

# Generation Wine 2.0: Blending flavours and culture



## Course Description

This programme introduces Gen 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' knowledge of 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.

## 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 a critical understanding of wine culture through knowledge of its history, production processes, and sensory dimensions;
- Evaluate the potential of existing media to promote wine culture and wine tourism in innovative and engaging ways;
- Identify areas for innovation relevant to solving a real challenge within the scope of wine tourism and culture;
- 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;
- Present, discuss, and defend arguments and conclusions in a professional and academically appropriate manner

## Assessment

Participants will be assessed based on:

- 1) a Portfolio of Activities (50%) compiling outputs from each module (observation log, brainstorming outcomes, experience map and short reflections on learning following each module);
- 2) a Final pitch (50%).



Be creative!



Be confident!



Be curious!



Be persistent!

# Important Info



## Virtual Component

**Dates and Activities:** to be announced (June 2026)

## Physical Component

**Dates:** 29.06.2026 - 03.07.2026

**Time:** 9:00 - 17:30\*

### Day 1:

Location: ESHT (School of Hospitality and Tourism) - Vila do Conde  
Welcome Session  
Group Presentations & seminars  
Cultural Activities

### Day 2:

Location: Matosinhos, Porto & Vila Nova de Gaia  
Market, Preserve/Tinned Fish Factory and wine cellar visits. Meeting producers and promoters.  
Practical assignments.

### Day 3:

Location: Minho (Field Activities)  
Wine tourism best practices. Visiting a wine tourism farm and meeting local producers and operators (understanding short supply chains, local economies and diversification - wine+food+tourism)  
Experiencing authentic food & wine pairings in situ

### Day 4:

Location: ESHT (School of Hospitality and Tourism) - Vila do Conde  
Seminars & Practical work sessions

### Day 5:

Location: ESHT (School of Hospitality and Tourism) - Vila do Conde  
Practical work sessions & Final Pitches

\*Times may vary depending on the activities/transportation options.