

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 history, culture and business in a selected Old or New World wine region.
2. To observe the best practices of the wine business management in the selected wine region.
3. To understand the wine production process and distribution channels.
4. To collect and analyze the data from the study trip with a view to comparing and contrasting the wine businesses in Asia and the West.
5. 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 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 and to interact with both wine practitioners and academics in order to support students' classroom learning.