

WINE TOURISM MANAGEMENT

Innovation and Sustainability: From Winemaking Tradition to the Customer Experience

Blended Intensive Program (BIP)

5-15 | JUNE 2026

8-12 | JUNE 2026 (on-site component)

PROGRAMME

This Blended Intensive Program explores innovation, sustainability, and experiential management in wine tourism through academic lectures, field visits, and interaction with industry professionals from Spain and Portugal.

5 JUNE (FRIDAY, ON-LINE)

15:00-17:00 Kick-off Session	
Course Outline Presentation	Jesús Vázquez (Uvigo), Elisa Alén (Uvigo)
Lecture → The Vineyard as an Experience: Keys for the New Wine Traveler	Jorge Vila (President Galicia Academy Wine)

8 JUNE (MONDAY, ON-SITE)

9:00 Bus departure: Ourense – Monforte**	
10:00-13:00 Tourist office Lecture → Wine Tourism in Ribeira Sacra: Integration into the Cultural Landscape Visit to Monforte	Alexandra Seara (Consortio Ribeira Sacra) Antonio Lombardía (President Consello Regulador)
13:00-13:30 Monforte-Adega Proencia	
13:30 Lunch	
15:30-16:30 Adega Proencia Lecture → Wineries as Tourism Attractions for High-Value Markets	Raquel Arias (Adega Proencia)
17:00 Regina Viarum Lecture → Regina Viarum: a Business Initiative in Wine Tourism	Iván Gómez Veira (Adega Regina Viarum)
19:00 Rectoral Gundivós Lecture → The Traditional Process of Black Clay Craftsmanship	Elías (Centro Oleiro de Gundivós)
20:00 Sober-Ourense	

9 JUNE (TUESDAY, ON-SITE)

9:00 Bus departure: Ourense-Monterrei**	
10:00-13:00 Retiro do Conde Lecture	
→ The Acropolis of Monterrei as a Driving Force for the Region's Wine Tourism	Roberto Blanco (Turismo Municipio Monterrei)
→ Rural Entrepreneurship Projects Related to Wine Tourism	José Luis Prieto (Manager Retiro do Conde)
→ Sustainable Wine Tourism Development in the Monterrei Designation of Origin	Martín Codax (TBC)
→ Wine and Food Culture: a Gastronomic Perspective	Mr. Cihat Intepe (Doğuş University - Turkey)
→ From Vineyard to Destination: Strategic Approaches to Wine Tourism Development and Destination Management	Dr. Cihan Yilmaz (Doğuş University - Turkey)
13:00 Lunch	
15:30-16:30 Adegas Triay Lecture	
→ Regenerative Viticulture: a Commitment to the Sustainability of the Wine Tourism Destination	Purificación García (Adegas Triay)
16:30-17:30 Cabreiroá Lecture	
→ Chaves-Verín Eurocity Water Route	Euroregion Chaves-Verín
17:30 Verín-Ourense	
19:00 Ourense Visit to the City of Ourense	

10 JUNE (WEDNESDAY, ON-SITE)

9:00 Bus departure: Ourense-Ribadavia**	
9:30-13:00 Igrexa da Magdalena Lecture	
→ Development of tourism products that promote wine tourism	Emma González (INORDE)
→ From Vineyard to Visitor: Management Control in Wineries	Ernesto López Valeiras (UVigo)
→ Ribadavia and its relationship with Wine Tourism	Rosa Dorado
13:00 Lunch	
14:00-15:00 Cooperativa Ribeiro Lecture	
→ Cooperativa Ribeiro Project	Fátima and Manuel (Cooperativa Ribeiro)
15:00 Cooperativa Ribeiro-San Clodio	
15:30-16:30 San Clodio Monastery Lecture	
→ San Clodio Monastery and Its Wine Heritage	Jesús Vázquez (UVigo)
16:45-18:00 Museo do Viño de Galicia Lecture	
→ The Value of Museums as a Safeguard for Rural Traditions	Pilar Nuñez (Manager Museo do Viño de Galicia)
18:15-20:00 Adega Cuñas Davia Lecture	
→ The Challenges of Managing one of Europe's Oldest Wineries	Alberto Cuñas (Adega Cuñas Davia)
20:00-20:30 Ribeiro-Ourense	

11 JUNE (THURSDAY, ON-SITE)

8:30 Bus departure: Ourense-Vila do Conde**	
10:00-13:00 Escola Superior de Hotelária e Turismo Lecture → Wine Tourism in Portugal → Porto Winery Management	Pedro Liberato (ESHT); Teresa Mendes (ESHT); Carla Melo (ESHT) Pedro Barbedo da Rocha (Herdade de Vale Barqueiros)
13:00-14:00 Lunch	
14:00-14:30 Vila do Conde-Oporto Lecture → Tourism Sector in Porto	Dalia Liberato (ESHT)
14:30-15:30 Cruceiro das seis pontes	
15:30-18:30 Museos WOW Lecture → Journey Through Wine Experience	Dalia Liberato (ESHT)
18:30 Porto-Ourense	

12 JUNE (FRIDAY, ON-SITE)

8:30 Bus departure: Ourense-Vila Real**	
9:30-10:30 Espaço do Oleiro Lecture → Barro Preto de Bisalhães	Rui Silva (Município de Vila Real)
11:00-12:30 Quinta da Pacheca Lecture → Innovative Experiences, Experiential Marketing, Sustainability in the Hospitality Industry	Ricardo Quintans (Pacheca Wine tourism Management)
13:00 Lunch	
14:30-17:00 Val Moreira Lecture → Integrated Wine Production, Innovation in Tourism Project Management, Sustainability, and Heritage Promotion	André Pinto (Wine Tourism Manager da Val Moreira)
17:00 Val Moreira-Ourense	

15 JUNE (MONDAY, ON-LINE)

15:00-17:00 Debriefing	
Lecture Beyond the Vineyard: Immersive Wine Tourism through Virtual Reality	Nuno Sousa (UVigo)
→ Quiz → Take Home Ideas	Jesús Vázquez (UVigo); Elisa Alén (UVigo)

** Important information regarding bus departures and arrivals

Please be advised that for all upcoming field trips, the bus will depart from the main entrance of the Faculty of Business Administration and Tourism (Ourense).

The return trip will also end at the Faculty, dropping everyone off at the same location.

Please ensure you arrive at the meeting point at least 10 minutes before the scheduled departure time.

How to get to the Faculty

<https://maps.app.goo.gl/2D6tixaWQUnmiTmA8>