

The Hong Kong Polytechnic University

Subject Code	HTM4329
Subject Title	Gastronomy and Olfactory Studies
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>Upon completion of the subject, students will be able to:</p> <p>Participants undertaking this subject will explore, examine and assess dimensions of gastronomy and taste. Particular attention will be given to exploring the history and culture of food, eating traditions and ritual, dining etiquette and dining differences across cultures. The dimensions of flavour perceptions and sense of smell through odour images generated in the olfactory pathway as this is one of the most complex of human behaviours will be investigated as this is closely linked to learning, memory, emotions and language. A deeper understanding of why individuals eat what they eat and a better evaluation of diet, nutrition and food preferences will be covered in this subject.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Understanding the key factors affecting the physiology of taste. • Describe the role gastronomy and sensory evaluation of food and beverage plays in modern foodservice environment, and explain its relationship with culture. • Recognize and identify gastronomy issues across disparate cultures and markets. • Understand the importance of food anthropology and food sociology. • Evaluate the role of gastronomy in tourism and destination marketing. • Assess, analyze and discuss the concepts of gastronomy, culinaria, physiology of taste, sensory preceptors, dining etiquette, food consumption habits, culture, acculturation, ethnocentrism, and intercultural relations vis-à-vis food. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate their proficiency in applying gastronomy customs, protocol, and etiquette for a country of their choice. • Conduct a variety of sensory evaluation tests and apply conceptual understanding to effective Sensory Evaluation (SE) techniques. • Understand, apply, and evaluate olfactory role in understanding food tastes and food preferences. • Research and apply the various culinaria, food and eating habits across

	<p>disparate cultures and how these help form gastronomic trends;</p> <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Communication and presentation skills by leading tutorials and discussion sessions. Utilize a wide range of previously acquired (prior learning) and newly developed food production and foodservice knowledge when participating in team discussions. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Utilize a wide range of previously acquired (prior learning) and newly developed food production and foodservice knowledge when evaluating qualitative and quantitative olfactory data. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Work collaboratively within a team. Identify and analyse the role and nature of individual and group dynamics that exist within teams. • Enhance understanding of the role and nature of gastronomy and olfactory evaluation issues across disparate cultures and markets. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Recognizes and identify ethical issues through an understanding of the role of gastronomy within today’s hospitality industry. • Understands and accepts personal and corporate social responsibility expected of his/her professional working within the foodservice industry and possess ethical skills to enable students to make sound decisions and be able to apply these principles in practice. 	
Subject Synopsis/ Indicative Syllabus	a. Defining gastronomy in a cultural context	Defining gastronomy in a cultural context
	b. Anatomy, Physiology, Functions of Taste Anatomy, Physiology, and Functions of Smell The Flavour Senses Sensory Interactions	Lawless, H.T., and Heymann, H.
	c. Food Sensory Testing Environment Basic Test Protocol Considerations Basic Tabulations and Analysis Types of Discrimination Tests Data and Analyses Issues Common Mistakes Made in the Interpretation of Discrimination Test	Lawless, H.T., and Heymann, H.

	d. Gastronomy – western and eastern perspectives	Flandrin, J-L, assimo M, and Sonnenfeld, A Lowenberg, M. E. et al Ch. 1 – 3 Wu, D.Y.H., and Tan, C.B
	e. Gastronomy, taste and dining etiquette	Beardsworth, A., and Keil, T. Finkelstein, J.
	f. Gastronomy and Tourism	Hjalager, A.M., and Richards, G
	g. The Cultural Feast - presenting gastronomy through culture and travel	J. Kivela
	h. Globalization and travel and its effect on gastronomy	Hjalager, A.M., and Richards, G.
	i. Qualitative Consumer Research Methods Introduction Characteristics of Focus Groups Using Focus Groups in Sensory Evaluation Conducting Focus Group Studies	Lawless, H.T., and Heymann, H.
	j. Texture Evaluation Texture Defined Auditory, Visual, and Tactile Texture Sensory Texture Measurements Texture Profile Analysis	Lawless, H.T., and Heymann, H.
	k. Colour and Appearance What Is Colour? Vision Measurement of Appearance and Colour Attributes Instrumental Colour Measurement	Lawless, H.T., and Heymann, H.
	l. Acceptance and Reference Testing Consumer Sensory Evaluation Preference Tests Acceptance Tests Variations on Acceptance Qualifying Panellists	Lawless, H.T., and Heymann, H.
Teaching/Learning Methodology	I. The Interactive Classroom: The classroom/training restaurant and training food laboratory will be set up and designed for promoting the application of theoretical and applied dimensions of gastronomia and taste physiology in a near-live environment.	

	<p>II. Tutorials/CulinaryTutorials: These are conducted in the form of tutored gastronomy and food tasting applications. Each student will be required to research, plan, apply and deconstruct specific gastronomia and food tasting methodology.</p> <p>Culinary tutorials will be also used to explore issues relating to the development of gastronomy in cultural contexts and its relationship to food tastes and preferences. Students will have the opportunity to lead tutorial groups to demonstrate their knowledge and communication skills.</p> <p>III. Guest Presentations: Throughout the semester invited guest from relevant gastronomy and olfactory areas will enhance students’ understanding of the theories learnt and their applications enabling students to apply, experiment and examine various forms of gastronomia, in conjunction with various olfactory measuring techniques.</p>																																																				
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="480 705 1463 1136"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Individual essay</td> <td>30%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>ii. Mid semester test</td> <td>30%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>iii. Final exam</td> <td>40%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Written essay of up to 2000 words will be used to assess students’ knowledge and understanding of the subject – the role of gastronomy in shaping tastes and food preferences. This assessment method will enable students to be assessed about their understanding of how gastronomy and food preferences have developed over time though culture and its impact on foodservices, on society or individuals in a community.</p> <p>Mid semester test: will assess students’ ability to research, organize and present results from the gastronomy and olfactory lectures and guest presentations. Sensory evaluation will be used to assess the competence of students in applying the appropriate skills to conduct a range of gastronomy and sensory evaluation tests. This assessment method will enable an assessment of students as to how competently they can apply and utilize the appropriate skills and knowledge to conduct a range of gastronomy and sensory evaluation food and wine tests. A theory test will also enable students to express their newly acquired knowledge in gastronomy and olfactory studies.</p> <p>Final Exam: - will assess students overall understanding and knowledge of gastronomy and olfactory evaluation, including cultural awareness and relationships within today’s modern hospitality industry.</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Individual essay	30%	√	√	√	√	√		ii. Mid semester test	30%	√	√		√	√		iii. Final exam	40%	√	√		√		√	Total	100%						
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<p>Student Study Effort Required</p>	Lecture				26 Hrs.																																																
	Tutorial				13 Hrs.																																																

	Culinary tutorials	14 Hrs.
	Student own study	70 Hrs.
	Total Student study effort	123 Hrs.
Reading List and References	<p>Beardsworth, A., & Keil, T. (1997). <i>Sociology on the Menu</i>. London: Rutledge</p> <p>Bryant, C.A., DeWalt, K.M., Courtney, A., & Schwartz, J. (2004). <i>The Cultural Feast - An Introduction to Food and Society</i> (2nd ed.).</p> <p>Finkelstein, J. (1989). <i>Dining Out: A Sociology of Modern Manners</i>. Cambridge: Polity Press</p> <p>Flandrin, Jean-Louis, Massimo Montanari, M., Sonnenfeld, A, eds. (1999). <i>Food: A Culinary History from Antiquity to the Present</i>. New York: Columbia University Press.</p> <p>Grihault, N. (2003). <i>Culture Smart! India</i> (Culture Smart)</p> <p>Hjalager, A.M., & Richards, G. (Eds.) (2002). <i>Tourism Gastronomy</i>. London: Rutledge</p> <p>Lawless, H.T., & Hetmann, H. (1998). <i>Sensory Evaluation of Food: Principles and Practices</i>. New York: Aspen Publishers.</p> <p>Lowenberg, M. E., Todhunter, E.N., Wilson, E.D., Savage, J.R., & Lubawski, J.L. (1979). <i>Food and People</i>. New York: Wiley</p> <p>Mains, K.B. (2003). <i>Open Heart, Open Home: The Hospitable Way to Make Others Feel Welcome & Wanted</i></p> <p>Meilgaard, M., Civille, G.V., Carr, B.T. (1999). <i>Sensory Evaluation Techniques</i> (3rd ed.). U.S.A.:CRC Press.</p> <p>Mennell, S., Murcott, A., & van Otterloo, A. (1992). <i>The Sociology of Food: Eating, Diet and Culture</i>. London: Sage</p> <p>Revel, J.-F. (1982). <i>Culture and Cuisine: A Journey Through the History of Food</i>. New York: Da Capo.</p> <p>Wu, D.Y.H., & Tan, C.B. (2001). <i>The Changing Chinese Foodways in Asia</i>. Hong Kong: The Chinese University Press.</p>	

	<p><u>Journal Articles</u></p> <p>Kivela, J., & Crofts, J. (2009). Understanding travellers' experiences of gastronomy through etymology and narration. <i>Journal of Hospitality and Tourism Research</i>, 33(2). 161-192.</p> <p>Kivela, J., & Crofts, J. (2006). Gastronomy and tourism: A meaningful travel market segment. <i>Journal of Culinary Science and Technology</i>, 4(2/3), 39-55</p> <p>Kivela, J., & Crofts, J. (2006). Tourism and Gastronomy: Gastronomy's influence on how tourists experience a destination. <i>Journal of Hospitality and Tourism Research</i>, 30(3), 354-377.</p> <p>Santich, B. (2004). The study of gastronomy and its relevance to hospitality education and training. <i>International Journal of Hospitality Management</i>, 23(1), 15-24.</p> <p>Hegarty, J., & O'Mahony, G. (2001). Gastronomy: a phenomenon of cultural expressionism and an aesthetic for living. <i>International Journal of Hospitality Management</i>, 20(1), 3-13.</p>
Textbook	Nil