

## ***Subject Study guide “Gastronomy and Oenology”***

### **1. IDENTIFICATION**

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- ✓ **Subject name: Gastronomy and Oenology**
- ✓ **Code: 101188**
- ✓ **Degree: Tourism degree**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Elective**
- ✓ **ECTS Credits (hours): 6 (150)**
- ✓ **Teaching period: 4<sup>th</sup> year, 2<sup>nd</sup> Semester**
- ✓ **Teaching language: English**
- ✓ **Teachers: Roger Calaf**
- ✓ **Email: roger.calaf@uab.cat**

### **2. PRESENTATION**

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This subject aims to provide an in-depth reflection on gastronomy and oenology and the importance it currently has in the tourism sector.

### **3. EDUCATIONAL GOALS**

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The objectives of the subject are based on achieving the gastronomic and oenological knowledge existing in our country, as well as the main techniques to boost the gastronomic and oenological culture as a tourist attraction.

### **4. SKILLS AND LEARNING OUTCOMES**

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#### **SPECIFIC SKILLS AND LEARNING OUTCOMES**

CE4. Apply the concepts related to tourism products and companies (economic -financial, human resources, commercial policy, markets, operational and strategic) in the different areas of the sector.

#### **LEARNING OUTCOMES**

CE4.11. Identify and distinguish the differential characteristics of the areas related to the hotel industry within the tourism sector.

C12 Apply the tools of information technology and communication (Amadeus or CRS management and web 2.0, ERP, SSNN) to the areas of management, planning and products of the tourism sector.

#### **LEARNING OUTCOMES**

CE12.1. Apply the management programs in the hospitality subsector.

## **TRANSVERSAL COMPETENCES**

CT1. Develop an autonomous learning capacity.

CT4. Use communication techniques at all levels.

CT10. Work in groups

CT11. Plan and manage activities based on quality and sustainability.

CT12. Customer service orientation

CT13. Have business vision, grasp the needs of the client and move forward to possible changes in the environment

## **5. TOPIC AND CONTENT**

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### **1. INTRODUCTORY OENOLOGICAL CONCEPTS**

Wine geography in Catalonia, main grape varieties, effects of climate and terroir.

### **2. THE VINIFICATION PROCESS**

Harvest, maceration, fermentation, filtering, aging, bottling and carbonic maceration.

### **3. UNCONVENTIONAL VINIFICATIONS AND OTHER PROCESSES OF LEVELING ALCOHOLIC BEVERAGES**

Elaboration of sparkling wines, champenoise method, production of natural sweet wines, fortification, chaptalization, distillation, different forms of aging.

### **4. VITICULTURE**

Vine cycle, pruning methods, driving systems, optimization of solar exposure and results on the landscape heritage.

### **5. ORGANOLEPTIC ANALYSIS**

Concepts linked to tasting, tasting technique, meaning of the different organoleptic characteristics, time evolution of wine and aging times.

### **6. CREATION I MECHANISM OF TRANSMISSION OF TASTE**

Inter-generational and intra-generational mechanisms of taste transmission, habitus, taste of necessity. Steps for the enhancement of an oenogastronomical tourism products.

### **7. CULTURE AND TERRITORY**

Review of the binding concepts between culture and territorial idiosyncrasy: Religion; Class, social status; Nation, people, group; Gender (Endo-cuisine and Exo-cuisine); Age.

### **8 AGRO-FOOD PRODUCTS WITH PDO AND PGI IN CATALONIA**

Review and tasting of the different agro-food products denominated with PGI or PDO in Catalonia. In this session the wine DOs are ignored because they were treated in topic 1.

### **9. GASTRONOMIC TRENDS**

Study of current gastronomic trends, review media in which they expand, approximation to possible future trends.

## 10. MAIN WORLD ENOGASTRONOMIC DESTINATIONS

Location and characterization of the main food and wine destinations in the international arena. Concrete review of the destinations designated by UNESCO as cultural heritage of humanity.

## 6. RECOMMENDED BIBLIOGRAPHY

Alonso, A., & O'Neil, M. (2009). Wine tourism in Spain: the case of three wine regions. *Tourism: An International Interdisciplinary Journal*(57), 405-420.

Bourdieu, P. (2002). *La Distinción: Criterio y bases sociales del gusto*. México D.F.: Taurus.

Charters, S., & Ali-Kngiht, J. (2002). Who is the wine tourist? *Tourism Management*, 7(2), 311-319.

Fischler, C. (1995). *El (h)omnívoro*. Barcelona: Anagrama.

Getz, D. (2000). *Explore Wine tourism, management, development and destinations*. New York: Cognizant communication corporation.

Medina, F., & Tresserras, J. (2008). Turismo enológico y rutas del vino en Catalunya. Análisis de casos: D.O. Penedès, D.O.Q. Priorat, D.O. Montsant. *Pasos revista de Turismo y Patrimonio Cultural*(6), 493-509.

## 7. TEACHING METHODOLOGY

- Master classes where the teacher will discuss the subject, which previously the student will have worked, and solve some practical cases.
- Group presentation of parts of the syllabus that the student will have prepared in coordination with the teacher.
- Presentation of a work assigned by the teacher.

## TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning Outcomes
<b>Type: Directed</b>			
Theory lectures	45	1.8	CE.4.11. , CE12.1, CT11, CT12
Resolution of practical cases	15	0.6	CE.4.11. , CE12.1, CT1,CT4,CT10,CT11, CT12,CT13
Public presentation of cases	10	0.4	CE.4.11. , CE12.1, CT10,CT11,

			CT12,CT13
Mentoring	15	0.6	CT1,CT13
<b>Type: Autonomous</b>			
Resolution of practical cases	15	0.6	CE2.5. , CE6.4., CE13.7., CT1, CT9,
Development of practical cases	25	1	CE6.4. , CE7.4. CE13.7. , CT1, CT1,CT10, CT11, CT12, CT13 CE6.4. , CE7.4. CE13.7. , CT1, CT1,CT10, CT11, CT12, CT13
Study	25	1	CE.4.11. , CE12.1, CT1, CT12,CT13

## 8. ASSESSMENT SYSTEMS

Continuous evaluation: The assessments system is organized in modules distributed in individual or group work, in the joint presentation and evaluation of these works and exams.

Systems and evaluation techniques planned:

- Work and exercises with a global weight of 30%
- Written tests, with a global weight of 70%

### ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Promote a gastronomic or wine tourism destination by Social Networks	15 %	40	0.9	CE.4.11. , CE12.1, CT1,CT4,CT10,CT11 , CT12,CT13
Video commentary	7.5 %	5	0.45	CE.4.11. , CE12.1, CT1,CT4,CT10,CT11 , CT12,CT13
Text commentary	7.5 %	5	0.45	CE.4.11. , CE12.1, CT1,CT4,CT10,CT11 , CT12,CT13
Midterm test (qualifying/ eliminatory)	35 %	50	2.1	CE.4.11. , CE12.1, CT11, CT12
Final test	35%	50	2.1	CE.4.11. , CE12.1, CT11, CT12

## 9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Topic 1	Professor presentation + cases	3
2	Topic 2	Professor presentation + cases	3
3	Topic 2	Professor presentation + cases	3
4	Topic 3	Professor presentation + cases	4
5	Topic 4	Professor presentation + cases	4
6	Topic 5	Professor presentation + cases	4
7	Topic 1 to 5	Theoretical presentation by students + Midterm test + Case resolutions in group	4
8	Topic 6	Professor presentation + cases	3
9	Topic 7	Professor presentation + cases	3
10	Topic 8	Professor presentation + cases	3
11	Topic 9	Professor presentation + cases	4
12	Topic 10	Professor presentation + cases	4
13	Topic 1 to 10	Practical cases exposition + Professor presentation	4
14	Topic 1 to 10	Students presentation (final test)	4

## 10. ENTREPRENEURSHIP AND INNOVATION

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The promotion of entrepreneurship and innovation will be carried out through the reflections that the students themselves can make of the teacher's explanations. These will be directed to develop in the students an entrepreneurial spirit so that they can propose aspects of improvement in the tourist activity.