

Degree	Type	Year
2500894 Tourism	OT	4

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## 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.

## Activities and Methodology

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

Teaching languages: Spanish (Tourism Degree) and English (Tourism Degree in English).

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous Assessment Tasks	30%	1	0.04	1, 2, 3, 4, 6, 7, 8
Gastronomy Exam	35%	1	0.04	1, 3, 4, 5, 6, 7
Oenology Exam	35%	1	0.04	1, 3, 4, 5, 7

Two assessment systems are offered, continuous assessment and single assessment. The choice of one evaluation

Continuous evaluation: The evaluation system is organized in modules and Systems and evaluation techniques envisaged:

- Carrying out tasks and exercises with a global weight of 30%
- Written tests, with an overall weight of 70%.

Single assessment: The course does include a single assessment. Students will have to pass the exams of both parts of the subject (oenology and gastronomy) with a minimum of 5 out of 10.

*The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.*

"The recovery of the subject by single assessment will be the same as for the rest of the students and in order to take the re-evaluation it will be necessary that the student has obtained a minimum of 3.5 in the set of evidences of which the single assessment consists".

Two evaluation tests per option are contemplated, the chosen one plus the

## **Bibliography**

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

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

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

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

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

Medina, Francesc Xavier, & Tresserras, Jordi (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.

Bruwer, Johan, Pratt, Marlene, Saliba, Anthony, & Hirche, Martin (2017). Regional destination image perception of tourists within a winescape context. *Current Issues in Tourism*, 20:2, 157-177.

Scorrano, Paola, Fait, Monica, Iaia, Lea, Rosato, Pierfelice, (2018) The image attributes of a destination: an analysis of the wine tourists' perception. *EuroMed Journal of Business*.

Dixit, Saurabh Kumar (2021). *The Roudledge handbook of gastronomic tourism*. New:York: Roudledge.

## Software

Prezi

Quizizz

## Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed

PROVISIONAL