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HOW COMMUNITIES USE LOCALLY SOURCED FOODS TO ATTAIN SUSTAINABILITY AND DEVELOP DESTINATION BRANDING FOR THE TOURISM INDUSTRY

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This dissertation is submitted in part fulfillment of the requirements for the Master's Degree in International Hospitality and Tourism Management

DECLARATION

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ACKNOWLEDGEMENTS

I hereby acknowledge that insight and guidance to this study was given through multiple outlets. First, I would like to express my gratitude to Professor Judie Gannon of Oxford Brookes University, a mentor and guide throughout the writing process. The guidance and instrumental constructive criticism is invaluable.

I would also like to take the opportunity to thank Jim Brown, retired Executive Director of the Tennessee River Gorge Trust and Hale Columbus Booth, CEO of Brightbridge Inc. for putting together some wonderful interviews with some of the top leaders of the Chattanooga region. The inspiration gathered from this project has been priceless.

Finally, I would like to thank my interviewees for their utmost attention and guidance in reference to the conducted primary research. Those interviewees include:

- Sally Moses, Owner of 212 Market
- Suzanne Alexander, owner of Alexzanna Farms and supplier to the Main Street Market
- Joel Hauser, Director of Crabtree Farms
- Tim Hennen, Owner of Hennen's
- Linda Caldwell, retired Director of the Tennessee Overhill Association
- Padgett Arnold, Owner of Sequatchie Cove Creamery and supplier to the Main Street Market
- Bob Doak, President and CEO of the Chattanooga Visitor's Bureau
- Kristy Huntley, Program and Financial Officer of Benwood Organization

Kind regards,

Hannah Leigh Booth

ABSTRACT

The contents of this paper generate and draw conclusions based on research surrounding sustainable practices and local food distribution. The purpose of this paper is to gather data and examine how a destination attains sustainability by way of using local food, distributed through farmer's markets, restaurants and local foundations and organizations. The methodology of this research included inductive, qualitative and phenomenological approaches. A recorder was used to identify key themes from in-depth interviews. The study revealed that there are gaps in public policy and a lack of business models and efficient marketing tools to fully sustain a community on local food alone. It was determined that sustainable practices through the movement of local food distribution were based on beliefs and understandings of what it means to be sustainable. The majority of interviewees and secondary finding resulted in sustainability being an act of significant effort taken to recycle and reuse natural resources so that a community might sustain itself and to better educate the public of its benefit. Recommendations for this research include a well-developed understanding of how business models function in a sustainable movement and for public policy to be researched further in terms of regulation and "pay-to-play" business models.

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CHAPTER 1:

Introduction

1.1 Introduction

This chapter briefly organizes the context of the study. There is a review of the literature used to conduct the research, a research rationale, aims and objectives and presents an overall structure in narrative form. Overall, this section maps out the entire paper, providing a study based around sustainability and how sustainable practices play into local and global food distribution.

1.2 Hospitality and tourism industry in food

As the hospitality and tourism industry continues to rise as one of the top global industries in the world, there have been continual shifts in recognizing marketing techniques to enhance the overall appeal of a destination. The conceptual framework for a destination is dependent upon how it is marketed and how it is perceived as a place, which motivates tourists to visit. This paper aims to research how the food industry is taking on sustainable practices to localize food systems within a community and generate a marketable destination.

Food is an important aspect to the exploration of culture (Choo and Jamal, 2009). The hospitality and tourism industry cultivates an array of history focused on accommodation, transportation, event planning and other variables in the service sector. Of those encompassing factors, food tourism holds an emerging importance; more specifically, locally sourced food (Sims, 2009; Denman, 1994; Beer, 2008). Localizing communities through food and beverage to create sustainability is an evolving topic, based on how local farming communities' play an important role in generating an authentic food experience in the growing tourism industry (Busby and Rendle, 2000; Denman, 1994).

Food globalization is also a key aspect to the study when compared and contrasted with local food distribution and consumption. The focus of this study is to enumerate how a community works to food in order to become a sustainable community and market its

success to the evolving tourism industry surrounding food (Sims, 2009). This is a significant study due to the arguments that culture is accessed through food and the uprising demand for authentic and unique dishes to be represented on restaurant menus and at farmer's markets (Sims, 2009; Choo and Jamal, 2009; Lefebvre, 2005). It is the researcher's interest to accumulate enough significant information on this topic in order to contribute to the professional knowledge and practice of the cultural and sustainable aspects of the food tourism industry in Chattanooga, Tennessee, USA. These topics are further explored in the literature review, Chapter 2 and the chapter discussion on Chattanooga, Chapter 3.

Key issues surrounding this study include questions of education and public policy in the context with local, organic and sustainable principles that do not follow the globalization of food products which are increasingly distributed worldwide (Hjalager and Johansen, 2013; Barbieri, 2013). This is also outlined more thoroughly in the literature review in Chapter 2, which contains an analysis of the existing literature relevant to the globalization and localization of food.

The overall philosophical approach and method used to procure relevant data was the technique of in-depth interviews. The researcher framed a study in order to explore the detailed process of how local farming and independent restaurants attract tourists who are motivated by authenticity or sustainability in food travel. The approach for this study will come from ownership and management roles from outlets in public policy, and sustainability and how communities work together in the restaurant industry as well as food markets and farm tourism. The specific area of study will take place in the city of Chattanooga.

How does a community achieve or attain sustainability through a local food movement? Several authors have argued that the role of food and beverage in the hospitality and tourism industry is being refocused when attempting to understand the local and regional food products being distributed to current and future developing restaurants, food markets and farms in a movement for sustainable living, as well as sustainable tourism (Sharma et al., 2014; Oritz, 2010; Thomsen, 2013; Farmer et al., 2011; Sims, 2009). It has become an essential element in a thriving food tourism industry to consider how to incorporate locally sourced foods into the current marketing schemes and to know how

to promote branding for both local and seasonal items from a specific region in order to create a niche for the surrounding area (Du Rand and Heath, 2006; Eathimath and Milne, 2011; Cleave, 2013).

First, food tourism can be defined as a rising desire to taste and experience authentic dishes when traveling (Alonso and O'Neill, 2012). Alonso and O'Neill (2012) note that it is one of the largest growing demands in the tourism industry. Alongside this growth in tourism, is the growth in food imagery.

> The implications of food images and food imagery can be very important, in some cases triggering the growth of the local hospitality and tourism sectors that not only cater the food enthusiast, but also those travelling with them, thus maximizing their marketing potential (Alonso and O'Neill, p. 248).

The importance of emphasizing steps to localizing communities to stimulate the economy, acquire sustainability and meet the needs of tourists who are motivated by an authentic experience in food and beverage is an increasingly necessary development within the tourism industry (Du Rand and Heath, 2006; Sharma et al., 2009; Thomsen, 2013). The importance of educating and creating a dynamic atmosphere that motivates and engages the consumer as well as the producer has quickly developed in the past decade. As food becomes a primary focus with rising health concerns, there is a rise in educational concerns and other global food concerns (environment, global warming , etc.), as outlined in the literature review (Hjalager and Johansen, 2013; Dayton, 2013; Seo et al., 2013; Ungku, 2011).

The academic literature analyzed suggests that authenticity in tourism is frequently being encompassed with the notion that food should contain key entitlements such as: local, organic, or free-range (Beer, 2008). There is also the assumption that these common practices are both a societal concept in which consumers choose to embrace based on media factors and one's own impression of what it means to be authentic. Furthermore, the literature states that localizing communities through restaurants, wineries, and food markets attracts tourists who are seeking an authentic experience, as well as boosting the economy based on an increase in overall spending in local restaurants and food retail (Alonso and Northcote, 2008; Sims, 2008; Chuang, 2009).

Gaps in the current literature analyzed point to the issues of public policy and business models, distribution centers and marketing for local restaurants, non-profit organizations and food markets. Further research needs to encompass how public policy regulates the 'pay-to-play' business models. This can be found in deeper discussion in the findings/discussion section, Chapter 5. Business models appear to be weak or lacking, according to interviews conducted in the following case study (further discussed in the Methodology, chapter 4). Lastly, distribution centers and marketing requires a much-needed emphasis and description in academic research and literature.

1.3 Rationale and Significance, Role of Researcher and Researcher Assumptions

The research rationale for this paper discusses and focuses on how local communities develop a locally sourced food community to create sustainability that is better geared toward the tourism industry (Busby and Rendle, 2000). By broadening a framework for food tourism and how localizing communities is an increasing element in developing not only sustainability, but also destination branding and marketing, a clear approach can be defined and analyzed (Du Rand and Heath, 2010; Gracan et al., 2010). The significance of this study is to derive what the benefits are for marketing and infusing the practice of localizing food in comparison to that of the trend toward globalization of the food industry.

After applying and investigating this study through in-depth interviews and secondary research taken from websites, the researcher aims to understand motivational purposes behind sustainable and local food business practices. By doing so, the researcher can better make assumptions and recommendations based on the advantages and disadvantages of localizing communities through sustainably practice when compared to that of literature. What further steps should be taken, what the common ethos entails and why those steps/beliefs are important to the enhancement of the local food industry in communities, is the initial aim of the study.

It is of the researcher's opinion that this study needs to be conducted in order to better understand how sustainability can be attained by locally sourcing food products into

every-day-lives, including the tourism industry for a community to provide healthier more sustainable living conditions, and for the study to be available for reapplication in other regional areas with similar natural resources and landscape to expand sustainable practices. It is argued that corporations and industries should take significant steps to incorporate a healthy lifestyle that includes supporting the local food industry as a means to meet the needs of communities, in an effort expand education (Seo et al., 2013; Dunlap, 2012; Wordsfol, 2006). Integrated theory from academic literature into the current and future of the international hospitality and tourism industry supports these ideals (Seo et al., 2013; Warner et al., 2013; Dunlap, 2012; du Rand and Heath, 2006). In addition to these ideals, the researcher wishes to investigate the ethos of local foundations, restaurant owners, and farmers who distribute to local farmer's markets in Chattanooga, Tennessee.

1.4 Research Aim and Objectives

The aim for this topic is to investigate the role of local farming communities in generating an authentic experience in food tourism. By further investigating this, it is in the researcher's interest to investigate the visitor's desire for seeking sustainable authenticity when on holiday, found in the literature review. How the city develops and maintains this emerging trend within restaurants/markets and farming business will be the key focus surrounding the primary data collection done in Chattanooga, Tennessee.

Chattanooga, Tennessee has been chosen as the primary destination focus and example city for this study on how a community works to integrate sustainable practices and infiltrate local food distribution in order to better understand how a city can evolve food tourism using its natural resources. Further discussed in Chapter 3, Chattanooga once held the dubious title as the dirtiest and most heavily polluted city in the US nation (liveable.org). It is in the researcher's interest to undertake the study on how a city, dubbed as the most polluted of its nation can turn around to be recognized as one of the cleanest and most sought out destinations in the nation, and in some cases, the world (New York Times, 2012).

Research questions used to conduct the following study include an investigation in literature and primary research surrounding the strengths and weaknesses of food

globalization versus the strengths and weaknesses of food localization. How does a community attain sustainability? What types of local food movement programs have been started and how do they adhere to sustainability? These particular questions are justified by the literature review, which further examine the benefits of food globalization as well as the benefits of food localization (Sowinski, 2012; Sinia, 2013; Farmer et al., 2011; Sharma et al., 2013).

Additional research questions are asked in regards to the food tourism industry and how it fits into the conjecture of the sustainability movement. What are the public policies that contribute to or keep the sustainable movement from being able to come to fruition? What strengths and weaknesses are there to provide economic impact from both the local food movement and globalization? All of these questions are recognized and pertain to communities like that of Chattanooga, Tennessee, who show persistent movements and a vested interest in the local food movement as a part of attaining sustainability. Lastly, business models and marketing promotions are examined to predict the effects of food localization in the tourism industry.

The objectives developed to achieve this research aim and complete this study include:

1. To evaluate literature based on motives of tourists and define those factors as well as taking public policy business models into account.
2. To undertake primary research in the form of interviews and secondary findings on organizational websites.
3. To explore global and local food systems and their crucial strengths and weaknesses.
4. To gather data from local farmers and hospitality providers and investigate approaches to creating authentic food tourism with examples taken from Chattanooga, Tennessee.
5. To identify marketing and business model techniques used to stimulate economical impacts.
6. To collect data through qualitative and inductive research.

1.5 Dissertation Organization

This dissertation is broken down accordingly and consists of a total of six significant chapters, references and appendices. The first chapter introduces the study on tourism and locally sourced produce as a sustainable practice for marketing a destination. It then provides a brief review of the academic literature and additional secondary sources. A research rationale is outlined and the general aims and objectives are also presented. Chapter's 2-6 are as follows:

Chapter two reviews an in-depth approach to academic literature and peer-reviewed literature that is relevant to the study, split into two sections. The first section takes a general approach to the aspects of the food industry and an emerging industry in both the distribution of global and local food, education of cultural identity and restaurant infrastructure. The overall structure of section one includes: globalization of food, economic impacts, sustainability, health and education, cultural identity, farmers markets and restaurant inclusion of locally sourced foods. The second section narrows the general approach to food distribution and places a focus on food marketing in a localized context. The structure of section two includes: food and culinary tourism. Food festivals, agritourism and food tourism as a growing trend, wine tourism, history of local food and the marketing aspects of local fare as marketable to the growing tourism and hospitality industry.

The third chapter explains the history, heritage and demographics of the region within the Chattanooga city limits and outer city limits. The chapter further explains its community base and uniqueness to the field of tourism and locally sourced food. It also outlines and defines how the food industry has grown and evolved from local game and farming techniques to the history of traditional cooking and how it has expanded and remained a tradition in the Chattanooga region, and surrounding regions, also known as the South. The emphasis of Chattanooga as a model city for advertising locally sourced food as a marketable approach for hospitality and tourism is placed and explained in Chapter three.

Chapter four describes the approach in methodology to the study. The methodology provides justification to data collection techniques and the overall research approach. It

also explains the data collection process and limitations of the combined research. Qualitative and inductive research is used in the form of in-depth interviews with open-ended questions for further investigation to the research. This is used in order to explain and examine how Chattanooga gains ground in the sustainability movement through local food distribution. The overall rationale of this section explains how the researcher explored how local farming, local organizations and independent restaurants and appeal and attract consumers.

Chapter five discusses secondary and primary findings as well as the analysis and discussion presented according to themes and presentation of research. Respondents' views and a pure description taken from the interviewing process will also be provided. Quotes from interviews are used to support findings in the literature review and to introduce new and continuing themes in both the primary and secondary data as it pertains to the research. There is a transitory discussion in accordance with primary research findings and that of the literature review from chapter two. Further discussion in regards to the contrast and comparison of the literature is revealed against/with primary findings. Themes are also amplified with the support of charts and a breakdown of interviews.

The conclusion, chapter six, presents the overall general and factual conclusions taken from evidence of the study and literature. Both textual artifacts and primary findings in this section support how this research can be applied outside the Chattanooga region. An explanation as to how the aim and objectives of the given research achieved is also provided, as well as limitations and recommendations.

The overall encompassing purpose for this study is to broaden the aspect of tourism and place an emphasized focus on how a community develops its natural assets to generate a destination that is both livable and marketable on a national and global level. Palpable research will be used to investigate and produce viable results to further explain how sustainable practices are used to localize cities and regions like that of Chattanooga, Tennessee. It is the researcher's wish that the following study to be used and reapplied to other destinations and locations interested in attaining sustainable practices at both a local and national level.

CHAPTER 2:

Literature Review

2.1 Introduction

Food itself spans across a wide series of perceptions and assumptions. This literature review presents information, which adheres to food globalization and localization. It gives an overview of how the world is turning to locally sourced food in the tourism industry and what strengths and weaknesses are presented to such developments. In the first segment of the literature review, definitions and general concepts are examined based on how locally sourcing food has become a marketable trend in the tourism industry. The second segment discusses how agriculture and sustainability play a significant role in the development of communities that seek an economic impact for both the tourism sector as well as for local families and surrounding communities.

Section 1

2.2 Globalizing

Globalization from a food-driven perspective essentially means to integrate the world more closely in the area of trade and distribution (Getchell, 2007).

Globalizing food has become a significant movement in the food manufacturing business in the last 20 years (Sinia, 2014; Getchell, 2007). In some ways, it can be seen as an efficient way of placing produce directly from the farm onto supermarket shelves all over the world. It is an opportunity for countries to offshore different supply chains and market seasonal products year round. With new markets to distribute to and millions of potential consumers, the benefits of globalizing food manufacturing are immense, such as convenience (Sowinski, 2012; Raphael, 2012).

The rise of global food systems begins with the increase in supermarkets. Historically, small shops run independently were the dominant source and outlet for food and produce. Now supermarkets control 48% of all retail food sale in 2005 within the United States and currently over 80% in the United Kingdom (Hendrickson and Heffernan, 2007; Macdonald, 2010). Globalization in food is seen as an important phenomenon to

have stretched across the globe following World War II (SOSY, 2012). It has improved many sectors such as trade organizations, affected awareness to the general population, exchange in culture, tourism, and emerging trends in migration (Swinnen and Maertens, 2007). The interchange between people and nations was a huge movement. De Haen (2001) states that where nations, which had never seen or tasted particular types of produce before, now could partake in experiencing new and different food items.

Sinia (2014) notes that a primary weakness to globalizing is outbreak of disease. If there is an E. coli outbreak, the damage can be compartmentalized and localized if being sourced from local farms. That cannot be as easily done with global farming and global distribution centers. Yet, the World Trade Organization (WTO), holds systematic international standards and protocols. There are disease and pest issues, which must be addressed and adhered to when inspecting a crop before its transport and trade. Crops must adhere to sound science, such as phytosanitary barriers (Sowinski, 2012). One nation's meaning for sound science may differ from another's. Sowinski (2012) notes that in addition to standards, there is the issue of product flow and being able to trace a disease outbreak back to its source, easily, from the distribution center. This has become a difficult task for the United States, until recently, where business models have become more effective in tracing these outbreaks (Sowkinski, 2012).

However, globalizing food comes with its risks. It is still seen as the top contributor for risk of food transmitted diseases. Safety and reliability is a continuous challenge and concern amongst food globalization. An increase in food tourism and interest in culture could lead to new ways of eating. According to Nyachuba (2010), the demand for ethnic foods to be imported to the United States has increased significantly. Also, eating away from the home has become a marketable trend, worldwide (Kumar, 2012; What is Ethnic Food, 2012).

How does mass production of food and beverage fit into the movement for sustainability and influences of an environmental impact? Labs (2013) introduced the new discussion regarding food and beverage manufacturers and how they plan (or if they plan) to expand their procedures or to upgrade equipment. Much of the response from manufacturers in the United States claim they are still waiting to see what the new White House administration will have in store for the current economy. For food and beverage

manufacturers, despite a second term for the Obama administration, there is an unclear view for processors and how they can meet the wants and demands for their products.

2.3 Economy

The argument for wholesale versus local sale and the accumulation of food miles is not a new phenomenon to restaurant or supermarket chains. For example: the executive vice president of a high-volume restaurant chain, Clyde's, in Washington D.C., which uses local produce, said in the beginning it was easier to receive produce from another country, than it was to get produce just a few miles down the road (Tanyeri, 2008). Farmer's have not always had the interest or opportunity to sell wholesale products to restaurants, despite the logistics. Chain restaurants are forming tighter partnerships with local farmlands in an effort to provide the essential flavor and freshness that provides satisfaction and meets expectations of guests (Dougherty et al., 2013).

During two case studies, one in Gokceada, Turkey and the other in Croatia, the importance of tourism is discussed and how an economy can benefit from potential growth of natural and local resources (Yurtseven, 2011; Gracan et. al, 2010). The two sectors, benefited from the study were from that of the agriculture and tourism businesses. By implementing studies, which surround the two, a destination can provide a deeper insight on how to generate employment and create ways of providing income that is not outsourced, but directly invested into the local economy of a community (Dougherty et al., 2013; Taneri, 2008; Gracan et. al, 2010; Yurtseven, 2011).

Cobe (2010) notes that restaurant covers are heavily affected when an economy is in distress. With tourism being one of the world's largest industries, there is increasing concern on how to better represent communities and expand opportunities. Agritourism already contributes to the economy by providing a natural landscape and without the need to accumulate further acreage. However, this concept does not always produce a successful outcome. In order to create the web or localizing a community, local community members need to be socially engaged and capitalize on a shared responsibility to stimulate the economy by engaging in marketable relationships and having a sense of influence (Dougherty, 2013). A passive or active attitude can dictate

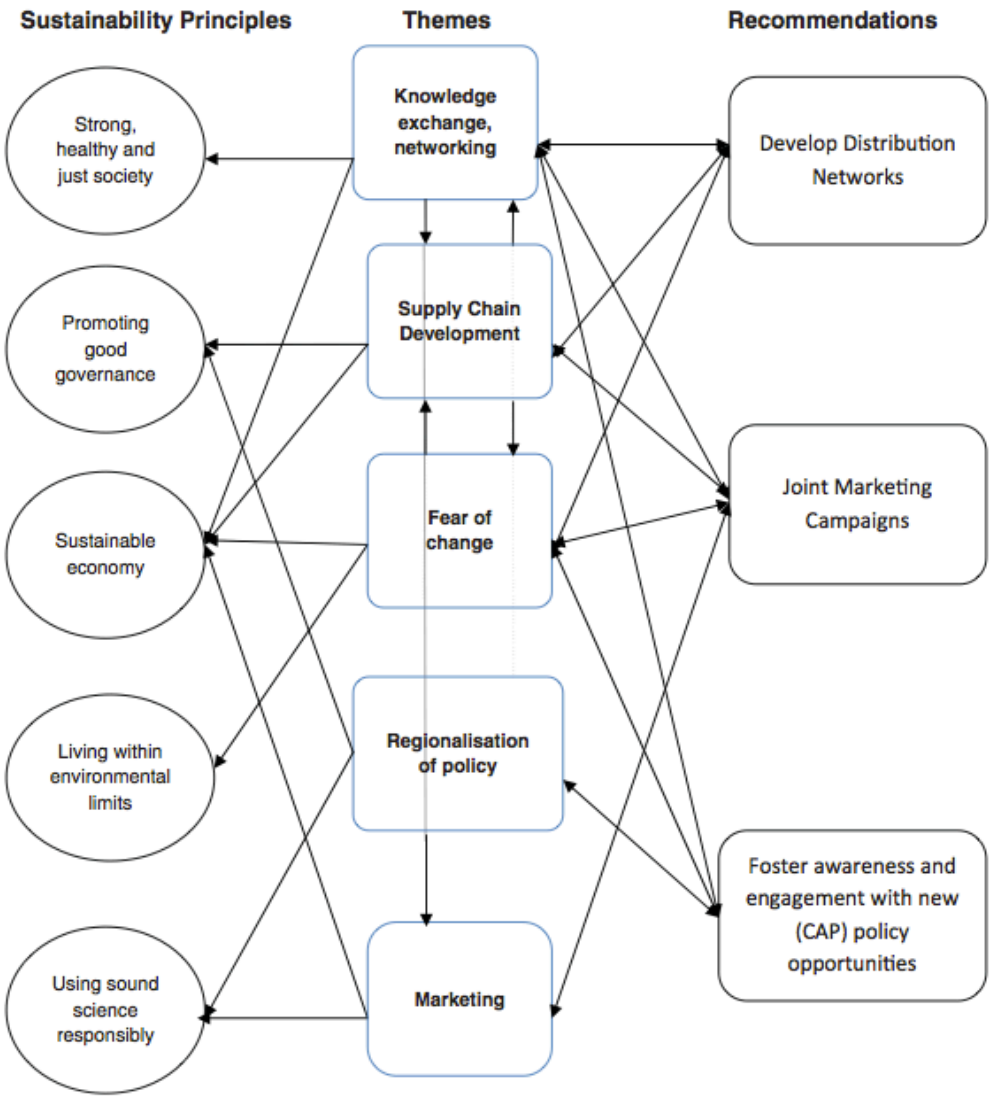
how a small town changes the way they stimulate an economy through the art of hospitality and tourism (Dorin-Paul, 2013).

2.4 Sustainability

Thomsen (2013) notes that localizing communities and introducing sustainability through food has various different meanings for each part of the world. Sustainability is based on regions and cannot accommodate all corners of the earth (Thomsen, 2013). The trendy word “sustainability” has a different meaning of cost, performance and expectation (Thomsen, 2013; Boss, 2006; Barbieri, 2013). The overall meaning of sustainability is to meet the needs of a communal environment based on a lifestyle of change and education.

Boss (2006) questions whether or not it is worth the cost and expense of a company to dedicate its marketing to provide the pressing issue of sustainability. At the University of California, the director of residential and student services stated that after adopting a salad bar using all organic products, they had seen a steady increase in sales for seven consecutive semesters.

By assessing sustainability through farming in the tourism industry, one can conclude that it is important to not only stimulate local and small family farms, but to create stimulation in the community’s economy (Barbieri, 2013). Advantages and disadvantages to localizing communities are often found through societal image as well as government response. “Previous studies on sustainable tourism have focused on understanding the attitudes and perceptions of local residents, tourists and other stakeholders” (Barbieri, 2013, p. 253).



The issue of whether or not sustainability in locally sourced food is achievable can be seen as an endless task taken upon small scale farmers and the local communities (Thomsen, 2013; Barbieri, 2013; Cobe, 2010). The economics of sustainability can be seen as a tricky practice, according to Matthew Evans, a farmer in Tasmania (Thomsen, 2013). It can be difficult to adopt a philosophy of being both economically and environmentally sustainable as a small farmer. Yet, by keeping small farmers in business, it saves some 30 percent or more of food costs, due to the level of wastage during transportation and distribution to communities (Thomsen, 2013). It is in the best interest of small farmers and local communities to amplify production in order to avoid costs of transporting outsourced food products (Thomsen, 2013).

With budgets declining and factories projects continuing to rise in priority, Labs (2013) states there is a degree of hope for large conglomerates to take part in the sustainable movement. This can be done with incorporate environmentally friendly steps to ensure an increasing change for sustainability. All of this is based on how food is locally produced and mass-produced (Labs, 2013). As noted earlier in *Food Engineering's* magazine, sustainability was placed in the top 10 for escalating concern in food manufacturing businesses in 2013 (*Food Engineering*, 2013).

The role of food tourism and developing sustainability helps to achieve and give a region an identity to market and enhance its image for tourism. Everett and Aitchison (2008) discuss:

> how food tourism may play a role in increasing tourist expenditure, extending the season, and enhancing our understanding of food tourist typologies, especially in relation to their propensity to encourage sustainable development (Everett & Atchison, 2008, p. 151).

With food tourism being a special interest, it is important to increase its attraction by highlighting any food and farm regulations from the government, recognizing destination marketing values and how to gain attention from traveling media. Food-motivated tourism is seen in various cultures such as: French, Italian, Indian, Napalese, and many others (Everett and Aitchison, 2008). Large steps were made to protect and achieve a more sustainable food industry in Britain after the Foot and Mouth disease swept many parts of the country. Consumers motivated by food-tourism decreased with concerns regarding the disease, until an establishment of the Food Industry Sustainability Strategy was ensued (Dorin-Paul, 2013).

2.5 Sustainability as Seen Through Health, Education and the Environment

Farmer (2012) presented the impression of the local food and beverage movement as that of a demand based highly on cultural and social attention. This includes interests, who also target agritourism, farmers, economic recovery, and food tourism based on

environmental concern. Not only are local food systems in high demand from consumers, but the espoused notion of embracing and implementing this framework of local consumption will benefit communities. This change has the potential to strengthen and enhance urban areas. This can be done by creating a sense of food security, which benefits the environment and further instill an impression of sustainability to support an industry that thrives on one of the biggest industries in the world, tourism (Farmer, 2012; Fathimath and Milne, 2011; Sims 2009). The importance of food miles, and how long produce has to be transported is significantly important aside from freshness, but for lowering carbon footprint (Hoy and Wansink, 2013; Pratt, 2013).

The possibility of combining protection for the environment, changing revitalization in the agricultural domain, which entails food tourism in specific regions, is a feasible option for sustainability, according to Hjalager and Johansen (2013). Providing joint marketing opportunities for both preservation of lands (such as national parks and small farms) and the food industry is an unusual paradigm, which can provide continuity. It is in the interest of food producers and providers to remain active and realize the benefits amongst/between the opportunities in food tourism. A certain amount of distrust against retail restaurant chains and massive food corporations is being fully recognized by many consumers, increasing the demand for freshness and quality matched by lower pricing in locally sourced food products (Hjalager and Johansen, 2013).

2.5.1 Weather

Weather is another factor, which can negate culinary tourism and harm the growth of the economy in tourism that relies on fresh crops and tasteful wines, especially during a hard growing season (Dayton, 2013). Weather and changes in the environment are basic factors, which can damage this type of tourism. While the local and fresh trend is a growing demand, it is not always achieved easily or efficiently, based on natural disturbances (Matzarakis, 2006). Just as well, farmers markets and whether customers populate them can depend on a rainy or wintery season. These are things that have to be taken into account when looking to increase tourism based solely on localizing a community (Dayton, 2013, Matzarakis, 2006).

2.5.2 Environment

Sims (2009) states that in order to reduce costs, as well as benefit the reduction of a company's carbon footprint, it is important to cut down the global transportation of food sources. Costs can be cut and profitability gained by showing customers that an effort is being put together in order to create an industry in the hospitality and tourism industry that is environmentally stable (Sims, 2009; Nicolauo, 2013). This can be achieved by providing a marketable interest in items, such as the local fare of a community.

Another route to stabilizing communities and increasing profit comes from the concern of excessive food waste (Nicolauo, 2013). With a concern from patrons regarding the level of waste in commercial kitchens, Unilever Food Solutions Australia (UFS), has called upon chefs of the global food and beverage industry to take the necessary steps in order to reduce food waste and see an increase in profit and sustainability.

> UFS recommends that foodservice venues implement a waste management program to reduce waste and cost, provide more nutritious menu options to improve guest satisfaction and health, and choose sustainably-grown ingredients that benefit the planet and improve the taste of meals (Nicolaou, 2013, p. 5).

2.5.3 Education

Educating tourists of the local fare of a destination is important as part of a tourist destination market in order to maintain cultural identity and keep the average consumer educated of such. Seo et al. (2013) argues that many tourists are unsure or uneasy when it comes to trying local foods. Some seek the comfort of large chains like McDonalds or Subway while on vacation. In these cases, tourists do not wish to try products in which they are unfamiliar with due to unease in a new environment. "Thus, familiarity with local food can reduce tourist concerns about local food in tourist destinations and change the image of local food, an important concept for tourism professionals" (Seo et al., 2013, p. 295). Integrating tourists with knowledge and educational experiences with new foods, and creating positive imagery is equally as important when marketing a destination's cuisine (Warner et al., 2013; Seo et al., 2013; Dunlap, 2012).

2.5.4 Health and Hygiene

Cost and hygiene are two additional motivators, which heighten a tourist's expectation for a local and authentic food experience when on vacation. For example: if a tourist arrives to a destination, expecting an authentic and traditional experience in local food and taste, cost could determine whether or not they willingly try a new food being introduced to their palate. This can keep a visitor from meeting the expectation they desired when traveling to new regions (Seo et al., 2013).

Also, hygiene is of great importance for most visitors when traveling to new destinations (Seo et al., 2013; Worsfold, 2006). A concern for hygiene regarding the consumption of unfamiliar products or from street vendors has been acknowledged as a motivator, which negatively impacts a tourist's food experience (Seo et al., 2013). Therefore, an importance is found in introducing a familiarity and image to enhance the experience of a tourist, particularly with that of introducing local foods (Ungku, 2011; Wordsfold, 2006; Seo et al., 2013).

As consumers become more health conscious by way of the media or higher education, an expectation for locally sourced food to appear in the food industry increases (Sharma et al., 2009). Sharma et al. (2009) suggests that farmers prefer to use smaller, locally established restaurants as a means to promote their products to the local community. In order for restaurants to clearly distinguish their products from other independent restaurants, they must communicate their use of locally grown foods to the consumer as well as create dishes that are unique, to see an increase in customer volume and profitability (Sharma et al., 2009; Ungku, 2011).

2.6 Cultural Identity Through Food

The rapid demand for culinary tourism and the transition needed in providing fresh and organic ingredients also play a role in the agricultural realm (Chuang, 2009). A new and deeper appreciation for cultural identity is being infused through food products and services and not only in how the food is prepared, but particularly as to where it came from. For example, Taiwan is quickly becoming a culinary destination, which is embracing small family farmers and taking the steps needed to provide local ingredients to restaurants and food stands in outdoor markets (Chuang, 2009).

As early as the 1990's the EU has recognized and placed an emphasis on food culture for political projects (Tellstrom et al., 2006; du Rand and Heath, 2006). Food culture and identity through regions has been an instrument to stimulate growth in region struck with a severe economic recession. Tellstrom et al. (2006) state that France and America have systems, which combine wine products with a distinction between merchandise and a destination.

Smart (2003) argues that a continual increase in the use of cultural identity through food, makes it harder to determine economic opportunity and growth between commercial use and cultural expression. "Available food cultures gave both positive and negative aspects, and the marketing consultants must therefore possess both cultural and marketing knowledge to be able to choose the right connection to make the apprehension profitable" (Tellstrom et al., 2006, p. 140).

2.7 Farmer's Markets and Farming

To understand the importance of local food sustainability in the tourism industry, it is best to know that of agriculture and the importance of farmer run markets (Farmer at al., 2011). While it is most evident that farmer's markets benefit a community on the most basic of local levels, it has recently become a demanding trend for tourists and visiting consumer's to experience the local fare as the locals do.

> Additionally, farmers' markets are the fastest growing direct producer-consumer food venue, having seen an increase in market numbers by 349% in the past 16 years (Farmer et al., 2011, p. 11).

The USDA also agrees with this figure of 349% from the given time frame of 1991-2007 (USDA, 2010). While there are limited studies, which expand on the effectiveness of farmers' markets and food tourism, there is a clear added benefit and potential profitability in the tourism industry with an opportunity in marketing a destination's local fare.

There is also the aspect of socialites. Food and beverage tourism goes beyond that of visual aspects associated with the social gaze of experience (Sims, 2009). Restaurants

are not the only companies taking steps to ensure that local food is a product consumed among tourists, but markets and farmers are taking steps to provide relationships and continuity with their customers. According to Sims (2009), these concepts in tourism are widely unexplored and need to be further investigated. By doing further research within this subject area, once could determine whether or not alternative food sources (such as local and organic produce) is a sustainable and efficient way of attracting tourists looking for an authentic experience.

The small farmer industry is in rapid decline, as they cannot compete with the large conglomerates, which are taking over the farming industry (Barbieri, 2012). Small farmers, that benefit employment opportunities, conserve resources and help economic growth are struggling for support (Hoppe, 2010). This is a constant concern for the local food industry, and the local food markets that serve both the local communities and as a tourist destination (Farmer et al., 2011).

2.8 Restaurants in the Movement for Sustainability

Sharma et al. (2014) notes there is a gap in understanding why restaurants are influenced to use local foods and beverages on their menus. Reasons given for chains or independent restaurants purchasing local foods are as follows: a given motive to charge higher prices, to meet the demands of consumers, to differentiate their items from other typical restaurant dishes, and added freshness and taste to menus and many more (Sharma et al., 2013). There is a distinct responsibility for restaurant managers and owners to understand why developing locally sourced food menus is a movement to be made.

Training staff in the food service, both the front and back of house, as to why local foods are being used in the restaurant and how to use them are ways in which the owners may see a return to their investment and a decrease in food waste (Oritz, 2010). An increase in sales and sometimes in menus is also a reason for restaurants to take the local food movement into consideration. By implementing correct training and education to all staff members and owners surrounding the importance of local foods, it shows recognition to more commitment to opportunities for increased profit and assured sustainability (Ortiz, 2010; Yamamoto and Engelsted, 2014).

In a report made by the National Restaurant Association (NRA), it was found that 7 out of 10 customers and visitors said they were more likely to try out a restaurant, which offered a menu that included local food. Brooks (2013) also noted that often, consumers are typically ahead of the food and beverage industry in terms of trending topics like seeking locally sourced foods and sustainability. Yet, the trend matures over time, defining itself to chains that then devise systems to both satisfy and meet the wants and needs of the consumers.

Fassl (2013) noted challenges that the restaurant and food industry are currently faced with is that of an importance placed on sustainability. Sustainability can mean many different things and hold various values of definition. Sustainability in terms of food can hold several different meanings with variations. Definitions for food sustainability according to the literature are as follows:

> (1) The act of producing food through local farming systems that do not use chemically induced pesticides (Farmer et al., 2011).
> (2) The act of merging the ecosystem and economy into one (Everett and Atchison, 2008).
> (3) Making resources renewable at a rate that is equal or greater to the rate a substance is consumed.
> (4) A way of sustaining a community to ensure a quality future to be repeated, generally for a single community (Thomsen, 2013).

Fassl (2013) further addresses the challenge of meeting sustainable standards from an environmental concern based on local transport of goods. However, there is recent news of optimism seen from the global industry of food and beverage. By adopting views that include supplying restaurants with locally sourced foods, there is an expected increase in revenue within 12 months of developing and implementing this mounting trend (Fassl, 2013).

Since the movement for the environment has leveraged speedy steps to improve sustainability in food services, restaurants have taken on programs to recycle, buy local produce when it is most convenient and make an effort to eliminate endangered seafood

and other meats from their menus (King, 2006l Dayton, 2013). Yet, as education begins to instill ideas to implement sustainability into local communities, the food service industry has to take broader steps to ensure they satisfy the wants and needs of their customers, as well as taking the matter of health for their customers into account (King, 2006).

Several restaurants groups are taking steps in order to protect their communities as well as provide the wants and needs of tourists. They are adopting sustainability and environmental practices, yet there are complaints in the United States when it comes to the wine industry (Pullman et. al, 2010; Aiguide, 2010). Communities complain that the use of pesticides, herbicides, minimal water resources and fertilizers are to be blamed for the overuse of available property (Baughman et al., 2000). In 2002 a code known as WineVision was developed to set procedures that would adhere to safer environmental practices as well as meet the expectations of both local consumers and tourists. By meeting sustainability standards, supply chains have developed the necessary steps to meet forefront issues surrounding local tourism.

In Brig, Switzerland, there is a Mcdonald's, which serves local produce from their menu (Vieregge et al., 2007). In a case study made to determine if local and non-local visitors chose to consume local products by way of preference and convenience, it was determined that there is a higher appreciation for brands who implemented local produce into their menus. Globally branded franchises, such as the McDonalds in Brig, Switzerland got a positive response to the local produce adaptation and boosted the overall image and value of the brand in that area.

An example taken from the hospitality industry comes from that of the director of public relations, Michelle Valle, for the Ritz-Carlton in Orlando, Grande Lakes (Mest, 2012). Each of their menus is listed with various locally sourced food and beverage items. They have undertaken the farm-to-fork initiative, and have especially provided this information for their services during the timing of what they call coffee breaks. The Ritz-Carlton in Orlando has seen a significant cut in costs and a new preservation of freshness, due to the reduction in geographical distance and close proximity to their location (Mest, 2012). In order to achieve sustainability in their food and beverage practices, they made a movement to cut their distance (Mest, 2012).

The concept of localizing communities is a direction in which tourism is using to emerge developing towns, cities and countries (Giampiccoli and Kalis, 2012). Localizing destinations can contribute to a positive outcome and meet the wants of tourist's as well as the needs of the community's locals (Giampiccoli and Kalis, 2012; Dayton, 2013). Switching local restaurants and food markets to local produce and fresh meat can also benefit consumers from a health and nutritional standpoint (Dayton, 2013). So not only can localizing stimulate the economy, or provide an authentic experience in culture, but also venture and seek to provide nutritional ingredients for customers.

2.9 Food

The value of food is broad and largely demanding from perspectives that go beyond its necessary consumption for the human body (Beer, 2008). Basic concerns for food revolve around disease, lack of food, health issues and loss of cultural identity (Seo et al., 2013). The developing worlds see a lack of food, whereas developed nations have mismanagement in the balance of their diet (Beer, 2008).

Price and availability are equally as important when establishing commercial branding and defining authenticity (Immink and Alarcon, 1993). Beer (2008) states that authenticity is directly related by definition to that of reality within five dimensions. Those dimensions entail: widespread applicability, benchmarks to control genuineness, transferred type of authenticity, combinations with other nations, and the commercial insistence of dependability (Pearce, 2005; Beer, 2008).

2.9.1 Food/Culinary Tourism

Food/Culinary tourism is a motivational movement for tourists to visit destinations with an interest in local fare that provides new and different dishes, with an authentic feel to the cuisine (Everett and Slocum, 2013; Kim and Eves, 2012; Chuang, 2009).

Furthermore, there is a discussion made by Kim et al. (2009), surrounding the four motivators first introduced by Fields (2002), which contributes to why visitors look to

locally sourced food when traveling. Those motivators include: physical, cultural, interpersonal, status and prestige. Each reflect on the desire a traveler has to experience an opportunity to taste food from another culture, whether it is exotic, educational, social or means for status implications (Kim et al., 2009; Kim and Eves, 2012).

Food tourism itself is spaced out into several different categories of interest when paired with motivation to consume traditional or authentic products during travel (Everett and Slocum, 2013). Those include that of culinary tourism, food festivals or events, agricultural tourism/farm tourism and wine tourism. Culinary tourism distinguishes the practices and explorations of eating local products. Food festivals and events give an option for exploration and choice for various food items unique to a particular destination (Robinson and Clifford, 2011). Agritourism (farm tourism) reaps the benefits of educating consumers with on-site purchases (Veeck et al., 2006). With all of these definitions of food tourism in mind, there is clear opportunity for the tourism industry to harvest and develop local food tourism as a business that promotes both the target and boosts the economic value of the destination (Everett and Slocum, 2013). Yet, during a case study on whether or not local food tourism is an effective partnership for the tourism industries in the United Kingdom, “some interviewees expressed reluctance to risk their own core business at the expense of venturing into relatively unknown economic territory” (Everett and Slocum, 2013, p. 801). Unexplored opportunities can be risky or detrimental to the livelihood of businesses.

Motivation is a prime internal reason for tourists to initiate travel (Kim and Eves, 2012). One motivation, which is moving around the globe as a psychological need for fulfillment, is that of food-tourism; and more recently, that of local authentic dishes that cater to the wishes of the consumer (Kim and Eves, 2012; Kim et al., 2009). Telfer and Wall (2000) suggest that one-third of a tourist’s spending goes towards that of eating out while on holiday. Referring to the four motivators as discussed below: physical, cultural, interpersonal and status as seen in critical literature by Kim et al. (2009), there is a deeper sense of motivation within.

First, the physical motivator has to do with an excitement through experience, an escape from normal day-to-day routines, or a possible health concern sought through the

fulfillment of food (Kim et al., 2009). The physical taste of exotic foods in an authentic atmosphere and experience can bring physical nourishment, a motivator based on sensory observation (Quan and Wang, 2004). The second motivator, cultural, can be seen as an educational motivation (Kim et al., 2009). Seeking new experiences to enlighten one's mind with knowledge of another culture is widely accepted as an intercultural initiation (Kivel and Crotts, 2006). These two motivators seek authenticity through both physical and mental aspects of culture.

Thirdly, an interpersonal motivation can be established by a sense of togetherness (Kim et al., 2009). Meeting new people or spending time with friends and family can instill an interpersonal experience that steps outside that of routine (Quan and Wang, 2004). Having a meal outside routine and on holiday can be considered a way of reconnecting communal relationships.

Lastly, there is motivational movement as it relates to a person's perceived social status (Kim et al., 2009). This can both instill a personal recognition of self-esteem, or a desire to implant a status, which places definition to one's way of placing hierarchy in food establishments (Kivel and Crotts, 2006; Kim et al., 2009). Accompanying this, eating good food in an enjoyable place can be recognized as a means to be renowned from others in terms of a social position (Fields, 2002; Kim et al., 2009).

How does each of these motivators concern themselves with that of local food consumption in the hospitality and tourism industry? These motivators cumulatively take place in the locally sourced food and beverage movement due to the decision and desire to seek and experience distinctive and diverse tastes, which include excitement, escape, health awareness, educational demeanor, authenticity, intimacy/closeness, and an acquired sense of status.

Many countries are receiving a new heightened attention due to the increase of culinary and food tourism (Chuang, 2009). According to Chuang (2009) it can both benefit a nation's politics and their economies. For example: during a case study in Taiwan, the country saw a significant rise in tourism due to the reemergence of local and authentic cuisines gaining visibility through consistent marketing to international sales, promoting the globalization of a cultures identity through food. Chuang (2009) states for countries

like Taiwan to continue a significant growth in culinary tourism, it requires a heightened appreciation and education in local food culture.

Another case study revolving around food culture came from the United States Southern cuisine. Alonso and O'Neill (2012) discovered the implications of what it means to be a Southerner in the US. Southerner's have been traditionally known for decades as having "Southern Hospitality," a definition linked with being friendly and hospitable. Southerner's have gained the attention for services in food and genuine care for all people and visitors alike. The notion of Southern Hospitality breathes in images of tradition and authentic culture paralleled with a way of life, which compliments a symbolic image of practice. This recognition of food culture has been instilled into many aspects of southern living and practice, which is then generated to the public and visitors of the area (O'Neill, 2012).

It is important to identify a region's most iconic dishes, even those which are less popular or known, in order to promote the area's dishes to external consumers. By having dishes which play the role of food ambassadors or representatives, it gives way for patrons to be educated in the unique aspect of a regions culinary tastes in their daily lives, which differs from that of other parts of the world. "Further, restaurateurs could use new information to educate consumers about different dishes and different foods, including more nutritious, well-balanced local/regional and high quality food options, and in the process support local food producers and promote the region" (Alonso and O'Neill, 2012, p. 250).

2.9.2 Food Festivals

Food Festivals are an attraction used to promote a destination's culinary skills and authentic-regional dishes (Lee and Kim, 2014; Lee and Arcodia, 2011; Wan and Chan, 2013).

The impact and role of food festivals in communities, which offer these attractions to enhance destination branding is an emerging festivity that is taking place around the world (Lee and Arcodia, 2011). Destination branding by region has become an important development as an advantage in a competitive industry of food and tourism (Crockett

and Wood, 1999 via Lee and Arcodia, 2011). These competitive advantages raise significant questions for tourism with regards to its relationship with destination branding and the role of food and tourism in the marketplace for establishing an identity for a region (Lee and Kim, 2014; Wan and Chan, 2013; Lee and Arcodia, 2011). Lee and Arcodia (2011) devised a table found in Appendix A offers a short narrative of investigated festivals.

2.9.3 Food Tourism and Agritourism as a Growing Trend

Agritourism is the act of providing visitor tours on a working farm that provides local produces, meats, cheeses, or wine vineyards (Choo and Jamal, 2009; Busby and Rendle, 2000).

To determine whether a food experience is authentic or not, is determined by how local produce is used to enhance tradition. First, to understand what it means to have an authentic food experience, it is important to know what “local food” and “authenticity” mean. Sims (2009) states that authenticity in a food experience is achieved when a tourist consumes products, which gives them a better insight to how the local community lives their day-to-day lives. It is the essence of crowning a culture with an identity, exceptional to its place and atmosphere (Giampiccoli and Kalis, 2012; Feagan, 2007; Sims, 2009). Feagan (2007) states that local food, on the other hand, can be defined both as a specialty, exclusive and unique to the destination and as a geographical concept.

Analyzing how the relationship between authenticity and local food to better develop and sustain a community seeking to fulfill tourists who are looking for both are key concepts to understand (Pratt, 2008; Sims, 2009). Before analyzing the two concepts, it is key to recognize that various interpretations of authenticity and what it means to the individual tourist can co-exist (Sims, 2009). For example: One consumer may understand authenticity as an experience spent with family on holiday in a setting that may or may not be genuine to the destination’s culture. Another visitor may take the extra steps to seek out an authentic experience purely on whether or not the food is locally sourced. Therefore, the attraction of a destination must take each of these individual assessments

into consideration and market their product based on presentation, as well as communication, which clearly states local food is being infused with the items on the menu (Sims, 2009; Feagan 2007; Pratt, 2008).

Agritourism, which is seeing an increase in tourist demand, can be defined as a farm-based experience for those who seek a more traditional route of rural hospitality, natural landscape and a deeper cultural experience (Choo and Jamal, 2009). Farmers are able to continue to grow and reap the benefits by better creating an intrinsic sense of what it means to be sustainable. This is achieved in agritourism, due to the fact that farmer's generally host a smaller amount of visitors and tourists without requirement of an extensive arrangement (Choo and Jamal, 2009; Busby and Rendle, 2000). This type of tourism is seeing an extensive growth around the world with respect to that of organic farming and providing locally sourced foods to extend and root a sense of sustainability in rural destinations (Choo and Jamal, 2009; Denman, 1994; AgroTourism, 2004; Busby and Rendle, 2000).

Organic food has been increasing in demand among patrons since the early 2000's (Locally Sourced Food, 2012). Yet there has been a shift in the rising trend of organic food to an increasing demand for locally sourced produce whether it is organic or not (Satran, 2012). According to the 2012 Restaurants, Food & Beverage Market Research Handbook, as concerns for food safety have seen an escalation, consumers become more aware and feel a responsibility to consume food items that are locally sourced (Locally Sourced Food, 2012). Knowing where the source of food comes from gives a comforting notion. Not only that, but according to the following research handbook, politicians are getting involved with the local trend, as well as first lady, Michelle Obama, who made a statement from the White House regarding the emphasizing the need for "fresh, unprocessed, locally grown food by planting a vegetable garden on the White House grounds" (The 2012 Restaurant, Food & Beverage Market Research Handbook, p. 272).

Lefebvre (2005) discusses the new trending movement of sourcing food locally in order to create an ecological community and save farms, which are decreasing rapidly in the United States and other parts of the world. There is an evidential shift from commercial products to non-commercial products, which is having a ripple effect across many

farming towns. The biggest issue at this point comes from increasing urbanization taking up prime farmland.

Food and authenticity go hand in hand for many tourists. Societal views are increasingly paying attention to where their food comes from and how the ingredients play a role in their meals (Hjalager and Johansen, 2013). Food production and services are gradually becoming more important to tourists, especially international tourists who may have a higher level of education (Hjalager and Johansen, 2013). The nature of authenticity in the hospitality and tourism industry is beginning to place the general focus on food consumption and the local ingredients used for such (Beer, 2008).

Specifically, across the United States, Southern food is growing in popularity (Cobb, 2008). With Southern Fried Chicken being the number one food item on most menus in the South, there comes an influence on international menus as well. Southern cuisine is seen as a comfort food nationwide. Its tradition spans across the United State's top 200 chains (Cobb, 2008). Despite the growing significant status of southern food, it has quite an unhealthy reputation.

A case study done in Cornwall, United Kingdom, determined that Cornish culture is rewarded with one of the highest levels of seasonal tourism and is well known for their rekindled concern for local food and drink consumption. The role of food in the county of Cornwall reveals that there is a degree of identity found in the movement for food sustainability and tourist attraction to an authentic food experience (Everett and Aitchison, 2008).

2.9.4 Wine Tourism

Wine tourism is the act of visiting vineyards, wine festivals, wineries and demonstration to taste the products (Quadrei-Felitti and Flore, 2012; Alonso and Northcote, 2008; Jurincic and Bojnec, 2009).

Local produce farmers are not the only ones looking for a chunk of a growing economy through tourism (Butler et al., 1997). Local wineries are also in the game for improving sustainability and providing authenticity in the dining experience (Alonso and Northcote,

2008). As more and more wine producers engage in local communities, offering up their services in wine tasting experience and supplying to independent retailers and restaurants, a market is growing (Butler et al., 2997; Alonso and Northcote, 2008; Quadri-Felitti and Flore, 2012). “Numerous studies conclude that wine tourism is a contributor to rural development and benefactor of rural communities in a number of ways” (Alonso and Northcote, 2008, p. 144; Quadri-Felitti and Flore, 2012).

Research implies that wine tourists also look for authentic experiences, which revolve around that of dining, shopping and cultural activities, which supply unique products and experiences. This development is seen on a large scale of geography and is noted as an incredible attribute to rural tourism as a global phenomenon, with a noticeable economic impact (Quadri-Felitti and Flore, 2012).

Not all wine tourists are motivated for the same reasons. To understand wine regions, one must first understand what motivates a visitor to consider this type of tourism and how expectations are met in this marketable industry. Alant and Bruwer (2004) clarify there is an overall dynamic made in regards to motivation in wine tourism being that of entertainment, social aspects and a sense of entitled and development in education.

Yet, George (2009) believes that mass media has a strong foothold on selecting and showing what consumers want. According to George (2009), research states that products, such as local brews and wineries have a disadvantage when competing in markets against corporate owned brews, based on the effects of the media. This type of marketing can be a constraint for localizing communities and create a disadvantage for communities that rely on tourists looking for an authentic experience.

Several broad themes have emerged in the English language academic literature on wine tourism: (1) development and promotion of regional wine destinations, (2) policy and environmental sustainability of wine destinations, and (3) winery activities for the public (i.e. tastings) to increase wine sales, such as wine events (Carlsen, 2004; Mitchell and Hall, 2006). The areas of research for wine and microbrewery tourism include that of motivation and satisfactions, demographic and marketing strategies (Mulvihill, 2013).

However, Petroman et al. (2010) analyzed wineries, suggesting that quite a bit goes into accommodating and giving consumer's the authentic experience they are seeking. For starters, wine tasting is typically a two-day event. Local accommodation, as well as recommendations to restaurants, which provide local ingredients, should be taken into account. By knowing and exploring a visitor's expectations, wineries can better offer the experience consumers are looking for (Petroman et al., 2010). It is important to offer a meaningful atmosphere and engaging experience to visitors in order to achieve a profitable collaboration, which cannot be purchased from a merchant's shelf.

2.9.5 History of local and seasonal food

History shows that energy prices, which soared in the 1980s became the beginning of what is now known as being "green" (Hock, 2012). In recent decades the levels of greenhouse gas, natural disasters and social responsibilities regarding health have dramatically increased and generated a concern for organic and local fare to be introduced into the business industry. This greatly affects the restaurant business in the tourism industry. "As a result, business-to-business relationships and non-government organizations place increasing pressure on companies to adopt a general aspect of maintainable business practices (Hock, 2012, p. 48).

The history of local and seasonal ingredients being used for every day life, as well as to enhance a visitor's stay at a particular location can be traced back to the early 1900's (Cleave, 2013). Devon and Cornwall of the UK have an extended history regarding farming, food production and food tourism. This can be seen through the global communication of postcards, which are garnished with pictures that depict typical local dishes being served to the locals and tourists who visit Devon and Cornwall. Cleave (2013) notes that independent photographers emphasized taking photos of authentic dishes and displaying them on postcards, a global means of communication dating back to its introduction from the late nineteenth century. This shows a great deal of interest for the local and seasonal ingredients from farming communities to market local foods to tourists.

Brooks (2013) discusses how the locally sourcing of food and produce has changed and expanded over the last decade. Ten years ago, locally sourcing food was a common

factor seen in independent restaurants that worked with local farmers, one-on-one. Today, chain restaurants crossing political lines and regions are looking to implement locally sourced foods into their systems to create sustainability for their companies, communities and the food and beverage tourism industry (Brooks, 2013). The question of getting this movement further instilled into the mainstream is one being studied and developed upon. By supporting farmers and local agricultural systems, and making their products more affordable and available, the notion of sustainability is being instilled to these companies.

2.9.6 Marketing

Food tourism is currently an emerging market due to the cognitive approach that the tourism industry uses in order to appeal and satisfy consumers and visitors in an effort to achieve repeat customers (Du Rand and Heath, 2006). Food is not often the sole motive for visiting a destination. Yet, the demand for an authentic experience through local food and beverages is becoming a significant component in attractions which visitors pursue as another form of tourism. Thus, this paradigm is an opportunity for the hospitality and tourism to enhance on menus and at farmer's markets (Clements, 2014). Again it is noted that "local and regional food as one of the important components of food tourism holds great potential to contribute to sustainable competitiveness in a destination, both from a tourism development and a destination marketing perspective" (Du Rand and Heath, 2006, p. 211).

Experienced tourists are the prime focus when looking to strategic ways of marketing and branding an environment based on that tourist's wants/needs (Wang, 1999; Sharpley, 1994). The wants and needs of a tourist are imperative to meet and expand those standards (Sharpley, 1994; Gračan et al., 2010) By developing rural areas and engaging tourists with communities from a local level, it gives experienced tourists the chance to engage with an authentic interpretation of the destination they're visiting (Wang, 1999; Duarte and Liu, 2012; Gračan et al., 2010). The attractiveness of rural development and natural surroundings is gaining a particular interest around those who are interested in organic farming and who participate in outdoors activities (Gračan et al., 2010).

Establishing communities which use locally sourced food and beverage to meet the wants and needs of visitors is not the only way of preserving and boosting economies and societies seeking an increase in tourism and reaching sustainability (Duarte and Liu, 2012). There is a role in the tourism and hospitality industry to accumulate return visitors and long-term customers from outside the region. This role can be attributed within welcoming centers, visitor centers and other information and tourism centers, which supply information to promote local happenings and services in the surrounding areas. It is vital to collaborate and market local foods and beverages and develop the tools necessary to guide the regional sectors into the case of food tourism from a local point of view. The importance of relationships, which collaborate with these centers, attracts visitors, if provided with effective marketing schemes and with the right stakeholders (Duarte and Liu, 2012).

With food tourism becoming a moneymaker in the global industry, there comes a level of competition to lure tourists.

> Local food as part of culture and tradition enriches tourist experiences and enhances product attractiveness and its relationship with culture gives the potential to create a valuable tourism marketing tool," (Eathimath and Milne, 2011, p. 136).

The marketing role for food must be done correctly in order to reap the benefits of being a primary attraction, rather than a secondary factor. Again, Eathimath and Milne (2011) state there are not enough studies or academic attention given on how to market a destination in the hospitality and tourism industry where food is the primary focus and objective.

Du Rand et al. (2003) states that merchandises are what visitors look for when visiting a destination. The identity of a destination can reflect upon what products they have to offer that benefits the wants and needs of a consumer. By considering what role is played in food tourism and how consumers determine their intake on local produce and the overall importance of its consumption, one can see how to utilize and transfer its use to further enhance the marketing of a destination. Du Rand et al. (2003) also state that the wine, food and tourism market is an attractive market, which empowers a destination

to give an authentic experience in the consumption of local products, creating a sustainable industry both for the local communities, as well as the tourism industry. Rand et al. (2003) continue to proclaim “it is, however, important to insure that the authentic cuisine of a region and marketable local and regional foods are approached with a delicate balance” (du Rand et al., 2003, p. 99). Thus, by shaping foods to flatter the taste of international tourists, a loss of traditional cuisine to the destination at hand could consequently interrupt the essence of creating a sustainable community.

Positive results in the marketing and development of food tourism have been seen with a result in an increasing attention in Australia, Canada and the United States of America (Du Rand and Heath, 2006). Quan and Wang (2003) note that the marketing and branding opportunities in food tourism to promote image is being reinforced in competition between destinations as a source of sustainability. “Promoting high-quality cuisine or distinctive local food products is one way of achieving” a distinctive brand image for local communities (Sims, 2009 p. 322). Food as a marketing tool reflects culture and determines the position of a specific product promoted to benefit the local economy as well as the global and local hospitality and tourism industry.

CHAPTER 3

Chattanooga, Tennessee

3.1 Introduction

This chapter introduces the city of Chattanooga, Tennessee, which is used as an example to explore how a city becomes sustainable through the localization of its food culture. The following chapter is designed and organized to explain how and why Chattanooga is unique to the sustainability movement. Sections include the historic side of the city, as well as its unique rise to becoming an evolving tourist town. The city's general statistics of population, environment and business is also provided to give an overview of how the city itself is economically and tangibly structured.

Chapter 3 narrates why the city was chosen, how it is unique, what the differences in population are (age, ethnicity, income, etc.). It also gives a background on food culture and the efforts that have been made and are continuing to be made in order to improve sustainability through local food. There is also a history section, a tourism section, and statistics on the environment.

3.1.2 What Makes Chattanooga Unique?

Chattanooga is like no other place in America. Our city is shaped and sustained by its magnificent landscape, driven by its can-do spirit, and inspired to become a community where all residents thrive. It is a place where nature and urban coexist, where individuals can have a real impact, and where public and private continue to work hand in hand to improve life for all. We are a city poised for a bright future.

Benwood Foundation

3.2 Background and History of Chattanooga

The unique qualities of Chattanooga, Tennessee are broad and immeasurable. Centered in the middle of the Southeast United States and surrounded by the Appalachian Mountain Chain with the Tennessee River carving through the mountains, into the valley, Chattanooga is located with an abundance of natural resources (City-

data.com) It is internationally recognized for having the first Gold Record song in the world during 1941 when Glenn Miller and his orchestra produced the song title "Chattanooga Choo Choo" (Keane, 2009). It is also known for being the first and only city to have its own typeface, *Chatype* (Morrison, 2012). Chattanooga also launched the fastest Internet service known in the Western Hemisphere and earning the nickname Gig City, also featured in a 2014 commercial add in New Zealand as a place for entrepreneurs (Chattanoogagig.com). The city is situated between the Appalachian Mountains and the Cumberland Plateau, the Tennessee River running through it. The official nickname given to the city is *Scenic City* (Chattanooga Visitor Bureau).

The history of Chattanooga begins with the Cherokee Indian Nation. The city itself was a significant battle ground during the American Civil War for conflicts such as: Battle of Chickamauga, Battle of Lookout Mountain and the Battle of Missionary Ridge (Civilwar.org).

The significance Chattanooga embraces the widely acknowledged national accolades of a city that has risen literally out of the ashes of an industrial overhaul, beginning in 1969. That was when Chattanooga was declared the dirtiest city in the nation by the federal government (Brandes, 2011). Since this declaration was made, Chattanooga took outstanding efforts to turn the city around, including spending $120 million on the redevelopment of the riverfront and making use of its natural resources, as well as winning a national award for most outstanding "livability" three times.

3.3 Chattanooga, a Tourist Destination

Chattanooga is a central hub in the Southeast of the United States for several reasons. It is a two-hour drive from major cities, Atlanta, Nashville, Huntsville and Knoxville. There has been a number of national recognitions for Chattanooga's riverfront re-development and for its vibrant downtown.

The New York Times names Chattanooga one of the top 45 places to go in the world in 2013 (chattanoogafun.com). The *Frommer's* travel guidebook also boasted Chattanooga as having one of the best artisan market's on Wednesday's and Sunday's every week.

The hospitality and tourism industry of Chattanooga is described by the Chattanooga Visitor's Bureau as follows:

> The convention and tourism industries annually account for nearly $690 million of Chattanooga's local economy. As a result, Chattanooga boasts one of the nation's top ten green convention centers, a state-of-the-art, one-level, 185,000 square foot facility. The city offers 2,000 guest rooms in the downtown area, an airport that offers non-stop and one-stop connections to over 1,000 destinations, a free zero-emission electric shuttle system and unique off-site function venues and recreational options (downtownchattanooga.org).

3.3.1 Chattanooga's Population, Economic and Environmental Statistics

These statistics are important to understand how the community functions and at what capacity in terms of unemployment and the number of businesses. The importance of the environment is used for the purpose of agricultural needs.

Can be found in Appendix B

3.3.2 Heritage and Pride of Local Fare

The heritage of Chattanooga, Tennessee stems back to the American Indian Tribes of the region and follows the roots of a new nation of European settlers, the movement of African Americans to the recent settlement of Hispanic families (roadscholar.org). The demographics of the region as well as ethnicities and ages also play an increasingly important role in the pride of local fare. Below are charts with statistics of Chattanooga's demographics, population of race and age groups (areavibes.com).

Chattanooga demographics profile

Statistic	Chattanooga	Tennessee	National
Population (2013)	167,674	6,495,978	316,128,839
Population (2000)	155,509	5,689,283	281,421,906
Population growth	7.8%	14.2%	12.3%
Male/Female ratio	0.9:1	0.9:1	1.0:1
Married (15yrs & older)	49%	59%	58%
Speak English	94%	96%	88%
Speak Spanish	2%	2%	7%

Chattanooga population breakdown by race

Race	Chattanooga	Tennessee	National
Caucasian	59.50%	89.00%	82.77%
African American	36.22%	8.35%	8.40%
Asian	1.67%	0.53%	1.86%
American Indian	0.30%	0.29%	1.31%
Native Hawaiian	0.03%	0.02%	0.14%
Mixed race	1.31%	1.08%	2.06%
Other race	0.96%	0.72%	3.47%

Chattanooga age breakdown

Of those heritages, several variations of food and pride of food have emerged. Tennessee is home to a vast array of food culture and heritage. There are several food festivals in the state, including a month long celebration of food, heritage and music at the annual Memphis in May International Festival (Memphis in May, 2000). There are several wineries, whiskey distilleries (globally known for Jack Daniel's and George Dickel), as well as several microbreweries in the state (Deep South USA).

Chattanooga had the first Coca Cola bottling company in the world. It is also home to the recipe and manufacturing company of the famous Moon Pie treat. However, southern food is most well known for its deep-fried chicken recipes, originally a tradition brought from Scotland and Africa. Southern Americans took on the tradition of frying chicken and expanded the art of frying to vegetables and other foods (Buy Southern, 2009). Local game includes that of rabbit, deer, opossum and squirrel. Rivers, lakes and creeks provide catfish and crawfish.

Tennessee's largest cash crops include corn, soybeans, wheat and tobacco (Lockman, 2012). The livestock farms include cattle, chicken, swine, dairy and goats for meat (Lockman, 2012). Of those operations, Chattanooga is home to large concentrations of dairy and cattle farms (norml.org).

3.4 Local Food Culture

The Chattanooga Visitor's Bureau (CVB) website specifically notes under the "Where to eat" tab, that there is a list of local restaurants that locally source their foods from farm to table. This can be found on the visitor's website as well as in the visitor's guide and in the Chattanooga Tastebud's magazine, which is distributed across the city and read by 30,000 people, per issue (CrabtreeFarms.com, 2014).

Twenty restaurants that locally source food for their menus are listed on the CVB website. These are just a few of the restaurants in Chattanooga, which locally source food from farm to table. These are the only restaurants listed because the CVB requires a "pay-to-play" model, where they only feature restaurants that pay to be a member of the visitor's bureau. Further research shows that over 50 restaurants locally source food in Chattanooga ranging from the herbs used to enhance flavor, vegetables pulled from the garden, bread prepared in-house to steaks prepared and delivered directly from the farm (Crabtreefarms.com).

Actions have also been taken to educate customers. For example: the Main Street Meats market, featured in *The Signal Mountain Mirror* take steps to educate consumers about the cheaper, and not-as-well-known cuts of meat that aren't typically featured on restaurant menus Blackwell, 2014). Main Street Meats supports local farms by buying

whole animals, as opposed to specific cuts. The uniqueness of this meat market stems from their claims that meats have no been injected with steroids, growth hormones or antibiotics. They will even set up an appointment with customers who wish to visit local farms if they are weary or unsure of where their meat is coming from (Blackwell, 2014).

3.4.1 Local Beverage Culture

During a case study on Tennessee's Jack Daniel's Whiskey, it can be argued that much pride goes into the making and distribution of the product (Tennessee Pride, 2007). Jack Daniel's is a common local ingredient used in much of the local food menus across the South, especially in cities emerging with local fare such as Chattanooga, Knoxville, Nashville and Memphis, Tennessee (Allman-Baldwin, 2010; Jack Daniel's, 2014). This recognition for a brand that is locally sourced across much of Tennessee gives way to global and international markets. The Jack Daniel's Distillery sees a number of international visitors every year, seeking the taste of local ingredients tapped directly from the barrels they are brewed and stored in (Jack Daniel's Distillery, 2014).

Jack Daniel's is internationally sourced, as part of globalization. This local product has seen global recognition in restaurants like TGIF's, London Underground posters, and in international food festivals in London (Drew and Cropper, 2011; Jack Daniel's Distillery, 2014**)**. In 2013 a Jack's Bar & Grill opened in the Dubai Airport. The idea is integrate the "atmosphere of southern hospitality and a menu that's true to the Lynchburg, TN-based whiskey distillery's roots" (Cheers, 2013).

Even Jack Daniel's strives for environmental and green protection of their product. "Maintaining the purity and availability of the water supply is crucial to Jack Daniel's quality, the company says" (Tennessee Pride, 2007, p.57). Therefore, it is crucial that the distillery protects the spring water from contamination from the local cave where it is sourced.

3.5 Chattanooga as an example

Chattanooga is an appropriate example for a community that is localizing food through sustainable practices to generate a community that is self sufficient due to its unique location. The soil is rich and readily available to farmers for garnishing a supply for the demand (Lockman, 2012). The city is built around the Tennessee River. There are enough natural resources for the region to develop and sustain itself over time (City-data.com). Thus, the study can be applied to similar regions with similar natural resources in terms of sustainable practices and localizing communities from farm to table.

CHAPTER 4:

Methodology

4.1 Introduction

This study of research was designed to analyze academically how a city, such as Chattanooga, Tennessee, attains sustainability by locally sourcing food to help contribute to the demand in the rise of food tourism. This chapter will further illuminate the methodology of qualitative and inductive research utilized to test the research questions and to gather relative information for the study (Noor, 2008, Creswell, 2008). The aim for this research is to examine the role of locally sourcing food as a mean to attain sustainability and generate an authentic experience to visitors. Permission to interview and use recordings to analyze data from conversations was given from each business as required by the Hospitality program at the University of Oxford Brookes.

4.2 Rationale for research approach

The class of research expended, identified by Altinay and Paraskevas (2008) as a process to gain individual interface with participants, was used in order to identify how Chattanooga is a prime example in presenting a community, which uses locally sourced produce as a way to gain sustainability. Also, the qualitative nature of the research would help conclude and present how Chattanooga produces an authentic taste to tourists (Noor, 2008; Creswell, 2008). The type of research to be undertook required an in-depth discussion, face-to-face based on the exploratory method necessary to gathering data on sustainability and localization from businesses in the community of Chattanooga, Tennessee.

This method of primary research was chosen to gather and understand meaningful attachment behind the human experience (Wang, 1999; Duarte and Liu, 2012). Theory was built on an inductive research approach in order to gain insight to observational patterns and symmetries of the food system and distribution (Sharma et al., 2013; SOSY, 2012). Open-ended questions allowed the author to further explore the marketing and distribution process that occurs behind the service and front-of-house business lines

in the hospitality and tourism industry as well as to analyze the perceptions and emotions of the interviewees (Measor, 1985).

Qualitative research was conducted to determine attitude and motivation (Altinay and Paraskevas, 2008; Noor, 2008; Creswell, 2008). Again, open-ended questions gave further insight into in-depth interviews. Interviews were directed to obtain information that directed the researcher to better develop evidence for the case study in Chattanooga, Tennessee. Everett and Slocum (2013) depict the importance of in-depth interviews with participants likely to take a direct impact in any given economic impact for better opinions from both sides of the hospitality and tourism industry.

This study aimed to critically examine how Chattanooga, Tennessee responds to the demand for locally sourced food in the tourism industry. The overall objective was to review theory about sustainability and locally sourced food. The initial topic behind the sustainability movement in tourism was narrowed down to specific perceptions on public policy and marketing needs.

Efforts were then taken to identify and evaluate the economic impacts locally sourced food has on both the tourism industry and the economy of a destination (Yurtseven, 2011; Gracan et. al, 2010). By examining how Chattanooga, Tennessee has responded to this demand, the researcher was able to accumulate information and suggestions to exemplify the needs in further research, as well as recommendations for public policy implementation.

The research philosophy used to underpin the researching process will be that of phenomenology, surrounded by a qualitative approach (Creswell, 2008). The approach to phenomenology would lead to a deeper understanding of sustainability and local food practices form independent businesses (Altinay and Paraskevas, 2008; Quan and Wang, 2004). Inductive research would be used to identify meaningful human understanding and attachment to a personal belief or theory based on perception of authenticity (Altinay and Paraskevas, 2008; Kim and Eves, 2012; Kim et al., 2009; Quan and Wang, 2004).

There was much academic literature pertaining to the definition and interpretations of what it means to be sustainable and how globalization is theoretically a practical approach for a large conglomerate to provide enough food sources across the nation. Yet, there was less information and research that exemplified how public policy and authenticity coincide as a mechanism for sustainability. While sustainability and sustainable tourism has been researched vastly in academic literature, the literature would imply local food is a fast moving trend rising globally, as well as in the hospitality and tourism industry.

The first approach contained that of in-depth interviews, which opened opportunities to expand on research and enhance flexibility in the data collection technique (Denzin, 2000). In-depth interviews were chosen so that the researcher could determine if a question seemed relevant or not, as well as created the opportunity to change the wording of a question or the order of questions based on how the context of an interview played out. Therefore an inductive approach was deemed by the researcher as an appropriate form of research to build a foundation for the process. Literature did not provide much evidence, nor did it show varying detail as to how a community makes movement towards sustainability and what public policy issues there may be to further attain sustainability. However, these limitations and gaps in literature provide a useful outline and key advantages from secondary data analysis in order to provide a framework for questions in interviews.

The second approach is that of secondary research obtained from Chattanooga organizations and business websites. This has been done with the consent of restaurant owners at 212 Market and Hennen's, as well as the market vendors at the Main Street Market and the Chattanooga Sunday Market. A visit to these food destinations, which use locally sourced fresh and seasonal ingredients will be used as part of the primary and secondary research. The research covered that of marketing techniques and menu display in order to illuminate how locally sourced ingredients are presented in relevance to the tourism sector and current literature that defines food tourism as an emerging market (Eathimath and Milne, 2011; Rand et al., 2003).

The overall approaches to collecting data have been chosen in order to fill gaps about localizing communities through food tourism in an attempt to promote sustainable

tourism in a thriving industry (Thomsen, 2013; Everett and Aitchison, 2008). By investigating this topic, a reflection for a deeper understanding as to why communities wish to localize their hometowns through food and serve up an authentic experience to tourists will be made in order to discover the benefit of expanding this particular genre in the hospitality and tourism industry.

There were a few disadvantages to using this particular inductive approach:

- There was a limited sample size due to constraints of time.
- Due to the size of the location, restaurants, farmers and organizations in the sample could vary in conclusions, making is more difficult to structure clearly how each is related to the sustainability movement in Chattanooga.
- Due to the varying public policies, it would make the sample hard to implement globally or outside the United States.

4.3 Sample Selection

Potential interviewees include that of restaurant owners, farmers and local corporate organizations and foundations, which help to establish sustainable communities and influence the use of locally sourced foods by way of education and other forms of marketing and promotion. Interviews with restaurants owners that provide locally sourced food products on their menus are deemed as important to this research process due to their involvement in the community and food operation in the overall restaurant industry.

Farmers who sell their produce to local vendors and restaurants are participants that might be able to answer research questions as to why one might sell their produce to local vendors as opposed to large conglomerates in the food industry. Other research questions, such as the advantages and disadvantages to selling locally and what public policies ensued are important to generate awareness to the potential complications or general consensus for locally sourcing produce.

The third group for potential interviews is corporate organizations and foundations. These organizations are important factors in gathering data for the overall research aim

in order to reflect how mission statements and ideologies of these foundations coincide with educating and promoting local fare to the general population of areas in an effort to sustain the Chattanooga community and influence environmental concern. Organizations are also important for data collection in order to better understand how they help develop and market the community as a destination to visit or relocate to.

These interviewees were chosen based from the literature review. Restaurant owners are important to include as part of the data collection because of the nature of distribution and education that can be offered through menus. Restaurants also meet the demand of consumers looking for local foods and freshness of taste added to their meals (Sharma et al., 2013). Farmers were chosen for the interview process to further analyze agritourism and projects initiated, such as farmer's markets, to initiate social interaction with consumers, as well as educate the consumer as to why knowing your farmer and purchasing local is important to the vitality of a community (Farmer et al., 2011; Sims, 2009). The organizations that were interviewed were selected to attain further information as to how and why the private and public sectors are funding marketing and educational outlets to restaurants and farmers to leverage sustainability in the community of the city of Chattanooga (Thomsen, 2013; Boss, 2006; Labs, 2013).

The targets for interviews as anticipated were local foundations/organizations, local restaurant owners, local farmers, and local non-profit organizations. By creating a broad spectrum of interviewees, the researcher could independently contact each business to research the study issue involved and engage businesses involved in serving the community with sustainable practices (Altinay and Paraskevas, 2008). The participants were seen as relevant, due to the significance each interviewee had in regards to the research aim and approach. The credibility of the interviewee's could be attributed to the broad demographic approach used to achieve a demonstration based on numerous mixtures of variables. Although these figures do not represent the entirety of the population of Chattanooga, or the global population of the tourism industry, the minimization of bias was attempted by a selection of interviewees that included various positions in the tourism and food industry. Although participants were handpicked based on their engagement in servicing the community through sustainable practices, the sample size would prove to be a limitation on the research study. While the respondent's

information would demonstrate rich responses, the size of sample could potentially be limited for drawing generalizations (Altinay and Paraskevas, 2008).

Literature already incorporated into academic databases supported the questions used to collect data. Du Rand and Heath (2006) combined frameworks of competitiveness (Dwyer, 2001; Kim, 2001) in order to contextualize the ability food tourism have to acquire competitiveness and sustainability incorporated to a destination. Du Rand and Heath (2006) had a clear and concise framework, enabling a comparison and contrast for competitiveness and sustainability. These frameworks could not provide insight to how a community undertakes sustainability and localization in food as a dynamic movement. It was then considered a significant approach to investigate further and more in-depth how a framework can be developed to contextualize sustainability *and* how a population can be targeted initially without facing time constraints.

Although sustainability practices have been undertaken in academic literature as a widely researched topic, the steps a community takes to achieve and maintain sustainability has little research. Therefore, the study was exploratory, deeming it vital to link practice and theory (Hjalagar and Richards, 2002).

The chosen destination, Chattanooga, TN, was selected for its unique land preservation and significant rise in tourism and locally sourcing food to restaurants. This city has seen a significant rise in tourism and sustainability since the declaration of being the dirtiest city in the nation in 1969. Since then, the community has taken many steps to develop a cleaner and more sustainable city from approaches including standards of nature, farming, pollution and the health of the public.

4.4 Instrument

The research approach to collecting data in order to justify its preparation and design was done by way of in-depth interviews and secondary data collection on webpages. To better understand how and why locally sourcing food was being distributed and used to create sustainability, the author generated data through a collection of discussions from farming operational managers, restaurants owners and organizations of interest that

develop, prmote and coordinate the farming and local food industry in Chattanooga, Tennessee.

4.5 Research

The research was conducted and evaluated so that the process for gathering information could be regenerated and applied nationally and globally to any tourist destination researching how to attain sustainability by locally sourcing food (Sims, 2009). Restaurants owners were asked a series of questions that related to personal experience, perceived customer experience and the subject of in-house sustainability as well as marketing, public policy and business models. Organizations, which promote education, were asked how they sought to achieve sustainability through education and why it was deemed as an important task in the city of Chattanooga. Lastly, the farmers were asked a series of questions regarding the strengths and weaknesses of globalization and the strengths and weaknesses of localization with regard to sustainability. Each of the three categories were asked these questions, sandwiched by the idea and market of tourism in Chattanooga and how that will fit in to the strategy of localizing communities and meeting demand.

With the consent of those interviewed, the researcher was better equipped to understand the perspective and belief system used to infiltrate a trending local food system to preserve and protect the farming industry so that Chattanooga can reap the economic benefits and impact the tourism industry. Generating questions such as: what, how and why, helped the researcher to produce data which has not been fully shaped or investigated in other critical and academic research (Mann, 2003).

Ethical approaches that were established to further investigate this topic were shown through consent forms and confidentiality for recorded material the interviewee did not wish to have published, from an “off-the-record” report (Altinay and Paraskevas, 2008). Individuals were well informed of the research approach and the details it entailed beforehand. Written and verbal consent were obtained. The framework of this was executed to safeguard participants and the well-being of the community observed on the premises of the Chattanooga Market and restaurants.

As seen from the literature review, it can be assumed that the trend in locally sourcing food and implementing its availability to restaurants is a factor which interests and trends in the tourism and hospitality industry from a global standpoint (Sims, 2009; Choo and Jamal, 2009; Busby and Rendle, 2000). The importance of this trend can be seen by the economic impacts it has had on both newly established tourist destinations and already developed tourist destinations. Additional relevance to this study that has not been researched widely in academic literature is that of public policy in the food and tourism industry. This gap in research can be seen from the case study and interviews conducted in Chattanooga, Tennessee.

4.6 Resources

As perceived by Altinay and Paraskevas (2008), there are advantages to semi-structured interviews as follows:

- Pre-determined questions allowed for themes to emerge from contrasts and comparisons as evaluated from responses.
- Questions that were open-ended allowed the researcher to probe participants individually to gain full insight.
- Questions can be eliminated where they were not applicable to the respondent or business.
- The researcher could change the order of questions or rephrase, in accordance with the participant's response.

Disadvantages in gathering data by way of the semi-structured interviewing method include:

- Travel time by car to each destination.
- Time required from the research in order to interview, gather data and produce a transcription.
- Configured time constraints to allow each committed respondent to participate in the research based on their own timetable, as well as the researcher's timetable.

A voice recorder was used in all interviews and an additional interviewee was brought to each interview to take notes and record information while the researcher asked and probed questions during the interviews. Each interview was conducted for no more than an hour to two hours in order to ask and interpret all necessary questions to collect important and necessary data as presented. The settings for these interviews were in homes, restaurants and corporate offices. Each interview was conducted on separate days, and the data was transcribed and analyzed the same day as the interview took place in order to maintain and sustain fresh data.

4.7 Ethics and Response

The contacts of interest were listed by two non-profit organizations in Chattanooga. CEO, Hale Columbus of Brightbridge Inc., Jim Brown, retired Executive Director of the Tennessee River Gorge Trust, and Bob Doak from the government funded foundation Chattanooga Visitor's Bureau, generated a list of interviewees to avoid conflicts of interest or bias from one single organization. The list of interviewees included owners from local independent restaurants, executives from local foundations/organizations and local farmers in order to gain important insight to personal values and motivations (Tzachentke et al., 2008). Of these businesses, all were committed or interested in committing to the use of sustainable practices by way of implementing locally sourced foods into their business approach. Therefore, the sample of the study included commitments, which may have been evident or unambiguous on webpages and marketed city and nationally to the public as being local and sustainable (Mikkola et al., 2010).

All participants were contacted by phone and then by email with an ethics form used for interviewees to comply with the study (see appendix C). Participants were asked if they were willing to commit to an hour-long interview as part of a data collection to the research process in how a business takes part in sustainability. Of the 15 businesses that were contacted, there was a 100% positive response rate. All of those contacted agreed to subject their business to the involvement with researcher's inductive approach to research.

The setting for interviews was a mixture, but the rapport was always the same. Contact was made multiple times prior to the interviewing process. The aim and overall objectives were explained and defined upon arrival, and ethical measures were taken in order to ensure the interviewee of confidentiality, as well as confidentiality measures to be made if the interviewee did not wish for specific answers to be omitted from the material collected. A note-taker was also present during all interviews.

4.8 Actual Data Collection Process

Five strategic approaches were used to enable and provide necessary primary data collection:

1. Academic Literature Review
2. Chattanooga analysis
3. Interview question development
4. Semi-structure interviews
5. Secondary research

4.9 Literature

From the literature review there were key themes identified to explore the research process. Thus, it provided a standard (or benchmark) to engage and compare findings. Those themes included:

- There is not a clear approach to what marketing opportunites there are or an engagement process for such in projecting sustainability (Fileds, 2002; Alonso and Northcote, 2008; Eathimath and Milne, 2011).
- A lack of business model is addressed when supporting locally sourced foods (Lee and Arcodia, 2011; Brookes, 2013, George, 2009).
- Sustainable practices are variable by each business, nor is there a clear definition to what sustainability means (Thomsen, 2013; Dorin-Paul, 2013; Busby and Rendle, 2000).
- Strength and weaknesses in both local and global food distribution are not highlighted in a way that integrates or prioritizes advantages and disadvantages of such.

The general concept derived from current research shows that a deeper understanding of how and what is being achieved through sustainable developments and local food production is lacking. Instead, there is a general consensus that sustainable developments are generalized as a process that should be incorporated into business practices. Thus, a research gap in the sustainable and local food process was addressed to recognize a gap in knowledge. The perspectives and practices of interviewees would further facilitate any recommendations they may have for the current service industry.

4.9.1 Justification and Development for Interview Questions

Questions used for the interviews come from the literature review in Chapter 2, and from the author's understanding of what is being asked. The data collected was then analyzed through transcribing in-depth interviews and comparison from academic and critical literature to what is known and what has not been critically reviewed in academic journals from the topic of locally sourced food and sustainability. The structures of interview questions were generally open-ended and semi-structured, while being divided into five different sections (Altinay and Paraskevas, 2008). Probes were also used to allow additional investigation into the study. This following is the format for scheduled interviews:

1. Background questions pertaining to respondents responsibilities and role of business establishment
2. Values respondent has to locally sourced food and sustainability
3. Literature engagement in response to business models, marketing and public policy
4. Strength and weaknesses to maintain integration process
5. Participant's definition of sustainability

The first section was designed as an introduction to open the conversation. Sections 2 through 4 amplified key themes taken from the literature review. Section 5 was used to engage with the participants to further investigate their motives and understandings of sustainability and its involvement with local food practices. With support from the

literature, a framework for interview questions (with flexibility) were presented as the following:

1. What do you see as the value of locally sourced food? (Locally Sourced Food, 2012; Lefebvre, 2005; Everett and Aitchison, 2006; Alonso and Northcote, 2008; Agrotourism, 2004).
2. What are the marketing opportunities for locally sourced food and do you think they pertain to the tourism industry? (Fields, 2002; Kim et al., 2009; Alonso and Northcote, 2008; Du Rand and Heath, 2006; Eathimath and Milne, 2011).
3. What kind of citywide support is there for this? (Du Rand and Heath, 2006; Quan and Wang, 2003).
4. Is there a business model you use to address and promote locally sourced foods? If so, what is it? (Lee and Arcodia, 2011; Brooks, 2013).
5. Are there any issues with public policy and what are they? (Sowinski, 2012; Labs, 2013).
6. What have been the most important resources for starting and building your organization? (Hock, 2012; Cleave, 2013; Brooks, 2013).
7. Where do you see the trend in locally sourcing food in 5 years? And is it a global trend? (Hjalager and Johansen, 2013; Dayton, 2013; Lefebvre, 2005).
8. What do you think are the strengths and weaknesses of global food distribution? Local food distribution? (Getchell, 2007; Sinia, 2014; Sowinski, 2012; Farmer et al., 2011).
9. What are the economic impacts? (Everett and Slocum, 2013; Tanyeri, 2008; Dougherty, 2013).
10. What is the role of sustainability in your business? (Thomsen, 2013; Barbieri, 2013; Dorin-Paul, 2013; Busby and Rendle, 2000).

4.9.2 Conducting interviews

Interview times and dates were arranged once participation was acknowledged and agreed upon with an acceptable number of participants. All respondents were interviewed during the months of June and July 2014. The chart below gives a simple layout as to who was interviewed at what organization or business in Chattanooga and a timetable:

Restaurant Owners	**Farmers**	**Organizations**
Sally Moses: 212 Market Friday, 20th June 1330-1530	Joel Hauser: Crabtree Farms Monday, 23rd June 1300-1400	Linda Caldwell: Tennessee Overhill Heritage Association Tuesday, 17th June 1100-1300
Tim Henon: Henon's Restaurant Thursday, 3rd July 0900-1000	Suzanne and Laurence Alexander: Main Street Market Tuesday, 24th June 1700-1930	Kristy Huntley: Benwood Foundation Thursday, 19th June 0900-1100
	Padgett Arnold: Main Street Market Wednesday 25th June 1600-1700	Bob Doak Chattanooga Visitor's Bureau Wednesday, 2nd July 0900-1000

4.9.3 Analysis of Data

The data analysis was started with secondary data collected from literature and business/organization websites. Information was gathered in regards to sustainable practices advertised, and mission statements defining local and sustainable performances initiated. Data collected was presented to show the significance and beliefs in sustainability to provide an in-depth understanding into what Kim and Eves (2012) deemed as motivational reasons for sustainable living in terms of local food production and distribution.

Similarities between the foundations, restaurants and farms were formatted and discovered from the background information. Themes that arose from literature for the remaining research questions 7 to 10, for the primary data collection process were analyzed as follows:

- What? – Support for local food and sustainability
- Where? – Trend movement over period of time
- Why? – Motivational purposes

The use of predetermined themes and additional outlines supplied the researcher with a narrow field of vision in order to piece the transcribed interviews into themed sections to better identify findings as significant and generate patterns of research. Handwritten notes were used to identify key themes the researcher observed during interviews and recordings were transcribed for the coding process.

Open coding was used to enable the researcher to label concepts and generate a cross-referenced system for defining and developing categories (Berg and Lune, 2004). This was also considered an appropriate analysis to better categorize the breakdown of informational feedback to the themes of locally sourcing, sustainable practices and identifying any barriers involved. Because the size of the sample was small, conceptualizing definitions of sustainability and localization from the perspective of food sources was possible. Thus, feedback from respondents could be tabulated using verbatim quotes to categorize themes and interpret common differences and similarities between interviewees.

4.9.4 Problems

The researcher had considered and attempted observational techniques as well as surveying techniques. However, Vieregge et al. (2007) took a targeted population to survey guests at a local McDonalds in Brig, Switzerland during lunch hour, but found there to be a time constraint on customers taking a lunch break from work. Vieregge et al. (2007) suffered from time constraints of customers, therefore making a surveying approach during lunch hours appear to be counterproductive in research. Due to time constraints, it was concluded neither surveying nor observational research could be applied appropriately to the study and qualitative analysis of research.

Anticipated problems in collecting the data and performing the research during interviews were seen in regards to that of the tourism aspect of the study. The researcher was aware ahead of time that there may be a limited knowledge or connection between knowing tourism statistics and how that may or may not effect farmers, restaurant owners or the interviewed organizations. Steps taken to prevent this issue were to analyze literature and connect it with the relationship these distributers and promoters of sustainability have in relation to the food tourism industry and how it functions to meet supply and demand.

CHAPTER 5:

Findings and Discussion/Analysis

5.1 Introduction

This chapter identifies in detail the significant and credible artifacts derived from primary research. It summarizes what the researcher has identified as relevant material taken from interviews. Data was analyzed from a qualitative and inductive position (Noor, 2008; Creswell, 2008). The chapter itself is broken down into categories from secondary findings, primary findings, themes, and verbatim quotes taken from the interview subjects. Seven tables are provided with quotes and themes presented by way of cross-referencing from both the literature and conducted interviews. This chapter also covers the analysis and discussion from both the literature review and primary research

5.2 Secondary Data

Secondary data collected from the Main Street Market websites includes what products are sold, what definitions are associated with belief systems in sustainability, distance in food miles and other receivers of supply within the Chattanooga region. A table has been designed in order to better outline how the Main Street Market associates itself with sustainable practices in regards to location, distribution and sustainable and organic practices.

The data below charts the 18 different vendors at the Main Street Market in Downtown Chattanooga. Since the Main Street Market is not the only receiver of supply within the surrounding area, a brief outline of other receivers of supply is given, with a distance circumference of no more than 15 miles from the Main Street Market. Each of the vendor's have been organically certified with naturally grown produce or raised meats (mainstfarmersmarket.com). Although the location of some of the vendor's business/farms range from 1.2 miles to 58.5miles, the mileage itself helps to better define how the Chattanooga Main Street Market defines food miles. The significance of food miles can also be found in literature in terms of green gasses and low carbon footprints (Hoy and Wansink, 2013; Pratt, 2013).

Table 1: Vendor's of the Main Street Market

Vendor Name and year of establishment	Miles from Chattanooga	Products Sold	Definition of Sustainability And Beliefs	Other Receivers of Supplies
Southern Sqweeze Handcrafted Juices -2014	1.2 miles	Freshly squeezed juices	Food should nourish the heart, mind and soul. "We like to think of ourselves as a Southern Hospitality juice bar" Uses a hydraulic press, omitting oxidation, making the purest form of juice as possible	Main Street Market – Wednesdays Chattanooga Market – Sunday Storefront located in downtown Chattanooga
Tant Hill Farms -1914	29.5 miles	-Hen eggs -vegetables	Free range hens No use of chemicals or manmade products	Main Street Market – Wednesdays Highland Park Commons Market
Crabtree Farms -1998	2.7 miles	Vegetables Fruits Honey	Promotes sustainable agriculture Believes in educating the locals and visitors The Farm is cultivated with a strong focus on maintaining a balanced ecosystem through biodiversity and soil fertility	Flying Squirrel Main Street Market – Wednesdays 212 Market Southern Squeeze St. John's Meeting Place St. John's
Sequatchie Cove Creamery (1900s)	34.3 miles	Meat (beef, pork, lamb) Dairy (milk, cheese) Seasonal Vegetables Blue Berries	Believe in the health of the land No pesticides, herbicides, chemical fertilizers, antibiotics or growth promoting hormones	Public House Easy Bistro Urban Stack 212 Market St. Johns Brainerd Farmer's Market Main Street Market – Wednesday Chattanooga Hotel
Pocketfarm Produce -2002	26.7 miles	Vegetables	Grows without commercial pesticides or fertilizers Believes you should get to know your farmers Believes in a renewable lifestyle	Main Street Market – Wednesdays Wholefoods Grocery Brainerd Farmer's Market

Vendor Name and year of establishment	Miles from Chattanooga	Products Sold	Definition of Sustainability And Beliefs	Other Receivers of Supplies
Velo Coffee Roasters -2014	.4 miles	Micro-brewed coffee	Delivered by bicycle Believes in fresh taste Believe all businesses should operate with low-impact practices	Main Street Market - Wednesdays Wholefoods Grocery The Honest Pint Hub Endurance Mean Mug Coffeehouse Money Town Donut Company Sluggo's Pruett's Market
Merryfields Farms (N/A)	45.3 miles	Meat (Chicken, Pork, Turkey)	Believe working for synergy with the community and happy farm animals	Brainerd Farmers Market Main Street Market - Wednesdays
Colyco Farm (1900s)	10.2 miles	Meat - Beef Vegetables	Believe food should be handpicked to ensure freshness to each customer Use natural products to control pests	Main Street Market - Wednesdays
Outback Farm -2012	26.4 miles	Meat (lamb, for meat and wool) Dairy from goats Hen eggs Vegetables Homemade soap and salves Cooking herbs	Grass fed sheep and goats	Main Street Market - Wednesdays
White Ivy Farm -2012	30.9 Miles	Vegetables	Not to just grow food organically, but to do so with the smallest footprint possible	Main Street Market - Wednesdays
Wildwood Farm (N/A)	12.3 Miles	Vegetables	Soy free GMO free Believes in free range animals who eat from the earth	Main Street Market- Wednesdays The Farmer's Daughter

Vendor Name and year of establishment	Miles from Chattanooga	Products Sold	Definition of Sustainability And Beliefs	Other Receivers of Supplies
Colvin Family Farm -1900	58.5 Miles	Fruits Vegetables	No pesticides or chemicals Goal is to feed the soil, not the plant Believe in family-run farming for true sustainability	Main Street Market - Wednesdays
Spring Creek Veggies (N/A)	48.3 Miles	Fruits Vegetables	non-certified organic and biodynamic methods. market their products close to home (under 100 miles).	Main Street Market – Wednesdays
Signal Mountain Farms -1998	22.8 Miles	Fruits Vegetables	Organic growing methods	Main Street Market – Wednesdays Crossfit Brigade Signal Mountain Market Thursdays Chattanooga Market – Sundays Whole Foods Grocery Public House
Brown Dirt Farms -2006	30.7 Miles	Fruits Vegetables	Believe in the value of the local dollar Want to offer a closer relationship to food	The Chattanooga Market – Sundays Signal Mountain Market – Thursdays The Main Street Market – Wednesdays The Farmer's Daughter
Riverview Farms -1975	55.3 Miles	Meat (Pork, Beef) Vegetables Fruits	Went organic to ensure the future of the farm Believe the land, animals and people are a unit that should not be chemically induced	Main Street Market - Wednesdays (Other receivers located in the state of Georgia)
Sonrisa Farm -1888	8.1 Miles	Wheat Rye Pecans	Believes in family owned farms.	Main Street Market - Wednesdays Lupi's Pizza Pies Niedlov's Breadworks
Alexzanna Farms -1990	13.5 Miles	Fruits and Vegetables	Believes in Steiner-Findhorn philosophies. Belief in sharing health and relationships with the community for unity.	Main Street Market - Wednesdays St. John's 212 Market

Overall, the significance of Table 1 gives an overview of Chattanooga's most popular vendor's and highly sought out restaurants they supply to. Their definitions and beliefs of sustainability outline motivational purposes from secondary research. This relates to literature in terms of health, environment and building relationships for interpersonal, physical and cultural reasons (Choo and Jamal, 2009; Farmer, 2012; Seo et al., 2013; Nicolaou, 2013

As seen from the secondary data research, there are several definitions for what it means to be sustainable. Common themes seen through secondary research at the Main Street Market on Wednesdays and research done on vendor's websites, showed common themes about building a relationship with the community. Family owned farming also holds a great importance that is a common notion for the majority of vendor's at the farmer's market on Main.

All of the vendor's on Main Street use the same methods for organic farming without the use of chemicals, pesticides, and antibiotics. Farms are also essentially free of any genetically modified organisms. The widespread belief that feeding the earth with natural practices and having free-range animals is thought as how to provide the freshest taste to their consumers. The health of the land and biodiversity is how food is believed to nourish the heart, mind and soul, according to many vendors at the farmer's market.

Secondary research taken from the Sunday Chattanooga Market proved there to be marginal differences between that of the Main Street Market. The Chattanooga market appeared to be geared more towards advertising Chattanooga as a tourist destination and a sustainable place to live. Each of the vendors offered handmade, homemade, and homegrown products to sell that were seen as unique to the Chattanooga region. Eight farmers represented this market, while over 30 vendors represented an array of recycled and handmade products. The researcher believed this to be geared more towards tourists after observing several car tags in the market parking lot that were from out of the state of Tennessee, as far as that state of New York and Iowa.

5.3 Primary Data

Findings in the primary data were developed from semi-structured interviews conducted with executive directors of local foundations, restaurant owners and farm owners. This data collection technique took place during the months of June and July 2014. The interviews lasted no more than two hours and were recorded in order to reference findings in the best possible detail. The interview schedule can be found in Chapter 4 and a full transcription with Alexzanna Farms can be found in Appendix D**.** Due to the significance respondents had to the findings, Table 2 is presented with business names, location and how they are affiliated with sustainable practices in order to cross references and categorize samples.

Table 2: Business and Farm Characteristics

Business Name:	**Location:**	**Sustainable Practices/Interest:**
TOHA	727 Tennessee Avenue, Etowah, Tennessee	Presents eco friendly accommodation, eateries, and entertainment on their webpage
212 Market	212 Market Street Chattanooga, Tennessee	Only features local fare, sustainable practices since 1992. – Recycling, composting and solar panels
Crabtree Farms	1000 E 30th Street Chattanooga, Tennessee	Sustainable organic gardening, local food shed
Alexzanna Farms	315 Walker Road Wildwood, Georgia	Organic Farming
Sequatchie Cove Creamery	320 Dixon Cove Road Sequatchie, Tennessee	Organic Farming
Hennen's	193 Chestnut Street Chattanooga, Tennessee	Provides *some* local fish and side vegetables. Interested in learning better sustainable practices that meet price standards.
Chattanooga Visitor's Bureau	736 Market Street Chattanooga, Tennessee	Interest in building a sustainable community
Benwood	736 Market Street Chattanooga, Tennessee	Interest in building a sustainable community and localizing farms

Each business is color-coded, such as Farmer, Foundation/Organization, and Restaurant.

5.4 Defining themes based on localizing and sustainability

The consistent themes to emerge from the findings surrounded that of localizing communities through food and how that demonstrates respondent's definitions of sustainability. By demonstrating how interviewees defined sustainability, the researcher was enabled to generate themes from the primary research and recognize comparison in literature, literature gaps and common ethos. Evidence of such can be found in Tables 3-9. Recorded responses coded and compared can be found in the follow six tables with clear headings and accurate findings as they pertain to generated themes from both literature and interview findings (Fileds, 2002; Lee and Arcodia, 2011; Thomsen, 2013; Busby and Rendle, 2000).

5.4.1 Establishing relationships

The first theme to emerge was that of establishing relationships. The following table exposes how interviewees perceived the necessary involvement of the community and surrounding businesses:

Table 3: Establishing Relationships

Relationship with the community and businesses	
Benwood	"We have a mission and focused areas. We plant seeds to try and get people who are doing great work that follows what our board sees as what they want us to work on.
TOHA	N/A
212 Market	"We have a relationship with the Chattanooga Zoo. We save all of our scraps, freeze them and donate them to the animals at the zoo. It gives the animals hours of playtime."

Crabtree Farms	"It's all about the relationships and service. We know we have to have a better tomato to show up with, be on time, be clean when we go into a restaurant and give them plenty of notice in advance. We've got to really work on the relationship and a lot of our customers respond to that."
Alexzanna Farms	"You develop relationships and you're sustaining a community and they know they're helping us and we know we're giving them healthy food. And that is really big for a community, to have markets where people come together, talk to each other, and you see those relationships form."
Sequatchie Cove Creamery	"We build relationships with the community every Wednesday at the Main Street Market. I see the same people every week and I always know a new face."
Hennon's	N/A
Chattanooga Visitor's Bureau	N/A

Maintaining a relationship with surrounding businesses and the community is a reoccurring theme taken from direct quotes during the interviewing process. However, academic literature does not highlight the importance of having a relationship or its significance to sustainability and localizing communities, nor was there a question asked during the interview pertaining to the relevance of having a relationship outside the business. Five of eight interviewees recommended that having a focus on relationships with the community was a primary concern when looking at sustainable approaches to localizing food.

5.4.2 Public Policy

Table 4 establishes the second theme to emerge in relation to the issue with public policy. The significance of public policy and sustainability could inhibit an establishment from being able to integrate and incorporate sustainable practices (Sowinski, 2012; Labs, 2013).

Table 4: Public Policy

Issue with public policy	
Benwood	“There’s an issue with public policy. It’s either too expensive or there are too many hoops to jump through in order to locally source food.”
TOHA	“We need to address public policy at a national level. There’s a gap in policy in understanding organizational business models. It is key to whether an area is successful or not in attracting a tourism market in food tourism.”
212 Market	**N/A**
Crabtree Farms	"The number one issue that keeps arising is the preservation of farmland. There has to be zoning that protects it. Right now there's also a property tax issue, which we don't have, being a nonprofit, but the rest of the local farms do. There's also a policy against owning chickens in the city of Chattanooga."
Alexzanna Farms	"The scariest thing that is of concern to me is when we go to Germany, organics is the way to be. That's not the case in America with GMO's. And that's a public policy issue we're all dealing with right now."
Sequatchie Cove Creamery	**N/A**
Hennon’s	N/A
Chattanooga Visitor's Bureau	"There are always issues with public policy. The pay-to-play model is one, but we're working on that."

Five of eight interviewees thought that public policy regulations stood in the way of advancing in sustainable practices. Gaps in public policy, expense and unavoidable

regulations were identified as some of the impacts that public policies have on organizations that limit their ability to be sustainable. Public policy was deemed both an issue at the local level and the national level in the United States. Zoning issues, livestock ownership and pay-to-play models were issues at the local level in Chattanooga, Tennessee. Gaps in business models, expenses, and GMO concerns were the issues that surround businesses from a national level. Sowinski (2012) and Labs (2013) highlight briefly some of the issues surrounding public policy, but not to this degree of information as seen in Table 4.

5.4.3 Business Models

Business models are a significant part in building and maintaining successful industries (Lee and Arcodia, 2011). Food sustainability also relies on a business model to successfully advance (Brooks, 2013). Table 5 highlights the shortcomings of business models that interviewees suggested were important to address.

Table 5: Business Models

Lack of business model	
Benwood	N/A
TOHA	“There’s an issue with developed business models. Nobody mentions them.”
212 Market	"We don't see a significant monetary impact at 212. It's more of a personal movement, than an economic one."
Crabtree Farms	"We don't use a business model."
Alexzanna Farms	"We have restaurants calling us wanting every mushroom we have. One day the chefs came to my stand at the market and the other customers got furious that the chefs were taking the consumers food."

Sequatchie Cove Creamery	N/A
Hennon's	"There's no business model for locally sourced food. There isn't a distribution center or a price that meets the demand of a high end restaurant like Hennon's."
Chattanooga Visitor's Bureau	N/A

Again, five of eight interviewees agreed there was a lack of business models and signified the importance of having such in order to grow as a business and a community. Business models were often unmentioned, unused, or unfocused. Linda Caldwell of TOHA suggested that one reason business models are important is *because* no one mentions them. Tim Hennen of Hennen's Restaurant mentioned that a lack of distribution center was a main concern of his in regards to having a successful industry in local food consumption and sustainability. Hennen suggested having a business model starting on this level of distribution would give other organizations a firm foundation and help to better function as a stepping-stone for building a business model.

5.4.4 Marketing

Literature signifies the importance and appeal of marketing opportunities in the food and tourism industry (Du Rand and Heath, 2006; Clements, 2014; Wang, 1999; Sharpley, 1994). Eathimate and Milne (2011) stated that competition in the global industry of food tourism is not to be taken lightly as a marketing tool. Table 6 outlines interviewees' views on marketing and its important role in the business.

Table 6: Marketing

Limited marketing	
Benwood	**N/A**
TOHA	“Websites and their content are one of the most important aspects for marketing a destination. The cultural traveler doesn’t want lists. You have to be thoughtful and write content. It’s what they expect.”
212 Market	"If there wasn't a pay-to-play business model, we would have better access to marketing tools. As it is, we rely on return customers who are local, and visitors passing through."
Crabtree Farms	"We collectively do marketing. There is no marketing plan. Facebook is highly effective for us, but it's not for everyone."
Alexzanna Farms - Suzanna Alexander	"With a higher demand for local produce, we're being challenged on how to decide who we market and cater to. That is a problem that isn't being taken into account for when marketing local foods."
Sequatchie Cove Creamery	"We have an issue with marketing outside the regional area. Right now we're focused on building and sustaining the community."
Hennon’s	**N/A**
Chattanooga Visitor's Bureau	**N/A**

Caldwell suggests the significance of marketing correctly on organization’s websites is important for the cultural traveler that relies on contextual and pertinent information,

rather than lists. Looking back at public policy issues, Moses at 212 Market suggested that the pay-to-play model inhibited her business from having access to the correct marketing tools.

5.4.5 Food Miles

Food miles were brought up with significance to taste and its importance to addressing environmental concerns surrounding fuel. While food miles is a limited topic in literature, interviewee's felt its significance and importance to maintaining sustainable practices was a recommendation to be considered as a top reason for maintaining sustainability. Table 7 underlines how respondents view the significance of food miles.

Table 7: Food Miles

Importance of food miles	
Benwood	"We commissioned Crabtree Farms to put together a food guide that is distributed in a 100 mile radius of Chattanooga, promoting locally sourced foods."
TOHA	**N/A**
212 Market	**N/A**
Crabtree Farms	"We have a global food system of agriculture and it is really good at producing calories. The world produces 3,500 calories per human, per day, which says no human should go hungry. Yet, the majority of food grown in the U.S. is fed to animals, and you end up losing 90% of it before it turns into cattle and is shipped around the country. This hurts people in food miles.
Alexzanna Farms	"Food miles differ everywhere. You go to a Wholefood's Grocery and you perceive that everything is organic and regional and it's not. There is no legislation that says what locally sourced food is, based on miles of transportation. It's a game now. It's a marketing game."

Sequatchie Cove Creamery	"It's all about bringing the farm to the table, locally."
Hennon's	"We get a food bucket, weekly, every year from a good friend of ours. The heirloom tomatoes are the best part. You can't find those in the grocery stores. These come down the street."
Chattanooga Visitor's Bureau	"The Chattanooga Convention Center is committed to buying locally sourced tomatoes. The quality of what comes from an organic tomato, versus buying one at the grocery store, grown in California is amazing."

Food miles in referencing to localizing and maintaining sustainability were suggested by Benwood as a defined 100 miles radius from its distribution. Meanwhile, Alexzanna Farms said that food miles differ everywhere, making it hard to pin what sustainable practices are without a clear understanding of food miles and its importance.

5.4.6 Education

Education is a prime concern among businesses and communities wishing to advance in sustainable practices and reasons for localizing a community (Seo et al., 2013; Warner et al., 2013; Dunlap, 2012; Ungku, 2011; Sharma et al., 2009). Educating consumers is both important to profitability and volume (Sharma et al., 2009). Table 8 underpins the importance of education faced in the eye of the public.

Table 8: Education

Importance of education geared toward public	
Benwood	"Benwood convened a group of young folk to hear what they had to say and how their work related back to healthy eating and sustaining the economy through local food sources. We also had local chefs go into a school and do demonstrations to educate the people on how to cook and why to cook with local products."

TOHA	“There is a sustainability kick going on in the United States, and it needs to be presented beyond the blue-collar tourism market.
212 Market	"We have a high turnover rate in the kitchen. Our mantra is sustainability and it's hard to educate the people to understand why you wouldn't throw away a burned steak. Besides a lot of money, it's a part of life and you need to respect it."
Crabtree Farms	"Since we are a nonprofit, we do not want people's money to go towards raising our vegetables. We want it to go to the educational programs we have. We educate and work with schools, adult education, juvinile court system, workshop series, and offsite outreach groups."
Alexzanna Farms	"You get a chance to educate the people. You start talking about health because you're surrounded by food. And that's where I think sustainability is working in the Food Markets of Chattanooga.
Sequatchie Cove Creamery	"We want our customers to ask questions and get involved and to educate one another."
Hennon’s	"We're starting a culinary and hospitality program at Chattanooga State Community College. There's such a need for education and staff in the restaurant industry of Chattanooga."
Chattanooga Visitor's Bureau	"The CVB started a green initiative six years ago in hotels and it made sure they were adopting good solid practices, whether it was from recycling to not changing bed linens and towels in guest rooms, to a point where we created a vocation for hotels."

Healthy eating, waste control, importance of conserving farmland and environmental practices were just a few of the above mentioned reasons for endorsing education into the system of sustainable practices in a community. Meanwhile, literature highlights the significance of education in terms of cultural identity, expanding palates and addressing obesity (Sharma et al., 2009; Wordsfold, 2006; Set et al., 2013). Interviewees introduced new insights to educational needs in land conservation and generating an understanding to waste control as Moses notes in the above Table 7.

5.5 Motivation

With efforts in sustainability comes a series of motivational messages. The last theme emerged from interview findings was that of motivational purposes and messages about sustainability and its significance. Literature suggests sustainability is a practice engrained by way of ethos and a marketing tool to be used as such in the hospitality and tourism industry. Motivational purposes can be physical, cultural, interpersonal or an exciting opportunity (Choo and Jamal, 2009; Kim and Eves, 2012; Seo et al., 2013). Health is a primary focus in literature when focusing on sustainable practices in the business of food (Seo et al., 2013; Nicolaou, 2013; Farmer, 2012). The table below displays quotes from interviewees on motivational purposes for implementing sustainable practices.

Table 9: Motives for Sustainable Practices

Business Name	Motivational Quotes
Benwood	"I think of the sugar in our diets and other health issues by contrast. If you don't eat healthy, you're going to get these horrible diseases. Young people are having kids right now and thinking how they don't want their kids to have those diseases."
TOHA	"We need to find out what is rooted here in Chattanooga. Are there culinary forms we should encourage restaurants to think about? If there's a niche, maybe there's something we have here that nobody else has thought about. We need to sustain and keep the heritage of Tennessee where it's at."
212 Market	"Our mantra is sustainability and it's hard to educate the people to understand why you wouldn't throw away a burned steak and just make another one. We fed that animal, we visited it, we took care of it, and you just threw it away. Besides a lot of money, it's a part of life and you need to respect it." "We save all the meat trims and tops from tomatoes and other vegetables. We freeze the meat for the Chattanooga Zoo. We have the big industrial plastic wrap and aluminum foils and we save the center cardboard tubes. The animals love it if you stuff the frozen meat bits into the tube and it apparently gives them hours of playtime."
Crabtree Farms	"On one hand we want our food to be as expensive as possible. We're in the business of selling food. Yet, on the other hand, we want our food to be as inexpensive as possible so that people can afford to eat good healthy food"
Alexzanna Farms	"The word *sustainable* is touchy. Everyone has their

	own definition for what is sustainable. The part of sustainability that's not talked about a lot is the part of community. I have people I know who have shopped at my stand for six years. You develop relationships. Sustainability is also something farms can give you. I have my food, my water. You have excitement from wildlife. If we're going to make it work, we have to take care of the ground, period. We have to teach."
Sequatchie Cove Creamery	"It's about relationships. This is something we're missing in America and we're trying to get it back."
Hennen's	"I'm more of a business man. I've got to get more involved and I will now because its an evolving significance in Chattanooga restaurants."
Chattanooga Visitor's Bureau	"We, as an industry, really recognize sustainability and the role it plays. And what we found it is that you don't get credit for being sustainable and green, you get penalized if you're *not* sustainable and green."

5.6 Comparisons and Contrast to Literature and Primary Findings

The six themes signified the important aspects that key members of the community involved with localizing food resources believe are necessary in order to attain sustainability within the community. Barriers surrounding the sustainable movement included that of education, business models, "pay-to-play" marketing strategies and public policy. Not only have those issues been paramount in the local food movement through sustainable practices, but also the importance of clarifying what local food means. For each of the interviewees, food miles were of great importance when determining what it meant to have a local food movement.

While there is a significant lean towards sustaining a community through local food distribution and consumption, there is also a value interviewee's hold in the global food distribution. Caldwell of TOHA stated, "Without the global food industry, we wouldn't know what an avocado tastes like, or a mango. We can't grow those here." With negative *and* positive outlooks at the global food system, there is a question of value and what it means to be sustainable and local within a community. Farmers from the Main Street Market: Alexander, Arnold and Hauser admit there is more demand than supply in the city of Chattanooga. They also admit food globalization is important for regions that do not have the right soil or land available to grow their own food to sustain themselves.

Public policy was the supreme issue overriding most of the conversations, taking up the majority of the interview time. Issues surrounding public policy anywhere from chickens not being allowed in the city, “pay-to-play” business models inhibiting restaurants that locally source food from being able to market themselves to travel writers, to the inability to continue the functionality of small and organic farms with the impending Food Safety Modernization Act of 2015. Pubic policy essentially comes from political representatives, political movements and lobbyists alike. Hauser, Caldwell, and the Alexander’s agreed that educating the public was the first step that needed to be taken in order to inform people in line to vote against public policy regulations that prevent and constrain the local food movement from creating more sustainable communities.

5.6.1 Key Findings

Secondary Data Findings:

- Food miles do not exceed 100 miles, if termed “locally sourced.”
- Vendors are organically certified at the Main Street Market.
- Sustainability has a motto and belief system amongst all vendor’s and it is advertised readily on their websites.

Primary Data Findings:

- Sustainability is a form of ethos in terms of engagement and varies in definition.
- There is a lack in business models and public policy and the relationship between the two is not clear.
- Educating the public is central in order to move forward and succeed in sustainable practices and why they are important to the community.
- Building relationships with the community and surrounding businesses is equally important to consumer growth.
- Marketing tools are necessary in order to engage with the public and to promote the business, which are not readily available to all businesses in the sustainable and localizing movement in Chattanooga.

The overall expectation of the interviewees in the study sample mirror the highlighted theme seen in literature, that sustainability is a trend that will continue to manifest itself into communities and infiltrate the food distribution industry (Thomsen, 2013; Barbieri, 2013; Cobe, 2010). Sustainable practices are vastly integral to operations and management in relevance to the hospitality industry (Fassl, 2013; Ortiz, 2010). These practices appear to be very much engrained in the farming, local foundations and restaurant locations in the Chattanooga area. However like Boss (2006), Hennen questions whether the expense of sustainability will meet the bottom line of running a restaurant.

CHAPTER 6:

Conclusion and Recommendations

6.1 Introduction

The following and final chapter discusses an overall evaluation of aims and objectives, a synthesis of key findings, a reflection of literary findings and general recommendations from the researcher. Following this chapter are references and additional charts and information in the appendices.

6.2 Aims and objectives evaluation

The local food movement in communities is just one of the many movements being highlighted in order to achieve sustainability for both the community and its outlying businesses in the service sector and hospitality and tourism industry. Literature highlights the strengths and weaknesses food globalization entails, stressing over factors and issues such as education, health regulation, sustainable regulation and transportation miles (Sharma et al., 2009; Farmer, 2012; Seo et al., 2013; Sims, 2009). Literature also recognizes the strengths and weaknesses of localizing a community with local fare. An array of benefits stems from health, economic impacts and local feature items on restaurant menus. Weaknesses include education, marketing flaws and questions of economic impact (Du Rand and Heath, 2006; Thomsen, 2013; Farmer et al., 2011).

The aim of this study was to organize a thesis that generated around the ideology that a community can achieve significant steps towards sustainability by localizing the food industry. Through a qualitative and inductive approach in research, it was found that while there are several limitations, Chattanooga, Tennessee has made and is making great efforts to achieve sustainability within the community boundaries of the food system. So far efforts have been made through organizational approaches, agriculture, food markets and restaurants. The foundations of co-operatives, such as Crabtree Farms and non-profit organizations such as Benwood have made a significant impact on

the education and distribution of locally grown and raised products in the Chattanooga area.

By conducting and recording this study, it is possible to apply this study elsewhere. Regardless of the qualitative and inductive approach used in order to stress what beliefs and ideologies are used to instill this local food movement, this study can be used in connection with other regions of the world. The central emphasis of the research was to determine how a community attains sustainability and what that could mean for the food tourism industry.

The objectives used to achieve the aim of the study were accomplished in various manners. Firstly, it was accomplished by reviewing academic and relevant literature to the analysis. Secondly, by evaluating positive and negative outcomes to localizing or globalizing communities the researcher was able to discover limitations to the study itself. Lastly, it was achieved by analyzing the data collectively from a phenomenological approach.

Limitations and gaps to the study were found in the form of public policy and marketing schemes. Public policy inhibits the local food movement in ways of regulating business model plans from the Chattanooga Visitor's Bureau and Chamber of Commerce. These organizations use a "pay-to-play" model, which inhibits the company from taking travel writers to particular authentic food destinations that locally source food, due to the requirement of being a member to the Bureau and Commerce. Marketing for restaurants outside the "pay-to-play" model limits other restaurant owners.

6.3 Literature and key findings

Literature emphasizes the importance of a growing industry in food tourism and how sustainability is shaping the way communities think in terms of health regulation and economic growth (Kim and Eves, 2012; Thomsen, 2013; Sharma et al. 2009). It also shows that while food globalization may fill superstore's shelves, localizing communities is a way of branding a culture and creating an authentic structure that helps tourists define what it means to be local in particular destinations. The development of tourist's

motivations geared towards food is changing both in literature and from the given context in interviews. No longer does the tourist just want to bring back photographs of the same destinations over and over. During the interview with TOHA's Executive Director, Linda Caldwell, expressed a tourist's desire to experience a unique quality and destination born niche in food, an authentic experience.

Literature also recognizes that globalizing and localizing communities in the food industry comes with its strengths and weaknesses (Getchell, 2007; Sinia, 2014; Pratt, 2008; Choo and Jamal, 2009). While food globalization ensures that shelves will be full in the supermarkets and highly accessible, it also comes with its risk of disease, health issues and sustainability (Sinia, 2014). The localization of communities through agriculture also offers a more sustainable future for communities, and presents its own economic setbacks and a necessary drive for further marketing before implementation for distribution centers can be easily applied (Hock, 2012; Du Rand and Heath, 2006; Duarte and Liu, 2012). Relevant academic literature makes a logical argument, identifying the justifiable concepts that by using farmer's markets and supplementing local produce on restaurant menus and in groceries, are merely small factors in a larger scale used to promote local foods (Hoppe, 2010; Vieregge et al., 2007).

Limitations in literature lack surrounding issues found during the interview process with that of marketing, education, distribution centers, business models and public policy. While globalization mentions business models and distribution centers, it has not been recognized for locally sourced food businesses in academic literature or by the organizations and businesses interviewed in Chattanooga, Tennessee. There is a lack of business models, and more of a "trial and error" approach to marketing, distributing and education to the public

6.4 Recommendations

Looking at academic research and the qualitative and inductive research applied, there are recommendations that can be made based on the integration of study findings for both local communities and the tourism industry. First, the researcher recommends there be compliance in change of public policy specifically from the notion of having a "pay-to-play" business model. Additional steps based on the primary findings and as stated by

Hauser of Crabtree farms, it is implied that in order to begin to achieve sustainability within a community, it is important to preserve farmland and to encourage farming as an occupation. Action planning should take place by educating communities on the importance of food localizing and eating local products to support health systems and the economy (Farmer, 2012; Warner et al., 2013; Wordsfold, 2006).

Second, the researcher recommends there be a more-rounded approach to marketing local foods in the tourism industry as well as marketing the importance of keeping small farms in the community. Small farms generate employment, increase farm profits and conserve resources such as water. The multiple functions delivered by small farms to societies support a need to recognize the sustainable path they embark. The decline in small farming is rapid as they are unable to compete with larger farming corporations (Hoppe, 2010; Barbieri, 2012).

Lastly, the researcher recommends that defining food miles and recognizing a business model be a prominent foundation for businesses as well as research purposes. Of the data compiled, it was determined that food miles exceeding more than 100 was out of range for what it means to be local. Local should be less than 100 and carry the quality of taste that consumers expect when purchasing from farmer's markets and restaurants that offer local fare. During each conducted interview, the heirloom tomato was used as an example by the interviewee. It is a known fact that heirloom tomatoes found in most retail groceries are shipped from California. The largest tomato crop in the United States is in California (USDA). Interviewees used the tomato as an example for clarifying the significant difference in taste. All interviewees stated that a local tomato showed a significant difference in taste when compared to that of a tomato shipped from California to Tennessee.

6.5 Reflection

The importance of this study for the tourism industry derives from the trend in eating local and authentic fare, better known as an act of food tourism (Everett and Slocum, 2013; Kim and eves, 2012; Chuang, 2009). The rising significance of cuisine when on vacation is a concern for many tourists (Kim et al., 2009). Motivations array from excitement, interpersonal, cultural and physical aspects.

The excitement of food can be a sensory observation based on new representation or cultural connection with exotic foods (Choo and Jamal, 2009; Kim and Eves, 2012). Interpersonal aspects can be purely social with a sense of togetherness and community. Cultural and physical characteristics play on that of health and education (Seo et al., 2013; Nicolaou, 2013; Farmer, 2012). Therefore, it is recommended that there be clear linkages made between the tourism industry and the establishment and introduction of local cuisine on a large scale with the tourism sector in societies geared to locally source food products with the aim for a more sustainable community (Giampiccoli and Kalis, 2012; Kim et al., 2009; Kim and Eves, 2012).

Chattanooga proves to be a community, which has worked to achieve sustainable goals in the local food movement of the city. Where applicable, this study can be taken to other regions in the United States and around the globe. However, where the land is not available or the soil rich, this study could not be applied. Therefore, there are limitations to applying the study in specific regions of the world.

Both the in-depth interviews and secondary research allowed the researcher to gather enough information to prove that Chattanooga, Tennessee if making viable efforts to attain sustainability, and creating their own definition for such. As there are several definitions for what it means to be sustainable (as seen in Chapter 1: Introduction), there is clearly a unique definition of sustainability and localizing a community for Chattanooga.

The city and urban areas of Chattanooga use the term sustainability to achieve a relationship with community members based on the infused belief that if one cares for the earth and livestock with time and the use of people as a means for survival and not a means to be a powerhouse in the economic world, then the economy of a community will take care of itself by recycling resources, rather than outsourcing nationally and globally. This belief has further instilled the efforts to educate the public, supported by organizations like Benwood and Crabtree Farms. Model relationships with the community are being established at the Main Street Market. And while 212 Market was the first restaurant in Chattanooga to establish green practices and incorporate local foods, it is in the researcher’s opinion that Hennon’s will not be the last.

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Appendix A.

Festival name	Description
Bowen Seafood Festival	Bowen Seafood Festival is designed to showcase Bowen and profile its local produce and businesses. The festival provides local seafood straight from the fishing boats, food stalls, entertainment, kite surfing, camel rides and children's amusements.
Broome Mango Festival	Broome Mango Festival is held to help promote Broome's mango industry, raise funds for much needed community services and encourage community spirit. It is also held to highlight the beginning of the mango season and their produce and to extend the tourist season. A variety of programmes are offered including a Mango Quiz Night, Great Bartenders of Broome, Mango Cocktail Party and Cocktail Competition, Mango Jams and Chutneys of Broome, Mango Tasting, Great Chefs of Broome, The Mango Cook Off Brunch and the Pearling Masters Mango Tea Party.
Chinchilla Watermelon Festival	Chinchilla Watermelon Festival aims to celebrate the fact that Chinchilla produces a quarter of Australia's melons and to lift the town's spirits of a drought-stricken community. The festival provides fun activities such as melon skiing, melon iron man, melon bungee, melon bullseye, pip spitting competition and melon tossing. In 2009, the festival won a Queensland Regional Achievement Award for Events and Tourism.
Fremantle Tomato Festival	Fremantle Tomato Festival celebrates the city's Italian community. It provides free tastings and demonstrations on how to make the best pasta and a tomato-throwing competition.
Gladstone Seafood Festival	Gladstone Seafood Festival is a one-day event to enjoy local seafood and the marine surroundings. A variety of programmes are offered including live entertainment, a summer fashion parade, cooking demonstrations and the 'one-arm ray prawn peeling championship'.
Goomeri Pumpkin Festival	The purpose of Goomeri Pumpkin Festival is to bring people and money into the town's flagging economy. The festival provides many pumpkin-based competitions including the Great Australian Pumpkin Roll, Pumpkin Bowls, Decorated Pumpkins, Giant Pumpkin Competition, Pumpkin Pull, Pumpkin Pageant, Pumpkin Quilt Challenge, Decorated Tea Towel Competition and the Pumpkin Power Shot Put.
Hervey Bay Seafood Festival	Hervey Bay Seafood Festival is staged to promote the fresh local seafood and associated health benefits of eating fresh local seafood with a showcase of their work skills and products. The festival offers a variety of educational programmes such as seafood processing and cooking demonstrations, seminars for environmental management in the seafood industry and low-carbon fishing industry.
Manjimup Cherry Harmony Festival	Manjimup Cheery Harmony Festival is to celebrate the start of the cherry season. The festival offers live entertainment, cherry stalls, wood chopping, wine tasting, a bucking bull, dunking tank and the cherry pip spitting competition.
National Cherry Festival	National Cheery Festivals is held in Young, set within the South West Slopes of NSW. The festival is to celebrate not only the cherry season and harvest but also the strong sense of pride that exists within the town. Highlights of the festival include a street parade, the Cheery Queen Ball and Crowing, Celtic Tattoo, Cherry Festival Carnival, Bush Poets and markets and stalls.
Oysterfest in Ceduna	Oysterfest in Ceduna, the biggest oyster festival in Australia, is staged to promote Ceduna's agriculture within the town mainly based around oysters. The festival offers live music, dance, snapper competitions, fireworks, wine and local cooked and natural oysters.
Sawtell Chilli Festival	Sawtell Chilli Festival is organized to promote the town, Sawtell. The international diversity of chilli and non-chilli cuisines is provided. The festival also offers a variety of entertainments including chilli eating competitions, supreme Miss Chilli Sawtell.
Tin Can Bay Seafood Festival	Tin Can Bay Seafood Festival is to promote the town through seafood as it is a big fishing and boating community. It also promotes the cheap and fresh local seafood by selling the seafood during the festival. The festival offers the mullet throwing competitions, the fish throwing competitions and the prawn eating competitions.

Appendix B.

Below are some community statistics taken from the Chattanooga Chamber of Commerce webpage

Population (Urban Area)	500,000
Average Income	$32,000
Unemployment Rate	5.6%
Average Annual Temperature	60.9 Fahrenheit
Average Annual Rainfall	42.5 inches
Average Annual Snowfall	3.9 inches
Total Number of Businesses	309,073
Agriculture Businesses	3,151 (1% of total businesses)
Service Businesses	119,954 (38.8% of total businesses)

Food Environment Statistics:

Number of grocery stores: 68
Hamilton County: 2.06 / 10,000 pop.
Tennessee: 1.99 / 10,000 pop.

Number of supercenters and club stores: 3
This county: 0.09 / 10,000 pop.
State: 0.17 / 10,000 pop.

Number of convenience stores (no gas): 20
Hamilton County: 0.61 / 10,000 pop.
Tennessee: 0.65 / 10,000 pop.

Number of convenience stores (with gas): 156
Hamilton County: 4.73 / 10,000 pop.
State: 5.16 / 10,000 pop.

Number of full-service restaurants: 259
Here: 7.85 / 10,000 pop.
State: 6.56 / 10,000 pop.

Adult diabetes rate:
This county: 11.1%
Tennessee: 11.4%

Adult obesity rate:
Hamilton County: 28.5%
Tennessee: 30.2%

Low-income preschool obesity rate:
This county: 12.6%
State: 13.5%

Appendix C.

Name of Researcher: Hannah Leigh Booth
Contact Details: 13090313@brookes.ac.uk
University: Oxford Brookes University
Course: International Hospitality and Tourism Management
Supervisor Approving Research: Judie Gannon jmgannon@brookes.ac.uk
Research Aim: To further investigate how local farming and urban communities play an important role in generating an authentic food experience in the growing food tourism industry.

A research study pertaining to your field of occupation is being conducted and you are invited to take part. Whether or not you take part in this study, it is important for you to understand how and why the study is being done, as well as what it pertains. Please allocate 3-5 minutes of your time to read the entire document presented.

During my final year as a graduate student at Oxford Brookes University, I am required to complete a full dissertation involving primary and secondary research of my choosing. My study focuses on the engagement of local foods and sustainability and the interaction that has with the food side of the tourism industry. I have chosen to gather my primary research from farmers, restaurant owners who locally source food onto their menu, and organizations that promote sustainability through local fare.

General ideas and approaches to local and global food production and distribution has been gathered through academic literature. There appears to be a gap in understanding how and why communities begin to locally source food products. There is an additional gap between the definition of what it means to be sustainable and how that is attained through locally sourced produce/meats.

To be able to identify additional information needed to fill the gaps and introduce limitations to the study, I have chosen to use in-depth interviewing as the research technique. In order to rationalize and justify interviews without prejudice in the hardcopy of the dissertation, interviews will be recorded. This means, you will be asked to sign a

consent form allowing me to use the recording for my research. This form will also protect you if you wish to withdrawal or retract statements after the interview process.

The interview is expected to last no longer than 1-½ hours. If you so wish, I will send a copy of the research paper after it has been marked, December 2014.

All information provided and collected will remain protected and confidential under the Oxford Brookes University Code of Practice. Participants and organizations can remain anonymous if they so wish.

Thank you for your time and consideration. If there are any reservations or queries, please feel free to email the given address.

Kind regards,

Hannah Booth
Oxford Brookes University

Appendix D.

Alexzanna Farms

The scariest thing that is of concern to me, is when we go to Germany, organics is the way to be. That's not the case in America with GMO's.

I helped start the first farmer's marker on Main Street, in the heart of downtown Chattanooga. There were no farmer's markets prior to this. Padgett Arnold at the creamery and I started it.

We were getting free space and knew we needed to just say we were farmers. We started out as farmers, with no support from any organization. We tailgated. Benwood then offered grant money and we applied to it to get a market manager, and to help us to education and to help a model so that other farmer's markets would grow in Chattanooga, and that has been a success. We are a farmer's run market and we want to stay that way.

We are not-for-profit and all of us are required to be sustainable/organic/certified natural grown. In order to keep that, we wanted to stay farmer-run.

This year we have restaurants calling us, wanting every mushroom we have. Wanting every asparagus we have and everything. One day the chefs came to the market to my stand and the customers got furious that the chefs were taking the consumers food. There isn't enough supply for the demand.

Chattanooga only has 3 large truck farms.

Produce is labor intensive and doesn't make as much, whereas meat, cheese, eggs make money and are not as labor intensive. None of us have enough to supply the restaurants to meet the demand.

We're in a challenging place of who can supply enough for the demand.

It's been very challenging to remain sustainable. And that's why we have a board that visits each farm that joins the Main Street Market. We've been called snooty or exclusive. With a higher demand for local produce, we're being challenged on how to decide who we cater to. That is a problem that isn't being taken into account for when marketing local food is being applied.

The word "sustainable" is touchy. Everyone had their own definition for what is sustainable.

I sell out every Wednesday and could sell more.

Food miles differ everywhere. You go to a Wholefood's Grocery and you perceive that everything is organic and regional and it's not. There is no legislation that says what locally sourced food is, based on miles of transportation. It's a game now. It's a marketing game.

For a long time we grew just for our family, our friends and ourselves. It was fun, and then all the sudden I'm putting together a market

The part of sustainability that's not talked about a lot is the part of community. And I have people I know who have shopped at my stand for six years. You develop relationships and you're sustaining community and they know they're helping us and we know we're giving them healthy food. And that is really big for a community. To have markets where people come together, talk to each other, and you see those relationships form. You get a chance to educate the people. You start talking about health because you're surrounded by food. And that's where I think sustainability it wonderful with the market system, which is new to Chattanooga.

When we started, we found people were afraid to do the market's system. It's very anonymous to go to the grocery store where you don't have to look ignorant and you don't have to question what something is, and you don't have to talk to anybody. You just got right down the aisles and get what you want and you don't have to interact with another person. When you go to a farmer's market you have to look at people in the face and say, "Hi, how are you?" That, for many people is a foreign concept. It can be seen

as very threatening. People will come to the market their first time and walk down the middle, not even close to the vendors. In my booth you have to weigh your own vegetables, make your own change.

Community involvement is big. You need to help the people thrive and appreciate beauty and health.

People who want to do Birthday parties at our farm, weddings, have approached us. They want the farm experience. Event planning on farms is a huge deal right now. It's pulling people from all over the United States. People want their kids to be on farms, they want to send them to camp and experience a working farm. There is a sense of freedom on a farm. That is something that farms can give you. I have my food, my water. You have excitement from wildlife.

As for globalization, there's California. California is hurting now, and it's going to get worse. They don't have the water they need, and the legislature is about to cut the water off to the agriculture farms so that it can go to the city. My uncle grows 20acres of avocados in San Diego. He made a net of $100,000 a year. He's pulled all of the avocado trees out of the ground because he was going to lose that money, due to the drought.

As a professional, I will say that this local farming is not easy. I will go out and work in the farm for two solid days, harvesting. I'll then go to the market and I'll do well. I do really well if I bring in between $200-400. So that means I have worked two solid days, picking, bagging, sorting, washing, planting, fertilizing. I have no labor cost, and I am not making any money when it comes down to it.

Restaurants understand that fresh local foods taste better. It's the high end restaurants that are asking for us to provide for them. St. Johns, our 4-star restaurant here in Chattanooga locally sources from us and other farmers. So does 212 Market.

People are getting there. We just have to keep teaching. If we're going to make it work and be sustainable, we have to take care of the ground, period. We have to teach. And

we have to then do the best we can to be in a place where we have relationships with people who understand and want the food.