

Modern Education and Training Practices for Wine Tourism Development in Armenia

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Strategic Partnerships & Cooperation



Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Educational Programs

- **Enology and Wine Business Program**

18-month program, 12 core courses, 1-month internship, graduation with a joint certificate from ICARE, EVN Wine Academy and Hochschule Geisenheim University.



Modern Wine Laboratory and Tasting Room

EYN
WINE
ACADEMY



Short Courses and Master classes

- **Introduction to Armenian Wines**

This 2-day course covers history, traditions, and modern trends of Armenian wines and winemaking.



Short Courses and Master classes

- **Wine Fundamentals for Enthusiasts**

This 2-day course covers general wine topics: what is wine, specifics of sparkling, white, rose, and red wines.



Tailor made Courses

Smithsonian Institution and EVN Wine Academy organized special courses for winery tour guides to provide them with wider knowledge and skillset to be able to showcase Armenian viticulture and winemaking history.



Wine Month in Armenia

Study Abroad Program

- Wine Tourism
- Wine Business
- Introduction to Armenian Wines
- Wine business project



Hosting International Students

- Clarkson University, New York
- Tuck School of Business, New Hampshire
- Geisenheim University



Participation in Festivals

- Yerevan Wine Days, May 4 and 5



Participation in Festivals

- Artsakh Wine Festival



Participation in Festivals

- **Areni Wine Festival: Wine Tasting Contest**





Thank You For Attention!!!