

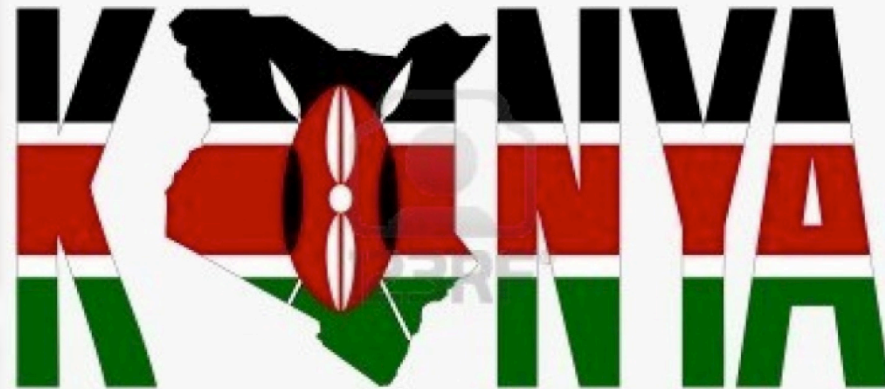
GTTP CASE STUDY RESEARCH COMPETITION 2013 Culinary/Food Tourism

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MOI TEA GIRLS SECONDARY SCHOOL



Acknowledgement :

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Definition of key terms:

Gastronomic Tourism- trips made to destinations where the local foods are the main motivating factors for travel.

Tourism- travel for recreational, leisure or business purposes.

Tourists - people travelling to and staying in places outside their usual environment for leisure or other purposes.

Culinary Tourism- is a synonym for gastronomic tourism.



Culinary tourism - trips made to destinations where the local foods and beverages are the main motivating factors for travel

Traditional foods - reflects the blend of cultural practices as well as modern cooking

Objectives:

- ❖ To showcase our local food to other countries.
- ❖ To exploit areas where local food has not been of major importance to tourism.
- ❖ To promote culinary tourism, locally and internationally.
- ❖ To enhance domestic tourism in various parts of the country through food and drink.
 - ❖ To learn more about culinary tourism.
- ❖ To prove that culinary tourism can help our country by boosting tourist arrivals.



A taste of Kenya



Kenya has 42 tribes which have a variety of traditional dishes one can choose from. Some of the major local tribes are:-

- ❖ Luhya community
- ❖ Luo community
- ❖ Kalenjin community
- ❖ Maasai community
- ❖ Kikuyu community





Ugali served with vegetables and chicken



- ❖ The Luhya are mainly based in the Western province of Kenya.

Their favorite delicacy is *Ugali and chicken*. This chicken very delicious having been bred as a free range hence well fed.



❖ The Luo Community are found in Nyanza Province at the shores of the famous Lake Victoria where fish is in abundance making it possible to serve fish in plenty.



Tilapia served with vegetables

- ❖ The Kalenjin community is found in the Rift Valley province. Their common dish is sour milk commonly known as “mursik”. The milk is first boiled, then ash known as “wosek” is added into it, stirred, left to cool then poured into a calabash and left there for two days, it is then ready for consumption.



A kalenjin taking mursik



❖ KALENJIN MILLET TRADITIONAL UGALI. INGREDIENTS.

- Millet flour
- Boiling water

METHOD.

- Millet should be winnowed first using the wind, Followed by grinding using two stones to come up with flour.
- Put water to boil.





Traditional Women grounding millet the traditional way

- Add millet flour gradually as you stir with wooden whisk. Make it smooth then use a cooking stick.
- Continue adding flour till firm.
- Reduce heat.
- Remove it from fire and put it in a traditional bowl made of reeds and sisal fibres.





- Serve hot with traditional vegetables and sour milk in a calabash.

❖ The Maasai community is found in Narok which is located in the Rift Valley Province of Kenya. They are the most unique group who have managed to keep their traditions to date. Their common dish is animal blood and roast meat.



Roast meat commonly known as nyama choma (served with vegetables)

Maasai men roasting meat



- ❖ The Kikuyu are found in the Central Province of Kenya at the slopes of Mount Kenya. Their common dishes include 'githeri' (a mixture of maize and beans) and 'mukimo', which is a mixture of a variety of dishes.



Githeri

Mukimo and vegetable commonly known as "managu"



Our Kenyan chefs also have a variety of unique recipes. Here is an example.

Preparing Matumbo (Goat or cow villi)

Ingredients:

- ❖ 1Kg matumbo, boiled till tender and chopped into small pieces
- ❖ 2 tomatoes chopped
- ❖ 15 kiganda (green bananas) peeled and chopped into 2 centimeter pieces
- ❖ Coconut milk (2 cups) or more as desired
- ❖ 2 onions chopped
- ❖ Salt to taste



Matumbo

Method:

1. Fry the onions till golden brown.
2. Add matumbo and tomatoes to the fried onions.
3. When the tomatoes are cooked, add coconut milk and salt.
4. Add bananas. Cover and bring to boil, then lower the heat and simmer until the bananas are cooked.
5. As they simmer, stir the bananas and matumbo to prevent them from sticking to the bottom of the pot.
6. When the bananas are cooked and the coconut milk thickened, remove from the stove and serve while hot.



MAIZE (Kenya's staple food)

- Maize is actually used to make Kenya's staple food commonly known as ugali. Scientific data shows that Kenyan runners eat a diet which includes ugali that supplies them with the greatest amount of nutrients and energy.
- Maize is a complementary dish that can be eaten during various times of the day.
It can be boiled and eaten for breakfast, mixed with beans and eaten for lunch or roasted and eaten as a snack.

Roasting maize



MAKING GITHERI (Mixture of maize and beans)

Ingredients

- 2 cups of maize
- 4 cups of beans
- Salt to taste
- Fat
- 1 Onion chopped
- 4 tomatoes chopped
- Dhania (fresh coriander)
- Green pepper



Method:

1. If dry maize and beans are used, sort them and soak overnight.
2. Boil in the soaking water until well cooked.
3. Fry the onions till golden brown.
4. Add the other ingredients.
5. Add the mixture of maize and beans to the cooking pot and stir.

Sylvia's day with a chef at Vision Gate Hotel



KENYAN SUPERMARKETS NOW OFFERING COOKED FOOD

The current trend that supermarkets have now adopted is offering meals to customers.



Customers buying food cooked and sold at Naivas supermarket

Significance of research:

Agriculture is the backbone of our country, therefore with culinary tourism:-

1. Farmers will have ready market for their produce hence fill the gap in the great demand for fresh produce
2. Consumers will have fresh farm produce hence healthy living
3. The traditional food is medicinal and nutritious

Benefits of Culinary tourism to the tourist:



1. The tourists get to eat meals that meet the taste buds of different preferences.
2. The tourists get to know different ways of preparing different dishes through the cooking lessons.
3. The tourists get to interact with the host forming real ties of friendship.
4. The tourists get to learn how to use local cooking ware such as earthen ware stoves, pots, wooden spoons and calabashes during cooking demonstrations.



Benefits of Culinary tourism to the host:

1. Earn income
2. The hotels become famous because of their different delicacies.
3. The staff in the hotel get to interact with the tourist.
4. Food brings people together.
5. Opportunity to exhibit and market their cooking ware products such as earthen ware stoves, pots, wooden spoons, calabashes etc during cooking demonstrations.

Limitations:

1. Language barrier
2. Poor advertising on the part of the small hotels

Summary:

Culinary tourism promotes inter-cultural understanding and friendship, and tourists should try especially in a such a diverse country as Kenya.

Recommendations:

The government should set up places where tourists can take up cooking lessons.

Colleges/travel agents can arrange cooking lessons for tourists. The smaller Kenyan hotels also need to advertise their traditional dishes or hold more traditional nights to attract domestic and international tourists.





Thank You!

For more information about Kenya, visit:
www.magicalkenya.com





WELCOME TO KENYA

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