

## **PROGRAMA PUENTE**

### **THE CULTURE OF WINE PRODUCTION AND TOURISM**

#### **Class Meeting Information**

16 Weeks long  
3 hours per week

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#### **Course Description**

What every visitor basically wants, whether he is interested or not in the winemaking process, is to listen and learn about the basics of viticulture, its process in the vineyards and of course, the production of wine from start to finish and finally, the presentation of the product to the public.

All of this can be achieved with training led by knowledgeable professionals involved in the winemaking business. The wine tour guide has to be prepared to explain the basics in winemaking and at the same time be able to answer more profound questions, from a winemaker's stance.

#### **Prerequisites — Classes or Knowledge Required for this Course**

No prerequisites are required for this course. We only ask for students with interest of learning about wine culture and tourism.

#### **Course Sequencing**

No course sequencing is needed.

#### **Course Objectives**

***At the end of this course, students will be able to:***

- Define the importance of the wine tourism in wineries
- Determine when the wine tourism experience starts for the consumer
- Achieve excellence in wine tourism service
- Take advantage of the benefits of developing wine tourism in wineries
- Take the opportunity to educate the consumer, who is really interested in learning about wine tourism
- Evaluate wine labels

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- Do some marketing scouting for the launching of new products
- Become aware of the respect for viticultural work
- Master tasting techniques

### **Course Text or Online Resources**

Required texts for this course are:

- Bodegas y Vinos de Argentina 2012/2013. *Bodegas de Argentina*. Editorial Genérico.
- The Wine Map. *Josefina Rosner*.
- Vino Argentino. *Laura Catena*. Editorial Catapulta.
- Argentina Vintage Time. *Josefina Rosner*. Editorial Autores Editores.
- Diccionario Profesional del Vino. *Ernesto de Serdio*. Editorial Global Marketing Strategies.

Optional Text Resources (which may be assigned by your instructor):

- List of winerie's web pages will be provided by the teacher for research.

### **Evaluation and Grading**

#### ***Evaluation of Student Performance***

Class Attendance	20%
Participation	25%
Short Answer Quiz	25%
Final Exam	30%
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	100%

### **Grading Scale**

A	=	90%	-	100%
B	=	80%	-	89%
C	=	70%	-	79%
D	=	60%	-	69%
F	=	59%	or less	

## PROGRAMA PUENTE

### Code of Conduct

All participants in the course are bound by Congreso University Code of Conduct, found at <http://www.ucongreso.org/institucional/la-universidad/bienvenida>

### Netiquette

When we have a need for communication that is private, whether personal, interpersonal, or professional, we will use individual email or telephone. Our primary means of communication is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think through an issue before posting a comment. However, written communication also has certain disadvantages, such a lack of the face-to-face signaling that occurs through body language, intonation, pausing, facial expressions, and gestures. As a result, please be aware of the possibility of miscommunication and compose your comments in a positive, supportive, and constructive manner.

### Academic Honesty Policy

The University is an institution of learning, research, and scholarship predicated on the existence of an environment of honesty and integrity. As members of the academic community, faculty, students, and administrative officials share responsibility for maintaining this environment. It is essential that all members of the academic community subscribe to the ideal of academic honesty and integrity and accept individual responsibility for their work. Academic dishonesty is unacceptable and will not be tolerated at the Universidad de Congreso. Cheating, forgery, dishonest conduct, plagiarism, and collusion in dishonest activities erode the University's educational, research, and social roles.

If students who knowingly or intentionally conduct or help another student perform dishonest conduct, acts of cheating, or plagiarism will be subject to disciplinary action at the discretion of Universidad de Congreso.

### Course Outline

#### **Orientation Week (First Week of Course)**

##### ***Orientation Week Objectives:***

- Navigate around the course site
- Post self-introduction message to a discussion forum
- Describe the contents of the course syllabus

#### **Lesson 1 – *What is wine production?***

##### **• *Lesson Learning Objectives:***

- To identify the meaning of wine production
- To be able to understand the winemaking process (red, white and sparkling wines)

##### **• *Method(s) of Instruction:***

- Power Point presentation
- Discussion forum
- Documentary: Mondovino

#### **Lesson 2 – *What is wine tourism? Field Trip.***

##### **• *Lesson Learning Objectives:***

- To identify the meaning of wine tourism

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- To be able to apply the concept to different wineries
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum
  - Field trip to two wineries, a small one and a big one

### **Lesson 3 – What is wine tourism in Mendoza? Study of different cases.**

- **Lesson Learning Objectives:**
  - To identify the wineries that are giving good wine tourism service as opposed to those that aren't
  - To be able to give ideas to improve the wine tourism
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum
  - Essay about the visit to the wineries

### **Lesson 4 – Why wineries should have a wine tourism area?**

- **Lesson Learning Objectives:**
  - To identify the advantages of having a Wine Tourism Area in the Winery.
  - To be able to talk in wine language
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 5 – When does the wine tourism start for the consumer?**

- **Lesson Learning Objectives:**
  - To identify the different ways the consumer might find information
  - To be able to give additional knowledge to the visitor, besides the one that he already has
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 6 – How to achieve excellence in wine tourism service I**

- **Lesson Learning Objectives:**
  - To identify good service from bad service
  - To be able to explain in easy words the wine making process and how it begins at the vineyard
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 7 – How to achieve excellence in wine tourism service II**

- To identify good service from bad service

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- To be able to explain in easy words the wine making process and how it begins at the vineyard
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 8 – Benefits of developing wine tourism in wineries I –from the winery’s point of view. Educate the consumer.**

- **Lesson Learning Objectives:**
  - To identify the consumer that wants to learn the most about us.
  - To embrace the opportunity of giving simple, but not less important information about our business
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 9 – Benefits of developing wine tourism in wineries II – from the winery’s point of view. Evaluation of labels.**

- **Lesson Learning Objectives:**
  - To be able to use the visitors to evaluate new labels
  - To take advantage of the fact that the simple consumer is visiting us
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

### **Lesson 10 – Benefits of developing wine tourism in wineries III – from the winery’s point of view. Marketing scouting for launching new products.**

- **Lesson Learning Objectives:**
  - To be able to use the visitors to evaluate new products
  - To take advantage of the fact that the simple consumer is visiting us
- **Method(s) of Instruction:**
  - Power Point presentation
  - Student group project (essay): each group has to develop a winery, including its history, products, web page, and wine tourism section
  - Discussion forum

### **Lesson 11 – The respect for viticultural work**

- **Lesson Learning Objectives:**
  - To identify the important effort made by the workers in the vineyards
  - To be able to appreciate the work done and to explain it to the visitors
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum

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### **Lesson 12 – Tasting techniques. Theoretical and practical part of the course with a guest winemaker.**

- **Lesson Learning Objectives:**
  - To identify the different ways of tasting wines
  - To be able to show visitors how to taste a wine
  - To identify the different ways of tasting wines
  - To be able to use a tasting chart and to learn how to rank a wine
- **Method(s) of Instruction:**
  - Power Point presentation
  - Tasting course with tasting charts
  - Discussion forum

### **Lesson 13 – Olive Oil Making. Theory and Practice with a guest (owner of an olive oil factory)**

- **Lesson Learning Objectives:**
  - To learn about olive oil production
  - To be able to taste olive oil
- **Method(s) of Instruction:**
  - Power Point presentation
  - Tasting course
  - Videos about the making of olive oil
  - Discussion forum

### **Lesson 14 – Bio-dynamics in wine. Field trip.**

- **Lesson Learning Objectives:**
  - To learn about bio-dynamics in wine making
  - Study different cases in Argentina
- **Method(s) of Instruction:**
  - Power Point Presentation
  - Visits to wineries in Mendoza
  - Skype interviews with other wineries in Argentina
  - Discussion forum

### **Lesson 15 – Field Trip to a winery chosen by the students after studying every case.**

- **Lesson Learning Objectives:**
  - To identify the best wine tourism winery of Mendoza
  - To be able to understand how wine tourism service works and how to take advantage of it
- **Method(s) of Instruction:**
  - Power Point presentation
  - Discussion forum