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UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master of Tourism innovation Management

Code - Course	540013 – Food and territory: Food tourism		
Course year	1	Credits	6 ECST
Thematic Area	Cultural Tourism	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hores

#### BRIEF COURSE DESCRIPTION

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The interest in gastronomy has become the main motivation for tourism travel and a key element for socio-economic development as well as for cultural and environmental sustainability in many regions. The course *Food and territory: Food tourism* aims at introducing students into the tourism phenomena related to food and gastronomy understood both as a distinct cultural symbol of societies and as a production element which characterizes the landscape.

Special emphasis will be laid on those aspects related to the evolution and recent growth of those phenomena, the different shapes they are taking, the implications derived from the geographical analysis of the areas of production likely to become tourism spaces and, most especially, the conversion of culinary heritage into a key element for territorial development and main motivation for tourism travel.

Ultimately, this course seeks to create a framework for knowledge and an analysis space for experiences of the geographical context of agrifood production, establishing connections with local development and the territorial, economic and social transcendence of gastronomy-related activities, so as to provide students with the tools that will enable them to develop and implement innovative projects for the promotion, research and management of culinary heritage for tourism purposes.

#### GENERAL SKILLS

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GS2 – Teamwork

#### SPECIFIC SKILLS

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



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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.

### ACADEMIC CONTENT

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1. Gastronomy and tourism activity: features and evolution.
2. Conceptual and terminology issues: food tourism, culinary tourism, wine tourism, local product, “terroir”, culinary destination. Food tourism as an object of study.
3. Tourism resource, attraction and product: tourism valorization of foods and local cuisines.
4. Agrifood production, protection labels and tourism development.
5. Food tasting as a tourism valuable tool: cuisine, restaurants and tourism
6. Fairs, local markets and short supply chains of local products.
7. Food trails.
8. Wine tourism. Creation, management and commercialization of wine tourism products.
9. Productive landscapes and tourism: oil tourism, agritourism and rural tourism.
10. Food tourism as a tool for regional development.
11. Communication of food tourism: gastronomy guides, tourism signposting and information.
12. Presentation and analysis of successful wine tourism experiences

### LEARNING METHODOLOGY

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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.

Students' in-class participation and discussion on the proposed topics will be especially encouraged. Collaboration with the assigned readings and exercises is essential to achieve dynamic class participation with well-founded, agile contributions.

Students' 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

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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.

**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:



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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.

## REFERENCES

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