

# Marketing Wine & Wine Culture in Tourism & Hospitality



## SCHOOL

Faculty of Culture, Tourism and Hospitality (Esthua)



## CAMPUS

Saint-Serge



## LEVEL

3rd year Bachelor's degree



## OPEN TO EXCHANGE STUDENTS

Yes



## SEMESTER

Spring (S2)

- > **Degree course:** Tourism and Leisure
- > **Teaching unit:** UE4 Heritage Studies
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 6
- > **Teacher(s):** Georgina Gensollen McDermott

### > Assessment:

- Continuous assessment
- Final exam

### > Teaching methods:

- Lecture course 12 hours
- Tutorial course 12 hours
- Practical work 12 hours

- Case study
- Project

## COURSE DESCRIPTION

This course is an introduction to wine, designed to give students a better understanding of why wine is such a unique product, and how it relates to place. Students will discover the different aspects they need to consider when working with wine or selling wine in wine tourism and other wine and food-related areas.

The course content is delivered through lectures, case studies, online research, wine-tasting class, group discussions, field trips to vineyards or wine cellars, as well as group and individual projects.

Part 1 (2 hours 40 mins) Introducing wine

What do you know about wine? --- What is wine and where did it come from? Properties of wine, the vine, how it is made, a history of wine from ancient times to today --- Why is it so special? Wine around the world, the science of wine and what it is worth --- Where is wine in the world today?

Part 2 (2 hours 40 mins) Marketing wine

Worldwide production and consumption trends --- Impacts and future of wine production with global warming --- Focus on wine in France: French wine consumption, consumer tastes in wine and wine distribution channels --- Packaging innovations, label design --- Wine and people, jobs in the wine business, winemakers, sommeliers, oenologists, wine critics and influencers --- Wine and restaurants, wine bars, specialist stores, wine online --- Wine tourism worldwide and in France.

Part 3 (2 hours 40 mins) Wine and place, wine and food, tasting wine

The concept of terroir, AOC, geographical indications and wine classifications in France and other wine-producing countries, geological structure, pruning techniques climate influence. Wine identity and taste --- How to read a label --- Pairing food with

## OBJECTIVES

This course invites students to :

- become curious about wine and learn to appreciate and share its culture
- convey basic knowledge about wine, its history, how it is made, and how to taste wine and pair it with food.

Students will understand how to approach market research and to develop concepts for marketing wine in different situations: online, on-trade (restaurant, bars, specialist stores), for tourism and events

## PREREQUISITES

Each course is included in a Unit (called UE). Students must attend all courses of a unit. ECTS are delivered once the entire unit is validated.