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Food and Drink Tourism: Principles and Perspectives, by Sally Everett, Sage: Los Angeles, 2016, 447 pp., £29.99 (paperback), £85.00 (hardcover), ISBN: 9781446267738 (paperback), ISBN: 9781446267721 (hardcover).

More than a requirement whilst travelling, food offers a unique entry point to interrogate the ways through which place and identity are constructed and transformed through tourism. Yet, in light of the relevantly recent recognition concerning the importance of food within tourist scholarship, there are limited resources that comprehensively collate the numerous multi-disciplinary and international narratives relating to food and drink travel. As such, Sally Everett's *Food and Drink Tourism* is a much needed contribution that comprehensively transverses and integrates the multiplicity of academic voices working in this area, whilst also relating to current policy and industry practice in a way that no relating texts have previously achieved. The book's approach creates the potential for generating attention to the economic, social and cultural influence of food tourism, not only within tourist studies but also across the social sciences more broadly.

The text consists of 22 stand-alone chapters, that engage and attempt to make sense of the gamut of food and drink tourism from both within and outside academia, rather than generating a particular conceptual or political agenda. Chapters are structured into three main thematic parts: 'the growth and development of food and drink tourism', 'the promotion and branding of food and drink tourism' and 'food and drink attractions and events'; each possess the ability to be read independently. Part one starts from the beginnings of food travel, providing an historical context before moving to discuss contemporary policy issues and major industry trends. While broad, this section sets up the study of food and drink conceptually – identifying the ways through which food tourism is a multi-faceted and complex activity. A poststructuralist framing in this first section is productive in enabling a platform for a multitude of theoretical approaches to be discussed and drawn on throughout the text. Issues of marketing, promotion and development form the focus of part two. Strength here is in the way Everett negotiates discussion of the pragmatic application of tourist marketing strategies, alongside more critical understandings concerning the ways such strategies construct particular culinary identities, which are not always recognised by local residents. Negotiation of the applied, critical and conceptual is particularly pertinent, in consideration of the text's intended audience of employment focused tertiary students. Turning to the final section, 'Food and drink attractions and events', concepts and approaches are brought alive through an exploration of the ways food and drink tourism has manifested differently across a number of empirical contexts. A highlight here is 'When consumers become producers', which reveals the ways certain characterisations of food tourism have shifted understandings of tourists as consumers to producers. Examples are drawn on to illustrate the ways tourist operators utilise the skills and

knowledge of tourists, while tourists increasingly seek participation in food production processes. Everett identifies that such shifts bring into question linear and dualistic constructions of the production/consumption dichotomy. Such questionings are of particular pertinence to tourist studies because the discipline has a historical tendency to separately categorise production with work and consumption with leisure.

A strength of the text is its utilisation of international case studies from across the Global South and North, rendering insights into how global and local processes are producing unique, place-based formulations of food, and the tourist experience. The depth of case studies is also central to the text's utility. Of particular note is a detailed discussion of the failure in managing a Hebridean food trail in Chapter 15, 'Following food and drink: tours, trails and routes'. Here Everett identifies that despite a strong, award winning hospitality network existing among small businesses in the area, the trail ultimately failed because consumers found the digital trail difficult to navigate. The case study thus highlights the multidimensional requirements in implementing effective food tourism strategies. Various pedagogic approaches are also utilised, including clear figures and tables, intimating the text's usefulness for teaching across differential learning abilities.

While the text may be useful for scholars seeking to gain a broad overview of the food tourism literature, it is very much designed for undergraduate students – with chapters featuring activities and industry employment opportunities, rather than in-depth analysis interrogating any one issue. Theoretical approaches are also touched on rather lightly, with limited explanatory detail provided. Moreover, in reading the final chapter one is left with a somewhat overly optimistic vision for the future of food and drink tourism that contrasts with issues previously alluded to, raising concerns over the potential of the text as a form of critical inquiry. Such limitations suggest that *Food and Drink Tourism* might be best suited as an accompaniment to a course that deals with the critical dimensions of tourism in greater detail beyond the text, or for a second or third year student that already has a grounding in critical approaches to tourist studies. Overall, however, the textbook makes a powerful contribution to studies of food and tourism through its collation of the disparate and multidisciplinary scholarship, as well as a useful accompaniment to new courses examining issues of rural regeneration, sustainability and health and wellbeing.

Dr Anna de Jong

University of the Highlands and Islands, United Kingdom

anna.dejong.whc@uhi.ac.uk