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.

1. Introduction

The local foods industry is growing in many parts of the world. Although there is much excitement around this movement, local foods entrepreneurs and organizations still face a number of challenges when establishing viable operations. These issues are prevalent throughout the preparation that includes limited capacity, lack of caterers, and limited knowledge. There are three things hotel managers can do to help the local foods expand in their hotels: advocate for pro-local foods policies; serve as consultants to start-ups; and facilitate regional networking for local foods companies and supporting organizations. Fostering the expansion of the local foods industry as an economic development strategy that

has the potential to spur job growth, assist in the productive redeployment of business and regional resources, and encourage local innovation.

The hospitality industries require a more skilled workforce today as a result of advancement in tourism. Professional caterers among hospitality employees could serve as a measure that should be included in quality improvement in local dishes. Low professional status of caterers can result in increased dinner's turnover which affects the propagating of our local dishes and our culture.

Consumers' awareness of the essence of nutritional values of the local dishes motivate the dinners and enhance effective patronage. Motivation is a basic psychological process. According to Johnson (2009) motivation is the management process of influencing behaviour based on the knowledge of what make people tick their intentions. Johnson (2009) further asserts that motivation is the process that arouses, energizes, directs, and sustains behaviour. That is, it is the process of stimulating people to action and to achieve a desired task. One way of stimulating people is to employ effective motivation, which makes dinners more satisfied with and committed to their local dishes. Money is not the only motivator (McShane and Von Glinow, 2005). There are other incentives which can also serve as motivators that can attract the consumers to our local foods. These includes; awareness of nutritional values of the local foods, preparation methods, additional taste and flavour of the foods.

Factors leading to patronizing the local dishes, describes as poor preparation (Berry, 1981). Factors contributing to high levels of dinner's satisfaction have been identified as: good taste, resemble the local dish (Doswell, 1997). The inadequate of local caterers has reached such an extent that some hotels have turned to the preparation of foreign dishes. Ghana is among many other countries that have numerous local dishes but the inadequacy of local caterers in Luxurious hotels has consequently reduced the preparation of local dishes in these hotels.

The situation at the selected hotels is similar to what is pertaining in the entire state of Ghana. The dinners are not patronizing local dishes and frequently complaining of poor taste. This has motivated the researcher to devise ways of promoting our local dishes in the Luxurious Hotels in our hospitality industry.

The Ga- Adangme faces an indigenous food crisis of promoting them. This problem has extended to the rising hospitality industries within them. Many hospitality industries have engaged in foreign dishes, neglecting our local ones. If this holds true, it would suggest that our local dishes will fade out, hence affecting our notable culture. This study is therefore designed to explore the socio-cultural challenges confronting preparation and packaging of indigenous dishes in Ghana and develop tools to promote the consumption of local dishes in the study areas.

2. Literature Review

The term hospitality refers to the act or practice of being hospitable, the reception and entertainment of guests, visitors or strangers with a sense of providing pleasure and goodwill (Knowles, 1998). Hospitality is the term that is frequently used to cover the different sectors of the hotel and catering industry, and the term can also be expanded to cover all products and services offered to the consumer

away from home including travel, lodging, eating, entertainment, recreation and gaming (Knowles, 1998). The hospitality field, which has developed at least partially in anthropological terms, has been typified by the work of Mathieson and Wall (1982).

In the last half of the previous century, the term 'hospitality' had become synonymous with a group of organizations including the hotels. It is used as a collective term, in that "the hospitality industry can be taken to include hotels, motels, guesthouses, bed and breakfast, farm houses, holiday parks, restaurants, fast food outlets, cafes, departmental store catering, public houses, clubs, industrial catering, institutional catering and the related areas of tourism and leisure" (Mullins, 1995:12).

Many peoples' definition of hospitality extends only to restaurants and hotels. In reality, it goes far beyond this and includes any organization that provides food, shelter and other services to people away from home. When viewed in this light, the hospitality industry can be quite large and far reaching. Also, the numerous career opportunities become readily apparent. Mullins (1998) indicated that primary sectors within the hospitality industry include: Lodging (not just limited to traditional hotels), Foodservice (not just limited to restaurants) and Gaming operations.

Tourism and hospitality play a significance role in growth and job creation across the economy. Tourism and hospitality are woven into the fabric of domestic and international commerce through travelers' consumption patterns. The components of tourism such as transport, catering, accommodation, entertainment and travel services are closely linked to other industries and are catalyst for their goods and services. The size, scope, growth and dynamism of tourism and hospitality should be taken into account in broad government policy decisions in such areas as employment, infrastructure, budget, national and regional development, trade, environment and social regeneration (Lipman, 1995).

According to Lipman (1995: 214),"with peace, travel and tourism can give a huge lift to the economies of the region. It will generate wealth and investment faster than any other industry". As modem tourism and hospitality develops, the industry overshadows even the world's biggest trade in oil and arms. Today it enjoys an undisputed position as the world's foremost industry, whose field of influence infiltrates every possible area of economic activity. In 1995 we witnessed global arrivals of approximately 569 million, thus creating a wealth of US$372 billion (excluding international transport, estimated at US$60 billion) (Singb, 1997).

Since hospitality and tourism enterprises capitalize heavily on manpower resources, it has also established itself as the largest generator of jobs providing both direct and indirect employment for more than 212 million for one in every nine workers, world-wide (Lipman, 1995). As the population is growing steadily, this is particularly important, as tourism is known to create relatively more jobs for semi-skilled and unskilled workers when compared to job requirements in other export industries.

2.1 Indigenous Foods in the Context of Hospitality and Tourism

Gee, Makens & Choy (1997) noted that much of the enjoyment in travel has been associated with dining out and sampling novel foods. Thus, food is not only considered as a basic need, but as a major attraction to some destinations such as France and Italy (Sim, 2009). Even though food is basic and

essential to life, people still have strong feelings about things that enter their mouths and the sensations these things produce. Hence, people, including tourists, are selective as to what they consider as appropriate food. One way of understanding how tourists relate to food is to study their food preferences or choices which are central to tourists' food ways.

At the destination level, an understanding of tourists' preferences and consumption of traditional foods is of paramount significance to a host country. On tourists' consumption and expenditure on food, traditional cuisines have been particularly found to be at the center of the maximization of returns available from tourism development at the destination level. The consumption of locally produced food items and the utilization of local ingredients in the preparation of tourist menus are known to reduce imports and leakage of tourism revenue from the local economy (Enteleca Research and Consultancy, 2001; Torres, 2002). It is recognized that the kind of foods and drinks on offer for tourists can have major implications for the economic, cultural, and environmental sustainability of tourism destinations and Ghana is no exception. Researchers have argued that a focus on locally sourced products can result in benefits for both the host and the guest (Boniface, 2003; Clark & Chabrel, 2007; Ilbery, Kneafsey, Bowler, & Clark, 2003; Woodland & Acott, 2007).

It has also been established that traditional foods constitute essential components in the understanding of the culture of a society, and, also, constitute an important medium for cultural expression (Fieldhouse, 1986). Thus, food comprises a substantial part of the appeal a destination offers. Scarpato (2002) contends that food satisfies all the conventional requirements of cultural products. Hence, tourism dining has increasingly become a major conduit for tourists to appreciate the local culture of a destination (Kivela & Crotts, 2006). From the supply side, the term "traditional food" or indigenous food is defined as "a product frequently consumed or associated with specific celebrations and/or seasons, normally transmitted from one generation to another, made accurately in a specific way according to the gastronomic heritage, with little or no processing/manipulation, distinguished and known because of its sensory properties and associated with a certain local area, region or country" (Guerrero, Guardia, Xicola, Verbeke, Vanhonacker, Zakowska, 2009).

On the demand side, it is described as food and drink that is produced or grown in a local area or local specialty food that has a local identity (Nummedal & Hall, 2006). Commonly, traditional food can be differentiated from non-local products in terms of distinct product characteristics, social features, and ecological features (Sage, 2003). Although there is a growing interest in research into food experiences in tourism, evidences suggest that research on tourists consumption of traditional foods is at its infancy (Cohen & Avieli, 2004; Kim, Eves & Scarles, 2009). Cohen and Avieli (2004) assert that eating and drinking remains virtually unexplored in the sociological and anthropological study of tourism notwithstanding their obvious centrality in the tourism experience. Aside these, the existing researches on food preferences have focused on western countries with studies on tourists' food preferences in Africa including Ghana being scarce.

Despite the central role of dining in holiday experiences, the interface between food, tourism and hospitability in Ghana has received scanty research attention (Ghana Tourists Board, 2003). Existing studies including Donkor (2006) and Osei-Kofi (2002), have focused on food safety and eating behaviour of locals at the expense of international tourists. Specifically, Osei-Kofi (2002) investigated into the safety of street food in the Cape Coast Metropolis of the Central Region of Ghana whilst Donkor (2006) examined cholera outbreak, personal hygiene and Metropolitan bye-laws.

2.2. Characteristics of Indigenous Foods

Foods from the natural environment which became included into the cultural food use patterns of a group of Indigenous People are known as indigenous foods. There is a great diversity of cultural ecosystems that sustained indigenous peoples throughout history, and hence, there is a great variety of indigenous foods that are part of our collective human knowledge (Germov and Williams, 1999). Indigenous foods can be categorized as plant foods, animal foods, earth elements such as salts, and water (Doswell, 1997). The tremendous diversity of plant foods available to and used by Ga - Adangbe peoples, which is the subject of this study, is an area deserving of careful study and documentation.

According to Allen (1993) it is common knowledge that the collective wisdom of resource use in natural environments known to indigenous people is disappearing in the face of "modernization" and "technological development". Young people are no longer systematically taught by their elders to survive using only the natural environment. Hence, valuable information on these resources is being passed to fewer and fewer people, and gradually being lost from indigenous societies, as well as from collective human knowledge. In the face of this loss, one of the purposes of this study is to help bring recognition to the great variety of potentially useful plant foods that exist, and to stimulate research and further documentation on nutritional and botanical properties and use of plants by and for indigenous people(Doswell, 1997)..

Research on indigenous foods can benefit efforts to protect the world's natural environments. By knowing the plants useful to indigenous peoples, temporal and longitudinal studies can demonstrate environmental integrity, or lack of it. The knowledge traditionally-living indigenous peoples have on the presence, absence, and/or general health of the plants and animals in their cultural milieu can be developed for environmental monitoring (Doswell, 1997).

Indigenous people are logical beneficiaries of attention and documentation of their traditional food resources. In many parts of the world, particularly in Ghana, indigenous groups are working diligently to document their elders' knowledge of use of natural food resources, and to revive their use as much as is feasible in a contemporary world Marsdent(2000). This occurs primarily in groups who still have regular access to their aboriginal lands and the natural environment still provides food resources. These people are often eager for scientific (nutritional) documentation, since the elders universally relate their impression that young people would be much healthier if they would rely more on these resources and less on marketed foods which are limited in variety and quality in the low-income areas which are usually inhabited by indigenous people. As well as physical health benefits, it is recognized that leaders and elders

of indigenous groups want to preserve and protect the knowledge of traditional environments and lifestyles for the cultural benefits they provide to people of all ages within the group. Hence, both health promotion programs and cultural enrichment programs for Indigenous People will benefit with more and better information about indigenous foods Marsdent (2000).

2.3. Indigenous Dishes

Entrepreneurs and non-profit groups are stepping in to address these capacity issues. One dominant solution is food hubs. Food hub is "a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products" (Botha, 1993). Such facilities create opportunities to serve large and diverse markets, particularly institutional buyers like schools and hospitals. Although institutional buyers are interested in sourcing locally, lack of training enabling consistent product and reliable distribution remain a barrier to local procurement (Pollan, 2008). Food hubs can efficiently serve this market since they function as a centralized point of contact and distribution centre of local produce.

"Value-added products," add another dimension to local foods. Baked goods, soups made with locally-sourced ingredients are examples of such products. Producers serve a niche as a seasonal business or as an outlet for surplus or imperfect produce. There are obstacles to entering the industry from this vantage point, however (Medlik, 1998). To remedy this, kitchen incubators are popular development tools to assist entrepreneurs and encourage production. Medlik (1998) explains that "well-managed food business incubators can increase success rates by providing training and critical technical assistance to innovative new foods processors".

Interest in locally produced food has increased in recent years. Local foods are in demand for various reasons: concern for the environment and sustainability, to satisfy the demand for product quality, to support local farmers and the local economy, or to express a preference for a certain agricultural production and distribution practice. Some claims made for local food have been "proved" by research, while other claims, mainly on environmental issues, are debated. Contemporary consumer campaigns aim at promoting re-localization of food production by directing the consumers toward more local food purchasing as part of sustainable eating habits. Local food supply chains focus on a re-integration of consumption and production and rely on a higher acceptance by the consumers of seasonal variation. The aim for this re-integration has resulted in food cultural movements. Such initiatives in various ways advocate the importance of linking territory, culture and food and at the same time promote sustainable consumption.

2.4 Indigenous Dishes of Ga – Adangmes

Farming and fishing are the main occupation of the indigenes. The crops that are grown in these areas are cereals and grains, starchy roots such as cassava and vegetables. These were crops grown and eaten by their forefathers when they settled in their present location. Thus it became the source of their staple food. The preparation of the corn meal varies in many ways. The corn meal dough is first prepared

by dehydrating the fresh corn kernels in the heat of the sun and soaking them for 36 to 48 hours before they are milled. The milled corn mixed with water to make dough, is allowed to stand in a cool place for another 48 hours or more to allow it to ferment at which time it is ready for use. The remainder of the fermented dough is refrigerated or otherwise stored. The fermentation process is optional. Some of the most favorite and delicious dishes are prepared with fermented corn meal dough.

Individual consumers can choose to assign higher personal values to transportation than does the market, recognizing that market prices do not reflect real costs to society. Satisfaction may be derived from knowing that personal buying decisions can help to preserve local farms or the environment. Consumers can also choose to assign value to supporting a local economy and to the increased freshness that they may receive from local foods.

One measure of local food interest is the increase in direct marketing across the study area. Direct marketing includes farm products by farmers to consumers at roadside farm stands, farmers' markets just to mention few. Clearly there is consumer interest in local foods; but what motivates consumers to buy local? Pirog (2003) indicate that supporting the local economy and freshness/quality were the "most convincing" reasons to buy local, while environmental protection scored much lower. But it is not clear that consumers understood the environmental impact of local food; buying local foods make us cultured.

Ghana is a holiday destination for tourists because of its historical, cultural and natural heritage. Its climate and resources enable economic and social development that results for tourism on the other hand the number of tourist heading for the region representing threat to its natural resources as well as to the balance of its Eco system.

3. Materials and Methods

This study followed qualitative research approach and exploratory and descriptive research design was used to carry out this study. According to Leedy & Ormrod (2001), qualitative research is normally used in exploratory research design to gain preliminary insights into decision problems and opportunities. Hence, qualitative research in the exploratory research design tends to focus on the collection of detailed amounts of primary data from relatively small samples of subjects by asking questions or observing behaviour (Leedy & Ormrod, 2001). It also tends to uncover the underlying motivations behind consumers' opinions, attitudes, perceptions and behaviour. The most common form of qualitative research is the in-depth interviews (Creswell, 1994). Greenfield (2002) further concludes that the main advantage of qualitative research is that it reveals the in-depth motivations for respondents' behaviour, attitudes, opinions and perceptions.

The population frame for this study consists of all staff and dinners of these hotels. The selection of the sample from the set of population is through purposive sampling. The hotels considered for this research are Golden Tulib Hotel, Labadi Beach Hotel and Novotel. These 3 four star hotels have approximately 150 employees' inclusive management level and non-executives workers together with over 500 dinners. For the study, about 90 employees or staff members and 90 dinners were randomly selected to

participate in the study. These 3 hotels are divided into 3 different strata in a process of stratified sampling from which 30 employees and 30 dinners are selected from by a simple random sampling method. According to Cochran (1977) stratified sampling is a probability sampling in which each sampling unit is a collection or strata of elements.

The main instrument that was used to collect the data was interview guide. According to Patton (1990:347): "No matter what style of interviewing is used, and no matter how carefully one words interview questions, it all comes to naught if the interviewer fails to capture the actual words of the person being interviewed." It is crucial that one determines in advance what style of interviewing will be suitable and also, according to Greenfield (2002:214), which form of recording will be most suited for one's research. Therefore the researcher made use of note taking to record the data. Patton (1990:348) puts great emphasis on field notes, especially those made immediately after the interview.

The interview questions were semi-structured and were conducted on a face – to – face manner. In addition, the observation is conducted through researcher own experience and surveillance while working at the selected hotels. The researcher visited the selected hotels and interacted with the administrator and explained the purpose of her mission to him and gave him participatory and consent form. On two weeks later, the researcher visited the participants and further explained the purpose of the study to them in a group. They then agreed on a date for the interview. On the said day, the researcher visited the participants and carried out the interview. The same process was used to conduct the interview with the dinners.

3.1. Ethical Requirements

Cohen et al. (2000:61) assert that if researchers intend to probe into the private aspects of individuals' lives, their intentions should be made clear and informed consent should be sought from those who are involved. The participants in this study were informed in writing that their anonymity and privacy would be treated ethically and confidentially. Participants were given the assurance of confidentiality by asking them to stay anonymous. On the interview guide the following was printed: "*Participation in this study is voluntary and anonymity will be protected. The identity of participants will not be linked to their experiences, views or opinions that they provide*". The researcher also asked permission before doing the interviews to use a tape recorder; the recordings were only used to transcribe the data and then securely stored where they would not fall into the hands of others. Assurance was given to the participants that the information used for the purpose of the study would not compromise their identity in any way.

3.2 Data Analysis Procedure

Data analysis is the process of systematically searching and arranging the raw data, with the aim of increasing one's own understanding of the data (Miles and Huberman, 1994). In analyzing the data the researcher followed the process suggested by Miles and Huberman that consists of five phases i.e. data collection, data reduction, data display, conclusion drawing and verifying findings. Content and themes were used to analyze and interpret the interviews with the use of frequency and percentages.

4.   Results

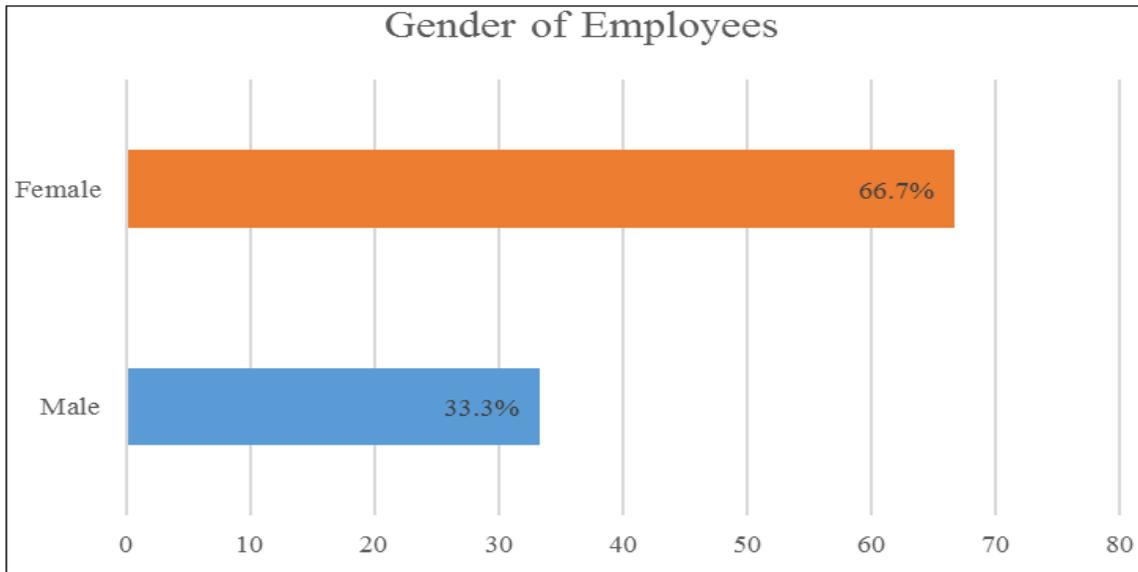**4.1 Demographic Characteristics of Study Participants**

Figure 1: Demographic Characteristics of Hotel Employees

4.2: Age Distribution of Hotel Employees

Table 4.1: Age Distribution of Hotel Employees		
Age	Frequency	Percentage (%)
20-25	12	13.3
26-31	15	16.7
32-37	27	30.0
38-43	9	10.0
44-49	21	23.3
50 and above	6	6.7
Total	**90**	**100**
Marital Status of Hotel Employees		
Married	72	80
Single/Divorced	18	20
Total	90	100

Educational Status of Hotel Employees

Tertiary	36	40
Secondary	24	26.7
Basic	9	10.0
No Formal Education	21	23.3
Total	90	100

Distribution of Participants Work Experience

1-5	18	20
6-10	27	30
11-15	30	33.3
16+	15	16.7
Total	**90**	**100**

4.3 Demographic Characteristics of Dinners Respondents

Table 4.2 Demographic Characteristics of Dinners Respondents

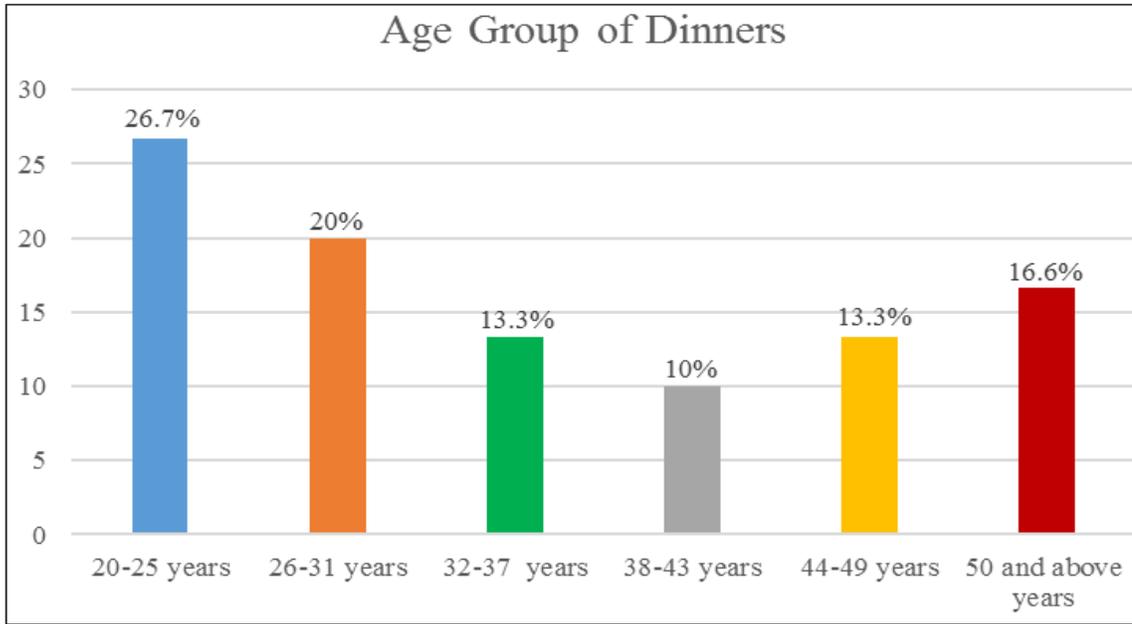| Sex	Frequency	Percentage (%)
Male	67	63.3
Female	33	36.7
Total	90	100
Educational Status of Dinners		
Tertiary	63	70
Secondary	15	16.7
Basic	12	13.3
No Formal Education	--	--
Total	**90**	**100**

Figure 2: Age Distribution of Dinners
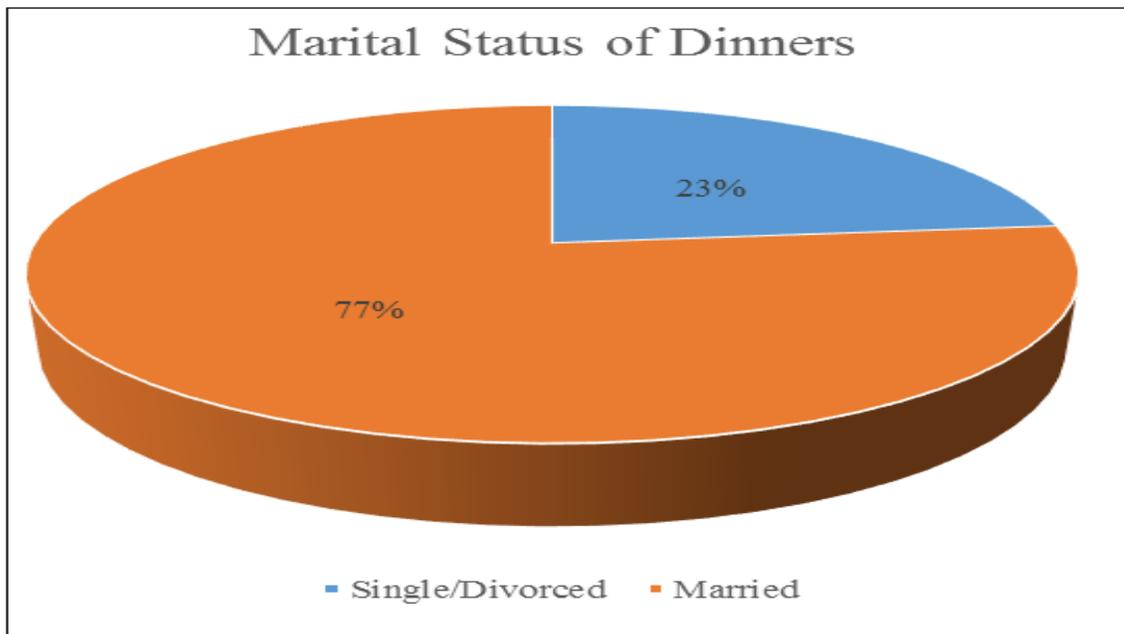
4.4 Marital Status of Dinners

Figure 3: Marital Status of the Dinners

4.5 Work Experience of Dinners

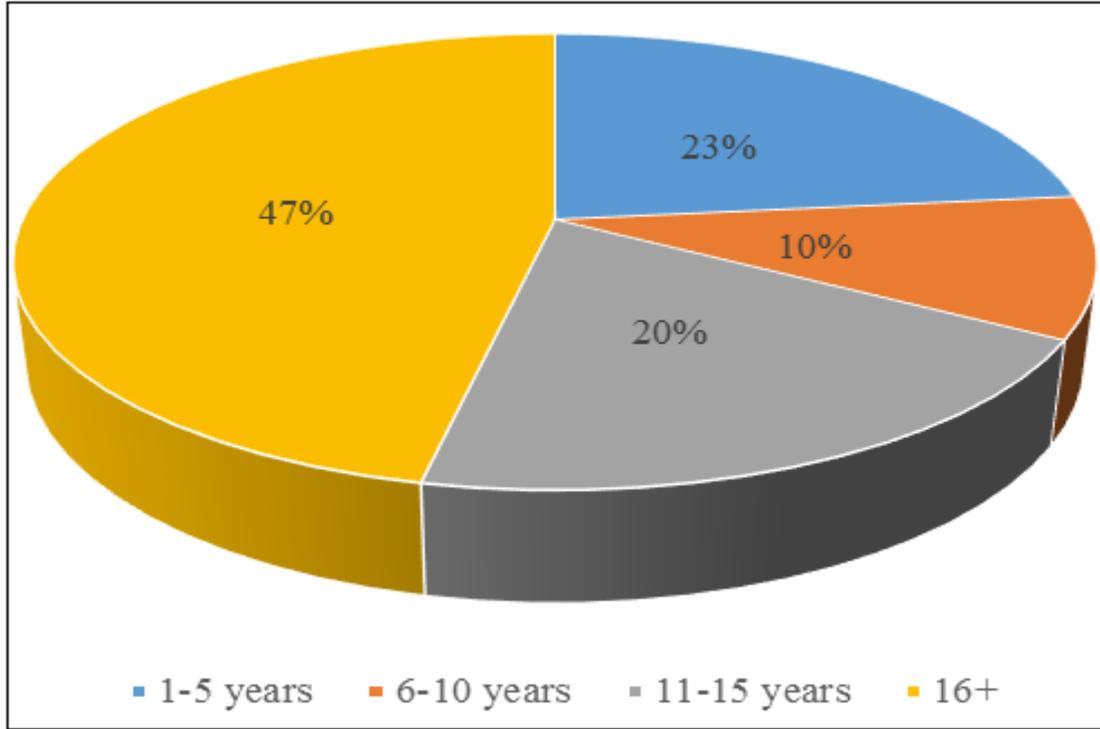
Figure 4: Years of Work Experience by Dinners
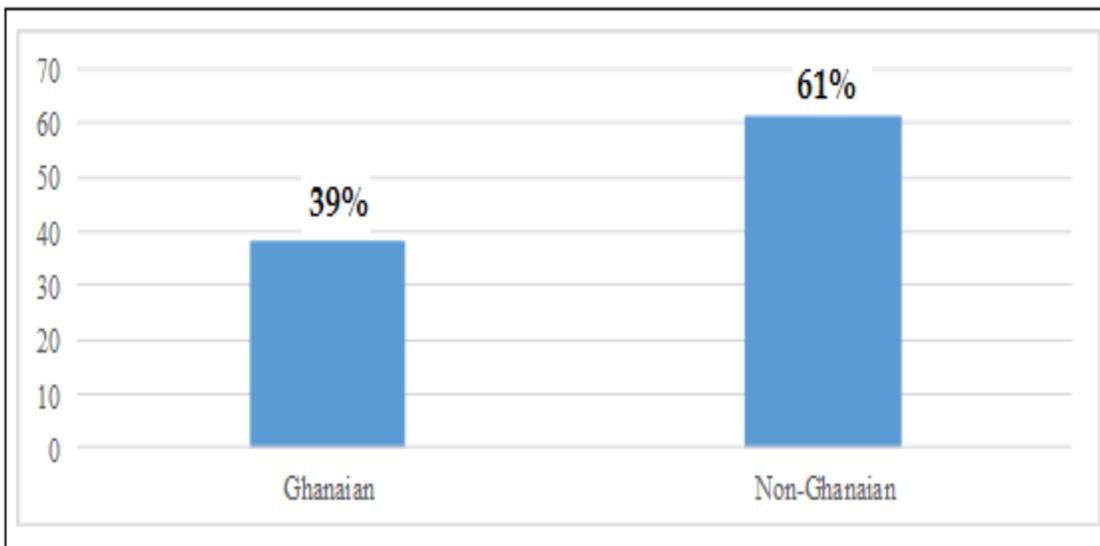
4.6 Nationality of Dinners

Figure 5: Nationality of Dinners

4.7. Treatment of Research Questions

Research Question 1: What are the socio-cultural challenges confronting preparation and packaging of indigenous dishes in Ghana?

Table 4.3: Socio-Cultural Challenges Confronting Preparation and Packaging of Indigenous Dishes

Responses	Frequency	Percentage (%)
Consumption Patterns	33	36.7
Who buys most of the local food	12	13.3
Who prepares most of the local meals	9	10.0
Affordability	15	16.7
Accessibility and ease of preparation	21	23.3
Total	**90**	**100**

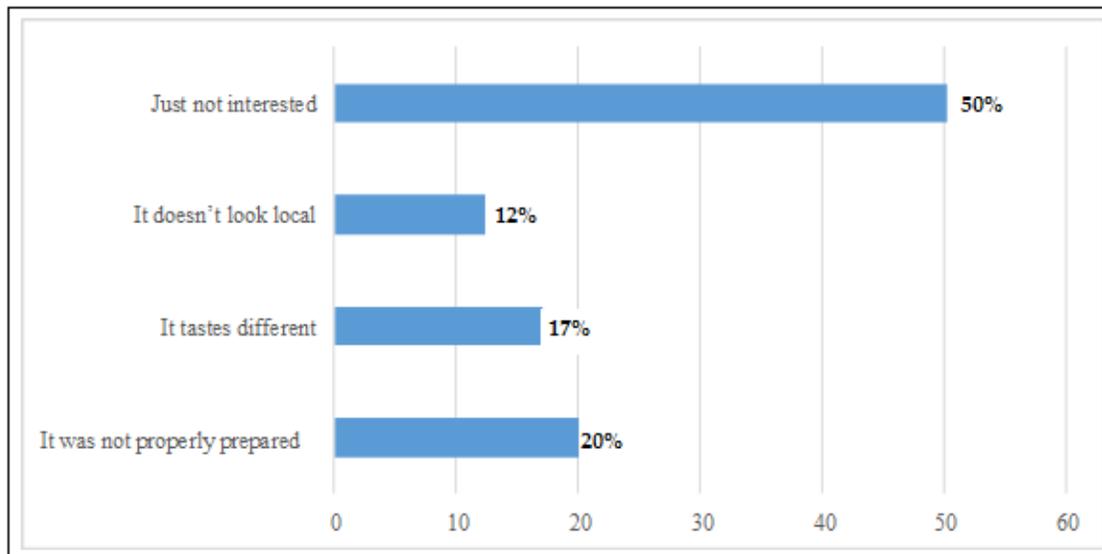**4.8: Reasons the Dinners Do Not Patronize the Local Dishes**

Figure 6: Reasons the Dinners Do Not Patronize the Local Dishes

4.9 Cross Tabulation of Nationality and Reasons Dinners do not Patronize Local Dishes

Table 4.4 Cross Tabulation of Nationality and Reasons Dinners do not Patronize Local Dishes

			Reasons dinners do not patronise local dishes				
			Just not interested	It does not look local	It tastes different	It was not properly prepared	Total
Nationality	Ghanaian	Count	1	2	15	18	36
		% within Nationality	2.8	5.6	41.7	50.0	100.0
	Non-Ghanaian	Count	45	9	0	0	54
		% within Nationality	83.3	16.7	0.0	0.0	100.0
Total		**Count**	**46**	**11**	**15**	**18**	**90**
		% within Nationality	**51.1**	**12.2**	**16.7**	**20.0**	**100.0**

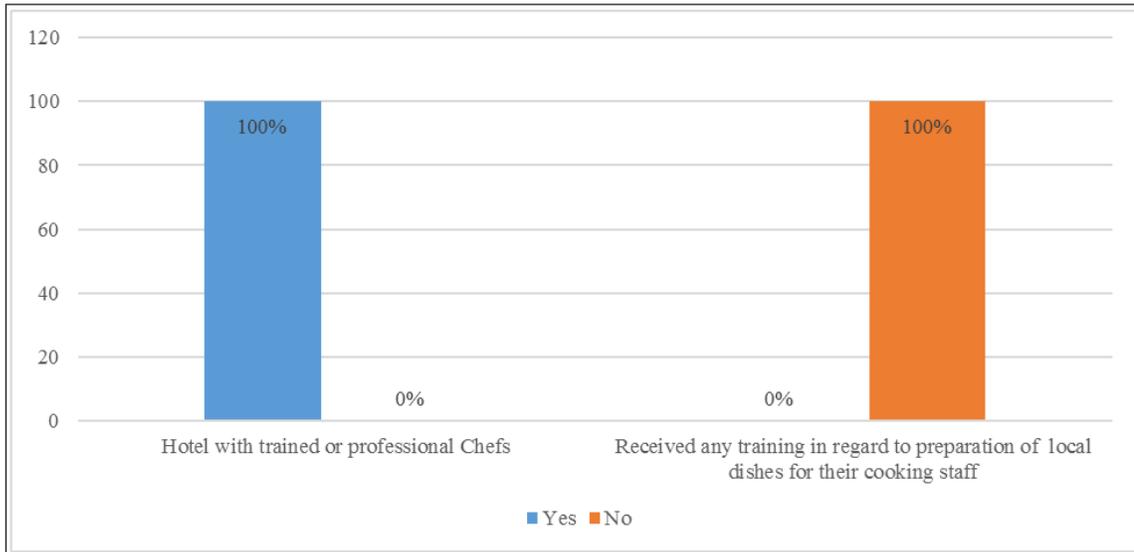**4.10: Trained Professional Chefs and Training for Cooking Local Dishes**

Figure 7: Trained Professional Chefs and Training for Cooking Local Dishes

4.11: Does Hotel Have Trained and Professional Chefs

Table 4.5: Does Hotel Have Trained and Professional Chefs

			Does hotel have trained and professional chefs	
Hostel			Yes	Total
Hotel	Golden Tulip	Count	30	30
		% within Hotel	100.0	100.0
	Labadi Beach	Count	30	30
		% within Hotel	100.0	100.0
	Novotel	Count	30	30
		% within Hotel	100.0	100.0
Total		**Count**	**90**	**90**
		% within Hotel	**100.0**	**100.0**

4.12: Has Hotel Received Any Training in Regards to Preparation of Local Dishes for Cooking Staff

Table 4.6: Has Hotel Received Any Training in Regards to Preparation of Local Dishes for Cooking Staff

			Has hotel received any training in regards to preparation of local dishes for cooking staff	
Hostel			No	Total
Hotel	Golden Tulip	Count	28	28
		% within Hotel	100.0	100.0
	Labadi Beach	Count	30	30
		% within Hotel	100.0	100.0
	Novotel	Count	30	30
		% within Hotel	100.0	100.0
Total		**Count**	**88**	**88**
		% within Hotel	**100.0**	**100.0**

4.13: Research Question 2: What indigenous dishes do you prepare?

Table 4.7: Preferred Dishes by the Dinners

Dishes	Frequency	Percentage
Akplidzi/kaawiku with Ghanaian gravy	9	10.0
Aklo (fresh fish soup)	15	16.7
Grilled tilapia with banku	45	50.0
Groundnut soup with konkontey	21	23.3
Total	**90**	**100**

4.14 Age of Dinners and Preferred Dished By the Dinners

Table 4.8: Age of Dinners and Preferred Dished By the Dinners

	Hostel		Preferred dishes by the dinners				Total
			Akplidzi/kaawiku with Ghanaian gravy	Aklo (fresh fish soup)	Grilled tilapia with banku	Groundnut soup with konkontey	
Age of employees	20-25 yrs	Count	0	0	6	4	10
		% within Age of dinners	0.0	0.0	60.0	40.0	100.0
	26-31yrs	Count	0	0	8	3	11
		% within Age of dinners	0.0	0.0	72.7	27.3	100.0
	32-37 yrs	Count	0	3	17	5	25
		% within Age of dinners	0.0	12.0	68.0	20.0	100.0
	38-43 yrs	Count	0	5	3	1	9
		% within Age of dinners	0.0	55.6	33.3	11.1	100.0
	44-49 yrs	Count	2	3	8	8	21
		% within Age of dinners	9.5	14.3	38.1	38.1	100.0
	50 and above	Count	5	3	3	2	13
		% within Age of dinners	38.5	23.1	23.1	15.4	100.0
Total		**Count**	**7**	**14**	**45**	**23**	**89**
		% within Age of dinners	**7.9**	**15.7**	**50.6**	**25.8**	**100.0**

4.15: Reasons for Preparing the Local Dishes

Table 4.9: Reasons for Preparing the Local Dishes

Dishes	Frequency	Percentage
A High in Nutritional value	36	40
B People appreciate eating their local Dishes	24	26.7
C Ingredients are readily available and cheap	30	33.3
Total	90	100

4.16: Cross-Tabulation of Hotels and Reasons for Preparing Local Dishes

Table 4.10: Cross-Tabulation of Hotels and Reasons for Preparing Local Dishes

	Hostel		Reasons for preparing local dishes			
			High in nutritional value	People appreciate eating their local dishes	Ingredients are readily available and cheap	Total
Hotel	Golden Tulip	Count	8	10	12	30
		% within Hotel	26.7	33.3	40.0	100
	Labadi Beach	Count	17	6	7	30
		% within Hotel	56.7	20.0	23.3	100
	Novotel	Count	11	6	13	30
		% within Hotel	36.7	20.0	43.3	100
Total		Count	36	22	32	90
		% within Hotel	40.0	24.4	35.6	100

4.17: Research Question 3: What are the strategies employed possibly, to promote indigenous dishes?

Figure 8: Strategies Employed Possibly, To Promote Indigenous Dishes – Dinners Responses

4.18 Strategies Employed Possibly, To Promote Indigenous Dishes – Dinners Responses
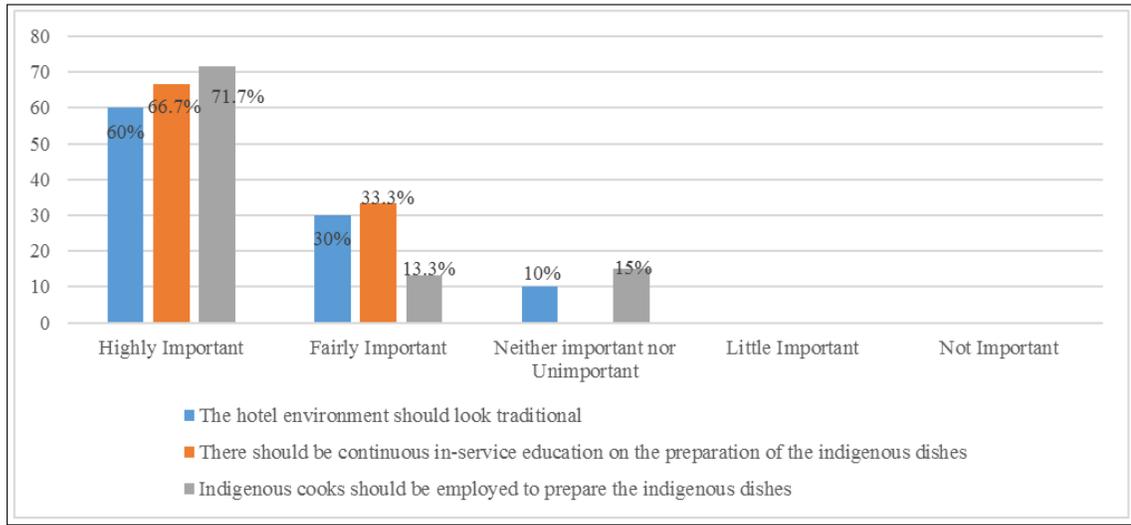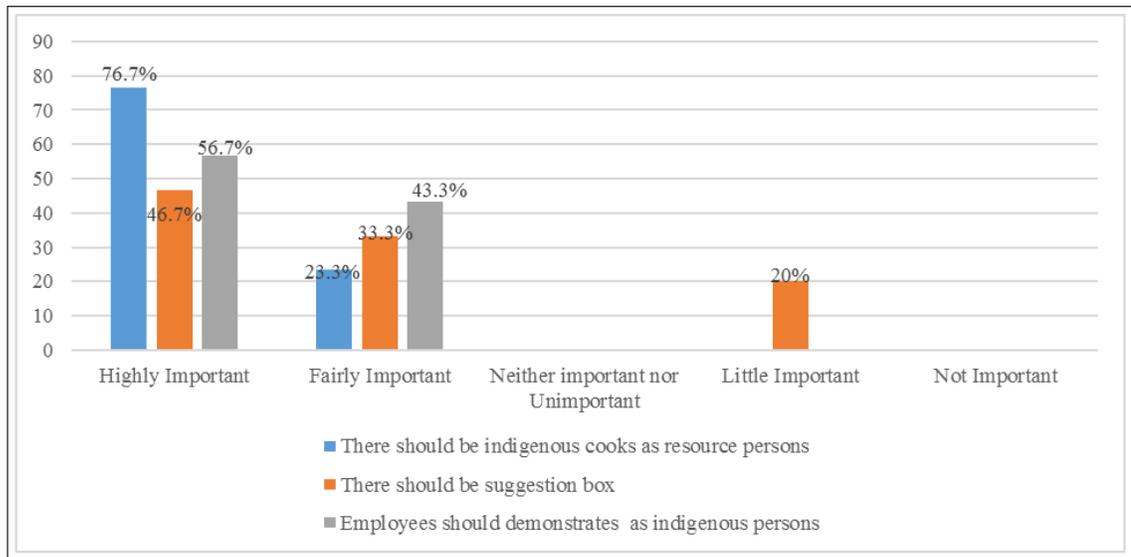

Figure 9: Strategies Employed Possibly, To Promote Indigenous Dishes – Dinners Responses

4.19: Strategies Employed Possibly, To Promote Indigenous Dishes – Employees Responses

Table 4.11: Strategies Employed Possibly, To Promote Indigenous Dishes – Employees Responses

	Highly Important	Fairly Important	Neither important nor unimportant	Little Important	Not Important
Statements	Percentage Responses				
1. The hotel environment should look traditional	76.7	23.3	0	0	0
2.There should be continuous in-service education on the preparation of the indigenous dishes	90	10	0	0	0
3.Indigenous cookeries should be employed to prepare the indigenous dishes	33.3	20	0	46.7	0
4. There should be indigenous serving as resource persons?	26.7	23.3	0	50	0
5.There should be suggestion box	63.3	36.7	0	0	0
6.Employees should demonstrate as indigenous persons	60	40	0	0	0

5. Discussion

5.1 Demographic Characteristics of Employees Respondents

The results on the gender of the respondents show that there were 66.7% females and 33.3% males. This result is expected because most women study catering in school and in professional training colleges and are employed as caterers than males. Then again, cooking comes natural to most women in Ghanaian societies since they are made to cook for their families from an early age. Culturally, the Ghanaian food consumer recognises that female as the cook, especially when it comes to indigenous dishes. The consumers would therefore see them as 'fit' or competent to cook.

Normally, in places like hotels and restaurants, management prefer to present young and beautiful people as servers and would keep older and experienced cooks in the background. And since there are more servers (or people who will interact directly with customers) are need more than those who do not, like cooks, this may account for the kind of age distribution shown above. The results generally shows a young group of employees. This may also be a reflection of the young nature of the Ghanaian population.

Regarding the participants' marital status, even though young, majority of the age show employees old enough to be married. It is therefore not surprising that most of them were married. The level of education of the employees give an idea of the kind of roles they play at the various hotels. Those with tertiary education are most likely to be part of management or the cooks who have had professional

training about preparing international and local dishes. The secondary school graduates are more likely to be the waiters. Since a waiters needs to know how to communicate with the customers in English and must be able to carry him/herself around. Those with basic or no education at all will definitely not be good with the English language and so are likely to be drivers or people doing some menial jobs at the hotel.

Over 80% of the employees have had at least 5 years working experience. This means that for whatever roles the employees may be playing at the hotel, they bring some considerable wealth of experience to bear. Because of the lack of attention Ghana's hospital and tourism industry receives and the marginal growth it has experienced over the years, it has become quite difficult for many people to build a career in that industry and spend a large amount of years in those areas. Therefore, such number of years there may be surprising. Then again, in view of the high unemployment rate in the country, employees there may not have much choices but to stay in the sector so far as they are occupied and will be paid.

5.2 Demographic Characteristics of Dinners

From the results, 90 dinners who responded to the questionnaire from the three hotels had 67 (63.3%) who were males and 33 (36.7%) who were females. This indicates that majority of dinners who participated in the study were males. Men, compared to women are those more likely to eat outside their home because of the ability of majority of men to cook on their own. Also, global economic standings show men to wealthier than women, and this is similar in Ghana. So they are more likely to spend money at restaurants and hotels than women who might want to cook and save some money.

In terms of age distribution, the result is quite surprising. This is because young people between the ages of 20 and 31 years are not so expected to have the economic wherewithal and to be luxurious to be spending eating times at expensive hotels. That notwithstanding, these may be young people whose parents take care of them or sponsor them there, or even young professionals who come there for meals during breaks or meal times. Even though this study did not capture the racial composition of dinners, foreign nationals, both tourist and professionals troop to such hotels for meals and relaxations.

With regards to marital status, usually it may be expected that single or divorced people who may be living alone will patronize foods, especially local foods. However, considering the economic and professional evolutions of this age some married people do not seem to have much time on their hands to prepare their own food or food for their spouses. This may one of the reasons that have accounted for a large proportion of married people eating local foods in restaurants or hotels.

The level of education of these dinners show the kind of people who go there, people who have a strong purchasing power and well to do. Obviously those in the basic and secondary levels are being sponsored by their parents or older family relatives.

Reference to working experience, close to half of the dinners had been working for a minimum of 16 years. This is a huge number of years for any individual to have in any profession. It is likely that employees, after working in organisations for 16 years should be among the top managers and directors in

their companies This means that the dinners have been able to accumulate much wealth over the past years are may be well in a position to dine in expensive hotels.

5.3 Socio-Cultural Challenges Confronting Preparation and Packaging of Indigenous Dishes

Cultural, social, and environmental constraints comprise the complexity of behaviour. Key factors related to how and why people make food decisions are presented in this data analysis. Themes such as convenience, availability, affordability, social status, taste, body image and knowledge are presented to identify motivations or barriers to behaviour change.

The top two socio-cultural factors that most workers at the restaurant mentioned to be affecting the preparation and consumption of local dishes include 1) consumption pattern of local foods and 2) accessibility and ease of preparation in proportions of 36.7% and 23.3% respectively. These suggests that in the past most of the dinners at the hotel have not been requesting to eat local dishes so the records of the hotels show a low local dish patronage. And this is what can be attributed to the 'consumption pattern of local foods' response given by the workers. Again by the 'accessibility and ease of preparation' response, it indicates that the workers find cooking other dishes or meals other the local ones easier and more convenient. The responses given by the employees of the hotels can be related to the fact that most of the diners who go to this hotels are non-Ghanaians and so would naturally not request for local foods. Then again, the frequent cooking of non-local foods could make the chefs of those hotels to lose interest in the cooking of the local ones.

One of the respondents emphasized that "A meal is not considered a meal without rice." He further claimed that "Rice is most common food consumed, replacing local food. It is fast becoming the new 'local food' as stated by many participants.

Some of the respondents mentioned that imported foods such as canned meats and fish, frozen chicken, ramen (instant noodles), turkey tails and fats including shortening and vegetable oil are abundant and are available as a replacement for the local foods. This confirms the ease and accessibility with which workers at the hotel associated with the preparation of non-local dishes.

5.4 Reasons Dinners do not patronize the Local Dishes

Service quality is considered the life of hotel (Min *et al*., 1996) and core of service management (Chen, 2008). Service quality is related with customer satisfaction (Shi et al., 2007) and customer satisfaction is associated with customers revisit intention (Han *et al*., 2009). The responses from the reasons the dinners do not patronise the local dishes support literatures reviewed concerning reasons why people do not patronize local foods in western-like restaurants and other eating places. According to (Medlik, 1998) because the primary objective of food makers in these westernized restaurants is to serve western foods and attract such customers, cooking local foods do not become a priority. In areas where the local foods are made, there is an attempt to cook it with some western touch cause the local nature of local foods to be lost. This accounts for the poor tastes and the lack of local nature of the local foods that are served in that regard. With regards to the nutritional value of local dishes as compared with the foreign dishes, all of the

30 dinners representing 100% evidenced that the foreign dishes come no near to the local dishes, they emphasized on the poor preparation of the local dishes. One of the dinners stated that ''our local dishes are more delicious''.

5.5 Nationality and Reasons Dinners Do not Patronise Local Dishes

It is observed that among the Ghanaian nationality majority of the responses were concerned with how well the food has been prepared and the way the food tastes. These two received 50% and 41.7%, respectively, responses from the Ghanaians. Among the non-Ghanaian group, majority of them did not really care about the local foods. This is seen in the 83.3% responses from them. It is however amazing how 16.7% who may not be familiar with local dishes say the local dishes prepared do not look local.

Meanwhile, the Women in Agricultural Development (WIAD) of the Ministry of Food and Agriculture believe that the poor consumption of local dishes and snacks by Ghanaians, especially children, is largely due to the actions of mothers and operators of restaurants and not merely because of low demand, (www.modernghana.com, and 2013).

5.6 Trained Professional Chefs and Training for Cooking Local Dishes

All the responding workers, 100%, at the hostels who responded to the questionnaire, indicated that their chefs have received professional training. However, these same respondents responded that the professionally trained chefs have never received any training with regards to preparation of local dishes. It is possible these professional chefs have received training in non-local dishes because that is and has not been the priority of the management of the hotels. Their managements probably does not make find it necessary to put local dishes on the menu with some reason as mentioned by (Medlik, 1998) in the above. This decision may be arrived at considering the kind of people who patronize their foods and the food request patterns of these people over the years. Apart from the fact that management has not made it an issue of propriety if indeed customers demand for such food they will be forced to make them available.

The lack of training of the chefs of the hotel may be accounting for the 'accessibility and ease of preparation' issues that were raised by some of the workers. This form part of the constraints raised by (Pollan, 2008). Pollan (2008) noted that capacity constraints, insufficient training and expertise, limited traceability and uncertainties about food regulations hinder both producers and consumers.

5.7 Kinds of Local Dishes Prepared

Some of the local dishes prepared include akplidzi/kaawiku with Ghanaian gravy, aklo (fresh fish soup), and grilled tilapia with banku and groundnut soup with konkontey. These are typically the foods for most Ga-Adangbe communities and as well eaten by many other Ghanaians in different parts for the country. For these foods to make to the menu of the hotels means that there some considerable amount for them. It is noted that the most popular among these traditional dishes that are usually served by the hoteliers is the grilled tilapia with banku. It seen to be loved by all age groups of the respondents.

5.8 Reasons Why These Local Dishes are Prepared

Over 40% of respondents indicated that local dishes are prepared because of their high level in nutritional value. This is emphasised by the Women in Agricultural Development (WIAD) of the Ministry of Food and Agriculture that eating the local foods you get more nutrition than the continental dishes. About 33.3% also indicated that ingredients are readily available and cheap, while 8 of them representing 26.7% reported that people appreciate eating local dishes. While the above were some of the reasons why dinners preferred or may prefer local foods, literature reviewed indicate consumption are mainly driven by the concern for the environment and sustainability, to satisfy the demand for product quality, to support local farmers and the local economy, or to express a preference for a certain agricultural production and distribution practice according to (Medlik, 1998).

5.9 Strategies Employed Possibly, to Promote Indigenous Dishes Dinners Responses

When the dinners were asked whether the hotel environment looking traditional will help promote indigenous dishes, majority of them (60%) reported that it was highly important and 30% thought that was fairly important. Only 10% were undecided to say whether it was important or unimportant, while none of them indicated its little importance or lack of importance at all. Patrons of hotels designed to look traditional are most likely to be impacted by that environment and feel they would want to take something that is traditional. This approach would however, seem very effective if the hotels are into only local dishes. A great combination of local and exotic look can serve the interest of patrons of local foods and patrons of exotic foods as well.

It was clear that majority of the respondents are in strong favour of continuous in-service education on the preparation of indigenous dishes. About 66.7% think it was a highly important suggestion while the remaining 33.3%. As indicated above, all of the professionally trained chefs who serve in the hotels had not received any form of training, formal training, in indigenous food making. There this suggestion is a step in the right direction, since with the formal training the chefs will have indigenous food cooking at their tips and so will be more willing to cook those kinds of foods. Only 15% were undecided as to whether indigenous cookeries should be employed to prepare the indigenous dishes. That notwithstanding majority of them 71.7% reported that it would be a highly important initiative while 13.3% also suggested that it was an important idea. Indigenous people serving as resource persons on the preparation of local dishes is an introduction of some sort of consultancy services into the sector that will enable the introduction of new and creative ways of making the local foods more palatable and enjoying to be served. On that basis a fairly large proportion of 76.7% indicated that it was highly important and useful idea to be implemented. Similar response is obtained from the 23.3% who also responded in the affirmative confirming its importance.

Even though the majority of the respondents—80% (46.7+33.3) thought that bringing suggestion boxes to be receiving feedback on the food cooked would be useful in promoting indigenous foods, a recognizable proportion of 20% did not thing it was important. The idea of employees serving to promote

the dinners participating the local dishes demonstrating as indigenous persons also received thumps up from most of the respondents. About 56.7% indicated that it was highly important and 43.7% reported that it was fairly important. It is possible dressing or wearing apparels that are indigenous in nature could create an appeal for indigenous foods as well.

5.10   Hotel Employees Responses

Majority of hotel employees (76.7%) indicated that it was highly important and 23.3% reported that it was fairly important while none of them indicated neither little important nor not important. This is in agreement to the response given by the dinners. The employees were further to indicate highly important or not important on the continuous in-service education on the preparation of the indigenous dishes will urge the dinners to patronize the indigenous dishes. An overwhelming 90% claimed that it was highly important and 10% reported that it was fairly important. This means that majority of them claimed that the continuous in-service education on the preparation of the indigenous dishes will urge the dinners to patronize the indigenous dishes. The responses from the employees indicate the usefulness of training for the staff in how to improve on the cooking of indigenous foods.

The staff was also expected to indicate highly important or not important as indigenous cookeries should be employed to prepare the indigenous dishes. Majority of them 46.7% reported that it was little important, 20% showed fairly important, while 33.3% responded that it was highly important. The high proportion of employees responding that it was unimportant for the indigenous food cooks to come and cook emphasize their interest in they being trained to cook. Well, indigenous foods coming on board may amount to the losing their jobs or probably losing value on the market. Their disagreement with this particular suggestion is understandable and shows their willingness to take up the challenge.

Concerning staff to indicate whether indigenous serving as resource persons can help boost the patronize of indigenous dishes, 26.7% claimed that it was highly important, 23.3% reported that it was fairly important, while 50% showed that it was little important. This approach most of the employees can see, a mentioned earlier, will inject new ideas, initiatives and new ways of doing things that will exceed the expectations of customers.

On the issue of whether the existence of suggestion box will help promote the dinner's consumption of indigenous dishes, 63.3% showed that it was highly important while 36.7% indicated that it was fairly important. These responses further iterate the usefulness and value of getting feedback from customers. The researcher wanted to establish whether the staff members demonstrating demonstrates as indigenous persons will help improve promote indigenous dishes, and 18 (60% indicated that it was highly important 12(40%) showed that it was fairly important while none of them neither reported little important nor not important.

6.   Conclusions

Majority of the dinners at the hotels surveyed were non-Ghanaians and their attitude towards local dishes is ambivalent. Consumption patterns of the community were found to be linked to the socio-cultural

challenges confronting preparation and packaging of indigenous dishes. The study concluded that dinners do not patronize the indigenous dishes and had changed their consumption pattern based on the following: poor preparation of indigenous dishes leading to absence of the natural taste of the foods while some were just not interested. The dinners believe indigenous cooks should be employed to prepare the indigenous dishes. Strategies such as continuous in-service training on the preparation of the indigenous dishes, creating traditional hotel environment, to attract dinners, inviting indigenous cooks as resource persons on the preparation of the local dishes can help promote the consumption of the indigenous dishes.

7.   Recommendations

The study recommends the following: First**,** the hotel management must influence dinner's consumption behavior by employing the requisite staff knowledgeable in the preparation of indigenous dishes. Then again aside having local dishes on the menu, the local dishes can specially be advertised by hotel managers to draw the attention of both locals and foreigners to the local meals. Second**,** the hotel management must create a traditional environment using local furniture and paintings as well as serving with local bowls to attract dinners. Third**,** catering staff should be made to undergo continuous training in the preparation of indigenous foods. The skills gained will provide cooks with the knowledge needed to adapt to different situations and to respond in ways that can ensure the greatest benefits to the hotel. Fourth, stakeholders responsible for the managing and promotion of local foods must undertake aggressive campaign to promote traditional dishes and better highlight their nutritional values in the years to come. Again, latest technologies in value addition for preparing local dishes and snacks must be employed. Finally, an award for stakeholders to ensure that food safety issues are highly upheld by these traditional and indigenous groups in the restaurants and bars must be instituted. Awards for best served and cooked local dishes in hotels and restaurants must be put in place to motive hotel managers to cook and serve such meals. This can help managers in developing management styles as well as human resource policy to better address these expectations.

Conflict of Interest

The authors declare that they have no competing interest.

Authors' Contribution

The first author contributed in formulating the problem and structuring the study design. The second author contributed in organizing and conducting the statistical analysis, interpreting the results, and writing the major portion of the paper. The third author contributed in editing the entire manuscript for ensuring good grammatical constructions.

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