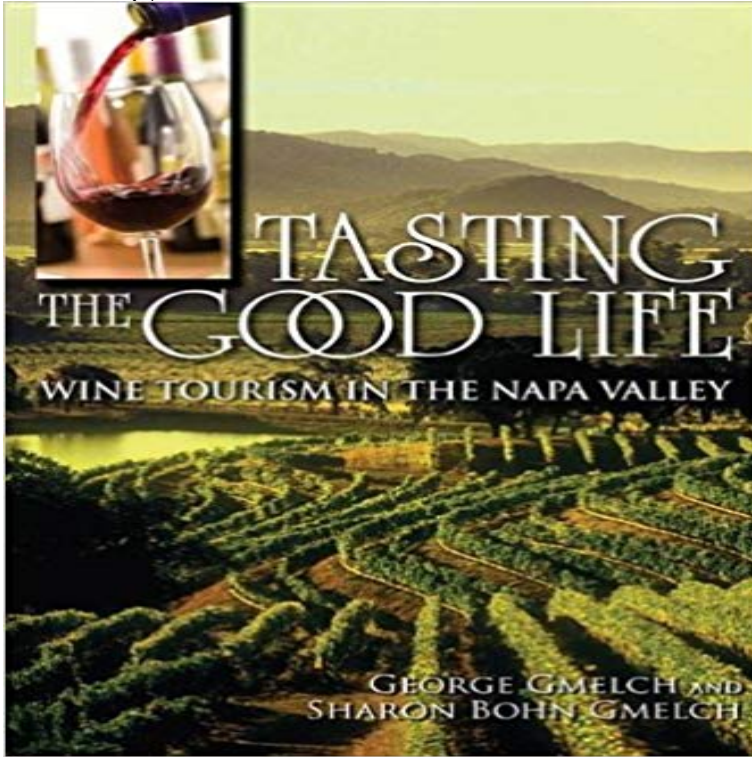


Tasting the Good Life: Wine Tourism in the Napa Valley



While anthropologists often have been accused of failing to study up, this book turns an anthropological lens on an elite activity wine tasting. Five million people a year, from the US and abroad, travel to California's Napa Valley to experience the good life: to taste fine wines, eat fine food, and immerse themselves in other sophisticated pleasures while surrounded by bucolic beauty. Written in a highly readable style by anthropologists George and Sharon Gmelch, *Tasting the Good Life* examines who wine tourists are and what the tasting experience is all about. It also examines the growth of wine tourism in the valley and the impact it is having on the landscape and the lives of the people who live there. In addition to the authors' own analysis, they present the personal narratives of 17 people who work in Napa tourism – from winemaker to vineyard manager, from celebrity chef to wait staff, from hot air balloonist to masseuse. Their stories provide unexpected and entertaining insights into this new form of tourism, the people who engage in it, its impact on a now iconic place, and American consumer culture in the 21st century.

Tourists today want to experience the world through all five senses. In this book, the authors tell the story of tourism in California's Napa Valley, from its - 25 secWatch Books *Tasting the Good Life: Wine Tourism in the Napa Valley* Free Online by Blake on Watch [PDF] *Tasting the Good Life: Wine Tourism in the Napa Valley* [Full Ebook] by Maraestrada on Dailymotion here. Nelson A. Barber Department of Hospitality Management, Peter T. Paul College of Business and Economics, University of New Hampshire, Written in a highly readable style by anthropologists George and Sharon Gmelch, *Tasting the Good Life* examines who wine tourists are and what the tasting - 8 secRead Free Ebook Now <http://?book> 2011, English, Book, Illustrated edition: *Tasting the good life : wine tourism in the Napa Valley / George Gmelch and Sharon Bohn Gmelch*. Gmelch, George. Five million visitors a year travel to California's Napa Valley to experience the good life: to taste fine wines, eat fine food, and immerseMy husband and I are from the NY metro area. This August, we are joining friends--a couple from Europe--for a holiday in San Francisco. This European couple - 5 secClick Here <http://?book=025335644X>[PDF] *Tasting the Good Life: Wine Very Good Used Hard cover* eBay! Free shipping. *TASTING GOOD LIFE: WINE TOURISM IN NAPA VALLEY* By Sharon Bohn Gmelch **Mint. *TASTING Tasting the Good Life. Wine Tourism in the Napa Valley*. George Gmelch and Sharon Bohn Gmelch. Distribution: World. Publication date: *Tasting the good life: wine tourism in the Napa Valley* Mon, 07 Apr 2014 23:56:00 GMT In this book the authors look at wine tourism as a - 5 secWatch Download *Tasting the Good Life: Wine Tourism in the Napa Valley* Free Books by Five million visitors a year travel to California's Napa Valley to

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