



Creating The Tastiest Culinary Tourism Study Abroad Experience for Students Through a Flipped Classroom Adventure



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Agenda

- Appetizer:
 - Pre-Course Research & Preparation
- First Course:
 - Course Goals & Building Framework
- Second Course:
 - Creating Experiences
- Third Course:
 - Evaluations
- Dessert:
 - Key Takeaway Points
 - Challenges
 - Areas to consider



Pre-Course
Research:
Educating a
Universal Language

Comida * chakula *
Alimento * 料理 *
питание
음식 * cuisine * کھانا *
bia * غذاء\
thực phẩm * élelmiszer
* ὕλη



Preparation & Research: The Best Subject in a Beautiful Country

- The top destination for food and drink travel
- Different than on campus instruction, online, & prep
 - Requires more planning (Alana you know what I mean)!
- Country differences and the importance of building relationships (Si, Giovanna)?
 - Required pre- trip research & visit
- Researched the top culinary experiences & met with business owners.



Site Visits In Italy Are Rough 😊





Course Goals & Building Study Abroad Framework



Course Goals

- Provide a hands on experience for students through a flipped classroom approach.
- Introduce students to key players in the culinary tourism industry in Tuscany.
- Help them understand the importance of experiences from a supply sector perspective.
 - Can I get an amen Matthew Stone?
- Be intentional with applying the experience framework to each hands on activity or lecture.



Building Study Abroad Framework & Experiences

- 1 week online, 2 weeks in country
- Field lectures/experiential learning
- Culinary travel journal
- Experience observations



Study Abroad
Promo Video

Culinary Tourism Experiences



Tastings/Tours

- Cheese
- Wine
- Olive Oil
- Truffles
- Chocolate
- Beer

Meals

- 9 lunches
- 2 dinners
- 13 breakfasts

Culinary Activities

- 2 Cooking Classes- 1 Chocolate Making & 1 Pasta Making
- Florence & Sienna foodie walk with tastings
- Truffle hunting
- Chocolate factory tour and tasting
- Pasta factory visit
- Winery visit- Chianti & Montalcino
- Agriturismo tour
- Cruise Lake Trasimeno
- Perugia Chocolate factory tour and tasting
- Brewery visit
- Gelato tastings- San Gimignano



Evaluations

- "I loved the hands on learning.!"

- "The best experience of my life."

- "Each day was a learning adventure & unlike typical lectures."



- "It was so interesting meeting the different culinary tourism owners and apply important key educational concepts of the industry."



Dessert: Key Takeaways, Challenges & Considerations



Challenges:

- COVID
- Group Dynamics
- Personality Differences
- Down time

Implications:

- Keep class size small
- Include a pre-country online component for the students.
- Include a social plug
 - Culinarytourismclass
 - Csu_hemadventures

Implications Continued:

- Establish relationships
- Integration of experiential & hands on learning
- Try to be personable
- Keep them engaged!
- Trend integration (AI??
Insert John, David & Will)



Grazie!



Questions & Shameless Plugs

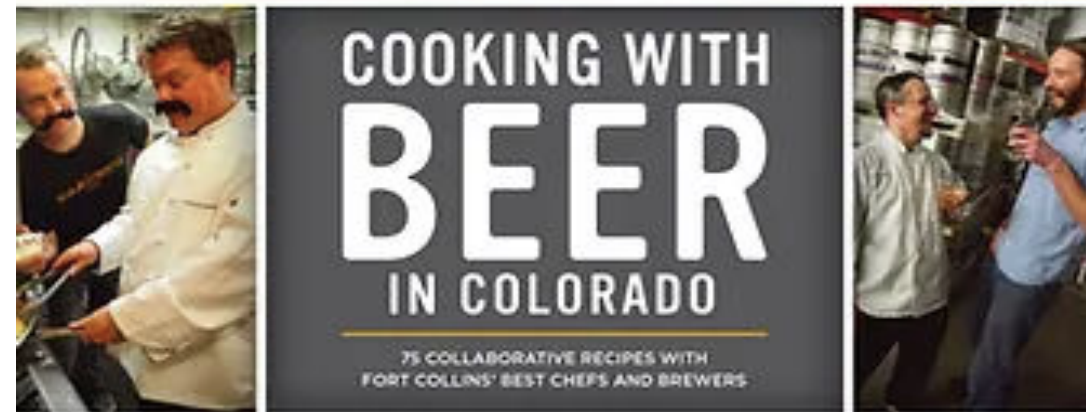
Hey we're in marketing, so why not?

Let's connect/collaborate

- Christina.Minihan@colostate.edu

Support a local cookbook!

- www.cookingwithbeerincolorado.com
- Let the students shine! Follow them as they promote their learning adventures on Instagram:
 - @csu_hemadventures
 - @culinarytourismclass





Well, that was fun!