

Boticas and the “Wine of the Dead”: reinforcing cultural territorial identity in wine tourism experiences

Boticas e o “Vinho dos Mortos”: reforçar a identidade cultural do território na experiência de enoturismo

Boticas y el "vino de los muertos": fortalecer la identidad cultural del territorio en la experiencia del turismo de vino

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Abstract: Justified purpose of the topic: The territory of Boticas (in the North of Portugal) has a low population density and is considered a powerful space of cultural heritage. **Objective:** The wine tourism ecosystem strategy will involve several dynamics that can enhance endogenous resources, resulting in a reinforcement of identity and Cultural uniqueness. The "wine of the dead" is a surviving symbolic wine tradition connected with the second French Invasion of Portugal (1808). The expression “Wine of the dead” derived from the ancient practice of burying the bottles underneath cellar floors to safeguard property from the French soldiers. **Design / Methodology and approach:** Two qualitative methodologies were used: MatrizPCI (Intangible Cultural Heritage Matrix), following UNESCO's guidelines on "Safeguarding Cultural Heritage" for endogenous resources inventory, and Buhalis' six A's framework for the analysis of tourism destinations. **Results:** The results show Boticas as a multifunctional geographical space where its endogenous characteristics / attributes ensure a privileged and competitive position within the framework of wine tourism. **Originality of the document:** This work is original on the theme and framework.

Keywords: Wine tourism Ecosystem. Cultural Heritage. Wine of the dead. Boticas.

Resumo: Propósito justificado do tema: O território de Boticas (Norte Portugal), embora de baixa densidade populacional é visto como um espaço de valorização do património cultural, ao integrar de forma harmoniosa o seu ecossistema de enoturismo através de várias dinâmicas potenciadoras dos

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recursos endógenos, resultando num reforço da identidade e singularidade culturais. **Objetivo:** O objectivo deste trabalho é mostrar o “vinho dos mortos” como uma tradição vitivinícola peculiar e um símbolo da astúcia e sobrevivência do povo de Boticas, tendo surgido no período da 2ª Invasão Francesa (1808). O seu nome resultou do facto do vinho ter sido enterrado no chão das adegas, no saibro, debaixo das pipas e dos lagares para salvaguardar o património do saque dos soldados franceses. **Design/Methodologia e abordagem:** No estudo foram utilizadas duas metodologias qualitativas: MatrizPCI (Matriz Património Cultural Imaterial) para inventariação dos recursos endógenos, seguindo as orientações da UNESCO quanto à “Salvaguarda de Património Cultural” e o modelo dos 6 A’s de Buhalis para o reconhecimento dos atributos do destino turístico e sustentar a propostas de criação de valor na experiência de Enoturismo. **Resultados:** Os resultados mostram Boticas como um espaço geográfico multifuncional onde as suas características/atributos endógenos asseguram um posicionamento privilegiado e competitivo no quadro do turismo de vinho. **Originalidade do documento:** Este trabalho é original quanto ao tema e enquadramento.

Palavras-chave: Enoturismo. Ecosistema. Património cultural. Vinho dos Mortos. Boticas.

Resumen: *Justificativo del tema: El territorio de Boticas (Norte de Portugal), a pesar de la baja densidad de población, es visto como un espacio con valores para el patrimonio cultural, integrando armoniosamente su ecosistema con el turismo del vino a través de diversas dinámicas potenciadoras de los recursos locales, dando como resultado un fortalecimiento de la identidad cultural y la singularidad de la cultura local. Objetivo: El objetivo de este trabajo es mostrar el "vino de los muertos" como una tradición peculiar de las marcas de vino y un símbolo de la astucia y la supervivencia de las personas de Boticas, surgido en el período de la segunda invasión francesa (1808). Su nombre se debe al hecho de que el vino ha sido colocado en el suelo de la bodega, en tierra batida, bajo las tuberías y los molinos para salvaguardar del saqueo de los soldados franceses. Diseño/Methodología y enfoque: en el estudio cualitativo se utilizaron dos metodologías: MatrizPCI (matriz de patrimonio cultural intangible) para el inventario de los recursos locales, siguiendo las directrices de la UNESCO sobre la "protección del patrimonio cultural" y el modelo de los "6 As" de Buhalis, para el reconocimiento de los atributos del destino turístico y sostener las propuestas de creación de valor en la experiencia del turismo de vino. Resultados: Los resultados muestran Boticas como una zona geográfica multifuncional donde sus características/atributos locales garantizan una posición competitiva privilegiada en el turismo de vino. La originalidad del documento: Este trabajo es único por su tema y encuadre.*

Palabras clave: Turismo de Vino. Ecosistema. Patrimonio cultural. Vino de los muertos. Boticas.

1 INTRODUCTION

Boticas, a low population density territory, is a tourism destination with unique endogenous assets, such as “wine of the dead” connected with the place history. The

study focuses on Boticas wine tourism ecosystem integrated on “Terra de Barroso” (old Barroso land), whose landscape will be characterized in Section 2. Asero & Patti (2009) refers wine as a “territorial intensive product”, containing a strong reference to territorial identity.

The concept of ecosystem associated with wine tourism will be detailed in section 3, presenting its main components, Territory, Tourism and Wine culture. Boticas "Wine of the Dead" wine tourism is recognized as an important vehicle for regional sustainability, integrating cultural resources in the tourist offer. According to Brunet (1990), in space-territory local actors give rise to a sense of belonging and identity, creating bonds of solidarity between them. Two qualitative methodologies were used and detailed in section 4 to support the proposals of value creation in the Enotourism experience. The PCI Matrix (Intangible Cultural Heritage Matrix) following UNESCO's guidelines on "Safeguarding Cultural Heritage" for endogenous resources inventory, and Buhalis' 6 A's model for tourist attributes recognition. Section 5 presents a differentiated wine tourism proposal, integrating cultural products on Boticas "Wine of the Dead" enotourism experience. The success of Boticas wine tourism is the implementation of these cultural dynamics, in order to develop space-territory sustainability.

2 BOTICAS SPACE-TERRITORY CHARACTERIZATION

2.1 "Terra de Barroso" a low-density territory

The territorial construction of Portugal is not homogeneous. Two types of territories are mentioned by Pecqueur (2000), a political-administrative and a space-territory. According to Oliveira Jorge, V. (2005) space-territory is understood as the space pro-

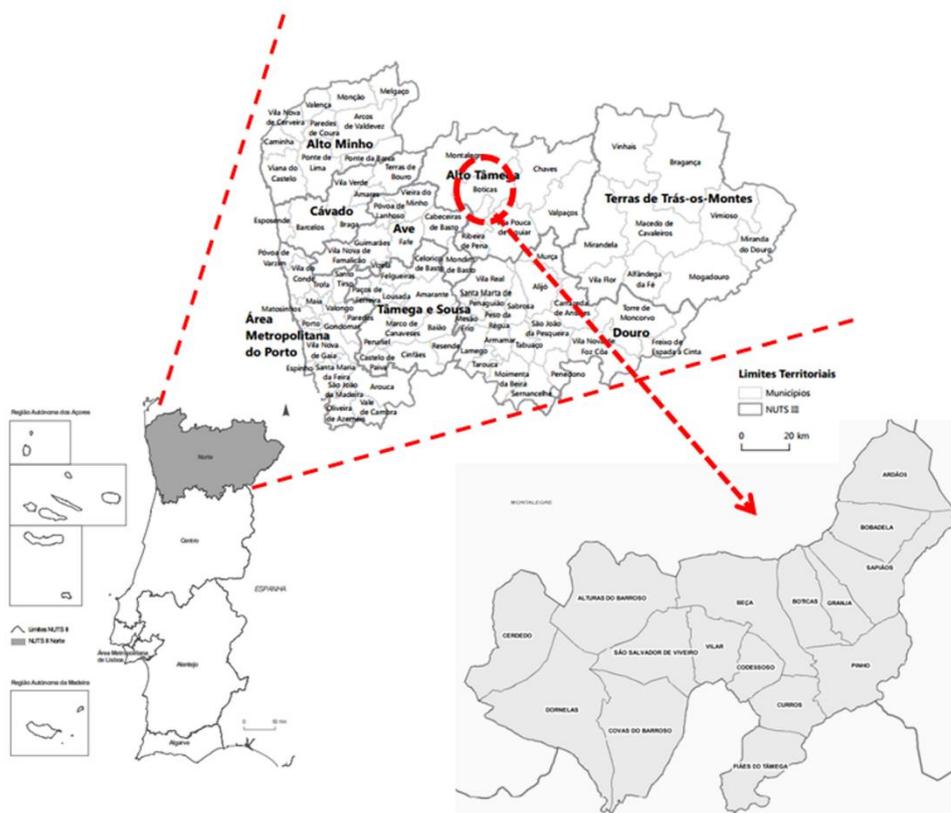
duced and appropriated by society, composed by natural and cultural objects interrelation. Space is where the human memory is settled, having a relationship with the people who inhabit it. Geographic space is the continuous result of socio-spatial relations that can be economic (relationship between society and economy), political (society-state relationship) and symbolic-cultural relations (imaginary society-space relationship). The driving forces of these relations (Lefebvre, 1991) are the human action and its spatial practices. Within space-territory we find: Landscape, places, territory, regions, society, and nature. The landscape involves sociocultural elements resulting from historical, cultural, emotional, physical, and natural dynamics. Places are linked to the cultural dimension and are strongly related to space identity and affectivity between individuals. Territory is temporary and modifiable, resulting from historical and geographical division process and associated with geographic borders. Demangeon (1982) considers the Human Geography studies a "relation of the human groups with the geographical environment". Moreira (1982) understands geographic space as a structure of relations under social determination.

According to Figure 1, Boticas is located in the North (NUTS II) Region, in the Sub-region (NUTS III) Alto Trás-os-Montes, belonging to the Alto Tâmega Intermunicipal Community (CIM) (includes the municipalities of Boticas, Chaves, Montalegre, Ribeira de Pena, Valpaços, and Vila Pouca de Aguiar). Boticas territory is part of Barroso land created in 1836. Boticas is in the west and north-west part of Montalegre,

borders Chaves in east, Vila Pouca de Aguiar in the southeast, Ribeira de Pena in the south, and Cabeceiras de Basto in the south-west. Boticas is surrounded by Cenabria, Larouco, Gerês, Cabreira and Marão mountains and has several villages such as:

Alturas do Barroso; Ardãos; Beça; Bobadela; Boticas; Cervedo; Codessoso; Covas do Barroso; Curros; Dornelas; Fiães do Tâmega; Granja; Pinho; São Salvador de Viveiro; Sapiãos; Vilar.

Figure 1 – Location of Boticas



Source: The author, based on CAOP, version 2013

The North region (NUT II) has 35% (3 696 762 inhabitants) of the national population (10,562,178), with an unequal distribution as shown in Table 1 and Table 2. Two-thirds of the national territory, is defined as Low Density, with inevitable effects: physical

desertification caused by land and productive abandonment; economic weakening; high cost of infrastructures and equipment; reduction of key public services; and degradation of life conditions and opportunities.

Table 1 - Territorial Nomenclature Units (NUTS) established by European Community Regulation No. 868/2014

NUTS I	NUTS II	NUTS III	Resident Population (2011 Census)	Municipalities	
Continental Portugal	North	Alto Minho	244 836	10	
		Cávado	410 169	6	
		Ave	425 411	8	
		Metropolitan Area of Oporto	1 759 524	17	
		Alto Tâmega	94 143	6	
		Tâmega and Sousa	432 915	11	
		Douro	205 157	19	
		Trás-os-Montes	117 527	9	
		Aveiro Region	370 394	11	
	Center	Coimbra Region	460 139	19	
		Leiria Region	294 632	10	
		Viseu Dão Lafões	267 633	14	
		Beiras and Serra da Estrela	236 023	15	
		Beira Baixa	89 063	6	
		Oeste	362 540	12	
		Médio Tejo	247 331	13	
		Metropolitan Area of Lisbon	Metropolitan Area of Lisbon	2 821 876	18
		Alentejo Region	Alentejo Litoral	97 925	5
			Alto Alentejo	118 506	15
	Alentejo Central		166 726	14	
	Baixo Alentejo		126 692	13	
Lazíria do Tejo	247 453		11		
Algarve Region	Algarve	451 006	16		

Source: INE, I. P. | Northern Region 2015 Statistical Yearbook.

Low density territories or "demographic winter" as Moutinho and Manso (2015) put it is not only related to demographic dynamics, but it involves also economic and social aspects.

Low density territories in Portugal, are more than 80% of the continental terri-

tory, concentrating less than 50% of the population, 21% of whom are 65 years or older. Silva and Chamusca, (2010) argued that low density territories are more dependent on external resources, because of traditional sectors specialization, hindering modernization and soft competitiveness.

Table 2 - NUT III Population

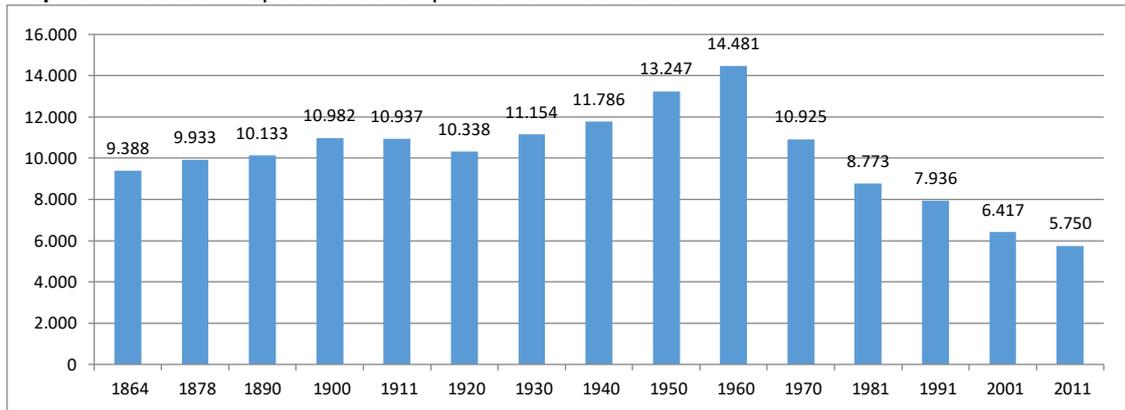
NUT III	Population	(% North region)
Alto Minho	244 836	7%
Cávado	410 169	11%
Ave	425 411	12%
Metropolitan Area of Oporto	1 759 524	48%
Alto Tâmega (includes Boticas)	94 143	3%
Tâmega e Sousa	432 915	12%
Douro	205 157	6%
Trás-os-Montes Region	117 527	3%
Total North region	3 689 682	

Source: The author, based on INE, 2012 - Portugal 2011 Census

The Alto Tâmega region, integrating the Barroso land, a low-density territory, has 94 143 inhabitants (3% of the population of the North of Portugal). The municipality of

Boticas has 321.96 km² of area and a continuous decline in the population from 1864 to 2011 (5 750 inhabitants in 2011), (Graphic 1).

Graphic 1 - Boticas – Population development from 1864 to 2011

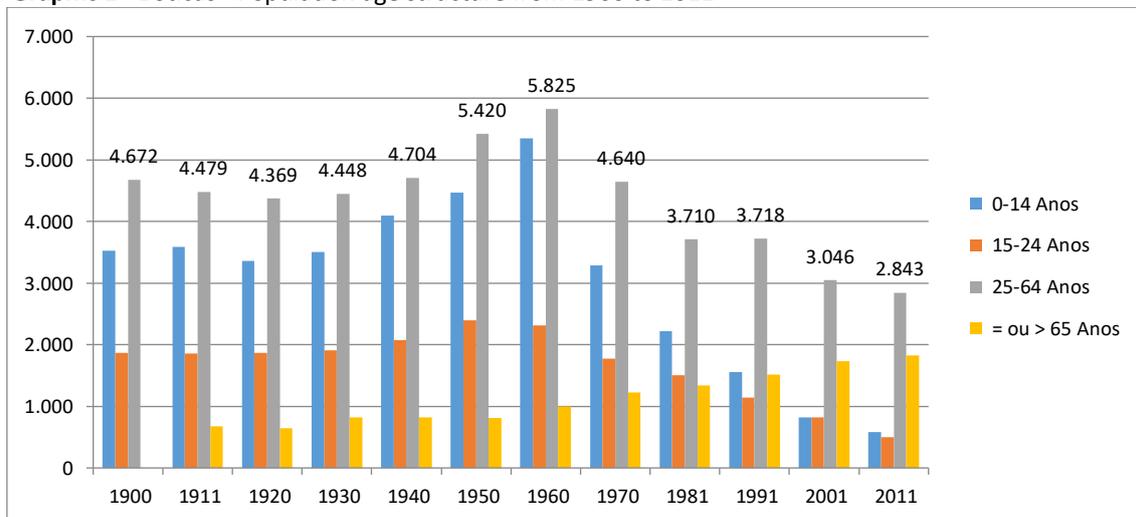


Source: The author, based on INE data (2012) - Census of 2011 - total population

Due to its geographical location and difficult access, Boticas is a remote region undergoing depopulation, with a low population density and high percentage of aged population (Table 2). The above information is corroborated by the Territorial Development Strategy for Alto Tâmega document

(p.24). "Alto Tâmega has faced, in recent years, a gradual and relatively sharp decline in the number of residents in its six municipalities: in a period of ten years, it lost 11% of its population". The strong aging trend is presented in Graphic 2.

Graphic 2 - Boticas - Population age structure from 1900 to 2011



Source: The author, based on INE data (2012) - Census of 2011 - total population

The present situation, according to Alto Tâmega Territorial Development Integrated Strategy (p. 26) "... population presents low levels of training and qualification when compared to the national reality: more than half of the population has no education". This scenario reflects the region's inability to retain qualified employees.

2.2 Boticas Wine activities

Wine is one of the agricultural product with higher mobility and expansion capacity throughout history, being present in all the continents (Carlan, 2012, p.85). Leisure time associated with wine sociability is not a recent phenomenon. The Romans became interested in wine around 200 BC. Some rich Romans owned villas where they grew vines and produced small quantities of wine for self-consumption and drinking with their friends (Johnson, 1989). The social, cultural, and religious importance of drinking wine is more intense in the Greek world than in the Roman world (Montanari, 2008, pp. 91-92).

The vine cultivation and wine production in Trás-os-Montes Region has a secular origin, from Roman and Pre-Roman origin, as archaeological remains show. Trás-os-Mon-

tes region has several microclimates, different types of soils (granitic with shale outcrops) and a great adaptability of grape varieties, allowing singular wines.

These geographical differences make possible to define three sub regions for the production of quality wines entitled Trás-os-Montes Denomination of Origin (DO). The most important red varieties of this region are *Trincadeira*, *Bastardo*, *Marufo*, *Tinta Roriz*, *Touriga Nacional*, and *Touriga Franca*, and the most planted white varieties are *Syria*, *Fernão Pires*, *Gouveio*, *Malvasia Fina*, *Rabigato* and *Viosinho*.

Trás-os-Montes Denomination of Origin (DO) was recognized in November 9, 2006 (Ordinance No. 1204 / 2006) including three sub-regions, Chaves, Valpaços and Planalto Mirandês, all of which are listed in Figure 4. The rest of the territory is considered as a Protected Geographical Indication (PGI), wherein the Wine of the Dead is integrated. The control and defense of the Denomination of Origin and Geographical Indication are the Trás-os-Montes Regional Wine Commission (CVVTM) responsibility (created in 1997). Currently 94 producers contribute with an annual volume of 3 million liters of certified wine.

Figure 2 – Geographical Indication and Denominations of Origin - Trás-os-Montes Wine Region



Source: Anuário do IVV 2011 in <http://www.vinetowinecircle.com/regioes/transmontano/>

Exploring briefly each DO subregion and according to CVVTM information, the subregion of Chaves, is situated on the slopes of small valleys, running toward the valley of the Tâmega River. In this subregion, the soils are essentially granite, the altitude is around 350 to 400 m, with high relative humidity levels and it includes Anelhe, Arcossó, Bustelo, Calvão, Cela, Curalha, Eiras, Ervededo, Faiões, Lama de Arcos, Loivos, Madalena, Oura, Outeiro Seco, Póvoa de Agrações, Redondelo, Samaiões, Sanjurge, Santa Cruz/Trindade, Santa Maria Maior, Santo António de Monforte, Santo Estêvão, São Pedro de Agostém, Seara Velha Selhariz, Soutelinho da Raia, Soutelo, Vale de Anta, Vidago, Vila Verde de Raia, Vilar de Nantes, Vilarelho da Raia, Vilarinho das Paranheiras,

Vilas Boas, Vilela do Tâmega e Vilela Seca), Vila Pouca de Aguiar (parishes of Capeludos and Valoura).

Valpaços subregion is in the center of *Terra Quente Transmontana* heart. The soils present significant differences, specially granite soils, the altitude is around 450 to 650 m, with higher temperatures during summer and lower values of relative humidity, as well as lower values of rainfall in winter. Valpaços subregion includes parishes from the municipalities of Macedo de Cavaleiros (Arcas, Cortiços, Lamalonga, Sesulfe, and Vilarinho de Agrochão), of Mirandela (Abambres, Agueiras, Alvites, Avantos, Bouça, Cabanelas, Carvalhais, Fradizela, Franco, Lamas de Orelhão, Múrias, Mascarenhas, Mirandela, Passos, São Pedro

Velho, São Salvador, Suções, Torre de D. Chama, Vale de Gouvinhas, Vale de Salgueiro and Vale de Telhas), of Murça (Jou), of Valpaços (Água Revés e Castro, Ageriz, Barreiros, Bouçoães, Canaveses, Carrazedo de Montenegro, Ervões, Fornos do Pinhal, Possacos, Rio Torto, Sanfins, Santa Maria de Emeres, Santa Valha, São Pedro de Veiga de Lila, Sonim, Vales, Valpaços, Vassal, Veiga de Lila, and Vilarandelo), and of Vinhais (Agrochão, Ervedosa, Rebordelo, Vale das Fontes, and Vale de Janeiro).

Miranda subregion is located in the southeast of the Trás-os-Montes region, with Douro River influencing the vine plants. The soils are essentially schist, the altitude is around 350 to 600 m, covering Miranda do Douro, Mogadouro, Vimioso, Freixo de Espada à Cinta (Fornos and Lagoaça), Torre de Moncorvo (Carviçais, Felgar, Felgueiras, Larinho, Maçores, Mós and Souto da Velha, excluding areas belonging to the Douro Region).

Transmontano Geographical Identification was recognized on November 9, 2006 (Decree No. 1203/2006). The "Wine of the Dead" is included in this denomination, and can be produced throughout the Region. The municipality built the Repository of the Wine of the Dead, in Granja, aiming at the promotion, dissemination, observation, and preservation of this wine, thus boosting its production and sale. The Cooperativa Agrícola de Boticas (CAPOLIB) is the holder of the patent for the "Wine of the Dead" and Mr. Armindo Pereira, the sole "official" producer of this wine.

2.3 The Wine of the Dead, genesis and other practices

Between 1807 and 1811, occurred three invasions of Portugal (Hobsbawn, E., 1977 and 1996, Silva, J., 2012), known as French Invasions, led by General Junot, Marshal Soult, and Marshal Massena, respectively, as observed in Figure 3.

With the first French invasion in 1807, Junot (the French commander) started in Alcântara (Spain) in direction to Lisbon, through Idanha-a-nova, Castelo Branco, and Abrantes. There was no Portuguese military force to oppose the French army, but on the contrary there was a powerful diplomatic representation aiming to delay their advance to Lisbon, enabling the royal family to escape.

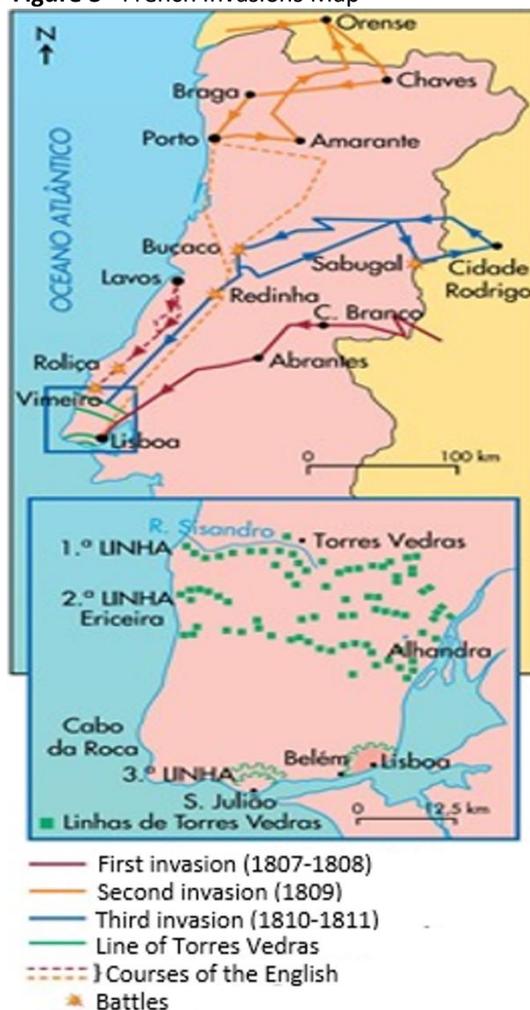
The royal family went to Brazil avoiding the loss of Portugal's independence. Junot dissolved the regency board and ruled Portugal in Napoleon's name. The country was left without a Portuguese monarch, and the whole country was marked by death, pillaging and fighting. The Napoleonic troops left in the country a trail of destruction, killed many people, burned down houses, and devastated cultures.

According to Oliveira Marques, a Portuguese historian, "Four years of war left the country in misery. French invasions and occupation devastated Portugal. Agriculture, industry and commerce were deeply affected, not to mention the loss of lives... and the monasteries, palaces and even humble houses were pillaged". French soldiers and commanders followed Napoleon's maxim "the war must sustain the war" pillaging,

sometimes for personal gain and others for the survival of the army. Portuguese population reacted against the invader, with popular resistance movements. In 1808 an English

army, led by Arthur Wellesley, landed near Figueira da Foz and, joining the Portuguese army, defeated the French in the Battles of Roliça and Vimeiro.

Figure 3 - French Invasions Map



Source: Oliveira, A., Arinda Rodrigues, A., & Cantanhede, F. (2005)

Napoleon did not give up conquering Portugal and then, still in March 1809 Marshal Soult entered in Portugal from the north of the country. The Second French invasion entered in Portugal by Chaves, commanded by General Soult. From the Chaves border, they continued the invasion, passing through Sapiãos, Boticas, Couto Dornelas, pursuing their objectives by the shortest route to

Oporto city. During the second French invasion, the property was destroyed and pillaged. Trying to defend its patrimony, the people of Boticas decided to hide the most precious assets, such as wine, burying the bottles in the floors, thus originating the ‘Wine of the Dead’. So, it was the Second French invasion that gave rise to a true ex libris of Boticas - the ‘Wine of the Dead’. This

wine is therefore the symbol of a war of subsistence, not only material and economic, but also moral.

The third French invasion happened in July 1810. General Massena and his army, entered in Portugal by the Almeida border, in Beira Alta and went to Lisbon where they were defeated in the Battle of Buçaco. However, they continued toward the capital, but were detained in the Linhas de Torres. Defeated, the French were forced to leave definitively Portugal in March 1811.

After the French expulsion, the inhabitants recovered their houses and the remaining assets. In Boticas, when they dug up the "wine of the dead" they thought it was ruined. However, they discovered with pleasure that it was much tastier because it had acquired new properties. It was a wine with 10/ 11 degrees of alcohol content, light-red colored, with some natural gas, which resulted from the fact that it had produced fermentation in the dark at constant temperature.

In the twenty-first century, the legend, tradition and conservation process of the "Wine of the Dead" is perpetuated with pride and this intangible heritage of Boticas is spread throughout the world, by the winemaker Mr. Armindo Sousa Pereira. He is the only producer officially registered to commercialize the "Wine of the Dead". The 2013 harvest was 6,500 bottles which were sold across the country and carried "across the borders" by emigrants and tourists passing through Trás-os-Montes. According to the newspaper *Diário de Notícias* of October 14, 2013, Mr. Pereira states "not selling abroad, my objective is to attract the curious and,

thus, boost the local economy."

This tradition of the "Wine of the Dead" was replicated in Brazil, in the Quinta do Olivardo winery, in São Roque, SP, as reported by Sorocaba and Jundiaí on 05/21/2016 (<http://g1.globo.com/sao-paulo/sorocaba-jundiai/news/2016/05/tradition-of-wine-of-the-dead-and-attraction-of-sabado-em-sao-roque.html>) and the *Sabores* newspaper of May 5, 2016.

2.4 "Water Wine" another buried wine practice

"Water Wine" is an innovative practice of burying wine done by a wine producer in Alentejo. Thirty thousand bottles of red wine *Conde D'Ervideira Reserva Tinto 2014* (a blend produced from the selections of the best varieties of the *Touriga Nacional, Aragonez, Tinta Caiada, Alicante Bouschet and Cabernet Sauvignon* and *Castor*) was buried in the Alqueva waters. The technique of submerging bottles is ancient, dating from the time of the Discoveries, when the boats and ships in which they were transported sunk. As reported by the news agency *Lusa* on October 2015, the sealed bottles and packed in large boxes, were put on water aging for eight months (to a depth of 15 or 17 meters and a constant temperature of 17 degrees). This process gives wine an extraordinary noble maturity, exuberant and round in terms of tannins. According to online magazine, *Dinheiro Vivo*, in www.Dinheirovivo.pt/topico/vinhos/ from February 2, 2016 "Alentejo wine producer bet on Water Wine, and recorded a 20% increase in sales, compared to 2014". Hence, this innovative process

sparked the consumers' curiosity to the advantage of the organization.

3 WINE TOURISM ECOSYSTEM

Tourism can be an excellent way of recovering the memory and build a cultural identity, guaranteeing the continuity of traditions throughout the generations. To do so, Matos (2013) suggests the creation of proximity networks through the training of local agents and the formulation of public policies with a strong strategic base. All these elements fit with ecosystem concept, combining all stakeholders' interests on community behalf. Transposing this concept - ecosystem, to wine tourism, it is possible to generate connectivity and cooperation between tourism players and regions.

The European Charter on Oenotourism (2006, p. 2) defined the concept as the development of all tourism and leisure activities dedicated to the discovery and cultural knowledge of wine. One of ecosystem critical success factors is the implementation of cooperation strategies. Howley and Westering (2008) and Hall et al. (2000) address the benefits of cooperation adding the profits of commercial networks. In the same line, Hall et al. (2000), Inácio (2008) and Costa (2007) propose a holistic contribution, showing the important association of wine tourism with wine routes and cultural heritage. In recent times, tourism (tertiary sector) has been integrated with other sectors (primary and secondary), introducing a privileged union in the Wine tourism ecosystem (tourism, territory, and wine culture), emphasizing cultural activities, material and immaterial tourism exper-

iences, and sociability linked to wine culture.

According to Salvado (2016, p.84), Wine tourism ecosystem considers three pillars aiming the development of a region: Territory / Landscape / Heritage, Wine Culture, and Tourism, supported by policies and focusing on endogenous resources.

3.1 Territory / Landscape / Heritage:

Territory is the material base of landscape. "Landscape" concept has a multiple meaning and it is intrinsically holistic: landscape as territory, as perception, as heritage, as resource. The European Landscape Convention, adopted by the Council of Europe in July 2000, defines landscape as "... a basic component of European natural and cultural heritage" (...) "A people perceived area by whose character is the result of the action and interaction of natural and / or human factors".

Territory, Landscape, and Heritage become inseparable concepts allowing the simultaneous use of all the physical, biological, and cultural components, making up the space-territory. Landscape is the footprint of society.

According to Kastenzholz et al. (2014) ORTE study, the potential of tourism experience in rural areas is largely dependent on territories contexts and resources (material and immaterial). There is a perceived need to retain or attract people to rural areas, maintaining traditional aspects of rural lifestyle and agricultural production (Eusebio, Kastenzholz & Breda, 2016). Wine tourism is a significant development factor in rural areas and a cultural driver, with potential for creat-

ing unique tourism experiences.

3.2 Wine Culture

Wine is part of cultural heritage linked to history and have been an essential element for economic, social, and cultural development in different wine-growing regions. Wine culture has grown as a part of life, culture, sociability, and diet since time immemorial. As a cultural symbol, the importance of wine has changed over time, from a crucial source of nutrition to a cultural element, compatible with a healthy lifestyle.

Promoting the Culture of Wine means spreading regional authenticity and promote a product strongly linked to gastronomy, the pleasures of taste, and the cultural heritage of the territory. According to Deloitte European Enotourism Handbook - Vintur Project (2005, p.4) "Without wine culture, wine tourism does not exist. The oenological-cultural value defines the weight of the wine element as an axis of the tourist experience ". As stated by Santos and Cunha (2008), wines regions have a strong association with territory, having the capacity to promote the integration of tourism, products, and local development.

3.3 Tourism

Goeldner and Ritchie (2006) argue that the tourism ecosystem involves organizations/ industries/ activities networks, connecting various types of actors with different values, roles, interests, capabilities, practices, and a diversity of resources. What fac-

tors can affect a memorable experience? Williams (2001, p.9) considers wine tourism as "a series of unique experiences, linked with regional environment, atmosphere, landscape, regional culture, and gastronomy."

The great challenge for managers is creating unique experiences in order to gain loyal visitors (Cole & Chancellor, 2009, Saayman & van der Merwe, 2014). If tourism is "experience", Urry (1999) and Cooper and Hall (2008) consider wine tourism as a "total experience", because it includes a set of endogenous (tangible and intangible) resources, regional attractions, and local symbolic images and values. Kastenzholz, et al. (2014) considers that experience contexts should be adapted to the heterogeneous desires of the customers and markets. Kastenzholz, et al. (2014) argues that Enotourism activity has contributed to the development and maintenance of traditional economic activities and to the benefit of local and regional producers.

According to TP Tourism Portugal (2015, p.27), wine tourism is a very young business in Portugal. The study revealed that 51% of entrepreneurs started their activities in the 2000s and 27% begun their activity in 2010-2013. Wine tourism is also a complementary activity to wine production, since 50% the entrepreneurs are wine producers, 14% exploit viticulture and 7% tourism in rural areas. From the perspective of demand, 24% of tourists have Enotourism as their main traveling purpose (TP, 2015), to have the following experiences: i) wine tasting; ii) wine purchase; iii) wineries and vineyards visiting; iv) learning about the local landscape,

communities, and wineries owners; v) discover the cultural heritage; vi) and understand the region landscape.

3.4 Policy

To ensure the success of the three enunciated pillars, the wine tourism ecosystem must be based on tourism policies. Chuck (1997) defines policy as a high-level plan that includes goals and procedures generally found in formal statements such as laws and official documents. In Portugal, the PENT [National Strategic Tourism Plan (TP 2013, p.18)] emphasized wine and tourism industries, warning for a diversified experience grounded on regional identity and local endogenous resources.

The European wine tourism policies must comply with the heritage policies such as the European Landscape Convention (Decree No 4/2005 - European Landscape Convention, signed in Florence on 20 October 2000). According to the ELC, all stakeholders in the wine tourism territory should achieve the following objectives: i) to recognize landscapes as essential components of people's environment, expression of the diversity of their cultural and natural heritage and the basics of their identity; ii) to establish participation procedures for the general public, local and regional authorities and other stakeholders in order to define and implement landscape policies; iii) to integrate the landscape into regional and urban planning policies and also in cultural, environmental, agricultural, social and economic policies, as well as in any other policies with a direct or indirect landscape impact.

In this sense, the territorial development is possible if it considers the endogenous attributes of each territory - cultural, environmental, landscape, infrastructure, or demography. According to Kuper (1999), different cultures are socially transmitted and reflect a set of ideas and values. Brunet (1990) argues that in the space-territory social relations between local actors give rise to a sense of belonging in the constructed identity. Sabourin (2002) defines local attributes as a joined and negotiated appreciation of the regional potential. Jollivet (1984) considers that local and external interactions have the power to manifest itself permanently from the collective memory.

But local culture remains important in the formation of the territory identity giving the tourism sector specific contours. Tourism is today the most important activity on a global scale with a strong cultural dimension. This implies that policies must be seen in an integrated way, considering the needs and potential of each territory (Matos, 2013).

The National Tourism Policy (PENT) established "strong regional policies" integrating in a coherent way the local differences and diversities. Tourism diagnosis must consider policies and strategic lines in harmony with international organizations such as the World Tourism Organization and the European Commission (tourism area). At national and regional levels, tourism authorities involve the Secretary of State for Tourism, the Turismo de Portugal (Tourism Portugal), the Commission for Coordination and Regional Development of the North (CCDR Norte) and the municipality of Boticas. This region has great territorial diversity integrat-

ing different natural and cultural landscapes with potential for different tourism uses.

4 RESEARCH METHODOLOGY

The research process is a way of applying knowledge, a planning process, and a controlled creativity action (Hill & Hill 2000), considering the duality of aspects: contribution to the research planning and knowledge enrichment. This work reflects a relevant documental review on Boticas geographical and cultural space. After the construction of the theoretical framework, a wine tourism ecosystem literature survey was carried out, consulting books and specialized magazines.

Two qualitative methodological axes were used: PCI Matrix (Intangible Cultural Heritage Matrix) used to make the inventory of Barroso land endogenous resources and the 6 A's Buhalis framework for the analysis of tourism destinations (2003) [1. Attractions (natural or artificial), 2. Accessibility 3. Amenities, 4. Accommodation, 5. Available Packages, and 6. Ancillary services (banks, telecommunications etc...)] to list the territory endogenous resources and discover sustainable development drivers.

4.1 PCI Matrix (Intangible Cultural Heritage)

The United Nations Educational, Scientific and Cultural Organization (UNESCO)

developed the "Convention for the Safeguarding of Intangible Cultural Heritage", in 2003, aiming the valuation and safeguarding of tangible and intangible heritage. Portugal followed this policy creating a Heritage Data Collection Kit, which was used in this research. Regarding the "Wine of the Dead" from Boticas, we understand that the historical / cultural (tangible and intangible) heritage of this territory must be properly documented, using PCI Matrix (Intangible Cultural Heritage Matrix).

The Boticas' "Wine of the Dead" Source Model: Matrix PCI (2006) - Intangible Cultural Heritage Matrix; we used the observation as an interpretive research technique; the territory was a direct source of data; the result of an intensive field work, where the questions were studied without any intentional manipulation of the researcher. The primary collection data was based on: 1. Heritage observation (visit to Boticas), considering the following aspects: spatial (Territory: Boticas); Observation made between August 2016 and March 2017; Observation work (filling of inventory grid of intangible assets and in loco observation of resources). 2. Documentary research (consultation of libraries, newspaper articles, books). After the collection of data it was possible to complete the PCI Matrix (Frame 1).

Frame 1 – Intangible Heritage Sheet: Wine of the Dead from Boticas

(continue)

Domain:	Social practices, knowledge, and processes
Category:	Winemaking practice
Denomination:	Boticas Wine of the Dead
Social context:	The legend, tradition and conservation process of "Wine of the Dead" is perpetuated with pride and transmitted this immaterial patrimony of the town of Boticas throughout the world, with only one producer.
Territorial context:	The Boticas region is located in the northwestern part of Portugal, in Trás-os-Montes, Vila Real District. Created under the administrative reform of 1836, integrated in old land of Barroso.
Context timeframe:	August 2016 to March 2017
Synthesis characterization:	Wine process / wine aging method
Characterization developed:	Buried wine bottles: tradition since the 19th century
Transmission context:	Transmission state: active Description: practice Learning mode of the younger generations: Participation Mode of transmission: oral, written, practical Language(s): Portuguese; Transmission agent(s): Boticas municipality; Trás-os-Montes Regional Wine Commission.
Genesis/ History:	The French Invasions originated the appearance of what is now Boticas true ex-libris - THE WINE OF THE DEAD. During the Second French Invasion (1808) and in the face of the advance of General Soult troops, Boticas population buried their most valuable assets, to safeguard the patrimony. The wine was buried in cellars floors under the kites and mills. Later, after French expulsion, Boticas inhabitants recovered their homes and other remaining belongings. When they dug up the wine, they thought it was spoiled. However, they discovered with pleasure that it was much tastier because it had acquired new properties. It was a wine with 10/ 11 degrees of alcohol content, pickled, and with some natural gas, that produced fermentation in the dark at constant temperature.
Procedure Rationale:	Associated Heritage: Intangible cultural heritage: The wine aging / conservation process Studies, methodologies and programs: Studies are being carried out on the existence, characteristics of the process in each parish of Boticas Municipality using the PCI Matrix methodology. Risks and threats: This work aimed to: evaluate traditional cultural expressions; social affirmation and community's voice projection; individual groups of heritage holders, avoiding immaterial heritage forgetting. It will be proposed in Boticas historical recreations, involving French Invasions themes and an Intangible Cultural Heritage inventory. Providing specialized training in inventory and safeguard of the Intangible Cultural Heritage (CIP) will be crucial. Safeguard actions: Safeguards are measures that seek to ensure the viability and cultural sustainability of intangible cultural heritage in Boticas region. The identification, documentation, research, preservation, protection, promotion, promotion, transmission, and revitalization of this heritage (wine of the dead) must be recognized in all aspects. With safeguarding objective, good practices actions will be proposed, including: places mapping and research process definition, bibliographical and audiovisual material production about the "wine of the dead", educational actions, formation, actions training.

Frame 1 – Intangible Heritage Sheet: Wine of the Dead from Boticas

(conclusion)

Domain:	Social practices, knowledge and processes
Bibliography	Asero, V. & Patti, S. (2009). From Wine Production to Wine Tourism Experience: the Case of Italy. American Association of Wine Economists, in http://www.wine-economics.org/workingpapers/AAWE_WP52.pdf , access in 13-01-2015. Williams, W. & Kelly, J. (2001). Cultural Wine Tourists: Product Development Considerations for British Columbia's Resident Wine Tourism Market. International Journal of Wine Marketing (13,3). U.K.: Emerald; 59-76. Hobsbawn, E. (1996). A revolução francesa. Paz e Terra.
Documentation	Documentation Written sources (Integrated Strategy for Territorial Development of Alto Tâmega, 2014, books, press articles, wine magazines) Photography (research production)

Source: The author, based on MatrizPCI (2006) - Intangible Cultural Heritage Matrix

4.2 Six A's Buhalis model

The second methodological axis encompasses the 6 A's Buhalis Models aiming to list the endogenous resources in Boticas, in order to transform the 'Wine of the Dead' as a wine tourism attraction and sustainable development driver of the territory. From the perspective of tourism, the main identity attributes that can transform the 'Wine of the Dead' into a unique tourist event and of safeguarding the Intangible Cultural Heritage of Boticas have been approached in an integrated way, guaranteeing the preservation of this process so that it does not depend only on the memory of the people and remain accessible to future generations.

The Buhalis's 6 A's model (2003) allows to list territory endogenous resources and discover the sustainable development drivers, such as: 1. Attractions (natural or artificial), 2. Accessibility (transportation system), 3. Amenities (retailing and other tourism services), 4. Accommodation, 5. Available Packages (Tourist packages), and 6. Ancillary services (banks, telecommunications, etc...). To support wine tourism proposals it will be important to consider the demand profile,

build conditions for experience value creation, involve the community in the transmission of their cultural values and implement planning policies to ensure heritage memory and tourism sustainability.

4.2.1 Attractions

Without being exhaustive, the Boticas endogenous gastronomic resources are several: Protected Origin (PDO) products: Barroso Honey and Barrosã Meat and Products with Geographical Indication (IG): Boticas Fumeiro and Bakery IG.

Natural endogenous resources: Natural Heritage: Boticas Parque - Nature and Biodiversity (<http://www.boticasparque.pt/dados.php?ref=apresentacao-parque>) that covers Vilar, Codessoso and Beça. The fast connection to the A24 highway gives good accessibility, both in Spain (Galicia) and in the North of Portugal. The Park is crossed by the Beça River, which presents a vast riparian forest.

Cultural Endogenous Resources - Cultural Heritage (tangible and intangible): "Wine of the Dead" Historical repository

(<https://www.cm-boticas.pt/conteudos/default.php?id=1>), Rural Museum of Boticas (<https://www.cm-boticas.pt/conteudos/default.php?Id=2>), Nadir Afonso Arts Center; The Interpretation Center of the PAVT - Archeological Park of Vale do Terva - Bobadela - Boticas (it is located in the village of Bobadela - Boticas and serves as a place of knowledge, providing a permanent exhibition characterizing the PAVT territory, that will allow the discovery of the cultural landscape of the upper valley of Terva River). This territory possesses a vast heritage, enriched by a great variety of archeologic findings from the *Castros* of Boticas.

Built Heritage - Communal ovens of Alturas do Barroso, Atilhó, Vilarinho Seco; Cruises, mills, chapels [Nossa Sra. de Fátima (Alturas do Barroso); Sampaio (Vilarinho Seco); Santa Margarida (Atilhó) chapels]; Santa Maria Madalena (Alturas do Barroso) church; sundial (Vilarinho Seco; etc.).

Archeological heritage - 24 *castros* were identified in Boticas territory, all near a river or stream, and often at the confluence of water courses" (Santos Júnior et al., 1983: 402): Castro de Vilarinho Seco / Mena / Couto ou Côtto dos Mouros (in Vilarinho Seco); Castro do Côtto dos Corvos (in Alturas do Barroso); Castro de Cunhas (in Ardãos); Castro da Gorda or Castro da Murada da Gorda (in Ardãos); Castro da Malhó or Amalhó (in Ardãos); Castro de Carvalhelhos (Classified Heritage - IIP) in Carvalhelhos

(Beça); Castro da Torre or Torre de Seirrãos in Seirrãos (Beça); Castro do Brejo or Cidadonha, in Bobadela; Castro de Nogueira in Nogueira (Bobadela); Castro do Alto da Coroa / Castro da Naia / Rio Mau, in Codessoso; Castro do Poio, in Covas do Barroso; Castro de Ervas Ruivas / Areas, in Lousas (Dornelas); Castro de Gestosa or Souto da Lama, in Gestosa (Dornelas); Castro do Cabeço in Granja; Castro do Mouril, in Pinho; Castro do Lesenho in Campos (S. Salvador de Viveiro); Castro do Muro / Casas dos Mouros in Sapiãos; Castro do Muro or Cerca, in Sapelos (Sapiãos); Castro de Sapelos (Sapiãos); Alto do Crasto / Castelo dos Mouros, in Vilar; Mamoá da Pedra do Sono / Pedra do Sono; Mamoá de Chã do Seixal / Chã do Seixal; Calçada Romana / Via; (...)

Festivals and Pilgrimages: S. Sebastião, Alturas do Barroso and Atilhó; Santa Cruz, Vilarinho Seco; Sto António, Alturas do Barroso and Atilhó; Santa Maria Madalena Alturas do Barroso; S. Paio, Vilarinho Seco; Santa Ana, Alturas do Barroso; Santa Margarida, Atilhó; Santa Bárbara, Atilhó; Santa Luzia, Atilhó; Santo André, and Nossa Sra. das Neves, Ardãos.

4.2.2 Accessibility

Boticas is served by a road network with three highways (A23, A52, and A47), which makes easy the North and Spanish access (between 1 and 2.5 hours), as observed In Figure 6.

Figure 4 – Accessibility to Boticas

Braga- Boticas

1 hour 27 minutes

Porto- Boticas

1 hour 40 minutes

Viseu – Boticas

1 hour 44 minutes

Coimbra – Boticas

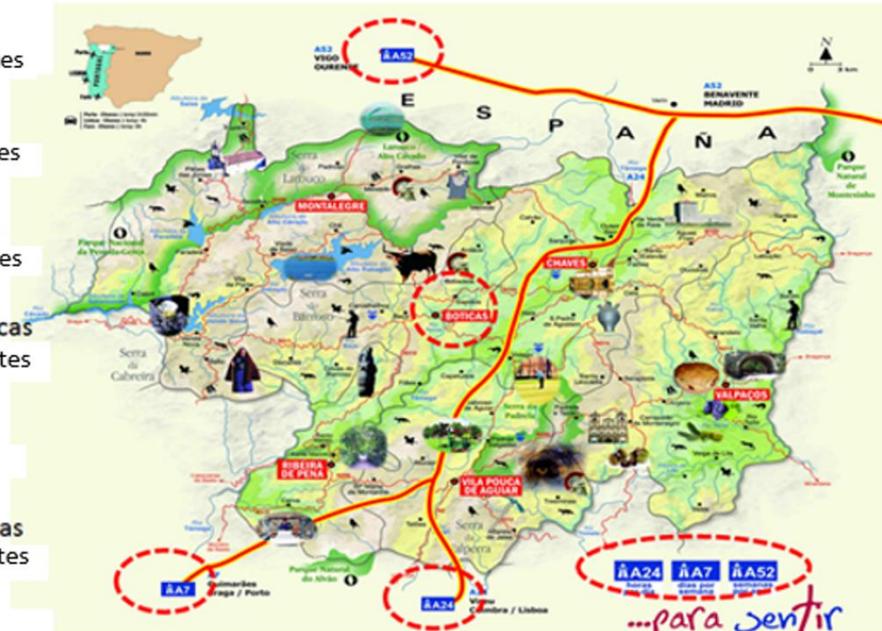
2 hours 40 minutes

Vigo – Boticas

2 hours

Zamora – Boticas

2 hours 31 minutes



Source: <http://cimat.pt/wp-content/uploads/2015/02/mapa.jpg>

4.2.3 Amenities

Boticas territory has a set of amenities such as public toilets, signage, traditional products stores, restaurants and cafes, tourist offices, accessible telecommunications, emergency services, among others, distributed unevenly by the villages in the region. Boticas is famous for its gastronomy, especially for "Barrosã" veal, but also for the famous "wine of the dead", which has been known since the time of the French invasions.

4.2.4 Accommodation

Boticas territory has several accommodation units (1 hostel, 1 inn, 3 rural tourism, 2 residential, 1 camping park, 4 mountain shelters), trying to respond to the different types of tourism with special focus on

mountain tourism, health tourism, rural tourism and ecotourism, which in recent years have seen an increasing demand.

4.2.5 Available Packages

Available packages in the internet, such as: minube (<http://www.minube.pt/o-que-ver/portugal/norte/boticas>); TripAdvisor (https://www.tripadvisor.pt/Attractions-g2199643-Activities-Boticas_Vila_Real_District_Northern_Portugal.html); Guia da cidade (<https://www.guiadacidade.pt/pt/poi-boticas-15815>); hotelribeica (<http://www.hotelribeica.com/wp-content/uploads/2013/09/Visitar-no-Concelho-de-Boticas.pdf>); visitarportugal (<https://www.visitarportugal.pt/distritos/d-vila-real/c-boticas>); IGOGO (<http://www.igogo.pt/pontos-turisticos-boticas/>), among others.

4.2.6 Ancillary Services

Boticas, especially in urban centers has some services that can make life easier for tourists, such as car rental companies, catering companies, entertainment: bars, nightclubs, exchange services, insurance, laundry service and tourism marketing services. This model explains that a destination should balance the strategic objectives of all stakeholders, as well as the sustainability of local resources. Destinations need to differentiate their products and develop partnerships between the public and private sectors in order to offer a unique tourism experience. Taking advantage of the unique endogenous resources, such as "Wine of the Dead" wine tourism experience, Boticas allows that territory to increase its competitiveness, visibility, and reinforcing local cooperation.

Today's destinations operate in complex ecosystems, integrating competition and cooperation (coopetition) strategies, linking a great diversity of stakeholders. The coopetition approach to wine tourism is considered an appropriate strategy, allowing the integration of the primary (agriculture), secondary (wine industry) and tertiary (tourism) sectors, adding cultural landscape attributes and stakeholder synergies. The success of Boticas wine tourism ecosystem lies in stakeholders' harmony, in innovative tourism experiences (to obtain business competitiveness) that promote the discovery and landscape interpretation associated with wine culture (to deliver authenticity), and foster regional development (to build sustainability).

5 CONCLUSIONS - INCORPORATE CULTURAL DYNAMICS IN WINE ROUTES

The OECD Tourism Committee has carried out an extensive research into the role of culture and tourism in enhancing destination attractiveness and competitiveness. In a rapidly changing world, with homogeneous tourism products, making cultural heritage an anchor means guaranteeing diversity, cultural pluralism, and access to culture (Mason & Torre, 2000). Following this idea, the region of Boticas is now actively developing tangible and intangible cultural assets as a means of developing comparative advantage in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalization. The growing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images.

A growing range of cultural elements are being employed to brand and market Boticas. This region is associated with the "wine of the dead", an increasingly important cultural asset as it creates distinctiveness in a crowded global marketplace. The complexity of both tourism and cultural sectors implies new structures and projects involving public-private partnerships and new strategic policies to support collaboration, and mechanisms must be found to ensure that these two sectors can communicate effectively. Culture and Wine tourism in Boticas have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of places, regions, and countries. The benefits are not only for winegrowers or

cellars, but also for local communities as tourism destination (Getz, 2000).

Hence, to ensure success on cultural dynamics associated with Wine tourism in this territory, it will be necessary to develop strategies of coopeition. This concept was popularized by Brandenburger and Nalebuff (1996), who proposed a model of coopeition based on the capacity of an organization to form value networks, trying to understand and identify the factors and players' interdependencies. Following Lado et al.'s (1997) proposals, several perspectives can be observed regarding the development of Boticas territory. For these authors, coopeition is associated with competition, and the strategic synchronism between them would lead the stakeholders to achieve greater success in their dynamics, compared to the result obtained, if competition or cooperation were used in isolation. In turn, Bengtsson and Kock (2000) present a model of coopeition based on degrees of co-competitive relationships. For the authors, the organizations tend to compete in the actions closest to the clients (commercial area) and to cooperate in those more distant (production). Associating with Wine tourism, networking is advantageous for all stakeholders, because wine as a cultural product has great relevance for the development, enhancement, and promotion of the territories.

This project will go on listening to the players of the wine tourism ecosystem to identify and manage specific issues related to the endogenous resources of the wine industry, tourism sector, heritage, and their specific impacts.

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