



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ

ΣΧΟΛΗ ΧΡΗΜΑΤΟΟΙΚΟΝΟΜΙΚΗΣ ΚΑΙ ΣΤΑΤΙΣΤΙΚΗΣ

ΤΜΗΜΑ ΣΤΑΤΙΣΤΙΚΗΣ ΚΑΙ ΑΣΦΑΛΙΣΤΙΚΗΣ ΕΠΙΣΤΗΜΗΣ

ΠΡΟΣΚΛΗΣΗ

Σας προσκαλούμε στην **ομιλία** της **Prof Francesca Bassi, Department of Statistical Sciences, University of Padova, Padova, Italy**, η οποία θα διεξαχθεί τη **Δευτέρα 11 Μαΐου 2026, ώρα 14:00** στην **Αίθουσα 335** (3<sup>ος</sup> όροφος, Κεντρικό Κτίριο Παν. Πειραιώς), με θέμα:

### **Gastronomic tourism in Italy and Spain: a comparative segmentation analysis**

**Abstract/Περίληψη:** This study investigates the role of local gastronomy in shaping tourist destination choice through a comparative analysis of Italy and Spain. Using survey data collected from 1,105 Italian and 462 Spanish travellers, we apply latent class analysis to identify homogeneous segments of gastronomic tourists. The findings reveal six distinct segments in both countries, characterized by similar behavioural profiles but differing in socio-demographic composition and the relative importance assigned to gastronomic attributes. While Spanish tourists place greater emphasis on quality, health, and availability of gastronomic services, Italian tourists show stronger preferences for tradition, cultural value, and experiential aspects of food. The results highlight the strategic relevance of gastronomy in tourism development and provide actionable insights for destination marketing and policy design.

**Short Bio:** Dr Francesca Bassi is Professor of Economic Statistics in the Department of Statistical Sciences at the University of Padova, Italy. She teaches Marketing Research and Statistical Methods for Marketing. Her research lies at Indicators and models for measuring the circular economy and sustainability, Statistical methods for market research and analysis, the design of marketing strategies, market segmentation. Work and unemployment, measurement and analysis, Measurement of sustainability and circular economy, with specific application to SMEs and the tourist sector. She is the coordinator of international mobility of the Department of Statistical Sciences and the School of Sciences of the University of Padova.