

SHARING CULTURE THROUGH TOURISM - DOURO VALLEY STORYING TELLING

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Introduction

Nowadays one of the purposes of Portugal is identifying and exploring the art of living together. More and more sharing different cultures with storying telling is our main purpose. Culture and heritage are often the reason for travel associated to storying telling.

In the north of Portugal, there is a famous river - DOURO.

The Douro landscape reflects its ancient and deep connection with the culture of wine, creating a picture of Man and Nature working side by side in search of the perfect wine.

As this conference aims, the culture is the entangling web of symbols, sounds, rituals, rites and practices by which we become persons and by which we can grow. Lifestyle typically reflects: an individual's attitude, a way of life, values, stories or world view.

During the Roman period, particularly following the 1st century A.D., the wine culture advanced rapidly, leaving traces of stone tanks and wine cellars in various archaeological sites in the region. The Douro wines have ancient roots and they have evolved over many years into this liquid delicacy that nowadays delights our taste buds. Drinking a glass of Port Wine is like drinking a glass of history itself, the history of this region governed by wine.

A Valley full of history...and stories!!

The first traces of vines found in the region date back to the Bronze Age around three thousand years ago. However, the fact that *Vitis vinifera* (a type of vine) carbonised grape pulp has been found does not necessarily mean that wine cultivation was common practice.

The Suevi, the Visigoths and the Muslims all recognised the importance of wine for the region.

During the Roman period, particularly following the 1st century A.D., the wine culture advanced rapidly, leaving traces of stone tanks and wine cellars in various archaeological sites in the region. Following the birth of the Kingdom of Portugal (5th October, 1143), a great number of charter attributed to various settlements in the region around the 12th century provide evidence of great wine-producing activity in the area.

Since 10th September 1756 appear the Companhia Geral dos Vinhos do Alto Douro, established by Royal Charter. This new institution was directed at ensuring the quality of the product, avoiding fraud, balancing production and trade, and stabilising prices.

The Portuguese dictator, João Franco, upon assuming office on 10 May 1907, signed a decree that was to regulate the production, sale, export and control of Port Wine, based on the principles applied by the Marquis of Pombal 150 years earlier in defence of the name.

Enotourism involves a target made up of people sensitive not only to the up market brands bottles, of which they are connoisseurs and in some cases experts, but also to the territory, the local traditions and the artistic goods, which represent the new and defensive localism (Winter, 2003).

A key aspect is the respect for the people who call the location home, the culture and customs of the area, and the socio-economic system.

Tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The

¹ Acknowledgments

This work is financed by national funds through FCT - Fundação para a Ciência e Tecnologia, I.P., under the project UID/Multi/04016/2016. Furthermore we would like to thank the Instituto Politécnico de Viseu and CI&DETS for their support.

achievement of a beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities (ICOMOS, 1999).

The beautifully unique landscape of the Douro was one of the reasons that made it a World Heritage site in 2001.

In the month of September, the Douro valley's slopes come to life with workers collecting the grapes that make this world famous wine. After the harvest, the grapes are put in large stone tanks called "lagares" where the workers use their feet to squash them to release the liquid that will eventually produce wine. While some of the men tread the grapes, others sing along to the beat of the accordion and the guitar.

"That this land could make bread and wine seems impossible. But it does. Schist walls miraculously protrude from the banks of the river of gold, crucified by the heat of the sky that drinks it dry from above, and the thirsty riverbed that drains it from below. Grapes grow like basil on a window ledge on the steep slopes and terraces that no palace would envy. In September the Men leave their homes in their cold lands and in rogues they descend the steps to the schist stone tanks. They sing, they dance and they work. Then they rise. The Sun is soon bottled to be drunk in the four corners of the world."

in Um Reino Maravilhoso, by Miguel Torga

Methods & materials – A sample of 30 winery producers from Douro Valley that could use enotourism as a sustainable solution was the base of this investigation. Most of these farms have a story to be told. This paper is divided into two parts: first a theoretical framework and second a characterization of legal documents about Douro Valley where we found the history and several important stories, that make an immemorial heritage. All this according to an exploratory research, structuring a strategic plan, through field research, and as final result, to present a proposal for funding and implementation of an innovative system to develop storytelling as a cultural way. We don't have a data base with this kind of information. Most of the wineries and the enotecas don't have a legal process to develop enotourism and is a new area inside Tourism. We found on them several information about culture heritage, but we don't have registrations. We found this important heritage connecting with several persons that told us about those places in Douro. There aren't enough winemakers that are enotourism enterprises, because they are using rural tourism or eco tourism to say that they do enotourism. So we decided to analyse all the information of IVV,IP (Instituto da Vinha e do Vinho, Instituto Público), that have the results of 2015, and we start with this.

Research and Results - Research is sometimes hard to identify because there are so many types of research (Baumeister,1997).

There are some natural and cultural resources indexed which capture the principal reason to travel (WEF – TTC 2015). The Travel & Tourism Competitiveness index 2015 analyse T&T as a resilient contribution to national development. Natural resources results 3,70 and cultural results 3,71 (index TCCI results).

Our proposal in this research, is to analyse how many wineries or enotecas are able to develop wine tourism with a legal process and also have a story to tell, that is relevant to tourists (Hart,1998). The results of the study reflect the level of education of employees, the seasonal nature of tourism, the improvements in its promotion and the need for greater support from local government. Nowadays tourists and visitants want to know more about the stories of the farms. Who build it, when appears, the imaginaries stories and also songs and poems.

A further consideration regards the vine extension per region and the particular stories . According to INE (Instituto Nacional de Estatística), and IVV (Instituto da Vinha e do Vinho, IP) the National surface cultivated with grapes of wine amounts to 239 mil hectares. In vine extension

Portugal is the mundial lider, comparing with the country's area. 2,59% of the total extension of the portuguese surface cultivated to vineyards. Italy has 2,55%, Spain has 2,01% and France 1,45%. Is a nice and important field.

As regards, the Wine Routes they are mainly characterized by wine, the wine routes in the strict sense, it can be noted that the principal actors are the wineries and the local stakeholders, who are responsible for the success of a route. But, of course, the principal role is played by the quality wine, since it is characterizing a route and the consumers' demand (Mitchell, R. and Hall, C.M., 2006).

In 2001, the Alto Douro wine region is classified by UNESCO as a World Heritage Site for its "cultural evolutionary landscape and alive".

Enotourism contributes to spread out what is innovated and to diffuse it as a positive externality effect into the local system (Harrington, 2005). This confers to the local community a strong territorial identity and WFR becomes the instrument that could emphasize the local identities by introducing territories and local resources to the tourist market.

It has been often promoted under the impulse of 'neo-rural' ethos, which means new rural entrepreneurship, new rural style of life, new tourist activities in the farm house, culture of hospitality and sustainability (Asero and Patti, 2009b).

Discussion - It was very hard to study those farms and immaterial heritage in Douro wine and vine but it is an open field to future researches (Tomás López-Guzmán, et al, 2011). The organisational model was altered in 2003, when the CIRDD was replaced by an Interprofessional Council which is a part of the Douro and Port Wine Institute.

All travellers interested in visiting wineries are allowed to walk into those wineries with open doors whether you want to learn personally how these wines, which are highly recognized at international and national level, are made or to enjoy the dishes that some of them prepare, or even they can go with parties, friends or relatives. Nowadays they want more, they want all the stories about those places.

The best way to get to know this Appellation of Origin is to explore it on foot and to enjoy its wines and meet the locals (O'Neill, M. and Palmer, A., 2004).

Williams (2001) remarks that there has been a shift 'in wine country imagery from an emphasis on wine production processes and related facilities to more of an emphasis on aesthetic and experiential values associated with more leisure recreational and tourist pursuit'.

Enotourism is a sustainable tourism and very important in cultural aspects, at the same time create the storytelling of the farm. (Brás, J.M. et al, 2010).

Increasingly, stories are the way to develop and perpetuate intangible heritage.

The present study examines these issues from the perspective of a group of Portuguese winery operators and their life stories.

A way to celebration and sharing of culture through tourism.

Keywords: Storying telling , wine, development, culture, region, immaterial heritage

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