




# Business Administration

Course Number:	<b>BUAD 230</b>
Course Title:	<b>WINE AND CULINARY TOURISM</b>
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:	<b>Fall 2017</b>
Prerequisite(s):	No
Co-requisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	
Transfer Credit:	Yes
Special Notes:	
Originally Developed:	June 2012
EDCO Approval:	March 2014
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
Daniel Allen <i>Course Captain</i>	250-762-5445 - 4378	B216H	dallen@okanagan.bc.ca

**Learning Outcomes**

Upon completion of this course students will be able to

- define the scope and impact of the wine and culinary sectors on the tourism industry.
- explain the importance of wine and food in cultures and its subsequent Impact on tourism.
- describe the supply chain of wine and culinary tourism, in particular the roles/functions of key stakeholders and markets.
- describe how the wine and culinary sectors contribute to the development of a tourism destination.
- analyze how environmental factors (economics, geography and sociology) impact wine and culinary tourism.
- explain tourism the product development process as it relates to wine and culinary tourism.
- identify the issues and trends affecting this wine and culinary sectors.

**Course Objectives**

This course will cover the following content:

See Course Schedule

**Evaluation Procedure**

Assignments	25%
Case Study and Presentation	40%
Final Exam	35%
Total	100%

**Notes**

The consumption of wine for education/learning purposes will only be permitted to student 19 years of age or older.

**Required Texts/Resources**

Food and Wine Tourism, 2010, Erica Croce, Giovanni Perri, CAB International,  
Published: ISBN: 9781786391278.

**Course Schedule**

Date		Topic	Textbook
Week of:		Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes	
Sep	3-9	Introduction The Spirit of a place on a plate	Ch 01
	10-16	The Environment: Tools of the Trade	Ch 02
	17-23	Field Experience 1 – The context for Food and Wine Tourism	
	24-30	Tourists on the Food and Wine Trail: Who are they?	Ch 03
Oct	1-7	Transforming Terroir into a Tourist Destination	Ch 04
	8-14	The Supply Side: Actors involved in Food and Wine Production	Ch 05
	15-21	Food and Wine Tourism Best Practices: Case Studies from around the world	Ch 06
	22-28	Field Experience 2 – experience a local business/operation with a focus on wine tourism	
Oct Nov	29 – 4	Supply Operators in the Food and Wine Tourism Industry	Ch 07
	5-11	Field Experience 3 – experience a local business/operation with a focus on culinary/food tourism	
	12-18	Experience Design: Itinerary Planning and Organization	Ch 08
	19-25	Presentations	
Nov Dec	26 – 2	Presentations Final Exam Review	
	3-9		
	7-18	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

---

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

---

### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.