The Role of Culinary Tourism in The Promotion of Hotel Industry A Case Study in Matrouh City

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ARTICLE INFO	Abstract
	Tourism is a key part of the nation of modern-day experience, where food plays an important role. Culinary tourism is the focus on food as an attraction for exploration and a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. The links between food and tourism also provide a stage for local economic development. It now includes a variety of formats and products – culinary trails, cooking classes, restaurants, farm weekends, cookbooks, food guides, and new or adapted recipes, dishes, and even ingredients. While most culinary tourism focuses on the experience of dining and tasting of new foods as a commercial enterprise, it is also an educational initiative channeling curiosity about food into learning through it about the culture of a particular cuisine, the people involved in producing and preparing it. The Egyptian hotel sector is showing signs of recovery and growth after several slow years. Sales in hotels increasing with the recovery of tourism and increase in the number of tourists coming to Egyptian hospitality institutions. The purpose of current research is to Explain the current role of culinary food in hotels, and challenges of using culinary in Matrouh hotels. A survey was designed in 22 questions were distributed to Hotels and F&B managers and Tourism Experts in Matrouh, the study provides a clear and convincing evidence of the important role of culinary tourism to develop and increase tourist demand in Matrouh Hotels, such as hotels must adopt to spread the guide of culinary tourism and highlight the positives in maximizing the staff and hotel income, and encouraging and motivating Egyptian and foreign travel agencies to organize tourism programs specialized in culinary tourism.

1. Introduction

In recent years, culinary tourism has grown significantly and has become one of the most dynamic and creative segments of the tourism, both destinations and tourism companies are aware of the importance of gastronomy in order to diversify tourism and stimulate local, regional and national economic development, furthermore, culinarytourism includes in its

conversation moral and sustainable values based on the territory, the landscape, the sea, local culture, local products, authenticity, which is something it has in common with current trends of cultural consumption(World tourism organization,2012).

Baltescu (2019) mentioned that Culinary tourism, aka food tourism, is a new and vibrant category of specialized tourism where people go places in order to sample authentic cuisine and truly immerse in the experience of living in that place through the food. Quite often, this also includes local beverages, cheeses, chocolates, etc.

2. Aim and Objectives of the study

- The primary aim of this study is to study the factors Using culinary tourism differentiate the Egyptian Hotels A-research in Matrouh City, to achieve this, the main objective divided in to sub-objectives
- Identify the extent traditional foods are used in Matrouh hotels.
- Explain the current role of culinary food in hotels, and challenges of using culinary in Matrouh hotels.
- Importance of culinary tourism to Hotels and F&B managers and Tourism Experts in Matrouh.
- Investigate actual implementation of culinary tourism in Matrouh hotels.
- Evaluate the role of social media in promoting culinary tourism destinations such as Matrouh.

3. Literature review

3.1 Culinary Tourism Concept

Alibabicet al., (2021) illustrated that culinary tourism is a relatively new industry. The lure of exotic food has motivated many people to travel, and the tourism industry thrives on providing the utmost dining experiences either of new and exotic foods, or of authentic foods from a particular culture or region, or even of familiar foods, comforting, consistent, and safe to the traveler. Culinary tourism therefore encompasses a range of food activities: from eating out at ethnic restaurants and perusing cookbooks for new recipes to sampling new foods while travelling. The in-depth study of culinary tourism remains relatively uncharted territory. The strength of the collection lies in its ability to expose the complexities behind the seemingly simple act of encountering what are perceived as edible or inedible, palatable or unpalatable, exotic or familiar foods, while offering some useful concepts through which to understand and further examine this intriguing subject

Culinary tourism involves numerous issues; many that go along with tourism in general as well as some that are specific to food. Because of culinary tourism's economic prospective as well as its role in distribution and shaping food cultures, the ethics attached to it are very real concern. It is a considerable force in globalization and offers wealthy possibilities for intercultural communication and understanding. It is essential then that both scholars and practitioners recognize its complication and potential. This entry offers an overview of issues connected to culinary tourism and some of the solutions that have been suggested for dealing with them. It also addresses competing definitions of culinary tourism as a field of study, since different approaches focus on different issues (Sims, 2021)

Komaladewi et al, (2020) mentioned that culinary tourism is the focus on food as an attraction for exploration and a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. It now includes a variety of formats and products – culinary trails, cooking classes, restaurants, farm weekends, cookbooks, food guides, and new or adapted recipes, dishes, and

even ingredients. While most culinary tourism focuses on the experience of dining and tasting of new foods as a commercial enterprise, it is also an educational initiative channeling curiosity about food into learning through it about the culture of a particular cuisine, the people involved in producing and preparing it, the food system enabling access to those foods, and the potential contribution of tourists to sustainability.

According to Jalis et al, (2019) travelling to a tourism destination can be made more exhilarating by experiencing the local cuisine, the variety of cooking methods and colorful ingredients blend together in a hot wok to create signature dishes of particular cuisines, nevertheless, a cuisine needs to be clearly defined by definite individual characteristics so it is recognized. UNWTO (2012) pointed out that travelers are more knowledgeable, have more disposable income and more leisure time to travel, and thus tourism allows them to escape the daily routine of their usual environment and immerse themselves in a world of free will and originality. It refers to whether the food and environment reflect the genuine or „real" taste and culture of the ethnic origin. Another element of restaurant experience, ambiance, has been shown to be a powerful factor in customer satisfaction (Ebster and Guist, 2005, Liu and Jang, 2009).

3.2 Factors affecting the Culinary Tourism

Culinary Tourism is unique and memorable dining experiences. professional and commercial interests around tourism raised issues common to the distinctions between applied and "academic" approaches to scholarship and tourism in general, particularly in the idea of knowledge being used to exploit resources and tourists to profit the tourism industry. (Sukenti, 2014).

Culinary tourism affect major inspiration for the tourist was a ". . . desire to experience a particular type of food or the produce of a specific region." Hall and Sharpies refined that definition to: "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and experiencing the feature of specialist food production regions are the primary motivating factor for travel. (Michael Hall 2018).

The extensive publications by Hall and his colleagues take cross-disciplinary approaches in examining motivations of tourists and the development, management, and marketing of food tourism products. They also identify the potential impacts of tourism beyond the industry, encouraging a research-based model for ethical tourism.

In hypothesis, culinary tourism focused on local producers is more likely to spread the money rightfully through the district. One issue, however, is that standard culinary tourism focuses on high-quality and memorable dining experiences. That means an emphasis on artisan production. Not all producers are able to fit those criteria, and not all foods will be attractive to tourists, so those producers are then left out of the tourist economy even though they may be necessary and integral to the local culture (Cetin & Bilgihan 2015).
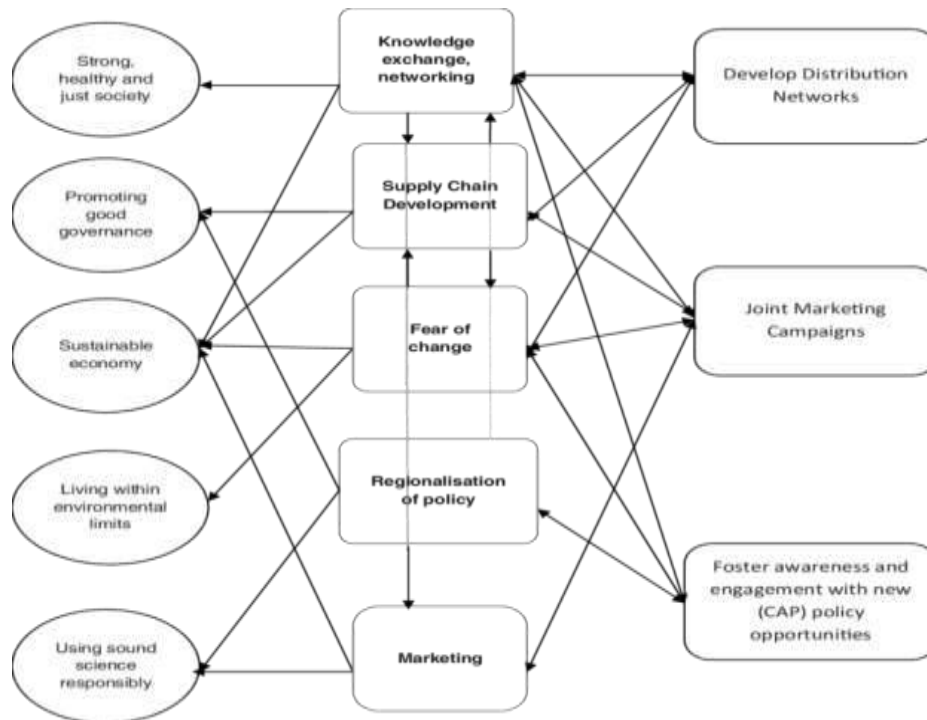
Figure (1): Food tourism challenges and recommendations mapped against sustainability principles
Source: Michael Hall (2018)

Ebster et al (2015) added that, culinary tourism is now being joined to economic development in a number of countries as well as in the United States. This is coming from governmental initiatives as well as the tourism industry itself. Some of the most appealing (and probably, most viable) are cooperatives of growers who band together and market their products along with their farms as tourism destinations. In this way, they ensure that they are all collaborating rather than competing with each other. They also then have more variety of products and activities to offer tourists, therefore attracting more tourists as well as giving those reasons to stay longer at their destination.

3.3 Role of Hotels in Promoting Culinary Tourism

Chemnasiriet al, (2019) stated that, over the years tourism has become a popular global activity depending upon the nature and purpose of their travel; tourists need and demand certain facilities and services. This has given rise to a wide range of commercial activities that have acquired industry proportions .Thus, travel and tourism nowadays represents a broad range of related industries.

In the travel and tourism industry, the hotel industry plays a very significant role, as all tourists need a place to stay at their destinations, and require many more service and facilities to suit their specific needs and tastes. Restaurants are retail establishments that serve prepared food and beverages to customers. Though the term is generally applicable for eating on premises, it has also been used to include take- away establishments and food delivery services. Restaurants range from unpretentious dining places with simple food served in simple settings at low prices to expensive establishments serving refined food and wines in a formal setting. Restaurants often specialize in certain types of food, or present a certain unifying, and often entertaining theme. For example, there are seafood restaurants, vegetarian, or ethnic restaurants. In the travel and tourism industry, restaurants and other food and beverage outlets are very important as tourists like to experiment with local cuisines of the places they are visiting. (Gallowayaet al., 2018)

3.4 Culinary Tourism and culture

In its broadest sense, culinary tourism is defined as the pursuit of unique and memorable culinary experiences of all kinds, often while travelling, but one can also be a culinary tourist at home,. Many times people hear "culinary tourism" and they think it means restaurants that have earned 5 stars or better, or high-end wineries. That is not the case, as culinary tourism is not exclusively what is exaggerated or exclusive. Culinary tourism includes a local party shop, an interesting bar on a nameless street that only locals know about. While the seeds of cuisine are in agriculture, and agriculture and cuisine are inextricably linked, the two are very different. Agritourism is a subset of rural tourism, while cuisine is a subset of cultural tourism, as cuisine is a manifestation of culture. (Nica, 2016)

Fields (2012) mentioned that, the attainment of knowledge via food related to a tourist destination is made through history, customs, standards and norms on local food and consumption, as well as its role in the daily life of the locals which, in the end, motivates many tourists to guzzle local food in its cultural context. the chains of catering and hospitality, the resorts, the food integrated in the tourist's post, where local gastronomy is set alongside with international food and served professionally, reflects a non-environment, functioning as 'cultural bubbles' and that we aim to differentiate from the typology of culinary tourism.

Culinary tourists, for the most part, want to experience food in its citizen territory and sociocultural context; they offer an encouragement to maintain those habitats. Also, they tend to want high-quality and artisan foods, both of which are frequently produced in sustainable ways – smaller farms, handmade rather than relying on expertise, and perhaps organically grown.   They   also tend to want to eat a variety of foods, which, in theory, can encourage protecting the biodiversity of

an area. (Unfortunately, this last desire on the part of tourists often translates into importing foods

that are not native or locally grown.) As the industry continues to grow, though, more businesses and tourists are aware of the potential impacts it can have and are more willing to work within the

guidelines of sustainability. (Gall, 2018)
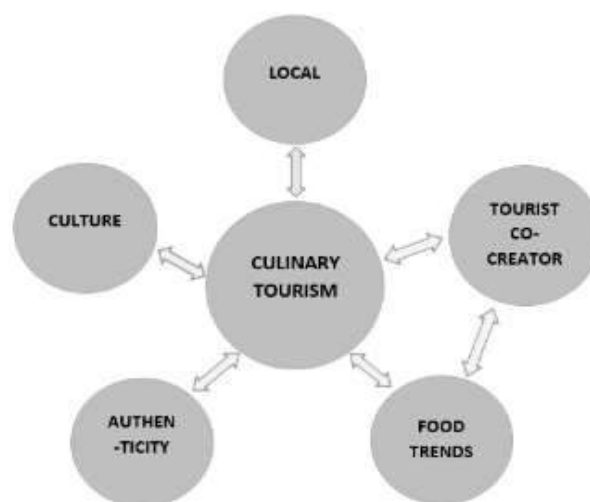
Figure (2): Proposed model of the components of culinary tourism
Source: (Weichselbaum et al., 2009)

Tourism in general, but as well as culinary tourism, is frequently critiqued as sparkly colonialist power structures that have historically created and maintained unbalanced social systems (Chambers 2019; Gmelch 2019). It does create a class system based on "hosts" and "guests" in which guests seem as having more social and cultural if not profitable status. This in itself can be demanding, especially since hospitality and friendliness can then become part of profitable transactions, leading to misinterpretations and interpersonal conflicts. Also, although the tourism industry oftentimes offers employment opportunities, except for a select few, these jobs tend to be low-paying and low-status in service industries in which workers have little say in their activities and must cater to the needs and whims of upper management and tourists. This can then breed social discontent and attitudes of resentment and disbelieve on the part of workers and does little to enhance cross-cultural experiences of tourists. Furthermore, jobs in tourism frequently are seasonal, so cannot be relied upon.

Jalis et al (2014) accentuate locally grown food produced with sustainable farming methods. This brings money to those growers and helps to establish them as feasible links in the food chain. This in turn can have a positive impact on the environment since fewer resources tend to be used with fewer links. Culinary tourism is also collective with ecotourism, a position that focuses on tourism practices favorable to local surroundings. Because of the increasing globalization and internationalization of the food market, many traditional foods are at risk of failing, the certification of traditional foods and dishes is essential for behind traditional foods, which are an important part of cultural heritage. Culinary tourism can actually be seen as a positive force in some instances in which it brings attention to better ingredients and preparation styles and more sustainable construction methods. Many tourists now seek out local and organic foods, actually creating a market for foods formerly ignored or supporting farmers who were harassed to compete in the more industrial agriculture-based global food system. Belize provides an example of culinary tourists shifting from the British-based cuisine of tinned and imported foods to locally grown, native fruits and vegetables. This can be interpreting as a positive change towards environmental and economic sustainability in the local food system. (Verbeke, 2011)

Culinary tourism oftentimes the center of monetary exchange, tourist activities emphasizes the value of a food to attract tourist dollars. This then trivializes and "trinketizes" cultural practices and forms, turning them into "playthings" and souvenirs for tourists. Apart from being demeaning to the host culture, this process potentially weakens the emotional and social associations they carry, causing them to shift away from expressing cultural histories, identities, and beliefs. The luau in Hawaii, for example, has become tourist production with stereotypical foods, shifting from the sacred meanings held within the community to simply a party and feast for the tourists (O'Connor 2009). Such impacts can eventually weaken cultural identity. (Quan et al, 2004).

3.5 Types of culinary tourists
1. Recreational – Red

They prefer familiar foods to feel safe and comfortable in a purpose. They seek fast-food chains, package tour foods, and restaurants with a predictable menu. After the trip, no change to pre-visit behavior occurs. Spending time with good friends and being somewhere that feels familiar and safe are key motivations for tourism. In wine, for example, the general wine tourist visits a winery, winery, or wine festival for the purpose of recreation. The motivation is not wine per se, but the desire to have a relaxing day out. Values include respect for others, family ancestry, frugality, and stability. (Sriwongrat, 2008)

2. Diversionary- Yellow

They love to party and are social but aren't really concerned about the setting. They would rather not take the time and power to research dining information. Fairly recommendations and top-10 lists are favorite values include excitement, courage, investment, and responsibility for oneself. (Santich, 2007)

3. Existential- Green

They seek out local and district cuisine and eat where the locals eat. 'Tourist' means 'Westernized' hotel/resort food and fast food while the farmer's market means 'authentic' and local. Existentialists are relaxed and laid back, preferring simple and rustic food places over gourmet and fancy the area and restaurants. Values include individualism, environmentalism, anti-elite, and social. (Tao et al, 2009).

4. Experimental- Blue

They are trendy and embrace the latest foods, flavors, and cooking techniques. They seek out restaurants with innovative menus, smart designs, and chic service. They travel for personal indulgence, to experience the good life with fine cuisine and being pampered. They are the tourists who seek not only vineyards but a specific grape wine. (Verbeke, 2011)
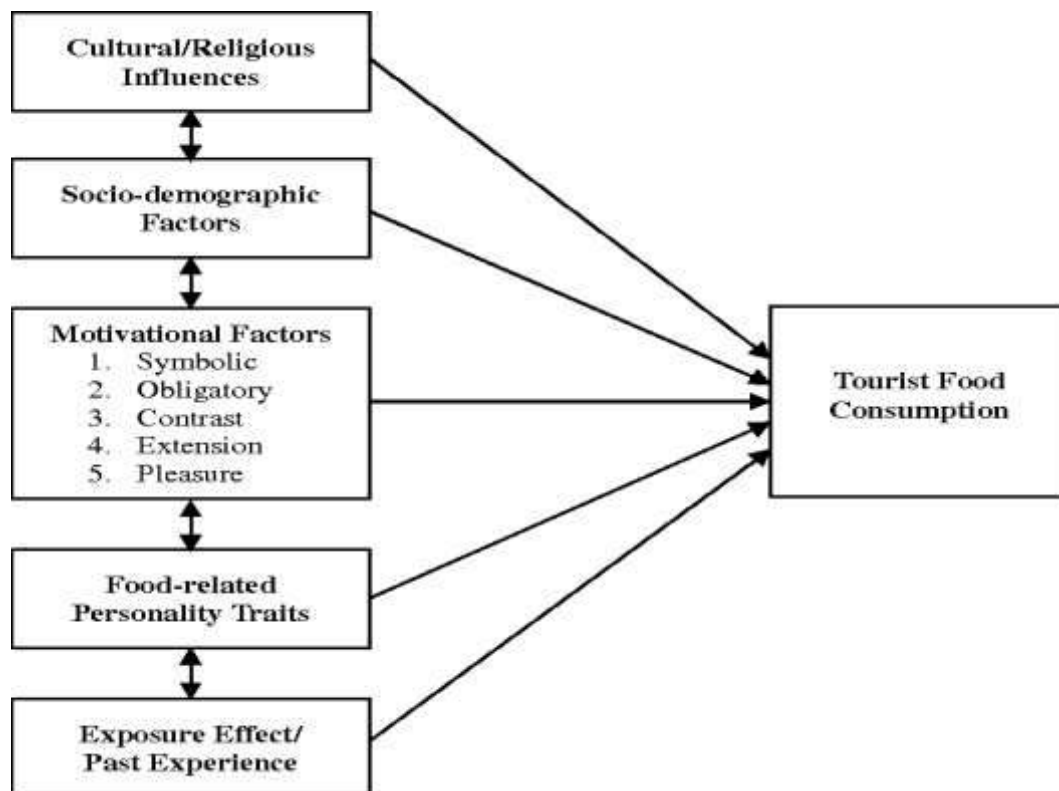
Figure (3): Factors affecting the culinary tourism
Source: (Verbeke, 2011)

4. Methodology of the Study

4.1 Samples and Data Collection Method

The target populations for the research are all hotels and official's organizations in Matrouh Governorate. A survey was designed in 22 questions and were distributed to Hotels and F&B managers and Tourism Experts in Matrouh, 57 questionnaires were distributed among managers and tourist experts who concern about research, 43 questionnaires were answered and returned,14 Missed unanswered questionnairesand43 were valid for analysis, counting for 75% of the total sample, representing a satisfying response rate, SPSS statics data editor version 25 was using to analyzes incoming data .

5. Results

5.1 Reliability Analysis

First, the survey was pre-tested to identify items that are not clear to participants and to avoid any mistakes that might lead to biased answers. Second, Cronbach's Alpha test was conducted as seen in table (1). The closer the Cronbach's Alpha is to 1, the higher the internal consistency reliability (Sekaran, 2003). The analysis showed that Cronbach Alpha value for all construct is high which means their Medium reliability.

Table (1) Reliability Statistics.

Reliability Statistics	
Cronbach's Alpha	N of Items
.718	22

5.2 Descriptive Analysis

Table No (2) shows that 65.1% of respondents "strongly agree" that's developing culinary tourism in Matrouh will increase the influx of tourists with food interests,34.9% of the respondents are "agree", and51.2% of them are agree that's culinary experience tourism is becoming a trend for millennial, 25.6% seen "Neutral", From the data illustrated in the table it can be noticed that 62.8%of respondents are "strongly agree" that's hotels and travel agencies to expand their culinary tourism choices in order to meet their customers' demands, 37.2% of them were "agree".

It can be concluded from the data tabulated in table No (2) that's 58.1% of the respondents are" agree "that's Tourists are willing to pay more for culinary tourism program, 16.3% seen "Neutral", Table clarify that Tourists actively seek out information about where the food comes from by an average of 46.5%, Moreover 67.4% of the respondents are "Strongly agree "that's culinary tourism has a number of positive impacts on helping the growth of hotels and tourist attractions.

As shown in Table (2), it can be noticed that51.2% of the respondents are "disagree "that's state responsibility to help developing culinary tourism in Matrouh, 27.9% "strongly disagree", 14.0% were "Neutral", From the data illustrated in table it can be seen that30.2% of the respondents are "Strongly agree" of A full set of different types of cooking is provided in the hotel, 20.9% seen that's "disagree", 14.0% of the mare "Neutral".

It can be noticed from the data tabulated in table (2) that's46.5% of the respondents are "agree "of Food variety and quality leads to repeated behavior of tourism and 23.3% of them were "Neutral", Moreover 32.6% of the respondents are "disagree" that's staff have a good

knowledge about culinary tourism in the hotels, 18.6% of them were "agree", 46.5% of the respondents are "agree "that's food is made from local products must be indicated, 20.9% of them were "disagree", in addition 44.2% of the respondents are "agree "that's traditional methods should be used for food presentation, but 14.0of them were "Neutral".

It can be noticed from the data tabulated in table (2)that's 67.4% of the respondents are "Strongly agree" that's local food should be found in the restaurants' menus in Matrouh and the highest percentage 51.2% of them are "agree" that's training and familiarizing of the staff are important to develop culinary tourism in the hotels, Moreover 55.8% of the respondents are "agree "that's Advertising message is carried out in accordance with the concept of food culture, and 48.8% of them are "strongly agree" that's Social media plays a role and driving the interest and the enthusiasm in food experience, in addition 51.2% of the respondents are "agree "that's culinary tourism is massively popular among millennial, who share their food experience in social media, 41.9% of them "agree" that's internet is the main source of information for culinary tourism.

Table No (2) shows that's 48.8% of the respondents are "agree" that's culinary tourism will play an important role in promoting destinations such as Matrouh, 62.8% of them strongly "agree" that's relationships and interaction with the leading countries in culinary tourism must be established, Finally 41.9% of the respondents are "agree "that's tourists are satisfied with food variety and quality provided in Matrouh, 8.3% of them were "disagree".

Table (2). Descriptive Statistics.

Descriptive Statistics								
	N	Strongly Agree %	Agree%	Neutral%	Disagree%	Strongly Disagree%	Mean	Std. Deviation
1. Developing culinary tourism in Matrouh will increase the influx of tourists with food interests.	43	65.1	34.9	-	-	-	1.3488	.48224
2. Culinary experience tourism is becoming a trend for millennial.	43	23.3	51.2	25.6	-	-	2.0233	.70672
3. It is crucial for hotels and travel agencies to expand their culinary tourism choices in order to meet their customers' demands.	43	62.8	37.2	-	-	-	1.3721	.48908
4. Tourists are willing to pay more for culinary tourism program.	43	14.0	58.1	16.3	11.6	-	2.2558	.84777
5. Tourists actively seek out information about where the food comes from.	43	23.3	46.5	23.3	7.0	-	2.1395	.86138
6. Culinary tourism has a number of positive impacts on helping the growth of hotels and tourist attractions.	43	67.4	32.6	-	-	-	1.3256	.47414
7. It is the state responsibility to help developing culinary tourism in Matrouh.	43	-	7.0	14.0	51.2	27.9	4.0000	.84515
8. A full set of different types of cooking is provided in the hotel.	43	30.2	20.9	14.0	20.9	14.0	2.6744	1.45930

9. Food variety and quality leads to repeated behavior of tourism.	43	30.2	46.5	23.3	-	-	1.9302	.73664
10. Staff has a good knowledge about culinary tourism in the hotel.	43	7.0	18.6	20.9	32.6	20.9	3.4186	1.21953
11. Food that is made from local products must be indicated.	43	20.9	46.5	11.6	20.9	-	2.3256	1.04017
12. Traditional methods should be used for food presentation.	43	41.9	44.2	14.0	-	-	1.7209	.70121
13. More local food should be found in the restaurants' menus in the hotel.	43	67.4	32.6	-	-	-	1.3256	.47414
14. Training and familiarizing of the staff are important to develop culinary tourism in the hotel.	43	48.8	51.2	-	-	-	1.5116	.50578
15. Advertising message is carried out in accordance with the concept of food culture.	43	44.2	55.8	-	-	-	1.5581	.50249
16. Hotels and travel agencies can promote certain countries by organizing regular tours focusing on cuisines.	43	48.8	37.2	14.0	-	-	1.6512	.71991
17. Social media plays a role and driving the interest and the enthusiasm in food experience.	43	48.8	44.2	7.0	-	-	1.5814	.62612
18. Culinary tourism is massively popular among millennial, who share their food experience in social media.	43	41.9	51.2	7.0	-	-	1.6512	.61271
19. Internet is the main source of information for culinary tourism.	43	34.9	41.9	14.0	9.3	-	1.9767	.93830
20. Culinary tourism will play an important role in promoting destinations such as Matrouh.	43	18.6	48.8	14.0	18.6	-	2.3256	.99333
21. Relationships and interaction with the leading countries in culinary tourism must be established.	43	62.8	37.2	-	-	-	1.3721	.48908
22. Tourists are satisfied with food variety and quality provided in Matrouh.	43	23.3	41.9	18.6	8.0	8.3	2.2791	1.14071
Valid N (list wise)	43							

6. Discussion

Findings demonstrated that Most hotel managers, food and beverage, and tourism experts believe developing culinary tourism in Matrouh will increase the influx of tourists with food interests, as they gathered that culinary experience tourism is becoming a trend for millennial,

These results are agreed with(Martin and Others ,2021), This is due to the fact that the culinary tourism pattern has become a new global trend in most developed tourist countries, as they found that tourists are willing to pay more for culinary tourism program, It possible for hotels and travel agencies to expand their culinary tourism choices in order to meet their customers' demands.

This study emphasized that tourists actively seek out information about where the food comes from and culinary tourism has a number of positive impacts on helping the growth of hotels and tourist attractions, Previous studies found that culinary tourism becomes one of the most important competitive market in the last few years (Indrajaya,2019),this is according to official statistics and reports issued by international tourism institutions and international organizations, the study found the weakness of state responsibility to help developing culinary tourism in Matrouh. Moreover, Matrouh hotels staff have not a good knowledge about culinary tourism, this is as a result of the lack of training or awareness-raising programs on the pattern of culinary tourism in Egypt in general, especially in Matrouh.

In this study all the respondents are agreed that's food variety and quality leads to repeated behavior of tourism and food that is made from local products must be indicated, Previous studies found that local products and food variety attract tourists to try culinary tourism in the hotels (Geng and others,2013) the traditional methods should be used for food presentation, as they confirmed that's Matrouh hotels needs to A full set of different types of cooking is provided, finally finding more local food should be found in the restaurants' menus in Matrouh hotels, These results are agreed with (Safian and Others ,2021) who's found to get tourists satisfaction with food variety and quality must provide.

The study confirmed that's advertising message is carried out in accordance with the concept of food culture, and hotels and travel agencies can promote certain countries by organizing regular tours focusing on cuisines, Internet is the main source of information for culinary tourism, Previous studies found social media plays a role and driving the interest and the enthusiasm in food experience (Clemente,2020) In addition culinary tourism is massively popular among millennial who share their food experience in social media, The respondents found that culinary tourism will play an important role in promoting destinations such as Matrouh by relationships and interaction with the leading countries in culinary tourism must be established.

7.   Conclusion and Recommendations

This study provides a clear and convincing evidence of the important role of culinary tourism to develop and increase tourist demand in Matrouh, Hotels must adopt to spread the pattern of culinary tourism and highlight the positives in maximizing the staff and hotel income. Hence, it should struggle to provide training and familiarizing of the staff to get the required knowledge and skills to increase their culinary tourism experiences, hotels and F&B managers should do their best to encouraging tourists to try local food to expand their culinary tourism choices in order to meet their customers' demands.

Encouraging and motivating Egyptian and foreign travel agencies to organize tourism programs specialized in culinary tourism, must attention of the state responsibility to exert more efforts to help developing culinary tourism in Matrouh, Moreover, must provide A full set of different types of cooking and more local food should be found in the restaurants' menus in Matrouh hotels, Traditional methods should be used for food presentation and food that is made from local products must be indicated.

Must adopt to intensive marketing strategy to develop culinary tourism in Matrouh by using internet, Moreover benefiting from the local and international tourism studies and research that have been prepared in the field of culinary tourism, this study confirmed that cooperation and communication with developed tourism countries in culinary tourism in order to benefit from their expertise and practical experiences, and signing joint cooperation protocols with them will greatly contribute to the development of tourism demand in this style in Matrouh.

Culinary tourism has significant impacts on food cultures, food systems, and the economies, environments, societies, and cultures surrounding them. These impacts are potentially beneficial but can simultaneously be harmful, depending on the perspective of the evaluator. It is essential that the complexity of culinary tourism be recognized so that issues can be addressed.

8. Limitations and Future Researches

This study highlighted only the perception important of culinary tourism According to the view of Hotels and F&B managers and Tourism Experts in Matrouh, which can play a big role in tourism demand in Matrouh hotels, future researches may study how to marketing culinary tourism in Matrouh hotels that not included in this study. Moreover, the study investigated the potential of culinary tourism develop; future researches may investigate its benefits as well.

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دور سياحة الطهي في تعزيز صناعة الفنادق
"دراسة حالة في مدينة مطروح"

معلومات المقال	ملخص البحث
الكلمات الدالة:	

السياحة هي جزء أساسي من تجربة الأمة الحديثة ، حيث يلعب الطعام دورًا مهمًاو أساسي من تبادل الثقافات ؛ سياحة الطهي هي التركيز على الطعام باعتباره عامل جذب للاستكشاف ووجهة للسياحة. تتوافرالان الروابط بين الغذاء والسياحة أيضًا مرحلة لتنمية الاقتصاد المحلي. يتضمن الآن مجموعة متنوعة من التنسيقات والمنتجات ، مسارات الطهي ، ودروس الطبخ ، والمطاعم ، وكتب الطبخ ، وأدلة الطعام ، والوصفات الجديدة للأطباق ، وحتى المكونات. بينما تركز معظم سياحة الطهي على تجربة تناول الطعام وتذوق الأطعمة الجديدة كمشروع تجاري ، فهي أيضًا مبادرة تعليمية توجه الفضول حول الطعام إلى التعلم من خلاله حول ثقافة مطبخ معين لبلد ما ويظهر قطاع الفنادق والمطاعم والمؤسسات المصرية بوادر انتعاش ونمو بعد عدة سنوات من التباطؤ . تتزايد المبيعات في الفنادق والمنتجعات مع انتعاش السياحة.

إن الهدف من هذه الدراسة هو قياس ودراسة مدى أهمية إدماج سياحه الطعام في تنشيط حركه السياحة لدي الفنادق في محافظه مطروح لكونها احدي المحافظات التي تشتهر بالأكلات المحلية المميزة لمصر، وان السياحة الغذائية كمتغير يؤثرعلي زيادة عدد السائحين القادمين إلى مؤسسات الضيافة المصرية في مطروح.

تم تصميم استطلاع الرأي في ٢٢ سؤالاً وتوزيعه وتحديد المقابلات الشخصية لمديري الفنادق ومديري الأغذية والمشروبات وخبراء السياحة في مطروح ، وتقدم الدراسة دليلاً واضحاً ومقنعاً على الدور المهم لسياحة الطهي في تطوير وزيادة الطلب السياحي في فنادق مطروح ، وتوصي الدراسة بأنه يجب أن تتبنى الفنادق في مطروح نشر نمط سياحة الطهي وإبرازالإيجابيات في تعظيم دخل الموظفين والفنادق وايضا تشجيع وتحفيز وكالات السفر المصرية والأجنبية على تنظيم برامج سياحية متخصصة في سياحة الطهي لتلك المنطقة.

الكلمات الدالة:

سياحة الطهي

المؤسسات التجارية

الضيافة

توزيع

رضاء العملاء