


olives are grown in many warm climates, including California and Australia, they are especially associated with Mediterranean countries, and this brings terroir and place identity into the discussion (see the following definition). One could also segment foodies according to what, or how they want to eat, which is reflected in numerous websites and blogs devoted to, for example, Italian and various ethnic/racial/geographically-delimited cuisines, fast/slow food, cooking on gas or BBQ, fusion, organic, local produce, gluten-free, low-fat, Halal, Kosher, etc.

BBQ as a style of cooking can be done anywhere, but it has a particular connotation in the southern USA. Hence, several states have designated BBQ trails (e.g. North Carolina's at www.ncbbqsociety.com/bbqmap/trail_map.html). Chocolate lovers may want to make a pilgrimage to Belgium: (www.visitbelgium.com/?page=chocolate-lovers).

The truth is, many places around the world can promote a particular dish, style of cooking or unique produce as a tourist attraction. Authenticity is assured by the combination of place and product, unless of course the very same experience can be had in many other places! But places can rely on quality food services and destination restaurants, even if they have no unique terroir.

■ Terroir

Literally, in French, *terroir* means soil. In the wine world it has come to mean "the combination of factors, including soil, climate, and environment, that gives a wine its distinctive character" (www.thefreedictionary.com). Foodies associate terroir with local and fresh, authenticity, provenance, and distinctive taste. This is reflected in books such as Trubek's (2009) *The Taste of Place: A Cultural Journey into Terroir*, and Jacobsen's (2010) *American Terroir: Savoring the Flavors of Our Woods, Waters, and Fields*. 

Trubek's examination compares French and American understandings of the concept, noting that cultural tradition and knowledge is the essence of French terroir while Americans rely on scientific explanations; in North America there is a serious risk of terroir becoming a marketing or branding gimmick.

Bertella (2011) stressed the need for a knowledge-based approach to developing food tourism, specifically related to terroir, or the specific needs of places. His results indicated "...five types of knowledge as particularly relevant in food tourism: local food knowledge, scientific food knowledge, tourism knowledge, local managerial and political knowledge, and global managerial and political knowledge." Croce and Perri (2010) discuss at length the concept of terroir and the notion of transforming a terroir into a tourism destination. They stress sustainability in this process, in a triple-bottom-line approach.