

Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Wine Tourism		
Scientific area	Tourism		
Teaching method	During the course many different teaching methods will be used: self-study, case studies, lectures, discussions, movies, group assignment, field trips and a workshop “the best wines to the best dishes”.		
Lecturers:		Language of instruction	English
ECTS	6	Semester	Fall; Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<ul style="list-style-type: none"> - With this curricular unit, students will be provided with a working tool that helps them to develop a Wine Tourism Project; - Allow students to contact “in loco” with the reality of wine tourism product. To achieve this, one field trip will be made (<i>Dão Wine Route</i>); - Identify the supply and demand problem for the wine tourism product and the resulting components that underlie it. Furthermore, students should understand that the supply and demand characteristics vary with the geographical, economic and social development of a region; - Provide students with knowledge in the Enology and Wine in order to identify the main varieties, how to serve wine and combine food with wine. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. WINE <ol style="list-style-type: none"> 1.1. Manufacturing Processes 1.2. Conservation 1.3. Service 1.4. Wine tasting 1.5. Grape varieties 1.6. Wine regions 2. WINE AND FOOD <ol style="list-style-type: none"> 2.1. Wine and Food pairing 3. WINE TOURISM AS A TOURISM PRODUCT <ol style="list-style-type: none"> 3.1. Environmental concerns and purchase intention 3.2. The Wine Tourist features 3.3. Explore Wine Tourism – Management, Development and Destinations 3.4. Wine Tourism around the world 4. WINES ROUTES <ol style="list-style-type: none"> 4.1. Concepts and characteristics of Wine Routes 4.2. Wine routes around the world 4.3. The Portuguese wine routes 4.4. Developing wine routes as a tourist attraction 		
Assessment methods	<ul style="list-style-type: none"> - 1st Group Assignment (20%) – Workshop The best wine to the best dishes; - 2nd Group Assignment (20%) – “Explore a paper about Wine Tourism”; - Final Group Assignment (35%); - Individual Field Trip Report (25%). 		

<p>Recommended readings</p>	<p>Barber, N.; Taylor, C. & Deale, C. (2010). Wine Tourism, Environmental Concerns and Purchase Intention. <i>Journal of Travel & Tourism Marketing</i>, 27 (2): 146-165.</p> <p>Barber, N.; Taylor, C. & Sandy, S. (2009). Wine consumers' environmental knowledge and attitudes: Influence on willingness to purchase. <i>International Journal of Wine Research</i>, 1: 59-72.</p> <p>Charters, S. & Ali-Knight, J. (2002). Who is the wine tourist? <i>Tourism Management</i>. 23 (3):311-319.</p> <p>Dowling, R. & Getz, Donald (2001). <i>Wine Tourism Futures, In Tourism in the Twenty-first Century – Reflections on Experiences</i>. Faulkner, London.</p> <p>Getz, D. (2000). <i>Explore Wine Tourism – Management, Development & Destinations</i>. Cognizant Communication Corporation, New York.</p> <p>Hall, C.M., Sharples, L., Cambourne, B. & Macionis, N. (Eds.), (2000). <i>Wine tourism around the world</i>. Oxford: Butterworth-Heinemann.</p> <p>Hall, C.M.; Mitchell, R. (2000). Wine tourism in the Mediterranean: A tool for restructuring and development. <i>Thunderbird International Business Review</i>, 42 (4): 445-465.</p> <p>Jaffe, E. & Pasternak, H. (2004). Developing wine trails as a tourist attraction in Israel. <i>International Journal of Tourism Research</i>, 6 (4): 237-249.</p> <p>Nowak, L.I. & Newton, S. (2008). Using winery web sites to launch relationships with Millennials. <i>International Journal of Wine Business Research</i>. 20(1): 53-67.</p> <p>O'Neill, M. A. and Palmer, A. (2004). Wine production and Tourism – Adding Service to a Perfect Partnership. <i>Cornell Hotel and Restaurant Quarterly</i> (August 2004).</p> <p>Scherrer, P.; Alonso, A.; Sheridan, L. (2008). Expanding the destination image: wine tourism in the Canary Islands. <i>International Journal of Tourism Research</i>, 11 (5): 451-463.</p> <p>Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. <i>Tourism Management</i>, 28, 1180–1192.</p>
<p>Additional information</p>	