



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

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

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

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

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