

Online conference

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TWINE Conference

Book of Abstracts

**Co-creating sustainable rural
tourism experiences with food &
wine, local culture, landscapes, and
people**

Edited by Elisabeth Kastenholtz, Maria João Carneiro and Diana Cunha



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The International *TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people* is organized in the scope of the research project *TWINE: Co-creating sustainable Tourism & WINE Experiences in rural areas* (PPTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259), funded by FEDER, through COMPETE 2020 - Operational Programme Competitiveness and Internationalization (POCI) and by national funds (OPTDC/GES-GCE/32259/2017 -E), through FCT/MCTES.





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TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people: book of abstracts

Editors

Elisabeth Kastenholz
Maria João Carneiro
Diana Cunha

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Zélia Breda, University of Aveiro, Portugal

Does regional potential match real visitor flows in a rural wine terroir? Exploring the Bairrada wine region

Helena Albuquerque, *Universidade Portucalense, Portugal, helenaa@upt.pt*

Elisabeth Kastenholz, *GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt*

Márcio Martins, *Escola Superior de Comunicação, Administração e Turismo, Instituto Politécnico de Bragança, Portugal, marcioribeirimartins@ua.pt*

Ana Caldeira, *Faculdade de Letras da Universidade de Coimbra, Portugal, anacaldeira@uc.pt*

Orlando Simões, *Escola Superior Agrícola de Coimbra, Instituto Politécnico de Coimbra, Portugal, orlando@esac.pt*

Keywords – Spatial analysis, Tourism attractions, GIS, Visitors movements, Bairrada region

Purpose – Wine tourism has increasingly been identified as ‘terroir tourism’ (Holland et al., 2014; Kastenholz et al., 2021, characterized by multi-motivational exploration of wine producing territories, where the enjoyment of landscape, nature and cultural attractions are as important as the opportunity to taste and learn about wine and its production. However, little is known about the movements of visitors within wine regions and the role of wineries, nature and cultural attractions in determining such movements, nor that of regional promotion.

This paper has three main purposes, namely the assessment of 1) regional tourism potential associated to relevant existing resources as well as their integration in suggested visitor itineraries, 2) the visitor movements in the same territory and 3) correspondence/ distance between the regional ‘honeypots’ and real visitor movements, using the Bairrada wine region as a case study.

Design/Methodology/Approach - To achieve the above-mentioned purpose, firstly the main cultural and natural resources, the vineyard areas and the wine cellars of the Bairrada wine region were mapped via Geographical Information Systems. Additionally, visitor itineraries, as suggested by the Wine Route Association on their webpage, are integrated in these maps to show the recommendations of territorial exploration as presented by this entity. These steps will help identify sub-regional clusters of potential visitor interest and their spatial organization. Concretely, thematic maps were created to display geographical information about the region in order to understand which are the most important wine areas (in terms of number of producers and the vineyard area) and also to understand the location of the Bairrada Route POI and their connection via suggested itineraries. A survey-complemented exploratory tracking exercise (using GPS) permits the realtime tracking of visitor movements in the region, resulting in data that will finally be integrated in the system and compared to the before identified attraction clusters and suggested itineraries in the Bairrada wine region.



Findings - The spatial analysis allowed to understand how the main natural and cultural attractions are distributed in the Bairrada demarcated region, as well as the spatial distribution of the vineyards area in this region.

Through the exploratory GPS study, the routes taken by respondents in this territorial space were evaluated, and this geographic information was linked to the attractions present in that same region. Based on the analysis undertaken, it is not possible to conclude which are the main determinants in visitors' travel to the Bairrada region. According to the exploratory tracking exercise, there is no clear connection between the tracks and the existing attractions, nor with the suggested itineraries.

Research limitations/implications – Despite the itineraries presented on the wine route's website and the presence of a series of attraction clusters, visitors participating in the tracking study presented a relatively limited special exploration pattern. This result may be linked to poor/ ineffective dissemination of the itineraries and regional attractions.

Thus, it is important to create dissemination strategies that can attract visitors and promote an effective knowledge of the region and its attractions. GIS can contribute to achieve these results, as tools to represent and identify the tourist attractions of the regions, contributing to better planning and decision-making in terms of tourism. Furthermore, the use of GIS as tools for analysing and discussing the spatial distribution of attractions also contributes to the development of tourism marketing strategies (Albuquerque et al., 2018), namely through powerful information processing, spatial analysis and data visualisation (Zhang et al., 2021).

The main limitations of the research was the small sample of the exploratory study, conditioned by the covid-pandemic, which may have contributed to a bias in the results.

Originality/value - This study reveals the importance of and illustrates the opportunity of integrating different data sets to analyse the tourism potential of a region, namely by crossing demand (exploratory case study) and supply (resources present in the region) data. The use of the GIS tool has contributed to the data integration allowing a precise spatial and visual analysis of the information. Through these analyses, strategies can be developed that contribute to the multi-motivational exploitation of the wine producing regions.

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