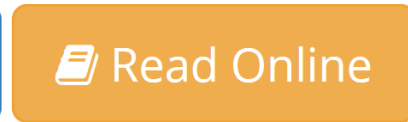


Have Fork Will Travel: A Practical Handbook for Food & Drink Tourism Professionals

By Erik Wolf



Have Fork Will Travel: A Practical Handbook for Food & Drink Tourism Professionals By Erik Wolf

Since the formal founding of the food tourism industry in 2003, both business and consumer behavior have changed considerably. Economic crises notwithstanding, our industry has also begun to learn more about itself and mature. The World Food Travel Association, the world's leading authority on food and drink tourism, with a community of 35,000+ professionals in 135 countries, brings to market a comprehensive food and drink tourism handbook for food, drink, travel and hospitality professionals. The book is designed to help practitioners cope with the myriad changes in our industry by providing many of the ideas and tools needed to succeed. This book addresses in detail issues relating to food and drink tourism strategy and tactics, product development and promotion, and includes countless examples, how-to lessons, and other helpful information for food, drink, travel and hospitality businesses of all types. The book is a collaborative effort by over 70 industry thought leaders in 24 countries – a truly global effort! While the book is written for the food, drink, travel and hospitality industries, the core foundation of the book is about the business case of food and drink and its interaction with the travel and hospitality industries. While not primarily intended for an academic audience, the book does contain discussion questions is suitable for classroom use.

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Editorial Review

About the Author

Erik Wolf is recognized internationally as the founder of the world's food tourism industry. His career has included time with leading travel industry brands like Walt Disney, Travelocity, Royal Caribbean, Marriott and American Express. He is a popular speaker in the USA and abroad, and is considered as the go-to food tourism resource for media world-wide, including CNN, the BBC, the Wall Street Journal, Newsweek, Forbes, PeterGreenberg.com, Arirang Korea, and many more. Erik also advises to UNESCO's Creative Cities Network gastronomy program. Erik holds a B.A. in languages from the University of Virginia and an M.A. in Travel Marketing and International Communication from The American University in Washington, D.C. For Erik, food and drink are the best ways to communicate and connect with local people. A command of several languages has helped him navigate through dozens of countries. Erik has also lived in Australia, Denmark, New Zealand, Singapore and South Africa. The more Erik traveled, the more he realized that many destinations have wonderful but untold stories in the form of truly unique food and beverage experiences. Erik enjoys recommending unusual and remarkable food and beverages experiences from obscure lands. Don't ever let him loose in a grocery store in another country – you won't see him for hours.

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