

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM1CN06
Subject Title	The Evolution of World Cuisine
Credit Value	3
Level	1
Pre-requisite / Co-requisite/Exclusion	Nil
Objectives	The objective of this subject is to provide a general appreciation of the history and culture of food and beverage, with a strong focus on contemporary themes. The history of cuisine from various global regions will be examined from historical, sociological, and economic perspectives, and the global impact of the food and beverage, and associated industries, on both modern and developing societies will be examined and questioned.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. describe and discuss the interactions between cuisines and cultures within the major global regions. b. evaluate current pressing issues related to food and culture, including the provision and distribution of food, community development, environmental impact and personal and social responsibility. c. identify and evaluate behaviors of consumers engaged in food and beverage tourism, and their impact upon communities. d. identify and comment upon how political, economic, social and cultural structures might influence and be reflected by food choices.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Anthropology of food - Focus on food within a cultural and cross-cultural context. 2. Cuisines and cultures of Asia - Focus on foods produced in Asia and its historical and global influence 3. Cuisines and cultures of Europe - Focus on foods produced in Europe and its historical and global influence 4. Cuisines and cultures of the Americas

	<ul style="list-style-type: none"> - Focus on foods produced in the Americas and its historical and global influence 5. Cuisines and cultures of the Middle East and Africa <ul style="list-style-type: none"> - Focus on foods produced in the Middle East and Africa and its historical and global influence 6. Cuisines and cultures of Australasia and the Pacific Islands <ul style="list-style-type: none"> - Focus on foods produced in Australasia and Pacifica and its historical and global influence 7. The role of beverages in the development cuisines <ul style="list-style-type: none"> - Evaluate the importance of beverages and their role in world cuisines 8. Experiencing food through the senses <ul style="list-style-type: none"> - Evaluating cheese-making, wine-tasting, fermentation, food preservation, culinary tools and methods, cravings and food avoidance, sustainability and terroir 9. Food from an economic/business perspective <ul style="list-style-type: none"> - Examine the development of the fast-food industry 10. Food labeling and laws <ul style="list-style-type: none"> - Examine food labels and the use of additives in foods 11. Food as medicine <ul style="list-style-type: none"> - Past and present usage of foods and plants in medicines 12. Geography of hunger and poverty <ul style="list-style-type: none"> - Variations in diet, malnutrition diseases, food production, income, and other related characteristics among the world's hungry and poor. Analysis of the causes and consequences of hunger and poverty in contrasting regions of the world. 13. Food and the visual arts <ul style="list-style-type: none"> - Examine how food images represent aesthetic concerns, social habits, demographics, domestic relations, and historical trends. 14. Sustainability, personal and social responsibility.
<p>Teaching/Learning Methodology</p>	<p>A variety of methods will be used to allow learning to occur. The lectures will be interactive, with the students engaging in group and/or individual tasks. These tasks might include reading, evaluating case studies, and engaging in discussions and other activities. Information will be presented to students in a variety of ways including readings, audio and video clips, power point presentations, on line learning and activities. Guest lecturers will also be used in areas such as anthropology foods as a medicine and world hungry and poverty.</p>

These various teaching/interaction methods are used to stimulate interest in students, accommodate differences in preferred learning styles, and support active learning methods.

1 Mass Lecture

The mass lecture is designed to accommodate a large number of students and it is designed to provide students with the theoretical background of the subject taught.

2 Essay Component

Students will produce a short essay to assess their knowledge and understanding of the evolution of foods through their history and culture

3 Reading Requirement

Assigned research articles will be designated for each area and materials are required to be read in preparation for forthcoming lectures.

4 On-Line Tests

These will enhance while evaluating students' knowledge and giving valuable feedback on a twice weekly bases. In so doing, students and lecturer will identify areas for further improvement through required reading, assigned articles and course text.

5. Subject Levy

Students are required to pay HK\$250 for materials used during relevant classes.

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c	d		
1. Quizzes	30%	√	√				
2. Individual essay	30%	√	√	√	√		
3. Final exam	40%	√	√	√			
Total	100%						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Quizzes: Students will access quizzes through multiple choice questions, true and false, short essay or group discussion format. These questions

	<p>will examine past and present influences in the food industry on a weekly basis. The reflection of quizzes are being a critical higher order thinker.</p> <p>Individual short essay: Students will need systematic, critical and creative thinking skills in order to finish the essay. Students will be asked to investigate a specific subject surrounding of theoretical background of the subject. The essay will apply information and modify different perceptions of thinking. This will be a web safari where by several selected websites will allow students to access necessary knowledge related to the specific area selected. Several readings from approved journals will also be required to develop a further understanding of the subject. Therefore, students will explore self-learning tasks in the essay.</p> <p>Final examination: Examination will be employed to test students' understanding of the knowledge and application ability with critical thinking as a lifelong learner in answering historical and modern trends in the food industry and related issues. By using multiple choice questions, and short questions essays to conclude high thinking outcomes.</p>	
<p>Student Study Effort Expected</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lecture 	<p>39 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Online test 	<p>24 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Essay research and completion 	<p>20 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Prepare test and exam 	<p>40 Hrs.</p>
	<p>Total student study effort</p>	<p>123 Hrs.</p>
<p>Reading List and References</p>	<p>Readings are to be provided by the instructor and given during/prior to the lecture but sources such as the following may be used:</p> <p>Relevant Journal articles: Cohen, Erik, & Avieli, Nir. (2004). Food in tourism: Attraction and Impediment. <i>Annals of Tourism Research</i>, 31(4), 755-778. doi: http://dx.doi.org/10.1016/j.annals.2004.02.003</p> <p>Henderson, Joan C. (2009). Food tourism reviewed. <i>British Food Journal</i>, 111(4), 317-326. doi: doi:10.1108/00070700910951470</p> <p>Hsu, Cathy HC, & Song, Hanqun. (2013). Destination image in travel magazines: A textual and pictorial analysis of Hong Kong and Macau. <i>Journal of Vacation Marketing</i>, 19(3), 253-268. doi: 10.1177/1356766712473469</p>	

	<p>Kivela, Jakša, & Crofts, John C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. <i>Journal of Hospitality & Tourism Research</i>, 30(3), 354-377. doi: 10.1177/1096348006286797</p> <p>Leung, Daniel, Law, Rob, & Lee, Hee Andy. (2011). The perceived destination image of Hong Kong on Ctrip.com. <i>International Journal of Tourism Research</i>, 13(2), 124-140. doi: 10.1002/jtr.803</p> <p>Mak, Athena H. N., Lumbers, Margaret, & Eves, Anita. (2012). Globalisation and food consumption in tourism. <i>Annals of Tourism Research</i>, 39(1), 171-196. doi: http://dx.doi.org/10.1016/j.annals.2011.05.010</p> <p>Mak, Athena H. N., Lumbers, Margaret, Eves, Anita, & Chang, Richard C. Y. (2012). Factors influencing tourist food consumption. <i>International Journal of Hospitality Management</i>, 31(3), 928-936. doi: http://dx.doi.org/10.1016/j.ijhm.2011.10.012</p> <p>Pearl M. C. Lin & Tom Baum (2016) The Meaning of Applied Creativity in the Culinary Industry, <i>International Journal of Hospitality & Tourism Administration</i>, 17:4, 429-448, DOI: 10.1080/15256480.2016.1226153</p> <p>Pearl M. C. Lin, Vincent Wing Sun Tung, Hanqin Qiu Zhang & Qiushi Gu (2018) Tourist Experience on Memorable Hospitality Services, <i>Journal of China Tourism Research</i>, 14:2, 123-145, DOI: 10.1080/19388160.2018.1455613</p> <p>Pearl M. C. Lin, Hanqin Qiu Zhang, Qiushi Gu & Kang-Lin Peng (2017) To go or not to go: travel constraints and attractiveness of travel affecting outbound Chinese tourists to Japan, <i>Journal of Travel & Tourism Marketing</i>, 34:9, 1184-1197, DOI: 10.1080/10548408.2017.1327392</p> <p>Pearl M. C. Lin, Lianping Ren & Chen Chen (2017) Customers' Perception of the Authenticity of a Cantonese Restaurant, <i>Journal of China Tourism Research</i>, 13:2, 211-230, DOI: 10.1080/19388160.2017.1359721</p> <p>Lin, P. M., Fan, D. X., Zhang, H. Q., & Lau, C. (2019). Spend less and experience more: Understanding tourists' social contact in the Airbnb context. <i>International Journal of Hospitality Management</i>, 83, 65-73.</p> <p>Lin, P.M.C. (2022), "Dining in the sharing economy: a comparison of private social dining and restaurants", <i>International Journal of Contemporary Hospitality Management</i>, Vol. 34 No. 1, pp. 1-22. https://doi.org/10.1108/IJCHM-12-2020-1453</p>
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	<p>Quan, Shuai, & Wang, Ning. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism. <i>Tourism Management</i>, 25(3), 297-305. doi: http://dx.doi.org/10.1016/S0261-5177(03)00130-4</p> <p>Yoksamon Jeaheng, Amr Al-Ansi, Heesup Han. (2020) Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. <i>Journal of Hospitality Marketing & Management</i> 0:0, pages 1-25.</p>
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