Syllabus

Course Description

Course Title	Experiential Tourism and Events: Food and Wine
Course Code	30180
Course Title Additional	
Scientific-Disciplinary Sector	AGRI-01/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Günter Schamel, Guenter.Schamel@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/12015 dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	6
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course explores the growing field of experiential tourism with a focus on food and wine. Students will examine how local gastronomy, wine culture, and products with regional identity are packaged into memorable experiences for visitors. Emphasis is placed on visitor experience, event design, destination branding, and related sustainability efforts. Through case studies, guest speakers, and field visits, students gain practical insights into

	creating, managing, and marketing food and wine experiences and events.
Course Topics	Theoretical foundations of the experience economy and tourism Food and Wine Destinations: Geographical Indications, regional brands Relevance of regional products and brands for experiential tourism Research methods and examples in wine and food tourism Interpreting data and research results in food and wine tourism Digital Marketing and Product Innovation in Experiential Tourism Excursion: Understanding a local food and/or wine experience Group Project: Designing a food or wine tourism experience/event including a presentation with peer review (for attending students) Review a local food or wine tourism experience/event (non-attending students)
Keywords	Experience economy, experiential tourism, wine and gastronomy tourism, destinations, geographical indications, regional products and brands, research methods, data interpretation, research results, product innovation, excursion, local experience or event, presentation.
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures, discussions and exercises, group project, study trip.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 Strategies for vertical and horizontal differentiation of companies ILO 1.2 Strategies for maintaining a dominant market position by a company ILO 1.3 Price and quality strategies at the destination ILO 1.4 The theory of price formation ILO 1.5 Sectoral analysis tools for the sports and events industry ILO 1.6 Quality strategies of accommodation providers ILO 1.7 Economic policy for sustainable tourism ILO 1.8 The concept of sustainability and its impact on regional development ILO 1.9 Determinants of cooperation and the ability to build

	systems between different local tourism stakeholders. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Market analysis with the aim of selecting products and markets on which to focus business activities ILO 2.2 Context-dependent criteria for pricing ILO 2.3 Evaluation of the costs and benefits of maintaining a dominant market position and selection of the most appropriate instruments to achieve the objective ILO 2.4 Analysis of the trade-off between price and product quality and understanding of the criteria used to select the appropriate level of quality for the context ILO 2.5 Analysis of the economic sustainability of current and future travel destinations ILO 2.6 Analysis of the impact of public measures to increase the attractiveness of travel destinations ILO 2.7 Ability to argue like an economist, i.e. to apply the schemes and criteria typical of economic analysis ILO 2.8 Ability to understand the interaction between individual consumer and business decisions and market equilibrium ILO 2.9 Development of economic models for the sustainable development of tourism at the local level ILO 2.10 Analysis of the economic impact of economic policy measures for the tourism sector at the local, regional and national levels ILO 2.11 Development of a sustainable tourism development plan (from the perspective of policy makers) ILO 2.12 Development of economic models for sustainable tourism development at the local level ILO 2.13 Critical analysis of tourism policy instruments for promoting local products and evaluation of the effectiveness of the various instruments. ILO 2.14 Basic concepts that are useful for attending courses in economics, business administration and management ILO 3 - Making judgements ILO 3.1 Identifying the most important variables to be used in decision-making in complex situations; ILO 3.2 Reporting analytically and critically on information, empirical values and data in order to make appropriate business

	decisions; ILO 3.3 Selecting the most appropriate quantitative and qualitative analysis instruments to support decision-making; ILO 3.4 Find necessary additional information in databases, legal documents and scientific sources; ILO 3.5 Find solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 4.2 The educational activities in the first year include courses in all three official languages of instruction, which cover communication and presentation strategies and techniques, while also offering the acquisition of various skills for the cultural environment related to language. The second year includes a language course in a fourth language. Case studies, projects and exercises within the courses, as well as written examinations at the end of each course, also contribute to the development of students' communication skills. ILO 4.3 The achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentation of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 the ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field of tourism, sports and event management in particular; ILO 5.2 the ability to retrieve and utilise information from databases, research studies, legal texts, regulations and standards that are required in their professional life; ILO 5.3 the ability to analyse, critically evaluate and integrate data, information and experience; ILO 5.4 the ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent potential career prospects for graduates.
Specific Educational	

Objectives and Learning Outcomes (additional info.)	
Assessment	Attending Students: Assessment is based on a 90-minute written exam, group project work, and active participation in the lecture and group project for attending students. The grading for "students present" is based on the following weighting: written exam 60%, group project report, presentation and discussion 40%. Non-attending Students: Assessment is based on a 90-minute written exam which is identical to the exam for attending students. In addition, a 10-page seminar paper is required, evaluating a local wine or food experience and/or event. The grading of coursework for "non-attending students" is as follows: written exam (60%) and seminar paper (40%). At least 50% of the total possible points are required to pass the course. ILOs 1-2 are assessed with the written exam. ILOs 3-5 are assessed through the group project for attending students and through the seminar paper for non-attenting students.
Evaluation Criteria	The written exam assesses the quality and clarity of answers, language skills, and ability to accurately relate to the topics covered. The group project assesses collaboration skills, creativity, critical thinking, synthesis skills, and judgment. Participation and discussion participation are assessed based on interactive participation in the group project and active contributions to discussions during lectures.
Required Readings	Unfortunately, there is no relevant textbook in German for this course. However, students may refer to additional readings in English as background material for the lectures.
Supplementary Readings	- Pine and Gilmore 2000. Erlebniskauf. Econ. - Slocum, Curtis 2017, Food and Agricultural Tourism:Theory and Best Practice, Routledge. - Yeoman 2015, The Future of Food Tourism, ChannelView Publications.

	- Getz, Andersson, Robinson, Vujicic 2014.Foodies and Food Tourism. Goodfellow Publishers. - Sidali, Spiller, Schultze (Editors) 2011. Food, Agri-Culture and Tourism, Springer Verlag. - Carlsen and Charters (Editors) 2006.Global Wine Tourism, CAB International - Hjalager and Richards (Editors) 2002.Tourism and Gastronomy. Routledge.
Further Information	Performance in the group project, the seminar paper, and active participation are only valid for the current academic year and do not carry over to the next academic year. Only dictionaries and calculators are permitted as aids for the written exam. No lecture materials, recordings, or other accompanying materials or electronic aids are permitted.
Sustainable Development Goals (SDGs)	Good health and well-being, Responsible consumption and production, Sustainable cities and communities