

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Gastronomski turizem
<b>Course title:</b>	Gastronomy tourism

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Kulturni turizem, dodiplomski univerzitetni študijski program / Cultural Tourism, Bachelor's Degree	/	3	1

**Vrsta predmeta / Course type** izbirni / optional

**Univerzitetna koda predmeta / University course code:**  

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	15	/	15	120	6

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	Slovenski, angleški / Slovene, English
	<b>Vaje / Tutorial:</b>	Slovenski, angleški / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

80% prisotnost: predavanja, seminarske vaje, terenske vaje

**Prerequisites:**

80% attendance: lectures, tutorial work, field work.

**Vsebina:**

Razmerja med gastronomijo in turizmom

- Gastronomija v turizmu in obratno

Definicije:

- gastronomije
- kulinarične kulture
- vinske kulture
- kulturne dediščine
- gastronomskega turizma

Viri in literatura

Gastronomska dediščina in prizadevanja posameznih ved

Dediščinski potenciali v gastronomskem turizmu

Zgodovina in prihodnost izbranih agrarnih panog

Zaščiteni izdelki in živila

Zvrsti gastronomskega dediščine

Nepremična gastronomska dediščina in turizem

Premična gastronomska dediščina in turizem

Nesnovna gastronomska dediščina in turizem

Avtohtono in avtentično v gastronomskem turizmu

Tradicionalne in sodobne gastronomske institucije

Znanstvena in strokovna združenja

Gastronomska piramida

Gastronomska strategija

Gastronomske prireditve, festivali in sejmi

- vinske prireditve, festivali in sejmi
- kulinarične prireditve, festivali in sejmi

**Content (Syllabus outline):**

The relationship between gastronomy and tourism

- Gastronomy in tourism and vice versa

Definitions:

- gastronomy
- culinary culture
- wine culture
- cultural Heritage
- gastronomic tourism

References

The gastronomic heritage and the efforts of individual disciplines

Heritage potentials in gastronomy tourism

History and future of selected agrarian industries

Protected products and foods

Types of gastronomic heritage

Immovable gastronomic heritage and tourism

Movable gastronomic heritage and tourism

Intangible gastronomic heritage and tourism

Autochthonously and authentic in gastronomy tourism

Traditional and contemporary gastronomical institution

Scientific and professional associations

Gastronomic pyramid

Gastronomic strategy

Gastronomic events, festivals and fairs

- wine events, festivals and fairs

- gastronomske prireditve, festivali in sejmi

Gastronomske poti  
Vpliv družbenih omrežij in televizije na modo in trende v gastronomiji  
Arhitektura, oblikovanje, umetnost in brandi v gastronomiji  
Pomen gastronomije v mednarodni promociji destinacij in držav  
Niše in trendi na področju gastronskega turizma

- culinary events, festivals and fairs
- gastronomic events, festivals and fairs

Gastronomic routes  
The influence of social networks and television on fashion and trends in modern gastronomy  
Architecture, design, art and brands in gastronomy  
The importance of gastronomy for the international promotion of destinations and countries  
Niches and trends in the field of gastronomy tourism

### Temeljni literatura in viri / Readings:

Richards G. (2002). Gastronomy: an essential ingredient in tourism production and consumption. In Hjalager A.-M., Richards, G. (Eds.), *Tourism and Gastronomy* (pp 3-20). London and New York: Routledge.

Braudel, F. (1988). *Strukture vsakdanjega življenja: mogoče in nemogoče, Materialna civilizacija, ekonomija in kapitalizem, XV. – XVIII. stoletje* (Les structures du quotidien: le possible et l'impossible, Civilisation matérielle, Économie et Capitalisme, XV-XVIII siècle. Paris 1979). Ljubljana: Studia Humanitatis.

Lysaght, P. (Ed.), *Food and celebration: from fasting to feasting*. Ljubljana, ZRC Publishing, ZRC SAZU.

*Tourism and gastronomy* (2002). Hjalager, A.-M., Richards, G. (Eds.). London, New York: Routledge

Hall, C.M., Sharples, L. (Eds.), *Food and wine festivals and events around the world: Development, Management and Markets* (pp. 3-22). Elsevier Butterworth Heinemann.

Timothy, J. D. (2011). *Cultural Heritage and Tourism, An Introduction*. Chanel view publications.

Timothy, J. D., Boyd, S.W. (2003). *Heritage tourism*. Prentice Hall.

Yale, P. (2004). *From Tourist Attractions to Heritage Tourism*. Elm publications.

GAČNIK, Aleš. (2012) *Gastronomic perfumes: Heritage of gastronomy as a medium of increasing Slovenia's tourism visibility*. *Academica Turistica* (pred objavo)

Lebe, S.S, Blažič, P., Bogataj, J., Klančnik, R., Milfelner, B., Mlekuž, Ž., Nemanič, J., Polak Zupan, M., Prager, W., Protner, B., Protner, J., Ravnkar, B., Schiemann, K., Selinšek, J., Senekovič, B., Skvarča, M., Sršen, T., Šenekar, T. (2006). *Strategija razvoja gastronomije Slovenije* (Slovene gastronomy development strategy). Ljubljana (Multidisciplinarni raziskovalni inštitut Maribor, Slovenian tourist board).

Vulić, G. (Ed.), *International Participation Conference Recognized national gastronomy – tourism potential*. Bled, Book of Papers, Vocational College for Catering and Tourism Bled.

Terčelj, D. (2007). *Kultura vina na Slovenskem* (Wine culture in Slovenia). Ptuj, Ljubljana: Heritage factory, Slovene ethnographic museum.

Gačnik, A. (2007). *Od dediščine vinogradništva in vinarstva do kulture vina in turizma na Slovenskem* (From the heritage of viticulture and wine culture to the winetourism in Slovenian). *Kultura vina na Slovenskem* (Wine culture in Slovenia). Ptuj, Ljubljana: Heritage factory, Slovene ethnographic museum. 15-19.

Bogataj, J. (2008). *Okusiti Slovenijo* (Taste Slovenia). Ljubljana: Darila Rokus.

Bogataj, J. (2011). *Kranjska klobasa: Mojstrovine Slovenije* (Kranjska sausage: Masterpieces from Slovenia). Ljubljana: Rokus Klett.

T. Colin Campbell, *Kitajska študija*, Sitis, Maribor, 2011

Maguelonne Toussaint-Samat, *History of Food*, Blackwell, 1993

Carlo M. Cipolla, *Allegro man on Troppo, Vloga začimb v gospodarskem razvoju srednjega veka*, Studia Humanitatis, 2002

### Cilji in kompetence:

*Cilji:*  
Temeljni namen predmeta je v seznanitvi z dediščino in kulturo gastronomije v najširšem pomenu in z njeno vlogo in pomenom v turizmu  
Predmet je temeljna družbenozgodovinska in kulturna osnova za razvoj sodobnih turističnih prizadevanj na področju gastronskega turizma.  
To pomeni, da so študentje seznanjeni z vsemi sestavinami gastronomske dediščine in gastronskega turizma v Sloveniji in v svetu, ki jih

### Objectives and competences:

*Objectives:*  
The basic purpose of this course is to know the heritage and culture of gastronomy in the broadest sense and its role and importance in tourism  
The subject is a fundamental socio and cultural basis for the development of modern tourism efforts on the field of gastronomy tourism. This means that students are familiar with all components of gastronomic heritage and gastronomy tourism in Slovenia and abroad, studied by various scientific

raziskujejo različne znanstvene discipline. Upoštevana je tudi povezanost z naravno dediščino in vrednotami, vendar le kot razmerje človeka do njegovega naravnega in kulturnega okolja, do izbranih izdelkov in živil. Poseben namen tega predmeta je tudi v spoznavanju razvoja gastronomskega turizma in njegovih temeljnih zvrsti. Namen predmeta je v razumevanju pomena gastronomije v turizmu ter gastronomskega turizma pri mednarodni prepoznavnosti destinacij in držav.

**Splošne kompetence:**

- Razumevanje osnovnih konceptov in znanstvenih izhodišč gastronomskega turizma, ki študente usmerjajo k analiziranju, vrednotenju, interpretaciji in razvoju konkretnih primerov in področij v gastronomskem turizmu.
- Sposobnost povezovanja teorije in prakse pri kreiranju razvoja in specifičnih novih storitev.
- Razvijanje odgovornega odnosa do vključevanja gastronomske dediščine in kulture v trajnostni in odgovorni gastronomski turizem.

**Predmetnospecifične kompetence:**

- Razumevanje razmerij med gastronomijo in turizmom.
- Seznanitev s temeljnimi definicijami gastronomije, kulinarčne dediščine, vinske dediščine in gastronomskega turizma.
- Seznanitev z osnovami gastronomske teorije v turizmu in gastronomskega turizma.
- Seznanitev z zgodovino gastronomskega turizma zaradi celostnega razumevanja predmetnega področja.
- Razumevanje pomena aplikativnega raziskovanja gastronomije v turizmu.
- Razumevanje omejitev pri načrtovanju razvoja gastronomskega turizma skozi primere dobrih in slabih praks pri nas in v svetu.
- Sposobnost inovativnega povezovanja in vključevanja dediščinskih in naravnih potencialov in vrednot v gastronomski turizem.
- Sposobnost razvijanja specifičnih področij gastronomskega turizma.

**Predvideni študijski rezultati:**

**Znanje in razumevanje:**

Študent/-ka spozna razvoj predmetnega področja kot pomembne zvrsti turizma. Spozna osnovne pojme, definicije in razmerja med gastronomijo in turizmom. Spozna kontekste gastronomskega turizma na nacionalni in mednarodni ravni. Se seznanj z delovanjem gastronomskih institucij. Razume teoretične in praktične probleme in se zaveda pomena vključevanja gastronomije v turizem.

disciplines. Included is also a connection with the natural heritage and values, but only as the ratio of man to his natural and cultural environment, to selected products and foodss. The specific purpose of this course is to learn about the development of gastronomy tourism and its basic types. The purpose of this course is to understand the importance of gastronomy in tourism and gastronomy tourism for the international destinations and countries recognition.

**General competences:**

- Understand the basic concepts and scientific background of gastronomy tourism, which direct students to the analysis, evaluation, interpretation and development of concrete examples and fields in gastronomy tourism.
- The ability to link theory and practice in the creation of development and specific new services.
- Developing a responsible attitude towards to the integration of gastronomic heritage and culture to sustainable and responsible gastronomy tourism.

**Specific competences:**

- Understanding of the relationship between gastronomy and tourism.
- Introduction to the basic definitions of gastronomy, culinary heritage wine heritage and gastronomy tourism.
- Introduction to the basics of gastronomy theory in tourism.
- Introduction to the history of gastronomy tourism due to a holistic understanding of the subject.
- Understanding the significance of applied research of gastronomy in tourism..
- Understand the limitations in designing development of gastronomy tourism through examples of good and bad practice in the country and around the world.
- Ability of innovative linking and integration of heritage and natural potentials and values in gastronomy tourism.
- Ability to develop specific fields of gastronomy tourism.

**Intended learning outcomes:**

**Knowledge and understanding:**

- Students learn about the development of subject area as an important type of tourism
- They learn the basic concepts, definitions and relationships between gastronomy and tourism.
- Learn about the contexts of gastronomy tourism at national and international level.
- Are acquainted with he functioning of gasronomic institutions.
- Students understood the theoretical and practical problems and they recognizes the importance of the

Zna ustvarjalno povezovati gastronomijo in turizem in razvijati gastronomski turizem.

**Uporaba:**

- Pridobljeno znanje se lahko uporabi pri načrtovanju turističnih programov in storitev v gastronomskih in turističnih organizacijah.
- Študenti so se sposobni na osnovi pridobljenega teoretskega znanja, seznanitev z dobrimi in slabimi primeri iz prakse, seznanitev s priložnostmi in trendi, usmeriti v praktično načrtovanju aplikativnih in razvojnih raziskav, seminarjskih in projektih nalog.
- Študenti bodo sposobni ustvarjati kreativni dialog med sektorjem gastronomije in turizma.

**Refleksija:**

Študent/-ka lahko na osnovi pridobljenega znanja in teoretičnih pogledov kritično ovrednoti skladnost med teoretičnimi načeli in izhodišči ter razmerami na področju gastronskega turizma.  
Sposobnost prenosa teorije v prakso.  
Sposobnost etičnega in strokovnega vključevanje gastronomije v turizem.  
Sposobnost sistematičnega razvojnega načrtovanja na področju gastronskega turizma.

integration of gastronomy in tourism.

- They are able to creatively integrate gastronomy and tourism and to develop gastronomy tourism.

**Use:**

- Accumulated knowledge can be used in designing tourism programs and services in the gastronomical and tourism organizations.
- Students are able to based on the acquired theoretical knowledge and the pairing with good and bad examples from practice, learning about opportunities and trends, focus on practical planning of applied and developmental researches, seminars and project tasks.
- Students will be able to generate creative dialogue between gastronomy and tourism sector

**Reflection:**

- The students may on the basis of knowledge and theoretical views critically evaluate consistency between the theoretical principles and the real situation in the field of gastronomy tourism.
- Ability to transfer theory into practice.
- Ability to ethical and professional integration of gastronomy in tourism.
- Ability of systematic developmental planning on the field of gastronomic tourism.

**Metode poučevanja in učenja:**

Predavanja  
Seminarji  
Študije primerov  
Delavnice  
Terenske vaje

**Learning and teaching methods:**

Lectures  
Interactive tutorials  
Case studies  
Workshops  
Field work

**Načini ocenjevanja:**

Pisni/ustni izpit  
Seminarska/projektna naloga

Delež (v %) /  
Weight (in %)

80%  
20%

**Assessment:**

Written/Oral exam  
Tutorial or Project written assignment