

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 2016
Prerequisite(s):	No
Co-requisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	
Transfer Credit:	Yes
Special Notes:	
Originally Developed:	June 2012
EDCO Approval:	March 2014
	Signature

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 40

Assignments	25%
Case Study and Presentation	40%

Course Schedule

Date		Topic	Textbook
Week of:		Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes	
Sept	5	Introduction The Spirit of a place on a plate	Ch 01
Sept	12	The Environment: Tools of the Trade	Ch 02
Sept	19	Field Experience 1 The context for Food and Wine Tourism	
Sept	26	Tourists on the Food and Wine Trail: Who are they?	Ch 03
Oct	3	Transforming Terroir into a Tourist Destination	Ch 04
Oct	10	The Supply Side: Actors Involved	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposin

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.