



INTERNATIONAL MASTER ON WINE TOURISM TRANSITIONS AND INNOVATIONS

The **International Master on Wine Tourism Transitions and Innovations (WINTOUR)** is **the first** master's degree with European academic certification in the field of wine tourism. It combines a large expertise in Tourism and Oenology of three universities and regions: Rovira i Virgili University (URV - Tarragona, Spain), University of Bordeaux (UB, France), and University of Porto (UP, Portugal). These universities are located in highly attractive touristic areas, and have a long tradition producing wines and specialty wines. Related industries and institutions give support to this training program.

A MULTIDISCIPLINARY PROGRAM FOCUSED ON EXCELLENCE

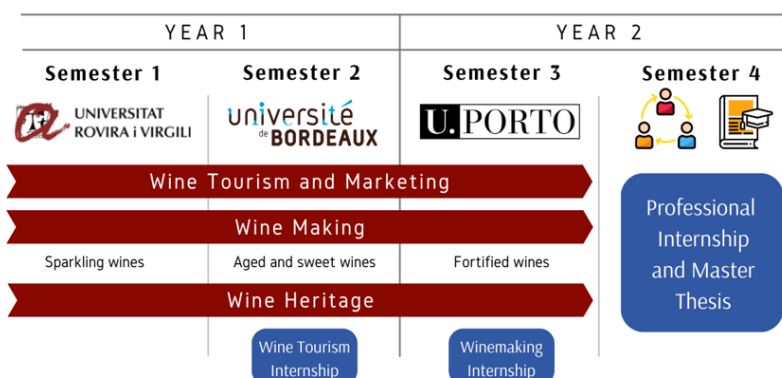
The International Master on Wine Tourism Transitions and Innovations (WINTOUR) offers a **truly integrated study program**, recognized in all three participating countries. The academic program is **structured in 120 ECTS divided in two years and 4 semesters**.

As an Erasmus Mundus program, one of the central elements of the WINTOUR master is precisely its **international mobility**. The training programme requires students to study a semester at each of the three universities: the first at Rovira i Virgili University -Tarragona, the second at University of Bordeaux, and the third at University of Porto. During these three semesters, it is expected that students also participate in fieldtrips which may involve a short-term mobility to other regions or neighbouring countries. Furthermore, the last semester of the master students undertake an internship in one of the private or public organizations associated to the Consortium, being them located in European countries (e.g. Italy, Greece, France, Portugal or Spain) or even outside the European Union.



GENERAL STRUCTURE

International Master on Wine Tourism Transitions and Innovations



WHERE:

Faculty of Oenology / Faculty of Tourism and Geography (URV)
Institute des Sciences de la Vigne et du Vin (UBx)
Faculty of Sciences / Faculty of Arts and Humanities / Faculty of Economics (UP)

LANGUAGE: English

DURATION: 120 ECTS (2 years)

PARTICIPATION FEES:

- EU Member States and Third Countries associated to the programme students: 6000€/year
- Third Countries not associated to the programme students: 8000€/year



CAREER OPPORTUNITIES

The WINTOUR programme is aimed at preparing **broadly trained** and highly adaptable and qualified professionals in the tourism and wine industries in order to promote innovative wine tourism developments which will generate added value through the increased income and recognition of this sector.

The programme covers the absence of a **new profession** that requires **multi-disciplinary and multi-sectorial knowledge and training**, while increasing their understanding of wine making and tourism management. High-quality practical training in entrepreneurship and company management is provided by involving the students in internships in the non-academic sector. Graduates may be eligible for positions in the following areas:



ERASMUS MUNDUS SCHOLARSHIPS AND OTHER FUNDING OPTIONS

Students can follow the WINTOUR programme as self-funded students or they can apply for one of the several Erasmus Mundus scholarships (EMJM action) available.

The program's website provides information about the Erasmus Mundus scholarships and other funding options either offered by the Consortium or other institutions.

- <http://www.wintour-master.eu/en/apply/emjmd-scholarships/>
- <http://www.wintour-master.eu/en/apply/other-scholarships/>

APPLICATION PROCESS 2026-2028

CALENDAR

- **17 November to 17 December 2025:** 1st Call for applications- Erasmus Mundus scholarships holders
- April 2026: Communication of the 1st Call selection results to applicants
- **8 April to 7 May 2026:** 2nd Call for applications – self-funded students
- June 2026: Communication of the 2nd Call selection results to applicants

More information about steps and documentation required:

<http://www.wintour-master.eu/en/apply/application-step-by-step/>



Contact us!
apply.wintour@urv.cat



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