



## Food Tourism - British Food Journal

Food is the subject of various types of tourism product and is a common theme in marketing, by businesses and destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects, but there are also challenges for the food and tourism industries to overcome, which vary with location.

**Practical implications** – Opportunities are suggested as well as some of the problems to be resolved by suppliers and marketers if the potential of food tourism is to be fully exploited. **Originality/value** – The paper is a reassessment of the significance of food tourism as a product and market and a reminder of possible pitfalls regarding its successful sales and marketing. **Keywords** Food products, Tourism, Sales, Suppliers **Paper type** General review **Introduction** Food is an important tourist attraction in an assortment of forms and enhances or is central to the visitor experience. It has assumed a prominent role in tourist decision-making and satisfaction, tourism products and place promotion strategies. As such, it can be a useful instrument of destination and general development.

Tourists and the tourism industry around the world thus share an interest in food, although certain concerns must be addressed to ensure visitor expectations are met and perhaps exceeded. This paper reviews the contribution made by food to tourism, assesses the challenges, which accompany the development of food tourism and suggests directions for future research. Food tourism appears to be thriving and have excellent prospects, but attention to differing needs, quality standards and effective communications are required if it is to realise its potential as an asset for both the food and tourism industries.

The term tourism industry is employed throughout and this encompasses hospitality businesses dealing with food service. Food, tourism and tourists Food and tourism have a very close relationship and food is a critical tourism resource (Henderson, 2004; Quan and Wang, 2004). It is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for some, which satisfies a multiplicity of physiological and other needs and wants (Tikkanen, 2007). With regard to benefits, food offers pleasure and entertainment and serves a social purpose.

The focus does, however, tend to be on conditions in destinations and markets of western developed states. There is perhaps a continuum of commitment amongst tourists (Enteleca Research and Consultancy, 2000) and organised activities like sampling, and learning about food, are undertaken by those with a more serious, and special interest. Such food-based tourism has been variously labelled culinary tourism (Wolf, 2002), gastronomy tourism (Hjalanger and Richards, 2002) and tasting tourism (Boniface, 2003) in addition to food tourism (Hall et al. 2003).

These types of tourism usually incorporate an appreci-

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*Prize-essays and Transactions of the Highland and Agricultural Society of Scotland*  
Royal Highland and Agricultural Society of Scotland, Edinburgh,1887 **Plant Food Journal** ,1952 *Food Tourism in Asia* Eerang Park,Sangkyun Kim,Ian Yeoman,2019-02-01 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

**Prize Essays and Transactions** Highland and agricultural society of Scotland, Edinburgh,1887 *To Feed A Nation* Keith Farrer,2005-02-24 To Feed a Nation takes the reader on a journey over the centuries describing the slow and arduous development of Australian food technology and science from before European settlement to the latter half of the twentieth century The first part of the book gives a fascinating glimpse into Aboriginal food and culture outlines the primitive state of European food technology at the time of the First Fleet and shows how the colonists tried to transfer to Australia the village technologies they knew in England The second part describes how for most of the nineteenth century technology preceded science the processing and storage of food relied on methods which by trial and error had been shown to work and food science was slow to emerge The final part of the book highlights the twentieth century watershed how a growing understanding of the nature of food the principles of nutrition and the role of micro organisms was able to propel food technology to where it is today The publication of To Feed a Nation has been sponsored by the Food Technology

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