Lee, K.-H., & Scott, N. (2015). Food Tourism Reviewed Using the Paradigm Funnel Approach. *Journal of Culinary Science & Technology*, 13, 95–115.

Food Tourism Reviewed Using the Paradigm Funnel Approach

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ABSTRACT

The number of papers studying food and its use as a tourism resource has grown rapidly in recent years. This article provides a review of the papers examining one of the major themes found in this literature: the marketing of food as an attraction to tourists. A systematic review of the food-tourism literature identified 47 relevant journal articles in seven journals. These articles are discussed based on their research topic, focus (demand or supply-side), methodology, and their academic contribution using paradigm funnel approach. The selected 47 articles focus mainly on level 2 and 3 of the paradigm funnel. Results indicate that future research would benefit from use of new theoretical approaches as well as further exploration of the decision making process of tourists with an interest in food.

Keywords: food tourism; paradigm funnel; food marketing; systematic review

1. INTRODUCTION

The expenditure by tourists on food typically makes up approximately one third of the total of all their spending in a destination (Hipwell, 2007) and spending on food and shopping of tourists accounted for more than USD70 billion in 2000 (Sparks, Wildman, & Bowen, 2000). Food has both tangible and intangible meanings for human beings and this is evidenced by the culinary systems and cultures that societies invent. Food, therefore, has behavioural and cognitive, psychological and cultural, individual and collective impacts on people (Fischler, 1988). Food culture is also an important attraction for tourists to travel to a destination. The tastes, ways of eating, and access to different foods indicate an individual's social position. The growing recognition of the importance of

food for tourists is reflected in an increasing number of academic papers and reviews (Hall, 2006; Henderson, 2009).

Henderson (2009) identified four different themes in academic studies of food related to tourism: (1) the relationship of food, tourism and tourists - examining tourist behaviour with relation to food. Food conveys meaning and may evoke authenticity, identity, cultural values, nostalgia, or neophobia (Fischler, 1988; Verbeke & López, 2005); (2) commercial opportunities: food as a tourist product – discussing issues such as cooking schools, interpretation of farms and food plants, food or wine drive circuits or tours, and, of course, dining as a product itself (i.e. culinary and gastronomic experiences) (Longart, 2010; Sparks, Bowen, & Klag, 2003); (3) the marketing of food to tourists, including topics such as provision of basic information about hygiene and food availability (i.e. halal food availability) and food as a dimension of destination image (Baloglu & Mangalolu, 2001; MacLaurin, 2001); and (4) food tourism as instrument of destination and general development, which examines the strategies, economic returns and competitive advantages of food related tourism (Hjalager & Richards, 2002; Kivela & Crofts, 2005; Long, 2004). This paper examines the food tourism literature from a marketing perspective - as an essential element in destination marketing and a contributor to the overall experience of tourists. It provides a systematic review and analysis of relevant academic papers to determine areas for further research. In particular it uses the concept of a paradigm funnel to characterise the theoretical status of the papers reviewed (Nairn, Berthon, & Money, 2007).

The development of an academic discipline or topic is not a linear and neat process but instead is idiosyncratic and often competitive leading to a disjointed and fragmented literature that must somehow must be comprehended and ordered. Literature reviews are also particularly important for the study of tourism due to the rapid growth in the number of academic papers published and it is a vital component of the academic development of a field of study and help to consolidate and structure both developed and developing fields of research. In applied fields like tourism, literature reviews also have a practical use in supporting the development of evidence-based policy by governments (Boaz, Grayson, Levitt, & Solesbury, 2008; Wyatt, 2002). This growth may be related to an increasing number of tourism scholars especially in non-Western countries as well as the impact of research productivity evaluation exercises that have in part measured academic output by the number of papers in journals. There is an increasing number of tourism, hospitality, leisure, and events related journals as well as new journals that specialise in particular topics such as sustainable tourism, ecotourism, marketing, policy, and so forth. These new journals publish papers that may overlap in topic, theory and/or methodology with those in more established journals. These factors lead to a need to periodically assess the status of the relevant literature and seek to measure past achievements and identify new areas for research.

2. METHODOLOGY

The methodology adopted for this literature follows the method of a systematic review. A systematic review is a ‘systematic, explicit, comprehensive and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners’ (Fink, 2005, p. 3). Examples of systematic reviews include knowledge management in hospitality (Hallin & Marnburg, 2008), tourism websites (Law, Qi, & Buhalis, 2010), and sport tourism (Weed, 2009). The principal difference between a traditional narrative review and a systematic review is that the former often uses unspecified or ad hoc methods for determining the scope of the review, the selection of papers, and the process of analysis and synthesis. A systematic review follows a series of steps that overtly specify all these parameters. A second difference between a narrative and systematic review is that the later may often use quantitative methods of analysis of the ‘data’ (prior academic literature). In a narrative review, the primary method of analysis is content analysis.

Four different databases were searched to identify relevant journal articles: Hospitality and Tourism Complete, CAB Abstract, ProQuest and Emerald. Searches were conducted in May 2012. The search terms used were: food tourism, gastronomy tourism, culinary tourism, and cuisine tourism appearing in the keyword list, title or abstract. After eliminating double inputs and selecting only peer reviewed journal articles, a total of 238 papers were identified. Papers were then individually examined for their relevance, and those considered to involve marketing were analysed further. A total of 47 articles were selected published in seven journals: Annals of Tourism, Current Issues in Tourism, International Journal of Tourism Research, Journal of Culinary Science & Technology, Journal of Travel & Tourism Marketing, Journal of Travel Research, and Tourism Management. The complete list of these 47 articles can be found in Table 1. For the purposes of this study, the selection of articles was limited to the relationship with the marketing or commercial aspect of food in tourism from either demand or supply side. Journals with only one or two articles were not examined further.

Table 1. List of Food Tourism Literature (47 articles)

Author/s		Demand (D)/ Supply(S)	Research Target	Research Methodology	Journal
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	Paradigm Funnel (Level 1~4)			QUAL	QUAN	
Au and Law (2002)	3	D	Hong Kong Tourist Association publications		✓	Annals of Tourism
Bélisle (1983)	2	S	Hotels in the Caribbean	✓		Annals of Tourism
Chang, Kivela, and Mak (2010)	2	D	Chinese tourists	✓		Annals of Tourism
Cohen and Avieli (2004)	3	D	West Europeans and Israelis travellers	✓		Annals of Tourism
Mak, Lumbers, and Eves (2012)	3	S	Food service sector	✓		Annals of Tourism
Telfer (1996)	2	D	Sheraton Senggigi Beach Resort	✓		Annals of Tourism
Torres (2003)	2	D/S	Visitors and food suppliers	✓	✓	Annals of Tourism
Bertella (2011)	2	S	Norway & Italy (two cities)	✓		Current Issues in Tourism
du Rand and Heath (2006)	3	S	South Africa DMOs	✓		Current Issues in Tourism
Ignatov and Smith (2006)	2	D	US & Canadian culinary tourists		✓	Current Issues in Tourism
Nilsson, Svärd, Widarsson, and Wirell (2011)	2	S	Italy (three Cittaslow towns)	✓		Current Issues in Tourism
Sánchez-Cañizares and López-Guzmán (2012)	2	D	Tourists in Cordoba, Spain		✓	Current Issues in Tourism
Alonso and Northcote (2010)	2	S	Olive farmers in Australia	✓		International Journal of Tourism Research
Hegarty and Barry O'Mahony (2001)	4	D	Gastronomy	✓		International Journal of Tourism Research
Hegarty and Barry O'Mahony (2001)	2	S	Food production and government regulations in agriculture of Denmark and Italy	✓		International Journal of Tourism Research
Hornig and Tsai (2012)	3	S	7 Asia-Pacific regions DMOs	✓		International Journal of Tourism Research
Beebe, Marsh, Riemann, Ying, and Condrasky (2010)	1	D	Tailgating participants		✓	Journal of Culinary Science & Technology
Deale, Norman, and Jodice (2008)	2	D	Food tourists		✓	Journal of Culinary Science & Technology
Harrington (2005)	3	S	Regional gastronomy	✓		Journal of Culinary Science & Technology
Harrington and Ottenbacher (2010)	2	S	Lyon & Rhone-Alpes region (France)	✓		Journal of Culinary Science & Technology
Haven-Tang and Jones (2006)	2	D	Monmouthshire's LEADER+ programme in UK	✓		Journal of Culinary Science & Technology
Kim, Kim, Goh, and Antun (2010)	2	D	10 food event tourists		✓	Journal of Culinary Science & Technology
Kim, Yuan, Goh, and Antun (2009)	2	S	16 cities/counties DMO websites in Texas USA	✓	✓	Journal of Culinary Science & Technology
Kivela and Crotts (2005)	2	D	Gastronomic tourists in Hong Kong		✓	Journal of Culinary Science & Technology
Kim, Kim, Goh, and Antun (2011)	2	D	Food tourists in 10 food events in the US		✓	Journal of Culinary Science & Technology
Boyne, Hall, and Williams (2003)	2	S	UK food related World Wide Web	✓		Journal of Travel & Tourism Marketing
Frochot (2003)	2	S	19 French regional tourism brochures	✓		Journal of Travel & Tourism Marketing
Kolyesnikova and Dodd (2009)	3	D	Wine tourists		✓	Journal of Travel & Tourism Marketing
Marzo-Navarro and Pedraja-Iglesias (2009)	2	D	Wine tourists		✓	Journal of Travel & Tourism Marketing

McKercher, Okumus, and Okumus (2008)	4	D	Tourists in Hong Kong		✓	Journal of Travel & Tourism Marketing
du Rand, Heath, and Alberts (2003)	2	S	South Africa DMOs and key marketers		✓	Journal of Travel & Tourism Marketing
Ryu and Han (2010)	3	D	Tourists in New Orleans, US		✓	Journal of Travel & Tourism Marketing
Axelsen and Swan (2010)	2	D	Tourists in Moonlight Wine Tour festival		✓	Journal of Travel Research
Brown and Getz (2005)	2	D	Wine consumers		✓	Journal of Travel Research
Enright and Newton (2005)	2	S	Tourism suppliers in Hong Kong, Singapore and Bangkok.		✓	Journal of Travel Research
Kolyesnikova and Dodd (2008)	3	D	Wine tourists		✓	Journal of Travel Research
Sheldon and Fox (1988)	2	D	US, Japanese and Canadian tourists to Hawaii in 1984		✓	Journal of Travel Research
Smith and Xiao (2008)	3	S	Farmers' markets, food/beverage festivals, restaurants	✓		Journal of Travel Research
Getz and Brown (2006)	2	D	Residents in Calgary Canada (potential wine tourists)		✓	Tourism Management
Gössling, Garrod, Aall, Hille, and Peeters (2011)	4	S	Climate change	✓		Tourism Management
Horng, Liu, Chou, and Tsai (2012)	3	D	Foreign tourists in Taiwan		✓	Tourism Management
Horng and Tsai (2012)	2	S	Hong Kong, Japan, Korea, Singapore, Taiwan, Thailand (Websites)	✓		Tourism Management
Kim, Kim, and Goh (2011)	3	D	Food tourists in a food festival		✓	Tourism Management
Larsen, Brun, Øgaard, and Selstad (2007)	2	D	Foreign tourists in Norway		✓	Tourism Management
Okumus, Okumus, and McKercher (2007)	2	S	Hong Kong, Turkey (Website)	✓		Tourism Management
Plummer, Telfer, Hashimoto, and Summers (2005)	2	D	Tourists (wine tourists) in six breweries		✓	Tourism Management
Quan and Wang (2004)	4	D	Tourist experience	✓		Tourism Management

The selected papers were then coded based on their research topic, focus (demand or supply-side), methodology, and their research contributions. Each of the 47 papers was first sorted by their journal of publication, and the research focus identified as either demand or supply or both. The research methodology and different level of the paradigm funnel were also identified.

3. RESULTS

Among these 47 journal papers, 27 focus on the consumer, demand-side, 19 relate to supply-side stakeholders such as government and destination marketing organisation or food service supplier, and one examines both demand and supply. The focus of each paper by journal of publication is shown in Figure 1. Journals tend to emphasise particular topics; for example the International Journal of Tourism Research publishes more supply-side articles while Journal of Culinary Science & Technology emphasises the demand-side.

Figure 1. Contributions of journals to each target population

4. ANALYSIS

The selected papers were firstly used to construct a chronology of food tourism. Figure 2 shows the percentage of articles used in this study by period. Here we may distinguish three different periods. The papers found published during the first two decades 1980-1999 focused on the relationship of agriculture and tourism (Bessiere, 1998; Telfer, 1996). Local food was studied to determine the amount of local ingredients used by hotels and restaurants and encouraging the use of culinary heritage in rural and touristic areas (Bélisle, 1983; Reynolds, 1993). It was also noted that foodservice in a destination might affect the decision of tourists to return (Sheldon & Fox, 1988).

Figure 2. Percentage of articles by period used in this study

From 2000-2005 there was a significant increase in the number of food tourism studies. Food is considered to be an important motivating factor for tourists to travel to a destination and possibly a

peak experience for tourists (Kivela & Crotts, 2005; Quan & Wang, 2004). Local governments and DMOs began to market local food to attract tourists (Boyne et al., 2003; du Rand et al., 2003), especially for places not frequented by tourists such as Croatia (Meler & Cerovic, 2003). A typology of tourists was developed based on interest in food while travelling (Boyne et al., 2003) and definitions such as food tourists, gastronomic tourists, culinary tourists, tasting tourists, wine tourists, and gourmet tourists examined (Boniface, 2003; Brown & Getz, 2005; Hall, 2003; Kivela & Crotts, 2005; Long, 2004).

From 2006-2012 the number of studies of the marketing of food to tourists grew strongly. Food tourism was seen as a potential competitive advantage and a core element in the branding of a country or destination by marketers (Henderson, 2009) leading to studies of website food image (Horng & Tsai, 2010; Okumus et al., 2007). Local food was marketed alongside local culture and tradition (Gyimothy & Mykletun, 2009; Sims, 2009). Studies also investigated food as a motivation to travel to or revisit food events and destinations (Hirst, Tresidder, & Ebooks, 2012; Ignatov & Smith, 2006; Kim, Kim, Goh, et al., 2011). While most of the studies conclude food could be a possible motivator for tourists to travel, McKercher, Okumus, and Okumus (2008) questioned the role of food as mainstream tourism product and the need of a more holistic approach in this area.

In terms of methodology used in each article, 22 articles use qualitative methods, 23 articles use quantitative methods and two articles use a mix-method approach. Figure 3 shows the type of methodology used in each journal. Each journal appears to emphasise a particular methodology; for example, all four articles in the *International Journal of Tourism Research* used qualitative methods, and the majority of the articles in *Journal of Culinary Science & Technology*, *Journal of Travel and Tourism Marketing* and *Journal of Travel Research* use a quantitative approach. Mixed-methods were used in only two articles, one in *Annals of Tourism* and one in *Journal of Culinary Science & Technology*.

Figure 3. Contribution of journals to each method of analysis

The paradigm funnel approach was used to classify these 47 journal articles into four different levels. A paradigm funnel is a technique used in analysing the literature based on Kuhn's (1996) paradigm model. It provides a framework to categorise research into four different levels: (1) empirical observations; (2) analytical methods; (3) specific theory; (4) deep assumptions (Nairn et al., 2007). Each chosen article is classified under one of these four levels, the classification is primarily determined by the stated objective of each article which can be inferred from the research questions that each article tries to answer. The four different levels of research focus based on the questions posted by researchers and research process are listed below (Table 3). The percentage of articles in each level of the paradigm funnel is shown in Figure 4.

Table 3. Levels in the paradigm funnel (Source: Nairn, Berthon, & Mondy, 2007, p. 261)

Level	Research focus	Question posted by researcher	Research process
1	Empirical observations	What is observed 'in nature'?	Generation of data
2	Analytical methods	Are the mechanisms by which data are mapped to theory correct?	Ordering, structuring and manipulation of data
3	Specific theory	Are our theories correct?	Articulation of theoretical generative mechanisms and associated empirical propositions
4	Deep assumptions	Are our core metaphysical assumptions correct or appropriate?	Questioning of deep ontological, epistemological, methodological and axiological assumptions

4.1.1 Level 1 – empirical observations

Only one article has been identified as Level 1 - empirical observations which are concentrated to generate data. The article was published in the Journal of Culinary Science & Technology and uses quantitative methods. The authors, Beebe, Marsh, and Riemann (2010) discuss the culinary and nutritional aspects of the fast growing American trend of sport ‘tailgating’ among fans of National Football League (NFL) to better understand this special interest group. This growing sport attracts approximately 20 million tailgaters to eat, drink, and gather together for a minimum of 10 Saturdays a year.

Figure 4. Percentage of articles in each level of the paradigm funnel

4.1.2 Level 2 – analytical methods

Thirty articles are identified as being at Level 2 – where the focus is on ordering, structuring, and manipulation of data. Articles are found in all seven journals, and data is analysed using either qualitative, quantitative methods or both. 13 articles use qualitative data analysis, 15 use quantitative data analysis, and two articles use both. Case analysis and content analysis are the most frequently used methods in qualitative data analysis. Food image, local culinary tradition and destination food consumption are major topics for level 2 articles (Bélisle, 1983; Boyne et al., 2003; Frochot, 2003; Harrington & Ottenbacher, 2010; Telfer, 1996). Larsen et al. (2007) study the pervasiveness of tourists’ judgments’ of food-related risks such as Salmonella, Scrapie, and Mad Cow and find that

risks linked to food are perceived by each tourist to be higher abroad than each tourist's home. Hjalager and Corigliano (2000) compare the national cuisine, food and economic policies, food regulations, and the role of consumer in two cities in Europe. Bertella (2011) also compares different types of knowledge of food tourism and the roles of managers in the development and management of cuisines in two cities. Chang, Kivela, and Mak (2010) study food preferences of Chinese tourists and develop a typology of Chinese tourists' dining behaviour based on focus group interviews with 25 participants.

Four articles focus on World Wide Web use by different city governments to examine how local food is presented in their marketing strategies (Boyne et al., 2003; Horng & Tsai, 2010; Kim et al., 2009; Okumus et al., 2007). Haven-Tang and Jones (2006) use a grounded theory approach to study a government food tourism initiative in UK. Harrington and Ottenbacher (2010) use case study method to address culinary tourism in the Lyon and Rhône-Alpes regions of France. Nilsson, Sward, Widarsson, and Wirell (2011) compare three cities in Italy that are members of the Cittaslow movement. Most quantitative studies collected data through survey questionnaires distributed to food tourists (Kivela & Crofts, 2005; Sheldon & Fox, 1988). The distinction between food and wine tourist segments is studied by Ignatov and Smith (2006) and four main driving desires of culinary tourists identified. Two studies by Brown and Getz (Brown & Getz, 2005; Getz & Brown, 2006) specifically examined wine tourists and their travel behaviour by using a wine involvement scale. Marzo-Navarro and Pedraja-Iglesias (2009) used quantitative method to profile wine tourists. Plummer, Telfer, Hashimoto, and Summers (2005) examined wine tourists visiting a brewery experience in Canada. Kim, Kim, Goh and Antun (2011) examined food tourists' satisfaction and intention to revisit food festivals. Torres (2003) assessed tourist food consumption and preference and food suppliers in Mexico using mix-methods.

4.1.3 Level 3 – specific theory

Twelve articles are identified at Level 3 focusing on the articulation of a theoretically based generative mechanism and associated empirical propositions. All seven journals selected have articles from this level. Six of the articles use qualitative analysis and the remaining six articles use quantitative methods. Au and Law (2002) applied rough set theory into relationship modelling in destination dining using a case in Hong Kong. Horng and Tsai (2012) employ resource based theory to identify the structure of promotional strategic development in food tourism. Two articles use the theory of reasoned action to examine tourists' behavioural intention to try local cuisine and perceived value on intention to revisit and satisfaction (Kim, Kim, & Goh, 2011; Ryu & Han, 2010).

Kolyesnikova and Dodd (2008) explore whether wine tourists feel a need to buy wine in tasting rooms using reciprocity theory. Mak, Lumbers, and Eves (2012) propose a conceptual framework of the effect of globalisation on food supply and consumption in tourism. du Rand and Heath (2006) outline key components of a framework to develop food tourism; and Harrington (2005) identify a framework to define regional gastronomy identity. Smith and Xiao (2008) use supply chain theory in three food tourism products in Canada. Horng, Liu, Chou, and Tsai (2012) investigate the impact of brand equity to travel intentions and how destination familiarity moderates the relationship between brand equity and travel intentions in the context of food tourism.

4.1.4 Level 4 – deep assumptions

Four articles are identified in Level 4 and question the deep ontological, epistemological, methodological and axiological assumptions of research in this area. The article of Hegarty and O'Mahony (2001) discusses the gastronomic interpretation: the selection, preparation, presentation, and participation of food as a 'fine art activity' by reference to a theory of knowledge and make conclusions concerning the production of beauty. Quan and Wang (2004) review the social science and the marketing/management literature on tourism experience and food consumption in tourism, proposing a conceptual model of consumer experience and peak experience. McKercher et al. (2008) question whether food is a special interest or mainstream tourism product. Gössling et al. (2011) examined food consumption from the perspective of climate change and assess reduction of GHGS (global emission of greenhouse gases) by foodservice providers.

Figure 5. Contribution of journals to each level of paradigm funnel

The number of articles in each journal for different levels of paradigm funnel is shown in Figure 5. Most journals intended to publish articles that use analytical methods (Level 2) or test specific theories (Level 3). The Journal of Culinary Science & Technology publishes articles concerning empirical observations only and three journals (International Journal of Tourism Research, Journal of Travel & Tourism Marketing and Tourism Management) publish articles that explore deep assumptions in the field of food tourism. Researchers may wish to consider the specialisation of different journals while preparing their submission of future works.

5. CONCLUSION and FUTURE RESEARCH

This paper has presented an analysis of the food tourism literature using a systematic review and paradigm funnel approach to understand its chronological evolution, different levels of paradigm funnel, target population (supply or demand) and methodology used. Food tourism has become an increasingly popular area of research over the last two decades as the number of papers has doubled in the last ten years. Studies of the marketing of food to tourists have examined a number of different ways to categorise food tourists. Destination marketers and local government organisations invest and design food-related activities to enhance tourists' experience and intention to revisit.

Most food tourism studies are found at levels 2 and 3 of the paradigm funnel which try to order, structure, manipulate data or articulate theoretical/empirical propositions. The core assumption of recent studies in food tourism is a focus on the need that 'food' is an important motivator to travel for tourists and in consequence 'food' could become a purpose to revisit a destination (Ab Karim & Chi, 2010; Hall, 2006; Kivela & Crotts, 2006). It is important to expand the study in food tourism and how food can be a special interest product rather than just an ubiquitous activity that most tourists need in any destination (McKercher et al., 2008). If tourists performing food-related activities can be called as 'food' tourists, then all tourists are 'food' tourist since every tourist must consume food in a destination. A similar issue of the classification or definition of a special interest group is found in 'cultural tourism' and 'ecotourism' (McKercher, 2002).

Local government and destination marketers must seek to better understand tourists' travel behaviour, especially tourists with an interest in food. Studies of food tourists have mainly used quantitative methods, concentrated on motivational factors and linkage with destination image (Horng et al., 2012; Ryu & Han, 2010; Sánchez-Cañizares & López-Guzmán, 2012). Through understanding tourists' decision making process, we may better understand why, how, and when people make these decisions (Hyde & Lawson, 2003). Decision making by tourists is a complex and dynamic process where

process-tracing methodologies that could provide a more complete view from decision input to output (Smallman & Moore, 2010). Underlying variables affecting the choice behaviour of tourists with an interest in food such as family roles, lifestyle, and decision-making style could be explored (Sirakaya & Woodside, 2005). The decisions regarding tourists' travel behaviour (including activities related with food) are influenced by their self-image; and are closely related to the beliefs and values that they hold (Decrop, 2010; Moutinho, 1987). There is a need to better understand factors related to the tourist's personal context in considering and choosing food activities in the destination. Knowing a tourist's decision making process will assist a destination to position itself and prepare adequate marketing plans that target the right market segment.

This review has highlighted a number of areas for further research. Firstly, there is a need to undertake research that tests specific theories and challenges the deep assumption of this study field which can be assessed using the paradigm funnel approach. Only four articles out of 47 were found at level 4 of the paradigm funnel. Secondly, the growing number of academic papers in this area and government initiatives in food-related programs demonstrate the need to investigate the underlying factors that affect tourists' food consumption behaviour. Finally, the participation of local community and food production chain is an important aspect in the marketing of food that has not received attention. For example, community-based tourism approaches could be one way to increase the food sustainability of local communities, a model that has applied in areas such as ecotourism (Jones, 2005). Overall, this paper shows that food related tourism is a growing area of academic interest but that more use of alternative theoretical approaches are needed, and especially in the area of consumer choice.

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