UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 3 - Food and Wine Tourism

2526-2-F4901N093

Learning objectives

Knowledge and understanding
The course aims to provide basic knowledge of typical Italian agri-food products; to encourage a critical approach to the subject and to offer a series of practical suggestions for planning a tourist trip with a significant food and wine component
Applying knowledge and understanding
A written assignment is required. It will consist of drafting an original food and wine tourism proposal, written in a format appropriate to current media and demonstrating knowledge and understanding of the subject matter consistent with the prospect of a future career both in tourism promotion and in broader interdisciplinary contexts.
Making judgements
The course programme includes the analysis of factors inherent in the agri-food sector and the implications for tourism. It will aim to develop a critical approach to the subject, i.e. the ability to gain an understanding of the region by formulating independent judgements on related social issues.
Communication skills
The approach to the subject looks to enable the student to process the information gathered and prepare it for effective written communication , appropriate to widely available media , but still underpinned by a critical reading of the topic.
Learning skills
A further objective of this aspect of the course is to extend to subsequent activities in professional and academic contexts the analytical and communication skills gained and developed to a high level of autonomy.

Contents

The theoretical part of the course will include:

- an introduction to the protection trademarks for agri-food products at European and national levels

- a sample survey of Italian agri-food products and the most significant rural areas in terms of their protection and promotion
- a concise inventory of the key elements - wine and food routes, food museums and so on - and scenarios of food and wine tourism for example historical venues, companies and markets
- a series of discussions on food culture of a historical-geographical nature.
  The practical element consists of :
- an introduction to the basic framework needed to write an effective tourism promotion text
- a one-to- one teacher-student meeting to discuss the drafting of a food and wine itinerary
- a step-by-step review of the text based on previously agreed guidelines

Detailed program

Protection of traditional agri-food products

Traditional product protection trademarks at EU and national levels

Geography and landscapes of Italian agri-food / Food and wine tourism resources and relevant factors

1. Aosta Valley
2. Piedmont and Liguria
3. Lombardy
4. Veneto – Trentino-Alto Adige – Friuli-Venezia Giulia
5. Emilia-Romagna
6. Tuscany – Umbria – Marche
7. Lazio – Abruzzo – Molise – Sardinia
8. Campania – Puglia – Basilicata – Calabria – Sicily

Historical and geographical topics in food culture

1. Rice from the Po Valley to Sicily
2. Cod, stockfish, and salt cod
3. Pasta, from North to South
4. Bread, from the Alps to the Mediterranean
5. Fish soups from Trieste to Genoa
6. Sweet and sour, from Venice to Palermo
7. The fifth quarter, from North to South
8. Iconic traditional pasta dishes
9. Pasta dishes evoking ancient heritage
10. Spicy dishes from ancient Rome to today
11. Coffee, the quintessential Italian ritual

Prerequisites

Second year students can enrol in this workshop

Teaching methods

The course consists of a series of face-to-face lessons (online if necessary), with PowerPoint presentations and links to relevant websites,and subsequent individual online contacts to review the progress of the practical part of the workshop.

Assessment methods

The lessons are accompanied by a personal project subject to ongoing review by the teacher.
The project will consist in the drafting of a tourist itinerary with significant food and wine orientation.
To pass the Workshop, students must attend 75% of the lessons (i.e. a maximum of 6 hours absence out of 24 or 2 out of 8 meetings with the teacher).
The assessment will be based on the written production of a food and wine tourism itinerary, guided by the teacher as the course progresses.
Given this, the final written product will be evaluated according to its conformity to the proposed outline , the validity of the content, and the quality of the writing, with due consideration given to the expressive limitations of students of foreign origin.
The final grade will be given as “Approved” or “Not Approved”.

Textbooks and Reading Materials

- I paesaggi del cibo / a cura di Massimo Montanari / Milano: Touring Club Italiano, 2015
- Paesaggi rurali storici: per un catalogo nazionale / a cura di Mauro Agnoletti / Bari: Laterza, 2010
- Turismo e buona tavola / a cura di Francesco Soletti / Milano: Touring Club Italiano, 2014
- Il grande mosaico della cucina italiana / a cura di Francesco Soletti / Milano: Touring Club Italiano, 2009
- Guida alla cucina etnica in Italia / Amedeo Sandri e Francesco Soletti / Milano: Touring Club Italiano, 2004
- Guida all’Italia del caffè , TCI 2004 / a cura di Francesco Soletti / Milano: Touring Club Italiano, 2004
- Guida all'e Città dell'Olio / a cura di Francesco Soletti / Milano: Touring Club Italiano, TCI 2004
- Guida all'Italia dei formaggi / Luigi Cremona e Francesco Soletti / Milano: Touring Club Italiano, 2002
- Guida al Turismo gastronomico in Italia / a cura di Francesco Soletti / Milano: Touring Club Italiano, 2000
- Guida al Turismo del vino in Italia / a cura di Francesco Soletti / Milano: Touring Club Italiano, 2000
- Il paesaggio italiano: idee, contributi, immagini / AA.VV. / Milano: Touring Club Italiano, 2000

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH | RESPONSIBLE CONSUMPTION AND PRODUCTION