

FOOD IN TOURISM. RELEVANT RESEARCH ANGLES AND TOPICS

Kinga Xenia HAVADI-NAGY

Babeş-Bolyai University, Faculty of Geography, Cluj-Napoca, ROMANIA

xenia.havadi@ubbcluj.ro

DOI: <http://doi.org/10.23740/TID120202>

ABSTRACT

In the last decades, local food grabbed the attention of policymakers, advisors, entrepreneurs, and researchers worldwide. Food turned into an emerging topic in relation with tourism and leisure activities, due to its versatility: it offers means for local and regional development, it has potential to strengthen identity and enable the preservation of cultural heritage, traditional skills and products, it is a strong educational and knowledge transmission tool, and it is suitable for destination development.

Performing a content analysis of a selected international and Romania related literature, this paper sums up the main topics and angles of research conducted globally on the complex topic of food tourism, but also points out some of the subjects addressed in the Romanian context. The aim of the study is to shed light on the foci of current research regarding food tourism and to see to which extent is the Romanian research in this field up to date. The list and the depicted topics are not necessarily exhaustive, yet they surely integrate the most relevant research themes and actual available results. As main conclusion, we can assert that the rich and manifold surveys reflect the high interest in food tourism, and that this subject is an emergent topic in the Romanian research community.

Keywords: local food, culinary tourism, content analysis, literature overview

Cite this article as: Havadi-Nagy, K.X. (2020). Food in Tourism. Relevant Research Angles. *Territorial Identity and Development*, 5(1), 21-36. DOI: <http://doi.org/10.23740/TID120202>

INTRODUCTION

Local food, “*food products or dishes made or prepared locally, based on traditions, techniques, and non-generic products that are associated with a given geographical area*” (Frisvoll, Forbord & Blekesaune, 2016, p. 77), grabbed the attention of policymakers, advisors, entrepreneurs, and researchers worldwide (Frisvoll, Forbord & Blekesaune, 2016).

Food turned into an emerging topic in relation with tourism and leisure activities, due to its versatile suitability, as a component of the local culture, which tourists consume, a commodity that might be commercialized to transmit a tourism product’s sustainability, authenticity, and its cultural and geographic features (Frisvoll, Forbord & Blekesaune, 2016), but also a major part of tourist promotion and destination branding, a “pull” factor in marketing strategies (Okumus et al., 2007, in Everett, 2012), as well as a potential tool of small-scale agricultural and regional development. Local food grew into a multifaceted regional factor, but that is impacted by the travellers’ consumption behaviour, their taste, and likings (Hall & Mitchell, 2003; Misiura, 2006, in Tikkanen, 2007).

The importance of food for the motivation of travel covers a large spectrum from food as nourishment, as marginal to the tourist experience, to food as the key attraction and main purpose of travel (Hall & Sharples, 2003; Quan & Wang, 2004). As part of growing new consumption trends, food-motivated travel is turning into a major economic factor, World Food

Travel Association (WFTA) assessment showing that tourists allocate around 25% of their travel budget for food and beverages (Connely, 2019), resulting in relevant direct economic impact. Food tourism can create business prospects and increase the economic chances for food producers and caterers, as well as for many hospitality operations, fostering economic progress through new job facilitation and income sources (Everett, 2012; Nistoreanu, Dorobanțu & Gheorghe, 2013).

Besides the financial aspect, many other factors argue to intensify the engagement of tourism in food and drink as main products and foci: food and drink matter for the leisure realm; food and drink production and consumption have opportunities for showing culture, locality, regional identity, authenticity; people of rural cultures who produce in small-scale, artisan, authentic and individual ways hold a strong commodity; leisure and holiday allow time of study, exploration and gaining food and drink knowledge; specific food and drink are likely to give a greater all round sensory experience of the destination through sight, touch, taste, smell, and hearing; it has delivered many events and festivals; local cuisines can efficiently contribute to raise or maintain a region's profile as a destination (Boniface, 2016; Nistoreanu, Dorobanțu & Gheorghe, 2013).

The subject of this analysis is the relevant research literature about food tourism. The aim of the paper is to roundup the main themes and angles of research conducted globally on the versatile topic of food tourism, but also to point out the subjects addressed in the Romanian context.

THEORETICAL BACKGROUND

The traditional materialist approach regarded foodstuff as an economic entity. By now, however, it is being more and more acknowledged that food facilitates a platform to investigate a large spectrum of socio-cultural phenomena and contemporary matters and concerns (Everett, 2012). This conception is reflected in the shift which the food tourism literature experienced, the so called "*cultural turn*", in the sense that the early focus on rather economic aspects, especially management studies, evolved into more comprehensive and ground-breaking debates about food and culture (Everett, 2012), increasingly multifaceted, and offering insights into and details about the phenomenon both for scholars and practitioners.

In the last decades, a series of tourism academic journals dedicated special issues to the topic of food tourism. Here we can mention the special edition of *Journal of Heritage Tourism* (2013) about heritage cuisine, and the special edition of *Scandinavian Journal of Hospitality and Tourism* (2017), exploring food and tourism synergies. Numerous scientific articles emerged and addressed the food tourism with a nuanced approach. Major international publications such as the United Nations World Tourism Organisation's (UNWTO) (2012) *Global Report on Food Tourism*, and popular academic books such as *Food Tourism around the World* by Hall and co-authors (2003), *Foodies and Food Tourism* edited by Getz and peers (2014), and *The Future of Food Tourism* published by Yeoman and co-authors in 2015, as well as *Tourism and Gastronomy*, edited by Hjalager and Richards (2003), are some of the most important publications on the topic. Also the research conducted by the WFTA in three major topics concludes in periodic deliverables with valuable practical use: (1) Food Travel Trends with a yearly report; (2) Food Travel Market Research with a regular published Food Travel Monitor containing data on food and beverage travellers and their characteristics and behaviours; (3) Survey of the Culinary Travelers, resulting a psycho-culinary profiling of the food travellers.

METHODOLOGY

We applied a content analysis of a selected international and Romanian related literature on food tourism, we identified various disciplinary approaches and foci of interest, taking account of the state of the Romanian research on the topic. The list and the depicted topics are not necessarily exhaustive, yet they surely integrate the most relevant research themes and currently available results.

RESULTS AND DISCUSSION

The way various scientific fields tackle the topic of local food and food tourism differs in style and key aspects: (1) Management and marketing focus are concepts for promoting food tourism destination, image branding of a destination, developing tourism products and creating a market for the local foods; (2) Social and cultural studies concentrate on the relations between the sociological concepts of culture, identity, and cuisine, where food is seen as part of the heritage of the destination, with emphasis also on its symbolic value; (3) Geography emphasizes on the role of food as tourism resource, as factor for regional development; it surveys the spatial relationships of production and consumption of food, and reflects upon the mutual influence between host community, its food heritage and the tourists, especially in rural areas; it also tackles the subject from the sustainability perspective (Ellis et al., 2018).

In their analysis, Ellis and peers (2018) identified also a series of research perspectives: (1) "The activity-based perspective" (Ellis et al., 2018, p. 253) takes the involvement of the tourist in food-related sensory or cultural experiences as basic element for the definition of food tourism; (2) "The motivation-based perspective" (Ellis et al., 2018, p. 253) of research focuses on travel behaviour motivated by various degrees of need and desire to partake at certain cuisine or gastro-experiences, where food is decisive for the destination choice; (3) "The mixed perspectives" (Ellis et al., 2018, p. 254) combine both motivation and activity; (4) "Food and food tourism in the destination context" (Ellis et al., 2018, p. 254) presents the standpoint of the destination, where food tourism is one component of the broader tourism offer, within the larger context of culture, society and economy (Ellis et al., 2018).

The main foci of the research literature related to food tourism are the following.

Topic 1: What is food tourism? Terms and definitions

Within the tourism literature focussing on food, a multitude of terms are used: "food and wine tourism," "tasting tourism," "gourmet tourism," and "culinary tourism," "food tourism" or "gastronomic tourism" (Ellis et al., 2018). Lesser-used or specialized labels include: "cuisine tourism," "wine tourism," "beer pub tourism," "spa cuisine," and other region-specific products or destination brands (Williams, Williams & Omar, 2014).

Therefore, various authors attempt to clarify the concepts used in this context and to define food tourism. The definition of the most generic term "food tourism" by Hall & Sharples (2003, p. 10) as *"a 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 region are the primary motivating factor for travel"*, is the most common, used and mentioned by several authors (Ellis et al., 2018; Everett, 2012; Everett & Aitchison, 2008).

Due to the abundance of terms and no clear delimitations, food and travel bloggers, industry practitioners, amateur “foodies” and even researchers apply the concepts “culinary tourism” and “gastronomic or gastro-tourism” slightly interchangeable, even though each term emphasizes on various aspects within the host-guest interplay of tourism. Ellis and co-authors (2018) address some of the food tourism related terms and try to stress the differences. In their approach, (1) the “culinary tourism” emphasis is the cultural experience of food, and “*describes a form of tourism that significantly emphasizes a relationship between the insider and outsider created via food as culture*” (Ellis et al., 2018, p. 256). This approach focuses on the experience of food related activities, cultural learning and knowledge transfer (Ellis et al., 2018; also in Williams, Williams & Omar, 2014). “Culinary tourism” can be defined as “*tourism trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represent a significant motivation or activity*” (Ignatov & Smith, 2006, p. 238). (2) “Food tourism” refers to food related activities as physical sensual experiences, stimulated by the wish to come in close contact with local foods. (3) “Gastronomic tourism” or “gastronomy” focus on the host and the place of food in his or her culture.

in their survey, Williams and co-authors (2014) define food related travels as trips where local food and beverages are the main attraction for all or part of the travel. They conceive “gastro tourism” in its broadest sense, as the “*intentional pursuit of appealing, authentic, memorable, culinary experiences of all kinds, while travelling internationally, regionally or even locally*” (Williams, Williams & Omar, 2014, p. 4). A “gastro-experience” is “*an authentic, memorable, food- or beverage-related activity that involves behind-the-scenes observations accompanied with cultural or regional illuminations, and often hands-on participation, that culminates in festive, casual, or formal partaking of food or drink*” (Williams, Williams & Omar, 2014, p. 4).

The WFTA defines food tourism “*as the act of traveling for a taste of place in order to get a sense of place*” (<https://worldfoodtravel.org/what-is-food-tourism-definition-food-tourism/>), while the UNWTO refers to this tourist segment as “gastronomic tourism” or “gastronomy”, and defines it as “*tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy*” (UNWTO, 2012, p. 7).

Gastronomy is the result “*of various social cultures, historical components, literature, philosophy, economic status, religions and other aspects, in which food is the core subject. Gastronomy products can refer not just to food and beverages but also to food-related activities pertaining to culture and heritage*” (Zahari et al., 2009, in Williams, Williams & Omar, 2014, p. 5).

The definition of the terminology is relevant for a conclusive and feasible research. This short outline of the main circulated terms and definitions demonstrates that there is not yet a generally acknowledged delimitation of the food tourism related concepts in use and many of them are employed interchangeably. However, the intentional search for authentic food experiences is a common feature of food related trips.

Topic 2: Who is a “food traveller”?

Next to a differentiated understanding of the term “food tourism,” with all its related notions and variations, a great challenge is also the delimitation of the “food traveller/food tourist/foodie.” Research conducted by the WFTA and reported in the 2016 *Food Travel Monitor*, asserts that 93% of the tourists can be regarded as food travellers. The WFTA “*food travellers*” concept is significantly broad and includes all those “*who had participated in a food or beverage*

experience other than dining out, at some time in the past 12 months. They may have visited a cooking school, participated in a food tour, or gone shopping in a local grocery or gourmet store. [...] We also go on tours at food or beverage factories, participate in wine/beer/spirits tastings, and of course, eat out in unique or memorable foodservice establishments. We'll visit a chocolatier, bakery or gelateria to sample what makes the area famous. Most importantly, food travellers are explorers. We love to get off the beaten path and find the new (or new for us), unique or undiscovered experiences" (Connely, 2019b). The food tourist is part of the mainstream, travelling worldwide, discovering, and enjoying the food of the various places.

Yeoman & McMahon-Beattie (2016) define "foodies" as passionate about food and where new gastro-experiences are the essential motivation for travel. To the foodie, food is a central part of his or her social life and a facilitator for life-enhancing experiences, showcasing identities and boosting the sense of wellbeing.

Hall (2005) classified tourists according to their culinary interests and active involvement in food related activities, resulting the following types: (1) *gastronomes* – with both high interest and high involvement; they can have even a professional motivation; (2) the *indigenous foodies'* interest can be high or moderate, but the involvement is further on high; (3) "Tourist" foodies – show low interest for the cuisine and also low participation at gastronomy related activities; (4) *familiar foodies* – are those at the opposite of gastronomes, showing very low level of interest and involvement.

In addition, a researchers' ambition is to draft a profile of the food tourist and its behaviour. Here are some of the so far crystalized conclusions. Although tourists in general manifest greater interest in local food, the wealthier, more discerning tourists show a significant increase in food-related activities and experiences. The tourists who adopt the trend of tourism consumption focused on more independent, authentic locally sensitive forms, demonstrate a greater disposition to invest in experiences which will enhance their cultural value and prestige (Everett & Aitchison, 2008). Even the definition of "culinary tourism" applied by Gheorghe, Tudorache and Nistoreanu (2014) refers, to a great extent, to the actors in search of "*an authentic experience of a sophisticated lifestyle in a pleasant environment, related to the good life and the economic wellbeing of exclusive consuming, high-quality locally grown products*" (p. 16).

Everett and Aitchison (2008) created a food tourism typology by correlating between tourist type, interest level and potential for facilitating regional sustainability. This typology should assist marketing actions. The data indicate that the archetypical socio-economic profile of a "food tourist" is someone educated and experienced, without young children, economically prosperous and eager to participate in food-related activities and events.

Frisvoll, Forbord & Blekesaune (2016) distinguished a set of factors that impact the travellers' consumption of local food. The key parameters are the following: (1) Knowledge of local food, exposure and past experiences seems to be highly significant; (2) Length of stay, where obviously, longer stays mean more meals and thereby increased chance to consume local food; (3) Tourists touring specialties shops and folk museums demonstrate a significantly higher predisposition to buy or to consume local foodstuffs, as these tourists probably care more about the local heritage and thereby local food traditions; (4) The purchase and/or consumption of local foods can be also situational. This is likely the case for group travels, where tour operators might incorporate meals with local food to increase the attractiveness of a trip, and thus these travellers come to consume local food.

Frisvoll and peers (2016) concentrate also on the consumption of local food by families with children, and point out that their consumption might be explained by the cost issue, but there

seems to be also a segment of tourists who bring their kids closer to local food and food traditions as part of their education and personal development.

Everett (2012) identifies a certain level of solidarity and socio-environmental consciousness of the tourist, who intentionally consumes and supports the local offer, yet at the same time they also pursue to learn about a particular sense of place through their consumption choices.

An analysis of the Romanian food tourist was carried out by Privitera and co-authors (2018) recently. They conducted a survey of individuals in Romania and Italy which intended to compare the tourists in the two surveyed regions, to draw their profile and draft their essential motivations in practicing food tourism. The survey accentuates the cultural value of the gastronomic heritage and its role as a strong asset in the creation of marketing development strategies in order to increase the consumer demand for the valuable offers and hence invigorate economic activity especially in rural communities.

The practical value of the research focus on the food tourist is pointed out by Everett & Aitchison (2008). They suggest that a deep comprehension of the “food tourist” in relation to typologies of tourist motivation, features, and behaviour, should facilitate a more informed and efficient policymaking, in addition to enriching the broader academic discourses of tourism and sustainability.

Topic 3: Food – touristic key attraction or marginal experience?

Within the tourism literature, food is basically oscillating between two oppositional functions: as key attraction or as insignificant to the tourist experience, meaning peak or supporting food experiences (Quan & Wang, 2004; Andersson, Mossberg & Therkelsen, 2017), only basic sustenance or main attraction.

In post-industrial societies, food surpasses its function as vital nourishment, and pleasure is placed above need (Finkelstein, 1989, in Andersson, Mossberg & Therkelsen, 2017), offering a tool for better understanding complex systems of culture. Andersson and co-authors (2017) define “*pleasure, health, social bonding and sense of place are four significant types of experiences that food and meal offers generate among tourists.*” (p. 2)

Tikkanen (2007) structured the sectors of food tourism on the base of Maslow’s hierarchy of needs, her findings indicating that the function food plays in tourism may also be based on the various needs of the traveller and therefor represents the principal reason for travelling. (1) The basic physiological needs are strongly connected to the basic function of food as nourishment and it is the main motivation for food tourism (e.g. alcohol, cross-border food shopping). (2) Safety needs, in this context, food safety and hygiene knowledge are decisive when attending expert conferences on the topic professionally or in the free time. (3) Social needs including social interaction with other people relate to sectors of food tourism with more participants, like food trails and food festivals. Here food is one component in the overall tourism service product. (4) For the well-being, relevant esteem needs become accomplished in culinary food tourism by traveller’s experiences when they get acquainted with the cuisine of the host culture. (5) The needs on top of the hierarchy, self-actualizing needs, are fulfilled at trade fairs and conferences that increase the visitor’s food related knowledge and competences, and which strengthens his/her self-respect.

Based on previous research, Tikkanen (2007) defined five approaches to food in relation with the motivation for a visit. (1) The first approach is “food as a tourist attraction” with focus on Western tourism to destinations in developed Western countries. The aspect of food as an

impediment extends the geographical area of the destinations and addresses complications experienced by the tourists in the local cuisine of unfamiliar, for the Westerners rather exotic destinations. (2) The second approach is “foodstuffs as a tourist product component,” but not as a main pull-factor. The volume of the consumed food and beverages and the consumption circumstances as a component of the tourist product are determined by various factors. (3) The next approach, “food experience in tourism”, established the conceptual model of tourist experience with the two extremes, meaning food as a highlight, as major motivation for tourism, and food as basic consumer need. (4) The fourth approach is “the role of food in culture”, where food consumption is a significant factor in the destination marketing development. (5) The last approach is “linkages between tourism and food production.” The interactions between food production and tourism covers a large spectrum, from hostility due to competition for resources like land, labour and capital, to the other extreme, where the two sectors have favourable impacts on each other, like agri-tourism, food trails, and the commercialisation of food products as souvenirs.

McMahon-Beattie (2016) emphasis the desire of “fluid experiences” of the future tourist, who wants “*dynamic escapist experiences*” (p. 97), but at the same time social accountability and authenticity, therefore food tourism is a relevant choice to fulfil these needs.

As we can see, the role and importance of food in the touristic experience is of significance for the tourist, with its different needs, and for the destination (culture, marketing strategies, production, and consumption circumstances) as well.

Topic 4: The symbolic nature of food

Contributions address food’s peculiar complexion of being basically a mean to replenish, but also possessing a symbolic nature, which can define, or at least contribute to the key role of food as touristic attraction. Research suggests that food is a multidimensional cultural artifact able to create connections between place and identity and shape the relationship between the material and symbolic.

Frisvoll, Forbord and Blekesaune (2016) point out the significance “local food” bears in rural settings, where it is conceived not only as a source of nourishment, but it can convey cultural experience and transmit meaning, ruralness, and authenticity. The judgement of local food by tourists visiting the countryside, to be appropriate within the consumed rural tourism product, might be explained by the local food’s correspondence with the discourse about the rural areas dominated by cultural myths about the rural idyll (Frisvoll, Forbord & Blekesaune, 2016).

Everett (2012) relates concepts of place-making with tourism, where tourism is “*presented as a realm of representation, agent of signification, active discourse, interpreted narrative, mediating vision and maker of locality*” (p. 537). Further on, she deliberates upon the interplay between production and consumption in the creation of new tourism attractions. Based on empirical findings the survey explores the chances and challenges regarding the worldwide rearrangement of small food workshops and larger production sites into spaces which allow touristic experiences, and how these measures transform and construct places.

The local food, the local cuisine’s symbolic character relates not only to the tourism destination, with the place, but it is also symbolic capital for the tourist itself. Among others, Yeoman & McMahon-Beattie (2016) reflect about this relationship and, in their vision about the future of food and food tourism, they address the “*drive for affluence and exclusivity*” (p. 97) of the future tourist, where increased wealth creates a bold and confident consumer, an exigent, sophisticated

and knowledgeable actor, with amplified expectations regarding quality innovation and high-class choices. In their vision, food and respectively the access to food could turn into a status symbol: *“The access to and the consumption of food could determine identity and assign cultural class. Demonstrating culinary prowess might bring recognition, prestige, and honour. Food could turn into a luxury with expensive, rare and exotic foodstuff purchased for their authenticity, local character and cultural identity”* (Yeoman & McMahon-Beattie, 2016, p. 97).

Everett (2012) confers tourism a notable political power in relation with food, not only as a tool to increase the value of quality food, but also as a vehicle for raising questions about the conditions of industrial production of food, in the context of intensified concern over the increasing global homogenization of stakeholders controlling food, recent agricultural crises, concerns surrounding food mileage, and perceived loss of food identities.

Topic 5: Local food, food tourism and identity

As the symbolic function of local food and cuisine to convey identity is powerful, it is a topic examined apart.

Studies suggest that food stuffs are place specific cultural artifacts which are often used as strong carriers of identity (Everett & Aitchison, 2008). A relevant study of the food tourism through the cultural lens is the research of Everett and Aitchison (2008). The authors consider that, the most common definition of food tourism by Hall and Sharples (2003) is the acknowledgement that food is a cultural artifact with a multitude of layers that can be savoured in various and numerous locations and through a variety of practices such as food trails, events, degustation, festivals, workshops and other food-themed activities.

Food-themed attractions and festivals mainly in rural areas have become major instruments in affirming and communicating community identity and values, celebrating the local and fighting the perceived culinary homogenization and loss of regional particularities, whilst also creating original tools for regional economic evolution (Everett & Aitchison, 2008). Research stresses the variety of economic and socio-cultural benefits food tourism, and especially food related events and festivals have: they are significant places to display regional diversity; they promote sustainable gastronomy whilst encouraging the usage of locally sourced ingredients and foodstuffs; they support the production and cultivation of local food, the transmission of culinary knowledge, the teaching of traditional cooking methods and skills, facilitating the preservation of local crafts; they ensure tourists with culinary knowledge acquiring opportunities, whilst providing a revenue source for suppliers and producers (Scarpato, 2002; Hall & Sharples, 2003; López-Guzmán & Sánchez-Canizares, 2012; Lee & Arcodia, 2011). At the same time, they recognize that global culinary trends could lead to changes and to the emergence of new products and skills, but without losing the sense of regional distinctiveness. The cuisine connects and embodies the landscape, the heritage and the culture of the place, turning the enjoyment of local products into authentic experiences in a specific environment (Munoz & Wood, 2009, in López-Guzmán & Sánchez-Canizares, 2012).

Besides the food tourism events, Everett and Aitchison (2008) deliberate also about farming as one of the most important activities in shaping and maintaining cultural landscapes with distinct character and identity, with its contribution to the specific way of life in the countryside widely acknowledged. Economic diversification based on tourism allows farmers to extend their activities, to include farm stays and shop sales, and by that supporting the local and regional socio-economic development.

The symbolic nature, and the identity conveying and safeguarding function of the food and cuisine is of major importance for the development of food touristic products. In order that the economic and socio-cultural benefits of food tourism to fully unfold, it is relevant to connect the potentials of the destinations landscape, heritage, and culture.

Topic 6: Food tourism as means to stimulate rural development

The new trends in rural tourism aim at individual, accessible and convenient holiday destinations, avoiding the masses, and looking for unicity and closer contact with locals and their traditions, in an environment friendly setting. These types of holidays endorse the local agri-food products and represent a veritable advantage for the small farms, which usually provide these products, and by that contributing to the development of the rural area (Tănase, 2014).

On-farm gourmet meal programs are an innovative way to connect nature, cuisine, and agriculture (Dougherty & Green, 2011), hence local food and food tourism is considered to be a relevant alternative for many small farms, which often fail in the global market competition. Therefore, alongside community supported agriculture initiatives, farmers' markets, farm holidays, and culinary tourism is meanwhile recognized as an alternative development strategy for certain rural areas (Dougherty & Green, 2011).

Research has suggested that food and drink tourism is being employed to invigorate the economy of rural areas and such places are rapidly turning into gastronomic "tastescapes" (Everett, 2012), that benefit from trends towards purity and escape. Obviously, these mostly innovative small independent businesses are important in igniting and reinforcing the creation of unique local products, yet entrepreneurship in rural areas is scarce, and there is a skill gap in the county. Efficient use of financial and social capital, as well as suitable education and training programs could facilitate the development of a better educated, informed and skilled local workforce. Networks of small producers in the rural area also play a major role in well-functioning food tourism, so they are getting stronger (Everett & Aitchison, 2008; Havadi-Nagy et al., 2017; Ilovan et al., 2016).

Everett and Aitchison (2008) also showed that the increase in special interest tourism, its potential as a regeneration tool is attracting interest within government policies, local and regional decision-makers, experts in destination marketing strategies, as well as travel media coverage. Recommendations for food and farming have been adopted and implemented by local and regional municipalities and brought into a suitable framework; various programs promote conscious consumption and put local food and the production sites into the foreground, thus counteracting the allegedly sensed loss of identity and bond with the countryside.

In their future prospect of "food tourism as a visionary state," Yeoman and McMahon-Beattie (2016), state that "*food tourism offers a scalable cost-effective means of local and regional development, with the potential to strengthen identity, enhance appreciation of the environment and encourage the regeneration of local heritage and the local economy*" (p. 96). This utopian vision goes even further, emphasizing the political capital of food tourism, by using slogans like "authenticity" and "activism" in relation to how food tourism can react to the challenges caused by the climate change, and by using the idea of economic development strategies focused on the ideal "climate aware" tourists, who want a "sustainable" experience.

Yeoman and McMahon-Beattie (2016) concede food tourism as a political capital. The powerful historical connection which binds food and tourism confers them, when combined, a political force. Moreover, food and agriculture have been strong economic sectors with connected public

policies, laws, regulations, and strategies. Food and tourism are outputs of the food production system and, often, they cannot be taken apart. The political capital of food tourism is reflected in destination strategies which aim to attract wealthy tourists with propensity to buy and spend. Food tourism creates jobs and economic activity. In many destinations across the world, food is a pivotal element of tourism strategies, thus generating political and economic capital.

Food tourism in connection with the development strategies of the rural areas is an approach present in the Romanian specialist literature. Several authors address the relationship between food, agriculture, and tourism in the Romanian context. Cărătuş Stanciu (2015) focus on agriculture as an essential component of sustainable food tourism, and points out the following benefits for the destination: its potential to contribute to rural development and sustainable livelihoods, support for the small-scale farmers and small-scale food producers, and retaining much of the economic turnover in the tourism sector. His paper focuses on the farmers' markets and farm visits worthy to be included in a sustainable tourist product. Also, due to the ever-increasing Slow Food Movement, small-scale farmers, local food producers, entrepreneurs, and associations, have now a chance to participate at the agritourism business in a creative manner (Cărătuş Stanciu, 2015).

Tănase (2014) discusses the relation between food tourism and the local short supply chains. The innovative and sustainable character of these local food systems can bring a new impulse in the food-inspired offer, within well-established tourism areas.

The rural area being a significant source for the production of local food, as well as a bearer of regional culture and heritage, with a rather natural environment and cultural landscape, it has favourable premises to consider food tourism as a major socio-economic development strategy.

Topic 7: Local food tourism networks and local food systems

Andersson, Mossberg and Therkelsen (2017) point out that food and meal production and offers, as well as the creation and implementation of food experiences, such as food festivals, food fairs, farmers' markets, food trails and gourmet tours usually presume the collective effort and involvement of numerous and various actors. This is why cooperation is necessary and local food tourism networks are gaining importance within culinary tourism.

Local food producers, caterers and restaurants with a local cuisine are mostly categorised as "lifestyle entrepreneurs," who are proud of their achievements, of what they produce, and are devoted to the place where they live (Henriksen & Halkier, 2015 in Andersson, Mossberg & Therkelsen, 2017). On the other hand, these local businesses are normally small scale in terms of employers and business volume, without any ambitions to grow and loose the artisan character. Or they may not have the skills or the know-how necessary for meeting consumer's increasing demands. Whatever the case, the limited capacities may result in not being able to meet consumer demands in supplying local products and meals (Hall & Sharples, 2003). Several researchers address the possibilities of solving the supply of consumers with local foods.

Dougherty and Green (2011) emphasize that the scarcity of formal organisations connecting producers and caterers, farmers and restaurateurs with tourists detains the evolvement of local food tourism. In their research, they deliberate upon the difficulties in creating local food systems, such as inadequate communication between farmers and restaurateurs, but they also come with suggestions to improve the local food systems: such as to set up forums through which farmers, suppliers and restaurant owners can get in touch, to create easily accessible

databases with basic data, involve professionals to help develop the amenities and facilities of local food tourism networks.

To overcome the limited capacities and power of individual producers, to expand markets and to enhance joined marketing (Che, Veeck & Veeck, 2005), to remediate difficulties in establishing sustainable retail relations (Andersson, Mossberg & Therkelsen, 2017), it is recommended to link and bring producers together. Dougherty and Green (2011) address the missing centrally coordinated ordering and delivery of services for local food, which might be one of the main impediments in developing local food tourism networks. They argue in favour of WOM (word of mouth) having a key role in inter-linking the stakeholders of local food tourism networks—farmers, restaurant managers and tourists. Internet technology can be an opportune way to generate positive WOM (Dougherty & Green, 2011), where these networks which emphasize culturally distinct and geographically specific foods are gaining in popularity. Local food systems stimulate healthy nutrition, enhance economic development and sustainable land use, and could be an alternative of effective response to the loss of economic vitality in rural areas (Dougherty & Green, 2011).

The private and the public actors across tourism and food sectors should coordinate their work aiming to become a well-functioning food destination (Everett & Slocum, 2013; Hall, Roberts & Mitchell, 2003), in order to provide tourists with outstanding local food experiences (Andersson, Mossberg & Therkelsen, 2017).

Privitera, Nedelcu and Nicula (2018) reassure also for Romania, centred on the case study of Sibiu county, the necessity of the various stakeholders working together for the benefit of the affected communities. Establishing partnerships among tourist service providers, local authorities, other tourism related services and travel agencies are essential for the effective organization and promotion of the gastronomic tourism in the rural areas. Besides the cooperation between the various involved stakeholders, a competitive food tourism also implies a general infrastructure development and tourist facilities.

The interest in food tourism is growing. Cărătuș Stanciu (2015) points out that for Romania, and not only, it is decisive for tourism and agriculture industries to create networks and alliances within the communities where they activate, and across regions and industries to foster the sustainability of the ventures and the areas. With the worldwide growth of food movements, along with education and the support of food producers and interested associations, local food products gained in value and appreciation for many people (Cărătuș Stanciu, 2015).

Topic 8: Local food and sustainable tourism

Everett and Aitchison (2008) consider that gastronomy studies enrich with a new approach the goal of realising a sustainable tourism. Their survey suggests that food tourism strengthens a region's identity, its cultural heritage, counteracting insecurities regarding global food homogenization and stimulating the regeneration of an area's socio-cultural fabric. Their research found that a great share of tourists believe that consuming local foodstuff helps the local environment, and they are interested in buying and willing to pay a higher price for authentic local products. Tourists' increasing interest in tasting local food and beverage has encouraged food retailers to source regional products from the proximity. This confirms the recently addressed local food's ability to improve tourism's eco-footprint (Pratt, 2013). Bringing the tourist closer to the landscape via local food production networks, encouraging consumers

to purchase locally, could contribute to reduce the negative environmental impact of industrial food production and distribution (Everett & Aitchison, 2008).

The contribution of gastronomic sustainability to the general scheme of sustainable tourism and regional development is already present in policy efforts and tourism strategies, like those listed by Everett & Aitchison (2008) for Great Britain.

In the Romanian context, we notice surveys addressing the relation between sustainable tourism and traditional Romanian culinary art, stressing out endeavours to promote the heritage cuisine, and particularly certified traditional products (Nistoreanu, Dorobanțu & Gheorghe, 2013).

The socio-cultural facet of sustainable tourism is relevantly defined by the aspect of identity and cultural heritage. The profile of the food tourist relegates the travellers' interest for the local culture, local products, and their socio-environmental consciousness, which contribute to the sustainable character of tourism.

Topic 9: Food in tourist destination development and branding

The perspective of food and its connections with tourism and destination development and branding is more economic oriented, but strongly related to socio-cultural identity and gastronomic heritage.

López-Guzmán and Sánchez-Canizares (2012) consider culinary tourism one of the fittest resources in promoting and consolidating tourist destinations, as the interest of the tourists in knowledge of the destination's gastronomy is constantly increasing. Andersson, Mossberg and Therkelsen (2017) found that as local food and meals are closely connected to the natural environment and the cultural traditions of a place, they are often employed as symbols that carry an authentic sense of place. Food and beverage facilitate a broad spectrum of experiences, especially as means to get in-depth cultural insights, which benefit the destination. The paper of Cohen and Avieli (2004) suggest that tasting and experiencing the local cuisine enables a deeper contact with the host community, creating a meaningful bond between tourist and place. Gastronomy is a component and the result of the socio-cultural, economic, and environmental history of the settlements and their people. Hence interacting with the gastronomy of a place allows a better understanding of the culture and the social environment of the area in question.

López-Guzmán and Sánchez-Canizares (2012) analyse, on the example of the Spanish town Cordoba, how cuisine can become a decisive element in empowering a tourist destination and how it could turn into an essential marketing tool for any given city. Local and regional food and beverage add value to the destination and thus contribute to the competitiveness of the area (López-Guzmán & Sánchez-Canizares, 2012). However, this also means there is a continuous pressure to develop new products and innovative services to succeed in the intense competitive tourism industry (López-Guzmán & Sánchez-Canizares, 2012).

Numerous examples prove that, for established rural tourism destinations, the key of success is a combination of the natural and cultural landscape of the area, the existence of a local gastronomic identity and the cooperation between the rural communities and local decision takers (Tănase, 2014). The bare existence of natural, cultural and economic resources is not enough; it is a fundamental requirement to create a range of tourism infrastructure, facilities and activities in order for culinary tourism to unfold, and to be able to promote a tourist destination through its local cuisine (Ignatov & Smith, 2006). Moreover, the destination must explicitly accentuate the uniqueness of its cuisine, it must have its own culinary heritage which is acknowledged by tourists (López-Guzmán & Sánchez-Canizares, 2012).

López-Guzmán and Sánchez-Canizares (2012) go into the importance of regional food festivals for strengthening or revising an existing destination brand, or for establishing a new destination brand, outlining also the conditions under which these events can be successful (e.g. festivals' longevity, the number of visitors, government support and sponsors, and media coverage, uniqueness and enjoyability of the programs offered). Further on, they list the results of surveys related to other benefits of events and festivals: their contribution to general economic development, to regional tourism development, to their role in the promotion of local commodities. In addition, the authors emphasize also the added value of food festivals, as they promote and showcase the regions' charm and appeal, encouraging people to return or recommend the destination, and they offer opportunities for sale and popularize local food, as well as to consolidate a positive image of food (López-Guzmán & Sánchez-Canizares, 2012).

Andersson, Mossberg and Therkelsen (2017) emphasize also the importance of mutually beneficial cooperation between public and private institutions and financiers for a destination development centred on food tourism.

Romanian researchers addressing the topic, reckon that food festivals and events related to traditional foodstuffs attract first time as well as repeated visitors due to the differentiated offer of gastronomic events (Privitera, Nedelcu & Nicula, 2018). Dinners organized in historical sites (such as fortresses), traditional festivals (like Cheese and Brandy Festivals), events dedicated to regional cuisine, mountain picnics and regional brunches embracing rural specialties, are preferred by tourists (Privitera, Nedelcu & Nicula, 2018). Authors confer fairs of traditional products a major role in popularizing traditional Romanian cuisine, given that they are significant pull-factors for national and international tourists, perpetuate cultural tourism and rural folklore, promote the local and regional distinctiveness and are instruments of knowledge distribution. Traditional foods, basic elements of fairs and festivals encompass the essence of local culture, history, geography, nature, agriculture, and way of life (Nistoreanu, Dorobanțu & Gheorghe, 2013).

In the literature related to Romania, we found evidence of authorities rather ignoring the established tourist values and potential of the local gastronomy in their destination development projects. Băltescu (2016) exemplifies it with the situation in Brașov County, where APDT Brașov (Association for the Promotion and Development of Tourism in Brașov County), founded in 2006 by the County Council, and which aims to integrate the promotion of all representative tourism attractions in the county, neglects the attractions represented by local gastronomy. Yet, evidence from Sibiu County reveals ambitions of food tourism entrepreneurs to transform local gastronomy into a flagship in destination development. First results are visible, as Sibiu has been awarded European Region of Gastronomy 2019. Nistoreanu, Dorobanțu and Gheorghe (2013) also mentions the project of traditional cuisine research from Sibiu County as one of the three examples of national programs to promote Romanian cuisine. This project aims to keep alive the culinary heritage, mainly the traditional recipes. The second mentioned project is concentrating on the research of the traditional cuisine of the Danube Delta, mainly fish, and was founded by the NCFCA – National Cultural Fund Administration. An art and food project in the shape of a cooking festival started by Slow Food Turda, and organised in partnership with the Municipality of Turda, is the third highlighted initiative. This event offers interactive educational activities for visitors and a platform for local farmers and producers to promote their products and share local and regional cooking knowledge and legacy. The endeavours have tourism as a trigger force and instrument of implementation.

Teodoroiu (2015) affirms that, in Romania, gastronomic tourism is almost unknown, even though it is practiced in one way or another, but in an empirical and unorganized manner. In his survey, he attempts to identify the importance of Romanian local food for tourism development, how

much food is requested by tourists and the role of the government in approving its certification and commercialization. Even though Romania is rich in traditional foods and beverages, their selling is hindered by the challenging logistics and the overwhelming rules and regulations (Teodoroiu, 2015). Tomescu and Botezatu (2014) also consider that gastronomy tourism can be transformed into a strategic direction of development in Romania. Such a strategy would entrain other related economic sectors beside tourism and contribute to overall local development. Yet, successfully designing and implementing this type of tourism relies on taking action at national, regional, local level, by developing and deploying adequate policies. Tomescu and Botezatu (2014) also identify the strengths, weaknesses, opportunities, and threats when supporting sustain culinary tourism. They conclude that food tourism can differentiate and attract the interest of those who want to travel and have new, unique and authentic experiences.

Privitera and co-authors (2018) explore in their study the factors that are conducive to the tourist's gastronomic experiences, with emphasis on the local food market. One of the key values of food experiences is the comprehensive and creative expression of the local character, the specific landscapes, and cultures. Destination marketing organizations should consider in their strategy plans the connection between destination image and food consumption. Target oriented marketing measures can turn insignificant experiences of tasting the local cuisine into "peak" experiences (Privitera, Nedelcu & Nicula, 2018).

As seen, food and meal offers are rich in destination branding potential that goes way beyond a food tourism context. Specially the food tourism's contribution to sustainable tourism is gaining attention in destination development (Andersson, Mossberg & Therkelsen, 2017). In any case, a tourist destination should employ pleasant food experiences to establish and strengthen its overall cultural capital (Nistoreanu, Dorobanțu & Gheorghe, 2013).

CONCLUSIONS

This overview of research topics and foci in food tourism highlighted the versatile approaches and themes addressed in relation with local food and tourism. The paper drafted the main research results, without the intention of being exhaustive. It is obvious that some foci interrelate, and the illustrated objects of analysis partially overlap.

The survey showed that food tourism enjoys large interest both from academia and practitioners or policy makers. It offers means for local and regional development, it has potential to strengthen identity and facilitate the preservation of cultural heritage, traditional skills and products, it is a strong educational and knowledge transmission tool, and it is suitable for destination development. These practical applications and symbolic features of food tourism are the key research foci of interest.

There is strong evidence that food tourism can have a share in the environmental, economic, and social sustainability. Therefore, several authors consider of major importance to ascribe sustainability more importance on the research agenda related to food tourism.

In the Romanian context, the topic of food tourism is an emerging one. Of great importance are the potential of food tourism in the regional development and food tourism as an asset for destination branding. We have evidence of food tourism implementations and lobby for a stronger promotion of culinary tourism on local and national level by practitioners and entrepreneurs, but for the academia it is still a new focus, and for policy makers as well.

REFERENCES

- ANDERSSON, T.D., MOSSBERG, L., & THERKELSEN, A. (2017). Food and Tourism Synergies: Perspectives on Consumption, Production and Destination Development. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 1-8.
- BĂLTESCU, C.A. (2016). Culinary Experiences as a Key Tourism Attraction. Case Study: Braşov County. *Bulletin of the Transilvania University of Braşov. Series V: Economic Sciences*, 9(2), 107-112.
- BONIFACE, P. (2016). Tasting Tourism. Travelling for Food and Drink. *New Directions in Tourism Analysis*. London: Routledge.
- CĂRĂTUŞ STANCIU, M. (2015). Aspects of Sustainable Rural Tourism – Farmers Markets and Farm Visits. *Papers Series Management, Economic Engineering in Agriculture and Rural Development*, 15(4), 15-20.
- CHE, D., VEECK, A., & VEECK, G. (2005). Sustaining Production and Strengthening the Agritourism Product: Linkages among Michigan Agritourism Destinations. *Agriculture and Human Values*, 22, 225-234.
- COHEN, E. & AVIELI, N. (2004). Food in Tourism. Attraction and Impediment. *Annals of Tourism Research*, 31(4), 755-778.
- CONNELY, J. (2019a). *The Economic Impact of Food Tourism*. Retrieved May 7 2020, from <https://worldfoodtravel.org/news-the-economic-impact-of-food-tourism/#:~:text=By%20our%20estimate%2C%20visitors%20spend,spent%20by%20travelers%20in%20general>
- CONNELY, J. (2019b). *Who Are Food Travelers?* Retrieved May 7 2020, from <https://worldfoodtravel.org/news-who-are-food-travelers/>
- DALLEN, J.T. & AMOS, S.R. (2013). Understanding Heritage Cuisines and Tourism: Identity, Image, Authenticity, and Change. *Journal of Heritage Tourism*, 8(2-3), 99-104.
- DOUGHERTY, M.L. & GREEN, G.P. (2011). Local Food Tourism Networks and Word of Mouth. *Journal of Extension*, 49(2). https://joe.org/joe/2011april/pdf/JOE_v49_2a5.pdf
- ELLIS, A., PARK, E., KIM, S., & YEOMAN, I. (2018). What is Food Tourism? *Tourism Management*, 68, 250-263.
- EVERETT, S. & AITCHISON, C. (2008). The Role of Food Tourism in Sustaining Regional Identity: A Case Study of Cornwall, South West England. *Journal of Sustainable Tourism*, 16(2), 150-167.
- EVERETT, S. & SLOCUM, S. (2013). Food and Tourism: An Effective Partnership? A UK-based Review. *Journal of Sustainable Tourism*, 21(6), 789-809.
- EVERETT, S. (2012). Production Places or Consumption Spaces? The Placemaking Agency of Food Tourism in Ireland and Scotland. *Tourism Geographies*, 14(4), 535-554.
- FRISVOLL, S., FORBORD, M., & BLEKESAUNE, A. (2016). An Empirical Investigation of Tourists' Consumption of Local Food in Rural Tourism. *Scandinavian Journal of Hospitality and Tourism*, 16(1), 76-93.
- GETZ, D., ROBINSON, N.S.R., ANDERSSON, D.T., & VUJICIC, S. (2014). *Foodies and Food Tourism*. Wolvercote, Oxford: Goodfellow Publishers.
- GHEORGHE, G., TUDORACHE, P., & NISTOREANU, P. (2014). Gastronomic Tourism, a New Trend for Contemporary Tourism? *Cactus Tourism Journal*, 9(1), 12-21.
- HALL, C.M. & SHARPLES, E. (2003). The Consumption of Experiences or the Experience of Consumption? An Introduction to the Tourism of Taste. In C.M. Hall, E. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (eds.), *Food Tourism around the World: Development, Management and Market* (pp. 1-24). Oxford: Butterworth Heinemann.
- HALL, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. Harlow: Prentice-Hall.
- HALL, D., ROBERTS, L., & MITCHELL, M. (2003). Tourism and the Countryside: Dynamic Relationships. In Hall, D., Mitchell, M., Roberts, L. (eds.), *New Directions in Rural Tourism* (pp. 3-15). Aldershot: Ashgate.
- HAVADI-NAGY, K.X., ILOVAN, O.-R., DAMYANOVIC, D., REINWALD, F., & MĂRGINEAN, M. (2017). Advocacy for Participatory Rural Development. A Comparison of Two Case Studies from Romania and Austria. In Jordan, P. (ed.), *New Developments in the Rural Space of Central and South-East Europe. Proceedings of the Meeting of the Working Group on Central Europe in Conjunction with the German Congress of Geography, Berlin, September 30, 2015, ISR-Forschungsberichte, Heft 42* (pp. 121-151). Wien: Insitut für Stadt- und Regionalforschung, Verlag der Österreichischen Akademie der Wissenschaften.

- HENRIKSEN, P.F. & HALKIER, H. (2015). Feeding Countryside Tourists: Exploring Collaborative Actor Strategies in Rural Denmark. In Dashper, K. (ed.), *Rural Tourism – An International Perspective* (pp. 250-266). Newcastle upon Tyne: Cambridge Scholars.
- Heritage Cuisine. *Journal of Heritage Tourism*, (2013), 8(2-3).
- HJALAGER, A.M. & RICHARDS, G. (eds.) (2002). *Tourism and Gastronomy*. London: Routledge.
- IGNATOV, E. & SMITH, S. (2006). Segmenting Canadian Culinary Tourists. *Current Issues in Tourism*, 9(3), 235-55.
- ILOVAN, O.-R., JORDAN, P., HAVADI-NAGY, K.X., & ZAMETTER, Th. (2016). Identity Matters for Development. Austrian and Romanian Experiences. *Transylvanian Review*, XXV(Supplement 1), 261-276.
- LEE, I. & ARCODIA, C. (2011). The Role of Regional Food Festivals for Destination Branding. *International Journal of Tourism Research*, 13(4), 355-367.
- LÓPEZ-GUZMÁN, T. & SÁNCHEZ-CANIZARES, S. (2012). Culinary Tourism in Córdoba (Spain). *British Food Journal*, 114(2), 168-179.
- MITCHELL, R. & HALL, C.M. (2003). Consuming Tourists: Food Tourism Consumer Behaviour. In Hall, C.M., Sharples, L., Richard, M., Macionis, N., Cambourne, B. (eds.), *Food Tourism around the World. Development, Management and Markets* (pp. 60-80). Amsterdam: Butterworth-Heinemann.
- NISTOREANU, P., DOROBANȚU, M.R., & GHEORGHE, G. (2013). Traditional Cuisine, a Major Factor to Help Promote Romanian Sustainable Tourism. *Polish Journal of Commodity Science*, 3, 24-31.
- PRATT, S. (2013). Minimising Food Miles: Issues and Outcomes in an Ecotourism Venture in Fiji. *Journal of Sustainable Tourism*, 21(8), 1148-1165.
- PRIVITERA, D., NEDELICU, A., & NICULA, V. (2018). Gastronomic and Food Tourism as an Economical Resource: Case Studies from Romania and Italy. *GeoJournal of Tourism and Geosites*, 21(1), 143-157.
- QUAN, S. & WANG, N. (2004). Towards a Structural Model of the Tourist Experience: An Illustration from Food Experiences in Tourism. *Tourism Management*, 25, 297-305.
- SCARPATO, R. (2002). Sustainable Gastronomy as a Tourism Product. In Hjalager, A.M., Richards, G. (eds.), *Tourism and Gastronomy* (pp. 132-152). London: Routledge.
- TANASĂ, L. (2014). Benefits of Short Food Supply Chains for the Development of Rural Tourism in Romania as Emergent Country during Crisis. *Agricultural Economics and Rural Development, New Series*, 9(2), 181-193.
- TEODOROIU, F. (2015). Traditional Food. Case Study: Romanian Local Food. *Review of International Comparative Management*, 16(2), 256-268.
- TIKKANEN, I. (2007). Maslow's Hierarchy and Food Tourism in Finland: Five Cases. *British Food Journal*, 109(9), 721-734.
- TOMESCU, A.M. & BOTEZAT, E.A. (2014). Culinary Tourism in Romania – Professional Point of View. In Dean, J.P. (ed.), *22nd Biennial International Congress, Tourism & Hospitality Industry, Trends in Tourism and Hospitality Management, Opatija, Croatia, May 08-09, Opatija: University of Rijeka*, 677-688.
- TORRES, R. (2002). Toward a Better Understanding of Tourism and Agriculture Linkages in the Yucatan: Tourist Food Consumption and Preferences. *Tourism Geographies*, 4(3), 282-306.
- WILLIAMS, H.A., WILLIAMS, JR. R.L., & OMAR, M. (2014). Gastro-tourism as Destination Branding in Emerging Markets. *Int. J. Leisure and Tourism Marketing*, 4(1), 1-18.
- WORLD TOURISM ORGANIZATION (2012). *Global Report on Food Tourism*. Madrid: UNWTO.
- YEOMAN, J. & MCMAHON-BEATTIE, U. (2016). The Future of Food Tourism. *Journal of Tourism Futures*, 2(1), 95-98.
- YEOMAN, J., MCMAHON-BEATTIE, U., FIELDS, K., ALBRECHT, J., & MEETHAN, K. (eds.) (2015). *The Future of Food Tourism. Foodies, Experiences, Exclusivity, Visions and Political Capital*. Bristol: Channel View Publications.