy and its impact on cross-sectors policy interaction. Finally, this chapter will set the pace for the discussion section and future projections that will be outlined in detail in chapters five (5) and Six (6) of this paper.

For the benefit of having a greater context of the research findings as mentioned in the above paragraph the researcher has taken the liberty of reiterating the research objectives and questions respectively that were focused on a) Identifying the key factors that drive the need for diversification of the tourist product; b) understanding the nature of the transition from traditional tourist lure (white sands and beaches) to the neology of Gastronomy/Cultural tourism, b.i) to explore how the idea of gastronomy became the new focus and how has it evolved, b.ii) to determine if this transition was a policy (government) driven or business-oriented approach; c) understanding the meaning of this change in the eyes of the government versus the private sector, c.i) to identify the impact of tourism policy on other Sectors (namely but not limited to Transportation and infrastructure, Employment (formal and Informal), Accommodation). Consequently, to obtain a greater understanding of the impact of gastronomy in support of the listed objectives; the following research questions were established such as who is pushing

the idea of Gastronomy as a tourism driver? How has this concept impacted on cross-sector policies? What does this mean for the local farmers? Would this push or revitalize the industry or a) will they use imported products, b) would they focus on a mixed market approach, c) If options (a) or (b) was the case, how does authenticity of the product fare out in keeping with the true meaning of gastronomy? Also, what aspect of gastronomy was the nation focused on?

4.1 RESEARCH FINDINGS

The study identified 18 entities that were believed to be suitable in providing the requisite data needed to assess this new initiative, in using gastronomy as a tourism driver from a policy viewpoint. These entities are as follows: the Ministry of Tourism; the Ministry of Local Government and Community Development; the Ministry of Health and Wellness; the Ministry of Transport and Works; the Ministry of National Security; the Ministry of Industry Commerce Agriculture and Fisheries; the Jamaica Hotel and Tourist Association of Jamaica; the St. James Municipal Corporation; the St Ann Municipal Corporation; the St. Mary Municipal Corporation; the Portland Municipal Corporation; the St. Thomas Municipal Corporation; the St. Catherine Municipal Corporation; the Westmoreland Municipal Corporation; the Jamaica Association of Transport Owners and Operators; the Jamaica Co-operative Automobile and Limousine Tours Limited; the Jamaica Union of Travellers Association; A University Professor that specializes in heritage and cultural tourism; and the Planning Institute of Jamaica **(See Table 4-1)**. Therefore, eighteen (18) recruitment

NAME OF PARTICIPATING ENTITY	NUMBER OF PARTICIPANTS
CENTRAL GOVERNMENT	
The Ministry of Industry Commerce, Agriculture and Fisheries	1
The Ministry of Local Government and Community Development	1
The Ministry of Tourism	1
The Ministry of Transport and Mining	1
AGENCY LEVEL	
The Planning Institute of Jamaica (PIOJ)	2
LOCAL GOVERNMENT LEVEL	
Saint Catherine Municipal Corporation	2
Saint James Municipal Corporation	1
Saint Mary Municipal Corporation	1
Saint Thomas Municipal Corporation	1
Portland Municipal Corporation	1
Westmoreland Municipal Corporation	1
INSTITUTIONAL LEVEL	
The University of Technology	1
PRIVATE ORGANIZATION	
Jamaica Co-operative Automobile and Limousine Tours Ltd (JCAL)	1
Jamaica Hotel and Tourist Association	1

Table 4-1: Illustrating the list of Agencies that participated in the study.

letters **were** submitted to all entities both public and private, with an expected response of at least twenty-one (21) participants based on the request submitted to specific entities such the Municipal Corporations, that were asked to provide more than one participant if possible; however, only sixteen participants responded to the study. Based on the number of instruments submitted and concerning the total number of responses obtained; for the benefit of this study, the total number of participants that will be used is sixteen (N=16).

Figure 4-1: Distribution of participants by age cohort
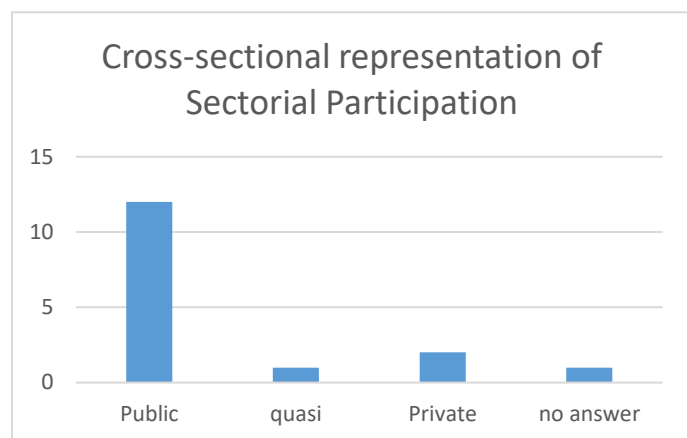
Figure 4-2: Cross-sectional representation of sectoral participation

That being said, and with the study being centered around N=16, the following observations were made. The majority of the participants fell within the age groups of "30 - 34", "35 - 39", and "50 and over" totaling five (5), three (3) and three (3) participants per age cohort respectively **(See Figure 4-1).** Those who responded to the call for participation were identified in **table 4-1,** with 12 from the public sector, 2 from the private, 1 being quasi and 1 did not provide any response (**see figure 4-2 above**).
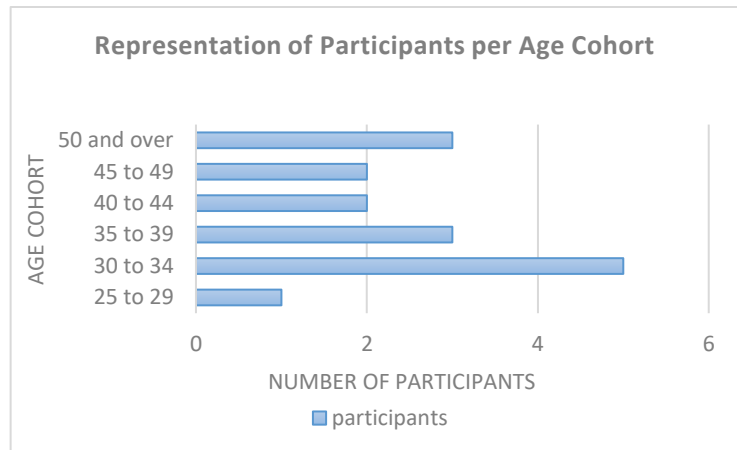
According to the data collected, the public sector's representation was more youthful as opposed to the that of the private sector with the majority of the participants being represented in the age cohort "30 to 34" (**see figures 4-3**). Most of the participant's job function can be described as 'middle management' (I.e., Head of Department) which accounted for 9 out of 16 participants (**See figure 4-4**), for Which three (3) stated that the were within `the age cohort '30-34'; even though age cohorts '40s-45' and '50+' accounted for two (2) participants each (**See figure 4-4**). Approximately eight (8) of the participants had '10+' years of service, whereas three (3) had more than five years but less than ten years of service, two (2) with more than one year but less than five years of service, and another two (2) having less than one year of service (**see fig 4-5**).

Cross-Sectional representation of Sectorial Participation by Age Cohort
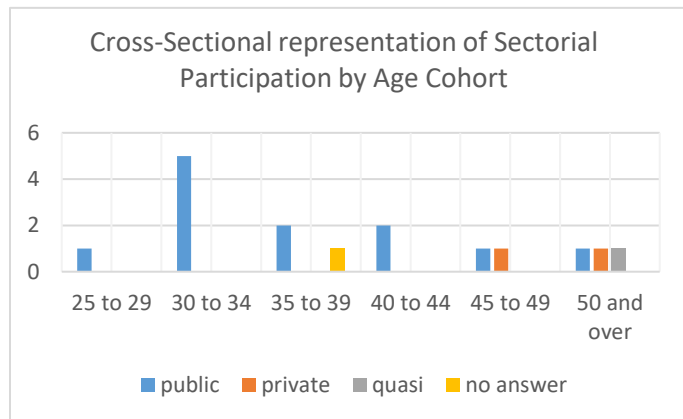
Figure 4-3: Distribution of participants by age cohort and agency

Job Function by Age Cohort
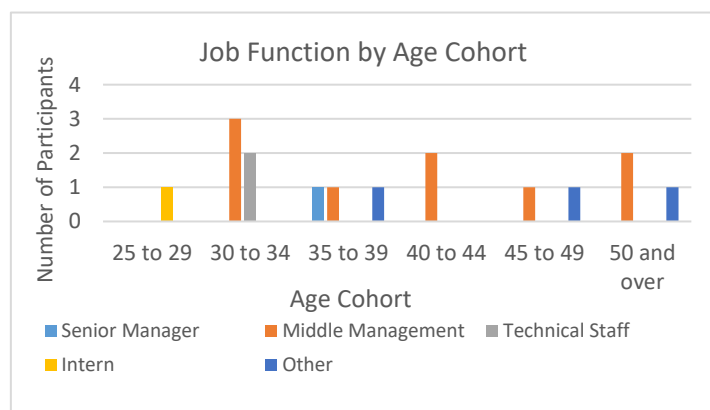
Figure 4-4: Distribution of participants by age cohort and Job Function

Years of Experience based on Job Function
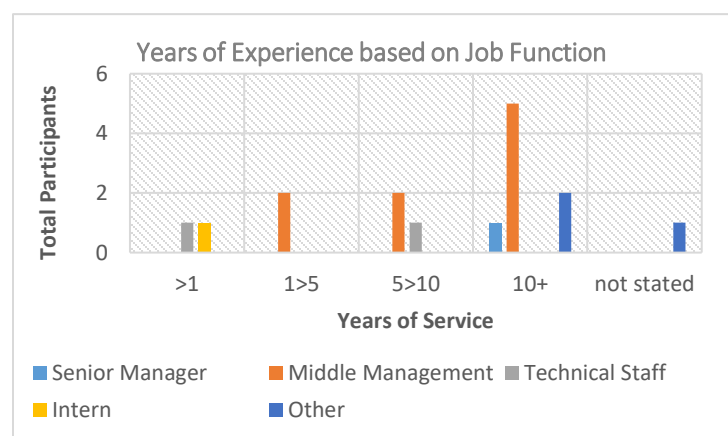
Figure 4-5: Job function by years of service

When asked if they have observed any changes within the market strategy for tourism over the past five years, with 2019 being the reference point, most of the respondents said yes (**See figure 4-6**). This observation was important to the study as it would have set the tone for identifying gastronomy as one such change,
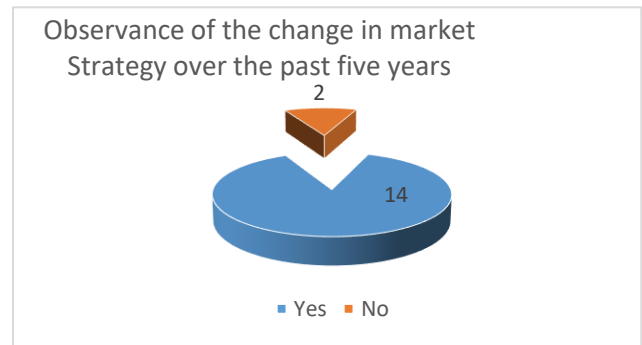
Figure 4-6: Observance of market strategy

especially with all this focus on the sensory appeal of the tourist with respect to local cuisine. This data also indicated that there is an obvious consideration for the need to diversify the tourism product, tying back the first objective of this research which was also addressed at the end of Chapter 2.

4.1.1 Assessing the Knowledge of Gastronomy

When asked if they (the participants) were familiar with the term 'gastronomy' and or "food Tourism", fifteen (15) participants had reported that they knew about the term 'gastronomy' or have some knowledge of either term. In looking closer at the responses, by separating those who knew about the official term as opposed to the more colloquial term, the data showed that only 11 of the participants knew of the term 'gastronomy' whereas 4, who were not aware of the actual term gastronomy, were more familiar with the term 'food tourism'. only two persons who participated in the study did not know of either term at all. Therefore, with this data, it was clear that most of the participants knew about the
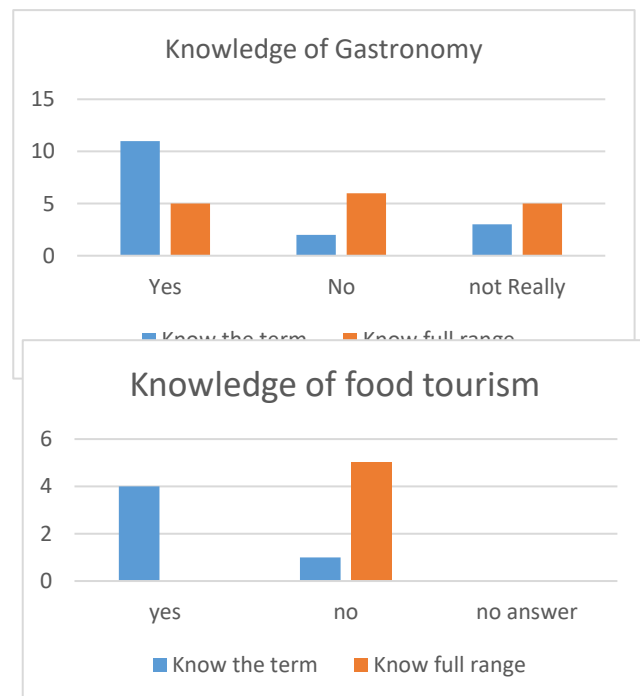
Figure 4-8: differentiating between knowing the term food tourism sand its full range

concept of using food as a tool to attract tourist. Despite this acknowledgment however, of the total participants who knew about using gastronomy as a tool for enhancing the tourism experience or as a tool for attracting tourist, only 4 participants had some knowledge of the full range of gastronomy. What
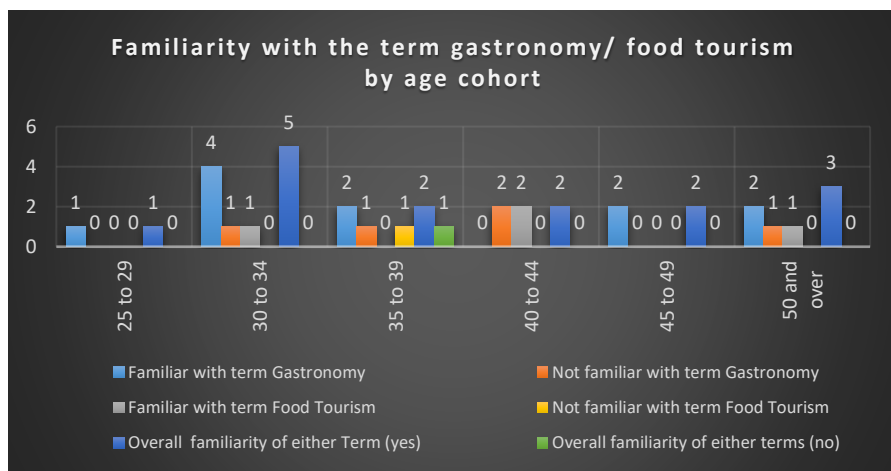
Figure 4-9: Knowledge of gastronomy/food tourism by age cohort

was interesting to note was that none of those who knew the colloquial terminology 'food tourism' was able to speak about any other aspects that would have been associated with the activity. This possibly could be as a result of the

fact that they may have taken the term by face value and not have been able to see beyond its inferred meaning.

In support of the above paragraph, it was clear that the knowledge of gastronomy or lack thereof was not unique to a particular age cohort. However, those who answered "no" or "not sure" were distributed across all age groups except that of "25 to 29" and "45 to 49" as reflected in **figure (4-9)**.
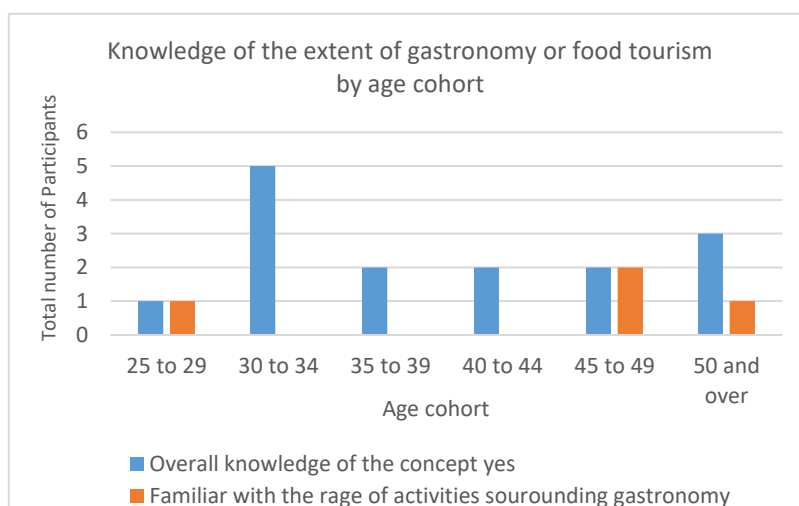
Figure 4-10: Knowledge of gastronomy/food tourism by age cohort

Interestingly though, despite the high awareness of either term, only four (4) participants had some knowledge of the range of activities associated with gastronomic or food tourism as mentioned earlier (**See figure 4-10**). In seeking to understand this low rate in the associated activities with gastronomy, it was observed that all who were able to list other aspects of gastronomy either worked in the industry or has some professional interest in the sector. Therefore, the results of the study have inferred that whereas the concept may not be unfamiliar with Jamaicans, b unless they are working in the sector or have some level of interaction with the activities surrounding gastronomy, it may be unlikely for the average person to know of the full range of the activity.

4.1.2 Assessing the viability of gastronomy

Looking beyond the basic knowledge of gastronomy and focusing on product development and marketing, the study sought to determine whether or not Jamaica would stand to benefit from using gastronomy as tourism driver irrespective of the fact that those who sought out Jamaica's offerings would experience some amount of 'staged authenticity' as referenced in the cultural tourism literature. However, when asked the question *"…how*
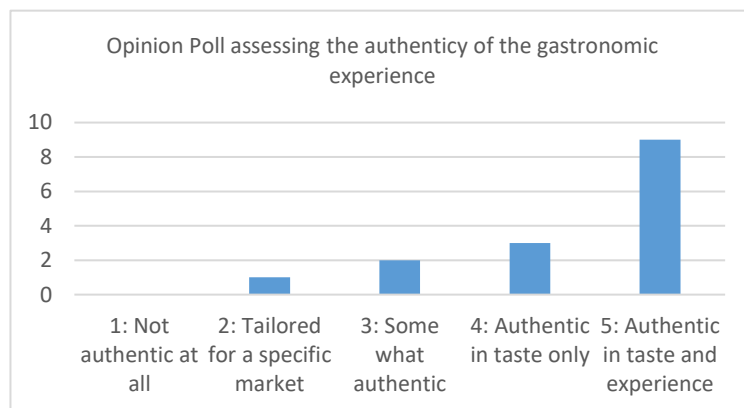
Figure 4-11 Assessment of the perceived level of authentic experience.
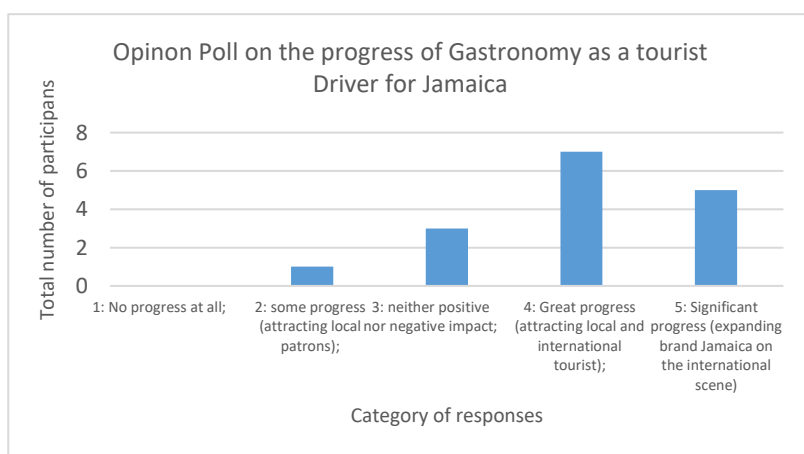
Figure 4-12: Assessment of Jamaica's potential in using gastronomy to attract tourist.

do you see Jamaica progressing with this new focus on 'food tourism' as one of the drivers for tourism", it was observed that majority of the participant believed that Jamaica would have seen great to significant progress with the use of gastronomy as a tourist driver; for which 7 participants thought that Jamaica's progress would have been great and or significant (**see figure 4-11**). They believed that this initiative would be useful in attracting both locals and tourist alike, to the offering that Jamaica has to showcase and further having brand Jamaica transcending beyond its shores (**see figure 4-12**). In addition, most of the participant felt that the experience will be authentic not just in taste, but in the overall experience (**see figure 4-11**). Despite the general feel for gastronomy being 'a positive tool' for tourism development in Jamaica, one participant believed that there would be some amount of progress and another believed that the experience would have been more tailored rather than being authentic (**See figures 4-11 & 4-12**). It should be noted that these were two separate opinions.

Thirteen (13) of the participants thought that gastronomy would have a positive impact on both the public and private sectors' operational policies. When asked to explain the reason behind their answer, what the researcher found surfacing as common themes were that of a) increased and improved job opportunities for locals or the need for more jobs; b) emphasis is placed on strategic alignment between the government and the private sector with a greater focus on Public and Private Partnerships (PPP), and c) increased sectoral linkages between agriculture and the manufacturing sectors

Figure 4-13: Assessment of the perceived impact on the operational policies of the public and private sectors.

that inevitably led to the promotion of local products and authentic local cuisine to name a few (see excerpts below):

"Private entities that focused on one type of tourism will be required to diversify their offers to compete with new and upcoming entities offering gastronomy. However, a good strategy to keep their business relevant is to create partnerships with other entities offering gastronomy. On the other hand, the public sector will be forced to take a more comprehensive approach to create an enabling environment to facilitate the growth of gastronomy, especially at the community level. The government will therefore need budgetary support and additional staffing, more so Gastronomy Specialist."

- *Participant #1*

"It provides entrepreneurial and other opportunities, if not adequately managed it result in the development of a local industry external to the local agricultural sector."

- *Participant #3*

It will build awareness and help in diversification of offerings, create additional job opportunities and in the end positively impacts return on investment.

- *Participant #4*

"Increase revenue and opportunities."

- *Participant #7*

"Exposure of indigenous foods being able to diversify on our product increasing net profit. Also being able to promote health and wellness thus increased productivity."

- *Participant #8*

"It would encourage farming, especially for our traditional crop. It will open up the agricultural market. It will encourage Jamaican who are loosing [sic] their natural taste, to return to their natural food (Jamaicans on a whole)."

- *Participant #9*

"The government has made provision to be able to part take in the industry." [sic]

- *Participant #13*

The above responses, charted the way for partly addressing objective 'c' that focused on understanding the meaning of this change in the eyes of the government versus the private sector, c.i) to identify the impact of tourism policy on other Sectors (namely but not limited to Transportation and infrastructure, Employment (formal and Informal), Accommodation). It was clear by the responses that came from both the public and private sector, that with this change, Jamaica's agricultural and tourism sectors would stand to benefit by including gastronomy as another tourism product. Despite the fact that there was only one participant from the private sector from the llisted statemnets above, it was clear that this change in strategy ment the same to both the private and public sectors.   What was interesting to note as well was the fact that several participants saw gastronomy as providing the opportunity for locals to get back in touch with their traditional diet, charting a path for a healthier lifestyle which would intern increase the desire for tourist to try our local cuisine. This can be better described in the following statements from four participants (in bold font), see excerpts below:

"'Tourists most often would like to experience the taste of local dishes"

- *Participant #12*

"……It would encourage farming, especially for our traditional crop. It will open up the agricultural market. It will encourage Jamaican (sic) who are loosing their natural taste, to return to their natural food (Jamaicans on a whole)".

- *Participant # 9*

"more emphasis on our indigenous food culture"

- *Participant # 10*

"enhance the quality of the tourist experience"

- *Participant # 11*

From the responses indicated above, it is clear that all participant saw that gastronomy would create new jobs especially for local farmers. There was also the view that it would benefit both the formal and informal economoy for Jamaica. What was interesting to see was that one participant incited that it will be important for those paticipating in the tourism sector, to rethink their business approach to include the thought of strategically aligning themselves with other entities to improve their offerings especially with establishments that are purely focused on promoting Jamaica's gastronomy. This would also bring more focus on two of the research question that was set out to be answered concerning what it meant for local farmers and if this new focus would reviatilize the agricultral industry.

4.1.3 Who stands to benefit and what are the other opportunities that Jamaica can benefit from

Following the statements from the previous paragraph, it was clear to see that the participants saw a real benefit form gastronomy as a local initiative promoting Jamaica's culture. However, the researcher needed to understand which sector or entity stood to benefit the most from gastronomy.

Figure 4-14: Highlighting the sector(s) that stand to benefit the most from gastronomic tourism.

Figure 4-14 clearly shows that most participants believed that the Ministry of Industry, Commerce Agriculture and Fisheries (MICAF) and by extension the agricultural sector, was listed as the main beneficiary from this venture. Following MICAF, was the Jamaica Hotel and Tourist Association accounting for two (2) of the responses. When asked to explain the reasons for their selection, again themes such as increased employment, strategic alignment and improved local food production came out, once again answering objectives C and research questions 2 (See excerpts below for MICAF and JHTA):

Responses for MICAF

"An increase in gastronomy tourism will inadvertently lead to an increase in the demand of agricultural products." [sic]

- *Participant #2*

"The gastronomical industry is largely hinged on food, which is the basis of the agricultural sector."

- *Participant #3*

"The Ministry of Agriculture is the body that is in the greatest position to impact food production in the country."

- *Participant #4*

"More work for farmers."

- *Participant #6*

"They produce the variety of foods that are Jamaican and link with the farmers across the island. This will aid in local economic development." [sic]

- *Participant #7*

"Increase food production." [sic]

- *Participant #11*

"Two of the wealthiest persons in Jamaica has taken on the initiative to improve the agricultural sector so supply the hotels etc. with local produce."

- *Participant #13*

"Showcase of local products to reduce leakages through importation and encourage export of same."

- *Participant #15*

Responses for JHTA

"In addition to their current tours, the demand on Tour Companies will increase due to the need to transport tourist to areas/communities offering gastronomy."

"The hoteliers who would need to coordinate with the relevant bodies to

facilitate the initiative."

-   *Participant #12*

"They will likely have the innovation and marketing ability to reach the

appropriate market.

-   *Participant #16*

However, one other theme surfaced that was thought to be a key finding being that of the call for capacity building. One participant described this calling clearly by stating:

"This is a forgotten group [small farmers]*. no one pays attention to them. they*

have always been out there without any real help. Assistance to this group is

limited even from their associations."

-   *Participant #9*

When asked which entity or sector would have experienced the greatest 'negative' impact, in as much as the responses that can be seen in **figure 4-15**, were almost distributed evenly across all categories. You will see that the hoteliers were the ones that came out on top, with three (3) of the
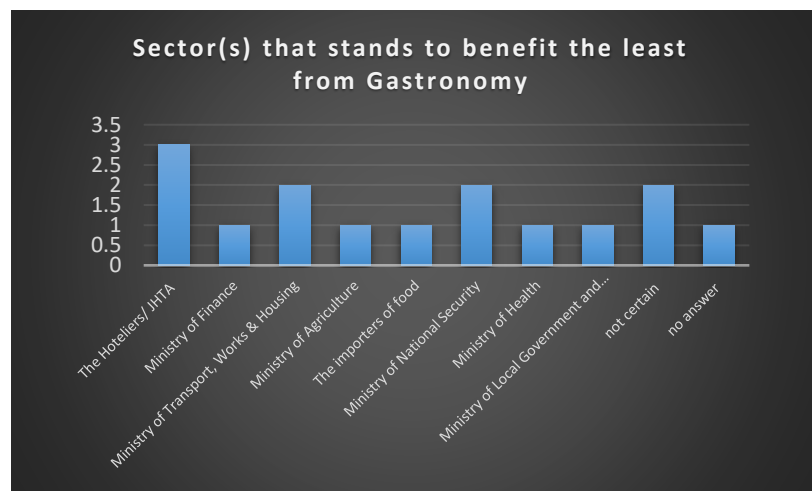
Figure 4-15: Highlighting the sector(s) that stand to benefit the least from gastronomic tourism.

participants selecting this group. Of the three participants that selected the Hoteliers/Jamaica Hotel and Tourist Association, only one person gave a reason as to why they thought that this sector would stand to lose the most. Their response was simple but profound, especially with the advent of homestays and more recently Airbnb rising to the plate in this rapidly transforming sector. Participant # 1 posited that:

"tourist might want to stay in communities/in close proximity to areas that

offer gastronomy (homestays/Airbnb)"

- Participant #1

The above observation by participant #1 is profound in its delivery, being that it supports what Sormaz et al. (2016) have been saying in their article entitled 'Gastronomy in Tourism'. According to Sormaz et al. (2016) "almost all tourist, no matter the accommodation…. prefer to eat outside…. they just want to try local dishes and different tastes belonging to that area" (p.726). This position has underscored the concern of participant #1 being that the hoteliers if they don't revamp their offering and the way they deliver the local cuisine to their patrons, they may stand to lose in this new venture to local homestays and Airbnb's. This notion ties back to what participant #1 positioned as her rationale for stating that the public and private sector would experience both a positive and a negative impact on their operational policies if they remain unperturbed about this fast-changing environment and refusing to diversify their product. See excerpt below:

"Private entities that focused on one type of tourism will be required to

diversify their offers to compete with new and upcoming entities offering

gastronomy. However, a good strategy to keep their business relevant is to

create partnerships with other entities offering gastronomy. On the other

hand, the public sector will be forced to take a more comprehensive approach

to create an enabling environment to facilitate the growth of gastronomy,

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especially at the community level. The government will, therefore, need budgetary support and additional staffing, more so Gastronomy Specialist."

- *Participant #1*

In essence, and as mentioned earlier, if the hoteliers are unchanged in their offerings and make no attempts to diversify their products, they will lose out on the opportunities that will arise from gastronomic tourism.

Even though the hoteliers and by extension, the Jamaica Hotel and Tourist Association (JHTA) was the entity that would be the one to have the greatest negative impact based on this new venture. In assessing the overall responses, the data revealed that the Ministry of Transport Works and Housing (MTWH) and the Ministry of National Security (MNS) were next in line as being the agencies that stand to have a negative impact from this new policy directive for gastronomy. On the one hand, the concern that was raised about the Ministry of National security (MNS), was the management of the 'perception of safety', especially for the non-Jamaican patrons. Though crime globally is seen as a major deterrent to all activities, especially those that are tourism-oriented; with this push to have patrons explore Jamaica's gastronomical offerings whether in a local restaurant, at a top-notch establishment, in a hotel or at a local event. The safety of all patrons has always been a challenge for security forces globally. Concerning the Ministry of Transport Works and Housing, being another entity that stands to have a negative impact on the implementation of gastronomy. According to one participant, MTWH was selected based on a process of elimination and not necessarily impacted negatively (Participant # 4). However, the other response suggested that the MTWH would stand to lose being that "more [resources] will be needed to be dedicated to agriculture" (participant #8); which could be interpreted to mean that the usual allocation that MTWH would normally receive each financial year, may be redirected to aid the agricultural sector, to meet the growing demand from the tourism sector.

Looking beyond the spike in responses which identified three entities that stood to have a negative impact based on the initiative to implement gastronomy as a policy decision; other compelling and insightful remarks that were worth mentioning such as the inability of potential small investors to secure funding for their business because they may not qualify for one (participant #3 referring to the financial sector). Other remarks regarding "the importers of food" saw this sector as being under pressure to find the ability to supply whatever shortfalls that the local market could not meet to keep gastronomic activities afloat (participant # 15). Participant #10 saw the Ministry of Agriculture have trouble keeping up with the demand, suggesting that gastronomy would burden the agricultural sector rather than improving it. See excerpt:

"*It would cause a strain on the agricultural sector mainly on RADA[24] to provide proper training and business management course to the farmer. RADA would need [t]o step u[p] their monitoring and use of technology to give proper assistance to farmers.*"

- *Participant #10*

Participant #9 saw the impact on the Local Authorities such as the Municipal Corporations as it pertains to the management of rural water supply and the deplorable road conditions leading to these communities that could aid in supplying the market with fresh and good quality produce. Participant #9 posited that:

"*They [Municipal Corporations] will be exposed with regards to their policy roll out e.g., lack physical infrastructure (road quality being poor) and shortage of public water supply especially in the rural areas*".

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[24] Rural Agricultural Development Authority

4.1.4 Establishing and designating Gastronomic Centres
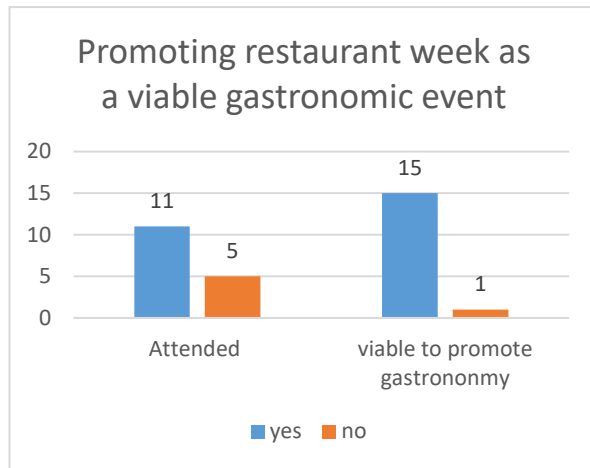
Figure 4-16: Testing the viability of Restaurant week in promoting Jamaica's gastronomy.

In 2017, Devon House was declared as Jamaica's first gastronomic centre. Participants were asked if they believed that this move was a step in the right direction. Besides, they were also asked if they thought other establishments could be recognized as potential gastronomic centres. On the matter of the first question, 14 participants agreed that yes it was a step in the right direction; whereas the other two participants said that they were not sure. For the few that I spoke with directly, they supported this decision based on the current offerings of the venue - not just because
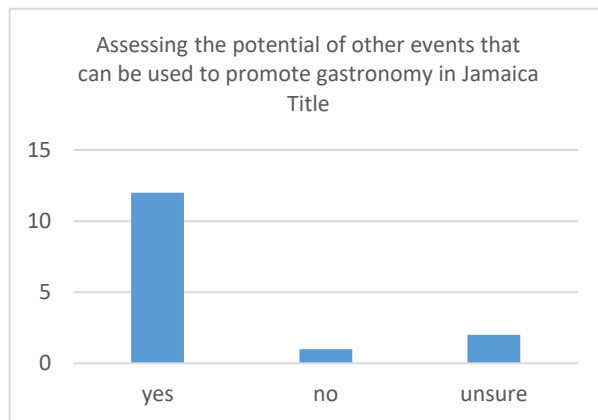
Figure 4-17: Identifying the possibility of other suitable events to promote Jamaica's gastronomy.

of the restaurants and ice cream shops that are there but the offering of the entire property itself. This was because the features that were important to them were based on its centrality, its ability to facilitate large crowds, and the fact that it facilitates the promotion of family-oriented activities. When asked the follow-up question if they believed that other establishments can be recognized as gastronomic centres? 13 responded 'yes' and 3 were 'not sure'. Surprisingly, one of the participants who were not sure if Devon's house declaration were a step in the right direction, suggested that yes other establishments that

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could benefit from this designation. This revelation only means that other establishments could benefit from this designation.

Of the 13 that thought there were other establishments which could benefit from the designation, only 1 did not provide an example. As illustrated in **(figure 4-18),** Boston Jerk establishment in the Parish of Portland came out as the number one choice, followed by Hellshire beach offerings, in the parish of St Catherine; then came Middle Quarters Shrimp Stop and Little Ochie both in the Parish of St Elizabeth (**see figure 4-18**). Slightly moving away from a physical location, participants were asked about local annual/seasonal events that they believed were worthy in promoting Jamaica's gastronomy. The study examined 'Restaurant Week' as a pilot event –

Figure 4-18: Identifying other potential establishments that should be considered as being a gastronomic centre.

Figure 4-19: A listing of the possible events that are suitable to promote Jamaica's gastronomy.

originally known as 'Kingston Restaurant week' – which has been around since 2004 making it a fifteen-

year-old event. Partnering with local restaurants within Jamaica's two main cities and a major tourist town namely Kingston, Montego Bay and Ocho Rios respectively (Restaurant Week Jamaica, 2009). The idea has been to have these partnering restaurants give major discounts starting as low as 30% on select meals whilst allowing patrons to explore the island's "culinary experiences" (Restaurant Week Jamaica, 2009). When asked the question if they would consider Restaurant Week a viable event for promoting gastronomy (food tourism) to locals and tourist alike? Fifteen of the sixteen respondents said yes! Of the fifteen that said yes, only ten have attended at least one staging of the event. However, only one participant objected to Restaurant Week being a viable event in promoting Jamaica's gastronomy (**See figure 4-16**).

Outside of Restaurant Week, when asked the question: do you think that other events that can be considered as suitable gastronomic events? Twelve responded yes, one said no and two were not sure (**See figure 4-17**). From those who responded yes, came a sizeable list (which had to be categorized under a common theme or heading) making the 'food and festival' category stand out as the number one response accounting for Jamaica's breadfruit festival, banana festival, yam festival curry and mango festival to name a few which are all seasonal events across the island. Second to the food festival was that of the Portland jerk festival, which was singled out based on the frequency of response for this event (**see figure 4-19)**.

4.1.5 Cross-policy Interaction between Government Entitles and the Private Sector based on the Policy Direction of the Ministry of Tourism.

Unlike the previous section that sought to gain an understanding of the participant's knowledge of gastronomy and what is their outlook on how Jamaica stands to benefit from this activity. Section Three of the survey, was directed at achieving the research objectives and questions, as referenced in chapter one of this paper especially objective numbered three, that sought "to understand the meaning of this change in the eyes of the government versus the private sector; by identifying the impact of tourism policy

on other sectors namely but not limited to a) transportation and infrastructure, b) employment (formal and informal economy), and c) accommodation (that takes into consideration) the hoteliers and other local establishments. Other from Objective numbered three, research questions 1-5 were the main guiding factors, that was used in designing the questions especially those questions that were directed to the Ministry of Tourism. Again, in reviewing the responses from Section Three, it was important for the reader to know that, before submitting these questions to the respective participants, the researcher had a personal bias toward 'crosstalk' or rather the lack thereof between government department and agencies. This bias, however, was addressed by allowing each entity to several questions that would either support this bias or refute it.

Firstly, it should be noted that, of the sixteen participants that started the study, only fifteen continued to Section Three. Excluding the Ministry of Tourism, all participants were asked if they had been contacted by either the Ministry of Tourism or their respective Parent Ministry (where applicable) concerning the initiative to use gastronomy as a policy decision to excite the tourism sector. Five (5) responded in the affirmative stating that they were either contacted by the Ministry of Tourism or knew of the Ministry contacting select stakeholders before launching gastronomy as a policy decision. However, the remaining nine (9) responded in the negative stating that they were not contacted nor were they aware of any stakeholder consultation. The entities that responded 'yes' were the St Mary and St Thomas Municipal Corporations, the Ministry of Agriculture, the Jamaica Hoteliers and Tourist Association and the Jamaica Co-operative Automobile and Limousine Tours Ltd. (JCAL). Those who responded 'No' came from the Ministry of Local Government and Community Development, the Ministry of Transport Works and Housing, the Planning Institute of Jamaica, the Municipal Corporations for St. James, Portland, St Catherine and Westmoreland, and the representative from the University of Technology from the faculty of the Built Environment.

Despite the above responses, when questioned about who the Ministry of Tourism consulted with concerning the new policy decision (Which includes a listing of all participants); the only entities that were identified were that of the Ministry of Agriculture and the Jamaica Hotel and Tourist Association. Therefore, it was evident that some amount of consultation took place. On the other hand, the range or scope of such consultation was not wide enough because gastronomical activities will impact all sectors across the island of Jamaica. Hence, the gap in the efforts of inclusivity at the Ministerial level so that the relevant directives can be handed down to the varying departments and agencies. It was unfortunate that the Ministry of Health and the Ministry of National Security did not participate in the study as their voice would have been powerful in determining if the Ministry of Tourism was short-sighted in their efforts to not include the above-mentioned Ministries.

Consequently, and in keeping with the focus of this study which investigates the impact of gastronomy on the cross-sector policy. This segment turns all attention to individual sectors, which are not arranged in any specific fashion. The representation of the data in this section seeks to examine the responses from each sector, looking through the lenses of the entities that were interviewed with a focus of seeing the impact of gastronomy's policy roll out on their operational policies. Prior to exploring the sectoral impact, I will go through the Ministry of Tourism's plan for gastronomy in Jamaica.

4.1.6 Understanding the Ministry of Tourism's plan for Jamaica's Gastronomy

Separate and apart from the notion of whether the government of Jamaica is talking with each other, to have a seamless transition between their inter-agency policies, reducing overlaps and gaps. One of the main foci of this research was to identify who is pushing gastronomy as the new tourist driver for Jamaica. This focus was echoed in the research objectives as well as the project's research question to determine if this was a public-private initiative or whether it championed by either of the two. The Ministry of tourism was asked: *"When was the concept of gastronomy realized as a tourist initiative for*

Jamaica; and what was the driving factor that inspired the policy decision?" In response to this question, the representative from the tourism Ministry stated that:

> ***"The concept has always been a known fact, as far back as independence, that our food culture was so impactful so as to attract visitors across the [world]"***

> - ***The Ministry of Tourism***

Though the question was not answered clearly, it is suggestive that the initiative did not originate with the Ministry; however, clarity was brought to light when a similar question was posed to the Jamaica Hotel and tourist Association, asking if they "believe that gastronomy (food tourism) was inspired by the
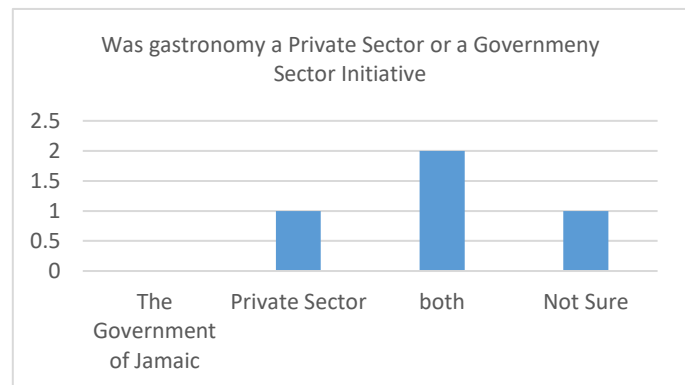
Figure 4-20 Identifying the sector that is pushing gastronomy as a tourism driver.

government of Jamaica or was it a private sector initiative" for which they commented that it was a collaboration between both the private and public sector (**see Figure 4-20**)*.* In addition, like the Jamaica Hotel and Tourist Association, the Planning Institute of Jamaica and the Representative from the University of Technology were also asked if they believed that gastronomy as a tourist driver was a government of Jamaica initiative or a private sector inspiration; as seen in (**figure 21**), the JHTA and the Academia believed that this was a combined effort and not just the initiative of one. PIOJ, on the other hand, was split between the private sector and a general unawareness of who may be the driver behind this new push. When asked about the aspect of gastronomy that the Tourism ministry was focused on, whether all, individually or a select few, being that of A) Culinary Education; B) Farming Technology; or C) Cuisine Experiences to include observation of food production/preparation process, the Ministry indicated that they were focusing on all three categories. In addition, the representative positioned that

the Ministry was genuinely concern with the level of authenticity that was portrayed by any participating entity, suggesting that anything that represents Jamaica should be an authentic product. This is so being that MOT is focused on 'building a hub to experience a multicultural experience' as per response from the officer from MOT when asked about the ministry core focus for gastronomy.

With the Ministry focusing on culinary education, farming technology, and the local cuisine experiences to include observation of food production/preparation process, JHTA envisioned that there will be a greater push for off-site activities from tourist. Also, PIOJ, JHTA and the representative from the University of Technology commented that they believed that gastronomy will positively impact Jamaica's economy with equal responses suggesting that the formal and informal sector would benefit from gastronomy. The data also indicated that local schools that were focused on building the skills sector and hospitality industry were identified as benefiting from gastronomy as well being that locals will be more inclined to get themselves trained to meet the demand on the industry. This was important to note because JHTA acknowledged that there will be an increased demand for hiring local culinary students to showcase Jamaica's culinary offerings. It was also envisioned that gastronomy would have a) improve revenue for the hotelier, b) create jobs, and c) make hotels more marketable; especially with the focus of collaborating with the agricultural sector as well. In keeping with the Ministry's efforts to set a standard for establishing Gastronomic Centres, the Ministry was asked about their plans for another gastronomic site and a timeline for establishing these centres. They were also asked about specific criteria that will be used to determine the viability of a destination or establishment as well as the steps that will be required of each prospective establishment (especially the smaller ones). Based on the information provided by the participant representing the Ministry of Tourism, the Appleton Estate, which is one of the main producers of authentic Jamaican rum, located in the parish of St. Elizabeth was listed as the next gastronomic centre. According to the Ministry of Tourism, the time frame for establishing other

gastronomic centres is expected to be executed over another five-year period with the year 2017 being the reference point. As it relates to the established criteria to determine new gastronomic centres, the ministry is looking at "Its impact on food tourism, it's significance to the Jamaican culture and food/drinks unique to us. Its ability to improve brand Jamaica's identity as a place to travel for food and drinks" according to the representative from MOT. As it relates to the steps that will be required but not limited to this list, any interested entity that wishes to be considered a viable gastronomic centres, they are expected to have a minimum of three basic requirements being that they must a) Obtain a specific permit from the Ministry of Tourism, b) Be certified by the Ministry of Health, and c) They must have received some form of 'Team Jamaica'[25] certification. Finally, despite the all the efforts as mentioned above, based on the response of the representatives from the Ministry of tourism, when asked if the "Ministry foresaw [Jamaica's] gastronomic experience being a seasonal activity", the response was 'Yes'.

4.1.7 Appreciation of Sectorial Impact

After obtaining a brief overview of Jamaica's focus for gastronomy, the researcher needed to understand how the Ministry of Tourism envisioned their policy decision impacting on other sectors especially, being that they positioned gastronomy as a seasonal activity. Thus, when asked, *"Does the Ministry foresee a positive impact on local economic development in the undermentioned areas, namely: a) Accommodation, b) Transport and Infrastructure, and c) Employment",* the response that came back was that of "A and C" only. Outside of the impact on local economic development, the research needed to hear also from other agencies that would have been impacted by the Ministry's policy. This was done

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[25] A mandatory training and certification programme for persons employed in or otherwise associated with the hospitality and tourism industry. The programme's main components include customer service, product knowledge, cultural and environmental awareness. ("TPDCo expanding Team Jamaica program", 2017)

with the view of allowing the agency to identify any existing issues that they are struggling with, and allow them to forecast, if possible, the additional constraints that their respective Ministry, department, authority, or association would have faced. After identifying these shortcomings, a number of the questions were designed in such a way to allow them to illustrate the possible remedies to their problems. With this understanding, the study will now focus on these select Ministries, departments, authorities, and association to see how they saw themselves coping with any foreseen changes in their normal course of duty that was incidental to MOT's new direction. Consequently, all participants were given the opportunity to reply according to their respective sector save and except the representatives from the Planning Institute of Jamaica and the academia, who were asked to provide their perspective on how they saw the overall impact on both the government sector and private sector.

4.1.7.1 Impact on Local Government

The Municipal Corporations, under the watch of the Ministry of Local Government and Community Development, are charged with the responsibility of regulating and monitoring new and existing facilities through but not limited to, the *Building Act* and its supporting regulations; *The Town and Country Planning Act; the Markets Act* as well as the land-use policies and plans as represented in the *Development Order* for the respective parish to name a few. With that in mind, and with the fact that more facilities will be coming on stream as part of this new venture, the vigilance of the Municipal Corporation will be needed to aid in protecting the patrons – both local and overseas, through enforcement, monitoring and public education. In addition to the responses from the Municipal Corporations, their data will also be cross-referenced with the response from that of the Ministry of Local Government and Community Development where possible to have a broader view of the sector. That being said, several questions were posed to this group (Municipal Corporations) to ascertain their readiness as it pertains to the impact that they may endure as a result of the way forward to use

gastronomy as a tourist driver. Of the five Corporations that responded to the study, six participants were recorded as taking part in the study with two representing the St Catherine Municipal Corporation (i.e., one representative from the Planning Department and the other from the Commercial Services Unit). When asked '*How will gastronomy (food tourism) impact the operations*' of the respective department;
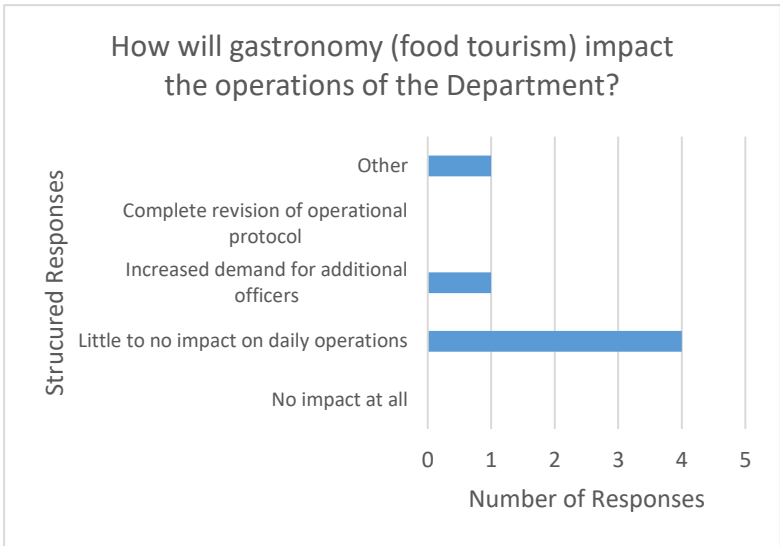
Figure 4-21: Impact of gastronomy on the daily operations of the Municipal Corporation's Planning and Commercial Services Unit.

with respect to the Planning Department, four out of five suggested that they would experience little to no impact on their daily operations. One participant stated that it will increase the demand for additional officers. However, the participants that selected 'other' suggested that the department

may need more support based on the existing structure (**see figure 4-21**). The officer stated:

> *"more offers are need because it will take more monitoring due to the large scope of duties to cover along with a large parish to cover."* [sic]

> - *Participant #6*

This notion was also supported by the Commercial Services representative, stating that this new initiative calls for an increase in staffing. On the other hand, the Ministry of Local Government, when asked how gastronomy will impact the operations of the departments and agencies under its control; the officer suggested that a positive impact was envisioned. With the confidence expressed in the responses from the previous question by the majority; when asked if they believed that their respective corporation was in a position to meet the existing demand with the possibility of having an increase in the number of varying application types, there was almost a 50/50 balance in responses (**see figure 4-22**) and if the response from the Ministry of Local Government were

Is the Municipal Corporation in position to meet existind demands with the posibilty of increased varying application types?
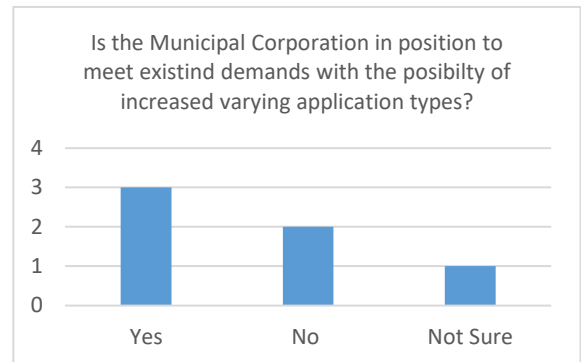
Figure 4-22: Assessing the readiness to meet the demands of increased applications and monitoring due to gastronomy

to be included in this category, the responses would have been 3 'Yes' and 3 'No' and 1 'not sure'. In a follow-up question geared at understanding how the Corporation will go about regulating any informal operations that may pop up as a result of this new initiative, what came out as strong themes were that of enforcement, monitoring and public relations. Here are examples of their responses:

> *"The Municipal Corporation will enforce the provision of acts and regulations that it administers. The Corporation will also engage with stakeholders though various media". [sic]*
>
> - *Participant #5*

> *"We will continue with serving stop orders in an effort to get all unregulated establishments to conform. In addition, the corporation will ensure, that all required documents are submitted and are up to date [such as food handlers permit etc.] before they are integrated with the regulated facilities".*
>
> - *Participant #6*

> *"Enforcement and regulation. No vending zone. Permitted vending with specific time allocation and designated areas for such operation".*

- *Participant #7*

"Providing regulations and monitoring".

- *Participant #8*

"How we should address the matter, we should educate the population on what is expected, however, at this present there is a lot of work that needs to be done in order to meet the requirements".

- *Participant #9*

"public education meeting [and] community consultation".

- *Participant #10*

Most participants, including the participant from the Ministry of Local Government and Community Development, felt that there was no need for any changes in the current policy documents that the corporations used as a guiding principle for the control of development with the exception of three; for which one who wasn't quite sure whether or not any of the acts, regulations or company policy needed revision whereas the other two thought that 'yes' there are few that require some adjustments. The two that acknowledged that changes were needed for some of the acts, regulations and or company policies, indicated that:

"Local sustainable development plan"

- *Participant #8*

"The longstanding Acts and Policies that are currently in place but are out of date in some instance, such as the Market Act as an example."

- *Participant #9*

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Separate and apart from the fact that two persons suggested that there were merited changes in the operational policies when asked if the Municipal Corporation that they are a part of, was in a position to strengthen their department /Unit to meet the demand of this growing sector. A similar distribution of responses was illustrated like the question that inquired if the corporation was able to meet the existing demand with the possibility of increased and varying application types (i.e. an almost 50/50 balance in responses). However, the Ministry of Local Government, said in one of their responses, that the ministry is prepared to do anything necessary to strengthen the department and agencies under its purview in order to accommodate the drive to use gastronomy as a tourist lure for Jamaica.

4.1.7.4 Impact on the Agricultural sector

Like the Ministry of Local Government, the Ministry of Industry, Commerce, Agriculture and Fisheries (MICAF), also envisioned that gastronomic tourism would have a positive impact on its department and agencies as well as the local farmers that they are responsible for. When asked to explain the reason for the stance that has been taken by the Ministry, the reply that came back was:

> *"Rural Agricultural Development Authority (RADA), will stream line farmers to produce large and needed quantities to ensure demand is met at competitive prices". Also, "Production of Local Agricultural Products will increase farmer's income and enhance rural development" [sic]*
>
> *-   The Ministry of Industry, Commerce, Agriculture and Fisheries*

In support of the above position, the Ministry of Tourism had also indicated in their interview that they were collaborating with MICAF regarding programs to aid in enhancing their product diversity. This partnership was geared toward building the sector so that they would be able to meet the demands of

the sector that gastronomic tourism is expected to turn over. Looking into product diversity and the expected impact of gastronomy in the agricultural sector, MICAF was asked if there were any policies in place to protect the industry from external activities that may affect the industry's ability to meet the demand of the market. MICAF responded 'yes', suggesting that the "*National Seed Policy, Animal Health Act, Food Nutrition Policy*" were examples of these policies. Like most of the representatives from Local Government, MICAF did not foresee a need to change any of their existing policies or plans to meet the demands of the tourism industry.

On the matter of assessing the use of local produce in hotels, the JHTA was asked if there would be greater collaboration between local farmers and hoteliers – in facilitating the use of more local produce in hotels as opposed to imported goods – in which, the representative responded yes to this question. The above question was asked based on a news release in 2018 which the Minister of Industry, Commerce, Agriculture and Fisheries in made mention that a small percentage of local produce was used in the hotels across Jamaica as opposed to imported goods. When asked, what was being done to improve this situation, the officer from MICAF suggested that:

> *"This statement is not factual. Fresh fruits, vegetables and ground provisions are supply to hotels by local farmers. Also, Jamaica is self sufficient in eggs, chicken, and pig. However, lamb, special cuts of beef, mutton and fish and imported." [sic]*
>
> - *The Ministry of Industry, Commerce, Agriculture and Fisheries*

This position was also supported in a media release by the Jamaica Hotel and Tourist Association on Tourism and Agriculture – Partners for Development. JHTA advised that:

"Tourism Demand Study was conducted by the MOT&E[26] in 2015 which found that 69% of the responding businesses reported that less than 10% of their total expenditure on agricultural produce had been allocated to imported items during the previous year" [27]

- *Tourism and Agriculture – Partners for Development, 2018*

JHTA further commented that they have been "focused on building partnerships, collaboration and business relationships with other sectors of the economy, with positive results" and that they are "committed to an inclusive tourism business model which promotes stakeholder partnerships and the inclusion of local producers and service providers" (Tourism and Agriculture – Partners for Development, 2018, 8-9 & 18-19). In a follow-up question with MICAF, that sought to determine the capacity of farmers in the existing situation to meet the demands on the sector, MICAF was resolute on the fact that farmers are willing and capable of meeting the demands of the sector.

However, in reviewing the tourism demand study, a few things were noted that would aid in putting context to the figures mentioned above as well as to the claims made earlier by MICAF and JHTA. According to the study "in terms of the nature of spending, 11 (69%) of the responding businesses reported that less than 10% of the total expenditure on agricultural produce had been allocated to imported items during the past year. Four (25%) businesses spent between 10 and 50% on imports while

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[26] Ministry of Tourism and Entertainment now known as just the Ministry of Tourism
[27] According to the Tourism Demand Study's methodology, the total responding business were 28 for which 23 were usable (Tourism Demand Study, 2015, 5). In addition, the information that was provided was based on the responses of 14 participating business that listed accommodation as their main subsidiary activity (Tourism Demand Study, 2015, 5). For more information, the document can be accessed at https://www.mot.gov.jm/page/tourism-demand-study-0

one (6%) spent in the range of 70-79% on imports. This business with the highest expenditure on imports

has a room capacity of between 501 and 700 and operates a European Plan[28] (EP) type of accommodation

proportion" (Tourism Demand Study, 2015,7). What this means for the local market is that, in as much as

the JHTA stated that '69%' of the hotels in Jamaica spend less than ten per cent on imports, it was mainly

the locally owned and smaller facilities that were the ones supporting the Jamaican farmers, which the

study identified. Nonetheless, most of the larger facilities especially the major hotel chains will be

spending much more than the ten per cent on imported products, which also contributes to the leakages

that the Jamaican farmers and manufactures are faced with, which is also explained in the document.

Another factor to consider is the fact that some of these hotel chains use 'middlemen' to source their

products, which is difficult to determine whether the products are sourced locally or through external

importers.

Therefore, with the above revelation indicating where the support for local farmers' rests; and as

it relates to the capacity of the existing farming industry to manage the existing demand of the sector. As

mentioned earlier, the report clearly identified the potential of our local markets as well as the threats.

These threats with estimated leakages to foreign imports were estimated to be "J$ 1.65 billion to J$4.96

billion, [which] also compares well with Jamaica Customs data showing agricultural imports by the tourism

sector valued at about J$3.64 billion" (Tourism Demand Study, 2015,12). It also supports the claim of the

officer from MICAF, suggesting that there are specific crops that are required by these larger chains,

requiring not just the quantity but also consistency in quality, based on the market that they are attracting.

In the 2015 study, a representative from the JHTA in an elite interview highlighted the inability of the local

farmers to meet the high standards set by the hotels alluding to a) the consistency of the supply, and b)

the large quantity that is required at a time which corroborates the position made above by the officer

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[28] The charge that is imposed on per night stay without the inclusion of meals.

from MICAF. Pertaining to the quantity to be supplied, there were several factors that were identified that would inevitably prevent the local producer from effectively competing in the market with larger external suppliers. Outside of the obvious being that larger suppliers have more industrialized farming systems, there is also the fact that the hotel chains are restricted to who supply ground produce to them (which must be approved by the central body that governs each facility) (Tourism Demand Study, 2015,16). One distributor was also referenced in supporting the claims made by the JHTA, in stating that the "size of the farms in Jamaica are too small and therefore the output is not enough or cannot afford to be consistent in supply since they have to plant a range of crops" (Tourism Demand Study, 2015,16). who went further to suggested that size of the farms in Jamaica were too small, reducing the required output or they just cannot afford to be consistent due to the fact that they have to plant a range of crops to meet the demand.

In all that was mentioned above, another impact that hindered this integration was as stated before, was the fact that these centralized purchasing powers from these hotels, do not 'drill down' to the small farmers for reasons stated earlier. Going back to the use of 'middlemen', the representative from MICAF formerly known as 'MOAF'[29] who was interviewed, stated that:

> *"Some of the hotels use middlemen, so they will have a bid and a particular middle man could win the bid to supply local or a person wins the bid [and] go to another farm and play each farmer against each other to get the best price. They are not interested in the long-term welfare of the farmer themselves, it's wherever they can get the goods on spot and cheap they will buy it and take it to the hotel. So that does not augur well for structured relationship between the hotels and famers so if we're going to change that the hotels have to be prepared to give contracts to farmers so that farmers can plan." [sic]*

> - *Tourism Demand Study (2015,16)*

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[29] Ministry of Agriculture and Fisheries

Other issues that were highlighted were that the "hotels tend not to pay the farmers on time, owing them up to three months at a time" as well as the "foreign owned [sic] entities ... dictate that they [hotel chains] need to purchase goods from their homeland" (Tourism Demand Study, 2015,18)[30]. Outside of the constraints, there is great potential in the market.

4.1.7.5 Impact on the Transport sector

In relations to the transport sector, the Ministry of Transport and Works was asked several questions to ascertain whether, this policy decision would have impacted positively or negatively on its sector. They were asked to express what impacts they envisioned that gastronomy would have had on the operations of their departments and agencies, and the response that came back was both positive and negative impacts. Though the representative from the Transport Ministry did not foresee any need for changes in their existing policies and or regulations, it was acknowledged that the transport operators (who falls under the purview of the Transport Ministry) will require a revision of the current route/destination assignment. In addition, the following question was asked six of the participants "...With the current focus on improving the country's road network through highway development, do you believe that some of the possible gastronomic experiences may be lost due to highway development?". Of the six that were asked this question, only two responded "Yes". The representative from the Transport Ministry, who responded yes, positioned that it was of their view that some of the possible gastronomic experiences may be lost due to highway development. This position was also supported by one of the representatives from the Planning Institute of Jamaica, suggesting that.

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[30] For more information on all the findings of the study, a copy can be accessed at
https://www.mot.gov.jm/page/tourism-demand-study-0

"..proper road networks and infrastructure create accessibility. With poor roads and signage, persons may not be able to find places or feel comfortable traveling to these places" [sic]

- *Participant #16*

However, whilst two others supported part A of participant #16's response, participant #13 partially disagreed with part b of the claim suggesting that:

"despite the fact that new development has taken place, Jamaicans will still travel the old route just to experience the food (not just local for the tourist as well)"

- *Participant #13*

"highway development would increase access"

- *Participant #4*

With the Ministry focusing on 'building a hub to have a multicultural experience', was asked 'how does the Ministry plan to involve other sectors that are impacted directly or indirectly such as the Ministries of Health, Agriculture, National Security, Transportation and Local government? The officer representing the Ministry suggested that:

"Through the Tourism Linkages Network, a division of the Tourism Enhancement fund, an agency of the Ministry of Tourism... [will be]... consulting other ministries/agencies about the plans being undertaken by the ministry, focusing on key areas of collaboration to develop our tourism product, such as the exploration of technological breakthroughs to improve food security and gastronomic tourism to

the country, improving security and visitor confidence, as well as the

training and certification of tourism service workers. All initiatives

are undertaken only after consultations and planning across a

multitude of ministries". [sic]

- *The Ministry of Tourism*

When a similar question was posed to the other participants enquiring about what improvements are needed for greater collaboration with other Government Agencies and private entities, to improve the current situation for this initiative? The collective responses as seen in table 4-2, echoed several calls for consultation, coordination, and collaboration with all interested parties which include both public and private sector to ensure that there is a united front with decisive actions as to how it should be all executed.

AGENCY	RESPONSES	AGENCY	RESPONSES
The Ministry of Local Government and Community Development, and The Municipal Corporations	Discussions to be had with all relevant Ministries to better understand the initiative and overall plan/vision. - Better understanding of Gastronomy and its implications on other sectors - Rigorous Community consultations - Need for this initiative to be incorporated in local development plans We need a collaborative effort to improve the implementation. A clear strategy as to where we go from here. Provision of additional resources both financial and human. Exploring policies examining best practices in other territories Just for the will power to collaborate and to decisive decisions		constant consultation with all government entities increased financing will be required to create an additional unit with more personnel to monitor and assess the new proposal by the Ministry of Tourism.
		Ministry of Transport	Greater coordination by gastronomic stakeholders with the Transport professionals to facilitate access and connectivity among key locations.
		Planning Institute of Jamaica	Not Sure
		Academia	Not Applicable
		Jamaica Hotel and Tourist Association	There is already a close relationship. The chair of the Gastronomy Tourism Network is the Immediate Past President of JHTA. Further collaboration is needed with local culinary institution and manufacturers to promote new

table 4-2: An illustration of the collective responses on what was needed to improve greater coloration between entities

4.2 Summary

In summary, this study has identified several positive influences that were envisioned for Jamaica based on the pursuit of gastronomic tourism as a tourism lure. These activities range from economic development to the potential for the recognition of additional gastronomic centres that are deserving the attention, as well as the possibility of improving the agricultural sector to meet the demands of the industry whilst it continues to supply the local market. Separate and apart from the positive spin-offs from using gastronomy as a tourism lure, several internal gaps were identified that needs addressing if Jamaica is to benefit from gastronomic tourism. These gaps, though some were not in the view of the majority, were significant enough to be considered on the part of all stakeholders in order to have an effective

management system that will guide the process for the future development of the sector. Some of these gaps were identified as institutional development, interaction relating to the intragovernmental dialogic process as well as government to the private sector, and that of the lack of investment in local resources leading to the current state of the sector to name a few.

Other from the above observations, the study also identified that most of the participants had some knowledge of gastronomy whether by its correct scientific name 'gastronomy' or the more commonly used expression 'food tourism'. Despite this fact, however, what was interesting to note was that irrespective of their knowledge, unless they worked within the sector or had some increased interaction with its associated activities; they were generally unaware of the full extent of the full range of gastronomy. This lack of knowledge may pose a possible challenge on the part of the Local Authorities, being that, if they are generally unaware of these activities, it will be difficult for them to adequately process and properly guide investors on what is expected for them when making the requisite applications for consideration. It was clear that most participants saw Jamaica benefiting from this new venture to use the unique blend of the island's cultural diet as a tourist lure; with hopes that the economy (both formal and informal) would benefit from increase traffic especially those that bring foreign exchange to the host community or establishment.

With the agricultural sector positioned to benefit from gastronomic tourism, it is hoped that the interest of the smaller farmers will be protected which includes making provisions for increased access to special funding to aid in the development of their operations, which inevitably will contribute to increasing employment and improvement in the output from the sector. The opportunity to capitalize on the potential of the agricultural sector to improve the quality and quantity of local produce is critical for reducing the leakage through importation. If done properly, local farmers and other support sectors (retail, hardware supplies, manufacturers, processing plant etc.) will inevitably benefit, narrowing the gap

and reducing these economics leakages. What was also highlighted in this study was the need to increase dialogue not just between government entities, but between the government and the private sector. This dialogue is necessary for establishing a solid partnership with investors seeking to establish a business in the country for tourism reasons. For the agricultural sector, if the government of Jamaica would be the lobbying voice alongside the Jamaica Hotel and Tourist Association, it is possible to improve the relationship between the local farmers and the hoteliers. Taking from the 2015 Tourism Demand Study that spoke about the centralized body that dictates where the hotels get their produce from. This has become an opportunity for both the Ministry of Tourism and the Ministry of Industry, Commerce, Agriculture and Fisheries, through their respective departments and agencies to lobby on behalf of local farmers with the hotel chains, to create the avenue for increasing supply of local produce to these hotel chains. Not only should it be a part of the criteria to have a quota for ground produce to be accepted into their hotels but the possibility of having these hoteliers contribute to the sector for their benefit and that of the local agricultural sector; whether it be through financial support, technical support or even through supplying the industry through MICAF with the requisite equipment needed to improve output as an example. This support would aid in addressing the concern of the competition that local farmers face with the much larger suppliers.

Other from the impacts on the agricultural sector, it was highlighted that the hoteliers were having increased competition with alternate accommodation offerings with the rise of Airbnb. This was positioned based on the notion that tourists are seeking more immersive experiences that were not forthcoming from these existing facilities. Therefore, tourists are turning towards local Airbnb accommodations that provide the opportunity to experience the local culture. What was critical to note about this revelation was the fact that there is a concern for the safety of locals and tourists alike based on the rise in criminal activities. This revelation was corroborated in a visitor satisfaction survey that was

undertaken by the Jamaica Tourist Board in 2017. The survey revealed that security was a major concern for tourists, and a part the security concern was the issue of harassment from the transport operators, vendors, and the homeless that influenced the inclination to not want to return to the island ("Visitor Satisfaction Survey", 2017). If the government is truly focused on building a hub to experience a multicultural experience for gastronomic activities, the concerns among others need to be addressed. Without the participation of the Ministry of Health and Wellness and the Ministry of National Security, the study was unable to truly see the full extent of the intragovernmental dialogic process or lack thereof. Besides, with the absence of these two Ministries, the study was unable to determine whether they would be impacted greatly by this new opportunity that gastronomy had to offer to Jamaica.

CHAPTER 5

5.1 Discussion

The importance of the tourism sector has been echoed in so many ways throughout the body of this research paper, illustrating its impacts both positively and negatively, on the culture and heritage of the host destination and its people. This demonstration has included the showcasing of economic potential that the industry has to offer to a nation's GDP, along with its capacity to engender local economic development programs for rural as well as small disenfranchised communities, and by extension small and medium enterprises that thrive from either direct or indirect interactions with the tourism sector (Green et al., 2008; Giampiccoli et al., 2012, Pop 2016; Testa et al., 2019; Chiriko, 2020). Conversely, the literature identified several gaps that solidified the need for great care to be taken when seeking to sustain the true potential of the tourism industry, especially when considering gastronomy as a tourism lure (Busby et al., 2000; Halpern et al., 2011; Opperman, 2015; Pop 2016). Thus, many theories and concepts were examined such as the 'Commodification of Culture' and 'Creative Destruction', specifically when juxtaposed with the 'Tourist Typology' (ranging from the cultural to the gastronomical tourist typology), and 'Authenticity'; all with the view of seeking to understand the impact(s) of gastronomy on the tourism industry.

Outside of the pros and cons of gastronomy as a tourism driver. The overall purpose of this study was fixed on understanding the Jamaican context, concerning the implementation of a policy directive to use gastronomy as a strategic tool in achieve the five pillars of tourism growth for Jamaica - which was developed by the Ministry of Tourism, Jamaica - and its impact on cross-sectors policy interaction between key government bodies and also the private sector. Arising from the study, was evidence of dialogue between the Ministry of Tourism (MOT) and other government bodies and the private sector. However, this study has also revealed that there was a gap in the communication process in the sense that though

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the Ministry of Tourism made some form of contact with other government bodies and the private sector, it was clear that a number of the key Ministries and agencies that would have played a significant role in regulating and monitoring the associated activities that are projected to surface as a result of this new venture, were omitted from the initial discussions to use gastronomy as a tourism driver (whether by an error of omission or by a deliberate act). Outside of the Ministry of Industry, Investment, Agriculture and Fisheries; the Jamaica Hotel and Tourist Association; the St Thomas Municipal Corporation and; The Jamaica Co-operative Automobile and Limousine Tours Limited (JCAL); all other participants stated that they were never contacted by the Ministry of Tourism regarding any such consultation concerning the use of gastronomy as a tourism driver, which included the Ministry of Local Government and Community Development, Local Authorities and The Ministry of Transport and Works to name a few. Besides, though it was not clear as to whether the Ministry of National Security and the Ministry of Health were consulted by the Tourism Ministry - since efforts to have them participate in the study were unsuccessful. According to the response from the participant representing MOT, neither of the two Ministries were listed as being contacted for consultation. If this is the case, it would be then short-sighted on the part of the organisers of the tourism linkages committee in the sense that, the health and safety of all patrons are paramount to the success of this decision.

This dialogue is crucial for addressing the concerns of health and safety of patrons, especially for those concerns that were established in the visitor satisfaction study conducted by the Jamaica Tourist Board in 2017; so that the brand being promoted can be protected. Other from the health and safety of patrons, meeting international standards with respect to accommodation, sanitation (i.e., rest stops for visitors etc.) and the ease of doing business (for new developers) is of great concern for the government of Jamaica. Therefore, it would have been prudent on the part of the organizers of this steering committee to ensure that the respective bodies that will be playing a major role in achieving this overall goal is included in the dialogue for the execution of this policy. Though it is understood that there may be areas

that are not relevant to all sectors, and as such, the exclusion of the listed agencies above is acknowledged. Beyond the obvious reasons, that were derived from the notion that tourism has proven to be an effective tool to improve the economies of nations and small communities. The policy initiative from one government entity can impact on the policies and procedures of others as seen in the above paragraph, which also included those within the private sector. From these two key areas, the substance of this paper was realized. Emanating from the data collected, it was clear to see that the idea to use gastronomy as a tourism driver, was a collaborated effort between the government and the private sector for Jamaica. Also, it was clear that Jamaica's focused on using food as a tourism driver was viewed to have endless possibilities for all sectors, even though some may be more advantaged than others.

On the strength of the above paragraph, and as mentioned in Chapter's one (1) and four (4), of this research paper, there has been an increased desire for a new sensory experience by tourist, with the intension of immersing oneself in the culture of the people – particularly that of gastronomy. With this renewed focus, matched with the exploration of the theories and concepts as mentioned above. This study has been able to capture elements of the reasons for this desire, as well as it was able to identify the plans by the Ministry of Tourism, Jamaica and its respective departments and agencies to use gastronomy as a viable tourism offering albeit that it comes with its challenges. Based on the research objectives and research questions, it was helpful to draw on the resources of the literature, which aided in understanding the motivations of the host destination, for strategically using the cultural offerings of Jamaica (to include the diet, the people, and a unique mix of multiculturalism) in establishing a hub for enjoying a variety of dishes, rum and rum blends to name a few as a means of exploring Jamaican culture. The Appleton Estate in the parish of St. Elizabeth, proved to be a suitable example of how agri-tourism is beneficial to Jamaican gastronomy. The estate produces its ingredients to produce its famous Appleton rum from the sugar cane that is grown and harvested on its estate among other ingredients that are used in the rum-making process. This example epitomizes Testa et al.'s (2019) example of "shortening the

distance between local food systems and the consumer" (Testa et al., 2019, p. 1). This attraction can easily feed the desires of all categories of tourist and gastronomic typologies being that the offerings available at this destination have a package for everyone irrespective of their level of interest.

Outside of the positives that the tourism industry has to offer. The origins of this desire to find a suitable solution that would generate revenue for a country, especially for those who resides within the rural communities; has largely been a reaction to the impacts of globalization and the over-reaching arms of the capitalist system of the free market. Ramsey et al. (2007), in the article "Route-based Tourism Development and the 'Turkey Trail' in Manitoba, Canada", expressed that "the rural economy, particularly Manitoba, have been impacted by globalization, and the influence of integrated world systems driven by the free market, accelerating many ongoing rural trends such as depopulation, growth in farm sizes, growth in equipment size, a transformation in the marketing systems of crops [regarding grain elevators and railways), and an acceleration in the industrialisation of agriculture" (pp.87-88). Like Manitoba, Jamaica's rural economy and by extension the small post productive communities were not immune to these conditions as expressed by Ramsey et al. (2007) (Meikle-Yaw, 2005; Barker, 2012; Weis, 2004).

Based on the illustration of the impact that globalization had on Manitoba's primary industry; Instead of Jamaica's farm size increasing and becoming more industrialized as was the case for Manitoba, what happened instead was the reverse. Most of these properties, that were predominantly used for growing sugar canes, or were not necessarily cultivated but were suitable for grazing; were being transformed into residential, commercial, or other land uses contrary to its original state. This transformation, however, came as a result of the strategic dissolution, of Jamaica's critical sectors through the reformation of government policies, exposing the nation to the free-market economy when it was in its fragile state - unable to compete with the more seasoned and powerful industrialized nations. As such, the agricultural sector collapsed, as a result of the many interventions of the International Monetary Fund

(IMF) and other multi-national agencies, who used the power of financial aid to manipulate the economic market; knowing that the country was unable to compete in price and volume with theses larger traders (Barker, 2012; Black, 2001; Weis, 2004). Most of the Industries from the primary sector were also divested to privately owned foreign entities that mismanaged the operations, causing it to collapse and lose production[31], especially as it relates to Jamaica's sugar production (Jamaica: Sugar Annual, 2019, 3 May; Sugar Production set to fall 20%, 2019, 17 December; Monymusk Sugar Factory, 2019, 24 January; Monymusk closure Killing Us, 2019, 02 October). In acknowledging this fact, Jamaica needed an avenue to fight back against the changes in the industry finding new ways to sustain these industries. With tourism being a successful facilitator for economic growth, it was clear to see why tourism is a top priority for economic development (Coccossis, 2009 cited in Shakeela A.,332; Pérez Gálvez, 2017; and Özdemir et al., 2017,). In support of the above discourse, it is even clearer for having an effective and inclusive system, that fosters crosstalk between the public and private sectors, taking into consideration all areas that will be impacted and having the right members to shed light on how they plan to achieve the overall goal within their area of expertise. The need for this symbiotic relationship will be displayed in the examples illustrated hereafter.

5.2 Accommodation

In referencing the tourism Ministry's response in chapter four (4) as part of the findings. With gastronomy having a positive impact on accommodation and employment, it was interesting to note that more interests were projecting towards off-resort stays especially with the rise of AirBnbs. This is a clear indication that the industry is changing along with the interest of the tourist. With the ability to spend more, Pérez Gálvez et al. (2017) posits that those who travel for gastronomic reasons are usually quite

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[31] Production statistics can be obtained from the Sugar Industry Authority's website:
https://www.jamaicasugar.org/sugar-cane-production.html

demanding about the quality and authenticity of the local gastronomy (pp. 606). These tourists are more

interested in the experience of the local dishes of a destination as it creates an avenue for them to get to

learn more about the local culture (Kastenholz & Davis 1999, Gyimothy et al., 200 Joppe et al., 2001 cited

in Sormaz et al., 2016, 726). This is why the hoteliers need to re-examine their offerings, whilst seeking to

broaden the strategic alliances with local establishments that can complement their operations. This

position was echoed by participant #4 in responding to a question that sought to understand the foreseen

impacts of gastronomy on the operational policies of the public and private sector, for which the

participant stated:

> ***"Private entities that focused on one type of tourism will be required to***
>
> ***diversify their offers to compete with new and upcoming entities offering***
>
> ***gastronomy. However, a good strategy to keep their business relevant is to***
>
> ***create partnerships with other entities offering gastronomy…."***

Following the information provided in the study as it relates to gastronomy having a positive

impact on accommodation; it was evident that there is a repositioning of tourist interest as it relates to

their [the tourist] experience and the accommodation types that would grant them the opportunities to

achieve their cultural goals. Those who want to experience more "authentic experiences" as well as to

find an alternate option to the regular offerings by hotel chains have sought out the avenue of Airbnbs

and other opportunities. It is also evident that the Ministry of Tourism has welcomed the idea of Airbnb

taking off in the island; especially as it gives locals and the wider communities (especially rural

communities) a chance to showcase their culture and their heritage through a concept widely known as

community tourism. In a news article by the Jamaica gleaner (2018), we see that Jamaica has been on the

rise with Airbnb bookings, see excerpt below:

"Jamaican hosts earned more than a billion dollars through accommodations bookings website Airbnb last year, amid a 49 per cent rise in bookings that year, according to information provided by the American company.

The booking service allows tourists the opportunity for stays in <u>local communities and cultural immersion</u>[32], long seen as an underserved area of the market in a tourism sector populated by walled-off all-inclusive hotels.

'With over 3,100 active hosts and 5,900 active listings on the island, Jamaica continues to be one of Airbnb's largest and strongest markets in the Caribbean,' said Carlos Munoz, director of public policy and government affairs for Airbnb in the Latin America and Caribbean.

'In 2017,' he said, 'our hosts in Jamaica earned approximately US$9.4 million, representing annual earnings of US$2,400 [Can$3,116.64] for a typical host.'"

- *("Airbnb Bookings Spike", 2018)*

With this interest in off-resort stays, it was evident that the economic benefits would be extended to other areas of the economy, which included the informal sector as well. However, this should in no way be interpreted as a direct boycotting of hotel stays, but rather it should be interpreted as a need to focus on improving the offering and increasing the connections with a focus of diversifying the total experience. The Minister of Tourism echoed this position when he addressed the attendees of the United Nations

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[32] Keeping in line with the observed interest in tourism travel being coupled with a growing desire to immerse oneself in the cultural offerings of a people, with a specific interest in the cultural food; stepping away from the usual sun, sand and sea (Kristensen et al., 2017; Šimić et al., 2016; OECD, 2009, UNWTO, 2012, cited in Chiriko, 2020).

World Tourism Organization (UNWTO) Global conference at the Montego Bay Convention Centre in Rose

Hall St James, Jamaica on November 17, 2017. He stated in his address that

> "*it is important that Caribbean states understand that sustainable tourism must*
>
> *mean __inclusive growth__ that will __expand economic benefits to the local__*
>
> *__population__…. The tourism sector must not only generate prosperity and wealth*
>
> *for large hotel owners and service providers but must also help to preserve the*
>
> *natural and cultural resources of the islands…It must also strengthen linkages*
>
> *with other sectors of the economy, particularly the agricultural and*
>
> *manufacturing sectors; __strengthen the__ __benefits derived from the industry by__*
>
> *__local residents and communities__*"
>
> - *(Local Population must benefit, 2017)[33].*

It was interesting to note that this shift in accommodation types and preferences, according to

Davis (2017), has seen Airbnb 'democratizing the tourism industry' opening new income streams for many

Jamaicans to do exactly what the Minister of Tourism exclaimed in his address to UNWTO's Global

conference held at the Montego Bay Conference Centre, which was to encourage inclusive growth,

bringing economic benefits to the community; as part of the new Community Tourism Policy And Strategy

("Local Population must benefit", 2017). In addition to that Davis (2017) highlighted that 59% of the

Jamaican host were females, with 70% of host falling between the ages of 30 – 59 with an average age of

50 years old ("Airbnb hosts in Jamaica welcomed 89,500 guests", 2018). The importance of highlighting

this data, was simply to infer that those who purse the route of AirBnb as an income stream fall within

the age rage for Jamaica's labour force. In addition, the fact that majority of the host were females,

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[33] For more information, you may view the article at http://jis.gov.jm/local-population-must-benefit-sustainable-tourism-bartlett/

indicates that more Jamaican women are either owning homes, or tapping into other income streams in an effort to sustain themselves and their families.

Separate and apart from the positive spin-offs from gastronomy, some obvious challenges that were also noted were, whilst locals may be benefitting from this new venture, there are other implications of the increase in the Airbnb business. The President of the Realtors Association of Jamaica, Howard Johnson Jr, advised the Financial Gleaner that:

> *"so popular has the facility become locally that he has been contacted by several strata management companies who have requested advice on how by-laws can be adjusted <u>to limit the influx of guests.</u>*

> *That request was driven by <u>fears that undesirables could negatively impact property values</u>. But there is also a side of the property market that expects positive outcomes.*

> *"<u>There are mixed reactions</u> to the Airbnb market. It's a great opportunity for the consumer to get an experience and <u>they can tailor their experience. However, it has been disruptive</u>. It has unlocked the potential for persons to purchase an apartment such as a two-bedroom two-bathroom unit in New Kingston for $18 million to $20 million and collect daily and weekly rentals," Johnson told the Financial Gleaner."*

> - *("Airbnb Bookings Spike", 2018)*

The overall issues that have popped up as referenced by Howard Johnson Jr, is that it creates a problem in the real estate market not just for realtors, not just for property managers, but also for young professionals and students who need to find a place to settle until they are able to get their own. In addition to that, it poses a problem also to existing residents, being that some of the patrons are "very disruptive over the three or five-day period that they are there" [sic] (Johnson as referenced in "Airbnb Bookings Spike", 2018).

Consequently, the issues highlighted above merits the following questions to be asked. Who can become a host? What are the requirements of becoming a host on Airbnb's website? How will the owners of Airbnb seek to ensure that these requirements are met?

According to gigworker.com, "anybody can become an Airbnb host" (Airbnb Requirements, 2020). Apparently, Airbnb allows for several types of listing opportunities ranging from 'home', 'apartments', 'tents', 'RVs' and even 'treehouses' to name a few (Airbnb Requirements, 2020). In addressing the second question, the basic requirements for each host, that are enforced by Airbnb are that guests must be provided with basic amenities that should be readily available to them; the host needs to have a high responsive rate; the host should accept reservation request; and they should avoid cancellations and maintain a high overall rating (Airbnb Requirements, 2020). As it pertains to abiding by local laws, though in the article it did not suggest that it was mandatory but rather more like a guide, Airbnb gives sound advice to all their potential members prior to becoming an official host. Some of these advice points the potential host to get acquainted with local taxes or business requirements that may apply to the host, and required permit(s) or registrations that the host may need to apply for or adhere to, if the host lives in a rent-controlled or stabilized housing, that they contact their local rent board before signing up (Airbnb Requirements, 2020; Responsible hosting in the United States, 2020). In essence, though it may not be directly expressed that if the host does not comply with theses guideline they can't become a host, in my estimation it is inferred by virtue of what was referenced earlier in their core expectations of a host. Whilst this provides an avenue for patrons to benefit from the local culture in many ways, as well as it brings additional income to local residents. The negative spin-offs are to be taken into consideration being that if it is not controlled, it may cause additional strain on other services.

The above paragraph brings this discussion back to the point of consultation between the Ministry of Tourism with the Ministry of Local Government and community Development as well as the Local Municipal Corporations. Since, Airbnb is on the rise in Jamaica, and in keeping with the information provided by gigworker.com as it pertains to the responsibility of the host in ascertaining the right permits and compliance documents. In as much as it is the responsibly of the local Authorities to ensure that buildings are constructed to the standards of the Local Improvement Act (1914), The Town and Country Planning Act (1958), The Building Act (2008) - which replaced The Parish Council's Building Act (1908) and The Kingston and St Andrew Building Act (1883) to name a few. Without dialogue as to where and how, the Ministry of Tourism is planning on venturing. It would be difficult for the Municipal Corporations that are already strapped for resources – based on the responses arising from the study- to effectively manage all these new developments in their respective local, ensuring that these facilities meet the requirement for changing the use of the building. Most of these facilities, from an Urban Planning perspective, will require a Planning Permission, as they would have by law be considered as possibly undertaking development based on what the Town and Country Planning Act (1958) considers to be development in section 5 part 2 of Town and Country Planning Act, (1958) which is also in keeping with Schedule II parts 2- 4 and 6 of the said Act (pp.7; 46-48). This supports the reason why consultation is necessary between government bodies for the smooth transition of policy directives and executions. With the Ministry focusing on 'building a hub to have a multicultural experience', the representative from the MOT was asked in the interview 'how does the Ministry plan to involve other sectors that are impacted directly or indirectly such as the Ministries of Health, Agriculture, National Security, Transportation and Local government? The officer representing the Ministry suggested that:

> *"Through the Tourism Linkages Network, a division of the Tourism*
>
> *Enhancement fund, an agency of the Ministry of Tourism... [will be]...*

consulting other ministries/agencies about the plans being undertaken by the ministry, focusing on key areas of collaboration to develop our tourism product, such as the exploration of technological breakthroughs to improve food security and gastronomic tourism to the country, improving security and visitor confidence, as well as the training and certification of tourism service workers. All initiatives are undertaken only after consultations and planning across a multitude of ministries".

When a similar question was posed to the other participants enquiring about what improvements are needed for greater collaboration with other Government Agencies and private entities, to improve the current situation for this initiative? The collective responses as seen in table 4-2, echoed several calls for consultation, coordination, and collaboration with all interested parties which included both public and private sector to ensure that there is a united front with decisive actions as to how it should be all executed. This response clearly outlines, that there is a gap in the communication process that allowed for serval key agencies to not be part of the initial planning process prior to the launch of this policy decision.

5.3 Employment

From all that has been stated above, stemming from gastronomy's impacts on the economy and several sectors. It was evident in most of the responses that there is hope that this push to use food a tool to bring tourist to the island, will bring employment to many Jamaicans from all sectors. Even though several of the respondents suggest that gastronomy would benefit the formal economy, it was clear that others saw even those from the informal economy benefiting from gastronomy as well. From the evidence extracted from the assessment of both primary and secondary data, it was clear that the reach of

gastronomy's benefit ranged from those who sell fruits along the south coast of the island in locations such as but not limited to the bog walk bypass in St Catherine and Scotts' Pass in Clarendon; the Shrimp Stop in Middle Quarters, St Elizabeth; Luana's Jerk Centre & Sports Bar at a common stop for the Knutsford bus station and Total gas station; and finally Scott's Cove otherwise known as 'border Fish' again in St Elizabeth – all of which are along the road alignment requiring no turn-offs. To support this claim, both the Minister of Tourism Hon. Edmund Bartlett and Head of the Tourism Linkages Network Mrs. Carolyn McDonald Riley, in separate media coverages, commented on how the informal economy would have been impacted in a positive light. The Minister advised that MOT wants to see more investment in restaurants and other 'speciality areas such as coffee', hinting on plans of expanding Buff Bay, in Portland as Jamaica's 'Coffee Centre'. It is hoped that a trail will be created from Buff Bay leading up into the Blue Mountain range, engendering a whole series of cottage industries[34] and other economic spins-offs (Tourism Pillars will Create Opportunities, 2017). On the other hand, Mrs. Carolyn McDonald Riley in an interview with JIS[35] argued that besides the fact that the tourists will benefit, even the "little man"[36] will also benefit from gastronomic tourism, "as it empowers persons who make up the value chain" ("Plans Well Advanced to Market Jamaica", 2017).

In reiterating what Minister Bartlett said as referenced earlier:

"***It [the tourism sector] must also strengthen linkages with <u>other sectors of</u>***

<u>the economy</u>, particularly the agricultural and manufacturing sectors;

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[34] According to Merriam Webster.com A cottage industry is defined as 1: an industry whose labour force consists of family units or individuals working at home with their own equipment 2: a small and often informally organized industry.

[35] Jamaica Information Service

[36] A local term used to describe an individual from the informal economic sector.

> *strengthen the* *benefits derived from the industry by local residents and*
>
> *communities*"

- *("Local Population must benefit", 2017)*

Going back to the section that addressed the matter of accommodation; according to Loop news [37] which was supported and confirmed by several local media houses as referenced earlier, Jamaica is thriving in the local tourism industry as it relates to home-sharing. The media house stated that for the year 2018, approximately 89,500 guests booked stays through Airbnb, with having an average trip length of five days ("Airbnb hosts in Jamaica welcomed 89,500 guest", 2018). The article further suggested that 4,100 hosts opened their doors to both locals and foreigners to a "diverse, inclusive and sustainable travel experience in urban destinations such as Kingston, but also in rural areas or areas that typically benefit less from tourist visits" ("Airbnb hosts in Jamaica welcomed 89,500 guests", 2018). Beyond, the fact that Airbnb provided an alternate income for Jamaicans it also provides the opportunity for employing housekeepers, local guides and the like.

Home-sharing was one major benefit from gastronomy as seen in the above paragraph however, there are others to benefit from this venture and some more directly than others. Daniel Grizzle, a farmer and hotel operator in an interview with JIS News, echoed similar sentiments like that of the officers from MICAF, JHTA and MOT all stemming from the insights from the tourism demand study. Mr. Grizzle mentioned the prospects of the agricultural and manufacturing sectors to capitalize on the tourism sector in providing high-valued fruits and vegetables; reducing imports and saving on the "needed foreign exchange" ("Agro-Tourism Stakeholders Welcome Gastronomy Thrust", 2017). As referenced by Claudia Gardner (2017) in her article on behalf of JIS entitled 'Agro-Tourism Stakeholders Welcome Gastronomy

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[37] An online media house that compiles News briefs and videos from the Caribbean and the world.

Thrust'. Mr. Gardner exclaimed that 'stakeholders, especially those within the more rural western parishes, welcomed this push for gastronomy being that it has the potential to transform rural communities whilst turning agricultural produce into a true powerhouse' ("Agro-Tourism Stakeholders Welcome Gastronomy Thrust", 2017). Mr. Grizzle as cited by Gardner (2017), explained that he sees marketing gastronomy as a practical move by Jamaica, being that the Caribbean cuisine in his estimation has taken off across Europe. Mr. Grizzle in illustrating a logical pathway for farmers, suggesting that if farmers have a guaranteed market, then the rural economy would take a turn for the better; being that 'tourist consumes three times as much fruit than the average Jamaican would normally consume ("Agro-Tourism Stakeholders Welcome Gastronomy Thrust", 2017). Supporting these claims, Vice President of the Hanover-based Veteran Farmers Alliance, Collin Johnson added that easier access to funding will greatly aid the industry stating that it is set to rejuvenate the sector in a domino effect. His view is that people currently don't have a plan, but when they see the tourist, it will give them the encouragement to push-on especially if they are able to access capital to get them started[38].

5.4 Visitor Satisfaction Study

With gastronomy positioned to benefit all walks of life, like any good plan, there are expected challenges that can be avoided, whilst others will just have to take its course. However, the reality of the situation has been brought to light for Jamaica in a "visitor satisfaction survey" (2017), prepared by the Jamaica Tourist Board's (JTB), Research and Marketing Intelligence Unit. This survey was done with the following objectives in mind; that is to:

- determine the level of visitor satisfaction with respect to tourist attractions, facilities and services.

- determine how Jamaica was rated in comparison to other destinations visited by the visitors.

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[38] For more information see http://jis.gov.jm/agro-tourism-stakeholders-welcome-gastronomy-thrust/

- ascertain the importance of various factors that influence the visitor's decision to vacation in Jamaica.

- rate their actual visit and compare it to what was expected.

- rate the quality of services at the accommodation in which the visitors stayed; and

- determine the demographic, economic and geographic data of tourists departing Jamaica during the time of the survey".

- (Jamaica Tourist Board, 2017, 3).

According to the study, "5,130 interviews were conducted in 2017 on departing passengers for which 1,282 were conducted at the Norman Manly International Airport (NMIA) and 3,848 at the Sangster's International Airport (MBJ). 64% of the respondents were from the United States of America with the second-highest emanating from Canada accounting for (22%) and 7% from the United Kingdom. With 34% being in the age group 35-49 years and a quarter between 25-34 years old; 63% of the total participants were female and 60% married with a third being single." (Jamaica Tourist Board, 2017, 5). Most of the respondents were repeat visitors accounting for (53%) with Canada accounting for (55%) of the total share of repeat visitors. In assessing the motivation, perception and preferences of visitors, the study revealed that most of the visitors "especially those from the US (54%), Germany (77%), Latin America (57%), the Caribbean (58%)" to name a few "used the internet to book their travel and make reservations as opposed to using Travel Agents. However, those who used Travel Agents came from

Canada (45%), the UK (45%) and Italy (69%)" (Jamaica Tourist Board, 2017, 6). The findings of the study

illustrated that there was general satisfaction with Jamaica as a tourist destination with fifty-eight per

cent thought it was somewhat better and far better than expected. However, they stated numerous

"reasons for being disappointed or somewhat disappointed that were captured under the following themes namely pricing, attitude, harassment, accommodation, aggression, the resort areas, infrastructure, shopping, safety, excursions and accessibility"[39]. Though "70% were very satisfied and 25% satisfied"; with the following factors standing out for Jamaica's lure was that of "scenery (94%), culture (93%), beaches (90%), the attitude of people (88%), and music (88%)". The reasons that were stated for not being interested to revisit the island were profound that they should not be ignored especially if the industry

GENERAL THEME	RESPONSES
Pricing	Too expensive to do anything on top [of] how expensive it was to come in the place.
	Other islands offer[ed] better value
	Jamaica was expensive
Accommodation	Not well maintained facilities
	Hotel food was awful; [issues with] food and food quality, service at hotel; food variety and accommodations; **inauthentic Jamaican food being served; Restaurants did not have update[d] menus at resort (having multiple items missing)**; food I could get in the US.
	Felt trapped at resort
	For some of the bigger names in the hotel chains, issues of quality of standard, poor service, unprofessional staff, need for maintenance, food quality and non-Jamaican food were some of the overwhelming comments arising from the study
	Hotels [did not] incorporate Jamaican culture; music, [or] food into the resort
	Dirty pool
	Poor Wi-fi service
	Insensitive and inflexible front line staff
	Walking to my suite was too far, needs golf cart
	Staff was rude
	We are old people – 80+- too much walking [..] too much loud music. We are sensitive in our ears.
Attractions	Over crowded
	Overpriced
	Not as advertised
Excursion	**Didn't so as much as I would have liked**
	Extra Charged for any activities or excursions
Safety	Was not safe enough to venture by ourselves
	Didn't feel safe while walking alone on the streets
	Felt intimidated
	Not safe at dark
Shopping	I tied to buy things I did not want to help. I don't wat to come back until things improve
	My shopping experience made me not want to leave the resort for anything else. I bought things I didn't really want because I felt guilt tripped by vendors. Gorgeous island
Roads and Transportation	Conditions of the roads were deplorable
	Some taxi drivers charged more for taxi rates
	Some things are worse than five years ago, e.g. roads

Table 6-1: Illustrating the negative feedback from tourist during a Visitor Satisfaction Survey conducted in 2017.

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[39] The complete report can be accessed at https://www.jtbonline.org/report-and-statistics/survey-reports/

wants to improve. See excerpts from the document in **Table 6-1**. It should be noted that specific responses were used as the list was exhaustive and some were not directly beneficial to the study on gastronomy.

5.5 IMPLICATIONS OF THE STUDY

This research paper has identified several important concepts that are worth undertaking future studies to bring light to some of the gaps that this paper may have identified. It opens the room for more ethnographic studies, especially as it relates to the impact that gastronomy has on local rural communities whether it is seen as a 'saving grace' or a 'curse'. Some of these future studies are:

1) There is also the aspect of survival during the off-peak season.

2) Exploring gastronomy's impact on the small farming sector

    a. Aspects of this study should focus on the available resources or lack thereof for this group.

3) There is the concern of local job losses to expatriates.

    a. What is being done to protect the local labour force?

4) Considering this recent pandemic, how does this impact on the tourism sector?

5) Exploration Agritourism/vacation farms in Jamaica with a view of revitalizing the agricultural sector and encouraging small farmers to diversify their offering for Jamaicans and tourist alike who may be interested in this venture.

Outside of these few research ideas, and in relation to the impact that the real estate markets are facing as it concerns the rental of properties. With the rise of Airbnb's in Jamaica, it is envisioned that the Realtor Association of Jamaica, the Airbnb's local representatives, the Commission of Strata Corporations and the respective property managers for gated communities all come together to devise a strategy that will lessen the impacts of average young professional and the student travelling from afar.

As mentioned in the previous section, the results of this research will foster the need to explore other aspects of this emerging concept of gastronomy as the new tourist lure for the Island of Jamaica

more specifically on the other side of the policy (after implementation) among other aspects of the emerging concept. It is expecting that the project results will determine all aspects of gastronomy that the Ministry of tourism will be focusing on exploring to boost the platform that gastronomy provides. With this understanding, a clearer view of how cross-sector policies and their impact of the local economy (both formal and informal) will also be identified. This document may impact policy initiatives and the need for exploring the implications (positive and negatives) of establishing gastronomic centres, community Cross-Ministries in relation to policy development and inclusion, building alliances and strong relationships with the private sector in promoting, establishing, and managing new and existing ventures with respect to gastronomy and other tourist initiatives. Finally, it is expected that this research paper will give new insights into the potential of small Island developing states in creating a viable and valuable product that will boost their economy.

5.6 PROJECTED PROJECT OUTCOMES AND RECOMMENDATIONS

With the declaration of Devon's House Ice crème parlour as the first official Gastronomic centre in Jamaica on June 1, 2017, it is envisioned that the some of the more established venues, that were identified in the study as well as other well-known and established facilities that were not listed will be established in a similar fashion by the Ministry of tourism. Centres such as Jerky's Jerk Centre in St. Anns, Boston Jerk centre, in Portland, Chelsey's Jerk centre, Kingston any many more; also, Gloria's restaurant (known specifically for its wide array of seafood dishes) in Port Royal – being that Port royal will also see the development of a new pier that is estimated to have stopover tourist via cruise ships. These centres are well-established venues that have been on the market to locals and tourist that has gone beyond the hotel exposure through personal visits, business trips etc. Outside of the establishment of Gastronomic centres, it is hoped that this research will engender further studies in exploring the other end of the policy spectrum that is those who will be impacted by the policies and regulations established for individuals

and entities alike, that are planning to capitalize on Jamaica's gastronomy as a business venture. These individuals are the small business, the local farmer, those within the transport sector, and those from the informal economy (who are the most vulnerable of the group).

In addressing the concerns echoed earlier in the study regarding the lack of resources to support the tourism and agricultural sectors in building capacity. Several useful strategies were identified during a review of the tourism strategies of a Crown Agency from the province of Manitoba, Canada known as Travel Manitoba. These strategies, namely a) the implementation of the 96/4 plan[40], b) the classification of their tourism product under the heading of 'Boulders, Rock and Pebbles'[41] to identify, those sights, events and activities that either stand out as being significant or form a support role to a larger event, and c) Connecting with local communities, expanding the partnership – opening up the scope of stakeholders from just the resonating with hoteliers/motel owners, local travel agents, the chamber of commerce to name a few – to include local municipalities, community groups and voluntary organization; are critical for building the sector as everyone would have their role to play, making the efforts a bit more effortless when implementing new projects. This I believe is the true meaning of supporting community tourism. In an effort to strengthen the partnership and providing local assistance to the market and the diaspora at large, I believe this study will aid in encouraging such a strategy based on the fact that it strengthens the industry especially as it trickles down to other sectors. In addition, it is expected that more will be done to improve on the level of communication that takes place between the Government and the private sector as well as government vs government.

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[40] A Sustainable Tourism Investment developed by Travel Manitoba. The Plan 96/4 model dedicates 4% of provincial tourism tax revenues to Travel Manitoba and as tourism revenues grow, the capacity of Travel Manitoba to partner and invest in innovative marketing programs increases ("Government of Manitoba", n.d.; "Provincial Tourism Strategy for Manitoba", n.d.).

[41] An analogy of describing visitor's experiences by categorizing them in specific groups. This analogy allows their partners to categorical look at all their tourism offerings and separate them according to level of importance – based on frequent visits or reasons for travel-, their uniqueness, and whether they are able to support another activity or stand alone, be the main focus for travel and more (Travel Manitoba Brand Tool kit, n.d.).

With the revelation of the reasons as to why visitors were unwilling to return to the destination, outside of the fact of price. The critical areas such as the perception of safety and accommodation are critical areas that I believe needs great attention, especially if Jamaica is seeking to promote the island's cuisine by venturing into the communities to experience the culture of Jamaica. As it relates to the cost of products, attractions, and events. The high expense, that the tourist and locals alike must face if they want to enjoy the local experience will be one of the major deterrents to the market. Though the branding may be effective in its own right when persons realize how expensive it is to get around and to enjoy the local dishes, the hard work that was put in to establish these markets will suffer a great deal, as visitor reviews, can have a damaging effect on the quality of the marketed brand. Outside of this fact, the safety of the patrons is the responsibility of both the Ministry of National Security and the Ministry of Health along with their respective departments and agencies. For example, the MNS has the responsibility to ensure that the issue of protecting the tourist from the unwanted criminal elements that prey on the unassuming tourist is their top priority as well as those from the diaspora who are returning to the country. In order for patrons to have that feeling of a fair 'sense of security' whilst walking outside of the confines of all–inclusive hotels, they have to see the presence of the security forces in such a way that it doesn't take away from the setting of the tourist district but rather compliments it. On the matter of food quality and safety, MOH through its agencies need also to be vigilant in this regard being that several food establishments may be operating illegally, putting visitors at risk to food poising as an example.

Separate from the above notion, the Ministry of Tourism along with the Jamaica Hotel and Tourist Association will be required to regulate the prices that are offered to tourist and locals alike. This Collaboration can simply be addressed by having a dialogue with the Ministry of National Security and the Ministry of finance as it pertains to import tax and other duties that are applied to products and good entering the island. This position is expected to give MOT some powers in regulating the ballooning of

prices for locally made products as well as imported products. The Ministry of Transport will also have to step in to assist in setting guidelines for regulating transportation cost that impacts the sector. They will also have to collaborate with the Ministry of Tourism in going through specialized training for those who are directly involved in the sector. Finally, the local government and the local Municipal Corporations, have the responsibility to ensure that all facilities that are establish consequent to the roll out of gastronomy, are done according to the Planning Standards and the respective Building codes established by the government of Jamaica for the safety of both the staff and patrons. Therefore, it is important for effective communication to be had between government bodies as well as government to private bodies, because if the key agencies don't have a clear understanding of the true intension of the Ministry of Tourism and their apparent role in the web of gastronomic tourism.

5.7 CONCLUDING REMARKS

In concluding, this research was pursued with the intension of understanding the shift from the traditional tourism lure namely the sun, sand, and the sea, to the renewed focus on gastronomic offerings. In addition, the researcher wanted to understand the impact of this change on cross-sector policy interaction between the public and private sector. This is against the premise that there is a perceived communication gap within the government of Jamaica; especially where the roles of the respective entities may overlap in one way or another. With the understanding that this approach to pursuing gastronomy as a policy directive is new; and with the understanding that the decision of one entity in government can have serious implications on another. It was important to contemplate the best research design that would be suitable based on the limited time to complete the study, the possibility of the lack of information that may be available in Jamaica to support the study.

On the strength of the above paragraph, and with the fact that tourism sector, being the 4th fastest growing industry in the world, has seen a prodigious growth in the industry within last decade (Šimić et

al., 2015; Vong, 2015; Travel Manitoba, 2019; Chiriko, 2020). Combined with the increased desire for immersing oneself in the culture of a people (Kristensen et al., 2017; Šimić et al., 2016); on the matter of who was the driving force behind the policy decision to use gastronomy as a tourist lure for Jamaica, the study has shown that it was a combined effort from both the public and private sector. In addition, it was also highlighted in the findings that gastronomy was not new to Jamaica, however, the decision to have dedicated resources for promoting gastronomy, however, seems be to a new focus for the Ministry of Tourism along with its partnering agencies and entities. As it pertains to the impact of the policy decision to use gastronomy as a marketing tool to bring tourist to Jamaica. With the focus of understanding how this decision has impacted cross-policy interaction, a series of questions were asked to determine a) If they were contacted by the Ministry of Tourism prior the launch on gastronomy as an official policy decision; b) What impact was envisioned about the impact this policy decision would have had on their daily operations; c) whether or not they had any existing policies that would have required some adjustment(s) to meet the demand on the sector when it picks up; and d) What improvements they believed were needed to ensure that greater collaboration between government private and entities was achieved, ensuring that this venture doesn't fail.

In responding to the above questions, what the study had revealed was that five (5) of the fourteen (14) participants that participated in section three of the online survey, advised that they were either contacted by MOT or knew that there was some form of public consultation with the public prior to the launch of gastronomy as a policy decision. The remaining nine (9) were not contacted nor were they aware of any public consultation that took place. This information can only infer that there is a communication gap between government bodies and the private sector being that those who were contacted, with the exception of the Municipal Corporation, were contacted based on their connection with the sector namely the Jamaica Hotel and Tourist Association, The Jamaica Co-operative Automobile and Limousine Tours Ltd. (JCAL) and the Ministry of Industry, Commerce, Agriculture, and Fisheries. The

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Study further indicated that majority of the participants believed their daily operations would not have been impacted negatively, by this new policy to use gastronomy as a tourism driver; nor would any of their existing policies require any adjustments to prepare them for what was to come.

However, of the few that believed that they would have been impacted negatively by this policy decision. The concerns that were echoed were that of insufficient human resources – based on their existing scope of duties and the geographical layout of their respective jurisdiction for monitoring. – with the fear of increased duties, they believed to effectively perform their duties, they would require an increase in their staff compliment. On the matter of whether they had any existing policies that would have required some adjustment(s) to meet the demand on the sector when it picks up. Once again, most believed that there was no need for any adjustments. However, of the few that had a difference in opinion, what was stated was that the current acts and regulations were outdated as a result, they believed that it would be prudent (with or without the introduction of gastronomy) to update these legal documents so that effective and meaningful enforcements can be executed when necessary. When asked what improvements were needed to ensure that greater collaboration between government and private entities are achieved to sustain the sector. The recommendations that came back, for those who answered, called for improved and greater coordinating efforts on the part of the Ministry of Tourism and its affiliate agencies in getting the remaining government entities up to speed on all plans and programs. This came up as an important recommendation under the understanding the government entities wanted to have a united front when executing their respective duties. Another recommendation was to explore other territories that have an existing model that is working, with the view of seeing what can be taken away and adopted to suit the Jamaican context. The officer from the Ministry of Transport posited that "greater coordination on the part of gastronomic stakeholders with the transport professionals to facilitate and access and connectivity among key locations".

Outside of answering the above research questions, the study also revealed that – through the increases in the tourism literature coupled with the responses from the participants, and with the increase in media highlights – consequent to the fact that the tourism sector has been rapidly changing, it was evident that, any host destination that wishes to remain competitive, they would have to improve on the offering and make strategic alliances even if it means to upgrade a number of the tourism offerings (Young, 2009, 332 cited in Sanz-Ibáñez et al., 2016, 2.) This I believed was one of the key factors that has influenced the shift in focus for the tourism offerings. In addition, with the increase in tourism literature on the varying typologies of the tourist and what drives them to visit a destination (McKercher et al., 2003; Boyne et al., 2003; Hjalager, 2004; Vong, 2016; Özdemir et al., 2017). Along with the demand of the tourist, for more immersive experiences, based on tourism research by host destination is also another reason that have influence the need to diversify the product; especially as it pertains to that of gastronomy. It was important to note that, the change in the demand for other types of tourism experiences have been noticed by most of the participants. One of the more interesting points to note as emanating from the study was the fact, even though most of the participants had some knowledge of gastronomy/food tourism, only a select few were able to identify some or a range of activities that were associated with gastronomy. If one were to use this data to generalize, Jamaicans' knowledge on gastronomy, it would show that only those individuals who either works within the sector or has some special interest in this type of tourism would be the ones to list the associated actives of gastronomy.

Overall, gastronomy is seen as having a positive impact on Jamaica's economy, with the offered product being authentic both in taste and experience. The responses from the participants positioned the Ministry of Industry, Commerce, Agriculture and Fisheries (MICAF) and by extension the farmers as the sector to truly benefit from this experience. It is believed that gastronomy will create job opportunities for the country, fostering sectoral strategic alignments to improve local food production and the services offered. However, there was a strong call for capacity development on all levels with the aim of providing

support (that is, Technical, financial, and institutional) to the industry along with the respective support

sectors. Interestingly, despite the general positive feeling about gastronomy's impact on the nation, it

was the view of majority of the participants that the Jamaica Hotel and Tourist Association, Ministry of

Transport, and the Ministry of National Security would stand to benefit the least from gastronomy. It was

suggested that JHTA's demise would be met with visitors engaging more unconventional stays

consequential to the rise in Airbnb offerings. The study suggested that hotels are not producing authentic

offerings as it relates to the food, the cultural showcasing of dace, and music. The review of a Visitor

Satisfaction Survey (2017), which was produced by the Jamaica Tourist Board, indicated that outside of

the fact that the hotels are extremely expensive; what they offered, especially those that offered an EP[42]

style instead of the American style are limited in their options. Also, the study revealed that

accommodation in most of the higher room capacity was either outdated for the price or needed a lot of

maintenance work. On the matter of security, in as much as there were no representatives from MNS, the

issue of the effective management of the perception of safe was top on the list. The visitor Satisfaction

Survey also indicated that tourists were scared to leave their hotels for which one person stated that they

feared for their lives one night when she heard shots firing. This response was crucial to the point of having

these cross-talks between, government bodies and the private sector so as to ensure that these concerns

are adequately addressed. Other remarks outside of the three main sectors that had one of the responses

form the survey suggested that the importers would lose consequent to the fact that they would not be

able to supply the market with the adequate supply to sustain the industry. However, based on

information from several secondary resources as well as what other participants suggested, the

researcher is of the view that it will not be the importers who would suffer, but rather the local farmers

and the local manufacturers as they are unable to meet the demand of the market both is quality and

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[42] Meaning European Plan, where only one meal is provided, the rest if any is at a cost.

quantity according to the standard of the much larger investors in the tourism industry. Despite this fact, the researcher is hopeful that, the renewed focus of the Ministry to support the sector by bridging the gap between local suppliers and hotels chains along with restaurants etc. will help in reducing the leakages to imports from external suppliers and manufacturers.

On the other hand, Jamaica can benefit greatly from the tourism strategy employed by Travel Manitoba know as plan 94/6 that focuses on allocating resources from the tax revenue back into marketing and the like of the tourism industry. In adopting a similar strategy that fits the local context for Jamaica, this plan 96/4 would be useful in executing capacity building activities such as training and development which includes workshops, as well as improving on the marketing strategy where possible, all with the view of improving the sector's offerings. The success of gastronomy in Jamaica is heavily dependent on an effective product development strategy that seeks to create a brand that will not only transcend regional products but will be unique to the destination. Jamaica should also seek to be the catalyst of growth for the Caribbean region, in promotion of regional tourism for the Caribbean that is synonymous with the work done by Dougherty, P.H on wine regions such as wine of America, Bordeaux, wine of west France, Chile and New Zealand as examples.

However, in building this product, the perception of authenticity will be critical in this product development; being that the Caribbean community's multicultural composition; though diverse, it has the potential to build a unique product that is endemic to region due to the mixing and fusing of varying cultural practices over time like that of the EU's quality scheme projects ("Quality Schemes Explained", n.d.; European Commission, 2020, 8 May).   Considering the fact that other countries have had a similar experience and have been successful in their venture such as the pizza from Italy, and the wines from Spain and Finland to name a few (Pérez Galvez et al., 2017); it is very important for Jamaica to develop that brand that is known to be the product of Jamaica, which goes beyond its boundaries, and commanding a certain level of authenticity and recognition that will be known as Jamaican.

Notwithstanding the fact that regional tourism planning within the Caribbean, in building a comprehensive product will be even more beneficial in supporting other small island states bringing greater foreign investment to the region to aid in building the economy. In view of the fact that the relationship with food in conjunction with heritage is very close in the association through 'tangible and intangible elements' (Timothy & Ron, 2013 cited in, Pérez Galvez et al., 2017, 605); it is critical for those marketing gastronomy on behalf of a region, country etc. as a cultural product; to understand the typology of the tourist visiting one's country in an effort in targeting the right sector and developing the right packages for the ultimate experience in an effort to improve the competitiveness of the specific geographic location. Finally, the expression of culture, through gastronomic experiences and exposures, aid in legitimizes the tourist product, impacting on the locals and the local economy through the influx of foreign investment. It also builds a relationship between local and global actors through trans-local networks that is geared toward local and regional development.

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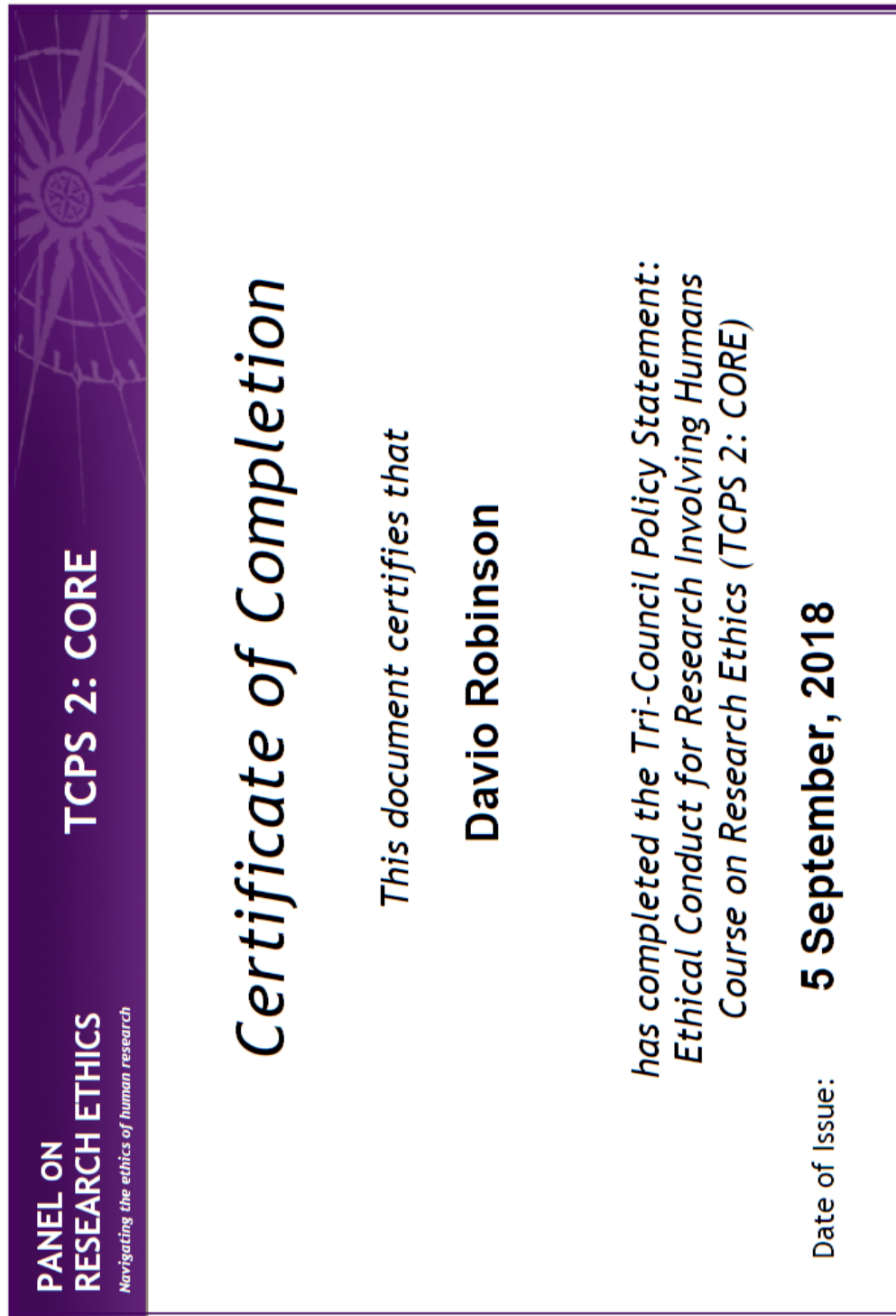
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5.9 APPENDIX

5.9.1 TRI-COUNCIL POLICY STATEMENT 2: CORE CERTIFICATE

PANEL ON RESEARCH ETHICS
Navigating the ethics of human research

TCPS 2: CORE

Certificate of Completion

This document certifies that

Davio Robinson

has completed the Tri-Council Policy Statement:
Ethical Conduct for Research Involving Humans
Course on Research Ethics (TCPS 2: CORE)

Date of Issue: **5 September, 2018**

5.9.2 BRANDON UNIVERSITY'S LETTER OF ADVICE OF ETHICS APPROVAL

BRANDON UNIVERSITY

March 6, 2019

Mr. Davio Robinson
Apt 1 – 325 – 5th Street
Brandon MB R7A 7M3

Dear Mr. Robinson,

RE: Brandon University Research Ethics Application - #22436

Thank you for submitting the requested information as per the correspondence sent by the Brandon University Research Ethics Committee (BUREC) on February 22, 2019. I am pleased to report that the ethics application entitled "Gastronomy – a Tourist Lure: Understanding the Shift in Focus from Traditional Tourism Experiences to the Neology of Cultural Tourism and Gastronomy. The Case of Jamaica and Rural Manitoba, Canada" is now approved.

Enclosed is the Ethics Certificate for this project. **Please note that the first Annual Progress Report is due March 6, 2020.**

As per *BUREC Policies and Procedures*, Annual Progress Reports and a Final Report at the conclusion of the project are requirements for the continuing approval of ethics applications. In addition, ethics approval is granted for a maximum of five years. If this project is continuing beyond that time, a new application is required prior to the expiration date. For more information and for access to the Annual Progress and Final Report forms, please visit www.brandonu.ca/burec.

If you have any questions or concerns, please contact Mrs. Shannon Downey, Administrative Officer to the Vice-President (Academic & Provost) and Research Ethics Officer, at (204) 727-9712 or downeys@brandonu.ca.

I wish you success in your research endeavour.

Sincerely,

Christopher D. Hurst

Mr. Christopher Hurst
Chair
Brandon University Research Ethics Committee (BUREC)

smd

Enclosure

C   Dr. Doug Ramsey, Faculty of Arts (Rural Development)

5.9.3 BRANDON UNIVERSITY'S ETHICS CERTIFICATE FOR RESEARCH INVOLVING HUMAN PARTICIPANTS
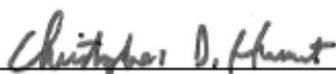
BRANDON UNIVERSITY

Brandon University Research Ethics Committee (BUREC)
Ethics Certificate for Research Involving Human Participants

The Brandon University Research Ethics Committee (BUREC) has reviewed and approved this ethics proposal in accordance with the current *Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans (TCPS2-2014)*, the *Brandon University Policy on Research Involving Humans*, and the *Brandon University Research Ethics Committee (BUREC) Policies and Procedures*.

This approval is subject to the following conditions:

1. Approval is granted only for the research and purposes as described in the ethics application.

2. Ethics Certification is valid for up to five (5) years from the date approved, pending receipt of Annual Progress Reports. As per *BUREC Policies and Procedures*, Section 6.0, "At a minimum, continuing ethics research review shall consist of an Annual Report for multi-year projects and a Final Report at the end of all projects... Failure to fulfill the continuing research ethics review requirements is considered an act of non-compliance and may result in the suspension of active ethics certification; refusal to review and approve any new research ethics submission, and/or others as outlined in Section 10.0".

3. Any changes made to the protocol must be reported to the BUREC prior to implementation. See *BUREC Policies and Procedures* for more detail.

4. Any deviations to the research or adverse events must be submitted to the BUREC as soon as possible.

As per *BUREC Policies and Procedures*, Section 10.0, "Brandon University requires that all faculty members, staff, and students adhere to the *BUREC Policies and Procedures*. The University considers non-compliance and the inappropriate treatment of human participants to be a serious offence, subject to penalties, including, but not limited to, formal written documentation including permanently in one's personnel file, suspension of ethics certification, withdrawal of privileges to conduct research involving humans, and/or disciplinary action."

Principal Investigator:	**Mr. Davio Robinson, Brandon University**
Title of Project:	**Gastronomy – A Tourist Lure: Understanding the Shift in Focus from Traditional Tourism Experiences to the Neology of Cultural Tourism and Gastronomy. The Case of Jamaica and Rural Manitoba, Canada**
Co-Investigators:	n/a
Faculty Supervisor: *(if applicable)*	Dr. Doug Ramsey, Brandon University
Research Ethics File #:	22436
Date of Approval:	March 6, 2019
Ethics Expiry Date:	March 6, 2024
Authorizing Signature:	

Mr. Christopher Hurst
Chair, Brandon University Research Ethics Committee (BUREC)

5.9.4 SAMPLE RECRUITMENT LETTER SUBMITTED TO RESEARCH PARTICIPANTS

December 10, 2018

«Title»«First_Name»«Last_Name»
«Company_Name»
«Address_Line_1»
«Address_Line_2»
«City»
«State»

Dear [*insert name*],

My name is Davio Robinson and I am a Graduate student from the Department Rural Development at Brandon University located in Manitoba, Canada. I am requesting the participation of a suitable officer from your organization to take part in a study entitled '*Gastronomy – a tourist lure: Understanding the shift in focus from traditional tourism experiences, to the neology of cultural tourism and gastronomy. The case of Jamaica and rural Manitoba, Canada*'.

This research project is being executed as a requirement for the partial fulfillment of my Masters of Rural Development (MRD) degree. The purpose of this study is to identify the key factors that drives the need for diversification of the tourist product and to understand the meaning of this change in the eyes of the government sector versus the private sector. By doing this, it is hoped that the study will also highlight how a single policy decision can have a significant impact on cross-sector policies with respect to the day to day operations of interconnected Ministries, agencies, and private organizations. That being said, your participation will provide valuable information for achieving the goal of my research. It is expected that the online interview will last not more than 45– 60 minutes with the assurance of one (1) engagement. However, in the event that clarity is needed, you may be asked to answer a few additional questions via email, skype interview or a telephone call should you agree to be re-engaged after your initial participation. This additional engagement should not go beyond forty-five (45) minutes in total and can be requested at any point during the life cycle of the research project, for which should be completed on or before August 2020.

This research is considered to be of minimal risk based on the nature of your engagement in the research (i.e. questions are asked based on your job function), but in keeping with the Tri-council Policy Statement 2 (TCPS2), which is concern with ethical practices in research involving human participants; you are being advised of some of the foreseeable risks and benefits that you may be exposed to by virtue of your participation in the study. These risk may not materialize at all however, it is important to identify any possible risk so as to make you the participant fully aware of anything that may affect your welfare, and security to name a few. These foreseeable risk may include but are not limited to a) the exposure of possible deficiencies within your organization's operational procedures and policies; b) unintentional negative representation of an entity/organization from yourself toward another organization and or vice versa; c) Your company's ethics may be questioned based on miscommunication of responses due to lack of understanding of what is being asked of you the participant when responding to a particular question. On the other hand some of the benefits that may be expected include a comprehensive insight as to: a) the impact that independent but equally dependent organizations may have on each other; b) being able to see firsthand any inconsistences that may be identified in your operations, policies and plans (if any) and being able to address any issue(s) prior to it getting out of control; c) at the ending of the project you will be aware of the possible interrelation that your operations may engender based on the nature of the scope of duties. In addition, the recommendations and findings that may arise as a result of your participation may result in actionable decision that can be taken in the short term which can improve the effectiveness

Research Topic:	'Gastronomy – a tourist lure: Understanding the shift in focus from traditional tourism experiences, to the neology of cultural tourism and gastronomy in Jamaica; and its impact on Rural parishes'
Date:	December 10, 2018
Principal Investigator:	Davio Robinson
Institution:	Brandon University
Department:	Rural Development

of the group or organization that you represent (where applicable). This research will also inspire future research, and by virtue of the results coming out of this research, the content may be a spring board into further investigation by you or others who may be inspired by the study.

An Institutional Review Board ("IRB") is overseeing this research to ensure that the rights and welfare of participants are protected. If you experience harm because of the project, you can contact the Academic Advisor as well as the Brandon University Research Ethics Committee to report any reasonable ethical concerns or harm that you have endured as a result of your participation by using the information provided below:

Brandon University Research Ethics Committee (BUREC)	**Academic Advisor to the researcher**
Mrs. Shannon Downey	**Dr. Doug Ramsey Phd.**
Administrative Officer to the Vice-President (Academic & Provost) and Research Ethics Officer	Professor
	Department of Rural Development
PH: (204) 727-9712	PH: 204-571-8514
Email: downeys@brandonu.ca	Email: Ramsey@brandonu.ca

If you or your designated officer decides to participate in this study, this individual will be asked to complete an online interview in the form of structured and semi-structured questions which is captured in a questionnaire format. Please note that your participation in this study is completely voluntary, and your decision to take part is solely up to you. It should be further noted that at no point in time whether you participate or not have you waived any legal rights in the event of any research related harm. Finally, by virtue of you completing of the online interview, this action would be considered as an expression of your consent to the study. However, if you have any questions about the study prior to participation, or if you decide not to participate and wish to notify me of your decision, please email or contact me at robinsd577@yahoo.ca or levar85@gmail.com or via telephone at 204-922-0926 within 21 days from the date of this letter.

Sincerely,

Davio Robinson BSc. (Hons)
MRD candidate

5.9.5 SAMPLE OF THE RESEARCH INSTRUMENT USED FOR THE ONLINE SURVEY

ASSESSMENT OF THE IMPACT OF GASTRONOMY ON CROSS POLICY INITIATIVES

This research seeks to gain an understanding of the key factors that drive the need for diversification of the tourist product in Jamaica from traditional tourist attraction (i.e., white sands and beaches to name a few) to the new theme of food tourism known as gastronomy. It is hoped that the researcher will be in a position to understand the level of impact that this initiative will have on cross-sector policies as it relates to the health, transportation, Local government and agriculture sectors among others.

Kindly review all questions carefully before attempting to provide an answer. This interview consists of three (3) sections that are broken down as follows: A) section 1 – biodata; b) section# 2 – Knowledge of gastronomy (food tourism); C) Section 3 – Cross-Sector policy interaction and its impact on key sectors. It is important that you choose your answers carefully due to the fact that your selection will determine the next question that is asked of you. This interview may last between 45 to 60 minutes based on the options selected.

Section#1

General (will be completed by all candidates)

The information collected in this section will be used for statistical and analytical purposes only. All questions should be attempted however, if you are not sure of a suitable response, please select the option "not sure" wherever it provided.

1. Kindly select the age range that you are a part of?
    a. 20 TO 24
    b. 25 TO 29
    c. 30 TO 34
    d. 35 TO 39
    e. 40 TO 44
    f. 45 TO 49
    g. 50 and over
2. Would you be interested in being contacted after completing this study?
    a. Yes
    b. * No **(participant will be sent to the first question of section 2)**
3. Please select the preferred mode of contact.
    a. * Skype Interview **(participant will be sent to question #5)**
    b. Email

       c.   * Phone interview **(participant will be sent to question#6)**

       d.   Other (please specify)

4.   * Please provide an email address that you use frequently. **(participant will be sent to question#7)**

5.   * Kindly provide your skype ID for ease of reference. **(participant will be sent to question#7)**

6.   * Kindly provide a contact number that is easily accessible by you. **(participant will be sent to question#7)**

7.   Please indicate your available day(s) that may best to contact you. (*You may select multiple options however, once you have selected the option anytime, may be contacted at any time after receiving your submission*.)

       a.   Anytime

       b.   Monday

       c.   Tuesday

       d.   Wednesday | Multiple selection enabled |

       e.   Thursday

       f.   Friday

       g.   Saturday

       h.   Sunday

8.   Please indicate a time that may be suitable to contact you. (*You may select multiple options however, once you have selected the option anytime, may be contacted at any time after receiving your submission*.)

       a.   Anytime

       b.   Morning between 8:30 and 10:30

       c.   Morning Between 10:30 and 11:30

       d.   Afternoon between 1:00pm and 2:00pm | Multiple selection enabled |

       e.   Afternoon between 2:00pm and 3:00pm

       f.   Other (please specify)

Section #2

The information collected in this section is geared toward understanding your knowledge of Gastronomy. The data collected will be used in analysing the impact of the policy decision by the Ministry of Tourism to pursue Gastronomy (food tourism) as a viable tourist strategy. Do you wish to proceed?

    a.   Yes

    b.   *** No (participant will be sent to the end of the survey)**

1. Have you noticed any change(s) in the marketing strategy for tourism in Jamaica over the past five years? (*Such as increase advertisement and marketing on what Jamaica is offering globally; diversification in the product being offered etc*.)

    a.   Yes

    b.   No

    c.   Not sure

2. Are you familiar with the term Gastronomy?

    a.   Yes

    b.   * No **(participant will be sent to question # 5)**

    c.   * Not really **(participant will be sent to question # 4)**

3. Are you aware of the full range of gastronomy, in relation to the varying types of gastronomy? *(i.e., Culinary tourism, live food preparation by a famous chef; observation of a production process etc*.)

    a.   Yes

    b.   * No **(participant will be sent to question # 4)**

4. Kindly list the aspects that you are familiar with (i.e., culinary arts, wine tourism etc.).

_____ [short answer required here]

5. Are you familiar with "food tourism"?

    a.   Yes

    b.   No

6. Are you aware of the full range of "food tourism"?

    a.   Yes

    b.   * No **(participant will be sent to question # 8)**

7. Kindly list the aspects that you are familiar with. *(e.g., culinary arts, wine tourism etc.)*

_____[short answer required here]

8. In short, gastronomy (food tourism) generally refers to the cultural diet of a people to include but not limited to the originality of a dish and it being indigenous to a place, region, or country (Sormaz et al, 2007,726). Gastronomy also takes into consideration knowledge transfer ranging from best practices to culinary training. With this in mind, on a scale of $1 - 5$ (where 1 represents no progress at all and 5 representing significant progress), how do you see Jamaica progressing with this new focus on 'food tourism' as one of the drivers for tourism?

Likert Scale that will be used

1	2	3	4	5
No progress at all	some progress (attracting local patrons)	neither positive nor negative impact	Great progress (Attracting local and international tourist)	Significant progress (Expanding brand Jamaica on the international scene

9. Is it important for Jamaica to diversify its tourism product? (*i.e., to go beyond the natural beach, the sun, and the sands*)

   a. Yes

   b. * No (participant will be sent to question # 11)

   c. * Not sure (participant will be sent to question # 11)

10. Kindly list not more than three (3) opportunities that can be tapped into?

    _____ [short answer required here]

11. On a scale of $1 - 5$, where 1 represents not authentic all and 5 being authentic in taste and experience. How authentic will this experience be for the international tourist?

Likert Scale that will be used

1	2	3	4	5
Not authentic at all	Tailored for a specific market	Somewhat authentic	Authentic in taste only	Authentic in taste and experience

12. What kind of impact do you foresee gastronomy having on both the public and private sector 's operational policies? (e.g., would this initiative impact positively or negatively on staffing policies, operational policies etc.)

    a. Positive

    b. Negative

    c. Both

    d. * Not sure (participant will be sent to question # 18)

13. Briefly explain the reason for your answer.

_____ [short answer required here]

14. Of the following entities, which do you think will have a greater **positive** impact based on the initiative to use gastronomy as a tourist product?

    a. Ministry of Agriculture

    b. Ministry of National Security

    c. Ministry of Transport

    d. Ministry of Health

    e. Ministry of local government (to include the Municipal Corporations)

    f. Hoteliers

    g. Tour companies (JATOO, JCAl, JUTA etc)

    h. * Not Sure **(participant will be sent to question # 18)**

    i. Other

15. In not more than two sentences, briefly explain the reason for your answer.

_____ [short answer required here]

16. Of the following entities, which do you think will have a greater **negative** impact based on the initiative to use gastronomy as a tourist product?

    a. Ministry of Agriculture

    b. Ministry of National Security

    c. Ministry of Transport

    d. Ministry of Health

    e. Ministry of local government (to include the Municipal Corporations)

    f. Hoteliers

    g. Tour companies (JATOO, JCAL, JUTA etc)

    h. * Not Sure **(participant will be sent to question # 18)**

17. In not more than two sentences, briefly explain the reason for your answer.

_____ [short answer required here]

18. In 2017, Devon house was declared as Jamaica's first gastronomic centre. Do you believe that this move was a step in the right direction?

    a. Yes

    b. No

    c. Not sure

19. Do you believe that there are other establishments that can be recognized as gastronomic centres? (e.g., existing restaurants, public facilities that offer the opportunity to experience diverse food offered and or other culinary experiences)

   a. Yes

   b. * No (participant will be sent to question # 21)

   c. * Not sure (participant will be sent to question # 21)

20. Can you list the establishment(s) that you believe could have been established as a gastronomic centre(s).

   _____ [short answer required here]

21. Have you ever attended any 'restaurant week' events?

   a. Yes

   b. No

22. Would you consider restaurant week a viable event for promoting gastronomy (food tourism) to locals and tourists alike?

   a. Yes

   b. No

   c. Not sure

23. Do you think that there are other events that can be considered as suitable gastronomic events? (e.g., Curry fest in Westmoreland, Denbigh agricultural show; and all farmers market).

   a. Yes

   b. * No (participant will be sent to Section 3, question # 1)

   c. * Not sure (participant will be sent to Section 3, question # 1)

24. Kindly identify these events for the purpose of the study.

   _____ [short answer required here]

Section# 3

The information collected in this section is geared toward understanding your professional experiences, along with the impact that gastronomy has on both the private and public sector. This is section is designed to capture specific information to determine whether or not more can be done to improve cross-policy interaction. Do you wish to proceed?

   a. Yes

   b. * No (participant will be sent to the end of the survey)

Organizational Overview (Will be completed by all candidates)

1. Please select the appropriate sector for which best describes your entity.

    a. Public

    b. * Private **(participant will be sent to question # 4)**

    c. Quasi

    d. NGO

    e. * Other **(participant will be sent to question # 4)**

2. Please indicate the level at which you serve.

    a. Central government

    b. Local government

    c. Other (please state) _____

3. Select the option that best describes your job function?

    a. Senior Management/ Head of Organization

    b. Middle Management/ Head of Department

    c. Line Management/ Sectional or Unit Supervisor

    d. Technical Staff

    e. Administrative Staff

    f. Other (please state) _____

4. How long have you been working in this sector?

    a. Less than or equal to 1 year

    b. Greater than 1 year but less than or equal to 5 years

    c. Greater than 5 years but less than or equal to 10 years

    d. over 10 years

5. Kindly indicate the entity for which you are representing.

a. Ministry of Tourism and Entertainment **(go to colour coded question #......)**

b. ⭘ Ministry of Agriculture and Fisheries *(Move to colour coded question From the Ministry of Agriculture's point of view)*

c. ⭘ Ministry of Local Government and Community Development **(move to colour coded question#--)**

d. ⭘ Ministry of Transport, Works & Housing **(move to colour coded question#--)**

e. ⭘ Ministry of Health **(move to colour coded question#--)**

f. **Ministry of National Security (Move to colour coded question)**

g. ⭘ Municipal Corporation **(move to colour coded question#--)**

h. ⭘ Jamaica Association of Transport Owners and Operators JATOO **(move to colour coded question#--)**

i. ⭘ Jamaica Co-operative Automobile & Limousine Tours Ltd. JCAL **(move to colour coded question#--)**

a. ⭘ Jamaica Union of Travelers Association JUTA **(move to colour coded question#--)**

b. ⭘ Jamaica Hoteliers Association **(move to colour coded question#--)**

c. ⭘ Other (please state) **(move to colour coded question#--)**

6. -----------------**Questions for Ministry of Tourism**

a. When was the concept of gastronomy realized as a tourist initiative for Jamaica; and what was the driving factor that inspired the policy decision?
_____ [Short answer required here]

Note: Each participant, based on their selection will be fast tracked to a certain set of questions that were specifically designed to capture the impact on that sector.

Some questions overlap and will be repeated in each section

b. What aspect is the ministry concerned with?

    i. Culinary education

    ii. Farming technology

    iii. Cuisine experiences to include observation of food production/preparation process.

        1. I only

        2. II only

        3. III only

        4. I and II

        5. I and III

        6. II and III

        7. All of the above

        8. Other

c. Based on the selection above, how concerned is the Ministry of Tourism with the level of authenticity in promoting Jamaican cuisine?

    i. Extremely concerned.

    ii. Very concerned.

    iii. Somewhat concerned.

    iv. Not so concerned.

    v. Not at all concerned.

d. With Devon's house being established as a Gastronomic centre. What other locations, establishment(s) etc. is the Ministry planning to establish as gastronomic centres? (*Please be sure to state the location of these facilities e.g., "Boston Jerk in long Bay, Portland or Gloria's in Port Royal, Kingston"*)

_____ [Short answer required here]

e. What timeline does the Ministry have set out for the establishment of other gastronomic centres?

_____ [Short answer required here]

f. What criteria shall be met to be considered as a gastronomic centre?

_____ [Short answer required here]

g. What steps will small establishments need to take in order to meet the requirement of the Ministry of Tourism? (*Multiple option selection is enabled for this question*)

    i. Have an approved plan from the Local Authority

    ii. Obtain a specific permit from the Ministry of Tourism

    iii. Be certified by the Ministry of Health

    iv. Receive team Jamaica certification from TPDCo.

Multiple selection enabled

v. Other _____

h. Do you foresee gastronomic experiences being a seasonal activity [e.g., mango fest, restaurant week etc.]?

    i. Yes

    ii. No

    iii. Other

i. Has the Ministry of Tourism consulted with any of the undermentioned entities concerning the new policy to include gastronomy as a tourist initiative prior to its rollout? (*Multiple option selection is enabled for this question*)

    i. Ministry of Health

    ii. Ministry of Agriculture

    iii. Ministry of National Security

    iv. Ministry of Local Government

    v. Local authorities

    vi. JATOO, JUTA or JCAL

    vii. Jamaica Hoteliers Association

j. Is the Ministry of Tourism collaborating with the Ministry of Agriculture and Fisheries regarding any programs for them to enhance their diversity [not just sale of goods, but also for knowledge transfer]?

    i. YES

    ii. NO

    iii. Other_____

k. Does the Ministry foresee a positive impact on local economic development in the undermentioned areas, namely:

    i. Accommodation

    ii. Transportation and infrastructure

    iii. Employment

        1. I only

        2. II only

        3. III only

        4. I and II only

        5. I and III only

        6. II and III only

        7. All of the above

8. None at all

l. Does the ministry believe that some of the possible gastronomic experiences may be lost due to highway development?

    i. Yes

    ii. No

    iii. Maybe

m. Are there any plans by the Ministry to address this impact?

    i. Yes

    ii. No

n. Is the Ministry focusing on?

    i. building a Jamaican product

    ii. building a hub to experience a multicultural experience.

    iii. other_____

o. * How does the Ministry plan to involve other sectors that are impacted directly or indirectly such as the Ministries of Health, Agriculture, National Security, Transportation and Local government? **(Participant will be sent to the end of the survey)**

_____ [Short answer required here]

7.   -----------------Questions for Ministry of Agriculture

   a.   Did the Ministry of Tourism consult with the Ministry of Agriculture and Fisheries prior to announcing the pursuit of gastronomy as a policy decision?

      a.   Yes

      b.   No

   b.   What impact will gastronomy (food tourism) have on the operations of your departments and agencies?

      a.   Positive

      b.   Negative

      c.   Both

   c.   Briefly explain the reason for your answer

      _____ [Short answer required here]

   d.   From the Ministry of Agriculture's point of view, how does the strategy to use gastronomy (food tourism) as a tourist lure impact the farming Sector?

      i.   Positively for local farmers

      ii.   Neither positive nor negative

      iii.   Negatively for local farmers

      iv.   Other (please specify)

   e.   Briefly explain the reason for your answer

      _____ [Short answer required here]

   f.   Are there any policies in place to protect the industry from external activities that may affect the industry's ability to meet the demand of the market? (i.e., policies that will secure viable agricultural land, improving investment opportunities, security for farmers and their clients etc.)

      i.   Yes

      ii.   * No (participant will be sent to question # 7[h])

      iii.   Other_____

   g.   What are some of these policies and or guidelines that are used by the Ministry in protecting the industry from external activities?

      _____ [Short answer required here]

   h.   Do you foresee any changes in your policies, plans, operations that will be required to keep up with the initiative by the Ministry of Tourism?

      i.   Yes

      iv.   * No (participant will be sent to question # 7[J])

   i.   What areas will be impacted?

_____ [Short answer required here]

j. Do you think that there is adequate interaction with the Government Ministries and agencies as it relates to cross-policy initiatives?

    i. Yes

    ii. No

    iii. Other

k. The Minister of Agriculture in a news release made mention of a small percentage of local produce used in the hotels across Jamaica as opposed to imported goods. What is being done to ensure that this percentage improves?

_____ [Short answer required here]

l. Do you think that Jamaican farmers in their current state will be able to meet the demands of the sector as it relates to Gastronomic development?

    i. Yes

    ii. * No **(participant will be sent to question # 7[n])**

    iii. Not sure

m. What is the Ministry prepared to do as a course of action to strengthen the farmer's ability to improve production?

_____ [Short answer required here]

n. What improvements are needed for greater collaboration to ensure that the Ministry of Agriculture and other Government Agencies and private entities work to improve the current situation for this initiative? (If there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]

8. ------------------**Questions for Ministry of Local Government and Community Development**

a. Did the Ministry of Tourism consult with the Ministry of Local Government and Community Development prior to announcing the pursuit of gastronomy as a policy decision?

    i. Yes

    ii. No

b. How will gastronomy (food tourism) impact the operations of your departments and agencies?

    i. Positively

    ii. Negatively

  iii. Both

c. Will there have to be a review of the permit and licenses procedures for Building applications?

  i. Yes

  ii. No

  iii. Other _____-

d. Do you foresee any impact on Disaster Risk Reduction (DRR) policies for entities that will be considered as a gastronomic centre?

  i. Yes

  ii. No

  iii. Other_____

e. With the current focus on the development application turnaround time to be reduced to a 90-day period for processing. Do you think that the Municipal Corporations are in a position to meet the existing demands with the possibility of an increase in varying application type and volume?

  i. Yes

  ii. No

  iii. Other_____

f. Are there any current policies that your ministry has in place that may require some changes to facilitate this new push for gastronomy as a tourist lure?

  i. Yes

  ii. No

  iii. Not sure

g. Can you list the ones that you believe will have to be changed or amended?

  _____[Short answer required here]

h. Is the Ministry prepared to do anything to strengthen the ability the department and agencies under its purview to accommodate this new initiative?

  i. Yes

  ii. No

  iii. Other_____

i. What improvements are needed for greater collaboration to ensure that the Ministry of Local Government and Community Development along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

  _____ [Short answer required here]

9. -----------------Questions for Ministry of Transport, Works & Housing
   a. Did the Ministry of Tourism consult with the Ministry of Transport, Works and Housing prior to announcing the pursuit of gastronomy as a policy decision?
      i. Yes
      ii. No
   b. How will gastronomy (food tourism) impact the operations of your departments and agencies?
      i. Positively
      ii. Negatively
      iii. Both
   c. Are there any current policies that your ministry has in place that may be required to be changed to facilitate this new push for gastronomy as a tourist lure?
      i. Yes
      ii. * No **(participant will be sent to question # 9[e])**
      iii. * Not sure **(participant will be sent to question # 9[e])**
   d. Can you list the ones that you believe will have to be changed or amended?
      _____ [Short answer required here]
   e. New development at times impacts negatively on existing business operations. With the current focus on improving the country's road network through highway development, does the ministry believe that some of the possible gastronomic experiences may be lost due to highway development? (e.g. Faith's pen,)
      i. Yes
      ii. No
   f. With the possibility of increased in-island travelling by tourist, do you foresee that transport operators will require a revision of the current route/destination assignment?
      i. Yes
      ii. No
      iii. Not sure
   g. What improvements are needed for greater collaboration to ensure that the Ministry of Transport, Works, and Housing along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**
      _____ [Short answer required here]

10. -------- Questions for Ministry of Health

   a. Did the Ministry of Tourism consult with the Ministry of Health prior to announcing the pursuit of gastronomy as a policy decision?
- i. Yes
- ii. No

   b. How will gastronomy (food tourism) impact the operations of your departments and agencies?
- i. Positively
- ii. Negatively
- iii. Both

   c. How will the application procedures be impacted by this new drive for tourism improvement especially as it relates to gastronomic centres and other informal and formal entities?
- i. No impact at all
- ii. Little to no impact on daily operations
- iii. Increased demand for additional Officers
- iv. Complete revision of operational protocol
- v. Other_____

   d. With the current focus on the development application turnaround time to be reduced. Do you think that the Ministry of Health is in a position to meet the existing demands with the possibility that an increase in varying application type and volume?
- i. Yes
- ii. No
- iii. Not really

   e. How will the Ministry and its departments and regional offices aid in regulating informal operations that pop up overnight trying to capitalize on food tourism?
_____[Short answer required here]

   f. Are there any current policies that your ministry has in place that may be required to be changed to facilitate this new push for gastronomy as a tourist lure?
- i. Yes
- ii. No **(move to question # 10 [h])**
- iii. Not sure **(move to question 10 [h])**

   g. Can you list the ones that you believe will have to be changed or amended?
_____ [Short answer required here]

   h. What is the Ministry prepared to do as a course of action to strengthen the ability your departments and agencies to meet the demand of this growing sector?

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_____ [Short answer required here]

i. What improvements are needed for greater collaboration to ensure that the Ministry of Local Government and Community Development along with other government agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]

11. ------Questions for Municipal Corporations

a. Did the Ministry of Tourism consult with the Ministry of Agriculture and Fisheries prior to announcing the pursuit of gastronomy as a policy decision?

    i. Yes

    ii. No

b. Please select the Municipal Corporation that you are representing

    i. St. Catherine

    ii. Kingston and St. Andrew

    iii. St. Thomas

    iv. Portland

    v. St. Mary

    vi. St. Ann

    vii. Trelawny

    viii. St. James

    ix. Hanover

    x. Westmoreland

    xi. St. Elizabeth

    xii. Manchester

    xiii. Clarendon

c. At your Corporation, other from the Planning Department, is there a Commercial Services Unit or a business development Unit?

    i. Yes

    ii. * No **(participant will be sent to question # 11 [e])**

d. Kindly indicate the department or unit you are representing.

    i. * Planning Department **(participant will be sent to question # 11 [e])**

    ii. * Commercial services or Business Development Unit **(participant will be sent to question # 11 [f])**

e. * How will gastronomy (food tourism) impact the operations of the Planning Department? **(participant will be sent to question # 11 [g])**

      i. No impact at all

      ii. Little to no impact on daily operations

      iii. Increased demand for additional Officers

      iv. Complete revision of operational protocol

      v. Other_____

f. * How will gastronomy (food tourism) impact the operations of the Commercial Services/ Business services unit (if any)? **(participant will be sent to question # 11 [g])**

      i. No impact at all

      ii. Little to no impact on daily operations

      iii. Increased demand for additional Officers

      iv. Complete revision of operational protocol

      v. Other_____

g. With the current focus on the development application turnaround time to be reduced. Do you think that the Municipal Corporation is in a position to meet the existing demands with the possibility that an increase in varying application type and volume?

      i. Yes

      ii. No

      iii. Not really

h. How will the Municipal Corporation aid in regulating informal operations that pop up with this new initiative?

    _____ [Short answer required here]

i. Are there any current policies that your Corporation has in place that may be require to be changed to facilitate this new push for gastronomy as a tourist lure?

      i. Yes

      ii. * No **(participant will be sent to question # 11 [k])**

      iii. * Not sure **(participant will be sent to question # 11 [k])**

j. Can you list the ones that you believe will have to be changed or amended? (if not, please state the change you believe is necessary)

    _____ [Short answer required here]

k. Is the Municipal Corporation that you are a part of, in a position to strengthen your department / Unit to meet the demand of this growing sector?

      i. Yes

ii. No

iii. Other_____

l. What improvements are needed for greater collaboration to ensure that the Ministry of Local Government and Community Development along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____[Short answer required here]

12. .... Questions for Tour Operators

   a. Did the Ministry of Tourism Consult with your group prior to announcing the pursuit of gastronomy as a policy decision?

      i. Yes

      ii. No

   b. How will gastronomy (food tourism) impact on the operations of your members and the general tour operations? (i.e. will it improve revue, create jobs, affect costing etc.)

      _____ [Short answer required here]

   c. With the possibility of increased in-island travelling by tourist, do you foresee that transport operators will require a revision of route destination?

      i. Yes

      ii. * No **(participant will be sent to question 12 [e])**

      iii. * Not sure **(participant will be sent to question 12 [e])**

   d. Do you foresee any changes in the license structure and requirements for your members?

      i. Yes

      ii. No

      iii. Not Sure

   e. Do you foresee any increase in competing tour companies as a result of this new initiative?

      i. Yes

      ii. No

   f. New development at times impacts negatively on existing business operations. With the current focus on improving the country's road network through highway development, do you believe that some of the possible gastronomic experiences may be lost due to highway development? (e.g. Faith's pen,)

      i. Yes

ii.   No

g.   Briefly explain the reason for your answer to the previous question.

_____ [Short answer required here]

h.   What improvements are needed for greater collaboration to ensure that the Ministry of Transport, Works and Housing along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]

13.   ....Questions for Jamaica Hoteliers Association

a.   Did the Ministry of Tourism consult with the Jamaica Hoteliers Association prior to announcing the pursuit of gastronomy as a policy decision?

i.   Yes

ii.   No

b.   Do you believe that gastronomy (food tourism) was inspired by the government of Jamaica or was it a private sector initiative?

i.   Government of Jamaica

ii.   Private Sector

iii.   Other_____

c.   Do you think that this initiative will have an impact on Jamaica's economy?

i.   Yes

ii.   * No **(participant will be sent to question # 13 [e])**

iii.   * Not sure **(participant will be sent to question # 13 [e])**

d.   Select the appropriate option that best describes the sector that gastronomy will greatly impact?

i.   Informal economy (Positively)

ii.   Informal economy (Negatively)

iii.   Formal economy (Positively)

iv.   Formal economy (Negatively)

v.   Not sure

e.   With this new focus on food tourism, will there be a greater demand for the hiring of local culinary students?

i.   Yes

ii.   No

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  iii. Other_____

f. How will gastronomy (food tourism) impact on the operations of the hoteliers as well as other smaller establishments? (*Multiple option selection is enabled for this question*)

  i. It will improve revue

  ii. create jobs

  iii. reduce jobs

  iv. Impact on room costing

  v. Make hotels more marketable

  vi. Make hotels less marketable

  vii. Other_____

g. Will there be greater collaboration with local farmers and the hoteliers in improving the use of local products in food preparation?

  i. Yes

  ii. No

  iii. Not sure

h. With the push to establish gastronomic centres, how does this impact on your 'on-site' activities? Do you foresee:

  i. A greater push for off-site activities from your visitors because of food tourism

  ii. That more tourist will opt out of all-inclusive hotels for more B&B and timeshare like opportunities as a result of gastronomy

  iii. Both

  iv. Other_____

i. What will the Jamaica Hoteliers association do, in encouraging hotel chains across Jamaica to offer more authentic gastronomic experiences 'on-site'.

  i. Promoting more Jamaica nights

  ii. Increase live preparation of Jamaican dishes

  iii. Other.

j. What improvements are needed for greater collaboration to ensure that the Ministry of Transport, Works and Housing along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]

14. ....Questions for Ministry of National Security

    a. Did the Ministry of Tourism consult with the Ministry of National Security prior to announcing the pursuit of gastronomy as a policy decision?

        i. Yes

        ii. No

    b. What role does the Ministry of National Security envision for itself in contributing to an experience as it relates to gastronomy (food tourism)? (with emphasis on border security and community safety and security)

        _____[Short answer required here]

    c. What would the MNS consider as being the greatest concern for Jamaica in light of this new push for gastronomy? (e.g. food contamination upon importation, safety of patrons and visitors to the island to name a few)

        _____ [Short answer required here]

    d. Being that tourist may now venture further away from hotels and locations that may be considered to be 'safer'. How do you foresee this impacting on securing those (both local and overseas) who may go to unconventional establishment for the gastronomic experience?

        i. No real Challenge

        ii. Serious Challenge

        iii. Other _____

    e. Do you think that the policies of the Ministry as it relates to public safety, are adequate to cover all aspect of gastronomy that will impact of the Ministry's operation?

        i. Yes

        ii. No

        iii. Not sure

    f. Will the Ministry be focusing on establishing and or strengthening policies specifically aimed at gastronomy?

        i. Yes

        ii. No

        iii. Not Sure

    g. Will the Ministry of National Security through the security services require greater involvement in the development process when gastronomic centres are being decided?

        i. Yes

        ii. No

What improvements are needed for greater collaboration to ensure that the Ministry of Transport, Works and Housing along with other Government Agencies and private entities work to improve the current situation for this initiative? (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]

15. ....Questions for Other (Academia, Planner from the Planning Institute of Jamaica)

a. Are you aware of the Ministry of Tourism Consulting with the public and or other entities prior to announcing the pursuit of gastronomy as a policy decision?

    i. Yes

    ii. * No **(participant will be sent to question # 15 [c])**

b. Can you state whom they consulted?

_____ [Short answer required here]

c. Do you believe that gastronomy (food tourism) was inspired by the government of Jamaica or was it a private sector initiative?

    i. The Government of Jamaica

    ii. Private Sector

    iii. both

    iv. Not Sure

d. Do you think that this initiative will have a positive impact on Jamaica's economy?

    i. Yes

    ii. No **(participant will be sent to question # 15 [f])**

    iii. Not sure **(participant will be sent to question # 15 [f])**

e. At what level do you foresee a greater impact based on your previous response?

    i. Informal economy

    ii. Formal economy

    iii. Not sure

f. With this new focus on food tourism, will there be a greater demand for the hiring of local culinary students?

    i. Yes

    ii. No

    iii. Not Sure

g. What does this mean for institutions such as CASE, HEART Trust NTA, UTECH and the like? Will this renewed focus on food tourism improve the cohort for these institutions?

       i.   Yes

      ii.   No

     iii.   Not Sure

h.   Are you aware of any study or project that has similar academic questions as it relates to cross policy interactions and interventions with respect to gastronomy?

       i.   Yes

      ii.   * No **(participant will be sent to question # 15 [k])**

     iii.   * Not sure **(participant will be sent to question # 15 [k])**

i.   Did the project identify any major impacts on the agriculture and transport sectors?

       i.   * Yes **(participant will be sent to question # 15 [n])**

      ii.   * No **(participant will be sent to question # 15 [n])**

j.   What were those impacts?

_____ [Short answer required here]

k.   New development at times impacts negatively on existing business operations. With the current focus on improving the country's road network through highway development, do you believe that some of the possible gastronomic experiences may be lost due to highway development? (e.g. Faith's pen,)

       i.   Yes

      ii.   No

l.   Briefly explain the reason for your answer to the previous question.

_____ [Short answer required here]

m.   In your opinion, what do you believe to be critical, as a policy decision for the government of Jamaica in ensuring that gastronomy survives as a viable tourist initiative for Jamaica?

_____ [Short answer required here]

n.   What improvements are needed for greater collaboration to ensure that the Ministry of Transport, Works and Housing along with other Government Agencies and private entities work to improve the current situation for this initiative. (if there are none, please write n/a) **(participant will be sent to the end of the survey)**

_____ [Short answer required here]