

Examining the Acceptability of Destination Local Food by Domestic Tourist Visiting Northern Nigeria

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Abstract : There are challenges faced by tourist in respect of choosing food while in tourism destination. Food is very important in the choice of holiday of tourist. Many tourists choose a destination not only because of physical attraction but they choose destination where they will not encounter challenges in respect to food. The study is aimed at examining the acceptability of northern delicacies by tourists from other parts of Nigeria. Six delicacies were produced and presented to 50 tourists who are randomly picked from the south-east, south-west, south-south and the middle belt of Nigeria. The study found out that Danwake, Masa, and Kwadon zogale were generally accepted by majority of the respondents. Although, the respondents were not comfortable with the appearance of danwake, other aspect of the checklist was accepted. Tuwon shinkafa miyan taushe was accepted in terms of appearance but rejected in terms of taste and texture. 'Yar Tsame and dindikolo were generally rejected. The study recommended that caterers, attraction owners and hoteliers should include such meals in their menu so that tourist will enjoy the gastronomy of the northern part of Nigeria.

Keywords : acceptability, examination, food, tourism

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