

## **AIHR CONFERENCE 2019**

### **Food, tourism and development in emerging countries**

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As it is well known, food represents one of the main parts of destination tourism and many aspects related to food add great value to some destinations in the world. Indeed, many destinations are increasingly using food as a tool for the development of local tourism. The analysis of the role of local food in tourism is growing in both industry and researches, also with the aim of focusing on its potential to enhance the local community's development. Within the touristic experience, food is not only a physical necessity, but also a mean to enhance the tourists' knowledge of the destination. While there is prominent literature on food and tourism in the advanced countries, literature focusing on this topic in emerging countries is still very scarce.

Our paper aims at evaluating the potential for destinations to use local food as a sustainable marketing tool and at assessing whether food can influence tourists' choices and, by this mean, help the emerging countries to use tourism as a tool to develop.