A Literary Ride through Bacchus' Landscapes
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This paper focuses on the landscape of Portuguese wine regions, their particular wines and gastronomy as represented in literary excerpts, from the nineteenth and twentieth centuries. Our aim is to improve the knowledge, the differentiation and the promotion of the Portuguese wine regions and their wines, useful for the wine market and the promotion of the tourism. Combining the mutual appreciation of the literary excerpts and the landscapes, heritage values (natural and cultural) of the winegrowing regions could also be underlined.

This wine trip results of the "Atlas of the Literary Landscapes of Portugal Continental" (ALLPC) Project, started in June 2010 and be coordinated by the IELT, FCSH, Lisbon. It is defined as an interdisciplinary research Project, with three main applications: education, promotion and territorial planning management.

As theoretical guidelines, the ALLPC Project fits the ecocriticism framework, being sustained by the authors' PhD thesis, and those from other team collaborators, in order to give credibility to the registers and observation notes linked to the landscape themes selected in the literature. The use of a GIS is a key element to the geographical referencing of the literary landscapes.

As methodological procedures, the Portugal Continental landscapes represented in the literary excerpts are registered in a data basis, for which are associated geographical descriptors (geomorphology, land use, material and immaterial heritage values, economical activities) and ecological descriptors (species of fauna and flora of the regions). The excerpts collection involves students, graduate students and academics in Humanities and Environmental Sciences, there being assumed three levels of collaboration :a) the "readers", those who intervene only in the compilation of literary excerpts and their classification; b) the "researchers"; who contribute to the compilation process, supervise the readings and are responsible for ecocritical analysis; c) the "web designers", involved in the implementation and maintenance of the data basis and the interactive website of the literary landscapes. The website will allow us to search the literary excerpts using a map of Portugal Continental.

In the future, the website could be useful in the preparation of literary tours in the winegrowing regions, as well as being an important didactical framework in the research of landscapes values and singularities, a toolbar for those who are involved in the wine or tourism marketing, or even interested in the wines and gastronomy consumption.