

Module Details	
Module Code:	CULN B8004
Full Title:	Food Tourism APPROVED
Valid From::	Semester 1 - 2017/18 (September 2017)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Karen Commins
Departments:	Unknown
Module Description:	<p>This module provides learners with a comprehensive understanding of the importance of Food Tourism at regional, national and international destinations.</p> <p>Food Tourism is a recent global phenomenon of considerable importance to cities and destinations. In addition they will learn of the importance of Food trails and festivals as an important destination feature. As the trend of travellers for food experiences is projected to increase, students will also learn about the importance of experience marketing in promotion and branding a food tourism destination.</p>

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Critically evaluate the concept of food tourism.
MLO2	Appraise what it means to be a 'foodie' in terms of behaviour, personal and social identity
MLO3	Examine the impacts and challenges facing countries and cities in developing food tourism.
MLO4	Assess the nature of experience marketing and the importance of the communications mix and why it is crucial in food tourism.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Perspectives on Foodies and Food Tourism Understanding and creating knowledge about Foodies and Food Tourism - Studying Food Tourism - Forces and Trends - The Globalisation and Localisation of Food and Drink	
The Foodie - Identity, Involvement and Social Worlds Who and what are Foodies? Identity and Involvement - The Social Worlds of Foodies - Possibilities for Involvement	
Foodies and Tourism Motivations, Experiences and Benefits Sought - Past and Projected Travel - The Growth of Food Inspired Tourism	
The Destination Comparative Approaches - Competitiveness and Sustainability of a Tourism Destination - Challenges facing countries and cities in developing Food Tourism	
Experience Marketing Introduction to Experience Marketing - Decision Making by Foodies and Food Tourists - Image, Reputation, Positioning and Branding - Segmentation of Food Tourists - Media - Beyond the Experience Economy	
Promotion of Food Tourism using an Integrated Communications Mix Marketing and Branding Food Tourism - The role of the integrated communications mix in promoting Food Tourism	
Module Assessment	
Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	Week 10	Learning Outcome	1,4
Duration in minutes	0		
Assessment Description Working in pairs students will be required to develop a food trail for a selected local, national or international tourism destination. Additionally an extensive marketing communications mix strategy will be developed and presented in the report. This will be an integrated assessment.			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,4
Duration in minutes	0		
Assessment Description End of Semester Final Examination (Extended Essay based Answers)			
Reassessment Requirement			
A repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

Module Workload

Workload: Full Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Interactive Lectures using a variety of classroom assessment techniques	Every Week	2.00	2
Directed Reading	Non Contact	Readings as directed - Guiding Students to ask Questions about what they read	Every Week	2.00	2
Tutorial	Contact	Face-to-Face Group Tutorials	Every Second Week	0.50	1
Online Contact	Contact	Via Moodle (using Wikis', Discussion Forums and Chat (synchronous discussions)	Every Second Week	0.50	1
Independent Study	Non Contact	Review Classroom Material - Independent Reserach	Every Week	3.00	3
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	3.00

Workload: Part Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Interactive Lectures using a variety of classroom assessment techniques	Every Week	2.00	2
Directed Reading	Non Contact	Readings as directed - Guiding Students to ask Questions about what they read	Every Week	2.00	2
Tutorial	Contact	Face-to-Face Group Tutorials	Every Second Week	0.50	1
Independent Study	Non Contact	Review Classroom Material - Independent Reserach	Every Week	3.00	3
Online Contact	Contact	Via Moodle (using Wikis', Discussion Forums and Chat (synchronous discussions)	Every Second Week	0.50	1
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	3.00

Module Resources

Recommended Book Resources

- Everett, S.. (2016), Food and Drink Tourism - Principles and Practice, 1st Edition. 22, Sage Publications, London, p.441, [ISBN: 978-144626773].
- Hall, C.M Sharples, L, Mitchell, R. Macdonis, N and Cambourne, N. (2003), Food Tourism Around the World - development, management and markets, 1st Edition. 18, Routledge, London and New York, [ISBN: 978 0 7506 55].
- Stanley, J. Stanley, L. (2014), Food Tourism A Practical Marketing Guide, CABI, Oxfordshire UK, p.260, [ISBN: 9781780645018].
- Yeoman, I. McMahon-Beattie, U. Fields, K. Albrecht, J.N. Meethan, K.. (2015), The Future of Food Tourism, 1st Edition. 17, Channel View Publications, Bristol UK, p.280, [ISBN: 978-1-84541].

Supplementary Book Resources

- Croce, E. and Perri, G.. (2017), Food and Wine Tourism Integrating Food, Travel and Terroir, 2nd Edition. CABI Tourism Texts, Oxfordshire UK, p.224, [ISBN: 9781786391278].

Recommended Article/Paper Resources

- UN World Tourism Organisation. (2012), Global Report on Food Tourism, World Tourism Organisation Publications, Vol. 4 2012, p.68, http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_on_food_tourism.pdf
- Yeoman, I and McMahon-Beattie, U.. (2016), The Future of Food Tourism, Journal of Tourism Futures, Vol. 2 Issue 1, p.4, <http://www.emeraldinsight.com/doi/full/10.1108/JTF-12-2015-0051>

Supplementary Article/Paper Resources

- Faillte Ireland. (2014), Food Tourism Plan 2014-2016 Executive Summary, The Way Forward Food Tourism Activity Plan 2014-2016, http://www.failteireland.ie/FaillteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/6_Food_Tourism/Food-Tourism-Plan-2014-2016-Executive-Summary.pdf

Other Resources

- Website, Failteireland.ie. Failteireland.ie, <http://www.failteireland.ie>
- Website, Tourism Ireland, <http://www.tourismireland.com>
- Website, Foodtourism.com, <http://www.foodtourist.com>
- Website, The Journal of Critical Food Studies, <http://www.gastronomica.org>
- Website, World Food Travel Association. worldfoodtravel.org, <http://worldfoodtravel.org>