

The Future of Food Tourism. Foodies, Experiences, Exclusivity, Visions and Political Capital. Edited by Ian Yeoman, Una McMahon-Beattie, Kevin Fields, Julia N. Albrecht and Kevin Meethan, Channel view publications, Bristol, UK, 2015, 286 pp., US \$59.95, UK £34.95, €49.95, ISBN-13: 978-1-84541-538-9 (hbk), ISBN-13:978-1-84541-537-2 (pbk).

Asking academics to write about the future gives rise to two valuable insights. Firstly we are able to explore ideas of what the world might be like. Secondly we gain an understanding of how the academy views the past and the present; for it is from here that we look to the future. This very interesting book is no exception, indeed the first part (3 chapters) focuses on these particular perspectives. Overall the editors have brought together 18 contributions from 22 authors (11 male and 11 female) based in the UK, Ireland, New Zealand, Australia, Canada and the USA. As I have already indicated the first section explores some of the dynamics of the past, present and the future and the position of food tourism within the broader context of 'society'; food and food tourism is important socially, politically, economically, environmentally. This is further born out in later chapters where the value of food *per se* and also as 'intellectual property' is discussed. In part two authors go on to look more specifically at what food tourism might be like in the future. Here various themes are explored. Some contributors see the future of food tourism as vested in science or luxury others in a deeper connection with sustainable production and the people that produce the food. Certainly it is to be something that is different from the everyday, either in terms of the food itself, or the place and performance of its consumption.

Part 3 of the book examines the potential nature of the future food tourist. There is a view that they will be interesting people. Discerning reflective individuals involved in an embodied search for belonging. These will be individuals searching for authenticity, place, like-minded people, craft, sustainability and prestige. They explore; in groups or on their own. Or, as a result of the postmodern fragmentation of society, perhaps with virtual friends sitting at the table as holograms. Who knows, maybe we will be able to beam smells and tastes over the web, as well as looks of longing for a physical presence. All this will not be achieved easily and there is a need for more research to help understand and facilitate this process. This is the subject of the final section, which highlights the whole area of food tourism as worthy of exploration. The last chapter focuses on the cognitive mapping of ideas from previous chapters. The conclusion sets out five core drivers of change; food tourism as political capital; food tourism as a visionary state; what it means to be a foodie; the drive for affluence and exclusivity; and fluid experiences in a postmodern world.

As I indicated above this is a valuable book. It is a book that will be of interest to those with a tourism, hospitality or food background; or more importantly to anyone who is interested in the future of the food that we eat. It will also be useful to under and postgraduates as well as academics. I consider that the book has quite a western view of the world; this is not a value judgement, simply a statement. I also think that there is a danger if we look at food tourism too much as escapism as it is difficult to separate off those experiences from the day to day experience of eating. This is an experience for the tourist and for those around them. In the future, with a growing global population, feeding humankind is likely to become more and more problematic in a range of different ways. I hope that food tourism will have something positive to offer above and beyond the gated all-inclusive resort with the hungry looking in. I hope that this text will encourage readers to reflect on how that might be achieved.

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