

Course Title: Culinary Tourism Course

This curriculum is designed to equip students with the practical skills and knowledge needed to excel in the field of culinary tourism management. It integrates theoretical concepts with hands-on experiences, providing a holistic understanding of planning, marketing, and managing culinary tours.

Duration: 4 weeks.

Module 1: Introduction to Culinary Tourism Management

- Overview of culinary tourism as a niche market
- Understanding the role of a culinary tourism manager
- Industry trends and opportunities in culinary tourism

Module 2: Planning Culinary Tours

- Identifying target markets and customer segments
- Developing unique and themed culinary tour itineraries
- Logistics and coordination for culinary tours

Module 3: Marketing and Branding in Culinary Tourism

- Crafting a strong culinary tourism brand
- Marketing strategies for culinary tour packages
- Utilizing digital marketing and social media for promotion

Module 4: Financial Management in Culinary Tourism

- Budgeting for culinary tours: expenses and revenue
- Pricing strategies for culinary tour packages
- Financial analysis and risk management

Module 5: Customer Engagement and Experiences

- Understanding customer expectations in culinary tourism
- Creating immersive culinary experiences for customers
- Managing customer feedback and reviews

Module 6: Culinary Destination Management

- Selecting culinary destinations and partners

- Negotiating with local businesses and vendors
- Ensuring quality and authenticity in culinary experiences

Module 7: Regulatory Compliance and Risk Mitigation

- Understanding legal and regulatory requirements
- Managing health and safety in culinary tourism
- Implementing risk mitigation strategies

Module 8: Cultural Sensitivity and Cross-Cultural Communication

- Promoting cultural awareness and sensitivity
- Effective communication with diverse customer groups
- Adapting tours to respect local customs and traditions

Module 9: Technology in Culinary Tourism Management

- Implementing booking and reservation systems
- Utilizing technology for customer engagement
- Innovations in culinary tourism experiences

Module 10: Case Studies and Industry Best Practices

- Analyzing successful culinary tourism businesses
- Learning from industry leaders and their strategies
- Applying best practices to enhance tour management skills

Assessment Methods:

- Business plan development for a culinary tour
- Marketing and promotional campaign project
- Financial analysis and budgeting exercise
- Customer engagement and experience evaluation
- Case study analysis and presentations

Guest Speakers:

- Culinary tourism entrepreneurs and managers
- Marketing and branding experts in the travel industry
- Financial advisors with expertise in tourism businesses

Field Trip:

Almond Rouge

- Visit to a successful culinary tourism destination
- Meeting with local businesses and vendors
- Observation and analysis of on-site operations

Final Project:

- Culminating project: Developing a comprehensive culinary tour package
- Presentation of the business plan, marketing strategy, and financial projections