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Soggetti	Tourism Management Marketing Sustainability Culture - Study and teaching Tourism Management Cultural Studies
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Introduction -- 2. Brewing Green: Sustainability in the Craft Beer Movement -- 3. Craft Beer Enthusiasts' Support for Neolocalism and Environmental Causes -- 4. Pure Michigan Beer? Tourism, Craft Breweries, and Sustainability -- 5. Representing Rurality: Cider Mills and Agritourism -- 6. Developing Social Capital in Craft Beer Tourism Markets -- 7. New Jersey Craft Distilleries: Sense of place and sustainability -- 8. Drink Tourism: A Profile of the Intoxicated Traveler -- 9. Craft Brewing Festivals -- 10. (Micro)movements and Microbrew: On craft beer, tourism trails, and material transformations in three urban industrial sites.-11. Brewing a Beer Industry in Asheville, North Carolina -- 12. An Exploration of the Motivations Driving New Business Start-up in the United States Craft Brewing Industry -- 13. Conclusion.
Sommario/riassunto	This volume applies a mix of qualitative and quantitative research and

case studies to analyze the role that the craft beverage industry plays within society at large. It targets important themes such as environmental conservation and social responsibility, as well as the psychology of the craft beer drinker and their impact on tourism marketing. This volume advances marketing, hospitality, and leisure studies research for academics, industry experts, and emerging entrepreneurs. .

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