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Nota di contenuto	Food Tourism: A Practical Marketing Guide; Copyright; Contents; About the Authors; Contributors; Foreword; Preface; I: Food Tourism and the Tourist; 1: Introduction; What is Food Tourism?; Consumer Awareness of Food Tourism; Key Drivers of Culinary Tourism - A Consumer Perspective; Increased awareness in improved nutrition; An increasingly urbanized society; Ageing population; Dining out has increased in popularity; Farms as a fun family destination; The Internet; Key Drivers for Food Tourism - A Farmer Perspective; A brief history of the farm retail era; Food miles; Food Tourism Development Medical tourismRural tourism; Is it 'slow food' or 'food tourism'?; The key for producers is adding value; Adding value to food tourism; Food Tourism Challenges; Perception is Truth; Should a Business be in Food Tourism?; Should the Public be Allowed on Your Farm?; Developing a Culinary Tourism Strategy and Action Plan; References; Websites; 2: The Changing Tourist; Introduction; Understanding Today's Consumer; What is Local?; What are Food Tourists Doing?; Engage with Children - They Are Your Future; Make the business child-friendly; Is the business engaged with a local school as a partner? Develop a Kids Growing MagazineAllergies; Getting To and Around a

Region and its Culinary Facilities; Car visitors; Coach tours; Culinary walks; Touring by bicycle; References; Websites; II: Farm Produce and Agritourism; 3: On-Farm Marketing and Activities; Introduction; Farm Gate Sales/Roadside Stands; Pick Your Own/U Pick; Consumers have changed; Entry to the farm; What to grow for PYO; Get the structure right; Marketing online; Farm Shops or Farm Markets; Do your SWOT analysis; Developing a farm shop; Grow the Unusual  
What is an heirloom fruit or vegetable and how does it fit into food tourism?The tourism opportunity; Rare Breeds; Rare breed associations; Fish Farms; The Farm as a Classroom; Cooking or Culinary Schools on the Farm; Long Table Dining on the Farm; Vineyards; Bakeries; Butchers; Farm Delis; Cheese; The Labour Challenge - it Could be WWOOFers; References; Websites; 4: Off-Farm Marketing and Retailing; Introduction; Pop Up Everywhere and Anywhere; Box Schemes; Consumer Cooperatives; Farmers' Markets/Farm Markets; King Cullen; Farmers' market objectives; Create the experience  
Who shops at farmers' markets?Setting up a farm stall at the market; Team effort; What makes a successful farmers' market?; Market stall skills; The threat to farmers' markets; Night Markets; General Food Markets; Christmas Markets; The best Christmas markets in Germany; Community Gardens; Open Kitchen Gardens; Victorian Walled Gardens and Potagers; Urban Orchards/Community Orchards; Foraging; London's hunter-gatherers; New York's hunter-gatherers; Sydney's hunter-gatherers; Providores/Specialist Food Retailers; References; Websites; 5: Agri-Entertainment or Agri-Tourism; Introduction  
Promotion by farmers in the USA

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### Sommario/riassunto

The fastest growth in tourism is the culinary sector. Covering farmers markets, taste tours, agri-entertainment, glamping, restaurants, farm shops and more, food tourism has become both an important part of holidaying and a purpose in itself. With growth occurring in most developed countries and tourists searching out culinary tourism throughout the world, this book provides an overall direction to the development of food tourism and a section on the future of this trend.

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