

Update 19/10/2017



Erasmus Mundus
MASTER ON WINE
TOURISM INNOVATION



UNIVERSITAT
ROVIRA i VIRGILI

Workshop

WINE TOURISM: BEYOND INNOVATION

23th – 27th of October 2017

Vilafranca del Penedès, Catalonia



WINEBS
THE WINE BUSINESS
SCHOOL



Funded by the
Erasmus+ Programme
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GENERAL OBJECTIVES OF THE WORKSHOP

Assess the collaborative strategies of the different public and private actors that contribute to the tourism and wine industries in Penedès.

Gain knowledge on the business of wine tourism, the regulation of wine regions, and 2.0 marketing strategies through lectures and seminars.

Experience the wine tourism offerings of wineries in the Penedès area.

This workshop will consist on the visit to cellars, tourism companies and tourist managers with the company of professors participating in the Erasmus Mundus Master on Wine Tourism Innovation.

This is an opportunity to get to know the developmental factors of the wine tourism strategy in the Penedès area, a diverse region in terms of landscapes and culture, with a long wine tradition and located near an important tourism destination such as Barcelona.

In this vein, the aim is not only to visit the principal tourist attractions but also to receive the input of actors, public or private, who have had an influence in the positioning and structure of the wine tourism offer in Penedès.

The workshop structure combines the visit to the main wine tourism attractions in the area, with seminars and conferences, while keeping in mind the practical applicability of the presented experiences. Lunches will complement the whole wine tourism experience provided during the workshop.

Although visits are the basis of this workshop, the Wine Business School rooms in Vilafranca del Penedès will be used as venue for the lectures given by renowned professionals and academics in the field.

The workshop will consist in five sessions that will deal with different subjects each day.

All the sessions are going to be in English.

PROGRAM

Monday 23th of October. **Wine tourism: a network of complicities**

The development of wine tourism does not exclusively depend on the existence of more or less valuable resources. Management capacity to activate economic processes is essential and should be performed accurately. Nowadays wine tourism has become a strategic activity in Catalonia, but Penedès region has long been working on it.

The wine industry has been a catalyzer for the space organization and the creation of job positions. In this context, wine tourism is not only a way to increase wine sales, rather it becomes an experience on its own. Then, how does wine tourism fit in the economic structure of the region and the companies therein? Who takes part in it? How are they structured? How do they respond to the challenges that are continuously presented to the society in general and to the tourism in particular? These are some of the questions to which we will find an answer.

- 1.1. Wine tourism strategy
- 1.2. Product design

8:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

9:00 Welcome

9:15 Presentation of the Oenological Station.*

9:30 Enoturisme Penedès. ***“From the management of the tourism activity to the creation of a product”***.*

11:30 Seminar: **“The business of wine tourism”** by **Ivan Llanza**, Director of Corporate Communication and Public Relations at **Osborne Group** (Jerez).

13:30 Lunch. Mas Rabell - Bodegas Torres.

15:30 Visit to Bodegas Torres. ***“The wine tourism strategy of Bodegas Torres”*** by **Sandra Molas**, Wine Tourism Director at Bodegas Torres.

18:00 Bus to Tarragona (Pl.Imperial Tarraco)

**Venue: WINEBS (The Wine Business School)*

MENU – Mas Rabell (15€)

Tuesday 24th of October. Beyond wine and the role of senses

The definition of wine tourism brings us to create experiences with some basic services and places that are essential for the activity, as well as to comprehend the history and characteristics of a region.

Gastronomy is deeply linked with this experience, to the point that it is difficult to separate both elements. So, the main elements in this session will be wine tourism events and gastronomy.

2.1. Components of the wine tourism experience

2.2. Gastronomy and wine

9:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

10:00 Visit to VINSEUM by **Francesc Palau**, vice-president of Vinseum.

Website: <http://www.vinseum.cat/>

11:15 Wine Tourism Events. **VIJAZZ** by **Francesc Palau**, Acadèmia Tastavins.

13:00 Gastronomy and wine. Wine-pairing lunch in Mirador de les Caves – Cal Blay.

Websites: <http://www.miradordelescaves.com/> and <http://www.cateringcalblay.com/>

16:30 Visit to **Cava Interpretation Center**.

Website: <http://www.turismesantsadurni.com/cic-fassina.php>

18:00 Bus to Tarragona (Pl.Imperial Tarraco)

MENU - Mirador de les caves – Cal Blay (20€)

STARTER

- A. Cannelloni of glossy ibis (capó) with boletus sauce and parmesan cheese
- B. Starry eggs with truffled potato and fresh foie gras

MAIN COURSE

- A. Veal tenderloin with mushroom skewer
- B. Grilled cod with garlic and chilli

DESSERT

Yoghurt with red berries

Pairing with D.O. Penedès wine and cava D.O. Cava.

Bread, water and coffee INCLUDED.

Wednesday 25th of October. **The other landscape of wine**

A region offers a great deal of different opportunities. Differentiation and individualization are a challenge for wine tourism regions. This session is oriented to analyze how wine tourism and cultural proposals fit in wine tourism experiences.

- 3.1. Regional strategies
- 3.2. The value of destinations

8:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

9:00 Visit to Celler Augustus Forum.

Website: <https://www.avqvstvsforum.com/en/>

12:00 Visit to Vil·la Casals. El paisatge dels Genis. Sant Salvador, el Vendrell.

Websites: <http://www.paucasals.org/en/Museum-History-and-mission/>
<http://elpaisatgedelsgenis.cat/en/casals-vendrell/>

13:30 Lunch at Vil·la Casals Restaurant. Pairing with Caves Jané Ventura.

15:30 Seminar: **Culture, wine and territory.**

18:00 Bus to Tarragona (Pl.Imperial Tarraco)

MENU – Vil·la Casals (15€)

Thursday 26th of October. **Wine tourism is tourism**

Tourism is an activity in which landscapes are visited. Landscapes are shaped by the activities developed there, the preceding history and the relations between physical, climatic and human factors.

Vines landscapes have generated an identity regarding the wine culture. This is an argument to visit them and as a means to learn the significance of the place.

- 4.1. The vines landscapes
- 4.2. The wine architecture

8:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

9:00 *The landscape of vines* by Albert Massana. Route by bicycle around Codorniu lake, vines and forests.

Website: <http://bikemotions.es/>

12:00 Visit to Caves Codorniu. **History and tradition: the new business of wine tourism.**

Website: <http://www.codorniu.com/en/>

13:30 Lunch at Caves Codorniu.

15:00 Conference and debate: **“The wine tourism strategy in Catalonia. The wine tourism table of Catalonia”**. Agència Catalana de Turisme (Catalan Tourism Board).

Website: <http://act.gencat.cat/>

18:00 Bus to Tarragona (Pl.Imperial Tarraco)

Lunch courtesy of Caves Codorniu. No expense to be paid.

Friday 27th of October. Brands and markets
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Large cava and wine firms in Catalonia have their production centers in the Penedès region and its surroundings. The proximity to Barcelona provides great opportunities for wine tourism but it also generates competition with other activities.

Some questions that may come up are the relation price-product or price-brand. In other words, the relation between the quality of the wine and the wine tourism product.

Firms are working on these aspects and will show their strategies, while letting us visit their facilities for later on discussing the main subjects presented.

5.1. The brand, product and price

5.2. The wine consumer and the wine tourism consumer

8:00 Bus departure from Tarragona (Pl.Imperial Tarraco)

9:00 Welcome from the mayor of Vilafranca del Penedès, Pere Regull.

9:15 Conference and seminar: *La Champagne* by Richard Marchal, Oenology and Applied Chemistry director, Université de Reims.

11:45 Visit to Caves Gramona.

Website: <http://www.gramona.com/en/>

13:30 Lunch at Fonda Neus Restaurant.

15:30 Visit to Caves Freixenet.

Website: <http://www.freixenet.es/en/wine-tourism/freixenet-wineries/>

18:00 Bus to Tarragona (Pl.Imperial Tarraco/Marquès de Montoliu)

MENU - Fonda Neus (15€)

FIRST COURSE (to choose)

- Assorted lettuce with dill mozzarella and tomato
- Cream of leeks and crispy Spanish ham in cava
- Cannelloni Neus
- *Fideuà* with cuttlefish and clams accompanied with *all-i-oli* sauce

SECOND COURSE (to choose)

- Sautéed Catalan sausage (*botifarra*) with vegetables and mushrooms
- Roasted turkey thigh with Lyonnaise potatoes
- Stewed squids with potato and peas
- Mixed *Paella*

DESSERT (to choose)

- Cream and chocolate ice-cream pie
- Toasted cream roll (*braç de Gitano*)

Pairing with D.O. Penedès red wine.

Bread, water and coffee/tea INCLUDED.

REGISTRATION FEES

Include:

- Transportation from/to Tarragona.
- Trips to wineries and wine tourism assets to be visited.

Do not include:

- Meals (price specified in the programme) with the exception of Thursday.