

PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 GRANTS LASTING 12 MONTHS FOR CONDUCTING RESEARCH IN ACCORDANCE WITH ART. 22 OF LAW OF 30.12.2010 NO. 240 AT THE DEPARTMENT OF FOREIGN LANGUAGES, LITERATURES AND CULTURES OF THE UNIVERSITY OF BERGAMO (ACADEMIC RECRUITMENT FIELD 13/B2 – MANAGEMENT - ACADEMIC DISCIPLINE SECS-P/08 – MANAGEMENT

announced with decree of the Rector Rep. no. 625/2016 of 05.12.2016 and posted on the official registry of the University on 05.12.2016

RESEARCH PROJECT

“Gastronomy in tourism development”

Research project

As the importance of gastronomy as a cultural tourist attraction increases, the connection between these two elements (tourism and gastronomy) represents an opportunity for local development. In this context, getting to know the characteristics of supply and demand at a national and international level, through comparative analysis, represents an important field of analysis in order to define an organisational model concerning the offer, that considers the local characteristics and that could be relevant also in different contexts. It is important to deepen the supply and demand comparative analysis in foreign countries, offering also a more detailed comparison with the Italian context and, in particular, with the context of the East Lombard region. The University of Bergamo is partner as well as scientific coordinator of the project “European Region of Gastronomy – East Lombardy 2017”; consequently, a research activity is fundamental in order to assure the provision of a high level scientific contribution to the project. The project calls for the activation of an evaluation and monitoring process of the activities developed on the territories of Bergamo, Brescia, Cremona and Mantua, in order to value the impact of a network integrated project and to successfully elaborate a model of destination management applied to food and wine tourism.

Objectives

- 1) A thorough knowledge of food and wine tourists and of innovative experiences at a national and international level;
- 2) Definition of a model for the organization and management of a tourism offer based on local gastronomy and evaluation of the results of an integrated project.

Structure

- 1) Bibliographic research, with particular reference to the international situation;
- 2) Analysis of tourism supply and demand;
- 3) Evaluation and monitoring of the actions undertaken at a local level;
- 4) Definition of a model for the organization and management of a tourism offer based on local gastronomy;
- 5) Dissemination of the results of the research project.