Syllabus

Course Description

Course Title	Enogastronomic Tourism
Course Code	31011
Course Title Additional	
Scientific-Disciplinary Sector	AGRI-01/A
Language	German
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course Enogastronomic Tourism covers the following topics: • The role of food and wine in sustainable tourism development • Designing food, wine, and gastronomic tourism experiences • Sustainability-oriented business strategies: plant-forward meals, organic food, and food waste reduction
Course Topics	• Consumer behavior in food and wine • Gastronomy and Tourism • Food and Wine Marketing • Sustainability in Gastronomy

	• Applied Research Methods • Research Project on the implementation of sustainability in gastronomy or the development of sustainable tourism products related to food and/or wine
Keywords	Food and wine tourism, local products, Sustainable consumption, Experience tourism, Agrotourism
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Frontal lectures, exercises, excursions, student project
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.1 Of models and tools for the management of a) tourism enterprises; b) associations, consortia, non-profit organisations for the management and promotion of the tourism system and related activities
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	a) Attending students Written exam: 50%, All ILOs are assessed (ILO 1) Project work: 50%, All ILOs are assessed (ILO 1) The project work consists of a case study in tourism or gastronomy on sustainability topics. The results of the study will be presented and discussed. The project is carried out as group work. The 15-minute presentation and 15-minute discussion of the project results take place during the lectures. b) Non-attending students Non-participating students complete the project work individually. The results of the study will be presented and discussed. The 15-minute presentation and 15-minute discussion of the project results take place during the lectures. Written exam: 60%, All ILOs are assessed (ILO 1) Seminar paper: 40%, All ILOs are assessed (ILO 1)

Evaluation Criteria	All students enrolled in the course are admitted to the standard assessment described below. Relevant for the written exam: clarity of answers, mastery of terminology related to the course, ability to summarize, evaluate, and establish relationships between topics. Relevant for project work: development of research questions, application of theretical knowledge to a business case, strategic thinking, presentation skills, skills in critical thinking.
Required Readings	Dreyer, A., & Antz, C. (2011). Wein und Tourismus Erfolg durch Synergien und Kooperationen. Schmidt. Gössling, S., & Hall, C. M. (2021). The sustainable chef: The environment in culinary arts, restaurants, and hospitality. Routledge
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Responsible consumption and production