



Tourists' Awareness and Perception of Indigenous Foods and Beverages in Jos Metropolis, Plateau State Nigeria

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Abstract

The study assessed tourists' awareness and perception of indigenous foods and beverages in Jos metropolis in Plateau State Nigeria. Three objectives achieved by the study; to identify indigenous foods and beverage, awareness of indigenous foods and beverages and tourists' perception of indigenous foods and beverages in Jos metropolis. This study used survey research design. Study population consisted of estimated two hundred (200) tourists and used Krejcie and Morgan sample size table to select sample size of one hundred and Thirty-two (132) tourists (respondents). Structured questionnaires were developed and administered among the one hundred and thirty-two (132) tourists (respondents) randomly selected during the study period in Jos metropolis to gather data from the tourists. In some cases interviews were conducted alongside the administration of the structured questionnaires where necessary, as a mean of assisting the respondents to understand the content of the questions and be interested in the exercise. Descriptive statistics such as mean were used to present the data. Mean (\bar{x}) values were used. Thus, mean was used to measure tourists' awareness and perception: a mean score of 3.5 and above indicates positive or accepted and mean

score of below 3.5 indicates negative or rejected. The study identified indigenous foods and beverages, and tourists are aware of indigenous foods and beverages in Jos metropolis which include Gwate, Tuwon Acha, Tuwon Dawa, Naman Ridi, Kwado Rizga, Kunun Tamba, Kunun Acha, Kunun Zaki, Bwerik hwass' and Mwas, or Burkutu. Tourists Perception of indigenous foods and beverages in Jos metropolis is positive. The study recommended that indigenous foods and beverages should be available at all times of the day to clients/tourists, and restaurant employees need appropriate training to increase their capacity to deliver prompt foods and beverages to tourists and curtail delays.

Key Words: Tourists, Perception, Foods, Beverages, Jos.

Introduction

Food is a fundamental part of the tourist experience. Increasingly, indigenous (local) food and beverages is used in tourism as an integral part of the visitor attraction to enrich tourist's experiences. Local food acts as motivating factor for tourists to travel to destinations and can play an important role in increasing visitors stay. Everybody must eat during their holiday and tourists are increasingly interested in culinary experiences and prepare to pay more for local food and beverages.

Henderson (2009; Robinson and Getz (2014), food (culinary) tourism represents a topical concern for destination managers, academic, and marketers, especially as food consumption is one of the indispensable aspects of the tourism industry. Choe and Kim (2018), exploring how the use of local foods contributes to the value of tourist consumption is an important issue, because it helps to understand tourists' perception of a destination and to predict their future behaviours. Hailer (2012) position is that "combining food and tourism is having a powerful appeal in recent years. Offering local products and culinary traditions to international and national visitors adds and creates additional economic activity in and around the destination".

Also, Kim, Choe, King, Oh, and Otoo (2022) stated that tasting local food is one of the more memorable and value travel related activities. The international tourists enjoy experiencing something new and potentially memorable when tasting local foods. This is associated with authenticity, traditions, culture, local recipes, and local cooking methods. Mak, Lumbers and Eves (2012), their position is that eating is always a physiological need which requires immediate fulfilment whether one is at home or visiting a destination. The consumption of diverse foods in travel is unique because it occurs outside the regular environment of visitors and tourists. Fields (2002) added that eating is a basic need of human nature; every tourist eats local foods travelling away from home and Kivela and Crotts (2006) stated that tasting local food is claimed to be a pleasurable and exciting activity.

George and Maria (2003), the awareness or availability of local unique foods is vital for developing and promoting tourism destination to global arena. Unique food experiences at a destination not only attract large number of tourists but also help to establish the destination as a brand. Many developed and developing countries have already realized the importance of food for attracting more tourists to experience their attractions and destinations.

Theory of Planned Behaviour

A central factor in the theory of planned behaviour is the individual's intention to perform a given behaviour. The proponent of the theory is Ajzen (1991). The theory of planned behaviour postulates three conceptually independent determinants of intention. The first is the attitude toward the behaviour and refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question. The second predictor is a social factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behaviour. The third antecedent of intention is the degree of perceived behavioural control which, as we saw earlier, refers to the perceived ease or difficulty of performing the behaviour

and it is assumed to reflect past experience as well as anticipated impediments and obstacles (Olowe and Okeke, 2020). As a general rule, the more favourable the attitude and subjective norm with respect to behaviour, the greater the perceived behavioural control; the stronger should be an individual's intention to perform the behaviour under consideration.

Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour. As a general rule, the stronger the intention to engage in behaviour, the more likely should be its performance. It should be clear, however, that a behavioural intention can find expression in behaviour only if the behaviour in question is under volitional control, that is, if the person can decide at will to perform or not perform the behaviour.

Although, some behaviour may in fact meet this requirement quite well, the performance of most depends at least to some degree on such non-motivational factors as availability of requisite opportunities and resources (for example, time, money, skills, cooperation of others). Collectively, these factors represent people's actual control over the behaviour. To the extent that a person has the required opportunities and resources, and intends to perform the behaviour, he or she should succeed in doing so. According to the theory of planned behaviour, performance of behaviour is a joint function of intentions and perceived behavioural control. For accurate prediction, several conditions have to be met ((Ajzen, 1985)).

The relative importance of attitude, subjective norm, and perceived behavioural control in the prediction of intention is expected to vary across behaviours and situations. Thus, in some applications it may be found that only attitudes have a significant impact on intentions, in others, attitudes and perceived behavioural control are sufficient to account for intentions.

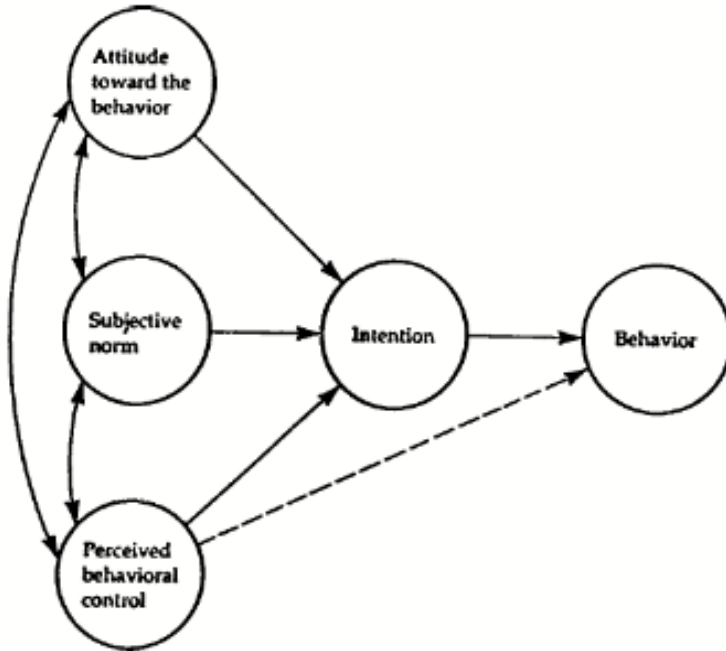


Figure 2.1: Components of Theory of Planned Behaviour

Source: Ajzen, (1991)

Relevance of the Theory to this Research

This study adopted Theory of Planned Behaviour (TPB) because the theory aim at detailing the specifics regarding an individual’s decision to perform certain behaviour and also helps to explain the relationship between the constructs of the model and intention to be aware and perception of indigenous food which are the objectives of this study. In addition, this study adopted the TPB because it helps us to predict the occurrence of a particular behaviour which in this case is awareness and perception of indigenous food and beverages in Jos metropolis.

The Study Objectives

The identification, awareness and perception of indigenous food and beverage in Jos Metropolis are the aim of this study. The objectives of the study are to:

- i. Identify indigenous foods and beverage in Jos metropolis;
- ii. Assess the awareness or availability of indigenous Foods and Beverages in Jos Metropolis; and

- iii. Examine tourists' perception of indigenous foods and beverages in Jos metropolis.

Study Area

The study was conducted in Jos metropolis Plateau State Nigeria, located between latitude 9°38'0" - 9°59'0"N and longitude 8°39'0" - 9°0'0"E. Jos metropolis covers an area of 291 Square Kilometres, projected population of 1,001,000 in 2024 with a growth rate of 3.20% (Macrotrends.net). It is bounded by Barkin-Ladi and Jos East Local Government Areas, Riyom to the south and Bassa Local Government Area to the West. The areal extent from north to south is 104 Km while from east to west is about 80 Km on an elevation of 1,250 m above sea level with shere hills having the highest peak of 1,777 m above sea level. See Figure 1.

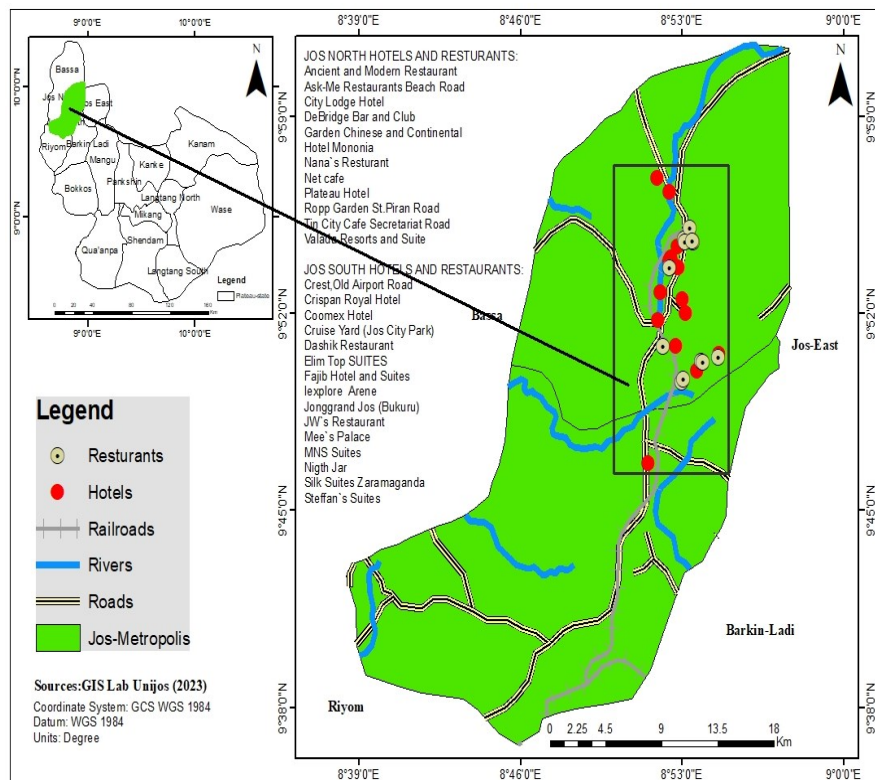


Figure 1: Map showing Jos Metropolis

Source: Geographic Information System Laboratory University of Jos (2024)

Methodology

Research Design

Descriptive survey research design was adopted for the study because it allowed for quantitative data collection (Mahmood, 2015).

Population of the Study

The study population consisted of estimated two hundred (200) tourists. Using Krejcie and Morgan sample size table (1970) as cited by Orga (2016) was used to obtain simple size of 132. The 132 tourists were selected by simple random sampling techniques in the Jos metropolis and participated in the study and constituted the study sample.

Data Collection Instrument

Structured questionnaires with 5-point Likert Scale were developed in order to assess the tourists' awareness and perception of indigenous food and beverages in Jos metropolis. The sample include 132 respondents (tourists) participated in the study. Cronbach Alpha reliability method was used to establish the reliability of the instrument. Reliability coefficient of 0.87 was obtained. Three research assistants were involved in the data collection.

Data Analysis Techniques

Data collected were analysed using descriptive statistics such as mean(x). Mean (x) values were used. Thus, mean was used to measure tourists' awareness and perception: a mean score of 3.5 and above indicates positive or accepted and mean score of below 3.5 indicates negative or rejected.

Results and discussion

Indigenous Foods and Beverages in Jos Metropolis

The identified indigenous food and beverages in the study area are shown in Table 1.

Table 1: Indigenous Foods and Beverages in Jos Metropolis

Identified Beverages		
Non-alcoholic Beverages	Name	Sources
	<i>Kunun Tamba</i>	From black finger millet
	<i>Kunun Acha</i>	From <i>acha/fonio</i>
	<i>Grape juice</i>	From Grapes
Alcoholic Beverages		
	<i>Bwede' (Berom) liquor</i>	<i>Acha.</i>
	<i>Bwerik hwass'</i>	<i>Acha.</i>
	Mwos, or Burkutu	From millet, sorghum and maize
	<i>Pito, a sub-set of Burkutu</i>	
Identified Foods		
Foods	Types	Basic Ingredients
	Gwate	From Acha/fonio
	Tuwon Acha,	from Acha/fonio
	Tuwon Dawa,	made from sorghum flour
	Acha porridge	from Acha/fonio
	Naman Ridi	Meat garnished (beef) benniseed
	Kwado Rizga	rizga and groundnut paste
	Boiled Rizga,	Rizga,
	Boiled, fried or roasted Irish potatoes	
	Boiled, fried or roasted, sweet potato	Sweet Potato
	Boiled, fried, or roasted Cocoyam	Cocoyam
Identified Vegetative foods		
Vegetables	Types	
	Spinach	
	Rosella leaves	
	Pumpkin leaves	
	Cabbage	
	Lettuce	

Source: Researcher's Field Work, 2023

The study identified the different indigenous foods and beverages in Jos metropolis as seen in Table 1. This study finding collaborated El-Mezayen, El-Zeftawy and Hassan (2020) study's which stated that there are indigenous food and beverages in local communities in Nigeria. Also this results agreed with Haikier (2012) findings that local food that were promoted indicate a perspective of wild, fresh, local and good quality.

Awareness of Indigenous Foods and Beverages in Jos Metropolis

Table 2 below shows awareness of indigenous foods and beverages in Jos metropolis. The results indicates that food and beverages are always available ($\bar{x}=4.8$), and that tourists always request for these indigenous food and beverages because of its edibility ($\bar{x}=4.8$), the result also revealed that indigenous food and beverages in Jos metropolis have much health benefits ($\bar{x}=4.3$) as such tourist prefer to be served with Indigenous food and beverages during their visitation ($\bar{x}=4.3$). Furthermore, the results of the research also shows that indigenous food and beverages are a welcoming item to tourists ($\bar{x}=4.3$ quick to prepare ($\bar{x}=4.2$), and that the indigenous food and beverages in the study area well prepared ($\bar{x}=4.1$). Finally the research shows that indigenous food and beverages are very cheap to purchase by the tourist ($\bar{x}=3.9$).

Table 2: Awareness of Indigenous Foods and Beverages in Jos Metropolis.

S/N	Statement	SA	A	U	SD	D	Mean	Remark
a.	Indigenous food and beverages are always available	258	0	29	0	0	4.8	Accepted
b.	Tourists always request for indigenous food and beverages because of its edibility	116	27	144	0	0	4.8	Accepted
c.	Indigenous food and beverages have much health benefits	116	144	27	0	0	4.3	Accepted
d.	Tourist prefer to be served with Indigenous food and beverages during their visitation	141	88	58	0	0	4.3	Accepted
e.	Indigenous food and beverages are a welcoming item to tourists	112	145	30	0	0	4.3	Accepted
f.	Indigenous food and beverages are quick to prepare	87	171	29	0	0	4.2	Accepted
g.	Indigenous food and beverages are well prepared	88	143	56	0	0	4.1	Accepted
h.	Indigenous food and beverages are very cheap to purchase by the tourists	29	199	59	0	0	3.9	Accepted

Source: Researcher's Field Work, 2023

Findings in Table 2 above indicated that tourists are aware of indigenous foods and beverages and these foods and beverages are available in Jos metropolis. The above study results confirmed Baby and Joseph (2023) previous study results that awareness of local foods at destination can attract more food enthusiasts and curious tourists seeking authentic foods and cultural experience.

Tourists Perception of Indigenous Foods and Beverages in Jos Metropolis

Table 3 shows the results of tourist's perception of indigenous foods and beverages in Jos Metropolis.

Table 3: Tourists Perception of Indigenous Foods and Beverages in Jos Metropolis

S/N	Statement	SA	A	U	SD	D	Mean	Remark
1.	Indigenous foods give memorial significance	111	21	0	0	0	4.8	Accepted
2.	Indigenous foods and beverages are fresh and flavourful	77	34	21	0	0	4.7	Accepted
3.	Tourists attach indigenous foods and beverages to historical culture	98	20	7	7	0	4.5	Accepted
4.	Tourists see indigenous foods and beverages as representing the region	91	20	14	7	0	4.5	Accepted
5.	Indigenous foods and beverages are better alternatives to processed foods.	78	40	14	0	0	4.5	Accepted
6.	Indigenous foods and beverages are not well served in restaurants	83	28	7	14	0	4.4	Accepted
7.	There are delay upon order of indigenous foods and beverages	84	20	14	14	0	4.3	Accepted
8.	Hygiene concerns affect tourists perception of indigenous foods and beverages	79	20	14	13	6	4.2	Accepted
9.	Tourist appreciate indigenous foods and beverages	77	27	14	14	0	4.2	Accepted
10.	Tourists have positive perception of indigenous foods and beverages	53	52	20	7	0	4.1	Accepted

11. Tourists are excited when they are served indigenous foods and beverages	26	99	7	0	0	4.1	Accepted
12. Tourists are attracted to uniqueness of indigenous foods and beverages	52	47	27	0	6	4.0	Accepted
13. Tourists find satisfaction in indigenous foods and beverages	12	78	35	7	0	3.7	Accepted
14. Indigenous foods and beverages are not available on restaurants menus	20	56	28	21	7	3.5	Accepted
15. Tourists laments exclusion of indigenous foods and beverages on restaurant menus	0	84	35	0	13	3.4	Accepted
16. Indigenous foods and beverages are readily available for tourists	20	33	59	7	13	3.3	Rejected
17. Preparation and service is prompt on request	19	26	61	20	6	3.2	Rejected
18. Indigenous foods and beverages are only available at night	6	61	38	13	14	3.2	Accepted
19. Taste and quality of indigenous foods and beverages are poor	20	26	52	20	14	3.1	Accepted
20. Indigenous foods and beverages are only available during the day	7	6	80	19	20	2.7	Rejected

Source: Researcher's Field Work, 2023

Table 3 above shows tourists' perception of indigenous foods and beverages in Jos Metropolis. The results indicated that indigenous foods give memorial significance (\bar{x} =4.8), Indigenous foods and beverages are fresh and flavourful (\bar{x} =4.7), Tourists attach indigenous foods and beverages to historical culture (\bar{x} =4.5), Tourists see indigenous foods and beverages as representing the region (\bar{x} =4.5), Indigenous foods and beverages are better alternatives to processed foods (\bar{x} =4.5), Indigenous foods and beverages are not well served in restaurants(\bar{x} =4.4), There are delay upon order of indigenous foods and beverages(\bar{x} =4.3), Hygiene concerns affect tourists perception of indigenous foods and beverages(\bar{x} =4.2), Tourist appreciate indigenous foods and beverages(\bar{x} =4.2), Tourists have positive perception of indigenous foods and beverages(\bar{x} =4.1), Tourists are excited when they are served indigenous foods and

beverages(\bar{x} =4.1), Tourists are attracted to uniqueness of indigenous foods and beverages(\bar{x} =4.0), Tourists find satisfaction in indigenous foods and beverages(\bar{x} =3.7), Indigenous foods and beverages are not available on restaurants menus(\bar{x} =3.5), Tourists laments exclusion of indigenous foods and beverages on restaurant menus(\bar{x} =3.4), Indigenous foods and beverages are readily available for tourists(\bar{x} =3.3), Preparation and service is prompt on request (\bar{x} =3.2), Indigenous foods and beverages are only available at night (\bar{x} =3.2), Taste and quality of indigenous foods and beverages are poor (\bar{x} =3.1) and Indigenous foods and beverages are only available during the day (\bar{x} =2.7).

This study results confirmed Kivela and Crofts (2005) previous study findings that regard to local foods consumed, 75% of tourists sampled preference local foods than continental foods. George and Maria (2003) findings also revealed that tourist's level of appetite for local dishes, 58% indicated high appetite. Mak, Lumbers and Eves (2012) study indicated that 58% of tourists samples, declared that local foods are the reasons of their travelled to destinations. Bjork and Kauppinen-Raisanen (2016) research results indicated that international tourists prefer beverage items that have been branded since they are branded and certified, making it wholesome for consumption. This study results also confirmed Kim, et al (2022)) previous study results which indicate that tourists have distinct utilities, expectations, experiences and evaluation when consuming local food in destination, and it contributes to understanding inbound tourists' perception of local food. Also, Baby and Joseph (2023) study's findings show that tourist's preferred fresh local food and preservatives free, and better nutritious local food.

Conclusion

The identified different indigenous foods (Gwate, Tuwon Acha, Tuwon Dawa, Acha poride, Naman Ridi, Kwado Rizga, boiled Riza, boiled, fried or Irish potatoes, boiled, fried or roasted potato and boiled, fried or roasted potato) and beverages (Kunun

Tamba, Kunun Acha, Kunun Zaki, Bwede, Bwerik hwass, Mvos and Pito) in Jos metropolis.

The tourist's perception of indigenous foods and beverages revealed that: there are delay upon order of indigenous foods and beverages ($x=4.3$), indigenous foods and beverages are readily available for tourists (3.3), indigenous foods and beverages are only available during the day (2.7). These statements are indication of rejection or negative tourist's perception of foods and beverages in Jos metropolis.

Recommendations

To address the tourist's negative perception of food and beverage in Jos metropolis, the study proffered the following recommendations:

- i. There are delay upon order of indigenous foods and beverages: As the study result indicated restaurant employees need appropriate training to increase their capacity to deliver prompt foods and beverages to curtail delays.
- ii. Indigenous foods and beverages are not readily available for tourists: In this case, restaurant operators and their suppliers should put concerted efforts to make indigenous foods and beverages readily available for tourists.
- iii. Indigenous foods and beverages are only available during the day: It is important to make indigenous foods and beverages available at all times when tourists requested.

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