

Title of the project: Wine Senses, An innovative experience to enjoy wine culture and heritage across Europe

Acronym of the project: *Wine_Senses*

Project duration and start date: 18 months, commencing 1 May 2018

Short description of project:

Wine & Senses (W&S) proposes a link between cultural heritage, territory identity and wine tourism in a common, transnational model that could also be adaptable to other territories. This innovative model will convert the visit in sensorial experiences.

This will be achieved by stimulating senses through combining wine tourism with tangible and intangible cultural heritage, whilst also giving importance to cultural and creative activities, such as visual and performing arts.

Technology will play an important role in improving visitor participation particularly within the project's historical and heritage context. It will also be an important tool to connect similar activities and offers in different regions within a transnational scope.

The final product will be a tourism package model that gives importance to the specific heritage characteristics of each region. This will introduce the visitor to different experiences in each visited region, although with a common rationale. This product will be based on activities that differ from mass tourism, based on the sustainable enjoyment and understanding of the visited wine territory: guided hiking activities, commented wine tasting in singular places, performances in heritage buildings, special guided visits to vineyards or wineries.

Main objectives

Improved digital and e-management skills and capacity to use the opportunities offered by digital tools to enhance the competitiveness of tourism businesses

Exchange of good practices and consolidated regular dialogue between public and private stakeholders

Improved promotion and visibility of unique European and transnational touristic products

Lead partner/coordinator: RECEVIN – Rede Europeia de Cidades do Vinho (Portugal)

Partners: NPU - Narodni Pamatkvy Ustav (Czech Republic)

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