



# **Wine Tourism Around the World: Development, Management and Markets**

*From Butterworth-Heinemann*

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## **Wine Tourism Around the World: Development, Management and Markets**

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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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## **Wine Tourism Around the World: Development, Management and Markets From Butterworth-Heinemann Bibliography**

- Sales Rank: #7075988 in Books
- Published on: 2000-04-27
- Original language: English
- Number of items: 1
- Dimensions: 1.03" h x 6.43" w x 9.55" l, 1.50 pounds
- Binding: Hardcover
- 347 pages



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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:**

#### **Stefanie Roach:**

Book is written, printed, or illustrated for everything. You can know everything you want by a reserve. Book has a different type. As it is known to us that book is important matter to bring us around the world. Adjacent to that you can your reading skill was fluently. A publication Wine Tourism Around the World: Development, Management and Markets will make you to end up being smarter. You can feel a lot more confidence if you can know about every thing. But some of you think this open or reading the book make you bored. It isn't make you fun. Why they could be thought like that? Have you in search of best book or suitable book with you?

#### **Daniel Gutierrez:**

Wine Tourism Around the World: Development, Management and Markets can be one of your beginner books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that may increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort to put every word into delight arrangement in writing Wine Tourism Around the World: Development, Management and Markets yet doesn't forget the main stage, giving the reader the hottest and also based confirm resource data that maybe you can be one of it. This great information may drawn you into brand new stage of crucial pondering.

**Virginia Warriner:**

In this period globalization it is important to someone to obtain information. The information will make professionals understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of sources to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher in which print many kinds of book. The actual book that recommended to you personally is Wine Tourism Around the World: Development, Management and Markets this publication consist a lot of the information of the condition of this world now. This particular book was represented just how can the world has grown up. The words styles that writer use for explain it is easy to understand. The actual writer made some investigation when he makes this book. Here is why this book ideal all of you.

**Charles Montiel:**

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