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LISBON WINE ROUTE PROJECT
TRAVELLING WITH LANDSCAPE AND LITERATURE

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Wine tourism represents a particular type of tourism, whose principal feature is given by the wine and the wine-production territories (Hall *et al.*, 2000). Wine tourism also represents one of the most innovative phenomena of the more general tourism supply created around territorial particular products, representing an important economical potentiality to the wine regions (Schnell, 2011). Commonly, wine and food are considered appropriate features to distinguish the tourist supply of a wine destination and commonly they are a major attraction of those territories. The wine, the activities and the professional skills involving viticulture are directly linked to the rural tourism, used in the wine routes design, but also indirectly, the viticulture produces landscape, one of the most important tourism resources of the rural regions (Simões, 2003). In fact, landscape, literature as well as other cultural features are recognized as important tourism values, being regarded as heritage, symbols of local culture identity (Lavrador, 2011). The relationship with heritage is especially closer when wine and typical products are identified by quality labels and brands that protect their identity, are attributed to those products whose characteristics depend on the territory in which they are produced and it exists a link between product quality and landscape quality (Inácio, 2009). The most frequent organizational formula of wine tourism is that of itineraries, mainly involving areas of high quality wine production and offers the tourists the opportunity to get close to the cultural features of the winemaking process, plus the chance to explore from

within the visited territories and get rich experiences with their landscapes (Lavrador et al., 2012).

The paper focuses on the first steps of a project designed to attract tourists to Lisbon wine region, which is one of the largest wine regions of Portugal (nine Appellations Origin are included in the Lisbon Geographical Indication) considering the occupation area and wine production (IVV, 2015). Our goal is to create a set of wine routes representing a particular blend of itineraries, joining wines, landscape and literature, but also considering other cultural dimensions as history, archeology, and architecture. In fact, an important goal of this project, and preceding the development of a route, is the inventory of all property valences of the territory where it intends to intervene. Only realizing this purpose will be possible to assess the cultural potential of a region in its material dimension and intangible heritage, essential to defining a strategy for the implementation of the routes, which should result of a multi-disciplinary work. A reflection on regional heritage values and its meaning to the understanding of the actual territory, as well as the assumption of landscape representations of the past are important sources to the understanding and reading of nowadays landscapes, are assumed as crucial in this project and an assessment, which involves researchers, local actors, communities and local and regional public authorities. Additionally, the implementation of a route in a territory is always something which aims its upgrading or adding a positive meaning, so it is intended that also have a positive impact on quality of life of those who inhabit it and those who visit, straightly linked to public policies. In that sense, it is important to establish a connection with public services responsible for regional planning in order to achieve a coordinated and harmonious action, especially when operate in complex peri-urban areas, as in case of the rural area of Bucelas parish engaged in the peri-urban area of the Portuguese capital, the territory where first is pretended to experience the project.

As theoretical guidelines, an ecocriticism framework sustains the literary part of the *Lisbon Wine Routes* project through the use of the data basis of the project "Atlas of the Literary Landscapes of Portugal Continental" (ALLPC), started in June 2010 (Queiroz, 2010). The ALLPC is defined as an interdisciplinary research project, with three main applications: promotion territorial management and education (Tavares and Lavrador, 2015). As methodological procedures, the Portugal Continental landscapes represented in the literary excerpts are registered in a data basis, for which are associated geographical descriptors (geomorphology, land use, material and immaterial heritage values, economical activities) and ecological descriptors (species of fauna and flora of the regions). A multidisciplinary

team of researchers give credibility to the registers and observation notes linked to the landscape themes selected in the literature. The use of a GIS is a key element to the geographical referencing of the literary landscapes allowing its use in different contexts and regions. To the *Lisbon Wine Routes* project other kind of information will be collected aiming its use in the itineraries, namely military descriptions, story tails and legends, important to highlight the regions' knowledge and make discover its history and connection to wine production and vineyard landmarks. Attending tourism itineraries, the *Lisbon Wine Routes* project represents the joining of two types of economical framework – “food and wine” and “cultural touring” – both considered strategic products in Portugal. Our proposal is to create original content offerings with unique experiences and distinct from competitors (information about landscape heritage, tours in the vineyards, etc.), creating cultural, sensorial and environmental experiences integer the cultural routes in winegrowing regions. This experiences implies creating routes tailor-made, concerning: a) time - the structure of the itinerary should be flexible due to the time that the visitor has at his disposal; b) target - offer a differentiated and organized trip able to meet the diverse tourist demands; c) specific requirements - motivations of individuals or specific routes. In fact, it will be particular important considering the leisure context involving the tourist the gender, cultural and age differences in both the itineraries construction and marketing, attending the Tauer's “special interest” concept (Tauer, 2006). By other hand, to conceive an itinerary that allows this kind of experiences it is needed to do a landscape diagnosis combining: a) material issues as economical, historical and natural heritage values; b) immaterial issues like oral traditions, ethnographical tools, heraldic' symbols, pictorial and literary representations. Criteria should be adopted like coherence, territorial contiguity and the definition of existing or desirable cooperation models between tourism businesses and officials. Other particular actions will also be considered as to identify socio-territorial entities able to integer the project and each one is characterized by the active presence of both a community and an agglomeration of firms within a geographical and historically bounded area.

As methodological framework of the *Lisbon Wine Routs* project, the first phase regards the construction of a questionnaire aiming to be applied to producers and tourism agents. The main objective is better understood the landscape and literature actual and potential use and its benefits in the wines and region promotion. The results should be discussed by the different stakeholders in a first grounding workshop, in order to expand ideas and responsibilities. The second phase of the project involves the collection, selection and

harmonization of information in the different sources and through a combined institutional work and the conception of the cultural itineraries. The third part of the project aims terrain application of the conceived itineraries, including the use of a social-media environment, a platform for merging textual contents with visual/photographic contents, and audio/video contents converging storytelling based on the project themes and the georeferenciation of every item. The last phase represents a large diffusion work of the methodological structure of the projects to other regions and the construction of territorial marketing products to perform a promotional site.

We consider this project to be an opportunity to set up innovative concepts and actions allowing different stakeholders to join together and become committed to promote the region and its typical products, as well as to improve landscape quality. In fact, as supplementary goal, the project aims attending Landscape Quality Objectives, the planning recommendations of the European Landscape Convention (CE, 2000), as it implies sharing responsibilities and applying concrete actions to the protection, planning and management of the *winescapes* in a multifunctional basis. In order to achieve this aim, a multidisciplinary team of researchers and technicians from official entities, plus Portuguese and European research centers will be working, in close articulation with regional stakeholders involved in the project. Local stakeholders are paramount in this project, it is important to build up a system of relations between wineries, organizations and wine associations to the *Lisbon Wine Routes* success. Henceforth, local public authorities and stakeholders will be promoting the image of wine, wineries and wine regions, as well as to ensure quality tourism experiences. We want to design and implement a model of sustainable cultural wine routes, which can be transferred to other socioeconomic contexts and wine territories.

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