

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 480-001—Wine and Food Tourism (3)
Fall 2015

DAY/TIME:	F 1:30-3:30 lecture F 1:30 – 5:30 field trip	Robinson Hall B113
INSTRUCTOR:	Dr. Susan L Slocum sslocum@gmu.edu Dr. Robert Baker rbaker@gmu.edu	Bull Run Hall, Rm 201D 703-993-4260 Bull Run Hall, Rm 201G 703-993-2025

PREREQUISITES

None

COURSE DESCRIPTION

This course will consider the characteristics of food and wine tourism as they relate to environmentally, economically and socio-culturally sustainable tourism and assess the possibilities and limitations for its implementation within a variety of destinations and settings. It will also emphasize the historical development of the global food chain, artisan food and drink production, and the role of food and wine in the tourist experience.

COURSE OBJECTIVES

On completion of this course students should be able to:

1. Summarize food, drink, and agriculture and their relevance to tourism.
2. Demonstrate an awareness of good practice in food and wine tourism management.
3. Analyze the economic, environmental, and socio-cultural contexts of food and wine through tourism.
4. Evaluate the principles of agriculture and the culinary arts in relation to destination management and tourism marketing.
5. Assess the practical implementation of agriculture, food and tourism policies.
6. Compare and contrast differences in and rationale for food and wine tourism development.
7. Identify and interpret current trends in in tourism planning and development.
8. Evaluate and explain the challenges and opportunities encountered in implementing food and drink tourism management principles in such subsectors as accommodation, transportation, attractions, and tour operations.

NATURE OF COURSE DELIVERY

This is an upper-level course in tourism and events management. It will require the use of information derived from: lecture/textbook material; general print and online library resources; and external data sources. The course is also delivered in a variety of ways, such as lecture presentations, in class presentations, peer reviews, research groups, guest speakers, field trips, and writing assignments. The objective is threefold: to encourage collaborative and supportive learning environment among students; to emphasize that students are as responsible for their learning as their instructor(s) are; and to encourage analysis and critical thinking. Thus, students are held to the standards of the George Mason University Honor Code. They are expected to attend all class sections, actively participate in class discussions, complete in-class or take-home exercises and fulfill all assignments. **Assignments must be turned in at the specified time and date due via Blackboard or no credit will be given.** Detailed information about course rules, course requirements and evaluation will be provided separately in class.

REQUIRED READING

Rath, Tom (2007). *Strengthfinders 2.0*. Gallup Press. ISBN-13: 978-1595620156
 {Please note that you will be required to buy a new copy and use the internet activation code}

ASSIGNMENTS AND GRADING

This course will be graded on a point (and NOT on a percentage) system, with a total of 250 possible points. There are 5 grading requirements, namely: (1) participation; (2) group case study presentation; (3) research paper; and (4) on-line quizzes. Each requirement is briefly introduced below. **Late work will not be accepted in this class.**

1. Participation (20 points) includes:

D. **Class attendance:** You are required to attend class. Excused absences will require a note from a qualified professional. (10 points)

E. **In-class participation:** This course requires extensive discussion about the subject material. Therefore, you are expected to speak in class, share your thoughts on the subject material and participate in group discussions. (10 points)

2. Midterm exam (20 points)

3. Reflective paper (20 points):

You are required to research a topic of your choice related to tourism and sustainability. The paper will be submitted in three separate phases via SafeAssign. The research paper guidelines are available in Blackboard under the ASSIGNMENTS section. **Safeassign is designed to detect plagiarism. Plagiarized papers will not be graded.**

Note: SafeAsassign will help you to identify how to properly attribute sources rather than paraphrase as well as to make sure that you are compliant with GMU's Honor Code.

4. Final Exam (20 points)

Requirements	Points
<i>Group Presentations</i>	20
<i>Participation</i>	20
- In class participation (10 points)	
- Attendance (10 points)	
<i>Reflective Paper</i>	20
<i>Midterm</i>	20
<i>Final</i>	20
TOTAL	100

Grading Scale

A+	=	97-100	B+	=	87-89	C+	=	77-79	D	=	60-69
A	=	94-96	B	=	84-86	C	=	74-76	F	=	0 – 59
A-	=	90-93	B-	=	80-83	C-	=	70-73			

COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

BLACKBOARD REQUIREMENTS

Every student registered for any (Tourism and Events Management program) course with a required performance-based assessment is required to submit this assessment, (group writing assignments, case study presentations, research paper and weekly on-line quizzes) to Blackboard (regardless of whether a course is an elective, a one-time course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

GMU POLICIES AND RESOURCES FOR STUDENTS

- a. Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honorcode/>].
- b. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- c. Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- d. The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- e. Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- f. Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- g. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].

PROFESSIONAL DISPOSITIONS

Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

For additional information on the College of Education and Human Development, School of Recreation, Health, & Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROPOSED CLASS SCHEDULE

Date		Topic/Learning Experiences	Readings	Assignments
Fri	Sep 4	2 hours Introduction to the course What is food and drink tourism?		
Fri	11	2 hours The history of agriculture Agriculture policy worldwide (Farm Bureau)		
Fri	18	2 hours The Wine Industry (Guest Speaker Jeff Spencer) Small Farms (Guest Speaker – (Dr. Kynda Curtis)		
Fri	25	4 hours Field trip –TBD		
Fri	Oct 2	2 hours Sustainable tourism and the economic, environmental and social impacts of wine and food (Guest Speaker – Piedmont Environmental Council)		
Fri	9	2 hours Types of food and tourism partnerships Wine trails		
Fri	16	4 hours Field trip – Ticonderoga Farms, Whole Foods		Midterm Online Due October 9th at 1:30pm
Fri	23	2 hours TBD		
Fri	30	2 hours Networking/Collaboration		
Fri	Nov 7	2 hours The Food Tourist		
Fri	13	4 hours Field trip – La Grange Winery		
Fri	20	2 hours Food Challenges – Food science, regulation, safety Guest speaker – food science or safety from GMU		
Fri	27	2 hours Thanksgiving – No class		
Fri	Dec 4	2 hours Group presentations		

Fri	12	2 hours	Group presentations		
			Final Exam		

Note: Faculty reserves the right to alter the schedule as necessary.