

Business Administration

Course Number: **BUAD 230**

Course Title: **WINE AND CULINARY TOURISM**

Credits: 3

Calendar Description: This course provides learners with an understanding of wine and culinary tourism and its relationship to the tourism sector overall.

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to

- define the scope and impact of the wine and culinary sectors on the tourism industry.
- explain the importance of wine and food in cultures and its subsequent Impact on tourism.
- describe the supply chain of wine and culinary tourism, in particular the roles/functions of key stakeholders and markets.
- describe how the wine and culinary sectors contribute to the development of a tourism destination.
- analyze how environmental factors (economics, geography and sociology) impact wine and culinary tourism.
- explain tourism the product development process as it relates to wine and culinary tourism.
- identify the issues and trends affecting this wine and culinary sectors.

Course Objectives

This course will cover the following content:

*See Course Schedule

Evaluation Procedure

Assignments	25%
Case Study and Presentation	40%
Final Exam	35%
Total	100%

Notes

The consumption of wine for education/learning purposes will only be permitted to student 19 years of age or older.

Required Texts/Resources

Course Schedule

Date		Topic	Textbook
Week of:		Tues Sept 8 College-wide Orientation Day Wed Sept 9 Classes begin Mon Oct 12 Thanksgiving – no classes Wed Nov 11 – no classes Thur Dec 10 Last day of regularly scheduled classes	
Sept	11	Introduction The Spirit of a place on a plate	Ch 01
	18	The Environment: Tools of the Trade	Ch 02
	25	Field Experience 1 – The context for Food and Wine Tourism	
Oct	2	Tourists on the Food and Wine Trail: Who are they?	Ch 03
	9	Transforming Terroir into a Tourist Destination	Ch 04
	16	The Supply Side: Actors involved in Food and Wine Production	Ch 05
	23	Food and Wine Tourism Best Practices: Case Studies from around the world	Ch 06
	30	Field Experience 2 – experience a local business/operation with a focus on wine tourism	

