

'Let's protect our landscapes with an environmentally friendly attitude to what heritage tourism means'

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NAME OF THE SCHOOL:

AERT: Agrupamento de Escolas de Rio Tinto, Portugal

# WINE TOURISM

## AS A MEANS OF ENHANCING THE HERITAGE AND MEMORY OF DOURO VINHATEIRO



*This quality stamp recognizes establishments that meet an exceptional set of health and green standards.*



**Wine Tourism Routes**  
PORTO & NORTH OF PORTUGAL

A type of tourism able to boost the sustainable development of the Douro area is Winery tours.

Wine tourism is defined as visits to vineyards, wineries, wine festivals, and events in which tasting and/or experiencing the characteristics of winemaking regions are the principal pull factors for visitors.

With this study we intend to show the meaning and understanding of wine tourism from the perspective of the local communities.

On the other hand, we will show the impact of this kind of tourism in every sector: primary (agriculture), secondary (wine industry), and tertiary (tourism) sectors.

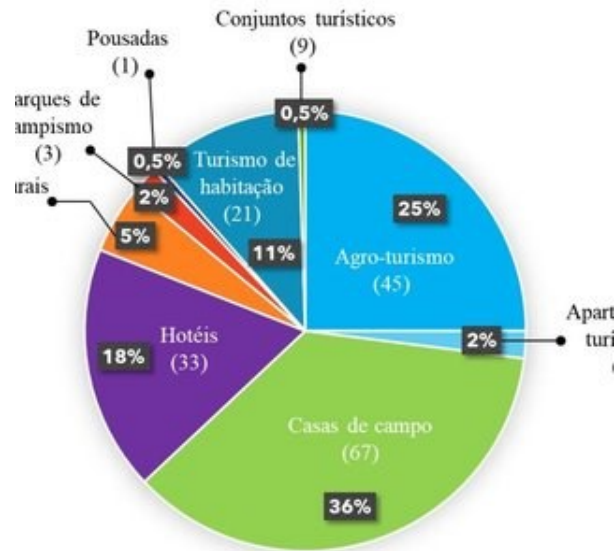
This activity is seen as a sustainable option, attributable mainly to economic, cultural, and governance considerations.

The ultimate mission of WINE TOURISM is the pursuit of the challenge of sustainability in an Unesco Heritage site: maximum customer satisfaction, without negatively affecting the environment around and helping and collaborating with the local community.

## THE IMPACT OF WINE TOURISM IN DOURO VALLEY



In red the touristic impact in the region



According to preliminary data from the National Institute of Statistics, last year there was an increase of more than 80% in the number of guests and overnight stays in the area, compared to 2021 and the sector approached the records set in 2019. This graphic shows the type of accommodation chosen by tourists.

It is no secret that winemaking has provided this region with a rich cultural heritage, and that the UNESCO recognition made tourism boost and gave it potential for growth.

For these communities, in Douro Vinhateiro, the overall perception of the impact of wine tourism is favorable, and, on the plus side, it is seen as an essential element that has the capacity to revitalize the economy and also enhance the region's image.

Wine culture is the essential component of wine tourism activity and, therefore, is directly related to the environmental, economic, and social sustainability. With more biodiversity and more ecology, the use of pesticides has dropped by 70%.

In the Douro Valey, the Port Wine touristic farms are undergoing a greening process, sharing both cultural and commercial ties, opening ancient agricultural spaces to tourism, by changing the local approach to grape harvesting and wine making.

Therefore, as seen in the graphic, Agro-Turismo and Casas de Campo (blue and green parts of the chart) represent the majority of accommodation types chosen by tourists, followed by hotels.



## ADVANTAGES OF TOURISM IN DOURO VALLEY



The hotel offer in the Douro Vinhateiro has increased a lot. It stretched 82% between 2008 and 2021, going from 21 to 37 units. In rural tourism, the increase was 60%, from 69 to 122 units. Ten years ago, the hotel complex had mainly second and third category guesthouses, and there was only one five-star unit. A decade later, upscale establishments dominate.



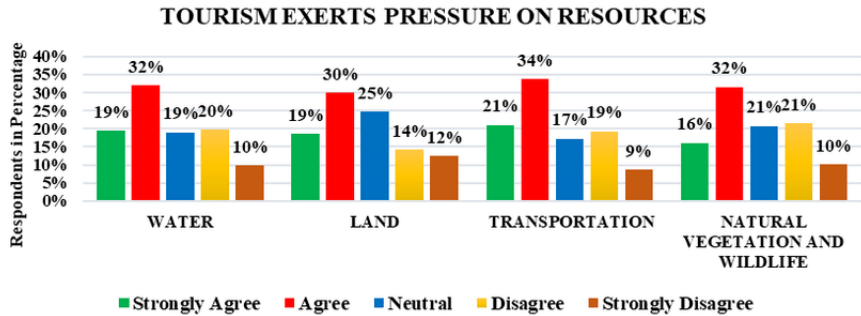
The numbers keep increasing along 208 kilometers of waterway. More tourists, more boats, more operators on the river. More accommodation sites and more movement on the banks. The company Douro Azul started 25 years ago and now has 20 boats on the river, including Rabelo boats, hotel ships and yachts. The business keeps growing.

**Economic boost:** Tourism in the Douro Valley wine region brings significant economic benefits, contributing to the local economy through job creation, increased revenue for businesses, and overall economic growth.

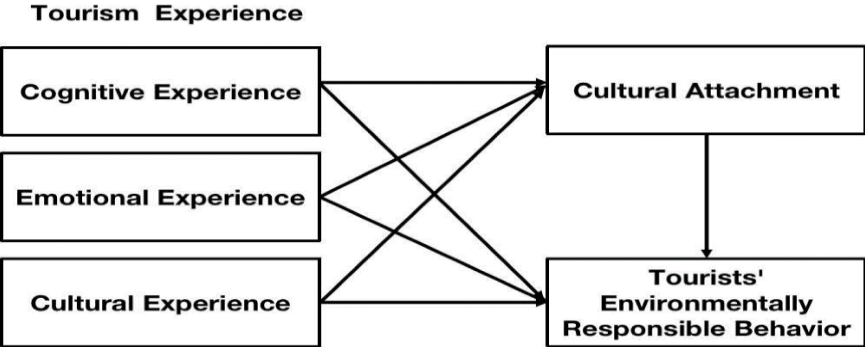
**Wine promotion:** Tourism provides an opportunity for the promotion and sale of wines produced in the Douro Valley region. Tourists can visit the cellars, participate in wine tastings and learn more about the production process.

**Infrastructure development:** The demand for tourism often leads to improvements in infrastructure, such as roads, accommodations, restaurants, and recreational facilities. This can enhance the overall quality of life for both residents and visitors in the region.

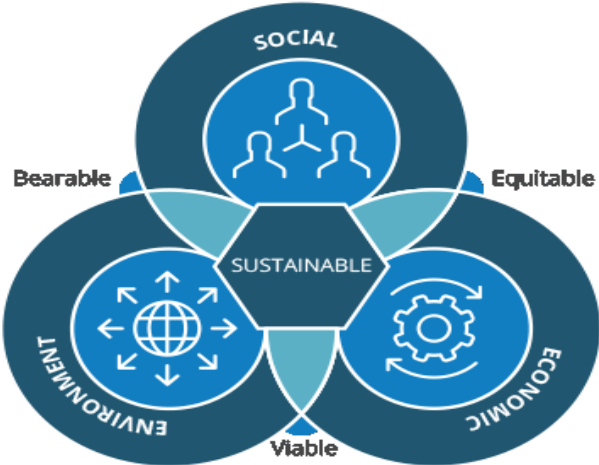
# DISADVANTAGES OF TOURISM IN DOURO VALLEY



**Pressure on natural resources:** Increased tourism can put pressure on the region's natural resources, such as water and energy. Excessive consumption and lack of proper management can lead to resource scarcity and environmental degradation.



**Disruption of local communities:** High levels of tourism can disrupt the traditional way of life for local communities. This may include increased noise, changes in local pricing and availability of goods, and loss of privacy for residents.

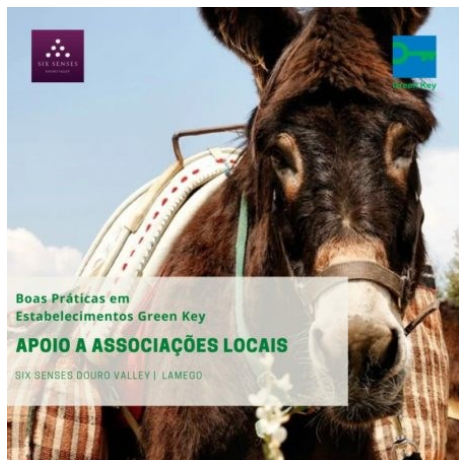


**Overcrowding and environmental impact:** An increase in tourism can lead to overcrowding, especially during peak seasons, which may strain local resources and infrastructure. It can also have negative environmental impacts, such as increased pollution, waste generation, and degradation of natural landscapes. All this is made worse by the low levels of civic awareness and sensitization of the populations to the opportunities of the tourism.

## SUSTAINABLE STRATEGY OF TOURISM IN DOURO VALLEY



Renovation of old houses, using a large part of the stone that existed on the property, wood and natural products in the decoration and restoration of the interiors, but also roofs, which are landscaped, thus allowing the collection of rainwater to be used in the irrigation of the vineyard and gardens. Also, low-consumption lighting and the creation of solar parks.



The Hotel Six Senses received the award for best Green Practices in the Douro Area, and the recognition for best social support practices.

**Ecological responsibility:** Government laws to improve the environmental footprint and minimize the impact of touristic structures on the environment. Objective: constantly reduce waste, water, energy consumption and pursuing the commitment to preserve and conserve the Natural Heritage of Portugal, respecting the rules for the use of natural resources inherent to this activity.

**Economical responsibility:** Touristic enterprises assume the duty to act ethically and ecologically not relying simply on economic activity, but linking this sector growth to the success of the community where they operate. Hence, the compromise to involve the local community to ensure the economic benefits in the place where the costs are incurred, working with suppliers and local organizations that will extract fair financial returns.

**Social responsibility:** To strengthen national solidarity structures, this sector will support the most vulnerable citizens, by support the development of the local community through a Sustainability Fund: sharing profit percentages with national and local organizations, making donations or offering leisure programs.