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atribuídos nas áreas:

- **Enologia**
- **Viticultura**

- **Prémio “Inovação CNOIV” 2024**



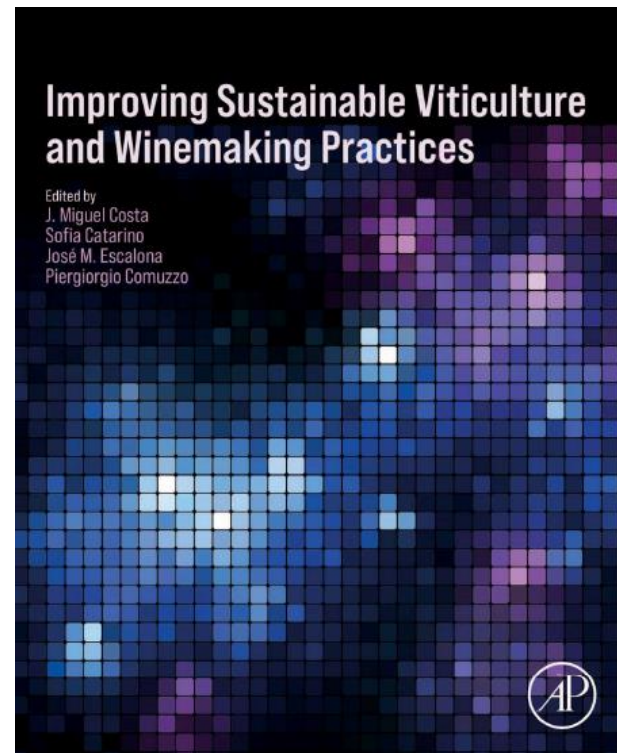
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Prémio “Distinção CNOIV”

Enologia


O livro **“Improving Sustainable Viticulture and Winemaking Practices”** foi publicado em 2022 pela *Elsevier/Academic Press*, de um coletivo de autores, representados pelos Professores e Investigadores do ISA e do LEAF, J. Miguel Costa (Viticultura) e Sofia Catarino (Enologia) e que vêm receber este prémio.

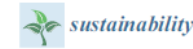





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Prémio “Inovação CNOIV”

✓  artigo científico **“Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal”**, foi publicado em 2022 na revista *Sustainability*, das autoras **Paula Silva e Ana Trigo**, que vêm receber este prémio.



Review Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal

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Abstract: Despite sustainable wine tourism being one of the hottest topics of the moment, there is still a considerable knowledge gap. If managed with due care and consideration of the region's carrying capacity, wine tourism can be an essential regional development tool for improving business performance, environmental awareness, and community values. On the other hand, it can be responsible for negative environmental impacts, creating local resentment. This paper explored and contextualized wine tourism and sustainable winegrowing practices in the Portuguese Douro wine region. The aim was to offer practical recommendations and directives for such a unique landscape. From the adoption of regenerative agriculture and natural-based solutions at the field level to engaging in sustainability wine programs or certification schemes integrating both sectors, it is indispensable to develop frameworks to assess sustainability performance, tourism development, and the impact on the local population. Nevertheless, to accomplish business success and territorial development, a win-win relationship between all stakeholders is foremost needed. The Douro region must therefore start by investing in stronger collaboration networks between local actors through careful and integrated planning so that the needs of all interested parties, including its residents, are considered and incorporated in future sustainable tourism initiatives.

Keywords: terroir; viticulture; wine tourism; sustainable agricultural practice; clean productions



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1. Introduction

Wine tourism, as an experiential tourism activity that brings together wine, food, culture, and the experience of wine and how it is produced, has huge potential for wine-producing areas. It is important to promote sustainable tourism as a tool to attain sustainable development that can be used as a means of rural livelihood activity and an avenue to safeguard the natural environment. Wine tourism has multiple aims of promoting the economic wellbeing of local wine producers without compromising the integrity and quality of the natural environment. Thus, while providing a learning and a fulfilling wine experience to the tourists, it should support the conservation and sustainable use of natural resources and positively benefit local people and communities [1].

Wine tourism has long benefitted many Douro Demarcated Region (DDR) winegrowers. It offers various sources of income that wineries pursue such as accommodation, cellar door sales, events, and wine and food festivals [2]. It is seen as a brand differentiator that allows wineries to meet consumers and promote a long-term relationship with the wine consumed at its place of origin. Nevertheless, wine tourism must also encompass an expanding commitment to environmental issues such as biosecurity and sustainability. Since being sustainable can create benefits for the companies (in terms of marketing, corporate image positive feedback, or cost savings), sustainability has been used by winegrowers