

TOURISM IN ACTION**WINE TOURISM**

Wine tasting trips offer so many benefits, but one really does need a designated driver to enjoy them all. There are several ways to travel from winery to winery without driving while intoxicated worries: chauffeured limousine, bus tour, or cruise. CRUISE? Yes, cruise. Because wineries tend to be located along rivers, two American cruise companies offer small-ship itineraries through Napa Valley. *American Safari Cruises* provides a luxury cruise from San Francisco upriver on its 22-passenger yacht. CruiseWest offers a similar route aboard its 102-passenger *Spirit of Endeavor*. What a way to go!

Refrigeration and freezing technologies, along with the use of irradiation,¹⁰ also allow foods to be stored longer and transported over greater distances without affecting quality. Continuing technological advances have also led to an array of computerized equipment such as internal temperature probes, which can be accurately programmed to regulate oven cooking and holding temperatures. These advances ensure the greatest **yields** and the highest-quality food products. In addition, information and new ideas about F&B preparation and presentation are now freely shared. Featured food sections in magazines and newspapers, special television programs, attractive websites, professional publications, and a cable channel dedicated to food have heightened both awareness and appreciation of this segment of the tourism industry.

Building a Culinary Heritage

Creating the foods we enjoy involves a combination of technology, science, and a great deal of culinary and service talent. This talent can be found in many different types of F&B operations. The most common are commercial restaurants serving the general public and travelers who dine for reasons that range from need and convenience to entertainment and pleasure. Commercial restaurant operations vary all the way from fast-food (quick service) and take-out to elegant, full-service, sit-down operations. Whereas restaurants are the most typical F&B operation, they represent only one of many types of F&B services. Others can be classified into employee food service, recreational food service, transportation food service, lodging properties, banquet/meeting and catering facilities, and institutional foodservice establishments. Most of these foodservice operations touch travel and tourism in some way.

The Beginnings of Modern Foodservice Practices

Independent eating and drinking establishments were the first F&B operations to evolve, and today, they still generate the majority of all F&B revenues. It all began in Paris, way back in 1765, when Monsieur Boulanger served a typical peasant's dish: sheep's feet (also known as trotters) in a white sauce as a restorative along with ales in his tavern. In fact, the word *restaurant* comes from the French word *restorante*, which means "restorative." Tavern keepers in Boulanger's time were limited to serving beers and ales only in accordance with the controls imposed by the medieval guild system. These controls were designed to maintain standards and restrict competition. Because Boulanger was limited by law to serving beers and ales only, he was brought to court to stop the practice of serving food in his tavern. He won the case and the rest is history; the door was opened for restaurants to serve food and drink together.

The French Revolution marked another important milestone in the growth of these new eating establishments. Chefs, who had previously worked for the monarchy or nobility under the constant threat of losing their heads in the guillotine, fled to the countryside and opened restaurants.¹¹