

<b>Module Title:</b>	Food & Drink Tourism	<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUS637 (BA) BUSI637 (MBus)	<b>Is this a new module?</b>	Yes	<b>Code of module being replaced:</b>	BUS624
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<b>Cost Centre:</b>	GAMG	<b>JACS3 code:</b>	N820
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<b>Trimester(s) in which to be offered:</b>	1 & 3	<b>With effect from:</b>	September 16
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<b>School:</b>	North Wales Business School	<b>Module Leader:</b>	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Hospitality, Tourism & Event Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Entrepreneurship	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MBus Business		<input checked="" type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval August 16

APSC approval of modification -

Have any derogations received SQC approval?

Version 1

Yes  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	To identify and critically evaluate the economic role Food & Drink Tourism plays in revitalising local economies.	KS1	KS6
		KS10	
2	Examine the role of Food and Drink in triple bottom line sustainability	KS5	KS6
3	Debate the impact of 'celebrity' chefs on food & drink tourism	KS3	KS6
4	Critically analyse the cultural importance and food provenance on Food and Drink tourism	KS7	
5	Design a detailed strategy that would help to address the problem of the seasonal nature of tourism by using Food and Drink.	KS1	KS2
		KS4	

Transferable/key skills and other attributes

**Derogations**

None

**Assessment:**

**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.

Students enrolled on the BUSI637 module, i.e. those enrolled on MBus are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

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		2500
2	3, 4, 5	Presentation	50		2500

**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. What is Food & Drink Tourism
2. Overview of food and drink trends
3. Globalisation & Localisation of Food & Drink
4. Economic transformation through Food & Drink
5. The impact of 'celebrity' chefs & TV in Food & Drink tourism
6. The wider support role of suppliers, accommodation providers, attractions and hospitality
7. Cultural Influences & importance of Food & Drink
8. Food & Drink Festivals and events.
9. The role of Government in policy development
10. Sustainability & Triple Bottom line effects
11. Future trends in Food & Drink Tourism

**Bibliography:****Essential reading**

Everett, S (2016) Food & Drink Tourism, principles & practice, 1<sup>st</sup> Edition, England, Sage.

**Other indicative reading**

Everett, S. and Aitchinson, C (2008) 'The role of food tourism in sustaining regional identity: a case study of Cornwall, South West England' Journal of sustainable Tourism 16 (2): 150-167

Boyne, S., Hall, D and Williams, F (2003) 'Policy, support and promotion for food related tourism initiatives: a marketing approach to regional development', Journal of Travel & Tourism marketing, 14 (3-4); 97-112

Getz, D., Robinson, R.N., Andersson, 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.

**Websites**

[www.instituteofhospitality.co.uk](http://www.instituteofhospitality.co.uk)

[www.eventmagazine.co.uk](http://www.eventmagazine.co.uk)

[www.sustainable-events-alliance.org](http://www.sustainable-events-alliance.org)

[www.visitbritain.org.uk](http://www.visitbritain.org.uk)

**Journals**

Journal of sustainable Tourism

Journal of Tourism & Cultural Change

International Journal of Tourism research

International Journal of Hospitality and Event Management

Journal of Venue and Event Management

Special Events Galore

Worldwide Hospitality and Tourism Themes