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Food and Wine Tourism: Integrating Food, Travel and Territory

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whatsoever or howsoever caused arising directly or indirectly in connection with or arising out of the use of this material.
Erica Croce and Giovanni Perri, teachers of food and wine tourism set out to examine the relationship and interaction between what is described as oenogastronomic tourism and food and wine production in Food and Wine Tourism. Therefore, the aim of Food and Wine Tourism is to examine gastronomic tourism and its potential, offering both theoretical and practical considerations. Food and wine tourism has grown rapidly in scope and popularity in the past 20 years. Subsequently this publication makes an important contribution in an area of relevance to tourists, food and wine producers and operators in the industry.

Many destinations are now competing in the promotion of food and wine tourism, some for the first time, and with tourism identified as a key driver of economic growth this is an area of growing interest. Food and Wine Tourism identifies opportunities for regional growth and development whether through relocalizing or the revival of traditional and authentic products.

Food and Wine tourism comprises eight chapters covering a wide range of topics from both the tourists’ perspective and that of industry. These include food tourist typologies, the gastronomic tourism experience and the significance of terroir (characteristics of landscape associated with food and wine production). It is structured to include feasible instances of good practice and case study examples from around the world, thus presenting a stimulating range of contemporary and topical outlooks.

Food and wine tourism is suggested as sharing some of the features of cultural tourism and is described as a type of integrated cultural tourism embracing food, wine, social history and heritage. It is proposed that using food and wine it is possible to develop the experience of tourism from elementary or middle school trips, showing the connections between food, environment, sustainability, quality and travel and tourism. It may be appropriate to consider the influence and assimilation of foodways, food and tourism from childhood and that through the tourist life cycle or travel career these may change and evolve.

Having considered the gastronomic perspectives of the tourist and the supplier, the authors reflect on the potential of the commercial food outlet in food and wine tourism. Croce and Perri introduce the reader to the concept of food and wine as souvenirs. The examples of suppliers of local produce and tourists’ purchasing the product as an edible/potable souvenir are used to connect food to place and experience. It may be appropriate to develop this further as, for many tourists, preparing and sampling food at a food cookery school; wine tasting regional wines in a local restaurant will be critical in their association of place with food.

Chapter six presents stimulating and innovative global case studies based on five major production sectors: winery, whisky distillery, olive mill, dairy farm and brewery. These are employed to show how the experience of travel and tourism provides a
model for regional and local development. For example, artisan producers in addition to larger commercial producers, exemplify the scope for food tourism, indicating that there is potential for each player. With their examples of burgeoning food and wine attractions, sites and activities, the case studies and chapter on designing a life experience present practical considerations on consumption, production, marketing and segmenting the food tourism market.

*Food and Wine Tourism* will appeal to a wide audience, academics, students in geography, tourism and hospitality and those in industry. The authors set out to present a methodological and analytical approach together with field research and have achieved this aim. *Food and Wine Tourism* makes a worthy contribution in developing our understanding of an important tourism activity.

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