

CALL FOR BOOK CHAPTERS: Handbook on Food Tourism

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Focus and aims

The proposed *Handbook on Food Tourism* commissioned by Edward Elgar Publishing (EEP), aims to provide an up-to-date comprehensive overview of the past, present, and future of research traditions, perspectives, and issues and/or concerns on the food tourism phenomenon in various research contexts by leveraging multidisciplinary approaches to food tourism (research).

The subject of food tourism, or the close relationship between food and tourism, has been growing in tourism research area for the past three decades since Belisle's exploration of tourism and food production in 1983. However, its unprecedented growth and popularisation in the tourism literature has witnessed in the more recent years (2008-2021). Arguably, this is not a new phenomenon, as the world's oldest restaurants such as *Restaurante Botin* (1725) in Madrid have influenced people's mobility and tourism from almost as early as the 18th century. Throughout the centuries, many noteworthy authors such as Ernest Hemingway and F. Scott Fitzgerald have travelled to dine in *Restaurante Botin*. Similarly, acclaimed two oldest Japanese udon noodle shops in Mizusawa region of Japan, *Tamaruya* and *Shimizuya*, boast of a history of more than 400 years of fresh udon noodle-making and serving to millions of tourists including the royal family as their regular patrons (Kim & Iwashita, 2016).

Nowadays, food (tourism) is the third most important motivation for taking a holiday (UNWTO, 2017). According to World Food Travel Association, around 53 per cent of holidaymakers are food travellers. Also, it is claimed that now is the best time to be a food tourist, thanks to the proliferation of food-themed media such as TV shows promoting food travel and celebrity chefs, travel guidebooks and social media that provide (hidden) local restaurant information and reviews as well as updated lists of top restaurants and/or food-related activities in loco (Broadway, 2017).

Systematic investigation of this phenomenon has been conducted from a diverse set of disciplines such as geography, sociology, food studies, tourism studies, cultural studies, and management and marketing. For example, food from the management and marketing discipline is often regarded as tourism marketing and development strategies (Henderson, 2004); and thus, a supply-demand paradigm has led the growth of research on food as a destination resource (Hillel et al., 2013; Williams et al., 2014) as well as food tourists' motivations and behaviour (Guan & Jones, 2015; Kim et al., 2018). Meanwhile, human geographers and sociologists have investigated food in terms of the destination locality and identity (Everett & Aitchison, 2008; Kim & Iwashita, 2016; Mak et al., 2012), a means of regional development (Baldacchino, 2015; Bessiere, 2013) and social and/or cultural conflicts between destination foods and tourists (Cohen & Avieli, 2004), and more anthropological approaches have dedicated to cultural heritage of food and its evolution with tourism (Jolliffe & Aslam, 2009; Kim & Ellis, 2015).

Why does food matter to us? What is food tourism? How is food experienced and what does food experience tell us about the place and its peoples, cultures, and environments? What are newly emerging trends that shape and transform non-food tourism places into new food tourism locations or attractions?

These are some fundamental questions this handbook aims to provide timely, important contextual backgrounds to answer. More importantly, theoretical and conceptual contributions will be provided, which will inform how this handbook approaches, understands, and discusses the phenomenon of food tourism as follows:

“Food tourism is about cultural anthropology through understanding the interactions of tourists with place through the medium of food. If food tourism is predominately about cultural anthropology, those in policy and business are managers of cultural resources from users, an image, sustainability, development and profit perspective (Ellis et al., 2018, p.261)”

This handbook presents empirical research conducted by not only quantitative and/or qualitative methodological approaches, but there are also conceptual papers and critical literature review research employing archival research method or informetric mapping and analysis on secondary data from the social, political, and environmental sources. With little doubt, rich information and data about diverse socio-cultural, environmental aspects as well as people from heterogeneous cultures help this handbook consolidate a foundation of the studies of food tourism in the world and provide a vision of future research.

Content plan

The proposed handbook includes seven sections and **approximately 25-30 chapters**. Below is an illustrative list of topics that is consistent with the scope of this handbook, but other interesting topics related to food tourism may be welcome as well:

- *Food for tourism (re)development and community involvement*
- *Food tourism-related policy and regulation (e.g., gastrodiploamacy, street food)*
- *(New) Food tourism product development*
- *Gastronomic experience design*
- *Food tourism marketing and promotion*
- *(Re)Defining and understanding food tourists and/or food tourism (e.g., conceptual and empirical papers)*
- *Nostalgia and food tourism*
- *Food festival and events*
- *Cross-cultural and/or comparative studies of food tourism*
- *(In)tangible heritage, identity, and food tourism*
- *UNESCO Creative City of Gastronomy and food tourism*
- *Production and consumption of food souvenirs in food tourism*
- *Emerging and new food tourism locations and attractions (e.g., food museum, food lab)*
- *Contemporary issues of food and tourism*
- *Food tourism/tourist in the era of traditional and new media*
- *Critical analysis of food tourism*
- *Innovative research methods in food tourism*
- *Food tourism from the multiple stakeholders' viewpoint*
- *Food (in)security, food supply, and food tourism*
- *Food tourism and sustainability*
- *The future of food tourism*

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Expression of Interest (EOI) for book chapters

If you are interested, please send the following to all of us by 1 November 2021:

- 500-750 words structured abstract of a chapter.
- Names and affiliations of all contributing authors

As a guide, the structured abstract should include the following:

- Purpose or aims of the book chapter
- Methods / scope of the book chapter / theoretical position / approach

- What the findings or key discussion points?
- Originality and value of the book chapter
- 5 to 6 key words

If accepted, the deadline for full chapter submission will be 31 May 2022. This allows time for further revisions and editing to target an anticipated publication timeline, that is mid-2023. Predicted timetable for the different phases and delivery of the final manuscript will be further informed to esteemed contributing authors in due course.

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