

Marketing local food and cuisine culture online: a case study of DMO's websites in Egypt	عنوان البحث
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<p>Purpose – Given the increased importance of food in tourists' travel experience, the purpose of this paper is to explore the current and future potential of local food and foodways in marketing Egyptian destinations online.</p> <p>Design/methodology/approach – The content of 20 Egyptian destination marketing organization (DMO) websites was subject to a content analysis. A checklist was developed based on literature analysis. The frequencies of information related to food culture and cuisine marketing were tallied, followed by a qualitative assessment of contents from the various websites. The results were further discussed with DMO representatives to provide contextualized insights as to the future potential of utilizing local food and food tourism initiatives as a component of DMOs website marketing in Egypt.</p> <p>Findings – The study noted some initial efforts for Egyptian DMO websites to market food culture and gastronomic practices; however, the results suggest that the usage of food culture on Egyptian DMOs websites is still in its infancy. The study also highlights the challenges that need to be tackled as well as the resources required for food tourism development.</p> <p>Practical implications – This study illustrates the need and potential capacity of Egyptian DMO websites to market food culture and local cuisines (including traditional foods and table manners). These results are expected to help Egyptian DMOs to strategically embrace local cuisine and food culture as a vehicle for destination marketing.</p> <p>Originality/value – This case study provides insights for African and other developing economies in their destination marketing. The proposed framework and guidelines are intended to potentially serve as a framework for destination marketers and entrepreneurs to optimize the tourism potential of food culture.</p> <p>Keywords: Egypt, Case study, Food tourism, Web marketing, Destination marketing organizations, Local cuisine</p>	الملخص باللغة الإنجليزية