

FOOD & DRINK TOURISM

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FOOD & DRINK TOURISM

Principles and Practice



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To my parents and Em – my love of food and drink stems
from happy memories travelling the world with you.

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WHAT IS FOOD AND DRINK TOURISM?

CHAPTER OBJECTIVES

- To provide some definitions of food and drink tourism and related terms
- To introduce different typologies and models of food and drink tourists
- To illustrate the breadth and variety of the food and drink tourism on offer
- To assess the value and contribution of food and drink tourism to local communities, economies, and the environment
- To provide an introductory reading list covering topics throughout this book

CHAPTER SUMMARY

This first chapter introduces the concept of food and drink tourism. It provides definitions and models, and discusses the different typologies of the (food) tourist that have been used and adopted. It draws recent work together to provide an overview of the sector and its various components. In offering an outline of the different types of food and drink tourism (food tourism, gastronomic tourism, culinary tourism, special interest tourism, cultural tourism) and linking them with key aspects (such as events, festivals, trails, cookery, shops, museums, vineyards, breweries, restaurants), this chapter gives you a real ‘taste’ of what is covered in the rest of the book. The chapter briefly discusses the various components of food-motivated travel and outlines the size and scale of the industry.

Importantly, countries around the world are using food as a means to extend their tourist season, alleviate poverty, diversify their offer, and regenerate areas of deprivation (e.g. Rwanda, Malaysia, Mauritius and Croatia) and examples are provided to highlight the role and extensive reach of food tourism. It also provides a brief commentary on the emerging food and sustainability agenda, and outlines issues affecting global food and drink production and consumption today.

WHAT IS FOOD AND DRINK TOURISM?

There are numerous definitions of food and drink tourism and it is unlikely that we will ever agree upon one. It is probably best that one single definition is not established because it would undermine and overly simplify the very nature of this ever-changing, multi-faceted and complex activity. Similarly, as scholars have struggled to define 'tourism' due to its multi-dimensional and contested nature, it would be misleading and unhelpful to frame 'food and drink tourism' within rigid conceptual boundaries. One of the main issues is what to even call the activity, because there are many terms and categories that cover slightly different aspects of food and drink tourism (and significantly overlap), which are summarised below (with wider forms of tourism acting as unifying terms) (Figure 1.1).

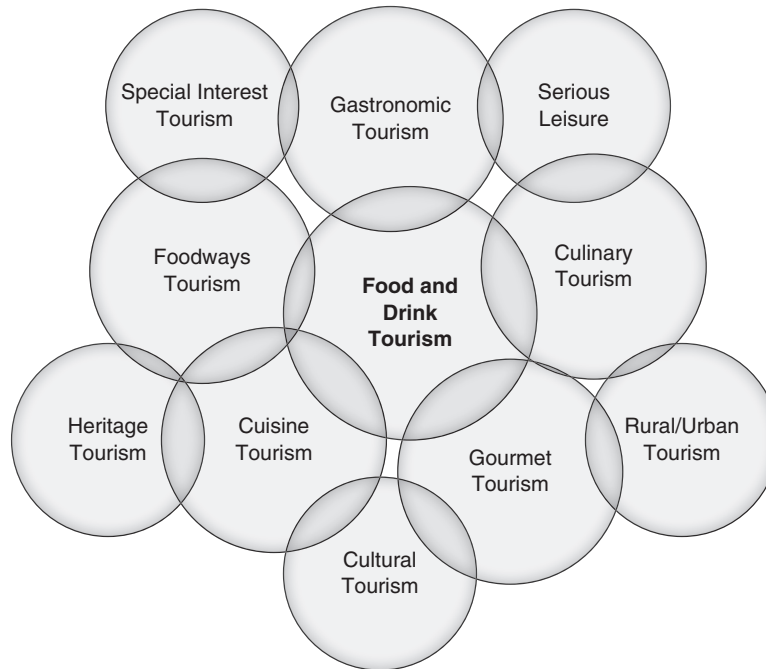


FIGURE 1.1 *Different types and categories of food and drink tourism*

Perhaps one of the broadest definitions given for food tourism is provided by the World Food Travel Association (WFTA, 2015) (previously known as the International Culinary Tourism Association), as ‘something every visitor does’ (see <http://worldfoodtravel.org>). This is certainly testament to its centrality in the tourism experience, although perhaps its vagueness makes this term rather meaningless. Academic scholars have also offered definitions of ‘food tourism’, which vary over whether food should be the primary motivation, or merely part of the overall touristic experience. The most cited definition to date is Hall and Mitchell (2001: 308), which is the ‘visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel’. It is the desire to experience a particular type of food or the produce of a specific region. Certainly Hall and his fellow authors (Hall et al., 2003) regarded it as a form of ‘serious leisure’ (Stebbins, 2007). Another useful definition of food/culinary tourism was provided by Long (2004: 7):

Culinary tourism is any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources. In other words, culinary tourism is an intentional and reflective encounter with any culture, including one’s own through culinary resources. Culinary tourism encompasses travel specifically motivated by culinary interests as well as travel in which culinary experiences occur but are not the primary motivation for the trip.

Perhaps it could simply be defined as ‘food and drink motivated travel’, which reflects any level of desire to engage in an experience involving food and drink away from home (primary or secondary motivation). Other types and sectors of tourism also include elements of food and drink tourism, such as cultural tourism (attractions and local cuisines), festival and event tourism (food and drink festivals and events), and heritage tourism (museums and places of production). It is its embedded nature that makes it difficult to define and pin down, but simultaneously ensures it should be at the forefront of any curriculum looking at tourism.

However, this book primarily focuses on activities undertaken by those who make a conscious effort to visit specific food/drink tourism sites (premeditated (primary) or decision once in the location (secondary)) and those who consciously produce and deliver these experiences, rather than an exploration of the more generic hospitality sector in tourism (although this is briefly discussed in the context of the supply chain in Chapter 20). Food and drink tourism is certainly an eclectic term, if not a phenomenon, and covers myriad different aspects of the touristic experience. An indicative typology of culinary tourism is provided below, adapted from Smith and Xiao (2008: 290). It highlights the multiplicity of experiences that can be associated with this area of tourism, illustrating the diverse characteristics and elements of this sphere of tourism activity.

TABLE 1.1 *Food and Drink Tourism types, Smith and Xiao 2008: 290*

Facilities	Events	Activities	Organisations
<u>Building/structures</u>	<u>Consumer shows</u>	<u>Consumption</u>	
Food processing facilities	Food and drink shows	Dining at restaurants	Restaurant classifications or certification systems
Wineries/Breweries	Cooking equipment (kitchen shows)	Picnics utilising locally-grown products	Food/wine classification systems (organic, etc.)
Farmers' markets	Product launches	Purchasing retail food/beverages	Associations (e.g. Slow Food)
Food stores	<u>Festivals</u>	Pick your own operations	
Food-related museums	Food festivals	<u>Touring</u>	
Restaurants	Wine festivals	Wine regions	
Land uses	Harvest festival	Agricultural regions	
Farms		City food districts	
Orchards		<u>Educational observation</u>	
Vineyards		Cooking schools	
Urban restaurant districts		Wine tasting/education	
<u>Routes</u>		Visiting wineries	
Wine routes		Observing chef competitions	
Food routes		Reading food, beverage	
Gourmet trails		Magazines and books	

WHO IS THE FOOD TOURIST?

Lacy and Douglass (2002: 8) claim that 'every tourist is a voyeuiring gourmand' and indeed all tourists eat and drink; however, this may be a little simplistic when we wish to look more closely at the market. Rather, the food and drink 'tourist' should be conceptualised on a spectrum from someone with very high interest where the primary motivation is to engage in food and drink related activities in line with the 'food tourist' or 'gastronome' to low and no interest (no interest in food and drink and likely to avoid local food establishments, equating to the 'laggard'). The seminal tourist typology by Cohen (1979) was taken by

Everett and Aitchison (2008) to examine the correlation between interest and food tourism type. A revised version is provided here to give an overview of the relationship between tourist ‘type’ and the level of spend, activity and market size (Figure 1.2). These aspects will be discussed further in Part 2.

Typologies						
Cohen (1979)	Mitchell and Hall (2003)	Enteleca Research (2001)	Propensity to pay more for local food	Food related activity (restaurant, farmers markets, local sales)	Cultural transmission and education	Number of tourists
Existential	Gastronome	Food tourists	High	High	High	High
Experimental	Indigenous foodies	Interested purchasers	↓	↓	↓	↓
Experiential		Un-reached				
Diversionary	‘Tourist’ foodies	Unengaged				
Recreational	Familiar foods	Laggard				
			Low	Low	Low	Low

FIGURE 1.2 *The correlation between tourist type and food tourism engagement. (Source: Everett and Aitchison 2008, permission granted by publisher)*

There is clearly a growing general interest in trying local foods, visiting local markets and engaging with gastronomic establishments when on holiday. The Visit Scotland Visitor Survey (Visit Scotland, 2011) highlights the significant level of interest in trying local food, with its survey reporting that 52% of visitors wanted to try local foods (Table 1.2 presents data from this survey with food-related activity in bold).

It has been found that food and beverage constitute up to one-third of total tourist expenditure (Kim et al., 2009a; Meler and Cerović, 2003) and has become a distinct sector in the travel and tourism industry, rather than an inconsequential holiday necessity. The World Food Travel Association estimated that food tourism is worth nearly \$8 billion each year in the United Kingdom (ICTA, 2012), which is testament to its contribution to the rapid growth of new forms of special interest and niche tourism. Although the spend per head on food and drink varies across locations and according to tourist markets, recent reports suggest tourists to the UK and USA spend 36% of their total expenditure on food and drink (ICTA, 2012), 21% or £700m/year in Scotland (Visit Scotland, 2011), and 33% in Northern Ireland (Northern Ireland Tourist Board, 2012). In Jamaica, the daily expenditure on food by the tourist is five times greater than that of the average

TABLE 1.2 *The value of food and drink tourism, data taken from the Visit Scotland Visitor Survey (2011)*

Activity	% visitors asked
Sightseeing by car/coach/foot	52
Trying local food	52
Visited historic house/stately home	47
Visited cities	47
Shopping	47
Short walk	45
Centre based walking	40
Visited cathedral/church/abbey	38
Visited museum/art gallery	38
Visited a country park/garden	36
Night out visiting pubs	32
Beach	29
Historic railway	21
Visited whisky distillery	20
Went on a guided tour	20
Had a picnic/BBQ	20
Watched wildlife	16

Jamaican, which highlights its important economic contribution. Research has found that among all possible areas of expenditures while travelling, tourists are least likely to make cuts in their food budget. Consequently, there are significant opportunities to work and get involved in this growing industry sector.

Working with food and drink tourism: a growing industry

Tourism is a fast growing global industry and in many parts of the world, employment in this sector is the largest sector in the country. Figures are mainly taken from the World Travel and Tourism Council (WTTC) which produces tourism reports of the economic and employment impact of 184 countries and 25 geographic or economic regions in the world.

Global picture

International tourist arrivals grew by 4.3 % in 2014 to 1.133 billion in 2015. In 2014, international tourism generated US\$ 1.5 trillion in export earnings and contributed

10% of global GDP, and accounted for 1 in 11 jobs (UN World Tourism Organisation (WTO) 2015). The World Travel & Tourism Council (WTTC) anticipates that tourism will have a global value of US\$ 10.8 trillion by 2018, almost double its present worth in 2015. The UN's World Tourism Organisation claims that by 2020, the number of travelling tourists will approach 1.6 billion. By 2022, it is anticipated that tourism will support 328 million jobs, or one in every ten jobs, and half will be in the food, hospitality and hotel sector. For example, by 2018, tourism is projected by the WTTC to be worth 80% of the GDP of Antigua and Barbuda, with 95% of all jobs there expected to be related in some way to tourism, which is the highest dependency on the planet (WTTC, 2015).

European Union

In the EU, the direct contribution of tourism to GDP was US\$ 669.9bn (3.6% of total GDP) in 2014, and is forecast to rise by 3.0% in 2015, and to rise by 2.7% p.a. from 2015–2025, to US\$ 898.7bn (4.0% of total GDP) in 2025 (WTTC, 2015). In 2014 tourism directly supported 11,062,000 jobs (5.0% of total employment). This is expected to rise by 2.3% in 2015 and by 1.5% p.a. to 13,123,000 jobs (5.7% of total employment) in 2025. In 2014, indirect jobs in the EU supported by the industry were 11.1% of total employment (24,694,000 jobs). This is expected to rise by 2.1% in 2015 to 25,206,500 jobs and by 1.2% p.a. to 28,367,000 jobs in 2025 (12.3% of total). By 2025, tourism and the Horeca (this term refers to hotel, restaurant and catering companies covering **H**otel/**R**estaurant/**C**afé) sector will account for 13,123,000 jobs directly, an increase of 1.5% p.a. over the next ten years.

United Kingdom

Based on the WTTC Travel & Tourism Economic Impact study (WTTC, 2015) the direct contribution of travel and tourism to GDP was GBP 61.9bn (3.5% of total GDP) in 2014, and is forecast to rise by 3.7% in 2015, and by 3.2% p.a., from 2015–2025, to GBP 88.2bn (3.7% of total GDP) in 2025. The total contribution of travel and tourism to GDP was GBP 187.7bn (10.5% of GDP) in 2014, and is forecast to rise by 4.0% in 2015, and by 3.1% p.a. to GBP 263.9bn (11.2% of GDP) in 2025. Travel and tourism generated 1,892,500 jobs directly in 2014 (5.7% of total employment) and this is forecast to grow by 2.1% in 2015 to 1,932,500 (5.7% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2025, tourism will account for 2,280,000 jobs directly, an increase of 1.7% p.a. over the next ten years. There are 249,000 tourism businesses in the UK (10% of the total number of businesses). Over 80% of tourism and hospitality industry businesses employ fewer than ten people. Turnover rates in the sector have declined significantly to 23% and 80% of people working in the sector are British (People 1st, 2011).

Source: WTTC 2015, Economic Impact Analysis. Available from: www.wttc.org/research/economic-research/economic-impact-analysis/regional-reports

Travelling to destinations in order to sample, taste and experience the food or drink of a particular region or culture is certainly not a new phenomenon; the human desire to experience place through the palette has a long and traceable history (as discussed in Chapter 2). However, there has been a significant rise in forms of tourism consumption that intimately engage with the gastronomic landscape (Hjalajer and Richards, 2002). As part of a rise in new consumption patterns and niche tourism activities (discussed in Chapter 4), food- and drink-motivated travel is gathering momentum. Within the past 20 years, food and drink have become significant 'pull' factors in their own right (Okumus et al., 2007), and provide a touristic framework on which to construct a destination's overall marketing strategy (discussed further in Part II on branding and marketing).

The World Travel Market spokesperson, Fiona Jeffery, exclaimed that 'food tourism is on the boil like never before, holiday makers are choosing where they go by what they can put into their stomachs... food tourism today is where ecotourism was 20 years ago' (World Travel Market 2008). This textbook has emerged from this gastronomic climate and seeks to engage with food tourism as a way of helping you explore and understand 'undigested' areas of tourism, culture, economic development and hospitality. By embracing different disciplinary theoretical and empirical 'ingredients', the book aims to provide you with a comprehensive and useful text that you can use to support your studies.

THE ROLE OF FOOD TOURISM IN ADDRESSING GLOBAL NEEDS

Food and drink tourism has a global role to play. Many countries are now using food as a way to extend their tourism season, alleviate poverty and regenerate deprived areas (Hall and Gössling, 2013). Rather than just focusing on the consumer and types of food tourism, this textbook is also concerned with providing an ethically aware analysis of food and drink tourism by considering the topics and issues within the wider sustainability agenda. This discussion is developed throughout the main chapters, but this introductory first chapter provides a brief commentary on the wider food and sustainability agenda and current issues affecting global food and drink production and engagement today.

As previously stated, food and drink tourism is not only about high-end gastronomic experiences, but encapsulates a growing interest in purchasing local produce, eating street food, meeting producers and enjoying culturally distinctive cuisines. Some of the fortuitous consequences of this increasingly popular culinary touristic activity include the prolonged circulation of tourism spend in the local economy and the reduced reliance on air-flown raw materials and emission-heavy mechanised production. These are all central components in seeking to deliver on sustainability goals and preserving communities and resources.

To give an example from a social and justice perspective, a shocking story reported in *Democracy Now* claimed that 'Every 30 Minutes: Crushed by Debt and Neoliberal Reforms, Indian Farmers Commit Suicide at Staggering Rate'

(*Democracy Now*, 2011). It elaborated on this shocking statement, which highlights the links between food, producers and poverty:

A quarter of a million Indian farmers have committed suicide in the last 16 years – an average of one suicide every 30 minutes. The crisis has ballooned with economic liberalization that has removed agricultural subsidies and opened Indian agriculture to the global market. Small farmers are often trapped in a cycle of insurmountable debt, leading many to take their lives out of sheer desperation.

Although this book cannot discuss in detail the significant issues facing the developing world, this kind of scenario emphasises the poignant (and often fragile) link between food and the livelihoods of people. Although restaurant menus have benefited from the absorption of global techniques and ingredients, a real concern over the standardising impact of multi-national food operators such as supermarkets and fast food chains on small, local producers and businesses is now very apparent. Food and drink tourism has an ethical role to play. Certainly, there is a sense that aggressive commercial food activity and the increased standardisation of food threatens the inherent economic and environmental qualities of local food and their producers. Academics such as Everett and Aitchison (2008) and Sims (2009) are now arguing for the support and promotion of regional cuisines through tourism, even if it is as simple as supporting and lifting restrictions on local roadside sellers on tourist routes, as shown in Figure 1.3.



FIGURE 1.3 *A roadside coconut seller talks to a tourist in Mauritius. Photo by author*

For example, in Croatia, Renko et al. (2010) have found that food presents an effective instrument for enhancing rural tourism development in a country emerging from war and transitioning from central economic planning to a market economy. A clear link has been found between food tourism and helping regions move out of the vicious circle of poverty. Research has found that there is a more rapid economic development of Croatian islands where tourism and gastronomy are united. Certainly food tourism is increasingly being recognised as a powerful vehicle in sustaining rural businesses and communities, and many countries have witnessed a significant rise in food tourism destinations, trails and festivals. Many places have transformed previously deprived rural regions with food tourism-induced prosperity (Sharples, 2003b). Furthermore, governments have also realised the potential of food tourism's ability to enhance the sustainability of tourism development, and many are creating policy agendas that support agriculture and tourism partnerships. The result is that food is increasingly becoming part of the sustainability agenda for many communities and emphasis has been placed on food and drink tourism to supplement the agricultural sector and broaden the scope of regional development schemes in deprived rural areas. However, it should also be noted that communities are not always able to respond easily to need, and development has not always been strategic and beneficial to local communities.

CASE STUDY

Poverty alleviation in Rwanda

A study by the Overseas Development Institute (Ashley, 2007) on tourism in Rwanda found that there were significant opportunities for local people to be involved in, and benefit from, tourism. The research looked at local participation in the tourism economy and identified areas where income could be increased. A flow of 17,000 upmarket business tourists in Kigali was found to generate US\$ 1.5 million per year in income for 'poorish' households: semi-skilled and unskilled workers, food producers, and artisans. Income from hotel employment and food sales was found to be roughly equal. They also found that around 13,000 tourists

visited the Parc National des Volcans and Musanze area, which generated around US\$ 1 million per year in income for a wide range of poor workers and food producers. A number of recommendations were made to help increase poor people's incomes, which included many food-based initiatives that could be linked to selling food and drink to tourists. Recommendations to support local people included:

- Work on the food supply chain to hotels, lodges and restaurants to boost product quality and volume, and help poor farmers access this market;
- Assist poor households to access training, employment and promotion in hospitality;

- Pilot practical initiatives to help businesses enhance their own 'inclusive business' models, and create webs of business linkages in key destinations;
- Partner with domestic and international tour operators, lodges and hotels, conference organisers, artisans and farmers to make a range of cultural experiences, shopping opportunities and handicraft products an integral part of a Rwandan visit;
- Help poor farmers to sell to hotels: tourists consume food worth a few million

dollars a year. Much of this is sourced in Rwanda, but action is needed to help local producers increase the quality, range, and seasonality of their production, so they can boost sales to hotels; and ensure smaller poor farmers, particularly women farmers, can access this important market. This will involve partnership with agriculturalists, chefs, and government, plus a more detailed analysis of the current food supply chain. (Source: www.odi.org.uk 2011)

These findings are not just relevant to Rwanda. It is clear that food and drink tourism can provide sources of economic diversification in rural areas where traditional sources of income such as agriculture are no longer sufficient. There is a need to build linkages from the local economy to tourism supply chains and in this way, industries related to tourism can grow, become more competitive and contribute to a more equitable and healthier economy. Projects that have promoted local food to tourists have been found to help support local economies, sustain skills, raise employment, keep young people in the community and ensure the tourist spend circulates for longer in the local economy. For example, the Scottish government (through its 'Scotland Food and Drink' campaign) plans to create an industry worth £10 billion by 2017 to support new jobs and raise income. Another example is the state of Ipoh in Malaysia, which spent RM22,000 (Malaysia dollars) on the publication of a new food guide to support Malaysia's plan to generate RM30 billion from tourism by 2020 (Yeoh, 2013). The success of similar projects is certainly testament to the impact of tourists when they chose to support local producers. These consumer habits are driven by a belief that local produces quality, but also that it helps local people. Eating has almost become a political action.

In regard to environmental ethics and issues, Fernandez-Armesto exclaims (2001: 252), 'Fussiness and "foodism" are methods of self-protection for society against the deleterious effects of the industrial era: the glut of the cheap, the degradation of the environment, the wreckage of taste'. Food tourism has been found to offer a way of harnessing consumer reaction to standardised cheap food by offering a tastier, local and unique experience. Certainly many traditional industries, such as farming, are facing new challenges with increasingly globalised supply chains and price-competitive marketing strategies employed by food service providers. Food tourism is argued by many to have a fundamental role to play in stemming the tide of perceived globalisation and social

homogenisation (Reynolds, 1993) (these issues are addressed and discussed further in Chapter 5).

Recent work has also highlighted the link between food tourism and environmental sustainability (Everett and Atchison, 2008; Sims, 2009), finding that food tourism has led to an increase in environmental awareness and sustainability, providing a means of enhancing and extending the tourist spend without overly compromising the environmental, social or cultural fabric of a region. Sims (2009: 334) has added that ‘the appeal of local food lies in its ability to encompass everything from a concern for environmental and social sustainability, through to consumer demands for foods that are safe, distinctive and traceable’ and ‘tourist consumption of local foods creates a market opportunity that can encourage the development of sustainable agriculture, help conserve traditional farming landscapes and assist the local economy’. This is perhaps best illustrated in the work of the Slow Food movement (see the Case Study on the Slow Food movement, Chapter 11).

Before you move onto the more specific areas of food and drink tourism in this book, it is a good idea to ensure you understand what food and drink tourism actually is and how it can be defined (or not!). Have a go at this next Activity which will help you research and explore definitions of food and drink tourism.

ACTIVITY DEFINITIONS FOR FOOD AND DRINK TOURISM

Try to find another three definitions of food tourism from academic books, journals and websites. Assess their strengths and weaknesses. Do you think they provide a comprehensive definition of food and drink tourism? What are the key elements required in a definition?

Now try and devise your own definition of ‘food and drink tourism’.

If you feel confident with the concept and characteristics of food and drink tourism and feel you have a good understanding of what it is now, you may like to read and consider ‘food tourism as a postmodern consumption’ in the Critical Reflections box below. Think about whether you think food tourism is the ultimate form of postmodern consumption, or not.

Critical Reflections: food tourism as postmodern consumption?

The study of food tourism can contribute to our understanding of the dimensions and complexity of postmodern forms of consumptive activity, offering a useful lens through which to investigate and explore ‘new’ and ‘old’ forms of tourism. It has

been suggested that following the post-war upheavals of the 1940s there has been a rise in the complexity of consumption away from homogenised, regulated and standardised producer-dominated Fordist modes towards an increased density of signs, images and non-material forms of production and consumption (Jamal and Kim, 2005). These ideas are further explored in Chapter 4.

As you will read in this book, there is an argument that eating exotic and global foodstuffs has become part of a new postmodern culture, characterised by pluralised and aestheticised experiences that have fostered new patterns of tourism consumption and the development of new individualised identities. Food and drink tourism characterises these 'new' tourism experiences (Armesto López and Martin, 2006; Poon, 1993), symptomatic of a move from large-scale packaging of standardised leisure to new consumer imperatives that have led to the development of new patterns and a rise in the number of consumers actively engaged in new forms of tourism experience.

CHAPTER SUMMARY

At this point, you should have a sense of the significance and importance of food and drink in the tourism industry and its value as a subject of academic study. You should be able to identify some of the many ways in which it can contribute to tourism development and how it has the potential to deliver many of the key priorities and policy objectives of various countries and regions. If you want to know more, then locate some of the sources listed in the Further Reading list below. As with each chapter, key learning points are listed that should summarise what has been covered.

END OF CHAPTER POINTS

- Food and drink tourism is an eclectic and difficult-to-define term that must be studied with a multi-disciplinary approach to fully understand its complexities, breadth and contribution.
- Food and beverages constitute up to one-third of total tourist expenditure.
- There is no one 'food tourist' type; rather a spectrum of food tourists ranging from low to high interest, and from inactive to active.
- Food and drink tourism is being used as an effective way to extend the tourism season, alleviate poverty and regenerate deprived areas (especially in developing countries).
- Environmental sustainability goals can be met through the active promotion of local and regional food and drink to tourists and their related purchases.
- Food and drink tourism can generate a significant level of employment in the coming years.

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