

## Wine Tourism in Italy - Lecture by Tourism Expert Roberta Garibaldi

**Thursday, July 19, 2018, 4–5:15 p.m.**

Colusa Hall 100B

Free & open to the public

Does summer make you think about travel? Visiting scholar Roberta Garibaldi, PhD, will speak about wine tourism in Italy, including some featured wineries and wine attractions from across the country.

Please join the Department of Recreation, Hospitality, & Parks Management and the Valene L. Smith Museum of Anthropology in welcoming Dr. Garibaldi. The lecture will be held in English.

Dr. Garibaldi is professor of Marketing and Tourism Marketing at the University of Bergamo (Italy) and a visiting scholar at Chico State. In 2018, she authored the first report on Gastronomic Tourism in Italy, which was featured by over 100 media outlets. In addition to her research, she has conducted tourism marketing projects across Italy.

She is a member of the executive board of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), the Italian ambassador for the World Food Travel Association, a member of AIEST (Association Internationale d'Experts Scientifiques du Tourisme) and of ATLAS (Association for Tourism and Leisure Education), and the scientific coordinator of "East Lombardy – European Region of Gastronomy 2017". She organizes and takes parts in many national and international tourism meetings and conferences and is the author of important books and papers published both in Italy and abroad. The main ones are: "In viaggio per cibo e vino. Opportunità per un nuovo turismo integrato. Volume I" Aracne Editrice (2017); "In viaggio per cibo e vino. Esperienze creative a confronto. Volume II" Aracne Editrice (2017); "Economia e gestione delle imprese turistiche" Hoepli (2015); "Il turismo culturale europeo. Città rivisitate. Nuove idee e forme del turismo culturale" Franco Angeli (2014); "Il turismoculturale europeo" Franco Angeli (2012); "Facebook in tourism" Franco Angeli (2011). She is also in charge of coordinating European projects.

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