



DIVERSITY & SUSTAINABILITY:  
OPPORTUNITIES AND THREATS ON TOURISM | 2025

POWERED BY ITSa

4TH - 6TH JUNE 2025  
Coimbra, Portugal

# BOOK OF ABSTRACTS



DIVERSITY & SUSTAINABILITY:  
OPPORTUNITIES AND THREATS ON TOURISM | 2025

POWERED BY ITSa

4TH - 6TH JUNE 2025  
Coimbra, Portugal

# BOOK OF ABSTRACTS



## Editors

Women Research Network

Cláudia Seabra, Rita Peres, Sofia Almeida and Susana Mesquita

## Logo Designer

Rita Faria, Escola Superior de Hotelaria e Turismo do Estoril, Portugal

## Book Designer

Cecília Gaspar, Universidade de Coimbra

### ORGANIZING INSTITUTIONS



### SUPPORTING ORGANIZATIONS



### PARTNERS



04<sup>th</sup> June 2025

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

## **OC-009 - (1584) - EXPLORING TIME-SPACE BEHAVIOR IN WINE TOURISM: A CASE STUDY OF THE BAIRRADA WINE ROUTE IN PORTUGAL**

Elizabeth Kastenholz<sup>1</sup>; Ana Caldeira<sup>2</sup>; Márcio Martins<sup>3</sup>; Orlando Simões<sup>5</sup>; Helena Albuquerque<sup>4</sup>

1 - Universidade de Aveiro; 2 - Universidade de Coimbra; 3 - Instituto Politécnico de Bragança; 4 - Universidade Portucalense; 5 - Instituto Politécnico de Coimbra

### **Proposal and Originality**

Wine routes support tourism by merging wine, culture, and regional experiences to boost local economies and preserve terroir. This study investigates the Bairrada Wine Route in Portugal, focusing on visitor behavior via GPS tracking and surveys. The research offers an innovative look at how digital platforms and mapped itineraries impact tourists' time-space movements, enhancing understanding of wine routes' role in sustainable regional development and destination management by steering visitor flows and amplifying under-visited locations.

18

### **Methodology**

The study employs a mixed-methods approach combining GIS-based maps of Bairrada's wineries, tourist attractions, and visitor itineraries, with GPS tracking data to monitor tourist flows. Surveys data on visitor experiences additionally helped understand tourist behavior. This case-study framework elucidates how mapped routes shape spatial and behavioral patterns in wine tourism.

### **Results and Implications**

The findings reveal that the itineraries suggested by the Bairrada wine route were not actually followed by the visitors whose movements were analysed, with real time-space patterns and survey data giving additional insight on visitor behavior, presenting relevant insights on the potential of geographic wine route planning that may improve destination management and marketing, reinforcing appealing experience design as well as sustainability, promoting local culture, gastronomy, and attractions.

### **Research Limitations**

This study is limited to one region, Bairrada, and data collected over a single season. Results may vary across regions and seasons, impacting generalizability.

### **References Version APA 6th or 7th Edition**

Brás, J. M., Costa, C., & Buhalis, D. (2010) Network analysis and wine routes: the case of the Bairrada Wine Route. *The Service Industries Journal*, 30(10), 1621–1641.

Caldeira, A. M., & Kastenholz, E. (2020) Spatiotemporal tourist behaviour in urban destinations: a framework of analysis. *Tourism Geographies*, 22(1), 22–50.

Golledge, R.G., & Stimson, R.J. (2001). *Spatial Behavior: A Geographic Perspective*. New York: Guilford Press.

Gómez, M., Pratt, M. A., & Molina, A. (2019) Wine tourism research: A systematic review of 20 vintages from 1995 to 2014. *Current Issues in Tourism*, 22(18), 2211–2249.

Kastenholz, E., & Lane, B. (2021) Delivering appealing and competitive rural wine tourist experiences. In R. Sharpley (Ed.), *Handbook of the Tourist Experience* (pp. 508-520).