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### **Production and Preservation of a Wine Cultural Landscape: The Visitor Preferences´ of the Alto Douro Wine Region João REBELO, Lina LOURENÇO-GOMES, Lígia, M. C. PINTO**

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The Demarcated Douro Region (DDR) is one of the oldest demarcated wine regions, being the largest and the most heterogeneous wine mountain in the world, with many deep valleys and steep slopes raising production costs because of difficulties in the mechanization and manpower requirements. The viticulture covers 44,000 ha, almost 18% of the 250.000 ha of the total area of the region. Since 2001, 24.600 ha of the most representative territory of the DDR, the Alto Douro Wine Region (ADWR), was included in the List of World Heritage Site as an evolving and living cultural landscape, lying along the river Douro and its tributaries, The DDR economic activities fit the terroir model and are based on wine (Port wine and Douro table wines) and tourism, and both activities have witnessed deep and structural changes along the last decades, significantly influencing the current economic performance of the region. Relatively to the wine production chain, the DDR witnessed an intense process of vineyard conversion carried out by grape growers with strong public support, renovating 24,334 ha, almost 55% of the DDR area dedicated to wine. At the same time, Douro table wines have evolved from an unknown position in the national and international market to an award winning position both domestically and internationally.

As an attraction and touristic site, the ADWR has to meet the needs of more demanding visitors and compete with a growing number of cultural sites. To achieve this goal, landscape managers and public authorities have much to profit from knowing and understanding visitors´ preferences regarding the attributes associated to its outstanding universal value. Their challenge is to manage a territory faced with serious economic stresses in the presence of a complex cultural landscape.

The goal of this paper is to present the recent evolution of the DDR economic sectors (wine and tourism) and especially to enhance the knowledge about the preferences of the ADWR Portuguese visitors´, considering the attributes that deserve preservation and consequently public attention. Using the choice experiments technique, six alternative choice sets were presented in a questionnaire in the year 2013. Data was collected from 249 useful surveys corresponding to 1,494 responses. Responses are analyzed by a random parameters or mixed logit model, taking into account the random preferences heterogeneity.