

Course: Enotourism Management

ECTS: 3

Contact Hours: 21

Mode of interaction: b-learning

Objectives:

The goals of this micro-accreditation are for participants to:

1. acquire knowledge about the wine tourism sector;
2. gain the necessary tools for managing wine tourism; and
3. develop tourism activities that immerse visitors in local culture and traditions, while highlighting the nuances of wine flavors and aromas.

This training in wine tourism management aims to respond to the growing demand for wine tourism in Portugal and Europe, offering specialized education to help professionals explore and thrive in this expanding market.

Career Prospects:

This program is intended for tourism technicians and assistants from private companies and organizations in the sector, tourism assistants and technicians, and central, regional, and local government bodies in the fields of tourism and culture, including other public or private activities related to services across various areas of expertise.

Recipients:

This micro-accreditation is open to all students, professionals, and interested individuals who are directly or indirectly involved in activities within the wine tourism sector. This also includes people from various technical or scientific backgrounds who wish to deepen or complement their knowledge of wine tourism management.

Content:

Topic 1 – Wine Tourism Regions

Topic 2 – Gastronomic Heritage and Enogastronomy

Topic 3 – Enological Techniques

Topic 4 – Certification Practices of Wine Products

Topic 5 – Wine Tastings and Food Tastings