

**George Mason University**  
**College of Education and Human Development**  
**Tourism and Event Management**

TOUR 480-001—Wine and Food Tourism  
3 credits, Fall 2017

F 1:30-3:30 lecture, F 1:30 – 5:30 field trip, Music/Theater Building 1007- Fairfax campus

**FACULTY**

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**Prerequisites**

TOUR 200

**University Catalog Course Description**

Selected topics reflect interest in specialized area of tourism and events management.

**Course Overview**

This course will consider the characteristics of food and wine tourism related to environmental, economic and socio-cultural sustainable tourism and assess the possibilities and limitations for implementation within a variety of destinations and settings. It will include the development of the global food chain, artisan food and drink production, and the role of food and wine in the tourist experience.

**Course Delivery Method**

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.

Lecture Format - 100% Face-to-Face

## Learner Outcomes or 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.

## Required Texts – (Provided by the instructor)

Slocum, S.L., & Curtis, K (2017). Food and Agricultural Tourism: Theory and best practice. London, Routledge.

## Course Performance Evaluation

This course will be graded on a point (and NOT on a percentage) system, with a total of 100 possible points. There are 5 grading requirements, namely: (1) participation; (2) midterm; (3) book report; (4) group business plan; and (5) final exam. All assignments must be submitted on Blackboard. Each requirement is briefly introduced below. **Late work will not be accepted in this class.**

### 1. Participation (20 points) includes:

A. **Class attendance:** You are required to attend class. Excused absences will require a note from a qualified professional. (10 points). Missed field trips will automatically result in the loss of five participation points

B. **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. Book Report (20 points):** Students will be required to read an outside book for this class. A list of approved books are provided on Blackboard. If you would like to read a book not on the list, it must first be approved by the instructor. The book report should be four pages in length (approximately 1600 words) and include the following sections:

1. Thesis statement (1 page) – Explain the book to include:
  - a. What is the overall premise of the books?

- b. Is the book biased, or does it explain multiple points of view?
  - c. What is the message that the author is trying to communicate.
  - d. How well is this message received? Why?
  - e. Conclude with a thesis statement - A good thesis statement should include your reflection on the ideas, purpose, and attitudes of the author as well.
2. Explain how this book relates to food tourism (1 page)
    - a. Explain any supply-side implications
    - b. Explain any demand-side implications
    - c. How does this book justify or explain the importance of food tourism?
  3. Describe a food tourism product that the author would support using the marketing mix (1 page)
    - a. Product
    - b. Price
    - c. Distribution
    - d. Promotion
  4. Conclusion (1 page)
    - a. What would you change about the book? What was missing?
    - b. Describe food or tourism trends that fit into the author's thesis. Describe food and tourism trends that are not addressed in the book.
    - c. How does the book you read impact food trends in general, and food tourism specifically. Has the book made an impact

You are expected to have four outside references (minimum).

For more information on how to write a college book report, see <http://howtoedu.org/student-tips/how-to-write-a-college-book-report/>

### 3. Weekly Case Study Questions (10 points)

Pick one case study from your textbook (in the assigned chapter for the week). Answer the questions in the case study using the Discussion Forum on Blackboard. **Due by Sunday at 11:59pm on the week assigned.**

### 4. Midterm Exam (15 points)

### 5. Final Exam (15 points)

### 6. Group Business or Marketing Plan (20 points)

Please use the format in Chapter 12 of your textbook. Groups will present their business plans at the end of the semester and projects will be graded by fellow students.

Requirements	Points
<i>Participation</i>	20

- In class participation (10 points)	
- Attendance (10 points)	
<i>Book Report</i>	20
<i>Weekly Case Study Questions</i>	10
<i>Midterm</i>	15
<i>Final</i>	15
<i>Group Business Plan</i>	20
<b>TOTAL</b>	<b>100</b>

### 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	

### Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/polices-procedures> for more information.

### Proposed Class Schedule

Date		Topic/Learning Experiences	Readings	Assignments
Fri	<b>Sep</b> 1	2 hours Introduction to the course Introduction to Wine and Food Tourism	Read Chapter 1	
Fri	8	2 hours Understanding Economic Impacts Food and the Environment (Guest Speaker Mike Kane, Piedmont Environmental Council)	Read Chapter 2	
Fri	15	2 hours Understanding Wine (Guest Speaker Dr. Bob Baker) The Wine Industry (Guest Speaker Jeff Spencer)	Read Chapter 3 Read the Wine Report	
Fri	22	4 hours Field trip –Frying Pan Farm Park (2-3:30) Group Project time on bus	Read Chapter 4	
Fri	29	2 hours Understanding Comparative Advantage / Midterm Review Food Festivals (Guest Speaker David Duval, Visit Loudoun)	Read Chapter 5	
Fri	Oct 6	2 hours Agriculture policy worldwide (Guest Speaker Chris Cook Farm Bureau) The History of Agriculture	Read Chapter 6 Read the Farm Bill highlights	<b>Midterm Online Due October 6th at 1:30pm</b>

Fri	13	4 hours	Field trip – Culinaria Cooking School (2-3pm) Caboose Brewery (3:30-4:30) Group Project time on bus	Read Chapter 7	
Fri	20	2 hours	The Craft Beer Industry (Guest Speaker Sten Sellier Beltway Brewery) Wine Tourism (Guest Speaker Chelsea Sparaco, Potomac Point Winery)	Read Chapter 9	
Fri	27	2 hours	Policy and Governance (Guest Speaker Brent Gattis, Agricultural Lobbyist) Catering (Guest Speaker David Evans, La Prima Catering))	Read Chapter 10	
Fri	Nov 3	2 hours	Food Challenges – Food science, regulation, safety Tour of Mason Dining	Read Chapter 11	
Fri	10	4 hours	Field trip – La Grange Winery Group Project time on bus	Read Chapter 8	
Fri	17	2 hours	<b>Thanksgiving – No class</b>		
Fri	24	2 hours	<b>Group presentations</b>		
Fri	Dec 1	2 hours	<b>Group presentations</b>		<b>Final Papers due at 11:59pm on December 3rd.</b>
	8		Final Exam		

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

### **Core Values Commitment**

The College of Education and 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/>.

### **GMU Policies and Resources for Students**

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).

- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .**