

Search Engine Optimisation For Wineries

SEO CONSULTING

FOOD, WINE, ART AND TOURISM: A WINNING RECIPE FOR TOURISM

MARCH 16, 2017 | SEOJEFFRI

In her recently published book, titled “Travelling for food and wine. Opportunities for new types of tourism” (original title: “IN VIAGGIO PER CIBO E VINO. Opportunità per un nuovo turismo integrato”), Roberta Garibaldi proposes a new recipe for Italian development, exploring the relationships between food, wine, tourism and art.

Through Italian as well as foreign case studies and examples, the book analyses how food and wine products and culture are increasingly becoming fundamental elements to enhance in the tourism offer, as well as important promotional means of the territory. Data indeed confirms that food, wine and beer have become great motivators for travellers, influencing also their expectations and perceptions. On one hand, they represent a much appreciated sensorial experience, while on the other they are a new way to discover a destination’s culture and local traditions. Food and wine are thus an opportunity to stimulate and diversify tourism in a given area, and many are the destinations that are developing strategic development plans, even on a national level. In particular, the book underlines the importance of combining food and wine with artistic elements of a territory.

Roberta Garibaldi’s book gives an overview on the industry’s future, highlighting the challenges and opportunities that will characterize such landscapes. By commenting on specific and precise data, it presents consumers’ trends and provides tips for organizing creative, sustainable and innovative experiences. The Z generations, the Millennials, the seniors, the phenomenon of social eating, the technological and sustainable aspects... are only few of the covered topics. Moreover, the book identifies innovative experiences which integrate art, food and wine by analysing their characteristics peculiarities and motivations.

“This book – underlines Roberta Garibaldi – wants to propose a recipe for the development of our Country (i.e. Italy), that, by combining food, wine, art and tourism, can experience a new competitive momentum and make the most of its strategic assets”

Erik Wolf, founder of the WFTA, and Cinzia Scaffidi, University of Gastronomic sciences, have contributed to two chapters of the book.

It is possible to download the book in Italian for free on Roberta Garibaldi’s website:

www.robertagaribaldi.it

Roberta Garibaldi is a food and wine researcher, consultant and professor. She is a member of the executive board of IGCAT, the Italian ambassador for the World Food Travel Association, a member of AIEST and of ATLAS, the scientific coordinator of “Ea(s)t Lombardy – European Region of

Gastronomy 2017” as well as a professor of Marketing and Tourism Marketing at the University of Bergamo.

Reblogged 22 hours ago from igcat.org