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UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540010 – Anthropology and history of food		
Course year	1	Credits	6 ECST
Thematic Area	Cultural tourism	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hours

BRIEF COURSE DESCRIPTION

Food is everywhere and it articulates all aspects of human life: it is a biological need, it is knowledge, technique, customs, symbols, industry, trading activity, and because of all this, feeding contributes to the cultural construction of different peoples .

This complex, transversal character of food accounts for the interest raised by food, culinary grammars and gastronomy, especially since mid-twentieth century, becoming the subject of analysis for such disciplines as social science, anthropology, history, economy or sociology, facing the fact that studying feeding practices allow for a better understanding of social reality.

It is the anthropological perspective specifically the one that has helped to clarify and to lay the basis for the process of cultural identification and the construction process of food heritage experienced by gastronomy, which have presently contributed to the consolidation of the “Culinary Heritage” concept.

The course *Anthropology and history of food* aims to give an overview of human feeding from a cultural-historical, anthropological and social perspective- which includes the study of food systems, psychological, social and economic implications of food consumption, culinary practices, cultural symbols and meanings of food as well as the historical evolution of food, culinary practices and culinary culture.

BASIC SKILLS



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BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

GENERAL SKILLS

GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

SPECIFIC SKILLS

SS1 – Understand the principles of tourism and cultural heritage and the importance of its socio-cultural and environmental impacts.

SS2 – Understand the tourism destination as a comprehensive system where a multitude of variables and factors interact.

SS3 – Develop and apply innovative methods and instruments of territorial planning, tourism destination management and tourism spaces management.

SS6 – Analyze and evaluate the tourism potential of cultural, food and territorial resources when designing innovative products, services and projects.

SS7 – Plan and develop sales and communication strategies and actions for tourism projects.

SS8 – Master the foundations and technics of heritage education and apply them to tourism.

SS11 – Analyze and apply information and communication technologies in the different fields within the tourism industry.

SS12 – Transform and add value to ideas and knowledge for the customer generating sustainable results for tourism organizations and society.

ACADEMIC CONTENT

1. History of gastronomy.



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- 1.1. History and food.
- 1.2. Food, cooking and gastronomy in the first ancient civilizations.
- 1.3. Food, cooking and society in the Middle Ages: the birth of national culinary traditions.
- 1.4. Navigations, discoveries and new worlds. Blending of cultures and culinary exchanges.
- 1.5. Gastronomy, good taste and class culture: birth and expansion of public catering and culinary knowledge in the nineteenth century.
- 1.6. The awakening of local cuisines: agro-food production, gastronomy and tourism in the twentieth century.
- 1.7. Democratization of the culinary knowledge and experience: gastronomy in the contemporary world.

2. Anthropology of food.

- 2.1. Universals and particulars: food symbols and meanings.
- 2.2. Food, tradition and identity.
- 2.3. Contexts, evolution and characteristics of food consumption
- 2.4. Globalization, culture blending and import of new models.
- 2.5. Construction process of food heritage.
- 2.6. Commodification of food heritage.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group discussions and both in-class and autonomous activities.

Class participation and discussion on the proposed topics will be especially encouraged. The student's collaboration with the assigned readings and exercises is essential to achieve dynamic class participation with well-founded, agile contributions.

Research and documentation spirit will be fostered together with the ability to work autonomously, by means of exercises and assignments to be done both inside and outside the classroom.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.



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Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Activity 1 (individual)	30 %	40%
Activity 2 (group)	30 %	---
Final activity (individual)	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 mean 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.

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