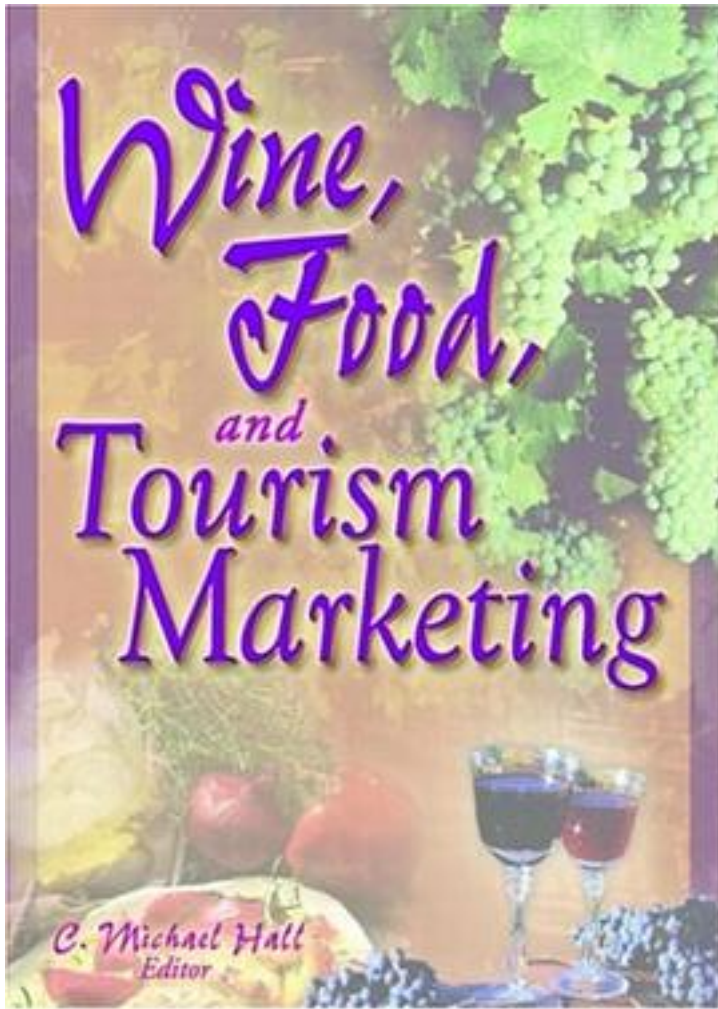


Wine, Food and Tourism Marketing



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Wine, Food, and Tourism Marketing is an overview of contemporary practices and

trends in food and wine tourism marketing. International in scope, the book draws on studies from Canada, England, France, New Zealand, South Africa, and Scotland for analyses of contemporary practices and trends that explain how to develop, implement, and maintain strategic competitive advantages. The book looks at case studies of business operations, seasonality, destination image, and the development of business networks. Equally valuable as a professional resource for practitioners and as a textbook for upper-level and graduate students in tourism, hospitality, and wine and food studies, Wine, Food, and Tourism Marketing examines the importance of food and wine tourism to rural regional development. The book presents destination management planning and marketing initiatives for specific markets that can be easily adapted and applied to a wider range of wine tourism settings. This book is an essential read for practitioners, students and academics involved in tourism and hospitality, marketing, food and wine studies, and rural regional development.

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