

Charla: Discovering California's Premier Wine Regions: Napa valley and Sonoma County

Charla: Descubriendo las Principales Regiones Vitivinícolas de California: Napa Valley y Sonoma County

Objectives of the Presentation

General Objective

- To introduce students to the geographical, cultural and economic relevance of the main wine regions of Napa Valley and Sonoma County within the context of wine tourism development in the United States.

Specific Objectives

By the end of the presentation, students will be able to:

- Identify the main geographical features that characterize Napa and Sonoma as premium wine-producing regions.
- Recognize the role of terroir (climate, soil, topography) in shaping regional wine identity.
- Describe the historical development of wine tourism in California.
- Compare wine tourism models in California with those of Mendoza, Argentina.
- Analyse the relationship between landscape, architecture and branding in winery experiences.
- Understand how wineries integrate cultural heritage into tourism products and services.

Brief Description of the Activity

This presentation consists of an audiovisual exposition based on field experience in Napa Valley and Sonoma County, including original photographs and video recordings collected during an educational visit to wineries and wine-related cultural sites.

The activity will explore:

- The geographical location and environmental characteristics of both regions.
- The organization of winery visits as tourism experiences.
- The architectural styles of iconic wineries.
- The integration of landscape and heritage into wine tourism marketing strategies.

Students will be encouraged to reflect on how similar practices could be adapted or reinterpreted in the local wine tourism context of Mendoza.

3) Fundamentación / Justification

Wine tourism represents a growing sector within global tourism economies and plays a key role in the sustainable development of regional identities. The study of internationally recognized wine destinations such as Napa Valley and Sonoma County provides students with an opportunity to understand how geographical conditions, historical processes and cultural narratives contribute to the construction of successful tourism models.

For students enrolled in Geography of the United States and Tourism programmes, this activity promotes the development of interdisciplinary knowledge by linking physical geography, economic activity and cultural representation.

Furthermore, analysing the tourism strategies implemented in Napa and Sonoma allows students in Mendoza to critically evaluate their own regional wine tourism practices and to identify potential innovations in visitor experience design, destination branding and heritage interpretation.

Target Audience

This presentation is intended for:

- Undergraduate students attending the **Geography of the United States** course within the English Teacher Training Programme.
- Students enrolled in the **Tourism Programme** at tertiary level in Mendoza, Argentina, particularly those specializing in wine tourism or regional development.

The activity is especially relevant for students interested in:

- Cultural and geographical aspects of tourism.
- Destination management and tourism planning.
- Wine tourism as an emerging sector within experiential tourism.
- Comparative analysis between international wine regions such as Napa Valley and Sonoma County and the local wine-producing region of Mendoza.