



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	051104 – Tourism, gastronomy and communication		
Thematic Area	Economy	Year	First
Course Type	Basic education	Credits	6cr ECTS
In-class Hours	60 hours	Hours of Individual Work	90 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 gastronomic and wine tourism communication and promotion tools.

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, in this course students will study, know and identify the motivations and profiles of the gastronomic 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 eno-gastronomic tourism destinations as well as the most appropriate communication tools to be applied to the eno-gastronomic tourism sector.

BASIC SKILLS

BS1 – Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

GENERAL SKILLS



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GS6 – **Meet the customers' needs and expectations.**

GS9 – Use the potential of the information and communication technologies for an efficient management of the working environment.

SPECIFIC SKILLS

SS1 – Analyse the impact of the gastronomic and wine culture as a tourism phenomenon.

LEARNING OBJECTIVES

- To understand the interrelations between gastronomy, territory and cultural heritage as bases of the tourist mobility motivated by the gastronomic experience.
- Know the profiles and motivations of the food tourist.
- Know the main manifestations of wine and food tourism worldwide.
- Understand the importance of gastronomy as a tool for food tourism as a tool for tourism promotion and territorial development.

THEMATIC CONTENTS

1. Introduction to tourism
2. Food products and gastronomic heritage as a tourist resource
3. Tourism and gastronomy: gastronomic tourism
4. Promotion of gastronomic tourism
5. Communication

LEARNING METHODOLOGY

The methodology used in this course combines different key elements in order to achieve the aforementioned objectives. Tools and elements used in this course are specified below but that does not preclude the use of other resources when needed.

- Lectures. Students will be provided with the theoretical content of the course. Participation of students is required in order to know different points of view on the subjects.



- Problems solving and practical activities. A proper understanding of the contents needs practical activities where students can apply their knowledge. The aim of these activities is to create dynamic and interactive classes.
- Seminars, conferences of experts and complementary activities that help students understand and apply the contents learnt.
- In class and online discussions. Students will analyse and discuss different positions on a topic suggested by the teacher.

ASSESSMENT SYSTEM

The assessment system assesses the student's achievement of learning outcomes regarding the subject's own competences.

Students may choose between continuous assessments throughout the year or a final examination at the end of the course.

Continuous assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course.

Final examination: it assesses the students' learning outcomes by means of a final exam at the end of the course. Students who cannot come to class regularly due to justified reasons will be assessed at the end of the course.

Assessment systems	Continuous	Final
Individual assignments	25%	40%
Group assignments	20%	-
Mid-term written exams	15%	-
Final written exam	40%	60%

REVIEW AND REASSESSMENT OF THE COURSE

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:



A. Students must have been awarded a grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B. Students must have been awarded a final minimum grade of 4.0 in the overall course.

After the reassessment, the maximum grade is 5.0 in the overall course.

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