



Local Cuisine Promotion: Case Study Perspectives from Key Tourism Stakeholders in Botswana

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Abstract

This study attempted to address a relatively neglected tourism resource in Botswana; Setswana cuisine. By conducting interviews with key informants from tourism development stakeholders such as Botswana Tourism Organisation, Botswana Craft Marketing and Gaborone Sun Hotel, Casino and Conference Centre, this study identified *seswaa* (pound boiled beef) and beef based products such as biltong, as resources with potential for large scale tourism use. However challenges with commodity supply, the language barrier and a low market interest *inter alia*, were perceived as waning the efforts of promoting Setswana cuisine. Regular commodity supply, increased education and awareness at domestic level and the introduction of more local eatery places and cultural champions were perceived as measures that could ameliorate some of the challenges associated with the tourism promotion of Setswana cuisine.

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