

Module specification

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Module code	BUS695
Module title	Global Food and Drink Tourism
Level	6
Credit value	20
Faculty	SLS
Module Leader	Dr Marcus Hansen
HECoS Code	100101
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) International Tourism & Hospitality Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	

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Version number	1

Module aims

This module aims to explore the increasingly important area of food and drink tourism for economic development and destination image formation on a global scale. As such, students will examine the importance of food and drink products to the tourist experience and to destination success for those countries and regions closely associated with food and drink. Further, students will analyse the relationship between tourism and gastronomy and examine the direct and indirect advantages and disadvantages to local and regional communities associated with the development of gastronomic tourism and event initiatives.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically assess the social and cultural significance of food & drink within the global tourism and hospitality industries
2	Identify and critically evaluate current trends, issues and challenges in the management of food & drink within tourism and hospitality
3	Critically explore the role of food & drink tourism in global destination marketing management
4	Critically evaluate and apply relevant theory underpinning food tourism as an academic field of study

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1 – Individual presentation (15 minutes)

A presentation illustrating the social & cultural importance of Food and Drink to tourist experiences and destinations.

Assessment 2 (4000 words)

Choose an upcoming food and drink tourism destination and justify this choice. Then, critically explore the role of food & drink tourism to destination marketing and management in relation to this destination. Relate discussion to relevant theory underpinning food tourism as an academic field of study.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Presentation	40%
2	3,4	Essay	60%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end this level 6 module in Global Food and Drink Tourism applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Global Food and Drink Tourism will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

1. Introduction to the module
2. Introducing food and drink tourism
3. Identity development and the cultural dimension of food and drink
4. Marketing and branding food and drink – the role of DMOs
5. Managing food tourism
6. The transformation of place through food and drink
7. Food & Drink festivals, events and markets
8. Food & Drink visitor attractions
9. Sustainable development in relation to food and drink tourism
10. The future of food and drink tourism

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

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

Other indicative reading

Textbooks:

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.

Inkson, C. and Minnaert, L. (2018), *Tourism Management: an Introduction*. London: Sage.

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.

Yeoman, I., McMahon-Beattie, U., Fields, K., Albrecht, J. N., Meethan, K. (2015). *The future of food tourism: Foodies, experiences, exclusivity, visions and political capital* (Vol. 71). Bristol, UK: Channel View Publications.

Journals:

Tourism Management
Tourism Management Perspectives
Journal of Destination Marketing & Management
Annals of Tourism Research
International Journal of Hospitality Management

As examples, please see:

Getz, D. (2009). 'Policy for sustainable and responsible festivals and events: Institutionalization of a new paradigm'. *Journal of Policy Research in Tourism, Leisure and Events*, 1(1), 61-78.

Hayes G., & Horne, J. (2011). 'Sustainable development, shock and awe?' *London 2012 and civil society*. *Sociology*, 45(5), 749-764.

Jones, P., Hillier, D., & Comfort, D. (2017). 'The sustainable development goals and the tourism and hospitality industry'. *Athens Journal of Tourism*, 4(1), 7-17.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Organisation
Critical Thinking
Communication