

Effect Of Traditional Cuisine Promotion On Hotel Patronage In Four-Star Hotels In Ibadan, Nigeria

by

Dr O.A Akande and Akanji A.S

Department of Sustainability Studies(Tourism and Development), University of Ibadan.
Nigeria

E-mail: [akanjiadeolasusan@gmail.com, muyiwaakande2@gmail.com]

Abstract

The current trend of experiential tourism has made gastronomy an important variable in determining customer satisfaction and behavioural intention in the hospitality industry. In this study, the contribution of traditional cuisine promotion on hotel patronage was examined in selected four star hotels in Ibadan, Nigeria and the interest in this study is on the level of promotion, its effect on customer's satisfaction and its implication to customer's loyalty and repeat patronage. A quantitative approach to research by using descriptive survey design approach was adopted. Findings revealed that the traditional cuisine is moderately promoted in four stars hotels. A group majority of mostly the respondents concurred that traditional dishes are on hotel menus (77.3 per cent) and frequently local ingredients are used (77.3 per cent) - while 70.7 per cent agreed that hotels actively advertise indigenous meals through the inclusion and presentation practices on their menus. However, results showed there were weak efforts to preserve the culture as 34.7% of the respondents disagreed that hotels were doing a good job of promoting awareness about local food heritage and 38.7% of the respondents did not agree that food presentation was adequate and representative of cultural values. Despite these limitations, an overwhelming proportion of respondents (86.6 per cent) agreed that indigenous cuisine contributes to the cultural identity which underpins its inherent cultural importance independent from the promotional strategies by hotels. Furthermore, the promotion of traditional cuisine manifested strong positive associations with the outcomes of patronage. About 81.3% of the respondents agreed that traditional cuisine draws tourists, 81.3% said that cultural foods improve the satisfaction of tourists and 81.4% mentioned a higher chance of them to revisit a restaurant when indigenous dishes are served. In addition, 81.4 per cent perceived that traditional cuisine improves the destination image of Ibadan. The study concludes that although the promotion of traditional cuisine has a positive effect on customer satisfaction, customer loyalty and hotel patronage, the four star hotels did not fully exploit the potential of traditional cuisine as a vehicle for cultural preservation and hotel marketing. Accordingly, the study recommends the stronger positioning of indigenous cuisine in hotel branding, cultural story enrichment and setting up collaborative culinary tourism initiatives to improve patronage and cultural sustainability.

Keywords: Traditional cuisine, hotel patronage, customer satisfaction, cultural tourism, hospitality industry, Ibadan, Nigeria.

1. Introduction

The tourism industry has gradually been transformed into an experience-oriented sector where cultural elements, especially gastronomy, have a key role in determining how visitors perceive, feel and interact in general with the destinations. Richards (2015) argues that today, tourism is driven by experiential consumption where tourists are less interested in passive consumption of sightseeing and more interested in meaningful cultural interaction. Within

this context, gastronomy has become a crucial element in tourist experiences since it is a direct and sensory approach for visitors to get connected with local cultures and traditions.

Traditional cuisine is not something that goes beyond the needs of food; it represents indigenous systems of knowledge, historical continuity, and cultural identity that are passed on from generation to generation. Bessiere (1998) defines traditional food as a form of cultural heritage that embodies the interrelationship between people, place, and history, whereas Mohd Hashim et al. (2021) argue that heritage foods serve as the indicators of cultural authenticity in the form of the conservation of local ingredients, food preparation techniques, and symbolic meanings.

In Nigeria, traditional dishes are deeply rooted in social life and cultural practices, especially in the case of Yoruba society where food plays a central role in ceremonies, festivities and community interaction. Adedipe and Olagunju (2019) identify the potential of ethnic foods as the driving force of gastronomic tourism in Nigeria, whereas indigenous dishes are the expressions of cultural identity and cultural attractiveness for destinations. Fasoyiro and Taiwo, 2012 further explained that traditional Nigerian foods are founded in the cultural agricultural system, cultural practice that strengthening the significance of traditional foods as nutritional and cultural resources.

Within the hospitality industry food services have been identified as being a major determinant of customer experience, and adoption of traditional cuisine has been shown to influence customer satisfaction and patronage behaviour. Aji, Okoro, and Managwu (2019), they found that the provision of indigenous meals in hotels and restaurants contributes to customer satisfaction by providing cultural meaningful dining experiences. In a related investigation, Oloyede, Ogundimu, and Saka have reported that, in the hospitality sector, dietary preferences and the quality of a service have a significant influence on customer satisfaction, especially where culturally familiar food options are available, in Ibadan.

While traditional foods have great cultural-experiential value, most four star hotels operating in Nigeria continue to provide predominantly international and standardised menus, ostensible to attempt conformity with perceived global standards for that hospitality brand. This trend represents wider pressures for commercialisation and standardisation of the hospitality sector that have the tendency to marginalise indigenous cultural expressions.

Eba, Apeh and Egbe (2025) suggest that the reduced promotion of indigenous cuisine in the formal circles of hospitality has a negative impact on visibility and destroys the possibility

of indigenous cuisine as a tourism product. The underrepresentation of local culinary traditions in hotel dining thus contributes to the loss of cultural authenticity as perceived by contemporary travellers.

The incorporation of traditional cuisine within hotel menus has been recognised as an aspect that significantly influences customer involvement and patronage behaviour as it contributes to the uniqueness of service delivery and one that reaffirms the emotional bond between guests and the destination. Studies such as Sims (2009) show that local food consumption reinforces local tourist's authenticity perception, which in turn has positive effect on satisfaction and re-visit intention. Zhang, Chen and Huang (2019) further demonstrate that gastronomy-based experiences have a significant effect on behaviour intentions of tourists, including repeat visitation and recommendations.

Despite scholarship that already exists on the cultural and tourism value of traditional food, empirical research that directly explores its impact on patronage within four-star hotels, Ibadan, remains limited despite the fact that the hospitality industry in this region continues to grow in tandem with an age-old and rich indigenous culinary tradition.

1.2 Statement of the Problem

The Nigerian hospitality industry has experienced significant expansion in recent years, particularly in urban centers like Ibadan. The increasing number of four-star hotels indicates a rising demand for premium accommodation and high-quality customer experiences. However, despite this growth, a disconnect remains between the rich indigenous culinary heritage of the region and the service offerings of high-end establishments.

Most four-star hotels in Ibadan continue to prioritize standardized international menus, often placing "continental" dishes at the forefront of their branding while marginalizing indigenous culinary options. According to Adedipe and Olagunju (2019), while indigenous foods possess the potential to enrich the tourist experience and strengthen cultural identity, their lack of visibility in formal hospitality settings reduces their ability to drive customer engagement. Similarly, Fasoyiro and Taiwo (2012) argue that although traditional foods are central to Nigeria's cultural heritage, they remain inadequately integrated into modern hospitality practices.

This operational preference for international standards creates a significant gap in service delivery. Food services are a pivotal determinant of guest satisfaction, yet the failure to

strategically promote traditional cuisine limits a hotel's ability to offer a unique, culturally resonant experience. Oloyede, Ogundimu, and Saka (2024) suggest that dietary familiarity and local food preferences significantly impact satisfaction; therefore, a lack of indigenous promotion may negatively influence patronage and guest retention.

Furthermore, while global scholarship (e.g., Sims, 2009; Zhang et al., 2019) underscores the role of gastronomy in shaping visitor intentions, there is a shortage of localized empirical research specifically investigating the impact of traditional cuisine promotion on patronage within the Nigerian four-star hotel context. Consequently, the core problem is that four-star hotels in Ibadan are underutilizing traditional cuisine as a marketing and experiential tool. This failure not only misses an opportunity to boost customer loyalty and repeat patronage but also hinders the preservation of local cultural identity within the formal tourism sector.

1.3 Objectives of the Study

General Objective

The main objective of this study is to examine the effect of traditional cuisine promotion on hotel patronage in four-star hotels in Ibadan.

Specific Objectives

The study seeks to:

1. Examine the extent to which traditional cuisine is promoted in four-star hotels in Ibadan.
2. Assess the effect of traditional cuisine promotion on customer satisfaction in selected four-star hotels.
3. Determine the influence of traditional cuisine promotion on customer loyalty and repeat patronage.

1.4 Research Questions

The study will provide answers to the following research questions:

1. To what extent is traditional cuisine promoted in four-star hotels in Ibadan?
2. How does traditional cuisine promotion affect customer satisfaction in these hotels?

3. What influence does traditional cuisine promotion have on customer loyalty and repeat patronage?

2. Literature Review

2.1 Concept of Hotel Patronage

Hotel patronage forms a basic structure in the field of hospitality and tourism studies especially to understand the customer behaviour, service consumption patterns and organisational sustainability in the sector. The broad concept relates to the frequency, intention, and will of customers to make repeat use of hotel services, perceived in terms of value, satisfaction and general service experience. In the literature about hospitality management, patronage is often linked to customer loyalty, repurchase intention and behavioural commitment towards a hotel establishment.

Scholars have conceptualised hotel patronage as a behavioural outcome, being the result of customer evaluation of service performance and customer experience (satisfaction). According to Chima (2023), customer patronage in the hospitality industry denotes the tendency of people to repeatedly choose a hotel due to the positive perception about the quality of services, the pricing scheme and the differentiation strategies in service delivery. Similarly, Otakwu and Anukam (2025) view hotel patronage as having close relations with repurchase intention, whereby satisfied hotel patrons develop emotional and psychological attachment to them which tends to encourage repeated visits. Their empirical findings found that guest satisfaction and brand image have a significant effect on patronage behaviour, this reinforced the idea that patronage is more than a single transaction and more closely describes the relationship between a customer and a brand in the longer term.

From a marketing perspective, patronage behaviour of hotels includes both the actual patronage behaviour, and the patronage intention. Ekong, Etuk and Attih (2024) explain that hotel patronage refer to the decisions of customers as to visit, book or to recommend hotel services, decision that is influenced by promotional strategies including digital marketing, online engagement and social media interactions. Their research in Akwa Ibom State showed that digital communications platforms significantly influence decisions of customers about visitation and patterns of loyalty among Nigerian hotels.

Integrated hospitality services has been found to be an important determinant of hotel environment patronage in luxury hotels. Nwauzi and Etuk (2024) suggest that there is reinforcement of patronage by guests when hotels offer the guest coordinated service experiences that include quality of accommodation, customer relations and hospitality support components. The authors argue that in the hospitality competitive environment in Nigeria, integrated service delivery promotes guest retention and repeat patronage.

Brand perception is also an important factor influencing hotel patronage behaviour. Uboegbulam and Bissong (2022) conceptualise customer patronage as trust driven behavioural response which is influenced by the brand credibility and organisational reputation. Their findings suggest that customers tend to patronise hotels perceived to be trustworthy and reliable and therefore branding strategies play a significant role in determining market performance in the Nigerian hospitality industry.

In addition, empirical evidence has shown a positive relationship between relationship marketing practices, and hotel patronage. Chukundah, Nwachukwu, and Obua (2024) argue that customer care, individualized interaction and service - relationship management promote repeat visits and long term commitment to hotels. Their findings show that effective relationship marketing develops feelings of customers and hospitality establishments, which increase the levels of patronage and organisational profitability. Beyond marketing strategies, employee characteristics have also become influential determinants of patronage. Studies of hotels in Southwest Nigeria has shown a significant influence that personality traits of employees has on the willingness of customers to continue to patronize hotel services. The attitude and competence of the staff positively affects customer experiences and subsequently patronage behaviour and, therefore, the human interaction within hospitality service delivery is important. From a tourism-development perspective, patronage may also be the indicator of a demand, expressed by level of motivation of the tourist to consume hospitality products. According to Boluwaji, Adetola and Oladeji (2023), hospitality offerings as the various forms of services that includes accommodation, food services and recreation services which help in shaping the patronage decision of tourism in the Nigerian destinations are known as pull factors. Consequently, the contribution of hotel patronage is not only in terms of organisational performance but also in terms of broader tourism growth and destination competitiveness.

Conceptually, hotel patronage is comprised of several interrelated components such as customer satisfaction, perception of the quality of service, intention to be loyal, trust towards the brand and experiential value. In the Nigerian context, where the nature of competition between hotels is getting higher and consumers' expectations continue to change, patronage has become an important performance index for hospitality organisations. Sustained patronage ensures revenue security, reduces the cost of customer acquisition and supports the long term organisational sustainability.

2.2 Empirical Review on Traditional Cuisine and Patronage in Nigeria

A mounting volume of empirical research carried out nearest the Nigerian context has over time identified the hugely important role of food, especially traditional cuisine, in the dynamics of consumer behaviour, satisfaction as well as patronship in hospitality and tourism related settings. These studies provide contextual evidence that supports the relationship between culturally relevant offerings of food to customer engagement.

A research on the patronage of traditional and modern restaurants among undergraduate students in Ilorin, Nigeria titled Adebisi, T. T., Esan, O. T., Adebisi, W. O., and Babatunde, T. A. (2018) was conducted using survey research design in the study. The authors found that while modern restaurants were seen as being more hygienic, the traditional food outlets had steady patronage due to cultural familiarity and affordability, thus implying that indigenous food remains an important determinant of consumer choice in spite of a changing service environment.

In a more recent investigation, Nomishan, T. مناطق Willi, Ololdi, A. James and Aliyu, Bauchi (2024) envisaged gastronomy as the tourist motivation on the tourism development in Nigeria. Their results showed that traditional cuisine is an important factor motivating tourists to select their destinations as locals often look for local foods experiences as part of their cultural exploration. Nevertheless, it was taken in the study that Nigerian gastronomy is still underutilised in formal hospitality systems.

Similarly, Malik, N. A. (2024) published a paper on restaurant patronage patterns in Kwara State, Nigeria, N. Malik, N. found that a substantial proportion of consumers preferred to eat Nigerian dishes to international ones. Local cuisine made a significant portion of the food consumption in the eateries, which would suggest the traditional food offerings that are made plays a central role in the patronisation decision of the customer.

Further empirical evidence is offered by Aniuga, C., Benjamin, H. U. and Adindu, C. P. (2024), who studied the impact of consumer motivation on the patronage of local food vendors in the southeastern Nigeria. They found that the three determinants of cultural attachment, taste preference, and perceived authenticity significantly affect the decision of customers to patronise local food providers, and therefore supports the importance of traditional cuisine in determining consumer behaviour.

In the context of service quality and patronage, Opele, A. M., Ajose, O. A., and Ebarefimia, S. (2025) studied food vendors in Ogun State and found that dimensions of service quality, such as assurance, empathy, and tangibility have an important influence on consumer patronage. This suggests that although the type of food is important, it is also the manner in which the food is delivered that determines customer retention and satisfaction.

In another related study, Nwulu, C. S. and Nwokah, N. G. (2018) noted that customer patronage in food and drink firms in Nigeria is highly influenced by the perceived quality of a product the brand image hence innovation and differentiation (one way is the promotion of culturally relevant products) was found to be necessary for attracting and retaining customer patronage.

Additionally, research on tourism patronage like in the study of Okeke, C. (2025) prove that menu offerings, especially local food, is very imperative in determining tourism patronage because most of the visitors in these countries proves that various and culturally rich food choices increases the attractiveness of these countries and in turn their satisfaction by offering variety.

Collectively, these empirical studies provide strong evidence that traditional cuisine plays a significant role in influencing customer satisfaction, cultural engagement, and patronage behavior within the Nigerian context, although gaps remain in understanding how its promotion specifically affects hotel patronage in upscale hospitality settings such as four-star hotels in Ibadan.

3. Methodology

Research Design

This study adopted a quantitative research approach to investigate the effect of traditional cuisine promotion on hotel patronage in selected four-star hotels in Ibadan, Nigeria. A

descriptive survey research design was employed to generate empirical data on customers' perceptions, experiences, and behavioural responses toward the promotion of indigenous cuisine within hotel settings. The design was considered appropriate because it enabled the collection of standardized data from a relatively large population without manipulation of study variables. Furthermore, the descriptive survey approach facilitated objective measurement of relationships between traditional cuisine promotional practices and patronage outcomes such as customer satisfaction, revisit intention, and recommendation behaviour.

Study Area

The study was conducted in Ibadan metropolis, located in Oyo State, South-Western Nigeria. Ibadan was selected due to its cultural relevance as a major centre of Yoruba heritage and its growing hospitality and tourism sector. The city hosts several classified hotels that cater to both domestic and international visitors. Its strong indigenous culinary traditions and increasing integration of local gastronomy into hotel menus make it an appropriate environment for examining how traditional cuisine promotion influences hotel patronage within upscale hospitality establishments.

Participants and Sampling Procedure

The target population comprised hotel guests and selected operational staff of four-star hotels operating within Ibadan metropolis. Guests were included because they are direct consumers of hotel food services, while staff members provided insights into culinary promotion practices and service delivery processes. A purposive sampling technique was used to select hotels officially recognised as four-star establishments to ensure uniformity in service standards. Subsequently, convenience sampling was applied in selecting respondents based on accessibility, availability, and willingness to participate during the data collection period. This approach ensured adequate participation while maintaining relevance to the study objectives.

Instrument

Data were collected using a structured questionnaire designed by the researcher based on existing hospitality and tourism literature. The instrument consisted of closed-ended questions measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was divided into sections addressing demographic characteristics and core study variables. Key constructs measured included traditional cuisine availability,

authenticity of indigenous dishes, menu diversity, presentation quality, cultural storytelling, customer satisfaction, and patronage indicators such as repeat visitation intention and customer loyalty. The instrument was reviewed for content validity by experts in hospitality management and research methodology to ensure clarity and relevance.

Data Analysis

Data obtained from completed questionnaires were analysed using both descriptive and inferential statistical techniques. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarise respondents' demographic profiles and perceptions of traditional cuisine promotion practices. Inferential statistical analyses were conducted to determine the effect and strength of relationships between traditional cuisine promotion variables and hotel patronage outcomes. Statistical results were presented using tables and charts to enhance clarity, interpretation, and comparison of findings.

4. Results and Discussion

4.1 Extent of Traditional Cuisine Promotion in Four-Star Hotels

Table 4.1: Availability and Promotion of Traditional Cuisine in Four-Star Hotels

Traditional Cuisine Promotion Indicators	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total (%)
Traditional dishes are included on hotel menus	28 (37.3%)	30 (40.0%)	7 (9.3%)	6 (8.0%)	4 (5.4%)	100
Hotels actively promote indigenous meals	24 (32.0%)	29 (38.7%)	10 (13.3%)	8 (10.7%)	4 (5.3%)	100
Local ingredients are frequently used	27 (36.0%)	31 (41.3%)	6 (8.0%)	7 (9.3%)	4 (5.4%)	100
Cultural presentation accompanies meals	25 (33.3%)	32 (42.7%)	8 (10.7%)	6 (8.0%)	4 (5.3%)	100

Table 4.1 shows that most respondents agreed that traditional cuisine is available within selected four-star hotels in Ibadan. A combined majority indicated that indigenous dishes are incorporated into hotel menus and prepared using local ingredients. Responses further suggest moderate promotional efforts through cultural presentation and menu inclusion practices. However, the presence of neutral and disagreement responses indicates that promotional activities are not uniformly implemented across establishments. The findings therefore suggest that traditional cuisine promotion exists but remains moderately developed

rather than fully institutionalised within hotel marketing strategies. This finding addresses Research Question 1 regarding the extent of traditional cuisine promotion.

4.2 Traditional Cuisine Promotion and Cultural Preservation

Table 4.2: Traditional Cuisine Promotion and Cultural Preservation

Cultural Preservation Indicators	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total (%)
Traditional meals help preserve Yoruba culture	18 (24.0%)	21 (28.0%)	10 (13.3%)	17 (22.7%)	9 (12.0%)	100
Hotels promote awareness of local food heritage	12 (16.0%)	18 (24.0%)	11 (14.7%)	22 (29.3%)	12 (16.0%)	100
Indigenous cuisine strengthens cultural identity	40 (53.3%)	25 (33.3%)	5 (6.7%)	3 (4.0%)	2 (2.7%)	100
Traditional food presentation reflects cultural values	15 (20.0%)	19 (25.3%)	12 (16.0%)	20 (26.7%)	9 (12.0%)	100

Table 4.2 shows that respondents generally perceived hotels as playing a limited role in preserving cultural values through traditional cuisine. A considerable proportion of respondents disagreed that hotel food presentation adequately reflects cultural heritage, suggesting weak cultural integration within dining experiences. Similarly, responses indicate that hotels do not effectively promote awareness of indigenous cuisines, as disagreement responses exceeded agreement levels.

In contrast, there was overwhelming agreement that indigenous cuisine itself strengthens cultural identity. This demonstrates that while traditional foods possess inherent cultural significance, hotels have not fully utilised them as instruments for cultural education and preservation. The findings therefore suggest that cultural value resides primarily in the cuisine rather than in hotel promotional practices.

4.3 Traditional Cuisine Promotion and Customer Loyalty and Repeat Patronage

Table 4.3: Traditional Cuisine Promotion and Tourism Development

Tourism Development Indicators	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total (%)
Traditional cuisine attracts tourists	34 (45.3%)	27 (36.0%)	6 (8.0%)	5 (6.7%)	3 (4.0%)	100
Cultural meals enhance visitor satisfaction	36 (48.0%)	25 (33.3%)	7 (9.3%)	4 (5.3%)	3 (4.0%)	100
Guests are likely to revisit hotels offering local dishes	32 (42.7%)	29 (38.7%)	6 (8.0%)	5 (6.6%)	3 (4.0%)	100
Traditional cuisine improves destination image	35 (46.7%)	26 (34.7%)	7 (9.3%)	4 (5.3%)	3 (4.0%)	100

Table 4.3 reveals that traditional cuisine promotion significantly contributes to tourism development and patronage outcomes. Respondents largely agreed that indigenous meals attract tourists, enhance visitor satisfaction, and encourage repeat patronage behaviour. High agreement levels regarding revisit intention indicate that traditional cuisine functions as a loyalty-enhancing attribute within hotel services. Furthermore, respondents perceived local cuisine as improving the cultural image of Ibadan as a tourism destination. These findings answer Research Question 3 by confirming that traditional cuisine promotion positively influences customer loyalty and repeat patronage.

5. Conclusion

This study examined the effect of traditional cuisine promotion on hotel patronage to select four star hotels in Ibadan, Nigeria, focusing specially on the level of traditional cuisine promotion, the effect on customer satisfaction, customer loyalty, and customer repeat patronage. The findings indicated that despite the fact that traditional cuisine is accessible in the menu of many four-star hotels, promotional efforts are still moderately developed and not strategically integrated in the development of hotel brands and service delivery practices.

The study further established the argument that traditional cuisine has a positive contribution to customer satisfaction as it provides for authenticity by giving realism to customers, and it also gives them familiarity and a sense of cultural uniqueness through the cuisine. Guests see indigenous meals as adding an experiential value greater than conventional hospitality service, so service evaluation improves overall. However, despite the cultural significance of traditional cuisine, it seems that hotels do not make effective use of culinary offerings in their efforts to gain cultural preservation and/or create awareness. Cultural values are not always evident in food presentation, storytelling or promotional communication, indicating that

traditional cuisine is often treated as one extra option on the menu and not as an asset to the culture.

Importantly, the respondents overwhelmingly agreed that indigenous cuisine provided an inherent strengthening of cultural identity. This shows that traditional food has a strong symbolic and cultural meaning apart from the promotional efforts of hotels. Consequently, although there is much potential in traditional cuisine to improve cultural tourism and hospitality competitiveness, the four star hotels in Ibadan have not maximised the potential in this regard.

Overall, the study concludes that traditional cuisine promotion has a positive impact on patronage outcomes from hotels - especially customer satisfaction, and even on customer loyalty - although its possible to use traditional cuisine as an instrument of both cultural preservation and strategic marketing, is not fully utilised, within the hotels analysed in the study.

6. Recommendations

Based on the finding of the study, some recommendations are slowly put forward in this report which aims to complement the effectiveness of traditional cuisine promotion and to improve the result of hotel patronage.

First, four-star hotels should integrate traditional cuisine as a core element of their main branding and marketing campaigns instead of making indigenous foods sporadic promotions. The creation of fixed sections for traditional menus, along with culturally-focused dining experiences, is expected to shore up authenticity and help to strengthen customer engagement. More so, it is high time for hotel management to incorporate cultural storytelling and heritage communication in the provision of culinary services. Supplying information about the origin, preparation techniques, and cultural importance of indigenous meals can help guests better understand and appreciate local cuisine, which can help to support the outcomes of cultural preservation.

Third of all, hotels should also polish the cultural presentation of traditional dishes, such as decor, style of service, staff clothes and ambience of dinner that reflects culture, in this case local culture. Such experiential modifications can transmute food consumption to a cultural encounter, thereby increasing satisfaction and memorability. In addition, staff training programmes should focus on cultural competence and knowledge about indigenous food.

Employees with knowledge of the cultural background of food are also more properly prepared to convey value to guests as well as to provide culturally rich experiences for service.

Finally, there is the need for collaboration among hotel operators, tourism authorities and cultural organisations which are recommended in order to promote Ibadan as a culinary tourism destination. The organisation of structured culinary festivals, food exhibitions and promotional campaigns on the basis of traditional cuisine has the potential to reinforce destination image and incentivising repeated visitation.

In conclusion, reinforcing traditional cuisine promotion in four star hotels promote is the opportunity not only to enhance the patronage of the customers but also to underpin cultural sustainability and tourism development in Ibadan, Nigeria.

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