HTM4112 Gastronomy and Olfactory Studies

Subject Name: Gastronomy and Olfactory Studies
Subject Code: HTM4112
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: HTM3130 – Food and Beverage Operations I or HTM3131 – Food and Beverage Operations II

Subject Description
This subject examines:
Gastronomy and multicultural food customs and behaviours;
Eating traditions and rituals;
Food tastes and preferences;
The role played by gastronomy in shaping food preferences and tastes;
Sensory evaluation of food; and
Gastronomy-cultural differences in perspectives of age, gender, social rank, religious requirements

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Competency: Multi-cultural Outlook
Students will be able to understand and describe the role gastronomy and sensory evaluation of food and beverage plays in modern foodservice environment, including its relationship with culture.

Social responsibility
Students will be able to describe how and why gastronomy and sensory perception of food is a socially selective trait and analyse why such traits are manifest across disparate cultures.

Critical thinking
Students will be able to assess, analyse and discuss the concepts of gastronomy, culinaria, taste, sensory preceptors, dining etiquette, food consumption habits, culture, acculturation, ethnocentrism, and intercultural relations through food.

Students will identify and discuss the essential gastronomy-sensory behaviours and customs of China, North America, Western and Eastern Europe, S.E.Asia, Asia-Pacific, and the Middle East. In addition, students will learn basic demographic, cultural, geographical and economic information for each country/region studied in class.

Within the hospitality context, students will be able to describe and demonstrate where applicable the appropriate practices for the following activities:
The development of gastronomy – eastern and western perspectives
Dining etiquette and dining differences across cultures
Hosting specific cultures
Food preferences and taboos
Religious and socio-cultural traits related to foods
Undertake sensory evaluation (SE) of a variety of foods and beverages
Know how to taste food and beverage materials by using the five senses
Know how to smell food and beverage materials
Know how to conduct a variety of sensory evaluation tests
Apply conceptual understanding of effective Sensory Evaluation (SE) of food
Competently utilise the appropriate skills and knowledge required when setting up sensory evaluation of food tests
Competently devise and utilise various SE processes
Critically evaluate SE data
Understand how SE data impacts on foodservice product development.

Each student will become proficient in the hospitality customs, protocol, and etiquette for a country of their choice.

Assessment Weighting
Continuous Assessment 100%

Key topics to be addressed in this subject (Subject to regular update)
1 Defining gastronomy in a cultural context
2 Gastronomy – western and eastern perspectives
3 Gastronomy, taste and dining etiquette
4 Gastronomy and Tourism
5 The Cultural Feast - presenting gastronomy through culture and travel
6 Globalization and travel and its effect on gastronomy
7 Anatomy, Physiology, Functions of Taste
   Anatomy, Physiology, and Functions of Smell
   The Flavour Senses
   Sensory Interactions
8 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 Tests

9 Statistical methods for analysing sensory evaluation data

Practical Applications of Numbers to Sensory Phenomena

Common Methods of Scaling

10 QUALITATIVE CONSUMER RESEARCH METHODS

Introduction

Characteristics of Focus Groups

Using Focus Groups in Sensory Evaluation

Conducting Focus Group Studies

11 TEXTURE EVALUATION

Texture Defined

Auditory, Visual, and Tactile Texture

Sensory Texture Measurements

Texture Profile Analysis

12 COLOUR AND APPEARANCE

What Is Colour?

Vision

Measurement of Appearance and Colour Attributes

Instrumental Colour Measurement

13 ACCEPTANCE AND PREFERENCE TESTING

Consumer Sensory Evaluation

Preference Tests

Acceptance Tests

Variations on Acceptance

Qualifying Panelists