

Sample Course Description

Dr. Romina Dhora

Faculty: Economic

Study program: Scientific Master in Sustainable Tourism Management

Course Title: Gastronomic Tourism

Course Credits: 8

Language of Instruction: Albanian/English

Course Description:

The aim of this course is to lay out the concept of gastronomy and the basics of gastronomy tourism as well as explaining how it is actually applied in terms of management, application and marketing.

Course Goals:

- Interpret the history and function of food and beverages, which are the main elements of gastronomic tourism.
- Explain the development of tourism, tourism industry, tourist market and tourism product.
- Define concepts related to gastronomy and gastronomy tourism.
- Discuss gastronomy tourism by associating with related fields.
- Evaluate the role of gastronomy tourism in regional development.
- Analyze gastronomy tourism in terms of management, marketing and best practices.
- Interpret the function of gastrodiplomacy in the study and practice of gastronomy tourism.

Course Requirements:

-Successfully applies theoretical and practical knowledge and skills in Gastronomy and Culinary Arts

-Carries best practices in terms of work and food security, safety and hygiene in food production

-Evaluates the knowledge and skills acquired in the field of Gastronomy and Culinary Arts with a critical approach and effectively communicate their ideas and suggestions for solutions in written and oral form.

The students need to participate at 75% of the course hours of the seminars.

Grading: The final grade is composed by:

Activation in seminars 10%

Coursework 30%

Final exam 60%

Course Schedule: The course runs for 15 weeks, where 3 hours are lectures and 2 hours are seminars per week.

The main topics are:

- Introduction to food history and gastronomy
- Gastronomy tourism and the evolution of gastronomy tourism and the related fields
- Gastronomy and food and tourism industry, supply and demand-side approach
- Gastronomy as a force for gastronomic globalization and localization
- Local food and sustainable gastronomy as a tourism product
- Modern marketing approaches to gastronomy tourism: Digital marketing, culinary mapping
- Contemporary forms of gastronomy and gastronomy tourism: Slow Food, food tours and trails, craft drinks tourism etc.
- Future trends in gastronomy and gastronomic tourism