



## Tea and Tourism: Tourists, Traditions and Transformations (Tourism and Cultural Change)

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### **Tea and Tourism: Tourists, Traditions and Transformations (Tourism and Cultural Change)** From Channel View Publications

The global production, marketing and consumption of tea present a resource for tea-related tourism. *Tea and Tourism: Tourists, Traditions and Transformations* profiles tea cultures and examines the social, political and developmental contexts of using related traditions for touristic purposes. This volume views tourism related to tea from differing disciplinary perspectives, and from marketing, planning, entrepreneurial and developmental viewpoints. The book examines the transformation of indigenous and imported tea traditions into experiences for tourists. Profiling these tea experiences from around the world including the United Kingdom; Sri Lanka; India; China; Taiwan; Kenya and Canada the volume reveals the ways in which tea's heritage is adapted for tourism consumption. This is the first definitive work on tea tourism. Global tea tourism trends are identified, while case examples provide fresh perspectives on the ongoing transformation of tea for tourism purposes.

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### **Editorial Review**

#### Review

This pioneering anthology provides insights into the history of tea, tea plantations, varieties of teas, and tea as a tourism attraction. This book is a good introduction to the history and variety of teas as well as the forms and potential of this niche tourism experience.

*(Atsuko Hashimoto, Brock University, in Annals of Tourism Research, Vol 35, No. 4 2008)*

This carefully crafted book is not only a useful addition to the growing body of knowledge surrounding the relationships between food, drink and tourism, but it is also, quite simply, a treasure trove of knowledge and a fascinating read. The book is meticulously researched and extremely well written. The publication of this book is timely and makes a welcome addition to the literature surrounding food, drink and tourism.

*(Liz Sharples, Sheffield Hallam University, in Tourism Management)*

The book sheds light on a neglected facet of tourism which merits attention and illuminates some of the complexities of tourism's interactions with culture. It is a useful source of material for those studying trends in more specialized tourism markets and the interplay between tourism and cultural practices, and represents a solid foundation for further research.

*(Joan C. Henderson, Nanyang Technological University, Singapore, in Tourism Recreation Research 32:3, 2007)*

This is a fascinating book that gives us an opportunity to understand how tea and tourism have a common purpose; to bring communities together to enhance communication between people of all ages, backgrounds and cultures.

*(Louise Roberge, President, Tea Association of Canada)*

#### About the Author

Lee Jolliffe, an Associate Professor of Hospitality and Tourism at the University of New Brunswick, Canada has a diverse background that encompasses museum planning and hospitality management. Her interest in researching tea and tourism was sparked by experiencing tea in England where she completed a PHD; operating a tea shop in Prince Edward Island; and working in Saint John, New Brunswick, a city with a rich tea history. Researching this topic Lee has visited tea gardens in China and Thailand and has spoken to tourism students in Canada, China and Vietnam about tea and tourism.

### **Users Review**

#### **From reader reviews:**

**Cortney Roller:**

The guide untitled Tea and Tourism: Tourists, Traditions and Transformations (Tourism and Cultural Change) is the guide that recommended to you to read. You can see the quality of the publication content that will be shown to you. The language that publisher use to explained their way of doing something is easily to understand. The article author was did a lot of research when write the book, therefore the information that they share for you is absolutely accurate. You also could get the e-book of Tea and Tourism: Tourists, Traditions and Transformations (Tourism and Cultural Change) from the publisher to make you far more enjoy free time.

**Harry Dwyer:**

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**Dennis Rodriguez:**

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