Holiday Food and Wellbeing.
Therkelsen, Anette; Blichfeldt, Bodil Stilling

Publication date:
2011

Document Version
Early version, also known as pre-print

Link to publication from Aalborg University

Citation for published version (APA):

General rights
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

? Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
? You may not further distribute the material or use it for any profit-making activity or commercial gain
? You may freely distribute the URL identifying the publication in the public portal

Take down policy
If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from vbn.aau.dk on: december 08, 2018
Holiday Food and Wellbeing.
A study of tourists’ relations to food

Anette Therkelsen, Associate Professor, Ph.D. (corresponding author)
Aalborg University, Fibigerstræde 2, 9220 Aalborg Ø, DK, at@cgs.aau.dk

Bodil Stilling Blichfeldt, Associate Professor, Ph.D.
Aalborg University, Fibigerstræde 2, 9220 Aalborg Ø, DK, blichfeldt@cgs.aau.dk

Abstract
Food consumption on holidays is closely interlinked with issues on wellbeing in that some tourists consume food for the sensory stimulation and the health enhancing qualities it provides and other tourists are concerned with the social bonding that preparing and sharing a meal with others entails. In addition, if wellbeing is interpreted as insight and personal growth, food may provide wellbeing in terms of the cultural knowledge and with that personal insight into own cultural ways it may facilitate. Hence individually and socially oriented types of wellbeing seem to be at stake in relation to tourists’ consumption of food. The qualitative study, upon which this paper draws, demonstrates that tourists’ relations to food fall into and across these individual and social categories of wellbeing, and hence a complex picture of tourists’ food relations materialise, which the existing literature has not so far acknowledged. For instance seeking sensory stimulation through a large variety of food experiences - from gourmet dinners to street meals - is favoured by some tourists, whereas the family togetherness that sharing a meal facilitates is the primary value of holiday food for others. Hence the paper discusses various complexities of tourists’ relations to food in the context of wellbeing and points to implications for future research.

Key Words: Holiday food, food tourists, wellbeing, hybrid consumer patterns