

WINE TOURISM

This program offers your students the chance to study and experience with the innovative field of wine tourism in the best of the locations. The course in oenotourism is divided into two sections: a theoretical part, in which the students are introduced to the concepts behind oenotourism, and a practical part in which they are given the chance to gain hands-on experience of this sector.

During the first week the students will do 20 hours of theoretical classes with the following content:

- Introduction to tourism and wine
- Tourism resource-product
- Brands (collective and individual DO) and markets
- The construction of authenticity: Landscape and architecture
- Blending tourism and wine: Gastronomy and tourism

The second week includes 30 hours of fieldwork in the most emblematic villages in the Priorat Region: la Boella, Vilafranca del Penedès, Sant Sadurní d'Anoia, Escaladei, Falset, Capçanes, Tarragona, Poblet, Pira.

In the afternoons, guided visits to the main cities in the area are organized, as well as a welcome and farewell activity. Free time on Saturday and Sunday will allow them to explore the region, with attractions such as the beaches, natural attractions or astonishing cities as Barcelona.



Students	Duration	Period
12 to 15	2 weeks	Summer

CULTURE AND HOSPITALITY PROGRAM

The hospitality program includes:

- Tarragona Roman and Medieval guided tour
- Reus Modernist Route
- Farewell meal

CALENDAR

Week 1

	Mon	Tue	Wed	Thu	Fri
09.30-11.00	Welcome to URV	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures
	Break	Break	Break	Break	Break
11.30-13.00	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures
	Lunch	Lunch	Lunch	Lunch	Lunch
14.30-16.30	Wine tourism lectures	Wine tourism lectures	Wine tourism lectures	Reus Modernist Route	Wine tourism lectures
18.00	Tarragona Roman and Medieval guided tour				

Week 2

	Mon	Tue	Wed	Thu	Fri
09.00-14.00	Fieldwork	Fieldwork	Fieldwork	Fieldwork	Wrap up and Diplomas
	Lunch	Lunch	Lunch	Lunch	Farewell meal
15.00-17.00	Fieldwork	Fieldwork	Fieldwork	Fieldwork	