

<b>Study programme:</b> BAS Tourism			
<b>Course title:</b> Wine Tourism (T338)			
<b>Teacher:</b> <a href="#">PhD Tatjana D.Pivac</a>			
<b>Status:</b> Elective			
<b>ECTS:</b> 6			
<b>Requirements:</b> none			
<b>Learning objectives</b> Defining the term of wine tourism and wine routes and learning about development of viticulture and wine production in the world and in our country.			
<b>Learning outcomes</b> Students will be able to find a connection between different phenomena, express critical opinions, master academic level of analysis of the subject, find out appropriate solutions to certain problems, and observe situation and trends in wine tourism.			
<b>Syllabus</b> <i>Theoretical part</i> Development of viniculture and wine production in the world and in Serbia; Regionalization of viniculture; Climate, soil-related and other ecological factors important for growth of grapevine; Wine as a tourist product; European Union and wine tourism; Notion of wine tourism and wine tourist; Customers' behaviour; Motivation of a wine tourist; Services in wine tourism; Demands for wine tourism; Benefits of wine tourism for a local community; Notion of wine route; History of wine routes; Marketing of wine tourism; Wine clusters; Rural development and sustainability; Affirmed viniculture regions-study cases.  <i>Practical part</i> By using domestic and international literature sources, contents of the Internet addresses and field research, students will observe current situation and potentials in certain viniculture regions for development of wine tourism. Visits to wineries on Fruska gora.			
<b>Literature:</b> <ol style="list-style-type: none"> <li>1. Pivac, T. 2012. Vinski turizam u Vojvodini, monografija, PMF, Novi Sad</li> <li>2. Hall, C.M., Sharples, L., Cambourne, B. &amp; Macionis, N. (2000): Wine Tourism Around the World- Development, management and markets, Butterworth Heinemann, England</li> <li>3. Brown, G. &amp; Getz, D. (2005): Linking Wine Preferences to the Choice of Wine Tourism Destinations, Journal of Travel Research, Vol.43, pp.266-276.</li> <li>4. Charters, S. &amp; Jane Ali-Knight (2002): Who is the wine tourist?, Tourism management 23, 311-319</li> <li>5. Getz., D. &amp; Brown, G. (2006): Critical success factors for wine tourism regions: a demand analysis, Tourism management 27, 146-158</li> </ol>			
<b>Weekly teaching load</b>	<b>4 (60)</b>	<b>Lectures</b>	<b>2</b>
		<b>Exercises</b>	<b>2</b>
<b>Methods of Teaching:</b> Lectures, Illustration and Demonstration, Practical skills			
<b>Grading method (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	points	<b>Final examination</b>	points
Activities during lectures	<b>0-5</b>	Written examination	
Practical skills	<b>0-5</b>	Oral examination	<b>30-45</b>
Colloquia	<b>20-40</b>	.....	
Seminar paper	<b>0-5</b>		