California Wine Tourism
California State University, Sacramento
College of Health and Human Services
Department of Recreation, Parks & Tourism Administration

Professor Information
Greg B. C. Shaw, PhD
Office: SLN-4020
Office Hours: W 12:00 – 3:00
Email: shaw@csus.edu
Website: www.csus.edu/indiv/s/shawg

Course Information
Semester: Spring 2009
Times: M 1:00 – 1:50
Location: Solano Hall 2004
Type: Elective Course
Field Trip: Yes

Official Course Description
Introduction to the wine tourism industry in California, with an emphasis on marketing wineries (including diversity in wine marketing), wineries as event stages (tableaux), marketing related agri-tourism products, wine destination “pull” factors, and winery retail. The course will also examine wine mythology, culture and ritual, the role of the sommelier, wine region geography, wine science, destination sustainability, and wine tourism impacts (social, moral, economic, agricultural and infrastructural). Includes field trips that do not involve wine tasting.

Course Objectives
At the conclusion of the course, students will be capable of:
- Demonstrate a basic knowledge of the relationship between upscale dining and wine sales/tourism
- Demonstrate an understanding of the relationship between wine and culture
- Identify the pull factor characteristics of wine destinations
- Plan supporting products/facilities related to wine tourism destinations
- Critique the use of monocultures in wine regions
- Contrast the tourism characteristics of different wine regions in Northern California
- Contrast wine tours/facilities to beer tours/facilities
- Critique wine destination aesthetics as it relates to the “wine experience”
- Predict the quality of the “wine experience” for guests

RPTA Portfolio
This course has an assignment that can be included in the written competency portion of the RPTA portfolio. There are no assignments that meet the oral or group dynamics competencies.

The information presented during this course will come from a variety of sources. Those include required readings, optional readings, videos, class handouts, websites, site visits (guest speakers) and class lecture.

Required Purchases
- RPTA 196B Course Reader (available at the Hornet Bookstore)
Field Trips
Students are expected to be prepared to ask (intelligent) questions and take notes on speakers. Semi-professional dress is required. Students are responsible for arriving at field trip sites on time. Trip details will be posted on the course website.

- Students will be required to visit three sites as class field trips (locations to be discussed in class)
- Students will be required to visit one site individually (locations to be discussed in class)

Laptops and Electronic Devices
The official department policy does not allow laptop use in class. Electronic devices such as iPods or cell phones are not to be used during class. Cell phones should be put on silent. (Students that use electronic devices are part of their accommodations from SSWD should see the instructor.)

Class Website/Use of Computers
The class website is www.csus.edu/indiv/s/shawg. Class homework, information and assignments will be accessed through the class website, and students are required to check the website at least twice a week for updates. Typically, the website is updated after each class meeting (usually the next day). Students are responsible for information said in class and information posted on the website. Please report problems with the course website to the instructor.

It is assumed that students have access to computers, either their own or in a university computer lab. Students should also have access to email, either privately or through sac-link. Class emails will be sent using MySacState.

Assignment Schedule
Assignment descriptions and due dates will be posted on the class website. Students will be reminded of readings and homework assignments in class that are due the next class meeting. If a student should miss class, this information can be found on the class website. Missing class will not be an excuse for not being prepared the next class meeting.

Outside Readings
In addition to the course text, there may be several outside readings that are available online through the course website or in the Reserve Book Room of the University Library. Students should make themselves familiar with the location of the Reserve Book Room.

Class Preparation and Conduct
Students are expected to complete assigned readings and written work prior to the start of the class on the day that they are due. Students should be prepared to answer questions concerning the readings and/or homework assignments, and participate in discussions that are relevant to the current topic. Students are encouraged to introduce relevant material that they encounter outside of class, such as magazine articles or descriptions of television shows, personal experiences, etc.

California State University, Sacramento has imposed a Student Conduct Code. Students should be familiar with the code (http://www.csus.edu/umanual/student/UMS16150.HTM). Violation of the code may result in disciplinary action up to and including removal from the university.
Tests and Exam
This course does not contain exams or tests.

Quizzes, In-Class Assignments and Homework
Because this class consists of readings, films and lectures, quizzes, homework and in-class assignments will be given periodically to assess student progress through the readings and comprehension of class topics. These homework assignments may or may not be taken up for a grade, depending on the assignment. However, it is expected that students complete all of these as they lead to a further understanding of course materials. The quizzes may or may not be announced.

Students are expected to be present in class each session (see attendance below). If a student misses class or is late to class, in-class assignments and quizzes cannot be made-up for points.

Late Assignments/Make-Up Work
Students are always encouraged to turn in assignments, even if they are late. A reduction in points is still preferable to receiving no points at all. With that said, late assignments will be accepted at 20% off up to two weeks passed the due date. After that, students forfeit the points for a given assignment. No late assignments will be accepted after the final exam.

Generally, make-up tests are not allowed. If a student fails to show for an administered test, the resultant grade will be a zero.

In-class assignments and quizzes cannot be made-up for points. Homework assignments may be turned in late anytime during the semester with a 10% grade reduction. Failure to notice a homework assignment posted on the course website is not an excuse for turning the assignment in late.

Written Assignments
RPTA 196B involves several written assignments, although this is not a “writing” course. For this reason, with the exception of the final paper, the writing is primarily graded for content and general readability. However, papers with extreme spelling or grammatical errors will be marked down, as will those that plagiarize information. References, when needed, should be given in APA format. APA handbooks are available on the second floor of the CSUS library. (Be careful of using online sources for APA. Many of these sources are out-of-date, and using an incorrect APA format is not acceptable. Students should make sure online sources are current.)

Plagiarism
Plagiarism is the act of using another person’s ideas or expressions in our writing without acknowledging the source. This can also include the statement of facts without supporting documentation. The assignments must be written by the student submitting the assignments. Having others write your assignments or using someone else’s work as your own or using an author’s work without proper acknowledgment (referencing and citation) constitutes plagiarism, which can subject the student to university discipline (http://library.csus.edu/content2.asp?pageID=353). (In general, Wikipedia is not considered an appropriate source for this course, and any online references should be checked carefully for appropriate copyright information and credibility.)
Non-Completion of the Course:
If a student finds her/himself unable to fulfill the requirements of the class and wishes to take an Incomplete (I) grade, the student must petition the RPTA Department (the request may or may not be granted, depending on circumstances). The student must be passing (at least 60% of assignments must be complete) in order to be eligible to apply for an incomplete grade within the RPTA Department. An "I" grade will not be given without the required departmental petition specifying the course requirements to be met for completion and the date by which such requirements are to be completed. Reasons for requesting an incomplete grade must be stated on the petition and proof of extenuating circumstances may be required at the discretion of the instructor. A "WU" grade will be given if a student fails to complete course requirements or stops attending classes or does not qualify for or arrange for an incomplete (I) grade before the end of the 13th week of the semester.

Class Attendance
Because test questions may be taken from class lecture or videos shown in class, attendance is required and will be taken during each class meeting. After the first few meetings, a sign-in sheet will be passed around. Should a student somehow miss the sign-in sheet, it is his/her responsibility to sign-in before the end of class.

Please note that students are allowed to miss one class meeting without penalty. Beyond this, absences for any reason will result in points being subtracted from the students final point score. Tests, quizzes or in-class assignments missed may not be made up for points. If a paper is due that day, the paper will be considered late if it is not turned in at the beginning of class. Students are not allowed to miss any of the course field trips.

Services to Students with Disabilities
California State University, Sacramento provides a wide variety of accommodations to students and faculty with disabilities to ensure equal access and opportunity. Disabilities vary greatly as do the accommodations for such. Students with special needs are required to be identified by SSWD in Lassen Hall prior to receiving accommodations by the instructor. All accommodation information is strictly confidential and may not be shared with other students. Appointments can be made by contacting SSWD:
Room 1008 Lassen Hall
(916) 278-6955
sswd@csus.edu
http://www.csus.edu/sswd/sswd.html

Extra Credit
While there is no official extra credit assignment given, there may be an opportunity for extra credit available through service learning, and additional writing assignment, or some other opportunity. Extra credit will only be given if all major course assignments have been completed – it may not be used to substitute points for missing an assignment.
Website References
*Students will refer to the following websites for related course information:*

Great Valley Center
http://www.greatvalley.org/

Robert Mondavi Institute for Wine and Food Science
http://robertmondaviinstitute.ucdavis.edu/

Welcome to California: The Land of Wine and Food (California Travel and Tourism Commission)
http://www.landofwineandfood.com/

**Grading:** MAJOR SEMESTER ASSIGNMENTS
In addition to these assignments, there will be smaller homework assignments and reading assignments given as necessary by the instructor.

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<thead>
<tr>
<th>Assignment</th>
<th>%</th>
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<tbody>
<tr>
<td>Final Paper</td>
<td>20</td>
</tr>
<tr>
<td>Homework/Reading Reviews</td>
<td>20</td>
</tr>
<tr>
<td>Site Visit Critiques (4 X 15%)</td>
<td>60</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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**Grading Scale**

<table>
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<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-93 A</td>
<td>76-73 C</td>
</tr>
<tr>
<td>92-90 A-</td>
<td>72-70 C-</td>
</tr>
<tr>
<td>89-87 B+</td>
<td>69-67 D+</td>
</tr>
<tr>
<td>86-83 B</td>
<td>66-63 D</td>
</tr>
<tr>
<td>82-80 B-</td>
<td>62-60 D-</td>
</tr>
<tr>
<td>79-77 C+</td>
<td>59-0 F</td>
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(In order to qualify for an incomplete, students must have completed at least 60% of the coursework at a satisfactory level. Incompletes are given at the discretion of the instructor.)
Course References
The course reader and course website may contain journal articles, magazine/newspaper articles, and book chapters from the following list of sources:


