



## Tourism and Terroir—Discovering the Taste of a Place

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### Message from the Guest Editor

As beverage tourism continues to grow in popularity, with wine tourism leading the way, the concept of terroir has emerged as an important reason for travel throughout the world. Whether it is wine tourism or tourism related to other beverages (spirits, coffee, tea), terroir plays an increasingly important role in tourist motivation.

This Special Issue is mainly focused on (but not limited to) the role of terroir in modern tourism, wine, and food tourism topics, as well as topics about tourism activities related to spirits, coffee, and tea.

