

Wine Tourism Around the World: Development, Management and Markets

From Butterworth-Heinemann

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Wine tourism is a rapidly growing field of industry and academic interest with changes in the consumer markets in recent years, showing an enormous interest in 'experiential' travel. Wine Tourism Around the World is therefore an invaluable text for both students and practitioners alike and provides:

- * the first comprehensive introduction to wine tourism from a business, social science and policy perspective
- * an international perspective on wine tourism and includes detailed examples from Australia, Canada, France, Greece, Hungary, New Zealand, Portugal, South Africa, Spain, Switzerland, UK and the USA
- * detailed information on the growth and development of wine tourism from both supply, demand, marketing and management perspectives

Academic researchers and students in tourism and hospitality fields, as well as anyone connected with the wine industry, will find this book an essential guide to understanding the global impacts of wine tourism and the consequent economic, social and environmental impacts and opportunities.

C. Michael Hall is based at the University of Otago in New Zealand and is Visiting Professor in the School of Leisure and Food Management, Sheffield Hallam University. He has written widely on wine, food and rural tourism and has a major interest in cool-climate wine tourism.

Liz Sharples is a lecturer in the School of Leisure and Food Management, Sheffield Hallam University. She has extensive practical and academic experience in the hospitality industry and has major research interests in the interrelationships between cuisine, tourism and rural production.

Brock Cambourne is the owner/operator of multiple tourism award winning National Capital Wine Tours and principal of Benchmark Tourism Consulting. He has researched and published extensively on wine and culinary tourism and is

a member of the Australian National Wine Tourism Working Party.

Niki Macionis is a lecturer at the University of Canberra's Cooperative Research Centre for Sustainable Tourism. Her graduate studies focussed on the development of wine tourism and she has researched and published extensively on wine and culinary tourism.

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Editorial Review

Review

The intended audience is 'people in the wine and tourism industries' as well as 'students of the grape'. It seeks to position itself as an invaluable text for both students & practitioners alike. It is written by 'people who are interested & involved in wine from both an academic & business perspective'..... These contributors are drawn from six countries, in addition to England. Hence this is a complex blend with a strong international flavour. Their chosen blend is very diverse & ought to contain something for everyone with an interest in this field. The book is clearly laid out & contains an interesting mixture of illustrations, figures, tables & other statistical data.

Its international credentials are obvious & it does provide a solid introduction to a diverse subject. The contributions are both serious & relevant. They cover both academic & practical aspects of the field. It is a work that deserves to be consumed whilst young because of its relevance to a rapidly growing market. Keith Johnson, Trinity and All Saints College, University of Leeds (forthcoming review in the International Journal of Hospitality Management)

Users Review

From reader reviews:

Gail Rodriguez:

As people who live in often the modest era should be up-date about what going on or data even knowledge to make these individuals keep up with the era and that is always change and progress. Some of you maybe can update themselves by examining books. It is a good choice for you but the problems coming to a person is you don't know which you should start with. This Wine Tourism Around the World: Development, Management and Markets is our recommendation so you keep up with the world. Why, because this book serves what you want and wish in this era.

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William Roger:

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