

Course GB-27 WINE IN SPAIN: HISTORY, CULTURE, AND ECONOMY (45 class hours)

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OBJECTIVES

The aim of this Course is to enable students to become knowledgeable about Wine, one of Spain's most culturally important and economically relevant elements, by means of the study of its history, the range of types it has and their modes of production, the key wine-producing regions, its impact on the Spanish economy in regional and national terms, and the recent evolution in tourist-based activities that have developed around it.

METHODOLOGY

The syllabus will be carried through in two-hour theoretical class sessions with audiovisual input as back-up. A wine-tasting event will be scheduled so that students may become acquainted with Spain's principal wines.

SYLLABUS

1.- WINE, A DRINK OF THE GODS.

Wine in Ancient Cultures. Wine and the Religion of Classical Antiquity: Dionysus and Orgiastic Ritual.

2.- WINE IN SPAIN. ITS HISTORY.

Wine in the Ancient and Medieval Periods. Wine in Modern and Contemporary Times.

3.- VARIETIES OF WINE AND METHODS OF WINE PRODUCTION.

Varieties of Grape. Methods of Wine Production. Classes of Wine.

4.- WINE-PRODUCING REGIONS AND GUARANTEES OF ORIGIN.

Soil and Climate Types. Guarantee of Origin, Rioja. Guarantee of Origin, Ribera del Duero. Full-bodied Wines. Sparkling Wines.

5.- BODEGA WINERIES, THE BUSINESS SET-UP AND DISTRIBUTION NETWORKING.

Wine-Producing Companies. Sector Business Organization. Marketing and Markets for Wine.

6.- NEW HORIZONS FOR WINE

Acquiring a Wine-Culture Competence. Wine-Associated Tourism. Wine and Health.

BIBLIOGRAPHY:

Flavián, C. Fandos, C. (coord.) (2011) *Turismo gastronómico. Estrategias de marketing y experiencias de éxito*. Prensas Universitarias de Zaragoza. Zaragoza

López Alejandro, M. (2007) *Manual de viticultura, enología y cata* - Ed. Almuzara. Córdoba.

Parra López, J. (2011) *Manual de Cata ¿Es bueno este vino?* Ed. Mundiprensa. Madrid.

Peñín, J. (2000) *Atlas del Vino Español*. Ed. Espasa-Calpe. Madrid.

Peñín, J. (2008) *Historia del Vino*. Ed. Espasa-Calpe. Madrid.

Sánchez Guillén, J. (2009) *El apasionante mundo del vino*. Ed. Almuzara. Córdoba.

ASSESSMENT CRITERIA

- Two written exams will be held (one, a thus-far exam, mid-way through the Course, and the other at its close, as a final), the results of which will make up 70% of each student's Final Grade. The exam dates will be posted by the *Agreement-Based Courses'* Administration.

- An individual assignment will be carried out, to be presented live in class, and which will constitute 20% of the Final Grade.

- Active participation in class will be valued, constituting 10% of the Final Grade.