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To cite this article: Saurabh Kumar Dixit, Roberta Garibaldi & Vikas Gupta (2022) Special issue on food and beverage tourism: management and marketing perspectives, *Journal of Foodservice Business Research*, 25:6, 623-629, DOI: [10.1080/15378020.2022.2139793](https://doi.org/10.1080/15378020.2022.2139793)

To link to this article: <https://doi.org/10.1080/15378020.2022.2139793>



Published online: 04 Nov 2022.



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Special issue on food and beverage tourism: management and marketing perspectives

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ABSTRACT

Tourism and food & beverage are and have always been strongly connected. Nevertheless, in recent times, the experience potential of various types of local food and beverages (f & b) have sparked significant attention in food and beverage tourism amongst the tourism industry and destination marketing organizations. Food, beverage, and tourism researches have been done from a range of disciplines viewpoints, including finance, advertising, local participation, dietary habits, entrepreneurship, hospitality, ethnography, cognitive science, and other related fields, and the available literature on F & b tourism contains “management and marketing viewpoints” as well as “sociocultural viewpoints.” As a result, there has been a pressing need for new conceptual and empirical research that would add to the field of inquiry, particularly in the marketing and management aspects of f & b tourism, by recognizing important emerging developments. The selection of papers for this special issue on “Food and Beverage Tourism: Marketing and Management Perspectives” took a multidisciplinary approach. The goal was to provide a thorough overview of innovative issues while also presenting the current state of the tourism and marketing industries. Five papers were selected through a rigorous double-blind review process. These articles cover a wide range of topics in the field of food and beverage, including phenomenological examination of craft beer, mixing wine and tourism cultures, wine experiencescape and visitor satisfaction, and wineries of Benedictine monasteries throughout Europe.

KEYWORDS

Food and beverage;
Marketing; Management;
Gastronomy; Tourism

Introduction

Food (gastronomic) and beverage tourism is now becoming a hot topic amongst the destination managers, researchers, and advertisers, especially because food consumption patterns have become one of the hospitality and tourism industry’s most important features (Dixit, 2019; Henderson, 2009; Robinson & Getz, 2014). Also, in the recent studies (Du Rand & Heath, 2006; Tsai & Wang, 2017), food and beverages have become a major focus in

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This article has been corrected with minor changes. These changes do not impact the academic content of the article.

destination management strategies and tactics, especially as gastronomic/food tourism studies become more prevalent. This topic has now developed as a field of extreme significance and academic research, while critical investigations on the conceptual and practice-oriented components of food/gastronomic tourism are still warranted. Culinary experiences have become important in social life, with changing tastes influencing consumer choices and service offers worldwide (Dixit et al., 2019; Flemmen et al., 2018). To better understand the topic, it's essential to separate current studies into three categories: consumer, producer, and destination advancement, with all three viewpoints dealing with a wide range of interests and potential issues (Dixit, 2018). Food and beverage might be a motivator for traveling, a quest for an incredible experience, and a factor affecting place visitation when combined with other variables (Getz et al., 2014). The types of activities and experiences acquired by eating food and beverages on vacation appear to differ, and may include, for instance, physical, cognitive, and social interventions. When considered collectively, this adds to the complexity of gastronomic and beverage tourism requirements (Gupta et al., 2018).

Tourist sites have now grown more aware of the potential benefits and positive impact of gastronomy and beverage tourism on their development and economic growth (Sims, 2009). Numerous tourist attractions have recently included local meals (cuisine) and beverages into their thriving tourist merchandize to lure more tourists in an exceedingly busy global tourist scenario (Kivela & Crofts, 2006; Sidali & Hemmerling, 2014). Food and beverages can thus be utilized as a strategic tool in destination marketing, strengthening ecological defense and assisting in the development of a legitimate tourism component (Gupta et al., 2020). As a result, it plays an important role in promoting local gastronomy and attracting new visitors (Dixit, 2020; Mawroh & Dixit, 2022; Okumus & Cetin, 2018; Robinson & Getz, 2014). Despite the cuisine's notoriety as a powerful designer of ethnic distinctiveness (Hillel et al., 2013), a powerful persuader, and a critical pull element, investigations on the shared relationship between tourists and food experiences are scarce (Mak et al., 2012; Seo & Yun, 2015), and only a few studies have examined this from a quantitative perspective (Cohen & Avieli, 2004; Okumus & Cetin, 2018). Various aspects of tourist relationships with local cuisine, especially the ethnic food and drinks, still remain elusive or misconstrued, and studies focusing on traditional food behaviors of travelers in promoting tourist sites around the world are few and far between (Sidali & Hemmerling, 2014). This makes this special issue so important and significant, considering the gaps in the food and beverage tourism literature.

The research articles in the special issue

For a better presentation of comprehensive studies focusing on food and wine tourism and their impact on the experiential marketing of tourism destination,

this special issue provides articles on multidisciplinary themes focused on the contemporary trends in food and wine tourism. This special issue discussed the most recent and relevant themes to food and wine literature, for example, the phenomenological exploration of craft beer; the mixing of cultures, food and wine & rural development during the COVID-19 pandemic in Italy; Production basis for food tourism in Croatia; Benedictine monasteries in Europe; and Wine experiencescape and tourist satisfaction. As a result, the five articles in this special issue edition provide a thorough understanding of the contemporary trends prevalent in food and wine tourism, which is of utmost importance for hospitality and tourism businesses.

Phenomenological exploration of craft beer movement

The first research study of this special issue employed a phenomenological approach to examine the concept of craft beer and to uncover the movement's perspectives on diversity. During the design stages of this research project, the research question that guided it went through multiple versions, culminating in "What is the significance of craft beer?" "How do adherents of the craft beer movement see the movement's diversification?" According to the study findings, meaning is created jointly around beer, people, place, and society. Furthermore, the results revealed that a sizable portion of the customer is aware of the limitations of ethnic variety and is concerned about it. As a result, extending out with a more racially diverse customer base may be both politically right and desirable in order to meet customer needs.

Benedictine monasteries in Europe

The special issue's second article examines the genuine relationship between European Benedictine monastery, wine, and tourist. The main aim was to find out how many Benedictine monasteries presently make wine and also how effective of a proposition they can make for growing wine tourism potential. This study applied a qualitative investigation to develop the approach. It was revealed through this research that only 18 of the 68 Benedictine monasteries in Europe make alcoholic beverages, and only 5 of these make wine. The five monasteries investigated are located in Italy, the United Kingdom, Germany, and France. Aspects of wine making and the services performed by each monastery in terms of tourism were amongst the data examined. The monastery' and the nation's tourist advertising has been examined to see if monasteries are involved in tourism. The analysis also identified monastery with destination marketing instruments and linkages to local and national tourism promotion organizations. It revealed that the visitors can expect a variety of services from Benedictine monasteries, including demonstrations of their customs and handicrafts. They also demonstrate how many kinds of alcoholic

beverages are manufactured, among both artisanal and commercial procedures, while conserving old Benedictine traditions handed down through the generations. The components examined were linked to tourism activity, crafts, as well as agricultural production, which include wine, with particular attention paid to the different tourism services provided (lodging, souvenir shops, food outlets, etc.), wine-related activities (visits, walks, tastings, etc.) and distribution networks for their merchandise (online sale). The geographical area from each of the locations studied had also been taken into account, with the monastery being placed in a regional environment and the role of wine-growing and wine-making examined. Official regional government websites, primarily focused on agriculture concerns, were used to know the significance of wine as well as the regional and national legislation governing wine quality specifications.

Wine experienscape and tourist satisfaction

The third article examined the characteristics of the wine-experienscape that affect consumer satisfaction in India. The elements of wine tourism were investigated utilizing the experienscape framework. Using the concept of experienscape, used as “wine-experienscape” herein, this study sought to analyze the aspects that influence wine tourist’ satisfaction utilizing customer reviews on TripAdvisor from India. For Indian wines, the information was gathered from TripAdvisor. This study particularly addressed the following research objectives: What are all the wine-experienscape characteristics that contribute to user satisfaction? Does reviewers’ diversity (in terms of geographical location and knowledge) affect satisfaction differentially across all these aspects? 2,737 user-generated content comments written by travelers in English for 11 wine tourism destinations around India were collected for this research. The winery name, comment title, review, review date, traveler type, frequency of contributions either by reviewer, useful votes obtained by the reviewer till date, and satisfaction level rating were all gathered for the study. The results show that the sensual and environmental dimensions of the wine-experienscape boost customer happiness. The results appear to differ depending on the diversity of reviewers. The findings have ramifications for management and theory. Taste, Wine tasting, Winemaking, and purchasing have a considerable beneficial impact on consumer satisfaction among the sensual dimension categories, according to the findings. With just a probability value of 5.7, winemaking appears to have the greatest positive impact on increasing the chances of customer satisfaction, implying that customers love watching the wine – making procedure and this memorable moment increases the chances of customers’ satisfaction by more than 5.7 times. While informative signage is observed to have a favorable effect on

customer happiness, value – for - money and staying related features are seen to diminish the chance of consumer contentment.

Mixing cultures, food and wine and rural development to cope with COVID-19

The fourth research article aimed to investigate the area of the Latium province using a desk assessment in order to confirm the availability of community resources that might be used inside a socially sustainable tourism product, while compensating for factors that could restrict the communities' tourism potential. Because the significance of this study is tied to its validity and reliability by non-academic actors and in different national and international settings, the analysis was undertaken utilizing basic quantitative techniques. This study gives a quick rundown of the academic and research literature on ecotourism development, gastronomy and wine tourism, regional and rural tourism, and the comprehensive influence of COVID-19 on tourist industry activities which analytically emerged as a complicated phenomenon. In addition, this paper includes a case analysis of two groups of small rural settlements in Southern province of Latium. The purpose of this experiment was to determine the benefits and drawbacks of implementing a cultural tourist offering to stimulate regional and rural growth in Southern Latium's interior peripheral areas through a comparative analysis. The case study assessment answered the following significant and important questions in line with the criteria of the existing literature: Whether the interior peripheries of Southern Latium equipped with untapped geographical resources that could be incentivized through the development of a localized (culture) tourist product? What geographical characteristics may have a detrimental impact on local tourism appeal?

Production basis for food tourism in Croatia

The fifth article looked into the commercial success of small agricultural producers in Croatia who offer high-quality commodities with the capability to help local gastronomy grow. It gave a better understanding of the economic health of Croatian small high-quality product makers, as well as several critical factors that affect their businesses, such as consumer structure, pricing policy, and commercial environmental responsibility. The findings show that increasing the manufacturing of high-quality items with a significant market presence is a difficult task in Croatia. Producers face a number of challenges, which have been documented in the research. The most important factors are governmental restrictions and limited consumer spending, which influence product's price & prohibit manufacturers from attaining higher prices. Most of those highlighted hurdles will take a bit more time from important actors, particularly government policy players. The findings also suggest that top quality producers' restricted market penetration could be explained partly by their

poor dependence on current advertising and marketing methods depending upon modern technologies. However, satisfied consumers' referrals (word – of – mouth) and participation in different events such as fairs are nevertheless important ways to find clients. Local producers also rely significantly through their own capabilities because outside funding sources are scarce. Due to their lower turnover rate, such an approach suggests a big question with their investment opportunities.

Conclusion

The main purpose of this special issue is to compile some of the most important and contemporary research in food and beverage tourism, particularly in terms of management and marketing perspectives. Each research article in this special issue can potentially add to the corpus of understanding on food, wine, and other types of tourism. It also contains deeper analytical insights and stimulates original ideas for additional research into the expansion of marketing perspectives important to the food and wine tourist business, particularly in the areas of wine experience, Benedictine monasteries, and food tourism production. Consumer marketing research and information are required and essential in this globally competitive world for efficient and effective marketing strategy for sustainable profitability and revitalization of tourism and hospitality industries, especially during the COVID-19 pandemic. We hope that the articles in this special issue cover some of the major interventions in the food and beverage tourism field, as well as current concerns in this field of research, which is critical for the hospitality and tourism industries.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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