



**TÍTULOS DE LOS ÚLTIMOS TRABAJOS DE FIN DE MÁSTER
PRESENTADOS EN EL MÁSTER EN MÁSTER INTERNACIONAL EN
INNOVACIÓN EN ENOTURISMO, WINTOUR.
(2023-2024)**

Fecha de actualización: 2/10/2024

- EXPLORING NATURAL WINE PERCEPTION IN SPAIN: DEVELOPING DIGITAL MARKETING STRATEGIES
- HOW NEUCHÂTEL VINS ET TERROIR IS BOOSTING THE REGION'S WINE TOURISM IMAGE
- THE FORMULATION AND IMPLEMENTATION OF AN ANTI-MARKETING STRATEGY AS AN INNOVATIVE TOOL TO PROMOTE WINE AND WINE TOURISM WITHIN A HIGHLY REGULATED MARKET
- EVOLUTION OF CUSTOMER EXPERIENCE IN WINE TOURISM: CLARIFYING DEFINITION AND EXPLORING NEW DIMENSIONS
- THE POTENTIAL OF LUXURY SMALL GROUP TRAVEL IN WINE TOURISM FOR MILLENNIALS AND GEN Z
- DEVELOPING A NEW GASTRONOMIC AND WINE TOURISM EXPERIENCE: A CASE STUDY IN EUMELIA, ORGANIC AGROTURISM FARM & GUESTHOUSE
- FOSTERING COLLABORATIVE WINE TOURISM INITIATIVES: A LEAN CANVAS BUSINESS MODEL FOR PARTNERSHIPS BETWEEN RUSTIC VINES TOURS AND FAMILY-OWNED WINERIES IN SAINT-ÉMILION
- PERFORMING STATISTICAL DATA ANALYSIS ON HISTORICAL SALES DATA FOR AN ONLINE TRAVEL AGENCY - THE CASE OF WINEDERING
- DEMYSTIFYING WINE: GAMIFICATION AND STORYTELLING IN WINE TOURISM PRODUCT AMONG BENELUX CUSTOMERS
- SUSTAINABLE WINE TOURISM. BEYOND THE CELLAR DOOR: DIVERSIFIED TOURISM FOR SUSTAINABILITY
- UNLOCKING DIGITAL EXPERIENCES IN WINE TOURISM: A CASE STUDY APPROACH
- WINE CLUB MARKETING FOR GEN Z
- DEVELOPING A STRATEGY TO INCREASE BRAND LOYALTY THROUGH DIGITAL MARKETING IN AN ONLINE WINE TRAVEL AGENCY FOCUSED ON WINE TOURISM - WINEDERING
- BRINGING WINE TO LIFE: A CASE STUDY ON INTEGRATED MARKETING COMMUNICATION STRATEGIES BEHIND A PRODUCT LAUNCH AT SIMONSIG, STELLENBOSCH



- 3D WINERY TOURS AS A TOOL OF WINE TOURISM PROMOTION. THEIR IMPACT ON CONSUMER BEHAVIOUR
- THE INFLUENCE OF ENVIRONMENT AND SURROUNDINGS ON WINE TASTINGS IN WINE TOURISM
- FROM BROWSING TO BONDING: OPTIMIZING THE DIGITAL WINE TOURISM JOURNEY WITH THE HUMAN TOUCH
- THE DISCREPANCY BETWEEN THE IMAGE OF BORDEAUX AS A WINE TOURISM DESTINATION AND CHINESE PERCEPTIONS
- DEVELOPMENT OF A WINE TOURISM FOR FAMILIES AT CHATEAU BONALGUE
- SUSTAINABLE TOURISM PRACTICES IN WINE INDUSTRY: A CASE STUDY OF CHÂTEAUX LA CROIZILLE & TOUR BALADOZ IN SAINT-ÉMILION
- STORYTELLING AS A TOOL IN WINE COMMUNICATIONS: ELEMENTS FOR CHOOSING AN IMPACTFUL NARRATIVE
- ENOTOURISM'S ROLE IN REGIONAL DEVELOPMENT: A CASE STUDY OF LIVERMORE VALLEY WINEGROWERS ASSOCIATION
- A CASE STUDY OF SOMM CAMP: INNOVATIONS AND ELEMENTS OF GAMIFICATION, INTEROPERABILITY, AND PARTNER AFFILIATION IN THE ORGANIZATION OF THE EVENT
- CREATING A NEW SUSTAINABLE TOUR AT THE INTERNSHIP COMPANY RUSTIC VINES IN BORDEAUX CITY CENTRE AND PESSAC-LÉOGNAN
- FROM DESIGN TO EXPERIENCE: THE ROLE OF ARCHITECTURE IN ENHANCING WINE TOURISM AT BODEGAS BAIGORRI