

### Learning Themes & Aims

This course aims to increase one's professional and/or personal interest in the specialist subject knowledge of gastronomic tourism. This interest may be motivated by a desire to work in the sector, develop new opportunities, report on or market to them, or evaluate growth or change. Subject curiosity may alternatively be the motivating factor among participants who do not currently, and do not plan to, work in the sector or one related to it – you may identify as a gastronome wanting to increase your knowledge.

### Who Is This Course For?

Professional experience or previous studies in tourism, communications, business, marketing, consultancy, management, entrepreneurship, public relations or events; for individuals wanting to develop specialist knowledge of gastronomic tourism for a current position held, or to meet future aspirations. Will likely also appeal to food-and-wine curious non-professionals, or gastronomes.

### Weekly Topics

1. Introduction to Gastronomic Tourism
2. The Experience Economy
3. Trends & Influences in Gastronomic Tourism
4. Gastronomic Tourists
5. Providers & Innovators in Food Tourism
6. Destination Marketing & Development
7. Regulatory, Legislative & Policy Considerations
8. Impact on The Environment, Culture & Society
9. The Digital Revolution & Gastronomic Tourism
10. Future Directions & Ethical Considerations

### Key Facts

<b>Duration</b>	:	10 weeks
<b>Language</b>	:	Courses in English only
<b>Teaching method</b>	:	Web-based tutorials and activities, recorded interviews, one-on-one feedback from teaching staff, optional reading, resources, activities
<b>Award</b>	:	Upon successful achievement of this course, participants will receive a Certificate of Completion and Statement of Results



### Instructor: Lynelle Scott-Aitken

Lynelle Scott-Aitken teaches Media History & Ethics and the Food, Lifestyle & Travel elective and offers pastoral care and Justice of the Peace services to students. She holds a BA in Literature and an MA in Communications and is a qualified chef. She has also worked in publishing for two decades both as a general writer and specialist food and travel writer who spent a decade researching, travelling to and reporting on gastronomic tourism destinations in Australia and internationally. She has been published extensively over the last few years.

# Gastronomic Tourism

LYNELLE SCOTT-AITKEN

This course explores the concept of travelling with the express purpose of participating in food and/ or wine related experiences. Known as gastronomic tourism, this type of travel is enabled by low-cost travel and fueled by the social media obsession with exciting food and wine destinations and activities, and unprecedented opportunities to share those experiences with people we know and the world at large. It can include experiences of food and wine producers, festivals and other related events, restaurants, regular and specialist markets, seasonal celebrations, shopping and cooking, tastings and other food-and-wine related learning opportunities. High value is placed on the uniqueness and importance of these experiences, so we must therefore seek to understand, value and preserve the qualities of regional identity, community connection, and the environmental and cultural diversity that underpins them and ensures their future.