

Gastronomy and Oenology

Code: 101188
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites

Objectives and Contextualisation

This course aims to provide an in-depth reflection on gastronomy and oenology and the importance they currently have in the tourism sector.

The objectives of this module are to gain a working knowledge both of the gastronomic and oenological activity in Spain and the main techniques employed to boost gastronomic and oenological culture as a tourist attraction.

Competences

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Plan and manage activities on the basis of quality and sustainability.
- Use ICT tools (reservations software, travel agency and hotel management packages, etc.) in tourism management, planning and products.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Develop a capacity for independent learning.
2. Display a customer service orientation.
3. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.

4. Identify and Single out the differential characteristics of the hotel and catering branch of the tourism sector.
5. Plan and manage activities on the basis of quality and sustainability.
6. Use communication techniques at all levels.
7. Use management software in the hotel and catering sub-sector.
8. Work in a team.

Content

1. INTRODUCTORY OENOLOGICAL CONCEPTS

Wine geography in Catalonia, main grape varieties, effects of climate and terroir.

2. THE VINIFICATION PROCESS

Harvest, maceration, fermentation, filtering, aging, bottling and carbonic maceration.

3. UNCONVENTIONAL VINIFICATIONS AND OTHER PROCESSES OF LEVELING ALCOHOLIC BEVERAGES

Production of sparkling wines, champenoise method, production of natural sweet wines, fortification, chaptalization, distillation, different forms of aging.

4. VITICULTURE

Vine cycle, pruning methods, driving systems, optimization of solar exposure and results on the landscape heritage.

5. ORGANOLEPTIC ANALYSIS

Concepts linked to tasting, tasting technique, meaning of the different organoleptic characteristics, time evolution of wine and aging times.

6. CREATION AND MECHANISM OF TRANSMISSION OF TASTE

Inter-generational and intra-generational mechanisms of taste transmission, habitus, taste of necessity. Steps for the enhancement of oenogastronomical tourism products.

7. CULTURE AND TERRITORY

Review of the binding concepts between culture and territorial idiosyncrasy: religion; class, social status; nation, people, group; gender (endo-cuisine and exo-cuisine); age.

8 AGRO-FOOD PRODUCTS WITH PDO AND PGI IN CATALONIA

Review and tasting of the different agro-food products with the PGI or PDO mark in Catalonia. In this session the wine DOs are ignored because they were dealt with in topic 1.

9. GASTRONOMIC TENDENCIES

Study of current gastronomic trends, review of media in which they expand, a look at possible future trends.

10. MAIN WORLDWIDE OENOASTRONOMIC DESTINATIONS

Location and characterization of the main food and wine destinations in the international arena. Concrete review of the destinations designated by UNESCO as cultural heritage of humanity.

Methodology

- Lectures in which the teacher will discuss the topic, which previously the students will have worked on, and resolve some practical cases.
- Group presentation of parts of the syllabus that the students will have prepared in coordination with the teacher.
- Presentation of a task assigned by the teacher.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	45	1.8	7, 4, 5, 2
Study	25	1	7, 1, 4, 2, 3
Study cases presentation	5	0.2	7, 4, 5, 2, 3, 8
Tutorials	12	0.48	1, 5, 3
Type: Supervised			
Case studies resolution	15	0.6	7, 1, 4, 6, 5, 2, 3, 8
Type: Autonomous			
Project development	30	1.2	7, 1, 4, 6, 5, 2, 3, 8
Study cases development	15	0.6	7, 1, 4, 6, 5, 2, 3, 8

Assessment

Continuous assessment: the assessment system is based on modules consisting of individual or group work, in the joint presentation of assignments, and exams.

Evaluation systems and techniques:

- Assignments and exercises with a global weight of 30%
- Written tests, with a global weight of 70%

Standard assessment: The two parts of the subject must be approved separately with a 5 out of 10.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Gastronomy Exam	35%	1	0.04	7, 1, 4, 6, 5, 3
Oenology Exam	35%	1	0.04	7, 1, 4, 5, 3
Promote a gastronomic or wine tourism destination on social networks	30%	1	0.04	7, 1, 4, 6, 2, 3, 8

Bibliography

Alonso, A., & O'Neil, M. (2009). Wine tourism in Spain: the case of three wine regions. *Tourism: An International Interdisciplinary Journal*(57), 405-420.

Bourdieu, P. (2002). *La Distinción: Criterio y bases sociales del gusto*. México D.F.: Taurus.

Charters, S., & Ali-Kngiht, J. (2002). Who is the wine tourist? *Tourism Management*, 7(2), 311-319.

Fischler, C. (1995). *El (h)omnívoro*. Barcelona: Anagrama.

Getz, D. (2000). *Explore Wine tourism, management, development and destinations*. New York: Cognizant communication corporation.

Medina, F., & Tresserras, J. (2008). Turismo enológico y rutas del vino en Catalunya. Análisis de casos: D.O. Penedès, D.O.Q. Priorat, D.O. Montsant. *Pasos revista de Turismo y Patrimonio Cultural*(6), 493-509.