

BUSM 7037 GASTRONOMY AND THE FOOD AND BEVERAGE EXPERIENCE

Credit Points 10

Legacy Code 200842

Coordinator Catherine Link ([https://directory.westernsydney.edu.au/search/name/Catherine Link/](https://directory.westernsydney.edu.au/search/name/Catherine%20Link/))

Description This unit focuses on the provision of food and beverage - a fundamental operational component of the majority of hospitality businesses. As consumer understanding of food and beverage increases there is a need for the industry to advance their knowledge and for businesses to provide offerings which extend beyond the traditional food and beverage frameworks in order to stay competitive. The role of food within society and subsequent commercial implications, including gastronomic tourism, food quality and safety are discussed in this unit.

School Business

Discipline Hospitality Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 4590 - Gastronomy and the Management of the Food Experience

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Define gastronomy within a social and cultural context to explain why we eat what we eat;
2. Analyse the economic, socio-cultural, environmental factors that shape gastronomic practice and culinary appreciation in contemporary society;
3. Distinguish trends in foodservice and opportunities in the area of commercial provision of food, including eco-gastronomy, slow food and culinary tourism;
4. Critically analyse the nature of the meal experience and the value of culinary experiences to the hospitality industry;
5. Appraise current gastronomic issues and how these issues will impact on the commercial provision of food in the hospitality industry context.

Subject Content

1. A historical perspective of gastronomy and the role of food in society and culture
2. The development of the modern industrial food system and its implication for the Hospitality industry: the experience economy, culinary tourism
3. The development of the meal as a culinary experience
4. Food as a cultural product: gastronomic tourism, food media, food and cities
5. Five functions model of dining
6. Food and the media ? implications for the industry

7. Implications of food trends on the prepared food retailer

Prescribed Texts

- Compiled readings

Teaching Periods