

## The World of Great Wines: The Douro Valley Experience

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**Abstract :** The aim of this paper is to use an experiential view of wine tourism to develop a battery of items that can potentially capture the overall Douro Valley experience from the tourist's perspective. The Douro Valley, a UNESCO World Heritage region located in Portugal, was the target of this study. The research took a mixed approach using both qualitative and quantitative designs. Firstly, we combine the literature review on service quality scales with a content analysis of five in-depth interviews with winery managers and a focus group with wine tourists to identify the main dimensions of the overall tourism experience and to develop a battery of items for each dimension. Eight dimensions of the overall wine tourism experience came out, as follows: winery service and staff, winery facilities, winery service, wine product, wine region environment, wine region accessibilities, wine region's offerings, and the wine region and winery reputation.

**Keywords :** wine tourism, Douro region, survey, wineries, experience

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