

# VOCATIONAL BACHELOR'S DEGREE



## WINE TOURISM AND CULTURAL PROJECTS



# INTRODUCTION

This course, provided in partnership with the Lycée Agricole de Rodilhan, is designed to train operational professionals with skills in all areas of wine tourism, incorporating the principles of eco-friendly design, from commercial optimization to the cellar, nationwide project management and management of hospitality activities.

Based on practical and on-site experience, it develops technical, managerial and cultural skills and knowledge enabling graduates to lead teams and manage projects in any type of business in the wine, hotel and restaurant industries, or in regional bodies and communication agencies.

# OBJECTIVES

The development of the wine industry, with its expansion into tourism and hospitality, has created a need for more precise positioning of its various stakeholders and a focus on multidisciplinary and empirical teaching. It is therefore necessary to incorporate technical and economic aspects, as well as cultural and regulatory dimensions.

Wine tourism project managers must develop interpreting and relay skills so that they are able to steer their projects with dexterity and relevance in an environment that now needs to be transversal. The teaching methods used in this course therefore include an original approach, developing knowledge in every aspect of wine tourism throughout the course, drawing in particular on a large number of case studies, expeditions and study trips.



## ENTRY REQUIREMENTS

**Year 2, bachelor's degree or equivalent (undergraduate technical diplomas and advanced technician certificates such as the BTS and DUT) in design, biology, environment, applied foreign languages, land development, tourism, wine technical sales, wine-growing, etc.**

## SKILLS AND EXPERTISES

After the course, graduates will be able to:

- Promote a range of wine products during varied interaction with clients,
- Identify, adapt and promote all wine products and tourism/cultural services,
- Master processes and tools for designing and organizing a corporate and/or local cultural project,
- Stage and promote the region of a sales area or event,
- Identify the factors that are key to the success of sales campaigns, to steer daily activities,
- Apply the principles of sustainable development and eco-design to all activities.

## POSSIBLE CAREER PATHS

This course enables graduates to master a number of varied tasks:

- Wine tourism project manager,
- Cultural and regional development project manager,
- Marketing or sales assistant/manager,
- Media relations or communications assistant/manager.

The skills acquired can be put to use in:

- Businesses that produce and sell wine (private and cooperative wineries, negociants),
- Collective industry organizations (interprofessional bodies, appellation/certification protection bodies, federations of private and cooperative wineries, etc.),
- Local promotion bodies (local tourist boards, tourist offices, etc.) and local authorities,
- Companies and organizations in the cultural sector: ecomuseums, museums, environmental parks, popular science parks, etc.
- Companies and organizations in the hospitality industry: hotels, restaurants, theme parks, travel agencies, etc.
- Communications agencies specializing in events, media relations, etc.



## KEY FIGURES

**100%**  
of students graduated  
in 2017.

**89.2%**  
of graduates were  
employed 30 months  
after completing  
the Licence  
Professionnelle.

Source: OVIE (Unimes Student Life and Employment Observatory) surveys of graduates from 2012, 2013 and 2014

**ECTS credits:** 180

**Duration:** 1 year

**Level of studies:** BAC +3

## **ENTRY REQUIREMENTS**

- Introductory course/further education
- Validation of prior experience (VAE)

## **INTERNSHIP**

- Minimum 15 weeks company internship

## **CONTACT**

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