

Magazin der Fakultät für Tourismus
Ausgabe 2/2022

HM

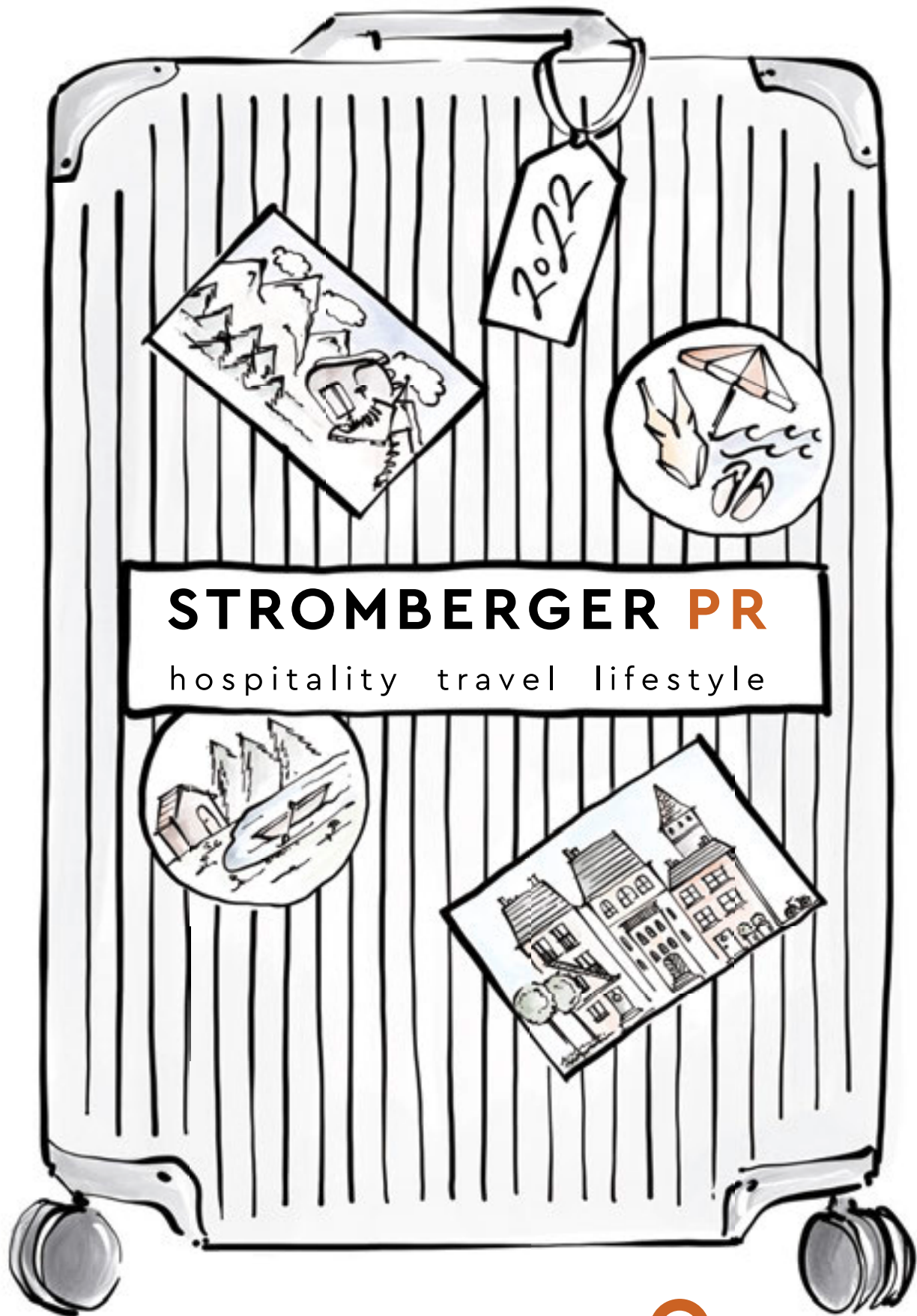
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Thema:
Kulinarik

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Kulinarik

„Kulinarik“ ist ein sehr wohlklingender Begriff, gemessen daran, dass sich die kulinarischen Themen ja eigentlich um etwas höchst Profanes herum ranken, nämlich die Aufnahme von Speisen und Getränken. Es geht aber um sehr viel mehr, etwa das Vorbereiten, Präsentieren, Genießen, Gäste begeistern. Wie entsteht dieser „Wunsch nach MEHR“? Und wie kann man ihm entsprechen?

Für die Gastronomie sind Essen und Trinken von vorneherein schon ein MEHR, ein faszinierendes Ineinandergreifen von kulinarischen Bedürfnissen auf allen Ebenen.

Das gemeinsame Kochen oder Speisen bedeutet sozialen Kontakt in hoffentlich sicherer Umgebung. Köche und Köchinnen verwirklichen sich mit ihren Kreationen selbst. Und die vielen Organisatoren und fleißigen Hände bei Festen, Events und auf Reisen finden hoffentlich Anerkennung für das Geleistete im Bereich der Kulinarik.

Vergessen wir nicht: Im Spektrum zwischen „Satt werden müssen“ und „Genießen können“ finden sich in unserer Welt Hunger, Mangel, Auskommen, Genuss und Verschwendung.

Viele Köche haben wieder als Autorinnen und Autoren an dieser Passport-Ausgabe mitgewirkt. Seien Sie sicher, dass sie den Brei nicht verdorben haben. Wir hoffen, Ihnen mit den nachfolgenden thematischen und übergreifenden Beiträgen ein anregendes Menu präsentieren zu können.

Wir starten in den Themenschwerpunkt mit einem ausführlichen Überblick über die verschiedenen Aspekte der Kulinarik, zunächst aus Sicht der gastronomischen und anderen touristischen Branchen.

Burkhard von Freyberg portraitiert anschließend Jean Anthelme Brillat-Savarin (1755–1826), einen bedeutenden Vordenker der Feinschmeckerei. Er gilt als erster Gastrosoph, der die Themen Ernährung, Gesellschaft und Kultur im Zusammenhang betrachtet.

Sternköche verstehen nicht nur ihr Handwerk und ihre Passion. Vielmehr behalten sie stets die Entwicklungen der Gesellschaft und Trends im Auge. Sie sind daher hervorragende Interviewpartner, wie sich im Gespräch der Spitzenköche **Joachim Wissler**, **Claus-Peter Lumppp**, **Sascha Kemmerer** und **Jörg Sackmann** erweist.

Die Kulinarik ist auch ein wichtiges Thema innerhalb von Studiengängen zum Tourismus, zur Hotellerie und zur Gastronomie. **Axel Gruner** beleuchtet die

akademische „Disziplin mit Dynamik“ aus seiner besonderen Sicht als gelernter Koch und Hochschul-Professor.

Unsere Masterabsolventin **Mariana Puseljic** hat sich der Systemgastronomie verschrieben. Sie legt dar, worin die besonderen Herausforderungen der Systemgastronomie liegen – und wie man sie zu Erfolgsfaktoren entwickelt.

Ahoi! Kreuzfahrtschiffe sind auch Orte besonderer kulinarischer Zusammenkünfte, vom Captain's Dinner bis zum Streetfood beim Landgang. In jedem Fall spielen hier das soziale Zusammenkommen und Rituale eine große Rolle. **Alexander Möbius** zeichnet die Reise einer studentischen Exkursion auf der MS Deutschland nach.

München ist in gastronomischer Sicht nicht mehr nur Bier, Brezn und Weißwurst. Unsere australische Kollegin **Oiga Junek** lehrt seit 6 Jahren an unserer Fakultät. Sie beschreibt mit ihrer besonderen Sicht die Veränderungen „der Szene“ zwischen Tradition und kulinarischer Moderne.

Kulinarische Erlebnisse sind in vielen Reisen im gehobenen Segment ein wichtiges Thema. **Ulrich Brandner** erläutert im Interview, wie der Münchner Reiseveranstalter Studiosus die Kulinarik mit den lokalen Kontexten aus Kultur und Gesellschaft verbindet.

Den kulturellen Faden greift **Tilman Schröder** in seinem Beitrag auf: „Andere Länder, andere Sitten“ – viele Kulturspezifika und symbolhaftes Handeln prägen die Essgewohnheiten von bereisten Gesellschaften, aber natürlich auch der Reisenden.

Ausgerechnet in der personenzentrierten, gastronomischen Dienstleistung wird zunehmend mit Robotern in Vorbereitung und Service experimentiert. **Simon Werther** beschreibt die Gratwanderung auf Basis aktueller Erkenntnisse und Aussichten.

Bon appétit!



Prof. Dr. Felix Kolbeck, Dekan



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6



14



18



32

Editorial

- 3 Felix Kolbeck

Kulinarik

- 6 **Kulinarik: Essen und Trinken zwischen Kultur und Kommerz** 
Felix Kolbeck
- 12 **Brillat-Savarin: Forscher und Vordenker der Feinschmeckerei**
Burkhard von Freyberg
- 14 **Zwischen Tradition, Innovation und Nachhaltigkeit: Mit Sterneköchen im Gespräch**
Burkhard von Freyberg, Axel Gruner
- 18 **Disziplin mit Dynamik: F&B Management im Wandel der Zeit** 
Axel Gruner
- 22 **Mit Effizienz ans Ziel: Wie erfolgreich ist die Systemgastronomie?**
Mariana Puseljic
- 24 **Traumschiff ahoi! Auf hoher See von Rouen nach Bremerhaven**
Alexander Möbius
- 28 **The new way of Munich gastronomy – authentic, ethnic and traditional**
Olga Junek
- 32 **Ein Picknickplatz im Grünen**
Im Gespräch mit Ulrich Brandner, Area Manager bei Studiosus
- 36 **Andere Länder, andere Sitten: Kulinarik als kulturelles Gut** 
Tilman Schröder
- 40 **Science-Fiction oder ernsthafte Lösung für Personalmangel?**
Simon Werther
- 44 **Blickfang: Zu gut für die Tonne**


Special „Beste Arbeitgeber“

- 46 **New Work – Arbeitswelten neu gestalten**
Interview mit Simon Werther

Forschung

- 56 **Falschparken: Ein Spiel auf Kosten des Gemeinwohls**
Daniela Hansjakob

Studium

- 58 **Von Geistern, Schlossgespenstern und Elfen: Das Tölzer Land neu entdecken**
Katrín Brunen
- 60 **Digital Green Tech 4 Future: Mit Lehrinnovationen die Zukunft gestalten** 
Marion Rauscher
- 62 **Mit Influencern gegen Overtourism**
Markus Pillmayer
- 64 **Wie lassen sich Mitarbeitende gewinnen? Praxisprojekt mit dem AMERON Neuschwanstein**
Celine Chang, Antonia Kratzl, Jasna Schnetzer
- 66 **Traumziel Südafrika: Mein Praktikum im Delaire Graff Weingut**
Simone Kokou
- 70 **Kulinarische Hotspots im Schwarzwald: Den Sternen auf der Spur**
Marleen Bergemann

International

- 76 Kulinarische Ausflüge: Wie isst man in ...?**
Konstantinos Antoniadis, Olga Junek, Sabrina Schiele

Gäste unserer Fakultät

- 80 Tourism matters! Coworkation!?**
Anna Ibrahim
- 81 Tourism matters! Internationale Expansion: Welche Strategie verfolgen Hotelgesellschaften heute?**
Nicole Collet Heller, Tamara Häfner, Jana Keil, Laura Sigl

Alumni

- 82 Karrieren – Ehemalige im Interview!**
Franziska Handl, Alicia Storch
- 84 Zwischen Masterprüfung und Sauce Hollandaise: Nach dem Master eine Kochausbildung**
Dennis Imhof

Die Fakultät

- 86 Partner der Praxis House of Tourism: Tourismus-Expertise unter einem Dach vernetzt**
Isabell Decker, Judith Vollheim
- 88 VR Experience Day@HM: Impulse für Praxis und Lehre**
Marion Rauscher
- 90 ITB 2022: Wir waren virtuell dabei!**
- 90 f.a.s.t. e. V. Die Studierendenvertretung**
- 92 Professorinnen und Professoren der Fakultät für Tourismus**
- 93 Internationale Gastdozentinnen und Gastdozenten**
- 94 Goodbye Peter Greischel: Eine Ära geht zu Ende**
Im Gespräch mit Felix Kolbeck
- 96 Unsere Mitarbeiterinnen und Mitarbeiter**
- 97 Lehrbeauftragte an unserer Fakultät**
- 98 Sichtvermerk**
Felix Kolbeck



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Impressum

Herausgeber
Prof. Dr. Felix Kolbeck
Fakultät für Tourismuts
Hochschule München
Schachenmeierstraße 35
80636 München
Internet
www.tourismus.hm.edu
V.i.S.d.P.
Prof. Dr. Felix Kolbeck
Redaktion
Kerstin Mesch
ISSN 1866-3044

Verlag
vmm wirtschaftsverlag
gmbh & co. kg
Kleine Grottenau 1
86150 Augsburg
www.vmm-wirtschaftsverlag.de
Media- und Objektleitung
Hans Peter Engel,
Telefon 0821 4405-420
hanspeter.engel@vmm-
wirtschaftsverlag.de
Titelbild: Ekaterina Golyak/
adobe.stock.com

Bilder Hochschule München
Regionenspecial: Tourismusverband
Tannheimer Tal
Grafik
Birgit Hradetzky, Anne Gierlich
Bildbearbeitung
Adnan Badnjevic
Lektorat
Kerstin Jäger
Druck
AZ Druck und Datentechnik GmbH,
Kempten

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Der Inhalt dieses Heftes wurde sorgfältig erarbeitet. Für die Inhalte sind ausschließlich die Autoren verantwortlich. Herausgeber, Redaktion und Verlag übernehmen für die Richtigkeit der Angaben sowie für eventuelle Druckfehler keine Haftung. Alle in PASSPORT abgedruckten Beiträge sind urheberrechtlich geschützt. Nachdruck oder anderweitige Verwendung sind nur mit vorheriger Genehmigung des Herausgebers gestattet.

Culinary Arts

Eating and drinking between culture and commerce



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'The way to a man's heart is through his stomach' – it is proverbs like this one which show that eating is far more for us than the mere intake of food and energy
Photo: PantherMedia/everett225

Felix Kolbeck

The greater and more continuously a factor plays a part in living together as a society, the more it finds its way into proverbs and idioms which are passed on from generation to generation in the cultures which have adopted them. The number of such proverbs and idioms to do with 'eating' and 'drinking' is so monumentally large across all cultures that on the one hand they are indicative of how automatically these factors in their fundamental form are taken for granted, and on the other hand make it at the same time abundantly clear how important an orderly contextualised setting for them apparently is for us.

Proverbs such as 'Food and drink keep body and soul together', 'The way to a man's heart is through his stomach', 'We are what we eat' and 'Eat, drink, and be merry' show that eating is far more for us than the mere intake of food and energy. Culinary arts is one of the terms which attempt to describe this 'added element, amplifying it with emotions, expectations, enthusiasm and disappointment, symbols, craftsmanship and rituals. And at the level of idioms as well, figures of speech such as 'You can't have your cake and eat it', 'It's not my cup of tea', 'That takes the biscuit', 'To put all your eggs in one basket' etc. testify to

'It is without doubt that cooking, namely how one ought to prepare all sorts of useful and wholesome meals, no lesser science and a highly necessary and useful thing, since not only does one have to eat every day oneself, but is in the habit of oft-times inviting and entertaining other good friends.'

Ein neu Kochbuch (A new cookery book), preface (date unknown), quoted in a collection on old court and monastery cooking from the year 1900

Source: Müller-Lubitz, A. (1900), p. 1. (Preface)

Quelle: Müller-Lubitz, A. (1900), S. 1. („Vor-Ansprache“)



Good culinary art doesn't need to be in grand style. After a 3-hour hike, the place, the setting and the bill of fare could hardly be better. Found on a tree in a woodland solitude of South Tyrol.
Photo: Felix Kolbeck

the strong, food-related mental link to other realms of thought. The notion and nature of culinary (Lat. of/ pertaining to the kitchen) arts elevate cooking, i.e. merely heating/simmering as part of preparing meals, to the art form it is, which also includes serving and presenting, thereby adding aesthetic, cultural and psychological aspects as well to the scheme of things in addition to the artisanal skills involved.

Between eating one's fill, leisure experience and status symbol

As a cultural phenomenon, culinary arts is first of all inextricably linked with the level of development of the particular society within which it 'takes place'.

In numerous regions throughout the world, eating more or less strongly flavoured meals is still the way to fulfil a basic physiological need – that of being satiated. And so often it is not fulfilled, for there is hunger all over the place – in many areas we see every day but also in our regional environments. According to the latest statistics (2021), up to 828 million people are going hungry in the world; a child under the age of five dies of starvation every thirteen seconds.¹¹

In more developed societies, illnesses and epidemics (-> hygiene), religions, migrations and other factors have given rise to various 'subcultures' over the millennia with regard to eating habits. Illustrating this point are gastronomic culture, table culture, drinking culture and service culture. Everyday life has also seen these cultures become important elements of the respective educational systems, which has then led to organised rituals forming according to the social structures (region, religion, stratum).

¹¹ Cf. Welthungerhilfe (World Famine Relief, 2022)

In the most highly developed industrial and service-oriented societies, eating & drinking both within one's own four walls and in restaurants are part of the many different lifestyles. With the world of work and the world of leisure becoming ever more blurred, the rituals associated with food are also changing: whereas taking a lunch break together at work used to be seen as the opportunity to get away from your desk and have a chat with colleagues, the meal today is delivered to your desk at home – and too often eaten in the presence of a screen.

Just as they have always been, eating and drinking are factors of survival and thus a natural cap on population development in biology. The spectrum of life's realities today, however, – including in the culinary arts – ranges right up to profligate demonstrations of status.

Grand stage: the banqueting table

Like King Arthur once at the famed Round Table of the Arthurian legends: the aristocracy and clergy, politicians and business leaders have always availed themselves of communally orchestrated feasting as a demonstration and affirmation of supremacy and support, albeit as a network too at times for envy, ill will and intrigues in the background.

Like in a play, the setting, actors, roles, rules and dramaturgy join forces for a complete work. This is



A very important stage for culinary swank and its concomitant glitz is the restaurant.
Photo: PantherMedia/Rawpixel

true for semi-archaic kindergarten lunches supplied by the food-service industry and all the way through to the luxury cooking event in private surroundings, where you as a guest have to at least pretend you feel happy and at home.

Not only does the dramaturgy include a procession of courses but also the culturally imbued basic plot: the procedures of greeting and taking your leave, saying grace and verbal signals, gestures and facial expressions.

In the gastronomy concept 'Schuhbecks Teatro', the stage aspect and the culinary aspect are, as it were, the 'meat and potatoes', with this and other dinner shows such as the 'GOP Varieté-Theater' transporting the assembled throng to another world made up of themes, acrobatics, gastronomy and music.

Of all spheres and manifestations of stylish etiquette, '(...) the chapter 'Table Manners' is the one with the greatest external impact.'² At business lunches, trust and also one or the other faux pas form the background to negotiations and signing deals. But even in the selection of applicants for certain positions too, part of the approach of assessment centres is to observe if people know how to comport themselves properly 'at the table' – not just on paper and in an interview.

Hospitality: the restaurant as an institution

A very important stage for culinary swank and its concomitant glitz is the restaurant. You can find everything here: cabaret, mass-produced goods, improvisation theatre, premieres,² dramas, comedies and classics. The corona pandemic has shown not least how important such locales are for social coexistence, going from the 40 m² pub on the corner to large beer gardens and even intimate award-winning restaurants.

2 Klein, H.-M. (2002), p. 12

Of pivotal importance in a restaurant is the role of the host. This is not automatically the proprietor's domain but often falls to the private individual or businessperson who has invited guests. Giving the guest something – what does that actually mean? It used to be the case that the proprietor just provided the premises and fare, but today we have a barrage of dishes, atmospheres and increasingly experiences as well. But the guest gives various things too in a restaurant, starting with trusting that he will be well looked after. And money, of course. Institutions like restaurants and inns can be recognised by the way they cultivate subrituals which strengthen ceremony. Last orders, tips, buying a round, 'greetings from the kitchen', uniforms etc. can be put forward as examples here.

For some time now it has been possible to observe a noteworthy type of 'guest' in and at restaurants who tends to tarnish the traditional image of such establishments: employees of delivery services, often with precarious working conditions, who do not entertain city folk but only bring them food to their home or office.

Eating at home: being your own guest

It would be nice, wouldn't it, if your oh so urban style individual would show his meals – and thus himself – the same high regard at home as is expected in a restaurant from the manager on account of his role as the host. Alas, that is too seldom the case, not least but also frequently owing to the adverse living conditions and social circumstances.

If, however, the children even in 'well-heeled' families see at home that their own parents don't cook or hardly ever cook or can't be bothered to take the time and the like, then what can one expect from this new generation as regards appreciating food? In a nutshell: not much. If cooking at home is reduced to a representative event (for guests) but becomes less and less a feature of daily life, then we are also getting that little bit closer to the decadence of the Late Roman Empire.

Delivery services do of course help many restaurants too in their efforts to survive – in corona times, for example – but they also shift the perceptions, qualities, locations ... and, what's more, roles as well. I am supplied with food but I'll dispense with the host and therefore also the chance to give him or her my personal opinion.

From the meals on wheels of the delivery services ...

Product and experience factor

... to eating on travels. It is not only in the programmes of agencies organising superior-quality, cultural and educational holidays that gastronomical experiences have become an increasingly important factor. On self-organised trips to other countries and cultures, buying food at local markets, street food and going out to eat are also seen as important routes to absorbing and understanding the local and regional cultures. Nowhere else is it at the same time easier to mingle with the locals.

At a professional level, themed restaurants, whether they be Hard Rock Cafes or take the form of gastronomy concepts in theme parks, realised that the combination of wining and dining, ambience and presentation is a highly viable proposition.³

It goes without saying that a stressed-out business traveller makes his way into a high-street restaurant for lunch in a different frame of mind to two dreamy lovers going into a just as dreamy restaurant on the banks of a river for a candlelight dinner. In both cases and all of them in between, it is a balancing act for the proprietors to arrange and market their products in such a way that they 'arrive' – the guest physically in the restaurant and the food emotionally and flavourfully with the guest.

The culinary arts are frequently an important element in the more culturally based organised holidays too.⁴ Whether they concern 'wine', indulging in 'Mediterranean treats' or different themes in exotic destinations. In the mass market of package tours, however, the culinary arts often play a poor second fiddle

3 Cf. Gruner, A. et al. (2014), pp. 34-39

4 Cf. also in this Passport edition the interview with Ulrich Brandner on the importance of culinary experiences when on holiday, p. 32

as 'part of the package', as some sort of bland buffet solution, or as 'components' to be booked separately.

Cruise ships constitute an extreme culinary challenge – for the shipping lines in particular when it comes to standardised large-scale catering; for the guests hopefully not too much if there is a bit of a swell. Depending on the cruise segment, the companies try to counteract the basic standardised character of on-board catering as the guests may perceive it by having various purchasing strategies (stocks laid in or delivered locally) and a selection of themed restaurants.

The opposite model to cruise liners – not only in culinary terms – is the very popular camping. In its luxurious form (glamping), great importance is attached to sophisticated wining and dining, guests being most welcome too, coupled with a shopping trip together to carefully select the local ingredients.

Start-ups: the catering trade as the launch pad for your own business

After the distributive (retail) trades and the building industry, the hospitality industry was the sector which saw the third highest number of start-ups in 2021.⁵ The sum total of businesses set up in the hospitality industry was still, however, a good 27% lower than the pre-pandemic year of 2019. By way of contrast, the health and social services sector posted a sharp increase of just under 84% in the same period.⁵

The hospitality sector as a whole is viewed as rather cautious when it comes to innovating, much of it among SMEs being based on imitating innovations or strategies found elsewhere.⁶ Many start-ups in the

5 Cf. regarding this and the following Kranzusch, P./Kay, R. (2022), pp. 3f.

6 Cf. v. Freyberg, B. et al. (2016), p. 31



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Auf Wissen vertrauen

restaurant sector of the hospitality trade do make a very innovative impression though, with new food concepts, international influences, seizing on and creatively interpreting nutritional trends and new delivery systems generating a forceful dynamic in urban settings, whilst in many rural regions the continuing demise of inns underlines the general decline in local supply structures.

Starting a business in the hospitality industry requires the entrepreneur to assume several of the roles described above, including being a good host towards your guests and a good employer vis-à-vis your staff.⁷

Degree courses: on course to the culinary arts

Hospitality degree courses are a segment showing rapid growth internationally. It is especially in populous countries as well with hitherto low levels of university graduates that these courses enjoy great popularity. They are often the stepping stone from the countryside to urbanised areas and produce the first academics in the families. The demand for these graduates in the burgeoning metropolises is extremely high. Due to the great lack of institutionalised vocational training programmes, these highly practice-oriented courses of study often include learning hands-on skills too, such as in banqueting, kitchens and at events.

Modules with a practical focus on food and beverage management are often some of the core modules in the established, multidisciplinary degree courses or are open to interested students as compulsory optional modules in the specialisations. This is also the case at the Department of Tourism at Munich's University of Applied Sciences, where these subjects are very much part and parcel of the programme at the Master and Bachelor levels.⁸

Highly specialised degree programmes in culinary arts have seen very strong growth in the American and Asian cultural areas since the turn of the millennium, frequently in combination with such aspects as 'wine tourism'. The education market has geared itself to the needs of guests in Asia's proliferating middle and upper classes, for instance. Comparable courses of study are still somewhat few and far between in Europe; they can primarily be found in high-profile desti-

nations offering a highly distinctive and popular selection of local specialities.

Sustainable development in the restaurant trade

Setting up, studying ... the two previous sections show where the future may be taking the restaurant trade and culinary arts. And as in all other sectors of the economy and society, greater attention needs to be focussed on the paradigm of sustainable development as well. Chucking away food, antiquated ideas for buffets and wasting energy are just some of the things bedeviling all aspects concerned with eating and drinking. This is true for both the professional sectors and for the private environment at home.

For one thing, still lying fallow here is a great deal of potential for operative improvements, such as regionalising and, to boot, optimising procurement structures. And another thing is that from the strategic perspective, there is the matter of CO₂ pollution caused by various diets. Here as well, there is again a need for education and information – and not from an ideological standpoint but from a down-to-earth stance. And just as important is the fact that by being living examples, we can all have a positive influence on new tastes and preferences, including in the culinary arts.

For ultimately and not only each day but multiple times each day, it is the individual who decides as the one dining at home or the one being wined and dined: Does it have to be mineral water imported from Italy to Hamburg? Should I go to the market in spring and buy strawberries which have been flown in? Is a steak from Argentina really necessary?

Let's stick with the overworked idioms at the start: The fish may rot from the head down – but it tastes best from the pond round the corner. ■■

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⁷ Cf. DEHOGA Bayern (2022)

⁸ Cf. also in this Passport edition Axel Gruner's piece ('Discipline with Dynamic') on p. 18

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Discipline in Dynamic Times

The changing face of F&B Management

Axel Gruner

Being a trainee and qualified chef in the kitchen for 10 to 14 hours six days a week so I can offer the guests home-made puff pastry, galantines, terrines and pâtés, venison carved by my own hand, meat prepared for cooking, fish as well as countless potato and vegetable variations together with freshly made sauces and gravies. This is what the first few years of working in international kitchens looked like, as remembered by the author of this article, who today as Professor of

Hospitality Management lectures on, inter alia, F&B Management at the Department of Tourism at Munich's University of Applied Sciences.

A guest in a 5-star restaurant at lunchtime would eat a 3-course meal, partake of wine with his repast and then smoke a cigarette or a cigar. After about one hour and freshly fortified, he would return to his duties of managing a company again.



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A visit with students to the Jones Lang La Salle (JLL) Hotels & Hospitality Group.

Photo: Axel Gruner



AI-controlled duty roster optimisation: the AI learns which employees have frequently been together in a shift and schedules them, where possible, together again.
Photo: VitalikRadko/PantherMedia

Artificial intelligence takes over restaurants and kitchens

Artificial intelligence (AI) has meanwhile moved into restaurants and kitchens, meal components are delivered (semi-)prepared, guests drink mineral water at the right temperature with their vegan or flexitarian lunch and have disappeared from the restaurant again after no more than half an hour, unless they used a delivery service from the start, of course.

Preparing students for future challenges

Change as a constant companion or heeding a re-phrased form of Darwinian law: 'It is not the biggest and strongest that will survive but those who best adapt to the current (market) conditions.' Pro-

grammes specific to the restaurant and catering trade also need to address these issues. In courses such as 'Management of Brand-driven F&B Concepts – the Restaurant and Catering Trade as a Profit Centre' or 'Strategic Business Simulation', the students at the university's Department of Tourism are equipped with the skills needed for the current and future requirements.

Direct contact vital

In addition to research, having direct contact with innovators such as the firm Kugler Feinkost or the Gustoso Group (Cotidiano, Ciao Bella, Ruff's Burger and Otto's Burger, Burgermeister Schweiz & Cucina) is of signal importance. The department's graduate Dennis Moser, On-Trade South's sales manager at Mast-Jägermeister, regularly reports in clubs and at festivals on

Theodor Ackbarow on AI-controlled duty roster optimisation

'Modern algorithms can write duty rosters automatically, such as is the case with Nesto's software. Employees use the staff app to enter when they are available or not. The duty rosters are then written fully automatically. The AI learns from the past which employees have frequently been together in a shift and schedules them, where possible, together again, factoring in, of course, non-availabilities, please keep free, staff skills, laws governing restrictions on working hours and the staff needed at any particular time. This provides a technically simple solution to the highly complex problem of setting up duty rosters, which particularly in large establishments takes the operations manager a long time and really stretches his patience. The operations manager then has more time for his staff and guests, which is generally his forte anyway.

And lastly, the AI can calculate which new personnel first need to be taken on, whether full- or part-time, in the kitchen or service, during the week or at weekends.'

the latest developments in the spirits industry, for instance.

Intercultural management included

Topics such as process optimisation, logistics and cost accounting but also intercultural management are covered in greater depth too, taking into account the most recent advances. The Bavarian arm of DEHOGA, the German Hotels and Restaurants Association, is represented by managers Susanne Droux and Ulrich John, who work for the department as external lecturers and illuminate such aspects as the latest developments in the association.

A path frequently leading to self-employment

Bachelor's and Master's theses centring on the restaurant and catering trade have often led to self-employment. One of the most prominent examples is Matthias Münz, who as 'The Crazy Ice-cream Maker' is

known throughout Europe and runs three thriving ice-cream parlours in Munich.

Upshot

The restaurant and catering trade, the Mother of all Service Suppliers, is comprehensively represented at the Department of Tourism with economic, ecological and social curricula and is delivered entirely in tune with today's trends. ■■■

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- Münz, Matthias, The Crazy Ice-cream Maker
- Without an author, Module Handbooks Bachelor 3.0 and Hospitality Management Master



Bachelor's and Master's theses centring on the restaurant and catering trade have often led to self-employment. One of the most prominent examples is Matthias Münz, who as 'The Crazy Ice-cream Maker' is known throughout Europe and runs three thriving ice-cream parlours in Munich. Photo: Sebastian Arlt



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Different Countries, Different Customs?

Culinary arts as a cultural heritage

‘What we eat is an expression of who we are.’

Thomas Wilson,
Anthropologist



Deutsche Fassung
in der App verfügbar



Photo: pressmaster/PantherMedia

Tilman Schröder

‘La cuisine d’une société est un langage dans lequel elle traduit inconsciemment sa structure’ – the French ethnologist Claude Lévi-Strauss (1968, 411) portrays a society’s eating habits as the expression of deeper structures. The American anthropologist Thomas Wilson takes a similar view (2006, 24): ‘What we eat is an expression of who we are.’ Eating and table rituals, methods of preparation and ideas about what is palatable and unpalatable have deep cultural roots (Lillge and Meyer 2008, 12 f). Eating rituals create social orientation (Wilson 2006, 16), signal cultural af-

filiation and enable differentiation from other cultural groups (Lugosi 2013, 34).

Bourdieu (1982, 289 f) points out, however, that eating habits vary not only at the intercultural but also the social level. Higher earners exploit exclusive food as an attribute of distinction; eating is not out of sheer necessity here but a luxury defining oneself (Reitmeier 2014, 32) – such as expensive organic produce, which is popular especially in cosmopolitan and urban milieux but for many others is beyond their means (Lugosi 2013, 23). Eating habits may also vary according to the gender role, T-bone steaks being more associated with the diet of your male stereotype, while your

stereotype female goes more for tofu salads. The political dimension of food has also been proven, as illustrated by the fact that there is a disproportionate number of those advocating vegetarian diets to be found in the left-wing political spectrum (Ruby et al. 2013, 341).

Strong, cultural symbolic power

There is an extremely close link, however, between diet and cultural and national identity (Spiering 2006, 32). The consumption of regional food and dishes symbolises affiliation with and attachment to one’s country, history and culture (Wilson 2006, 23). Little does it surprise that traditional eating habits are fostered especially in diaspora societies so as to keep alive memories of the homeland (Lillge/Meyer 2008, 12). Which food is consumed in which culture depends on the particular climatic, geographical and economic conditions but the technologies available determine how food is prepared and stored (Sproesser et al. 2022, 2). Religious beliefs, on the other hand, can influence taboos concerning food as well as notions about ‘clean’ and ‘unclean’ fare (Lillge/Meyer 2008, 12). The strong, cultural symbolic power of food also

results in national stereotypes emerging, often being based on their dietary penchants. Germany is solidly associated with beer and bratwurst, Italy inextricably equated with pasta, and frog’s legs are seen as typically French. Derogatory national attributions as well have their foundations many a time in eating habits, such as calling Germans ‘Krauts’ (from sauerkraut) or ‘Kartoffeln’ (potatoes) (Lillge/ Meyer 2008, 13; Wilson 2006, 20).

Promising intercultural experiences for travellers

For travellers, the eating habits of other cultures hold real potential for numerous intercultural experiences (Lillge/Meyer 2008, 11). Ethnocentrically conditioned expectations or ignorance of the culinary customs of the target culture may engender misunderstandings, however. How much time is given over to meals, who eats together with whom, what comes on the table, which dishes are served and when, which utensils are used, which signals mark the beginning and the end of a meal – all these can vary intercultur- ally (Lugosi 2013, 24).

Anzeige

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To observe such differences, you don't even have to leave your own country – if you consider the unwritten quirky laws on eating the Bavarian veal sausage, which non-Bavarians are not always familiar with.

Culture-specific eating habits in Europe and overseas

Culture-specific eating habits can challenge even experienced globetrotters as they jet around on their private or international travels. A business lunch in France, for example, averages out at around 124 minutes, while the same lasts a mere 67 minutes in the US (Hall/Hall 1990, 120). Such leisurely meals in many Mediterranean (and also Arab) cultures provide the setting for cultivating close relationships with business partners, which takes precedence over using time efficiently and hammering out contractual details. In the US and Germany it is more the case that meals are taken alone, which contrasts with collectivist cultures, where meals are invariably a communal affair. The maxim here is: 'Only a dog eats alone.' It is also frowned upon to eat in the street in many Mediterranean cultures. Moreover, the ideas concerning the appropriate times to eat diverge, with the evening meal beginning in the US at around 6.30pm and the North and Central Europeans sitting down somewhat later at 7.30pm on average. The evening meal in the Mediterranean region is frequently not served until 9.00pm at the earliest and it is not uncommon for it to last until just before midnight (Lewis 2006, 83).

Cultural variations in ordering and eating food too

There are also differences when it comes to ordering food. In Great Britain and the US, each person often chooses his own meal while in Asian cultures the tendency is to order several small dishes and share them with everyone. In societies with a more hierarchical structure, the highest-ranking person may even order for everybody (Lewis 2006, 85) and also decide on who sits where at the table (Broszinsky-Schwabe 2017, 187). In cultures which attach particular importance to hospitality, it can be taken as a gross insult to decline items of food. Set phrases such as 'Guten Appetit' or 'Bon appétit' signal the start of the meal in some cultures but not in the Anglo-Saxon world, where the assembled souls often simply begin when all the plates are full (Lewis 2006, 84). The eating utensils vary from culture to culture too – knives and forks, chopsticks or the right hand – as well as how to take in liquid food: soup can be slurped from the bowl in Japan and

Korea while Western cultures prescribe a spoon (Lewis 2006, 86). Ideas about suitable combinations of food also diverge. In Italy, for instance, it is not the done thing to sprinkle grated cheese on a pasta and fish dish or to order a cappuccino instead of an espresso after the meal (Castellanos/Bergstresser 2006, 191). These examples merely serve as an illustration; by no means does the list stop here.

Impact of globalisation ever more apparent

The dietary habits found in societies, and aspects regarding the choice and preparation of food in particular, are increasingly being impacted by the reverberations of globalisation. The emergence of different working and family structures, urbanisation, a lack of time, demographic transition and advances in technology are setting changes in motion across all cultures: fewer and shorter mealtimes together, more ready-made meals and simpler dishes are the consequences (Gatley et al. 2013, 72). In spite of these tendencies, however, we are unlikely to see culture-specific eating habits completely levelling out. The adage is still true: different countries, different customs – and different culinary arts. ■■■

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Digital Green Tech 4 Future

Shaping the future with innovative teaching



Image 1: Impressions and sketch notes of the CO2 reduction workshop. Photos: Lars Brehm and Holger Günzel

Marion Rauscher

Work in the new cross-departmental innovation group 'Digital Green Tech 4 Future' has seen eight professors putting their heads together to devise and pilot innovations in teaching (primarily innovative curricula, learning hubs and teaching formats) in the discipline of Digital Green Tech (cf. Passport 1/2022, p. 88). This article looks at a selection of such projects and schemes.

CO₂ reduction workshop

Lars Brehm, Holger Günzel,
Department of Business Administration

The issues this workshop explores are: Actually how big is my own ecological footprint? How much CO₂ do I produce in a year? And how does my current lifestyle generate this CO₂. The workshop adopts a practical and entertaining approach to teach students from all departments even if they have no prior knowledge about environmental and climate issues.

The participants develop an understanding in the workshop of the CO₂ emissions they and others cause and then formulate ideas for solutions to reduce and

prevent them, which they then evaluate. Through the assignments they are given, they acquire new insights, which, in turn, instigate a change in their own behaviour.



Green Impact Challenge Lars Brehm, Holger Günzel, Department of Business Administration

The interdisciplinary teaching format Green Impact Challenge is based on the collaboration of the Digital Transformation Lab (www.hm.edu/sites/dt_lab) and the Co-Innovation Lab (www.co-inno-lab.org). The course has participants taking up the various challenges of a 'Green Impact'. Students from different disciplines are given the task of solving problems encountered by businesses and administrative bodies. Not only does this give rise to new approaches but also to actual software-based prototypes created in concert with the businesses and which can then be further developed.

The distinct advantage lies in the multiply field-proven strategy of a hybrid project-management approach combining design thinking and agile solution development in order to attain not only dovetailed techniques within three months but also implementation in the software.

Integrating environmental issues into courses

Benjamin Kormann,
Department of Electrical Engineering and Information Technology

Prof. Kormann's field of work involves the study of environmental issues (e.g. air quality) and integrating them into the curriculum of Computer Engineering in the Bachelor programme at the Department of Electrical Engineering and Information Technology. Not only does this sharpen the awareness for environmental issues but it also makes apparent the possibilities of using technical systems in these contexts. A further key activity is the automated analysis of student as-

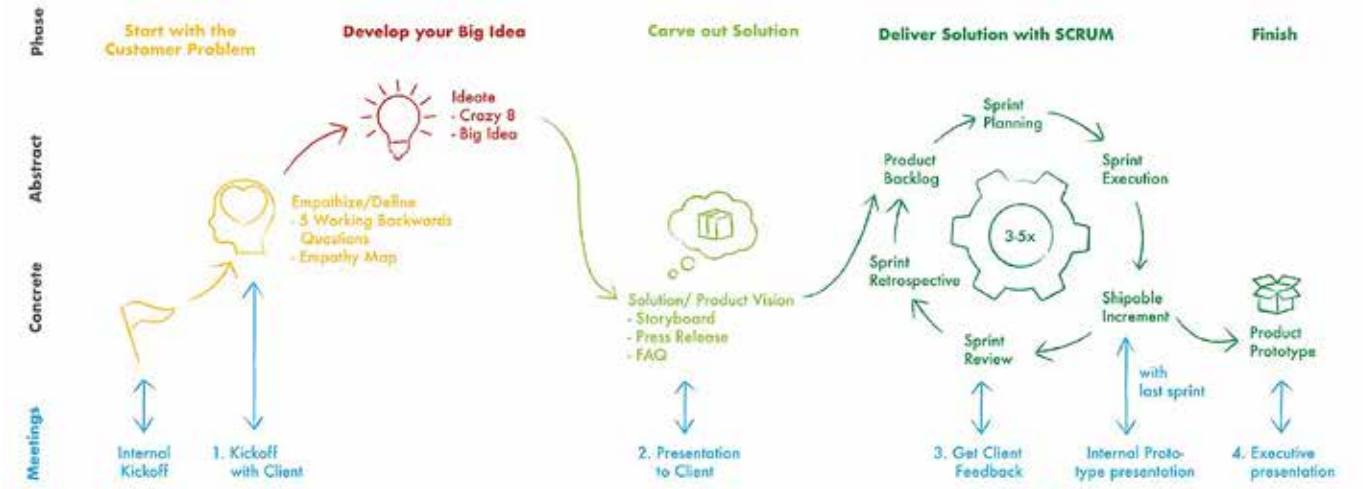


Image 2: Sequence of the Green Impact Challenge

Illustration: Lars Brehm and Holger Günzel

signments on embedded software development, with students benefitting from targeted coaching and as a result the more effective use of the time lecturers and students spend together in discussions.

Creating virtual learning spaces

Marion Rauscher,
Department of Tourism

Virtual learning spaces in the form of multi-user, virtual-reality spaces are fully on the agenda at the Department of Tourism. They were the focus of an interdisciplinary 'Real Project' organised together with the

Strascheg Center for Entrepreneurship in the 2022 summer semester. Students develop an entrepreneurial style of thinking by going right through the process from the business idea to the first pitch. Using a flipped-classroom approach, economically and socially sustainable business concepts for the Bavarian tourist and leisure industry were devised based on VR technology. The main thrust was on the students learning by themselves since the lecturers only act as coaches and peer feedback is explicitly integrated. Prototyping using Mozilla Hubs also trained the digital skills of the participants. ■■■

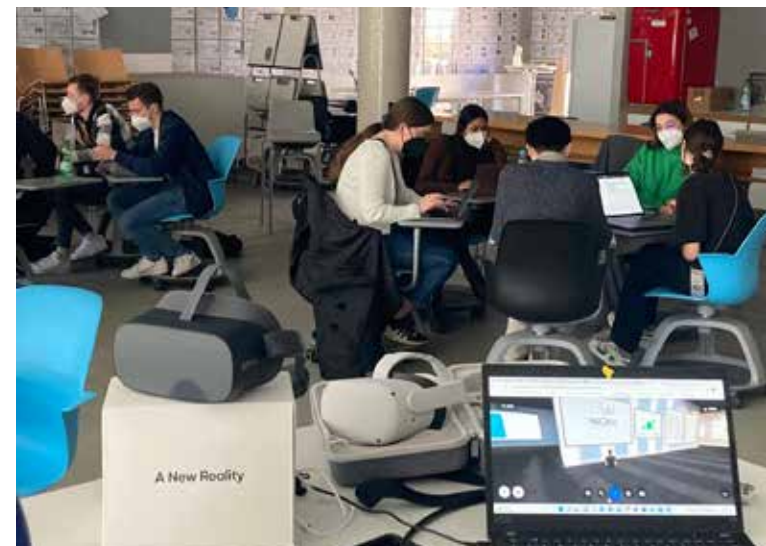


Image 3: Impressions from the class



Photos: Marion Rauscher