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**Between the sea, the countryside and the river: potential of gastronomy and wines
in the tourist offer of the Lisbon Region**

Abstract

The role of gastronomy and wines in touristic attractiveness and touristic experience has been widely recognized since the beginning of the present century (Hall *et al.*, 2003; Su & Horng, 2012). In Portugal, the touristic potential of this sector has integrated the strategic vision for tourism (Tourism Strategy 2027; National Strategic Plan for Tourism (2006-2012 and 2013-2015)). At the same time, the approaches to gastronomy and its recognition have also been developed as an element of cultural, material and immaterial heritage, as well as its contribution in terms of local development. This presentation focuses on the potential of gastronomy and wines in the touristic offer of the Lisbon region, falling within the framework of the Project Innovation and Future: Contributions to the Design of the Touristic Offer in the Metropolitan Lisbon Area (Lisbon-01-0145-FEDER-023368), whose objectives focus on the search for integrating and innovative forms for the diversification of the touristic offer in LMA, anchored in the current strength of the trendy "Lisbon" brand. In this work we analyse the way in which the strong gastronomic dynamics of Lisbon town can be strengthened for the surrounding territories by discovering their local gastronomy.

The Lisbon region has a rich and diversified gastronomy, in which fish and seafood and pastries are featured, covering three wine regions, including one of the oldest in the country. In the centre of Lisbon, gastronomy and wines occupy an important role in touristic practices.

Since the end of the last century, Lisbon has been the scene of an unprecedented gastronomic renewal, which translates into a multiplicity of changes regarding the quality of spaces and concepts of restaurant, of food practices, of representations linked to food and wines and different types of cookery, among other aspects, and in which the coexistence of a high Portuguese *haute cuisine*, traditional cuisine and traditional food of immigrant communities is a trait of the gastronomy of Lisbon. In the Strategic Plan of Tourism for the Lisbon Region (2015-2019), the city of Lisbon is seen as a consolidated tourist destination and other areas of the region classified with different levels of development of the tourist offer are established. In the identification of the "gastronomic territories" we will take into account the areas classified "undeveloped" and "in development". The research develops around the search for elements of gastronomy and wines with less visibility in the current tourist flows, on one side, and a degree of specificity, difference and complementarity compared to the relevance of Lisbon, on the other.

From a theoretical point of view, the analysis is based on an approach of gastronomy and wine, as heritage values of local cultures, inherent in the territory understood as a physical and social space and how it is lived. In this sense, we use a qualitative methodology, based on direct observation, realization of focus group and interviews, and on documentary research.

Keywords: gastronomy and wines; gastronomic territories; cultural heritage; Lisbon Region.