



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

(2022-2023)

Fecha de actualización: 04/03/2024

- FEMVERTISING AS A TOOL FOR WINE TOURISM TO INCREASE POST-VISIT WINE SALES AND INTENTIONS OF TOURISTS TO RECOMMEND THE WINE CELLAR
- STRATEGIC USE OF BLOGS TO INCREASE WINE TOURISM SALES: A FRAMEWORK MODEL OF BEST PRACTICES
- ENHANCING THE VALUE OF ONLINE TRAVEL AGENCY AS AN ONLINE DISTRIBUTION CHANNEL IN THE WINE TOURISM INDUSTRY: THE CASE OF WINEDERING.COM
- ENLARGING STORYTELLING METHODS TO INFLUENCE WINE CUSTOMER BUYING BEHAVIOR
- DOMINIO DEL CHALLAO: WINE TOURISM IN HERITAGE VILLAGES
- BRIDGING THE GAP: A TEXTUAL ANALYSIS OF QUINTA DA GRICHA FOR ENHANCED MARKETING STRATEGIES AND TOURISM OFFER
- BODEGAS VALDEMAR: ACCESSIBLE TOURISM AND ITS RECOVERY AFTER COVID-19
- WINE TOURISM IN ECO-FRIENDLY WINERIES: HOW DOES IT ATTRACT YOUNGER CONSUMERS?
- THE OMNICHANNEL CUSTOMER JOURNEY IN WINE TOURISM
- EXPLORING THE SYNERGISTIC PARTNERSHIPS IN WINE TOURISM: A CASE STUDY OF THE YEATMAN HOTEL AND PORTUGUESE WINERIES
- IMPLEMENTATION OF AN AI-BASED CONTENT CREATION STRATEGY IN THE WINE TOURISM ORGANIZATION: THE CASE STUDY OF WINALIST
- ONLINE BOOKING PLATFORMS AS A B2B SERVICE FOR WINE TOURISM PROVIDERS
- APPLYING THE INNOVATION RADAR IN THE WINE TOURISM OFFER OF A GRAND CLASSÉ IN MARGAUX - FRANCE
- FLOURISHING BUSINESS STRATEGY FOR WINE TOURISM
- DEVELOPMENT OF THE TOURISM OFFERS FOR SUSTAINABLE COTTAGE HOUSING ON PICO ISLAND, AZORES
- THE GROWTH OF BOOKING PLATFORMS IN WINE TOURISM: NEW TRENDS AND CHALLENGES FOR WINALIST, A LEADING PLATFORM IN FRANCE
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- ENGAGEMENT AND INTERACTION IN THE CREATION OF WINE TOURISM EXPERIENCE: SANDEMAN CELLAR AS A CASE STUDY
- WHY SHOULD WINERIES GO SUSTAINABLE? INSIGHTS FROM CUSTOMER EXPERIENCE IN WINE TOURISM
- CATEGORISATION AND FILTERING OF WINE EXPERIENCES ON WINE FOCUSED ONLINE TRAVEL AGENCIES
- HOW THE CITÉ DU VIN GOES BEYOND WINE TOURISM, CASE STUDY
- FROM SEA TO SIP: EXPLORING UNDERWATER WINES OF THE MEDITERRANEAN DEPTHS, A PROMISING JOURNEY IN CATALONIA
- RESEARCH AND ANALYSIS OF WINE TOURISM OFFERS IN LUXEMBOURG, IMPLEMENTATION OF NEW WINE TOURISM FOFER AT DOMAINE L&R KOX WINERY
- DEVELOPMENT OF CONNECTED VIRTUAL WINE TOURISM EXPERIENCE WITH QR CODE INTEGRATED ON WINE LABEL
- ANALYSIS OF THE SITUATION OF INCLUSIVE OENOTOURISM PROVIDED BY WINERIES OF AOP SAINT ÉMILION AND AOP SAINT ÉMILION GRAND CRU