



# FOOD AND ROOTS TOURISM IN ITALY: representations, meanings and future scenarios of Italian gastronomic attractions for roots travellers

## ABSTRACT

Based on the study of international academic literature on migration, tourism, gastronomic sciences and cultural anthropology, the work aims to analyze the meanings that food assumes before, along and after the roots journeys. In particular, the research investigates food's emotional, touristic, and political dimensions in designing, constructing and representing tourist-gastronomic experiences for roots travellers in Italy.

#identity  
#cultural heritage  
#tourism futures  
#gastronativism  
#imaginary  
#origin

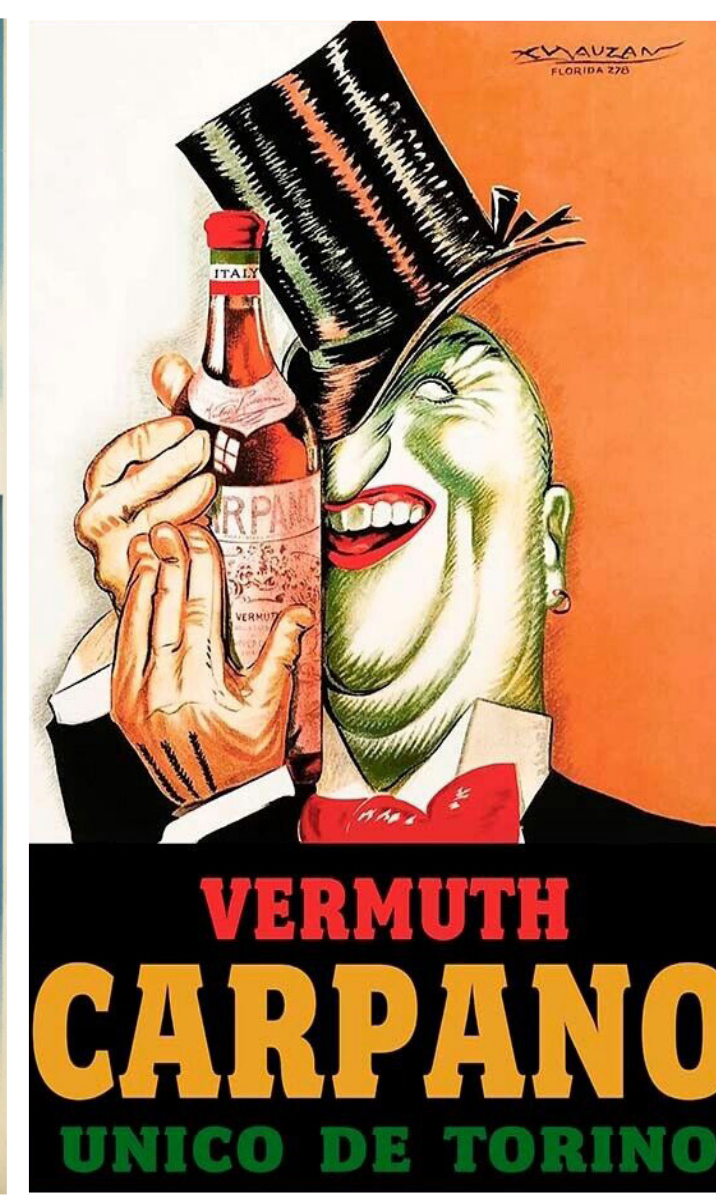
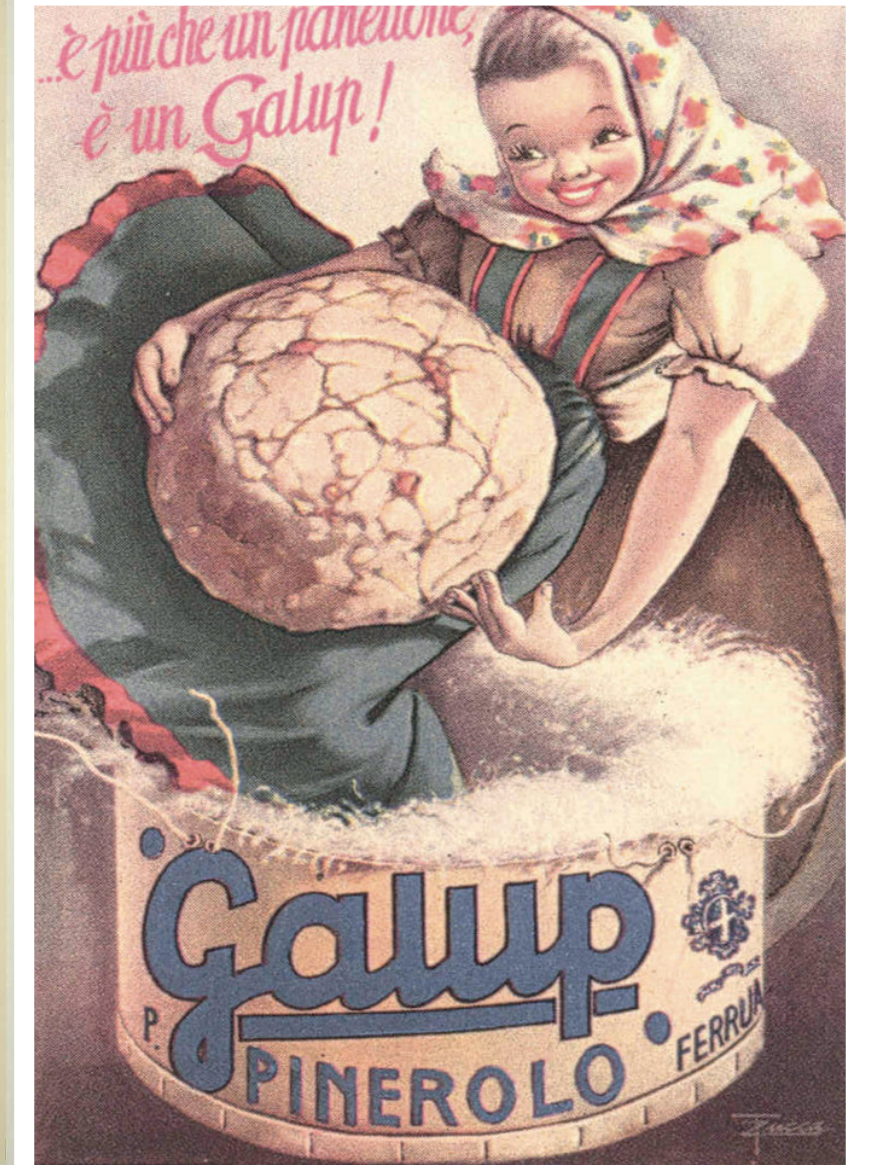
## CONTEXT OF RESEARCH

Since 2022, the Italian Ministry of Foreign Affairs and International Cooperation has been the implementing authority for the project "Roots Tourism - An Integrated Strategy for the Recovery of the Tourism Sector in Post-Covid-19 Italy," included in the National Resilience and Revitalization Plan (PNRR).

The "Roots Tourism" project is spread over three years and aims to adopt initiatives in the tourism sector aimed at the vast audience of Italians abroad, Italian descendants and Italian oriundi in the world (estimated at 80 million), thus contributing to the revitalization of Italian tourism after the pandemic.

Within the "Roots Tourism" project, the author of the research is also Regional Coordinator for the Piedmont and Valle d'Aosta regions, with the task of assisting the groups of operators that will be set up in the area of competence in creating the tourism offer aimed at Italians abroad and raising awareness on the topics of Italian emigration and the perception of roots tourism.

Therefore, the "Roots Tourism" project represents the field providing the opportunity to observe firsthand the processes of creating tourism offerings by investigating, with methodological tools of cultural anthropology, the role of food in the phenomenon of roots tourism.



## RESEARCH METHODOLOGY

Extensive academic and grey literature review

Qualitative in-depth interviews aimed at collecting the narratives of travelling Italian descendants and their relationship with typical products and gastronomic experiences before, during, and after the trip.

Participant observation through accompanying roots travellers.

Focus groups with producers, travel designers and roots travellers.

Questionnaires addressing policymakers, travellers and travel designers on the role of food and gastronomic offerings in Italy.

## EXPECTED CONTRIBUTION TO THE SCIENTIFIC DEBATE

**A\_** The work investigates the unexplored study area defined by **the intersection of roots tourism and food studies**.

**B\_** The work deepens **the Italian framework of the phenomenon of roots tourism**, on which the scientific literature is currently lacking.

**C\_** The work allows for further investigation of studies that relate the phenomenon of **roots tourism with the export of Italian gastronomic products**, offering an anthropological analysis.

**D\_** The research project addresses the matters of **applied anthropology** (due to the peculiarity of the researcher's position), **public anthropology** and **tourism futures**.

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