

ENOTURISMO: MORE THAN A LIFESTYLE – THE IMPORTANCE OF WINE TOURISM IN DOURO VALLEY

ABSTRACT

Enotourism is a relatively new form of sustainable tourism. But is more than a lifestyle. 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. Lifestyle typically reflects: an individual's attitude, a way of life, values, or world view.

Practical implications - the results suggest that there is scope for developing wine tourism products to attract tourists and which could be used to promote the Douro Valley region as a centre for enotourism.

The beautifully unique landscape of the Douro was one of the reasons that made it a World Heritage site in 2001. There isn't in Portugal an autonomous strategy process to define enotourism. Is a legal problem when we try to analyse the process or a data base to find information about enotourism players.

So, how do winery operators, particularly those running small or family businesses, cope with the new developments occurring in the world of wines? The present study examines these issues from the perspective of a group of Portuguese winery operators.

Our proposal in this research, is to analyse how many wineries or enotecas are able to develop enotourism with a legal process. 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.

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

Design/methodology/approach - The methodology employed for this study consisted of a combination of surveys, interviews and field observations with the suppliers in the traditional wine-producing region, Douro Valley, or Porto wine region, in the north of Portugal. The results of this investigation are almost analysis made inside the villages and also in wineries and enotecas. From the 30 winemakers that we visited, only 2 have an enotourism service according to legislation and have a certificate that allows to practice.

It was very hard but it is an open field to future researches (TOMÁS López-Guzmán, et al, 2011). From the 30 wineries we have analysed only 2 were enotourism with a legal basis. Enotourism is on the travel agencies department and most of the wineries don't have the legal licenses.

Despite of most tourism agencies see enotourism as a segment of the industry with tremendous growth potential, stating that in some regions, it's only functioning at 20% of its full potential.

Enotourism development guidelines and management practices are applicable to all forms of tourism in all destination types, including mass tourism and the various niche tourism segments.

Keywords: Enotourism, development, wine, regions, villages.

1- INTRODUCTION

Douro is a region intrinsically linked to its wines. As such, the landscape is moulded and sculpted to the production of wine. The slopes, the vast rows of vines and the Douro River are all part of this unique landscape. Enotourism development requires the informed participation of all relevant stakeholders as well as strong political leadership to ensure wide participation and consensus building.

Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

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

Enotourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting enotourism practices amongst them.

The concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy is one of the focus of enotourism (THOMPSON, M. and Prideaux, B. (2009),

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...

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.

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

Following the birth of the Kingdom of Portugal (5th October, 1143), a great number of charters attributed to various settlements in the region around the 12th century provide evidence of great wine-producing activity in the area.

The organisational formula of wine tourism is that of itineraries, which mainly involve areas of quality wine production and offer the tourists the opportunity of knowing other cultural and naturalistic resources characterising the visited territories. The same formula has largely been developed in different countries as documented in many researches including Europe (Hall et al., 2000)

2. LITERATURE REVIEW

2.2 ENOTOURISM VALUE CHAIN - ENOTECAS AND WINERIES

The binding of Porto and the Douro Valley with wine is intrinsic and intense.

As a result of this strong link there are several places related to wine, where you can do tastings and learn more about its history and production in the region, or where you may buy the Port wine or table wine that you enjoyed the most during your stay.

The best known Douro wine is the infamous sweet and full-bodied Port Wine with its high percentage of alcohol (normally between 19 and 22% vol.).

This wine has unique flavours, not only due to where the grapes are grown and the specific climate, but also due to how it is produced.

Enotourism events will include, live readings, photography art and music with guests of professional and human prestige.

Private Enotourism events will gather personalities from the wine, gastronomic, artistic and literary world inside wineries at small gastronomic events, which will encourage the sharing of knowledge, professional opinions and generate synergies.

These cultural and gastronomic events, with a different vision of enotourism in Douro Valley are called "of wine, life and land" because these are the three pillars that make up our wineries: the passion for wine, a life story and a land that has made possible the origin of wine.

The wines produced in the Douro have a great history and they have won several awards along the way, not only for Port Wine but also for table wines.

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

2.3 ENOTOURISM - WINE AND DISHES

The Douro region is internationally recognised for both its Port Wines and its table wines. The Douro's range of wines is extensive and there is something for everyone's tastes.

Douro wines are divided into three broad categories: Red Wine, White Wine and Rosé Wine.

2.3.1. The Red Wine should be served between 13 and 15 °C to accompany light dishes with meat or pasta. Young red wines, consumed a few years after the harvest, have fruity aromas and a rich ruby red colour. Red wine is produced from a variety of grape types, such as Touriga Nacional, Touriga Franca, Tinta Roriz (Aragonez), Tinta Barroca and Tinto Cão. Red wines kept for ageing usually have "Reserve" or "Grand Reserve" written on the bottle label and their colour and flavour are more intense.

They should be served between 16 and 18°C to accompany red meat with strong flavours or game meat (particularly for aged red wine).

2.3.2. Douro white wine is ideal to accompany fish dishes. They should be served at around 12°C with fish dishes, such as salmon and cod or white meat, such as rabbit or chicken. Just as with the red wines kept for ageing, the white wines have "Reserve" or "Grand Reserve" written on their labels.

It is produced from grape varieties such as Malvasia Fina, Viosinho, Gouveio and Rabigato. The young white wines should be served chilled, between 8 and 10°C.

They are refreshing wines, pale in colour and have fruity and floral aromas. The white wines kept for ageing are more golden in colour with tasty aromas which are acquired from their time spent in contact with the wood.

2.3.3. Rosé Wine is perfect as aperitive or with light meals. The production of rosé wine in Douro is more recent. As the name suggests, these wines have a beautiful pink colour and fruity aromas that combine sweet and sharp flavours. They should be consumed within one or two years after the harvest and they should be served between 10 and 12°C.

Douro also offers other special wines that are produced from grapes grown at higher altitudes, such as Moscatel do Douro - a fortified wine produced in the same way as Port Wine but using entirely Moscatel grapes; Espumante do Douro - a Sparkling Douro Wine (VEQPRD) and Colheita Tardia - a wine made from grapes harvested very late in the season and over-matured using the noble rot effect.

Quality labels are also important for developing a new form of 'ecological entrepreneurship', such as it is defined by Marsden (2003) and Marsden and Smith (2005), whereby key actors are committed to preserving cultural, ecological and environmental integrity yet find new pragmatic ways to create economic benefits in the local community.

2.4 ENOTOURISM AS SUSTAINABLE TOURISM

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 dunk in the four corners of the world."

in Um Reino Maravilhoso, by Miguel Torga

One of several examples how Enotourism is a sustainable offer to develop the region is the experience of two persons that planted 33 hectares of vineyard in a terroir that combines, in a rare mix, schistous soils with pronounced slopes with mild temperatures and plenty of water, natural characteristics indicating great potential.

Nuno Ramalho (in charge of winemaking) and enologist António Maçanita combined their knowledge, innovation and dedication, selected the varieties and created the so-called "100 point Vineyard": red varieties – Touriga Nacional (42%), Syrah (18%), Cabernet Sauvignon (24%) and Petit Verdot (16%); and the white varieties – Antão Vaz (22%), Chardonnay (8%), Viogner (30%), Verdelho (15%) and Riesling (15%).

Even though there is already a project for a new winery, with greater capacity and location, the already existing is equipped with state-of-the-art technology and adequately sized to the quantity of the current production of unique, seductive wines, that are born from modern enology, yet combined, subtlety with the respect for tradition. "Demand, rigour and quality" are keywords.

They believe that a good business model involves collaboration and teamwork with suppliers, who help them develop products that are commercially viable, that preserve our environmental resources and that look after staff and local communities.

Wine tourism represents a clear example of a tourism experience created around a typical intensive product. 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).

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 experimental values associated with more leisure recreational and tourist pursuit'.

At the same time, it has been noticed that wine provides motivating factors for tourists to visit a destination as wine regions tend to be attractive places and vineyards aesthetically pleasing (Cambourne et al., 2000).

2.5 – ENOTOURISM AND IMMATERIAL HERITAGE

We believe that enotourism to be effective and provide sustainable development, must include not only the winemaking, the enologists or the vineyards owners, the restaurants, the material and immaterial heritage, but also companies throughout the value chain in local communities.

Materiality and Immateriality as intangible Heritage, is also a concept useful for Enotourism and material culture studies (Tilley 2006: 1).

The concept of intangible heritage focuses on the examination of artefacts and spaces as an expression of the practices, processes and representations that communities and individuals recognise as part of their cultural heritage.

The immaterial cultural heritage has a sense of identity, is passed on from one generation to another, and it is constantly recreated by the communities.

According to the UNESCO, and without establishing closed categories or classifications, this heritage is especially visible in the following fields:

- Oral traditions and expressions, including languages
- Show arts
- Social and ritual uses and festivity acts
- Knowledge and uses related to nature and the universe
- Traditional craft techniques

This vine-growing area – Douro Valley is ideally located in the North of Portugal and it is filled with appealing choices for those who wish to visit it.

From its famous and well-known wines and wineries to its villages with historical monuments and houses bearing coat of arms, as well as landscapes where you can experience unforgettable moments.

Furthermore, Getz (1998) affirms that wine tourism has the potential to provide a competitive advantage to regions with a grape and wine industry as well as to generate business for wineries and other related products. On the other hand, the volume of wine tourism has increased notably that competitive positioning of wine tourism regions has become a strategic issue (Williams, 2001).

They have followed the inclusive ICOMOS (2008) definition that 'Heritage is a broad concept and includes the natural as well as the cultural environment.

3- METHODOLOGY

Research is sometimes hard to identify because there are so many types of research (BAUMEISTER, at all, 2005). Data for research is collected in a number of ways, but some of the most popular methods include:

- Observation
- Questionnaires
- Interviews
- Content Analysis
- Historical Source Analysis
- Controlled Experiments

In our research we use observation and historical source analysis. Because we don't have a data base with this kind of information. First because most of the wineries and the enotecas don't have a legal process to develop enotourism. Second because this is a new area inside Tourism.

Nevertheless, the increasing number of tourists visiting the Douro Valley Villages, the wineries and vineyards, in the last years witnesses the growing interest towards enotourism. A sample of 30 vineyards producers from Douro Valley that could use enotourism as a sustainable solution was the base of this investigation. 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.

We have realized that Portugal must change the legislation and create a special issue for enotourism. During our research, we found tourism animators saying that there were enotourism, villages we call Quintas of Douro saying "we are an enotourism service". Nevertheless, they can't do that kind of service because the legislation doesn't allow them.

Among the 30 winemakers that we visited, only 2 have an enotourism service according to legislation and have a certificate that allows its practice.

It was hard to find but it is an open field to future researchs.

4 - IMPORTANT RESULTS

According to the Portuguese legislative system, each region has a proper law regulating this matter. Nevertheless, some routes are not well developed yet. Even though they are instituted in all the regions of the country, they are not all effectively operative. Figure 1 shows the distribution of regions that are specialized on quality wine. It has to be noted that some regions are instituting new routes. Therefore, the total number could change during the time.

[figure 1]

A further consideration regards the vine extension per region. 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%.

[Figure 2]

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).

[Table 1]

The year 2015 was prodigal in news for the wine sector. It begun with the implementation of new legislation concerning the issuing of Certificates of Origin for the wine sector. This was an old aspiration of the sector and we managed to legislate in order to limit the issuing of Certificates of Origin for the products of the wine sector, with a better effectiveness and adequacy of official controls, in addition to a substantial improvement in obtaining information relating to exports outside the national territory.

The year 2015 will also be the year of the entry into operation of the new vine and wine information system (SIvv) which will be named as SIvv 3.0. This new SIvv will bring substantial internal improvements will adapt the new rules of Vineyard Authorizations, will be a more functional information system for the users, as well as to serve for internal management.

It will be a new strand of the SIvv, more management-oriented and less as a repository of information.

The new system of Vineyard Authorizations, which replaces the actual planting rights system, comes into operation in September 2015. The Institute of Vine and Wine will have to be ready for the new rules. In this sense, the year 2015 will be a year of intense legislative review regarding the vineyard, constructing the new model as established by the Regulation (EU) n^o1308/2013 of 17th December. This new system will be more flexible, will allow a sustained growth of the vine in the European countries and will harmonize the rules among the various Member State.

As the chairman of IPVV says : "11 years after the implementation of the Decree-Law N^o 212/2004 of 23 August, that established a new institutional organization of the wine sector, disciplining the recognition and protection of the designations of origin and geographical indications, it is time now do make a revision of this document".

PDO "DOURO" – A REGION, VILLAGES AND WINE (Protected Designation of Origin)

PDO applies to wine products with originality and individuality due to an inextricably link to a particular region, place or traditional denomination with specific characteristics deriving from the local terroir (geographic environment, natural and human factors).

These wines are subject to strict rules of control in order to guarantee authenticity and quality and can be labeled as DOC. Protected Designations of Origin for European wines are included in a European Union register. Legislation Base

Ministerial-Order no. 413/2001 from 18 April, Decree-Law no. 212/2004, from 23 August, Decree-Law no. 173/2009 from 3 August (the decrees-law, the decrees and the ministerial-orders revoked by the present decree-law concerning the matters they seek to regulate are still in force, until the ministerial-orders and rules due to the present decree-law are published).

Geographical Area

The geographical area corresponding to the Denomination of Origin "Porto" is the same as the one specified for "Douro" wine production which covers the following municipalities and parishes, traditionally sub-divided into three further áreas:

Sub-Regions:

Baixo Corgo:

The municipalities of Mesão Frio, Peso da Régua, Santa Marta de Penaguião and Vila Real (parishes of Aباças, Ermida, Folhadela, Guiães, Mateus, Nogueira, Parada de Cunhos, São Dinis e São Pedro, and part of the parish of Nossa Senhora da Conceição), in the district of Vila Real; The municipalities of Armamar (parishes of Aldeias, Armamar, Folgosa, Fontelo, Santo Adrião, Vacalar and Vila Seca), Lamego (parishes of Cambres, Ferreiros de Avões, Figueira, Parada do Bispo, Penajóia, Samodães, Sande, Santa Maria de Almacave, Sé and Valdigem and Quintas de Foutoura, Prado and Várzeas, in the parish of Várzea de Abrunhais) and Resende (parish of Barrô), in the district of Viseu;

Cima Corgo:

The municipalities of Alijó (parishes of Alijó, Amieiro, Carlão, Casal de Loivos, Castedo, Cotas, Favaio, Pegarinhos, Pinhão, Sanfins do Douro, Santa Eugénia, São Mamede de Riba Tua, Vale de Mendiz, Vilar de Maçada and Vilarinho de Cotas), Murça (parishes of Candedo, Murça and Noura) and Sabrosa (parishes of Celeirós, Cova do Douro, Gouvães do Douro, Gouvinhas, Paços, Paradelas de Guiães, Provesende, Sabrosa, São Cristóvão do Douro, São Martinho de Anta, Souto Maior and Vilarinho de São Romão), in the district of Vila Real; The municipalities of S. João da Pesqueira (parishes of Casais do Douro, Castanheiro do Sul, Espinhosa, Ervedosa do Douro, Nagozelo do Douro, Paredes da Beira, São João da Pesqueira, Sarzedinho, Soutelo do Douro, Trevões, Vale de Figueira, Valongo dos Azeites, Várzea de Trevões and Vilarouco) and Tabuaço (parishes of Adorigo, Barcos, Desejosa, Granjinha, Pereiro, Santa Leocádia, Sendim, Tabuaço, Távora and Valença do Douro), in the district of Viseu;

Douro Superior:

The municipalities of Alfândega da Fé (parish of Vilarelhos), Freixo de Espada à Cinta (parishes of Freixo de Espada à Cinta, Ligares, Mazouco and Póiares), Mirandela (the property that belonged to D. Maria Angélica de Sousa Pinto Barroso, in the parish of Frechas, and those of Sociedade Clemente Meneres, in the parishes of Avantos, Carvalhais Frechas and Romeu), Torre de Moncorvo (parishes of Açoreira, Adeganha, Cabeça Boa, Horta, Lousa, Peredos dos Castelhanos, Torre de Moncorvo and Urros) and Vila Flor (parishes of Assares, Freixiel, Lodões, Roios, Sampaio, Santa Comba da Vilarça, Seixo de Manhoses, Vale Frechoso and Vilarinho das Azenhas, Quintas da Peça and Trigueiras, and the Vimeiro Properties, located in the parish of Vilas Boas, and Vila Flor), in the district of Bragança; The municipalities of Figueira Castelo Rodrigo (parish of Escalhão), Meda (parishes of Fontelonga, Longroiva, Meda, and Poço do Canto) and Vila Nova de Foz Côa, in the district of Guarda. Tabuaço, Távora and Valença do Douro.

Protected by the mountains that surround it, the demarcated Douro Region, with its slopes of schist, boasts a diversity of microclimates and is divided into three sub regions: Baixo Corgo, Cima Corgo and Douro Superior. If history and the human occupation dictated the rhythms of the vineyard deployment, the climatic differences have produced different terroir that are distinguished in the wines: advancing upriver, the humidity decreases and the temperature rises, generating a drier climate and with higher thermic amplitudes. There are 250 thousand hectares of the total area with 44 thousand hectares with vines that produce two types of wines: Port and Douro.

From the overall volume of wine produced in the Douro Region, about 50% is intended for the production of Port wine, while the remainder volume is intended for the production of wines with the designation of origin Douro.

CONCLUSIONS

Enotourism is a sustainable tourism (BRÁS, J.M. et al, 2010). The concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy is one of the focus of enotourism. A key aspect is respect for the people who call the location home, the culture and customs of the area, and the socio-economic system. While sustainable tourism is sometimes confused with other kinds of tourism, enotourism is actually only one aspect of sustainable tourism.

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.

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).

The Douro is the world's oldest demarcated and regulated wine region. Created in 1756 when the Marquis de Pombal established the General Company of Agriculture of the Vineyards of the Alto Douro.

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.

From the 30 winemakers that we have visited, only 2 have an enotourism service according to legislation and have a certificate that allows to practices.

It was very hard but it is an open field to future researches.

There are some natural and cultural resources indexed which captures 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).

This research give us a perfect ideia that we have a structure problem that is not yeat solved and we must define the concepts of wine tourism and enotourism because most of time they are misunderstood.

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

We realize that Portugal must change the legislation and create a special issue with enotourism. During our research we found tourism animators saying that were enotourism, villages we call Quintas of Douro saying we are an enotourism service. Nevertheless, they can't do that kind of service because the legislation doesn't allow them.

For that, we can say that enotourism is more than a life style.

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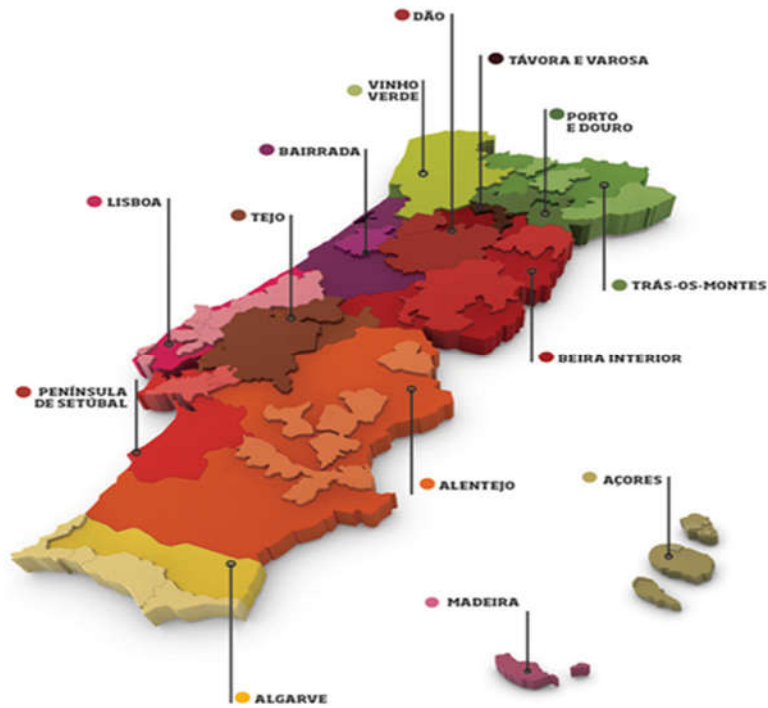
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Anexo1

Figura 1



Source: IVV, IP

Anexo 2

Figure 2 – Portuguese surfasse with vineyards



Source: IVV, IP

Anexo 3

Tabela 1 – Table 1 . Wine production, vine extension and specialization index

Unit: hl

Note: T/R=Tinto(red)/Rosado(rosé); B=Branco(white); T=Total

	VINHO DOP	VINHO IGP	VINHO IND. ANO/CASTA	VINHO	TOTAL
T/R	1.996.971	1.358.856	36.904	970.200	4.363.343
B	1.006.945	398.777	10.915	415.206	1.831.431
T	3.003.916	1.757.633	47.819	1.385.406	6.194.774

Source: IVV, IP