

Research program:
***“Food and wine tourism, practices and strategies for local economic development.
Events and experience analysis about the sector”***

Annex C

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Research project

The project aims at studying local development practices and strategies of the national and international scene related to the enhancement of tourism products, in particular f&w events. The comparison with European countries and other nations with similar strategies of development allows the researcher to understand the context related to the specific area selected as European Region of Gastronomy, taking part to a relevant project that sees the University of Bergamo as the scientific European coordinator.

Food tourism has acquired an increasingly important role in providing unique experiences and visit opportunities. Food is a peculiar feature of every culture, and an important element of intangible heritage, and indeed the importance of food as an element of cultural attraction for tourists is growing. Furthermore, the connection between food and tourism represents an opportunity for economic development at a local level. Food experiences support the territorial image of a destination, support the local community economies and give local operators more opportunity to develop their own creative business initiatives. In addition, such practices have important implications and impacts on local development strategies, which will be analysed during the research.

In order to coordinate these elements in the design of innovative f&w tourism products is first of all mandatory the study of the context, which means 1) the analysis of the state of art of creative and cultural tourism, with focus on food and wine tourism, 2) the study of best practices, 3) the understanding of the development strategies, 4) identification of materials, documents and manuals in order to understand if there are criteria valid at the international level.

The researcher will be involved in the team work of the European Region of Gastronomy project, he/she will follow the study of local food supply characteristics through an initial desk analysis, and will be invited to working groups with local partners, and he/she will contribute to the selection of the criteria for the design of tourism products. A phase of final design of tourism products, in collaboration with local partners, as well as with the project European team, will also be part of the researcher's objectives.

This opportunity is considered of high importance, because on one hand it allows the researcher to get in touch with the business sector, experiencing relationships and local relations; on the other hand, it is a way for the University to be involved in the relevant local policies, actively engaged in activities with local operators, building relationships and growing its image as a strategic pole of reference for projects of this type.