

University of Calgary
Department of Communication, Media and Film

Communications Studies COMS 401.XX
Sustainability and Culinary Tourism
Spring 2025 GSP
Pre-Departure Classes ON CAMPUS May 5-8
Travel Dates May 12-28

In-person

The University of Calgary, located in the heart of Southern Alberta, both acknowledges and pays tribute to the traditional territories of the peoples of Treaty 7, which include the Blackfoot Confederacy (comprised of the Siksika, the Piikani, and the Kainai First Nations), the Tsuut'ina First Nation, and the Stoney Nakoda (including Chiniki, Bearspaw, and Goodstoney First Nations). The City of Calgary is also home to the Métis Nation of Alberta (districts 5 and 6).

Instructor:	Dr. Lisa Stowe
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Web Page:	D2L available through MyUofC portal
Office Hours:	n/a (program takes place in Spain – instructors will be available for student consultation daily)

Course Description

Culinary tourism is on the rise, with consumers traveling longer distances to taste ‘authentic’ and ‘national’ cuisines. The aim of this course is to use food as a lens to introduce students to the complex relationships among food, sustainability, and culinary tourism. Through a hands-on group study program, students will explore the intersections between sustainability and culinary tourism. The course will cover topics such as sustainable food sourcing, eco-friendly restaurant practices, and the role of food tourism in supporting local communities.

Spain offers an ideal site to explore the paradoxes and contradictions of modern food cultures, as food producers and consumers struggle to balance sustainable practices with the increasing interest in culinary tourism. It also presents challenges, as its burgeoning tourist industry strains the integrity of its cultural heritage. By the end of the course, students will have a comprehensive understanding of the key issues and opportunities within the field of sustainable culinary tourism. They will be equipped with the knowledge and skills to design and promote culinary experiences that are both environmentally responsible and culturally enriching.

Additional Information

This course is only available to students enrolled in the 2025 Food Culture in Spain Group Study Program

The schedule of topics and readings can be found at the end of this outline or on D2L. Students are responsible for reading and following all course and university policies discussed in this outline.

Objectives of the Course

Learning Objectives

Students will:

- Analyze the relationship between sustainability and culinary tourism.
- Identify and evaluate sustainable practices within the culinary and tourism industries.
- Develop strategies for promoting sustainability in culinary tourism.
- Understand the cultural, economic, and environmental impacts of culinary tourism.
- Gain practical experience through field trips and projects with an emphasis on sustainable culinary tourism.
- Experience culinary tourism first-hand and assess its advantages and disadvantages to Spanish food culture
- Develop, create and present an original culinary tourism artefact, like an advertorial, social media campaign, short promotional video, tourist guidebook entry
- Read and critique Spanish food culture via experiential learning pedagogy and reflective assessment
- Collaborate effectively and work cohesively in a team setting

Textbooks and Readings

Assigned readings have been posted as PDFs or linked on D2L.

Policy on the use of Electronic Communication Devices

Laptops, tablets, and mobile phones may be used in class and tutorials only for course-related purposes and only if their use is not distracting others or negatively impacting the learning environment. No audio or video recording is allowed in any class without the instructor's permission.

Assignments and Evaluation

Weight	Assessed Components	Due
30% (6% each) (Individual Assignment)	Reading Quizzes: Students will complete an online quiz for each of the five 'field' articles assigned to the 401.04 class. Quizzes will be a combination of multiple choice, true or false and open-ended questions. Quizzes are open book and timed. Quizzes will be open from the first pre-departure class until the close dates. Once quizzes close, they will not be re-opened.	Reading quizzes 1 and 2 close on May 14 Reading quizzes 3 and 4 close on May 17 Reading quiz 5 closes on May 20
10%	SMART Goals: Students will create and complete 3-5 SMART goals that they want to work on in the Spain	Due by May 8

(Individual Assignment)	GSP. Goals can be academic or personal but must follow the SMART goals structure and layout. More information on this assignment will be posted on D2L and will be covered in the pre-departure classes.	
30% (Individual Assignment)	<p>Travel Guide Entry based on a Field Trip: Students will submit one 1200-word travel guide entry for one selected field trip related to the program. <i>Please note that students cannot submit an entry for their group assigned field trip for their capstone project.</i></p> <p>This entry should be written for a specific tourist guidebook/website like Fromer's, Lonely Planet, Rough Guide, etc. and can include photos or video links that help flesh out the attraction and help inform and 'sell' it to your chosen audience. Entries should highlight how this location supports or challenges the notions of sustainable culinary tourism. More details about the travel guide entry will be posted on D2L.</p>	May 30 (after program ends)
30% total Artifact 20% Presentation 10% (Group Presentation)	<p>Capstone Project: Using your experiences from the assigned group field trip create an artefact that promotes this location as a form of culinary tourism to an audience of your choice and then present that artifact to the rest of the class during a 10-minute presentation while in the field. Artefacts can be an advertorial (500-750 words), a social media campaign (5-10 Instagram posts or X tweets, a series of 3-30 second Tik Tok video), a short promotional video (5 minutes), a padlet presentation or another digital platform presentation. These artifacts should forefront and reference how this location supports or challenges the notions of sustainable culinary tourism. More details about the capstone project will be posted on D2L.</p>	May 26

Registrar-scheduled Final Examination: No

If your class is held in the evening, the Registrar's Office will attempt to schedule the final exam in the evening, but there is no guarantee that the exam will NOT be scheduled during the day.

Note: You must complete all assignments and exams or a course grade of F may be assigned at the discretion of the instructor.

Submission of Assignments

Please submit all assignments in class or by uploading them to the designated D2L dropbox. Include your name and ID number on all assignments. Be sure to keep a copy of each submitted assignment and to submit the proper version.

Private information related to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. Please note that instructors may use audio or video recording for lesson capture, assessment of student learning, and self-assessment of teaching practices.

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of 5% or a partial letter grade (e.g.: A- to B+) for each day late.

Student Accommodations

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS); SAS will process the request and issue letters of accommodation to instructors. For information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation based on a protected ground other than disability should communicate this need in writing to their Instructor. For the full policy on Student Accommodations, see <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

Students seeking accommodation for transient illnesses (e.g., the flu) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require a medical note. For information on the use of a statutory declaration, see the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

Expectations for Writing

Department policy directs that all written assignments and, to a lesser extent, written exam responses be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization and proper documentation of research sources. For further information, please refer to the *University of Calgary Calendar* section on writing across the curriculum: <http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, assignments will be graded with a mix of letter grades and numeric grades.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations*
4.00	Outstanding performance	A+	96 - 100%	98.0%
4.00	Excellent performance	A	90 - 95.99%	93.0%
3.70	Approaching excellent performance	A -	85 - 89.99%	87.5%
3.30	Exceeding good performance	B+	80 - 84.99%	82.5%
3.00	Good performance	B	75 - 79.99%	77.5%
2.70	Approaching good performance	B-	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	C+	65 - 69.99%	67.5%
2.00	Satisfactory performance	C	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	C-	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	D	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	F	0 - 49.99%	0%

* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages, A.I. content generators, or visual media.

Students must adhere to the instructor's course policy regarding the use of A.I. generated content in course work. Unsanctioned use of A.I. generated content in course work may be reported as academic misconduct.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. **In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin.** Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there.

For information on citation and documentation styles (MLA, APA, Chicago, IEEE, etc.), visit the Student Success Centre resource links at <https://ucalgary.ca/student-services/student-success/writing-support> or the Purdue Online Writing Lab (OWL) Research and Citation Resources at https://owl.purdue.edu/owl/research_and_citation/resources.html

If you need help with your writing or have questions about citing sources, consult your instructor or visit the Student Success Centre, Taylor Family Digital Library. To book an appointment, go to <https://ucalgary.ca/student-services/student-success/writing-support>

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including lectures, course outlines, presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed, or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the same course section and term may be allowed under fair dealing. Check with the instructor if you have any questions about sharing materials with classmates.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

Academic Misconduct

For information on academic misconduct and its consequences, please see the *University of Calgary Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Research Ethics

Whenever you perform research with human participants, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferral of term work, see <https://www.ucalgary.ca/pubs/calendar/current/g-2-3.html>

For information about deferrals of final examinations, see <https://www.ucalgary.ca/pubs/calendar/current/g-3-4.html>

For information about requesting a reappraisal of course work or of a final grade, see <https://www.ucalgary.ca/pubs/calendar/current/i.html>

Student Support Services and Resources

Please see <https://www.ucalgary.ca/registrar/registration/course-outlines> for information about student support services and resources, including Wellness and Mental Health Resources, Student Success programs and services, the Student Ombuds Office, the Student Union, and Safewalk. For resources on D2L, Zoom, Yuja, etc., see

<https://elearn.ucalgary.ca/resources-for-students/>. (Find the topic menu under the icon to the left of the ELEARN banner.)

Schedule of Lecture Topics and Readings

Daily Itinerary for 2025 Spain Group Study Program

Spain 2025 Food Culture in Spain GSP Itinerary and Class Schedule

Pre-Departure Classes: Calgary May 5-8, 2025

Pre-Departure Class	Topic	Activities/Readings	Contact Hours
May 5, 2025 (12pm-4pm)	<ul style="list-style-type: none"> Intro to program and EL Review course outlines Review assignment descriptions <p>Break (10 mins)</p> <ul style="list-style-type: none"> Developing group cohesion <p>Break (10 mins)</p> <ul style="list-style-type: none"> Intro to Critical Food Studies: How to study food and critically engage with tourism: Anchoring our discussions in concepts and theory <p>Group Work (30 mins)</p>	<p>Readings: Urry, J., & Larsen, J. (2011). <i>The tourist gaze 3.0</i>. Sage.</p> <p>Bordieu, P. (2012). Distinction: A Social Critique of the Judgement of Taste. In Counihan, C. & Van Esterik, P. (eds.), <i>Food and Culture: A Reader</i>. New York, New York: Routledge (pp. 31-39).</p> <p>MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. <i>American journal of Sociology</i>, 79(3), 589-603.</p> <p>Bruffee, K. A. (1984). Collaborative learning and the "conversation of mankind". <i>College English</i>, 46(7), 635-652.</p> <p>Activity: Working Collaboratively (Spaghetti and Marshmallow Tower)</p> <p>Group Work (30 mins)</p> <ul style="list-style-type: none"> Identify group assigned articles and field trips Start brainstorming about reading presentations Start thinking about COMS 401.PC in-field presentation 	4
May 6, 2025 (12pm-4pm)	<p>SMART Goals Intro (15 minutes)</p> <p>Introduction to COMS 401.SCT (Sustainability and Culinary Tourism) (60 mins)</p>	<p>Readings: Long, L. M. (Ed.). Introduction and Chapter 1 (2004). <i>Culinary tourism</i>. University Press of Kentucky.</p> <p>Group Work:</p> <ul style="list-style-type: none"> Prep for COMS 401.GCT reading presentations due May 8. 	4

May 7, 2025 (12pm-4pm)	Introduction to COMS 401.PC (Popular Culture of Food in Spain) How to do an ad analysis. Denotation and Connotation.	Parasecoli, F. (2008). Introduction: Pop Culture Drama. <i>Bite me: Food in popular culture</i> . Bloomsbury Publishing.	4
May 8, 2025 (12pm-4pm)	COMS 401.SCT Group Presentations	Group presentations on selected article (120 mins: 5 groups @ 20 mins each)	4

In-Field Schedule: Madrid/Vitoria/San Sebastian/Bilbao May 12-28, 2025

Date	Topic/Location	Activity	Contact Hours
Day 0 May 12 (Monday)		Depart from Calgary	
Day 1 May 13 (Tuesday)	Madrid Hotel: Regente 3* Hotel	Arrive Madrid and transfer to Regente 3* Hotel Group Dinner Pazo de Lugo	3
Day 2 May 14 (Wednesday)	Madrid Hotel: Regente 3* Hotel	AM: Orientation Class PM: Optional Field Trips: Palace/Stadium Evening Free COMS 401.SCT: Reading Quizzes 1 and 2 due	6
Day 3 May 15 (Thursday)	Madrid Hotel: Regente 3* Hotel	Madrid Market Tours AM: Mercato San Anton PM: Mercato San Miguel Group 1 (Markets in Madrid) Presentation Evening Free	6
Day 4 May 16 (Friday)	Madrid Hotel: Regente 3* Hotel	AM: Class: COMS 403.PC PM: Study Time Evening: Group Dinner at Botin Restaurant COMS 401.PC: Reflection 1 due	6
Day 5 May 17 (Saturday)	Vitoria Hotel: Silken Ciudad de Vitoria 4*	AM: Transfer to Vitoria PM: Food tour of Vitoria Evening Free COMS 401.SCT: Reading quiz 3 and 4 due	3
Day 6 May 18 (Sunday)	Vitoria Hotel: Silken Ciudad de Vitoria 4*	AM: Winery Visit (Sustainable Winery) Beronia PM: Lunch at Nublo Group 2 (Sustainable Wine Production) Presentation	6

		Evening Free	
Day 7 May 19 (Monday)	Vitoria Hotel: Silken Ciudad de Vitoria 4*	AM: Gamarra Cooking School (Basque Food Culture) PM: Study Time Evening Free	4
Day 8 May 20 (Tuesday)	San Sebastian Hotel: Palacio de Aiete 4* Hotel	AM: Transfer to San Sebastian PM: Study Time Evening Free COMS 401.SCT: Reading Quiz 5 due	
Day 9 May 21 (Wednesday)	San Sebastian Hotel: Palacio de Aiete 4* Hotel	AM: Basque Culinary Centre PM: Basque Culinary Centre Group 3 (Traditional Food Culture and Identity) Presentation Evening Free	6
Day 10 May 22 (Thursday)	San Sebastian Hotel: Palacio de Aiete 4* Hotel	AM: Class: COMS 401:SCT PM: Pintxos Ethnographic Activity Group 4 (Basque Culinary Tourism) Presentation Evening Free	6
Day 11 May 23 (Friday)	San Sebastian Hotel: Palacio de Aiete 4* Hotel	AM: Geteria Gaintza Txakolina PM: Lunch in Geteria Study Time Evening Free COMS 401:PC: Reflection 2 due	4
Day 12 May 24 (Saturday)	San Sebastian Hotel: Palacio de Aiete 4* Hotel	AM: Study Time PM: Study Time Evening: Gastronomic Society (Basque Food Culture) Group 5 (The Importance of Gastronomic Societies in Preserving Basque Culinary Heritage) Presentation COMS 401:PC: Reflection 2 due	2
Day 13 May 25 (Sunday)	Bilbao Hotel: Silken Indautxu 4* Hotel	AM: Transfer to Bilbao PM: Guggenheim Evening Free	2
Day 14 May 26 (Monday)	Bilbao Hotel: Silken Indautxu 4* Hotel	AM: Food tour of Bilboa PM: COMS 401.PC Group Presentations Evening Free	6
Day 15 May 27 (Tuesday)	Bilbao Hotel: Silken Indautxu 4* Hotel	AM: Exam PM: Free time Evening: Final Group Dinner: Zortziko	2
Day 16 May 28 (Wednesday)	END OF PROGRAM	Group leaves from Bilbao	

