

PORTUGUESE ETHNOGRAPHY AND GASTRONOMY

Degree in Touristic Activities Management

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Code: 15822

Main Scientific Area: Planning, organization and management in tourism

Lecturer: José Filipe Ferreira de Sousa Pereira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

At the end of the course, students should have the necessary skills to frame and disseminate genuine Portuguese gastronomy and traditional Portuguese food products in the tourist context.

The curricular unit seeks to provide students with skills to identify food products, traditional events associated with the agricultural calendar of northern Portugal, in order to enhance the promotion of tourist events and the Portuguese intangible heritage associated with traditional food production.

Within the scope of management and promotion of tourism operations, students should also be able to use Portuguese ethnography as a way to promote the rural traditions of the Portuguese people associated with gastronomy in all its aspects: primary food production, traditional food processing and sociability at the table.

Learning Outcomes

- Organize food and beverage tasting sessions;
- Identify the intangible heritage of the Mediterranean diet, distinguishing the difference between genuine regional and national gastronomy and its most famous recipes;
- Know the historical influences in the Portuguese gastronomy and its impact in other cultures;
- Identify the Portuguese wine regions, its most important wines and apply wine culture in touristic promotion;
- Know the production cycle of traditional foods, such as bread, smoked meats, cheeses, olive oil and codfish;
- Know the characteristics of Portuguese popular and convent pastry/confectionary and promote its authenticity;
- Use the traditions associated with rural life in the north of Portugal to add value to touristic promotion;
- Know the traditional rituals and some popular crafts associated with gastronomy and to the traditional rural life;
- Add value to the touristic promotion with the festivities, pilgrimages and the traditions associated with these events in the north of Portugal

Course Contents

1. A brief characterization of Portugal

1.1. The Portuguese Mediterranean climate, its landscapes and associated food cultures.

1.2. Geographic Portugal and demographic Portugal

1.3. Territory and gastronomy

2. The Portuguese Gastronomy

2.1. The Mediterranean diet – world heritage

2.1.1. The characteristics of the Mediterranean diet

2.1.2. The historical evolution of the Portuguese Mediterranean diet

2.1.3. The change of the Portuguese eating habits

2.2. Food and beverage sensorial testing

2.2.1. How human taste works

2.2.2. Practical exercise of identification of basic human tastes

2.2.3. How to organize correctly food and beverage tasting sessions in a touristic context

2.3. Portugal's regional and national gastronomy

2.3.1. The Portuguese gastronomic atlas

2.3.2. Famous cooking recipes and their historical evolution

2.3.3. The influences of Portuguese gastronomy in the gastronomy of other countries

2.3.4. Gastronomic innovation applied to traditional gastronomy – practical exercise of molecular gastronomy

2.4. The coffee and its role in touristic operations and phenomena

2.4.1. The history of coffee and its production cycle

2.4.2. Practical exercise of tasting to identify different coffee cultivars

2.4.3. Options of coffee service in hotels and restaurants

2.5. The traditional Portuguese cheeses and cured meats

2.5.1. The handmade production of DOP products – visualization of ethnographic films about the subject

2.5.2. The traditional Portuguese pig races

2.5.3. The ritual of traditional pig slaying in the north of Portugal and associated traditions

2.5.4. Options of service for cheeses and traditional cured meats in hotels and restaurants

2.6. The traditional Portuguese bread

2.6.1. The history of bread in Portugal

2.6.2. The handmade production of some famous bread – visualization of ethnographic films about the subject

2.6.3. Traditional cereals mills in Portugal – preservation of the architectural heritage

2.7. The Portuguese olive oil

2.7.1. The history of olive oil

2.7.2. The handmade production of traditional DOP olive oils in Portugal – visualization of ethnographic films about the subject

2.7.3. Traditional farm constructions and heritage associated with olive oil production– preservation of the architectural heritage

2.8. The traditional Portuguese codfish

2.8.1. History and ethnography associated with traditional cod fishing and its transformation

2.8.2. History and curiosities of some famous recipes

2.8.3. The traditional Portuguese codfish curing process

2.8.4. The service of codfish in hotels and restaurants – practical demonstration about the ideal cod fish cooking

3. Wine, viticulture, and wine associated culture

3.1. The history of wine

3.2. The Portuguese wine producing regions and its grapes

3.3. The winemaking process of some wines – visualization of films about the subject

3.4. Wine culture and its promotion in a touristic context

3.5. Heritage and traditional constructions associated with winemaking

3.6. Wine tasting

3.6.1. How to organize wine tasting sessions and wine service in hotels and restaurants

3.6.2. Practical exercise for wine tasting – differentiation of some important Portuguese wines

4. The traditional Portuguese pastry and confectionary

4.1. Characteristics of popular and convent pastry and confectionary

4.2. History and evolution of pastry and confectionary in Portugal

4.3. The Portuguese atlas of pastry and confectionary

4.4. History and curiosities about some famous recipes

4.5. Convent and monastic living and pastry production

4.6. The case of Lorvão Convent in Penacova

4.7. Practical demonstration of a Portuguese confectionary technique – eggs strings

5. The traditional arts, crafts and industries associated with gastronomy

5.1. The influence of clay and ceramics as a food recipient for cooking

5.2. The clay industry and handicrafts in Barcelos

5.3. Art in Portuguese gastronomy

6. Festivities, traditions, pilgrimages and intangible heritage in the north of Portugal

6.1. The festivities calendar through the year

6.2. The gastronomy associated with festivities

6.3. The time between carnival and Easter in the north of Portugal

6.4. Summer festivities and traditions and their touristic potential

6.5. The importance of touristic promotion of festivities and associated traditions

7. Cost control in gastronomy

7.1. The different types of menus

7.2. Omnés laws

7.1. Foodcost

8. Service in gastronomy

Recommended Bibliography

Bicho N., Oliveira J., Lidon F., Ramalho J. e Leitão A. (2011). O Café – Origens, Produção, Processamento e Definição de Qualidade

Escolar Editora

Borges, N.C. (2014). Doçaria conventual de Lorvão.

Município de Penacova

Dias J. (1984) Rio de Onor - Comunitarismo Agro-pastoril (3ª edição)

Lisboa, Editorial Presença

Dias J., Oliveira E.V. e Galhano F. (1994). Espigueiros Portugueses: sistemas primitivos de secagem e armazenagem de produtos agrícolas (1ª edição)

Lisboa, Dom Quixote

Martins J.P. (2003) Vinhos de Portugal 2003

Lisboa, Dom Quixote

Modesto M.L. (1982). Cozinha Tradicional Portuguesa (2ª edição)

Lisboa, Verbo

Moutinho M. (1985). História da Pesca do Bacalhau

Lisboa, Editorial Estampa

Spence G. (1997). O Guia do Vinho do Porto

Central Livros

Learning and Teaching Methods

The contents are organized in a way to show the vastness of the Portuguese gastronomy and ethnography. The Portuguese gastronomic, ethnographic and intangible heritage is highly valued, bearing in mind its usefulness to the normal touristic operations.

The information demand of our touristic client is highly valued for choosing these contents. It is the case of the topics

related to the Portuguese gastronomy, the Portuguese traditions, architecture and objects related to our past rural life, as well as, our past rural traditions.

The organization of the contents was also made in the way to demystify some cultural misconceptions related to the lectured themes, which are normally rooted in the Portuguese population.

Assessment Methods

Continuous evaluation:

Group assignment with an oral presentation - 40% of the final grade

- Must have a formal structure in an academic poster format;
- It is not allowed to use blogs and non-official websites as references;
- Group assignments without the due reference list and citations will not be evaluated;
- It will only be evaluated assignmentssubmittedthrough Moddle
- Evaluation criteria for the group assignment:

Quality of sources and references;

Writing quality and layout;

Critical thinking and the importance of the theme with the curricular unit;

Quality of the oral presentation;

Formality.

2) Final test (minimum grade of 8 (scale 0 to 20)) - 50% of the final grade

3) Participation in classes - 10% of the final grade.

It is mandatory to attend at 2/3 of lectured classes in order to succeed in the continuous evaluation.

Exam season:

Written exam - 100% of the final grade.