



Course title: Food and Wine in Israel: An exploration of the culture and cuisine of the Middle East.

Course number: 2-20002-0

Instructor: Prof. Eli Cohen, Kinneret College, Department of Hospitality and Tourism Management

Credit hours: 3

Course objectives:

The foodservices in Israel offers a variety of Mediterranean food, ethnic food and variety of healthy food. The wine industry in Israel offers a range of wine styles for drinking pleasure and to match the food. The course will discuss the trends in food and wine in Israel and imparts knowledge of food preparation, the wine industry in Israel, food and wine tourism. In the exploration of this country, this course will cover the influence of many different cultures and foods imported by the people who have settled in this region, and its influence on the culture and cuisine of Israel.

At the end of this course the students should be able to:

- Discuss the characteristics of food and wine of Israel
- Discuss the concept of culture and the impact of culture on foods, eating practices, and meal, and/or dining patterns of different cultural/ethnic groups with a focus on Israel and the Mediterranean Diet.
- Discuss the relationship of the geography of the region to foods and beverages utilized in the region.
- Describe the impact of religion on the tradition of the food preparation and pattern of meals.
- Describe the impact of foods and dining practices on the development of culture and cultural behavior patterns, both historically and in the present and trace the cultural influences on food trends in Israel
- Identify food and beverage preparation methods used in the country.
- Describe future food and beverage trends in Israel
- Compare and contrast the culture and cuisine experienced in Israel to the culture and cuisine of the US.
- Analyze and present specific topics of food/wine/alcoholic beverages including the influence of global trends on Israeli lifestyle

Learning outcome

- Fitting foods to lifestyle. Food and wine as part of leisure and lifestyle in Israel.
- Culinary trends and gastronomy in Israel.
- Ethnic food, diet food. Functional food trend.
- Food and culinary tourism
- Wine tourism in Israel
- Beer and leisure in Israel
- Wine bars



Administration

- Attend all class sessions and actively participate in discussions and class planned activities.
- Complete all assignments/readings prior to coming to the class during which the assigned topic(s) will be discussed.
- Read the online platform frequently for readings, handouts and announcements
- Hand in assignments and work on time.

Required readings

1. Ben-Nun, L., Ben-Israel B. and Cohen, E. 2014. Food and Wine Tourism in Israel, in: Leitner M. and Leitner, S. (Eds). "Israeli Life and Leisure in the 21st Century" (Chapter 15). Sagamore publishing, USA.
2. Montefiore, A. 2018. Holy Land Varieties. Available: <http://winesisrael.com/en/4556/holy-land-varieties/>
3. Other readings as assigned.

Suggested readings

1. Cohen, E. and Ben-Nun, L. 2009. The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9(1):20-31.
2. Sloan, A.E. 2017. The top ten food trends. *Food technology*, 4:20-35. Online summary available: <http://www.ift.org/newsroom/news-releases/2017/may/04/top-ten-food-trends-for-2017.aspx>

Grading scale:

Assignment	Percentage of final grade
Assignments and class discussion	60%
Attendance	30%
Team Evaluation	10%
Total	100%

Normal Grading Scale: Out of 100 points

94+ = A; 90-93 = A-; 87-89 = B+; 83-86 = B; 80-82 = B-; 77-79 = C+; 73-76 = C;
70-72 = C-; 67-69 = D+; 63-66 = D; 60-62 = D-; <60 = F