



# Blending Coffee and Tourism in Vietnam: International Tourist Experiences

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TTTA Canada Conference – October 15, 2008



# Culinary Tourism

- Tourism experience in which one learns about, appreciates, or consumes branded culinary resources (Smith and Xiao, 2008)
- Food as a subject, medium, destination and vehicle for tourism Long (2004)
- More emphasis on “local authentic food and drink of the place” (Boniface, 2003, 28)
- Locally produced ingredients as a key element of culinary tourism experience (Long, 2004)



# Strange and Familiar

- Visitors look for both strange and the familiar in culinary tourism experiences (Long, 2004)
- Interested in novelty (Tse and Crofts, 2005)
- Less experienced mass travelers may prefer familiar food, more adventuresome may seek out local cuisine - traditional foods (Long, 2004)
- Culinary experiences can influence the destination experience (Kivela and Crofts, 2006)



# Culinary Destinations

- Local cuisine needs to be branded for culinary tourism (Smith and Xiao, 2008)
- Hashimoto and Telfer (2006) note regionality is important in branding
- Surveying culinary choice of visitors to Hong Kong Tse and Crofts (2005) identified national culture, length of stay, age, repeat visitation as factors influencing choice
- Culinary and gastronomic resources can influence the destination experience (Kivela and Crofts, 2006)

# Culinary Tourism and Coffee

- Coffee is a beverage with geographic connections to its area of production
- Globally consumed, drink of the present (Walker, 2004)
- Café culture – global and local (Davids, 2001)





## Purpose of Paper

- Focus
  - Considers the relation of Vietnam's coffee culture (agriculture, production, processing, serving, souvenir sales) to the of international tourist experiences
- International Tourism Context
  - In 2007 over 4 million international visitors
  - Increase of 16% over the previous year (VNAT, 2008).
  - Food and drink promoted (Lonely Planet, 2007)



# Tourism and Coffee in Vietnam

- Locally produced and uniquely prepared coffee is part of culinary experiences at cafes, restaurants and hotels
- Coffee, a commonly consumed beverage thus has the potential to be an attraction for international visitors (Jolliffe and Bui, 2006; Nguyen, 2006; Jolliffe, 2007)
- Since the Vietnamese love coffee as reflected by distinct coffee preparation and café culture (Berger, 2005; Stirling, 2000) coffee tourism experiences may appeal to visitors
  - Café culture and districts, coffee farms, coffee festivals

# Survey

- Purpose
  - Coffee experiences of international tourists visiting Vietnam
- Method
  - 271 international tourists
  - Survey questionnaire
    - Your Trip
    - Your Experience
    - About You
- Survey Settings
  - Approached at cultural sites
  - Random sampling
  - Different times - day / week



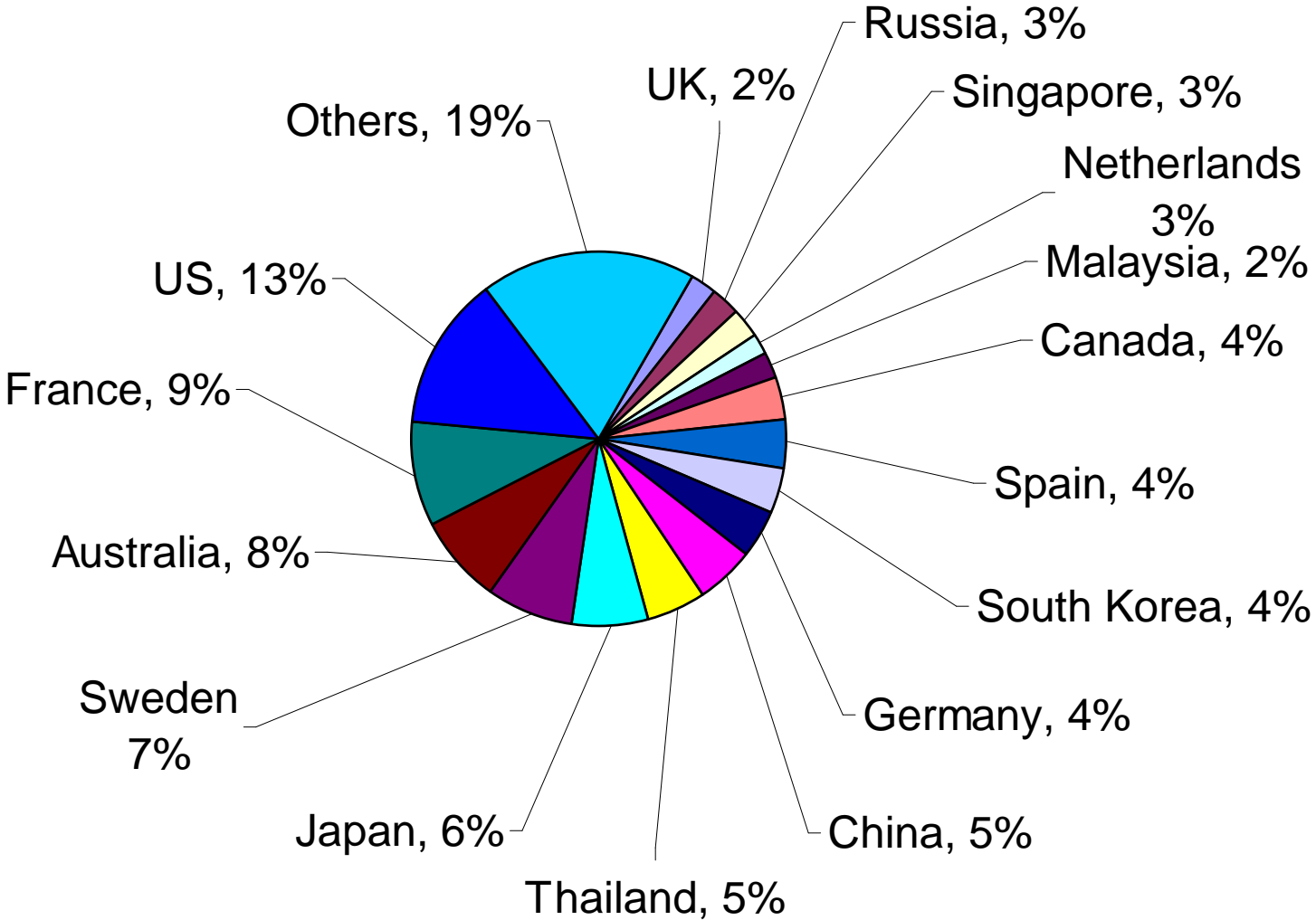




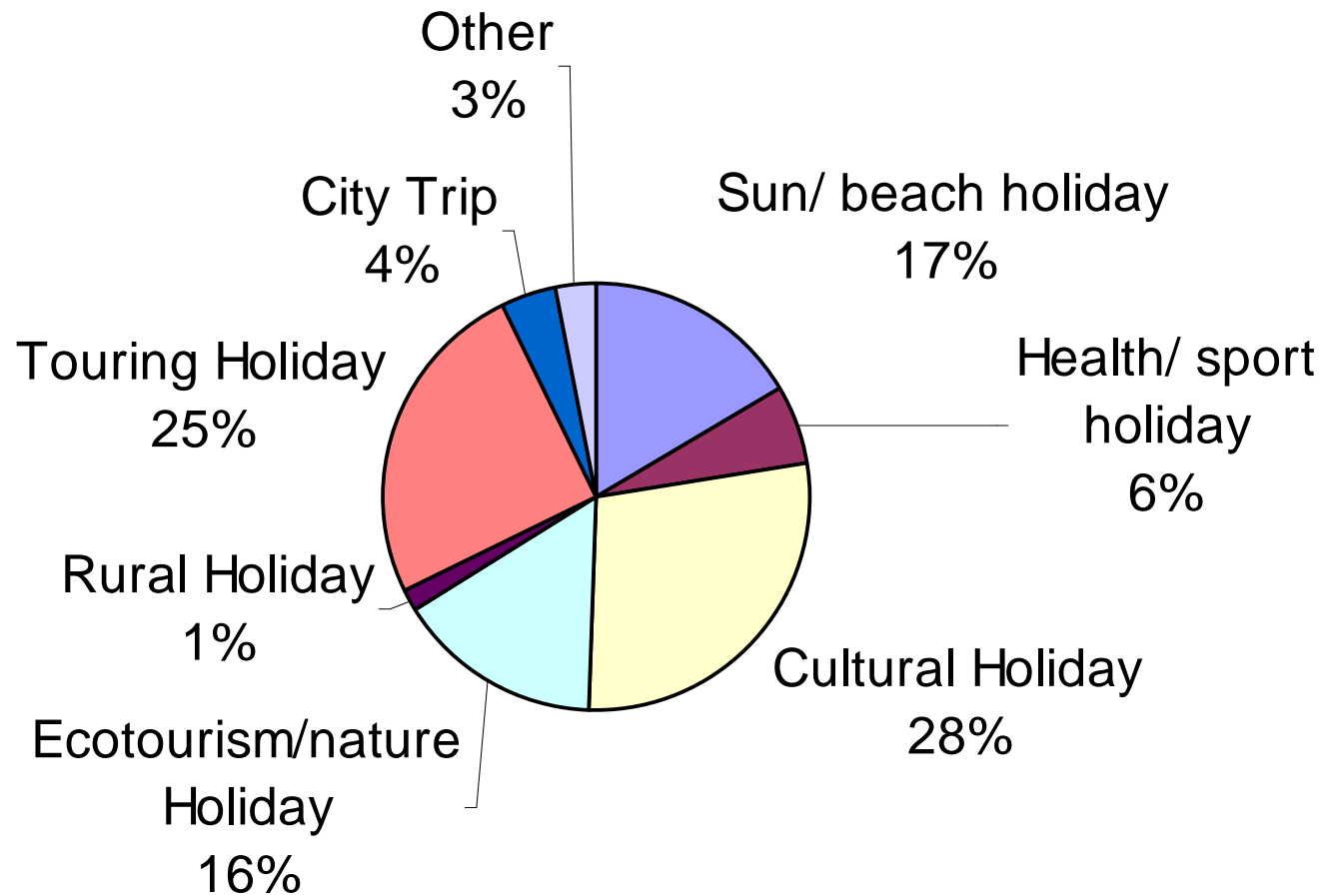
# Visitor Profile

- 271 participants (240 surveys used for analysis)
  - Female 53%, Male 47%
  - Age - under 20: 3%, 20-29: 36%, 30-39: 28%, 40-49: 19%, 50-59: 7%, 60 or above 8%
  - Education: 0 % Primary school, 4% Secondary school, 7% Vocational, 43% Bachelor degree; 43% Master Degree and 3% Doctoral degree
  - 34% first time visits, 66% repeat visits
  - Average length of stay - 32 days in Vietnam

# Visitor Origin

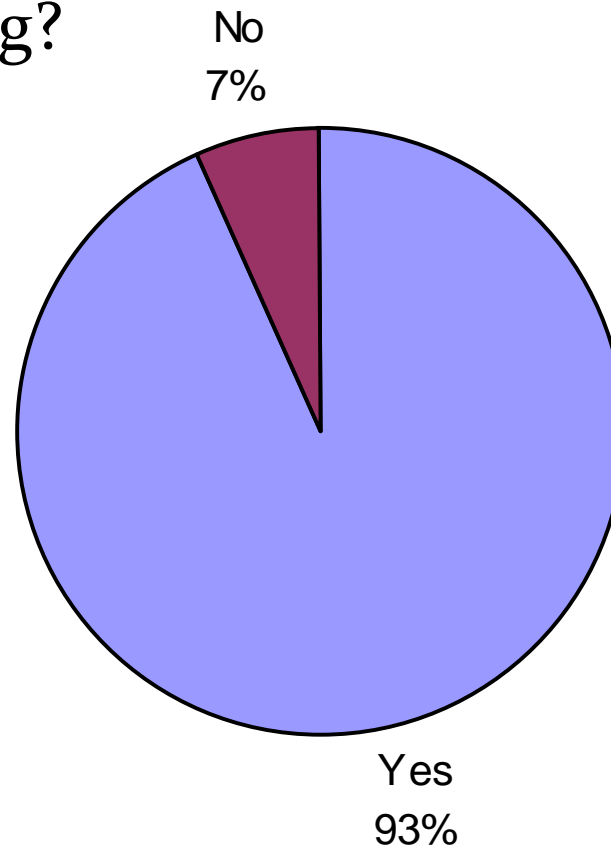


# Holiday Trip



# Food and Drink Experience

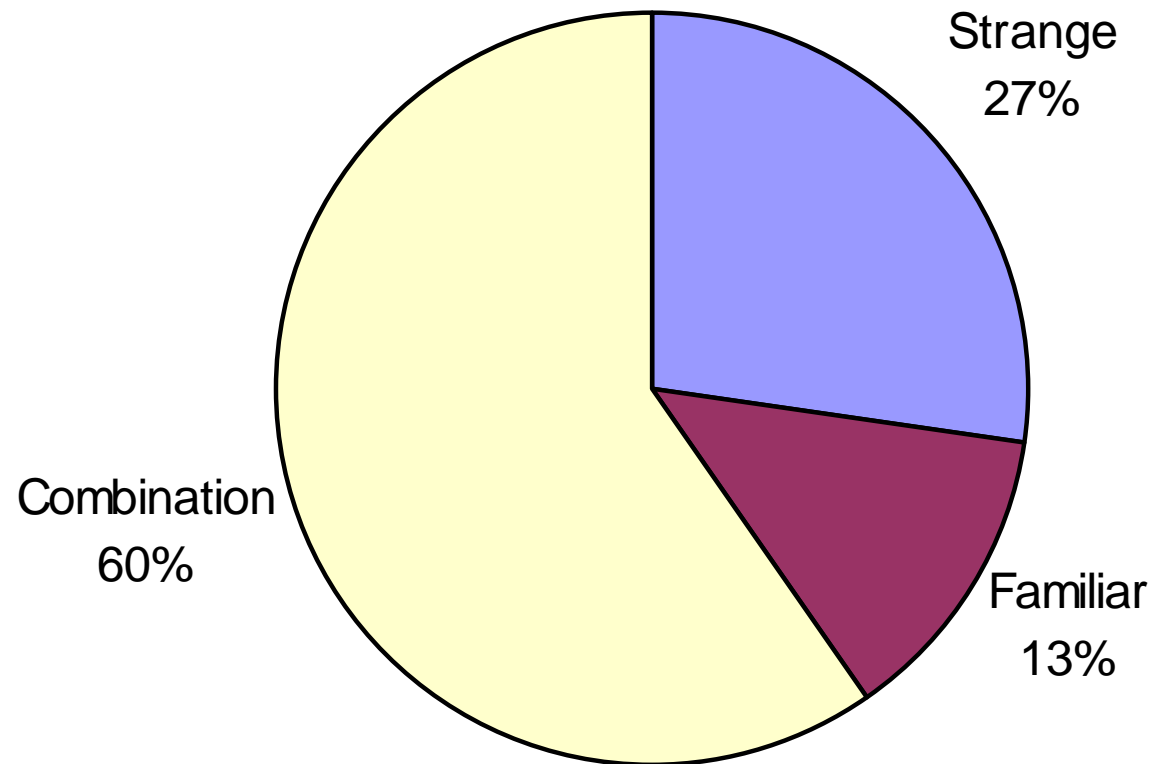
- Do you seek out local food and drink experience while travelling?





# Food and Drink Experience

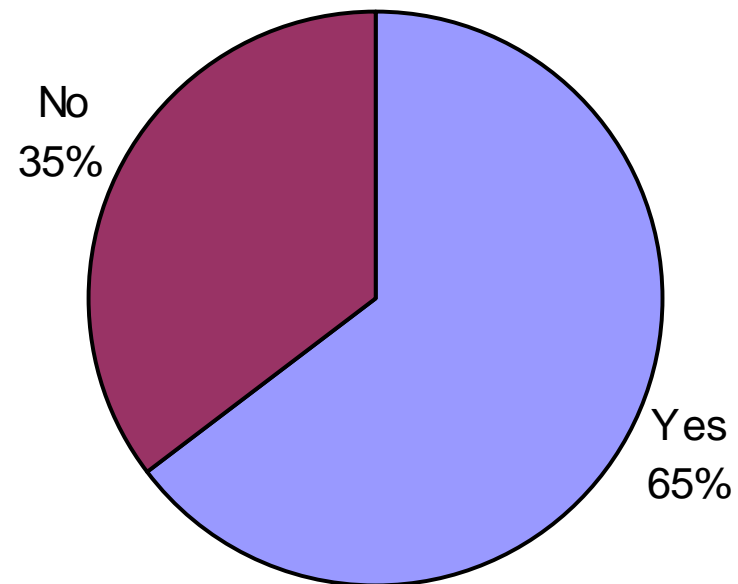
What kinds of food and drink experience do you seek out?





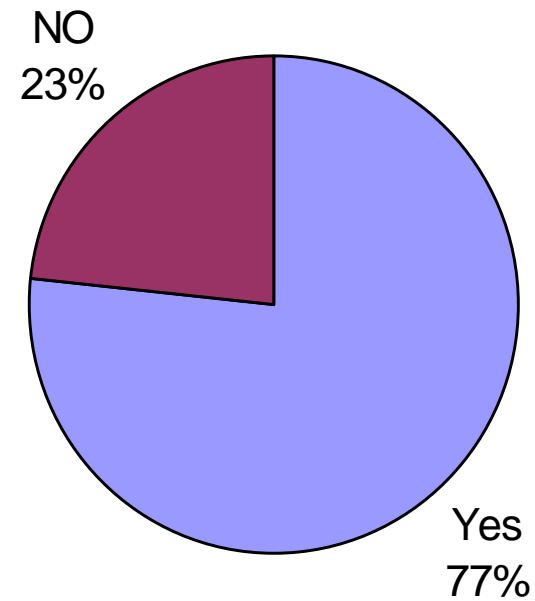
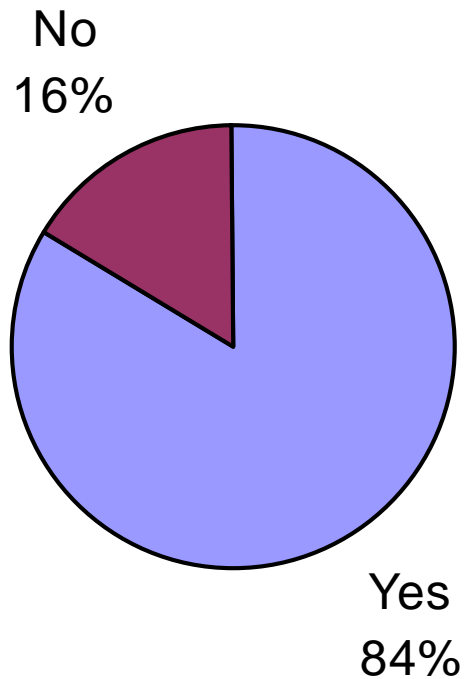
# Coffee in Vietnam

- Did you know Vietnam produces coffee?

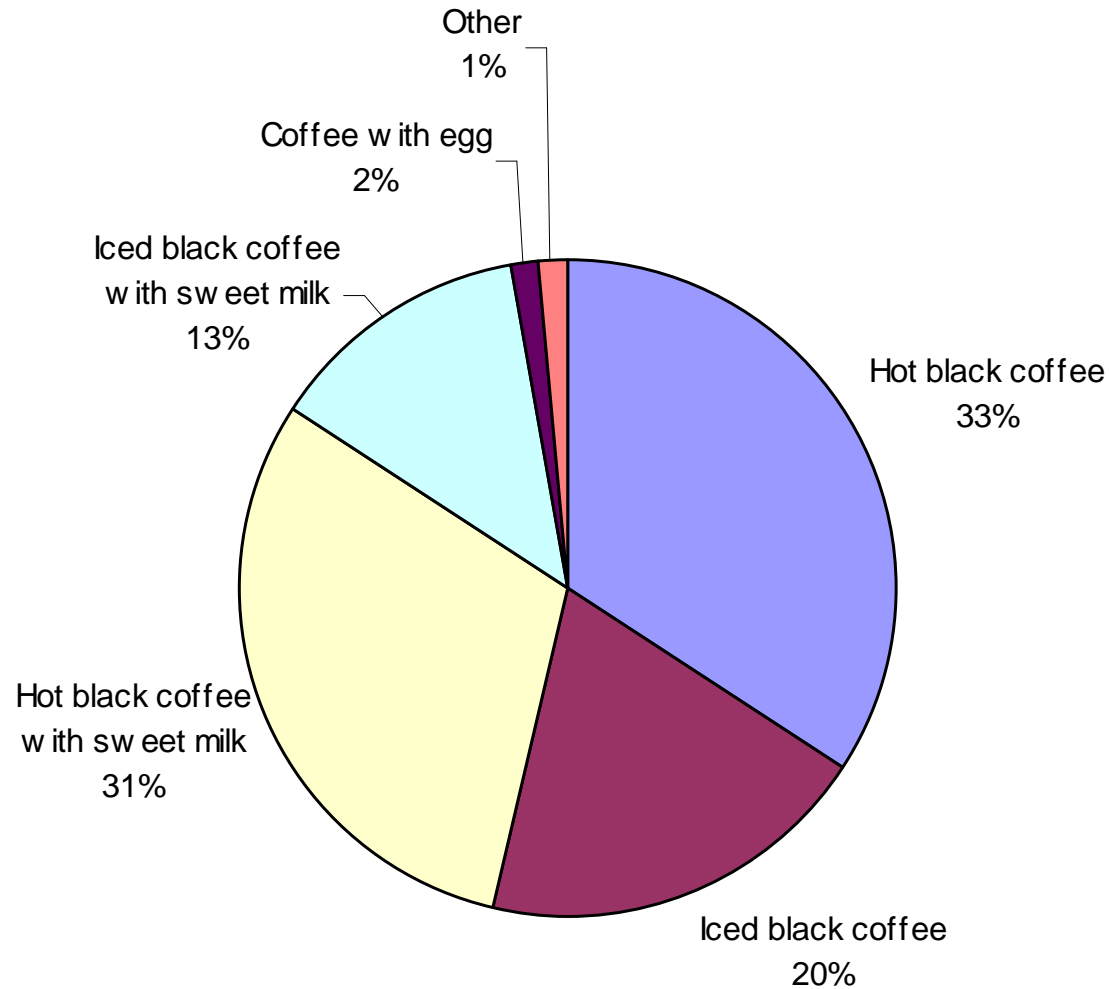


# Coffee Experience

- Drink coffee at home
- Tried coffee in Vietnam

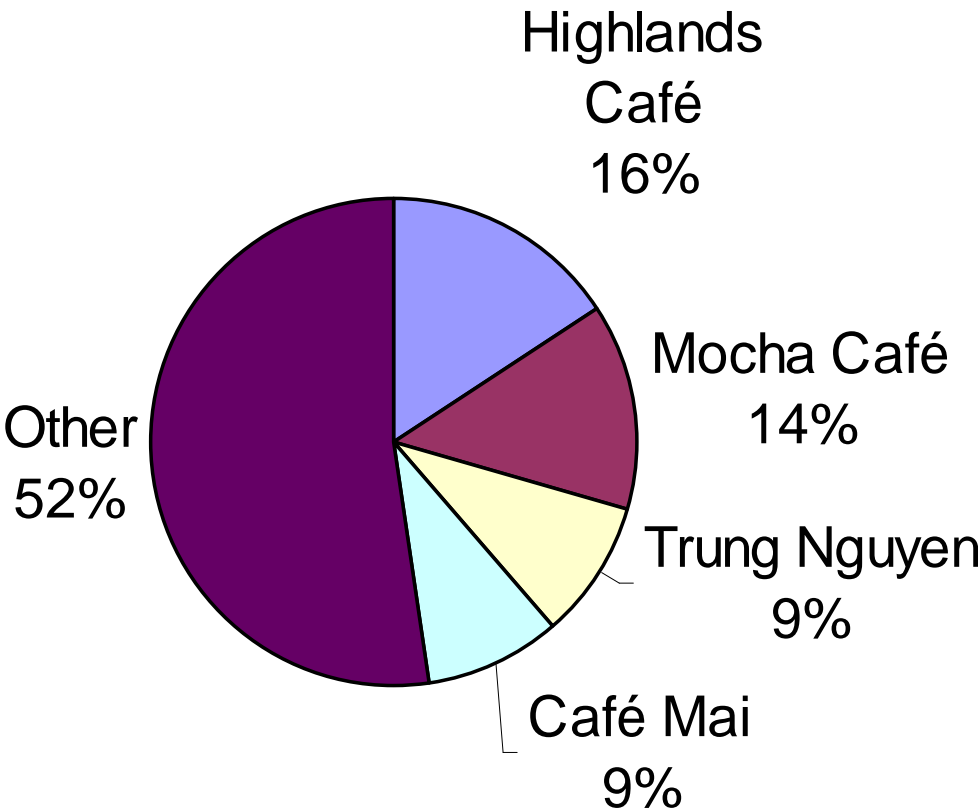


# Type of Coffee Experienced



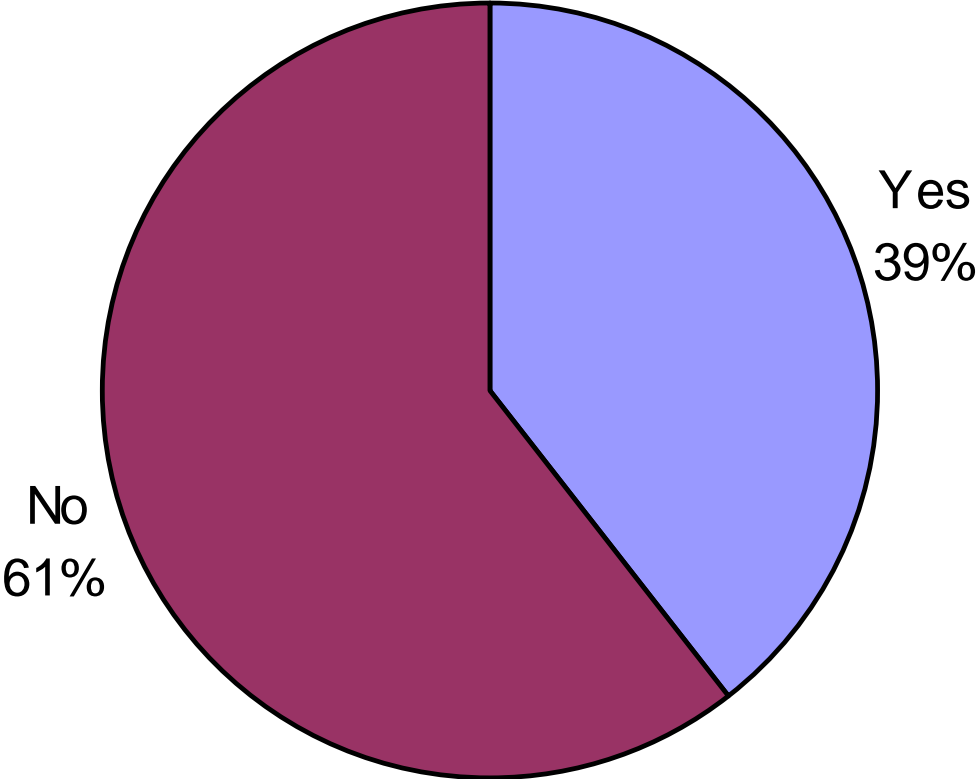


# Favorite Café





# Coffee as Hospitality



# Coffee Souvenirs and Tours

- Souvenirs

- Over half (54%) were planning to purchase
  - Coffee beans (33%)
  - Coffee filter (21%)



- Tours

- Over half (51%) were interested
  - Hanoi Cafes and Coffee Culture
  - Coffee Farms in Central Highlands





# Discussion

- Food and Drink Experience
  - An overwhelming majority (93%) seek out local food and drink experiences when travelling
  - Willing to experience new food and drink but over half (60%) look for a combination of strange and familiar
  - Majority surveyed (88 %) will recommend Vietnam to others as a destination for food and drink experiences
  - Vietnam is a culinary destination with potential for further research in the area of food and drink experiences



# Discussion

- Coffee Experience
  - Majority of respondents (65%) are aware Vietnam produces coffee, a smaller number are unaware (35%).
  - A large majority drink coffee at home (84%) and a slightly smaller group tried coffee in Vietnam (77%)
  - Small percentage experienced coffee as hospitality (39%)
  - Over half (54%) would purchase coffee beans or accessories as a souvenir
  - Over half (51%) are interested in coffee related tours



# Discussion

## Type of Coffee Experienced

- Many tried coffee served in a familiar way
  - Black coffee hot 33%
  - Black coffee iced 20%
- Others tried coffee Vietnamese style:
  - Black coffee with sweet milk – hot x %, iced x%
  - Coffee with egg 2%

## Favourite Café

- Well known national chains and established Hanoi cafes ranked highest:
  - Highlands Café at 16% (chain)
  - Trung Nguyen at 9% (chain)
  - Mocha Café at 4% (independent, Hanoi)
  - Café Mai at 9% (independent, Hanoi)



# Conclusion

- International tourists recognize Vietnam as a coffee destination
- Highly educated cultural tourists
- Potential to develop new product (i.e. tours of Hanoi café district) to address this interest
- Potential to develop coffee related souvenirs for this market (only one Hanoi shop has this focus, mainly for Japanese clients)
- Future research – narratives of the coffee tourism experiences of international tourists visiting Vietnam



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# Acknowledgements

- Funding
  - University of New Brunswick University Research Fund
- Research Assistant
  - Karen Kwan, University of New Brunswick & CompuCollege
- Host University
  - Hanoi University, Vietnam (HANU)
- Survey Assistants (HANU)
  - Hang Nguyen
  - Giang Khong
  - Huong Do



Questions?