

# **Foodies and Food Tourism**

**Donald Getz, Richard N.S. Robinson,  
Tommy D. Andersson and Sanja Vujcic**

**(G) Goodfellow Publishers Ltd**



Published by Goodfellow Publishers Limited,  
26 Home Close, Wolvercote, Oxford OX2 8PS  
<http://www.goodfellowpublishers.com>

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-910158-01-2

Copyright © Donald Getz, Richard N.S. Robinson, Tommy D. Andersson, and Sanja Vujicic, 2014

All rights reserved. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher or under licence from the Copyright Licensing Agency Limited. Further details of such licences (for reprographic reproduction) may be obtained from the Copyright Licensing Agency Limited, of Saffron House, 6–10 Kirby Street, London EC1N 8TS.

All trademarks used herein are the property of their respective owners. The use of trademarks or brand names in this text does not imply any affiliation with or endorsement of this book by such owners.



Design and typesetting by P.K. McBride, [www.macbride.org.uk](http://www.macbride.org.uk)

Cover design by Cylinder

# Contents

	<b>Preface</b>	<b>v</b>
<b>1</b>	<b>Introduction</b>	<b>1</b>
	Purpose and overview of the book	1
	Terminology	5
<b>2</b>	<b>Perspectives on Foodies and Food Tourism</b>	<b>17</b>
	Understanding and creating knowledge about foodies and food tourism	17
	Studying food tourism	19
	Forces and trends	44
<b>3</b>	<b>The Foodie - Identity, Involvement and Social Worlds</b>	<b>51</b>
	Who and what are foodies?	51
	Identity and involvement	54
	The social worlds of foodies	64
	Infinite possibilities for involvement	67
<b>4</b>	<b>Foodies and Tourism</b>	<b>75</b>
	Motivation and benefits sought	75
	Past and projected travel	83
	Experiences and benefits sought	87
<b>5</b>	<b>Planning and Developing Tourism for Foodies</b>	<b>99</b>
	Planning and development: foodies at the core	99
	Food-tourism clusters	108
	Destination development concepts	113
<b>6</b>	<b>The Destination</b>	<b>121</b>
	Introduction	121
	New Nordic cuisine	122
	Scotland	126
	Ireland	127
	Specific products and experiences	133

<b>7</b>	<b>Food Events for Foodies</b>	<b>143</b>
	The critical importance of planned events in food tourism	143
	Multi-country research findings	147
	Designing food events for foodies	153
<b>8</b>	<b>Experience Marketing</b>	<b>171</b>
	Introduction to experience marketing	171
	Decision-making by foodies and food tourists	175
	Image, reputation, positioning and branding	178
	Segmentation of food tourists	183
	Media	188
	Trip planning and packaging	190
<b>9</b>	<b>Summary and Conclusions</b>	<b>195</b>
	The phenomenon of food tourism	195
	What it means to be a foodie	197
	The study of foodies and food tourists	199
	Implications for destinations, events, suppliers, and marketers	201
	Research needs	205
	Future perspectives	207
	<b>References</b>	<b>211</b>
	<b>Appendix</b>	<b>227</b>
	Research methods and descriptions of the samples	227
	Sweden	229
	<b>Index</b>	<b>233</b>

## List of figures

2.1: Understanding and creating knowledge in food tourism	18
2.2: Food, hospitality and tourism studies	20
2.3: Forces propelling and constraining food tourism	44
3.1: The voices of foodies and food tourists	52
4.1: Experiential outcomes linked to activities for food tourists	79
5.1: A demand-side approach to food tourism planning and development	102
5.2: Comparative and competitive advantages in food tourism	105
5-3: A diagnostic process for food tourism planning and development	107
5.4: Food-tourism cluster concept	110
5.5: A destination concept for food tourism	113
5.6: A destination concept for food tourism in Sweden	114
5.7: A concept for urban or resort-based food tourism	116
7.1: Design model for events targeted at foodies	157
7.2: Events and food-tourism clusters	158
8.1: Factors associated with effective and rewarding customer and tourist experiences	174
8.2: Consumer decision-making process for food tourism	177
8.3: The food brand in the context of image, reputation, positioning and co-branding	180
8.4: Image of Swedish food compared to nine other countries	182
8.5: Accommodation and transportation preferences when foodies plan holidays	191
A.1: Sampling and analyzing foodies in the multi-country survey	231

## List of tables

3.1: The Australian Involvement Scale	59
3.2: Four dimensions of being a foodie revealed through factor analysis	61
3.3: Involvement results from the multi-country research: means (out of 7) by country	62
4.1 : Most-mentioned desired food-experience destinations (by Australians)	84
4.2: Frequency of previous food-related international travel, by country	86
4.3: Percentage of respondents that selected each photo in their top three picks	92
4.4: Percentage of respondents, categorised by travel frequency with food as the main reason, that selected a picture as one out of their three top choices.	94
4-5: Highly Involved Foodies (HiFs) compared to the remainder (Foodies): First choice of photos, and willingness to pay (WtP, in Euros)	95
7.1: Frequency of attendance at food-related events in the previous 12 months	148
7.2: The relationship between food tourism and event preferences	151
7.3: Travel preferences and behavior related to enjoyment and learning events	152
A.1: Demographic profile of the Australian sample	228

## Preface

The authors are all foodies who love travel, not to mention doing research and writing about our passions. The stimulus for this book arises directly from our research, first in Australia as a kind of test of theory and methods (see the pertinent publications by Robinson and Getz), and then from a major consultancy we undertook for tourism and agriculture clients in Sweden. We rely heavily on data and analysis from those projects.

Although food tourism is a minor topic in academic institutions, food and tourism are very important in the real worlds of hospitality, destination marketing, and tourism development. Students in hospitality and tourism in particular should therefore be knowledgeable about food lovers and food tourism trends.

Pedagogically, this book can be used in teaching in several ways:

- As a required text for a food-tourism course (targets: tourism and hospitality degree programmes)
- As a supplementary text within tourism and hospitality, and within event management degree programmes, because food events are so important
- As an optional book for research students preparing to do a thesis or dissertation
- As an adjunct resource for cultural, sociological and anthropological studies programs with coverage of food heritage, consumption, practices and identity.

There are many potential users of this book in industry and policy:

- Destination management and marketing organizations
- Restaurant, catering, hotel, and resort sectors
- Economic development offices
- Event development agencies
- Agricultural and food industry companies

*Foodies and Food Tourism* adds considerable value to the growing number of titles pertaining to food and food tourism by focussing on the demand-side, and is unique by way of employing the authors' research findings. As well, theory development on food tourism has been weak and this book advances a number of lines of theory development.

Some highlights:

- Viewing food tourism first and foremost from the food-lover's perspective
- Demand-side approach to planning, developing and marketing
- Theory and praxis combined
- Global outlook
- A textbook for student and a resource book for practitioners

## About the authors

**Donald Getz**, PhD, is Professor Emeritus at the The University of Calgary, Canada, and Visiting Professor at several other universities. He has authored a number of books on event management and tourism, wine tourism, family and small businesses. Currently he advises agencies and institutions in a consulting capacity.

**Richard N.S. Robinson** (PhD), who teaches and researches at the University of Queensland, UQ Business School, is a former chef with 18 years' experience in the prestige club, heritage facility and hotel sectors. His research focuses on tourism/hospitality industry workforce issues and food tourism. He has coordinated and worked on research teams for funded national and international projects in these areas. His work has been published in leading academic journals, edited books, international conference proceedings, practitioner periodicals and numerous consultancy and government reports.

**Tommy D. Andersson**, PhD, Professor Emeritus at School of Business, Economics and Law at University of Gothenburg received his PhD at University of Gothenburg in Managerial Economics in 1979. He has served as professor in Accounting at Bodo Graduate School, Director of tourism research at Mid Sweden University and as professor in Tourism Management at University of Gothenburg. He has also been president of the European Chapter of CHRIE and program director of a master program in Tourism and Hospitality Management at University of Gothenburg. His main research interest and publications are in the area of Event Management, Experience Economics, Restaurant Management, Economic Impact Analysis and Culture Economics.

**Sanja Vujcic**, PhD, runs an experience consultancy. She has more than ten years of academic research and advisory experience within the field of market communication, tourism experience design and destination marketing. Before founding Experience Consulting she held an academic and an Assisting Director position at the Centre for Tourism, School of Business, Economics and Law, University of Gothenburg, where she also received her PhD in Business Administration. Sanja has among other things worked as a freelance photographer on national and international basis, and was responsible for planning and producing photographs for destinations.

## Acknowledgements

We are grateful to the following contributors for helping make this a better book. Important sections have been authored by:

Dr. Alessio Cavicchi, University of Macerata, Italy  
David Gration, University of the Sunshine Coast, Australia  
Dr. Roger Haden, Manager, Educational Leadership, Le Cordon Bleu Australia  
Dr. Atsuko Hashimoto, Brock University, Canada  
Dr. Liz Sharples, Sheffield-Hallam University, England  
Dr. David J. Telfer, Brock University, Canada

As well, we wish to thank the following contributors:

Dr. Bing Pan, Head of Research and Assistant Professor, the Office of Tourism Analysis, College of Charleston.  
Claes Bjerkne, senior adviser Bjerkne & Co, former chairman of Visita (the Swedish Hospitality Industry association, and former CEO of Göteborg & Co)  
Ditte Furstrand Nytofte, project manager international marketing, Wonderful Copenhagen  
Clause Meyer, Associate Professor at CPH University Department of Food Science, cofounder of Noma, owner of the Meyer Group  
Mats Nordström, chef at restaurant Vasa Allé, Gothenburg  
Bengt Linde, restaurateur and chairman of the board at the Gothenburg Restaurant Association