

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 2017
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

Professors

Daniel Allen
Course Captain

Course Schedule

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	
Sep	3-9	Introduction The Spirit of a place on a plate	Ch 01
	10-16	The Environment: Tools of the Trade	Ch 02
	17-23	Field Experience 1 – The context for Food and Wine Tourism	
	24-30	Tourists on the Food and Wine Trail: Who are they?	Ch 03
Oct	1-7	Transforming Terroir into a Tourist Destination	Ch 04
	8-14	The Supply Side: Actors involved in Food and Wine Production	Ch 05
	15-21	Food and Wine Tourism Best Practices: Case Studies from around the world	Ch 06
	22-28	Field Experience 2 –	

