

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2024 BATCH AND THEREAFTER**

Programme: B. Com TTM (24HIBT05)

Semester: III

TOURISM AND TRAVEL MANAGEMENT

SKILL ENHANCEMENT COURSE

SEC 1 – INTRODUCTION TO FOOD TOURISM

No. of Hours: 30

Course Objectives

- To introduce students to the fundamentals and significance of food tourism within the broader tourism industry.
- To explore the interrelationship between food, culture, identity, and tourism experiences.
- To analyze the development, challenges, and opportunities of food tourism from a global and local perspective.

Learning Outcomes

- Students are able to understand the key concepts and trends in food tourism.
- Identify the cultural, economic, and environmental impacts of food tourism.
- Evaluate strategies to promote local cuisine as a tourism product and support sustainable gastronomic practices.

Unit 1: Basics of Food Tourism

(05 Hours)

Definition, scope, and significance of food tourism - Evolution and historical context of culinary travel - Typologies of food tourists - Food as a motivator in tourism - Economic and socio-cultural impacts of food tourism - The role of food in destination image and tourist experience

Unit 2: Food, Culture, and Society

(05 Hours)

Culinary heritage and gastronomy in tourism - Food as a Cultural Identifier - The Anthropology and Sociology of Food - Food Rituals, Traditions, and Festivals - Storytelling and Food Narratives in Tourism - Indigenous and Ethnic Cuisines in Tourism - Regional cuisines and geographic indicators - Role of local communities and traditions in food tourism

UNIT 3: Food Tourism and Destination Development

(10 Hours)

The Role of Local Cuisine in Destination Image Building - Food Trails and Culinary Routes - Street Food and Local Markets as Tourist Attractions - Farm-to-Fork and Agritourism - Culinary Events, Festivals, and Experiences - Case Studies

UNIT 4: Sustainability and Innovation in Food Tourism

(10 Hours)

Sustainable Gastronomy and Eco-friendly Culinary Practices - Linking Food Tourism to Rural Development and Community Empowerment - Entrepreneurship in Food Tourism: Opportunities and Challenges - Food Waste Management and Ethical Consumption - Role of Technology and Innovation: Apps, Platforms, Virtual Food Experiences

Skill Development

- Food Tourism Mapping Project - Identify and document local or regional food trails.
- Understand the ethical and sustainable dimensions of food tourism - Analyze real-world case studies of sustainable food tourism

- Local Market Immersion Project - Organize a guided visit to a traditional market - Interview vendors, observe tourist interaction, and analyze food diversity and cultural representation.

References

- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). *Food Tourism: A Practical Marketing Guide*. Routledge.
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- Long, L. M. (2004). *Culinary Tourism*. University Press of Kentucky.
- Okumus, B., Koseoglu, M. A., & Chan, E. S. W. (2019). *Food Tourism: Planning and Management*. Routledge.
- Santich, B. (2004). The Study of Gastronomy and its Relevance to Hospitality Education and Training. *International Journal of Hospitality Management*.
- Kivela, J., & Crotts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality and Tourism Research*.
- Scarpato, R. & Daniele, R. (2003). *Gastronomy and Local Development: The Quality of Products and Places*.
- Hjalager, A. M., & Richards, G. (2002). *Tourism and Gastronomy*. Routledge.