

# 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**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
Jonathan Rouse		Kelowna: E217	<a href="mailto:jrouse@okanagan.bc.ca">jrouse@okanagan.bc.ca</a>

**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• define the scope and impact of the wine and culinary sectors on the tourism industry.</li> <li>• explain the importance of wine and food in cultures and its subsequent Impact on tourism.</li> <li>• describe the supply chain of wine and culinary tourism, in particular the roles/functions of key stakeholders and markets.</li> <li>• describe how the wine and culinary sectors contribute to the development of a tourism destination.</li> <li>• analyze how environmental factors (economics, geography and sociology) impact wine and culinary tourism.</li> <li>• explain tourism the product development process as it relates to wine and culinary tourism.</li> <li>• identify the issues and trends affecting this wine and culinary sectors.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content: *See Course Schedule</p>
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**Evaluation Procedure**

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

**Notes**

<p>The consumption of wine for education/learning purposes will only be permitted to student 19 years of age or older.</p>
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**Required Texts/Resources**

<p>Food and Wine Tourism, 2010, Erica Croce, Giovanni Perri, CAB International, Published: ISBN: 9781845936617</p>

## 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	

