

WINE IN PORTUGUESE TOURISM AND LEISURE

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Introduction

A few months ago a leading Portuguese weekly newspaper wrote: “Golf, horses, gastronomy, wines and heritage... So much to see and do ... awaiting us at our new hotels”. (Special insert, *Expresso*, 27 October 2007)

Resources, goodwill and ready services are today’s image of Portuguese tourism. Furthermore, these products are being perceived as the core references of quality tourism, clearly linked to local and regional development.

The present paper will focus precisely on one of the products of the Portuguese tourism system: *wine*.

This product encompasses tradition and social-economic meaning, whilst closely associated with sparsely populated areas, although currently it displays new outfits, innovative procedures and new identities, which lend the surrounding territory added-value that cannot be ignored. Besides the important role it plays in farming, wine is nowadays above all a product of excellence of Portuguese tourism, as underlined by the The National Strategic Plan for Tourism (NSPT).

In 1995, Claval stated that we were witnessing what became known as a *new cultural transition*, which included the development of *mass* media and its dominance, the rise of new feelings of identity and the development of new spatial anchors of culture. In traditional societies each region had its own techniques and methods, and they interpreted the moral principles of the elite classes in their own way. They believed to be endowed with a well-traced identity (Claval, 1995, p. 332). Mass media eroded the local authorities and the territorial identity lost much of its value, so much so that the resulting void was filled with choices of *cultural consumption*, as they are called.

These cultural products gained expression in the world of leisure and entertainment and they reveal new identities, through the mediation of both public and private institutions and the acknowledgement of the local populations of traditional products in new packaging, of which wine tourism is a part. Such identities, when interpreted in the light of sustainable development, help foster local marketing, create employment and promote growth in competition with the global markets. To achieve these goals the local power (public and private) and central governments play a very important role, as is vital companies’ fight for their share in the market through product image, excellence and innovation. This is precisely the case of the Portuguese wine cluster as a tourism product (wine tourism), associated with the wine routes, farms and estates, vineyards, wine production procedures, wine-tasting, museology, wine brotherhoods, quality of the wine product... An array of other tourism products which, operating in a systemic manner, may promote wine tourism.

Time and space of wine in Portugal

Time...

The Celts, who had already discovered the vine, are believed to have been the ones to introduce in the Iberian Peninsula in the sixth century BC the vine varieties which they grew.

One of the first references to the production of wine in Portugal dates back to 989, according to the Fiães Convent Book of Dates (Douro).

With the Roman occupation of the Peninsula, vine culture developed more modern trends: new grape varieties were introduced and growing methods upgraded, in particular pruning. In this period, grape-growing grew significantly as a result of the need to send frequent shipments of wine to Rome to supply growing demand.

It is also worth noting the role that the Catholic Church played in the dissemination of vineyards and the generalised use of wine. The Catholic Church consecrated bread, as well as wine, which became part of the ritual of sacred mass. To guarantee mass wine supply, monks became the promoters and masters of grape-growing and wine production. Wine then became part of Medieval society's drinking habits and accounted for a significant share of the Medieval Lords' revenue.

In 1703 Portugal and England signed the Methuen Treaty which regulated trade relations between the two countries and provided a special framework for the supply of Portuguese wines to England.

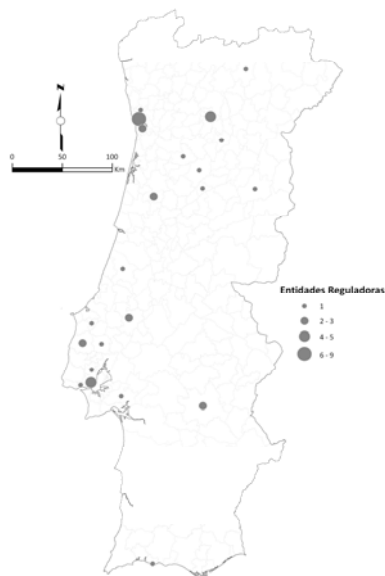


Fig. 1 – Regulatory Bodies in 2007..
Source: Wine and Vineyard Institute

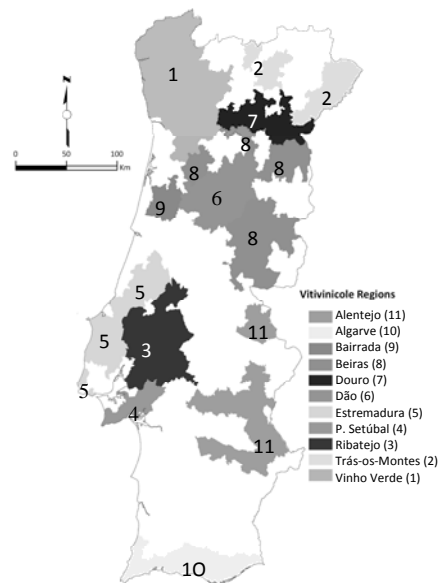


Fig. 2 – Portuguese vine and wine regions. Source: Wine and Vineyard Institute and

The Marquis of Pombal was a great promoter of wine production in Portugal. In 1756 the Douro region was designated wine region under his orders, the first to receive such designation worldwide. Consequently, the *Companhia Geral de Agricultura das Vinhas do Alto Douro* was appointed. The current municipalities of Loures and Sintra also received wide support of their wines under the Marquis of

Pombal, particularly the regions of Bucelas and Colares (in the current province of Estremadura).

Going into the 20th century, 1907/08 started the regulation process of several Portuguese protected designations of origin. Besides the producer region of Port wine and Douro table wine, other already famous wine production areas were also demarcated, including Madeira wine, Moscatel wine from Setúbal, Carcavelos, Dão, Colares and Vinho Verde (<http://www.ivv.min-agricultura.pt/>). The *Organização Corporativa e de Coordenação Económica* of the New State founded, in 1933, the Wine Producers Federation of the Centre and South of Portugal, a corporate body in charge of regulating the market and endowed with the appropriate powers. Four years later the *Junta Nacional do Vinho (JNV)* was invested with the power to balance supply and demand, to survey production and store surplus wine.

Towards the late 20th century the Portuguese economy, and subsequently grape-growing and wine production, awoke to a new outlook. The concept Designation of Origin was standardized in conformity with Community legislation and the classification of Regional Wine was created for table wines of Geographic Indication, thus enhancing the quality policy of Portuguese wines. In 1986 the JNV was replaced by the *Instituto da Vinha e do Vinho (IVV)*, a new body which suited the structures established by the new market policy, as a result of Portugal joining the European Union. The acknowledged relevance of regional support led to the supported development of Regional Vine and Wine Councils, which played a very important part in the preservation of the quality and distinction of Portuguese wines. Together with the Federations of Vine and Wine Producers, Professional Associations of the Wine cluster, these Councils have functioned as regulators and promoters. Their geographical distribution (Fig. 1) clearly illustrates the core regions where wine production reveals greater social and economic meaning in Portugal.

Space with time...

There are currently 23 Denominations of Origin and 10 Geographical Indications in Portugal, besides the designated Wine Regions (Fig. 2).

Denomination of Origin is a concept applicable to designated wines whose originality and individuality are attached to one specific region. By joining the EU Portugal is authorised to use the Community nomenclature (QWPSR - *Quality Wine Produced in a Specific Region*) that designates wines of high quality, with a limited production established annually by the Regulatory Bodies, and that are produced from grape varieties grown in demarcated regions¹. There are also Regional Wines. This is a classification given to table wines with Geographical Indication. They are wines produced in a specific region and they are marketed with the same name.

¹ To use this classification, there are standards based on the features of the wine, namely colour, flavour and aroma. Sometimes replaced by a known reference DR – Designation of Region. This designation encompasses all the classified wines as AOC (Registered Designation of Origin) and IRP (Indication of Regulated Provenance). AOC – Registered Designation of Origin: designation of wines produced in a geographically designated area and subject to compliance with specific legislation (soil properties, grape variety recommended and authorized, wine practical, alcohol content, time of period of training, etc.). IOR – ‘Indication of Origin Regulated’: designation of wines that, although enjoying of specific features, will have to fulfil, for at least 5 years, all the rules established for the production of wines of great quality to be able, then, to be classified as AOC.

These wines are produced at least from 85% of the region's main variety of grapes, as identified, recommended, authorized and certified.

All of the wines that do not fit under the designations QWPSR and Regional Wines are considered *Table Wines*. They have no geographical indication and they are produced from lot wines, which are selections of good wines from north to the south of Portugal. They have to comply with the standards of quality, and bottling presentation and capacity.

By analysing the geographical distribution of Wine Production in Portugal (Fig. 3A) one easily identifies the core supplier areas. Clearly the largest producers are in the administrative sub-regions of Douro (NUT² III) (north-east Portugal) and West (NUT III) (the northern fringe of Lisbon). There is a tight link between the NUTs marked in grey and black (larger production) and wine tourism supply. Indeed, this tourism product plays an important part in the promotion of local development, as it is directly based on a traditional product with new packaging: innovative services, appealing images, integrated promotion of other tourism products.

A more targeted analysis of the production of Quality Wines Produced in a Specific Region enables us to identify the cores of Portuguese wine tourism (Fig. 3B), in tune with the proposals made by the Instituto do Turismo for first (Porto and North Regions) and second (Centre and Alentejo Regions) priority regions for investment in wine tourism product in Portugal, with the Douro, Vinho Verde, Dão and Alentejo designated Wine Regions as leaders in the supply of this tourism product.

As for Regional and Table Wines the NUTs surrounding the capital city (particularly in the West and Tagus wetlands) are clearly the main producers, paralleled by the Douro sub-region.

Interestingly several sub-regions present high production values (Baixo Vouga, Baixo Mondego, Pinhal Interior Norte, Cova da Beira (QWPSR); Trás-os-Montes, e Baixo Alentejo), meaning that through investment in quality - currently an attribute of Portuguese grape-growing and wine production activities - wine tourism supply may become in the near future better and more diversified and it has a lot to win from distinct economies of scale.

The acclamation of the places associated with wine tourism product has grown in Portugal and the sustainable (ecotourism) and integrated perception hereof (connection to several tourism products relating with the territory) is a reality.

As Bell & Valentine put it (1997: 153) "the region is a product of both human and physical processes: a natural landscape and a peopled landscape. It is also a powerful way of thinking place and identity (Thrift, 1991)". (...) Wine region is an exemplar of how the rhetoric's of the region are pulled together to stress uniqueness, and how the physical and human landscapes are seen as together producing that uniqueness". In effect, if one analyses the *wine product* by identifying the place as the result of the relation between nature and culture, if perceived from the standpoint of thinking global and acting local, geography gains a study field of undeniable value and meaning. What then needs identifying are the places, itineraries, routes and boundaries related to the vine and wine regions of Portugal.

² NUTS - Nomenclature of Territorial Units for Statistics

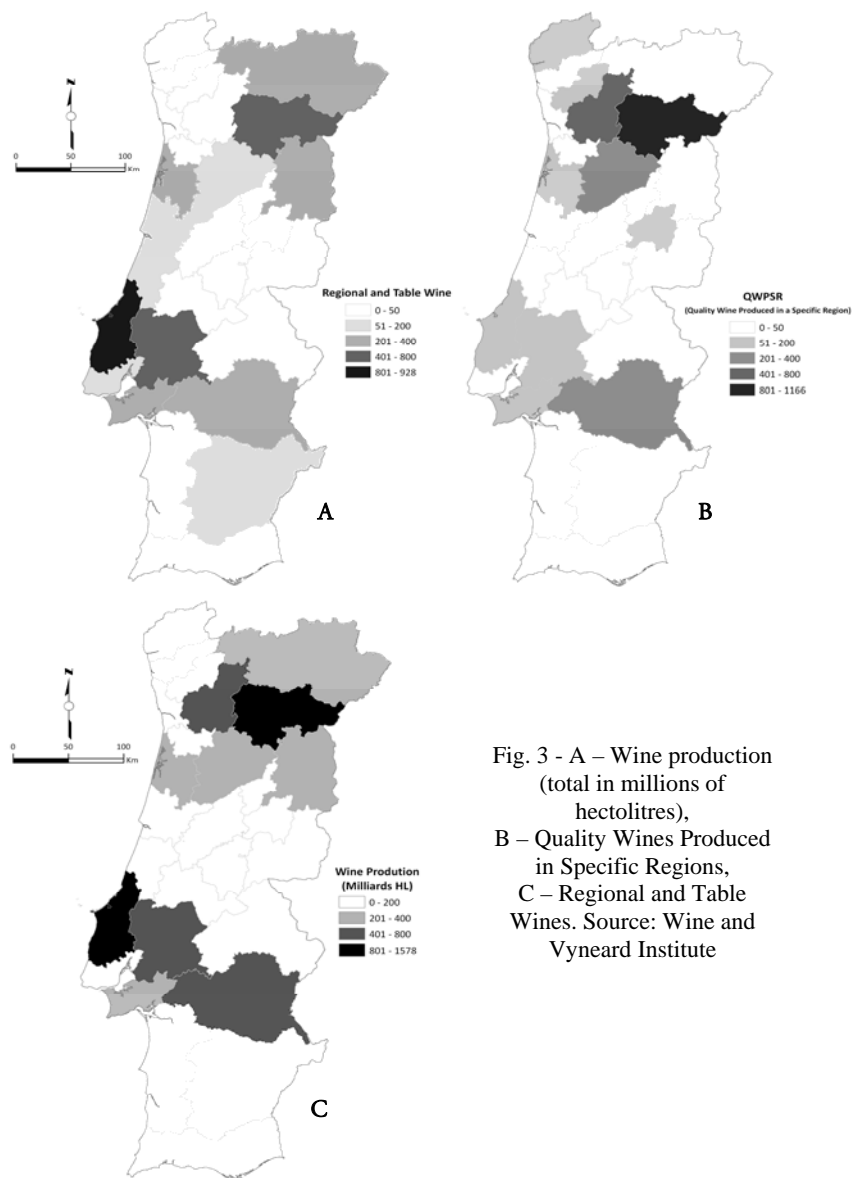


Fig. 3 - A – Wine production (total in millions of hectolitres),
B – Quality Wines Produced in Specific Regions,
C – Regional and Table Wines. Source: Wine and Vineyard Institute

There are in Portugal 11 designated wine regions (see Fig. 2) (without counting Madeira and Azores).

The Vinhos Verdes/Minho wine region, located in the North-eastern part of the country, is the largest in Portugal. The region was designated in the early 20th century and the Denomination of Origin is currently divided into nine sub-regions - Monção, Lima, Basto, Cávado, Ave, Amarante, Baião, Sousa and Paiva -each of which producing a unique form of Vinho Verde. The region is essentially a producer of white wine (Alvarinho and Loureiro being two of the most relevant examples)

and the local red wine (formerly the predominant production in the region) is produced almost exclusively for local consumption.

On the same latitude, but in the Trás-os-Montes region (northeastern part of the country), another 3 sub-regions are identified: Chaves and its vineyards on the slopes of the tributaries of the river Tâmega; the planes of Valpaços; and the Miranda plateau and its vineyards at the mercy of the river Douro. However, it is in the South of this region that the river Douro is the closest to grape-growing and wine producing, through its lithological forms of shaping the territory.

The Douro region is precisely the product of a successful integration of Man and Nature. The distinct forms of grape-growing are themselves of tourist interest; furthermore the landscape designed by the combination of river bank slopes, ledges and terraces covered in vineyards was listed as World Heritage by UNESCO in 2001, another element in favour of this region's tourism potential.

The three Douro sub-regions, Baixo Corgo on the west side, Cima Corgo and Douro Superior on the east, have to some extent become specialised in wine production. The first enjoys the best conditions for producing table wine, the second is an excellent *vintages* producer and Douro Superior is known for its white wines, sparkling wines and *generoso Moscatel* dessert wine.

Whilst the northern region displays a large variety of wines which results in the enhanced potential of wine tourism, the Beiras region is in frank expansion, albeit with lower levels of projection and less consolidated investment.

The *Instituto do Turismo* in its publication *Turismo de Portugal* (2006) underlines five stages in the development of the wine tourism product: planning, supply development, enhanced competition, supply diversity and enhancement and marketing. The Centre Region, which encompasses the Beiras (Lafões, Távora/Varosa – renowned for the production of sparkling wine -, Castelo Rodrigo,

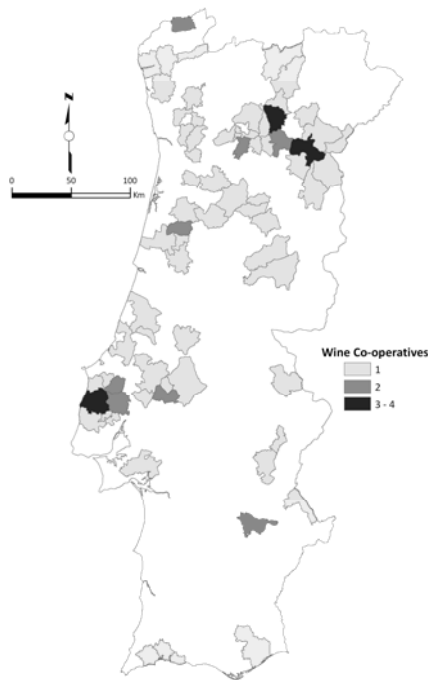


Fig. 4 – Wine Co-operatives
Source: Adapted from data base in
<http://www.infovini.com/>

Pinhel, Cova da Beira), Bairrada and Dão regions, is acknowledged for its “good potential owing to the excellent wines, natural landscapes and local gastronomy”, but “the cellars are not prepared for receiving tourists” *Turismo de Portugal* (2006,

p. 56). Therefore the region is said to be in the *Planning stage*³. The Porto and North region, on the other hand, has entered the *Competition enhancement stage*⁴.

In the Centre Region, in Bairrada, located between Águeda and Coimbra, wine production is essentially supported by small wine co-operatives⁵ (Fig. 4), small and medium-sized companies and small producers. Small producers market what is commonly known as *farm wines*, which have become essential products for the region and they are today the foundation of the developing Wine Routes. Sparkling wine (which only existed in white until red sparkling wine began to be produced) and *leitão* (roast piglet) *da Bairrada* are two core references of *wine and food tourism products* in Portugal, both of which designations of origin.

Crossing Beira Litoral into the Beira Alta region we enter the renowned Dão wine region, which extends along the main tributary of the river Mondego, the longest river entirely in Portugal. “It is a region of many wine producers, most of which small farmers. For many decades the grapes were delivered at the co-operative cellars in charge of making the wine. The wine was then sold in retail to large and medium-sized companies, which bottled it and sold it under their own brand names” (<http://www.infovini.com/>). Nowadays, the producers of Dão, Bairrada and Távora/Varosa wines are becoming known, both domestically and abroad, for the quality and image of their wines anticipating the growing value of the *wine product*, well identified by the *Instituto do Turismo*, which under the National Strategic Plan for Tourism (NSPT) identifies Porto and North region, Alentejo and the Centre as being responsible for at least 5% of inbound tourism (PENT, 2006: 122).

Indeed Alentejo reveals great potential in the grape-growing and wine making cluster. Divided into eight sub-regions of Designation of Origin, Reguengos, Borba, Redondo, Vidigueira, Évora, Granja/Amareleja, Portalegre and Moura, only two decades ago did wine acquire meaning. At first it was regarded as a product of little value and was used only for domestic consumption and to supply the local markets. The wine sector later gained new meaning, which resulted in its designation as wine region in 1988, with the development of private producers, largely driven by the regulatory bodies and co-operative cellars. The Alentejo region is today a growing market in wide expansion due to the diversity of products which may be combined with the *wine product* and to the innovative features which it has managed to promote through marketing and the quality of its wine services and products.

Estremadura and Ribatejo in turn have undergone, in the past 15 to 20 years, a process of deep restructuring which will lead to a switch from large production to high quality, through investments in cellars, vineyards and grape varieties. Estremadura occupies a large portion of the western mesocenoic coast, essentially covered in limestone rock, which includes nine Designations of Origin: Colares, Carcavelos and Bucelas (south, on the Lisbon fringe), Alenquer, Arruda, Torres Vedras, Lourinhã and Óbidos (the heart of the region) and Encostas d’Aire (north,

³ Planning stage: focus on creating the basic conditions for product development: land-use planning, activity regulation, resource enhancement, infrastructure and equipment development Turismo de Portugal (2006, p. 55).

⁴ Competition enhancement stage: focus on improving the product value chain through technological innovation, service quality improvement, capacity building...Turismo de Portugal (2006, p. 55).

⁵ It is in the Douro and Estremadura region that co-operative cellars play the lead role, yet in Bairrada cellars are the fundamental partners in structuring the wine sector.

coalescing in the Beiras Geographical Indication). Ribatejo, on the other hand, encompassing six sub-regions (Almeirim, Cartaxo, Chamusca, Coruche, Santarém and Tomar), and dominated by the river Tagus, transferred its vines to the poorest soils and made quality its core reference.

This journey around Continental Portugal cannot end without first mentioning the Algarve and Setúbal peninsula, another two designated Wine Regions. Setúbal peninsula includes Palmela and Setúbal Designations of Origin, as well as the designation Terras do Sado regional wines. This is also the nursery of *generoso* wines, like *Moscatel* (liqueur wine) from Setúbal, renowned inside borders and beyond. In the Algarve large investments are also being made to boost the wine sector. New grape varieties were replanted, cellars upgraded and new wine production methods introduced. Notwithstanding the four Designations of Origin, Lagos, Lagoa, Portimão and Tavira, most of the wine produced here is called “regional wine of the Algarve”.

	Oporto &						
	North	Centre	Lisbon	Alentejo	Algarve	Azores	Madeira
Cultural tours and sight-seeing	■ ■ ■	■ ■ ■	■ ■ ■	■ ■ ■		■ ■	■ ■
Health and Well-being	■ ■ ■	■ ■	■ ■ ■	■ ■	■ ■ ■	■ ■	■ ■
Golf Travel	■	■	■ ■ ■	■	■ ■ ■	■	■ ■
Eco-Tourism	■ ■ ■	■ ■ ■	■	■ ■	■ ■	■ ■ ■	■ ■ ■
Wine and food Tours	■ ■ ■	■ ■ ■	■ ■	■ ■ ■	■	■	■
City short breaks	■ ■ ■		■ ■ ■		■		
Business Travel	■ ■ ■	■	■ ■ ■	■	■ ■	■	■ ■
Sun and Sea Tourism	■ ■	■ ■	■ ■	■ ■ ■	■ ■ ■		■ ■ ■
Sailing Tours	■ ■	■ ■	■ ■ ■	■ ■	■ ■ ■	■ ■ ■	■ ■ ■
Residencial Tourism	■ ■	■	■ ■ ■	■ ■	■ ■ ■	■	■

■ Limited ■ ■ High ■ ■ ■ Very High

Fig. 5 – Territorial strategic matrix of product development
Source: NSPT (2006) Instituto do Turismo de Portugal

Portuguese tourism has definitely turned to the territory and finds in the sustainability of its actions the most suitable form of promoting the region. The 10 products⁶ defined as strategic products for Tourism by the National Strategic Plan (NSPT) belong to the food and wine segments (Fig. 5). They play a very important part in local development, but particularly they provide input to its growth. In effect, the implementation of this product will help enhance sophisticated and challenging demand, around 10% annual growth rates, high average expenditure per tourist (150 to 300 euros per capita/day) and low seasonality.

Wine tourism

The drivers of tourism are increasingly diversified and regions are, therefore, stockers and igniters of products and resources which, by highlighting their identity or at least their image, help promote local development, especially in the rural world. The cluster of products related to wine seem to be amongst those elements required to be part of the local action system, which turn the world into their field of

⁶ The 10 products are: food and wines, cultural and landscape touring, health and well-being, nature tourism, city break, sun and sea, business travel, sailing tourism, golf, integrated resorts and residential tourism.

action, particularly through the tourist and the quality leisure it provides to all who are attracted to the wine product. As Brown & Getz (2005) puts it “wine tourism is a form of special-interested travel based on the desire to visit wine-producing regions or in which travellers are induced to visit wine producing regions and wineries, in particular, while travelling for other reasons (Getz, 2000, quoted by Brown & Getz, 2005: 266).

In fact, as Bell & Valentine wrote in 1997 “the region clings to an identity forged in an era of productive activity. Actions to protect regions, to shore up and reaffirm their identities in the face of this erosion increasingly nostalgise the region chauvinistically, although Smith notes that global anti-imperialistic projects represent a more progressive politicisation of the region” (Bell & Valentine, 1997: 17), when speaking about *appellations d’origine* of the wine industry. They function as trademarks that assure standards of quality, but more important, “appellations mix the natural environment of the region with the ‘raw materials’ (grapes) used and the skill involved in production and processing” (Bell & Valentine, 1997: 17), permitting a sense of place in a globalisation era. The sense of place is indeed essential for the development of wine tourism, as it may represent uniqueness and diversity to a specific type of customer who seeks tourism associated with the wine product cluster.

In 1983, Cazes & Knafou stated that the tourism place represented inner subversion (change in the established order) and outer conquest (through the incorporation of ancillary territories in the existing one) (Cazes & Knafou, 1983). However true this may be, the place today is perceived quite differently, particularly when reference is made to some specific tourism products, not least of which wine tourism.

Cazes & Knafou (1983) believed, quite understandably so, that the tourism place would switch from an essentially utilitarian function to an ideal function, representing the transformation of a society of players into another society where part of its players were temporary spectators. In this way the aesthetic consumption of the place would subvert the existing structures. In addition, tourism - or better yet the capitalist ideology which sustains its - would start including new places which were previously ignored, in view of making profit. Beaches and high mountains are two good examples of this, as well as of mass tourism.

“Fundamentally mass tourism identifies an extended form of accessing leisure, and it is a way of democratising consumption. In parallel, a process of growing elitism, featuring a diminishing number of people capable of accessing certain leisure activities and locations, is visible. The dominant groups dissociate themselves from the commonality of places, facilities and *modus operandi*, giving rise to new sorts of leisure and new, novel, sophisticated and exclusive locations” (Santos, 2001: 206 and 207).

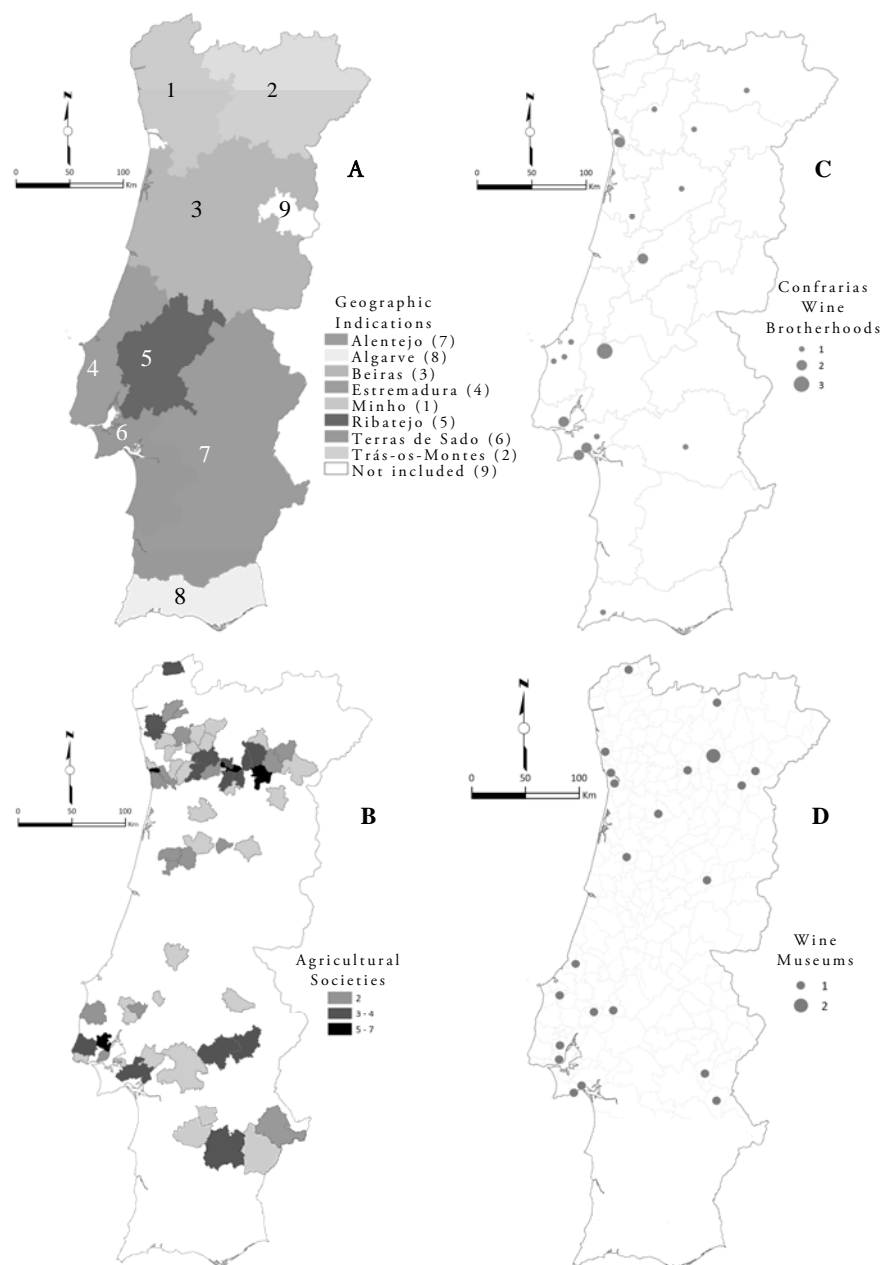


Fig. 6 – A - Geographic Indications (Source: Wine and Vineyard Institute); B – Agriculture Societies (Infovini, ViniPortugal and Vinhos Portugueses Online); C – Confrarias – Wine Brotherhoods (Infovini, ViniPortugal and Vinhos Portugueses Online) D – Wine Museums (Infovini, ViniPortugal and Vinhos Portugueses Online)

Wine tourism is currently an innovative and selective form of tourism. It promotes appropriations (situations of possession) which gain self-expression through the identity taken on by each one (situations of being).

In a previous publication it was stated that “space is turned into place” (Cresswell, 2004: 2, quotation by Santos, 2005: 124). We transform into places of ours spaces which mean nothing to us until the moment we establish with them a form of complicity, sharing, until the moment we turn them into settings of our appropriations, needs, wishes or interests.” (Santos, 2005: 124).

Therefore, the places of wine tourism, subversives as they may be they are also creators, since they seek very specific customers with distinct purposes which involve understanding the places, their history and heritage, their functions. In parallel, these customers are attracted to living places occupied by the local populations which recreate places by developing the existing ones.

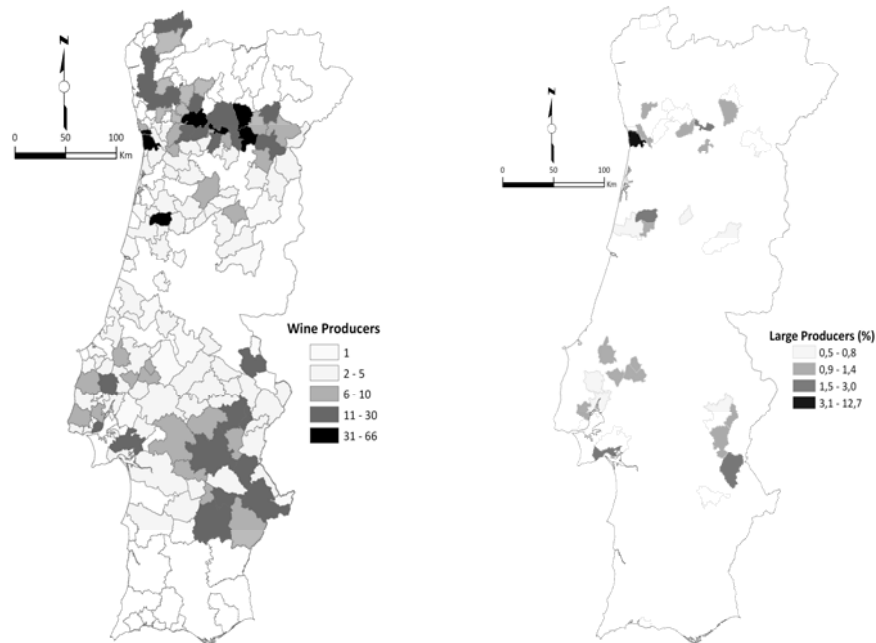


Fig. 7 – A - Wine producers in Continental Portugal. (Source: Wine and Vineyard Institute, Infovini, ViniPortugal e Vinhos Portugueses Online); B – Percentage of large producers (versus total). (Source: Wine and vineyard Institute, Infovini, ViniPortugal and Vinhos Portugueses Online)

In brief, the tourism place implies “a tacit past agreement between the local population and society at large, it expresses some distancing between the idea which the inhabitants have of their place and the perception hereof of those who discover its new nature, as well as the different skills which the locals develop to overcome such gaps” (Cazes & Knafou, 1983: 836).

Besides, the tourist seeking or consuming the *wine product* may present rather distinct features. Brown & Getz (2005) quoting Charters & Ali-Knight (2000)

identify 'wine-lovers' who desire a learning experience at wineries; they have a comprehensive ground in wine education. A small component of this segment is called 'connoisseur' and this group was much more interested in learning about wine production. Most wine-lovers are, however, hard to distinguish from the tourist in search of a bundle of benefits, since they are normally medium to medium-high class individuals seeking to make the most of their visit to a specific place. Anyhow, typically wine-lovers value the wine product cluster more than the odd tourist. Not actively seeking specific forms of wine tourism, "for most people part of the travel experience involves sampling the local food and drink in a relaxed environment (Chaney, 2002, quoted by Brown & Getz, 2005: 267).

In Portugal, the typical profile of a food and wine travel consumer is a male individual, between the age of 35 and 60 years, with high purchase power and coming from a high social and cultural background. In general, the typical wine tourist seeks accommodation in 3 to 5-star hotels or in rural tourism, shows no preference for a specific season, normally stays for 3 to 7 days in the places of his choice to enjoy the tourism products which they have to offer (Turismo de Portugal, 2006). It therefore makes a lot of sense to identify the potentials of wine tourism in Portugal. Following the designation of the Wine Regions (see Fig. 2), which include the Designations of Origin, the quality of the Portuguese wines resulted in the development of the Geographical Indications (Fig. 6A) (10 in total, including Azores and Madeira). Henceforth, it became possible to better regulate grape-growing and wine production outside of the designated Wine Regions and to promote and value the areas with excellent edaphic and weather attributes, and population know-how, since they recognise their geographical provenance.

The country thus became almost fully linked with specific and regulated wine productions, which together with gastronomy have taken on a leading role in the developmental process of the local places, which "satisfies all the conventional requirements of cultural tourism products (...) [and] it is a viable alternative for new destinations that cannot benefit from sun, sea and sand" (Kivela & Crofts, 2006: 359). With wine tourism replacing eco-tourism "as the hot buzz world of global tourism development (...) it has been identified as one of a few tourism sectors that is genuinely concentrated outside traditional metropolitan areas" (O'Neill & Palmer, 2004, p. 270).

Portugal is a particular case with some idiosyncrasies relating to the core wine region – Douro. The city of Vila Nova de Gaia alone concentrates a large portion of wine marketing. However, wine producers/bottlers are scattered over a large part of the territory (Fig. 7A). The major producer organisations (co-operative cellars, agricultural societies, farms, cellars and family companies) are connected to the river Douro. This is quite visible both in the municipalities of the Douro Region where wine production plays a very relevant role (Peso da Régua – the headquarters of Casa do Douro -, S. João da Pesqueira and Alijó), and in the region of the Vinho Verde wines (Amarante). However, even the municipalities which have no vineyards register a high number of producers, due to the organisational structure of the companies which are based in Vila Nova de Gaia and Porto. Outside of the Douro basin Anadia alone has over 30 producers/bottlers, due to the position that Bairrada wine production occupies in this municipality, and owing to the fact that the corporate structure is essentially composed of small producers.

Since it is the largest wine producing companies which are most capable of promoting wine tourism, by identifying the main producers one can trace the geography (Fig. 7B) of the areas with the highest *wine tourism product* potential. Douro, from Vila Nova de Foz Côa (to the east) to Vila Nova de Gaia (in the west); Bairrada, including Anadia, Mealhada and Cantanhede; Estremadura and Ribatejo, with Alenquer, Almeirim, Alpiarça, Cartaxo (headquarters of the Wine

Municipalities), Loures, Rio Maior and Vila Franca de Xira; Setúbal peninsula, encompassing Setúbal and Palmela; and Alentejo, including Borba, Estremoz, Redondo and Reguengos de Monsaraz are the clear expression of such potential.

The Wine Co-operatives (see Fig. 4) and the Agricultural Societies (Fig. 6B) represent the largest portion of the wine industry in Portugal: the former, as regulatory bodies of quality and production, are responsible for bottling and marketing small producers' wine under a Designation of Origin or Geographical Indication; the latter are representative of the relevance of farming for the local markets, where wine plays a very important social and economic part.

On a par with these corporations, which are references of tourism linked to wine, new wine promoting bodies are developing, which attract tourists, be they connoisseurs, wine-lovers, amateurs or the odd tourist. Examples of these are the wine brotherhoods (Fig. 6C) and the wine museums (Fig. 6D), which can be found around the country and leave a mark of tradition, expertise and

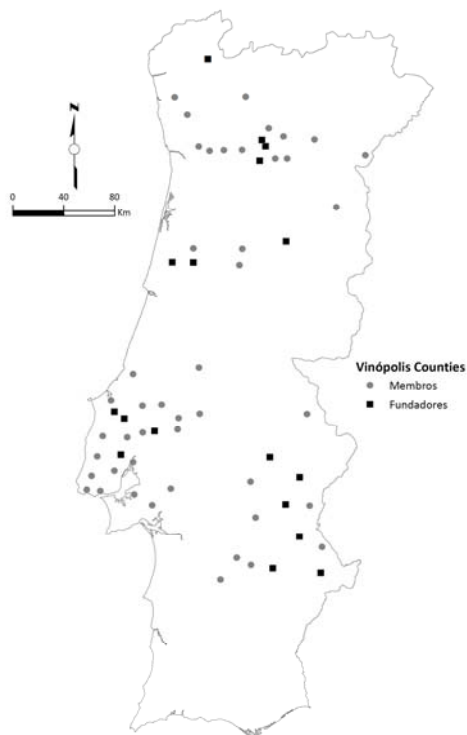


Fig. 8 – Vinópolis - Network of wine municipalities and cities) Traced according to information in <http://ampv-vinopolis.blogspot.com/>

greater investment in wine production and wine tourism.

The integrated expression of Portuguese wine tourism takes shape in a number of itineraries which use both the players of the wine industry (from vines to consumers) and the territories' potentials. Such itineraries are designated Wine Routes, which cover all of the wine regions.

Wine Routes

The Wine Routes are related with the described geography and the heritage and landscape potentials of the places.

We do not ignore the fact that new producer countries are arriving in the market, namely Australia, South Africa, India, China, New Zealand, Bulgaria and the former republics of the Soviet Union, and the USA already occupies a fixed position in this market. However, the market's growth rate is still very high, specially considering the important changes which are taking place worldwide, even in consumption terms. In effect, "most wine-marketing research is limited to the European market because of the market's importance for both wine production and consumption. For instance, the European wine countries produced almost 74% of the world's wine, and the market accounted for approximately 72% of the world's wine consumption in 1998" (Spahni, 2000, quoted by Lee, K, Zhao, J & Ko, JY 2005, p. 22). *Wine product* globalisation and marketing may be conducive to a rise in the levels of awareness and consumption amongst populations whose cultures nurture no relation with wine and its production. Wine production and its cluster is, therefore, one way of attracting *connoisseurs*, as well as tourists in search of new experiences and new products.

Wine tourism's core is probably connected to the Network of Great Wine Capitals, which includes the wine regions of Douro, Melbourne, Bordeaux, San Francisco/Napa Valley, Cape Town, Bilbao/Rioja, Florence and Mendoza. The network's core purpose is to promote international wine tourism, as well as economic, academic and cultural exchanges between the most renowned wine capitals of the world. It is indeed an interesting blend of wine tourism of the old and new worlds; a clear indicator of the potential customers waiting to be explored in markets which are not traditional wine consumers, since consumers of high alcohol-content drinks (North and Eastern Europe, South-east and West Asia, Latin America) or sparkling drinks (Central Europe, Oceania, North America) are potential wine customers who can grow to appreciate and even enjoy wine.

From this perspective, wine tourism – particularly the Network of Great Wine Capitals, due to the number of visitors they attract to their regions by promoting quality wines, the dissemination of leisure images and the services they provide, in association with the wine culture and aggregate tourism products – is conquering new markets.

Portugal seems to also have awakened to the relevance of developing networks which help structure economic activities, and wine production linked to wine tourism is no exception, following the ideology of the European Network of Cities of Wine.

Recevin, which encompasses 76 member municipalities, "is the European Network of Cities of Wine that includes cities or groups of cities of the European Union. The economies of the member cities of Recevin are strongly dependent on grape-growing and wine production. The cities are located in designated wine regions and they have a minimum of 5.000 inhabitants."

In the light of this European network, a network of Portuguese wine municipalities was created (AMPV), called *Vinópolis - Municípios e Cidades do Vinho* (Fig. 8). Founded in the end of 2006 by 17 founding members, by November 2007 it already included 62 municipalities (http://ampvvinopolis.blogspot.com/2007_09_01_archive.html). The network illustrates the level of development of the wine cluster in Portugal (from production to tourism) and it is concentrated in the regions with the greatest grape-growing and wine-making potential. It is an organisational innovation focused on the

certification and promotion of wine tourism as the driver of local and regional development, and it is clearly oriented towards international or even global acknowledgement of local grape and wine products.

Innovations like these are conducive to the development of Wine Routes. The Vinho Verde wine route, coordinated by the Vinho Verde Wine Council, includes 8 itineraries: Ave, Tâmega, Sousa, Cávado Nascente, Cávado Poente, Lima, Minho and Basto. It has 62 partners and covers 390 points of interest, including vineyards, cellar tours, wine-tasting, natural sites, sight-seeing tours, churches, handicraft and monuments. The Porto wine route covers 4 itineraries: *Festa das Vindimas* (grape picking), *à Descoberta do Douro Superior* (discovering upper Douro), *pelo Baixo Corgo* (down the Baixo Corgo), the first of these being a portfolio of events and not an itinerary of places, which includes *Fui ao Douro à Vindima* (taking part in grape picking), *Lagarada* (grape crushing and wine-making), *Almoços e Jantares de Vindima* (grape picking lunch and dinner) and *Laboratório de Sabores* (flavours lab). The 54 members, which include farms, wineries, musea, cellars, farm houses, inns and rural hotels, provide all sorts of services, namely accommodation in Rural Tourism establishments and Regional Hotels, lunches and dinners as means of introducing the local gastronomy to visitors, tours to the local cellars and wineries and wine-tasting, receptions for events by order, adventure activities and outdoor sports, boat trips on the river Douro and rides on the historic train. This is a net of highly regarded places of great patrimonial, historic, cultural, gastronomic and landscape value.

The Dão Wine Route, under the management of the Dão Wine Council, was founded by 17 members (co-operative cellars, wineries and farms) and currently comprises 35 members. It has to offer three itineraries: *Caminhos de Granito* (granite tours), which covers Viseu, Penalva do Castelo and its magnificent Casa da Ínsua, and Aguiar da Beira with the Medieval castle; *Entre o Vouga e o Paiva* (between the Vouga and Paiva rivers), which includes São Pedro do Sul, the renowned spa, and Castro Daire; *Entre o Dão e o Mondego* (between the Dão and Mondego rivers), in the heart of the wine region.

The Vine and Wine Route of the West - under the management of the West Tourism Region – was founded in 1997 by 15 members and further 10 members have joined it to date. The route covers three itineraries, Quintas de Alenquer, Óbidos and Linhas de Torres, which include tours to wine farms and cellars, as well as archaeological sites, caves, Arab castles, aqueducts and Roman bridges, churches and Medieval monasteries, fortresses, manors and musea, including the Lourinhã museum with the largest collection of dinosaur eggs in the world.

The Alentejo wine route is managed by the Alentejo Wine Council. Its 50 members are located along the 3 itineraries: S. Mamede route, Historic route and Guadiana route. The first route covers S. Mamede natural park, Castelo de Vide and Marvão, surrounded by fortress walls. It also includes Portalegre, Crato and Alter do Chão, home to the Lusitano breed stud farm. The second route is the historic itinerary of Montemor-o-Novo, which includes Arraiolos, Estremoz, Vila Viçosa and Monsaraz, all the way to Évora, World Heritage city. The third itinerary, further south, comprises Guadiana, Alqueva dam and the municipalities of Mourão, Moura, Vidigueira, Alentejo and Viana do Alentejo.

Besides these three routes, there is still the Bairrada wine route (29 members dispersed along 3 itineraries: mountain tracks, clay paths and sand tracks), the

Ribatejo route (including Gothic tours, Tagus riverfront, bulls and horses e Manuelino architectural style and 26 members), the Beira Interior Route (19 members organised in 3 itineraries: from Cõa mountain, along the border and around the Beira Alta castles), Costa Azul route (10 members of the "in-between doors" itinerary), Bucelas, Carcavelos and Colares route (4 members and 3 itineraries: the palaces tour, the Sintra tour and the beaches track), and the Cister vineyards route (12 members along 2 itineraries: the monasteries tour, and amongst vines and chestnut-trees), which covers a large portion of the Portuguese territory and has gained many new members and tracks since 2006.

All in all, in 2007 the Wine Routes covered 37 itineraries, for whom the national territory is their added-value, whilst the members and wine-making activities (wine brotherhoods, wineries, farms, cellars, agricultural societies, musea, wine-lovers, regulatory bodies, wine-tasting, fairs, grape-picking, equipment) are their clearest expression.

These Routes are paramount for wine tourism, but the leisure activities linked to the industry largely exceed them, with innovative products and internet gaining relevance. Through direct contacts, but particularly via virtual communication, new members join the *Wine Clubs*, which frequently promote virtual - national and international - wine sales⁷, help disseminate the wine culture and attract people to the places which have to offer wine tourism products, in particular designated farms, estates and wines related to the designated wine regions.

Another innovation is spas and wine therapy related. In Portugal there are currently a minimum of 6 companies which deliver this type of treatment (grape-seed oil massages, fermented grape and honey dressings, body soothing with grape extract, sauces, wines and derived oils and wine baths). These companies are located in: Lisbon (men only); Albernôa, Beja municipality, directly connected with the grape-growing and wine-making industry; Lagos and Monchique spas (in Algarve); Melgaço (Alvarinho wine therapy); and Viseu region (Alcáçate spas, which provide the most complete services of vinotherapy).

⁷ One search on the Internet (in December 2007) found 50 Portuguese addresses of wine clubs and virtual wine sales: ACP Clube de Vinhos, Adegavirtual - Comércio de Vinhos, Lda, Amaro Vinho, Aromas Douro, Associação Portuguesa de Jovens Enófilos, Clube Companhia dos Vinhos, Clube de vinhos exclusivo para os leitores do DN, Clube Gourmet Expresso - www.clubegourmet.expresso.pt, Clube Grande Escolha - Revista de Vinhos, Clube O Mundo dos vinhos - Jornal Público, Clube Pêra-Manca - Fundação Eugénio de Almeida, Clube Vinhos & Sabores - Lisboa, Clubvintage.com, Clun Optimus de Vinhos, Coisas do Arco do Vinho Grupo de Prova <http://www.os5as8.com/>, <http://www.coisasdoarcodovinho.pt>, Confraria dos Apreciadores de Vinho, Decantervino, EdV - Espírito do Vinho, Comércio e Distribuição, SA, Enoteca - Clube Unibanco, Garrafeira Nacional, <http://bservices.homelinux.com/>, <http://www.essenciadovinho.com/>, <http://www.fimdeboca.pt/>, <http://jn2.sapo.pt/>, <http://palaciadovinho.pt/>, <http://www.apje.net/>, <http://www.cortesdecima.pt/>, <http://www.enomarket.pt/>, <http://www.garrafeiracondestavel.pt/>, <http://www.saboresdovinho.com/>, <http://www.sitiadovinho.com/>, <http://www.vinhosedosvinhos.com/>, <http://www.vinta.pt/>, LusaWines - Vinhos e Aguardentes de Portugal, Madeira Wine Shopping, Meio Cálice Portwine Shop, Oportowines.com, Portuguese Wines Shop, Quinta da Murqueira - Loja online de vinhos, acessórios e cristais, Reserva 1500 - Clube de Conhecedores, Sabores Ibéricos. <http://www.saboresibericos.pt/>, Topvini.com - Portugal in a Glass, Vinho & Coisas, Vinho Verde Shop, Vinhos do Porto online, Viniportugal.com, Viniturismo, winept.com - Clube de Vinhos online, Winescenter.com - Loja de Vinhos Online, Winesmania.com.

Pitte (2004) underlines that geographical production (relating to the territory) is paramount for overcoming productive farming globalisation and surviving the crisis and, with time, it will lead to international changes of differentiated products which do not compete amongst themselves. "Grape-growing and wine-making is at the leading edge of this revolution" (Pitte, 2004: 31).

With the population drinking less wine one must start investing more in product quality. Wine tourism is apparently capable of transforming vines into the cornerstone of local development by combining production (of the best grape varieties and methods), processing (regulated and managed by experts, winemakers, and innovative entrepreneurs), product marketing (by developing distribution systems which are visible at the consumption scales of the global world), local marketing (through the identity that production with designation of origin takes on in the individual places) and leisure (through its capacity to attract people from close and afar to enjoy the vineyards and the wine production, the quality of the wine product, the hospitality and accommodation, associated with these places and the local tourism products).

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