

# MASTER Wine Tourism Innovation (WINTOUR)



## Program factsheet

### ACADEMIC COOPERATION

**Joint Erasmus Mundus Master between:**

- › Rovira i Virgili University (URV), Tarragona, Spain
- › University of Porto (UP), Portugal
- › University of Bordeaux (UBx), France

### LEVEL

Triple Master degree.

### PROGRAM DURATION

2 years (120 ECTS).

### LANGUAGE REQUIREMENTS

English: certifiable equivalent of TOEFL score of 550/213/79-80 or IELTS score of 6.0

### TUITION FEES

- › Fees for program\* countries students: 4,500€/year
- › Fees for partner\* countries students: 9,000€/year

### ADMISSION REQUIREMENTS

**Candidates must fulfill the following requirements:**

- › Have completed a university Bachelor or Master degree (minimum 180 ECTS) in the fields of Tourism, Economics, Management, Marketing, Languages, Natural and Experimental Sciences (e.g. Oenology, Biotechnology, Food Technology, Agriculture), or closely related subjects.
- › Personal motivation, prior work experience in the field, as well as linguistic skills in languages other than English (especially Spanish,

French or Portuguese, the languages of the organizing institutions) are important elements in the selection process.

### LANGUAGE REQUIREMENTS

Candidates must present a recent English language certificate, with at least a B2 level according to the Common European Framework of Reference for Languages (official test certifications from Cambridge ESOL, IELTS or TOEFL are accepted).

*\*Program/partner countries: please consult our website for the list of these countries.*

## Program outline

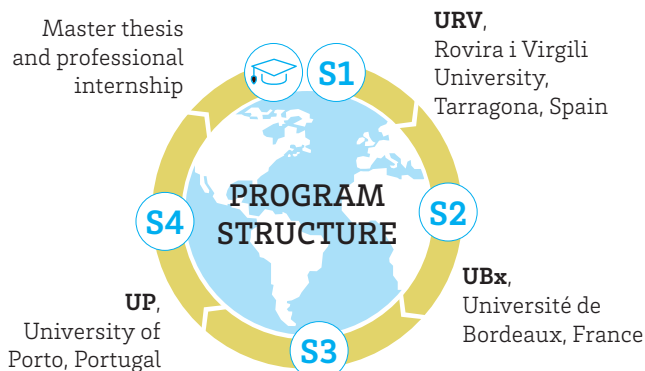
The Erasmus Mundus Master in Wine Tourism Innovation (WINTOUR) offers a truly integrated study program that takes advantage of the tourism and oenology expertise of three universities and regions of Europe.

These universities are located in highly attractive touristic areas, recognized with the label of UNESCO Human Heritage, and have a long tradition in wine, producing specialty wines such as sparkling, fortified, aged red and sweet.

The objectives of the WINTOUR program are to:

- › Prepare broadly trained, highly adaptable, qualified professionals for the tourism and wine industries. These graduates may then promote innovative wine tourism developments to generate added value through increased income and recognition of this sector.
- › Provide students with multidisciplinary and multi-sectorial knowledge and training that increases their understanding of wine-making and tourism management.
- › Promote high-quality, practical training in entrepreneurship and company management via the organization of internships within the non-academic sector.

- › Ensure the effective integration and networking activities of students within the socio-cultural and professional environment during their period of training.



# Program structure

	Optional	Wine tourism & marketing	Wine-making	Wine heritage	Internships
<b>S1</b> URV	<ul style="list-style-type: none"> <li>› Adaptation to oenology (6 ECTS)</li> <li>› Adaptation to geography &amp; economy (6 ECTS)</li> <li>› Adaptation to economics (3 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Leisure and wine tourism (6 ECTS)</li> <li>› Marketing of tourism &amp; wine (6 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Sparkling wine production (6 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Spanish wine regions (3 ECTS)</li> <li>› Spanish wine heritage &amp; culture (3 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Adaptation to practical wine-making (3 ECTS)</li> </ul>
<b>S2</b> UBx		<ul style="list-style-type: none"> <li>› Management of wine tourism firms and entrepreneurship (3 ECTS)</li> <li>› ICT &amp; wine tourism - Oenotourism 2.0 (6 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Aged &amp; sweet wine production (6 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Wine appellations knowledge, food matching and service, tasting (6 ECTS)</li> <li>› French wine heritage &amp; traditions (3 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Wine tourism internship (6 ECTS)</li> </ul>
<b>S3</b> UP		<ul style="list-style-type: none"> <li>› Wine tourism behavior (3 ECTS)</li> <li>› Wine tourism communication and new marketing tools (6 ECTS)</li> <li>› Wine tourism events management (3 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Fortified wine production (6 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Portuguese wine regions</li> <li>› Portuguese wine heritage and tourism (3 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>› Practical wine-making</li> </ul>
<b>S4</b>	Master thesis and professional internship (30 ECTS)				

## How to apply?

Selection is based on the following criteria:

- › CV and academic track record (50%)
- › Cover letter and professional project: an individual interview may be organized (30%)
- › Professional experience in the field and previous international mobility (10%)
- › Other languages especially Spanish, French or Portuguese (10%)

## 1st call: applicants Erasmus Mundus (EMJMD) scholarships

› 14th November 2019 - 6th February 2020

## 2nd call: self-funded applicants

› 12th March 2020 - 29th April 2020

Consult the website: [www.wintour-master.eu/en/apply/](http://www.wintour-master.eu/en/apply/)

## Strengths

Managing complex information on different topics in a foreign language.

Defining diagnostics/assessments via the efficient management and use of information.

Solving problems within multidisciplinary contexts in a creative and innovative way.

Collaborating with multidisciplinary teams within different contexts.

Communicating complex ideas clearly to all target publics.

Applying ethical principles and social responsibilities as a citizen and as a professional.

Developing the necessary autonomy to work on research projects within scientific/technological partnerships.

## → And after?

The WINTOUR program trains professionals in the field of oenology and tourism, who may apply for positions in the following areas:

- › **Private sector:** creation of start-ups and business initiatives with a focus on wine as a tourist attraction and tourism as a means for promoting wine and wine regions; development of international marketing strategies, wine tourism activities of companies within the wine industry; specialized consultancy in the design and development of new strategies for increasing the competitiveness of the wine sector.
- › **Public administration:** positions in public organizations responsible for the planning, management and promotion of wine tourism products at a local, national and international level.
- › **Research and teaching:** participation and leadership of multidisciplinary research teams in the fields of oenology and tourism, in public or private research organizations.

## Contacts

PROGRAM COORDINATORS:

- › **Gemma Beltran (URV):** gemma.beltran@urv.cat
- › **Pierre-Louis Teissedre (UBx):** pierre-louis.teissedre@u-bordeaux.fr
- › **Laurence Geny (UBx):** laurence.geny-denis@u-bordeaux.fr

SECRETARY: master.wintour@urv.cat

[www.wintour-master.eu/en\\_index/](http://www.wintour-master.eu/en_index/)



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