

Module specification

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| | |
|--------------|-------------------|
| Module Code | BUS7B82 |
| Module Title | Global Gastronomy |
| Level | 7 |
| Credit value | 20 |
| Faculty | SLS |
| HECoS Code | 100810 |
| Cost Code | GABP |

Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|--|---|
| MBA Hospitality and Tourism Management (20 credit framework) | Core |

Pre-requisites

N/A

Breakdown of module hours

| | |
|--|----------------|
| Learning and teaching hours | 20 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 | 20 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 180 hrs |
| Module duration (total hours) | 200 hrs |

| | |
|------------------------------|------------|
| For office use only | |
| Initial approval date | 19/07/2022 |
| With effect from date | 01/09/2022 |
| Date and details of revision | |
| Version number | 1 |

Module aims

The aim of this module is to explore gastronomy across the hospitality industry and analyse the importance sustainability has on the future success of the industry. The course content will focus on those issues that are deemed to be the most significant for this sector at the time of teaching.

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

| | |
|---|--|
| 1 | Explore & analyse current global gastronomic trends and developments |
| 2 | Critically analyse the importance of sustainability in a selected hospitality business |
| 3 | Critically evaluate the quality of a gastronomic experience making recommendations for improvement |

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 will be a written assignment exploring current global gastronomic trends, analysing the importance of sustainability in a selected hospitality business. (Word count 2500)

Assessment 2 will be a reflective report on a gastronomic experience, making recommendations for the future. (Word count 1500)

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1 | 1 & 2 | Written Assignment | 70% |

| | | | |
|---|---|--------|-----|
| 2 | 3 | Report | 30% |
|---|---|--------|-----|

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

- Hospitality trends and predictions
- Global hotel brands and the impact on the host communities
- Promoting new ideas at work
- Global gastronomy
- Sustainability in hospitality

Indicative Bibliography:

Essential Reads

Foskett, D., Paskins, P. and Pennington, A. (2021) *The Theory of Hospitality and Catering*, Hodder Education, London.

Other indicative reading

Clarke, A. and Chen, W. (2015), *International Hospitality Management*. 2nd Edition London: Routledge.

Jauhari, V. (2014), *Managing Sustainability in the Hospitality and Tourism Industry: Paradigms and Directions for the Future*. Toronto: Apple Academic Press.

Journals

Annals of Tourism Research
Tourism Management
Journal of Travel Research
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Journal of Hospitality and Tourism Management

Websites

Chartered Management Institution
Institute of Hospitality

www.instituteofhospitality.co.uk

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
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication