



## Wine Tourism Around the World: Development, Management and Markets (Paperback)

By C. Michael Hall, Brock Cambourne, Liz Sharples

Taylor Francis Ltd, United Kingdom, 2002. Paperback. Condition: New. UK ed.. Language: English . Brand New Book. 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...



[READ ONLINE](#)  
[ 7.04 MB ]

### Reviews

*This sort of publication is almost everything and taught me to hunting forward and much more. Yes, it is actually play, continue to an amazing and interesting literature. I am pleased to tell you that this is basically the best book we have read through inside my individual life and could be he finest book for ever.*

-- **Enrique Ritchie Sr.**

*It in a single of the most popular publication. Sure, it really is engage in, still an interesting and amazing literature. Your life period will be change the instant you full reading this book.*

-- **Abel O'Kon Sr.**