

BIP

BLENDING INTENSIVE PROGRAM

Title: **Generation Wine: Blending flavours and culture**

Type of Participants: **Students**

1. Objectives and Description:

This program introduces generation Z tourism and hospitality students to the world of wine and wine culture through an interactive, design-thinking approach that fosters creativity, curiosity, and experiential learning. Participants will explore the history, production, and sensory aspects of wine while engaging in hands-on activities that emphasize problem-solving, innovation, and sustainability in the wine industry. The course aims to enhance participants' appreciation for wine and wine culture, develop their ability to critically assess wine experiences, and inspire innovative solutions to make wine culture more appealing to younger generations. By integrating storytelling, collaborative projects, and real-world case studies, this course empowers students to create forward-thinking concepts that shape the future of wine appreciation and industry practices.

2. Methods and outcomes:

The course will rely on interactive, challenged-based and design thinking methodologies, comprising hands-on workshops on wine culture, wine tasting and communication, as well as field trips, that allow participants to engage in onsite collaborative activities with multiple stakeholders.

Participants will be challenged to come up with innovative strategies to promote wine tourism and culture, drawing from their experiences and exchanges with their peers and with industry partners.

Outcomes:

By the end of the program, participants are expected to:

- Analyse the context of current wine consumption patterns and the importance of wine culture from the perspective of generation Z consumers;
- Develop critical appreciation of wine culture, as they will gain a deep understanding of the history, production, and sensory aspects of wine, thus enabling them to critically assess wine experiences and their role in tourism and hospitality;
- Assess opportunities offered by the existing media to promote wine culture and wine tourism in creative ways and identify areas for innovation relevant to solving a real challenge within this scope;
- Understand the concept of storytelling and its importance within the scope of wine tourism and culture;
- Demonstrate technical knowledge of wine and its cultural significance;
- Gather, select and analyse information, integrating it into a final pitch;
- Discuss and defend their viewpoints and conclusions in a professional and academically correct way;

3. Field of Education (ISCED fields of education and training):
1013 Hotel, restaurants and catering
4. Level of Study: **6**
5. Physical Start Date: 23/06/2025
6. Physical End Date: 27/06/2025
7. Physical Activity Duration (days): 5 days
8. Virtual Component Timing: Before physical mobility
9. **Virtual Component Duration : 20 hours**
10. **Virtual Component Description**
5 hours synchronous activities (Kick-off meeting and ice-breaking activities and presentation)
15 hours of autonomous, asynchronous student work (collaborative work – project development – research activities).

TENTATIVE PROGRAM

Day 01

Location | ESHT (School of Hospitality and Tourism – Vila do conde, Portugal)

Welcome session

Wine Speed Tasting

Presentation of partner countries' wines (based on the previous online work/session)

Cultural Activity

Around Vila do Conde and Póvoa – Field work: meeting local partners and experiencing local gastronomy and wines.

Day 02

Location | Vila Nova de Gaia

Niepoort – Field work: Wine cellar visit. Meeting producers and promoters.

World of Wine – WOW

Exploring a museum. Practical assignments.

Day 03

Location | ESHT (School of Hospitality and Tourism – Vila do conde, Portugal)

Seminars:

- ⇒ Exploring the world of wine-based cocktails
- ⇒ Creating an effective pitch

Day 04

Location | Douro

Field work: wine tourism best practices. Visiting a wine tourism farm and meeting local producers and operators.

Day 05

Location | ESHT (School of Hospitality and Tourism – Vila do conde, Portugal)

Work sessions – developing pitches and final assignments.

Lunch/brunch

Final Pitch