

<b>Subject Name</b>	Wine Tourism
<b>Subject Code</b>	HTM559
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 Hours
<b>Prerequisite</b>	Nil

**Subject Description:**

1. To understand the behavior of wine tourists
2. To examine the determinants of the demand for wine tourism
3. To explore wine tourism in different wine regions
4. To study the different marketing strategies in attracting wine tourism
5. To examine the wine tourism management practices

**Intended Learning Outcomes:**

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

- A. Understand the socio-economic factors that affect tourists choice to different wine regions
- B. Analyze and compare the different characteristics of different wine tourism regions
- C. Critically evaluate wine tourists behavior from the West and East perspective.
- D. Comprehensively assess the demand for and supply of wine tourism in different parts of the world with a particular focus on Asia
- E. Systematically understand best practices in managing and marketing wine tourism in different wine regions

**Assessment Weighting:**

Continuous Assessment 100%

**Indicative Content:**

This subject examines wine tourism using business, economics and policy approaches. And the indicative content includes the following topics:

- Wine tourism environment
- The demand for and supply of wine tourism
- Wine tourism and regional development
- Wine tourism marketing
- The cellar door, and wine tours
- Wine festivals and events
- Case studies around the world