



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064523 – EnoGastronomic Tourism		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Tourism and Culture	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

In this course the students will learn first-hand the characteristics of a new type of tourism that meets the needs of the twenty-first century tourist. Food tourism is a new type of tourism born out of the increasing interest in the demand of travel motivated by food, local products, dishes and beverages and everything related to the culinary culture of a destination. Wine, as one of the highly developed tourism products, will play an important role in this course.

The course is divided into four units of study. The first one aims at providing a better understanding of the tourism related to wine and food, based on a separate analysis of the evolution and influence of wine and food in our society and the revolution in the last decades brought about by tourism as a social and economic activity to be developed in our leisure time.

In the second unit the students will learn about the definitions and features of gastronomy and wine tourism, the stakeholders involved; the business operation and its value as tangible and intangible tourism resources in the wine and food regions.

The knowledge gained in the first two units will enable students to put it into practice in the third unit, where they will learn how the most popular wine products and activities are created and produced. The last unit will give students an overview of the development of this type of tourism worldwide, the differences in the activities on offer in the different world regions and finally, this phenomenon will be analyzed at a national level.

GENERAL SKILLS

GS02- Have business vision.



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GS09- Work in an international context

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.