

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.

**The American University of Rome
Business Administration Program**

Department or degree program mission statement, student learning objectives, as appropriate

Course Title:	Food Tourism
Course Number:	TTM 312
Credits & hours:	3 credits – 3 hours
Pre/Co-Requisites:	MGT 201 or MKT 200 or TTM 201 or equivalent or permission of the instructor

Course description

This course will be an introduction to the growing segment of the tourism market centered on the exploration of food. The general public awareness of food and dining has grown tremendously in the past years as television has focused on food as an element of travel. Many individuals will plan their travels based on food. This class on food tourism will focus on learning the geography of food for various regions of the world through the study of the qualities and attributes of various cuisines and the role that culinary tourism plays in their economy.

Required Textbook (subject to change)

- Getz, Donald. Foodies and Food Tourism. Goodfellows Publishers. 2014.
- Hall, C. Michael. Food Tourism Around the World. Routledge. 2003.
- McWilliams, Margaret. Food Around the World: A Cultural Perspective. 3rd Edition. Prentice Hall. 2010.

Entry Fees

Students must pay their own entrance fees when required.

Course Learning Objectives

At the end of the course, students will be able to:

1. identify unique characteristics of various regional cuisines
2. discuss food as an attraction to spur tourism
3. appraise the role of mass media in developing culinary tourism
4. analyze the interplay between restaurant, hotel, travel and tourism in developing culinary tourism for a region
5. examine the various dining experiences that differentiates the culinary tourism in a culture
6. develop a culinary tourism plan for a region of the world

Course Learning Activities

- Discussion: Each week there will be discussions related to
- Writing assignments and
- Readings inside and outside of class.
- Participation: Students are expected to actively participate in class and spend time outside class researching the current issues in the culinary profession.
- There will be guest speakers, class visits, and videos detailing the current state of the culinary tourism.

Assessment tools

Culinary Tourism Exam	30%
Culinary Tourism tour project	20%
Rome restaurant review	10%
Food Item Presentation/Participation	10%
Street Food review	10%
Quizzes (2 – 10% each)	20%

COURSE SCHEDULE

Week 1	Introduction Into Food Tourism
Week 2	Role of Foodies and Food Tourism
Week 3	Mass Media as a Catalyst
Week 4	Interplay of Hotel, Restaurants, and Region
Week 5	Fine Dining
Week 6	Wine Regions
Week 7	Street Food
Week 8	Fine Dining
Week 9	United States
Week 10	Europe
Week 11	Asia
Week 12	Italy
Week 13	Culinary Tourism Tour Project
Week 14	Final Exam

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		