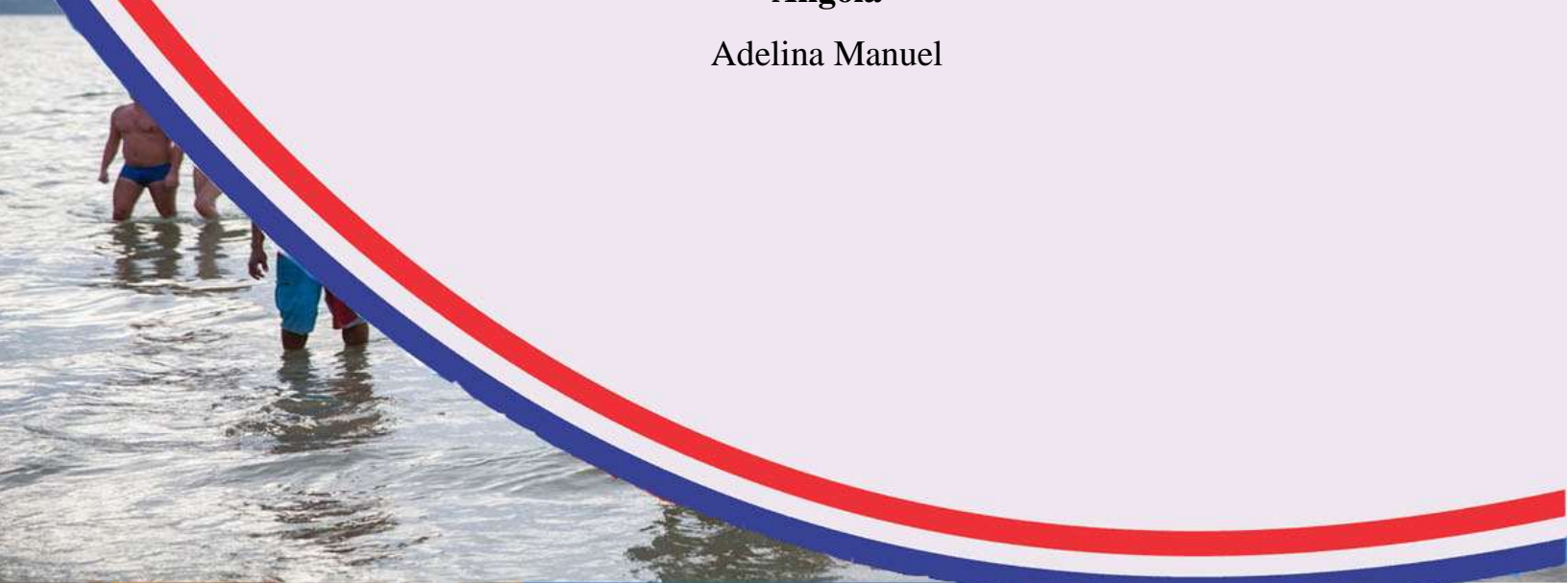


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**Impact of Inadequate Food Supply on Tourism and Hospitality Industry in
Angola**

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Impact of Inadequate Food Supply on Tourism and Hospitality Industry in Angola

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Abstract

Purpose: The study sought to analyze the impact of inadequate food supply on tourism and hospitality industry in Angola

Methodology: The study adopted a desktop methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: The results show that food safety is important for the wellbeing and safety of hotel guests. Application of standard food safety systems, compliance to food safety system and implementation of food safety system impact the provision of safe food in hotels. From the study findings, it was concluded that application of standard Food safety systems, compliance to food safety system and implementation of food safety system impact the provision of safe food in hotels. Empirical findings revealed that mid- and low-tier hotels found the increases in commodity prices challenging and thus employed innovative methods to combat rising food costs. High-tier hotels were more concerned about satisfying customers' needs by maintaining high-quality food products and services.

Unique Contribution to Theory, Practice and Policy: The theory of change and Maslow hierarchy of hotel expectations theory may be used to anchor future studies in the tourism sector. The study results will also benefit other stakeholders such as the policy makers as well as researchers and scholars from different parts of the world. The top management hospitality in the country will also use the study findings to improve tourism performance in all their activities and programs. The study recommends that the adoption of effective social protection development policies in tourism will help to improve efficiency in their major operations and activities.

Keywords: *Inadequate Food Supply, Tourism, Hospitality, Industry.*

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INTRODUCTION

Food is an essential part of life. A key feature of these tourist destinations is the various food services they offer. In the past few years, the industry has experienced growth due to increased investments and consistent patronage from local and international visitors alike. The hospitality industry in Angola received 1,316,000 tourists in 2016, generating an amount of 3.7 M Angolan Kwanza(AOA). Apart from the attractive and adventurous sceneries provided by on-site tourist destinations, food delicacies made available at these tourist sites are a vital selling point of the industry(Manwa,2014). Hospitality industry is one the leading industries in any country in the world.in Angola it contributes to job creation and further the economic development of the country. For this industry to function well it must have regular and adequate food supply which is an ultimate goal of the industry. The growing sophistication of hospitality and tourist services and experiences makes it difficult for businesses to sell them effectively(Van,2017). Consumer behavior research helps marketers understand what customers desire and why they choose some items over others. By revealing how customers react to goods and services, marketing allows marketers to examine their target audience's wants and expectations and work toward meeting them (Jarrett,2014). On another note, making people's eating habits more ecologically friendly and environmentally sustainable is becoming increasingly crucial. Individuals' food consumption accounts for more than 60% of global greenhouse gas emissions and 50–80% of overall resource. The fast changes in the area of technology in all aspects of life have affected the food pattern.

Angola is facing the worst recorded drought in 40 years, with southern provinces, namely Huila, Cunene and Namibe, experiencing the fifth consecutive year of drought conditions. Food insecurity analysis conducted in Southern Angola found that between October 2021 and March 2022, around 1.58 million people experienced high levels of acute food insecurity (58% of the analyzed population), of which 43% are in IPC Phase 3 (Crisis) and 15% in IPC Phase 4(Pitso,2018). The affected population faces severe constraints in accessing food due to consecutive droughts, poor harvests and depleted reserves, loss of livelihoods and livestock, and rising food prices. Those still able to meet the minimum food requirements do so through crisis or emergency coping strategies, such as skipping meals, borrowing, reducing quantities and eating less preferred foods. Furthermore, the lack of access to safe water and sanitation in most rural communities in the south is prolonging the cycle of malnutrition(Cain,2018). The World Bank places the economic impact of the drought at 749 million US dollars. In addition, the economic crisis that hit Angola since 2014 and the subsequent increase in food prices, combined with the COVID-19 pandemic, and the very low crop yield, have severely impacted the most vulnerable and exposed population, eroding livelihoods, agricultural production and coping reserves (Ferreira, 2015). Making matters worse, the Southern Provinces of Cunene, Huila and Namibe are suffering from consecutive years of below-average rainfall deficits, hence, agricultural yields and pastoral activities have been severely compromised. Another aspect of climate change has been the increase in pests.

Another locust outbreak has been confirmed in Dukama, putting the current season's crops at risk. This has, therefore, been another damaging cycle in recent years. More specifically, a report published in March 2022 showed the results of a drought vulnerability study conducted in Angola

with a focus on water availability to different communes. Of the five vulnerable provinces studied, 12 of the 16 worst affected communes were in Cunene Province, with Huila and Namibe also named as priority regions for interventions (Limonos,2020). An estimated 1.2 million people are facing water scarcity and will have their water sanitation and hygiene conditions compromised. Many water points have dried up, and others are not working. In some villages, over 60% of the population consumes water from unsafe sources, and over 90% do not have access to latrines. Access to potable water was already a major constraint in rural areas and was made worse by the drought and escalation in water prices (Shikangalah, 2020). Water-borne diseases will continue to accentuate malnutrition and lead to severe situations, especially for children. The water availability index predictions show that the bottleneck of the current drought years, as well as the vast variability in water resources in the southern provinces, is expected to continue in the future, with decreases of over 50% possible for South Coast Provinces. Livestock production has also been affected by the drought. The lack of fodder and rangelands as well as disease, such as the foot and mouth outbreak in 2020, have led to widespread animal deaths over the past three years, with 75% of households reporting having partially lost their livestock (Luetkemeier,2019). Since March 2021, there has been movement of Angolans into neighboring Namibia, particularly pastoralists seeking grazing land for their livestock.

In 2022, 400,000 children are projected to be acutely malnourished. The prevalence of global acute malnutrition in some provinces is already above emergency thresholds (15%). An analysis conducted in 10 municipalities of Southern Angola has revealed that, in these municipalities alone, 114,000 children under five are suffering, or will likely suffer from acute malnutrition and require treatment (Piemontese, 2022). However, there is a shortage in the supply of therapeutic feeding due to a pipeline break, and the restocking may take several months. Factors contributing to the malnutrition situation include poor dietary intake, inadequate care and feeding practices, and the high prevalence of water-borne diseases and infections due to the lack of access to safe water and sanitation. Droughts like the current one are some of the predicted, and worsening, effects of climate change in the region. Unfortunately, the increase in agricultural and ecological droughts is predicted for Angola in future years. While the provision of lifesaving humanitarian assistance is urgent, there is a need to equip communities to be more resilient to such shocks and adapt to the changing context. According to Food and Agriculture Organization of the United Nations (FAO, 2017), one-third of the food produced in the world for human consumption every year, approximately 1.3 billion tonnes gets lost or wasted. Meanwhile, there are 795 million hungry people out of 7.5 billion people living on this planet, which means one out of nine people in the world suffers from chronic malnutrition. The contradiction here is that in the meantime, while a huge amount of food gets discarded every day, that amount can feed enough the hungry of the world (Macalister,2018). This is an alarming issue; thus, food waste should be handled with a better approach.

As important as food safety and hygiene, food waste should be taken more seriously into consideration. Certainly, it is very critical that hospitality managers need to give prominence to the quality of the products delivered to the customers; nonetheless, risking all the expenses to replace old production with freshly made products all the time is an abnormal spoilage. Reducing food waste can not only contribute to several environmental benefits but also numerous financial

and social impacts (Vlachos ,2015). Here are differences between meaning of food loss and food waste. Food loss is a decrease in mass or nutritional value of food originally meant for human consumption. Food waste is food that is generally considered suitable for human consumption which is thrown out, regardless of reason. Accordingly, food wastage is any food lost whether due to going bad or being thrown out. Wastage can refer to both food loss and food waste Food safety and food security are closely related. Food safety assurance that food will not cause harmful effect to the consumer when it is prepared and/or consumed according to its intended use Food security means when all people at all times are able to access food that is not only safe to consume but also nutritious. It also assumes a quantity that is sufficient for a healthy lifestyle (Catarino,2020). Global food supply is not even. Some places produce more food than others.

Statement of the Problem

Most hospitality and tourism industries today face several challenges in Angola. The inadequate food supply is a major in the country and the necessary solutions are not found which may bring the downfall and non-performance of the industry in the nearest future. Also, perishable foods affect the processing and planning in the tourism and hospitality industry. As local storage facilities are virtually absent, there is acute shortage of certain items at certain tune of the season and this is accompanied by serious price fluctuation. Customers preferences affects the satisfaction of the guest need.

Theoretical Review

This Study will benefit from the theory of change which was proposed by Auguste Comte (1857) the Maslow hierarchy of hotel expectations theory which was proposed by Abraham Maslow's (1943).

Theory of Change

The theory of change behind sustainable food system development as presented here derives from the structure-conduct performance. The structure of the food system is dynamic and driven by complex and varied trends such as urbanization, population growth, climate change and forces such as technological change and innovation, policy change and so on. The structure generates incentives for actors and influences their capacities, which ultimately determine their conduct. Actors in the food system are also interdependent on each other and can impact each other's incentives and capacities to act. The overall performance of the food system, measured in terms of sustainability, is the result of the intertwined conduct of all actors in the system. Firms, farms, consumers, for instance, all can have the power to influence food system performance and initiate change. Such performance, in turn, will generate positive and/or negative feedback that influences the conduct of actors and the structure of the system in an evolutionary process. For a development organization such as FAO, the goal here is two-fold. First, to understand how the structure generates incentives for and influences capacities of actors, and orient them toward behavior that leads to an observed system performance. Second to facilitate the emergence of positive feedback loops that generate a self-sustained process of sustainability performance improvement.

Supply chain actors have to date been able to reorganize themselves to ensure the continued availability of food, at least in the developed world. The rapid response of food supply chains has

underscored the importance of an open and predictable international trading environment, which allows firms to tap into new sources of supply when existing sources are compromised. Policy makers have also so far mostly avoided the mistakes made during the food price crisis and have also taken a range of other steps which have helped ensure the continued functioning of food supply chains. Theory of change in tourism is about understanding why and how change happens, so that development programs can make the most of the development potential of this sector. It is critically important that there is full understanding of the challenges, assumptions, solutions and indicators for tourism. The evidence behind tourism as a positive development change agent also needs to be regularly challenged and examined. To be successful, projects need to take the entire tourism landscape into consideration and leverage insights from past projects. Theory of Change provides a framework for the planning, execution and evaluation of tourism projects and programs that connects to project goals and development objectives and helps maximize tourism's potential.

Maslow Hierarchy of Hotel Expectations Theory

Maslow hierarchy of hotel expectations theory expectancy describes consumer expectations, perceptions and reactions when not satisfied with the service provided. Beginning from the bottom to the top of Maslow's hierarchy, the theory seeks to satisfy guests' needs in accordance with the pyramid. At the base is the expectation to fulfil physiological needs exemplified by availability of bedding and breakfast. This is followed by safety needs, which in a hotel set up, could be the expectation for the provision of healthy food, shelter and security. The next level of expectation would be the need to satisfy social needs, for example, respect of guests' privacy. Following the satisfaction of social needs, in the hospitality/hotel set up, the next level would be to meet self-esteem needs, such as the building of reputation and importance. The last level would be to meet the self-actualization needs. Tourism and hospitality, a learning philosophy denotes the acquisition and transfer of knowledge, skills and attitudes that facilitate the tourist destinations and hospitality industry to innovate. Practically, learning philosophies in tourist destinations are concerned with judicious implementation and maintenance of operational standards that become embedded in all the employees of the tourism/hospitality. Thus, a learning philosophy is reflective of the managerial behavior and its genuine belief in the contribution of employees.

Empirical Review

Musembi (2021) conducted a study to determine the effect of quality standards and competitiveness of hospitality establishments in Nairobi City County, Kenya by specifically assessing the effect of independent variables; classification system, branding and ecolabels on the dependent variable; competitiveness. The study used descriptive research design that included a cross-sectional survey with the study population being the star rated hotels currently operating in Nairobi City County, Kenya. Frequency tables displayed the findings which were explained thereafter. One-way ANOVA analysis demonstrated independent variables statistically significantly predicted the dependent variable. Classification and branding were statistically significant in hotel competitiveness from the multiple regression analysis compared with eco labels. Eco labels lower influence could be attributed to lack of eco labels by most the hotels in the survey. The study revealed that classification provide avenue for benchmarking with

competitors, help in marketing hotel locally and abroad and improve the quality of service delivery.

Oduol (2020) conducted a study to evaluate the role of food safety management systems on food safety in 5 star hotels in Nairobi City County. The study adopted cross-sectional survey design. Research instruments used include, questionnaires, interview schedule and observation checklist. For this, food handlers and managers were targeted. Descriptive statistics were used to analyze the data and findings presented in figures, tables, narrative and descriptive forms. Paired t-test results established that there is statistically significant change in provision of safe food as a result of applying food safety practices, complying with food safety procedures and implementing food safety systems. Regression results showed that application of standard food safety systems had a positive and statistically significant relationship with food safety of hotels in Nairobi City County ($\beta=.202$, $p = .012$). It was also established that compliance to food safety system had positive and statistically significant relationship with food safety ($\beta=.214$, $p = .000$). Further, implementation of food safety system had a positive and statistically significant relationship with provision of safe food in Nairobi City County ($\beta=.318$, $p = .001$). From the study findings, it was concluded that application of standard Food safety systems, compliance to food safety system and implementation of food safety system impact the provision of safe food in hotels.

Kariuki (2019) conducted a study to examine the role of conventions tours, visitor stay and spending, marketing and consumer preferences and their impact on tourism performance in Nairobi, Kenya. Descriptive survey design was used for the purpose of this study. Guests were given questionnaires to fill while the practitioners were interviewed one on one to give their opinion of the study on conventions regarding its variables. Reliability and validity of the instruments was determined through pre-testing. Data of research objectives was described and expressed by use of descriptive statistical analysis such as mean scores, percentages, frequency distribution and standard deviations. The relationship between convention tours, marketing of convention facilities, length of visitors' stays and visitor spending in convention facilities was determined by use of linear regression analysis. Results showed that convention tour activities, marketing of convention facilities, visitor stay and spending and consumer preference had a positive and statistically significant relationship with tourism performance in Nairobi. Based on the study findings, the study concluded that the independent variables influence tourism performance. Conventional tourism has contributed annual revenue of KShs 723M. However, managers of convention facilities have not been able to market intensively in the global market.

Nyaga (2017) conducted a study to assess Tourism Revenue Sharing (TRS) and its impact on community participation in conservation and tourism around Volcanoes national park in Rwanda. To achieve the above objectives, the researcher used a descriptive research design utilizing both quantitative and qualitative techniques. The results indicate that TRS implementation is not clear to many as there were contradictions in how the Officials of RDB say as compared to responses from the locals. However, there was a general appreciation from a majority of the respondents (70%) in the TRS program. In spite of the dissatisfaction among majority of the respondents on the way TRS was being implemented, the majority of the respondents (90%) stated that they would readily participate in conservation and tourism activities if they were more involved in TRS

process. From these inferences the researcher concluded that the participation of local communities in conservation and tourism activities was not influenced by the way TRS was being implemented or by the benefits accrued from it. However, TRS could act as an inducement to improve local community participation. The findings however indicated that there was weak relationship between TRS implementation and community participation in conservation and tourism around Volcanoes national park ($P < 0.05$)

Machogu (2014) conducted a study to examine various negative impacts of wildlife based tourism in Maasai Mara National Reserve and to discuss the roles of different stakeholders in mitigating and controlling of impacts of wildlife based tourism in Maasai Mara National Reserve. The study adopted an exploratory approach using descriptive survey design to assess the relationship between environmental impacts and wildlife based tourism activities. Both primary data using respondents' questionnaires, interview schedules, observation and photography. acquisition. Also, both qualitative and quantitative data collection and analysis methods. Findings indicated that Wildlife Based Tourism (WBT) in Maasai Mara National Reserve (MMNR) has both benefits (including cultural interactions, employment opportunities, infrastructural development, market for local products and development of tourism facilities) and negative environmental impacts (human wildlife conflict, loss of vegetation cover, death and migration of some wildlife animals, destruction of wildlife habitat and disruption of wildlife's feeding and breeding patterns).

RESULTS

The results were grouped into various research gap categories namely, geographical and contextual gap and methodological gap.

Research Gaps

Geographical Gap

A geographical gap is the missing piece or pieces in the research literature, is the area that has not yet been explored or is under-explored. Musembi (2021) conducted a study to determine the effect of quality standards and competitiveness of hospitality establishments in Nairobi City County, Kenya. Nyaga (2017) conducted a study to assess Tourism Revenue Sharing (TRS) and its impact on community participation in conservation and tourism around Volcanoes national park in Rwanda. This two studies presented a geographical gap since our study was conducted in Angola.

Methodological Gap

Methodological gap is the missing gap of knowledge on a more appropriate underlying method(s) which can be used in research instead of the previously one. Oduol (2020) conducted a study to evaluate the role of food safety management systems on food safety in 5 star hotels in Nairobi City County. The study adopted cross-sectional survey design. Research instruments used include, questionnaires, interview schedule and observation checklist. For this, food handlers and managers were targeted. Descriptive statistics were used to analyze the data and findings presented in figures, tables, narrative and descriptive forms. Machogu (2014) conducted a study to examine various negative impacts of wildlife based tourism in Maasai Mara National Reserve. The study adopted an exploratory approach using descriptive survey design to assess the relationship between

environmental impacts and wildlife based tourism activities. Both primary data using respondents' questionnaires, interview schedules, observation and photography. This two studies presented a methodological gap since our study will utilize a desktop research methodology.

SUMMARY CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The study found out there are economic prospects to expand the use of locally cultivated food into the tourists' experience, as well as a willingness for tourists to support these activities financially. Tourists are ready to pay a higher price to purchase food that is locally grown, signifying that tourists to Angola are willing to aid the local agriculture business by increasing their restaurant meal bill which will help Angola become a more sustainable tourist destination.

Recommendations

Since the theory of change and Maslow hierarchy of hotel expectations theory were useful on giving insights on tourism and food security the researcher recommends that the theories can be used in the future for future studies in the information sector.

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