



**UNIVERSIDAD DE SONORA**  
**Center Regional Unit**  
**Economic and Administrative Science Division**  
**ACCOUNTING DEPARTMENT**  
**Bachelor of Tourism**

<b>Course:</b> Seminar of food tourism			<b>Ident:</b> (SCHOLAR)
<b>Pre-requirement:</b> N/A		<b>Sub-sequent:</b> N/A	
<b>Credits:</b> 6	<b>Mode:</b> Semi-attendance	<b>Week hours:</b> 3	<b>Course hours:</b> 48
<b>Teaching-learning mode:</b> seminar		<b>Service Department:</b>	
<b>Formation core:</b> Professional			
<b>Specific competencies to be developed:</b>			
<b>Competency 2</b> - Plans and designs tourism projects attending the social problem diagnosis.			
<b>Competency 3</b> - Manages resources and evaluates tourism projects from an integral diagnosis.			
<b>Competency 4</b> - Identifies and diagnoses the impact of social, environmental and territorial factors in tourism development			
<b>Competency 5</b> - Manages tourism organizations by designing business plans, management of the operating system of tourism services, and leads organizations			

**Introduction:**

The seminar of Food Tourism is aimed for the student to become aware and familiar with the development of cultural and hedonic motivations which generate new feelings on tourists. In that regard, traditional food is a highly potential capital of social influence and economic benefits, since it is a food heritage sold to visitors through gastronomy experience. It is possible to recognize and enjoy the productive and taste of regional cuisine, which constitutes an expression of the cultural identity, through organized tours and views, enabling the preservation of the traditional cuisine cultures, developing a perfect and strong merger between cuisine, gastronomy and territory.

Unit I covers the importance of food in the cultural heritage, recognizing its main concepts and classification,

Unit II is related to quality classification and labelling food products.

Unit III analyzes the weight of food in the image of a tourist destination and the factors which build such image.

Thematic unit IV analyzes the relationship between tourism, marketing and food, identifying elements which constitute the supply and demand of food tourism.

Unit V describes the elements which comprise successful cases of food tourism, preparing a food route design.

**Purpose:**

This course forms part of the professional core; it is given within the first five semesters, as an elective course. This seminar is aimed for the student to devise the abilities and competencies in order to identify and recognize a cultural heritage and tourism development option in traditional food.

**General Objective:**

At the end of the course, students will be able to recognize a cultural heritage in traditional food, which may represent a tourism development option.

**Specific Objectives:**

1. To know the relation between tourism and food.
2. To identify traditional food and their relation with the cultural heritage.
3. To know the elements which integrate an experience in food tourism.
4. To design a food based tourism strategy

**Competency units:****Competency unit I. Cultural heritage and food products**

- a) Food and history
- b) Food and consumption tradition
- c) Food concepts and classification
- d) Food as a cultural heritage
- e) Mexican cuisine – non-material heritage of humanity

**Competency unit II. Food products and quality**

- f) Quality of food products
- g) Brands and quality labelling (D.O., IGT...)
- h) Quality classification of national food products.

**Competency unit III. Food: important attributes in forming the image of a tourist destination.**

- i) Image of the place of origin of the product.
- j) Factors that build the image of a destination.

k) Place of origin and food product brands

**Competency unit IV.** Relations between tourism, marketing and food.

- l) The supply of the food product as a tourism product (Distribution, food circuits and tours, local farm markets, food fairs and events...)
- m) The variables of influence on the demand of the food product of Tourist decision making, satisfaction with experience of tourist destination, promotion, positioning...)
- n) Tourist preferences and their components (sensory, convenience, functional benefits, image attributes-territory-symbols)
- o) The food product in the rural-cultural scope.

**Competency unit V.** Food tourism experiences and applications

- p) Case studies of quality denomination food in the international context.
- q) Business strategy experiences: oenological tourism, oleo tourism, food routes...
- r) Identification of traditional food: national and regional.
- s) Establish conducts and processes for the production of traditional food of Sonora.
- t) Design of a food route.

**Evaluation: general criteria for course accreditation:**

- The course evaluation shall comprise the following items:
 

Participation	20%
Presentation and papers	20%
Evaluation of case solution (3)	30%
Presentation of the integrator case solution (submitted the last week)	30%

**Desirable academic qualifications of the course instructor:**

Academic master degree or major of Regional Development or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience.

Professional formation and/or degree in an equivalent area, teaching experience in these issues.

Verify the professor formation process requested by the Institution

Conduct an interdisciplinary approach.

Two year teaching experience

For the professor to be programmed and made responsible of teaching this course, he shall have full command of the topics described in the course description, in both English and Spanish.

<b>Bibliography</b>	<b>Type (basic or supplementary)</b>
Flavián, C. y Fandós, C. (2011). Turismo gastronómico. Estrategias de marketing y experiencias de éxito. Ed. Prensas Universitarias de Zaragoza	Basic
Barrera, E. (2006). Rutas Alimentarias. Estrategias culturales de desarrollo territorial, <i>Patrimonio cultural y turismo. Cuadernos No. 15, Itinerarios culturales y rutas del patrimonio, CONACULTA, Mexico.</i>	Basic
Ejarque, J. (2005). <i>Destinos turísticos de éxito.</i> Ed. Pirámide. Isbn: 84-368-1928-4	Basic
OCDE. (2010). <i>Tendencias y políticas en turismo</i> <a href="http://www.oecd.org/dataoecd/8/17/40530353.htm">http://www.oecd.org/dataoecd/8/17/40530353.htm</a> [acceso en marzo 2010]	Basic

Salido, P., Bañuelos, N., Romero, D., Romo, E., Ochoa, A., Rodica, A. y Olivares, J. (2009). El patrimonio natural y cultural como base para estrategias de turismo sustentable en la Sonora Rural. <i>Revista de Estudios Sociales</i> , Número Especial, 17: 81-103.	Basic
Tregear, A., Arfini, F., Belletti, G., y Marescotti, A. (2007). Regional foods and rural development: The role of product qualification, <i>Journal of rural Studies</i> , 23: 12-22	Basic
Alonso, A. (2008). Are travelers interested in wine tourism in New Zealand?, <i>International Journal of Culture, Tourism and Hospitality Research</i> , 3 (1): 13-24. <a href="http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=IJCTHR">http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=IJCTHR</a>	Supplementary
Ansón, R. (2010). Conferencia Inaugural, en <i>I Congreso Europeo del Turismo y la Gastronomía</i> , Secretaría del Estado de Turismo, Madrid, 24 y 25 de mayo.	Supplementary
Armesto, X., y Gomez, B. (2004). Productos Agroalimentarios de calidad, turismo y desarrollo local: el caso del Priorat, <i>Cuadernos Geográficos</i> , 34: 83-94. <a href="http://revistaseug.ugr.es/index.php/cuadgeo">http://revistaseug.ugr.es/index.php/cuadgeo</a>	Supplementary
Ascanio, A. (2009). Rutas gastronómicas chilenas: una aproximación al tema, <i>PASOS Revista de Turismo y Patrimonio Cultural</i> , 7 (2): 321-325. <a href="http://www.pasosonline.org/">http://www.pasosonline.org/</a>	Supplementary
Barrera, E. y Bringas, O. (2008). Rutas Alimentarias: una estrategia de negocios inclusivos que vincula las políticas agrarias y turísticas, <i>Études Caribéennes</i> , 13-14, <a href="http://etudescaribeennes.revues.org/3828">http://etudescaribeennes.revues.org/3828</a> [acceso Agosto 2010]	Supplementary
Duarte, A. y Northcote, J. (2009). Wine, history, landscape: origin branding in Western Australia, <i>British Food Journal</i> , 111 (11): 1248-1259.	Supplementary
Everett. S. y Aitchison, C. (2008). The Role of Food Tourism in Sustaining Regional Identity: A Case Study of Cornwall, South West England, <i>Journal of Sustainable Tourism</i> , 16 (2): 150-167. <a href="http://www.tandfonline.com/toc/rsus20/current#.VQXEU46G_DE">http://www.tandfonline.com/toc/rsus20/current#.VQXEU46G_DE</a>	Supplementary
Frochot, I. (2003). An analysis of Regional Positioning and its associated food images in French tourism regional brochures, <i>Journal of travel &amp; tourism marketing</i> , 14 (3&4): 77-96. <a href="http://www.tandfonline.com/toc/wttm20/current#.VQXEK46G_DE">http://www.tandfonline.com/toc/wttm20/current#.VQXEK46G_DE</a>	Supplementary

<b>Competency development</b>			
<b>Learning outcomes</b>	<b>Educational activities</b>	<b>Volume of student work in hours</b>	<b>Evaluation</b>
<b>WEEK 1</b>			
Identify food, its classification and its history/origin	Presentation by the professor, encouraging student participation.	2	Participation
Identify the relation between food and tourism	Presentation by the professor, encouraging student participation	2	Participation
<b>WEEK 2</b>			
Know the meaning of non-material heritage of humanity.	Presentation by the professor, encouraging student participation	3	Papers and presentation
Understand the concept of quality.	Presentation by the professor, encouraging student participation	2	Participation
<b>WEEK 3</b>			
Identify the quality distinction factors used in the international food scope	Presentation by the professor, participation	6	Participation
<b>WEEK 4</b>			
Study the national quality distinction factors.	Research and student presentation for feedback purposes.	6	Papers and participation
<b>WEEK 5</b>			
Assessment of the knowledge of topics I and II	Application of an exam	6	Exam
Know the meaning of image and its inter-relation with origin.	Presentation by the professor, encouraging student participation	2	Participation
<b>WEEK 6</b>			
Identify the factors that build the image of a tourist destination.	Investigación y exposición de los alumnos	8	Papers and presentation
<b>WEEK 7</b>			
Understand the importance of the image as a means of communication.	Research and student presentation student participation	3	Participation
Understand the construction of an image	Presentation by the professor, encouraging student participation	4	Participation
<b>WEEK 8</b>			
Understand the relation of the place of origin and the Brand of food products.	Presentation by the professor, encouraging student participation	4	Participation
Identify national and regional products with the known Brand and image.	Selection of two promotion campaigns regarding a food products; analysis of its hits and misses.	4	Power point presentation
<b>WEEK 9</b>			
Identify the supply options of a food product in tourist destinations.	Presentation by the professor and research/presentation of cases by students.	6	Word papers with information found
Know the factors that affect the demand of a food product in tourism.	Presentation by the professor, encouraging student participation	3	Participation
<b>WEEK 10</b>			
Understand the concept of preferences and assessment.	Presentation by the professor, encouraging student participation	8	Participation and presentation of exercise

			in class
<b>WEEK 11</b>			
Establish the relation between food and rural-cultural tourism.	Presentation and bibliographical review	4	Participation
Identify empirical applications in food tourism.	Review of literature and case presentation.	5	Participation and presentation
<b>WEEK 12</b>			
Identify the denomination of origin of food	Presentation of team members prior research on the topic.	6	Participation and presentation
<b>WEEK 13</b>			
Identify the experiences of food tourism	Presentation by the professor and student research	4	Participation and presentation
Identify tradition food of the region	Presentaton by the professor and student debate of bibliographical review,	3	Participation
<b>WEEK 14</b>			
Identify the conducts and processes for the production of traditional food	Presentation by the professor, student research and presentation.	3	Presentation and written papers
<b>WEEK 15</b>			
Establish the design elements for a food route	Case research, presentation and study	6	Presentation.
<b>WEEK 16</b>			
Prepara a food route for the state.	Case research, presentation and study	8	Presentation and written papers