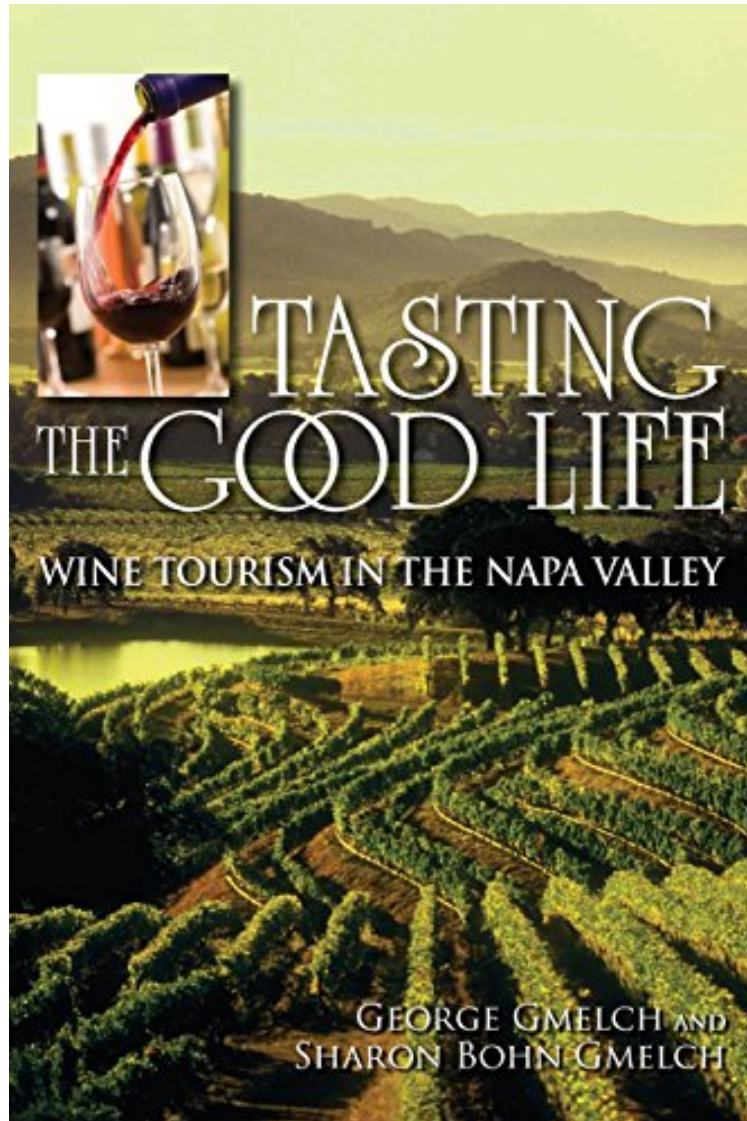


(Pdf free) Tasting the Good Life: Wine Tourism in the Napa Valley

Tasting the Good Life: Wine Tourism in the Napa Valley

George Gmelch, Sharon Bohn Gmelch

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#1943097 in Books Gmelch George Gmelch Sharon Bohn 2011-06-16 2011-06-16 Original language: English PDF # 1 9.00 x .64 x 6.00, 1.08 #File Name: 025322327X288 pages Tasting the Good Life Wine Tourism in the Napa Valley | File size: 66.Mb

George Gmelch, Sharon Bohn Gmelch : Tasting the Good Life: Wine Tourism in the Napa Valley before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tasting the Good Life: Wine Tourism in the Napa Valley:

4 of 4 people found the following review helpful. Excellent Wine Country Tour Guide Selection By Marlene Browne, Esq. My 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 has travelled widely, but they have never been to the Bay Area before. To ensure their trip is as perfect as possible, I wanted to prepare for each segment of the vacation. To bone up on the Wine Country part of the itinerary, I browsed the titles available on tourism, wine tasting, and Napa and Sonoma Valleys. I selected this book based upon its title, its academic press, and its very recent publishing date. The book is wonderfully written, but what delighted me most was the discovery that Mr. Don Partier was the author's subject for the profile of the consummate Wine Country Tour Guide. Back in 2003, my husband treated me to my first tour of Napa and Sonoma. After months of research and due diligence on guides, he selected Mr. Don Partier. That day in April of 2003 was unforgettable. I've since been to vineyards and tours across France, Italy, Germany, Spain, and Greece, but nothing has compared to the grand tour provided by the impressive, yet down to earth, Mr. Don Partier. Mr. Partier applied his native knowledge to our advantage, taking my husband and me to hidden gems in the Valleys that few would find without his expertise on the industry and the area. The Gmelchs' profile of Mr. Partier is incisive; no wonder he was such a fine host. Glad that he is still working in the industry, we will certainly be in touch with Mr. Partier to guide us and our European friends around Napa to "Taste the Good Life" this summer. Bravo to the Gmelchs for a great book on Wine Tourism in northern California, epitomizing the ultimate wine country experience from an insider's perspective. 0 of 1 people found the following review helpful. Not a Tour Guide Book By ALWAYS YOUNG Not the book I recommend is visiting the Napa Valley. It is a bit dated and length in reading. I ordered it by mistake 2 of 2 people found the following review helpful. An insider's guide to Napa Valley By Lois Have you ever tasted a good wine and wondered about the work that went into it? Or enjoyed a good meal in Napa and wondered about the lives of those serving it? This lovely book is replete with rich narratives about the people who work the soil, tend the tasting rooms, and assist others in enjoying a good meal. For those who have an interest in wine, people and the human journey, this is a pleasant read. I had visited Napa valley briefly before reading Tasting the Good Life. I plan to return to explore various adventures discussed in the book including biking, balloon flight, the Wind Train and wineries in this celestial valley. I would highly recommend Tasting the Good Life as a foretaste of Napa !

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.

"I just finished it, and am recommending it to all our friends who are interested in wine. It's a wonderful book? I learned a lot. It has everything: an interesting subject, broadly treated; good design and good editing; a sense of humor; smoothly written oral histories by pros. And, best of all, the Gmelches have written a book with intellectual heft that's accessible to the general reader." ?Susan Jakab, retired editor, Johns Hopkins University "Even-handed and thorough.... Well done!" ?Clay Gregory, CEO, The Napa Valley Destination Council "Opens a new chapter on California's celebrated Napa Valley... presenting both the economic benefits to, and the negative social impacts on, those who live and work in 'Eden'." ?Rue Ziegler, California Heritage Research Group "Tasting the Good Life is a fine study of wine and what it offers people, highly recommended." ?Midwest Book , August 2011 "Tasting the Good Life is an interesting and readable consideration of what tourists are doing to us? and what we think of ourselves." ?Napa Valley Register, October 6, 2011 "Because of its natural beauty, temperate climate, and fine wines, Napa Valley is a major attraction for visitors.... This book offers a look at how wine tourism in Napa Valley developed, how it affects the local population, and what the future might hold. It is a fascinating read." ?Michaela Rodeno, retired CEO, St. Supery Winery "I applaud the Gmelchs' even-handed and thorough approach to tackling this complex topic.... Tasting the Good Life does an excellent job of identifying not only the economic benefits of well-planned tourism development and defined constraint in a genuine American icon such as the Napa Valley, but it also explains clearly the benefits that are received by the residents who shape the character of this special place. Well done!" ?Clay Gregory, CEO, The Napa Valley Destination Council " "An excellent book for all tourists, winery managers, and city or region planners." ?Winesworld's Magazine, August, 2011 "This ethnography is a winner. Written by Napa Valley insiders George and Sharon Gmelch, it reveals both sides of the renowned wine tourism industry, paying attention to the visitors and to the voices of key local people. Tourism scholars and wine and food tourists alike will find it enlightening." ?Nelson Graburn, University of California, Berkeley About the Author George Gmelch is Professor of Anthropology at the University of San Francisco and Union College. He is author of 11 books and numerous articles, many of which have appeared in the New York Times, Washington Post, Psychology Today, Society, and Natural

History. Sharon Bohn Gmelch is Professor of Anthropology at the University of San Francisco and Roger Thayer Stone Professor of Anthropology at Union College. She is author of 7 books, including *Nan: The Life of an Irish Travelling Woman*, *The Tlingit Encounter with Photography*, and *Tourists and Tourism*.