



# INTERNATIONAL MASTER ON WINE TOURISM INNOVATION

## Internships booklet



With the support of the  
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UNIVERSITAT  
ROVIRA I VIRGILI

université  
de BORDEAUX

U. PORTO

# What is WINTOUR?

The International Master on Wine Tourism Innovation (WINTOUR) is the **first master's degree with European academic certification in the field of wine tourism.**

The programme offers a truly integrated study program that takes advantage of the know-how in Tourism and Oenology of three universities and regions of Europe: Universitat Rovira i Virgili (Tarragona, Spain), Université de Bordeaux (France) and Universidade do Porto (Portugal).

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

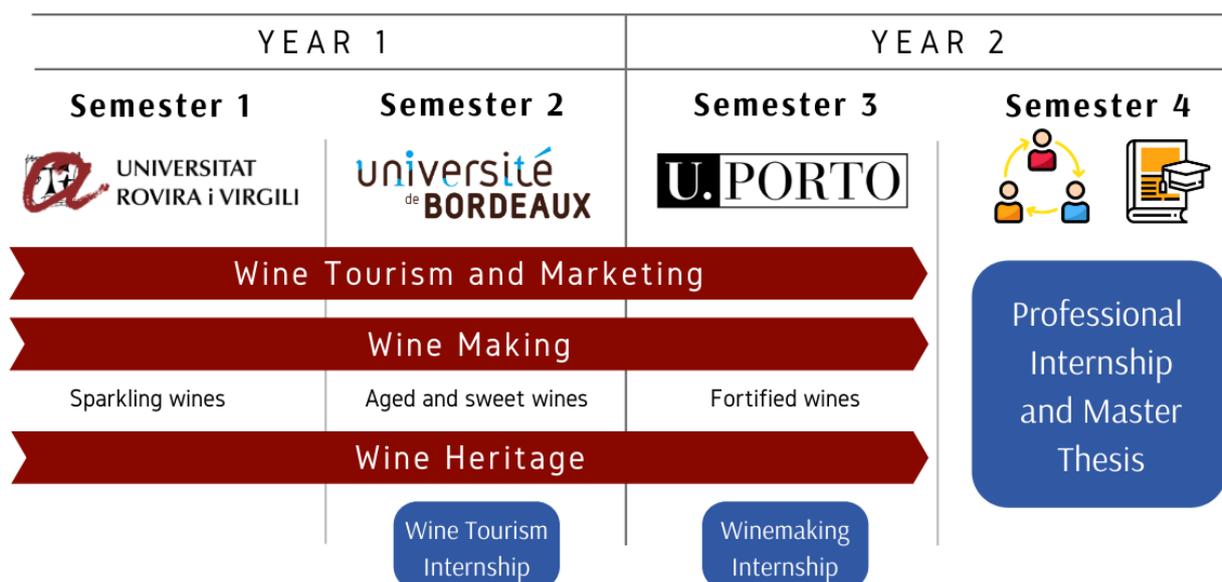
***A multidisciplinary programme focused on excellence***



## GENERAL STRUCTURE



International Master on Wine Tourism innovation



# What internships are included in the programme?

WINTOUR aims to promote high-quality practical training in entrepreneurship and company management by involving students in several compulsory internships in the non-academic sector.

As part of their training to face the world-of-work after graduation, the consortium encourages the students to be particularly active in finding and securing their internships.

## *Intensive training through 3 different internship periods*

Organizations hosting WINTOUR interns should **appoint a professional supervisor** and commit to **provide students working space and facilities** to develop properly the tasks assigned (in line with the objectives and learning outcomes established in the academic programme).

### **Wine Tourism Internship**

#### **1<sup>st</sup> year – 4 weeks in June (with possibility of extension over the summer)**

Students are placed in a public organization or a private company developing its activity in the field of wine tourism. The objective is for the student to learn and experience first-hand the different wine tourism activities offered by the hosting entity, and how these are planned, organized, and managed.

Ideally, this internship can be carried out at the same host entity that the final Master Thesis Internship, so that the student, with the knowledge and experience gained from the different wine tourism activities offered by the company, can propose, improve, and develop an innovative Master Thesis in the last semester.

This internship is coordinated and evaluated by **Université de Bordeaux**. Therefore, the process of assignment of the host entity and the signature of protocols follows the rules of this university.

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## Practical Winemaking Internship

### 2<sup>nd</sup> year – 4 weeks between August and September

Students are placed in a winery (preferably, but not restricted to, in Spain, France, or Portugal), and actively participate in the harvest and wine making process. The outcome of this training is to familiarize the students with the regular wine making practices, skills that are fundamental for any wine related professional.

This internship is coordinated and evaluated by **Universidade do Porto**. Therefore, the process of assignment of the host entity and the signature of protocols follows the rules of this university.

## Final Professional Internship – Master Thesis

### 2<sup>nd</sup> year – 4 months between February and June

The Master Thesis is the result of the whole academic programme, in which the students have to develop a project related to the field of wine tourism during a professional internship stay in an institution or entity, public or private. This is the final outcome of the overall programme, so it has to show and put into practice the knowledge and competences acquired in the master's degree courses. The thesis is presented as a report in English and defended in front of the thesis evaluating committee.

Students are required to complete **at least 600 hours of professional work** (including 100 hours of thesis writing), related to wine tourism, adapting to the company's working hours.

The Master Thesis should focus on the development of an innovative wine tourism project or a research project in the field of wine tourism, such as:

- The design of a new wine tourism product
- The design of a plan or proposal to improve the marketing aspects of a wine tourism company or organization
- The design of a plan with the definition of strategies for the development of wine tourism in a wine-growing region, etc.

The list of projects developed to date can be found [here](#).

The project is supervised by an academic tutor from one of the three universities (URV, UB, and UP) and a professional tutor. The tasks of this professional supervisor are the following:

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- To confirm that the Student can develop the internship in good conditions (in terms of security, labour regulations, and hygiene).
  - To ensure the Student's proper learning, respecting the internal rules and confidentiality of the company.
  - To ensure the development of the specific tasks featured in the collaborative agreement.
  - To fill in an assessment form to evaluate the Student.

This internship is coordinated and evaluated by the three partner universities of the Consortium, each being responsible for the academic supervision of one third of the students. Therefore, the process of assignment of the host entity and the signature of protocols follows the rules of the hosting university.

# How can my organization host interns?

In case you offer internship programs, or your entity may be interested in incorporating an intern to your team, we offer you the possibility to share with us these opportunities through the following link:

<https://forms.gle/W3uS48SZ8snHn2Ss6>

We remain available for any questions or additional information at the General coordination e-mail address ([master.wintour@urv.cat](mailto:master.wintour@urv.cat)) or, alternatively, at the local coordination offices at each partner university. You are more than welcome to contact the nearest one:

- URV (Spain): Cinta Sanz-Ibáñez ([cinta.sanzi@urv.cat](mailto:cinta.sanzi@urv.cat))
- UBx (France): Agathe Lairy ([agathe.lairy@u-bordeaux.fr](mailto:agathe.lairy@u-bordeaux.fr))
- UP (Portugal): Julia Galli ([wintour.fcup@fc.up.pt](mailto:wintour.fcup@fc.up.pt))

## *Join an international Consortium of leading organizations in Wine Tourism*

Organizations hosting WINTOUR interns, especially for the final professional internship (Master Thesis), should become Associate Partners of the Consortium.

### **What role do WINTOUR Associated Partners play?**

The WINTOUR Consortium is composed by the three organizing universities (URV, UBx, and UP) and a growing list of Associated Partners from the **academic, public, and private sector** that are selected according to their excellence in the fields related to the master programme.

The main role of Associated partners is **hosting WINTOUR students for internships** (if that suits the company needs; there is no need to commit at hosting students every year).

Complementarily, there are other tasks in which Associated Partners might take part:

- To raise awareness and contribute to the dissemination of the WINTOUR Programme.

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- To participate in the implementation of the project and the activities of the WINTOUR Programme (offering visits included in field trips, giving talks as guest lecturers, etc.)
  - To be present (through a representative) in the corresponding governing bodies (Executive Committee, Academic Committee and Quality Committee), as well as to participate in the General Assembly.

### What are the benefits for my organization?

- Being part of a **global project** promoting the first master's degree with European academic certification in the field of wine tourism.
- Promoting **collaboration synergies** with an international Consortium, including leading higher education institutions, public organizations, and private companies with a wide expertise in the fields of tourism, oenology, and wine tourism innovations.
- Having vast **dissemination opportunities** through a growing network of students, alumni, professors, and other professionals in the field of wine tourism (website, social media, mailings, private groups...).
- Meeting **highly talented and multidisciplinary educated students from all over the world** and having the opportunity to add value to your organization, either by hosting the students as interns during their studies or recruiting them as new members of your team after their graduation.

### How can we become Associated Partners of the WINTOUR Consortium?

- STEP 1 → Candidates fill in an **adhesion form and write a letter of commitment** (such documents are provided by students prior formalizing their internships, or by the WINTOUR Secretariat in other cases). Documentation must be sent to [master.wintour@urv.cat](mailto:master.wintour@urv.cat). The procedure does not imply any economic cost for the organization.
- STEP 2 → The adhesion proposals are presented at the following Consortium Meeting for **approval** by the three organizing universities. If the proposal is accepted, the WINTOUR Secretariat proceeds to inform the new Associated Partner(s) by email.

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- STEP 3 → The WINTOUR Secretariat sends the new Associated Partner(s) a copy of the **WINTOUR Consortium Agreement**. The purpose of this agreement is to agree on the regulation and management of the EMJMD on Wine Tourism Innovation (WINTOUR), and to specify the respective rights and obligations of the parties regarding the implementation of the joint programme.

According to the European Commission, Associated Partners of the Consortium should be aware of the content of this document and that they play a role within an organized framework for the implementation of the EMJMD programme. Once read it and made any question/comment (if any), the person responsible for the organization must sign the agreement and send it back to the WINTOUR Secretariat in due course.