



## Food Tourism Around The World (New Canadian Library)

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Food and wine are vital components of the tourism experience, and are increasingly being seen as prime travel motivators in their own right. **Food Tourism Around The World: Development, Management and Markets** offers a unique insight into this phenomenon, looking at the interrelationship between food, the tourism product and the tourist experience.

Using international case studies and examples from Europe, North America, Australasia and Singapore, **Food Tourism Around The World: Development, Management and Markets** discusses the development, range and repercussions of the food tourism phenomenon. The multi-national contributor team analyses such issues as:

- \* the food tourism product
- \* food tourism and consumer behaviour
- \* cookery schools - educational vacations
- \* food as an attraction in destination marketing

Ideal for both students and practioners, the book represents the most comprehensive and wide-ranging treatment yet of this recent development in tourism.



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