

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. Through experiential learning opportunities such as field trips, visits from local providers, and assignments linked to real situations, students engage with wine, food, and culture, both regionally and globally. Students gain awareness of how wine and culinary tourism impacts tourism destinations, from supply chain management to product development.

Semester and Year: **Fall 2021**

Prerequisite(s): No

Professors

Dan Allen dallen@okanagan.bc.ca

Learning Outcomes

Upon completion of this

Attendance and In-class participation	10%
Exam	15%
Total	100%

Notes

This course will be delivered in class on Thursday afternoon for 1.5 hours per week with an asynchronous component for a further 1.5 hours per week. This means that there will be individual assignments and activity and reading and recorded presentations to be completed outside of class hours

Recommended Texts/Resources

Food and Wine Tourism, 2017, Erica Croce, Giovanni Perri, CAB International,
eText ISBN: 9781786391292, 1786391295

