

DEREE COLLEGE SYLLABUS FOR: HT 4042 - Wine Tourism Management		US CR: 3/0/3		
(Updated: Fall 2026)		UK LEVEL: L6 UK CREDITS: 15		
PREREQUISITES:	None			
CATALOG DESCRIPTION:	This course explores the dynamic intersection of wine and tourism, focusing on the development, marketing, and management of wine tourism experiences. By analysing global wine regions, visitor motivations, and strategies for creating sustainable wine tourism destinations, students develop an understanding on the interrelation between experiential design, cultural heritage, and economic impact of tourism, hospitality and the wine industry. Through case studies, projects, and critical evaluation, students will synthesize theoretical frameworks and practical applications to wine tourism offerings.			
RATIONALE:	Wine tourism represents a rapidly expanding segment within global tourism. Through its interdisciplinarity, the course blends destination development, cultural heritage, sustainability and evolving customer trends. Understanding its complexities equips students with specialized knowledge that enhances employability in hospitality, tourism management, and event planning. Students engage in critical thinking and creative problem-solving, while, at the same time, they are encouraged to consider ethical dimensions of tourism development, including environmental stewardship and community engagement. By mastering these competencies, graduates become leaders capable of shaping tourism landscapes that balance profitability with social responsibility. The course prepares graduates to lead in a growing niche market that integrates gastronomy, culture, and destination branding.			
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Assess the importance of the wine industry in a tourism destination. 2. Design a comprehensive wine tourism experience that integrates cultural authenticity and sustainability principles 3. Construct a comprehensive development proposal for a wine tourism region, incorporating stakeholder collaboration and experiential elements			
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: Lectures and class discussions. Homework assignments. Office hours held by the instructor to provide further assistance to students. Use of library facilities for further study and preparation for the exams Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.			
ASSESSMENT:	Summative: <table><tr><td>1st assessment: In-class, group debate (10-15' per group).</td><td>30</td></tr></table>		1 st assessment: In-class, group debate (10-15' per group).	30
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	<table><tr><td>2nd assessment (final assessment): Individual project (3,500-4,000 words)</td><td>70</td></tr></table> Formative: <table><tr><td>Case studies, in-class group, and individual activities, formative presentations, etc.</td><td>0</td></tr></table> The formative assessments aim to prepare students for the summative assessments. The 1st summative assessment tests Learning Outcome 1 The 2nd summative assessment tests Learning Outcomes 1, 2, and 3. The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments. For grade averaging to apply, students have to attempt all assessment components.	2 nd assessment (final assessment): Individual project (3,500-4,000 words)	70	Case studies, in-class group, and individual activities, formative presentations, etc.	0
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INDICATIVE READING:	REQUIRED READING: Dixit, S.K. (latest edition). <i>Routledge Handbook of Wine Tourism</i> . Routledge. RECOMMENDED READING: Other sources, including journal and newspapers’ articles, research papers etc. recommended by the instructor throughout the semester.				
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A				
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.				
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS				
WWW RESOURCES:	https://winesofgreece.org/regions-wineries/wine-tourism/ https://shorturl.at/t9E2V https://www.untourism.int/sustainable-development https://www.discovergreece.com/experiences/exploring-wine-routes-nemea				
INDICATIVE CONTENT:	1. The wine industry structure 2. The intersection between wine and tourism 3. Stakeholders involved 4. Visitor motivation & typologies 5. Destination Lifecycle and Planning models 6. Global Travel Trends and Demand 7. Sustainability & Governance				

	8. Tourism experience and the wine industry 9. Heritage, culture, community and the wine industry 10. The International Terroir 11. The Greek Terroir
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