The objective of this subject is to provide a general appreciation of the history and culture of food and beverage, with a strong focus on contemporary themes. The history of cuisine from various global regions will be examined from historical, sociological, and economic perspectives, and the global impact of the food and beverage, and associated industries, on both modern and developing societies are examined and questioned.

Upon completion of the subject, students will be able to:

a. describe and discuss the interactions between cuisines and cultures within the major global regions.

b. evaluate current pressing issues related to food and culture, including the provision and distribution of food, community development, environmental impact and personal and social responsibility.

c. identify and evaluate behaviours of consumers engaged in food and beverage tourism, and their impact upon communities.

d. identify and comment upon how political, economic, social and cultural structures might influence and be reflected by food choices.

1. Anthropology of food
   - Focus on food within a cultural and cross-cultural context.

2. Cuisines and cultures of Asia
   - Focus on foods produced in Asia and its historical and global influence

3. Cuisines and cultures of Europe
   - Focus on foods produced in Europe and its historical and global influence

4. Cuisines and cultures of the Americas
   - Focus on foods produced in the Americas and its historical and global influence

5. Cuisines and cultures of the Middle East and Africa
   - Focus on foods produced in the Middle East and Africa and its historical
and global influence

6. Cuisines and cultures of Australasia and the Pacific Islands
   - Focus on foods produced in Australasia and Pacifica and its historical and
global influence

7. The role of beverages in the development cuisines
   - Evaluate the importance of beverages and their role in world cuisines

8. Experiencing food through the senses
   - Evaluating cheese-making, wine-tasting, fermentation, food
   preservation, culinary tools and methods, cravings and food
   avoidance, sustainability and terroir

9. Food from an economic/business perspective
   - Examine the development of the fast food industry

10. Food labeling and laws
    - Examine food labels and the use of additives in foods

11. Food as medicine
    - Past and present usage of foods and plants in medicines

12. Geography of hunger and poverty
    - Variations in diet, malnutrition diseases, food production, income,
    and other related characteristics among the world's hungry and poor.
    Analysis of the causes and consequences of hunger and poverty in
    contrasting regions of the world.

13. Food and the visual arts
    - Examine how food images represent aesthetic concerns, social
    habits, demographics, domestic relations, and historical trends.


---

**Teaching/Learning Methodology**

A variety of methods will be used to allow learning to occur. The lectures will
be interactive, with the students engaging in group and/or individual tasks.
These tasks might include reading, evaluating case studies, and engaging in
discussions and other activities. Information will be presented to students in a
variety of ways including readings, audio and video clips, power point
presentations, on line learning and activities. Guest lecturers will also be used in
areas such as anthropology foods as a medicine and world hungry and poverty.

These various teaching/interaction methods are used to stimulate interest in
students, accommodate differences in preferred learning styles, and support
active learning methods.

1 **Mass Lecture**

The mass lecture is designed to accommodate a large number of students
and it is designed to provide students with the theoretical background of
the subject taught.
2 Essay component
Students will produce a short essay to assess knowledge and understanding of the evolution of foods through their history and culture

3 Reading requirement
Assigned research articles will be designated for each area and materials are required to be read in preparation for forthcoming lecturers.

4 On Line Tests
These will enhance while evaluating students’ knowledge and giving valuable feedback on a twice weekly bases. In so doing, students and lecturer will identify areas for further improvement through required reading, assigned articles and course text.

5. Subject Levy
Students are required to pay HK$250 for materials used during relevant classes.

### Assessment Methods in Alignment with Intended Learning Outcomes

<table>
<thead>
<tr>
<th>Specific assessment methods/tasks</th>
<th>% weighting</th>
<th>Intended subject learning outcomes to be assessed (Please tick as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>a</td>
</tr>
<tr>
<td>1. Multiple choice test</td>
<td>30%</td>
<td>✓</td>
</tr>
<tr>
<td>2. Individual essay</td>
<td>30%</td>
<td>✓</td>
</tr>
<tr>
<td>3. Final exam</td>
<td>40%</td>
<td>✓</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

**Multiple choice test:** Students’ will access on line multi choice questions that will examine past and present influences in the food industry on a weekly basis.

**Individual short essay:** Students will be asked to investigate a specific subject surrounding their knowledge of world cuisines. This will be a web safari where by several selected web site will allow students to access necessary knowledge related to the specific area selected. Several readings from approved journals will also be required to develop further understanding in the subject.

**Final examination:** Examination will be employed to test students’ understanding of the knowledge and application ability in answering historical and modern trends in the food industry and related issues.

### Student Study Effort Expected

<table>
<thead>
<tr>
<th>Class contact:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>39 Hrs.</td>
</tr>
</tbody>
</table>

August 2012
<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>On line test</td>
<td>24 Hrs.</td>
</tr>
<tr>
<td>Essay research and completion</td>
<td>20 Hrs.</td>
</tr>
<tr>
<td>Prepare test and exam</td>
<td>40 Hrs.</td>
</tr>
<tr>
<td><strong>Total student study effort</strong></td>
<td><strong>123 Hrs.</strong></td>
</tr>
</tbody>
</table>

**Reading List and References**

Readings to be provided by instructor and given during/prior to lecture but sources such as the following may be used:


