



# HAVE FOOD, WILL TRAVEL

Learn how to showcase authentic, local food and drink culture through a successful business with George Brown College's new Food Tourism Entrepreneurship graduate program.

**W**E'VE ALL GOT a hankering to get back to travel, whether it's to local destinations within driving distance or jet-setting off to a far away land (remember that?). But either way, you can bet that when we do travel, it'll be all about the food. Like Batman and Robin or PB&J, travel and food go hand-in-hand.

When we arrive in a new place, the most important item on the itinerary is always experiencing the local food and drink scene. This integral aspect of travel is exactly the focus of George Brown

College's Food Tourism Entrepreneurship graduate certificate. During the year-long program, students will learn how to translate local food and drink culture into a successful tourism business, showcasing these authentic, beautiful and delicious experiences for travellers.

A new addition to the roster of courses offered at the George Brown Centre for Hospitality & Culinary Arts, this program was specially designed with the current food and travel climate in mind. Graduates will have all the skills needed to both capitalize on and contribute to the recovery

of the tourism and hospitality industry.

Fostering creative entrepreneurship skills and building on knowledge, the Food Tourism Entrepreneurship program will enable students to address the growing consumer demand for authentic, sustainable travel experiences. They'll also learn how to cultivate close connections and relationships with stakeholders in agriculture, hospitality, tourism and agritourism — all the while supporting the local economy. Students can then bring these invaluable skills to the small and medium-sized businesses



## TRAVELLERS ARE HUNGRY FOR "TASTE OF PLACE" EXPERIENCES



in the food tourism industry, offering a deep level of insight and know-how.

Both local and international tourism attractions, along with culinary travel associations and even food and drink establishments, like restaurants, bars, wineries, distilleries and breweries, will all be looking to hire individuals with the unique set of skills offered in the Food Tourism Entrepreneurship program at George Brown College. Graduates can easily find themselves employed in positions like culinary tourism program

manager, marketing travel consultant, conference services manager and many other roles across different levels.

For those with a special interest in certain areas, or looking to narrow in on their skills even further, the program also gives attention to unique travel experiences with a growing demand, like Indigenous food ways, cannabis tourism and Halal tourism.

As restrictions lift and food tourism returns, travellers will be hungrier than ever for "taste of place" experiences that

allow them to explore new destinations through the local food and beverage culture. George Brown's Food Tourism Entrepreneurship graduates will be ready to use their creative entrepreneurship skills to catalyze food tourism's recovery and metamorphosis into an industry that's better than we've ever seen before.

To learn more about the George Brown College Centre for Hospitality & Culinary Arts, and the Food Tourism Entrepreneurship program, head to [georgebrown.ca](http://georgebrown.ca)