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| Subject Name | Residential Study Trip |
| Subject Code | HTM557 |
| No. of Credits | 3 Credits |
| Total Contact Hours | 54 Hours |
| Prerequisite | None |

Subject Description:

1. To familiar with the wine business in a selected Old or New World wine region.
2. To observe the best practices of the wine tourism operations in the selected wine region.
3. To understand how the wine business, such as production, trade and marketing integrate with wine tourism in the regions visited.
4. To develop the awareness of the global wine production and consumption trends.

Intended Learning Outcomes:

Upon completion of the subject, the students will be able to:

- A. Understand and appreciate the wine history, culture and business operations in the selected wine region;
- B. Critical evaluate the wine business practices in the visited wine region and compare these with other wine regions in the world;
- C. Critically evaluate the different wine consumption behavior between the West and East;
- D. Comprehensively assess the demand for and supply of wines in different parts of the world with a particular focus on Asia.

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

This subject requires a seven-day overseas field trip to the selected wine region(s). The students will visit different organizations within the selected wine region, which include renowned wineries, wine businesses, NGOs, associations, and academic institutions with a view to interacting with both wine practitioners and academics and experiencing the wine tourism products through participation observations.