

**PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 EARLY STAGE GRANT LASTING 24 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE DEPARTMENT OF FOREIGN LANGUAGES, LITERATURES AND CULTURES (A.R.F. 13/B2 - MANAGEMENT A.D. SECS-P/08 - MANAGEMENT (TYPE B) - CUP: F53C18000050006**

*announced with decree of the Chancellor Rep. no. 83/2019 of 06.02.2019 and posted on the official registry of the University on 06.02.2019*

**RESEARCH PROJECT**

**Food tourism: analyzing demand, offering and new jobs**

**Research structure:** Department of Foreign languages, literatures and cultures

**Duration of the grant:** 24 months

**Scientific Area:** 13 - Economics and statistics

**Academic recruitment field:** 13/B2 - Management

**Academic discipline:** SECS-P/08 - Management

**Scientific Director:** Prof. Roberta Garibaldi

**Objective:**

The research project aims at deepening the existing knowledge of food tourism and its current trends, specifically related to: i) market segmentation, ii) estimation and analysis of the offerings. A particular attention is also devoted to emerging jobs, also thanks the participation of the researcher in applied research project.

**Theoretical framework:**

In recent years, food tourism has become one of the most dynamic and creative segments of tourism. From being a niche market, it has gained a central role in tourism. A larger number of travelers actively seek and participate in food and beverage experiences while travelling, and both destination and operators are posing an increasing attention on the development of themed offerings that can appeal to all these travelers. However, this travel segment is not homogeneous but nuanced, and comprise tourists with different motivations, attitudes and behaviors. A deeper comprehension of the profile of travelers (e.g. who they are, what they look for) is of any importance both to operators. Additionally, food tourism is a transversal segment that comprise tourism operators as well as local food producers. Due to its increasing economic relevance, it is important to identify a set of indicators that helps to assess the related offerings.

The research project also concern new jobs, This topic is strictly correlated to the previous one, as food tourism is able to create new experiences and opportunities for all the actors involved. But it also requires new competences. Identify new jobs and work methods is therefore important to stimulate the growth of this tourism segment.

**Research project description:**

The research fellow will be involved in specific analysis of food tourism, and these will be related to demand, offering and new jobs. Specifically:

- i) The analysis of Italian tourists travelling for food, in order to identify profiles and travel behaviors;
- ii) The analysis of the existing offerings through the development of specific indicators;
- iii) The analysis of new jobs on food tourism.

The research fellow will also have the opportunity to be part of the Income Tourism project team (funded by the European Union, Erasmus +, E + KA2: Cooperation for innovation and the exchange of good practices, Knowledge Alliances) of which Prof. Garibaldi is a referent for the University of Bergamo. At the end of the 3 years of project (2018-2020) the project has the possibility to realize a

new didactic path, tested through a pilot test, aimed at training on soft skills, through a process of cooperation and co-work not only with European partners, but also with various Italian companies, in order to bring together the needs of the training sector and the job sector.

**Key-words:**

Food tourism, market segmentation, supply analysis, new jobs and competences.

**Methodological Approach**

The study is based on a rich literature on this topic, in evolution.

Method combine qualitative and quantitative methodologies, in order to gather all the evidences needed to satisfy and reach the aim of the project.

**Planned timing and schedule of activities:**

A first phase will be devoted to the study and bibliographic research (2 months); then, data collection and related qualitative and quantitative analyzes (8 months); interpretation, discussion of data (10 months); the project is closed with moments of presentation of the results (conferences, papers, magazines, ..) (4 months).

**Originality and expected results:**

The project aims above all to provide a significant contribution to the studies on the topic of food and wine tourism, in an international and transdisciplinary context, contributing to the configuration of new contents and approaches and identifying new case studies and issues. Moreover, the outputs of the survey will be able to stimulate new reflections and new perspectives on the object.

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