

## PROMOTING INDIGENOUS DISHES IN LUXURIOUS HOTELS IN THE HOSPITALITY INDUSTRY: THE CASE OF THREE SELECTED HOTELS IN THE ACCRA METROPOLIS OF GREATER ACCRA REGION

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### ABSTRACT

The indigenous foods industry is growing in many parts of the world at a very fast pace in recent years, especially in developing countries like Ghana and this growth is significant. However, indigenous food entrepreneurs and organizations still face a number of challenges when establishing viable operations as many people do not patronize it. This study explores the socio-cultural challenges confronting preparation, packaging and patronization of indigenous dishes in three selected Luxurious Hotels in the Accra Metropolis. The target population for this study comprised 90 employees and dinners of the selected hotels—Golden Tulip, La Palm Beach and Novotel. Data were collected using mixed methods—structured interview and questionnaires. The questionnaire has a reliability of 0.78 Cronbach alpha. The qualitative data collected were subjected to thematic using percentages for the research questions. Findings indicated that change of the dinner's consumption patterns of the community were found to be the socio-cultural challenges confronting preparation and packaging of indigenous dishes. The study also found that the dinners did not patronize the local dishes for the reason that they were poorly prepared. The study recommends that indigenous cookeries should be employed to assist the hotel cooking staff on the preparation of the indigenous dishes, as this could increase the dinners taste for the indigenous dishes. Besides, there should be continuous in-service education of hotel employees to upgrade their skills on the preparation and packaging of the indigenous dishes to enhance diners' attraction.

**Keywords:** Indigenous Dishes, Luxurious Hotels, Hospitality Industry, Accra Metropolis.