

ITALY: GLOBAL WINE AND AGRI-TOURISM PROGRAM

JUNE 14 – JULY 23, 2016 • PROGRAM FEE: \$7,990

THE PROGRAM

This 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 Italy. Each participant will be placed in a field study practicum with first-hand learning in the local work culture. In addition, students will be challenged with academic and cultural explorations, research, reflective activities, language and culture training, and a team competition where they create and market their own wine blend.

Orientation (Week 1) – Vicenza, Italy, in Veneto

Explore the scenic and historic city of Vicenza, as well as learn about grape varietals, winemaking techniques and economics of the surrounding region of Veneto. Annually, Veneto produces 8.5 million hectolitres of wine, of which more than twenty percent is DOC (“controlled designation of origin”) making Veneto the biggest DOC wine producer in Italy! Veneto boasts some of Italy’s best winemaking: Valpolicella (reds), Soave (whites), and Conegliano (prosecco).

Language, Culture and Field Studies (Weeks 2 – 6) – Lecce, Italy, in Salento

Based at “the heel of the boot” (the region known as “Puglia” or “The Salento”), participants engage in a four-week intensive field studies experience designed to provide an in-depth perspective of a region in economic transition.

Puglia’s Mediterranean climate and warm people create an enticing location to learn about Italian culture, local wine and olive oil production, agricultural tourism and global business. This fertile agricultural region located between the Adriatic and Ionian seas is the largest of Italy’s wine and olive oil producing regions. Known internationally for growing grapes, Puglia boasts more than two dozen DOC wines. Their most important grape varieties—Primitivo and Negroamaro—are gaining international recognition for the excellent wines they produce.

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



Courses:

- AGBS 185T: Global Wine and Agri-Tourism Business— A Regional Perspective (3 semester units)
- AGBS 180: Undergraduate Research: Wine and Agri-Tourism Field Studies (3 semester units)

Personalized Field Studies Placement:

Field study placements are personalized based upon each student’s area of study or interest and may include wineries, wine stores, agricultural organizations, olive oil and wine tasting rooms, wine and tourism associations, and related companies and organizations.

Instructor: Todd Lone, Ph. D. and Assistant Professor
Department of Agricultural Business
tlone@csufresno.edu

Orientation: April 2016—TBA

LEARNING OUTCOMES

- Learn the historical, cultural, and economic context of the Puglia 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 and/or co-workers to positively shape the field studies experience
- Generate business recommendations based in both business and cultural realities

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, design, social media, event planning, web presence and international relations. Students must have a valid passport, be at least 18 years of age, have completed one year of college, and must be in good academic standing when the program begins.

FEE

The fee for the Global Wine and Ag. Tourism program is \$7,990 USD. Students may be eligible for financial aid through their home institutions.



FRESNO STATE

Continuing and Global Education

COST

The fee of \$7,990 includes:

- Six units of Fresno State academic credit through the Division of Continuing and Global Education (CGE)
- Health and Travel Insurance
- Program fee
- Lodging in double or more occupancy in air-conditioned hostels for the orientation week with breakfast and Wi-Fi included
- Lodging in shared air-conditioned apartments in Lecce (Puglia)
- Introduction to wine, olive oil and "agriturismo" in Puglia
- Classes to introduce the Italian language and culture (weeks 2-6)
- Field studies placement
- Guided tours of Lecce, Italy and Vicenza, Italy
- Transportation from Venice to Brindisi
- Group airport pick up and drop off in Venice (VCE)
- Group airport pick up from Brindisi (BDS)
- Group welcome and farewell activities
- Transportation to and from field studies site



What's Excluded:

- Passport
- Airfare from USA (home country) to Venice, Italy and return from Brindisi, Italy to USA (home country)
- Meals en route to Italy and return
- Meals and snacks in Italy
- Entertainment
- Mobile phone and SIM card (this is required)
- Wi-Fi card
- Group airport drop off to Brindisi (BDS)

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.iie.org/programs/gilman-scholarship-program. Partial scholarships may be available for matriculated Fresno State students.

REQUIREMENTS

- Completion of one year of college and at least 18 years of age at the time of program start
- Good Academic Standing: 2.3 GPA minimum
- No disciplinary reports
- Enrollment in AGBS 185T and AGBS 180
- Valid Passport
- Participation in pre-departure orientation (April 2016, TBA)
- Completed application packet and deposit and paid program fees

The application packet includes the following five components:

- 1) Complete Application directions can be found at the Ag. Business homepage www.fresnostate.edu/jcast/agbs/travel/globalwine.html. Include your full name, your email address, your daytime phone, including area code, your age on June 14, 2016, name of your academic institution, your major or area of study.
- 2) An updated resume (formatted to A4 paper)
- 3) A half-page essay outlining your skills, interests, and professional goals. Indicate your current level of Italian and your plan to acquire more linguistic skills prior to departure. This information will be used for field study placement purposes.
- 4) A half-page essay explaining your reasons for wanting to participate in the Italy program. Include qualities that would make you a good representative of your institution.
- 5) A check for the \$150 deposit made out to "EVE Abroad"

APPLICATION PROCEDURES

- Students must apply and be accepted into this program
- Early registration is recommended as space is limited
- The official application consists of five parts and is available online: www.fresnostate.edu/jcast/agbs/travel/globalwine.html

Four of the five parts can be sent via ONE email to alevi@csufresno.edu with the subject line "Global Wine Italy." The final part is the deposit check (with the student name and program location in the memo line made payable to EVE Abroad for \$150) to be mailed to:

Annette Levi, Ph.D. and Chair
Department of Agricultural Business
California State University, Fresno
5245 N. Backer, M/S PB101
Fresno, CA 93740

All five parts of the application are due December 3, 2015

Students selected for the program will be notified via email by December 23, 2015.

The program begins in Vicenza, Italy at 3:00 pm on Tuesday, June 14, 2016.

Students must participate in a mandatory orientation session prior to departure, to be arranged.

PAYMENT SCHEDULE

- \$150.00 application deposit (due with application) on December 3, 2015. 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 deposit by February 10, 2016 \$3,920
- Program fee balance due by March 15, 2016 \$3,920

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



In partnership with



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