

# **Foodies and Food Tourism**

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## 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

## About the authors

**Donald Getz**, PhD, is Professor Emeritus at the 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 Bodo 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 Vujcic**, 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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Current food tourism trends include food bloggers and food Instagram accounts, with videos, reviews and recommendations to top it off. Food photography is one of the most popular forms of Instagram posts along with fashion and photography. Popular food related hashtags on Instagram such as #foodie, #foodporn and #nom has over 20 million images. Users who share their experience ultimately gained thousands of followers, drawing attention to the places they visited, contributing to brand awareness and brand recognition. Additionally, the #travel hashtag also features many culinary posts. Therefor