

Module Code:	BUS637
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Module Title:	Food & Drink Tourism
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Level:	6	Credit Value:	20
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N280
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School:	Social & Life Sciences	Module Leader:	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	24
Guided independent study	176
Placement	0
Module duration (total hours)	200

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Hospitality, Tourism & Event Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018
 With effect from: 20/09/2020
 Date and details of revision:

Version no:1

Version no:

Module Aims

This module aims to draw on the sector body of knowledge in food and drink tourism which is increasingly developing as a major contributor to local economies. The module will incorporate understanding Food & Drink Tourism in both a global and local context. Students will be researching Food and Drink festivals, events and its place within the travel & tourism industry which will enable them to understand the sector, areas for growth and the impact on local economies.

Learning will take place through structured learning and the practical exploration of local festivals and initiatives.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Critically analyse how food and drink tourism has become a significant factor in the destination choices of travellers.	KS1	
		KS6	KS7
2	To identify and critically evaluate the role Food & Drink Festivals play in supporting local economies, including triple bottom line sustainability.	KS5	KS6
		KS10	
3	Debate the impact of 'celebrity' chefs on food & drink tourism	KS3	KS6
		KS7	
4	Critically analyse the collaborative role required of Government Agencies, Food and Drink providers and Hospitality on regeneration initiatives	KS1	
		KS3	KS6
5	Design a detailed regeneration strategy using Food and Drink tourism at its core.	KS1	KS3
		KS2	KS4
		KS9	

Transferable skills and other attributes

- written skills
- presentation skills
- IT skills
- numeracy
- study & research skills
- problem solving
- analytical skills

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment One:

Preparation of an individual report which covers the background research necessary to understand the importance of this sector.

Indicative Assessment Two:

A presentation illustrating the cultural importance of Food and Drink and demonstrating the strategy devised to address the seasonal nature of tourism by using Food and Drink.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	50%		2,500
2	3-5	Presentation	50%		N/A

Learning and Teaching Strategies:

Some lectures will be provided on a face-to-face environment and others during field trips. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

Real Life projects will be used to support classroom learning with guest speakers presenting

Syllabus outline:

1. Introduction to Food & Drink Tourism
2. Food inspired travel
3. Food & Drink Festivals and events.
4. The impact of 'celebrity' chefs & TV on Food & Drink tourism
5. Economic transformation through Food & Drink
6. Cultural Influences & importance of Food & Drink
7. Future trends in Food & Drink Tourism

Indicative Bibliography:**Essential reading**

Everett, S. (2016), *Food and Drink Tourism: Principles and Practice*. Los Angeles: Sage.

Other indicative reading

Getz, D., Robinson, R.N., Anderson, T.D. and Vujicic, S. (2014), *Foodies and Food Tourism*. Oxford: Goodfellows.

Hall, C.M. and Sharples, L. (2008), *Food and Wine Festivals and Events Around the World: Development, Management and Markets*. Oxford: Butterworth-Heinemann.

Hall, C.M. and Gossling, S. (eds.) (2016), *Food Tourism and Regional Development*. London: Routledge.

Rousseau, S. (2013), *Food Media: Celebrity Chefs and the Politics of Everyday Interference*. London: Berg.

Slocum, S.L. and Curtis, K.C. (2017), *Food and Agricultural Tourism: Theory and Best Practice*. London: Routledge.

Websites

www.eventmagazine.co.uk

www.sustainable-events-alliance.org

www.visitbritain.org.uk

Journals

International Journal of Tourism Research

Journal of Venue and Event Management

International Journal of Hospitality Management

International Journal of Contemporary Hospitality Management

Journal of Hospitality and Tourism Management

CMI Library

www.managers.org.uk – Chartered Management Institution