

Course Outline

1. **Programme of study** B.B.A. (Tourism and Hospitality Management)
Faculty/Institute/College Mahidol University International College
2. **Course code/** ICTM 476 Wine Studies and Wine Tourism
Course title ICIH 438 Wine Studies and Wine Tourism
ICTB344 Wine Studies and Wine Tourism
3. **Number of credits** 4 (3-2-7) (Lecture-Lab-Self-study)
4. **Prerequisite** Students must be at least 20 years old
5. **Type of course** Elective Course
6. **Session** Trimester 1 and 2/academic year of 2022-2023

7. Course Description

New and old world wine; Introduction to wine tasting; Anatomy of vines; Components of wine; Wine tasting – Alsace and Burgundy; Climatic conditions for grape growing; Wine tasting – Bordeaux and Loire; Wine making process; Wine tasting – Germany and Spain; Sweet wine; Fortified wine; Wine tasting – California, Argentina and Chile; Pest and disease; Faulty wine; Wine storage; Thai wine; Wine tasting – South Africa, Australia and New Zealand; Wine tasting – Italy; Food and Wine Pairing; Motivations for wine drinking; Introduction to wine tourism; to attract wine tourists; marketing plan

8. Course Objectives

After successful completion of this course, students will be able to:

- To illustrates factors essential for viticulture and viniculture for still, sparkling and fortified wine respectively;
- To identify characters and organoleptic characters of old world anew world wine
- To demonstrate the knowledge to pair food with wine;
- To enrich the context of wine tourism.

9. Class Outline

Date	Topic	Hours	Teaching methods/multimedia	Instructor
10/01	Introduction and course description	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
	New and old world wine			
12/01	Wine tasting session: Introduction to wine tasting			

Date	Topic	Hours	Teaching methods/multimedia	Instructor
17/01	Anatomy of vines Components of wine	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
19/01	Wine tasting session Alsace and Burgundy (France)			
24/01	Quiz 1** Wine - France Alsace and Burgundy	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
26/01	Climatic conditions for grape growing Pests and diseases Wine tasting session Bordeaux and Loire (France)			
31/01	Quiz 2** Wine – France Bordeaux and Loire	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
02/02	Wine making process Wine tasting session Wine – Germany and Spain			
07/02	Quiz 3** Wine - France Bordeaux and Loire	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
09/02	Sparkling wine Wine tasting session Wine – California, Argentina and Chile			
14/02	Quiz 4** Wine – California, Argentina and Chile	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
	Sweet wine			

Date	Topic	Hours	Teaching methods/multimedia	Instructor
16/02	Wine tasting session Wine – Australia, New Zealand and South Africa			
18/02 Make-up class 10.00 to 14.00	Fortified wine, wine storage, faulty wine, global wine tourism and Thai wine	2	Lecture and interaction/multi-media and discussion	Nixon Chen
21/02	Quiz 5** Wine – California, Chile and Argentina Wine tasting session Wine - Italy	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
23/02	Introduction to Gran Monte and group project Food and wine pairing			
25/02	A visit to Gran Monte			
28/02	Mid-term examination – Blind tasting	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
02/03	Wine tourists			
04/03 Make-up class 10.00 to 14.00	Wine tourism – to attract wine tourists			
14/03	No class	4*		
16/03				
21/03	No class	4*		
23/03				

Date	Topic	Hours	Teaching methods/multimedia	Instructor
28/03	Presentation of the group project	4*	Lecture and interaction/multi-media and discussion	Nixon Chen
30/03	Revision			
TBV	Final exam			

*Lab hours inclusive.

**Score calculation – the best four out of the five quizzes.

NB.

- The classes are subject to change without prior notice

10. Disciplines

- 10.1 Every Tuesday 1400 – 1550
- 10.2 Every Thursday 1400 - 1550
- 10.3 Attendance check at 15 minutes after class commenced
- 10.4 Students arrive 15 minutes late after class commenced = One lateness
- 10.5 Students arrive 30 minutes late after class commenced = One absence
- 10.6 3 absences = Dismissed from class

11. Teaching method(s)

- 11.1 Lectures
- 11.2 Group discussions
- 11.3 Lab hours

12. Teaching media

- 12.1 LCD overhead projector
- 12.2 Power Points
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Readings

13. Measurement and evaluation

- 13.1 To describe organoleptic qualities of a wine
- 13.2 To demonstrate basic knowledge of strengths and characters of wine of main wine producing countries
- 13.3 To think critically on factors which are related the development of wine tourism; particularly in the Thai contexts
- 13.4 Grading
 - A (4.0) 90%+
 - B+ (3.5) 85%-89%
 - **B (3.0) 80%-84%**
 - **C+ (2.5) 75%-79%**
 - C (2.0) 70%-74%
 - D+ (1.5) 65%-69%

- D (1.0) 60%-64%
- F (0.0) 0-59%

14. Assessment

1. Attendance	5%
2. Quizzes	15%
3. Mid-term examination	20%
4. A final project	30%
5. Final Examination	30%
Total	100 %

15. References

Getz, D. (2000). *Explore Wine Tourism: Management, Development and Destination*. Tokyo: Cognizant Communication Corporation

Hall, M. and Sharples, L. (Eds). (2002). *Wine Tourism*. London: Routledge

Koplan, S., Smith, B. and Weiss, M. (2010). *Exploring Wine*. New Jersey: John Wiley and Sons

Wagner, P., Olsen, J. and Thach, L. (2011). *Wine Marketing and Sales: Success Strategies for a Saturated Market*. San Francisco: The Wine Appreciation Guide