

## Curriculum in GastroTourism

### Åland / Saaremaa Guide, 1 ECTS

- What do we have on our island and what is suitable for whom? Offerings and target groups
  - Bakeries, cafés
  - Favourite spots
  - Experience tourism
- Visit Åland / Visit Saaremaa – what do they do and how can we use them? Visit from Visit Åland - can be combined with industry meeting, practical information, marketing
- Local history and current events - find out information and present to each other
- Package of experiences /whole travel packages for our guests (target groups), visits by people from travel agencies e.g. Axtours, Åland expeditions, Williams bus

### Cultural gastronomy and how to manage local products, 3 ECTS

- Traditional food and drink for our culture today
- History behind the food and drink
- Spices, knowledge of wild plants, natural resources, cultivation – geographical conditions
- Development of techniques and skills in the kitchen
- Drinks, alcohol/non-alcoholic
- Food jam / Drink jam - experiment practically, as a result of what you've been through
  - Food and drink in combination
  - Food layout
  - Gastro meetings between producers, schools and the industry – it is important to have a physical/personal contact with products
- Terroir and merroir
  - How do terroir and merroir affect our products?
  - Comparison of different products from different origins
  - When is the season for each product?
  - How to get different products?
  - Competitiveness - USP, what makes your product unique

### The guest in focus and leadership (interaction between people), 3 ECTS

- Hospitality
  - How do you be a good host?
  - Presentation technique - sales
  - Communication – how do we communicate with our guests and what is important to consider? Body language,
  - Conflict management – how to deal with conflicts and get the guest to be satisfied when it's done
  - Feedback - how do you handle and give feedback? What do you do with the feedback you get?
- Leadership

- Conflict management – how to deal with conflicts and get the guest to be satisfied when it's done
  - Feedback - how do you handle and give feedback? What do you do with the feedback you get?
  - Communication - How do you best communicate with your employees?
  - How do you attract, guide and engage the next generation?
  - Group dynamics
  - Hiring new staff/ how do you get staff?
  - Organization – how do you build a sustainable organization?
  - Psychology, personal knowledge, social skills
- What does an organization expect from an employee (for students)
    - Holistic thinking, cooperation
    - Pokerface - how to act in different roles
    - Study visits from the industry
    - Professional behaviour – how to behave in a workplace
    - Common sense and etiquette

### **Aesthetics, marketing and upselling, 2 ECTS**

- Creativity and aesthetics
  - How do you create an environment that guests enjoy?
  - How do you match your premises with your business idea?
  - How can you develop your business idea?
- Terroir and merroir
  - How and why should we sell local products and services?
  - How can we sell each other's products? Cooperation
- Salesmanship
  - How do you ask questions to get the guest to buy more? How to read a guest?
  - How do you convince your guest?
- Storytelling
  - Which guests want to hear storytelling? If they want to hear, when do they want to hear?
  - How does storytelling contribute to upselling and a better experience for the guest?
- Local opportunities for sale
  - Where, when and how to sell?
  - Who is the customer/guest? Target groups
- Packaging
  - Layout
  - Material
  - Hygiene controller
  - Product design

### **Entrepreneurship, 1 ECTS**

- Pricing
- Posting
- Logistics
- Customs/tax
  - Import/export
- Certificate, sustainable work
- Legislation
  - Alcohol Act
  - Labour law
  - Hygiene

**Alternate headings that have been requested:**

- Project – part of the course could be a project where students have the opportunity to

