



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali		
ACADEMIC YEAR	2022/2023		
BACHELOR'S DEGREE (BSC)	VITICULTURE AND OENOLOGY		
SUBJECT	WINE TOURISM		
TYPE OF EDUCATIONAL ACTIVITY	D		
AMBIT	10517-A scelta dello studente		
CODE	22440		
SCIENTIFIC SECTOR(S)	AGR/01		
HEAD PROFESSOR(S)	CHIRONI STEFANIA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	3		
INDIVIDUAL STUDY (Hrs)	45		
COURSE ACTIVITY (Hrs)	30		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	CHIRONI STEFANIA Tuesday 15:00 16:30 Sede del corso di Laurea Viticoltura ed Enologia e/o Piattaforma Teams		

DOCENTE: Prof.ssa STEFANIA CHIRONI

PREREQUISITES	The student should have posses some notions about agricultural policy and wine markets.
LEARNING OUTCOMES	Acquire basic knowledge related to the study of wine tourism Ability to use specific technical-economic and communicative language. Ability to apply knowledge and understanding: Interpret the relationships between business, market and consumers. Being able to prepare a communication and corporate marketing program for the development of wine tourism. Autonomy of judgment: Be able to evaluate the performance of wineries and consumer behavior Communication skills: Ability to expose the results and lines of the intervention in drawing up a company communication profile. Learning skills: Updating, by consulting the scientific publications of the policy and communication sectors in favor of wine tourism services Ability to follow, using the knowledge acquired in the course, both masters and specialized seminars in the sector
ASSESSMENT METHODS	The exam consists of an oral test. The candidate must answer at least three questions, relating to the parts treated during the course and the subject of the program, with reference to texts or recommended handouts for the study. The exam tends to assess whether the student has acquired the knowledge and understanding of the topics, if acquired interpretative capacity and independence of judgment. The minimum score is reached when the student will have demonstrated knowledge and understanding of the topics, at least in general terms. The assessment is made of thirty.
EDUCATIONAL OBJECTIVES	The course aims to provide the main elements relating to the development and dissemination of the wine tourism activity
TEACHING METHODS	Lectures and interactive classroom activity; classroom exercises
SUGGESTED BIBLIOGRAPHY	Dispense fornite dal docente Notes provided by the teacher

SYLLABUS

Hrs	Frontal teaching
4	Introduction to the course: Wine tourism and its evolution over time The history of the wine routes in Italy and Sicily
4	The legislation on wine tourism and its application, in Italy and Sicily
4	Importance of enuturism for the territory. The relationship between wineries, territory and tourism Wine, food and hospitality in the cellar
4	In-depth study on the wine routes in Sicily Active roads and the role of institutions
4	The wine routes in Europe and the rest of the world: experiences to learn from
5	The multifunctional role of agriculture and its importance in the development of reception and hospitality activities for farms. Importance of the economic and social impact of the wine routes
Hrs	Practice
5	Exercises