



Dream Food Destination Paper: You Are the Tourist

Before you can understand the tourism, you need to know how culinary tourists make their decisions based on personality, interests and budget. Remember, you are not your customer but you must be able to put yourself in your customer's shoes. So, pretend you are a culinary tourist. Imagine that you have received a \$5000 inheritance and the terms of it are that you can only spend it on a culinary vacation.

Where will you go? What will you do? Where will you stay? How will you make use of your budget? To inspire you, read the *New York Times* "52 Places to Go in 2016" and "...2017." <https://www.nytimes.com/interactive/2016/01/07/travel/places-to-visit.html> and https://www.nytimes.com/interactive/2017/travel/places-to-visit.html?_r=0. Choose one of the destinations listed.

Why the New York Times? Because that's what your customer is reading. Keep in mind the cost of airfare and lodging. Make sure that the primary focus is on food/beverage experiences.

The paper should contain the following and will be graded accordingly (see rubric):

1. Introduction
2. Personal explanation of why you chose this destination
3. Distinguishing features of the destination, why is this place/time appropriate for culinary tourism? Use Lonely Planet, Time Out, Zagat, Tripadvisor or other sources for specifics.
4. Detailed day by day itinerary that includes all food related activities including meals, tours, classes, etc. Be specific about names and places: i.e. "Day 3, dinner at French Laundry, Napa Valley." Include down time: i.e. "Day 4, afternoon at the Copacabana Beach."*
5. Budget (estimate where precise figures are unavailable). Use Tripadvisor, Expedia, Google Flights, Yelp, Zagat, Airbnb or other websites to estimate costs of travel, lodgings and food expenses. Most restaurants have their menus online.*
6. Conclusion: what you think you will experience/learn from this trip.
7. Sources used (include websites, travel guides, etc.)

*Itinerary and budget should be in the form of bullet points or Excel spreadsheet.

Due Date: March 15

Length 500-750 words

This paper is worth 15 points toward your final grade.



Rubric:

- 10 pts Student has understood the assignment; trip answers the definition of culinary tourism
- 30 pts Student explains motivation for trip and its suitability as a culinary destination using an introduction, main body, conclusion format.
- 40 pts Itinerary/budget demonstrates research and understanding of daily scheduling
- 20 pts Style/grammar/sources