

**BIP IN FOOD ENGINEERING, GASTRONOMIC SCIENCES, TOURISM,
MARKETING, MANAGEMENT**

GENERAL INFORMATION
Title: JOINED BY WINE - JOURNEY OF A CRAFT
Dates of physical mobility: 20 - 24 April 2026
Proposed period of virtual component: 16 March – 05 May 2026
Location of physical activity: Arad (Romania)
Type of participants Learners: bachelor's or master's degree students in food engineering, gastronomic sciences, marketing and management. Professors: food engineering, gastronomic sciences, tourism, marketing and management.
ECTS issued: 3 ECTS
Field of Education: Food Processing; Travel, tourism and leisure; Business and administration.
Main Teaching/Training Languages: English
City of Venue: Arad (Romania)
Organizing board: assoc. prof. dr. Claudia Muresan (claudia.muresan@uav.ro , muresanclaudette@yahoo.com)
Host University: "Aurel Vlaicu" University of Arad (RO ARAD01), AVU
Partners: - to be confirmed

PROGRAM

OBJECTIVES AND DESCRIPTION

“Journey of a Craft” indicates that the emphasis is on the art and craft involved in wine production, as well as on the evolution and traditions of this art. Overall, the title evokes an educational experience, inspired by the detailed route, from grape harvesting to elegant wine in the glass, highlighting both the techniques and the stories behind each step.

In addition to these aspects that involve traveling to wineries, carrying out some stages in obtaining wines, aspects related to the marketing activities necessary to promote wines stages of wine tasting, the association of culinary preparations with wines, wine tourism in the vineyard and the valorization of the tourist and historical potential of the vineyard will be addressed.

The objectives of the BIP **“JOINED BY WINE - JOURNEY OF A CRAFT”** involve empowering participants to understand and value the interconnection between wine production, gastronomy, culture and heritage practices in Miniș-Măderat Vineyard, as well as exploring the potential of these elements as drivers of wine and gastronomic tourism and local development.

This BIP give us the opportunity to collaborate in an innovative and intercultural project; exchange of experiences and knowledge in areas related to wine and networking with other universities and professionals.

The course employs a blended learning strategy, incorporating online theoretical sessions and an on-site component held in the “Aurel Vlaicu” University of Arad and Miniș-Măderat Vineyard (comprising five days of in-person engagement). After finishing both the online and on-site segments of the course, participants will earn a total of 3 ECTS credits.

Even from the preliminary online phase, which emphasizes theoretical aspects of key topics, participants will form mixed work teams, and will continue in this way to the mobility week (on-site component, between 20-24 April, 2026). Here, these teams tasked with developing either wine and gastronomic itineraries, menus featuring local ingredients and wines, wine-pairing menus.

At the end of the week, each group will showcase their work and results.

METHODS AND EVALUATION

The methodology outlined for this BIP aims to provide a practical and engaging experience for participants. Briefly, it will involve:

- We will organize working groups and collaborative activities for students to learn from each other and develop social skills.
- We will have remote and/or live master classes.
- We will use multimedia resources such as videos, graphics, animations and visual presentations.
- Wine tastings and gastronomic experiences: there will be a tasting of local wines and gastronomic products experiences that will allow participants to explore the diversity of flavors and aromas of the region, while learning about its history and culinary traditions.
- Group activities and debates: the development of group activities will be encouraged, namely classroom discussions, debates and group dynamics, to stimulate the exchange of ideas and experiences between participants, as well as reflection on issues related to winemaking, gastronomy and local culture.

-Technical visits: technical visits will be carried out so that participants can experience (for example) the winemaking technology, the use of local ingredients and learn about traditional food production methods.

- Workshops: sensory analysis of wines: stages of wine tasting and scoring of wine sensory characteristics, led by experienced sommeliers and winemakers.

The expected learning outcomes focus on participants deepening their comprehension of the interrelation between winemaking, particularly gastronomic heritage, and its significance in wine tourism development and wine pairing. They will refine their skills in presentation, critical thinking, and creative problem-solving, while also advancing their competencies in management, marketing and tourism.

PROGRAM

ARRIVAL on Sunday, 19.04, in Arad

Physical mobility schedule (45 hours) (the program could be updated):

Monday, 20.04. 2026 (X hours)

Official opening of BIP. Word from the partner universities in the project.

Intercultural lunch.

Visit of the historical buildings of the city of Arad - guided tour.

Tuesday, 21.04. 2026 (X hours)

A day in the winery: Involvement in the winemaking process; Sensory evaluation of the wines obtained.

Erasmus student evening.

Wednesday, 22.04. 2026 (X hours)

From Cellar to Science: where palate meets pipette; analytics of aroma.

Wine tasting. The role of marketing in the promotion of wines

Erasmus student evening.

Thursday, 23.04. 2026 (X hours)

Visit to the vineyard: The Wine Road in the Miniş - Măderat vineyard. Visiting wineries, historical monuments and locations that harmoniously combine culinary dishes with the wines of the vineyard.

Friday, 24.04. 2026 (X hours)

Presentation of the activity of each team. Conclusions.

to be confirmed

PROGRAM

Virtual Component schedule (30 hours - the program could be updated):

The master classes will be held by specialists in the field and will refer to the following aspects:

- sensory analysis of wines and tasting stages
- the importance of marketing in promoting wines and local culinary traditions
- wine processing management and the involvement of young people in these activities

to be confirmed

APPLICATION PROCEDURE

Good level of English (at least B2 according to the CEFR)

Profile: Bachelor/Master student/teacher in food engineering, gastronomic sciences, marketing and management.

Availability for both virtual and physical mobility.

How to apply:

Each candidate must have a short-term mobility (for students) or a training mobility (for teachers) funded by his/her institution.

International Relations or Erasmus Mobility Department of partner institutions have to select the participants (eligible to apply for this mobility) and nominate them to "Aurel Vlaicu" University of Arad.