Syllabus

Descrizione corso

Titolo insegnamento	Turismo Enogastronomico
Codice insegnamento	31011
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	AGRI-01/A
Lingua	Tedesco
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	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
Argomenti dell'insegnamento	• 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
Parole chiave	Food and wine tourism, local products, Sustainable consumption, Experience tourism, Agrotourism
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, exercises, excursions, student project
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	INTENDED LEARNING OUTCOMES (ILO) ILO 1: CONOSCENZA E COMPRENSIONE ILO 1.1 Di modelli e di strumenti per la gestione di a) imprese turistiche; b) associazioni, consorzi, non-profit per la gestione e la promozione del sistema turistico e delle attività ad esso connesse
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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)

Criteri di valutazione	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.
Bibliografia obbligatoria	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
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Utilizzo responsabile delle risorse