Foodies and Food Tourism

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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
Donald Getz, PhD, is Professor Emeritus at 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.

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