

## Food Tourism Around The World Development Management And Markets New Canadian Library

Over the past decade there has been a remarkable flowering of interest in food and nutrition, both within the popular media and in academia. Scholars are increasingly using foodways, food systems and eating habits as a new unit of analysis within their own disciplines, and students are rushing into classes and formal degree programs focused on food. Introduced by the editor and including original articles by over thirty leading food scholars from around the world, the Routledge International Handbook of Food Studies offers students, scholars and all those interested in food-related research a one-stop, easy-to-use reference guide. Each article includes a brief history of food research within a discipline or on a particular topic, a discussion of research methodologies and ideological or theoretical positions, resources for research, including archives, grants and fellowship opportunities, as well as suggestions for further study. Each entry also explains the logistics of succeeding as a student and professional in food studies. This clear, direct Handbook will appeal to those hoping to start a career in academic food studies as well as those hoping to shift their research to a food-related project. Strongly interdisciplinary, this work will be of interest to students and scholars throughout the social sciences and humanities.

Foodies and Food Tourism supplies comprehensive new evidence and theory based overview of the phenomenon of food tourism and how it is being, or should be developed and marketed and understood.

In recent years, a growing emphasis has been placed on tourism experiences and attractions related to food. In many cases eating out while on holiday includes the 'consumption' of a local heritage, comparable to what is experienced when visiting historical sites and museums. Despite this increasing attention, however, systematic research on the subject has been nearly absent. Tourism and Gastronomy addresses this by drawing together a group of international experts in order to develop a better understanding of the role, development and future of gastronomy and culinary heritage in tourism. Students and researchers in the areas of tourism, heritage, hospitality, hotel management and catering will find this book an extremely valuable source of information.

Food Tourism Around The WorldRoutledge

Niche Tourism examines one of the fastest growing areas within the tourism sector. This book provides an integrated picture of speciality/niche tourism as a whole looking at both the 'macro' and 'micro' niche area. It has a comprehensive theoretical framework, and discusses initiatives, policies and strategies adopted internationally. With an emphasis on linking theory to practice, it is underpinned by up-to-date international case studies from around the world. Divided into 3 parts, it covers a variety of aspects under the headings of special interest tourism, tradition and culture base tourism and activity-based tourism.

This book draws together empirical research across a range of contemporary examples of food tourism phenomenon in Asia to provide a holistic picture of their role and influence. It encompasses case studies from around the pan-Asian region, including China, Japan, South Korea, Thailand, Singapore, Vietnam, and India. The book specifically focuses on and explicitly includes a variety of perspectives of non-Western and Asian research contexts of food tourism by bringing multidisciplinary approaches to food tourism research and wider evidence of food and tourism in Asia.

The final chapter in this section explores the uses of food in the classroom.

Food is routinely given attention in tourism research as a motivator of travel. Regardless of whether tourists travel with a primary motivation for experiencing local food, eating is required during their trip. This book encompasses an interdisciplinary discussion of animals as a source of food within the context of tourism. Themes include the raising, harvesting, and processing of farm animals for food; considerations in marketing animals as food; and the link between consuming animals and current environmental concerns. Ethical issues are addressed in social, economic, environmental, and political terms. The chapters are grounded in ethics-related theories and frameworks including critical theory, ecofeminism, gustatory ethics, environmental ethics, ethics within a political economy context, cultural relativism, market construction paradigm, ethical resistance, and the Global Sustainable Tourism Criteria. Several chapters explore contradicting and paradoxical ethical perspectives, whether those contradictions exist between government and private sector, between tourism and other industries, or whether they lie within ourselves. Like the authors in *Tourism Experiences & Animal Consumption: Contested Values, Morality, & Ethics*, the authors in this book wrestle with a range of issues such as animal sentience, the environmental consequences of animals as food, viewing animals solely as a extractive resource for human will, as well as the artificial cultural distortion of animals as food for tourism marketing purposes. This book will appeal to tourism academics and graduate students as a reference for their own research or as supplementary material for courses focused on ethics within tourism.

This book presents a systematic and pattern-based explanation of food tourism, focusing on how and why change could occur and what the implications could be. In the future will food tourism involve food grown in the laboratory or a more authentic experience associated with place and history? The book's approach to the future has focused on explanation; the contributors look for the causes, trends and theoretical concepts that explain change, thus attempting to justify and explore the future. Scenarios are used to explore alternative futures and the book examines the implications for the future of food tourism and highlights future research avenues. This book is primarily aimed at postgraduate students and researchers in the field of tourism studies.

Food and wine are vital components of the tourism experience, and are increasingly being seen as prime travel motivators in their own right. Food Tourism Around The World: Development, Management and Markets offers a unique insight into this phenomenon, looking at the interrelationship between food, the tourism product and the tourist experience. Using international case studies and examples from Europe, North America, Australasia and Singapore, Food Tourism Around The World: Development, Management and Markets discusses the development, range and repercussions of the food tourism phenomenon. The multi-national contributor team analyses such issues as: \* the food tourism product \* food tourism and consumer behaviour \* cookery schools - educational vacations \* food as an attraction in destination marketing Ideal for both students and practioners, the book represents the most comprehensive and wide-ranging

treatment yet of this recent development in tourism.

Food tourism is a topic of increasing importance for many destinations. Seen as a means to potentially attract tourists and differentiate destinations and attractions by means of the association with particular products and cuisines, food is also regarded as an opportunity to generate added value from tourism through local agricultural systems and supply chains and the local food system. From a regional development perspective this book goes beyond culinary tourism to also look at some of the ways in which the interrelationships between food and tourism contribute to the economic, environmental and social wellbeing of destinations, communities and producers. It examines the way in which tourism and food can mutually add value for each other from the fork to the plate and beyond. Looking at products, e.g. cheese, craft beer, noodles, wine; attractions, restaurants and events; and diverse regional examples, e.g. Champagne, Hong Kong, Jamaica, Margaret River, southern Sweden, and Tuscany; the title highlights how clustering, networking and the cultural economy of food and tourism and foodscapes adds value for regions. Despite the attention given to food, wine and culinary tourism no book has previously directly focused on the contribution of food and tourism in regional development. This international collection has contributors and examples from almost every continent and provides a comprehensive account of the various intersections between food tourism and regional development. This timely and significant volume will inform future food and tourism development as well as regional development more widely and will be valuable reading for a range of disciplines including tourism, development studies, food and culinary studies, regional studies, geography and environmental studies.

Intends to deliver insights from a host of scientific investigations pertaining to hospitality, leisure, and tourism while rendering an academic forum to stimulate discussion on literature, contemporary issues and emerging trends essential to theory advancement as well as professional practices from a global perspective.

The marketing of a destination necessitates strategic planning, decision making, and organization. Effective positioning will result in a strong brand that develops an emotional and productive two-way relationship. Notwithstanding, destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors. Destination Management and Marketing: Breakthroughs in Research and Practice focuses on utilizing destination branding and content marketing for sustainable growth and competitive advantage within the tourism and hospitality industry, including tools and techniques for travel branding and best practices for better tourism management strategies.

Highlighting a range of topics such as service quality, sustainable tourism, and competitiveness model, this publication is an ideal reference source for government officials, travel agencies, advertisers, marketers, tour directors, hotel managers, restaurateurs, industry professionals including those within the hotel, leisure, transportation, and theme park sectors, policymakers, practitioners, academicians, researchers, and students.

The SAGE Encyclopedia of Food Issues explores the topic of food across multiple disciplines within the social sciences and related areas including business, consumerism, marketing, and environmentalism. In contrast to the existing reference works on the topic of food that tend to fall into the categories of cultural perspectives, this carefully balanced academic encyclopedia focuses on social and policy aspects of food production, safety, regulation, labeling, marketing, distribution, and consumption. A sampling of general topic areas covered includes Agriculture, Labor, Food Processing, Marketing and Advertising, Trade and Distribution, Retail and Shopping, Consumption, Food Ideologies, Food in Popular Media, Food Safety, Environment, Health, Government Policy, and Hunger and Poverty. This encyclopedia introduces students to the fascinating, and at times contentious, and ever-so-vital field involving food issues. Key Features: Contains approximately 500 signed entries concluding with cross-references and suggestions for further readings Organized A-to-Z with a thematic "Reader's Guide" in the front matter grouping related entries by general topic area Provides a Resource Guide and a detailed and comprehensive Index along with robust search-and-browse functionality in the electronic edition This three-volume reference work will serve as a general, non-technical resource for students and researchers who seek to better understand the topic of food and the issues surrounding it.

Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence, it is imperative that we have an understanding of the present issues so that we are able to remedy probl

The book represents the first accessible examination of the complex connections between tourism and sustainability in southern African context. The edited book introduces relationships between tourism, sustainability and development with a range of case studies from the region, focusing especially on natural resource dependent communities in processes of transition.

The Routledge Handbook of Gastronomic Tourism explores the rapid transformations that have affected the interrelated areas of gastronomy, tourism and society, shaping new forms of destination branding, visitor satisfaction, and induced purchase decisions. This edited text critically examines current debates, critical reflections of contemporary ideas, controversies and queries relating to the fast-growing niche market of gastronomic tourism. This comprehensive book is structured into six parts. Part I offers an introductory understanding of gastronomic tourism; Part II deals with the issues relating to gastronomic tourist behavior; Part III raises important issues of sustainability in gastronomic tourism; Part IV reveals how digital developments have influenced the changing expressions of gastronomic tourism; Part V highlights the contemporary forms of gastronomic tourism; and Part VI elaborates other emerging paradigms of gastronomic tourism. Combining the knowledge and expertise of over a hundred scholars from thirty-one countries around the world, the book aims to foster synergetic interaction between academia and industry. Its wealth of case studies and examples make it an essential resource for students, researchers and industry practitioners of hospitality, tourism, gastronomy, management, marketing, consumer behavior, business and cultural studies.

There is increasing public and academic interest in local and sustainable foods and food tourism. These interests have been reflected in such diverse elements as the growth of farmers markets, green restaurants, food miles, carbon and sustainability labelling, concerns over food supply and security, Slow Food, Fair Trade, and a desire to buy and 'eat locally'. Food related hospitality and tourism is integral to this process because of the way in which it simultaneously acts to globalise and localise food consumption and create new foodways and commodity chains. This book therefore aims to provide an integrated understanding of the contemporary interest in food and food tourism through the use of an international collection of illustrative case study chapters as well as the provision of a novel integrative framework for the book, a sustainable culinary system. This is the first

volume to examine the concept of sustainable culinary systems, particularly with specific reference to tourism and hospitality. Divided into two parts, firstly the notion of the local is explored, reflecting the increased interest in the championing of local food production and consumption. Secondly treatment of sustainability in food and food tourism and hospitality in settings that reach beyond the local in a business and socio-economic sense is reviewed. The book therefore, reflects much of the contemporary public interest in the conscious or ethical consumption and production food, as well as revealing the inherent tensions between local and broader goals in both defining and achieving sustainable culinary systems and the environmental, social and economic implications of food production and consumption. This book provides the reader with an integrated approach to understanding the subject of how culinary systems may be made more sustainable and will be valuable reading to all those interested in sustainable food and food tourism.

*Tourism in the Mediterranean Sea: An Italian Perspective* is the product of a collaborative group of experts in the field of tourism. Academics, whose research focuses on regional tourism system governance, alongside several experts from the tourism sector, contributed to the volume with distinct issues related to the tourism industry.

*Tourism Places in Asia* examines the impacts of tourism on places in East and Southwest Asia. Asia has been the most dynamic region for tourism development in recent decades, and tourism research from this region has grown significantly to better understand this phenomenon. The primary focus is on the Chinese realm of mainland China and Taiwan. East Asia has been the most dynamic region for tourism development in the world in recent decades, driven by the growth of both outbound and domestic travel and tourism among mainland Chinese. This reflects the phenomenal change in prosperity that the People's Republic of China has experienced since the 1970s, as well as the human drive to travel and explore their world. Tourism research has also grown significantly in the Asian continent in recent years. Much of this scholarship is focused on developing the Asian economies to move them from their 'developing world' status. *Tourism Places in Asia: Destinations, Stakeholders, and Consumption* highlights the progress of tourism scholarship in Asia in other areas, especially in the way places are impacted by impacts tourists and the tourism industry. The chapters in this book were originally published as a special issue of the journal, *Tourism Geographies*.

*Culinary Tourism* is the first book to consider food as both a destination and a means for tourism. The book's contributors examine the many intersections of food, culture and tourism in public and commercial contexts, in private and domestic settings, and around the world. The contributors argue that the sensory experience of eating provides people with a unique means of communication. Editor Lucy explains how and why interest in foreign food is expanding tastes and leading to commercial profit in America, but the book also show how tourism combines personal experiences with cultural and social attitudes toward food and the circumstances for adventurous eating.

This report looks at the concept of gastronomy tourism in Japan and shows that activities of gastronomy tourism are being undertaken across the nation. It features 18 case studies, from local Sake breweries to hotel trains, showing how Japan has achieved turning gastronomy tourism into a tool for development, inclusion and regional integration. This publication provides an understanding of the role of food tourism in local economic development and its potential for country branding. It also presents several innovative case studies in the food tourism sector and the experience industry.

*Gastronomy and Food Science* fills the transfer knowledge gap between academia and industry by covering the interrelation of gastronomy and food and culinary science in one integral reference. Coverage of the holistic cuisine, culinary textures with food ingredients, the application of new technologies and gastronomy in shaping a healthy diet, and the recycling of culinary by-products using new is also covered in this important reference. Written for food scientists and technologists, food chemists, and nutritionists, researchers, academics, and professionals working in culinary science, culinary professionals and other food industry personnel, this book is sure to be a welcomed reference. Discusses the role of gastronomy and new technologies in shaping healthy diets Describes a toolkit to capture diversity and drivers of food choice of a target population and to identify entry points for nutrition interventions Presents the experiential value of the Mediterranean diet, elaiogastronomy, and bioactive food ingredients in culinary science Explores gastronomic tourism and the senior foodies market

This is a structured, edited book of nineteen Chapters which provides, from an inter-disciplinary perspective, latest thinking on, and practical case study exemplification of rural tourism and sustainable business development from Europe, North America, Australasia, the Middle East and Japan.

This established textbook explores how regions, and food industry, travel and hospitality companies present themselves to tourists experiencing the culture, history and ambience of a location through the food and wine it produces. It provides practical suggestions and guidelines for establishing a food-related tourism destination and business, discussing the environment, understanding the food tourist, supply issues, tours and tasting sessions, themed itineraries, planning and developing the tourist product, marketing and best practice strategies. It also includes numerous case studies from around the world and plentiful pedagogical features to aid student learning. If food and wine tourism is well planned, managed and controlled, it can become a real economic resource. Suitable for students in tourism and leisure subjects, the practical application provided in this book also makes it an ideal resource for those operating in the food and wine sector.

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research, scholarship and teaching.

The fastest growth in tourism is the culinary sector. Covering farmers markets, taste tours, agri-entertainment, glamping, restaurants, farm shops and more, food tourism has become both an important part of holidaying and a purpose in itself. With growth occurring in most developed countries and tourists searching out culinary tourism throughout the world, this book provides an overall direction to the development of food tourism and a section on the future of this trend.

Get the advantage you need to compete in the worldwide food and wine tourism marketplace! *Wine, Food, and Tourism Marketing* is an overview of contemporary practices and trends in food and wine

tourism marketing. International in scope, the book draws on studies from Canada, England, France, New Zealand, South Africa, and Scotland for analyses of contemporary practices and trends that help you develop, implement, and maintain strategic competitive advantages. The book looks at case studies of business operations, seasonality, destination image, and the development of business networks. Equally valuable as a professional resource for practitioners and as a textbook for upper-level and graduate students in tourism, hospitality, and wine and food studies, *Wine, Food, and Tourism Marketing* examines the importance of food and wine tourism to rural regional development. The book presents destination management planning and marketing initiatives for specific markets that can be easily adapted and applied to a wider range of wine tourism settings. Tourism marketing researchers and academics address vital issues such as the importance of collective marketing strategies, viticulture, design factors for online tourism information, and the use of food images in promotional material and positioning strategies. The book includes: a 2001 research study on French public sector management of wine tourism an examination of the cider industry in Somerset, England a look at the implications of non resident tourist markets on British Columbia's emerging wine tourism industry an analysis of the types of food images used in French regional tourism brochures a national study of seasonality issues on wine tourism in New Zealand a look at post-apartheid tourism trends on South Africa's Western Cape a survey of eight wineries on the Niagara Falls wine route with implications for marketing strategies a study of the use of local and regional food for destination marketing of South Africa a look at how food-related tourism in the United Kingdom is being promoted using the World Wide Web *Wine, Food, and Tourism Marketing* is an essential read for practitioners and educators involved in tourism and hospitality, marketing, food and wine studies, and rural regional development.

As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. *New Tourism Consumers Products and Industry: Present and Future Issues* provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes. *New Tourism Consumers Products and Industry: Present and Future Issues* is part of a two part set with its companion text, *Tourism Dynamics, Challenges and Tools: Present and Future Issues* which takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business potential.

*Hospitality and Tourism - Synergizing creativity and innovation in research* contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2–3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below: - Hospitality and tourism management - Hospitality and tourism marketing - Current trends in hospitality & tourism - Technology, advancement and innovation in hospitality and tourism - Green hospitality and tourism - Food service and food safety - Relevant areas in hospitality and tourism *Hospitality and Tourism - Synergizing creativity and innovation in research* will be useful to postgraduate students, academia and professionals involved in the area of hospitality and tourism.

Wine tourism is a rapidly growing field of industry and academic interest with changes in the consumer markets in recent years, showing an enormous interest in 'experiential' travel. *Wine Tourism Around the World* is therefore an invaluable text for both students and practitioners alike and provides: \* The first comprehensive introduction to wine tourism from a business, social science and policy perspective \* An international perspective on wine tourism and includes detailed examples from Australia, Canada, France, Greece, Hungary, New Zealand, Portugal, South Africa, Spain, Switzerland, UK and the USA \* Detailed information on the growth and development of wine tourism from both supply, demand, marketing and management perspectives Academic researchers and students in tourism and hospitality fields, as well as anyone connected with the wine industry, will find this book an essential guide to understanding the global impacts of wine tourism and the consequent economic, social and environmental impacts and opportunities. C.Michael Hall is based at the University of Otago in New Zealand and is Visiting Professor in the School of Leisure and Food Management, Sheffield Hallam University. He has written widely on wine, food and rural tourism and has a major interest in cool-climate wine tourism. Liz Sharples is a lecturer in the School of Leisure and Food Management, Sheffield Hallam University. She has extensive practical and academic experience in the hospitality industry and has major research interests in the interrelationships between cuisine, tourism and rural production. Brock Cambourne is the owner/operator of multiple tourism award winning National Capital Wine Tours and principal of Benchmark Tourism Consulting. He has researched and published extensively on wine and culinary tourism and is a member of the Australian National Wine Tourism Working Party. Niki Macionis is a lecturer at the University of Canberra's Cooperative Research Centre for Sustainable Tourism. Her graduate studies focussed on the development of wine tourism and she has researched and published extensively on wine and culinary tourism.

The *Routledge Handbook of Tourism Experience Management and Marketing* offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter contents. Tourism experience drives the contemporary tourist's behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

The history of food is one of the fastest growing areas of historical investigation, incorporating methods and theories from cultural, social, and women's history while forging a unique perspective on the past. The *Routledge History of Food* takes a global approach to this topic, focusing on the period from 1500 to the present day. Arranged chronologically, this title contains 17 originally commissioned chapters by experts in food history or related topics. Each chapter focuses on a particular theme, idea or issue in the history of food. The case studies discussed in these essays illuminate the more general trends of the period, providing the reader with insight into the large-scale and dramatic changes in food history through an understanding of how these developments sprang from a specific geographic and historical context. Examining the history of economic,

technological, and cultural interactions between cultures and charting the corresponding developments in food history, The Routledge History of Food challenges readers' assumptions about what and how people have eaten, bringing fresh perspectives to well-known historical developments. It is the perfect guide for all students of social and cultural history.

Provides a synthesis of thought on an influential issue for tourism, and a point of focus for tourism researchers, managers and developers in countries such as the United Arab Emirates, Jordan, Egypt, Maldives and Turkey, as well as the Western world.

Dedicated to the growing field of food and drink tourism and culinary engagement, Sally Everett offers a multi-disciplinary approach to the subject, embracing theories and examples from numerous subject disciplines. Through a combination of critical theory reflections, real-life case studies, media excerpts and activities, examples of food and drink tourism around the world as well as a focus on employability, Food and Drink Tourism provides a comprehensive & engaging resource on the growing trend of food motivated travel & leisure. Suitable for any student studying tourism, hospitality, events, sociology, marketing, business or cultural studies.

There is a rapidly increasing number of food and wine festivals taking place around the world and many new festivals and events are now being developed as a deliberate part of a regional or national tourism strategy. It is now recognised that food and wine festivals and events can play a significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and environmental level. Food and Wine Festivals and Events Around the World: development, management and markets is a pioneering text that recognises the importance of this area of the tourism industry. It brings together an international contributor team of experts and uses leading research to examine the specialist nature of the food and wine festival/event and the linkages that exist between food, festivity and place. Divided into three parts, the book looks at Food Festivals, Wine /Drink Festivals and Farmers Markets. Each section has an introductory chapter which will set the context and provide an overview of current activity in that particular area. \* Uses international case studies to illustrate best practise and contextualise theory. For example, Ramadan festivals in Malaysia, food and drink festivals in Japan, festival based culinary tourism in the US, the Valley wine festival in Western Australia, farmers markets in the UK and many more. \* Contains results of 'cutting edge' research carried out at specific food and wine events and festivals, which illustrate best practise and demonstrate the diversity of research methods and events \* Suitable for those studying in the fields of tourism, event management, gastronomy/culinary arts, food marketing, rural development, heritage tourism special interest tourism and cultural studies \* The first book specifically devoted to the subject of food and wine related events and festivals - one of the fastest growing niches in the tourism and event industries \* International case studies from Australia, UK, Malaysia, New Zealand and USA amongst others, reveal the back-stage reality of the food and tourism experience \* Contains cutting edge research illustrating best practise, with international contributions from leading names in academia and industry

This book fills a gap in the growing academic discipline of food and agricultural tourism, offering the first multidisciplinary approach to food tourism and the role it plays in economic development, destination marketing, and gastronomic exploration. It provides a comprehensive introduction to the discipline by considering food tourism in connection with both cultural values and important issues in agriculture, food consumption and safety, and rural heritage and sustainability. The book is divided into four Parts. Part I defines the elements of food tourism and explains its relationship with sustainability. Part II provides an overview of rural development and demonstrates the impact of industrialization and globalization on eating habits. Part III focuses on food tourism studies and market segmentation techniques to help students understand customer needs regarding food tourism products. Finally, Part IV looks at the financial, policy, and legal requirements relating to food tourism development, providing hands-on tools for students entering food tourism businesses or industries. Complemented by a wide range of international case studies, key definitions, and study questions, Food and Agricultural Tourism is essential reading for students of tourism, geography, and economic development studies.

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