

## Gastronomy for Tourism Development

Potential of the Western Balkans

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### About the Book

The Western Balkans and associated countries are striving to achieve and foster their economic growth, social well-being, and sustainable development. For all three of these areas, the tourism sector is a major source of income, change, and innovation, and the common gastronomic heritage of the Western Balkans presents a unique opportunity to develop tourism products that go far beyond different national identities. Today, several dishes, preparation methods, and service procedures are recognised as the *Gastronomy of the Balkans*, presenting a fascinating “melange” of West-European, Mediterranean, and oriental culinary traditions with a special local (the Balkan) touch. Taking into consideration how the Western Balkan countries are following the most tourist developed countries of Central Europe, which are nowadays keen to develop authentic and recognisable gastronomic tourism products, this exciting new book redresses the growing need for research that expands the current knowledge base regarding the tourism and gastronomic potentials for the region. A theoretical and practical guide for the gastronomic future of the Western Balkans, *Gastronomy for Tourism Development: Potential of the Western Balkans* shows the drivers, potentials, and barriers affecting the region in its effort to become a prominent European food destination in the 21st century.

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