

## Food & Culture: Rome, Italy

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### COURSE 1: FOOD AND CULTURE TOURISM IN ITALY

(3 credits as HTM Special Topics 450 or DI 175 to fulfill core 5.2)

#### COURSE DESCRIPTION:

Rome is a city of contrasts. When you first arrive it may be surprising to see all the hustle and bustle of a busy city. However when look deeper, you will be able to see the many sides of Rome – especially the food and culture side. Understanding food and wine tourism is still in its infancy and there is a lack of data and information about this form of tourism in Italy. Starting from this point of view, the aim of this course is to present a new approach to the studies of food and wine tourism in Italy. Methodology will include lectures, hands-on workshops, guided visits to farms and visits with media and marketing outlets in the area. This course offers a comparative approach to understanding different kinds of food and wine tourism (turismo enogastronomico) in the following regions:

- The city of Rome
- Tuscany
- Southern Italy—in Campania (rural area of Cilento)

Students learn about the important social, political and environmental implications of tourism in Italy. Socially, tourism is an important factor of change in terms of values, lifestyles, and social structure. Politically, it has important implications on center-periphery relations, the composition of voting blocs, policy networks and state-civil society relations. Environmentally, tourism has important implications – sometimes positive but often negative – such as pollution, traffic and ‘cementification’ of coastal areas.

Finally, through analyzing data about the dynamics between Italians and foreigners in relation to food and wine tourism in Italy, students discover how food and wine tourism is not a niche tourism, but it is a subset of the same travel, with strong evidence pointing toward a mix of tourisms. Results obtained in several fields of research will be exposed. Professionals and experts in the field demonstrate how studying attitudes and values of tourists, their mobility in a territory and their needs, makes it is possible to provide valid and new perspectives for promoting the Italian culture in Italy and abroad.

#### COURSE OVERVIEW:

##### *Introduction*

- Social issues
- Environmental challenges
- Food and Wine Tourism in Italy: Historical Background
- The Political Dimension
- The European Dimension
- Italy North and South

- Reasons for the failure of agritourism policy
- The European Union and Sustainable Tourist Development
- Food and wine blogs; workshop and creation of students' blog.
- EATainment workshop

### ***Rome and Lazio Region***

- Social issues
- Environmental challenges
- Geographic marginality, transport accessibility and tourism development
- Eating Inside and Out tour and coffee tasting in Rome (meet with restaurant owners)
- 1-day excursion in Agritourism to visit a 'Slow Food' farm & lunch included (meet with the farmer, cheese making and bread laboratory sessions)
- 1-day excursion to an Organic Vineyard & dinner included (wine making and laboratory session, meet with the owner and the sommelier)
- 1 educational dinner (workshop with the Chef + dinner)
- Wine tasting and Food & Wine pairing workshop (meet with a wine journalist)
- Food street markets workshop and tasting (field trip with a food and wine blogger)
- 1 Cooking Class (discovering the Italian Materia prima)
- 1-day field trip to la Tuscia

### ***Florence and Tuscany Region***

Tuscany is one of the favorite destinations in Italy. Tuscany is a large region, with the most varied landscape in Italy, from the hills and mountains in the northern Lunigiana, to the seaside Maremma, Tuscany should be savored slowly.

- Social –economic issues
- Environmental challenges
- Marketing the region: creating Stereotypes ( visit Eataly and other Made in Italy food stores)
- Related literature (from cookbooks to guidebooks)
- Integrated digital campaigns to promote tourism (meeting with Slow Food representative)
- 2-day field trip (students assignments)

### ***The South (Cilento Area) – 3 days excursion***

- Social –economic issues
- Environmental challenges
- Exploring the role of new information technologies
- Destroying Stereotypes (meet with the mayor of a small town in the south)
- Angel Keys and the Mediterranean diet (library visit)
- 1 Cooking Class (using Mediterranean Diet ingredients)
- 3-day field trip (students assignments)

**PROGRAM ACTIVITIES INCLUDED FOR ALL STUDENTS:**

- Co-curricular activities with specialized tutoring for 4 weeks
- 3-day excursion in the South of Italy – Cilento Area (accommodation and meals included)
- 2-day excursion in Tuscany (accommodation and meals included)
- 1-day excursion to la Tuscia (lunch included)

**INCLUDED SERVICES:**

- Transfer to/from airport to apartments & residence
- Orientation + Icebreaking scavenger hunt – 1st day walking tour of Rome
- Emergency On-Site Facilitator
- Welcome & Farewell dinners
- 1 month public transportation card
- Accommodation in shared Apartments (double rooms)
- Italian prepaid cell phone

**ACCOMMODATIONS:**

Students are housed in shared apartments, located in the centre of Rome (Trastevere area) at a 20 minute walking from Gustolab Institute. The comfortable, fully furnished apartments feature multiple double occupancy rooms, bathroom and kitchen. Free Internet access is available in each room.

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**COURSE 2: ITALIAN LANGUAGE AND CULTURE FOR THE STUDY OF FOOD AND TOURISM (3 CREDITS)**

Language instruction provided by Scuola Leonardo da Vinci, Rome, with vocabulary and usage designed as a specific complement to the study of food culture and tourism.

Visit <http://www.scuolaleonardo.com/Italian-language-school-Rome.html> to learn more about the language institute.

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**Sample Budget:**

Program Costs	
<b>Program Fee</b> The program fee includes: Tuition, Airfare, Apartment style housing, Airport transfer, One-month public transportation card, Excursions to Tuscany and Cilento, Onsite Orientation and walking tour of Rome, Welcome & Farewell dinners, Cultural Activities, Italian prepaid cell phone, Medical Insurance	<b>\$4,999</b> (6 credits)
Additional Costs	
<b>Passport</b> (if you do not already have one)	<b>\$135.00</b>
<b>Additional Meals</b>	<b>\$600 - \$1,000</b>
<b>Personal Expenses</b> This amount will vary widely depending on individual student habits. This could include additional travel, personal necessities, local transportation.	<b>\$700 – \$1,800</b>

