

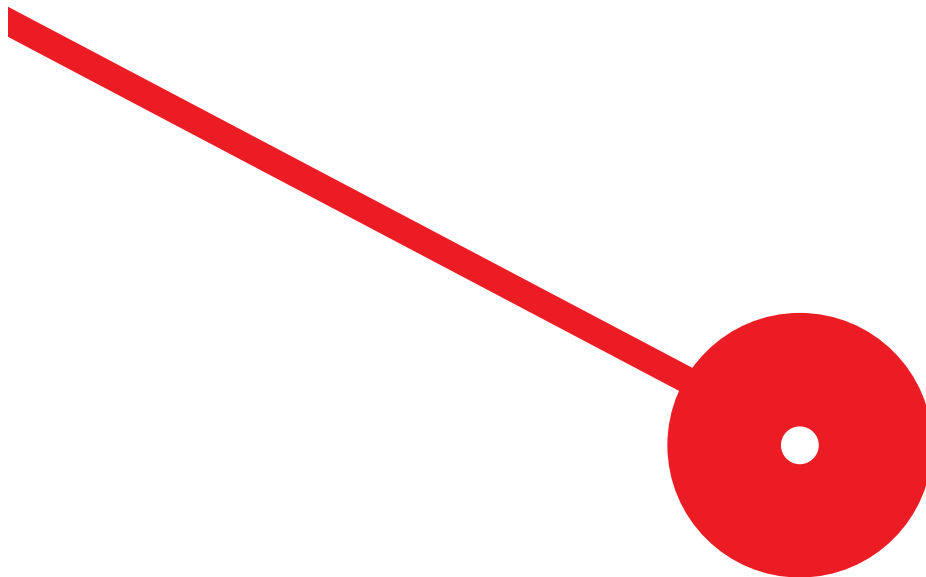


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Filipa Rossana Paulo Veloso

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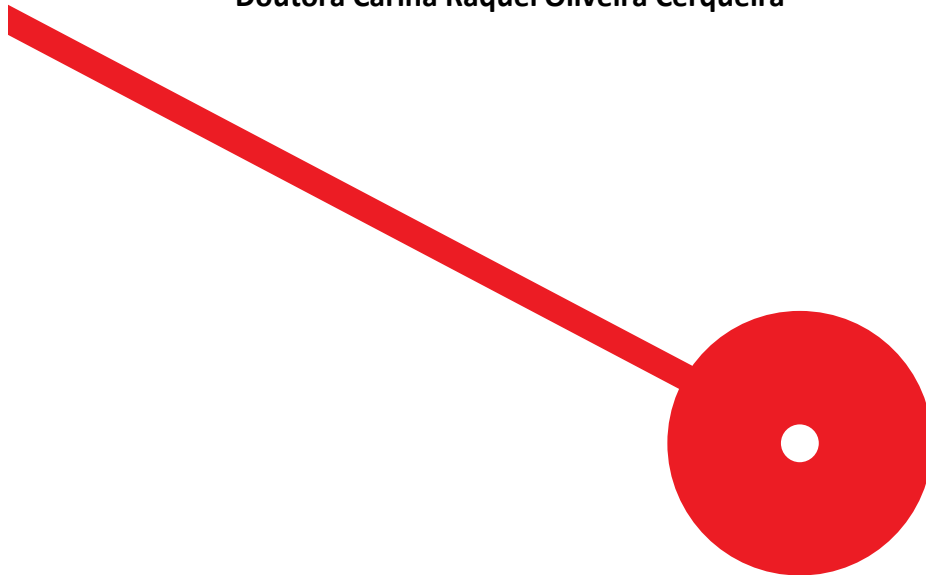




Wine Tourism offer in Mondim de Basto and Its Implication In local development

Filipa Rossana Paulo Veloso

Relatório de Estágio apresentado ao Instituto Superior de Contabilidade e Administração do Porto para a obtenção do grau de Mestre em Intercultural Studies for Business, sob orientação de Doutora Carina Raquel Oliveira Cerqueira



Dedication

I dedicate this work to everyone I love

To my father, who was always present and always contributed to my training.

To my mother, my greatest example.

To my boyfriend, my biggest support.

To my friend of all of times Luisinha.

To all, my greatest thank you.

Acknowledgments

To Professor Carina Cerqueira for all orientation, guidance and availability.

To Luisinha, the employee of the Interactive Tourism Store with whom I had the privilege of depriving my whole life, an growing up with, for being my biggest support during the internship period.

To my friend Mariana, for the friendship in all the crucial stages of my life, her support was indispensable.

To Dr^a Emilia, my internship adviser, for all her help.

To my family for encouraging me.

Resumo:

O presente relatório é referente ao estágio para obtenção do grau de Mestre, realizado na Loja Interativa de Turismo de Mondim de Basto, no âmbito 2ºano do Mestrado em Estudo Intercultural Studies for business.

Este relatório tem como objetivo descrever as atividades realizadas durante todo o período de estágio, bem como apresentar uma proposta para a “Rota de Vinho Verde” no concelho de Mondim de Basto. O objetivo principal prende-se com a promoção do município como território integrante da região dos Vinho Verdes, assim como a promoção dos produtores de vinho da terra, contribuindo, para o desenvolvimento do turismo local e valorização de um produto municipal. Serviram de base as entrevistas realizadas aos produtores, de forma a conhecer as técnicas, as castas e outros produtos utilizados nesta atividade e toda a metodologia associada aos modelos de negócio.

São descritas, para além das atividades desenvolvidas durante o período de estágio, os objetivos do mesmo e a estrutura utilizada para a realização do presente relatório. Foram também, abordadas as temáticas da cultura, do turismo e, em particular, o enoturismo, recorrendo a uma revisão de literatura para sustentar a pesquisa.

O Enoturismo, apesar de ser um conceito em evolução, tem-se mostrado, cada vez mais, eficaz no desenvolvimento e na promoção das regiões vitivinícolas. Tem vindo a ser capaz de atrair turistas interessados nesta atividade, que alia os aspetos inerentes à cultura do vinho ao turismo, convidando o enoturista, não só a visitar as adegas e quintas e a provar os vinhos, como também a vivenciar toda esta tradição agrícola tão importante em Portugal, com a oportunidade acrescida da oferta de alojamento, cuja decoração exterior é a própria vinha, reposta e plantada nos *terroirs* originais.

Palavras chave: Enoturismo, Promoção Cultural, Vinho, Rota dos Vinhos.

Abstract:

The present report refers to an internship to obtain the Master's degree, carried out at the Interactive Tourism store of Mondim de Basto, within the 2nd year of the Master's in Intercultural Studies for Business.

This report aims to describe the activities carried out throughout the internship period, as well as to present a proposal for a "Vinho Verde Route" in the municipality of Mondim de Basto. The main purpose is the promotion of the council as an integral territory of the Vinho Verde region, as well as the promotion of local wine producers, thus, contributing to the development of local tourism and the enhancement of a municipal product. Here, the interviews carried out with the producer served as a basis, in order to know the techniques, grape varieties and other products used in this activity and how their entire business is done.

In addition to the activities developed during the internship period, the objectives of the internship and the methodologies used to produce this report are described. The concepts of culture, tourism, and particularly wine tourism were also addressed, using a literature review to support the research.

Wine tourism, despite being an evolving concept, has shown itself to be increasingly effective in the development and promotion of wine regions, attracting tourists interest in this activity that combines aspects inherent to wine culture with tourism, inviting wine tourists not only, to visit wineries and farms and tasting the wines, as well as experiencing all this agricultural tradition that is so important in Portugal, with the opportunity to stay and rest in a different environment, with the vineyards as decoration.

Key words: Enotourism; Cultural Promotion; Wine; Wine route.

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List of Abbreviations

ASAE – Autoridade de Segurança Alimentar e Económica

CVR – Comissões Vitivinícolas regionais

CVRVV – Comissão Vitivinícola da Região dos Vinhos Verdes

DR^a - Doctor

GDP – Gross Domestic Product

INE – Instituto Nacional de Estatística

IVV – Instituto do Vinho e da Vinha

JNV - Junta Nacional do Vinho

OECD – Organization for Economic Cooperation and Development

PDM – Plano Diretor Municipal de Mondim de Basto

N.D - No date

RVV- Rota dos Vinhos Verdes

TP – Turismo de Portugal

UNWTO – World Tourism Organization

Introduction

“For a long time, rural space was especially devoted to the production of goods capable of self-supplying their own and, above all, meeting the increasing, qualitatively and importantly, demands of cities”. (Moreira, 1994, O Turismo em Espaço Rural. Enquadramento e expressão geográfica no território português)

Tourism in rural regions has a long history in Europe, where the first voyages to such spaces were associated with ancient trade routes, pilgrimages and health reasons, and also related to the Roman baths. In addition to that, people who lived in these areas, already had a tradition of providing accommodation and meals to visitors who passed by the region. According to Godinho (2004) rural tourism appeared in Europe, with the main objective of preventing depopulation, preserving the countryside, saving agriculture family, maintain a healthy environmental, as well as to provide solvency to many families. Rural regions, principally small villages, often provide interesting and almost neglected aspects that could boost regional development. They also suffer from very negative impacts, such as migration, unemployment, aging and depopulation which causes obstacles to their development.

Tourism is no longer an exclusive phenomenon to beaches and big cities. Tourism in rural regions gained strength, became part of statistics and conquered its own space. With the new reality we are experiencing, as a result of the pandemic caused by Covid-19, regions more isolated have gained new demand and new customers. People look for more isolated spaces, with fresh air, where there are fewer cases than in big cities. In this way, this new search for rural regions also becomes a challenge, there are new expectations to overcome, and monetizing businesses of this kind is not so simple.

It can be also through association and promotion of local and endogenous products that these regions could thrive. Aware of this potential, many companies, develop their own, authentic and genuine activities, with tastings in typical and unique places, visits to artisans who work with wood, clay, and so on... Thus, the choice of doing a Wine Route, promoting a local product and producers.

The current report aims to describe my internship at “Interactive Tourism Store of Mondim de Basto” which took place between 1st February and 30th June 2022. It is

contextualized in the internship curriculum plan for the 2nd year of the Master's degree in Intercultural Studies for Business at ISCAP, Porto Accounting and Business School.

I decided to carry out an internship in Mondim because, from an early age, the culture of this little town, has always captivated me, residing in the region. This internship report has the intention, therefore, to address the potential development of an important product for Mondim de Basto, the wine and the vineyards, by creating a Wine Route to promote the producers of wine in the region, and, in this way, boost the tourism of the municipality by attracting more foreigners. I also chose to proceed with an internship because it would be an advantage for me, to enter the work environment, gain experience with professionals in the field of culture and tourism, earn work routines, and start to contact with other cultures and also practice my language skills.

It was always my first choice, to do an internship in my homeland, it would be easier in terms of travel, and it would be an asset both for me and the company, I could learn a lot more, about the culture of the region I grew up, and if I could do something to boost its growth, as it is a rural environment, it would be extraordinary. Hence the choice of my project, the Wine Route Proposal. Thus, the present work will allow the completion of the training cycle in the area of tourism, to acquire the title of master in Intercultural Studies for Business.

This report is a reflection, approaching several different perspectives of various concepts, such as culture, tourism, wine tourism and cultural tourism, combined with a wine route proposal, presented to the municipality, in addition to the description of the activities carried out during the period of internship. The internship report is divided into five chapters. The first and second chapter are devoted to objectives and methodology. Here the first step was to define the problem, choose an appropriate topic, choose a location for the internship and set goals. The third chapter focuses on a more theoretical approach, in a literature review of several concepts, in order to support the research and the report.

The fourth chapter aims to provide a contextualization of the Municipality, its historical and geographical background, its connection and wine culture, the main grape varieties and the producers. The Wine Route proposal is also inserted in this chapter. The fifth and last chapter is destined for the host institution and for the internship itself. Here, a small conceptualization of the history of the institution is made and the main activities carried out during the internship period are described.

CHAPTER I – OBJECTIVES AND METHODOLOGIES

1 Objectives and Methodologies

Mondim de Basto, is a small village, belonging to the district of Vila Real, and, therefore, located in the interior. As such, it is characterized by being a rural area, although in growing development. It is a village with roots closely linked to agriculture and the wine is an important product for the growth and subsistence of this small land. In this way, it was my objective to preserve this tradition and above all, to give value to a rural area, that has a lot of potential to evolve and grow, and it is still a lot undervalued and neglected, which, unfortunately, still happens with a lot of rural areas in Portugal.

Another objective of this internship report is, to provide a proper contextualization of the wine sector, through its history, tradition and varieties, in order to make this region well known and captivate tourists. After this, I proposed the creation of a wine route, with all the interested wine producers, to promote not only the producers and all their effort and dedication, but also, promote the village, the wine and the vineyard as products that generate work and wealth. It is the appreciation of a local product, which will be even more valued by tourists. It is a complement to nature tourism. This promotion will also be available on digital support, through the municipal council's website.

Another objective and benefit at the same time, is to promote the creation of new jobs. Knowing that the target audience will almost be the foreign public, these jobs will have to employ people with new skills, in the area of languages, customer service and enology, among others. Thus, people with new training will be needed. The investment that each producer will have to make to integrate this route will be large, but the return will be much greater. It is a profitable investment, because what they offer to the public will also be better.

Furthermore, creating this route will be the emerging of new wine tourism units. It is also to enlighten producers, those who are not familiar with the subject, what is wine tourism and the wine route, since many of them do not integrate this aspect, they are only concerned about produce and selling wine.

Through the internship I had the opportunity to acquire skills in terms of language, communication with the public and learn the best behavior, learning agility, flexibility, and the willingness to learn, in addition to developing our network contacts. The gain of all this experience, was one of the main objectives, which also led me to choose an internship. The internship aims to provide the intern the opportunity to exercise a professional activity within the scope of their higher education, and with that, I was able to put into practice everything I learned during these 5 years of academic training, articulating theoretical knowledge into the practical reality.

The methodology used to write this internship report was the document analysis and literature review. We should bear in mind that, nothing is absolutely true just because it is on the internet and we must compare opinions, data and analysis by different authors with our own experience. We need to be selective, conscious and critical while looking for our sources.

A good literature review gives the direction to be headed for success. It helps justify our research and supports our findings because it provides a crucial point of reference and it provides relevant and coherent information to check the research. This is why literature review and searching for relevant literature and bibliography are so important. According to Yoon Sik Kim (2018):

A literature review helps you create a sense of rapport with your audience or readers so they can trust that you have done your homework. As a result, they can give you credit for your due diligence: you have done your fact-finding and fact-checking mission, one of the initial steps of any research writing. (Kim, Y., 2018, The importance of Literature Review in Research Writing)

This report was also made through the description and reports of the activities carried out during the internship period, which I resorted to the observation of professionals, namely the full-time employee Luisa Lemos.

I also resorted to interviews to the wine producers, in order to obtain more detailed information about each one's business, to gain a better perception of how they work, who they employ, what techniques they use, which grape varieties are recommended and which they use. The interviews were also useful as I was able to create a database of all

wine producers in the municipality, which was one of the goals the major proposed to me for the internship period.

The report was prepared based on the experience gathered during the period of internship and also through the knowledge acquired during this master. Therefore, the first part contains the introduction, where the object, the context and the purpose are delimited and focused on core topics. Moreover, the first and the second chapter comprises the objectives and the methodology.

The third chapter is intended to the literature review of some important concepts. The characterization of the municipality of Mondim de Basto is integrated in the fourth chapter. This chapter also contains the Wine Route Proposal. To finalize, chapter 5 aims to provide a characterization of the institution that hosted me as an intern and the description of the activities developed during this period.

CHAPTER II – THEORETICAL CONTEXTUALIZATION

2 Theoretical contextualization

This chapter aims to provide a theoretical framework on culture and four themes in the area of tourism. In the first approach, it will be presented the definitions of culture and tourism. Then, it will be addressed the topics of cultural tourism and cultural promotion. Last but not least, definitions of wine tourism will be presented and with this, I will enlighten the reader about the history and culture of wine in Portugal. Here, a literature review will be carried out, which I consider important to support the report.

2.1 Concepts of Culture and Tourism

There is still some difficulty in defining the term culture, probably because it is a term that is constantly evolving, and reused by different areas of knowledge. It is a very broad term, applied in several areas, being truly interdisciplinary. The concept of culture is not recent, but its study only began to gain more importance, from the moment that the field of anthropology emerged as a fundamental area of knowledge, from the 18th century onwards. Edward Tylor was one of the first anthropologists to bring the definition of culture, using it as a synonym for civilization. In 1874, he states that: “Culture or civilization, understood in the broad ethnographic sense, is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and all other capabilities and habits acquired by [a human] as a member of society”. (Tylor, E., 1871, *Primitive Culture: Researches into the Development of Mythology.*)

Tylor was the first who stated that culture is learned and acquired and not a biological trait. His thoughts were revolutionary against the backdrop of colonialism, racism, and social evolutionism. (Massachusetts Institute of Technology, 2012). He viewed culture as universally similar across time and space because he believed that the human mind is universally similar. Franz Boas¹ challenged Tylor’s approach. For Boas, culture is

¹ Franz Boas was a German-American anthropologist and one of the most influential social scientists of the early 20th century, known for his studies in the field of cultural relativism. He was a landmark of modern cultural anthropology.

thought of as a particularity integrated and harmonious that sustains social cohesion. Boas proposed the historical method of pluralizing culture by starting with “cultural relativism”. With the interpretation that Boas makes, culture, therefore, leaves from being a single culture to becoming a way of life. According to the author, the elements of any culture were products of complex historical processes involving the dissemination, loan, and acquisition of traits of neighboring cultures. For Boas, individual behaviors are shaped by culture. In this sense, the social habits of a particular group reflect the constitutive cultural traits of the culture of the referred group. Boas points out the diversity of people that inhabit the world, each with its different aspects, languages, and cultural life, its inventions, and customs. He argues that is a very generalized belief, that race and culture must be closely associated and that racial origin determines cultural life. (Pereira, J, n.d). Franz Boas defended cultural relativism, believing in the autonomy of culture, in its uniqueness, and valuing customs, because the customs, according to Boas, are the manifestations of culture.

Les Beldo (2010) presented a more contemporary concept of culture. He believed that all human cultures went through several stages of development, being at the height of the development of the 19th century English culture and that all other cultures were inherently inferior. According to Alfred Kroeber and Clyde Kluckhohn (1952) culture consists of:

“Patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e, historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand as conditioning elements of further action.” (Kroeber, A., Kluckhohn, C., 1952, Culture: A critical review of concepts and definitions, University of Harvard)

Clifford Geertz was another outstanding thinker in the field of anthropology. He believed that the man is an animal suspended in webs of meaning that he has spun. According to Geertz, culture is the condition of the existence of human beings, the

product of actions by a continuous process, through which individuals give meaning to their actions. It occurs in the mediation of relationships of individuals among themselves, in the production of senses and meanings. (Morgado, A, 2014). For Ralph Linton (1945) culture is: “The way of life of its members, the collection of ideas and habits which they learn, share and transmit from generation to generation”.² For this author, culture had to do with the way of living in a certain society.

So, culture is the set of behaviors learned, shared, and transmitted to members of a society, it is, therefore, a social heritage, according to Linton. (Cited by Reimão, C, 1996). Guy Rocher (1989), who was a Canadian academic sociologist, defined culture as “a linked set more or less formalized of ways of thinking, feeling and acting which, being apprehended and shared by a plurality of people, serve, in an objective and symbolic way, to organize these people in a private and distinct collectivity”. (Marta, E, 2010). And also, according to Matthew Arnold (1869), culture is: “Described not as having its origin in curiosity, but as having its origin in the love of perfection: it is a study of perfection. It moves by the force, nor merely or primarily of the scientific passion for pure knowledge, but also of the moral and social passion for doing good”.³

The author also argues that culture, is a combination of “vanity and ignorance”, it is a combination of “broad intellectual interest with the goal of social improvement”, it is a combination of the “moral and social passion for doing good” and the ideal of “scientific objectivity”. In Arnold’s vision, “culture promotes the mental growth of an individual, which in turn, is rough and uncultivated and demands a proper system of discipline and law” (Arnold, M, 1869).

Raymond Williams was a sociologist, novelist, and theorist who contributed a lot to the field of communication and culture. For this author, culture can be understood as the synthesis of economy, politics, and society, and it develops from a long revolution, as described in his book “The Long Revolution” published in 1961 (Oliveira, M, 2014). It

² Linton, R (1945). *The cultural background of personality*. New York: Appleton - Century

³ Arnold, M. (1869) *Culture and Anarchy*. The complete prose works of Matthew Arnold, Vol. 3. U of Michigan

is a concept that has a genuine complexity corresponding to real elements in the experience, as it arises from a convergence of interests according to Williams (Azevedo, F, 2017). The first studies undertaken by Raymond Williams on culture were an attempt to understand how this term was constituted and formed certain meanings. This attempt was recorded in “Culture and Society”, published in 1958. In this book, the author demonstrates how the term culture was understood as something absolute (Araújo, S, n.d).

For Williams, culture can be characterized in, at least, three dimensions. They are the “ideal”, in which culture is a state or process of perfection, in terms of certain absolute or universal values and refers to a human condition (Oliveira, M, 2014). The analysis of culture becomes here, essentially, the discovery and description in lives and works, of those values that can be seen as composing a timeless order, or as making permanent reference to the universal human condition (Azevedo, F, 2017). Then, the second is the “documentary”. According to this dimension, culture is the set of intellectual and imaginative works in which human experience and thought are recorded. The third one is the “social” definition of culture, in which culture is a description of a particular way of life. It expresses certain values and meanings not only through art and learning but also in institutions and ordinary behavior. Raymond Williams states: “culture is ordinary because it is in every society and in every mind” (cited by Araújo, S, n.d).

A more contemporary perspective is provided by Adrian Holliday, a university professor of Applied Linguistics and Intercultural Education at Canterbury Christ Church University. Holliday challenges the essentialist view of culture and language used in popular discourses and the positivist paradigm of social science. The author sees cultures as “discursive constructs that must be discovered” (cited by Grimshaw, T., 2012) He makes a distinction between two paradigms within the concept of culture the *large culture* and the *small culture*. The author states that:

“Large culture paradigm is by its nature vulnerable to a culturist reduction of ‘foreign’ students, teachers, and their educational context. In contrast, a small culture paradigm attaches ‘culture’ to small social groupings or activities wherever there is cohesive behavior, and thus avoids culturist ethnic, national, or international stereotyping.” (Holliday, A, Small Cultures, 1999).

For the author, small cultures serve “as an interpretative device for understanding emergent behavior, rather than seeking to explain prescribed ethnic, national or international difference” (1999, p237, cited y Grimshaw, T., 2012).

Another important personality in contemporary post-colonial studies is Homi Bhabha, a university professor at Harvard. In his work “The Location of Culture” he proposes a theory of cultural hybridity to explain the connection between colonialism and globalization. He argues that cultural production is all the more productive the more there is ambivalence and transgression and, nations and cultures must be understood as ‘narrative’ constructions that arise from the “hybrid” interaction of contending national and cultural constituencies (cited by Perloff, M, n.d). In the book, the most creative forms of cultural identity are produced on the boundaries in-between forms of difference, in the intersections and overlap across the spheres of class, gender, race, nation, generation, and location.

He states:

It is in the emergence of the interstices- the overlap and displacement of domains of difference- that the intersubjective and collective experiences of nationness, community interest, or cultural value are negotiated... Terms of cultural engagement, whether antagonistic or affiliative, are produced performatively. The representation of difference must not be hastily read as the reflection of pre-given ethnic or cultural traits set in the fixed tablet of tradition. The social articulation of difference, from the minority perspective, is a complex, on-going negotiation that seeks to authorize cultural hybridity’s that emerge in moments of historical transformation. (Bhabba, H., 1994, p.3)

To conclude, culture is the set of knowledge, values, symbols, traditions, ideas, customs, and practices that become characteristics of a group, be it family, social, ethnic, religious, and so on. Although there are differences between cultures, the individuality of each of them does not make them better or worse than the others, and it will be a concept that will be constantly evolving.

2.1.1 Tourism

Tourism has become one of the most important activities of the global economy. It is the main driver of economic development and sustainability for many countries and regions, resulting in the creation of many jobs and investment in the natural, historical, and cultural heritage of many locations.

Tourism is known as an activity in which people move to a place different than their usual place of residence, for a determined period, usually not exceeding one year, with the main purpose being vacations, visiting family, business, studies, or any other similar situations. Herman Von Schullard (1910), an Austrian economist, proposed a first attempt at defining the term tourism. He argued that tourism is: “The sum of operations, mainly of an economic nature, that are directly related to the entry, stay and displacement of foreigners in and out of a country, city or region” (Cited by Neves, J. 2012).

Despite tourism being a phenomenon more verified from the second half of the 20th century, at this time there was already some concerns regarding the concept. Later, in 1942, university professors Walter Hunziker and Kurt Krapf established a more elaborate and conceptual definition of tourism. According to them: “Tourism is the sum of phenomena and a relationship arising from the travel and stays of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”.⁴

Another definition from Mathieson and Wall (1990), stated tourism as: “The temporary movement of people to destinations outside their normal places of work and residence and the activities undertaken during their stay in those destinations as well as the facilities created to cater for their needs” (cited by Borges, C, 2013).

For them, it is the temporary movement of people for periods of less than one year. These authors highlight the temporary nature of tourist activity by introducing the terminology *period of less than one year*, but they also introduce an important perspective

⁴ Hunziker, W. & Krapf, K. (1942), Allgemeine Fremdenverkehrslehre

of the offer when they mention the *facilities* created and introduced the definition of the foundation of every tourist activity: the *satisfaction of the needs of tourists and customers*. (Oliveira, M, 2014). According to Cunha (2009) this definition of tourism, proposed by the two, is considered as being a vast and varied activity that, encompasses the movement of people and all the relationships they established in places visited, as well as the services developed to respond to their needs. It is a concept that simultaneously covers tourism supply and demand. (Cited by Oliveira, M, 2014). Beaver in 2002 presented a definition quite complete of tourism:

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business, and other purposes together with organizations or persons which facilitate these activities. It includes the services which enable and support those activities and the providers of those services, both public and private, whether supplied directly to travelers or through intermediaries.

The perspective proposed by the author Ignarra (2003), one year later, goes through:

Tourism is a combination of activities, services, and industries that are related to the realization of a trip: transport, accommodation, food services, shops, shows, facilities for various activities, and other reception services available to individuals or groups traveling away from home. Tourism encompasses all service providers for or related to visitors.

Contrary to the other perspectives presented before, Marc Boyer (2000) states that tourism is a more ostentatious form of culture, serving to distinguish the more prosperous and wealthier from those who are not. He argues that it is increasingly difficult to present a definition of tourism because its foundation must be based on its historical and sociological character associated with a certain type of society and a certain stage of the development process.

It is also important to highlight the definition adopted by the World Tourism Organization. In a study made in 1995, the UNWTO stated that: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." (UNWTO,

1995, Concepts, Definitions, and Classifications for Tourism Statistics. Technical Manual No.1)

According to the organization, any person who spends at least 24 hours away from their usual place of residence or overnight in another place, in their own country or abroad, in private or collective accommodation, for reasons other than the exercise of a permanent remunerated activity in the visited destination. It is understood that leisure and business are the main reasons for the trip and, in turn, there is a broad consensus regarding the fact that a business trip implies a leisure component within the tourist activity. (Maricato, N, 2012).

The evolution of tourism is largely due to the industrial revolution, which caused a change in mentalities, and aroused new interests and curiosities, among them, knowing new cultures and countries. Thus, the children of the richest families in England used to make educational trips after finishing their studies. (Oliveira, M, 2014). Tourism began to develop in Europe. It was then, the social and economic progress, the progress of science, the industrial revolution, the multiplication of trade, the improvement of the standard of living, mainly in the countries more developed, and the development of transport in the XVIII and XIX centuries that boosted tourism. (Cunha, 2013). But it was only from the 20th century onwards that tourism began to be considered an economically relevant activity, because, at this time, social progress expanded to the middle class, and traveling became something much more accessible to various social layers.

The tourism sector is a fundamental economic activity for the generation of wealth and employment in Portugal. In the country, it was from the 1950s onwards, that was verified a significant increase in tourist activity. This activity became more accessible to a greater part of the population due to the end of the First and Second World Wars, the end of the depression of the 1920s, the development of communications and means of transport, the reduction of oil prices, the highest level of family income, the emergence of paid holidays, the increase in available free time. (Tadini, R, Melquiades, T, n.d), the emergence of car traffic, reduction of working hours, greater life expectancy, pensions, and family allowances. (Oliveira, M, 2014).

Portugal is one of the 15 largest tourist destinations in the world, according to the WTO (2019).⁵ Portugal, due to its climate, characterization as a safe country, gastronomy, and cultural heritage has been benefiting economically from tourists from around the world. In 1964, according to Pina (1988), Portugal registered the entry of around one million visitors, about twenty years later, in 1987, Portugal registered 16 million visitors. From these data, we can have a better understanding of tourism in just 20 years, and with this, the certainty that it should be a bet at an economic level. In addition to the increase of foreign tourists, there is also a greater consumption of the Portuguese on trips and meals outside their houses, which was proportional to the increase in the income, experienced in the 1960s.

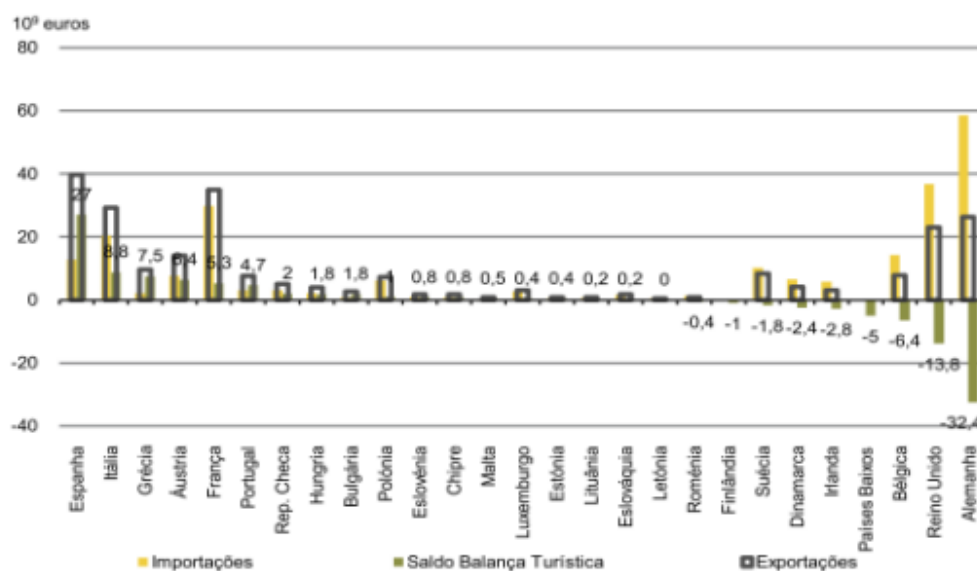


Figure 1 Tourist Balance of European countries. Source: INE, Tourism Statistics, 2010

⁵ In: <https://www.portugal.gov.pt/downloadficheiros/ficheiro.aspx?v=%3d%3dBQAAAB%2bLCAAAAAA%3d%3dBAAzNDA2MAYAppLz7AUAAAA%3d>

From Figure 1, it is possible to conclude that Portugal has the 6th largest tourist balance, representing 4.7 billion euros.

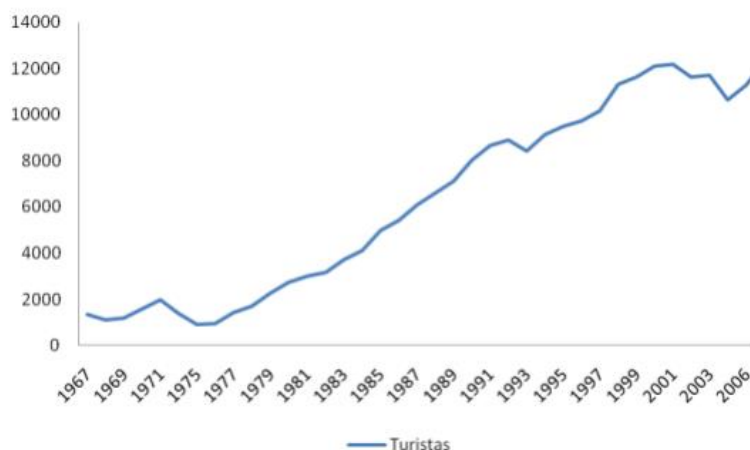


Figure 2 Entry of tourists in Portugal, from 1967 to 2007. Source: INE

From the analysis of figure 2, it is possible to conclude that, there was a gradual increase in the number of tourists in Portugal, with a drop in the years 1974 and 1975, due to the political event of the 25th April Revolution. In 1992, there was also a decline in the numbers, which can be explained by the increase in competitiveness in the sector, attributed to the large exploitation of “sun and sea” products, (Cunha, 1997). Also, in the years between 2001 and 2003, it registered a decline due to the 9/11 attacks in New York and the consequent fear of terrorism.

Already in the 2000s, according to the National Statistics Institute (INE), in terms of employment, tourism in Portugal also plays a leading role. In 2006 the tourism sector employed 8.1% of the total number of employees in the country, around 416 thousand

individuals. In 2007, the added value generated, by tourism in Portugal, contributed around 5.1% to the gross value added of the national economy. (Oliveira, M, 2014). Due to the 2008 crisis, tourism values showed a decrease. In 2010, the national economy showed a recovery trend, the GDP grew 2.3%, after this period of the global economic crisis that affected the years 2008 and 2009, according to the INE, 2010. In the last 9 years, an average annual rate of change of 10,3% was observed in tourist revenues, which allowed an increase in revenues from 7.6 billion in 2010 to 18.4 billion in 2019, (TP, 2021).

With the pandemic, a sharp drop was recorded worldwide. Portugal recorded a sharp drop in demand of 25.9 million overnight stays, about minus 63% in tourist accommodation compared to 2019. In revenues, the decrease (-57.6%), compared to 2019, meant a loss of 10 billion euros for the economy in 2020. (TP, 2021). The resumption of tourist activity seems to become a reality again little by little.

2.2 Cultural Tourism

Since its origins, tourism has been incorporating cultural heritage as one of its components. Nature tourism has indeed been growing more and more, but it is also a fact that cultural tourism is not far behind, and there are many people still looking for this type of tourism, according to Richards (2009) (cited by Borges, C, 2013). To the same author, the combination of the culture and tourism sectors into cultural tourism has become a very favorable product for the development of countries and regions.

Cultural tourism began to develop at the end of the 1970s, when it became apparent that tourists traveled, among other reasons, to get to know the culture and cultural heritage of each destination (Mrkercher and Cros, 2002). In 1995, UNWTO characterizes cultural tourism as “the movement of people, essentially for cultural reasons, including group visits, cultural visits, trips to festivals, visits to historic places and monuments, folklore and pilgrimage”. After 10 years, in 2005, the UNWTO together with the European Travel Commission defined cultural tourism as “the movement of

people to cultural attractions in cities of different countries than their usual place of residence, to gain new information and experiences or to satisfy their cultural needs”. Swarbrooke (1999) defined cultural tourism as the one that develops around cultural resources. Also, Williams (1998) argues that a large part of cultural tourism involves looking into the past of communities, and understanding historical facts, and structures that come from these same facts. Richards (2001), presents a definition for cultural tourism in contrast to the one presented by the previous author. He states that this tourist product does not only concern with the consumption of cultural products from the past but is closely intertwined with contemporary culture or the daily lives of populations or regions. And, finally, according to Barreto (2006), cultural tourism corresponds to: “The one that does not have a natural resource as its main attraction. The things made by man constitute the cultural offer, therefore cultural tourism would be the one that aims to know the material and immaterial goods produced by man.”

Cultural tourism is a crucial sector of global tourism, contributing to almost 40% of tourist demand (UNWTO, 2017), which translates into 350 million international trips (OECD, 2009). Europe is an interesting and well-formed market when it comes to this type of tourism and is sought after also by it. According to Vidal (2002), studies on cultural tourism are based on four main areas: the concept of cultural tourism, the relations between territory and cultural tourism, cooperation between tourism and culture, and the relationship between territory and tourism planning. This type of tourism includes products and services, gastronomy, folklore, popular attractions, handicrafts, cultural events, and the exploration and appreciation of the “stone”, such as buildings and historical monuments (Palma, 1991). Heritage is identified as the object of cultural tourism and can take different forms, at a material level such as museums, historical places, archaeological spaces, gardens, military spaces, traditions, oral expressions, and rituals, among others (Cluzeau, 2013). Shaw and Williams in 1994, distinguish two typologies that can be framed in cultural tourism: (1) the tourist who prefer passive leisure, the one who prefer visiting local heritage or thematic historical spaces, and (2) the tourists seeking to increase their knowledge and cultural specialization.

It is verified a growing demand. In Europe, the levels of competitiveness in the tourism market are high, making the promotion of tourist agents and tourist products grow and develop (Ferreira et al., 2012). It is considered one of the ten strategic products to bet in Portugal. Cultural tourism brings numerous benefits to destinations because they instrumentalize culture as a resource. On the other hand, it is necessary to emphasize the characteristic features and the history of the place that is visited and innovate, to avoid a trivialization of cultural tourism, cultural repetition, and mass production of culture.

Portugal is a country endowed with a very rich culture, associated with religious beliefs, where nature, history, and culture are perfectly combined. The country has 24 cultural heritages classified by UNESCO. It is in the north of the country that the cultural heritage is found in greater abundance. Examples include the folklore, the Caretos de Podence, the masks of Lazarim, the Cabeçudos in Minho, the Pauliteiros, Feiras Novas of Ponte de Lima, among others. (Turismo do Porto e Norte de Portugal, n.d) and the Turismo de Portugal has supported several cultural initiatives.

2.3 Wine Tourism

Despite being a relatively recent tourist product and being an evolving concept, wine tourism has shown itself to be increasingly effective in the development and promotion of wine regions. It is considered a tourist product with great potential. Activities related to vineyards and wine are a growing focus and bet, as they are attractive products and an effective way to generate wealth. As we saw with the concepts previously presented, there are several definitions for the same concept and this one is no exception.

According to Hall et al (1996), wine tourism can be defined as: “Visitations to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and /or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall et al., 1996, cited by Correia, 2005). The same author (2000) also states that wine tourism involves the viticulture and tourism industries, which have substantial impacts on regional economies and the lifestyles and surroundings of local communities

(cited by Costa, 2008), he considers wine tourism a significant component of both wine and tourism.

To Getz (2000), wine tourism is a special interest trip based on the desire to visit wine-producing regions or where travelers are induced to visit wine-producing regions and wineries, as part of trips undertaken for other reasons. It is considered a marketing tool and a mean, to promote the development of the concerned destination. Wine tourism represents an opportunity to carry outdoor sales and direct marketing initiatives to the wine sector units. (Getz, 2004, cited by Costa, 2008). The same author defined the concept as comprising three components that are interconnected: tourism based on the attraction of a wine region and its products, the form of marketing and development of a destination or region, and the opportunity for direct marketing and sales by wine producers. It is a complete sensorial experience, where we can find the following senses (Getz, 2000):

1. Taste: Wines and regional cuisines and fresh grapes and other regional products;

2. Smell: the land and the grapes, the countryside's fresh air, wine fermentation, cellars where the wine ages, the cooking, and roses and herbs from the garden;

3. Touch: from the interpretation of wine production processes, the bottle, and glass, cooking with wine, and grape catching;

4. Sight: the vineyards and the blue sky, unique regional architecture, the people having fun, traditional festivals, and wine colors;

5. Hearing: bottling, opening a bottle of wine, festive music, wine production equipment, cooking and kitchen; (cited by Santos, Ramos, Almeida & Pavon, n.d).

Charters and Ali-Knight (2002) consider that: "The wine tourism experience can be provided in many ways, the most notable being events and festivals, cultural heritage, cuisine, hospitality, education, tastings and cellars, wine sales at the cellars and winery walks." According to Abreu and Costa (2002), wine tourism is, therefore, a tourist product

capable of encompassing public and private interests and that only functions with a joint effort of several entities (cited by Antunes and Novais, n.d). For them, a wine tourism destination is only possible in a demarcated region with a large area of vineyards, a large number of producers, and a large volume of production that, allows a constant and extended presence in the distribution locations. Deloitte (2005), defined wine tourism as “all the tourist, leisure and spare time activities, dedicated to the discovery and the cultural and enophile pleasure of the vine, wine and its soil”

The European Wine Tourism Charter (2006) defines the concept as the development of all tourist and leisure activities dedicated to the discovery and cultural knowledge of winemaking. In turn, Getz & Brown (2006), state that wine tourism is the development and marketing of wineries and wine farms and places to visit as destinations based on the appeal of the wine. Later in 2008, Yuan et al. defined wine tourism as an activity that involves the participation of a certain group of people, called wine tourists who look for experiences regarding wines and wineries, in wine tourism destinations. Bruwer (2003), states that one of the factors influencing wine tourism is the attractiveness, which is based on the difference between one destination to another's, in terms of the quality of the wine, if recognized, for example, through international competitions (cited by Ferreira, 2010).

To conclude, wine tourism can be provided in several ways. They are (Ali-Knight and Charters, 2002, Dowling et al., 1999 in Dowling and Getz, 2001):

- The most notable events, festivals, and vintage celebrations;
- Restaurants and fine dining;
- Education and interpretation;
- Hospitality and accommodation;
- Wine touring;
- Traveling around a region – including wine trails;
- Information centers;

- The provision of information about wine – including verbal detail and written documentation;
- Tasting and cellar door sales;
- Retail outlets – selling local art, craft, and specialty food;
- Architecture and heritage features;
- Specialist accommodation in or close to wineries;
- Winery tours – including wine production processes and viticulture;
- Wine villages – including wineries, events, and themed accommodation.

These are the definitions that best reflect the concept of wine tourism, in my interpretation. Some define it from a supply perspective, others from a demand perspective, as it is a concept that can have different points of view as a reference.

2.4 Wine history in Portugal

Although entangled in many doubts and myths, it is thought that the vine was cultivated for the first time in the Iberian Peninsula, in the region of Tejo and Sado valley, around 2000 bc, by the Tartessos, one of the oldest peoples inhabiting this Peninsula. It is said that these inhabitants established commercial negotiations with other peoples, exchanging various products, including wine, which came to serve as a currency trading (IVV, 2018). The increase in vineyard cultivation areas was intensified with the conquest of the entire Portuguese territory by D.Afonso Henriques in 1249. But it was only from the 14th century onwards that wine production began to have greater development and its exportations increased.

In 1703, Portugal and England signed the Treaty of Methuen, where trade between the two countries was regulated. A special regime was established for the entry of Portuguese wines into British territory. Then, the export of wine experienced a new evolution (Wine Tourism, n.d). The process of official regulation of denominations of Portuguese origin began in 1907/1908, in addition to the producing region of Porto Wine

and Douro table wines, the regions of production of some wines, already famous at that time, were demarcated, such as Madeira wines, Moscatel of Setúbal, Carcavelos, Dão, Colares, and Vinho Verde. With the Estado Novo (1926/1974), the “Organização Corporativa e de Coordenação Económica” was created, with functions of guidance and supervision of the activities of the involved bodies. It was in this context, that was created, in 1933, the “Federação dos Vinicultores do Centro e Sul de Portugal” a corporate body endowed with great resources and whose intervention was marked, fundamentally, in the area of market regulation (ASAE, 2016).

The creation of the Federation was followed by the Junta Nacional do Vinho (JNV), in 1937, an organization with a wider scope, which interfered by considering the balance between supply and sales, the evolution of production and the storage of surpluses, in years of high production, to compensate for the years of scarcity. The JNV was replaced in 1986 by the IVV, a body adapted to the structures imposed by the new market policy, resulting from Portugal’s accession to the European Community. A new perspective then emerges in the Portuguese economy and, consequently, in viticulture. The concept of Denomination of Origin was created by following the accordance of the Community legislation, after Portugal joined the European Union, replacing the previous legal concept of the demarcated region. This last concept was created by Marquês de Pombal to delimit the wine region.

Later, to manage, enforce, monitor, and comply with the respective regulations for designations of origin and regional wines, Regional Wine Commissions were formed, which play a fundamental role in preserving the quality and prestige of Portuguese wines (Wine Tourism, n.d). Each country and each producing region have its classification, based on the European Union’s so-called Protected Designation of Origin. Currently, 31 Denominations of Origin and 8 Geographical Indications are recognized and protected throughout Portuguese territory. (IVV, n.d).

2.4.1 Designation of the wine's origin

Portugal's entry into the European Union required certain changes, namely, when it comes to the designation of wines' origin. Portuguese wines are classified into different quality levels. They are:

- DOC – *Denominação de origem controlada*: Designates wines from the oldest producing regions and, therefore, are subjected to their legislation regarding the origin and varieties of grapes used, the vinification method, the minimum alcohol content, the vinification method, aging time, recommended varieties, among others (infovini, 2022). It also seeks to certify the quality of wines from each region. They are closely associated with a particular region, that is, they have their origin and produce in that region and have quality or characteristics inherent to the geographic environment, being natural and human factors.

According to Rodrigues (2019) these wines are the ones with the strictest rules. The wines are subject to a high level of control at all stages of production. There are currently around 31 denominations of origin in Portugal, data from 2020, which are indicated in the following figure 3: 1. Vinho Verde; 2. Trás-os-Montes; 3. Douro; 4. Porto; 5. Távora-Varosa; 6. Lafões; 7. Dão; 8. Bairrada; 9. Beira Interior; 10. Encosta d'Aire; 11. Óbidos; 12. Alenquer; 13. Arruda; 14. Torres Vedras; 15. Lourinhã, 16. Bucelas; 17. Carcavelos; 18. Colares; 19. Tejo; 20. Setúbal; 21. Palmela; 22. Alentejo; 23. Lagos; 24. Portimão; 25. Lagoa; 26. Tavira; 27. Madeira; 28. Madeirense; 29. Graciosa; 30. Biscoitos; 31. Pico.



Figure 3 DOC, Wine regions. Source: Instituto de Vinho e da Vinha

- IPR – *Indicação of Regulated Provenance*: Constitute wines from regions that, within a minimum period of 5 years, must comply with the rules of production of quality wines, in order to be classified as DOC (Rodrigues, 2019). They are the following: Alcobaça, Almeirim, Arrábida, Arruda, Biscoitos, Cartaxo, Castelo Rodrigo, Chamusca, Chaves, Coruche, Cova da Beira, Encostas da Aire, Encostas da Nave, Évora, Graciosa, Granja Amareleja, Lafões, Moura, Óbidos,

Palmela, Pinhel, Planalto Mirandês, Santarém, Tomar, Torres Vedras, Valpaços e Varosa.

- IG – *Indicação geográfica*: Constitute the wine with a geographical indication, that is, produced in a specific region and made at least with 85% of grapes from that region and typical varieties of the region (Rodrigues, 2019). The geographical indications are: Minho, Transmontano, Duriense, Terras de Cister, Beira Atlântico, Terras do Dão, Terras da Beira, Lisboa, Tejo, Península de Setúbal, Alentejano, Algarve, Terras Madeirenses e Açores. (IVV, n.d.)

2.4.2 Categories of qualitative classification of wine in Portugal

In the same way that Portugal's entry into the EU, forced several changes in the wine sector, in terms of its organization and designation of wine origin, categories for the qualitative classification of wine were also created. They are:

- VQPRD - With the entry into the European Union, the nomenclature of quality wine produced in a determined region (Vinho de qualidade produzido em região determinada) was adopted. It is a denomination attributed by the European Union that refers to wines that satisfy a set of legally established requirements regarding their geographical origin, production method and grape varieties used, and organoleptic characteristics. There are also the names VLQPRD (Vinho licoroso de qualidade produzido em região determinada) and VEQPRD (Vinho espumante de qualidade produzido em região determinada). This denomination also includes wines classified as IPR and DOC (infovini, 2022).
- Regional Wines: Wine of superior quality table wines, produced with at least 85% of grapes from the specified region. These are wines that have a geographical indication. Sometimes they are produced in DOC regions, but as they do not respect any production or elaboration rule, they are not classified as such. To name these wines it is used the region where they are produced:

Minho, Trás-os-Montes, Terras Durienses, Beiras, Tejo, Estremadura, Terras do Sado, Alentejano e Algarve. (Infovini, 2022).

- Table wines: These are wines made from selections or lots, with a mixture of two or more grape varieties, from wines from different regions (Rodrigues, 2019). These are wines that do not fit into any of the other two categories. They can be produced in any region of the country and with any type of grape (Marini, 2018).

2.4.3 Viticulture commissions

The regional wine commissions (CVR) are bodies that represent the interest of entities involved in the production and marketing of wines or other wine products, which have the Denomination of Controlled Origin (CVRDÃO, n.d). The main function of these entities is the certification of wines in the region under their jurisdiction, that is, they have the role of checking the viticultural techniques and winemaking process. Each of these commissions has a chamber of tasters, responsible for carrying out organoleptic analysis of the wines produced in each region, to guarantee their authenticity (Infovini, n.d). Another function of the CVR is the promotion and dissemination of wine products from their region.

The CVRs that exist in Portugal correspond to the wine regions of Azores (Biscoitos, Graciosa e Pico), Alentejo, Algarve (Lagos, Lagoa, Portimão e Tavira), Bairrada, Beira Interior, Bucelas, Carcavelos, Colares, Dão, Douro e Porto, Estremadura, Lafões, Lisbon (Encostas de Aire, Alenquer, Arruda, Torres-Vedras e Óbidos), Lourinhã, Península de Setúbal (Lourinhã e Setúbal), Tejo (Ribatejo), Távora-Varosa, Trás-os-Montes (Chaves, Planalto Mirandês e Valpaços) e Vinhos Verdes. For regional wines there is the Regional Wine Commission of Alentejo, Algarve, Beiras, of Estremadura, of Vinhos Verdes, of Tejo, da Península de Setúbal, of Trás-os-Montes and Terras Durienses.

2.4.4 Definition of the wine route

In this sub-chapter, an analysis is made of the general concept of wine routes, considering the perspectives of the different authors. Wine routes are a form of wine tourism that fall within the scope of a wider product called “Route Tourism”. This consists of the thematization of a path associated with a specific product or several, based on the singular and unique characteristics of a given region.

The creation of circuits is characteristic of route tourism, as the name implies, the formation of “routes”. Route tourism was created as part of the promotion of regional development and the promotion of local tourism activities, playing a key role in promoting greater contact between visitors and locals. The act of strolling from cellar to cellar, following a cultural itinerary can be called a “wine route”. (Carmichael, 2005, referred by Inácio, 2008).

According to Simões (2008), vineyards and wine have become tourist products, and the best way to boost them is through the creation of wine routes. To Brás (2010): “[...] Tourism and wine are two separated products on a regional basis, the concept of the route must also be understood as a mean to promote the development of the territory, aiming the qualification and internationalization of activities related to viticulture”.⁶ And he completes the idea with:

The wine route concept can be interpreted as a cultural itinerary that plays a role in the overall regional tourism strategy. The design of a wine route must be dynamic and include all the associated resources, although, it must offer the visitors the option of building their own itinerary and choosing the resources they consider most appealing.⁷ (Brás, 2010).

⁶ The original citation is: “o turismo e o vinho são dois produtos diferenciados numa base regional, o conceito de rota também deve ser entendido como meio para promover o desenvolvimento do território visando a qualificação e a internacionalização das atividades ligadas à vitivinicultura”.

⁷ The original citation is: “O conceito de rota de vinho pode ser interpretado como um itinerário cultural que desempenha um papel na estratégia global do turismo regional. A conceção de uma rota de vinho deve ser dinâmica e prever no seu conjunto todos os recursos associados, porém deve colocar à disposição dos visitantes a opção de contruírem o seu próprio itinerário e de optarem pelos recursos que consideram mais apelativos”.

Also, according to Ungureanu (2015): “The wine route is understood as “an integrated system of relationships between tourism and wine industries, through which tourist can be connected to the tourist offer of a wine-growing region” (cited by Rodrigues, 2018). The same author considers that “the implementation of a wine route requires the development of specific infrastructures, as well as the creation of complex tourist products, capable of satisfying a wide range of tourist motivations” (cited by Rodrigues, 2018). And, according to Bruwer (2003), the concept of wine route “also incorporates images that support the notion of exploration and discovery” (cited by Inácio, 2008).

Currently, wine routes designate a tourist product of quality and sustainability, since it claims to preserve the natural heritage (Lopes et al., 2004), and help to combat the desertification of certain rural areas, (Costa & Kastenholtz, 2009, p.1501, cited by Rodrigues, 2018). Wine routes can be seen as an important promotional tourism tool, (Getz, 2000), contributing to the promotion and development of regional wine tourism (Marques, 2001) and, consequently, contributing, to the diversification of regional economies, since it increases the reputation of wine regions and their wines (Cambourne et al., 2000 cited by Correia & Ascensão, n.d). Wine routes can be seen as a distinct instrument for promoting wine tourism (Correia et al., 2004), especially because they help to boost rural economies through the promotion of regional development, as they sustain and create jobs and wealth in these regions (Correia et al., 2004).

The routes, although different from region to region, present a set of similar offers and experiences, among them the most common are wine tasting and sales, and visits to wineries, vineyards, and museums if they exist (Simões, 2008). Wine routes appeared in Europe, especially after the war, around the 50s, in Germany, in the Mosel region (Getz, 2000), which were extended to practically all European wine-producing countries (Hall & Mitchell, 2000).

To conclude, we can understand that the wine route, as a tool that aims to take advantage of rural spaces, favors the growth of wine tourism, as it aims to promote and disseminate the local product, in this case, wine and its producers, and to a certain extent,

it contributes to the affirmation of the concerned wine regions. This itinerary allows the tourist or visitor to experience a wide range of activities related to wine tourism, inserted into a previously defined path. This combination of wine, with the natural, historical, cultural, and sometimes gastronomic heritage of the territory, offers the visitor a high number of points of interest in a single route.

2.4.5 Portuguese Wine Route history

Despite being a relatively small country, it has enormous potential in terms of wine production, and is one of the largest wine producers and exporters in Europe. The beginning of activities related to the Wine Routes in the country began in 1993, when Portugal, together with 8 other European regions (Languedoc-Roussillon, Borgogne, Corsica, Poitou Charantes in France, Andalusia and Catalonia in Spain, and the regions of Sicily and Lombardy in Italy) participated in the Interregional Cooperation Program Dyonisios, promoted by the European Union, intending to promote economic and cultural dynamics on a European scale, through the creation and organization of a methodology of knowledge in the commercial, training, and tourism (Região de Turismo do Douro e Sul, 2002, cited by Correia, 2005). The European Council of Wine Routes was also created within the scope of the European Union, based in Bordeaux, as an inter-regional cooperation network, to promote a particular product that involves the government, the industry, wineries, and associations, contributing to the improvement of the quality of the service offered. (Inácio, 2008). It considers wine tourism a way of disseminating the culture and heritage of the regions to visitors and tourists (Brás, 2010 cited by Freitas, 2014).

In Portugal, there is still no coordinating entity for wine tourism, according to Correia (2005). There are indeed several institutions with an independent structure, such as the wine commissions, as before mentioned. However, it was created the Normative Dispatch 669/94, to provide greater tourist development in wine-growing areas, which supports and encourages the creation of wine routes (Andrade,2014). According to the

author, this order promotes the diversification of the national tourist offer “allied with the traditional production of high-quality wines (and) advises promoting the development of the tourist potential of wineries, cellars, and farms connected with the production of wine”. Also, according to Andrade (2014), the dispatch was the starting point for the legislation and standardization of the Wine Routes in Portugal. In the same way, financial incentives were created to adapt and recover the places where wines are produced and whose characteristics legitimized the tourist use of these places.

Currently, according to the *Rota dos Vinhos de Portugal* (n.d), there are 13 wine routes, each with several itineraries and, for the most part, managed by the corresponding Wine Commissions, and, normally, they take the same name of the wine region that they fit in. They are:

- Vinhos Verdes Route:
 - Itinerary I: Three charming cities; (Três cidades de encanto)
 - Itinerary II: From Cávado to Lima; (Do Cávado ao Lima)
 - Itinerary III: From Costa to Serra. (Da Costa à Serra)
- Porto Wine Route:
 - Itinerary I: By Baixo Corgo; (Pelo Baixo Corgo)
 - Itinerary II: On top Corgo; (No Cima Corgo);
 - Itinerary III: Discovering Douro Superior; (À descoberta do Douro Superior)
- Cister Wine Route:
 - Itinerary I: The Paths of the Monasteries; (Os Caminhos dos Mosteiros)
 - Itinerary II: Between Vineyards and Chestnut Trees; (Entre Vinhas e Castanheiros)
- Dão Wine Route:
 - Itinerary I: Granite Paths; (Caminhos de Granito)
 - Itinerary II: Between Vouga and Paiva; (Entre o Vouga e o Paiva)
 - Itinerary III: Between Dão and Mondego; (Entre o Dão e o Mondego)
- Wine of Bairrada Route:
 - Itinerary I: Mountain Rails; (Trilhos do Monte)

- Itinerary II: Clay Paths; (Caminhos de Barro)
- Itinerary III: Sand Roads; (Estradas de Areia)
- Wine of Beira Interior Route:
 - Percurso I: From the Mountains to Côa; (Da Serra ao Côa)
 - Itinerary II: Along the Border; (Ao longo da Fronteira)
 - Itinerary III: Through the Beira Alta Castles; (Pelos Castelos da Beira Alta)
- Wine of Oeste Route:
 - Itinerary I: Path between Vineyards; (Caminho entre Vinhas)
 - Itinerary II: On the Edge of the Atlantic; (À Beira do Atlântico)
- Vinha and Vinho do Ribatejo Route:
 - Itinerary I; Gothic treasure; (Tesouro Gótico)
 - Itinerary II: Beira Tejo;
 - Itinerary III: Bulls and Horses; (Touros e Cavalos)
 - Itinerary IV: Manueline Treasure/Templar Castle (Tesouro Manuelino/Castelo dos Templários)
- Wine of Bucelas, Carcavelos, and Colares Route:
 - Itinerary I: Palaces Circuit; (Circuito dos Palácios)
 - Itinerary II: Around Sintra; (Em torno de Sintra)
 - Itinerary III: Circuit of the Beaches; (Circuito das Praias)
- Wine of Costa Azul Route:
 - Itinerary I: Inside Doors; (Dentro de Portas)
- Wine of Alentejo Route:
 - Itinerary I: S. Mamede path; (Caminho de S. Mamede)
 - Itinerary II: Historic Treasure; (Tesouro Histórico)
 - Itinerary III: On the banks of the Guadiana; (Nas Margens do Guadiana)
- Wine of Açores Route
- Wine of Madeira Route

The wine routes have undergone, over the years, some changes and restructurings, but they still present some difficulties regarding their functioning. These difficulties are

felt mainly in the signage, maps, and tourist guides required, in the little collaboration between partners that sometimes culminates in greater competition, the dispersion or concentration of visitors (Getz, 2000, cited by Inácio, 2008), and in the support and promotion (Correia, 2005).

2.4.6 Vinho Verde Wine Region

The demarcated region of Vinho Verde is, as previously mentioned, a DOC, demarcated since September 18, 1908. It extends throughout the northwest region of the country and is traditionally known as entre-Douro-e-Minho. It is the largest wine-growing region in Portugal and one of the largest regions in Europe, characterized by its light and fresh wines. It is considered a leader in wine exports, with the DOC denomination, being exported to more than 90 countries. The Wine Commission of the Vinho Verde region is the certifying entity for the wines of this region. The Vinho Verde wine region is recognized as a producer of wines that integrate the category VQPRD, which can be white, rosé, red, and quality sparkling wines. This region has around 21,000 winegrowers, 600 companies, and around 32 million Vinho Verde wines produced per year.⁸



Figure 4 CVRVV Logo. Source: CVRVV

⁸ <https://www.vinhoverde.pt/pt/estatisticas#>

2.4.6.1 Geographic delimitation

It is limited to the north by the Minho River, to the south by the Douro River and the Serras de Freitas, Arada, and Montemuro, to the east by the mountains of Peneda, Gerês, Cabreira, and Marão, and the west, the Atlantic Ocean, being due to this geographical condition, rich in hydrographic resources. In this region, more specifically in the interior, the mountains also predominate, with Serra da Peneda being the highest with 1373m of altitude. The region was delimited at the beginning of the 20th century, and currently, the region is divided into 9 sub-regions. That are: Monção, Lima, Basto, Cávado, Ave, Amarante, Baião, Sousa and Paiva. The regions produce distinct Vinho Verde, with the differences between the north and south of the region being accentuated.

- Monção and Melgaço sub-region: It is located in the northern part of the region and developed around the southern border of the Minho River, in a mid-slope area. As its name implies, it is constituted by the regions of Monção and Melgaço. It is characteristic of this region, the soils of granitic origin and loose stones. The sub-region has a microclimate characterized by above-average temperature ranges, where winter is very cold with intermediate precipitation and summers are very hot and dry, with limited Atlantic influence. This climatic condition favors the development of the Alvarinho and Pedral varieties, which are early maturing varieties.
- Lima sub-region: The municipalities of Viana do Castelo, Ponte de Lima, Ponte da Barca and Arcos de Valdevez are integrated in this sub-region. This sub-region, in addition to having granitic soils, has a range of schist soils. It is located in an intermediate position in terms of thermal amplitudes, when compared to the other sub-regions, with soft weather, greatly influenced by the sea winds. But regarding precipitation, it is the sub-region that reaches the highest values. There are also differences between the coast and the interior of the sub-region, the latter presenting a more irregular relief, existing, sometimes, references to “Baixo Lima and Alto Lima”.

- Basto sub-region: This sub-region includes the municipalities of Mondim de Basto, Cabeceiras de Basto, Celorico de Basto and Ribeira de Pena. It is at a high average altitude and is the innermost sub-region of the Vinho Verde region, being, for this reason, well protected from the sea winds. In terms of climate, it has a climate characterized by cold and very rainy winters and hot, dry summers, which favors the development of late-maturing varieties such as Azal and Espadeiro.
- Cávado sub-region: This sub-region includes Esposende, Barcelos, Braga, Vila Verde, Amares and Terras de Bouro. It is located throughout the Cávado river hydrographic basin, which gives it great exposure to the sea winds. It is located in an area of irregular relief and at a low altitude. It has soft weather, without great thermal amplitudes, and with average annual precipitation. This proves to be quite suitable for the production of Vinho Verde, mainly from the Arinto, Loureiro, and Trajadura varieties. Its soils are of granitic origin; however, it also has a strip of schist soils.
- Ave sub-region: It is located throughout the Ave River hydrographic basin and are part of this region the cities of Vila Nova de Famalicão, Fafe, Guimarães, Santo Tirso, Trofa, Póvoa de Lanhoso, Vieira do Minho, Póvoa de Varzim, Vila do Conde and the municipality of Vizela, with the exception of Santo Adrião and Santa Eulália, which belong to Vizela.
- Amarante sub-region: It is located in the inner area of the Vinho Verde region and is composed of the Amarante and Marco de Canaveses cities. It is extremely influenced by the Atlantic Ocean and it is located at a high average altitude and, for this reason, has temperature ranges above the region's average and hot summer. The development of some later-maturing varieties, such as the white Azal and Avesso and the red Amaral and Espadeiro, are favored by the sub-region's climatic conditions.
- Baião sub-region: It comprises the municipalities of Baião, Resende (except the village of Barrô), and Cinfães (except the villages of Travanca and Souselo). It is located in the interior of the region, on the border with Douro demarcated region. It is located at an intermediate altitude, and for this reason, it has a less temperate

climate, with cold and less rainy winters and hot and dry summers, which allows the maturation of later maturing varieties, such as Azal and Avesso to produce white wine and Amaral to produce red wine.

- Sousa sub-region: It is also located in the interior of the region, but with a little accentuated relief. It is an inland area, but without strong winters and very hot summers. It comprises the municipalities of Paços de Ferreira, Paredes, Lousada, Felgueiras, Penafiel and, in the municipality of Vizela, the villages of Vizela (Santo Adrião) and Barrosas (Santa Eulália). It has a mild climate, with low-temperature ranges and precipitation with values below average. The most used varieties in this sub-region are Arinto and Avesso for white wines and Borraçal and Vinhão for red wines.
- Paiva sub-region: This sub-region includes the municipality of Castelo de Paiva and the villages of Travanca and Sousela in the municipality of Cinfães. This sub-region is at a high altitude, at an intermediate position in terms of temperature ranges, with high temperatures in the summer and a low rate of precipitation, since it is not so exposed to the influence of the sea. These conditions favor the development of the red varieties Amaral and Vinhão and white varieties Arinto, Loureiro, and Trajadura.



Figure 5 Vinho Verde Wine Region I. Source: Vinhosecastelos.com



Figure 6 Vinho Verde Wine Region II. Source: Clube dos Vinhos PortugueseS

2.4.6.1.1 Vinho Verde Route

The Vinho Verde route was created in 1997, within the scope of the demarcated region of Vinho Verde. It is a registered trademark, a wine tourism product, also owned and managed by CVRVV (Campos, 2012, cited by Freitas, 2014), with the help of an information center and promotion of Vinho Verde. This route was created with the purpose of building an authentic product, which guarantees the interest and level of satisfaction of the tourists, thus promoting the region and wine tourism, improving the conditions of the infrastructures that receive tourists, and, in turn, providing the economic and social development of the wine region (Andrade, 2013). It extends over 49 municipalities, covering the entire northwest of Portugal, allowing tourists to enjoy beach and mountain landscapes, valleys, and rivers all in one region.

There are around 65 members on this route, from cooperative wineries, producers-bottlers, accommodations, restaurants, and producing farms, among other tourist units, all of them distributed throughout the different municipalities that constitute the region. Within this route, the visitor will be able to experience various activities related to wine tasting, visiting vineyards and cellars, and enjoying accommodation and catering, among others (CVRVV, n.d).

CVRVV has been experiencing some problems in terms of reduced supply, ineffective communication and information (Freitas, 2014), the absence of planning visits, and shortage of human resources (Andrade, 2014), among other operational deficiencies. However, solutions have been presented within the scope of the development of this tourist area, restructuring the route, including the integration of Vinho Verde with other thematic routes, to help overcome these problems.

CHAPTER III – CHARACTERIZATION OF MONDIM DE BASTO

3 Theoretical Background of Mondim de Basto

The municipality of Mondim de Basto is located in the northern region of the country, belonging to the district of Vila Real. It is located precisely where the Minho ends and Trás-os-Montes begins (Oliveira, 2016). This village extends over an area of 172.1 km², encompassing the 6 parishes, namely: Atei, Union of parishes of Campanhó and Paradaça, São Cristóvão de Mondim de Basto, Union of parishes of Ermelo and Pardelhas, Bilhó and Vilar de Ferreiros (Infopedia, n.d). Having been a municipality particularly affected by emigration, the population of the town currently resides at 6410 inhabitants (INE,2021).⁹

The municipality is limited to the southeast by Vila Real, to the southwest by Amarante, to the west by Celorico de Basto, to the northwest by Cabeceiras de Basto, and to the northeast by Ribeira de Pena, these constituting the so-called Region of Basto. The municipality is based on the mountain massif between Alvão and Marão mountains as is bathed by the Tâmega, Olo and Cabril rivers (Plano Diretor Municipal de Mondim de Basto, n.d).

As far as climate is concerned, the village is located in a transition area between the characteristics of the continental climate and the limit of influence of the maritime climate. As a rule, it registers an annual average temperature between 12.5 and 15°. The unique characteristics of a rigorous winter, cold and a lot of rain, and hot and long summer are highlighted (PDM, n.d).

The employment sectors that most contribute to the municipality continue to be the industrial sector, with emphasis on the wood and granite industries. The great wealth of Mondim de Basto lies in the enormous diversity of attractions it has to offer. Despite being small, it is a very rich municipality in terms of cultural, historical, and natural heritage. It is worth highlighting Nossa Senhora da Graça, the Alvão Natural Park, and

⁹ https://www.ine.pt/scripts/db_censos_2021.html

the stunning Fisgas de Ermelo waterfalls. (Município de Mondim de Basto, n.d). It is, therefore, since the most remote times, a tourist region for the attractions mentioned above.

The village of Mondim de Basto is currently well developed, with infrastructures that can be used by any resident and non-resident, in which the Municipal Library, the Museum, the Municipal Swimming Pools, and the Municipal Stadium stand out. Tourism is one of the most important economic activities in the village due to the existing natural resources and its cultural heritage. Tourism appears to be closely linked to sport fishing and hunting, widely practiced in this region. Agriculture is still an important economic activity, with emphasis on the production of potatoes, rye, wheat, and vines. Pine also plays an important role in this village.

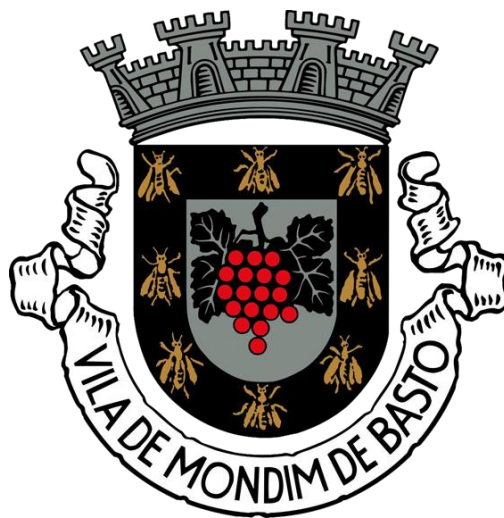


Figure 7 Mondim Coat of Arms. Source: Município de Mondim de Basto

3.1 Wine sector of Mondim de Basto

3.1.1 Geographical characterization

“If the meat of indigenous breeds comes from the altitude, from the half slopes of the Tâmega valley comes the Vinhos Verdes of Mondim, white and red, like a “divine blessing”, capable of giving soul to the body of the gastronomy of our land” (Município de Mondim de Basto, n.d).¹⁰

The relationship between wine and vineyard is, for the municipality, from an early age, a very important factor. It is not a coincidence that the grapes appear referenced in the coat of arms of Mondim de Basto, these, symbolize abundance and regional wealth. There are still those who subsist in the agricultural sector, although it is increasingly difficult, this cultivation is mainly intended for domestic consumption.

Mondim de Basto, as previously mentioned, belongs to the so-called Terras de Basto. Terras de Basto are located in a transition zone between the north coast and the interior of Trás-os-Montes. The municipalities that constitute Terras de Basto are a wine-growing sub-region of the Vinhos Verdes region, called the Basto region.

Although it is not entirely decisive, the physical aspects, namely water resources, geology, and soil typology, influence the ease of growing the vine. The Terras de Basto extends along the hydrographic basin of the Tâmega river, although the mountain is the dominant feature of the village’s landscapes. The relief is very rugged, with a predominance of hillside terrain. With the biggest slope in Nossa Senhora da Graça (PDM,1995).

It is on the sunny slopes of the Tâmega, with essentially granitic soils, a village that integrates the old Massif, that Basto vineyard has its manor, in narrow and extended plots, on the borders of which the traditional hanged¹¹ vineyard is found. The “enforcado

¹⁰ The original citation is: “Se da altitude vêm as carnes das raças autóctones, das meias encostas do vale do Tâmega vêm os Vinhos Verdes de Mondim, brancos e tintos, qual “bênção divina”, capazes de dar alma ao corpo da gastronomia da nossa terra.”

¹¹ In portuguese is originally called “enforcado”.

is a vine installation system, characteristic of the region. Recently, a new method of producing vines was adopted, characterized by continuous, low, and geometrically installed vines, to reduce production costs, mechanization of tasks, and improve quality (Probasto, n.d). Water is, in this municipality an important natural resource to be valued and explored, being widely used in the irrigation of farms.

Regarding to the economic characterization, although there are no quantitative data that characterize the municipality's socioeconomic activity, it can be said that the majority of Mondinenses lived on subsistence agriculture, based on the production of wine, among others.

3.2 Wine varieties recommended in the Vinho Verde region

The wine varieties are the different varieties of the grape, a set of vines, whose characteristics, give the wine its unique character. The wine varieties produced in the Vinhos Verdes region are considered autochthonous, given their age in the region. The main white varieties are:

- **Alvarinho:** It is a variety cultivated particularly in the sub-region of Monção and Melgaço, but given its high quality, it has been produced in other parts of the region and the country. The wine is characterized by an intense, straw color, with citrus reflections, and an intense, distinct, and complex aroma, ranging from quince, peach, banana, lemon, passion fruit, and lychee, orange blossom and violet, hazelnut and walnut and honey, being the flavor complex, soft, harmonious, full-bodied, persistent and with mineral notes that contribute to the characteristic freshness. The Alvarinho variety has great potential for guarding and evolving inside the bottle. Sometimes with nuances of fermentation and aging in barrels, always keeping a fresh side. Over time, the variety acquires aromas of ripe orange, quince, hazelnut, walnut, and honey notes.

- **Arinto or Perdernã:** It is a variety cultivated throughout the Region (not recommended in the sub-region of Monção and Melgaço). Also known as Pedernã, it

reaches its highest level of quality in the inland areas of the region. The wines present a color from citrus to straw, with a rich aroma, from the fruity citrus and pome fruit (ripe apple and pear) to the floral. The taste is fresh, mineral with a saline touch, harmonious, and persistent. It has great storage potential; with time the variety acquires the flavor of peach compote.

- **Avesso:** This variety is cultivated particularly in the Baião sub-region, but given its high quality, it has been cultivated in neighboring sub-regions such as Amarante, Paiva, and Sousa. It produces wines of intense color, open straw, with green reflections, and a mixed aroma between fruity (orange and peach), almond (dried fruits), and floral, with the fruity character being dominant and delicate, subtle, and complex. The flavor is fruity, intense, fresh, harmonious, and persistent. Salty character and great structure, crunchy and voluminous. These aroma and flavor potentials are revealed only a few months after vinification. It has also great guard potential. Even with the evolution, it maintains flavors of white fruit (quince, pear) with excellent volume in the mouth.

- **Azal:** A variety grown particularly in inland areas where it matures well and reaches its level of quality planted in dry and well-exposed soils, in the sub-regions of Amarante, Basto, Baião, and Sousa. It produces wine with a pale-yellow citrus color up to the most intense citrus quince. It has a fruity aroma (lime, lemon, sometimes grapefruit, and green apple). It has excellent freshness. It preserves its fresh and citrusy character, becoming more elegant and harmonious over time.

- **Loureiro:** A grape variety grown in almost the entire region and better adapted to coastal areas, not being recommended only in the more inland sub-regions, such as Amarante, Basto, and Baião. Ancient and of high quality, it produces wines with a citrus color up to straw yellow. With fruity character, from citrus and green apple, minty with emphasis on the floral character: delicate (resembling roses) and reminding of jasmine. It can also present the flavor of honey and even tropical aromas. Refreshing fruity flavor, elegant mineral, and persistence. It is a very versatile variety.

- Trajadura: A good quality grape variety grown throughout the region (being not recommended in the Baião sub-region), it produces pale yellow citrus to golden straw yellow wines. It presents the aroma of ripe fruits (apple, pear, and peach), with a dominance of green apple in cold years. In the mouth, it has a fruity character, a soft, round flavor, with moderate and very elegant acidity. It evolves towards luscious aromas, and ripe fruit, in the mouth the evolution intensifies the great structure of the variety, long and velvety aftertaste.

The main red varieties are:

- Espadeiro: An excellent grape variety for the region's rosé wines. It produces wines with colors ranging from pale pink to intense pink, from salmon to orange tones. Red wines, it has a light ruby and ruby colors. It has fresh aromas with hints of wild fruits, especially strawberries, sometimes cherries, and nuances of tropical fruit. It has an intense flavor, fruity character (intense strawberry and blackcurrant), and great freshness, with a fresh and medium-lasting finish. Good evolution capacity developing jam aromas. The well-defined natural acidity allows it to maintain the freshness of the mouth over time. The color evolves into more orange tones.

- Padeiro: It is cultivated particularly in the Basto sub-region, being today also recommended in the Ave and Cávado sub-regions. It produces light pink to deep pink wines. Aromas of red fruits (strawberry and raspberry), with a tendency towards sweet aromas (fresh guava) reminiscent of candy. Variety with a dominant fruity character, harmonious flavor, tasty and persistent. It evolves into light floral notes and sometimes ripe plum.

- Vinhão: A variety of great expansion that is cultivated throughout the region, because of its quality and because it is the only regional red variety. It produces wines of intense color, garnet red, with an intense aroma of very ripe red fruits, such as currants, blackberries, raspberries, and, sometimes, a floral character of violet. It is a variety of great character and volume, lots of fruit in the mouth, and it is intense, with a round and

refreshing taste. Very persistent aftertaste with a small astringency. It evolves into a flavor of cloves. It is very gastronomic.

In addition to these varieties, are also recommended the use of the variety Batoca in white wines and Alvarelhão, Amaral, Borraçal, Rabo Anho and Pedral in red wines. According to a resource of the wine producers of the municipality of Mondim de Basto, the varieties of Rabo de ovelha, Savignon Blac and Tinto cão are also used by them.

ANEXO II do Art.5º Castas aptas à produção de vinhos e produtos vitivinícolas com direito à DO «vinho verde». (Total: 45)						
Referência / Nome principal	Sinónimo reconhecido	Cor	Referência / Nome principal	Sinónimo reconhecido	Cor	
15 Alvarinho	Pedernã	B	5 Alicante -Bouschet	Tinta -Amarela	T	
22 Arinto		B	12 Alvarelhão		T	
28 Avesso		B	16 Amaral		T	
29 Azal		B	31 Baga		T	
39 Batoca		B	46 Borraçal		T	
60 Cainho		B	107 Doçal		T	
73 Cascal		B	108 Doce		T	
106 Diagalves		B	120 Espadeiro		T	
118 Esganinho		B	121 Espadeiro -Mole		T	
119 Esganoso		B	148 Grand -Noir		T	
125 Fernão -Pires		Maria -Gomes	B		156 Labrusco	T
128 Folgasão			B		204 Mourisco	T
139 Godelho			B		214 Padeiro	T
157 Lameiro			B		219 Pedral	T
162 Loureiro			B		226 Pical	T
175 Malvasia -Fina			B		243 Rabo -de -Anho	T
179 Malvasia -Rei			B		276 Sousão	T
233 Pintosa	345 Rabo-de-Ovelha -Castigato		B		313 Touriga -Nacional	T
265 São Mamede	346 Rabo-de-Ovelha -Castigato		B		317 Trincadeira	T
271 Semillon	B		332 Verdelho -Tinto		T	
272 Sercial	Esgana -Cão	B	334 Verdial -Tinto		T	
278 Tália		B	335 Vinhão		T	
314 Trajadura		B				

Figure 8 Wine varieties suitable for the Vinho Verde production. Source: VINHOVERDE.PT

In addition to the main grape varieties used in the Vinho Verde region, shown above, those illustrated in figure 9, are the varieties that are suitable for the production of Vinho Verde, according to the CVRVV.¹²

¹² Source:

<https://viticultura.vinhoverde.pt/pt/plantacao-castas-aptas-a-producao-de-vinho-com-do-vinho-verde>
<https://viticultura.vinhoverde.pt/pt/plantacao-castas-minoritarias>

3.3 Wine producers in Mondim de Basto

Labeled Producers:

Casa Santa Eulália

Casa Santa Eulália, owned by Maria Teresa Gil P. C. Marques Leandro, is located in the parish of Atei, in the municipality of Mondim de Basto, in the heart of the Vinho Verde region. The excellent climatic conditions and the granitic soil combined with the taste for viticulture, which has not been lost over the generations, contributed to the commitment to restructuring 45 hectares of vineyards and constructing a new winery designed by the architect Arnaldo Pimentel Barbosa. This winery is incorporated in a 19th-century house that has been in the family for several generations. It is equipped with the most innovative technologies to enhance all the properties of the grape. However, the traditional process of vinification of Vinho Verde is maintained, with treading in “lagares”¹³. The wine produced at Casa Santa Eulália comes from rigorous monitoring of the evolution of the maturation of the grapes, careful sanitary control of the vineyard, and the selection of the best grapes from the recommended varieties for the Basto Sub-region. All this work was under the guidance of Francisco Marques Leandro and Anselmo Mendes. Only in this way, with the respect for nature and exhaustive dedication from the land to the cellar, can they guarantee the quality and character of their wines (Casa Santa Eulália, 2014).

<u>Marca</u>	<u>Vinho</u> <u>Produzidos</u>	<u>Classificação do</u> <u>Vinho</u>	<u>Castas</u>	<u>Produtores</u> <u>/Engarrafadores</u>
Plainas	Plainas Branco	DOC	Azal/Arinto	Francisco Marques Leandro; Teresa Pereira e Cunha;

¹³ Lagar is the place where fruits are stepped in order to separate their liquid part from the solid part, such as olives to make oil or grapes to make wine.

				João Marques Leandro
Plainas	Plainas Rosé	DOC	Espadeiro	
Plainas	Plainas Tinto	DOC	Vinhão	
Plainas	Plainas Branco	DOC	Loureiro	
Santa Eulália	Casa Santa Eulália	DOC	Avesso	
Santa Eulália	Casa Santa Eulália	DOC	Alvarinho	
Santa Eulália	Casa Santa Eulália	DOC	Alvarinho/Trajadura	
Santa Eulália	Casa Santa Eulália	DOC	Sauvignon Blanc	
Santa Eulália	Casa Santa Eulália Terroir Velho Mundo Branco	DOC	Alvarinho	
Santa Eulália	Casa Santa Eulália; Espumante Branco	DOC	Avesso/Arinto	
Santa Eulália	Casa Santa Eulália Terroir Velho Mundo Rosé	DOC	Touriga Nacional	

Carneiro Family Wines

Carneiro Family wines are, as its name implies, the result of the perseverance and love of Cristiana and Alberto, who, 15 years ago, decided to create their wine project [...] a family winery in the Vinhos Verdes region, in the Basto sub-region, an ancient land, with connections to the vineyard and wine production, in which they both have, deep family roots. When they started producing the Tordo wine from the Alvarinho variety, their very first wine, they want it to have a distinctive character, almost a personality of its own, yet fresh and balanced as only white wines can be. Mr. Alberto is the one in charge of the vineyard and Mrs. Cristiana is responsible to crate the wines. This is how the Tordo wine was created, in 2017, inspired by their history. They are a family and are also winegrowers, motivated to inspire everyone who comes across their wines, made, each year, with grapes grown in the lands that they explore and care for with all dedication (Carneiro Family Wines, 2019).

Marca	Vinhos produzidos	Classificação do Vinho	Castas	Produtores/ Engarrafadores
Carneiro Family Wines	Tordo Branco	DOC	Alvarinho, Loureiro, Arinto, Azal, trajadura, fernaos pires. Em menor quantidade chardonnay, riesling, viosinho.	

Quinta D'Ónega

In the heart of Atei, an area referred to as “Terroir” in the production of excellent Vinho Verde, is Quinta D'Ónega. Its lordship and possession going back to ancient times. The experience and knowledge acquired, combined with the excellent exposure of the land (the middle Tâmega valley) to good viticulture practices and careful winemaking techniques, give rise to a wine of high quality and sui generis characteristics.

At Quinta D'Ónega they present four possible choices for the delight of consumers:

- A white vinho verde from the Azal, Arinto, and Trajadura varieties, results in a young wine, with a citrus color and a correct level of acidity. A balanced wine, easy to enjoy, light and aromatic, ideal to accompany white meat, fish and seafood dishes.
- A red vinho verde, lively in color, consistent in flavor. Its strong aromas and flavors are excellently combined with meat dishes and traditional cuisine.
- A white vinho verde, resulting from a carefully and judiciously prepared batch of Trajadura and Arinto varieties. This careful choice of grapes results in a balanced wine of the highest quality, with lively and refreshing acidity, with a long and persistent body and finish.
- A rosé wine, from the varieties of Padeiro de Basto and Vinhão, results in a fresh wine with attractive color, ideal for fish dishes, seafood, and snacks (Quinta D'Ónega, 2014).

Marca	Vinho Produzido	Classificação do Vinho	Castas	Produtores/ Engarrafadores
Quinta D'Ónega	Quinta D'Ónega Branco	DOC, Verde	Arinto/Azal /Trajadura	Fernando Daniel Machado Afonso
	Quinta D'Ónega Tinto	DOC, Verde	Vinhão/Padeiro	

	Quinta D'Ónega Branco	DOC, Verde	Arinto/Trajadura	
	Quinta D'Ónega Rosé	DOC, Verde	Padeiro/Vinhão	

Barrio

The company “Vinho Verde Barrio” is a family-owned company dedicated to viticulture, producing and marketing its wine production from the farm and property of the Vale, located in Molares, Celorico de Basto and with also a property located in Paradança, Mondim de Basto. One is located in Minho and the other is located in Trás-os-Montes respectively. Both are in the middle of the Vinho Verde Region.

Vinho Verde Barrio is what it is, since the great value of the region's grape varieties, the excellence of the natural conditions, and the dedication of all those who work there, allow the production of Vinho Verde, to be maintained with quality recognized.

Rosé Vinho Verde, is a light and refreshing wine, pink in color, produced in the Basto Sub-region. In this wine, the presence of the Vinhão, Borraçal, and Azal red varieties, are evident, which gives it a unique flavor.

White vinho verde of interrupted fermentation and consequently sweet, fruity, and low alcohol. In this wine, the presence of Arinto, Trajadura, and Azal is evident, which gives it an exclusive tasting (Vinho Verde Barrio, 2014).

<u>Marca</u>	<u>Vinho produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ engarrafadores</u>
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Barrio	Vinho Verde Branco	DOC, Verde	Arinto/Azal/Trajadura, Loureiro	Rosa Maria Cardeano Mota Carlos Cunha
	Vinho Verde Tinto	DOC, Verde	Vinhão/Touriga Nacional	

Encosta da Travessa

Encosta da Travessa is a refreshing wine produced on the slopes of Quinta da Travessa, located in Atei, in Baixo Tâmega region. The taste and production of wine remained from generation to generation. The grandparents of the current owner were already wine producers in the old Casa da Veiga and Casa de Cortegaço, both located in Atei. In 2010 they started to produce and commercialize wine under the registered “brand Encosta da Travessa”. Its intense flavor, incorporated and fruity, comes from the intoxicating aroma. It is a product of the border area between Minh and Trás-os-Montes, Encosta da Travessa benefits from a perfect climate. The slop places the vine under the best geological conditions, exposed to the sun from morning to afternoon. Hence, it's of great quality. It currently produces red wine from the Vinhão variety and white wine from the Arinto variety.

<u>Marca</u>	<u>Vinho Produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ Engarrafadores</u>
Encosta da Travessa	Vinho Regional Branco	IVV	Arinto	José António Borges da Silva
Encosta da Travessa	Vinho Regional Tinto	IVV	Vinhão	José António Borges da Silva

Conhos

“Conhos” is a wine brand, whose production is located in Quinta dos Conhos, in a Mondim de Basto, which gave rise to its name. The taste for the wine sector has family roots, as the passion remained between generations. In 2016, the brand was born, and then, it began to assert itself in the market. The wine displays an unmistakable flavor, characteristic of the Vinho Verde region. As far as wine production is concerned, some traditional characteristics are still maintained. Luís Teixeira, the owner’s son, is now responsible, becoming a producer and bottler. One of the advantages, which in the future, will mark the visits of those interested, is the magnificent exhibition of the vineyard, which extends along the slope to practically the banks of the river Tâmega with a breathtaking view of Nossa Senhora da Graça.

<u>Marca</u>	<u>Vinho produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ Engarrafadores</u>
Conhos	Vinho Verde Branco	Vinho de mesa	Arinto/Trajadura Fernando Pires/ Alvarinho/Azal	Luís Bastos
	Vinho Verde Tinto	Vinho de mesa	Vinhão/Tinto cão/Azal tinto	

Encosta do Rolão/ Recanto das castas

Recanto das castas is a family business that was born in 2020. It assumes itself as a dynamic, helpful, and motivated team in the different services it provides. Its sole objective is to provide its guests with moments of relaxation and leisure, ensuring a complete experience of connection with nature and peace in our picturesque village. Our vision was developed around the passion to promote our land and what is best produced here. They are a reference in the wine sector at national and international level, added to

a vast experience in the commercial area, which respects moral and ethical values in the relationship with our customers. (Recanto das castas, 2022).

<u>Marca</u>	<u>Vinho produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ Engarrafadores</u>
Encosta do Rolão	Vinho verde branco	DOC, Verde	Azal, arinto, avesso, loureiro e alvarinho	Luis Bernardino
	Vinho verde tinto	DOC, verde	Padeiro de basto e vinhão	
	Vinho verde tinto	DOC, verde	Padeiro de basto e vinhão	

Quinta do Campo- Latuca

From the love of a father for his children, the Latuca brand was born. The farm is located in Vilar de Viano, with an area of 5ha of vineyards, benefiting from a unique view of the Nossa Senhora da Graça hill. The owners are dedicated, not only to wine production, but also to the provision of other parallel services such as catering and event creation. From the Trajadura, Azal and Alvarinho varieties, a refreshing white wine is born. The grape varieties of Vinhão and Padeiro de Basto origin their red wine and the rosé comes from the red Azal variety.

<u>Marca</u>	<u>Vinho Produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ Engarrafadores</u>
Latuca	Vinho Verde Branco	Verde	Arinto, Trajadura,	António Saldanha

			Azal branco, Alvarinho	
Latuca	Vinho Verde Rosé	Verde	Azal Tinto	
Latuca	Vinho Verde Tinto	Verde	Vinhão, Padeiro de Basto e Azal tinto	

Santomil

From the search and purchase of land for the construction of a single-family house, an interest in vineyards and wine arises. Thus, already having a family restaurant, the SANTOMIL brand appears, the name given to the plot, where the vineyard is located. A business that emerged in 2013 and continues to thrive, maintaining its traditional characteristics as far as wine production is concerned. They currently produce white wine from the Azal, Arinto and Trajadura varieties and red wine from Espadeiro, Padeiro and Vinhão varieties.

<u>Marca</u>	<u>Vinho Produzido</u>	<u>Classificação do Vinho</u>	<u>Castas</u>	<u>Produtores/ Engarrafadores</u>
Santomil	Santomil Branco	Vinho de mesa	Azal/Arinto/ Trajadura	Luis Ramos
Santomil	Santomil Tinto	Vinho de mesa	Vinhão/Padeiro de Basto/ Espadeiro	Luis Ramos

3.4 Wine route proposal

ENCOSTA DA TRAVESSA

A Encosta da travessa é um vinho refrescante produzido nas encostas da Quinta da Travessa, situadas em Atei, região do Baixo Tâmega. O gosto e produção do vinho permaneceu de geração em geração, sendo que os avós do atual proprietário, já eram produtores de vinho na antiga Casa da Veiga e Casa de Cortegaço, ambas em Atei. Em 2010 começaram a produzir e comercializar o vinho com a marca registada Encosta da Travessa. O seu sabor intenso, incorporado e, ainda assim frutado advinha-se no aroma inebriante. É um produto da zona fronteiriça entre o Minho e Trás-os-Montes, Encosta da Travessa beneficia de um clima perfeito. O declive da encosta coloca a videira sob as melhores condições geológicas, expostas ao sol desde manhã até à tarde. Daí a sua grande qualidade.

Localização: Atei, Mondim de Basto
 Contactos: 966 059 790
 E-mail: tractores.borges@gmail.com

Vinhos:
 • Encosta da Travessa
 Vinho Regional Branco
 • Encosta da Travessa
 Vinho Regional Tinto

Castas brancas: Arinto
 Castas tintas: Vinhão



CONHOS

O "conhos" é uma marca de vinho, cuja produção se situa na Quinta dos Conhos, em Mondim de Basto, o qual deu origem ao seu nome. O gosto pelo setor vitivinícola tem raízes familiares, pois permaneceu entre gerações. Em 2016, nasce assim a marca, e foi a partir daí que começou a afirmar-se no mercado. O vinho exibe um sabor inconfundível, característico da região dos vinhos verdes. No que concerne a produção do vinho, são ainda mantidas algumas características tradicionais. Luís Teixeira, filho da proprietária, é hoje o responsável, tornando-se produtor e engarrafador. Uma das vantagens, que futuramente, marcarão as visitas dos interessados, é a exposição da vinha, que se estende pela encosta até praticamente às margens do rio Tâmega, e com uma vista deslumbrante para Nossa Senhora da Graça.

Localização: Quinta dos Conhos
 Contactos: 963 838 856
 E-mail: luisteixeirinha@gmail.com

Vinhos:
 • Conhos Branco
 • Conhos Tinto
 • Conhos Rosé

Castas brancas: Alvarinho, Azal, Arinto, Trajadura, Fernão Pires
 Castas tintas: Vinhão, Tinto Cão, Azal tinto

LATUCA

Do amor de um pai pelos seus filhos, nasceu a marca Latuca. A quinta está situada em Vilar de Viando, com uma área de cerca de 5ha de vinha, beneficiando de uma vista única para o monte de Nossa Senhora da Graça. Os proprietários dedicam-se não só à produção de vinho, como também à prestação de outros serviços paralelos como sejam a restauração e criação de eventos. Das castas Trajadura, Azal e Alvarinho nasce, assim, um branco de carácter refrescante. As castas Vinhão e Padeiro de Basto deram origem ao seu vinho tinto e o rosé provém da casta azal tinto.

Localização: Vilar de Viando, Mondim de Basto
 Contactos: 968 339 902
 E-mail: quintadocampo@hotmail.com

Castas brancas: Trajadura e Arinto, Azal Branco e Alvarinho
 Castas tintas: Vinhão, Padeiro de Basto e Azal tinto.

Vinhos:
 • Latuca Branco
 • Latuca Tinto



SANTOMIL

Da procura e compra de um terreno para construção de moradia unifamiliar, surge o interesse pela vinha e o vinho. Assim, já tendo um restaurante familiar, surge a marca SANTOMIL, o nome dado à parcela, onde está localizada a vinha. Um negócio que surgiu em 2013 e continua a prosperar, mantendo as características tradicionais no que concerne à produção do vinho. Atualmente produzem vinho branco proveniente das castas Azal, Arinto, e Trajadura e vinho tinto proveniente das castas Espadeiro, Padeiro e Vinhão.

Localização: Vilar de Viando - Mondim de Basto
 Contactos: 968 113 996
 E-mail: vinhos.santomil@gmail.com

Castas brancas: Azal, Arinto, Trajadura
 Castas tintas: Vinhão, Padeiro de Basto e Espadeiro

Vinhos:
 • Santomil Branco
 • Santomil Tinto



Figure 9 Wine route Brochure I. Source: Elaborated by the author's himself

CASA SANTA EULÁLIA

A Casa Santa Eulália, propriedade de Maria Teresa Gil P. C. Marques Leandro, situa-se na freguesia de Atei, no concelho de Mondim de Basto, em plena região dos Vinhos Verdes.

Esta adega está incorporada numa casa do séc. XVIII que se encontra na família há várias gerações. Está equipada com as mais inovadoras tecnologias com o objetivo de enaltecer todas as propriedades da uva. No entanto, mantém-se o tradicional processo de vinificação dos Vinhos Verdes Tintos, com pisa em lagares. Os vinhos produzidos na Casa Santa Eulália são provenientes de um rigoroso acompanhamento da evolução da maturação das uvas, de um cuidadoso controlo sanitário da vinha e da seleção das melhores uvas das castas recomendadas para a Sub-região de Basto.

Todo este trabalho está sob a orientação de Francisco Marques Leandro e Anselmo Mendes. [Casa Santa Eulália, 2014]



Localização: Atei, Mondim de Basto Contactos: 918 398 256 E-mail: franciscom@casasantaeulalia.pt Site: casasantaeulalia.pt	Vinhos: • Plainas Branco • Plainas Rosé • Plainas Tinto • Casa Santa Eulália Branco • Casa Santa Eulália Tinto • Casa Santa Eulália Espumante Branco • Casa Santa Eulália Espumante Rosé
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ENCOSTA DO ROLÃO RECANTO DAS CASTAS

O Recanto das Castas é uma empresa familiar que "nasceu" em 2020. Assume-se como uma equipa dinâmica, prestável e motivada nos diferentes serviços que presta.

O seu único objetivo é proporcionar aos seus hóspedes momentos de descontração e lazer, garantindo uma experiência completa de conexão com a natureza e o sossego da nossa vila pitoresca. A nossa visão desenvolveu-se em torno da paixão de divulgar a nossa terra e o que aqui de melhor se produz. Somos uma referência no setor vitivinícola a nível nacional e internacional, somada a uma vasta experiência na área comercial, que respeita os valores morais e éticos na relação com os nossos clientes. [Banco de dados, 2021]



Castas brancas: Alvarinho, Azal, Arinto, Loureiro, Trajadura
Avesse, Souvignon Blanc
Castas tintas: Vinhão
Castas rosé: Espadeiro, Touriga Nacional

Localização: Quinta Encosta do Rolão - Vilar de Viando
Contacto: 915 958 962
E-mail: encostadorolao.peneda@gmail.com

Castas brancas: Azal, Arinto, Avesse, Loureiro e Alvarinho
Castas tintas: Padeiro de basto e vinhão

Vinhos:
• Encosta do Rolão Verde Branco
• Encosta do Rolão Verde Tinto
• Encosta do Rolão Verde Rosé



QUINTA D'ONEGA

No coração de Atei, zona referenciada como «Terroir» na produção de vinhos verdes de excelência, encontra-se a Quinta D'Onega. O seu senhorio e posse remontam a tempos ancestrais; a experiência e o saber adquiridos, aliados à excelente exposição do terreno (vale do médio Tâmega) às boas práticas de viticultura e cuidadas técnicas de vinificação, dão origem a vinhos de elevada qualidade e características sui generis. [Quinta d'Onega, 2014]



Localização: Atei, Mondim de Basto
Contactos: 946 207 265 / 255 386 195
E-mail: quintadonega@gmail.com

Castas brancas: Azal, Arinto e Trajadura
Castas tintas: Vinhão, Padeiro

Vinhos:
• Quinta D'Onega Verde Branco
• Quinta D'Onega Verde Tinto
• Quinta D'Onega Verde Branco
• Quinta D'Onega Verde Rosé



CARNEIRO FAMILY WINES

A CARNEIRO FAMILY WINES (...) é uma adega familiar na região dos Vinhos Verdes, em Basto, terra milenar com ligações à vinha e à produção do vinho, e na qual, temos ambas, profundas raízes familiares. O vinho tem um carácter distintivo, quase uma personalidade própria, ainda que fresco e equilibrado como só os vinhos brancos podem ser. Assim mantivemos Alberto responsável pela vinha e passou a Cristiana a criar os vinhos, como se suas crianças fossem somando aos filhos que já tinham ambos em comum. Assim nasce o vinho TORDO em 2017, inspirado na nossa história. São uma família e são também viticultores, motivados em inspirar tantos e quantos venham a cruzar-se com os nossos vinhos feitos, cada ano, com as uvas criadas nas terras que exploramos e cuidamos com toda a dedicação. [Carneiro Family Wines, 2019]



Localização: Atei, Mondim de Basto
Contactos: 967 121 010
E-mail: carneirofamilywines@gmail.com
Site: carneirowines.pt

Castas brancas: Alvarinho, Loureiro, Arinto, Azal, Trajadura e Fernao Pires
Em menor quantidade: Chardonnay, Riesling e Viosinho

Vinhos:
• Tordo Vinho Verde Branco



Figure 10 Wine Route Brochure II. Source: Elaborated by the author's himself

This wine route proposal would have its beginning in the parish of Atei, where the majority of the wine producers are found. So, the first point is the Casa Santa Eulália family property, followed by Quinta Dónega, Carneiro Family wines and Encosta da Travessa, all located in Atei. The next producer would be the Conhos, whose location stays between Atei and Mondim de Basto. It would be followed by Latuca, Encosta do Rolão and finishing the route in Santomil, all of them, located in Vilar de Viando, a small parish of Mondim de Basto.

4 Municipal Chamber: Loja Interativa do Posto de Turismo

4.1 Historical Background

After being annexed to the municipality of Celorico de Basto and later extinguished in 1896, due to a period of financial difficulty that Portugal was experiencing at that time, characterized by bankruptcy and political instability, the municipality of Mondim de Basto was restored in 1898, by the progressive party that came to power that year. With this restoration, the municipal chamber and the county is created, with all parishes that belonged to Mondim were all detached from Celorico. The administration of the municipality was handed over to Carlos Valeriano Rodrigues de Carvalho, the head of the Progressive Party. For the first presidency of the chamber, the first male citizens, with municipal experience, had integrated, in 1897, the Administrative Commission of the Municipality of Celorico de Basto. The position of presidency of the chamber, from 1894 to 1937, was called Administrator of the Municipality.

On October 5, 1910, the monarchy was overthrown and the republic was proclaimed in Portugal and in Mondim there were also changes. The minister of Interior of the Provisional Government, António José de Almeida, published a decree that established the rules to extend the republican administration to the entire country. In the chambers, where republican councils already existed, these would be maintained, in the municipalities where they did not exist, the councils in power would be replaced by Republican Municipal Commissions, finally, where there had not been formed, the Chamber would be nominated by the people, by-election of acclamation. Thus, the member Manuel Augusto Saraiva Brandão, took the presidency, and the abbot José Justino de Carvalho Lemos became vice-president. In the following years, Mondim went through several political crises, in which 13 presidents took office during the first republic. The last president, António Joaquim de Oliveira took office for a few months, following the military coup.

With the military dictatorship that was installed in 1926 and lasted until 1933, the chamber of Mondim de Basto began a new cycle of municipal management. During this

period, it was in control of the municipal chamber, an administrative body, called the Administrative Commission. Until 1936, the year in which the Estado Novo was institutionalized, passed through the municipality's five administrative commissions. During this period of Administrative Commissions, Mondim made a lot of progress, marked by the arrival of electric light, the opening of a hospital, construction of roads, among others. The municipality also affirmed itself in this period by the confection of a flag with the arms of the council and the coat of arms, commissioned to the general attorney of the municipalities of Lisbon, which was essential in the external representation of the council. During the years of Estado Novo from 1933 to 1974, 6 presidents passed through the presidency of the municipal council of Mondim de Basto. During these years several reforms were made, namely in the town hall, jail, slaughterhouses, roads, creation of schools, urbanization of the village, electrification of rural areas, and implementation of more years of schooling, among others.

In the following years, starting in 1974, with the overthrow of the Estado Novo regime, the chamber entered a democratic period and underwent several changes. Among them, is the adhesion of the Chamber to the program of the Junta de Salvação Nacional. In 1977, after four decades in which the mayor was elected by the Government, the first democratically elected municipal mandates took place for the first time, in free and well-participated elections. Since 1982 and for the following 27 years, Fernando Carvalho Branco Pinto de Moura remained president of the chamber, thus entering a presidential cycle by the CDS party at the head of the Municipality Council. The works for the school center started, other urbanizations were completed, recovery of the religious heritage, and a lot more buildings.

The tourist office itself was also created during this period. It was located in the old part of the town, in Praça 9 de Abril, in front of the Public Garden. The construction of the building dates back to 1931, which was built originally to serve as a butcher and fishmonger under concession. The project and construction took place in the years 1984 and 1985, and the architect responsible for this work was José António Nobre. Among the changes produced in the adaptation of the building, it is worth noting that, where the

Municipal Butchery originally operated, the service section of the Tourist Office was installed and where the Municipal Fishmonger was installed, the bathroom was installed. Over the years, it has undergone some restoration buildings.

In 1985, the Tourist Office of Mondim de Basto was formally established and, since then, it has been operating without any interruption. The tourist office employed a full-time receptionist and a part-time housekeeper. It was up to the employee to carry out all types of activities related to customer service and working hours, in addition to all the promotion and dissemination activities of the municipality. Regarding the opening hours, in that period and for some years, there were two different opening hours, in summer and winter. In winter, it was part of the timetable of the Municipal Chamber, being part of the municipal nature of this service, from Monday to Friday from 9 am to 12.30 pm and from 2 pm to 5.30 pm. The high season started on the 15th of June and lasted until the 15th of September. During the 3 months of summer, it often welcomed young people, some integrated the Free times' programs of *Instituto da Juventude*, and other were interns, to guarantee its opening for a longer time, including Saturdays and Sundays. Many times, the opening hours have undergone several changes and adaptations, being open from 9 am to 9 pm, from 9 am to 7 pm, from 9 am to 6 pm, uninterruptedly, 7 days a week.

The opening of the tourist office brought innumerable advantages to the municipality, insofar as it was fundamental to make known to the outside the added value of this small town. Among them are:

- A good relationship with the tour operators in Mondim. This approximation valued and made profitable the services available;
- The passage of so many young people from Mondim at the Tourist Office, whether to do their curricular internship or to collaborate in summer work, undoubtedly allowed a healthy exchange of experiences and contact with an innovative and enthusiastic generation.
- The offer of Tourist services to schools/Educational Visits. It was fundamental for the good relationship between the two institutions: chamber/school.
- Social meeting point and support for cultural achievements.

- Collaboration in local tourism events and projects.
- It was fundamental in supporting the parishes.
- Support is provided for tourists that come in large groups.
- Among others. (Lemos, L., 2010)

Currently, the Mondim de Basto tourist office is located in Largo do Municipio, next to the City Hall building, and integrates a set of 68 interactive stores in the Porto and North region, being, therefore, now called the Interactive Tourism Store of Mondim de Basto, having been inaugurated on June 20, 2015. It has two floors. The first floor has a service desk, where the employee is located, an interactive table, a video wall, showcases for displaying material, that offers tourists a set of information including maps of the village region and northern zone, many promotional items of the county, including routes and paths, itinerary proposals, tourist entertainment companies. In addition to that, it is also possible to sell some local products. The second floor is intended for a permanent exhibition about the Alvão Natural Park. It is also equipped with the visual promoter TOMI, installed abroad, thus allowing the consultation of tourist information of the municipality, 24 hours a day. The interactive tourism store is currently open from Monday to Friday, from 9 am to 1 pm and from 2 pm to 5 pm, with the lunch break from 1 pm to 2 pm, and is closed on weekends and holidays.

Regarding the studies carried out on the movement of tourists, it is possible to verify the peak of a greater movement of tourists in Mondim de Basto. In 1995, a government campaign called “Vá para fora cá Dentro” was launched, to promote domestic and rural tourism, which brought great advantages to Mondim. This is how Mondim’s greatest discovery takes place. In 1996 and 1997 the peaks of greater tourist affluence were registered at the Tourist Office precisely due to the launch of the campaign, as we can see through the figure below. There was a decrease in 1998 due to the EXPO, whose destination that year was Lisbon. But the positive effect of the campaign remained until 2002 when the information starts to appear available on the internet, and there is again a decrease in the number of visitors to the tourist office.

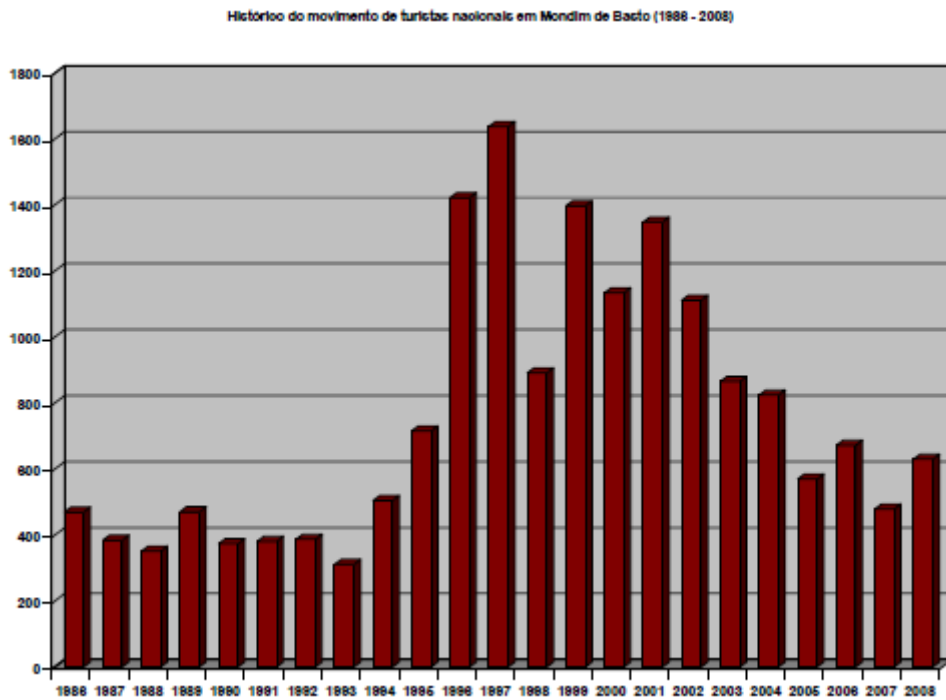


Table 1 Tourist movement in Mondim de Basto from 1988 to 2008. Source Memorando do Posto de Turismo, 2010

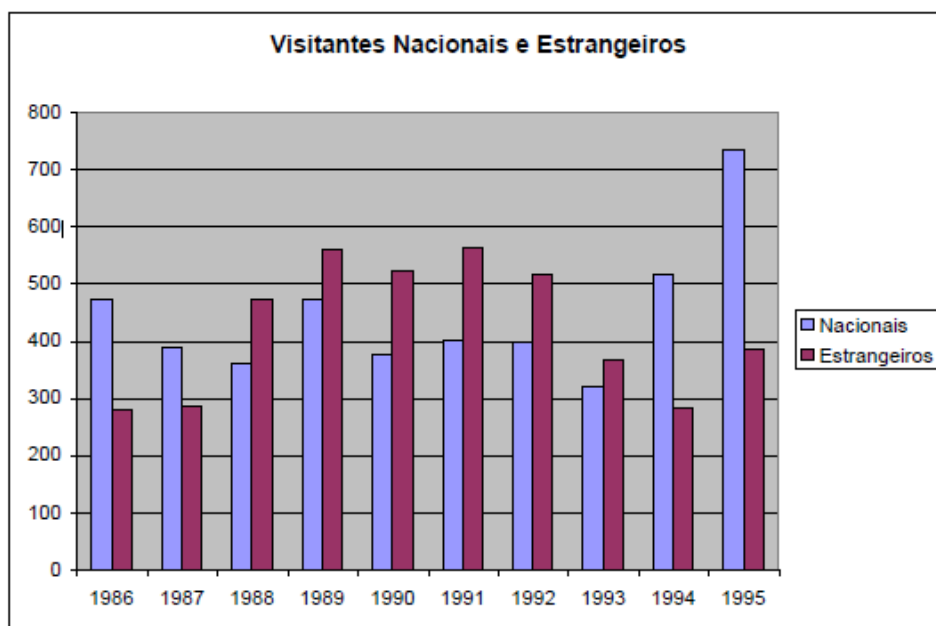


Table 2 National and foreign visitors. Source: Memorando do Posto de Turismo, 2010

From figure 10, it is possible to see that, in the first years of the tourist office, there was a greater influx of foreign tourists than nationals.

4.2 The Internship

4.2.1 Framing and aims

The main purpose of this internship is to acquire knowledge, be in contact with and gain experience with professionals, and complement student's academic training, which is an essential aspect for starting my career as a young graduate. The internship is also useful in the way that, it helps students working under pressures, and understand a business environment and how companies perform, in other words the internship prepares students for the labor market and facilitate their integration into the same.

The internship allows a more practical training that many students do not have in their degree, including myself, which stimulates the development of other behaviors, responsibilities and initiative, which until then had not been developed, and allow a better social integration. The internship, was also useful in the way that, it helped me working under pressure, and understand a business environment and how companies perform.

One of the goals of my internship is to give value to a rural area, that has a lot of potential to evolve and develop, and it is still a lot undervalued and neglected, which, unfortunately, happens to many of the rural areas in Portugal. It was necessary to do a contextualization of the region, in order to highlight the importance of the wine. Thus, the report focused on a small region, called Mondim de Basto and its potential in the wine production business. The choice of focusing in this municipality was derived from the desire of promoting this region and its local producers, and do something for the land where I grew up.

This project ends with a proposal for a Wine Route in the region in paper form, through a flyer, and in digital form, published on the municipal council's website.

Another goal, was to improve my language skills, especially the English, since the internship took place in a tourist office and I had the opportunity to deal with people from different nationalities and different cultures.

4.2.2 Internship's plan

Before the internship, my adviser Dr. Emilia provided me with a list of objectives, which I always kept in mind and served as an internship plan. Also, these objectives were all accomplished. They were:

- The geographical, historical, economic and social characterization of the wine sector in the municipality;
- The characterization of the region's wine varieties;
- Creation of a database of producers and the main farms, wineries, mills and wine tourism units in Mondim de Basto;
- Elaboration of a wine tourism route/itinerary for Mondim de Basto
- Promotion of the dissemination of the wine tourism offer/experience on the municipality's website.

4.2.3 Activities performed

Many of the activities performed during the internship period were in line with the objectives that were proposed to me, the characterization of the region's wine sector and wine varieties, the creation of a database, the creation of a wine route, the flyer. In addition to these activities, other were developed. They are:

1. Adaptation to the place:

The first days were mainly dedicated to getting to know the place, and the council employees so, my advisor made me a guided tour to get to know all the offices and who worked there. Therefore, it was essential to understand how an autarchy worked

and all the people it can employ. It was also necessary to know all the basic rules in customer service, such as dress code, kindness, communication, attitude, assertiveness, the body and oral language, and telephonic service, among others.

2. Inventory of the existing products:

The tourist office, in addition to being a place of information and support for all tourism infrastructures, with plenty of physical material to inform the tourist, is a place for the sale of local products, such as honey and books written by local authors. It was important to do this inventory because it allowed me to get to know well the products of the municipality, to know the material available for information, as well as the producers and authors of Mondim de Basto, and its historical, cultural and natural heritage.

3. Attendance/Customer service:

A tourism interactive store is a place of information for visitors and tourists in Mondim de Basto, which supports various structures linked to tourism. During the internship period, I had the opportunity to practice my language skills, especially English, and occasionally a few words in German, which was one of the purposes of the internship, in addition to contact with other cultures. Therefore, this service to tourists was one of the main activities that I developed during the curricular internship. The attendance started being done in the presence and with the help of the full-time employee Luisa Lemos. Later, I gained autonomy to do the customer service alone, since the employee needed to be away a few times, and I was in charge of the tourist office.

4. Accounting and description of visitors/tourists for statistical purposes:

Whenever a tourist appears, a record had to be made, in a document, of the origin of the visitors, whether national or foreigners, their age group, if they are accompanied by children, their accommodation, the number of nights they will be staying, what was the purpose of the visit and what kind of information do they want.

5. Use of knowledge and skills for the maintenance of information supports (digital and paper):

Improvements and updates of the information material, through translation, for example.

6. Other activities performed:

During the time of the internship, I had the opportunity to develop different types of activities, from the help of a gastronomic month (an initiative of the municipality, to help local businesses, through the promotion of local gastronomic products) and the distributions of vouchers for the same initiative, to be spent in all businesses participating in this program. I had to do an entire historical, geographical and economic survey of the wine sector in Mondim de Basto. The sale of tickets for theater, music, cinema and dance shows, took place at the village's cultural house. The delivery of vouchers on International's Women's Day (another initiative proposed by the chamber to pamper all the women) for every woman to spend on hairdressers, beauticians, clothing stores, skincare, among others, and was also a way to promote these businesses. The chamber submitted a proposal in the field of digitization and technology, in which it was necessary to collect information, through surveys of all commerce and services, located in the center of the village and I belonged to the team in charge of doing the surveys. Folding flyers, translating and updating them. Accounting of all the activities of a tourist nature, carried out in all months, for statistical purposes.

During this period, I was able to put into practice many of the knowledge I acquired throughout my academic career, in terms of language skills, which, despite having been in contact all of my life, I only deepened in my degree and master's. Many of the concepts approached in this report, were also approached during the master, and I had to put them into practice, even in the simple customer attendance, for example regarding the proximity and the body language.

It was crucial, having this acknowledgement, working in a tourist office, as it helped me, not only to transmit good information to foreigners, but also to understand them, and also in other tasks related to translation.

I think that I was an asset to the company, as I contributed to the creation of a route that did not exist in the municipality, and thus, to promote local tourism. The realization of this internship, in particular the creation of this route, expanded my network of contacts and opened up new opportunities for me, in addition to giving me new skills that will be useful and that I will use in a future job.

5 Conclusion

As mentioned before, the internship at the “Tourist office of Mondim de Basto” was a rewarding experience, as it allowed me to put into practice everything I learned throughout my academic life, since I didn’t have the opportunity to do an internship during my bachelor’s. It gave me experience and prepared me for the professional world. It was an enriching experience, in the way that I had the opportunity to deal with people from different cultures, improve my skills related to the English language and revive the German language. It was a benefit because I was able to learn how a local authority works, the number of functions it has, and the number of people who work there.

During these months of internship, I was able to have a better perception of how tourism in Mondim worked, through the visits of tourists to the interactive store, what were the purposes of their visits, and what they were looking for, this was all recorded and then used for statistical purposes. Since much of my internship and consequently the subject of the report, went through wine tourism, I concluded that this form of tourism, is still in Mondim, very little developed, and few wine producers have this part developed, but I also concluded through my research and surveys that many producers show interest in progress, since it is an increasingly sought-after and constantly growing tourism.

The idea of making a wine route arose from the simple fact that the municipality had none and because it contributed in some way to the development, even if it was in a small proportion, of my land. and it was something that gave me a lot of pleasure to do, it's an interesting area and I was very curious to know more, and I feel like I learned a lot. It is possible to conclude that this type of tourism has a positive effect on local development, as the number of tourists visiting this sub-region of Vinho Verde, looking for its differentiated wines and with unique profiles is increasing.

The biggest challenges I faced were in the contact with the producers, as there was not much availability on their part either for a meeting, or to simply respond to the survey. I also felt difficulties, at the beginning of the internship, in the service to

tourists, because I was not well aware of the information material, but quickly got used to becoming easier and a normal thing for me and in contact with tourists of French origin, because I do not have much knowledge of the language, and concluded that most of the French people I attended, did not speak English, especially older people.

It was fundamental the knowledge I acquired during my academic period, for example, the concept of culture was always present in my mind, since I dealt with many people, and it is always necessary to be aware that we are not all educated in the same way, we do not all have the same culture, what is right for me may not be for someone of different nationality.

In conclusion, I learned a lot from the different professionals and above all, I think I left my mark in the place where I was an intern, that was one of my greatest goals and that was instilled in us in the methodology classes, always leave our legacy, and I think that goal was fulfilled.

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Appendix I – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Quinta Santa Eulália

Marca do vinho: Casa Santa Eulalia, Plainas, TGV (terroir, granito, viticultura) – este mais para exportação.

Localização: Atei, Mondim de Basto

Atividade: Vitivinicultura

Nome do entrevistado: Francisco Marques Leandro

Função do entrevistado: Sócio-gerente

Longevidade do negócio: 24 anos

Contactos:

Tlm.: 918 398 256

E-mail: franciscoml@casasantaaulalia.pt

Site: casasantaeulalia.pt

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família? A atividade já vem dos antepassados. Já há recordos de atividade desde 1822. A família esta presente em Basto. Houve uma evolução da parte da pecuária a par com a viticultura. Em 1997 os meus pais iniciaram a gestão da propriedade e iniciou-se a produção do vinho verde com marca própria.

2. Quando deu início à atividade?

Há 24 anos, em 1997.

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

São 6. 2 entre os 25-33; 2 entre os 50-55; 1 com 45 anos e outro com 40 anos.

4. Qual é a área de cultivo da vinha?

De propriedade – 160ha

De vinha só são- 45ha

5. Quais são os tipos de vinhos que produz?

Vinho verde DOC. Vinho verde, Tinto, Rosé e espumante branco.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

O principal objetivo é manter a identidade do clima terroir.

7. Quais são as castas utilizadas na produção do vinho?

Branco- alvarinho, azal, arinto, loureiro, trajadura, avesso, souvignon blanc

Rosé- espadeiro, touriga nacional

Tinto- vinhão

8. Qual o sistema de rega utilizado nas vinhas?

Rega gota a gota em 6ha. O restante em sequeiro.

9. O vinho é certificado ou é vinho de mesa?

Certificado, DOC Vinho Verde.

10. Como é feita a comercialização do vinho?

Através de distribuidores e exportadores.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Sim. Espanha, França, Suíça, Alemanha, Suécia, Dinamarca, Roménia, Estónia, Polónia, República Checa, EUA, Brasil, Angola.

12. Como é feita a análise do mercado?

Recorremos a parceiro que nos apoiam, a Vini Portugal, por exemplo, que disponibilizam os estudos de mercado.

13. Quais são os principais locais de venda?

Portugal, o país que representa mais.

14. Tem loja online?

Sim.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x
Redes sociais/blog/página x
Revistas da especialidade x
Participação em fóruns x
Concursos de vinhos x
Outros

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

Através de outros meios.

17. Qual é o perfil do cliente/turista?

Wine lovers – são os que valorizam mais

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Sim. Todos, quase todos os anos, vários prémios. Recentemente o international wine challenge – as 3 medalhas. Mundos vini- ouro. E Revistas americanas- wine expectater.

19. Existe algum serviço complementar paralelo à produção de vinhos? (enoturismo, entre outros)

Sim. Enoturismo, provas vónicas e almoços. Alojamento não temos ainda.

20. Quais as nacionalidades dos turistas em geral?

Espanhóis, Americanos, Franceses, Holandeses.

21. Existe algum programa destinado à recepção de turistas na adega/quinta? Se sim, em que consiste?

Várias provas dentro do portefólio de vinhos. Parceiros locais – caminhadas por exemplo.

22. Estaria interessado na integração de uma rota de vinho da região?

Sim

Appendix II – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Carneiro Family Wines

Marca do vinho: Tordo Alvarinho

Localização: As vinhas localizam-se em Basto (grande parte em Atei, mas também tem propriedades no Arco, Canedo, Vila Nune, Gagos, e Ribeira de Pena (Cerva)).

Atividade: Produção de Vinho

Nome do entrevistado: Cristiana Carneiro

Função do entrevistado: Enóloga e pessoa que faz o vinho.

Longevidade do negócio: Plantação- 15 anos, produção e engarrafamento com marca própria- 5 anos.

Contactos:

Tlm.: 967121010

E-mail: carneirofamilywines@gmail.com

Site: carneirowines.pt

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

Não. Existia vinhas e tradição de vinho na família, mas não na minha geração nem do meu marido. Nós não temos nada a ver com agricultura, eu sou formada em economia e ele é licenciado em direito, portanto nenhum de nos estava a pensar que vinha parar aos

vinhos. O meu avô sei que tinha e a mãe dele também tinha, portanto havia alguma ligação, mas era uma ligação longínqua. Entretanto viemos cá para cima viver, quando começaram a nascer os meus filhos, nós vivíamos no Algarve, mas o Algarve não é sítio para estar com a família, então viemos para aqui, e como não conseguíamos estar quietos começamos a ver o que é que havíamos de fazer e pronto, metemo-nos no negócio dos vinhos. Primeiro era para ser negócio das uvas, mas depois chegamos a conclusão que o negócio das uvas é muito restritivo em termos de tempo, não deixa de ser uma fruta, e em termos de players, há pouca gente a comprar, são sempre os mesmos, o preço esta combinado, há uma série de coisas, então avançamos para fazer vinho. Vendemos durante muito tempo vinho a granel, vender vinho de qualidade a outros, e depois decidimos fazer vinho para nós, há coisa de 5 anos atrás. Quando eu fui aprender como é que se fazia, estava farta que me dissessem como era, primeiro para perceber o que me estavam a dizer e depois cheguei a conclusão que queria fazer eu e tenho vindo a melhorar e aprender e temos pessoas boas que nos ajudam e bons consultores, portanto esta a correr bem.

2. Quando deu início à atividade?

Há 5 anos.

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

7 – Infelizmente, todos com mais de 45 anos e todos homens. Temos perspetivas de contratar duas raparigas.

4. Qual é a área de cultivo da vinha?

Neste momento 30ha.

5. Quais são os tipos de vinhos que produz?

Só produz o vinho verde branco.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

O vinho branco que se fazia há 50 anos ou era imbebível ou era um milagre, porque o vinho branco precisa de tecnologia, e a tecnologia disponível existe em Portugal há 20/30 anos. Penso que aqui há 15 anos já tenha começado a haver uma grande evolução, mas a principal tecnologia que o vinho branco precisa é o frio, portanto sem o frio não se consegue fazer bons brancos, e portanto, consegue-se manter a traça tradicional, porque nós vivemos aqui, na região dos vinhos verdes, o nosso solo é granítico, as nossas uvas têm a acidez dos solos graníticos, tentamos ter castas que sejam daqui, variedades daqui, mas a tecnologia em si não pode ser mantida, formato antigo de fazer vinho não pode ser mantido, ainda fazemos algum vinho verde tinto, há moda antiga, literalmente, é feito inclusive pelas mesmas pessoas que faziam há 50 anos atrás, elas fazem exatamente igual. Em termos de vinho verde branco, se alguém fizer de forma tradicional vai fazer vinhos que as pessoas vão achar que são estranhos, turvos, com cor amarela, porque não havia temperatura para os manter com uma cor mais clara. Mas é assim, mantém-se a traça, na medida em que as uvas são daqui. As pessoas quando provam o vinho de basto, dizem que é diferente, mas gostam, somos de uma zona de transição, não somos verdes nem maduros.

7. Quais são as castas utilizadas na produção do vinho?

Branco – Alvarinho, Loureiro, Arinto, Azal, trajadura, fernaos pires. Em menor quantidade chardonnay, riesling, viosinho.

8. Qual o sistema de rega utilizado nas vinhas?

A rega tradicionalmente não é utilizada nas vinhas. É bastante controverso, por exemplo o douro não permite a rega pois diz que estraga os vinhos. Acontece que nos regamos as vinhas nos primeiros 3 anos que e quando elas estão a crescer e depois só regamos mesmo quando há momentos de seca extrema, se não beberem morrem. Ela não precisa de água para sobreviver no limite. Acontece que ela não morre, mas não produz uvas. Tipo a fruta é uma coisa necessária para a planta, mas se ela tiver que escolher entre sobreviver ou ter uvas, ela não tem uvas. Elas respiram pelas folhas, mas também recebem calor. Elas para sobreviverem param de respirar e morrem teoricamente por fora para não morrerem mesmo até à raiz. Elas quando são muito pequeninas tem que ser regadas se não elas não nascem e depois se estiverem 2 meses sem água nenhuma, vê-se que as uvas começam a encolherem porque elas vão buscar a água a uva. Portanto deve-se regar alguma coisa, mas não se deve regar demasiado porque não são plantas que precisem de muita água.

9. O vinho é certificado ou é vinho de mesa?

É certificado pela CVRVV. É doc.

10. Como é feita a comercialização do vinho?

Há vários caminhos. Os caminhos que tem estado aberto são os de grandes superfícies, os restaurantes estiveram fechados durante 2 anos. Há o formato de vender diretamente e através dos distribuidores. Nesta fase nós temos apostado mais na grande distribuição, porque era a única coisa que estava a funcionar, basicamente, os outros tinham stocks para gastar.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Sim. Inglaterra, Irlanda, Holanda, Espanha, Luxemburgo, Suíça, Polónia, França, Bélgica.

12. Como é feita a análise do mercado?

É feita quase sempre através da entrega de amostras do vinho. Muitas vezes é feita primeiro uma abordagem via e-mail, mas o ideal é quando conseguimos que as pessoas provem o vinho, ou por enviarmos amostras, ou por no caso de restaurantes entregarmos amostras para eles provarem, em termos do canal oreka, em grandes superfícies, é mais complexo, tem que se abrir fornecedores...somos uma marca recente, temos que começar pelo produto, mostrar que isto é bom, provem e depois a partir daí é toda a parte comercial seguida, e depois há o boca a boca, quem já nos compra gosta, encaminha a outra pessoa.

13. Quais são os principais locais de venda?

Neste momento, estamos em 8 intermarches, estamos 3 recheios, em 5 eleclerc, 8 continentes, estamos em restaurantes que nos compram diretamente, supermercados que nos compram diretamente e garrafeiras. É basicamente isso. Em princípio fomos selecionados para participar numa feira de produtos nacionais do Lidl, portanto em princípio vamos estar no Lidl e estamos a falar com o mercadona, mas seria para fazer com a marca deles, não era com a nossa marca, e porta a porta claro.

14. Tem loja online?

Tenho. Mas tirei de lá os preços, nunca consegui lá vender uma única garrafa lá. O vinho é uma commodity que é muito caro a transportar. Muito caro. Como uma caixa de vinho pesa 7kg, estamos sempre a falar que uma caixa custa 20euros e o transporte custa 15euros. O vinho verde não é um vinho caro, não é um vinho caro de vender, mas depois não fazia grande sentido estar a vender. No limite levava quase 40 euros por duas caixas.

É um exagero de dinheiro. E acabei por retirar completamente, ou seja, estão lá, mas não tem preço, peço para fazer uma consulta e depois logo vejo.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x

Redes sociais/blog/página x

Revistas da especialidade

Participação em fóruns

Concursos de vinhos x

Outros

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

Neste momento na adega.

17. Qual é o perfil do cliente/turista?

Não sei, não lido diretamente com os meus clientes, eu vendo para a grande distribuição que vende aos clientes, eu vendo para os restaurantes que vendem para os clientes, eu vendo aos supermercados que vendem aos clientes, ou seja não tenho acesso direto ao cliente.

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Sim. O Tordo este ano, medalha de ouro, no concurso Vinhos de Portugal. Foram 4000 vinhos a concurso, nos verdes só ganharam 8 medalhas de ouro e nós fomos o único alvarinho.

19. Existe algum serviço complementar paralelo à produção de vinhos? (enoturismo, entre outros)

Temos serviço de embalamento outros vêm aí e encomendam-nos a preparação do vinho, engarrafamento e rotulagem, fazemos serviço para outros, não é um grande negócio, mas é um negócio simpático. Enoturismo costumo receber pessoas se tiver tempo, o que não é propriamente o que é o enoturismo, e não há nada ainda muito organizado, gostava de ter aquilo mais bem organizado, mas ainda não consegui, temos tudo para isso, mas ainda não deu.

20. Quais as nacionalidades dos turistas em geral?

Quem eu já recebi na adega foram franceses, Ingleses, Espanhóis, Finlandeses ou Noruegueses não sei bem de onde era, Brasileiros e Norte Americanos.

21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

Não. São situações improvisadas.

22. Estaria interessado na integração de uma rota de vinho da região?

Sim. Se fosse de Basto sim.

Appendix III – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Conhos

Marca do vinho: Conhos

Localização: Quinta dos Conhos, Mondim de Basto

Atividade: Produtor/Engarrafador

Nome do entrevistado: Luís Teixeira

Função do entrevistado: Funcionário/filho

Longevidade do negócio: 2016

Contactos:

Tlm.: 963838856

E-mail: luisteixeirinha@gmail.com

Site: Não

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

É um negócio de família. A produção e terrenos já vem de família. Os pais já eram produtores de vinhos. Eu criei a marca e tornou-se produtor e engarrafador.

2. Quando deu início à atividade?

2016

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

1 – 35 anos. Nas vindimas chama pessoal, e durante o ano vai chamando pessoas para ajudar.

4. Qual é a área de cultivo da vinha?

3 hectáres contando com Mondim e Celorico.

5. Quais são os tipos de vinhos que produz?

Branco, tinto e rosé. É vinho verde.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

São mantidas algumas técnicas, no que concerne ao lagar. Já tem sistema de frio. Mas as vinhas já não são de enforcado, já são baixas.

7. Quais são as castas utilizadas na produção do vinho?

Vinho Branco: Alvarinho, Azal, Arinto, Trajadura, Fernão Pires.

Vinho Tinto: Vinhão, Tinto Cão, Azal tinto

8. Qual o sistema de rega utilizado nas vinhas?

Manual. Rega por pé. É artesanal.

9. O vinho é certificado ou é vinho de mesa?

É vinho de mesa.

10. Como é feita a comercialização do vinho?

A comercialização é feita pela zona, nos restaurantes. Sou o próprio que vende, não tenho distribuidor. Também é feita à porta.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Não.

12. Como é feita a análise do mercado?

Só em 2020, é que foi um bocado mais fraco, mas agora tem saído bem.

13. Quais são os principais locais de venda?

Restaurantes e particulares. Mas na maioria restaurantes. Supermercados não, as pessoas preferem ir a casa buscar, fica mais barato.

14. Tem loja online?

Não.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x

Redes sociais/blog/página

Revistas da especialidade

Participação em fóruns

Concursos de vinhos

Outros x Através do próprio restaurante em que vendo.

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

É meio, meio, diretamente na adega ou vou entregar aos restaurantes.

17. Qual é o perfil do cliente/turista?

Muitas vezes são atraídos porque provaram o vinho nos restaurantes e depois contactam-me.

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Não

19. Existe algum serviço complementar paralelo à produção de vinhos? (enoturismo, entre outros)

Não; para já ainda não, mas tenho este objetivo, de fazer uma adega nova, e a antiga servir para sala de provas e com uma lojinha. E alojamento local também está nos planos.

20. Quais as nacionalidades dos turistas em geral?

Turistas nacionais, portugueses.

21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

Não.

22. Estaria interessado na integração de uma rota de vinho da região?

Sim.

Appendix IV – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Encosta do Rolão

Marca do vinho: Encosta do Rolão Peneda

Localização: Quinta encosta do rolão, Vilar de Viando

Atividade: Produtor/enoturismo/venda

Nome do entrevistado: Henrique Peneda

Função do entrevistado: Comerciante

Longevidade do negócio: 4 anos

Contactos:

Tlm.: 915958962

E-mail: encostadorolão.peneda@gmail.com

Site: recantodascastas.pt

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

É um negócio de família.

2. Quando deu início à atividade?

Em 2018.

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

São 4 funcionários. Entre os 30 e 50 anos.

4. Qual é a área de cultivo da vinha?

9ha

5. Quais são os tipos de vinhos que produz?

Vinho verde branco, tinto e rosé.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

São mantidas.

7. Quais são as castas utilizadas na produção do vinho?

Branco: Azal, arinto, avesso, loureiro e alvarinho

tinto: Padeiro de basto e vinhão

Rosé: feito com uva tinta, padeiro de basto e vinhão.

8. Qual o sistema de rega utilizado nas vinhas?

Gota a gota, no modo artesanal que funciona por gravidade sem motores.

9. O vinho é certificado ou é vinho de mesa?

É certificado.

10. Como é feita a comercialização do vinho?

Através de garrafeiras e venda direta.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Sim. Luxemburgo, França, Bélgica e Espanha. Arquipélagos dos Açores e Madeira.

12. Como é feita a análise do mercado?

Através da rede de conhecimentos.

As pessoas visitam o MDB procuram o vinho verde e facilmente encontram os produtores locais.

13. Quais são os principais locais de venda?

Restaurantes.

14. Tem loja online?

Sim.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x

Redes sociais/blog/página x

Revistas da especialidade

Participação em fóruns

Concursos de vinhos

Outros x

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

Através de outros meios, dos restaurantes nomeadamente.

17. Qual é o perfil do cliente/turista?

Geralmente são nacionais. Muito poucos belgas.

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Não.

19. Existe algum serviço complementar paralelo à produção de vinhos? (enoturismo, entre outros)

Sim, enoturismo.

20. Quais as nacionalidades dos turistas em geral?

Portugueses e belgas, e uma taxa reduzida de franceses.

21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

Sim. Provas de vinho, no meio das vinhas.

22. Estaria interessado na integração de uma rota de vinho da região?

Sim.

Appendix V – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Encosta da Travessa

Marca do vinho: Encosta da Travessa

Localização: Atei

Atividade: Produtor e engarrafador

Nome do entrevistado: José António Borges da Silva

Função do entrevistado: Proprietário

Longevidade do negócio: Com a marca, 12 anos e sem marca 50 anos

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

A marca surge após ter tomado conta da Quinta Da Travessa. Quando tomei posse, a produção de vinho ainda era de modo tradicional, ramadas. Após a Reestruturação da propriedade para vinhas “modernas” e de uma delas ser uma encosta (a que sobressai mais pelo seu declive), foi a partir dessa parcela que surgiu o nome. É um negócio de família, sendo eu a 3º geração de produtores de vinho e já com as futuras gerações a acompanhar todos os processos, do campo à adega.

2. Quando deu início à atividade?

Início de atividade com marca desde 2010.

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

Sendo esta uma empresa familiar, toda a família ajuda nos trabalhos de campo e adegas, sendo que apenas recorremos a trabalhadores externos quando necessário.

4. Qual é a área de cultivo da vinha?

De momento temos 6 ha mas num futuro próximo iremos incluir mais 2 há à nossa área de produção.

5. Quais são os tipos de vinhos que produz?

Produzimos vinho branco e tinto.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

A produção de vinha é feita a partir de vinhas novas mas continuando com métodos tradicionais.

7. Quais são as castas utilizadas na produção do vinho?

No vinho tinto usamos a casta vinhão e no vinho branco usamos a casta arinto.

8. Qual o sistema de rega utilizado nas vinhas?

De momento não tem.

9. O vinho é certificado ou é vinho de mesa?

O nosso vinho é produzido como vinho verde (DOP) mas de momento é apenas vinho certificado pelo IVV (Instituto da Vinha e do Vinho), essa identificação pode ser verificada no nosso rótulo.

10. Como é feita a comercialização do vinho?

Através de marketing nas redes sociais, temos também os nossos clientes fixos,

o que também nos ajuda a criar novos clientes.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

De momento não.

12. Como é feita a análise do mercado?

Damos importância, acima de tudo, ao feedback que temos dos nossos clientes, o que devemos melhorar ou explorar o que deveríamos fazer a seguir, pois estes são os que aproveitam os nossos vinhos, após uma longa jornada até chegar à garrafa.

13. Quais são os principais locais de venda?

Restaurantes, Tascas Regionais e particulares.

14. Tem loja online?

De momento não recebemos, no entanto há encomendas através do nosso email e por telefone.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x

Redes sociais/blog/página x

Revistas da especialidade

Participação em fóruns

Concursos de vinhos x

Outros x

Aberturas de exposições ex. Associação cultural - Okna no Porto

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

Diretamente na adega

17. Qual é o perfil do cliente/turista?

São clientes que apreciam, vinhos tradicionais/naturais.

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Não.

**19. Existe algum serviço complementar paralelo à produção de vinhos?
(enoturismo, entre outros)**

De momento não mas será um projeto futuro.

20. Quais as nacionalidades dos turistas em geral?

-

21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

-

22. Estaria interessado na integração de uma rota de vinho da região?

Sim mas como já tinha informado ainda não temos selo da zona dos vinhos verde.

Appendix VI – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: Lатуca

Marca do vinho: Lатуca

Localização: Vilar de Viando

Atividade: Viticultura/Eventos e Restauração

Nome do entrevistado: Maria do Carmo

Função do entrevistado: Administradora

Longevidade do negócio: 10-12 anos

Contactos:

Tlm.: 968339902

E-mail: quintadocampo@hotmail.com

Site:

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

O nome da marca vem dos filhos do proprietário. LATUCA – LA- Emiliano e TUCA- Artur, que lhe chamam tuca.

2. Quando deu início à atividade?

A empresa começou em 2008.

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

1- >50

Recorremos sempre a trabalhadores externos na altura das vindimas...

4. Qual é a área de cultivo da vinha?

Cerca de 5ha.

5. Quais são os tipos de vinhos que produz?

Branco, tinto e rosé.

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

Sim. Apanhamos as uvas e levam a uma adega. Não temos adega própria.

Algum do vinho produzido para consumo interno é produzido por nós. Para venda é diferente, vamos buscar depois, já engarrafado e rotulado.

7. Quais são as castas utilizadas na produção do vinho?

Branco: Arinto, Trajadura, Azal Branco e Alvarinho.

Tinto: Vinhão, Padeiro de Basto e Azal tinto.

8. Qual o sistema de rega utilizado nas vinhas?

Gota a gota.

9. O vinho é certificado ou é vinho de mesa?

IVV. Vinho de mesa.

10. Como é feita a comercialização do vinho?

A grande maioria é por uma distribuidora a Distritâmega. Nos eventos os vinhos que vendemos é da nossa marca.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Já fizemos alguma, principalmente para o Luxemburgo.

12. Como é feita a análise do mercado?

Por pessoas que conhecem o vinho gostam e compram.

13. Quais são os principais locais de venda?

Distritâmega.

14. Tem loja online?

Não.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras x

Redes sociais/blog/página

Revistas da especialidade

Participação em fóruns

Concursos de vinhos

Outros x Eventos, casamentos, etc.

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

Através da distribuidora distritâmega.

17. Qual é o perfil do cliente/turista?

O cliente que frequenta a restauração, e que compra para consumo caseiro, particular.

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?

Não.

19. Existe algum serviço complementar paralelo à produção de vinhos?

(enoturismo, entre outros)

Sim, a restauração e eventos.

20. Quais as nacionalidades dos turistas em geral?

Portugueses.

21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

Não.

22. Estaria interessado na integração de uma rota de vinho da região?

Sim.

Appendix VII – [Cellar/Producers surveys]

Wine route in the municipality of Mondim de Basto

Interviewee: SANTOMIL

Marca do vinho: SANTOMIL

Localização: Vilar de Viando

Atividade: Viticultura – produção e comercialização

Nome do entrevistado: Luís Ramos

Função do entrevistado:

Longevidade do negócio: 2013

Contactos: Tlm: 968113996

Email: vinhos.santomil@gmail.com

1. Como descreveria a história da marca? Como tudo começou? É um negócio de família?

Negócio familiar.

Inicia na procura e compra de terreno para construção de moradia unifamiliar.

Por motivos de saúde do Sr. FERNANDO RAMOS (pai), início o acompanhamento da vindima e na elaboração do vinho, que depois desperta e interesse por melhorar e rentabilizar a vinha existente.

A marca surge pelo facto dos meus pais terem restaurante e direccionar a venda do produto ao mesmo, a granel e em garrafa com a respetiva marca e rotulo “SANTOMIL”, nome dado há parcela onde esta localizada a vinha.

“ SANTOMIL - A crônica histórica do sobrenome Santomil está em uma interessante sequência de acontecimentos que foram protagonizados pelas pessoas que carregaram o sobrenome Santomil ao longo da história, e que nos é possível percorrer até chegarmos àqueles que foram os primeiros portadores de Santomil . Suas façanhas, a maneira como viveram suas vidas, os lugares que habitaram, suas relações familiares, os trabalhos que fizeram... Tudo isso é fundamental para quem, como quem está lendo estas linhas, heráldica, brasões e nobreza e nobreza do sobrenome Santomil .”

2. Quando deu início à atividade?

2013-03

3. Quantos trabalhadores a empresa possui? E a sua faixa etária?

Mão de obra familiar

4. Qual é a área de cultivo da vinha?

2 ha

5. Quais são os tipos de vinhos que produz?

Branco e Tinto

6. Como é feita a produção do vinho? São mantidas as características tradicionais?

São mantidas as características tradicionais.

Recolha de uvas manual.

Vinho branco é de bica aberta e tinto em lagar recorrendo a pisa a pé.

7. Quais são as castas utilizadas na produção do vinho?

Vinho Branco – Azal Arinto e Trajadura

Vinho Tinto – Espadeiro, Padeiro e Vinhão

8. Qual o sistema de rega utilizado nas vinhas?

Sistema de rega utilizado é por gravidade, só é efetuada excecionalmente.

9. O vinho é certificado ou é vinho de mesa?

Vinho de mesa.

10. Como é feita a comercialização do vinho?

A comercialização é direcionada para restaurante Ramos e só uma pequena percentagem se destina a venda a clientes já habituais.

11. Realiza a exportação do vinho internacionalmente? Se sim, para que países?

Não.

12. Como é feita a análise do mercado?

-

13. Quais são os principais locais de venda?

Restaurante Ramos.

14. Tem loja online?

Não.

15. Que medidas tem utilizado no marketing da sua marca?

Participação em feiras

Redes sociais/blog/página

Revistas da especialidade

Participação em fóruns

Concursos de vinhos

Outros

16. Tem maior volume de negócio diretamente na adega ou através de outros meios?

No restaurante Ramos.

17. Qual é o perfil do cliente/turista?

-

18. Algum dos seus vinhos já foi premiado? Se sim, qual? Em que ano(s)?
Não.

19. Existe algum serviço complementar paralelo à produção de vinhos? (enoturismo, entre outros)
Não.

20. Quais as nacionalidades dos turistas em geral?

-

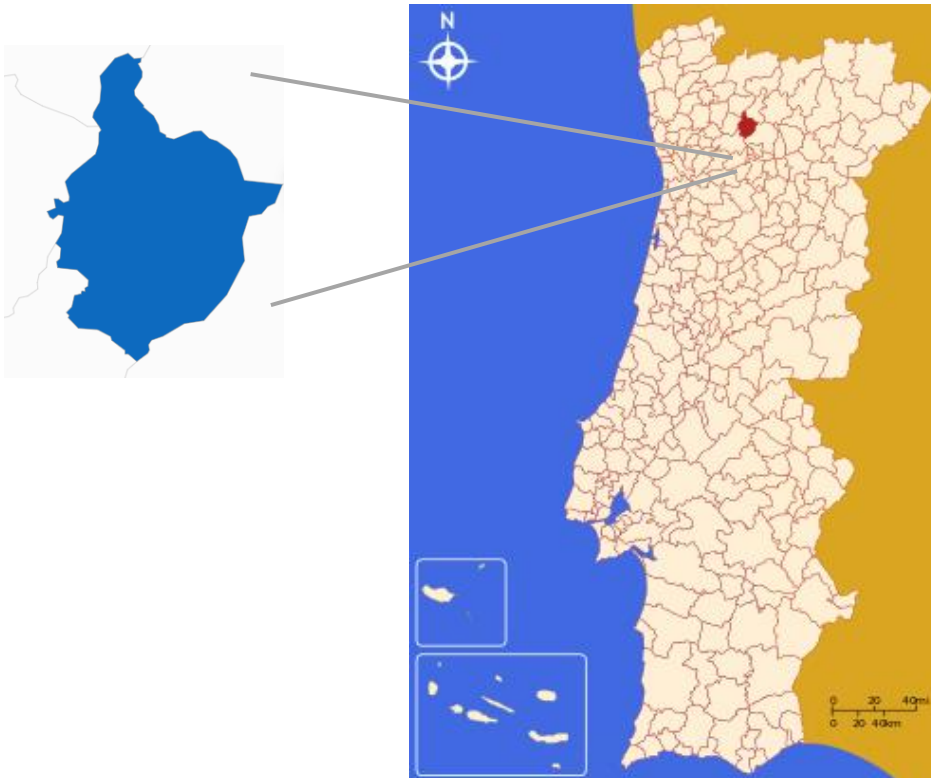
21. Existe algum programa destinado à receção de turistas na adega/quinta? Se sim, em que consiste?

-

22. Estaria interessado na integração de uma rota de vinho da região?

Sim

Annex I – Mondim de Basto localization



Annex II – Presidents of Municipal Chamber, during the Military Dictatorship and the Estado Novo.

Presidentes da Câmara Municipal de Mondim de Basto, durante a Ditadura Militar e o Estado Novo

PERÍODO	NOME	CARGO
1926 (28/5 a 13/7)	António Joaquim de Oliveira	Presidente da Comissão Executiva da Câmara Municipal
1926 (24/7) a 1929 (fevereiro)	Amadeu de Jesus Figueiras	Presidente da Comissão Administrativa
1929 (29/8) a 1933 (8/6)	Joaquim de Oliveira	Presidente da Comissão Administrativa
1933 (8/6) a 1934 (15/10)	Ernesto Carvalho Branco	Presidente da Comissão Administrativa
1934 (15/10) a 1937	José Júlio de Matos Pinto Coelho	Presidente da Comissão Administrativa
1938 a 1945	José Júlio de Matos Pinto Coelho	Presidente da Câmara Municipal
1946 a 1959	António Júlio de Carvalho Antunes de Lemos	Presidente da Câmara Municipal
1959 (5/4) a 1961	António Maria Garrido de Meireles	Presidente da Câmara Municipal
1961 (9/10) a 1973 (9/10)	Alfredo Augusto Ferreira Pinto Coelho de Mendonça	Presidente da Câmara Municipal
1973 (novembro) a 1974 (24/4)	Arlindo da Costa Pinto e Cruz	Presidente da Câmara Municipal

Annex III – Presidents of Municipal Chamber of Mondim de Basto in the democratic period

Presidentes da Câmara Municipal de Mondim de Basto, no período democrático		
PERÍODO	NOME	CARGO
1974 (25/4 a 18/6)	Arlindo da Costa Pinto e Cruz	Presidente da Câmara Municipal
1974 (4/11) a 1975 (22/10)	António Guilherme Machado Barbosa	Presidente da Comissão Administrativa
1975 (23/10) a 1976	José António de Queirós	Presidente da Comissão Administrativa
1977 a 1978 (28/6)	António Augusto Machado Ferreira de Brito	Presidente da Câmara Municipal
1978 (29/6) a 1979	Manuel Gonçalves de Moura	Presidente da Câmara Municipal
1980 a 1982	Nuno Ferreira de Noronha	Presidente da Câmara Municipal
1983 a 2009	Fernando Carvalho Branco Pinto de Moura	Presidente da Câmara Municipal
2010 a 2018	Humberto da Costa Cerqueira	Presidente da Câmara Municipal


Presidentes da Assembleia Municipal de Mondim de Basto, no período democrático	
PERÍODO	NOME
1977 a 1979	José António Queirós
1980 a 1982	Álvaro Carvalho Correia Leite Carneiro
1983 a 1993	Augusto César Alves Ferreira de Brito
1994 a 2001	José Alberto dos Santos Pereira de Faria
2002 a 2005	António Augusto Ferreira Machado de Brito
2006 a 2009	Joaquim Avelino Alves Peixoto
2010 a 2013	Maria Laura Esperança Ínsua Pereira
2014 a 2018	Valentim Carvalho Macedo

Annex IV – Information about Interactive Tourism Store of Mondim de Basto

- **Local de Funcionamento:** Câmara Municipal de Mondim de Basto, Praça do Município, 4880-236 Mondim de Basto
- **Horário de Atendimento:** De segunda-feira a Domingo, das 9H00 às 17H00
- **Telefone:** 255 389 370
- **E-mail:** turismo@cm-mondimdebasto.pt



Annex V- Evaluation form of the Host Institution



INSTITUTO
SUPERIOR
DE CONTABILIDADE
E ADMINISTRAÇÃO
DO PORTO
POLITECNICO
DO PORTO

GEE

GABINETE DE ESTÁGIOS E EMPREGABILIDADE
GRELHA DE AVALIAÇÃO DO ESTÁGIO

Mestrado em Estudos Interculturais para Negócios

Licenciatura/Mestrado

Estagiário

Nome:

Empresa

Nome:

Orientador:

	CLASSIFICAÇÃO				
	1	2	3	4	5
1 - ASSIDUIDADE E PONTUALIDADE					
a - Assiduidade					X
b - Pontualidade					X
2 - AMBIENTE ORGANIZACIONAL					
a - Adaptação ao meio (desempenho do Estagiário)					X
b - Capacidade de integração					X
c - Capacidade de iniciativa					X
d - Capacidade de investigação técnica					X
e - Capacidade de organização					X
f - Capacidade de trabalhar em equipa					X
g - Utilização de material informático					X
h - Aplicação de conhecimentos					X
i - _____					X
3 - PLANO DE ESTÁGIO					
a - Progressão durante o estágio					X
b - Componente científica					X
c - Componente prática					X
d - Cumprimento do plano de estágio proposto					X
e - Projeto de Intervenção desenvolvido ⁽¹⁾					X
f - _____					X

*Nota: para efeitos de classificação considerar: 1 - Mau; 2 - Fraco; 3 - Suficiente; 4 - Bom; 5 - Muito bom

Pal. Esc. ca. online

4 - POSTURA

- a - Aptidão técnico-profissional
- b - Idoneidade ética e deontológica
- c - _____

1	2	3	4	5
				X
				X

5 - OBSERVAÇÕES A REPORTAR AO ISCAP

A estagiária demonstrou ser organizada, quer na abordagem das tarefas, quer adotando métodos de trabalho na execução das mesmas.

02/08/2022



Assinatura e Carimbo da entidade de acolhimento:



CÂMARA MUNICIPAL
DE
MONDIM DE BASTO