

Curriculum GastroTourism, EPIG

Title of the curriculum	GatroTourism
Extent of the curriculum	10 ECTS credits
Curriculum level	EQF 4
Purpose	The tourism sector needs a boost and an upgrade of enthusiasm, knowledge and experience. A well planned and highly island focused curriculum will be an improvement for both islands. The purpose of the project and the curriculum is to improve the level of knowledge among students and professionals in the field of gastronomy and tourism.
Key learning outcomes	The aim of the project is to improve the level of knowledge in the sectors of tourism and gastronomy. The course will be available to both students and employees in the sectors and is both flexible and useful. The basis for the course is determined based on what the sectors want or need, the staff's knowledge and development are in focus. Some of the topics we hope to include in the course is sustainability, hospitality, collaboration and of course gastronomic tourism.
Modules	Local tourism, 2 ECTS Local gastronomy, 2 ECTS Entrepreneurship, 2 ECTS Boosting sales, 2 ECTS Hospitality, 2 ECTS

Module 1 - Local tourism, 2 ECTS

Purpose

The purpose of the course is to improve the level of knowledge about island's tourism activities for persons in the sector of tourism and gastronomy. Training aims that student knows the local food and tourism area and knows how to cooperate at the local level.

Content

Tourism in general, history and traditions, activities, accommodation, food and drinks. Evaluate cooperation. Sustainable tourism development - primarily economic and ecological, tourism trends, pricing tourism experiences.

Learning outcome

Student:

- Understands the most central concepts, definitions and areas of activity in tourism and explain the impact on the region's renown and attractiveness today.
- Knows local history and traditions and can retell interesting stories for guests.
- Can give an account of the hospitality industry in the local region (activities, accommodation, food and drinks) and understand the role of regional umbrella organizations in mediating local tourism to target group.
- Recognize cooperation possibilities and can account for the benefits of cooperation.
- Recognize sustainable tourism and have insights in sustainable development and environmental thinking.
- Understands the profitability of tourism activities.
- Have insight into tourism trends and knowledge of where to find information about these.
- Knows where to find current governmental documents for local tourism.
- Explains the types, importance and impact of experience tourism in the region in increasing visitor numbers.

Assessment:

Module 2 - Local gastronomy, 2 ECTS

Purpose

The purpose of the course is to improve the level of knowledge and development of local food culture, gastronomy trends and cultural gastronomy. Training aims that the student can introduce, prepare and serve local food and drinks.

Content

Local gastronomy, trends, local producers and products, products by season, sustainability in the kitchen, terroir and merroir, products from the nature, history about local food

Learning outcome

Student:

- Explains the history of food and beverages belonging to the region cuisine by introducing traditional foods, beverages, knows the raw materials and ingredients which used for preparation of those, also knows their recipes.
- Prepares food and beverages, including dishes typical for the region, under the guidance.
- Serves customers and serves food and beverages meanwhile planning their work and workplace and taking aesthetics into account.
- Knows about local producers, how to get their products in which season and how it's possible to shape a menu after seasons and products.
- Tell stories and legends about origins, history, cultivation and preparation of food and beverages, and talks about special places to eat, bakeries, cafés, cooks and events.
- Have insight into what resources there are in nature and how to use these in food and drinks
- Works in the kitchen following the rules of hygiene and following the self-control plan.
- Understands how the environment affects local products (terroir and merroir)
- Knows how to work **sustainably** with products and gastronomy.
- Knows the value of local products for tourists and guests and how to get an **economical** exchange from these.
- Understands how gastronomy and **tourism** is connected and how to create a gastronomical experience.

Module 3 – Entrepreneurship, 2 ECTS

Purpose

The purpose of the course is to give students and stakeholders an understanding of entrepreneurship within the field of gastronomy and tourism. It's high priority to take advantage of and link previous knowledge.

Content

Business concept, different kinds of businesses, sustainable entrepreneurship (sustainability work), business environment and competition, accounting and financial statements, taxes and VAT, cooperation, staff and staff costs, financial planning (pricing, profitability calculations), legalisation and insurance

Learning outcome

Student or stakeholder:

- Creates a hypothetical business idea for a tourism/gastronomy company
- Understands what different company forms mean for the business and how to find information about how to register a company.
- Have insight in the basics of economy
- Understands the importance of collaboration and marketing.
- Have insight in need for staff and staff costs and understands the process of creating a company team based on the company's goals.
- Understands how to run a company properly and how to develop it in a sustainable way.
- Know where to find information about legislation, business law and insurance and has insight in what is needed.

Module 4 – Boosting sales, 2 ECTS

Purpose

The purpose of the course is to improve the knowledge of how to boost sales for both individuals who work with any kind of service in the field of gastronomy and tourism and companies. It also ensures that the student participates in the marketing, sales, pricing, logistics and export activities.

Content

Marketing/digital marketing (content, cooperation, do it by yourself or buy the services? time vs money), direct sales (how to talk to guests and act to sell more), storytelling, product knowledge, personal but not private, services to boost your sale: bookatable.com, booking.com etc - what suits your business best? Aesthetics

Learning outcome

Student:

- Understands how to create a marketing plan/ communication plan that gives the company the right profile and that reach the right target group.
- Knows how to use social media for marketing and its benefits.
- Understands why and how storytelling can boost your sales, when and how to use storytelling and how to build a story for a company.
- Can present products and services in a selling way (voice, body language, active listening – listen to your guest, knowledge about products, knowledge about cooperation partners)
- Is engaged in marketing and sales based on the goals of the company.
- Knows what kind of guests he/she is dealing with according to body language.
- Knows salesmanship in the moment of selling.
- Understands the importance of unitary layout (menus, post on social media, business card etc)
- Understands the logistics of products and services.
- Understands the business potential of the foreign market and the possibilities of entering it, considering intercultural differences.
- Understands the importance of atmosphere

Module 5 - Hospitality

Purpose

The purpose of the course is to help students and professionals to be great hosts for both companies and destinations. It also aims to ensure that the student can provide hospitality.

Content

Communication, dealing with conflicts, service vs hospitality, think outside the box, welcome – from the bottom of your heart, meet expectations, difficult and common challenges, how to deal with them and the rights of the worker/owner.

Learning outcome

Student:

- Understands the importance of hospitality in tourism and understands how it affects the experience of the tourist.
- Knows the principles of customer-friendly service and can obtain feedback from customers.
- Knows what responsibility he/she has and feels secure in their role. Within these frames the student knows how to be flexible in the best way to comfort the guests.
- Communicates confidently with customers by expressing themselves in an understandable way.
- Understands the difference in being personal or private.
- Can make the guest feel welcomed and estimated.
- Is familiar with different kinds of situations with conflicts or challenges and knows how to deal with them like a host.
- Knows the principles of organizing service work in quality assurance and customer retention.
- Knows what rights you have as an owner, as a manager or as an employee in violent situations.

“Always remember we are in the business of making people happy. You have the power to create an unforgettable experience for our guests. We look for people who burn to work for these great experiences. Your core task is to make people smile and to create happy memories, whatever role you are hired for.” - The little black book.