

1. BASIC INFORMATION

Course	Vinitourism and Gastronomy
Degree program	Bachelor's Degree in Tourism and Leisure Management
School	Social Sciences
Year	Third
ECTS	6 (150 hours)
Credit type	Compulsory
Language(s)	English
Delivery mode	Campus-based
Semester	Second
Academic year	2025/2026
Professor	Hyeon-Jin Lee

2. PRESENTATION

Vinitourism and gastronomy today go beyond the table setting and cut across many tourism products. It includes all sectors of a destination's food and tourism chain – producers, processing firms, hospitality sector, retail and commerce sector. This leading role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings and opportunities to diversify the tourism panorama.

The importance of gastronomy as the powerful catalyst for socio-economic development and the enhancement of the cultural heritage of a tourism destination has been recognized by destinations and tourism companies. Furthermore, vinitourism and gastronomy foster cultural practices and sustainable values of the territory, the landscape, local history and authenticity. Hence, vinitourism and gastronomy represent an opportunity to revitalizing local economy, promoting and branding destinations and companies, preserving local traditions, and harnessing authenticity.

The aim of this course is to have a comprehensive understanding of vinitourism and gastronomy by exploring its evolution and global trends. It also aims to identify the strategic development and management of vinitourism and gastronomy from the perspectives of destination and business. Key issues of vinitourism and gastronomy will be analyzed through the use of case studies, reading materials and practical exercises. Students will be encouraged to take a pro-active learning by further researching issues, actively engaging in class discussions, conducting individual and team work, and presenting results.

This course examines Organic Law 10/2022, of 6 September, on comprehensive guarantees of sexual freedom. This training not only responds to the current regulatory framework, but also actively contributes to the construction of academic and professional environments that are safer, more inclusive and more respectful of the rights of all people, in line with the Sustainable Development Goals, in particular SDG 5 (Gender Equality) and SDG 16 (Peace, Justice and Strong Institutions).

In this way, it addresses the need to educate on respect for human rights, gender equality and diversity in all its expressions.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB2: Students should know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study
- CB4: Students should be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public
- CB5: Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy

Cross-curricular competencies:

- CT6: Adaptation to the change: Ability to accept, evaluate and integrate distinct positions by adapting to the situation required and working efficiently in an uncertain situation
- CT8: Entrepreneurship: Capacity to undertake and carry out activities that generate new opportunities, anticipate problems or make improvement
- CT9: Global mindset: Capacity to show interest and understand other standards and cultures, recognize their own predisposition and work efficiently in a global community

Specific competencies:

- CE9: Ability to manage the basic tools oriented towards the customers, the different types of clients, and their needs and wants, based on the understanding of the distinctive features of tourism and leisure services
- CE26: Capacity to comprehend the basic concepts of tourism marketing and its application in the commercial planning of the tourism destination at national and international level
- CE29: Capacity to make use of the norms of the quality certification in the tourism planning
- CE34: Capacity to manage the operational process in the field of gastronomy

Learning outcomes:

- LO1: Understand the principal concepts of service, basic norms and process of the gastronomy business
- LO2: Be familiar with the current gastronomy tourism offers
- LO3: Identify the distinctive forms of organizing the productions
- LO4: Elaborate the suggestions of gastronomy service based on the knowledge obtained, taking into account the norms of the food security

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB4, CB5, CT6, CE9, CE26, CE29	LO1: Understand the principal concepts of service, basic norms and process of the gastronomy business
CB2, CB4, CT8, CT9, CE34	LO2: Be familiar with the current gastronomy tourism offers
CB2, CB5, CT6, CT9, CE9, CE29	LO3: Identify the distinctive forms of organizing the productions
CB4, CB5, CT6, CT8, CE26, CE34	LO4: Elaborate the suggestions of gastronomy service based on the knowledge obtained, taking into account the norms of the food security

4. CONTENT

The subject is organized into three learning topics, which, in turn, are divided into specific topics:

- Introduction to the different types of service, basic rules, and procedures
- Gastronomic offers
- Classification of different alcoholic and non-alcoholic beverages
- Introduction to basic culinary concepts
- Introduction to nutrition
- Introduction to food management

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures / online conference
- Case studies
- Cooperative learning
- Project-based learning
- Simulation environments
- Field experiences

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each:

Campus-based mode:

Learning activity	Number of hours
Tutorials	5 h
Lectures	15 h
Asynchronous lectures	15 h
Autonomous work	20 h
Oral presentations	15 h
Case analysis and problem-solving	20 h
Site visits/ External work stays	15 h
Participatory group activities	20 h
Works / projects	20 h
Knowledge tests	5 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	30%
Case analysis and problem-solving	20%
Oral presentations	20%
Works / Projects	30%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary Call

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Examination

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1. Case analysis and oral presentation	Week 5
Activity 2. Case analysis, oral presentation, knowledge test and project	Week 7
Activity 3. Case analysis, oral presentation, knowledge test and project	Week 10
Activity 4. Project, oral presentation and knowledge test	Week 17-18

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Sigala, M. and Robinson, N.S. (2019). *Wine Tourism Destination Management and Marketing*. Springer Nature Switzerland AG. ISBN: 978-3-030-00437-8
- World Tourism Organization (2019) *Guidelines for the Development of Gastronomy Tourism*. UNWTO. ISBN: 978-92-844-2095-7

The recommended Bibliography is:

- Park, E., Kim, S. and Yeoman, I. (2019) *Food Tourism in Asia*. Springer Nature Singapore Pte Ltd. ISBN: 978-981-13-3624-9
- Sigala, M. and Robinson, N.S. (2019). *Management and Marketing of Wine Tourism Business*. Springer Nature Switzerland AG. ISBN: 978-3-319-75462-8
- Sue Beeton, S. and Morrison, A. (2019). *The Study of Food, Tourism, Hospitality and Events - 21st Century Approaches*. Springer Nature Singapore Pte Ltd. ISBN: 978-981-13-0638-9

- Ellisa, A., Park, E., Kim, S.K. and Yeoman, I. (2018). What is food tourism?. *Tourism Management*, 68, 250-263
- World Tourism Organization (2017) *Global Report on Gastronomy Tourism*. UNWTO. ISBN: 978-92-844-1869-5
- Marta Peris-Ortiz, M., Río Rama, M.C. and Rueda-Armengot, C. (2016). *Wine and Tourism*. Springer International Publishing. ISBN: 978-3-319-18856-0
- Stanley, J. and Stanley, L. (2015) *Food Tourism: A Practical Marketing Guide*. CAB International. ISBN: 978-1-78064-501-8
- World Tourism Organization (2012) *Global Report on Food Tourism*. UNWTO. ISBN: 978-92-844-1869-5
- Enz, Cathy A. (2010) *Hospitality strategic management: concepts and cases*. John Wiley & Sons, Inc. ISBN: 978-0-470-08359-8
- Riley, M. (2005) Food and beverage management: A review of change International. *Journal of Contemporary Hospitality Management*, 17 (1), 88-93
- Carlsen, J. and Charters, S. (2006). *Global Wine Tourism*. CAB International. ISB: 978-1-84593-170-4
- Getza, D. and Brown, G. (2006). Critical success factors for wine tourism regions: a demand analysis. *Tourism Management*, 27, 146-158

10. EDUCATIONAL GUIDANCE, DIVERSITY & INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail. Your assessment is necessary for us to improve.

Thank you very much for your participation.