

POLTAVA UNIVERSITY OF ECONOMICS AND TRADE
Educational and Scientific Institute of Day Education
Food industry technologies and restaurant industry chair

SYLLABUS
of academic discipline
«Culinary trends and gastronomic tourism»
for the 2022-2023 academic year

Course and semester of study	2nd year, 3th term
Educational program / specialization	«Hotel and restaurant business»
Specialty	241 «Hotel and restaurant business»
Field of knowledge	24 «Service sector»
Degree of higher education	bachelor

Lecturer – **Viktoriiia Sheludko**, Ph.D., associate professor, Food industry technologies and restaurant industry chair.

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Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.thvrg.puet.edu.ua/cont.php online: via e-mail, mon-fr. : 10.00-17.00
Distance course	https://el.puet.edu.ua/

Description of the academic discipline

The purpose of the academic discipline	The training of highly qualified, competitive professionals in the field of hotel and restaurant services capable of solving complex specialized problems and practical problems in the field of professional activities.
Plan of the educational process	5 credits of ECTS/150 hours (lecture - 20 hour, practical training - 40 hours, individual training - 90 hours)
Forms and methods of education	Forms: lectures and practical classes using computer technology. Methods: presentations, conversations and discussions, online lectures, practical work, remote consultations. Independent work outside the schedule
Current and final control system	Current control: activity at lectures; training; homework; individual tasks. Final control: module task
Basic knowledge	Knowledge of basic sciences, food technology, organization of production and service in restaurants.
Language of the course	English

List of competencies provided by the discipline, program learning outcomes

№	Competencies	Program learning outcomes
General competences		
1.	Ability to increase moral, cultural and scientific values and achievements of society based on understanding of the history and patterns of development of the industry and its place in the general system of knowledge about nature and society and in the development of society, engineering and technology (GC 01)	To know, understand and be able to use in practice the main provisions of legislation, national and international standards governing the activities of hotel and restaurant business entities (LO 01)
2.	Ability to learn and gain modern knowledge (GC 03)	To know, understand and be able to use in practice the basic concepts of the theory of hotel and restaurant business, organization of customer service and activities of market participants in hotel and restaurant services and related sciences (LO 02)
Special (professional, subject) competences		
1.	Understanding of the subject area and specifics of professional activity (SC-1).	Analyze current trends of the development of the hospitality and recreation industry (LO 04)
2	Ability to demonstrate conscious behavior based on traditional human values of hospitality (SC-21)	Understand the principles, processes and technologies of organizing the work of hotel and restaurant business entities (LO 05) Apply modern information technologies to organize the work of hotel and restaurant facilities (LO 11)

Thematic outline of the course

List of the lectures	List of practical classes	Tasks of the individual work
Module 1: History and nowadays. Modern trends in the restaurant industry		
Topic 1: Introduction. History of Eating Out.	Practical lesson №1. Characteristics of modern restaurant tendencies 1. Discuss reasons why some people open restaurants. 2. List some challenges of restaurant operation. 3. Outline the history of restaurants. 4. Compare the advantages and disadvantages of buying, building, and franchising restaurants.	Questions for self-preparation: 1. Search for a popular franchised restaurant's home page. Find out how much it costs to obtain a franchise and how much you would need to pay in royalties and other costs to maintain the franchise. 2. Use a search engine (check with your library, if necessary) to find the article entitled "How to Start a Restaurant" by Entrepreneur.com. Be prepared to discuss this article in class.
Topic 2: Kinds and Characteristics of Restaurants	Practical lesson № 2. Features of modern trends 1. List and describe the various kinds and characteristics of restaurants. 2. Compare and contrast chain, franchised, and independent restaurant operations.	Questions for self-preparation: 1. Features of restaurant trends depending on the location in the city 2. Describe the formats of restaurant work

	<p>3. Describe the advantages and disadvantages of chef-owned restaurants.</p> <p>4. Identify several well-known celebrity chefs.</p> <p>5. Define what a centralized home delivery restaurant is and what it offers.</p>	
Topic 3: Features of modern trends in the restaurant industry.	<p>Practical lesson № 3. Features of modern trends</p> <p>1. Describe the following trends: Ghost kitchen, Lifestyle restaurant, Live cooking kitchen, Hyper local kitchen.</p> <p>2. Give a classification of the range of raw materials used by modern restaurants.</p> <p>3. To learn the features of pricing policy and hospitality of restaurant establishments that work according to modern trends.</p>	<p>Questions for self-preparation:</p> <ol style="list-style-type: none"> 1. Name and describe the restaurants working in the trend of Live cooking. 2. Name the restaurants working in the Hyper local trend.
Topic 4: Restaurant categories: Family Restaurants, Casual Restaurants, Fine-Dining Restaurants, Steakhouses, Seafood Restaurants, Ethnic Restaurants	<p>Practical lesson № 4 Digital technologies in the restaurant industry</p> <p>1. List and describe the various kinds and characteristics of restaurants.</p> <p>2. Describe the applications used in the restaurant industry</p> <p>3. Give the main advantages and disadvantages of food delivery services. Give a comparative description.</p>	<p>Questions for self-preparation:</p> <ol style="list-style-type: none"> 1. Give a comparative description of food delivery services Uber Eats and Royal Service by certain indicators 2. Give a comparative description of mobile applications used in the restaurant industry in Ukraine and abroad. 3. Name elements that make for “fine dining.”
Topic 5: Modern technological solutions in the restaurant business	<p>Practical lesson № 5 Modern technological solutions in the restaurant business</p> <p>1. To give a description of Zero waste and sustainability.</p> <p>2. To give the characteristics of Comfort-foods, meatless products</p>	<p>Questions for self-preparation:</p> <ol style="list-style-type: none"> 1. The concept of life without waste. What are the advantages of the cyclical economy. 2. To give a description of gluten-free nutrition 3. Advantages and recommendations of lactose-free nutrition
Module 2 Gastronomic tourism		
Topic 6: Features of gastronomic tourism	<p>Practical lesson № 6 Gastronomic tourism as a type of tourism</p> <p>1. Give a comparative description of gastronomic tourism in different countries of the world</p> <p>2. List the ten most dangerous countries in the world for travel</p>	<p>Questions for self-preparation:</p> <ol style="list-style-type: none"> 1. Compare the directions of development of gastronomic tourism in different countries of the world 2. Describe the countries of the world in terms of the best for gastronomic travel.
Topic 7: Tourism activity in rural areas	<p>Practical lesson 7 Rural tourism</p> <p>1. Major characteristics of rural imaging processes.</p> <p>2. The development of leisure and cultural services and projects to support the regional marketing and tourism effort.</p>	<p>Questions for self-preparation:</p> <ol style="list-style-type: none"> 1. The development of rural tourism strategies and policies and the related development of regional marketing and promotion campaigns. 2. The hosting of events and festivals. 3. Rural tourism and heritage.

Topic 8: Wine tourism around the world	Practical lesson № 8 The development of wine tourism. 1. Wine tourism in France 2. Wine tourism in Hungary 3. Wine tourism in Moldova 4. Wine tourism in Portugal 5. Wine tourism in Italy	Questions for self-preparation: 1. Building the wine roads (Wine travellers, Wine roads, Wine road supports, Wine road actors) 2. An ancient wine-making history.
Topic 9: Tea and tourism. Tourists, traditions and transformations	Practical lesson № 9 The development of tea tourism 1. Tea traditions in Taiwan 2. Tea traditions in Yunnan 3. Tourism development in Assam 4. The Role of tea tourism in Sri Lanka's turbulent tourist industry	Questions for self-preparation: 1. Tea traditions: from tea appreciation to yum chea ('Tea Party') 2. Taiwan Tea Houses and Yunnan Tea Tours 3. The new tea appreciation festival: marketing and socio-economic development in Hunan Province, China
Topic 10: Gastrodiplomacy in tourism	Practical lesson № 10 1. Culinary diplomacy and food diplomacy 2. Gastrodiplomacy initiatives	Questions for self-preparation: 1. Gastrodiplomacy strategies: healthiness, diversity, naturalness and environmentalism

References

1. Yuan, Y., Chan, C.S., Eichelberger, S., Ma, H. and Pikkemaat, B. (2022), "The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures", *Journal of Tourism Futures*, pp. 1-20.
2. Saraswati, N.K., Bagiastuti, N.K., Elistyawati, I.A., & Sudiarta, M. // Menu Engineering on Main Course to Increase Sales. *International Journal of Glocal Tourism*, 1(1), 2021. p. 51- 60
3. Yu, C.E. and Sun, R. (2019), "The role of Instagram in the UNESCO's creative city of gastronomy: a case study of Macau", *Tourism Management*, Vol. 75, pp. 257-268.
4. Christophe Lavelle, Herve This, Alan L. Kelly, Roisin Burke. (2021) *Handbook of Molecular Gastronomy: Scientific Foundations, Educational Practices, and Culinary Applications*. CRC Press- 894 p.
5. Charles Spence // *Gastrophysics: The New Science of Eating*. Penguin, 2017. 336 p.
6. Gyimothy S. (2017). The Reinvention of Terroir in Danish Food Place Promotion. *European Planning Studies* (published online).
7. Mossberg, L. & Eide, Dorthe (2017). Storytelling and meal experience concepts. *European Planning Studies* (published online).
8. Justiniano, M. N. H., Jaría-Chacón, N., & Valls Pasola, J. (2017). Innovation and experimental services: The role of multidisciplinary arts in creative gastronomy toward a research agenda. *Direction y Organizacion*, 61, 32–47.
9. Kiralova, A., & Hamarneh, I. (2017). Local gastronomy as a prerequisite of food tourism development in the Czech Republic. *Marketing and Management of Innovations*, (2), 15–25.
10. Prada-Trigo, J. (2017). Tourism, territory and cuisine: Food consideration and perceptions regarding origin and social changes: The case of Guinea pig. *Journal of Tourism and Cultural Change*, 6825 (August), 1–16.
11. Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. *Sustainability (Switzerland)*, 9 (10), 1–25.

Software of the discipline

- Microsoft Office.

Policy of the discipline studying and assessment

- Policy on deadlines and retakes Assignments that are submitted late without important reasons are assessed at a lower grade (75% of the possible maximum number of points for the activity). Retakes of modules are allowed with the permission of the lead teacher if there are grounds.

- Policy on academic integrity: cheating during the implementation of current module work and testing is not allowed (including the use of mobile devices). Mobile devices are allowed to be used only during online testing, preparation and presentation of individual tasks in the classroom and during calculation tasks.

- Attendance policy: attendance is a mandatory component of the course. For objective reasons, training can take place online (Moodle) in agreement with the lead teacher.

- Policy of enrollment of non-formal education results: <http://puet.edu.ua/uk/publiczna-informaciya>

Assessment

The lowest possible number of points for the current and module control during the semester is 60 (of 100 possible).

The final mark for the academic discipline "Culinary trends and gastronomic tourism" calculated on a 100-point scale according to the qualification requirements

Type of activity	Max score
3th term	
Module 1 (topics 1-5) activity at lectures (5 points); activity at practical classes (5 points); individual work (5 points); homework (5 points); module task (30 points)	50
Module 2 (topics 6-10) activity at lectures (5 points); activity at practical classes (5 points); individual work (5 points); homework (5 points); module task (30 points)	50
Total score	100

Evaluation criteria of the discipline «Culinary trends and gastronomic tourism»

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale
90-100	A	excellent
82-89	B	very good
74-81	C	good
64-73	D	satisfactory
60-63	E	satisfactory enough
35-59	FX	unsatisfactory
0-34	F	unsatisfactory, re-study of the discipline