



WINTOUR MASTER THESIS PROJECTS

COUNTRY OF
APPLICATION

Intake 2016-2018	
DEVELOPMENT OF MARKETING STRATEGY FOR "PRIORAT ENOTURISME"	Spain
WINE TOURISM STRATEGY DEVELOPMENT FOR DE MÜLLER COMPANY	Spain
INTERNATIONAL DIGITAL STRATEGY OF A PORTUGUESE WINE COMPANY WITHIN A GLOBAL WINE TOURISM MARKET	Portugal
A NEW IDENTITY FOR A NEW TERRITORY	France
HOW TO BETTER ATTRACT CONSUMERS BELONGING TO LUXURY SEGMENT: WINE TOURISM AT GRAHAM'S	Portugal
MODULAR APPROACH TO WINE & FOOD TOURS FOR ALENTEJO AND ANDALUCIA	Portugal/Spain
CHÂTEAU LE CROCK: OBJECTIF BEST OF WINE TOURISM 2019	France
FRAMEWORK FOR THE DEVELOPMENT OF A WINE TOURISM PRODUCT FOR THE MICE SEGMENT AT BODEGAS VALDEMAR	Spain
DEVELOPMENT OF WINE TOURISM IN REMOTE ZONES: A CASE STUDY OF BODEGA CERRO CHAPEU	Uruguay
USING MOTORCYCLE ROUTES TO AUGMENT OENOTOURISM IN A REMOTE MOUNTAIN WINERY IN THE PALLARS JUSSA	Spain
WINE TOURISM AS A BUSINESS UNIT FOR SMALL AND MEDIUM-SIZED WINERIES: THE CASE OF BODEGAS TOBELOS	Spain
URBAN WINERIES: AUTHENTICITY AND SUSTAINABILITY IN THE CONTEXT OF WINE TOURISM	United Kingdom
IMPROVING PERFORMANCE AND PROMOTION OF MONTE DA CASTELEJA	Portugal
EXPLORING THE POTENTIAL OF PORTUGAL AS WINE TOURISM DESTINATION FOR SWISS CLIENTS	Portugal
EUMELIA, LIVING WINE GUESTHOUSE AND FARM	Greece
DESIGN AND IMPLEMENTATION OF THE MULTI-CRITERIA EVALUATION SCHEME FOR THE WINE TOURISM EXPERIENCE	Portugal
WINE TOURISM DESTINATION BRANDING STRATEGY: CASE STUDY ON CHANGYU AFIP	China
WINE AND WINE RELATED ACTIVITY PREFERENCE RESEARCH ON CHINESE TOURISTS	Spain
ENOTOURISM'S PROPOSAL FOR VIÑA ARNAIZ	Spain
DESIGNING NEW WINE TOURISM EXPERIENCES FOR MoVIN AGENCY	Hungary
DEVELOPING A NEW WINE TOURISTIC PRODUCT - WINE TRANSFER TOUR BETWEEN BUDAPEST AND ZAGREB	Hungary/Croatia
DEVELOPMENT OF A DIGITAL STRATEGY FOR A NEW WINE TOURISM PRODUCT	Spain
STORYTELLING AS A MARKETING TECHNIQUE APPLIED TO THE WINE BUSINESS TO ADDRESS NEW GENERATIONS	Spain
WINE TOURISM AT JAUME SERRA BODEGA: ANALYSIS & TRAILS OF IMPROVEMENT	Spain
WINE TOURISM PROJECT: CREATION OF BEST PRACTICE MANUAL	Portugal

Intake 2017-2019	
WINE TOURISM CLUSTER MODEL BASED ON KETTMEIR AND SANTA MARGHERITA WINE GROUP	Italy
EXPLORING CIRCULAR ECONOMY AS AN INNOVATIVE APPROACH THROUGH A WINE TOURISM ITINERARY	Spain
VINEYARD CLASSIFICATION SYSTEMS AS A POTENTIAL WINE TOURISM RESOURCE	Spain
DEVELOPMENT SOCIAL DIGITAL MARKETING STRATEGIES IN WINE TOURISM FOR PORTUGUESE WINE MARKET	Portugal
HOW CAN WINE TOURISM BE A TOOL FOR RAISING AWARENESS ON CLIMATE CHANGE?	Italy
RIBERA DEL DUERO AND RUEDA: HOW TO GROW WITHIN WINE TOURISM MARKET	Spain
DEVELOPING STRATEGIC BRAND MARKETING COMMUNICATIONS THROUGH WINE TOURISM: HOW A BIODYNAMIC WINERY AND RURAL HOTEL IN MALLORCA CAN SPREAD ITS WINGS	Spain
EXPLORING INNOVATIVE APPROACHES TO WINE TOURISM THROUGH NEW MEDIA TECHNOLOGIES	France
WINE TOURISM PROJECT: DEVELOPING AND IMPLEMENTING THE CONCEPT OF WINE ROUTES IN MOLDOVA	Moldova
INNOVATIVE OENOTOURISM APPROACHES TO WINE POSITIONING. CHATEAU DE BELLET CASE	France
SYSTEMATIC APPROACH TO THE SERVICE DESIGN IN THE WINERY: TOUCH POINTS AND CUSTOMER JOURNEY MAP	Austria
DEVELOPMENT OF A NEW WINE TOURISM PRODUCT AT JEAN LEON'S WINERY	France
DEVELOPMENT OF AN ENOTOURISTIC PLAN FOR ALBESA-FIGUEROLA S.C.P.	Spain
DEVELOPMENT OF WINE TOURISM WITHIN AGRITOURISM IN PIEDMONT. THE CASE OF LA BIOCA.	Italy
WINETOURISM DEVELOPMENT IN HISTORICAL GUEST HOUSES	Portugal
ANALYSIS OF THE TOURIST SERVICES COMPANY ENOAVENTURA AND PROPOSALS FOR ITS IMPROVEMENT	Spain
DEVELOPMENT OF A SOCIAL MEDIA MARKETING STRATEGY FOR WINE TOUR TRAVEL AGENCIES WITH A FOCUS ON INFLUENCER MARKETING	Italy
PORT WINE EXPERIENCE FOR THE CHINESE MARKET	Portugal
DEVELOPMENT OF WINE TOURISM IN ALVAREZ DURAN WINERY	Spain
MORE THAN WINE: DESIGN OF HOLISTIC AND SUSTAINABLE EXPERIENCE IN WINE DESTINATIONS	Italy
IMPLEMENTING A COMPETITIVE STRUCTURE ON WINE TOURISM EXPERIENCES	Spain
URUGUAY NEW PRODUCT: THE EMERGING CASE OF CANELONES WINE TOURISM	Uruguay
VINEDO DE LOS VIENTOS: A FAMILY WINERY IN URUGUAY, THE NEXT NEW WORLD OF WINE	Uruguay
CYCLING AS WINE TOURISM. DESIGNING SUCCESSFUL CYCLING AND WINE HOLIDAYS IN WINE REGIONS. A TOUR OPERATOR PERSPECTIVE	Spain
WINE DESIGN AS AN ARTISTIC INTERMEDIARY IN DISCOVERY OF CULTURAL IDENTITIES	Portugal

Intake 2018-2020	
PORTO AND DOURO VALLEY WINE TOURISM AND BRAND LOYALTY IN THE TIME OF COVID19	Portugal
DEVELOPING THE SET OF PRO-SUSTAINABLE CORPORATE VALUES OF A WINE TRAVEL AGENCY AND INCLUDING IT IN THE BRAND COMMUNICATION STRATEGY	Italy
LOCKDOWN SERIES	Italy
SPAIN'S WINERY AS A TOURISM ATTRACTION FOR THE CHINESE MARKET—CASE STUDY OF MARCO ABELLA	Spain
THE POWER OF A GOOD STORY: HOW TO EFFECTIVELY COMMUNICATE A WINE TOURISM EXPERIENCE TO THE MEDIA	Portugal
URBAN APPELLATION: SERVING WINE BY THE GLASS AT THE CELLAR DOOR	France
VINS I OLIS SUÑER: PRACTICAL EFFORTS TO BOOST THE WINE AND OLIVE OIL TOURISM	Spain
THE NEW WINE EXPERIENCES AT "ESPAÇO PORTO CRUZ": A MULTISENSORY JOURNEY ABLE TO MAXIMIZE THE VISITOR'S IMPRESSIONS, SATISFACTION AND PLEASURE	Portugal
IMPLEMENTING UNWTO QUALITY STANDARD IN WINE TOURISM	Spain
WINE TOURISM DEVELOPMENT IN FORTIFIED WINE AREAS. CASE OF STUDY: MARCO DE JEREZ.	Spain
DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIES AT AZIENDA AGRICOLA COS	Italy
WINE TOURISM PRODUCT PROPOSAL "ZEN LIFE IN MAS ZENITUDE"	France
DEVELOPMENT OF ITER VITIS CULTURAL ROUTES FOR AZERBAIJAN	Azerbaijan
IMPLEMENTATION OF A WINE ROUTE AS A TOOL FOR RURAL DEVELOPMENT IN GRAN CANARIA ISLAND	Spain
WINE TOURISM AS A MEANS TOWARDS ECONOMIC PROFITABILITY FOR THE CANARY ISLANDS' WINE SECTOR: RECOMMENDATIONS FOR COLLABORATION-BASED INITIATIVES	Spain
THE WINE MUSEUM CONCEPT IN WINE TOURISM: STUDY CASE OF CÁLEM CELLAR	Portugal
SOLO FEMALE TRAVELLERS AS A GROWING SEGMENT IN WINE TOURISM	Estonia
LGBT TRAVELERS AS WINE TOURISTS IN THE CONTEXT OF PORTUGAL FROM A TOUR OPERATOR'S PERSPECTIVE	Portugal
FACING GLOBAL ECONOMIC VARIATIONS IN THE WINE INDUSTRY, THE CASE OF DE MULLER COMPANY	Spain
ASIAN MARKET DEVELOPMENT ON CHAMPAGNE WINETOURISM	France
BUILDING A FRAMEWORK FOR CONTINUED COMMUNICATION DURING A LARGE-SCALE CRISIS IN TOURISM: FROM THE PERSPECTIVE OF A WINE TOUR OPERATOR	Portugal
WINE TOURISM OF THE FUTURE - A CASE STUDY IN STAATSWEINGUT FREIBURG FOCUSING ON UNIVERSITY STUDENTS	Germany
CO-HUB FOR ITALIAN WINES: MULTIDIMENSIONAL WINE TOURISM DIGITAL PLATFORM	Italy

Intake 2019-2021	
STRATEGIES FOR DEVELOPING WINE TOURISM AT QUINTA DA AVELEDA	Portugal
IMPLEMENTATION OF THE SUSTAINABILITY MEASURES CARRIED OUT IN THE WINERY UPON THE VISIT	Spain
COMMUNICATION PLAN OF THE NEW WINE ROUTE OF DOURO AND PORTO	Portugal
WEBSITE TRANSFORMATION FOR 'LIMA AND SMITH LDA' IN AN EFFORT TO IMPROVE DIGITAL STRATEGY AND WINE TOURISM ONLINE EXPERIENCE	Portugal
ANALYSIS OF CHURCHILL'S COMPANY AFTER COVID-19 CRISIS, AND PROPOSAL TO ATTRACT LOCAL POPULATION IN THE DOURO VALLEY	Portugal
E-LEARNING PLATFORM AS A TOOL TO PROMOTE A WINE REGION. CASE OF POMEROL	France
A DIAMOND IN THE ROUGH - A STUDY ABOUT WINE TOURISM IN SALINA	Italy
ANALYSIS AND PROPOSALS TO IMPROVE THE QUALITY OF THE TOURISM OFFER IN PRIORAT ENOTURISME	Spain
REVIVING THE CULT OF DIONYSUS: LEVERAGING STORYTELLING CAPABILITIES OF AFIANES WINES TO AN INTERNATIONAL AUDIENCE	Greece
DEVELOPING STORYTELLING FOR THE UK MARKET ACROSS ALL THE DIFFERENT TYPES OF GEORGIAN WINE PRODUCERS	United Kingdom/Georgia
DEVELOPMENT OF RISK MANAGEMENT PLAN DURING A GLOBAL PANDEMIC - THE CASE OF "SIMPLESMENTE... VINHO"	Portugal
GROWING WITH EVERY CLICK: DIGITAL STRATEGIES TO STRENGTHEN THE MADEIRA WINE ROUTE	Portugal
NEW WINE TOURISM DESTINATION - VILLA ALVOR	Portugal
WINE TOURISM STRATEGY PROPOSAL FOR CROATIAN WINE REGION SLAVONIA AND DANUBE	Croatia
DEVELOPMENT AND IMPLEMENTATION OF SUSTAINABLE WINE TOURISM IN TWO DIFFERENT WINERIES IN THE LANGUEDOC REGION	France
DEVELOPING WINE TOURISM FOR COVIDES, A WINE COOPERATIVE IN PENEDEËS	Spain
CREATING A WINE TOURISM FRAMEWORK FOR NEW WINERIES IN PORTUGAL	Portugal
DEVELOPMENT OF A WINE TOURISM STRATEGY AT CHÂTEAU CHAUVIN - GRAND CRU CLASSÉ SAINT EMILION	France
TOURISM NETWORKS AND CLUSTERS AS A TOOL OF RURAL DEVELOPMENT IN WINE REGIONS. STUDY CASE IN ALENTEJO, PORTUGAL	Portugal
DIGITAL MARKETING CONSULTING: HOW TO AUDIT THE ONLINE PRESENCE OF A WINERY AND THE CASE OF BODEGAS LOLI CASADO	Spain
ESTIMATION OF CARBON FOOTPRINT IN THE OENOTOURISM SECTOR IN BORDEAUX WINE REGION	France
ADAPTING WINE TOURISM TO A CHANGING WORLD: CASE STUDY AT BODEGAS VALDEMAR	Spain
SUSTAINABILITY AS A DIFFERENTIATING FACTOR OF WINE PRODUCING REGIONS AS DESTINATIONS FOR EASTERN EUROPEAN AND CENTRAL ASIAN VISITORS	Austria
USING WINE TOURISM TO BENEFIT THE LOCAL COMMUNITY: A PROPOSAL FOR SOALHEIRO AND PROJECT GERMINAR	Portugal
ANTÓNIO MAÇANITA WINEMAKER WINE CLUB STRATEGY	Portugal

Intake 2020-2022	
STRUCTURING A LOCAL STRATEGY FOR A WINERY: GROWING WINE TOURISM ON A BUDGET. THE QUINTA DA PLANSEL CASE STUDY	Portugal
DEVELOPMENT OF WINE TOURISM EXPERIENCES FOR LUXURY WINERY KORTA KATARINA	Croatia
WINE EDUCATION AS A TOURISTIC PRODUCT: A CASE STUDY OVER THE WINE SCHOOL OF WORLD OF WINE	Portugal
WORLD OF WINE: THE PATH OF INNOVATIVE EXPERIENCES THROUGH CULTURAL DISTRICTS	Portugal
THE ROLE OF WINE TOUR OPERATORS IN THE DEVELOPMENT OF SUSTAINABLE TOURISM IN CRETE	Greece
WINE TOURISM AS DESTINATION IMAGE DIVERSIFICATION TOOL FOR CANARY ISLANDS	Spain
WINE & GASTRONOMY TOURISM CONNECTING PEOPLE	Italy
DEVELOPMENT OF A GOURMET WINE TOURISM STRATEGY IN A NON-WINE REGION: CASE STUDY OF CAVES MARCON	France
WINE TOURISM AND COMMUNICATION STRATEGY FOR A WINERY IN A MASS TOURISM CONTEXT: THE CASE OF BODEGA AVA VI	Spain
CREATING PRACTICAL GUIDELINES FOR BASIC WINE TOURISM PRINCIPLES	United States
THE WINE TOURIST CANNOT LIVE BY WINE ALONE. CONSIDERATIONS FOR CONCEPTUALIZING A RESTAURANT AT AN ESTABLISHED WINE TOURISM SITE	Portugal
THE USE OF CROSSMODAL CORRESPONDENCE ON DESIGNING A MULTISENSORIAL WINE EXPERIENCE FOR WINERIES	Portugal
WINE TOURISM PRODUCT DEVELOPMENT CONSIDERATIONS FOR THE CHAMPAGNE REGION	France
DEVELOPING COMMUNICATION STRATEGY FOR THE MADEIRA WINE COMPANY: DIGITAL TOOLS AND FEEDBACK MANAGEMENT AT BLANDY'S WINE LODGE	Portugal
"TASTE ENCOUNTERS WITH MUMM": THE EFFECT OF SENSORIAL MARKETING ON THE WINE INDUSTRY	France
INTEGRATED MARKETING COMMUNICATION TECHNIQUES FOR VIVANT WINE CLUBS TO INCREASE BRAND AWARENESS AND VISIBILITY OF DIGITAL WINE TOURISM EXPERIENCES OF THE VIVANT PLATFORM	France
VALORIZATION AND COMMUNICATION OF THE WINE HERITAGE OF CHIANTI CLASSICO REGION, THROUGH VISUAL CONTENTS	Italy
COMMUNICATION ON WINE TOURISM IN A TUSCANY WINERY	Italy
WINE TOURISM AS A TOOL FOR SUCCESS IN NEW WINE DESTINATIONS: THE CASE OF RUFFUS	Belgium
DISCOVERING ASPECTS OF EXPERIENTIAL WINE TOURISM: DEVELOPING A FARM-TO-TABLE EXPERIENCE FOR A BIODYNAMIC WINERY IN SOUTH TYROL, ITALY	Italy
OPTIMIZATION OF PARTNERSHIP AFFILIATION IN WINE TOURISM INDUSTRY THROUGH SYSTEMIC APPROACH, DIGITAL SOLUTIONS AND MARKET MULTIDIMENSIONALITY: WINETOURISM.COM CASE STUDY	Sweden/global
CASE STUDY OF FRENCH WINE EXPORTING TO JAPAN AS A MODEL OF BUSINESS DEVELOPMENT IN TAIWAN	France/Taiwan
DEVELOPMENT OF THE CONCEPT OF AN URBAN WINE CELLAR AS A TOURIST DESTINATION AND A PLACE OF ATTRACTION FOR LOCALS IN TBLISI, GEORGIA	Georgia

*FILM AS A BRANDING TOOL IN WINE TERRITORIES: A PROPOSAL FOR WINEMASTERS.TV
AND A NEW WINE TRAVEL SHOW*

Netherlands/global