

# Syllabus

## *Course Description*

<b>Course Title</b>	Enogastronomic Tourism
<b>Course Code</b>	31011
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	AGRI-01/A
<b>Language</b>	German
<b>Degree Course</b>	Master in Tourism Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	First semester
<b>Course Year/s</b>	2
<b>CP</b>	6
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	-
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	18
<b>Contents Summary</b>	<p>The course Enogastronomic Tourism covers the following topics:</p> <ul style="list-style-type: none"><li>• The role of food and wine in sustainable tourism development</li><li>• Designing food, wine, and gastronomic tourism experiences</li><li>• Sustainability-oriented business strategies: plant-forward meals, organic food, and food waste reduction</li></ul>
<b>Course Topics</b>	<ul style="list-style-type: none"><li>• Consumer behavior in food and wine</li><li>• Gastronomy and Tourism</li><li>• Food and Wine Marketing</li><li>• Sustainability in Gastronomy</li></ul>

	<ul style="list-style-type: none"> <li>• Applied Research Methods</li> <li>• Research Project on the implementation of sustainability in gastronomy or the development of sustainable tourism products related to food and/or wine</li> </ul>
<b>Keywords</b>	Food and wine tourism, local products, Sustainable consumption, Experience tourism, Agrotourism
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	Frontal lectures, exercises, excursions, student project
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>INTENDED LEARNING OUTCOMES (ILO)</p> <p>ILO 1: KNOWLEDGE AND UNDERSTANDING</p> <p>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</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<p>a) Attending students</p> <p>Written exam: 50%</p> <p>Project work: 35%</p> <p>Active participation in class: 15%</p> <p>The project work consists of a case study in tourism or gastronomy on sustainability topics.</p> <p>The results of the study will be presented and discussed. The project is carried out as group work.</p> <p>The 15-minute presentation and 15-minute discussion of the project results take place during the lectures.</p> <p>b) Non-attending students</p> <p>Non-participating students complete the project work individually.</p> <p>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.</p> <p>Written exam: 60%</p>

	Seminar paper: 40%
<b>Evaluation Criteria</b>	<p>All students enrolled in the course are admitted to the standard assessment described below.</p> <p>Relevant for the written exam: clarity of answers, mastery of terminology related to the course, ability to summarize, evaluate, and establish relationships between topics.</p> <p>Relevant for project work: development of research questions, application of theoretical knowledge to a business case, strategic thinking, presentation skills, skills in critical thinking.</p>
<b>Required Readings</b>	<p>Dreyer, A., &amp; Antz, C. (2011). Wein und Tourismus Erfolg durch Synergien und Kooperationen. Schmidt.</p> <p>Gössling, S., &amp; Hall, C. M. (2021). The sustainable chef: The environment in culinary arts, restaurants, and hospitality. Routledge</p>
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Responsible consumption and production