EDUTUS FŐISKOLA

Erasmus+

COURSE DESCRIPTION

Course name:	Advanced Food Chain Management	**Course code:**	
Course type:			
Classes	2	**Credit points:**	5
Semester:	I.	**Training type**	full time
Training programme			
Pre-requirements:			
Course leader:	Prof. Dr. Vörös Mihály		
Lecturer:			
Department	Department of Economic Sciences		
Objectives:	The objectives of the course are to familiarize students with the basics of local food systems (LFS) and the short food supply chains (SFSCs), the typical, traditional or origin food with local gastronomy and their roles in sustainable territorial development. The course improves student's approach and knowledge on the design, management and operation of local food and tourism businesses e.g. local farmer's market, local food shops, agri-tourism, gastronomy tourism services. Based on a multidisciplinary approach the course improves students understanding the operations of different types of SFSC channels which can generate multiplier effects in local economy.		
Short description:	The course provides an overview of the mission, regulations, major actors, social connections and operation of SFSCs with special emphasis on the synergy between local food supply and tourism. Demonstration of broad selection of project examples, case studies from Hungary, EU and oversees country's practice will support and improve student's understanding on the real-life operation, major advantages and values of SFSCs. The course places special emphasis on developing students' skills of individual thinking, project orientation, problem solving and working in groups.		
Competencies:	The students will be able to understand the basic objectives, principles, diversified forms and interrelations of SFSCs which can create their knowledge on developing local food and tourism businesses. Based on the review and discussion of case studies students will be able to participate in a realistic business process as project assistants by applying the learnt lessons in a concrete problem solving. The course aims to improve the students' system approach and project thinking and to create knowledge and ability on applying community, local food and territorial marketing methodology utilized for initiating and establishing small and medium scale enterprises (SMEs) in local food and tourism businesses.		
Course topics:	**Lectures:** The role of eating, food consumption and dietary in the healthy way of life. Food culture and gastronomic culture. Traceability of food production, distribution and marketing from the field to the fork. The food systems. Multi-cycles of food system. Food consumer demands on different food attributes. Food supply networks. Regional or local characteristics of food (e.g. special raw materials deriving from traditional landraces and indigenous animal species, typical local dishes, tastes, food traditions and food culture etc.).Changing approaches in the way of supplying food for consumers. Alternative ways of food production and marketing. Traditional food, local food, origin food. The major actors, organization structure, regulation and operation of SFSCs. Marketing channels of local and traditional food products: local farmers market (LFMs), local retail shop, local restaurant, kitchen of local canteen, local food purchase groups, Community Supported Agriculture (CSA) etc. Identification and assessment of local consumer's need (assortment, quality management and promotion etc.) in organizing local producers market and direct selling. Local, traditional food as part of territorial, regional		

	identity. Concepts and tools of local food marketing Promotion of the local consumption of local produce as an advanced policy tool. The evident economic advantages, impacts and perspectives of SFSCs in sustainable territorial development. Sustainable beneficiary system based on local specific resources. **Seminar topics:** Basic concepts and practice of project management. Domestic and international examples, cases of SFSCs. Local food supply by internet service systems e.g. The Food Assembly https://thefoodassembly.com/en/p/cost. The role of traceable raw material of food in the development of local tourism and catering. Local gastronomy, restaurant on locally produced raw materials. Food & wine events, festivals, fairs, tasting local quality food products. Creation of territorial marketing portfolio in order to generate project ideas to justify and demonstrate synergy between local food and tourism. Generation and creation of innovative project ideas for establishing small and medium scale enterprises (SMEs) in local food & tourism. Surveying realistic cases, elaborating SWOT analyses, designing and describing individual student's theses on local food & tourism project examples. Demonstrating the results of individual student's research work and theses on local food & tourism.

Teaching methods:	Lectures: introduction of the main points and coherence and comprehension of the topics by the course leader and discuss them with the students in dialogue. Seminars: demonstration and discussion of case studies, presentation of individual student's theses and written feedback of the lectures.

Course requirements, and evaluation	The course is concluded with term mark. A term mark is given at the end of the course based on the evaluation of the theses elaborated by the student within the scope of homework (50%), presentation of the theses (50%). The evaluation is on scale of one to five.

Compulsory literature:	Vörös, M. – Gemma, M. (2011): Current Status, Future Trends & Real-life Cases from Japan. In: Intelligent Agrifood Chains and Networks. M. Bourlakis – V. Zeimpekis – I. Vlachos (Ed.) Wiley-Blackwell Publishing. Oxford. 2011. ISBN 978-1-4051-8299-7. pp.227-248. Gacnik, A. – Vörös, M. (2017): Protected Food & Wine Products as Driving Forces of Gastronomy Tourism Development in Slovenia and Hungary, in**:** 61st EOQ European Organization of Quality Congress "Success in the Digital Era. Quality as a Key Driver". 11-12 October 2017, Bled Slovenia. Congress Proceedings CDRom, Publisher: Slovenian Association for Quality and Excellence, ISBN 978-961-94111-3-1. Abstract. Session: „Small and Mediun Enterprises" p. 74, Full Paper 5.1 pp. 1-20 in Data File. Ciani, A. - Vörös, M. - Fagioli, F.F. (2015): The Role of Local Food Chain in the Sustainable Management and Promotion of Territories. A Comparison Case Study of Umbria Region in Italy and the Sub-Region of Pest County in Hungary. Proceedings of the 52nd SIDEA Conference, Rome/Viterbo, September 17th – 19th, 2015, Rivista di Economia Agraria, Vol. 71, No. 1 Voros, Mihaly, Masahiko Gemma (2015): Promotion of Local Agricultural and Food Products by Using Geographical Indications and Traditional Specialties Guaranteed Schemes in Hungary, The Proceedings for the IFMA 20th Congress Vol.1, Laval University, Quebec City, Canada, July 15, 2015. ISBN 978-92-990062-3-8, pp.458-466 http://ifmaonline.org/proceedings/20th-vol1/

Recommended literature:	Santini, F., Gomez, F.,Paloma,Y. (Ed.) (2013): Short Food Supply Chains and Local Food Systems in the EU. A State of Play of their Socio-Economic Characteristics. European Commission JRC. http://www.rurbance.eu/38,News.html C.Michael Hall and Stefan Gössling Ed. (2013): Sustainable culinary systems. Local foods, innovation, tourism and hospitality. Routledge, London and New York. 2013. p. 312. WTO-CTO (2003): Local Food and Tourism International Conference. Larnaka, Ciprus 9-11 November 2000. p.179.