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.

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Dedicated to Seema, Rakshit and Rayaan for putting up with me.
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In the beginning, the canvas of our industry was all but bare. There was not much, save for a few scattered works, the best known of which was Lucy Long’s *Culinary Tourism: A Folkloristic Perspective on Eating and Otherness* [Long, L. M. (1998). ‘Culinary tourism: A folkloristic perspective on eating and otherness’. *Southern Folklore*, 55 (3): 181–204].

I had not even heard of Lucy Long until 2001, when I began to lay the foundation of my white paper about the nature of culinary tourism and its potential benefits. I sincerely hoped that *Culinary Tourism: A Tasty Economic Proposition* would be a white paper whose ideas would catch on sooner rather than later. It was obvious to me how many destination marketing organizations, small businesses, and even larger commercial enterprises were missing out on the idea that there is a large and growing number of consumers for whom food is an important focus, even an obsession, not just in our everyday lives, but on holiday as well.

Like the start of any trend, I was initially alone in my thinking. Gastronomic tourism was so new to so many people. It seemed that it would take forever to take root. Even academics were slow to embrace the idea of gastronomic tourism in these early days. Back then, the only food-related things in tourism that seemed to matter were restaurants. Many destination marketing organizations published the ubiquitous ‘restaurant guide’ which was usually nothing more than a printed list of their members or chain businesses that sold food or drink. Thankfully, quite a few destination marketers now understand that the depth of gastronomic tourism includes experiences of all kinds, from food tours and cooking schools, to food events, specialty food retail shops, and more. Nevertheless, we didn’t get there overnight.

In 2003, my white paper gave rise to the founding of our World Food Travel Association (née International Culinary Tourism Association), and eventually, our four substantial gastronomic tourism research studies published in 2007, 2010, 2013, and 2016. These were much-needed additions to our understanding of gastronomic tourism (a.k.a. culinary tourism and food tourism) and of gastronomy travelers. Our works added an important body of knowledge to other extant and significant published works, notably the Canadian TAMS study in the earliest days of our industry. In between major research studies, we organized regional symposia in the USA, as well as international conferences, to help our industry’s stakeholders grasp the ‘hidden harvest’ of gastronomic tourism. It was slow going.

In some regards, our industry’s big break came with the Global Financial Crisis (2008–2010), a.k.a. the Dark Ages of gastronomic tourism, which pushed the world’s reset button. Many
businesses closed, and any remaining businesses were too scared to spend any money at all. Consumers became just as frugal. In an economic downturn, people tend to return to school. The silver lining in this cloud of frugality was the mushrooming of gastronomic tourism research around the world. This was also the era when Facebook, YouTube, and, towards the tail end, Instagram, really began to gain traction. No one had any idea about the potential impact of social media on food and beverage tourism. The wheels of industry development were turning.

As the Global Financial Crisis ended, it was no surprise when interest in food and beverage surged. We saw the same effect after the 2001 World Trade Center tragedy. In times of crisis, people withdraw to what is familiar. As consumers focused more on food and drink, the media caught on. New reality shows centered around every topic imaginable, including food and drink. These shows could be produced at a fraction of the cost of older shows, an important feature in our new era of frugality. Series like MasterChef and Iron Chef helped to cement in consumers’ minds the importance of food. Suddenly, consumers were obsessed with chefs, cooking, and unusual ingredients. As the memory of past financial crises began to fade, we began to eat out more as well. By that point, a clear trend had emerged. Food and drink were becoming an obsession with consumers.

While our industry itself was maturing, the World Food Travel Association was maturing as well. In 2012, we discovered, much to our surprise, that ‘culinary tourism’ had elitist connotations to native English speakers. Obviously, that was never our intent, so we adopted the more user-friendly term ‘food tourism’ for the benefit of our industry. ‘Culinary tourism’ began to wither away, although it still enjoys frequent use in academia. Regardless of your preference for the term that describes our industry, the phrase ‘food tourism’ enjoys the broadest usage among professionals today. Those from countries with Latin-based languages still prefer ‘gastronomic tourism’ and that is the term you will find most prevalent in this handbook. You say to-may-to, we say to-mah-to. It really does not matter. Our industry is finally a formally recognized niche within travel and hospitality.

Today, interest in food and drink have risen further, nearly to celebrity status. You can hardly dine out without seeing a few smartphones snapping pictures of the prettiest dishes, and phone owners cooing over whose meal is prettier, like parents over their babies. This phenomenon dredged up the older term ‘food porn’, and gave it new life. Instagram has been one of the most important tools in this meteoric rise of the smartphone, but we also cannot forget Pinterest, Flickr, and the impact of other social media properties, not the least of which is the ubiquitous Facebook. And why not? It has never been easier to share our ‘food porn’ with friends, relatives, and colleagues. Now literally everyone we know, literally everywhere on Earth, can see what we are eating and drinking in real time.

We have entered what our organization calls the ‘Golden Age of Food Tourism’, with research showing that the majority of travelers today have, at a minimum, a significant interest in food and drink experiences while on holiday. Food or drink products with ‘artisanal’ or ‘craft’ in the product name are no longer reserved for hipsters. Special diets have also gained importance, with gluten-free and vegan at the top of the list. We take our behavior with us while on holiday. A vegan from the U.K. doesn’t stop being vegan because she is in Spain for a week. Sustainability, especially with regard to food and beverage packaging waste, is also a tremendous emerging concern. As we seek to minimize our use of plastics in food and beverage packaging, remember that we also take our behavior with us when we travel. And issues of food safety, from mad cow disease to E. coli and hepatitis A, are persistent threats and a concern for all travelers, not just food and beverage lovers.

As we approach the end of the second decade of gastronomic tourism, we can see both how far we have come as an industry, and also how much we still have to learn, both as researchers
and practitioners. With every professional who leaves our industry, two new ones join from different corners of our planet, each a tabula rasa, eager to absorb as much information as possible about tourism, hospitality, and gastronomy. Despite our varied backgrounds and perspectives, whether we are practitioners or academics, we still continuously need to teach what gastronomic tourism is, and how it is different from, and how it relates to, agritourism, gourmet tourism, and wine tourism. We still need to explain why chain restaurants, no matter how much we may love our favorites, provide no impetus for a food lover to travel. And we still need to explain how promoting a city’s 185 cuisines does not attract the bona fide food lover.

We have grown much in our industry’s 20 years, like a newborn baby who is finally almost ready to attend university. At the same time, consumers’ tastes have matured. We now know that food lovers are motivated by authenticity more than any other culinary characteristic. We also know that food lovers are explorers; we emerge in a new destination, eager to find experiences we can call our own, which will create our own memories, adding to the culinary lingua franca of that area. In the past, eating and drinking may have been a part of a holiday, something you do three times per day. Today we see food lovers who now travel for bespoke food- and beverage-themed holidays, or ordinary holidays whose itineraries are liberally peppered with food and drink experiences. We even see food lovers trekking hours across their metropolitan areas for a gourmet meal in a new restaurant or to visit a new food market. In fact, they are actually gastronomy travelers in their own towns.

The Routledge Handbook of Gastronomic Tourism edited by Saurabh Kumar Dixit makes a much-needed and major contribution to our industry’s repository of gastronomic tourism knowledge. Favorite topics such as demographics and consumers; farmers’ markets; festivals and events; terroir and sense of place; and food systems, heritage, and authenticity are joined by newly important subjects such as native foods, culinary heritage, and authenticity; flavor and perception; digital and influencer marketing; technology; law; special diets; artisanal and street foods; customer expectations and experience; and, of course, sustainability. Anyone with a vested interest in gastronomic tourism will benefit from the insights of our industry’s 104 best minds from around the planet.

I am proud to recommend The Routledge Handbook of Gastronomic Tourism as essential reading for industry practitioners and academics alike. This work will be regarded in the annals of gastronomic tourism as one of our industry’s most significant works.

Erik Wolf
Executive Director, World Food Travel Association,
and Founder of the Food Tourism Industry
Portland | London | Barcelona
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The Routledge Handbook of Gastronomic Tourism can never be brought to a pleasant end without the assistance, support and enthusiastic cooperation of many erudite scholars and well-wishers. Here, I would like to have the opportunity to acknowledge them all.

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Saurabh Kumar Dixit
Shillong
INTRODUCTION

Saurabh Kumar Dixit

A guest never forgets the host who had treated him kindly.

(Homer, The Odyssey, 9th century B.C.)

This quotation from Greek epic poem attributed to Homer evidently articulates bonding between host (food and service provider) and guest (tourists). While doing research on different facets of consumer behavior in hospitality and tourism industry, I realized the substantial influence of gastronomy, gastronomic activities/events on the consumer decision-making process. The Routledge Handbook of Gastronomic Tourism, is therefore, conceived to offer an insight on gastronomy and its association with the global and vibrant tourism and hospitality sector. This volume exemplifies food as a tourism product and a leisure experience. It reconnoiters its nature, evolution, forms, management, marketing, distribution, and gastronomic tourists’ behavior, including their motivations, needs, information searching, and expectations.

Hospitality and tourism are intermingled so intimately to each other that they are considered complementary to each other during its operations and management. Hospitality encompasses varied activities meant for welcoming guests in commercial, private, and social domains. Food, gastronomic activities, and other food related events are considered as most the important constituents of hospitality. The food, besides satisfying hunger and promoting growth and energy to the body also enhances friendliness and social warmth. It acts as a stimulus in performing rituals and advancing hospitality. In hospitality, the pleasure from food is not only based on the taste and flavor but also it prolongs sharing meal experiences with others.

As stated by Swarbrooke and Horner (2007), the tourist market is considerably heterogeneous. In other words, tourists differed from one another in terms of behavior, which consequentially leads to a continuum of general interest to special interest type of tourists. General interest tourists are less demanding, and their focus is usually in the place and not activity specific. Special interest tourists, on the other hand, are more interested in the activities available at the destination and the specific activities they wish to pursue while there (Trauer 2006). Gastronomic tourism, culinary tourism, and food tourism are terms that have been used interchangeably to refer to food-related special interest tourism activities by scholars (Long 2004; Trauer 2006).

Jean Baudrillard, a French philosopher argues that the characteristics of the consumer society is the condition where people create ‘consuming’ as a center of life: shaped by consuming,
live from consuming, and is a community with a passion that always wants to consume. Food consumption in the general context is recognized as a collection of contextual and evolving social practices, where food no longer merely serves as sustenance, but also a way to relate to other people in social, cultural, and political terms (Oosterveer 2006). Food consumption was originally a domestic activity, but it has now shifted to outdoor and become a leisure activity with craving to spend disposable time/income for pleasure. In the context of tourism, food consumption is acknowledged to bear ‘symbolic’ significance; for example, as a marker of social distinction (Chang, Kivela, and Mak 2010; Kim, Eves, and Scarles 2009), and a way for encountering and experiencing other foodways and cultures (Chang, Kivela, and Mak 2010; Molz 2007). Gastronomy is therefore a tangible part of cultural and traditional representation for most tourists.

The first formal study of gastronomy was undertaken by the French connoisseur Jean Anthelme Brillat-Savarin (1755–1826), which was most eloquently published in La Physiologie du Goût in 1825 and has been translated numerous times into English as The Physiology of Taste. (Brillat-Savarin (2011), What Brillat-Savarin (1825/1994) has done is to pave the way for subsequent studies about the relationship between the senses and food, and food and beverage consumption as a science (Kivela and Crotts 2006). Etymologically, the word gastronomy is derived from Greek gastros, meaning stomach, and gnomos, knowledge or law. Culinaria, on the other hand, is a term often used in the context of gastronomy that describes a country’s or region’s dishes, foods, and food preparation techniques, which give rise to the country’s or region’s distinctive cuisine (Kivela and Crotts 2006).

Gastronomy is not simply about gastronomic enjoyment or the practice or art of selecting, cooking, and relishing quality food. Rather, gastronomy is a form of symbolic communication within a community. It conveys messages of ethnicity, religion, status, and identity through sensory experiences (Civitello 2008). The act of consuming food at a destination allows tourists to immerse into the aspect of otherness of a culture in both sensory and intellectual ways. Tasting exotic food or having an unusual gastronomic experience can be a doorway for tourists to learn about the local culture of a destination besides having an exotic and extraordinary touristic experience (Quan and Wang 2004). Gastronomic tourism studies have been undertaken from a variety of disciplinary perspectives including economics, marketing, regional development, nutrition, economics, tourism, anthropology, psychology, and other social sciences.

According to the United Nation World Tourism Organization (UNWTO 2012), gastronomic tourism is a growing market in the tourism industry and can be a dynamic force contributing to a destination’s competitiveness and attractiveness. Gastronomic tourism comprises different dimensions and subsectors, if we look at the gastronomic attractions. Thus, gastronomic tourism offerings relate to food products such as meat, fish, cheese, fruits or beverages such as wine, beer, whisky, cider, coffee, sake, or tea. Gastronomic routes are also coming up as one of the most prominent products in this sector. Savoring local gastronomy at a destination is viewed as a trend nowadays, in which millions of tourists return to familiar places to enjoy the local gastronomic culture (UNWTO 2012). Due to the rising trend of gastronomic tourism amongst tourists worldwide, the impact of gastronomy on destinations and tourists has become one of the favorite themes in tourism and hospitality research.

The existing gastronomic tourism literature can be neatly categorized into two disciplinary approaches and perspectives. It includes ‘management and marketing perspectives’ and ‘cultural and sociological perspectives’. From the management and marketing perspective, for example, there are studies on tourism motivations of experiencing local or regional distinctive food or culinary and food products, as well as their relationships with destination choice and
satisfaction (Au and Law 2002; Chang and Yuan 2011; Everett 2009 2012; Everett and Slocum 2013; Kim and Eves 2012; Smith and Costello 2009), whereas the cultural and sociological approach focuses on gastronomic experience as a process of deeper cultural and social learning and understanding of a society and its culture, as it is considered as exploration of cultural identity of a place (Alonso 2013; Cohen and Avieli 2004; Hillel, Belhassan, and Shani 2013; Staiff and Bushell 2013).

In the present handbook, an attempt has been made to present impartial and rational coverage of emerging philosophies, practices, and success stories pertaining to gastronomic tourism. The volume intends to introduce to the reader the taste of different flavors of global gastronomic tourism. It also attempts to uncover liaisons of gastronomic tourism with other arenas of research to explore novel opportunities of gastronomic product development and diversification. The Handbook offers a fusion of chapters authored by educators, industry practitioners, and eminent experts involved in gastronomic tourism research, industrial practices, and operations from different corners of the globe. It will definitely encourage to readers to study gastronomy in isolation and in conjunction with tourism to assess its impact on tourism marketing and development.

The handbook organization

The handbook is organized into six parts that have emerged as the result of the appraisal of different perspectives of gastronomic tourism. The collection of topics presented in the handbook epitomizes an unprecedented scholarly attempt to cover a large number of both conceptual and practical facets, in order to foster synergetic interaction between academia and industry. The sixty chapters of the handbook are divided into six parts to highlight diverse standpoints of global gastronomic tourism. Part I ‘Gastronomic tourism: An insight’ contains eleven chapters that endeavor to formulate the fundamental understanding of the gastronomic tourism; eleven chapters in Part II ‘Gastronomic tourist behavior’ highlight the issues concerning the appreciation of the behavior of gastronomic tourists; Part III ‘Sustainability for gastronomic tourism’ includes ten chapters weighing and emphasizing the sundry sustainability measures to be applied in the arena of gastronomic tourism; Part IV ‘Gastronomic tourism in the digital arena’ comprises of eight chapters dealing with different digital/online platforms and mobile technology influencing gastronomic tourism; Part V ‘Contemporary forms of gastronomic tourism’ includes eleven chapters pondering on the popular global gastronomic tourism forms; and Part VI ‘Futuristic perspectives in gastronomic tourism’ comprises of nine chapters that look into the innovative and emerging dimensions of gastronomic tourism. The multidisciplinary organization of the handbook will enable its readers to appreciate gastronomic tourism in assorted perspectives.

Part I: Gastronomic tourism: An insight

Part I includes chapters offering the fundamental understanding of gastronomic tourism. This part constructs the theoretical base for the readers to advance their horizon towards the thriving scholarly field of gastronomic tourism. Chapter 1 authored by Saurabh Kumar Dixit has attempted to portray the conceptual underpinning of gastronomic tourism: the core theme of the handbook. He further underlines the liaison between gastronomy and tourism, besides highlighting important determinants leading to the memorable gastronomic experience. John Mulcahy’s Chapter 2 demonstrates the evolution of gastronomic tourism against four dimensions. First, the genesis of the evolution laid due to forces capable of penetrating cultural barriers and inter-
nationalizing food; second, travelers wrote about gastronomy of places to assess differences; third, in the late 19th century changes leading to the increase in mass travel, contributed to the evolution of gastronomic tourism too; and fourth, continued evolution requires research and dissemination, which has only begun to flourish for gastronomic tourism. Peter R. Klosse, in Chapter 3 points out that gastronomy is the science of flavor and tasting which is intimately related to hospitality and guest satisfaction. He further elaborates on what the science of gastronomy entails and shows how it is related to guest satisfaction. Tomás López-Guzmán, Ana Lucía Serrano López, Jesús Claudio Pérez Gálvez and Augusto Tosi Vélez in Chapter 4 provide the travelers’ relationship to gastronomy, their motivations for consumption/level of satisfaction of local foods in the city of Cuenca (Ecuador). Chapter 5 by John Mulcahy outlines how creative collaboration became evident in series of initiatives and exemplars in Ireland during the first decade of the 21st century to promote gastronomic tourism.

Janez Bogataj in Chapter 6 cites experiences from Slovenia, which has been systematically developing its gastronomic identity since 2006. In order to promote gastronomic tourism in the country the chapter further highlights the issues of structuring conducive conditions for the development of gastronomy and gastronomic tourism products positioning strategies. Bernadett Csurgó, Clare Hindley, and Melanie Smith in Chapter 7 analyze how gastronomic tourism can play a role in rural development, ideally by contributing to socio-economic diversification and formation of the gastronomic image by illustrating the case studies of the Őrség and Derecske-Létavértes regions from Hungary. Chapter 8, authored by Rebecca Mackenzie, elucidates how the terroir can be transformed into a tourist destination utilizing gastronomic resources by means of the case of the Taste Trail, Canada; the cider industry in Basque, Spain; and the pesto producers of Genoa, Italy. Xiang Ying Mei in Chapter 9 embodies a way to provide unique stories and experiences through food using two Norwegian cases (Taste of National Tourism Routes and National Tourist Routes) represented from both at regional and national levels. The chapter reiterates that marketing destinations through gastronomy may lead to enhanced experiences for tourists, as well as increased pride and identity among locals. Matthew J. Stone, Roberta Garibaldi, and Andrea Pozzi in Chapter 10 details the food and beverage travel consumption behavior among samples of American and French wine travelers. To highlight the same, a case study from France describes how wineries and destinations are combining food and wine in their tourist offerings. Chapter 11 by Roy C. Wood instigates two premises to the study gastronomic tourism (a) tourists intend to experience new/local foods while visiting a destination, and (b) this experimentalism can be accommodated by manipulating food cultures to consolidate, stimulate, and sometimes create this demand. The chapter further reasoned that each of these premises is seriously flawed and, having demonstrated this, the discussion moves to consider what intellectual strategies are required to provide a more constructive approach to analyze gastronomic tourism.

**Part II: Gastronomic tourist behavior**

Part II raises different concerns pertaining to gastronomic tourist behavior, one of the important constructs of gastronomic tourism. Research stresses that a true understanding of tourists’ behavior requires perceiving visitor experiences and involves conscious analysis of their needs, motivation, perception, expectations, and quality. Brian Kee Mun Wong and Christy Yen Nee Ng examine need recognition and motivation for gastronomic tourism in Chapter 12. The chapter further expounds several motivation categories reviewed from previous studies, besides the marketing and managerial implications of motivations within the gastronomic tourism framework. Derong Lin and Ling Ding touche on factors affecting tourist’s food con-
Introduction

The chapter also takes the tourist food consumption in Chengdu, the birthplace of Szechuan cuisine culture in China, as a case study to exhibit its content. Chapter 14 authored by Mozard Mohtar and Thinaranjeny Thirumoorthi explores the role of food images in influencing tourists’ perception and expectation towards their gastronomic experience. The chapter takes the case study of gastronomic destination in Malaysia (Nasi Kandar Line Clear) by using Instagram and Facebook postings to argue for the role of food image in building the overall gastronomic experience. Chapter 15 by Azni Zarina Taha and Christy Yen Nee Ng addresses how different service strategies (cost-leadership strategy and differentiation strategy) manipulate the four service quality dimensions to enhance service quality and to accomplish sustainable competitive advantage. Donald Getz and Richard N.S. Robinson in Chapter 16 introduce foodies and their behavior to the readers. It also critically examines a range of research that enables researchers, firm and destination managers, and marketers and policy makers to make more informed decisions in identifying, reaching, and complying with the specific interests of food lovers. Matthew J. Stone in Chapter 17 reports typologies and segmentation of gastronomic travelers based on the empirical research. Many researchers segmented travelers based on past participation in culinary travel activities. Recent research indicates that nearly all leisure travelers intentionally participate in food/beverage activities, so today it seems preferable to do segmentation on both travel motivations, attitudes toward gastronomy, and participation in gastronomy activities while traveling.

Chapter 18 authored by Fabrizio Ferrari provides a base for recognizing the application of the concept of servicescape on the gastronomic tourism specifically in restaurants. The chapter further highlights its content by offering the case study of the ‘Gola Gola Festival’ in Parma, Italy to explain ‘festivalscape’. Robert J. Harrington, Michael C. Ottenbacher, and Byron Marlowe in Chapter 19 provide an overview of Malaysian gastronomic tourists’ expectations and address the issues relating to gastronomic touristic behaviors. The chapter further identifies methods and outcomes to assess gastronomic attributes as drivers of unanticipated ‘wow factors’, those driving satisfaction and those driving other positive gastronomic tourist behaviors. Namita Roy, Ulrike Gretzel, Gordon Waitt, and Venkata Yanamandram authored Chapter 20 reviews conceptualization of gastronomic trail as a service ecosystem, which results in making considerations of relevant actors, resources, and institutional arrangements in creating the themed trail experience. Chapter 21 authored by Shirley V. Guevarra investigates the gastronomic performativities of Sariaya, Philippines during its Holy Week and the Agawan/San Isidro Festival celebration. The findings of the chapter shows the hybrid character of the locality’s gastronomy and the performativities in its preparation and consumption. Sandhiya Goolaup, Cecilia Solérm and Robin Nunkoo in Chapter 22 provide an understanding of the nature of gastronomic experiences and how these can be studied. The chapter further cites two case studies and adopts an embodied and spatial perspective to understand their experience.

Part III: Sustainability for gastronomic tourism

Gastronomy is the vital driving force of different cultures/destinations and the key to sustaining and developing tourism. Part III proposes a theoretical framework based on stakeholder and social practices in the context of sustainable gastronomic tourism development. Chapter 23 by Paolo Corvo and Michele Filippo Fontefrancesco reviews the issue of managing sustainable gastronomic tourism through the case studies of Costa Vescovado (AL) and Lavagna (GE). The chapter further endorses that sustainable gastronomic tourism organizations are expected to implement a long-term sustainability management system that embraces aspects of environmental, social, cultural, and economic protection, and assures quality, health,
and safety. Tiffany S. Legendre and Melissa A. Baker in Chapter 24 create a discourse on how promoting local food can add value to local community via sustainable tourism forms. To demonstrate this, the chapter espoused a case from the city of Houston, TX, U.S.A. Chapter 25 by Jane Eastham epitomizes the complexities and dilemmas in the implementation of sustainable gastronomic tourism supply chains from the perspective of the three pillars of sustainability: economic, social, and environmental. Michelle Thompson and Bruce Prideaux authored Chapter 26, discovering the tourism potential of farmers’ markets, and the opportunities and challenges this presents to regional communities by means of the Barossa Farmers’ Market, South Australia as a case study. Chapter 27 contributed by Silvia Aulet Serrallonga, Dolors Vidal-Casellas, and Joaquim Majó reconnoiters the relationship among the concepts of gastronomy, heritage and local communities. The case study on ‘Benvinguts a Pagès’ (Welcome to the farm) illustrates how gastronomic tourism can help in the development of local communities.

Melissa A. Baker and Kawon Kim in Chapter 28, offer the conceptualizations of authenticity, the role of the servicescape in influencing perceptions of authenticity, heritage, and the importance of authenticity relating to gastronomic tourism experiences. The chapter therefore illuminates understanding of authenticity from both food and people perspective. Chapter 29 authored by Willy Legrand, Philip Sloan, Mirja Fett, and Theresa Manten explores understandings and perspectives of the term terroir and debates the role of terroir in the perception of a destination’s authenticity. The chapter further probes the broad spectrum of present-day interpretations of terroir and its importance in the development of tourist destination as well as providing an authentic experience to travelers. Sidney C. H. Cheung in Chapter 30 offers a brief overview of his knowledge transfer project on gastronomic tourism in Sheung Wan-Hong Kong. He has also explained the background of Four Seasons model for the cultural tourism practice evolved from the research outcomes of his previous research on coastal resource, agricultural traditions, and gastronomic interests in Hong Kong. Paul Hellier in Chapter 31 details the evolution of sustainable food and sustainable restaurant system in different stages. It further ponders upon issues such as unsustainable foods, food waste, food supply, and past and future food revolutions. Ann Hindley and Tony Wall in Chapter 32 divulge how and why gastronomy has been used as a tourist attraction by markets, festivals, and shows in Cheshire, England. It also demonstrates how gastronomy can be used to increase visitor footfall and provide an economic stimulus in analogous rural and urban areas.

Part IV: Gastronomic tourism in the digital arena

To date little is known about the use and role of digital marketing/communications within the gastronomic tourism milieu, therefore Part IV of the handbook contributes to enriching the knowledge base to expand a better understanding of how digital marketing communications can be used in promoting gastronomic tourism and employing it to attract, engage, and build a relationship with gastronomic tourists. Chapter 33, authored by Sandra Maria Correia Loureiro Eduardo Moraes Sarmento, endeavors to comprehend the influence of lifestyle changes and the effect of Web 2.0, have on gastronomic tourism. To disclose the outcome of their study, authors employed netnography approach for the analysis. Marios Sotiriadis and Lesedi Nduna in Chapter 34, deliberate on the technological advances in the field of gastronomic experiences within the context of collaborative consumption/sharing economy. The chapter presents the case of VizEat, the global online marketplace and leader in the field of collaborative gastronomy to highlight the chapter content. Sedigheh Mogavvemi and Brian Kee Mun Wong deliberate on the marketing decision in gastronomic tourism by the usage
of online customer review in Chapter 35. The chapter also applies the understanding of tri-reference point (TRP) theory in purchase decision-making. Ingrid Booysen and Gerrie E. du Rand authored Chapter 36 exploring the use of culinary mapping as a gastronomic tourism planning tool both for the tourists and travel agents. The authors have elucidated how culinary mapping can be performed using FOODPAT, a GIS-based inventory developed by the authors to focus specifically on gastronomic tourism data (including food products, food and wine attractions, events, and facilities).

Chapter 37 authored by Thinaranjeney Thirumoorthi and Sedigheh Moghavvemi examines how Tourism Malaysia and the state tourism boards promote gastronomic tourism through their websites. The websites were analyzed using nine indicators, based on the Singapore Tourism Board, which was used as a benchmark. The result indicates that very few states emphasis on gastronomic tourism. Dayna Ortner in her Chapter 38 provides an overview of mobile/smartphone technology and its influence on gastronomic tourism. It additionally explores whether it can assist to construct a more sustainable food system through the case study of the Fair Food Forager mobile applications. Velvet Nelson focuses on place reputation management strategies in Chapter 39. Besides targeting online reputation management for gastronomic tourism, the chapter further addresses strategies used by DMOs via official tourism websites and related social media pages. To verify these concepts, the chapter uses the cities of Houston, Texas and Cleveland, Ohio as case studies. Chapter 40 authored by Orsolya Szakály and Ivett Sziva gives an overview of the theoretical background of eWOM in the gastronomy industry, with a special focus on gastronomy blogs as emerging tools nowadays. The chapter also highlights the fact through the consumer-generated content and consumer decision-making in gastronomy through bloggers, vloggers, and eWOM.

Part V: Contemporary forms of gastronomic tourism

Part V shares a cluster of chapters that report upon the different contemporary forms prevailing in the niche of gastronomic tourism globally. Kuan-Huei Lee in Chapter 41 presents an overview of the Slow Food movement and other related movements such as Slow City (Cittàslow), slow tourism, and travel etc. To highlight chapter content, the author has presented the case study of Slow Food Singapore. Chuanfei Wang in Chapter 42 proposes a sociological approach, the ‘wine worlds approach’ to study wine tourism as a cultural practice in Japan. In this chapter, the author examines the key concepts and strategies incorporated in Japanese wine tourism by means of ‘Wine Tourism Yamanashi’ as a case study. Chapter 43, authored by Brittany Dahl, discusses how existing and future food-based touring routes (FTR) planning procedures could benefit from geospatial technology to promote better experiences and foster local sustainable development. This is explicated in the chapter through an introduction to understanding and planning sustainable FTRs, and a framework to implementing web-GIS route planning, as highlighted by a case study on Fair Food Forager Pty Ltd. İge Pınar and Duygu Çelebi authored Chapter 44 which deals with the interface between the organic agriculture, organic restaurants, and gastronomic tourism. The chapter also throws light on the organic agriculture; principles and benefits of organic agriculture; consumer purchase motivations; organic food consumption. Chapter 45 by Melissa A. Baker, Tiffany S. Legendre, and Young Wook Kim enlightens readers about the prominence and current gastronomy of edible insects. The chapter explicitly investigates the health and sustainability issues relating to edible insects, besides discussing insect gastronomy from cultural and anthropological perspectives.

Maria Teresa Simone-Charteris in her Chapter 46 investigates the increasing popularity of craft drinks tourism (beer, cider, and gin) worldwide and, more specifically, in Northern
Ireland. The findings of the chapter reveal that tourists are thirsty for craft beer, cider, and gin in Northern Ireland, and craft drinks tourism benefits local business owners and communities. Joan C. Henderson in Chapter 47 looks into the relationship between street food and tourism. Particular reference is made to environments in Asia where food vendors are an integral part of everyday life and of interest to visitors, explains the part they play in destination marketing. The chapter content is illuminated by a case study of Bangkok, deemed one of the leading cities in the world for street food. Rafa Haddad, Salem Harahsheh, and Ayman Harb in Chapter 48 build an understanding of the concepts of Halal tourism and Halal food as associated mainly with Muslim culture and Muslim tourists. The Theory of Planned Behavior (TPB) is used as a theoretical framework to discuss Halal food from a tourism perspective. Chapter 49 authored by Freya Higgins-Desbiolles, Gayathri Wijesinghe, Tricia Vilkinas, and Stuart Gifford offers opportunities for tourists to appreciate and understand Indigenous foods and cultures and thereby have more enriching gastronomic tourism experiences. The chapter uses a case study of ‘Koomal Dreaming’ of Western Australia to illustrate its content. Ishan Singh and Péter Varga in Chapter 50 present the sociological perspectives of tea tourism in India. Tea is popular in India as a cheap and healthy beverage for all, used in gastro diplomacy and as a symbolic ingredient in popular Bollywood movies. Tea is also promoted as an exclusive, national beverage by the post-independence governments of India. Chapter 51 of Adela Balderas-Cejudo, Ian Patterson, and George W. Leeson offers an insight into the emerging and changing market segment of senior traveler, and to observe how the market responds to increased demand for gastronomic tourism. The case study on Nova Scotia is elucidated to address the chapter content appropriately.

**Part VI: Futuristic perspectives in gastronomic tourism**

Part VI contains chapters addressing the innovative and embryonic perspectives of gastronomic tourism. The contributions listed in this part examine the key emerging issues and prominent forces shaping the future of gastronomic tourism. Keith Mandabach and Wu Chuanbiao in Chapter 52 share the concerns of future for gastronomic events and festivals and the chapter further reveals that the gastronomic festival and event of the future will be much more experiential, interactive, and expensive. The chapter deliberates the relevant case studies from the U.S.A. and China to validate its content. Chapter 53, authored by Marlene A. Pratt and Joan Carlini, focuses on Hentley Farm, based in the Barossa region in South Australia, which supports the notion that a total food and wine tourism experience includes a combination of quality wine and innovative cuisine in a personal and intimate environment. Barossa has created and applied sophisticated food and wine experiences, which has attracted talented people and entrepreneurs to the region. Trevor Jonas Benson’s Chapter 54 deals with the presence and use of important legal provisions for gastronomy-based intellectual property, such as the name of a heritage foodstuff, in an environment where foodways are increasing in value and could be susceptible to appropriation if not protected. Jennifer Laing and Warwick Frost in Chapter 55 reproduce the association of gastronomic tourism and media. Television programs linked to gastronomy are driving and shaping the nature of gastronomic tourism, both in relation to destinations that have traditionally been associated with food, and those emerging as new foodie destinations. The chapter also highlights these issues through relevant case studies.

Maria del Pilar Leal Londoño in Chapter 56 studies relationships among stakeholders involved in the alternative food networks of gastronomic tourism based on the Convention Theory. Taking as the main case study Catalonia in Spain, the chapter addresses key theoretical and practical issues of gastronomic tourism supply chain in the alternative food systems.
Chapter 57 of Ciani Stefano, Mason Michela C. and Moretti Andrea contributes to an extensive understanding of Geographic Indications at a tourism destination. The chapter further explains how agri-food products of a specific area (GIs) can contribute in promoting a tourism destination. Two case studies concerning well-known, typical Italian food and wine – Parmesan cheese and Prosecco wine – are presented in the chapter. Girish Prayag and Valentine de Cellery d’Allens address in Chapter 58 how the personal branding of celebrity chefs influences both marketing and operational strategies of luxury hotels. Using a case study of the celebrity chef, Alain Ducasse, and the luxury Hôtel Plaza Athénée in France, the chapter further demonstrates that, increasingly, celebrity chefs have an influence on image, branding, and communication strategies of luxury hotels. Chapter 59 of Dante Di Matteo reviews the paradigm of innovation in tourism practices; this chapter further discusses the case study of ‘Napoli Pizza Village’, one of the largest examples of temporary restaurants worldwide to accentuate the chapter’s content. Roberta Garibaldi’s Chapter 60 portrays positive correlations between food, wine, culture, and tourism through the presentation of a selection of international case studies where these elements have been creatively combined. Saurabh Kumar Dixit concludes the handbook with chapter entitled ‘Conclusion: building an agenda for global gastronomic tourism research’, where the findings and themes of the diverse chapters are reviewed and synthesized, and future research directions for gastronomic tourism research are indicated.

It is satisfying to notice that there is no dearth of empirical studies on different perspectives of gastronomic tourism; however, there is a paucity of literature providing detailed theoretical framework in one place. Therefore, the handbook attempts to bridge this research gap by offering the comprehensive body of knowledge comprising of chapters organized on both practical and academic approaches. The handbook is international in its structure as it attempts to examine issues, challenges, and global trends of gastronomic tourism, drawing the knowledge of experts from around the world. One hundred and four experienced researchers/trade professionals from 31 countries were invited to contribute chapters to the Handbook on wide-ranging topics. In order to offer in-depth understanding of the debates, the chapters are supported by the relevant case studies on the topics of deliberations.

The handbook has been designed for the undergraduate, masters, research students, and practitioners and/ or industry consultants. The interdisciplinary organization and diverse content of the volume also make it of interest for even non-tourism researchers such as marketing, consumer behavior, management, psychology, anthropology, international business, sociology, cultural studies, etc. As an editor of the Handbook, I strongly believe that the diverse and multidisciplinary nature of the Handbook will definitely supplement the existing body of knowledge on gastronomic tourism.

So, enrich your appetite and inquisitiveness with diverse food for thought on gastronomic tourism. This handbook will definitely acquaint you with myriad manifestations of gastronomy, tourism and culture alike. Bon Appétit!

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A foodie’s perspective on gastronomic tourism
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Alternative food networks and gastronomy


Geographical indications and tourism destinations


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Synergies in food, wine, culture and tourism


