

**1. General information****Course:** WINE CULTURE AND WINE TOURISM**Type:** CORE COURSE**Degree:** 400 - UNDERGRADUATE DEGREE PROGRAMME IN OENOLOGY**Center:** 107 - E.T.S. OF AGRICULTURAL ENGINEERS OF C. REAL**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 58531**ECTS credits:** 6**Academic year:** 2022-23**Group(s):** 20**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** ANGEL RAUL RUIZ PULPON - Group(s): 20

Building/Office	Department	Phone number	Email	Office hours
Facultad de Letras. Despacho 3.20	GEOGRAFÍA Y ORD. TERRITORIO	31 70	angelraul.ruiz@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course**Course competences**

Code	Description
CB04	Transmit information, ideas, problems and solutions for both specialist and non-specialist audiences.
CE15	Design a marketing plan in the wine-growing field. Manage the marketing of products and collaborate in their commercialisation and promotion and in the development of any product directly or indirectly related to viticulture.
CE16	To integrate historical, geographical and social aspects in the field of enology and viticulture.
CG03	Apply critical, logical and creative thinking, demonstrating innovative skills.
CG04	Work autonomously with responsibility and initiative, as well as in teams in a collaborative way and with shared responsibility.
CT03	Use correct oral and written communication.

5. Objectives or Learning Outcomes**Course learning outcomes**

Description

Interpretation of the role of wine in contemporary culture and society in its various forms of expression.

To assimilate the role of activities associated with wine tourism in territorial development.

Understanding the structure of wine markets in Spain: producing regions, agri-food certification: wine estate, denominations of origin, etc.

Knowledge of the historical evolution of viticulture, from its origins to the present day.

Demonstrate knowledge of winemaking worldwide: characteristics of producing countries and wines produced.

Assessment of the different sources of information in viticulture.

Interpretation of the cultural values of wine-growing landscapes.

6. Units / Contents**Unit 1:**

Unit 1.1

Unit 1.2

Unit 2:

Unit 2.1

Unit 2.2

Unit 3:

Unit 3.1

Unit 3.2

Unit 3.3

Unit 4:

Unit 4.1

Unit 4.2

Unit 4.3

Unit 4.4

Unit 5:

Unit 5.1

Unit 6:

Unit 6.1
Unit 6.2
Unit 6.3
Unit 7:
Unit 7.1
Unit 7.2
Unit 7.3
Unit 8:
Unit 8.1
Unit 8.2
Unit 8.3

7. Activities, Units/Modules and Methodology							
Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CB04 CE15 CE16 CG03	0.96	24	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	CB04 CE16 CT03	1.84	46	N	-	
Field work [ON-SITE]	Project/Problem Based Learning (PBL)	CB04 CE16	0.4	10	Y	Y	
Class Attendance (practical) [ON-SITE]	Practical or hands-on activities	CB04 CE16 CT03	0.32	8	Y	N	
Writing of reports or projects [OFF-SITE]	Case Studies	CB04 CG03 CG04 CT03	2.4	60	Y	N	
Final test [ON-SITE]	Assessment tests	CB04 CE16 CT03	0.08	2	Y	Y	
Total:			6	150			
Total credits of in-class work: 1.76			Total class time hours: 44				
Total credits of out of class work: 4.24			Total hours of out of class work: 106				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	50.00%	50.00%	
Practicum and practical activities reports assessment	25.00%	25.00%	
Fieldwork assessment	25.00%	25.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	7
Unit 2 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Unit 3 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 4 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 5 (de 8):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	8
Unit 6 (de 8):	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	5
Writing of reports or projects [AUTÓNOMA][Case Studies]	6
Unit 7 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Field work [PRESENCIAL][Project/Problem Based Learning (PBL)]	4
Writing of reports or projects [AUTÓNOMA][Case Studies]	6
Unit 8 (de 8):	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Field work [PRESENCIAL][Project/Problem Based Learning (PBL)]	6
Writing of reports or projects [AUTÓNOMA][Case Studies]	48
Final test [PRESENCIAL][Assessment tests]	2
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	24
Study and Exam Preparation [AUTÓNOMA][Self-study]	46
Field work [PRESENCIAL][Project/Problem Based Learning (PBL)]	10
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	8
Writing of reports or projects [AUTÓNOMA][Case Studies]	60
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Cañizares Ruiz, M.C.; Ruiz Pulpón, A.R.	El viñedo en Castilla-La Mancha y la revalorización del patrimonio agrario en el contexto de la modernización http://www.ub.es/geocrit/sn/sn-498.htm			1138-9788	2014	
Ruiz Pulpón, A.R.;	Producción agroalimentaria de calidad y postproductivismo agrario: el caso de los vinos de Pago en Castilla-La Mancha	Universidad Complutense de Madrid		0211-9803	2013	
Ruiz Pulpón, A.R.; Cañizares Ruiz, M.C	Potential of vineyard landscapes for sustainable tourism https://www.mdpi.com/2076-3263/9/11/472	MDPI		2076-3263	2019	
Cañizares Ruiz, M.C.; Ruiz Pulpón, A.R.	Paisajes del viñedo, turismo y sostenibilidad: interrelaciones teóricas y aplicadas https://www.investigacionesgeograficas.com/article/view/2020-paisajes-del-vinedo-turismo-y-sostenibilidad			0213-4619	2020	
Plaza, J. Cañizares, M.C; Ruiz Pulpón, A.R.	Patrimonio, viñedo y turismo: recursos específicos para la innovación y el desarrollo territorial de Castilla-La Mancha			1139-7861	2017	
Riera Palmero, J.	El vino y la cultura			0210-6523	2014	
Le Gars, C.; Roudié, P. (Coords)	Des vignobles et des vins à travers le monde: Hommage à Alain Huetz universitaires de Lempes	Presses de Bordeaux		2867811538	1996	
López, T.; Rodríguez, J.; Viera, A.	Revisión de la literatura científica sobre enoturismo en España			1139-7861	2013	
Elías Pastor, L.V.	El turismo del vino. Otra experiencia de ocio	Universidad de Deusto	Bilbao	978-84-9830-457-2	2006	
Alonso, P.; Parga, E.	La vuelta al terroir: el despertar de la cultura del vino en España			0719-4994	2019	
Hall, C.M.; Sharples, L.; Cambourne, B.; Macionis, N. (Eds)	Wine Tourism Around the World	Routledge	Londres	978-0750654661	2002	
Unwin, T.	Wine and the vine: An Historical Geography of the wine trade	Routledge	Londres	0-415-14416-7	1991	
Roca, J; Puig, E.	Tras las viñas. Un viaje al alma de los vinos	Debate		978-84-9992-604-9	2016	
Feiring, A.	La batalla por el vino y el amor: O Cómo salvé al mundo de la pakerización	Los cinco sentidos		978-8483832462	2010	
Johnson, H.; Robinson, J.	Atlas Mundial del vino	Blume		978-8418075933	2021	
Davodeau, Étienne	Los ignorantes. Relato de una iniciación cruzada	Ediciones La Cúpula		978-84-15724-73-5	2011	
Villanueva. M.	Palabra de vino: El placer de una grata conversación hasta apurar la	Deep waters		978-8412272048	2021	

botella

books