

# SPAIN: GLOBAL WINE AND AGRITOURISM PROGRAM

JUNE 23 – JULY 29, 2018 • PROGRAM FEE: \$6,500

*Program strongly emphasizes the acquisition of Spanish language skills!*

## THE PROGRAM

In addition to rigorous academic work, this program includes regional explorations, intensive language and cultural training, and an engaging, hands-on competition where student teams create and market their own wine blends!

The project-driven, multi-disciplinary academic field studies program uses various wineries, farms, tourism and related industry organizations as a laboratory for learning about the business challenges and opportunities of wine and agricultural tourism in Spain. Students will use a field study experience to develop case study results based on the local business environment and work culture.

### Pre-departure Component (March – June)

Participants will take part in pre-departure webinars and complete a pre-departure research paper. While the webinars prepare students for study abroad including important information about health and safety, the research paper (assigned and due prior to departure) fulfills the Upper Division General Education *Multicultural/International* requirement of the California State University System (2000 word paper). The paper will focus on Spanish history, geography, culture, language, wine and food. Students will be given the opportunity to research specific areas that have meaning to their major.

### Orientation (June 23 – June 29) – Northern, Spain

Participants arrive in Madrid and embark on a tour of important and interesting wine regions in the Northern part of Spain including Ribera del Duero, Rueda and others. They will learn about grape varietals, winemaking techniques and the economics of the Spanish wine industry, as well as, the fundamentals of sensory analysis.

### Language, Culture and Business (June 29 – July 29) – Ronda, Spain

Based in the majestic and historical town of Ronda, which is perched upon a 300-foot gorge, students will experience intensive language and cultural immersion. Participants work in teams with representatives of the local, nascent wine industry to understand and make recommendations that address the business challenges and opportunities of the regional industry.

Students participate in the **Blending & Branding Challenge** where small teams of students are guided by a professional enologist to create their own wine blend designed for the U.S. market. Students develop a brand and marketing plan to support their bottled and labeled product, which will be judged in a panel competition!

In addition, excursions are included to industry sites and to the culturally rich city of Seville. From Ronda students can also enjoy weekend day trips to the Costa del Sol (the Southern Mediterranean coast).



**WORK WITH A TEAM TO CREATE AND MARKET A WINE BLEND TO BE JUDGED IN A PANEL COMPETITION!**

### Courses:

- AGBS 185T: Global Wine and AgriTourism Business (3 semester units)
- AGBS 180: Undergraduate Research: Wine and AgriTourism Field Studies (3 semester units)

### Instructor:

**Serhat Asci, Ph. D.**

Department of Agricultural Business  
California State University, Fresno  
Peters Business Building, Room 312  
5245 N. Backer, M/S PB101  
Fresno, CA 93740  
[sasci@csufresno.edu](mailto:sasci@csufresno.edu)  
<http://fresnostate.edu/jcast/agbs/travel/spain2018.html>

**Orientations:** March-May 2018—TBA

**Program start time:** The program begins in Madrid at **4:00 p.m. on Saturday, June 23.**

## LEARNING OUTCOMES

- Learn the historical, cultural, and economic context of the region
- Gain an understanding of local vineyard, winery, or allied industry operations and develop recommendations for a global business strategy
- Learn to communicate across cultures with supervisors or clients to positively shape the field studies' experiences
- Generate business recommendations based in both business and cultural realities
- Improve Spanish language skills through intensive immersion coursework

## WHO CAN PARTICIPATE?

The program is open to students from North American colleges and universities and is cross-disciplinary in nature. Relevant disciplines include agricultural business and economics, wine business, enology and viticulture, business, marketing, hospitality management, communications, Spanish, graphic design, social media, event planning, web presence and international relations. All majors welcome.



**UPGRADE YOUR RESUME, SPANISH LANGUAGE & CULTURE SKILLS, AND FIRST-HAND KNOWLEDGE OF THE GLOBAL WINE AND AGRICULTURAL SECTORS!**

## REQUIREMENTS

- Completion of one year of college and at least 18 years of age at the time of program start
- Completion of at least one year of high school Spanish or spoken proficiency
- Good Academic Standing: minimum 2.3 GPA
- No disciplinary reports
- Enrollment in AGBS 185T and AGBS 180
- Valid Passport
- Participation in pre-departure orientation (March-May 2018, TBA)
- Completed application packet and deposit and paid program fees

## COST

### The fee of \$6,500 includes:

- Six units of Fresno State academic credit through the Division of Continuing and Global Education (CGE)
- Health and Travel Insurance
- Program fee
- Seven-day guided excursion to industry and cultural sites in Northern Spain including Rueda, Ribera del Duero and others
- Thirty-seven nights of lodging in shared hotels in Northern Spain and shared apartments in Southern Spain
- Internal group flight from Northern to Southern Spain
- Group airport pick-up and drop-off both for international and domestic airport transfers
- Welcome and farewell dinners
- Excursions to Seville and other locations
- Spanish language courses (two levels available) and a language certificate reflecting course level and completion
- Shuttle transportation to and from the field study sites
- Full-time professor with the programs, as well as guest lectures by local professors in specialized subject matter
- Blending & Branding challenge

### What's Excluded:

- Passport
- Round-trip airfare from USA (home country) to Madrid, Spain and return from Malaga, Spain
- Meals en route to Spain and return
- Five dinners in Northern Spain and most meals in Southern Spain (students will have shared kitchens and will be expected to grocery shop and live like locals in Ronda)
- Entertainment
- Mobile phone and SIM card (required)
- Wi-Fi card
- Additional excursions
- Travel during mid-term break



**APPLY EARLY  
TO SECURE  
YOUR SPOT IN  
THE 2018  
COHORT!**



**MAKE LIFE-LONG FRIENDS AND  
FUTURE INDUSTRY CONTACTS!**

**Financial Aid:** Students are encouraged to contact their home institution to learn more about financial aid opportunities. Students may be eligible for Gilman Scholarships. For more information visit: [www.iae.org/programs/gilman-scholarship-program](http://www.iae.org/programs/gilman-scholarship-program).

## PAYMENT SCHEDULE

- Application deposit of \$150.00 is due with application on Tuesday, February 20, 2018. Make check payable to "EVE Abroad."
- Applicants who are accepted into the program will have the \$150.00 application deposit applied toward their total balance due; applicants who are denied will be refunded their \$150.00 application deposit.
- Program fee second payment of \$3,175 by **Thursday, March 1, 2018**
- Program fee final balance of \$3,175 due by **Friday, March 30, 2018**

A complete payment schedule and cancellation policy will be provided upon acceptance to the program.

## APPLICATION INSTRUCTIONS

Students must apply and be accepted into this program and early registration is highly recommended as space is limited. The five-step application process involves preparing an email containing basic applicant information, two half-page essays, an updated resume and deposit check of \$150.00. All five parts of the application are due February 20, 2018. Students selected for the program will be notified via email by February 22, 2018.

Please find the official application with detailed instruction online: <http://fresnostate.edu/jcast/agbs/travel/spain2018.html>

*Participants in the program must have a valid passport. Those needing a U.S. Passport may apply in the Division of Continuing and Global Education (CGE) office at Fresno State, located in the Kremen Education Building, Room 130.*



**FRESNO STATE**  
Continuing and Global Education

[www.fresnostate.edu/cge](http://www.fresnostate.edu/cge) • [cgeinfo@csufresno.edu](mailto:cgeinfo@csufresno.edu)