**Description of Discipline**

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| Title of Discipline / **Wine Tourism** | | | | |
| **Semester** | **Duration** | **Type of Discipline** | **ECTS Credits** | **Student Workload** |
| 1 | 150 hrs. | Elective | 5 | 40 hours of teaching, including 24 hours of lectures, 16 hours of practical classes, 110 hours of self-study |

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| **Requirements for Participation** | **Type of examination (oral, written, term paper, etc.)** | **Methods of teaching and learning (lectures, seminars, etc.)** | **Discipline Coordinator** |
| Bachelor degree | Written exam | Lectures (explanation, heuristic conversation, problematic presentation, illustration, demonstration); practical classes (explanation, coaching, business game, educational discussion, research and analytical work, comparison, generalization, analysis, synthesis, specification), self-study, individual scientific-research assignments. | PhD in Economics, Associate Professor Zelenska O.O. |

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| Learning outcomes |
| General competencies:  GC 05. Ability to communicate with experts from other fields of activity on topical issues of tourism and recreation  Special competencies:  SC 01. Ability to define the basic scientific concepts and categories of methodology of tourism and recreation (tourism) and apply them in professional activities  SC 03. Ability to analyze the geospatial organization of the tourism process and design its development on a sustainable basis  SC 04. Understanding the objectives of national and regional tourism policy and mechanisms for regulating tourism  SC 06. Ability to organize and manage the tourist process at the local and regional levels, in a tourist destination, at a tourist enterprise  SC 07. Ability to develop and facilitate the implementation of regional programs for the development of sustainable tourism  SC 08. Ability to put into practice the international experience of recreational and tourist activities  SC 10. Ability to manage risks in tourism  SC 11. Ability to manage information  SC 12. Ability to do business in the national and international tourism market  SC 13. Ability to identify strategic objectives in the development of tourism business  Program learning outcomes:  PLO1) Knowledge of advanced concepts, methods of research and professional activities on the border of the subject areas of tourism and recreation  PLO3) Ability to use information and innovative methods and technologies in the field of tourism  PLO4) Knowledge of patterns, principles and mechanisms of the tourist market  PLO5) Ability to assess the situation in the tourism market, interpret the results of the study and predict the direction of development of the business entity in the field of recreation and tourism  PLO7) Ability to develop and implement projects in the field of recreation, tourism, hospitality  PLO8) Fluent in the state language and use it in professional activities  PLO10) Act in a multicultural environment  PLO11) To use communication skills and technologies, to initiate introduction of methods of communicative management in practice of activity of subjects of tourist business  PLO15) Demonstrate the ability to self-develop and self-improvement throughout life. |

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| Contents |
| The discipline is focused on providing students with knowledge and practical skills in finding a new narrower segment of the tourism product market; organization of tourism activities aimed at meeting the needs of tourists in such segments; formation of wine tourism destinations that should be used in the development of tourism in certain territories; development of modern types of wine tourism in the world and Ukraine.  **Contents:**  Scientific approaches to determining the nature of tourism destinations. Types of tourism destinations.  Destination life cycle analysis. Features of wine tourism destinations.  Development of viticulture and vinification as a basis for wine tourism organization.  Wine tourism destination on the American continent. Asian destination of wine tourism.  The status and trends of wine tourism development in Ukraine. Evaluation of the level of viticulture industry development as a part of tourism destination.  Wine tourism destinations in Ukraine. Clusters as a factor of creating wine tourism destinations.  Objectives, contents and principles of marketing approach in the management of a tourism destination. Features of marketing in wine tourism.  Modern marketing technologies of wine promotion. National and international wine competitions. |

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| Exemplary Literature |
| 1. About tourism. Law of Ukraine of 15.09.1995 № 324/95-ВРURL: as amended on 04.11.2018 https://zakon5.rada.gov.ua/laws/show/324/95-вр 2. Aleshuhina N.O., Zelenska O.O. Gastronomic offer of Chernihiv region and directions of its expansion in the context of development of inbound tourism // Scientific Bulletin of Polissya. - Chernihiv: ChNTU, 2019. - №1 (17). - P. 126-131 3. Basyuk D.I. etc. Wine and gastronomic tourism: global trends and local practices. - Monograph. Vinnytsia: PE TD "Edelweiss and K", 2017. - 316 p. 4. Ivanov S.V. Wine tourism: a textbook for students of higher educational institutions / S.V. Ivanov, V.O. Domaretsky, D.I. Basyuk, etc. - Kamyanets-Podilsky: FOP Sysyn OV, 2012. - 472 p. 5. Matveiev V.V. Wine tourism as an advertising factor and tool for stimulating the development of competitive potential of wine enterprises in Ukraine // Scientific Bulletin of Kherson State University. - H., 2015. - № 10, Ch. 4.– P. 29–31Andersson T., Getz D.,  Mykletun R. Festival and Event Management in Nordic Countries. Routledge. 294 6. Anne-Mette Hjalager, Greg Richards (2011), Tourism and gastronomy, Routledge, London, 256 p. 7. Getz D. Event tourism: Definition, evolution, and research. Tourism Management 29 (2008) 403–428. 8. Getz D. Festivals, Special Events, and Tourism - Van Nostrand Reinhold, 1997.  386 9. Lucy M. Long (2011), Culinary tourism, Material Worlds, 320 p. 10. World Tourism Organization [електронний ресурс] / UNWTO // UNWTO [офіційний сайт]. – 2019. – Режим доступу: <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152> |

Description of Discipline

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| Title of Discipline: **Wine Tourism** | | | | | | | |
| Semester | Duration | Type of Discipline | | ECTS Credits | Academic Workload | | Language of Instruction |
| 1 | 150 hrs. | optional | | 5 | 40 hours of classroom training including 24 hours of lectures and 16 hours of practical classes, 110 hours of self-study | | Ukrainian |
| Learning Outcomes | | | Teaching Methods | | | Evaluation Methods | |
| PLO 1. To know advanced concepts, methods of research and professional activity at the intersection of subject areas if tourism and recreation. | | | **Explanation and illustration**  **Problem-based learning**  **Scientific discussion** involving experts  **Creative scientific research**  **Comparative method** that presupposes comparing concepts and directions of wine tourism development in Ukraine and the leading countries of the world (experts are involved).  **Situation modeling** that require methods of research and professional activity. | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ understanding of leading concepts of wine tourism development and the mastery of methods of research and professional activity.  Observation method and expert review to assess the creativity level of individual and group complex tasks solved by students. | |
| PLO 3. The ability to use information and innovative methods and technologies in the field of tourism | | | **Problem-based learning**  **Gamification**  **Creative scientific research**  **Project-based learning** where experts are involved.  **Situation modeling** that require application of information and innovative methods  **World café** is used to generate new ideas, for example to develop wine tourism in certain regions of Ukraine.  **Carrying out an individual research** using information and innovative methods and technologies and interacting with experts | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to use information and innovative methods and technologies  Evaluation of the quality of individual research presentation.  Observation and expert evaluation of students’ creative skills, level of involvement in the world café, unique ideas. | |
| PLO 4. To know patterns, principles and mechanisms of the tourism market. | | | **Discussion**  **Explanation and illustration, problem-based learning** (with experts involved)  **Thematic discussions**  **Creative scientific research**  **Project-based learning** that means development of different projects applying knowledge, patterns and mechanisms of functioning of the tourism market.  **Analysis and synthesis** – systematization of various facts and indicators concerning the wine tourism development in certain regions of Ukraine | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ knowledge about patterns, principles and mechanisms of functioning of the tourism market in Ukraine and its regions.  Evaluation of accuracy of analytical and prognostic tasks solved by students. | |
| PLO 5. The ability to assess the situation in the tourism market, interpret the research results and predict the development of the business entity in the field of recreation and tourism. | | | **Problem-based learning** (a lecturer gives a case, as well as a kind of sample to solve the case) **search-based learning** (students solve a case independently step by step, a lecturer monitors students’ activity)  **Method of expert evaluation** (evaluation of the favorable conditions for the wine tourism development) involving experts.  **Statistic methods of information processing**  **Carrying out an individual research** where the tourism market conditions, scale and directions as well as prospects of business entities’ activity in the field of tourism are analyzed. | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to analyze the market conditions, interpret the research results and forecast directions of business entities’ activity.  Evaluation of individual research presentation where students analyze the tourism market conditions, scale and directions as well as prospects of business entities’ activity in the field of tourism. | |
| PLO 7. The ability to develop and implement projects in the field of recreation, tourism, hospitality. | | | **Gamification**  **Research, creative and practice-based projects**  **Individual and group project competitions**  **Discussion involving experts**  **Individual research** | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to develop projects in the field of tourism and hospitality.  Evaluation of accuracy of tasks solved by students, presentation of research projects; self-evaluation, expert evaluation | |
| PLO 8. To know the official language to perform the professional activity. | | | All the methods used in the educational process, especially verbal ones | | | All the methods of group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations. | |
| PLO 10. To act in a multicultural environment. | | | **Problem-based learning**  **Explanation and illustration**  **Scientific discussion**  **Situation modeling** that require acting in a multicultural environment  **Carrying out an individual research** on thedevelopment of projects for servicing tourist of different age groups, nationalities, status, sex, religions, etc.  **Cases** where different points of view on unity of the human species, racism, nationalism, religious tolerance, cultural exchange are discussed. | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to act in a multicultural environment.  Evaluation of the level of students’ creativity and broad-mindedness.  Evaluation of a business plan presentation, especially the information on servicing tourist of different age groups, nationalities, status, sex, religions, food choices, etc. | |
| PLO 11. To use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities. | | | **Scientific discussion**  **Methods that require leadership and creative skills** (world café, quest)  **Delegation of teaching duties** to students that have the highest academic performance  **Cooperation with experts**  **Participation in competitions**  **Non-routine tasks, prognostic tasks** based on real-life situations, **business and project competitions**  **Situation modeling, cases, business games** to learn how to establish communication | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to use communication skills and technologies, to introduce methods of communication management into the activity of tourism business entities.  Observation method, expert evaluation to define the creativity level of tasks solved, ideas expressed and involvement of students in the process and skills in substantiating one’s own point of view  Evaluation of presentation of prognostic work results and reports | |
| PLO 15. The ability of a lifelong personal development and self-improvement. | | | **Non-routine tasks**  **Disputations**  **Internship, managerial and business practice** (if available) | | | Group and individual evaluation in written and oral forms that is conducted as a part of intermediate and final evaluations and is aimed at determining the level of students’ ability to a lifelong personal development and self-improvement.  Preliminary tests, intermediate and final evaluations.  Self-reflection methods | |