

# *Wine Experience & Sensations: Wine Heritage & Culture Explorer in Tejo Region*

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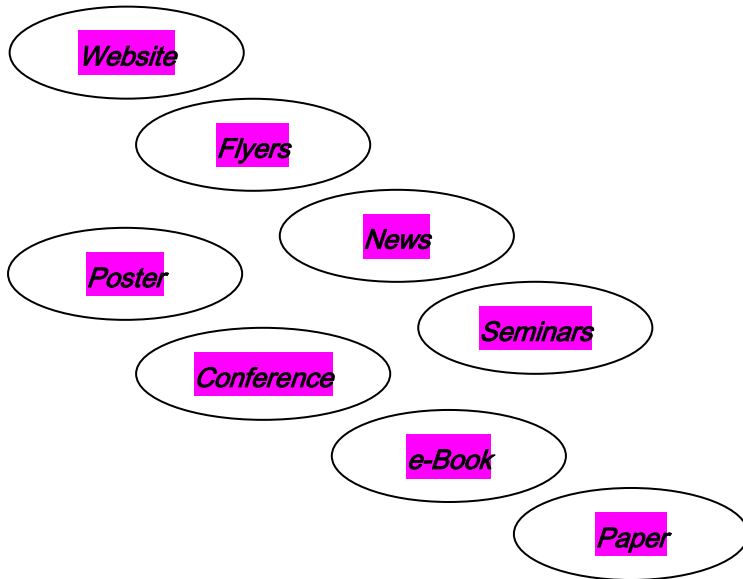
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## PROBLEM



The reduced use of direct local resources and indirectly associated with the winery activity Tejo region.

## RESULTS/PRODUCTS



## PLAN/METHODS



(1) Identification, recognition and removal of structures/existing conditions;



(2) Identification of the availability/motivation for wine tourism;



(3) To know the motivations of wine touristic demand;



4) Creation of prototype products;



(5) Test/Product Evaluation;



(6) Results/Final products;



7) Dissemination /dissemination of project results

## MAIN REFERENCES

- Santos, Ramos & Almeida (2015). *Consumer Behaviour in Wine Tourism: involvement, destination emotions and place attachment in the wine tourist behaviour during the Porto wine cellars visits context*. PhD Thesis, 162.
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- Caldeira, A. M., & Kastenholz, E. (2014a). Comportamento espaço-temporal do turista urbano: o impacto da duração da estada. *Revista Turismo & Desenvolvimento*, 21/22(2), 111-121.
- Oliveira, S. & López-Guzmán, T. (2010). La articulación de Rutas Turísticas Enogastronómicas como Herramienta de Desarrollo de las Zonas Rurales [DVD]. *In Actas do 4º Congreso Latinoamericano de Investigación Turística*. Montevideo, Uruguay.

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