

WINE TOURISM IN DOURO REGION DEMARCATED

Brambilla, Adriana
Student Ph.D. in Cultural Studies at the University of Aveiro, Portugal
Professor, Federal University of Paraíba, Brazil
Researcher of GCET / CNPq

Baptista, Maria Manuel
Coordinator of the PhD in Cultural Studies UA / UMINHO
Professor, University of Aveiro

Rabot, Jean Martin Marie
Professor of the PhD in Cultural Studies UA / UMINHO
Professor, University of Minho

Abstract

This paper is the result of a research about wine tourism to the doctoral thesis. The wine tourism is a kind of tourism that sustainable and in this case we are studing the Douro, due to be a unique region with special characteristics: his story, his enviroment, the origin of the region make her a interesting place to make a research.

1.Introduction

Based on the understanding that tourism is an activity of great growth worldwide, it is possible to observe their impacts on places where it has developed in a disorderly way. Tourism has come to be called "industry without smokestacks" by its many benefits and multiplier effects on the economy, today show, like all economic activity, which can produce negative impacts if not managed responsibly.

In this case, we see that mass tourism is generally characterized by widespread dissemination and little concern for infrastructure, accommodate tourists, the protection of natural and cultural resources and outcomes for local people. But some segments of tourism, by its own objectives and profile of tourists, can generate benefits in a sustainable way for the receiver core. As examples we can mention the eco-tourism, rural and cultural. These types of tourism implies the existence of smaller groups seeking mainly the contact with nature, with the site history and the community.

A niche tour with these characteristics of sustainability is the wine tourism. An activity related to wine and that is directly linked to the way of local production, knowledge of how people live who work in places. It is noteworthy that one of the main goals of wine tourism is seeing and experiencing the local reality.

Tourism activities linked to wine production for many countries are now alternatives for regional development, such as Portugal. The country representative of the Old World, where its great winemaking tradition combines with tourism, creates a unique opportunity for growth, promoting development of localities, with the generation of socio-economic benefits. The importance of wine tourism is evident in Portugal, just to illustrate, the decision of PETN (National Strategic Plan for Tourism), since 2006, putting the wine, along with Food, one of the ten strategic products for the country. The

wine tourism in this country falls in a positive way tourism plans, combining tourism potential of this nation with the sustainable development of regions. Do not forget that the food and wine are part of the "intangible heritage" of a people or a town and have obvious implications for tourism.

The wine tourism emerges as an innovation because they enable the expansion of the product concept. The producers start to have a range of complementary products and services to wine to offer visitors. These products can range from a visit to wine, the proof of wines, food, museum, site architecture, hosting up to health and beauty treatments based on wine, the wine tourism spas. Apesar have acquired an increasing importance, Getz (2000) also warns that there is a paucity of research on the topic.

Considering the great potential of tourism in Portugal, it is vital that the wine industry in this country by the Government and the private sector, adopt some measures to take this advantage to promote wine tourism in the country, but at the same time considers respect and enhancement of socio-cultural aspects.

Among the wine regions of Portugal, the Douro Region is remarkable both for its tradition of cultivating vines, the production of Port wine, known worldwide and the fact it was the first demarcated region in the world, as well as the characteristics natural and socio-cultural region that made being a World Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organization).

2. Enoturismo: definitions and brief background

Among the various definitions of tourism, is presented in this paper proposed by the WTO (World Tourism Organization), for clarity: "tourism are the activities that people perform during their travel and stay in places outside their usual environment for a consecutive period of less than one year, for leisure, business or other "(cited SANCHO, 2001:8)

The wine tourism, according to Hall et al (2004), can be defined as a visit to wineries, the wine festivals, the shows listed, in order to prove the wines produced in these regions visited. The wine tourism also gets the names of wine tourism and wine tourism.

According to Ignatius and Cavaco (2010), "the wine tourism has emerged after the Second World War, with visits to cellars and wineries, but only in the nineties phenomenon appears to be autonomous." Complementing this explanation, Valduga (2008) writes that the rise was in Italy in 1993 with the Wine Tourism Movement, an Italian association that created the idea Cantina Open, in which some producers adhere to the initiative are committed to accommodating for wine tourism tasting at a canteen.

The initiative was successful and became a worldwide event, with the creation of Wine Day During the event visitors are taken by routes, the discovery of castles, museums and settler culture seen in productive areas.

An important aspect of wine tourism is the interest in direct contact with producers. The presence of these during the visit is a differential activity. It is also noticed, the interest of visitors through the history of workers and local residents to know their homes and

way of life of their ancestors. region. According to Costa and Kastenholtz (nd: 2): "The Wine is a type of tourism that is outside of metropolitan areas and thus plays an important role in regional development and job creation in poorer regions." It is noteworthy, however, that "most Enotourism destinations are rural, including small towns and villages with low population density, although it may exist in the urban context" (Ignatius and Cavaco, 2010).

The wine tourism can be linked to cultural tourism, considering the interest of visitors from knowledge of the history of wine, architecture, customs and tradition of the place visited, because according to the site Enoturismobrasil (2010): "Wine is a segment of activity tourism which is based on the trip motivated by the appreciation of flavor and aroma of wines and traditions and typical of the towns that produce this drink. " In this regard, the Ministry of Tourism (TOURISM MINISTRY OF BRAZIL, 2010: 13) defines cultural tourism as "tourism activities related to the existence of the set of significant historical and cultural heritage and cultural events, enhancing and promoting the goods and materials intangible culture. " In relation to cultural tourism, wine tourism is characterized by knowledge of wine history, local customs, architecture, craft.

Regardless of the classification of wine tourism, the following should be emphasized: its characteristics related to wine tourism stimulates the development of remote areas, stimulates the interest of owners and workers by activity, in that they see the value of their work, promotes preservation of cultural heritage, has a multiplier effect through the emergence of demand for lodging facilities, food, crafts, museums, businesses, among others, benefiting the local community as a whole.

3. Culture, Tourism and Cultural Heritage

As explained before, wine tourism can be classified as cultural tourism and is considered a form of preservation of cultural heritage to be developed in tourist destinations where there is the production of wines.

Enotourism activities, as the experience of watching the manufacture of wine, try out the different types of wines produced in a given region, taste the local cuisine and learn about the customs regionalized special forms of direct contact with the culture, with the middle and with the population of an area in visitation. (COSTA, 2008)

To better supporting this article it was considered important in this section conceptualize culture and cultural heritage, although there have already been mentioned previously.

The culture can be "understood as everything that was created by humankind throughout its existence, both in terms of material and nonmaterial. Thus, they belong to the culture tangible and intangible values that represent materials rather than materials produced by human action "(Dias, 2006: 17).

One of the most cited definitions is that of Tylor: "Culture is that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society" (cited DIAS, 2006). In other words, culture encompasses both the larger productions, like art, literature, architecture, such as

smaller productions, like the mundane events of everyday life and ways of life:

Culture can be currently regarded as the set of distinctive spiritual, material, intellectual and emotional traits that characterize a society and a social group. It encompasses, in addition to arts and literature, ways of life, fundamental rights of human beings, value systems, traditions and beliefs "(MUNDIACULT, 1982 apud DIAS, 2006) Culture can be understood as part of a human being, inseparable, and often unnoticed by him. Sometimes, people act according to the values and norms of society where they live, without realizing they are taking decisions or making considerations based on its culture. The standards are directly related to cultural issues, because according DIAS (2006) are concepts related to a particular culture that serve as a criterion for evaluating behavior and others. The author explains that the standards reflect the beliefs and values that determine what can or can not be done. They can be formal, ie, codified in law, or informal (rituals, customs). The informal rules may have the same strength as the formal depending on the society. According to UNESCO (www.unesco.org/ 2005) culture is the set of distinctive spiritual, material, intellectual and emotional of a society or social group which includes, in addition to arts and letters, styles life, ways of living together, value systems, traditions and beliefs "

Martin (2004:4) states that "culture understood as myth, as symbolic imagination, imaginary life is thus shared and jointly constructed path. Thus understood, the culture part of the will of men. "

For Rock and Monastirsky (2008:149) culture is "a web of meanings from sharable social relations" and so the notion of cultural heritage is closely tied to the idea of belonging, consideration of everyday life. Cultural heritage is the testimony of experiences that enable man to know the past, but mainly to satisfy the need to understand the everyday (DIAS, 2006, SMITH, 2007). Indeed, it is a bridge between past and present who appears as a security guidance in living the day-to-day.

This role of intermediary between man and his daily life and his short story, makes the cultural heritage bears great significance in cultural tourism activities, which not only aims to offer attractive shows and events, but also seeks to preserve this heritage. The heritage preservation, as state policy, emerged during the French Revolution in order to protect the buildings and works of art from destruction by the revolutionaries, because these assets belonging to the nobles and the clergy have become state property, such as " National Property "(Camargo, 2002; CHITTY and Baker, 2005). During the nineteenth century it was considered worth only attractive material, especially the monuments. Gradually, the idea of a "minor architecture" is spread by the Italian architect Gustavo Giovannoni which contributes to modify the idea that only the architecture of luxury should be preserved and considered a patrimony of all (Choay, 2001:143).

Until the first half of the twentieth century, yet still the idea of cultural heritage for the preservation of movable property, a concept that changes from the second half of this century, with the scope of intangible heritage.

Both from the history of anthropology as we started to understand that humans produce not only art but also science, technology, knowledge, machinery, medicine, history,

customs, cooking recipes, ways of relating with neighbors and that all this is the cultural legacy, the legacy left to us and we will leave. (<https://www.furb.br/2005>) As a result, the equity is no longer defined only by the noble buildings where they lived and went on to embrace the customs, beliefs and ways of everyday life of all segments that were part the past and are part of this company.

Thus we have the definition of cultural tourism as a "form of tourism which aims to participate in new and profound cultural experiences, whether aesthetic, intellectual, emotional or psychological" (Stebbins APUD DIAS, 2006: 39).

Cultural tourism is replaced by the task of promoting cultural heritage, enhancing its preservation at the same time it often turns to serve its purpose of consumption. DIAS (2006), making the relationship between tourism and heritage, said that cultural tourism has benefits such as preservation of cultural heritage, economic development locally, regionally and nationally. The author sees cultural tourism as participation in new and profound cultural experiences, whether aesthetic, intellectual, emotional or psychological.

But this relationship not only brings benefits, since the relationship between visitors and core receiver can generate tensions, exclusions and dissatisfactions. Tourists do not always understand the customs and traditions of the inhabitants, or rather, before the search for tradition eventually invading the privacy of the visit, forgetting that the people who live there are not "products on display." One way to alleviate these grievances is to include community participation in tourism organization, but not as guests but as active agents of this process. Not like the audience who attends a seminar on the multiplier effects of tourism, especially in terms of profit, but as effective participants in decision making that will affect their lives.

The Ministry of Culture (www.cultura.gov.br) includes cultural tourism is a set of tourism activities related to the experiences of significant elements of cultural heritage, promoting and enhancing the material and immaterial culture, so we can say that this tourism sector, involves the exchange of experiences between visitors and the recipient population, making it important to emphasize the word "experience". The more the community participates in the planning process, will be more enriching the knowledge acquired during visitation by tourists, because it involves actually looking for that place and know the history and the symbols expressed in tangible and intangible assets.

Cultural tourism is the access to this cultural heritage, ie, history, culture and lifestyle of a community. Therefore, cultural tourism seeks not only leisure, rest and good living. It is characterized also by the motivation of the tourist regions in knowing where his foundation is based on the story of a people, their traditions and their cultural, historical and religious (Moletta, 1998)

Cultural heritage is the essence of cultural tourism, "is a great motivation for the movement of tourists and cultural capital valuable to the community ..." (Dias, 2006: 46). The cultural heritage, continues, symbolizes the cultural identity of a community, since it is the most explicit expression of the identity of a community. Tourism while influencing cultural change in the pole destination, it also allows the retrieval and maintenance of culture. In this sense, is seen as a way of enhancing local

identities.

Getz (apud DIAS, 2006) notes that the parties and events developed with the intention tourism can destroy the authenticity sought by tourists, but while these are activities that provide the means to expand and sustain these events and cultivate traditions. Ferreira(2001:16):

Partying is putting himself before the mirror, looking for himself and his identity, is seeking re-discover the historical and cultural safeguards, and reaffirmed them in the power of representation, the act of communication and community. This action to recover their identity is crucial to find himself and regain a balance that can be threatened. This rescue, however, is a contentious act, because it means to incorporate new values to those traditions.

Tourist activity causes local people reinvent their daily lives and this reinvention, the logic of tourism overlaps with local traditions and the very identity of the community impacted by new values, symbols, references. Thus, tourism reinvents and creates new functions, retrieves past practices and folklore through cultural attractions and rides to theplace(Silva,2006).

4. History of the Douro Region

Wine was always present in the lives of men and especially the Portuguese, as part of routine and culture. Portugal is a country rich in wine regions from North to South with strong traditions of wine consumption. The wine for the Portuguese is an integral part of its assets representing a feature of culture. Cavaco(2005:2) states that:

The vines may have been first cultivated in the Iberian Peninsula, in the valleys of the Tagus and Sado, about 2,000 years BC, by Tartessos, the most ancient inhabitants of this Peninsula. Os Phoenicians, Greeks, Romans and other peoples to the introduction of new grapevine varieties and new cultivation methods. Even under the Moorish occupation, the production of wine was tolerated, and only in the eleventh and twelfth centuries, with the dominance of the Almoravids and Almohads, production decreased. Then came the one knew ever increasing importance to the present day. Organizational issues of wine production in Portugal, the Institute of Vine and Wine (IVV), replaced in 1986 the National Board Wines, arising from the accession of Portugal to the European Community. "The concept of appellation of origin has been harmonized with EU legislation, and raised the rating of 'Vinho Regional' for table wines with geographical indication, thereby strengthening the quality policy of Portuguese wines" (CAVACO,2006).

The activity winery has sought integration with other sectors as an alternative to the socio-economic growth. To Jordan (2005:6)

Today, the landscape of vineyards and their own culture and folklore associated with the wine begin to become a product of economic value in itself. It is so difficult to conceive of a local development policy in rural areas that do not take into account this important feature

According to statistics from the International Organisation of Vine and Wine (OIV, 2007), Portugal is part of the ranking of the top ten countries worldwide in terms of vineyard area, occupying the 8th place with more than 240,000 hectares with a production volume over six million hectoliters (9th place), and exporting about 2.4 million hectoliters of wine growing in 7th place in the world. (E COSTA Kastenholz, nd).

Portuguese wines are considered different in relation to others in world terms, as stated Pombal (2005:3), President of the Institute of Vine and Wine: Recent studies indicate that Portugal produces excellent wines, "different" from those produced elsewhere in the world, it is assumed that the main feature of Portuguese wine, may be diversity, mainly due to soil and climatic factors (climate, soils and grape varieties), because in addition to climatic contrasts and differences in the morphology of the soil, the wide range of domestic vine varieties (they are identified over 300 different varieties), and specifically the most appropriate to the region and soil, certainly contribute to a combination of wine with aromas and flavors of unique features. (People and Places, 2005)

Mitchell and Hall (2006) claim that the studies on wine tourism as a tourism product analyzes the links between wine and tourism, including wineries, events, wine production, the planting of grapes and the Wine Tourist Road Maps. According to Costa E.(2009:9) its particularity innovative shows in the fact that these tourist sites have taken their vocation of wine producers and vineyards, adopting the creation of scripts for the tourist to appreciate even more where the drink made from the vineyards, and ended up bringing with it the development. In these scripts, we present the wine routes where it promotes the regions in which wines are different.

Among the wine-producing regions in Portugal, the interest of this study will be on the Douro Region. This region has unique characteristics in several respects, especially with regard to tourism, culture and wine, and so motivated this investigation. The Douro Region (RDD) is located in the northeast of Portugal, surrounded by mountains and Marão Montemuro. The vineyard area covers about 40,000 hectares, although the region extends for about 250,000 hectares. (SALVADOR, 2007). The region is bathed by the River Douro, which rises in Spain to 2080 meters above sea level and has its mouth on the Atlantic coast, in Porto - Portugal. Its course has a total length of 850 km, is developed along 112 km of border Spanish and Portuguese. Its average altitude is 700 meters. Specifically, the drainage basin of the Douro has different features - climate, physiography and geology - essential to understanding its biodiversity. (Fauvrelle, 2002)

The region is considered unique and stands out from the others, is the issue of being an isolated area, either by production of the vineyard, or by natural features. Barreto (A., 1993:1) refers to the soil of the Douro, "the passage of the granite schist is so obvious that not only is perceived physically and emotionally" and explains that "the Douro has a dichotomous question that was to produce a wine global (Port), a region turn on itself in the large producers seldom-visited her in vintage, and generally lived outside ...". The

Douro was first demarcated region of the world in 1756, when he effected the first rules of a wine region in the world in order to ensure the authenticity of the wines. In the Douro, the observation of the vineyard in terraces, covering the slopes of the

river, provides one of the most magnificent human landscapes in the world, sung by poets such as Miguel Torga, known today as "World Heritage" by UNESCO (SALVADOR, 2007).

The tourism potential in the region are great, but need to be developed into a cultural and economic matrix that is sustainable in the long term. Soils durienses coupled with steeply sloping terrain are factors that challenge the cultivation of the vine, but at the same time, how much of the Douro itself, these factors turn out to be beneficial to the longevity and quality of the vineyards (evasions, 2007). The man's effort to convert barren land into vineyards resulted in the application of three different ways of planting, on terraces, and at levels high. These terraces are common in areas whose slope is high and resemble terraces separated by walls of greywacke schist. Landings are made by mechanically constructed terraces without walls to support the land, while the high planting takes into account the drainage of land and the space required for movement of machinery and mechanization in the vineyard. (www.infovini.com)

The Douro Region, as explained by Esteves (2008), divided into three subregions:

- Low-Corgo - approximately 51% of the land under vines, the whole right bank of the Douro River from the River Boatmen Corgo (Ruler). On the left bank, from the village of Barrô to the River Teme-Lobos, near the town of Armadale;
- The Up-Corgo - approximately 36% is based on the previous one and goes to the meridian that passes in the Cachão Valeira;
- The Upper Douro - approximately 13% is based on the previous one and goes to the Spanish border.

Based on the works of some historians of Douro Region (Gaspar Martins Pereira, Fernando de Sousa, Conceição Andrade Martins, Antonio Barros Cardoso), one can understand that, according to archaeological remains found in the Douro is no evidence that the Romans cultivate grapes and producing wine since the third century AD. Between V and XI centuries the Douro Valley was occupied by Swabians (séculoV) Visigoths (sixth century) and Muslims (ages VIII to XI), which made the region a place of cultural fusion (evasions, 2007). The Douro is deeply marked by the Roman presence in addition to the Islamic presence. In the twelfth and thirteenth centuries, the monasteries of the Cistercian Order, Salzedas, St. John and St. Peter Tarouca Eagle invest in the cultivation of vineyards and give rise to some of today's farms. This is when it begins shipping the wine to Porto and its use as a commercial hub. From the seventeenth century, the Port begins its great commercial expansion due to the Franco-Dutch war (1672-1678) and the League of Augsburg (1688 - 1697), British merchants are forced to seek new suppliers. In 1675 comes the first documentary reference to the name "Port" and made in 1678 are the first records of wine exports to England from Porto in Oporto Customs. Between 1678 and 1715, exports have increased exponentially, from 408 to nearly 9,000 barrels and in the 1720s to reach 20 million barrels. In 1703, the Methuen treaty between England and Portugal provides that the British fabrics are exempt from customs duties in Portugal and Portuguese wines exported to England to pay a third less in customs duties paid by French wines. In 1756, under pressure from major tenants Douro is created the Company General of Agriculture of the Upper Douro Vineyards that leads to the establishment on September 10 of that year, creating the world's first demarcated region. This entailed dividing the

denomination of origin with the demarcation of the vines, creating a register of farms and vineyards of the demarcation of boundaries made with rectangular granite with the inscription and the date of allotment FACTORY (1758 or 1761) in a total of 335 marks . In 1932, he founded Casa do Douro, the following year the Exporters' Guild of Port and Port Wine Institute. In the second half of the nineteenth century, the attack of diseases on grapevines (powdery mildew since the early 50's and phylloxera from 60 years) cause a major shift in the region with the expansion of winemaking in the Douro Superior and the redefinition of regional space: with transforming the landscape with the replacement of terraced type of pre-phylloxera terraces by type of post-foloxérico, in addition to technical innovations and new tools. In 2001, UNESCO classified the Alto Douro Wine Region as a World Heritage Site for its "living cultural landscape evolution." In 2003, there is the fusion of the Interprofessional Commission of the Douro Region and the Institute of Port Wine Institute in the Douro and Porto. (SPIDER, 2005; ESTEVES, 2008; Paracanas, 2001) For Boss (2007), President of Tourism of Portugal is of paramount importance in preserving the authenticity of the region and its wines and the enhancement of economic activity related to viticultura projecting internationally the image of Portugal in the field of tourism. One example is the Douro Vineyard Villages Program was established in 2001 aiming to enhance and regenerate the villages of the Douro, through socio-economic revitalization of the fixing of the population, rehabilitation of public spaces, the promotion of popular culture and further promoting tourism in the RRD (evasions, 2007).

The criteria adopted, according to Salvador (2007) and Esteves (2008), UNESCO (2001) to include the Douro in the list of World Heritage property were: One criterion of Testimony: Provide a unique or exceptional testimony to a cultural tradition or civilization which is living or has disappeared; Criterion of the Architectural, offer an exceptional example of a type of building or architectural or technological one or landscape illustrating one or more significant periods of human history, a Cultural Representative Criterion: be an outstanding example of human settlement or occupation of the territory, representing a culture (or more), especially if they become vulnerable under the effect of irreversible changes. The development of tourism in the Douro Region is provided by the natural and cultural attractions, since this region has varied tourism resources. The counties that are part of the RDD, according to the Tourism Region South Douro (2007), are: Resende, Mesão Frio, Santa Maria de Penagua, Weight Ruler, Lamego, Armarmar, Tabuaço, Sabrosa, Alijó, Murça, Mirandela , Sao Joao da Pesqueira, Carrazeda of the Ancients, Vila Flor, Customs of the Faith, Tower Moncorvo, Vila Nova de Foz Coa, Meda, Ash Espada à Cinta, Figueira de Castelo Rodrigo and Villa Real. In addition to the unique landscape, it was the first wine region in the world to be demarcated, has a great history and cultural heritage and archaeological heritage, for example, the engravings of Foz Coa-in cities and towns and densely property that checks throughout the region of classified heritage - religious monuments and museums, which confirms a strong regional identity, Landscape and Natural Heritage as expressed in its quality and diversity of natural resources, particularly in the mountain plateau and in the Douro wine region Douro.Na there are several activities related to wine tourism as visits to cellars and wineries, Cruises in the Douro, the visits to the Museums of Port and Douro Museum, visits to estates; Villages Vineyard, and the Centers and Centers of Interpretation visitors, the Wine Tourist Festivals and Events. This great variety of tourism activities featuring reality Douro. (SPIDER, 2005; ESTEVES, 2008).

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