

**COURSE CODE:** BUAD 230/ Tour 230

**COURSE TITLE:** Wine and Culinary Tourism

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### **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.

**Prerequisite(s):** None

**Co-requisite(s):** None

**Prerequisite For:** BUAD 351

**Substitutable Courses:** None

**Graduation Requirement:** Minimum graduating grade average of 60%

**Transfer Credit:** Yes

**Special Notes:** This course is also offered as TOUR 230. Students with credit in TOUR 230 cannot take BUAD 230 for additional credit.

**Credits:** 3

**Hours per Week:** 6

**Originally Developed:** June 2012

**EDCO Approval:** March 2014

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CHAIR'S APPROVAL:



## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Define** the scope and impact of the wine and culinary sectors on the tourism industry.
  - 2 **Explain** the importance of wine and food in cultures and its subsequent Impact on tourism.
  - 3 **Describe** the supply chain of wine and culinary tourism, in particular the roles/functions of key stakeholders and markets.
  - 4 **Describe** how the wine and culinary sectors contribute to the development of a tourism destination.
  - 5 **Analyze** how environmental factors (economics, geography and sociology) impact wine and culinary tourism.
  - 6 **Explain** the product development process as it relates to wine and culinary tourism.
  - 7 **Identify** the issues and trends affecting the wine and culinary sectors.

## Course Objectives

- Objectives This course will cover the following content:  
See weekly course schedule below

## Professors

Course	Name	Phone Extension	Office	E-mail
Wine & Culinary Tourism	Craig Norris-Jones	604-838-4059		<a href="mailto:Cnorrisjones@okanagan.bc.ca">Cnorrisjones@okanagan.bc.ca</a>

## Evaluation Procedure

<b>Field Experience Assignments</b>	45 %
Team Project #1: Wine & Culinary Tour Experience–Research and Presentation	10 %
Team Project #2: Wine & Culinary Virtual Case Study Visits	15 %
Team Project #3: Wine & Culinary Tourism Design Presentation	20 %
<b>Assignments</b>	30 %
<b>Chapter Quizzes</b>	15%
<b>Attendance and In-class participation</b>	10%
<b>Total</b>	<b>100 %</b>

## **Generative AI tools are permitted with specific restrictions**

☒ Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See How to cite ChatGPT (apa.org))

☒ Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

Food and Wine Tourism, 2017, Erica Croce, Giovanni Perri, CAB International, eText ISBN: 9781786391292, 1786391295

## **Notes**

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

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Tues, July 7 – Classes begin Fri, Jul 10 – Last day to register for session II course and receive a refund for course drop Fri Jul 31 – Last day to withdraw from a session II course without academic penalty <b>Mon, Aug 3 – Statutory Holiday (no classes)</b> Thurs. Aug 13– Last Day of regularly scheduled classes for Session II	Chapter(s):
Tues	July 7	Introduction Course Introduction to Wine Tourism Quiz #1	Chapter One
Thurs	July 9	The Environment: Tools of the trade Quiz #2 AS01 Due July10	Chapter Two
Tues	July 14	Tourists on the food and wine trail – Who are they? Quiz #3	Chapter Three
Thurs	July 16	Field Experience 1 – No in-class session AS02 Due July 17 FE01 Due July 20	
Tues	July 21	Transforming a Terroir into a Tourist Destination Quiz #4	Chapter Four
Thurs	July 23	The Supply Side – Actors Involved in Food and Wine Production Quiz #5 AS03 Due July 24	Chapter Five
Tues	July 28	Field Experience 2 – No in-class session	
Thurs	July 30	Supply Operators in the Food and Wine Tourism Industry Quiz 7 AS04 Due July 31 FE02 Due Aug 1	Chapter Seven
Tues	Aug 4	Designing a Life Experience: Itinerary Planning and Organization	Chapter Eight
Thurs	Aug 6	Field Experience 3 – No in-class session AS05 Due Aug 11	
Tues	Aug 11	Experience Design Presentation	

Thurs	Aug 13	Experience Design Presentation	

## Skills Across the Business Curriculum

The Hall School of Business and Entrepreneurship 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

#### **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.

**Academic Honesty:** Students have a responsibility to read the [OC Academic Integrity Policy](#).

#### **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 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 Hall School of Business and Entrepreneurship 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 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 Hall School of Business and Entrepreneurship does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Hall School of Business and Entrepreneurship 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 Hall School of Business and Entrepreneurship 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.

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Last Updated: April 7, 2025 (New Academic Integrity Policy Link)