



**UNIVERSITY OF SAN CARLOS (USC)**  
**School of Business and Economics (SBE)**  
**Department of Hospitality Management (DHM)**  
**Michael Richartz Tourism Center, Talamban Campus (MRTC-TC)**

## SYLLABUS

<b>COURSE DETAILS</b>	
Course No. : <b>TM 202</b> Course Title : <b>Culture and Cuisine</b> Credit Units : <b>3.0 units</b> Pre-requisites : <b>TM 100, TM 101</b> Term : <b>2nd Semester, Academic Year 2015 - 2016</b> Schedule : _____	Instructor : <b>Demetrio S. Anticuando, MBA</b> Office and consultation hours : <b>Mondays / Wednesdays, 08:00 – 09:00 AM</b> <b>Tuesdays/Thursdays, 08:00 – 12:00 NN, 02:00 – 05:00 PM, DHM Faculty Room, Downtown Campus</b> Contact details : <b><a href="mailto:tourismmgmt.section@gmail.com">tourismmgmt.section@gmail.com</a> (0923) 445-2621</b> Syllabus revision by : <b>Anticuando, Demetrio S., MBA</b>
<b>COURSE DESCRIPTION</b>	
<p><i>Welcome to the two of the most important components in the tourism business – culture and cuisine. The culture of the place determines the cuisine it offers. This course will enable the students to be familiar with the different kinds in the Philippines and in other parts of the world. It is very important that Tourism students know this since part of their work is to showcase the different cuisine of a destination.</i></p> <p><i>The student taking this course should have passed TM 100 and TM 101. It is in these subjects that students learned and where later exposed to tourism activities. A better understanding of this course is needed for the students to be well – versed with the different regions in the Philippines as well as the other countries in the world. This way, they will not have difficulty in identifying tourist destinations in the country.</i></p> <p><i>Basic knowledge of Philippine and World history and geography is needed in the subject because it is in this aspect where the students will be able to identify the origin of food itself. Through the history and location of the place, food sources will be discussed.</i></p> <p><i>As Carolinian, the need to appreciate food origin and its cultural background will help develop students become competent and will have the nobility of character as stipulated in the USC Mission – Vision Statement. Through this course, the students will also be more understanding of the need, love of country and become advocates of the cuisines of the world cuisine, being such; tourist will have a better understanding of our culture and the food.</i></p>	

<b>PROGRAM EDUCATIONAL OUTCOMES:</b>	
Three to five years after graduation, the Carolinian business professional graduate:	
<b>PEO 1</b>	A business professional who can build a career in Tourism Management at national and international levels.
<b>PEO 2</b>	A business professional who is competent and capable in creating wealth, managing and distributing whether in Tourism and other hospitality service - related enterprise.
<b>PEO 3</b>	A business professional who contributes their expertise in Travel and Tourism operation/MICE Management to the industry, professional body and society.

DOMAIN	DOMAIN DEFINITION	SKILLS	PEOs'		
			PEO 1	PEO 2	PEO 3
<b>PO1: Business/Hospitality Industry Knowledge</b>	The ability to make decisions based on integrating knowledge of functional areas for managing Travel Trade and other tourism service – related organizations.	Cognitive	X	X	
<b>PO2: Communication/Reporting</b>	The ability to verbalize business information and translate this into meaningful database to improve customer service and revenue generation.	Cognitive		X	
<b>PO3: Leadership and Teamwork</b>	The ability to influence/work with colleagues in a socially diverse environment towards the achievement of a common goal.	Affective		X	X
<b>PO4: Multidisciplinary Teams</b>	The ability to function in collaboration with other theoretical disciplines and field of studies.	Cognitive & Affective		X	X
<b>PO5: Witness to the word</b>	The ability to be professionally competent, guided by hospitality industry codes of conduct, noble in character and sensitive to the gospel's mission.	Affective		X	X
<b>PO6: Lifelong learning</b>	The ability to demonstrate personal and intellectual autonomy and information literacy.	Cognitive	X		
<b>PO7: Research</b>	The ability to inquire, examine, collect hospitality/tourism related information data.	Cognitive	X		X
<b>PO8: Technical competencies</b>	The ability to perform various travel and tour operations practices.	Cognitive/ Affective/ Psychomotor	X	X	X
<b>PO9: Problem solving and decision making</b>	The ability to analyze, interpret, and formulate strategic directions to address the key challenges in tourism product diversification.	Cognitive & Psychomotor	X		X
<b>PO 10: Cultural diversity competency</b>	The ability to appreciate individual and cultural differences and commonalities as well as be able to communicate and work well between different cultural groups and ethnicities.	Cognitive & Affective			X
<b>PO11: Health and safety</b>	The ability to follow and apply practices on preventive approach to safety, sanitation and maintenance of facilities, equipment and supplies, with environmental preservation.	Cognitive/ Affective/ Psychomotor	X	X	X

Note:

PO 8: Includes Travel and Tour Operations Management; Tourism Sales and Marketing; and Tourism Support Services.

PO 9: Tourism Resources Management (Philippine Tourism Product Portfolio; and Green Tourism Management)

### PROGRAM LEVEL STUDENT LEARNING OUTCOMES

Each course has specific Course Level Student Learning Outcomes (SLOs) that will be achieved through the curriculum designed for the course. The cumulative achievement of all Course level SLOs will result in the achievement of *Eleven (11) Program Level Student Learning Outcomes* as listed below.

Upon completing the Bachelor of Tourism Management (BTM) program, tourism graduates will demonstrate the following:

PROGRAM OUTCOME (PO)	TITLE	TERMS OF REFERENCE
PO1	Business knowledge	The ability to acquire and apply basic knowledge in science, mathematics, business and economics
PO2	Communication / reporting	The ability to verbalize or articulate comprehensive business information
PO3	Leadership and teamwork	The ability to influence and work with colleagues in a socially diverse environment towards the achievement of a common goal
PO4	Multidisciplinary teams	The ability to function/perform in collaboration with other theoretical disciplines and field of studies
PO5	Witness to the word	The ability to be professionally competent, noble in character, and sensitive to the Gospel's mission
PO6	Lifelong learning	The ability to demonstrate and relate personal and intellectual autonomy and information literacy
PO7	Research	The ability to inquire, gather and analyze tourism and hospitality-related information or data
PO8	Technical competency	The ability to perform various travel and tour operations practices
PO9	Problem solving and decision making	The ability to analyze, interpret, and formulate strategic directions to address the key challenges in tourism product diversification
PO10	Cultural diversity competency	The ability to appreciate individual and cultural differences and commonalities as well as be able to communicate and work well between different cultural groups and ethnicities
PO11	Health and safety	The ability to follow and apply practices on preventive approach to safety, sanitation and maintenance of facilities, equipment and supplies, with environmental preservation.

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<b>COURSE STRUCTURE</b>			
<b>TOPICS</b>	<b>Student Learning Outcomes (Expected Course Competencies)</b>	<b>Assessment Tasks</b>	<b>Teaching &amp; Learning Activities</b>
<b>I. Class Orientation</b>  a) Introduction b) University Mission, Vision c) Course introduction, objectives and requirements d) Grading system e) Classroom management guidelines	<ul style="list-style-type: none"> <li>▪ Revisit and review the university's mission vision.</li> <li>▪ Identify the different learning resources needed as well as the major course requirements.</li> <li>▪ Revisit and review the items and provisions of the classroom management guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Participation in interactive discussion</li> </ul>	1.5 hours  <ul style="list-style-type: none"> <li>▪ Oral recitation</li> <li>▪ Question and answer</li> </ul>
<b>II. Culture and Cuisine: Introduction</b>  a) Definition of Culture b) Definition of Cuisine c) Basic Concepts of Food d) Course Terminologies e) Timeline of Food f) The Effects of Conquests and Trading on Cultural Foods g) Factors Affecting Food Ways and Culinary Practices	<b>(CO1, CO2)</b>  <ul style="list-style-type: none"> <li>▪ Identify and explain working definitions of culture and cuisine in the context of the course.</li> <li>▪ Discuss and explain the basic concept of food other than its physiological importance to man.</li> <li>▪ Define basic terminologies related to food and culture.</li> <li>▪ Describe and explain the effects of war, colonization, barter and trading of food supplies and goods in the development of cultural food.</li> <li>▪ Discuss the different factors that affect and influence food ways and culinary practices of major cultural groups in the world</li> </ul>	<ul style="list-style-type: none"> <li>▪ Oral Presentation <i>Random presentation of definitions and key points.</i></li> <li>▪ Small Group Discussion <i>The Tale of the Two Ice Creams</i></li> <li>▪ Written / oral responses to Topic for Discussion: <i>The Tale of the Two Ice Creams</i></li> <li>▪ Post – Discussion Activity</li> </ul>	3 hours  <ul style="list-style-type: none"> <li>▪ Interactive lecture – discussion</li> <li>▪ Oral responses to discussion questions</li> <li>▪ Written / oral exam or quiz</li> </ul>

## Pre Midterm Examination

### III. Decoding Culture through Major Culinary Groups in the World:

#### Europe

- a) French Cuisine
- b) Italian Cuisine
- c) German Cuisine
- d) Spanish Cuisine
- e) Greek Cuisine

#### North America

- a) American Cuisine (US)

#### South America

- a) Mexican Cuisine

#### Australia

- a) Australian Cuisine

#### Africa

- a) Moroccan Cuisine

#### Eurasia

- a) Turkish Cuisine

#### Asia

- a) China – Cantonese Cuisine
- b) China – Mandarin Cuisine
- c) China – Sichuan Cuisine
- d) China – Shanghai Cuisine
- e) Japanese Cuisine
- f) Indian Cuisine
- g) Singaporean Cuisine
- h) Malaysian Cuisine
- i) Indonesian Cuisine
- j) Thai Cuisine

### (CO2, CO3)

- Familiarize and present the distinct characteristics of the cuisine which sets it apart from the other major culinary groups in the world.
- Establish the relationship of geographical location, religion and other factors that shape and influence the development of the cuisine.
- Present examples of cuisines partaken by people during regular and special occasions.

- Creative Presentation  
*A 1 – 2 slide poster – like presentation of the cuisines assigned.*

#### *Information would include:*

- *Name Country*
  - *Geographical Location*
  - *Religion*
  - *Agricultural Produce*
  - *Cuisine:*
    - *Common Ingredients*
    - *Day – to – Day meal*
    - *Food for Special Occasions*
    - *National Dish*
  - *Bibliography - \*source*
- Post Presentation Q&A
  - Post – Discussion Activity

33 hours

- Oral Presentation (by pair)
- Interactive lecture – discussion
- Oral responses to discussion questions
- Written responses to questions in the activity sheet
- Written / Oral Exam

k) Vietnamese Cuisine l) Cambodian Cuisine m) South Korean Cuisine			
<b>Midterm Examination</b>			
<b>Pre – Final Examination</b>			
<b>IV. More on Food and Culture: Other Cultural Norms, Practices and Issues Surrounding Food.</b> a) Food Ethics b) Food Principles c) Food Habits	<b>(CO3, CO4)</b> <ul style="list-style-type: none"> <li>▪ Analyze and compare perceptions and practices of Food Ethics in a diverse environment</li> <li>▪ Describe and characterize Food Principles of different cultural groups</li> <li>▪ Understand and explain Food Habits of different cultural groups or segments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Case Readings <i>The “McDonaldization” of World Cuisine &amp; the Role of Big Food Chains</i></li> <li>▪ Small Group Discussion and Reflection Sharing</li> <li>▪ Documentation of Own Food Ways and Food Habits</li> </ul>	4.5 hours <ul style="list-style-type: none"> <li>▪ Interactive lecture – discussion</li> <li>▪ Written responses in Case Study Questions</li> <li>▪ Presentation and discussion of Documentation of Own Food Ways and Food Habits.</li> </ul>
<b>Final Examination</b>			

**EDUCATIONAL RESOURCES****A. Books:**

MacVeigh, Jeremy. International Cuisine First Edition, Delmar, Cengage Learning, 2009

Serrano – Claudio, Virginia. International Cuisine First Edition, National Bookstore, 2007

Hayman, Patricia A. International Cooking: A Culinary Journey, Person Education South Asia Pte Ltd, 2003

**B. Websites:**

<http://www.globalgourmet.com>

Online Resource Portal of Recipes

<http://www.italiantourism.com>

Italian Tourism

<http://www.cnta.com>

Chinese Cuisine

**COURSE REQUIREMENTS**

As a students in this course, you must comply with the following requirements:

**1. Attendance and Class Participation**

You are expected to attend all classes. Attendance in the lectures is very important because the lectures present new information and provide background for the assignments. You are responsible for all of the material presented in lectures. The USC Student Manual (2006 Edition) specifies that “a student who incurs absences of more than 20% of the prescribed number of class hours or laboratory periods during the term should be given NC or 5.0.” A 3-unit course has 54 class hours. Students with three absences are required to get a readmission permit from the college dean. Class participation is evidenced by individual or group outputs from in-class exercises. These outputs shall be collected at the end of a class meeting. In-class exercises could include short quizzes, seatwork, and group discussions.

**2. Out-of-Class Learning Tasks and Assignments**

To ensure learning engagement and constant timely practice, you are required to do out-of-class tasks in the form of industry research and recommended problems relevant to a particular unit. At the end of the semester, you are required to present a Tourism Development Plan as a result of your industry research and learning inside the classroom.

**3. Tests/examinations and passing grades**



A minimum of four (4) exams are given during the semester and are scheduled following the schedules set by the university. In the midterm and final examinations, students are required to present valid examination permits for participation in the examination. A grade of 5.0 or NC, whichever is applicable shall be given to the student if she/he fails the subject.

### Evaluation/Grading System

This course will follow the standard grading system of the university as follows:

40% - Class standing (participation, quizzes, assignments, seatwork)

10% - Attendance and deportment

50% - Major examinations and final output

A total of 100%

Pre - Midterm	Midterm	Pre - Finals	Finals
40% - Class Standing	40% - Class Standing	40% - Class Standing	40% - Class Standing
10% - Attendance	10% - Attendance	10% - Attendance	10% - Attendance
50% - Major Exam / Requirement	50% - Major Exam / Requirement	50% - Major Exam / Requirement	50% - Major Exam / Requirement
<b>100% - Pre – Midterm Grade</b>	50% Partial Midterm Grade	50% Partial Pre – Final Grade	100% - Partial Final Grade
	50% Pre-Midterm Grade	50% Midterm Grade	25% - Partial Final Grade
	<b>100% - Midterm Grade</b>	<b>100% - Pre - Final Grade</b>	25% - Pre - Midterm Grade
			25% - Midterm Grade
			25% - Pre - Final Grade
			<b>100% - Final Grade</b>

**GPA Scoring: For purposes of transmutation, the course will use the following grade equivalent (at 70% passing):**

RAW SCORE	GRADE EQUIVALENT	RAW SCORE	GRADE EQUIVALENT
99-100	1.0	75	2.5
97-98	1.1	73	2.7
95-96	1.2	72	2.8
93-94	1.3	71	2.9
91-92	1.4	70	3.0
89-90	1.5	63-69	3.1
87-88	1.6	56-62	3.2

85-86	1.7	49-55	3.3
83-84	1.8	42-48	3.4
81-82	1.9	35-41	3.5
80	2.0	28-34	3.6
79	2.1	21-27	3.7
78	2.2	14-20	3.8
77	2.3	7-13	3.9
76	2.4	0-6	4.0
74	2.6		

### **COURSE POLICIES** (refer to classroom management guidelines reflected below for more details)

#### ***Special Assignments***

Students are encouraged to work together on assignments and when studying. However, the product that you shall turn in must be your own work, not a direct copy of someone else's work. Cases of copying shall be dealt with following the university's procedures for disciplinary actions. Note that the university considers dishonesty or any fraudulent act as a major offense. Thus, make sure that you do your own work and that you protect them from plagiarism by others. Special assignments that are submitted late may not be accepted.

#### ***Missed Tests and Exams***

If you miss to take a scheduled examination, you can make a formal written request to take a special examination if missing the examination was due to a serious medical condition or due to an emergency. "EMERGENCY" shall be understood as an unforeseen combination of circumstances which calls for an immediate response to an urgent need for assistance or relief." Pertinent supporting documents must be attached to your letter of request. The schedule of the special examination shall be set by the teacher.

#### ***Right attitude towards the course***

In class, students are expected to behave in a manner that would not unnecessarily disrupt classroom activities. The instructor reserves the right to expel misbehaving students from the classroom. For one, use of cell phones during class hours is strictly prohibited; cell phones used in class will be confiscated and surrendered to the Student Affairs Office. (Students *are assumed to have read Section 2.5.4 to 2.5.12 of the USC Student Manual, 2006 edition.*)

### ***Classroom Management Guidelines***

1. **Attendance is a MUST.** Attendance in all classes is required. Being present in class means that you attend each class, and come prepared having read the chapters and the exercises or cases that are assigned for that class. There are 54 sessions/hours in this course and you may incur only seven (7) absences for MW and TTH schedules or three (3) absences for schedules which only meet once a week. Otherwise, you will automatically be dropped from class and receive a grade of either NC (No Credit) or a failing grade of 5.0 whichever is applicable.
2. **Readmission.** Students who incur three consecutive (3) absences will be asked by the instructor to see the Department Chair to secure permission to be re-admitted to class. A re-admission slip should be properly accomplished for this purpose.

3. **Tardiness is discouraged.** Make sure that you come on time, as it becomes a source of irritation for the members of the class and the professor when students come late. As a policy for this class, you will be considered absent if you come to class after 15 minutes of the time. Doors will be temporarily closed to give way for the signing of the attendance sheet and will only be opened after the attendance sheet is signed. Learn to be professionals; respect for other people's time is a principle that should be valued.
4. **Seat Plan.** A permanent seat plan will be made at the start of the semester. You are advised to keep to your assigned seating arrangement; otherwise, you will be marked absent for that day.
5. **Prayer.** Classes should always start and end with a short prayer. The instructor can opt to lead the prayer or assign students to do this alternatively.
6. **Classroom Management.** Students should assist in maintaining the orderliness and cleanliness of the classrooms. Graffiti writing is strictly prohibited. Any student found violating this rule will be punished with the appropriate sanction. Before leaving the classroom, the instructor with the help of the students, should ensure that no litter/garbage is left behind and that chairs are in their proper order. Should the class be the last schedule for the day, the instructor should arrange that the lights and air conditioning units are switched off.
7. **Mobile Phones.** Use of mobile phones inside the classroom is strictly prohibited. Switch them off or place them under silent mode before entering your classes. The instructor has the right to confiscate mobile phones that rings and/or is used during class hours. The confiscated unit can only be claimed in the Dean's office at the **end** of the semester.
8. **Consultation Hours.** Students are encouraged to see the instructor during consultation hours for any concerns, questions and assistance with regards to the course. Instructors should ensure that they are available on these hours and at the agreed location.
9. **Submissions.** Timely submission of written requirements will be strictly followed. Delay of submission would either merit deduction or may not be accepted anymore as the case may be. Reporting shall always be done in an orderly manner, well prepared and refrain from reading long notes.
10. **Class Participation.** Everyone is expected to offer his or her opinions in class discussion, to ask questions relevant to the discussion and to share information of relevance to the course. However, please do not dominate class discussions. Be conscious enough to realize when you are already spending more time talking than your classmates would appreciate.
11. **Computer Applications.** Students are expected to be proficient in using common applications software such as Microsoft Word, Excel and PowerPoint. This is essential as you will be making class presentations and submitting computerized assignments, researches, reports and case analyses.
12. **Library Hours.** Maximize the use of the library resources. The library hours are: Monday to Saturday 7:30 a.m. to 8:00 p.m.
13. **Enjoy every moment of the class.** Lastly, learning should be fun and exciting. Enjoy your classes! It will be such a tragedy if you will be miserable in the class. Participate so you get the most of this course.

