



TÍTULOS DE LOS ÚLTIMOS TRABAJOS DE FIN DE MÁSTER PRESENTADOS EN EL MÁSTER EN MÁSTER INTERNACIONAL EN INNOVACIÓN EN ENOTURISMO, WINTOUR.

(2021-2022)

Fecha de actualización: 04/03/2024

- STRUCTURING A LOCAL STRATEGY FOR A WINERY: GROWING WINE TOURISM ON A BUDGET. THE QUINTA DA PLANSEL CASE STUDY
- DEVELOPMENT OF WINE TOURISM EXPERIENCES FOR LUXURY WINERY KORTA KATARINA
- WINE EDUCATION AS A TOURISTIC PRODUCT: A CASE STUDY OVER THE WINE SCHOOL OF WORLD OF WINE
- WORLD OF WINE: THE PATH OF INNOVATIVE EXPERIENCES THROUGH CULTURAL DISTRICTS
- THE ROLE OF WINE TOUR OPERATORS IN THE DEVELOPMENT OF SUSTAINABLE TOURISM IN CRETE
- WINE TOURISM AS DESTINATION IMAGE DIVERSIFICATION TOOL FOR CANARY ISLANDS
- WINE & GASTRONOMY TOURISM CONNECTING PEOPLE
- DEVELOPMENT OF A GOURMET WINE TOURISM STRATEGY IN A NON-WINE REGION: CASE STUDY OF CAVES MARCON
- WINE TOURISM AND COMMUNICATION STRATEGY FOR A WINERY IN A MASS TOURISM CONTEXT: THE CASE OF BODEGA AVA VI
- CREATING PRACTICAL GUIDELINES FOR BASIC WINE TOURISM PRINCIPLES
- THE WINE TOURIST CANNOT LIVE BY WINE ALONE. CONSIDERATIONS FOR CONCEPTUALIZING A RESTAURANT AT AN ESTABLISHED WINE TOURISM SITE
- THE USE OF CROSSMODAL CORRESPONDENCE ON DESIGNING A MULTISENSORIAL WINE EXPERIENCE FOR WINERIES
- WINE TOURISM PRODUCT DEVELOPMENT CONSIDERATIONS FOR THE CHAMPAGNE REGION
- DEVELOPING COMMUNICATION STRATEGY FOR THE MADEIRA WINE COMPANY: DIGITAL TOOLS AND FEEDBACK MANAGEMENT AT BLANDY'S WINE LODGE
- "TASTE ENCOUNTERS WITH MUMM": THE EFFECT OF SENSORIAL MARKETING ON THE WINE INDUSTRY
- INTEGRATED MARKETING COMMUNICATION TECHNIQUES FOR VIVANT WINE CLUBS TO INCREASE BRAND AWARENESS AND VISIBILITY OF DIGITAL WINE TOURISM EXPERIENCES OF THE VIVANT PLATFORM
- VALORIZATION AND COMMUNICATION OF THE WINE HERITAGE OF CHIANTI CLASSICO REGION, THROUGH VISUAL CONTENTS
- COMMUNICATION ON WINE TOURISM IN A TUSCANY WINERY
- WINE TOURISM AS A TOOL FOR SUCCESS IN NEW WINE DESTINATIONS: THE CASE OF RUFFUS



- DISCOVERING ASPECTS OF EXPERIENTIAL WINE TOURISM: DEVELOPING A FARM-TO-TABLE EXPERIENCE FOR A BIODYNAMIC WINERY IN SOUTH TYROL, ITALY
- OPTIMIZATION OF PARTNERSHIP AFFILIATION IN WINE TOURISM INDUSTRY THROUGH SYSTEMIC APPROACH, DIGITAL SOLUTIONS AND MARKET MULTIDIMENSIONALITY: WINETOURISM.COM CASE STUDY
- CASE STUDY OF FRENCH WINE EXPORTING TO JAPAN AS A MODEL OF BUSINESS DEVELOPMENT IN TAIWAN
- DEVELOPMENT OF THE CONCEPT OF AN URBAN WINE CELLAR AS A TOURIST DESTINATION AND A PLACE OF ATTRACTION FOR LOCALS IN TBLISI, GEORGIA
- FILM AS A BRANDING TOOL IN WINE TERRITORIES: A PROPOSAL FOR WINEMASTERS.TV AND A NEW WINE TRAVEL SHOW