

Update 7/12/2020



International
MASTER ON WINE
TOURISM INNOVATION



UNIVERSITAT
ROVIRA i VIRGILI

Workshop

La Rioja

“The land with name of wine”

9th – 11th of December 2020



With the support of the
Erasmus+ Programme
of the European Union

GENERAL OBJECTIVES OF THE WORKSHOP

- Gain understanding of the wine region of DOCa La Rioja and how coordination and quality controls have led to the region becoming the top-selling and the most recognised in Spain.
- Learn about the strategy of a region where wine tourism is the primary tourism offering.
- Learn about the strategy of wineries for promoting wine tourism.
- Get to know good practices in La Rioja about the use of heritage, wine culture and landscape to create tourism products/experiences.
- Discuss recent challenges of wine/wine tourism communication in times of COVID.

PROGRAM

Wednesday 9th of December

16:00 – 18:00 Spanish Wine Regions, Dr. Toni Sanchez.

Introduction of the [DOCa Rioja](#) and tasting of off-trade distribution Rioja wines (good price/quality relation).

Thursday 10th of December

9:15 Workshop welcome. Dr. Gemma Beltran, WINTOUR General Coordinator.

9:30 [Vivanco Museum of Wine Culture](#). Mr. Eduardo Díez, Museum and Wine Tourism Director.

11:00 Wine tourism strategy of [Bodegas Ysios](#) and [Campo Viejo](#) (Pernaud-Ricard Group). Ms. Marta Gómez, Head of Public Relations at Campo Viejo.

12:30 Wine tourism strategy of La Rioja. Ms. Amaia López de Heredia, General Director of [La Rioja Tourism Board](#)

15:30 – 17:00 Tasting of DOCa Rioja wines. Mr. Antonio Palacios, Oenologist, Assistant Professor Universidad de La Rioja and General Director at Excell Ibérica SL.

Institutional wines of the DOCa Rioja regulatory council selected by the official panel of tasters.

Friday 11th of December

12:00 – 13:30 Asociación de Bodegas del Barrio de la Estación de Haro. Ms. Telli Martín, Association Coordinator.

Wine tasting: [Bodegas Bilbaínas](#), [Muga](#), [Cvne](#), [Roda](#), [Gómez Cruzado](#) and [Rioja Alta SA](#).

15:30 The Landscape of La Rioja, Mr. Rodrigo Ravena, wine tourism guide specialized in international tourism.

17:30 – 19:00 How wineries adapt their communication message in times of COVID. Mr. Paul Wagner, [Balzac Communications](#) & Napa Valley College.