

# Culinary Tourism

Instructor: D'Arcy DORNAN

Office: Rm# 209 DiLoreto Hall

Office Hours: MF: 2:00pm-4:00pm & W: 4pm-6pm or by appointment

Office phone: 832-2782

Email: dornandaj@ccsu.edu

**Class held in DiLoreto in room 316 - Wed. 6:45pm – 9:25pm**

---

Quote: 'Education is not preparation for life; education is life itself' – John Dewey

## Recommended texts:

1. C. Michael Hall *et al.* (2003) "Food tourism around the world: development, management and markets"
2. Margaret McWilliams and Holly Heller (2003) "Food around the world: a cultural perspective"
3. Long, Lucy (2003) "Culinary Tourism"
4. An atlas of any sort; *Goode's World Atlas, Oxford's Encyclopedic Atlas, etc...*

Quote: 'If you think education is expensive, try ignorance' – Derek Bok

---



## Overview of the course

This course will give you an introduction to the diverse culinary traditions of people/cultures in countries around the world. We will be examining how these culinary traditions affect and are affected by tourism. We will be learning about the geography of food and the myriad linkages that exist between the AgriCultural, tourism and the culinary arts industries. This understanding will help us appreciate the unique qualities and attributes of all cuisines. It is this culinary uniqueness or authenticity, if properly thought through, that could contribute to the sustainable development of tourism in a given location.

We will be looking at culinary tourism through the lens of a food tourism geographer. The class will be based more on the socio-cultural (i.e., nutritional, anthropological, etc.) as well as the politico-economic aspects of food tourism as opposed to the more technical side of the culinary world. Although these latter will be discussed.

## Course objectives

The objective of this course is to introduce you to the field of Culinary Tourism. We will do this through geographical description and explanation of the significant food related characteristics of selected regions of the world. We will also examine the geography of food(scape) production and look at food within cultural systems and social practices, i.e., terroir. Essential to our learning will be the in-class and out-of-class hands on experiences with foods of other cultures and places. We will become more aware of how tourism affects and/or is affected by physical and human geography characteristics of places in the world.

This course serves as an "introduction" in the sense that it assumes little or no prior knowledge of the disciplines. This is an invitation for you to continue to study throughout your life, through listening, experiencing, viewing and reading of the socio-economic, political, environmental, and cultural events that take place the world over. After all, as the much-respected educational philosopher John Dewey once stated: 'Education is not preparation for life; education is life itself.'

## **Philosophy**

Treat yourself and each other with respect and kindness. Questioning your own taken-for-granted values, beliefs, and assumptions can be quite unsettling, yet it is very valuable to personal and professional development. Instead of resisting or projecting blame for your possibly unsettled feelings on others who may raise questions and challenge some of your beliefs, recognize that this is a predictable part of learning to think critically and reflectively.

Please keep me posted about how the course is going for you and if you need help, please ask. You are always welcome to come to talk with me. I can facilitate your learning better if I understand what you are experiencing as we go along. I will check in with students during the first part of the semester to see what's working and what can be improved.

## **Learning Outcomes**

### *Knowledge and Understanding*

On successful completion of this course, you will be able to distinguish major agricultural and cultural regions of the world. This will help us understand and interpret global culinary tourism phenomena. This acquired knowledge and understanding will be of practical use for a vast range of local, regional and international professional applications in agriculture, business, telecommunications, IT, education, the arts, medicine, industry, development, and of course the tourism and travel industry, etc....

### *Skills Attained*

On completion of this course you will be able to demonstrate that you:

1. understand how the business, planning and development of culinary tourism and travel operates through a geographic perspective;
2. explore methods/techniques used to identify, evaluate, and interpret data sources of different types and qualities;
3. will be able to read and interpret maps of various types;
4. will enhance your computer word processing, web research skills, and be capable of working efficiently, effectively, and professionally in a web-enhanced course,
5. will demonstrate skills in discussing materials orally and giving poster or other type of multi-media presentation and;
6. can work effectively as an individual and as a member of a group, and
7. will be able to put together and carry out a professional culinary tour, and
8. come up with ingredients for a menu, design it, market it, and put it together.

*On successful completion of this course you should be able to:*

Describe and discuss change and places in the world as it pertains to culinary tourism; discuss the role of the business of culinary tourism and travel; differentiate clearly between each of the world's regions in terms of their contemporary tourism potential, i.e., their location, culture (language, religion, economy, history, and climate) and environment (both built and natural, and agricultural). You will also be able to discuss the interaction that these regions have had in the past and how they might evolve vis-à-vis culinary tourism development in the future.

## **Teaching and Learning Styles**

This class will be taught in what is referred to as a web-enhanced manner. I believe that utilizing a variety of teaching/learning methods enhances learning. These will include interactive power point and web lectures, tutorial discussions, invited guest seminar presentations and discussions, in-class activities, independent and collective reading for the course; web and library research, and paper write-ups.

Although there is no officially designated (required) textbook assigned for this course, an atlas is vital. There will be readings and/or handouts, which will be distributed or made available to you via the library's electronic reserve system or as email attachments throughout the semester.

### Contacting Me

The best method of contacting me is via e-mail. I do my best to respond within 24 hours to student concerns during the work week and my policy is to acknowledge receipt of your messages. If you do not receive a response conclude that your e-mail did not reach me. Please note, in an effort to make time for my family I do not respond to e-mails at the weekends or during holidays.

### Culinary Tourism

#### Potential topics to be covered:

1. Welcome and introduction to culinary tourism: food origins, historical and geographical distributions
2. Contemporary linkages between the geography of food, agriculture and tourism
3. Socio-cultural foodscapes
4. Culinary and wine tourism and consumer behavior and preferences
5. The lure of food: food as an attraction in destination marketing: marketing hospitality
6. Culinary tourism, regional development and the development of wine and food tourism networks: farmers' markets, produce markets, food trails, and food festivals
7. Expanding market of culinary schools and food exploration holidays
8. Menu management: development of new cuisines, nutrition, menu development, costs and pricing strategies
9. Understanding the food service industry
10. Hospitality management: the use of quality products and service expectations of tourists
11. Food and beverage facilities and operations
12. Food production, preparation and service
13. Food service facilities design, finances, sanitation and safety
14. Future culinary tourism trends and issues

#### **Class/project assessment:**

- |  |  |
|--|--|
| 1. Culinary tourism exam – 30pts         | 2. Food item presentation – 7.5pts                 |
| 3. Crop and/or food region study – 10pts | 3. Restaurant and/or site review/critique – 7.5pts |
| 4. Culinary tourism tour project – 20pts | 5. Final culinary tourism project – 25pts          |

#### **Final culinary tourism project presentation – time and place to be decided**

#### **Potential site visits:**

Wild Oats - <http://www.wildoats.com/u/home/> - Confirmed – Wed. Feb 15<sup>th</sup> at 6:45pm

Fowler and Hunting Co - <http://www.fowlerproduce.com> – Feb. 8<sup>th</sup>, 2006

Urban Oaks - <http://www.localharvest.org/farms/M5515> - **any Friday between 3-6pm**

Trader Joe's - <http://www.traderjoes.com/index.asp>

Whole Foods – <http://www.wholefoodsmarket.com/>

Connecticut Restaurant Association - <http://www.ctrestaurantassoc.org/index.html>

Lyman Orchards - <http://www.lymanorchards.com/>

Rose's Berry Farm - <http://www.rosesberryfarm.com/>

\*\*\*\*\*

## Project/Assignment Descriptions

---

### Food Item Presentation

To keep this course 'hands on' you are required, once during the semester, to bring in a food item for discussion. This should be something of distinct ethnic origin from a particular world region. Depending on the chosen item, you could bring enough for everyone to have a small sample. You need to explain this item to the class: where it comes from (region, environment, relative location), what it is, how it is used, how it is made (if it is a processed food), and so on.

Your grade will depend on the sophistication of the item *as you present it*. In other words, if you bring in something boring and mundane and have little to say about it, you will do poorly. If you can bring in the same item and make an exciting, sophisticated and/or enlightening presentation you will do well.

Note: This assignment does not require the depth of the crop study, food region study and/or culinary tourism region project. No paper is due with this project.

**Presentations (5 minutes) February 15, 2006**

---

### Crop Study Presentation\*

Brief look at one food crop: origin, diffusion, description, environmental needs, method(s) of cultivation, food value (calories, nutrition), method(s) of preparation, socio-cultural, politico-economic significance.

and/or

### Food Region Study Presentation\*

Brief look at a country outside the United States: locate and describe the country, geography, environment, produce, food imports and exports. What are the food production regions of this country, and why?

and/or

### Culinary Tourism Region Presentation\*

Brief look at a culinary tourism region anywhere in the world: locate and describe the region, geography, environment, agriculture and/or culinary activity. What has made (or is making) this region a distinct culinary tourism destination, and why?

### Paper Guidelines

\*Paper length: 1-2 pages written, plus maps, tables, graphs, etc.... Please adhere to the model paper on Vista for the overall formatting structure of your paper. Since we have reduced significantly the paper size, please use a font size no smaller than 11 and no bigger than 12. Additionally, your paper should be spaced at 1 or 1 and ½, **not 2**. If you need more space, expand your margins.

Presentation: 5 minutes, no more than 10 slides

**Paper and Presentations March 1, 2006**

---

## Culinary Tourism Exam

This exam will cover readings, terms and concepts, in class lectures/presentations, and your food/culinary presentations. The format will consist of true/false, multiple choice, matching, and short answer/essay.

**Wednesday, March 15<sup>th</sup>, 2006**

---

### **Culinary Tourism Tour Itinerary Project**

Working in groups, I would like you to put together a complete culinary tourism tour project. The tour should include the following: tour objectives, potential sites of culinary, products and services, budget and timetable, transportation, cooperators.

Your tours should strive to include if and where possible: farms, farm stands, farmers' markets, ethnic markets, other specialty markets, food cooperatives, food 'boutiques', artisan food producers (i.e., brick oven makers/bakers, other...), cafés, restaurants, caterers, culinary schools....

Itinerary 1: Rural regions of Connecticut

Itinerary 2: Boston

Itinerary 3: Providence

Itinerary 4: New York

Itinerary 5: New York

**Due Wednesday, April 5<sup>th</sup>, 2006**

---

### **Restaurant and/or site review/critique**

Give the relative location and description (from a culinary tourist's perspective) of the place you visited (look at the architecture, interior design and decorations, other layout, is there any music, clean and functional space for consumers, what about the bathrooms/kitchen/storage/refrigeration?).

Restaurant: How was the welcome, the service, the food, the price, what did you think of the menu selection/presentation, what did you order, how was it prepared, presented and served? Other....

**Due Wednesday, April 19<sup>th</sup>, 2006**

---

### **Culinary Tourism Applied Project**

We will be breaking up into teams, each group consisting of 4-5 students. Your objective is to incorporate, translate and illustrate the class themes into a professional, applied and useable project/product. In a cooperative effort, working with an identified representative from the following companies, institutes (see below), put together an educative marketing brochure/poster/webpage (project specific\*) that integrates the following themes:

- 1) Food items/ingredients selection and design (depending on the project specifics);
- 2) brief definition of culinary tourism and how it relates to this particular project;
- 3) the culinary tourism geography of the chosen dishes and/or food items, i.e., origins, characteristics, historical and political significance;
- 4) socio-cultural and economic significance(s) of chosen food items, how they are grown, harvested, packed, shipped, stored, distributed, prepared, served and eaten (i.e. several small bowls, eaten with right hand while sitting on the floor, etc.), and other important protocols, manners;
- 5) marketing/advertising to culinary tourists.

- Team 1: Wild Oats
- Team 2: Trader Joe's
- Team 3: Manchester Community College (French dinner, April 27<sup>th</sup>)
- Team 4: CCSU Geography banquet (lunchtime banquet, May 7<sup>th</sup>)
- Team 5: Fowler and Hunting Co.

\* Modifiable according to the needs and desires of the person(s) with whom you are working, so long as these remain within the project's overall objectives. Please consult with me per any project/product changes prior to engaging in any work.

DISCLAIMER: PLEASE BE AWARE THAT THIS SYLLABUS IS AVAILABLE IN ELECTRONIC FORMAT AND WILL BE SUBJECT TO CHANGE. I WILL, HOWEVER, NOTIFY YOU OF ANY CHANGES TO THIS SYLLABUS IN A TIMELY AND EXPEDIENT MANNER.

**CLASS POLICIES**

**Grading**

All work must be typed, with your full name at the top of the page. Please, you must also follow the specific formatting structure outline in the appropriate project description sections below. Failure to do so will reduce your grade.

Grades A: 100-90      B: 89-80                      C: 79-70                      D: 69-60                      F:59-0

- I use a grid for the analysis of your individual work and each assignment will include a modified version of this assessment grid to fit the particular exercise. This not only tells you how you are doing in the class it also gives you great feed back on your strengths and weaknesses.

Excellent A	Good B	Okay C	Weak D	Unacceptable F	
					Content, insights, thinking, grappling with the topic (60%)
					Clear organization and communication of ideas that helps guide the reader (30%)
					Language, sentences wording, spelling, grammar and proof reading, works cited (8%)
					Attachment of assignment sheet to front of assignment 2%.

**Late Work**

- Work handed in **late** will be penalized.
- Half a percentage point of the assignment grade will be taken off for failing to hand work in during the specific class period and another half percentage point will be taken off if work is not handed in at the end of the day specified.
- An additional half percentage point will be taken off for each day that work is late including weekends.

**Exams**

- All students are required to take both exams, there are no exam make-ups.
- Anyone missing an exam without a documented reason and prior notice will automatically be given a failing grade for that exam.

- Anyone missing the exam with proper notification and documentation will be accommodated appropriately.

**Questions or Problems - There is no such thing as a stupid question!** If you are having any difficulties with the class or if you are having any other problems, please do not be afraid to ask me for help. If I do not feel qualified to answer your question, I will help find someone who can help you. If you are having problems regarding the course material, I will be glad to offer additional help during office hours or at my convenience. **However, last minute pleas for help at the end of the semester will not be accepted.**

**Class Behavior – Please, do not be late for class** and if you must leave early for a legitimate reason, let me know before class begins. I believe an informal classroom setting can stimulate learning, but only if everyone respects each other opinions and treats them accordingly. There will be no reading, independent conversations, studying for other classes, etc., unless otherwise instructed by the instructor. If you do not demonstrate such respect, the instructor can require you to leave the classroom. **Please turn off all cell phones and pagers during class! Accepting phone calls during class is not permitted without permission.**

**Honor Policy – Cheating and plagiarism are serious offenses. Don't do it – Don't even think about it. It's not worth it.** We will discuss plagiarism in regards to your paper later in the semester. For a full explanation of CCSU policies towards honor code violations, please refer to the Student Handbook for policies regarding these situations.

### **Academic/Professional Honesty**

Academic honesty is expected for all written and oral work. Plagiarism is the presentation of another's work or ideas as one's own. Any act of plagiarism will result in the course grade of "F." Plagiarism includes the failure to credit direct quotations or paraphrased information, as well as submitting unpublished work written by someone else under your own name. If you have additional questions about plagiarism please ask your professor.

Plagiarism or any other form of cheating will be considered academic dishonesty and could result in automatic failure.

Assignments should be typed/word processed in a professional manner. When ideas or examples are included from someone else's work, the source must be accurately and completely referenced.

All work submitted for credit in this class must be original and may not be submitted for credit in any other course at Columbus State University. Resubmitting course work which was submitted for credit in another course will result in a failing grade in this course.

**Special Needs –** If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me **ASAP** so we can discuss your needs.

**Textbook Issue:** I do not **require** you to buy the recommended textbooks because I believe that your learning of the subject can be realized quite effectively through either the above recommended textbook or others speaking to the same subject. This text does however contain a great deal of the information I cover and it is relatively reader friendly. **However, reading the articles and/or textbooks alone will not be enough to do well in this course. Your active participation in all aspects of the course will be crucial to doing well.**

### **Supplementary Culinary Tourism Reading Materials (see resource list)**

*World Travel Atlas*, New Concepts Travel Marketing

Oxford encyclopedic world atlas, various other atlases are also available in the CCSU library.

### **Other Texts Consulted**

- 1) Ninemeier, Jack (2000) *Management of Food and Beverage Operations*. Educational Institute of the American Hotel and Lodging Association.

- 2) Angelo, Rocco and Andrew Vladimir (2001) *Hospitality Today: an introduction*. Educational Institute of the American Hotel and Lodging Association.
- 3) Dittmer, Paul (2002) *Dimensions of the Hospitality Industry*. Wiley & Sons, Inc.
- 4) Brymer, Robert (2004) *Hospitality and Tourism*. Kendall/Hunt Publishing Co.

**Tutoring**

The Writing Center in 305 Willard Hall offers FREE tutoring so that you may improve your writing skills, call (860) 832-2765.

**Best of luck!**

**Enjoy the semester!!!**