

**IMPACTS OF PROLONGED COVID-19 PANDEMIC ON CULINARY TOURISM
SUSTAINABILITY: SOME INSIGHTS FROM MICRO AND SMALL STREET FOOD
VENDORS: A CASE OF ARUSHA, TANZANIA**

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ABSTRACT

By looking at how street food vendors deal with this unique encounter, our research uncovers the effects of numerous COVID-19-related limitations on the culinary tourism industry. The information was gathered through observation, questionnaire and semi-structured interviews with 50 street food sellers, which were then evaluated using qualitative data analysis, however this research examines the ramifications of the lockdown, social isolation, and movement restrictions imposed on street food vendors, as well as how the culinary tourism industry can become more resilient and sustainable in the event of a future or recurring pandemic. Result reveal that understanding the pandemic's dynamic effects will aid the culinary tourism industry and the government in developing relevant policies to mitigate those effects and protect the culinary tourism industry in the post-pandemic new normal. Our study concluded that culinary tourism has learned from the COVID-19 pandemic how to explain the effects of lengthy limitations. While the COVID-19 virus's spread has, for the most part, been effectively contained, the limitations have had a major negative impact on Arusha City's street sellers, who are the key players in the city's culinary tourism industry. However, the implication of the study is to protect the culinary tourism industry in the post-pandemic.

Keywords: COVID-19; Dynamic Capacities; Entrepreneurial Learning; Business Resilience; Culinary Tourism; Street Food.

BACKGROUND OF THE STUDY

INTRODUCTION

Food has long been an important component of the tourist experience. Food may even become the major motive for certain tourists to visit a region and enjoy the gastronomic experience (López-Guzmán *et al.*, 2014). The culinary tourism phenomenon has several socioeconomic benefits, one of which is that it allows street food sellers to improve, enrich, and differentiate what a location has to offer (Sotiriadis, 2015). Street food sellers are defined as persons who participate in culinary activity and sell food and beverages on the roadside, in kiosks, or in non-permanent cafés. This term is developed from a combination of the Food and Agriculture Organization (FAO) and World Health Organization definitions of "street vendors" (Sotiriadis, 2015) and "street food" (WHO). These merchants have poor skill and education levels (Rothenberg *et al.*, 2016) and operate with little resources. The majority of them face a lack of legal support from the government (i.e., unclear regulations) (Viswanathan *et al.*, 2014) and are frequently harassed by civil authorities or socially shunned (Crossa, 2009). This is the study's definition of street food sellers.

As many parts of the world began to realize the true scope of the COVID-19 epidemic at the start of 2020, people were confined to their homes and their movements were restricted as governments' increased social distance to limit the virus's spread. Offices and business areas were forced to close, as were schools and universities, as well as hotels and restaurants. As a result of these policies, many firms, including those in the

culinary industry, have been compelled to reconsider their business models in order to be more sustainable (Trabucco & De Giovanni, 2021), as many tourism attractions have been closed, resulting in greater job losses and financial suffering.

The city of Arusha is located in Tanzania's northern region. It has a wide variety of tourist attractions, from cultural and historical to retail. Along with these attractions, the local cuisine in this city has drawn in a lot of tourists. Arusha is one of Tanzania's most well-known culinary tourism destinations thanks to its distinctive culinary offerings like grilled meat, fish with ugali, and stewed banana (machalari).

The city has long recognized the styles, tastes, and flavors of its visitors, which has been reflected in the creation of a wide variety of cutting-edge culinary varieties (Furaha, 2021). The most well-known of Arusha's many culinary specialties is probably street food. People are constantly looking for new ways of life to escape their daily routines, which has led to an increase in the number of street food vendors in recent years and easy access to the city from the nearby towns (Mussa, 2022). Local tourists from nearby cities make up the majority of its visitors. Its function as a destination for gastronomic tourism has been covered in a number of studies, including (Furaha, 2021). Arusha is one of Tanzania's most populous cities, making the proliferation of street food vendors there inevitable.

They set up shop almost everywhere in the city, especially in populated areas. Although locals make up the majority of their target

market, tourists who visit this city also find enjoyment in using their products. Regular local and traditional food is available from street vendors in Arusha, but some of them have also innovated their offerings, sparking new culinary trends in the city.

The effects of the widespread COVID-19 pandemic, especially on Arusha's street food vendors, have been unthinkable on the culinary tourism sector. The effects on the culinary tourism industry, however, seem to be understudied, perhaps because we are only now starting to uncover and comprehend their unprecedented effects on our wellbeing.

By examining how street food vendors in Arusha have handled this unusual encounter, adjusted to the necessary restrictions during the pandemic and developed resilience, our paper aims to close this gap. Using the dynamic capabilities (Teece *et al.*, 2009) as the theoretical lens.

The ability to refresh skills in order to adapt to changing business environments where novel solutions are needed, technological change is brisk and unexpected competition and markets exist is referred to as dynamic. The organizational skills, resources, and functional competencies needed to adapt to the changing environment are referred to as capabilities (Barton, *et al* 1992). Understanding these dynamics will help the culinary tourism sector understand how to mitigate effects and safeguard the sector after COVID-19. However, this article aims to;

- i. To examine the impacts of a prolonged covid-19 pandemic on

culinary tourism sustainability: some insights from micro and small street food vendors.

- ii. To examine the relationship between sensing capability and street food vendors in Arusha city.
- iii. To examine the relationship between learning capability and street food vendors in Arusha city.
- iv. To examine the relationship between integrating capability and Street food vendors in Arusha city
- v. To examine the relationship between coordinating capability and street food vendors in Arusha city.

The relevance of this research is to study the impacts of a prolonged covid-19 pandemic on culinary tourism sustainability: some insights from micro and small street food vendors. This study has a momentous impact on many stakeholders including decision makers, food user, producers, hotels, tourism industry in general, Government, academicians and further researchers. In order to increase competitiveness in international markets, it is crucial to pinpoint impacts of a prolonged covid-19 pandemic on culinary tourism sustainability that will contribute to the growth of street food vendors in Arusha city.

Furthermore, the study intends to fill a research gap in a sense that it has never been conducted in Arusha City. This will pave the way to other researchers from other developing countries to extend research on culinary arts and tourism sustainability as review of the literature indicates limited number of studies in these countries. The only study was conducted on the role of street food

vending to the vendors' household welfare in Ilala Municipality in Dar es Salaam, Tanzania (Karondo & Tumaini, 2021). The introduction of Dynamic capabilities theory by Teece in this study will fill a research gap as well as providing contribution to the theory.

Lastly, based on the argument by Abbas and Jumriani, (2020) that Culinary is a part of tourism, A tourist in traveling activities will always take the time to taste food and drinks at tourist destinations. The study will thus be used as inspiring tool for the development of tourism and hospitality sector.

LITERATURE REVIEW

In this chapter, both theoretical and empirical literatures are covered. The goal of reviewing the literature is to report in great detail about a specific range of previous studies that are related to current topic of study. Accordingly, specific areas addressed include conceptual definition, frame work model supporting the study, empirical literature review with its tabulated summary. The research gap follows after the summary of the empirical literature review and finally the conceptual framework.

CONCEPTUAL DEFINITIONS

2.2.1 Dynamic capabilities are defined by Zahra et al., (2006) as "the capacities to reorganize a firm's resources and processes in the manner envisioned and deemed appropriate by its key decision-maker(s)." Teece *et al.* (2007), define dynamic capabilities as "the firm's ability to integrate, grow, and reconfigure internal and external competencies to address quickly changing

The rest of the paper is organized as follows. We begin by outlining the theoretical foundation for dynamic capabilities that served as the foundation for our research. The methods used for data collection and analysis are then specifically mentioned along with how we went about conducting our research. In order to clarify how the street food vendors, combat the pandemic's effects, we go on to elaborate the research's findings. Finally, we discuss the benefits of our research and our plans for the future as we draw to a close.

surroundings." for the purpose of this study will adopt and adapt the definition from Teece *et al.*(2007) which will be define dynamic capability as the firm's ability to integrate, grow, and reconfigure internal and external competencies to address quickly changing surroundings.

ENTREPRENEURIAL LEARNING

Is define as a continuous process that facilitates the development of necessary knowledge for being effective in starting up and managing new ventures (Politis, 2005). However this study will adopt and adapt the definition from Politis, (2005) who define Entrepreneurial learning as a continuous process that facilitates the development of necessary knowledge for being effective in starting up and managing new ventures.

BUSINESS RESILIENCE

Zohuri et al., (2022) define business resilience as the ability of a system to absorb disturbances and still retain its basic function and structure. Resilient business is one that

not merely survives over the long term but flourishes –passing the test of time (Kerr, 2015). This study will adopt and adapt definition from Zohuri et al., (2022) who define business resilience as the ability of a system to absorb disturbances and still retain its basic function and structure.

CULINARY TOURISM

Hong and Tsai (2010) define culinary tourism as the experience of the ‘other’ through food related activities, whereby cultural learning and knowledge transfer of the destination and its people are facilitated. another definition from Ellis et al., (2018) culinary tourism’ is define as to food related activities in terms of cultural consumption. Hence this study will adopt and adapt definition from Hong and Tsai (2010) define culinary tourism as the experience of the ‘other’ through food related activities, whereby cultural learning and knowledge transfer of the destination and its people are facilitated

Street food vendor

Street food vending is a prevailing and distinctive component of a broad informal sector (Njaya, 2014). Street food vendors defined by Gaffar et al., (2022) as those vendors who are engaged in culinary work and are selling food and drinks on the roadside, in kiosks or in non-permanent cafés. For the purpose of this study will adopt and adapt definition from Gaffar et al., (2022) who define street food vendors as those who are engaged in culinary work and are selling food and drinks on the roadside, in kiosks or in non-permanent cafés.

THEORETICAL LITERATURE

REVIEW

DYNAMIC CAPABILITIES THEORY

Zahra *et al.*, (2006) claimed that companies must have substantive capabilities to solve frequent difficulties when carrying out everyday business activities and coping with challenges that emerge on a regular basis. However, increasingly unstable and constantly changing external business conditions, particularly during the global COVID-19 epidemic, can jeopardize a company's viability.

Companies must therefore create dynamic capacities in order to sustain competitive advantages (Teece *et al.*, 1992). Dynamic capabilities are defined by Zahra et al., (2006) as "the capacities to reorganize a firm's resources and processes in the manner envisioned and deemed appropriate by its key decision-maker(s)." This definition focuses on internal firm changes. Teece *et al.* (2007), for example, gives an explanation of why the modifications are required as "the firm's ability to integrate, grow, and reconfigure internal and external competencies to address quickly changing surroundings."

Thus, amid a global COVID-19 epidemic fraught with uncertainty, dynamic skills played crucial roles in achieving corporate sustainability. To counter the volatility of the external business environment, firms must be able to alter their internal organizational structures flexibly. A type of dynamic capability is the ability to change or rearrange substantial capabilities (Gaffar et al., 2022) .

Furthermore, Teece (1992) indicates that these dynamic capabilities should ideally

work to adapt to the continuously changing business environment and generate innovations that can restructure the business ecosystem, putting the firm in a more secure position within the market.

Dixon *et al.*, (2014) separate the dynamic capabilities into two categories: dynamic adaptation capabilities and dynamic innovation capabilities. They emphasize that both of these dynamic characteristics are critical for maintaining and gaining a competitive advantage in the short and long run. Schumpeter's innovation-based competitiveness Pavlou (2011) inspired the dynamic capabilities approach and its relationship to innovation.

Teece (2018) presented a three-stage dynamic capabilities model. The first level is sensing (and shaping), which analyzes and detects opportunities and risks. The second step is seizing, which describes the company's capacity to capitalize on possibilities. Top management redesigns and refines the business model at this stage, aligning the company's products, processes, and services with potential commercial prospects. The final stage is reconfiguring/ transforming, in which top management must reorganize current corporate resources in accordance with business development and changes in the external environment. Following Teece *et al.* (1992) and Teece (2007), Pavlou and El Sawy (2011) suggested a measurable model of dynamic capabilities consisting of sensing, learning, coordinating, and integrating skills.

Many researches have been conducted to study the topic of dynamic capacities.

Duarte Alonso *et al.* (2018) did a study on Peruvian restaurant operators in the food and

beverage business. They developed a framework that could aid in the growth of from the standpoint of restaurant operators who use resource-based culinary tourism perspective as well as dynamic capabilities Otengei *et al.*, (2017) conducted a quantitative study to examine the association of dynamic capacities to the inward internationalization of ethnic restaurants in East Africa. They discovered that implementing three competencies (culture orientation, market orientation, and service innovation) increased inward internationalization.

The deployment of dynamic capabilities in many sorts of businesses has received a lot of attention. Nonetheless, there is a scarcity of research on the applicability of this method in micro and informal companies such as street food selling.

Despite the fact that some studies have been conducted to analyze the dynamic capabilities of informal businesses Khan 2018; Ren, 2016 it is still unclear how micro and small street food vendors, particularly in developing countries, use their dynamic capabilities to overcome the current global COVID-19 pandemic situation.

SENSING CAPABILITY ON STREET FOOD VENDORS

Despite the negative impacts of the pandemic, street food vendors have been keen to see various emerging opportunities. By learning their target markets, the vendors strove to take advantage of these opportunities. This is aligned with Gaffar *et al.*, (2022) who argues that micro- and small-sized enterprises tend to be vigilant in sensing business opportunities. This is enabled by their willingness to directly

engage their target markets in a face-to-face communication.

New opportunities have also been obtained by those who sold food to people who underwent self-isolation. This opportunity is put to good use, considering the limited mobility of a person affected by the coronavirus. Health drinks are also an alternative for new business opportunities considering that people are now more aware of healthy living and of the need to choose healthy foods and drinks.

LEARNING CAPABILITY ON STREET FOOD VENDORS

When it comes to the pursuit of knowledge and information, many of the vendors have done so on a regular basis by growing their networks consistently, employing trial and error, and modifying already-existing items until they find a suitable combination. Some people also conduct routine searches on social media. As a result, they consider it crucial to be active on social media. Another alternative for acquiring new knowledge and information is to enroll in classes. Vendors think that learning from professionals will help them expand their knowledge more skillfully. These results appear to be compatible with Puthusserry's. *et al.* (2020) who revealed that micro- and small-sized enterprises indeed used various internal and external knowledge sources such as networks of colleagues, industry associations, independent learning, trial and error efforts, and experience to increase product knowledge, markets and technologies.

INTEGRATING CAPABILITY ON STREET FOOD VENDORS

In general, vendors engaged in the culinary field fall into the category of micro- and

small-sized enterprises, which traditionally set-off from family businesses. Many of them started in this business by involving their family members. However, in general, there is a clear division of tasks between each individual involved in the business, even though the scope of the business is still small and only consists of a few people.

However, some vendors have a professionally formed team under their respective divisions of duties, although their business scale is still small. With a clear division of tasks, they understand their respective duties and responsibilities. Even for certain occupations such as cooking, the vendor does not want to give the job to others because it will change the taste. Even though they know their respective duties and responsibilities, sometimes they also consult with each other, for example, between production and marketing sections. Teece (2012) refers to this as an organization's ability to acknowledge the potential and capabilities of its members and then optimize and integrate these resources and capabilities can be assessed as strategic dynamic capabilities that are not easy to imitate.

Gaffar *et al.*, (2022) believe that the capability to integrate enables micro- and small-sized enterprises to share tacit and uncodified knowledge so as to create sustainable competitive advantages. This can be supported by optimal use of IT systems and internet technologies to obtain maximum benefits from the integration process of owned resources (Davison, 2017). This will allow micro- and small-sized enterprises to seamlessly expand their geographical coverage, which further helps them increase their strategic flexibility (Raghavan, 2018).

COORDINATING CAPABILITY ON STREET FOOD VENDORS

The coordination function has been running quite well among food/beverage vendors, regardless of the size of their businesses. They already have a clear and reasonable division of tasks and coordination, which is also related to how they allocate resources appropriately to each individual. Some do it through meetings routinely held within a certain period, while others are done informally via telephone or video calls. The division of tasks carried out shows the existence of specialization and centralization which will ultimately encourage the creation of innovative practices found in the research of Gentile *et al.* (2020), albeit there are many studies stating that there are overlapping roles in the work structure, and that micro- and small-sized enterprises rely on their owners. The essence of coordination in the culinary business is through good communication between individuals. Even though minor errors still occur, this is used as feedback for evaluation. Coordination also happens when entrepreneurs depend on other parties in terms of supplying raw materials; sometimes, the raw material is dependent on the weather, so it cannot always match the demand. If demand is high, but suppliers cannot produce due to weather factors, then this will hamper production. For this reason, further training is needed for the sustainability of these raw materials.

The coordinating capability is also important to maintain the quality of partnerships with relevant stakeholders, especially resellers and suppliers so that they can overcome limited resources, market changes and customer needs. Coordinating capability can also

improve organizational agility to respond to uncertain business environments which ultimately determine organizational performance.

EMPIRICAL LITERATURE REVIEW

THE RELATIONSHIP BETWEEN SENSING CAPABILITY ON STREET FOOD VENDORS

Hossen *et al.*, (2021) conducted study on Food safety knowledge, attitudes and practices of street food vendors in Bangladesh. The aim of the study was to assess the relationship between food vendors and safety knowledge. A randomized descriptive cross-sectional study on food safety KAP was conducted among 200 food vendors. Result reveals that y. Among the socio-demographic factors investigated, only the level of education showed significant influence ($p = 0.005$ and 0.015) on the food safety knowledge and practice of the vendors. While handling food, over 90% vendors did not use any personal protective equipment, 4.5% had diarrhea, 8.5% did not wash their hands after going to the toilet and 28.5% reused previous leftover oils.

Khan, (2017) conducted study in Thailand. The purpose of the paper was to investigate what are the marketing capabilities of informal microenterprises (IMs) that could be sources of competitive performance. a literature review and pilot study was used to develop a list of marketing capabilities of IM street food vending. Then a quantitative approach was undertaken where questionnaire was developed and distributed

to 42 street food vendors and 52 customers. The collected data were analyzed using a descriptive statistic, principle component analysis, hierarchical cluster analysis, and k-mean clustering technique. Findings Analysis revealed that IM street food vending has some unique marketing capabilities compared to formal restaurant. From the vendors' point of view, it was found that cheaper pricing and quicker food delivery were the major contributors. On the other hand, from the customer point of view, convenient location, flexible business hours, fulfill customer food requirements, and cooking demonstration were noted significant.

THE RELATIONSHIP BETWEEN LEARNING CAPABILITY ON STREET FOOD VENDORS.

Karondo and Tumaini, (2021) conducted study in Tanzania. The aim of the study was to investigate the role of street food vending to the vendors' household welfare. A cross-sectional study design was applied involving multi-stage sampling techniques. Data were collected from 297 street food vendors using a semi-structured questionnaire. Result revealed that many people engage in street food vending because it requires small capital to start and a source of reasonable income to meet their daily requirements. Also, the vendor's level of formal education, presence of other active members earning some income in the household, operating in a permanent structure and borrowing capital from financial institutions are key factors for increasing sales and profit and ultimately improve vendor's household welfare. It is recommended that the local government should improve street food

vending by providing appropriate business education to street food vendors. Also, vendors should be encouraged to operate their businesses in permanent and affordable structures.

Gaffar *et al.*, (2022) conducted study on the impacts of various COVID-19-related restrictions on the culinary tourism industry by exploring how street food vendors deal with this unprecedented encounter. The aim of the study was to uncover the impact of COVID-19 on culinary street food vendors. The data were collected through semi-structured interviews of 20 street food vendors and later analyzed using qualitative data analysis. Result reveal that understanding the dynamic impacts of the pandemic will offer insights for the culinary tourism industry and the government in the development of relevant policies to alleviate those impacts and protect the culinary tourism industry in the 'new normal' post-pandemic era.

THE RELATIONSHIP BETWEEN INTEGRATING CAPABILITY ON STREET FOOD VENDORS

Brien, (2018) conducted study in Peru for the purpose to examines the potential for developing culinary tourism (CT) from the perspective of restaurant operators in Lima, Peru, and develops a framework of CT based on the resource-based view of the firm and the dynamic capabilities paradigm. Fourteen restaurateurs and managers were interviewed, including two internationally renowned food and beverage entrepreneurs. The findings reveal that Peru's culinary potential is identified in various specific

forms, including through the growing interest for local gastronomy among international visitors, the development of culinary neighborhoods, the growing trend of pairing of foods and local beverages, and experimenting with less known local foods and dishes.

THE RELATIONSHIP BETWEEN COORDINATING CAPABILITY ON STREET FOOD VENDORS

Otengei et al., (2017) conducted study in East Africa. The study aim was to analyze the relationship between dynamic capabilities

and the degree of inward internationalization of African-ethnic restaurants. A qualitative approach using ten case restaurants assessed adaptive, absorptive and innovative capabilities and, how they relate with degree of inward internationalization. Result reveals that knowledge absorption capacity helped ethnic restaurants to attract and retain food tourists. The study also found that innovative capabilities including adoption of new technology, adopting eclectic approaches and the ability to provide a wide assortment of dishes and regular menu updates was very instrumental in enhancing the level of inward internationalization.

CONCEPTUAL FRAME WORK

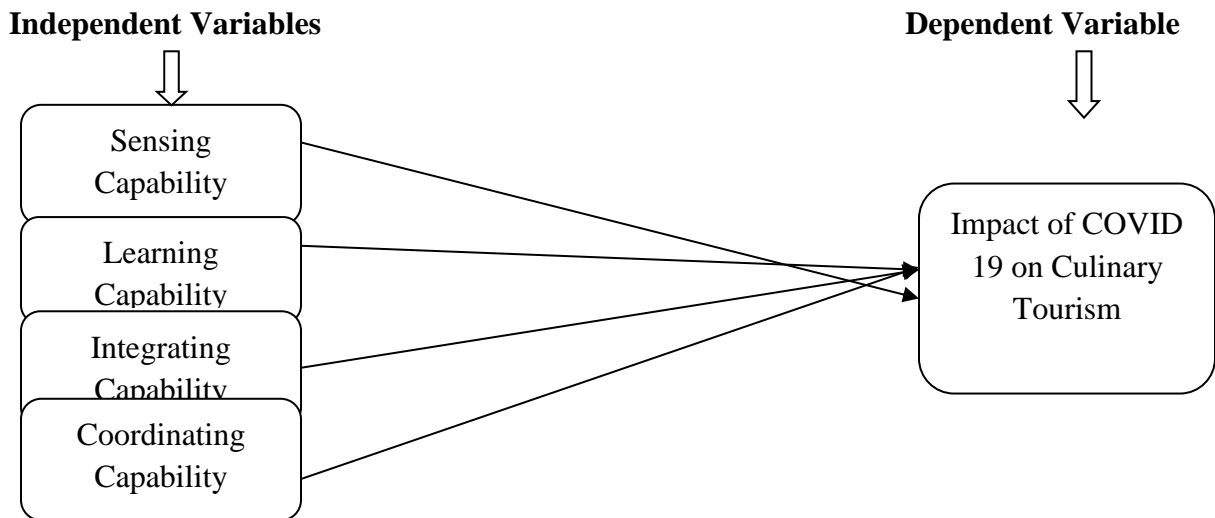


Figure Error! No text of specified style in document..1 Proposed Conceptual Frame work impact of Prolonged COVID 19 on culinary Tourism

RESEARCH METHODOLOGY

INTRODUCTION

This chapter's purpose is to outline the study approach taken to look at how street food vendors deal with this unique encounter COVID-19 in Arusha City. The research design, study area, questionnaire design, data collecting, and data analysis are all covered in this chapter. The chapter concludes with a summary.

RESEARCH PHILOSOPHY AND APPROACH

We adopted the qualitative research approach. The data were collected using semi structured one-to-one interviews with 50 street food vendors in the city of Arusha, Tanzania, to select respondents from varying businesses to generalize our findings. While Tanzania has never experienced a lock down we visited their food stalls in different parts of the city to meet them face-to-face, during their working hours.

The street food (and drinks) vendors we chose ranged from sellers of milk drinks, meatballs, Chapati, Birian-rice, fried rice, boiled cassava, boiled sweet potatoes, fried *vitumbua* (snacks), pilaf, Beans, local coffee station, home-made food, savory crisps, cookies, Bamboo food, cake and bakery, yoghurt drinks, traditional snacks, chicken with ugali, black tea, African soup(Makongoro). Makande special, Chinese restaurant, pizza area, cocktail special, burger, doughnut, samosa vendors, cooked Pork (*kitimoto*), rice with beans, ugali with beef stew, sugarcane juice, mangoes juice, Grilled meat (*nyama choma*,) grilled fish (*samaki choma*), grilled chicken (*kuku choma*), cultural group, egg chop, banana

pies, rolled sausage, take away chocolate, and local drinks(mbege). These vendors are popular among both residents and tourists from outside Arusha. They were selected using the convenience sampling method.

STUDY AREA AND POPULATION

The study area for this research was Arusha City of Tanzania, the main targets for choosing this area are as follows; Arusha is very rich for street food vendors compare to another region available in Tanzania. Arusha has the productive land for cultivating local crops such as maize, rice, arrow root, cassava, beans, lentils, tomato, and green vegetables since tourism actions are powerful in the Northern circuit of Tanzania.

SAMPLE DESIGN AND TECHNIQUES

Purposive sampling, a non-probabilistic sampling technique used in this study, was used because the researcher felt that some subjects were more suitable for the investigation than others. An appropriate sample for the study is one whose features are defined for that reason (Samples, 2021)

SAMPLE SIZE

The subset of a population that is necessary to ensure that there is enough data to draw conclusions is known as the sample size (Memon & Ting, 2020). Sample sizes depend on factors such as the time and money available to collect the data (Hair 2006); and they also depend on the statistical analysis used in the study (Saunders, Lewis & Thornhill, 2009). Due to time and budget constraints, only fifty street food vendors

within Arusha City with a sample size of 50 respondents were involved in this study.

DATA COLLECTION

We adopted purposive sampling, a small number of people “nested in their context and studied in-depth” and “not wholly pre-specified but can evolve” Miles *et al* (2014). The interviews were conducted from May 2022 to June 2022. We initially focused the questioning on the impacts of the pandemic on their culinary businesses. However, upon in-depth probing, many unintended issues pertinent to the impacts were unveiled. The interviews were conducted in Arusha City and lasted about 25–40 min. Each interview was audio-recorded with respondents’ consent, transcribed, and translated into English.

QUESTIONNAIRE DESIGN

A Semi-structured questionnaire was created to gather primary data. There were two sections to the questionnaire. The respondents' age, gender, and educational levels made up the first section of the questionnaire. The second section included 25 questions about the impact of COVID-19 on culinary tourism. There were versions of the questionnaire created in both English and Kiswahili. Respondents received both versions of the questionnaire. From Arusha City, we were able to gather 50 responses.

DATA PROCESSING AND ANALYSIS

The collected data from the vendors were analyzed using triangulation method. Collected questionnaires were analyzed using

quantitative method. The findings were computed into percentages and subsequently presented in the form of bar charts and tables. The support of computer programs such as Microsoft Excel and Statistical Package for Social Science (SPSS) were employed to analyze the collected data to help in interpretation of the findings. The reasons for selecting of these programs were that, these techniques were facilitated word processing and data analysis very easy and accurate pictorial presentations. This gave the general idea of this study with respect to the impact of prolonged COVID-19 on street food vendors in Arusha City.

RELIABILITY AND VALIDITY OF DATA COLLECTIONS INSTRUMENT

(Saunders et al., 2007) validity refers to the extent to which data collection methods or methods accurately measure what they intended to measure or the extent to which research result is really about what they admit to being about. The data needed for this study were collected through the questionnaire technique to indicate the degree of validity. To make sure the validity of the data the investigator will use triangulation-method to check the data collected from the questionnaire.”

According to Saunders et al. (2007). “Reliability means the degree to which data collection technique or techniques were given up consistent result. Though similar examination was made or conclusion reached by other researchers or where there is clearness in how to sense was made from the

raw data to ensure reliability. Therefore, to ensure if this information is reliable some pilot and pretest questions were prepared by an investigator and a small number of respondents were asked to reply to look if the information collected was the same as expected information.”

this study, used a quantitative approach to assess impacts of a prolonged COVID-19 pandemic on culinary tourism sustainability: some insights from micro and small street food. The participants were asked to evaluate the items of impact of a prolonged covid 19 based on the five key points scale (strongly disagree = 1, Disagree = 2, Uncertain = 3, Agree = 4, strongly agree = 5). The study was used six substances for the scope which are impact on operation, impact on employees, impact on house hold, impact on social lives, future business strategies and government policies.

ETHICAL CONSIDERATIONS

In a research situation a researcher should ensure that they should be ethical in all their endeavours. The researchers were adhering to the norms for an ethical research so as to promote the aims of research, such as knowledge, truth, and avoidance of error. It

was also help to prohibit against fabricating, falsifying, or misrepresenting research data to promote the truth and minimize error. Sullivan (2001) argued that, social researchers are bound to ethical considerations in their studies. Thus the wishes of the individual respondents within the organizations were respected. Every respondent’s identity and information that is privileged and confidential was protected by the researchers. Thus the researchers were observing the rights of all respondents and the information shared by respondents were kept confidential.

The respondents were made fully aware of what the study was about, such that the information they provide would be used for the research purpose only and most importantly the researchers were taking the consent of each respondent that take part in the study. Lastly, any quotes and theories used by fellow researchers throughout the research report were accounted for with provision of valid and genuine reference of the researchers and source. This is to acknowledge the work of the researchers, the other contributors and thus avoiding plagiarism.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

INTRODUCTION

This chapter presents the findings obtained through interview, questionnaires, documentary literature review and observation from different categories of respondents. The chapter begins with the demographic characteristics of respondents basing on age, marital status, education level and occupation. The chapter goes further to present the Impacts of the COVID-19 Pandemic on Street Food Vendors

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The parameters which were examined in this study were Age, Gender, Job designation, experience, and type of food. These variables help to provide a profile of the sample surveyed. some of the information is useful on its own because it highlights various Impacts of the COVID-19 Pandemic on Street Food Vendors in Arusha City.

AGE OF THE RESPONDENTS

It is important to investigate the age of the street food vendors because of the diverse implication. The age of the street food vendors determine age of the people involved in the business chain activities. The age of the respondents was categorized into six groups. The 34.0% of the respondents aged 19 – 25; 30.0% aged 26 - 32, and 20.0% of the respondents aged 33 -39. However, 10.0% of the respondents aged 40 -46; 4.0% aged 47 –

53 and 2.0% aged 54-60. The results revealed that, group range between 19 years to 39 years is more active to engage in street food chain activities.

GENDER OF THE RESPONDENTS

In this study both males and females were interviewed. About 60% of street food vendors were males and the remaining 40% were females. This shows that both male and female participate in street food business. Finally, the situation can be attributed by the system which favored males in culinary activities' and discouraged female in culinary activities.

JOB DESIGNATION OF THE RESPONDENTS

It is significant to examine job designation of the street food vendors because of the diverse implication. Job designation of the street food vendors involved in culinary activities were categorized as followed. 24.0% of the respondents were food and beverage managers, 8% managers, 28% supervisors, However, 32% of the respondents were part time employees, 4% full time employees, and 4% Others. The results revealed that, part time employees, supervisors, and food and beverage managers are well participating in culinary activities.

WORKING EXPERIENCE

Understanding the experience is very important for the impact of prolonged covid19, because through experience of respondent's researcher obtained detailed information about culinary activities in

general. The respondents provide detailed and accurate information concerning culinary. The result prevails that majority of respondents 86% have working experience more than a year in culinary activities. And only 14% of the respondents have working experience below one year.

TYPE OF FOOD SERVICE

The respondents were asked to respond another question. The question asked was does your business have food and beverage service operations? 96% of all respondents said yes, their establishment has food and beverage services operations, and 4% only of all respondents respond that their establishment does not have food and beverage services operations.

IMPACTS OF THE COVID-19 PANDEMIC ON STREET FOOD VENDORS

Travel restrictions only resulted in a sharp drop in sales, substantially impairing the capacity of street sellers to pay their overhead expenses. For instance, because the majority of the merchants being interviewed rented their stalls, they struggled to pay the rental fees, and some of them were not reimbursed for the upfront money they had paid for the rental period. However, other merchants were fortunately given some financial wiggle room by their landlords, who permitted them to put off the payment.

“Although the landlord granted us extra time to pay, we regretfully still have to pay the rent”.

(Beef stew with ugali vendor).

“Thanks to Allah, the landlord gave us a break, offering us a free month of rent. If this is not extended, at least we hope to receive some discounts, although we haven't heard from him yet. [the landlord]” (Snacks and tea vendor).

The lack of available raw materials also contributed significantly to greater operational costs. Some vendors have to drastically scale back their food menus due to the high cost of some essential goods, and they now only provide a menu that depends on the availability of those ingredients.

“Some raw materials are expensive and in short supply” (Chapati vendor).

“They [raw materials] are expensive and hard to come by since there is a scarcity of them. Since the factory could not produce many of the items, they were sold out” (Grilled beef Vendor).

The sellers' homes were impacted by the decreased sales turnover. They could still generally fulfill their fundamental demands, but it became impossible to take care of their secondary wants, let alone save any money. Some vendors were forced to use their resources to cover both short-term operational expenses for their businesses and their daily living expenses.

“Definitely a significant influence on our home! To prevent wasting money, we must consider our options carefully before making a purchase. ” (Cake and pastry)

“ . . . We struggled to save money as we tried to catch up with our incomings and outgoings. Actually, we utilized

Their social lives were greatly hampered by the social distance rules. Although gatherings with friends and family might be conducted virtually through electronic means, they believed these communication tools could not fully replace actual, in-person interactions. Also restricted were activities at places of worship. Meetings with clients or business partners were greatly hindered, and this was made worse by the challenge of finding reliable, trustworthy information about their surroundings.

“Yes, we seldom ever speak to our friends. Well, I suppose via what’s up call, but there’s no replacement for face-to-face interactions.” (Birian- vendor)

“It’s ironic that we made contracts and obligations for business via online meetings.” (Burger vendor)

SUMMARY, CONCLUSION AND RECOMMENDATIONS

SUMMARY OF THE RESEARCH FINDINGS

In this section, we'll talk about how the dynamic capacities (DCs) theory is used to expound on the research's conclusions. DCs are a company's capacity to reorganize its resources in response to environmental changes. With the protracted COVID-19 epidemic and its numerous unknowns, DCs are crucial to preserving corporate sustainability (Riswanto, 2019). Our research shows that food vendors on the street are

extremely capable of picking up new techniques for cooking and delivering food by adapting to changes in the market environment. By putting these competencies into practice, a business strategy that prioritizes sustainable company success can produce values for stakeholders (Moreira, 2016).

Continuous performance can show the company's credibility in the community and its customers' loyalty, which will raise the market worth of the business and help cut costs (Haugh *et al.*, 2010). Since the majority of the food street vendors are family companies, their skills are designed to support not only economic sustainability but also social and environmental sustainability, which are now those businesses' primary objectives. Many families frequently prefer to carry on their family companies over seeking out quick financial gain. Additionally, family firms frequently uphold higher standards of moral behavior, including social responsibility, justice, respect, and trust; as a result, they also frequently retain excellent working connections with their staff and focus on environmental protection (Basly, 2020).

SENSING CAPABILITY

Despite the pandemic's detrimental effects, street food vendors have been eager to seize a number of new opportunities. The suppliers worked to seize these opportunities by learning about their target markets. This supports Solek-Borowska (2017). He makes the case that micro- and small-sized businesses have a propensity to be on the lookout for business prospects. This is made possible by their readiness to interact face-to-face with their target markets. Those who sold

food to persons who practiced self-isolation have also gotten new chances. Given a coronavirus patient's restricted movement, this chance is utilized effectively. Given that consumers are now more conscious of the importance of choosing healthy foods and beverages, health drinks are also an alternative for new business chances.

LEARNING CAPABILITY

When it comes to the pursuit of knowledge and information, many of the vendors have done so on a regular basis by growing their networks consistently, employing trial and error, and modifying already-existing items until they find a suitable combination. Some people also conduct routine searches on social media. As a result, they consider it crucial to be active on social media. Another alternative for acquiring new knowledge and information is to enroll in classes. Vendors think that learning from professionals will help them expand their knowledge more skillfully. These results appear to be in line with those of (Gaffar et al., 2022) who shown that micro- and small-sized businesses did employ a variety of internal and external knowledge sources, including networks of peers, industry associations, individual learning, trial-and-error attempts, and experience to enhance product knowledge, markets, and technologies.

INTEGRATING CAPABILITY

In general, businesses in the food industry are classified as micro- and small-sized enterprises because they typically evolved from family businesses. Many of them enlisted the help of their families to get their

businesses off the ground. However, despite the fact that the business is still modest in scale and only employs a few individuals, there is generally a clear division of tasks between each individual engaged.

However, some suppliers have a properly constituted team within their separate divisions of duties, while their business scale is still tiny. With a clear division of work, they understand their distinct obligations and responsibilities. Even for some jobs, like cooking, the seller does not want to hire someone else because the taste will be altered. Even though they are aware of their individual tasks, they occasionally consult with one another, for instance between the manufacturing and marketing departments. (Gaffar et al., 2022) refers to this as a strategic dynamic capability that is difficult to imitate: an organization's capacity to recognize the potential and capabilities of its members and then to optimize and integrate these resources and capabilities Business owners are acknowledged to connect information, expertise, and all actions from both inside and outside the company through communities and resellers (Puthusserry, 2020).

COORDINATING CAPABILITY

Regardless of the size of their operations, food and beverage sellers' coordination functions have been functioning pretty well. They already have a clear and sensible work allocation and coordination system in place, which is also related to how they distribute resources fairly among each person. Others do it formally over the phone or via video conversations, while some do it through routinely scheduled meetings that take place

within a specific time frame. The division of duties demonstrated demonstrates the existence of specialization and centralization, which in turn will promote the development of novel practices as observed in the research of Gentile et al. (2020),

Despite numerous studies suggesting that the functions in the work hierarchy overlap and that small and medium-sized businesses depend on their owners (Gaffar et al., 2022). In the culinary industry, effective interpersonal communication is essential for coordination. Minor errors still happen, however this is used as evaluation feedback. Coordination also occurs when business owners rely on third parties to supply raw materials since they occasionally cannot always meet demand because the raw supplies are weather-dependent. Production will be hampered if there is a strong demand but providers are unable to meet it because of environmental conditions. For the sustainability of these raw materials, more training is required.

Our research agrees with that of Gaffar et al., (2022) who underlined how quick repairs can be completed when there is collaboration and communication between business owners and their clients, partners, and suppliers. The ability to coordinate is crucial for maintaining the caliber of alliances with significant parties, particularly suppliers and resellers, so they can overcome resource constraints, market shifts, and client demands. In order to respond to uncertain business settings, which ultimately decide organizational performance, coordination ability can also increase organizational agility.

CONCLUDING REMARKS

The culinary tourism sector has learned from the COVID-19 pandemic how to explain the effects of lengthy limitations. While the COVID-19 virus's spread has, for the most part, been effectively contained, the limitations have had a major negative impact on Arusha City's street sellers, who are the key players in the city's culinary tourism industry. This study offers some ideas for strengthening the culinary industry's sustainability and resilience in the face of pandemic recurrence and the post-pandemic "new normal."

THEORETICAL CONTRIBUTIONS

This study advances the dynamic capacities theory, particularly in the domain of learning skills, where entrepreneurship has grown to be a crucial component for small and medium-sized firms (Raghavan, 2018) Entrepreneurial learning focuses on how learning happens at each step of the development of a firm. Despite the fact that abilities can be learned gradually over time, for example through learning by doing, the manner in which and timing of the learning process are followed are crucial. Our research has revealed an intriguing fact: trust is crucial for micro- and small-sized enterprises when managing their operations, particularly in the face of the pandemic's uncertain circumstances.

FUTURE WORK

This study examines how business sustainability in the culinary industry,

particularly for the street food vendors in Arusha City, may be impacted by the protracted COVID-19 pandemic. Our study is constrained in terms of the amount of street vendor samples we were able to interview despite the novel discoveries. We were concentrated on data collection after the pandemic resilience since our work had to

follow the COVID-19 protocols established by the regional administration. In the future, we will therefore work to increase the sample size by expanding our research to additional industries that share qualities with the culinary industry, such as the retail and service industries.

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