

# TOURIST CRUISES ON THE DOURO AND THE WINE AND GASTRONOMY SEGMENT

## A Proposal of Socio-Cultural Sustainability

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*The “Gastronomy and Wines” is considered a priority touristic product in the Douro region. Furthermore, it is well known that tourism, despite the regional potential, is still quite irrelevant in this region social-economics’ context. One of the possible strategies that could improve the dynamics of the segment “Gastronomy and Wines” would be to associate it to the “Cruises” segment. Additionally to the reciprocal added values and synergies that this association could bring, this could be a way of globally enhancing tourism in the region, bringing benefits in all contexts, social, economical and cultural. The aim of this article is to relate both segments “Gastronomy and Wines” and “Cruises” in the Douro, in a way that could help thoroughly think about the sustained increase in the regional tourism. Trying to identify the possible connections of this segment with “Gastronomy and Wines” an analysis of the offer of Cruises in the Douro was made in this empirical survey. Afterwards, a relation of this activities carried out by the cruises that include “Gastronomy and Wines” will be made as well as suggestions to improve the already existent practices or develop new offers. Finally, the objective is that the output of this survey could contribute for the tourism in Douro region, promoting an increased competitiveness that could improve the quality of life of the local communities.*

**KEY WORDS:** *tourism, gastronomy and wines, development.*