Wine tourism Experience and Digitalisation

Ficha Técnica

Dirigido a:
This course is designed for both students and professionals who want to deepen their understanding of wine tourism experience management, from both a theoretical and practical perspective. The course offers a comprehensive exploration of the wine tourism sector, focusing on how to create, manage, and deliver unique and memorable experiences for consumers.
It begins by identifying the different stages of the consumer decision-making process that take place before, during, and after a wine tourism experience. Understanding this decision-making process is essential, as it enables tourism professionals to meet the changing needs and expectations of their visitors at every step of their journey.

Código:
MCWIEXTG-A1-2O26-1

Título al que da derecho:
Certificado de aprovechamiento

Objetivos:

- To understand the theoretical and practical concepts of tourism experience management.
- To analyze the different dimensions and stages of a memorable wine tourism experience.
- To explore the use and potential of technological advances and digital tools to implement innovative and creative wine tourism experiences.
- To analyze case studies to identify trends and developments in the wine tourism sector.

Competencias profesionales:
COE 1. Critically evaluate customer experience digitalization projects.
ESCO reference: evaluate project plans | European Skills, Competences, Qualifications and Occupations (ESCO)
COE 2. Propose a strategy for creating wine tourism experiences through collaboration with different stakeholders.
ESCO reference: seek innovation in current practices | European Skills, Competences, Qualifications and Occupations (ESCO)
COE 3. Apply a digitalization diagnostic tool for wine tourism in real environments.
ESCO reference: monitor assessment | European Skills, Competences, Qualifications and Occupations (ESCO)
COT 1. Work in multidisciplinary teams and complex contexts.
ESCO reference: work in teams | European Skills, Competences, Qualifications and Occupations (ESCO)

Dirección:
Noemí Rabassa Figueras

Docentes:
Georgina Grau Carranza

Duración:
30 h

Impartición:
virtual

Idiomas en que se imparte:
Inglés

Fechas:
del 01/03/2026 al 12/06/2026

Horario:
Asynchronous work

Ubicación:
Campus virtual Moodle

Precio:
0

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Programa

Módulo:	MO1. The Wine Tourism Experience
ECTS:	,5
Duración:	5 h.
Idiomas:	Inglés
Contenido:	
	Conceptualization, satisfaction and loyalty

Módulo:	MO2. Experience Design in Wine Tourism
ECTS:	,75
Duración:	7,5 h.
Contenido:	
	Experience design, co-creation, service employees, servuction

Módulo:	MO3. Memorable Wine Tourism Experiences

ECTS:	,75
Duración:	7,5 h.
Contenido:	
	Memorability, domain models, edutainment activities

Módulo:	**MO4. Technologies and Digitalisation in Wine Tourism**
ECTS:	,5
Duración:	5 h.
Contenido:	**Customer journey, virtual reality and augmented reality, artificial intelligence**

Módulo:	**MO5. Learning Through Case Studies**
ECTS:	,5
Duración:	5 h.
Contenido:	
	Topics: Case studies, EnoTour self-assessment tool

- **Companies:** *Gramona, Massimago, DIVINEA, Veneto Merketing, Vignobles de Larose i Quinta do Portal. Institut de formació professional: Escola d'Enoturisme de Catalunya, Lycee D'hotellerie Et De Tourisme De Gascogne, Escola Profissional De Vila Do Conde, Istituto Statale Istruzione Secondaria Superiore "Francesco Da Collo"*
- **Technical partners:** OBREAL, EURECAT

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