Foodies and Food Tourism

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## Contents

**Preface**  
1 Introduction  
   Purpose and overview of the book  
   Terminology  
2 Perspectives on Foodies and Food Tourism  
   Understanding and creating knowledge about foodies and food tourism  
   Studying food tourism  
   Forces and trends  
3 The Foodie - Identity, Involvement and Social Worlds  
   Who and what are foodies?  
   Identity and involvement  
   The social worlds of foodies  
   Infinite possibilities for involvement  
4 Foodies and Tourism  
   Motivation and benefits sought  
   Past and projected travel  
   Experiences and benefits sought  
5 Planning and Developing Tourism for Foodies  
   Planning and development: foodies at the core  
   Food-tourism clusters  
   Destination development concepts  
6 The Destination  
   Introduction  
   New Nordic cuisine  
   Scotland  
   Ireland  
   Specific products and experiences
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Food Events for Foodies</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>The critical importance of planned events in food tourism</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>Multi-country research findings</td>
<td>147</td>
</tr>
<tr>
<td></td>
<td>Designing food events for foodies</td>
<td>153</td>
</tr>
<tr>
<td>8</td>
<td>Experience Marketing</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td>Introduction to experience marketing</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td>Decision-making by foodies and food tourists</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td>Image, reputation, positioning and branding</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>Segmentation of food tourists</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td>Media</td>
<td>188</td>
</tr>
<tr>
<td></td>
<td>Trip planning and packaging</td>
<td>190</td>
</tr>
<tr>
<td>9</td>
<td>Summary and Conclusions</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>The phenomenon of food tourism</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>What it means to be a foodie</td>
<td>197</td>
</tr>
<tr>
<td></td>
<td>The study of foodies and food tourists</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>Implications for destinations, events, suppliers, and marketers</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>Research needs</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>Future perspectives</td>
<td>207</td>
</tr>
</tbody>
</table>

References | 211

Appendix | 227
Research methods and descriptions of the samples | 227
Sweden | 229

Index | 233
List of figures

2.1: Understanding and creating knowledge in food tourism 18
2.2: Food, hospitality and tourism studies 20
2.3: Forces propelling and constraining food tourism 44
3.1: The voices of foodies and food tourists 52
4.1: Experiential outcomes linked to activities for food tourists 79
5.1: A demand-side approach to food tourism planning and development 102
5.2: Comparative and competitive advantages in food tourism 105
5.3: A diagnostic process for food tourism planning and development 107
5.4: Food-tourism cluster concept 110
5.5: A destination concept for food tourism 113
5.6: A destination concept for food tourism in Sweden 114
5.7: A concept for urban or resort-based food tourism 116
7.1: Design model for events targeted at foodies 157
7.2: Events and food-tourism clusters 158
8.1: Factors associated with effective and rewarding customer and tourist experiences 174
8.2: Consumer decision-making process for food tourism 177
8.3: The food brand in the context of image, reputation, positioning and co-branding 180
8.4: Image of Swedish food compared to nine other countries 182
8.5: Accommodation and transportation preferences when foodies plan holidays 191
A.1: Sampling and analyzing foodies in the multi-country survey 231

List of tables

3.1: The Australian Involvement Scale 59
3.2: Four dimensions of being a foodie revealed through factor analysis 61
3.3: Involvement results from the multi-country research: means (out of 7) by country 62
4.1: Most-mentioned desired food-experience destinations (by Australians) 84
4.2: Frequency of previous food-related international travel, by country 86
4.3: Percentage of respondents that selected each photo in their top three picks 92
4.4: Percentage of respondents, categorised by travel frequency with food as the main reason, that selected a picture as one out of their three top choices. 94
4-5: Highly Involved Foodies (HiFs) compared to the remainder (Foodies):
    First choice of photos, and willingness to pay (WtP, in Euros) 95
7.1: Frequency of attendance at food-related events in the previous 12 months 148
7.2: The relationship between food tourism and event preferences 151
7.3: Travel preferences and behavior related to enjoyment and learning events 152
A.1: Demographic profile of the Australian sample 228
Preface

The authors are all foodies who love travel, not to mention doing research and writing about our passions. The stimulus for this book arises directly from our research, first in Australia as a kind of test of theory and methods (see the pertinent publications by Robinson and Getz), and then from a major consultancy we undertook for tourism and agriculture clients in Sweden. We rely heavily on data and analysis from those projects.

Although food tourism is a minor topic in academic institutions, food and tourism are very important in the real worlds of hospitality, destination marketing, and tourism development. Students in hospitality and tourism in particular should therefore be knowledgeable about food lovers and food tourism trends.

Pedagogically, this book can be used in teaching in several ways:

- As a required text for a food-tourism course (targets: tourism and hospitality degree programmes)
- As a supplementary text within tourism and hospitality, and within event management degree programmes, because food events are so important
- As an optional book for research students preparing to do a thesis or dissertation
- As an adjunct resource for cultural, sociological and anthropological studies programs with coverage of food heritage, consumption, practices and identity.

There are many potential users of this book in industry and policy:

- Destination management and marketing organizations
- Restaurant, catering, hotel, and resort sectors
- Economic development offices
- Event development agencies
- Agricultural and food industry companies

_Foodies and Food Tourism_ adds considerable value to the growing number of titles pertaining to food and food tourism by focussing on the demand-side, and is unique by way of employing the authors’ research findings. As well, theory development on food tourism has been weak and this book advances a number of lines of theory development.

Some highlights:

- Viewing food tourism first and foremost from the food-lover’s perspective
- Demand-side approach to planning, developing and marketing
- Theory and praxis combined
- Global outlook
- A textbook for student and a resource book for practitioners
Donald Getz, PhD, is Professor Emeritus at The University of Calgary, Canada, and Visiting Professor at several other universities. He has authored a number of books on event management and tourism, wine tourism, family and small businesses. Currently he advises agencies and institutions in a consulting capacity.

Richard N.S. Robinson (PhD), who teaches and researches at the University of Queensland, UQ Business School, is a former chef with 18 years’ experience in the prestige club, heritage facility and hotel sectors. His research focuses on tourism/hospitality industry workforce issues and food tourism. He has coordinated and worked on research teams for funded national and international projects in these areas. His work has been published in leading academic journals, edited books, international conference proceedings, practitioner periodicals and numerous consultancy and government reports.

Tommy D. Andersson, PhD, Professor Emeritus at School of Business, Economics and Law at University of Gothenburg received his PhD at University of Gothenburg in Managerial Economics in 1979. He has served as professor in Accounting at Bodø Graduate School, Director of tourism research at Mid Sweden University and as professor in Tourism Management at University of Gothenburg. He has also been president of the European Chapter of CHRIE and program director of a master program in Tourism and Hospitality Management at University of Gothenburg. His main research interest and publications are in the area of Event Management, Experience Economics, Restaurant Management, Economic Impact Analysis and Culture Economics.

Sanja Vujicic, PhD, runs an experience consultancy. She has more than ten years of academic research and advisory experience within the field of market communication, tourism experience design and destination marketing. Before founding Experience Consulting she held an academic and an Assisting Director position at the Centre for Tourism, School of Business, Economics and Law, University of Gothenburg, where she also received her PhD in Business Administration. Sanja has among other things worked as a freelance photographer on national and international basis, and was responsible for planning and producing photographs for destinations.
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FOODIEcations [foodie + vacations] is a food tourism agency for foodies who love to travel and travel to eat. With our food experience guidebooks, online bilingual platform and exclusive guided tours, we promote gastronomic experiences from around the globe with the main goal of helping people experience culture through food. See more. Food Tourism is a relatively new term and there are many definitions to describe what it is. In addition, there are many professionals and organizations that also use the terms Culinary Tourism and Gastronomy Tourism for the same purpose. At Food’n Road we use the term food tourism in a comprehensive way according to the following definition: These are touristic and entertainment activities that, in addition to gastronomy, value the relationship between food and society as a pillar of regional identity and cultural heritage. This change is great because it creates the possibility for people to approach food at different levels of the value chain and learn directly from the people who work with it.