INTRODUCTION

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Italy is one of the main destinations for tourism.

To a tourist, Italy offers many different landscapes, feelings, traditions and cultural backgrounds, because of its geography and because it is a united country only since 1861.

Our **stakeholders** manage an important commercial tourism portal.

The problem they want us to solve is: *find a data driven method to categorise Italian towns, so that it is possible to suggest similar towns or propose different choices to clients*.

In order to solve the problem, we will focus on the analysis of food and wine offerings in different towns, because we know that the approach to food and wine is probably the main feature that describes different locations in Italy.

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For example, towns where tourism is at maximum levels, use to loose some of their culinary identity, in order to satisfy a wider public. These towns have a stronger *international* taste and feel.

So, the idea is to use food and wine offering to cluster towns.

We will try to use clustering results to identify groups of towns that has a different spirit, so that the tourist can get a suggestion about similar places and types of destinations.

Overall, as clustering is unsupervised, sometimes it can help to find out interesting descriptions and interpretations that highlight specific features. This is a much desired result for this work.