

Code - Course	181104 – Tourism, gastronomy and communication				
Type	Basic training			Year	1 st
Thematic Area	Economics and business administration			Credits	6 ECTS
Professor in charge of the course			Emma Pla		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The aim of this course is to provide students with the knowledge they need to understand and analyse the tourism activity globally and in the field of gastronomy; as well as understand the potential and importance of ICTs as tools of communication and promotion for food and wine tourism.

Gastronomy is increasingly playing a major role in the tourism experience either as a complement that provides added value to the trip or as the main reason or experience of the tourism activity. Therefore, this course has as the main objectives to study, know and identify the motivations and profiles of the food traveller. Knowing what they look for, what they want and what they value will allow students to design an offer to satisfy their expectations.

Gastronomy is the cultural expression of a community and the know-how of the local people and understanding and assimilating the interrelationship between food, land and cultural heritage is the main purpose of this course. In addition, students will learn how highlighting the cultural and gastronomic resources of a place can create tourism mobility.

Students will understand the importance of gastronomy as a tool for tourism promotion and territorial development by means of case studies. Moreover, students will know and analyse the main wine and food tourism destinations as well as the most appropriate communication tools to be applied to the wine and food tourism sector.

TITLE RELATED LEARNING OUTCOMES

TC02- Acknowledge the main tools for the managing of organizations in food and beverage management and food industry.

SUBJECT RELATED LEARNING OUTCOMES

M01C1- Acknowledge interrelations between gastronomy, territory and cultural heritage as the basics of tourism mobility driven by gastronomy experience.

M01H2- Identify the main global manifestations of enogastronomic tourism.

M01C3- Acknowledge gastronomic communication as a promotional and gastronomy divulgation tool.

ACADEMIC CONTENTS

Block 0. Introduction to tourism

- Theme 1. Basic concepts of tourism.
- Theme 2. Evolution of tourism
- Theme 3. Dimension and relevance of tourism
- Theme 4. Tourism resources and products
- Theme 5. Fundamentals of tourism management

Block 1. Tourism and gastronomy

- Theme 1. Concept and types of heritage
- Theme 2. Food heritage and its enhancement for tourism
- Theme 3. Gastronomy: from heritage resource to tourist attraction
- Theme 4. Structure of the food tourism product

Block 2. Food tourism

- Theme 1. The food tourist profile
- Theme 2. Food tourism development stages
- Theme 3. World's food tourism destinations.

Block 3. Promotion of food tourism

- Theme 1. Promotion strategies and tools.
- Theme 2. Analysis of tourism promotion case studies.

Block 4. Communication

- Theme 1. Gastronomic communication. Objectives.
- Theme 2. Instruments for communication in gastronomy. Types, description and use. How to create a profile.
- Theme 3. The use of social networks by the main culinary celebrities today.
- Theme 4. Prospects for the future of gastronomic communication

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Systems of Assessment	Continuous	Single
Communication		
Individual activities	20%	20%
Mid-term test	10%	----
Tourism		
Individual activity with oral presentation	-----	20%
Group activity with oral presentation	20%	----
Mid-term test	10%	----
Examen final (tourism and communication)	40%	60%

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be

able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Basic:

Costa-Sánchez, Carmen y Martínez Costa, Sandra (2018). *Comunicación Corporativa Audiovisual y Online. Innovación y tendencias*. Editorial UOC.

Dixit, Saurabh Kumar (2019), *The routledge handbook of gastronomic tourism*, New York.: Routledge.

Espeitx, E. (2004). «Patrimonio alimentario y turismo: una relación singular», *Pasos. Revista de Turismo y Patrimonio cultural*, 193-213.

Morató Bullido, Jordi (2012). *La comunicació corporativa*. Editorial UOC.

Extended:

Boniface, P. (2003). *Tasting tourism: travelling for food and drink*. Ashgate Publishing; Aldershot. Burlington, Vt. [etc.] : Ashgate, cop.

Contreras, J., Cáceres, J., Espeitx, E. (2003). *Els productes de la terra*. Barcelona:

Dixit, Saurabh Kumar (2022), *The routledge handbook of wine tourism*, New York.: Routledge.

Donaire, J. (1993). *El turismo en una sociedad post-Industrial. Algunas propuestas conceptuales: III Jornadas de Geografía del Turisme*. Palma de Mallorca. pp. 179-186.

Espeitx, E & Cáceres, J. (2004). «*El papel de los productos alimentarios locales en las estrategias de desarrollo turístico del pirineo catalán*», SEIAHS, p 1-10.

Flavian, C. y Fandos, C. (Coords.) (2011): *Turismo gastronómico. Estrategias de marketing y experiencias de éxito*. Zaragoza, Prensas Universitarias.

Generalitat de Catalunya. Departament d'Agricultura, Ramaderia i Pesca.

Hjalager, A., y Richards, G. (2002). *Tourism and gastronomy*. London etc.: Routledge.

Jacob, Diane (2018). *Hablemos de comida*. Libros Cúpula

Medina, F.X., Serrano, D., Tresserras, J. (eds) (2011). *Turismo del vino. Análisis de casos internacionales*. Barcelona. Editorial UOC

Sims, R. (2009). «Food, place and authenticity: local food and the sustainable tourism experience», *Journal of Sustainable Tourism*, 17 (3), 321-336.

Tresserras, J y Medina, F.X.,(Eds.), (2007) *Patrimonio gastronómico y turismo cultural en el Mediterráneo*. Barcelona: Ibertur, Universitat de Barcelona e Institut Europeu de la Mediterrània.