

Heritage Tourism Project 2017



**Locality & choice
of food services in
Hanoi, Vietnam**

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ABSTRACT

Considered as one of the most crucial elements in heritage tourism, food nowadays is not only about the basic need of people's life but also an attractive tool to maintain and promote the authenticity of national culture to other friend countries. As time flies and many things evolve, it is evitable that there are several controversial ideas towards the level of locality and authenticity in restaurant management as well as in awareness of tourists. Various number of restaurants claim that they provide truly authentic experience for tourists. However, the perceptions of their customers vary from positive opinions to negative ones based on several criteria: ingredients, decorations, range of products, locality of staffs, etc. Thus, the purpose of this project is to explore the role of authenticity and locality in restaurant management by researching some statistical data obtained. Furthermore, this paper also provides some recommendations which come from researchers' points of view. Hopefully will this paper be useful for some authorities who are looking for better quality in providing authenticity and locality to their customers.

PART 1. LITERATURE REVIEW

I. Authenticity and locality and categories in food culture

Travelling is now one of the trendiest activities all over the world, every traveler looks for knowledge and experiences. They want to find out the culture, people or life of each destination and food is not an exception. Food culture is the thing expressing the highlight of local culture, from experiencing the local food or cooking styles, visitors can learn about the history and lifestyle of local residents. It is therefore essential to define and promote the local dimension of food even where this is subsequently globalized.

As stated above, food culture is an essential aspect in tourism development, thus, locality and authenticity are key elements to shape the destination culture. The concept of authority in food experiences is often link to notions of the locality and novelty (OECD, 2012). For the tourism destinations, this link is really important, because it is supposed that the certain food can be only experienced the best at specific places. Thus, Authenticity not only creates the satisfaction but the motivation as well. Moreover, for tourist objects, authenticity should be interactive and subjected-involved instead of on- way. Food culture expresses negotiated authenticity, learned authenticity, replicable authenticity and customized authenticity. These things linked with food culture authenticity of constructivism that will affect the perceived results of authenticity. The reason is that food culture at the destination can change the taste to suite customer's taste, it is also called trans local production of food focusing on the customer's perception of authenticity. Moreover, food culture is not static, the improvement need to be made appropriately based on local market demand; generally, food culture is an ongoing continuous construction. Beside authenticity, locality is one of the crucial elements affecting restaurants in running businesses. In the context of humanistic geography, place is defined as a "perceived value center", and the carrier of cultural and social significance. Locality plays the key role in distinguishing one place to another, "when one place establishes functional contact with the outside world, the internal condition it has, which is not possessed by other places, is locality". Therefore, the meaning of the place created by people is locality and it is the discovery of uniqueness of local culture. Keeping authenticity and locality in running restaurant businesses is necessary in sustainable

food culture at the destination. In addition, food culture is precipitated and accumulated from local culture, its cultural heritage is more perceivable and recognizable than other non-material culture. Therefore, it is important to keep the excellent folk culture and developing sustainability of food culture is essential to improve and promote the local as well as national economy. Understanding this situation, restaurant owners should keep the authenticity and locality and start from traditional food culture to shape their own value. As a result, restaurant owners should look for the appropriate supply chain both ingredients and labor supplies. (Mitchell D, 1995)

II. Role of local community in restaurant business

1. Involvement in Food and Ingredient Supplies

A supply chain methodology which covers the linkages between relevant supply chain factors. The direct and indirect relationships between producers and consumers are central to the supply chains of locally produced food (Ari, 2010). According to the result from Ari's study (2010), food supply chains consider as a combination of environmental, social and economic sectors. The main phases of the supply chain of locally produced food are production, refining, transport, retail and consumption. The production phase consists of all agricultural processes and farm activities conducted by the producers.

Because food and beverage plays an indispensable part in tourism, it makes large profit each year especially the local factors are considered as important dimension to attract tourists and investment from restaurant business. A restaurant also is a buffer between the consumer and food they consume. It is responsible for where the food comes from and how it is prepared, when a restaurant set the criteria such as locality, authenticity, they tend to import local food supply chain to match their objectives. They also enhance the authenticity, traditional culture of region where they located to customers to make differences from their competitors. Therefore, the restaurants would like to create the harmony between their company's culture with local authentic that support their success in restaurant business. According to Pirog and Genjamin (2003), food production locality has been defined by "food miles." The importance of food miles, "the distance food travels from where it is grown to where it is ultimately purchased or consumed by the end user". With food and fuel costs increasing significantly, restaurants and other food service supply chain participants are looking for opportunities to increase their profitability. If there is a strong demand for restaurant menu items prepared from locally

produced ingredients and the local producers of these ingredients can provide a consistent supply of fresh products at reasonable prices (Thilmany, 2004), a coordinated effort to promote locally grown products can boost profitability of all supply chain partners involved in producing these meals.

2. Involvement in Labor Supplies

A key characteristic of local supply chain is that meet the employment demand for restaurants. According to a research about the supply chain approaches, Terry and his colleagues (Oct,2010) mentioned that local workers help to connect the local culture with food consumers. They are not only make professional service but also translators to transfer information permits restaurant's products and service to be differentiate, enhance the image of their hometown, preserve the authenticity in food. Moreover, customers can gain knowledge, make aware of local value, experience also perceived pictures (Terry, 2010). In another study, Welter (2010) figured out that local community and restaurants have closed relationship. It is clear that restaurants recruits people in variety of positions from dishwashers, cleaners, waiters to managers, etc and they affect to customers of restaurants. In the article 'The importance of local cuisine' (Jan 2017), the author said that being served by local people makes customers, especially foreign tourists feel more "genuine" in terms of service and atmosphere, for example, local chefs have the advantage of knowing the dish well and sometimes have their own recipe to make the food have unique and authentic taste.

3. Authenticity and Locality Factor in Customer's Choice of Restaurant

When choosing restaurant, especially in a tourism destination, people often based on some criteria: price, food quality, service, decoration and atmosphere... However, the locality in restaurant is more and more concerned by customers.

A research about Local Food Preferences of Restaurant Consumers pointed out that there are some main factors affecting customers' choice of restaurant. Local ingredients make up 23%, rank third among 3 options. The others include Meal price (58.5%) and Restaurant type (17.5%). Increasingly consumers are concerned with understanding the food marketing system and knowing where their food has originated. Locality, especially local ingredient is affecting customers' perception. The awareness of the support for local people in the destination is gradually increasing. When using local cuisine, it supports local artisans and businessmen.

Buying local ingredients is buying from local farmers growing their local businesses. Buying local and supporting local businesses improves local economies, which means profit runs directly into local people's pocket (chef Luis,2017).

Moreover, food is always in the best condition with high quality and freshness. The only way to get the freshest ingredients is to be close to the source. Ingredients play an important part in the taste of food, beside cook's skills and experience. The fresher, the better. Therefore, reducing food miles is necessary to restaurants and their customers.

Another important thing is that customers will learn more about seasonal foods. People may wonder why do restaurants need to change their menus once or even twice a year? It's because they're dedicated to providing their diners with the freshest ingredients that changes every season. With new ingredients entering the restaurant, every meal is an exploration of new tastes and smells of the destination. Plus, new ingredients keep chefs engaged, excited, and willing to think about food and cooking in new ways.

Besides, the concept of the restaurant built by the owner is also an important factor. For instance, when coming to Vietnam, eating in small shops located deep inside a small, dark alley is a must. It is the same for food stalls inside small trucks in Korea. Although not being obvious, local staffs indirectly affect customers' experience when dining in a restaurant.

PART 2. RESEARCH METHODOLOGY

1. Population and sample

The aim of our project is to explore the role of authenticity and locality in restaurant management, so that the population of 100 tourists were identified. Subsequently, we selected a qualified sample of 89 tourists travelling to Hanoi to participate in this project.

2. Questionnaire design

This questionnaire is divided into two parts. Firstly, ten questions were established to collect data about their behavior and their real experience toward the authenticity and locality in a specific restaurant that they choose during their trip. Secondly, we designed several questions involved in personal detail about identification of participants. In this section, we request each tourists provide their personal information including nationality, gender, age group and their highest level of education.

The very two first questions are aimed at finding out tourists' travelling behaviors including if this is the first time they come to the destination and how long they will spend here. The next three questions concentrated on the behavior, consideration level of tourists when they choose a place to eat during their trip. To learn the most preferred sources which provide tourists information about where to eat, the two following questions were drawn in the questionnaire. In order to figure out whether the chosen restaurant satisfy tourists or not, the next questions was raised. Moreover, the two up-coming questions pointed out some relevant aspects which directly present the performance of the restaurant in term of level of authenticity. And the last four questions, we required tourists to provide us some information about their demographic factors.

3. Sample size

In fact, the accurate number of tourists in Hanoi are unable to identify. The huge population as well as the limitation of members and a short-lived time to conduct this project, finally it is ideal choice with a sample of 93 participants. This number for sample size seems to be an applicable and feasible. We think the sample size is large enough to ensure a fairly accurate result and represent about population characteristics very well.

The sample questions are presented in Appendix of this project.

4. Data collection

With a huge advantage to access directly to the real fields, we tried to deliver the hard copies of the questionnaire to the 100 selected respondents. We made efforts in approaching tourists in several destinations, from famous tourism attractions to some sites that we came across.

5. Data processing

After collecting all the responses from questionnaire, we can comfortably take information for drawing appropriate charts and tables thanks to assistance of several function in SPSS Statistics software. Based on statistic figures calculated and correlation recorded, our group made analysis, comparisons and conclusions which were shown in Descriptive results and findings section.

PART 3. RESEARCH FINDINGS

I. LITERATURE REVIEW

1. Overview about Vietnam Cuisine

Vietnam is known as a complex cultural country due to the influences of both Western cultures and Eastern cultures in the history. Therefore, it clearly had a lasting effect on not only the country, the architecture, the people but also the flavors. First of all, China, the country that dominated Vietnam for a thousand of years has left the cooking techniques such as stir frying, deep frying and the use of chopsticks as well. Then, people from Mongolia brought their beef along when invaded Vietnam from the North in tenth century. In the south, the ingredients from neighbor countries such as Thailand, Laos, and Cambodia introduced such as flat, coconut milks, spices and chili (Liao, 2018). When talk about Vietnamese cuisine, it hard to ignore French colonization beginning with missionaries arriving in the eighteenth century. The most obvious evidence might be the ‘banh mi’, with its crusty French baguette as the foundation. However, every dish has been created in Vietnamese way making its own special taste. Besides, geography plays an important role in Vietnamese cuisine. The food is changed to adapt the available ingredients in different regions, for example in the coastal line area, seafood is the most popular dishes in every family meanwhile in the two biggest deltas in Vietnam, the food related to rice play an important role in Vietnamese daily meals. In the north, the cuisine exhibits fewer herbs and vegetables than the south because northern climate is less hospitable than that in the south. For hitting the dishes, in the north people use black pepper while in the south people prefer using chili (Zimmer, 2013). Vietnamese food culture also varies by the climate to keep the freshest and highest quality in each dish taste. During the winter months in the north, northern families gather around a big bowl of seasoned broth and cook vegetables and meat while enjoying the meal for sustenance and warmth. The small barbecue-like heat source that keeps the broth boiling sits on the table and keeps the entire family warm. Southerners use the typical diet contains a wide variety of fruits and vegetables because the region’s climate is conducive to a long growing season and where more ingredients are available (Ferro, 1999).

The highlight of Vietnamese cuisine is light and balance flavors to keep the harmonic combination of many ingredients, for instance, to reduce the fishy taste of fish the cookers use fennel and some other vegetables as well as spices to balance, to increase the smell of crab meat

they use fried onion. Vietnamese has been using a lot of ingredients to cook their dishes and many of dishes become famous for its taste such as Bun rieu, Bun cha, Bun ca.... These characters of food above together with the influence of Vietnamese royal cuisine in the feudal period making an outstanding Central Vietnam's food culture, especially Hue cuisine. Hue dishes are decorative, colorful and tasty the reason is that all the dishes were made in the past to offer the king, thus all the ingredients were carefully selected from all over the regions of Vietnam. Now, Hue cuisine represents traditional Vietnamese culture and being famous to not only Vietnamese but also tourists travelling to Vietnam.

❖ **Two basic elements in Vietnam food culture: Rice and fish sauce.**

Vietnam is one of the biggest exported rice countries in the world, thus, rice plays an important role Vietnamese people's life. Rice is an indispensable food in daily meal which is the main source providing essential carbohydrate for Vietnamese people life, they deftly processed dishes from rice to diversify their daily meal. Most of Vietnamese famous food is made from rice such as Pho, Bun thang, Bun cha.... which can surprise foreign tourists and also make the stunning feature in Vietnam food. It is easily to see that in many pagodas, temples in Vietnam for worshiping, as it is believed that rice comes from the Mother Goddess Worship. All of these things prove that that rice is the center of dishes in Vietnamese cuisine.



The second essential element for every Vietnam dish is fish sauce, instead of using salt people use fish sauce to make the salty taste of the dishes. Vietnamese fermented fish sauce appeared in marinades, soup broth, spring roll dips, dressing salad, it is not easy to think of any dishes that not used fish sauce. To make the fish sauce more suitable for dipping food, they dilute it with

lime juice, garlic, sugar and chili. The most well-known fish sauce comes from Phu Quoc where the water around is rich in seaweed and plankton, keeping the local anchovy happy. Moreover, they just use the anchovies around the island to produce the Phu Quoc fish sauce. The recipe that follows can be adjusted to suit individual members in a family tastes by using more or less red pepper, fish sauce, sometimes is garlic and lime juice. Fish sauce is quite simple to make and can keep in the refrigerator for a long time. A spoonful over a bowl of plain rice is considered an authentic Vietnamese peasant meal in the history (Zimmer, 2013).



2. Role of local community in restaurant business

a. Involvement in Food and Ingredient Supplies

Vietnamese culinary is the perfection of balance, diversity and especially freshness. Therefore, main food ingredients should be produced in Vietnam in order to maintain the fresh taste until the stunning dish is served on the table. For example, in a bowl of Pho, the freshness comes from the flat rice noodles, beef, spring onion... The flat rice noodles in some famous Pho restaurants: Pho Suong, Pho Tu Do, Pho Bat Dan... are provided by local manufacturer - Ba Ngoan supplier in 49 Bat Dan street, Hanoi (H.A, 2003). Other restaurants all over Hanoi must have their own local supplier as the noodles should only be consumed within a day and only Vietnamese people know how to make the best one.

All main ingredients found in these traditional dishes can be found in no other countries but Vietnam only: small crabs for Bun rieu, local chicken for Chicken Pho, fish sauce for Bun cha... Some ingredients are regional, therefore restaurants have to bring them all the way from its original place. Mon ngon Saithanh, an authentic South Vietnam cuisine restaurant located in

Hanoi, distinguishes itself by purchasing all typical local ingredients from South Vietnam. They are proud to have the South local ingredients right in the middle of the capital: some special kind of flowers for hotpot sour taste, South fish sauce and some local kind of vegetables... 2000 kilometers worth the effort as customers see the authenticity in every dishes in Mon ngonSaithanh (PTTT, 2017).



In conclusion, almost all and main ingredients in Vietnamese restaurants are locally supplied, some of them, mostly small and side ingredients (carrots, onions, some kind of spice) or ingredients for foreign cuisines are imported from other countries for reasonable price and higher quality. Therefore, local supplies play an important role in restaurant business.

b. Involvement in Labor Supplies

Coming in to any restaurant in Hanoi, customers can feel the authenticity not only in the food but also in decoration and especially local staffs including waiters, waitress and chefs. Right after opening the door, in even big or small restaurants, customers are welcomed by friendly and nice staffs. They are local people who know our traditional cuisine well and also be able to speak little English to communicate with foreigners.

It is said that when travelling in Vietnam and Hanoi, the best way to enjoy authentic and traditional food is to try what local people have. Fancy restaurants might take in to account the 4-5 star quality of food, but truly 1000 year-old culinary is found in small restaurants, located in small ancient tube houses in the middle of the Old quarter. Most of these are family run restaurants, having 3-4 generation experience in cooking only one kind of food. The secret recipe

is passed from grandmother to mother, daughter and even granddaughter. Gastronomes can see the slight difference between those best restaurants but still could not choose the best one. Dining in one of those restaurant, with food cooked by the mother and being served by daughter and granddaughter is one of experiences could only be found in Hanoi, Vietnam. Sometimes, these skillful and experienced staffs are willing to show you how to eat like a local (what sauce to add, which one to eat first...) or even teach foreign customers to use chopsticks.

c. Authenticity and Locality Factor in Customer's Choice of Restaurant

Vietnamese food is the combination of flavors, vegetables and meat... therefore not being fed up, and also take in to account the nutrition in every dish (Tra. M, 2016). The balance in every dish is extremely concentrated, following Ying Yang concept. According to Holiday to Indochina, it is related to the five elements of yin-yang: cold – water (hàn), hot – fire (nhiệt), warm – wood (ôn hòa), fresh – metal (lương), temperate – earth (bình). Therefore, a dish is a perfect harmony of compensation, interaction and combination of ingredients.

Vietnam traditional culinary is well-known and favored by foreign friends all around the world. Our top dishes have been featured several times in popular worldwide magazines. CNN editors give generous compliments to Vietnam food: “There's no arguing: Hanoi is a street food mecca” (Edward. D, 2017).

Thanks to the balance, Vietnamese food can satisfy the most picky eaters all over the world. Unlike other neighbor countries: Thai food is known for spicy taste, Chinese for sweetness in food,... Vietnam food is totally balance. Our food is not too salty, too sweet or too spicy. You can find some jars of chilly sauce, salt or even sugar on the table in Vietnamese restaurants. These flavors can be added in to your food as for your own taste. Therefore, our local chefs hardly find any difference in serving foreign tourists and local people. They do not have to modify original recipes to adapt tourists' taste as Vietnamese food is already too good to be changed.

II. PRIMARY RESEARCH RESULTS AND FINDINGS

1. In-depth interview findings

➤ Banh Cuon Ba Hanh restaurant



We made interview appointments at two of famous restaurants in Hanoi so that we could find out more the relationship of supply chain and authenticity. We had chance to discuss and interview with two managers at these restaurants. At Banh Cuon Ba Hanh restaurant that sell rice roll cake and attract hundred people every day, we met gave some questions for further finding in our research to Mrs. Vi- 42 years, to be manager at this restaurant and. Firstly, we asked her where she buy the ingredients to make rice cake; she told that the restaurant imports mushroom, onion, rice from the farms and meat or pork meat in specific that is bought in the local market. Mrs Vi also pointed out their product is unique and stand for a part of Hanoi's culture, therefore her restaurant always buys the local ingredients to keep the authenticity for the food. "The entrance quality is always managed by chef, in case the elements are not excellent, we will return them to the farm or sellers at local market"- Mrs Vi said

As the next concern, we discuss about recipe is that Banh Cuon Ba Hanh has any special recipe to cook this cake and Mrs Vi told that the cook is also the owner has her own recipe because she knows exactly about the ratio of ingredients to make rice cake or how to grain rice, etc. The main guest streams are local, international and domestic, however the chef still keep the original recipe to make sure that all the people can taste the original flavor of rice cake.

In the field of staffs, Banh Cuon Ba Hanh has 9 staffs in total, 7 of them are waiters or waitress in the restaurant and they come from out of Hanoi, 1 manager, 1 chef also owner is local person . When recruiting, the restaurant has some criterias such as: candidates can speak English, energetic, skillful and passion with food. The staffs will be taught how to prepare ingredients and make rice cake basically so that they can explain or introduce to guests.

Decoration of restaurant is based on the owner's decision. Mrs Vi went around the restaurant and showed us things related to rice cake such as a big stone of mortar that they use to grain rice. The rattan or bamboo frame (to hold loads at the end of a carrying pole) that the owner used to sell rice cake at her village in the past, some fish traps standing for Vietnamese culture as well as pictures of owner's village where rice cake was born.

➤ **Net Hue restaurant**



At the second restaurant named 'Net Hue' that serves local food from Hue city located in the central part of Vietnam., we made an interview with Trang, 24 years old- has worked at Net HUE for 3 years and now she is supervisor at this restaurant. Trang gave us lots of valuable information during the interview.

In the first question that is the place the restaurant buy ingredients, Trang mentioned about local market and restaurant's partner are two most popular location to buy ingredients including meet. 'Does your restaurant have its own recipe?'- This is the next question. "The mystery recipe and the way to cook is handed down from generation to generation therefore the chefs at Net Hue of

Hanoi have to arrive at Hue in order to learn the recipe from the original chef. Moreover, this recipe also keep in secret and the only chef and owner know”- Trang said.

Net Hue has 27 staff in total including 7 chefs, 1 accountant, and the others are waiters or waitress. All of employees are local people and their knowledge or degree are not important, they are trained regularly and quite understand clearly about ingredients to make dishes. In decoration and architecture, Net Hue follows the tradition; their chairs, tables and all decoration are set up as in a Vietnamese house. In addition, restaurant’s paintings also show the convention of Hue city and humanity in the central part of Vietnam.

2. Descriptive results and findings

Question 1: Is it your first trip to the destination



The pie chart above shows the information on visitors that were travelling to Hanoi for the first time. As can be obviously seen on the chart, with 67 out of 93 respondents chose the “Yes” answer – making up 72.04% of the total, a majority of surveyed tourists claimed that it was their first time to experience in Hanoi. By contrast, just over a quarter of surveyed tourists (26 people) selected the “No” answer. On the whole, it was the first time to visit Hanoi of most tourists.

Question 2: How long do you spend in this destination?



A glance at the bar chart given reveals the number of days that tourists would like to spend in Hanoi. From the chart, it can be apparently seen that the majority of travelers wanted to stay in Hanoi more than five days, accounting for 44 out of 93 visitors in total. In contrast, only 2 out of 93 visitors intended to explore Hanoi within one day. Besides, the number of tourists who wished to enjoy the trip at Hanoi from two to three days and four to five days had a similar pattern, with 23 and 24 respondents respectively. In brief, the tourists had a tendency to spend at least two days staying in Hanoi.

Question 3: Can you name some local food of destination?

This question is designed with the aim at discovering more about the interest of tourists toward specific local dishes. Luckily, all of the guests could remember the name of some local food. They had suggested a wide range of famous dishes in Hanoi such as Pho, banh mi, bun cha, nem cuon, egg coffee, in which Pho and banh my appeared the most frequently.

Question 4: When you choose a place to eat during your trip, how important is the authenticity/locality of the destination for your choice?



Presented in the bar chart above are the visitors’ opinions toward the importance of the authenticity of place to eat. As the graph shown, the majority of travelers supposed that it is important for a restaurant to be authentic. Looking at the details, approximately a half of tourists (46 in 93 surveyed attendants) had a “quite important” point of view about this importance. Likewise, the number of respondents who really cared about the locality of a restaurant when they intended to stop at somewhere to eat accounted for about a third of questionaired people (31 out of 93). Conversely, there were only 3 travelers did not consider the authenticity of a restaurant is important at all when enjoying meals. Similarity, 13 out of 93 in total pointed out that authenticity did not play any role in their choices of destination.

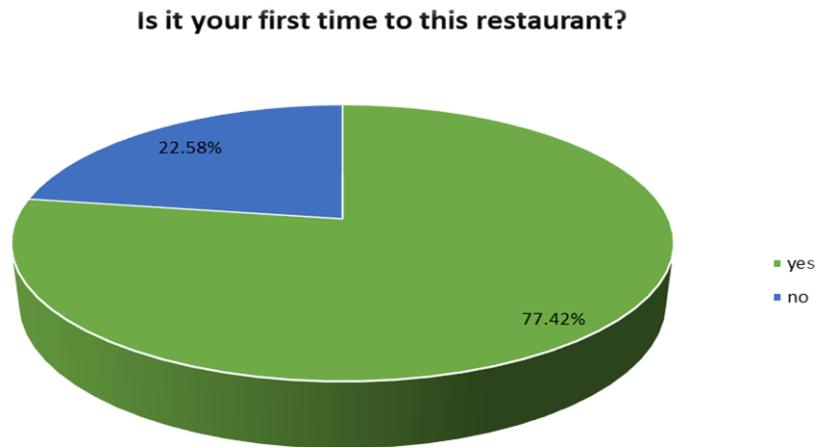
Question 5: How important are the following criteria toward your choice of a place to eat during your trip?

➤ **Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
The restaurants provide local food	93	1	5	2.01	1.128
local products ingredients	93	1	5	2.29	1.166
Traditional recipe	93	1	5	2.24	1.210
traditional eating style	93	1	5	2.38	1.141
local serving staff	93	1	5	2.48	1.090
local chef team	93	1	5	2.30	1.266
local design decoration	93	1	5	2.41	1.086

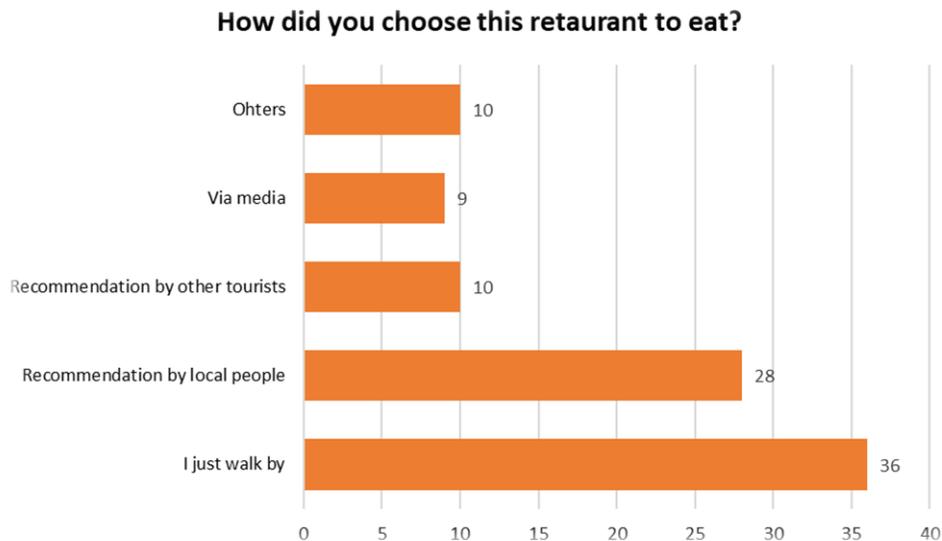
The table given provides information on the expectation of tourists when choosing a place to eat during the trip in Hanoi, with 1 is “very important” and 5 is “not important at all”. As the table shows, with the means between 2 and 2.5 for every seven factors, the visitors generally expected in a high degree of authenticity of the restaurants that they decided to enjoy the meals, especially the “local serving staff” and “local design decoration” factors. Looking at the detail, with the standard deviation ranging from 1.128 to 1.266, the viewpoint of tourists toward the importance level for this five criteria – “the restaurant provides local food”, “local food ingredients”, “traditional recipe”, “traditional eating style” and “local chef team” – were much more diverse than the remaining two, with the standard deviation stood for 1.090 and 1.086. On the whole, different tourists had varied perspectives toward different authenticity criteria.

Question 6: Is this your first time to this restaurant?



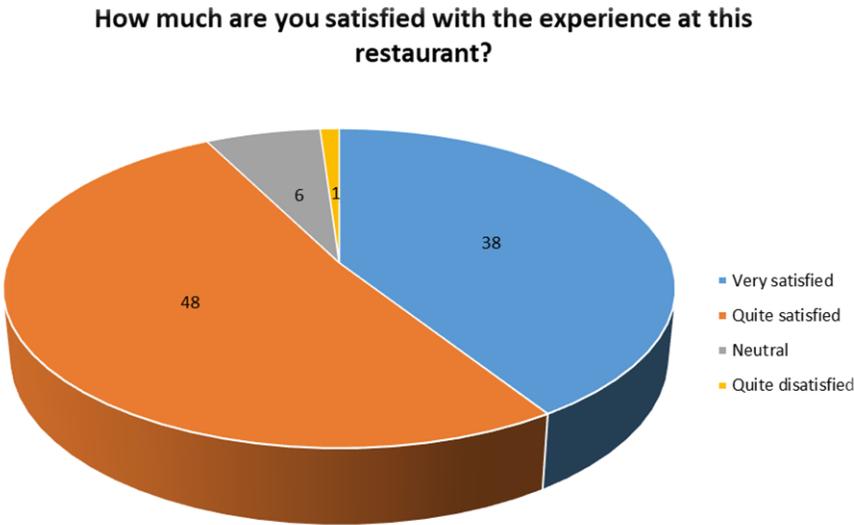
The pie chart above illustrated whether the visitors have experienced the restaurant's service before or not. Overall, this was the first time for most of the travelers to decide to enjoy a meal at the restaurant. Regarding the ones claimed that they had been to this dinner, they accounted for just over three-quarters of the respondents (72 out of 93), while the opposite ones stood at over a fifth of surveyed tourists only.

Question 7: How did you choose this restaurant to eat?



The bar chart given provides information on the way the tourists choose the restaurant to eat. It is considered that most of the tourists choose the eating destination randomly or following the suggestions of local people. Looking at the details, the most popular choice for a restaurant is the random encounter, with over a third (36) of visitors. Following this, the recommendation from local people ranked second among the choices of travelers, with 28 respondents. By contrast, the number of tourists visiting the restaurant through other tourists' suggestions, via media, and through other forms was quite low, at around 9 to 10 responds.

Question 8: How much are you satisfied with the experience at this restaurant?



A glance at the pie chart given describes the satisfaction of tourists at the restaurant they had chosen. Overall, they are satisfied with the services of local restaurants in Hanoi. Approximately a half of visitors (48 out of 93) are very satisfied after eating at the chosen restaurant. Similarly, the feeling of quite a satisfaction comprised over a third of all agreements. In contrast, the number of surveyed attendants felling on neutral and even dissatisfied with the food and services at the choice of destination consisted a small amount of all tourists – just 7 responds in total.

Question 9: What mark from 1 to 10 would you give for the level of authenticity of this restaurant?

Overall, the restaurants in Hanoi received a mark of 7.94 for the authenticity level from the tourists. The most common point that the visitors graded for the restaurants is 8, with 37 out of 93 guests scored this point. It can be also seen from the table that the mark varied from 1 to 10.

➤ **Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
mark from 1 to 10 for the level of authenticity of this restaurant	93	1	10	7.94	1.737

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.1	1.1	1.1
2	2	2.2	2.2	3.2
3	1	1.1	1.1	4.3
4	4	4.3	4.3	8.6
6	2	2.2	2.2	10.8
7	13	14.0	14.0	24.7
8	37	39.8	39.8	64.5
9	19	20.4	20.4	84.9
10	14	15.1	15.1	100.0
Total	93	100.0	100.0	

Question 10: To what extent do you agree or disagree with the following statements about this restaurant?

➤ **Descriptive Statistics**

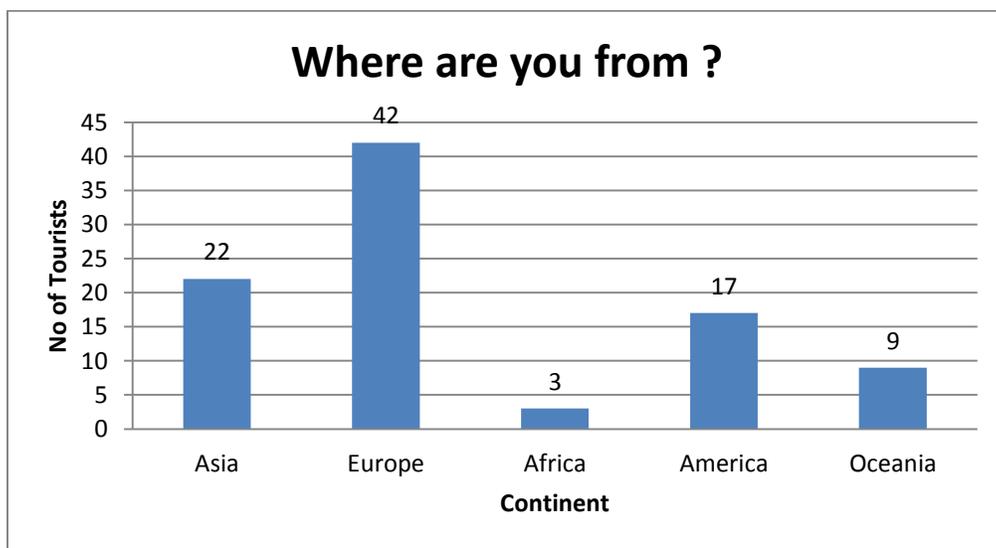
	N	Minimum	Maximum	Mean	Std. Deviation
Agreement on The restaurants provide local food	93	1	5	2.15	1.113
Agreement on local products ingredients	93	1	5	2.37	1.019
Agreement on Traditional recipe	93	1	5	2.32	1.023

	N	Minimum	Maximum	Mean	Std. Deviation
Agreement on traditional eating style	93	1	6	2.24	1.183
Agreement on local serving staff	93	1	5	2.09	1.308
Agreement on local chef team	93	1	5	2.09	1.139
Agreement on: local design decoration	93	1	5	2.30	1.101

Shown in the table given is the level of agreement on each authenticity's aspect of the restaurant, ranging from 1 (strongly agree) to 5 (strongly disagree). With the average point occurs from 2.09 to 2.37, it can be seen that the tourists agreed moderately with the authenticity criteria in the restaurant in general. The level of locality agreement is about the food, ingredients, recipe, eating styles, serving staff, chef team as well as design decoration. First of all, as all the factor had the

standard deviation which is greater than 1.0, the visitors' opinions of that agreement are quite divergent. With the mean of 2.37, the factor of "local products ingredients" represented the largest recognition and it means that the foreigners were really curious the origin of ingredients – whether they are from Hanoi or not. On the other hand, the international travellers still satisfied although the staffs and chefs may not a Hanoian, which is proved by a standard deviation of 2.09 for all of the human-related factors.

Question 11: Where are you from?



The chart above describes the countries where responders come from. It can be seen obviously that nearly a half of surveyed attendants comes from European countries. Typically, the visitors mainly comes from United Kingdom and Ireland. Besides, there are some names can be listed here like Denmark, Germany, Netherlands, France, Poland. Following this, Asian and American nations account for 22 and 17 representatives by turns. Most of Asian visitors come from Southeast Asia (Philippine, Indonesia) and Northeast Asia (Japan, China). Other continents had small representatives. From these figures, Hanoi is an attractive destination to the European.

Question 12+13+14: Demographic Factors

+ Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	38	40.9	40.9	40.9
female	55	59.1	59.1	100.0
Total	93	100.0	100.0	

+ Age group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 or younger	1	1.1	1.1	1.1
16-19	13	14.0	14.0	15.1
20-29	45	48.4	48.4	63.4
30-39	21	22.6	22.6	86.0
40-49	5	5.4	5.4	91.4
50-59	4	4.3	4.3	95.7
60 or over	4	4.3	4.3	100.0
Total	93	100.0	100.0	

✚ **Highest level of educational qualification**

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary school	1	1.1	1.1	1.1
Secondary school	18	19.4	19.4	20.4
Vocational education	10	10.8	10.8	31.2
Valid Bachelor degree	48	51.6	51.6	82.8
Master or Doctoral degree	16	17.2	17.2	100.0
Total	93	100.0	100.0	

For other demographic factors, it can be seen that the number of female is higher than that of male (55 versus 38). Most of the tourists were in the age from 16 to less than 40 years old, but the young people in the age of 20 – 29 took approximately a half of total with 45 noted answers. About the level of educational qualification, a large number of tourists had Bachelor degree (51.6%) and Doctoral degree (17.2%).

3. Other findings

3.1. Relationship Between Authenticity And Demographic Factors

➤ **Correlations**

		Gender	Age group	Highest level of educational qualification	The importance of the authenticity/locality of place to eat
Gender	Pearson Correlation	1	-.235*	.011	.117
	Sig. (2-tailed)		.024	.915	.264

Age group	N	93	93	93	93
	Pearson Correlation	-.235*	1	.259*	.043
	Sig. (2-tailed)	.024		.012	.686
Highest level of educational qualification	N	93	93	93	93
	Pearson Correlation	.011	.259*	1	-.073
	Sig. (2-tailed)	.915	.012		.487
The importance of the authenticity/locality of place to eat	N	93	93	93	93
	Pearson Correlation	.117	.043	-.073	1
	Sig. (2-tailed)	.264	.686	.487	
	N	93	93	93	93

*. Correlation is significant at the 0.05 level (2-tailed).

Shown in the above table is the outcome when we apply the correlation test to find out the relationship between demographic factors to the importance of the authenticity/locality of the place to it. Of all the three factors under consideration, including “Gender”, “Age Group”, “Highest level of educational qualification”, there is no relationship between these three criteria and the importance of the authenticity that can be found. The significant levels are at 0.264, 0.686 and 0.487 respectively, which are all smaller than 0.05 in theory of Pearson. Hence, the results were not statistically significant to conclude the demographic factors of the sample have an effect on the authenticity consideration in their choice of restaurant.

➤ **Group statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
The importance of the authenticity/locality of place to eat	male	38	1.76	.751	.122
	female	55	1.95	.780	.105

➤ **Independent samples test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
The importance of authenticity/locality/place to eat	Equal variances assumed	.241	.624	-1.125	91	.264	-.182	.162	-.504	.140
	the Equal variances of not assumed			-1.133	81.621	.261	-.182	.161	-.502	.138

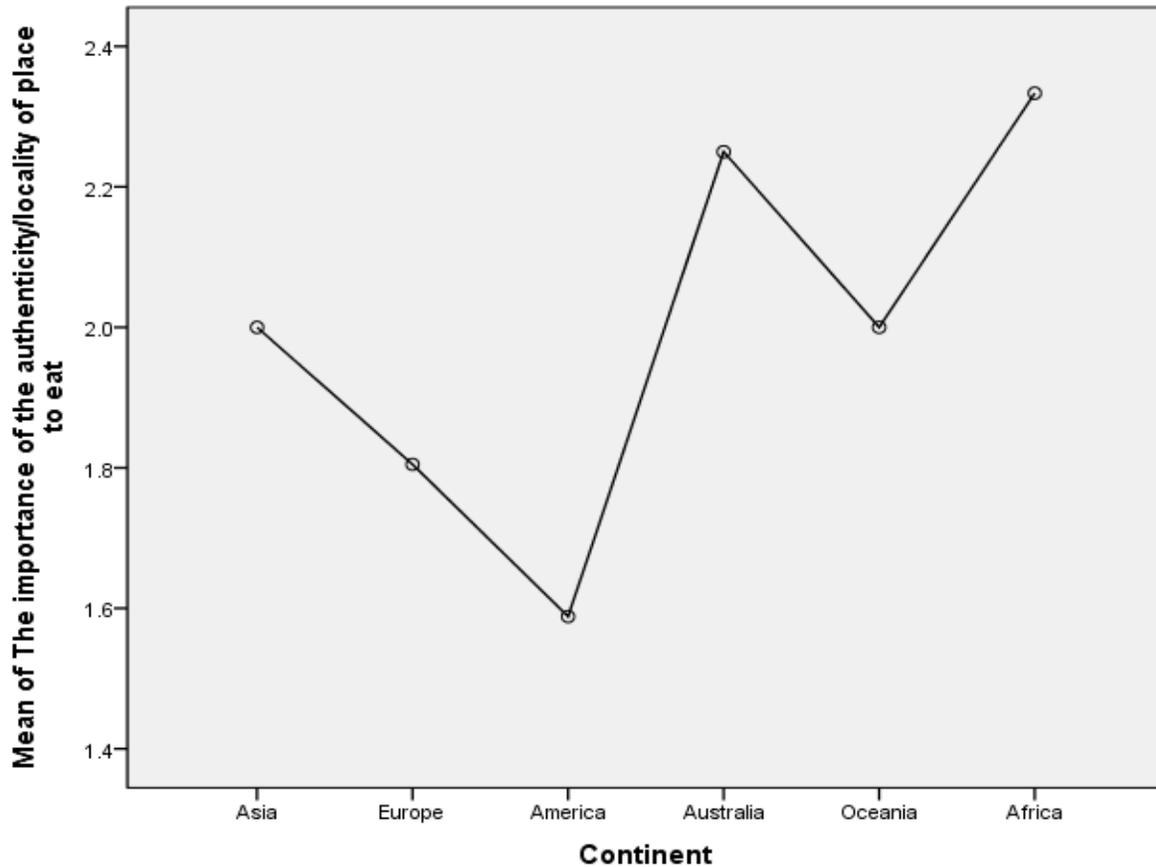
In order to see whether there is a difference between the male and female in the attitude toward the importance of authenticity in choosing restaurant, T-test has been run effectively. First of all, the significant in Levene's Test for Equality of Variances is 0.624, greater than 0.05. Therefore, results in row Equal variances assumed will be used. Next, in t-test for Equality of Means, the significant (2-tailed) is 0.264, greater than the meaningful level 0.05. We go to the conclusion that there is not enough evidence to confirm the fact that male and female are different in their consideration for authenticity before picking up any restaurant. As a result, we need another test to find out any connection and conclusion from the figure collected.

➤ ANOVA

The importance of the authenticity/locality of place to eat

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.728	5	.746	1.279	.280
Within Groups	50.723	87	.583		
Total	54.452	92			

Continuing with our finding, One way Anova (SPSS) was applied to observe whether demographic affected to the level of authenticity concern or not. Since the significant level between two groups (0.280) is greater than 0.05, a conviction could be made that there was a meaningful difference but not much significant between tourist's geographic location and their interest in local community matters.



The line graph above presents the different level of authenticity attention among different continents of respondents in Hanoi. Based on the scale from 1 to 5 represented from "very important" to "no important", it indicates that those tourists coming from America were likely to pay the most attention to the authenticity of their chosen restaurant, following were Europe, Oceania, Asia, Australia and the finally, the least one, Africa. On the whole, it was likely that Africa countries didn't show as much attention toward authenticity as Eastern and Asian countries.

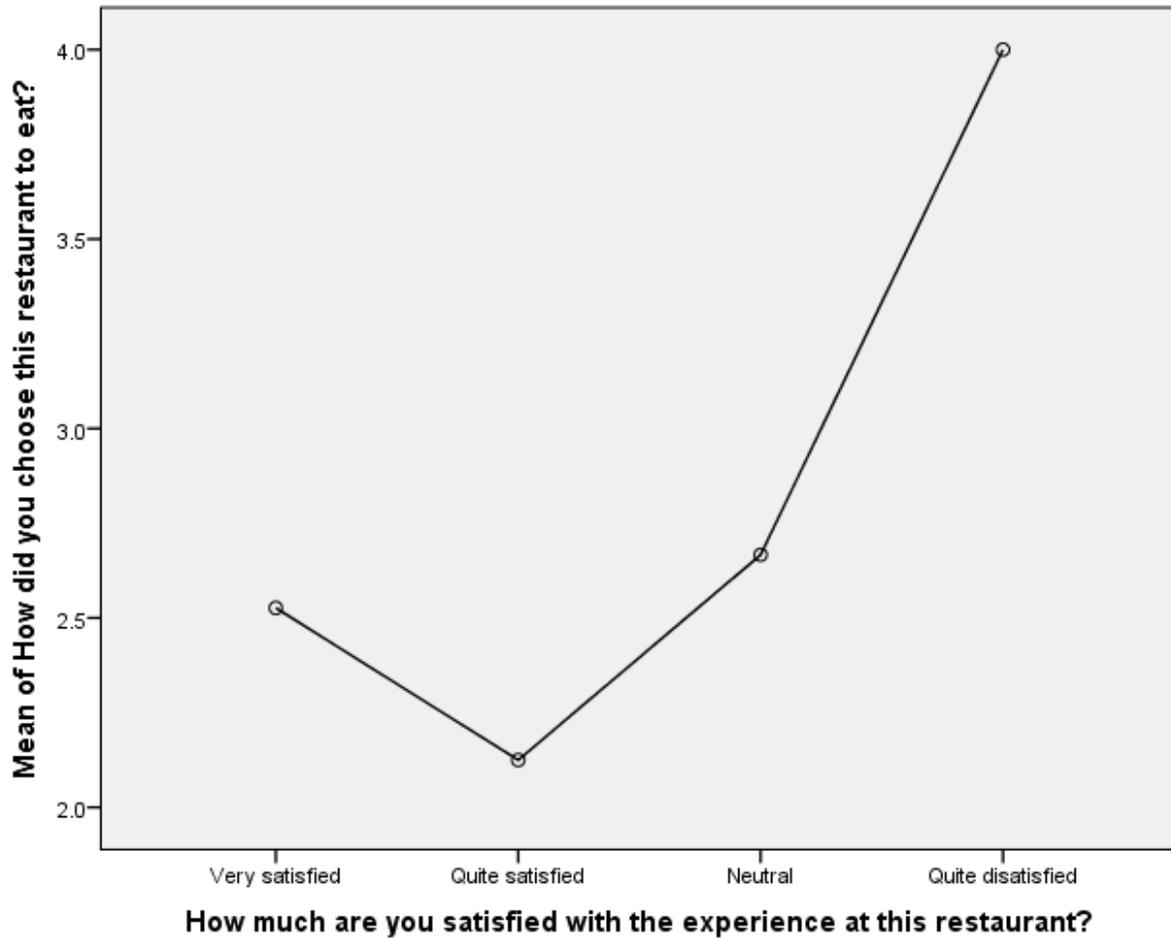
3.2. Relationship Between Satisfaction Level And Means of Choosing Restaurants

➤ **ANOVA**

How did you choose this restaurant to eat?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.932	3	2.311	.918	.436
Within Groups	224.057	89	2.517		
Total	230.989	92			

The same method was continuously used in order to identify whether there is any relationship between tourists' selecting restaurant approach and their satisfaction level after purchasing service in that restaurant. Similarity, with the significant level lying at 0.436 (>0.05), a meaningful but not much significant difference between "How did you choose this restaurant to eat?" and "How much are you satisfied with the experience at this restaurant?" could be concluded.



Illustrated in the line graph above is the different level of tourists' satisfaction in relation to their selecting restaurant decision. It could be seen that the most satisfied groups were those visiting the restaurant through recommendation of local people or other tourists such as friends and relative. On the other hands, the lower satisfaction level was detected with those who searched for the restaurant online through different means of media, assuming that they were quite disappointed with the experience.

➤ **DESCRIPTIVES**

How did you choose this restaurant to eat?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Very satisfied	38	2.53	1.751	.284	1.95	3.10	1	6
Quite satisfied	48	2.13	1.393	.201	1.72	2.53	1	6
Neutral	6	2.67	1.966	.803	.60	4.73	1	6
Quite dissatisfied	1	4.00	4	4
Total	93	2.34	1.585	.164	2.02	2.67	1	6

However, the number of disappointment is only accounted for one out of ninety-three cases only, which are not significant enough to lead to the conclusion that internet is not an effective source. In addition, of all ninety-three interviewed cases in Hanoi, it is suggested that none restaurants provided terribly poor service. In conclusion, the statistic reflected that recommendation from local people, family and friends were the most reliable sources, providing better experience and satisfaction.

III. DISCUSSION OF FINDINGS

According to the research to 93 responders with their perception and real experience after enjoying meals at those restaurant. We found out that, most of local restaurants provide authentic services including food, decoration as well as staffs. Tourists also concern about locality as the most important factor to determine a place to eat, and the highest number of visitors cared about this feature belonged to people from European countries, especially United Kingdom and Ireland, the lowest ratio of tourists was Africa countries.

IV. IMPLICATIONS

In general, there are not too much problems in promoting or preserving authenticity. However, in some cases, our finding still pointed out that the decoration or the food flavor sometimes is changed to suitable with tourist's taste. Moreover, the ingredient supplies are the most concerning in tourist's mind, they eat but they do not know exactly where those ingredients come from, they think about hygiene, locality etc but when something is not clear, they cannot experience the authenticity. Therefore, there are some recommendation for supporting the restaurants that enhance culture, locality such as the restaurant may show video about their restaurant, steps from buying ingredients to cook food, how to make food. In Hanoi, lots of restaurants sell and cook in front of customer so that their clients can see and enjoy the real authenticity. The decoration can close with food that restaurants sell, that is one of way to introduce culture, origin of food, and guest can feel that they are experiencing Hanoi's authenticity.

PART 4. PROJECT EVALUATION AND LIMITATIONS

The project was conducted with the aim of illustrating some facts about the management of restaurants in term of locality and authenticity in Hanoi. Even though the process of collecting information and calculating was relatively careful, some limitations are unavoidable.

Firstly, time limitation is our most considerable problem. Due to the lack of time, we could only get information on a small scale with the sample size of tourists. This sample size may not cover the best opinion of tourists towards restaurant's level of authenticity service.

Secondly, attitudes of students involving in the survey is one of the limitation affected to the result. During the processing of collecting information, questions which requires tourists to name some dishes that they had were often skipped. Moreover, there were so many groups from the other countries working on their project at the same time; therefore, many tourists felt uninterested in spending time completing those questionnaires.

Lastly, we also find some difficulties in processing the input conducted from the questionnaire. Hardly were all of the hard copy are qualified enough to analyze due to the fact that they may skip some of the questions or misunderstand our requirement, leading to missing value.

APPENDIX

SURVEY ON CHOICE OF LOCAL RESTAURANTS

Hello, we are students from Hanoi University of Vietnam, conducting a research aiming to explore the role of authenticity and locality in restaurant management. This survey questionnaire is designed to find out how the locality influences on your choice of where to eat when travelling to this destination. We would highly appreciate your 10 minutes of doing this survey.

Your provided information will be anonymous and not used for any other purposes except this research. Thank you very much for your cooperation!

1. Is this your first trip to this destination? Yes No

2. How long do you spend in this destination?

Within the day 2-3 days 4 -5 days More than 5 days

3. Can you name some local food of the destination?

4. When you choose a place to eat during your trip, how important is the authenticity/locality of the destination for your choice?

Very important Quite important Neutral Not very important No important

5. How important are the following criteria toward your choice of a place to eat during your trip?

Criteria	Level of importance				
	Very important	Quite important	Neutral	Not very important	Not important at all
The restaurants provide local food	1	2	3	4	5
The ingredients used by the restaurants are local products	1	2	3	4	5
The recipe is kept similar to traditions	1	2	3	4	5
The eating style is kept similar to traditions	1	2	3	4	5
The serving staff of the restaurants are local people	1	2	3	4	5
The chef team are local people	1	2	3	4	5
The decoration of the restaurant is local design	1	2	3	4	5

6. Is this your first time to this restaurant? Yes No

7. How did you choose this restaurant to eat?

- I just walk by
- Recommendation by local people
- Recommendation by other tourists
- Via media
- Via promotions of the restaurant
- Others (please specify) _____

8. How much are you satisfied with the experience at this restaurant?

- Very satisfied
- Quite satisfied
- Neutral
- Quite dissatisfied
- Very dissatisfied

9. What mark from 1 to 10 would you give for the level of authenticity of this restaurant?

10. To what extent do you agree or disagree with the following statements about this restaurant?

Criteria	Level of agreement				
	Strongly agree	Quite agree	No ideas	Quite disagree	Strongly disagree
The restaurant provide truely local food	1	2	3	4	5
The ingredients used by the restaurant are local products	1	2	3	4	5
The recipe is kept similar to traditions	1	2	3	4	5
The eating style is kept similar to traditions	1	2	3	4	5
The serving staff of the restaurant are local people	1	2	3	4	5
The chef team are local people	1	2	3	4	5
The decoration of the restaurant is local design	1	2	3	4	5

11. Where are you from? _____

12. Please indicate your gender: Male Female

13. Please indicate your age group

- 15 or younger
- 20-29
- 40-49
- 60 or over

16-19 30-39 50-59

14. What is your highest level of educational qualification?

- Primary school Bachelor degree
 Secondary school Master or Doctoral degree
 Vocational education Others (please specify) _____

Thank you for your time!

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