



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540017 – Nutritional education		
Course year	1	Credits	3 ECST
Thematic Area	Product, feeding, and nutrition	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

BRIEF COURSE DESCRIPTION

The spectacular growth experienced by the events and manifestations related to cuisine and gastronomy in the last few decades should not make us lose sight of the fact that food is, above all, a biological need; and thus, a fundamental human right. Education in the field of nutrition has the objective to train individuals in food-related practices, focusing on people, their lifestyles and the social context in which these practices are developed in order to promote a better understanding and raise awareness to make the correct decisions in terms of food choices.

Promoting, boosting and even commercializing culinary heritage in the context of tourism activities should not avoid the issue of social responsibility. For this reason, the course *Nutritional Education* aims at creating a space for reflection on food and nutrition related problems in present-day society, and providing students with theoretical training in nutrition, which considers, not so much the technical knowledge and information about nutrients and metabolic functions but, most specially, the importance of nutrition in the health and well-being of individuals in particular and of society in general.

BASIC SKILLS

BS6 – Have and understand knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

GENERAL SKILLS

GS2 - Teamwork

SPECIFIC SKILLS

SS0 - Master the foundations of and apply scientific methodology to tourism research



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation 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.

SS10 – Develop new restaurant offers.

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

ACADEMIC CONTENT

1. Nutritional education: principles of nutrition and healthy food.
2. Basic food safety standards.
3. Food safety and farmers markets / local food systems.
4. Nutritional information and the media.
5. World's diets: definition and projects.

LEARNING METHODOLOGY

The learning strategies include an array of different actions to respond to the acquisition of competencies set for this course.

Given the course contents and objectives, theoretical explanatory lectures will be included to enable students to do exercises which have been devised to comprehend the knowledge, and competencies related to the course.

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.



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

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.



REFERENCES

AA.VV. (2004). Alimentos: ¿qué hay detrás de la etiqueta? Viena Ediciones.

ALLEN, G. y ALBALA, K. (eds.) (2007), The Business of Food: Encyclopedia of the Food and Drink Industries, Greenwood.

ARANCETA, JAVIER (2013), Nutrición comunitaria, Ed. Elsevier España, (3ª ed).

ARANCETA J, SERRA (2001) “Estructura general de las guías alimentarias para la población española. Decálogo para una dieta saludable”, en SENC. Guías alimentarias para la población española: recomendaciones para una dieta saludable. Madrid: Internacional Marketing & Communication, 2001, p. 183-194

ATKINS, P.J. y BOWLER, I.R. (2001) Food in Society: Economy, Culture, Geography, Arnold Pub.

BELLO GUTIÉRREZ, J. (2012) Calidad de vida, Alimentos y Salud Humana: Fundamentos científicos, Ed. Díaz de Santos.

CERVERA, PILAR (Ed.) (2002). Tablas de composición de los alimentos, Edicions de la Universitat de Barcelona.

CERVERA, P, CLAPÉS, J., RIGOLFAS., R. (2004). Alimentación equilibrada del adulto. En: Alimentación y Dietoterapia. 4ª edición. Madrid: Mc Graw-Hill Interamericana, 2004

DÍAZ MÉNDEZ, C. y GÓMEZ BENITO, C. (2008). Alimentación, consumo y salud. Colección “Estudios Sociales” 24. Fundación La Caixa. Edición electrónica en: http://obrasocial.lacaixa.es/deployedfiles/obrasocial/Estaticos/pdf/Estudios_sociales/vol24_es.pdf

GONZÁLEZ TURMO, I. y MATAIX VERDÚ, J. (2009), Alimentacion y Dieta Mediterranea, Publicaciones de la Junta de Andalucía

GRANDE COVIÁN, FRANCISCO (2007). Nutrición y salud, Ed. Temas de hoy.

MEDINA, F. XAVIER (Ed.) (1996), La alimentación mediterránea: historia, cultura, nutrición, Institut Català de la Mediterrània, Icaria Editorial.

MERINO SANZ, M.J. (2009) Inmigración y consumo. Estilos de vida de los inmigrantes en España, Esic Editorial.



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

RODRÍGUEZ-SANTOS, F., ARANCETA BARTRINA, J., SERRA MAJEM, LL. (2008). Psicología y nutrición, Ed. Elsevier España, 2008

SALAS-SALVADÓ, J., GARCÍA-LORDA, P., SÁNCHEZ RIPOLLÉS, J.M. (Eds.) (2005), La alimentación y la nutrición a través de la historia, Ed. Glosa.

SERRA MAJEM, LUÍS (2004), Dieta mediterránea: beneficios y promoción, Nexus Médica.

SOCIEDAD ESPAÑOLA DE NUTRICIÓN COMUNITARIA (2005). Guía de la alimentación saludable. Ed. Everest

VIDAL CAROU, M. CARMEN (2003). ¿Sabemos lo que comemos?, RBA Eds.