Exploring Tourist's Preferences for Nubian Traditional Food

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Abstract

Keywords:

Nubian traditional food experience,
Food Neophobia,
Nubian Village,
Tourists' satisfaction,
Purchase intention

Dining is an essential tourism component that attracts significant expenditure of tourists. So, tourism practitioners need a new insight into the dining behaviors of tourists to develop their strategic planning and decision-making. Furthermore, this research aims exploring preferences' acceptance and sensory evaluation of traditional Nubian food. The methodology of the research is a quantitative one using a questionnaire to be a tool for collecting information to test and prove the hypotheses of the research. The questionnaires are divided into two main parts. The first part one is about personal data. The second part consists of 5 components such as (1) Nubian traditional food experience (2) Food Neophobia, (3) The motivations for traveling to Nubian Village (4) Tourists' satisfaction with their food experience (5)The Purchase intention toward Nubian traditional food, to collect data, the current questionnaire aimed tourists in Aswan, the researchers distributed 400 questionnaires to tourists. Upon analysis, 363 valid responses with a response rate of 90.75%. Leaving 37 questionnaires were found to be invalid for analysis. The main results of the research pointed out that the experience of traditional Nubian food provides a unique food experiences, offers authenticity through food experiences, and the results showed that using food in destination marketing and focusing on food tourism in general, lastly the experience of traditional Nubian food in Egypt is gratifying. The research recommended that the traditional food could be available in hotel menus varies depending on the geographical location of the country, it also recommended that the Ministry of Tourism sponsors food events like food festivals and puts a strategic plans to increase the benefits of traditional food experiences and occasions.

1. Introduction

Initially, UNWTO reported in 2019 that food tourism is not an ordinary tourism product; rather, it offers an authentic experience that helps tourists to understand cultures and forge great connections with destinations. Atef & Harede,2022, showed that the importance of

food in diversifying tourism and promoting local, regional, and national economic development has been recognized by both travel destinations and companies in recent years, as food tourism has grown quickly and emerged as one of the most creative and dynamic segments of the travel industry.

UNWTO, 2019, clarified that food tourism brings more affluent travelers to destinations. This type of attraction has probably enticed the tourists to remain longer to view and participate in more food-related activities and events. Furthermore, Robinson et al., 2018, explained that expanding the food tourism market includes a wider range of food related activities and culinary travel experiences.

Soare et al., 2023, claimed that the consumption of traditional food contributes to the preservation of cultural legacy. Apart from strengthening ties with cultural history, traditional foods hold significance as they are frequently thought to be more delicious, nutrient-dense, and cost-effective than items bought from supermarket chains.. Furthermore, Andersson et al., 2017, argued that food permeates much of the visitor experience and influences how it is rated, food continues to be a topical subject of interest for research in hospitality and tourism studies. From a strategic perspective, Atef and Harede (2022), called for supporting the benefits of food tourism. Likewise, Prayag et al., (2022) advocated for exploring food neophobia. Therefore, this research aims to explore tourist's preferences for traditional food: case study Nubian traditional food through exploring the impact of the Nubian traditional food experience on tourists' satisfaction with their food experience and on the motivation for traveling to Nubian Village. Moreover, it explores the effect of food neophobia on the purchase intention toward Nubian traditional food.

2. Hypotheses
The research aims examining the following hypotheses to meet the specific purpose and fulfill the overall goal of the research:

H1. There is no significant effect of the Nubian traditional food experience on tourists' satisfaction with their food experience.

H2: The Nubian traditional food experience has no significant effect on the motivation for traveling to Nubian Village.

H3: Food Neophobia has no significant effect on the purchase intention toward Nubian traditional food.

3. Literature review
3.1. FOOD TOURISM
Okumus *et al.,* 2018, stated that the increase in popularity of the leisure lifestyle has coincided with a rise in food tourism. Chen & Huang, 2018, explained that contrary to general tourism, food tourism asserts that tourists may use culinary encounters or resources to gain remarkable and cultural experiences. In this respect, Ellis *et al.,* 2018, saw that value, experience, and brand loyalty are some of the variables that have been shown to affect tourists' involvement in food-related consumption. Press, 2019, added that tourists are drawn to areas more and more by food tourism. When selecting a destination, eight out of ten travelers are affected by food attractions, and food and gastronomy account for 40% of global tourist spending.

FACTORS AFFECTING TOURIST'S PREFERENCES FOR NUBIAN TRADITIONAL FOOD

3.2.1 Nubian traditional food experience

Goldschmidt, 2008, mentioned that the Egyptian cuisine culture is one of the main factors that composed the Egyptian civilization, which is among the oldest in the world. Mohamed *et al.,* 2019, asserted that Egypt's food culture reflects the diversity of origins and elements of the Egyptian culinary experience, thanks to its long history of diversity and its position as a hub for various cuisines among Africa, Asia, and Europe.

Stone *et al.,* 2018, added that tasting, eating, sharing, and learning about food are all elements of gastronomic practices that typically entail working with independent or family-run businesses, many of which started in cultural legacy, generational expertise, and rural livelihoods. In this respect, Egypt United Tour, 2019, showed that Nubian cuisine is a part of the Nubians' culture, which the delectable delicacies are currently exclusively served at homes of few Nubians who reside in southern Egypt, or in New Nubia, an artificially constructed collection of homes and villages in southern Egypt where the Nubians were relocated in the early 1960s after leaving the site of Egypt's High Dam. According to Mohamed *et al.* 2020, the most famous Nubian dishes are:

- ➢ **Al Jakud**: The recipe calls for dry okra, which Nubians are care for drying it in the sun, along with a packet of coriander, dill, and spinach. The vegetables are then cooked in a bowl with three cups of water and chicken stock, and at the very end, chopped and fried garlic is added.
- ➢ **Al Jakrid:** made from spinach and a dill and coriander package. The components are heated in a vase with beef or chicken broth, then the garlic is added and the mixture is rubbed after it has boiled.
- ➢ **Al Kashid**: Meat cubes are cooked in ghee over low heat adding some black pepper. Once the meat is done, salt is added and it's ready to be served.
- ➢ **Al Kirmadid**: It's a dish that contains oil, flour, and floured fenugreek. To cook fenugreek, mix oil, flour, water, and salt. After adding the Nubian dukka, the mixture is fried with an electric mixer and formed into a "crumb" shape.
- ➢ **Dokka Bread**: is made in less than three minutes using only three simple ingredients such as flour, water, and a half teaspoon of salt. The ingredients are mixed, spread out on a tray in a circle, and fried on both sides.
- ➢ **Okra**: This dish has a unique flavor thanks to the okra, which is boiled in a bowl of chicken or meat soup and then diced into a liquid similar to mallow. Garlic is fried with ghee and served with Dokka bread.

  Therefore, the current research will focus on exploring the Nubian traditional food experience.

3.2.2 Food Neophobia

  Rozin 1976, wrote that after the initial study of people's conflicting attitudes towards novel foods, the idea of food neophobia has been the subject of substantial research. While Okumus et al., 2021, showed that the body of literature has defined neophilia as the desire to try novel foods and neophobia, or the dislike of unknown foods as variables impacting how tourists rate their dining experiences.

Mak *et al.* 2017, explained that strong food neophobia is the term used to describe an unreasonable fear or hatred of anything new. People with this type of phobia typically shun unusual, unique, or exotic foods and/or have little experience with foreign foods, On the other hand, Getz *et al.* 2014, argued that those with low food neophobia are those who like eating, are open to trying new foods, and view food experiences as an integral part of life. They also typically have a more comprehensive understanding of food. So Lai *et al.,* 2020, pointed out that food neophilia and neophobia, respectively, encourage or limit tourists' consumption of local cuisine.

3.2.3 The motivation for traveling to Nubian Village

Travel experts such as Björk & Kauppinen-Räisänen, 2016, have noted that local cuisine is a major draw for tourists and those tourists are becoming more interested in the cuisine of their destinations. In this respect, a food tourist is a traveler who frequents eateries, coffee shops, and culinary events. His passion for eating is what drives him most. This type of tourists enjoys unwinding, exploring historical and ancient sites, and sampling various cuisines. Robinson & Getz, 2014, pointed out that the majority of culinary tourists like sampling novel and unusual cuisines from various civilizations. According to certain research, the majority of food tourists are older than forty.

Henderson, 2009, added that one fundamental component of tourism offering is food. Food can be seen as a stand-alone tourism product for tourists who specifically seek out culinary activities, or it can enhance the value of a core tourism offering. In addition to providing vital sustenance, Mak et al., 2012, showed food serves as a cultural symbol. Mak et al., 2012b, advised that consuming regional cuisine can improve visitors' experiences and provide an opportunity to learn about the culture of the area.

3.2.4 Tourists' satisfaction with their food experience

Roozbeh et al., 2013, showed that dining experiences have a significant impact on how satisfied tourists are with a destination. In the same way Chen and Tsai, 2007, added that it has been discovered that the desire to return to a place is influenced by the degree of satisfaction experienced by various activities. Also, Roozbeh et al., 2013, agreed that it is crucial to disseminate word-of-mouth information regarding tourist satisfaction with certain experiences or activities to draw tourists. Given the increasing competition in tourism industry, it is critical to have a deeper understanding of the variables that could impact tourist satisfaction. Therefore, the current research will focus on exploring tourists' satisfaction with food experience.

3.2.5 The Purchase intention toward Nubian traditional food

From the viewpoint of the attraction, Mak et al., 2012b, showed that eating cuisine from the area is a crucial part of the visitor experience. When it comes to eating, tourists don't necessarily prioritize consuming local cuisine. Furthermore, Kim et al., 2015, added that other factors that influence tourists' decision to eat locally include excitement, status, sensory appeal, and social engagement.

In the same attitude Quan and Wang, 2004, said that when tourists share in actual local activities, such as sipping wine or dining cuisine, it is considered a cultural engagement. Last but not least, food increases visitor spending, revenue, and employment in the community. Additionally, Henderson, 2009, saw that food might create significant financial prospects for

nearby companies. Therefore, the current research will focus on exploring the purchase intention toward Nubian traditional food.

4. Methodology

The current research used the quantitative approach. The questionnaire was designed depending on the literature. It was divided into two main parts. The first Part is about the personal data. The second part consists of 5 components they are **(1)** Nubian traditional food experience (consist of 5 items), it was adapted and revised from previous research (Han *et al.,* 2010 & Hsu, 2015). **(2)** Food Neophobia (consist of 10 items), it was adapted and revised from previous research (Hsu, 2015). **(3)** The motivation for traveling to Nubian Village (consist of 5 items), it was adapted and revised from previous research (Hsu, 2015). **(4)** Tourists' satisfaction with their food experience (consist of 6 items), it was adapted and revised from previous research (Ababneh *et al.,* 2022). **(5)** The Purchase intention toward Nubian traditional food (3 items), it was adapted and revised from previous research (Han *et al.,* 2010). All the questions were measured using a five-point Likert scale that ranges from "strongly disagree" to "strongly agree."

To collect data, the current questionnaire targeted tourists in Aswan - Egypt. from August to October 2023. To determine appropriate sample size of the research population was calculated using the Steven K. Thompson formula (Thompson, 2012) in the following manner:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where: **n**: Appropriate sample size (385). **Z**: Standard degree (1.96 at significant level of 0.05). **p**: Sample proportion and neutral = (0.50). **e**: Maximum allowed error (0.05 at significant level of 0.05).

The optimal sample size for this study is 385 participants, although researchers distributed 400 questionnaires to tourists. Upon analysis, 37 questionnaires were found to be invalid for analysis, leaving 363 valid responses with a response rate of 90.75%.

4.1 Validity of the research

The researchers sought the expertise of a panel of hospitality management experts to gather opinions and suggestions regarding the research tools. They employed face validity as a means to ensure the credibility of the data collection instruments. Using this approach, the researchers aligned each research objective with its corresponding question.

4.2 Reliability of the Research
Table 1: Reliability Analysis of Research Variables.

The Axes	No. of statements	Alpha Coefficient
Nubian traditional food experience	5	0.956
Food Neophobia	10	0.877
The motivation for traveling to Nubian Village	5	0.952
Tourists' satisfaction with food experience	6	0.975
Purchase intention toward Nubian traditional food	3	0.957
The Overall	**29**	**0.975**

Based on the previous table, the reliability of the questionnaire was proved by using the Cronbach's Alpha test. The Cronbach's Alpha coefficient was calculated for all scale items and yielded a value of 0.975, indicating good reliability. According to Gliem and Gliem (2003), a Cronbach's Alpha level above 0.8 is considered good for reliability.

5. Results and Discussion
5.1 Personal Data
Table 2: The Sample Characteristics Statistics

Variable	Response	Frequency	Percent	Rank
Gender	Male	206	56.7	1
	Female	157	43.3	2
	Total	**363**	**100**	--
Age	Less than 20 years	98	27	2
	From 20 to 40 years	168	46.3	1
	More than 40 years	97	26.7	3
	Total	**363**	**100**	--
Level of education	Intermediate qualification	109	30	2
	University qualification	209	57.6	1
	Postgraduate studies (diploma - masters - doctorate)	45	26.7	3
	Total	**363**	**100**	--

In terms of gender distribution, the findings in Table 2 indicated that the percentage of males (56.7%) was higher than that of females (43.3%) in the sample under investigation. The majority of respondents were from 20 to 40 years old (46.3%). With regards to the respondents' level of education, the majority had a University education (57.6%), followed by intermediate education (30%).

5.2 Variables Analysis
5.2.1 Nubian traditional food experience
Table 3: Descriptive statistics for Nubian traditional food experience

Statement	Response	F	%	M	SD	R
Nubian traditional food in Egypt is extremely good.	Strongly Disagree	12	3.3	3.69	1.02	4
	Disagree	5	1.4			
	Neutral	178	49.0			
	Agree	57	15.7			
	Strongly Agree	111	30.6			
	Total	363	100.0			
Nubian traditional food in Egypt is extremely desirable.	Strongly Disagree	7	1.9	3.71	0.98	3
	Disagree	11	3.0			
	Neutral	171	47.1			
	Agree	67	18.5			
	Strongly Agree	107	29.5			
	Total	363	100.0			
Nubian traditional food in Egypt is extremely favorable	Strongly Disagree	--	--	3.76	0.91	2
	Disagree	11	3.0			
	Neutral	171	47.1			
	Agree	76	20.9			
	Strongly Agree	105	28.9			

Statement	Response	F	%	M	SD	R
	Total	363	100.0			
Nubian traditional food in Egypt is extremely varied.	Strongly Disagree	6	1.7	3.69	0.97	5
	Disagree	15	4.1			
	Neutral	161	44.4			
	Agree	83	22.9			
	Strongly Agree	98	27.0			
	Total	363	100.0			
The experience of traditional Nubian food in Egypt is extremely enjoyable.	Strongly Disagree	--	--	3.88	0.89	1
	Disagree	5	1.4			
	Neutral	154	42.4			
	Agree	84	23.1			
	Strongly Agree	120	33.1			
	Total	363	100.0			
Overall				**3.74**	**0.88**	**--**

F= Frequency   M= Mean   SD= Std. Deviation   R= Rank

Depending on the previous table, "The experience of traditional Nubian food in Egypt is extremely enjoyable." comes at a first rank (M= 3.88, *SD*= 0.89). Followed by "For me, Nubian traditional food in Egypt is extremely favorable" (M= 3.76, *SD*= 0.97). Moreover, "Nubian traditional food in Egypt is extremely desirable." comes at the third rank (M= 3.71, *SD*= 0.98). In turn, "Nubian traditional food in Egypt is extremely varied." is ranked as the last variable (M= 3.69, *SD*= 0.97).

The researcher noticed that, the statistical analysis results in the second table showed that the total mean of Nubian traditional food experience was (3.74) with a standard deviation of (0.88), which reflects a high degree of agreement for all Nubian traditional food experience phrases which means that this variable has a high level. This result agrees with Okumus et al., (2021), Mohamed et al., (2019) and Stone et al., (2018).

5.2.2 Food Neophobia
Table 4: Descriptive statistics for food Neophobia

Statement	Response	F	%	M	SD	R
I constantly sample new and different foods.	Strongly Disagree	--	--	3.86	0.98	2
	Disagree	27	7.4			
	Neutral	121	33.3			
	Agree	90	24.8			
	Strongly Agree	125	34.4			
	Total	363	100.0			
I don't trust new foods.	Strongly Disagree	45	12.4	3.04	0.99	10
	Disagree	22	6.1			
	Neutral	187	51.5			
	Agree	93	25.6			
	Strongly Agree	16	4.4			
	Total	363	100.0			
If I don't know the food recipe, I won't try it.	Strongly Disagree	14	3.9	3.75	0.98	5
	Disagree	--	--			
	Neutral	147	40.5			
	Agree	103	28.4			

Statement	Response	F	%	M	SD	R
	Strongly Agree	99	27.3			
	Total	363	100.0			
I like foods from different countries.	Strongly Disagree	--	--	3.94	0.90	1
	Disagree	--	--			
	Neutral	158	43.5			
	Agree	68	18.7			
	Strongly Agree	137	37.7			
	Total	363	100.0			
Ethnic food looks too weird to eat.	Strongly Disagree	18	5.0	3.19	0.93	9
	Disagree	34	9.4			
	Neutral	211	58.1			
	Agree	60	16.5			
	Strongly Agree	40	11.0			
	Total	363	100.0			
At dinner parties, I will try a new food.	Strongly Disagree	5	1.4	3.81	0.99	4
	Disagree	18	5.0			
	Neutral	136	37.5			
	Agree	85	23.4			
	Strongly Agree	119	32.8			
	Total	363	100.0			
I am afraid to eat dishes that I have never tried before.	Strongly Disagree	21	5.8	3.58	1.09	8
	Disagree	8	2.2			
	Neutral	170	46.8			
	Agree	66	18.2			
	Strongly Agree	98	27.0			
	Total	363	100.0			
I am very care about the foods I will eat.	Strongly Disagree	18	5.0	3.74	1.10	6
	Disagree	15	4.1			
	Neutral	126	34.7			
	Agree	89	24.5			
	Strongly Agree	115	31.7			
	Total	363	100.0			
I will eat almost anything.	Strongly Disagree	19	5.2	3.65	1.08	7
	Disagree	14	3.9			
	Neutral	144	39.7			
	Agree	84	23.1			
	Strongly Agree	102	28.1			
	Total	363	100.0			
I like to try new ethnic restaurants.	Strongly Disagree	5	1.4	3.86	0.97	3
	Disagree	11	3.0			
	Neutral	138	38.0			
	Agree	86	23.7			
	Strongly Agree	123	33.9			
	Total	363	100.0			
Overall				**3.86**	**0.89**	**--**

F= Frequency   M= Mean   SD= Std. Deviation   R= Rank

Table 4 pointed out that, "I like foods from different countries." comes at the first rank (M= 3.94, *SD*= 0.90), followed by "I constantly sample new and different foods." (M= 3.86, *SD*=

0.98). Moreover, "I like to try new ethnic restaurants." comes at the third rank (M= 3.86, *SD*= 0.97). Furthermore, "At dinner parties, I will try a new food." comes at the fourth rank (M= 3.81, SD= 0.99). In turn, "I don't trust new foods." is ranked as the last variable (M= 3.04, *SD*= 0.99).

The researchers asserted that the statistical analysis results in the table 3 indicated that the total mean of food Neophobia was (3.86) with a standard deviation of (0.89), which indicated a high degree of agreement for all food Neophobia phrases which means that this variable has a high level. This result agrees with Okumus et al., (2021), Mak et al. (2017) and Getz et al. (2014).

5.2.3 The motivation for traveling to Nubian Village
Table 5: Descriptive statistics for motivation for traveling to Nubian Village

Statement	Response	F	%	M	SD	R
I get restless when I spend too much time at home	Strongly Disagree	6	1.7	3.67	1.03	5
	Disagree	18	5.0			
	Neutral	183	50.4			
	Agree	38	10.5			
	Strongly Agree	118	32.5			
	Total	363	100.0			
I would like to explore new and different places.	Strongly Disagree	--	--	3.91	0.99	3
	Disagree	15	4.1			
	Neutral	151	41.6			
	Agree	49	13.5			
	Strongly Agree	148	40.8			
	Total	363	100.0			
I would like to have new and exciting experiences.	Strongly Disagree	5	1.4	3.96	0.99	1
	Disagree	6	1.7			
	Neutral	137	37.7			
	Agree	64	17.6			
	Strongly Agree	151	41.6			
	Total	363	100.0			
I like to learn about new cultures.	Strongly Disagree	--	--	3.95	0.94	2
	Disagree	6	1.7			
	Neutral	152	41.9			
	Agree	59	16.3			
	Strongly Agree	146	40.2			
	Total	363	100.0			
I like trying new dishes, especially traditional ones.	Strongly Disagree	--	--	3.82	0.94	4
	Disagree	10	2.8			
	Neutral	169	46.6			
	Agree	59	16.3			
	Strongly Agree	125	34.4			
	Total	363	100.0			
Overall				3.86	0.89	--

F= Frequency   M= Mean   SD= Std. Deviation   R= Rank

Depending on the previous table, "I would love to have new and exciting experiences." comes at the first rank (M= 3.96, *SD*= 0.99), followed by "I like to learn about new cultures."

(M= 3.95, *SD*= 0.94). Moreover, "I would like to explore new and different places." comes at the third rank (M= 3.91, *SD*= 0.99). In turn, "I get restless when I spend too much time at home." is ranked as the last variable (M= 3.67, *SD*= 1.03).

The researchers noticed that the statistical analysis results in table 5 referred to that the total mean of the motivation for traveling to Nubian Village was (3.86) with a standard deviation of (0.89), which indicated a high degree of agreement for all the motivation for traveling to Nubian Village phrases which means that this variable has a high level. This result agrees with Björk & Kauppinen-Räisänen, (2016), Robinson & Getz, (2014) and Mak et al., (2012b).

5.2.4 Tourists' satisfaction with their food experience
Table 6: Descriptive statistics for tourists' satisfaction with their food experience

Statement	Response	F	%	M	SD	R
I am very satisfied with the experience of traditional Nubian food.	Strongly Disagree	--	--	3.75	0.94	3
	Disagree	11	3.0			
	Neutral	183	50.4			
	Agree	53	14.6			
	Strongly Agree	116	32.0			
	Total	363	100.0			
The traditional Nubian food is delicious.	Strongly Disagree	--	--	3.73	0.96	4
	Disagree	17	4.7			
	Neutral	180	49.6			
	Agree	50	13.8			
	Strongly Agree	116	32.0			
	Total	363	100.0			
The traditional Nubian drink is sweet and fresh.	Strongly Disagree	10	2.8	3.65	1.03	5
	Disagree	12	3.3			
	Neutral	183	50.4			
	Agree	48	13.2			
	Strongly Agree	110	30.3			
	Total	363	100.0			
Prices for traditional Nubian food are reasonable.	Strongly Disagree	--	--	3.64	0.95	6
	Disagree	11	3.0			
	Neutral	218	60.1			
	Agree	24	6.6			
	Strongly Agree	110	30.3			
	Total	363	100.0			
The traditional Nubian food is well presented.	Strongly Disagree	--	--	3.81	0.92	1
	Disagree	6	1.7			
	Neutral	176	48.5			
	Agree	61	16.8			
	Strongly Agree	120	33.1			
	Total	363	100.0			
Variety of traditional Nubian food and drinks are available.	Strongly Disagree	--	--	3.77	0.94	2
	Disagree	6	1.7			
	Neutral	194	53.4			
	Agree	39	10.7			
	Strongly Agree	124	34.2			

Statement	Response	F	%	M	SD	R
	Total	363	100.0			
Overall				3.73	0.90	--

F= Frequency   M= Mean   SD= Std. Deviation   R= Rank

Depending on the previous table, "The traditional Nubian food is well presented." comes at the first rank (M= 3.81, *SD*= 0.92). Followed by "Variety of traditional Nubian food and drinks are available" (M= 3.77, *SD*= 0.94). Then, "I am very satisfied with the experience of traditional Nubian food." comes at the third rank (M= 3.75, *SD*= 0.94). At last, "The traditional Nubian food is delicious." comes at the fourth rank (M= 3.73, *SD*= 0.96). In turn, "Prices for traditional Nubian food are reasonable." is ranked as the last variable (M= 3.64, *SD*= 0.95).

The researchers noted that the statistical analysis results in the table 6 indicated that the total mean of tourists' satisfaction with their food experience was (3.73) with a standard deviation of (0.90), which indicated a high degree of agreement for all tourists' satisfaction with their food experience phrases which means that this variable has a high level. This result agrees with Roozbeh et al., (2013) and Chen and Tsai, (2007).

5.2.5 The Purchase intention toward Nubian traditional food
Table 7: Descriptive statistics for the purchase intention toward Nubian traditional food

Statement	Response	F	%	M	SD	R
I want to buy Nubian traditional food during this trip	Strongly Disagree	--	--	3.77	0.96	1
	Disagree	10	2.8			
	Neutral	189	52.1			
	Agree	39	10.7			
	Strongly Agree	125	34.4			
	Total	363	100.0			
I planned to buy Nubian traditional food during this trip	Strongly Disagree	--	--	3.76	0.99	2
	Disagree	24	6.6			
	Neutral	161	44.4			
	Agree	54	14.9			
	Strongly Agree	124	34.2			
	Total	363	100.0			
I will make an effort to buy Nubian traditional food during this trip	Strongly Disagree	--	--	3.73	0.91	3
	Disagree	10	2.8			
	Neutral	183	50.4			
	Agree	65	17.9			
	Strongly Agree	105	28.9			
	Total	363	100.0			
Overall				3.75	0.92	--

F= Frequency   M= Mean   SD= Std. Deviation   R= Rank

Depending on the previous table, "I want to buy Nubian traditional food during this trip" comes at a first rank (M= 3.77, *SD*= 0.96). Followed by "I plan to buy Nubian traditional food during this trip" (M= 3.76, *SD*= 0.99). Moreover, "I will make an effort to buy Nubian traditional food during this trip" is ranked as the last variable (M= 3.73, *SD*= 0.91).

The researchers noticed that the statistical analysis results in table 7 proved that the total mean of the purchase intention toward Nubian traditional food was (3.75) with a standard deviation of (0.92), which indicated a high degree of agreement for all the purchase intention toward Nubian traditional food phrases which means that this variable has a high level. This result agrees with Kim et al., (2015), Mak et al., (2012b) and Quan and Wang, (2004).

6. TEST OF HYPOTHESES

To test the research hypotheses, researchers unlisted regression coefficients as follow:

H_1. There is no significant effect of the Nubian traditional food experience on tourists' satisfaction with their food experience.

Table 8: The effect of Nubian traditional food experience on tourists' satisfaction with their food experience

Dependent Variable		Independent Variable
		Nubian traditional food experience
Tourists' satisfaction with their food experience	R	0.864**
	R^2	0.746
	Sig. (2-tailed)	0.000
	Constant	0.414
	β	0.885

**. Correlation is significant at the 0.01 level (2-tailed).

Table (8) asserted that there was a strong significant correlation between Nubian traditional food experience and tourists' satisfaction with their food experience (R= 0.864), as well as R Square (R^2) referred to the determination coefficient was (0.746). In addition to that, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the Nubian traditional food experience on tourists' satisfaction with their food experience. Furthermore, the statistical constant (α) equal 0.414 with significance level less than 0.05, whereas (β) equal 0.885. These results pointed out that the first hypothesis of the research was not accepted. From the previous results, the following equation was suggested:

Tourists' satisfaction with their food experience = 0.414+ (0.885 * Nubian traditional food experience)

H_2: The Nubian traditional food experience has no significant effect on the motivation for traveling to Nubian Village.

Table 9: The effect of Nubian traditional food experience on the motivation for traveling to Nubian Village

Dependent Variable		Independent Variable
		Nubian traditional food experience
The motivation for traveling to Nubian Village	R	0.800**
	R^2	0.639
	Sig. (2-tailed)	0.000
	Constant	0.816
	β	0.814

**. Correlation is significant at the 0.01 level (2-tailed).

Table (9) pointed out that there was a strong significant correlation between Nubian traditional food experience and the motivation for traveling to Nubian Village (R= 0.800), as well as R Square (R^2) referred to the determination coefficient was (0.639). In addition to that, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the Nubian traditional food experience on the motivation for traveling to Nubian Village. Also, the statistical constant (α) equal 0.816, whereas (β) equal 0.814 with a significance level less than 1%. These results referred that the second hypothesis of the research was not accepted. From the previous results, the following equation was suggested:

The motivation for traveling to Nubian Village = 0.816 + (0.814 * Nubian traditional food experience)

H3: Food neophobia has no significant effect on the purchase intention toward Nubian traditional food.

Table 10: The effect of food neophobia on purchase intention toward Nubian traditional food

Dependent Variable		Independent Variable
		Food neophobia
The purchase intention toward Nubian traditional food	R	0.833**
	R^2	0.694
	Sig. (2-tailed)	0.000
	Constant	0.465
	β	0.852

**. Correlation is significant at the 0.01 level (2-tailed).

Table (10) pointed out that there was a strong significant correlation between food neophobia and the purchase intention toward Nubian traditional food (R= 0.833), as well as R Square (R^2) referred to the determination coefficient was (0.694). In addition to that, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the food neophobia on the purchase intention toward Nubian traditional food. Also, the statistical constant (α) equal 0.465, whereas (β) equal 0.852 with significance level less than 1%. These results asserted that the third hypothesis of the research was not accepted. From the previous results, the following equation was suggested:

The purchase intention toward Nubian traditional food = 0.465 + (0.852 * Food neophobia)

7. CONCLUSION

The World Food Travel Association estimates that about a quarter of tourists' travel budget is spent on food. Food contributes significantly to tourists' satisfaction at destinations. A growing phenomenon is traditional food consumption. Traditional food and tourism share an important relationship reflected in the growing number of people who travel in order to try unique culinary experiences Authentic traditional food of a destination is part of its heritage and by consuming and engaging with the traditional food environment tourists interact with the culture of the place. However traditional food can be an impediment or attraction for many international travellers since most of these travellers who dare to eat local food on their journeys would be doing so for the first time. Therefore, the perceptions that these travellers have about the destination's local food is crucial to ongoing and future consumption

decisions. The limited scale of this exploratory case study makes it difficult to make many indisputable conclusions, but it is hoped that it will encourage further researches into the relationships among food tourism, sustainability and place identities. This paper has confirmed that traditional food is a legitimate avenue of tourism research and can add a missing perspective to tourism knowledge, especially within the sociocultural agenda and it has highlighted the role of traditional food in tourism. Secondly, the research has demonstrated that Nubian traditional food in general, the experience of traditional Nubian food in Egypt is extremely enjoyable, and plays a great role in the choice of tourism destination. Finally, through a discussion of the patterns and relationships arising in the data, it has been suggested that Nubian traditional food offers a means of enhancing the tourist experience and the tourists indicated the will to buy Nubian traditional food during this trip, Moreover, the tourists indicated that they are very satisfied with the experience of traditional Nubian food. The study suggested that a better understanding of the 'food tourism' in relation to typologies of tourist motivation, characteristics and behavior,." should enable the development of more informed policymaking, in addition to contributing to wider academic discourses of tourism and sustainability.

8. LIMITATION AND FUTURE RESEARCH

The first limitation of this study is that the scale used to measure food experiences was adopted from previous research. Future research may need to develop additional items to measure food experiences and test them in diverse contexts. Secondly, this research is based on respondents who experienced traditional Nubian food in casual and fine dining restaurants in Aswan. Therefore, the findings should be generalized with utmost care regarding the applicability to other places. Thirdly, future studies could test the interrelationship between the different aspects of food experience because sensory food evaluation may affect the affective food experience. Fourthly, future research may consider the moderating role of food-personality traits such as food involvement and food neophobia in the relationship between tourists' food experiences and their behaviors. Finally, future research in assessing the relationship between food sensory qualities and food safety and nutritional qualities can be revelatory.

9. IMPLICATIONS AND RECOMMENDATIONS

Based on the previous findings, senior management should manage the following:-
- Design and co-creation of unique traditional food, especially Nubian traditional food and beverage tourism experiences
- Development of new food festival and culinary events
- Using new technology and its effect on designing and promoting food tourism experiences
- Enhancing the society attitude , practices toward food safety
- Motivating the food tourism at destinations continues to attract increasing numbers of visitors.

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استكشاف تفضيلات السائح للطعام النوبي التقليدي

صفوت أدم

كلية تكنولوجيا الخدمات الفندقية والسياحية جامعة طيبة التكنولوجية

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الملخص

يعد تناول الطعام عنصرًا سياحيًا أساسيًا يحتل الجزء الأكبر من نفقات السياح خلال رحلتهم السياحية. حيث يحتاج العاملين بالقطاع السياحي إلى رؤى ثاقبة حول سلوكيات تناول الطعام لدى السياح لدعم تخطيطهم الاستراتيجي وصنع القرار. تهدف هذه الورقة إلى استكشاف مدى قبول التفضيلات والتقييم الحسي للطعام النوبي التقليدي. حيث اعتمد البحث الحالي علي استبيان ينقسم إلى قسمين رئيسيين. الجزء **الأول** يتعلق بالبيانات الشخصية. أما الجزء **الثاني** يتألف من: (1) تجربة الطعام النوبية التقليدية (2) رهاب الطعام، (3) الدافع للسفر إلى القرية النوبية (4) رضا السائحين عن تجربتهم الغذائية (5) نية الشراء تجاه الأغذية النوبية التقليدية، ولجمع البيانات استهدف الاستبيان الحالي السائحين في مدينة أسوان – جنوب مصر. لذا قام الباحثان بتوزيع 400 استبانة على السائحين. وبعد التحليل، تبين أن 37 استبيانًا غير صالحة للتحليل،363 إجابة صالحة بمعدل استجابة 90.75%. تتمثل ابرز ننائج البحث فيما يلي: أن تجربة الطعام النوبي التقليدي في مصر تعد أحد التجارب الغذائية الفريدة من نوعها، والأصالة من خلال تجارب الطعام، علاوة علي ذلك يتم استخدام الطعام في التسويق للوجهة. كما أظهرت النتائج وبشكل عام إن تجربة الطعام النوبي التقليدي في مصر أمر ممتع. لذا أوصت الدراسة بضرورة توافر الطعام التقليدي في قوائم الفنادق باختلاف الموقع الجغرافي للدولة، كما أوصت وزارة السياحة بتحفيز الفعاليات الغذائية مثل مهرجانات الطعام ووضع خطة استراتيجية لتعظيم فوائد تجارب الطعام التقليدي والمناسبات.