

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:	WINTER 2021
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	
Transfer Credit:	Yes
Special Notes:	

Final Exam	20%
Total	100%

Notes

This course is being delivered in an on-line format

Course Schedule

Date		Topics & Activities	Readings
2021 Week of:		Monday, January 11 First Day of Classes Monday, February 15 Holiday Tuesday, February 16 Friday, February 19 Reading Break Friday, April 2 Monday, April 5 - Holiday Friday, April 16 Last Day of Regular Classes	
W01	Jan 11	Topics: Introduction to Course; Introduction of Students; Team Discussions; Course Expectations; Introduction to Wine Tourism <i>Wine Tourism Breakouts; Student Pitches</i>	PPT #1; Ch 01; Moodle Readings
W02	Jan 18	Topics: Introduction to Culinary Tourism The Environment: Tools of the Trade <i>: Culinary Tourism breakouts; Formation of Teams</i>	PPT #2; Ch 02 Moodle Readings
W03	Jan 25	Topics: BC Wine Regions; Economic Impact of Wine Tourism; Main Components of Wine Tourism <i>Individual Assignment #1 Presentations</i>	Ch 08 Moodle Readings
W04	Feb 1	Topics: Tourists on the Food and Wine Trail: Who are they? <i>Individual Assignment #1 Presentations</i>	PPT#3 Ch 03
W05	Feb 8	Topics: Transforming Terroir into a Tourist Destination <i>Team Project #1 due - Team Presentations</i>	Ch 04 Moodle Readings
W06	Feb 15	Mid-Winter Break	Ch 05 Moodle Readings
W07	Feb 22		

