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# WINE AND LITERATURE

VANZELLA, ELÍDIO  
BRAMBILLA, ADRIANA

## INTRODUCTION

The relation between man and wine, the rural activity, the culture of the vineyard and the consequent production of wine, is so old that it can be confused for the very history of humanity. As a labor-intensive activity and one traditionally linked to soils of poor agricultural ability, it contributed to the settlement of vast regions. For similar reasons, it was possible to maintain a connection to the ground of successive generations that worked and share this ground (SIMÕES, 2008).

The art of describing wine is as old as wine itself. Literature shelters the drink from the first texts, which includes the Bible itself. Considered a holder of spiritual and inspiring experiences, wine is probably the drink that has been most provoked interest in the literature. In this context, the work of Eça de Queiroz stands out, where the wine theme, and especially Portuguese wines, is present, being a subject of prominence and reference of the author himself and not just a mere detail of the scenery or the props of his literary compositions (GUIMARÃES and GUIMARÃES, 2011).

The man who once settled down to the land through agriculture and only sporadically absented himself, conquered, in modern society, the rights of work, vacation and freedom of choice of his individual



leisures, among which emerged the tourism and leisure trips. Thus, wine tourism is revealed in an attempt, through a contemporary practice, to harmonize the history of men and their connection with the past and the land, with the appreciation of the culture of the vine and wine that invites a different journey through vineyards, literature and learning about what we were and what we are. In this sense, this work aims to analyze an entrepreneurial initiative that unites wine, tourism and literature in function of the wines consecrated in the work of Eça de Queiroz and which are now relaunched by Quinta da Covela in partnership with the Eça of Queiroz Foundation.

### **The wine and the literature of Eça de Queiroz**

Wine is intrinsically linked to culture, being part of the history of mankind, because it is through the cultivation of the vine that man, previously nomad, settled, since the wine demanded a greater time than the production of the other foods. It is not possible to determine exactly when the vitiviniculture began, but, according to archeologists, the vine began to be cultivated around 6000 BC in a region located south of the Black Sea and Southwest of the Caucasus (JOHNSON, 1989). In this context, the author asserts that the culture of vine and wine has always been present in the history of mankind, from the Egyptians with Osiris, the Greeks with Dionysus and the Romans with Bacchus, as well as other mythical deities who have established the importance of wine and all the cultural, social and economic aspects related to wine and the societies in which they were represented.





There is evidence of the existence of the vine from the earliest days of the history of mankind, including images of cave paintings, which for Nin (2005) shows that the vine, in prehistory, was already part of the Mediterranean civilization, constituting patrimony of this culture. Philips (2003) explains that the origins of wine are not very clear, with the spread of viticulture, wine production and its consumption throughout the Mediterranean and much of southern and western Europe in the period of its origin around of 6000 BC and the fall of the Roman Empire in 500 AD.

The presence of wine in tradition is evident, both as a religious symbol and as an important presence in celebrations, a symbol of status and present in literature: the Greeks, the Latins, the Bible, Shakespeare, the modernists, and so many others have dedicated stories and poems to the wine (ESTÉBANEZ, 2010). Many writers have the wine of certain nationalities prominent in their works, such as Jules Verne and Balzac with the French wines, Alexandre Dumas with the Greek wines, Castelo Branco and Eça de Queiroz with the Portuguese wines.

“Falling from above, from the infused green bohemia - a fresh wine, smart, savoury, and having more soul, entering more into the soul, than much poem or holy book.” (QUEIROZ, 1998)

Eça de Queiroz was a Portuguese writer whose works were considered a landmark of Realism in Portugal. He was considered the best Portuguese realist novelist of the nineteenth century and the only one to achieve international fame at that time. Born in Póvoa Varzim, in the district of Oporto, he did not excel in culinary skills, but literally



marked Portuguese cuisine (ANDRADE, 2014). He was one of the greatest Portuguese writers and undoubtedly the greatest chronicler of the Portuguese table of his time. All his works are stuffed, soaked, covered, interspersed and sprinkled with what one drank and ate (COPELLO, 2017). The author also emphasizes that his gastronomic allusions make each book his own in a dish, in a glass filled with tasting quotations. In every varied work of Eça; Romance, tale, chronicle, legends of saints and even in private correspondence, there is a constant movement of cutlery, the clinking of tapas, or muffled sounds of coarse meals (WERNEK, 1946). Alves (1992) shares this understanding by pointing out that throughout the work of the great writer the theme of eating arises in a powerful way, under the most varied angles: eating well, eating a lot, dinner in the vernacular hour.

Eccentric cuisine inspired works such as the Dictionary of Eça de Queiroz, the cultural gastronomic dictionary of Eça de Queiroz or the book “Era Porto e Entardecia”, where the author compiled 1,196 quotations from 211 different drinks, 484 of which were wines (COPELLO, 2017). The wine was never lacking in the work of Eça de Queiroz, whatever the scenery: fine, rich, modest, poor or coarse. The characters serve or drink wines and other beverages according to their resources and social status (ALVES, 1992).

Lover and bohemian, with the disinhibiting powers capable of causing love, or, instead, attenuating balm for amorous disappointments, wine occupies a prominent place in life and literature (RODIL, 2006). And the wine theme, and especially the Portuguese wines, is present in



all the work of Eça de Queiroz, being a subject of prominence and reference of the author himself and not just a mere detail of the scenery or the props of his literary compositions (GUIMARÃES and GUIMARÃES, 2011). The writer, who paid particular attention to stormy loves, presents a vast menu of wines throughout his work (RODIL, 2006). In the book “The Mandarin” it is evident the preference of Eça, through the character of Teodoro, for the wine of Colares, even when surrounded by other ever so famous wines.

"Oh, what a day! I dined in a room of The Central Hotel, lonely and selfish, with the sprawled table of Bordeaux, Burgundy, Champagne, Reno, liquors of all religious communities - as if to quench a thirty-year thirst! But, I only sated myself with the wine Colares” (QUEIROZ, 1951).

In the novel “A Cidade e as Serras” he speaks of white wine, much white wine, Tarrafal wine, Tormes wine, this being "a fresh wine, clever, silky ...", but red, as it can be deduced from the "thick glass on which it made a pink foam". There is also the wine of Torres, Vedras, obviously, besides Madeira and Porto (GUIMARÃES and GUIMARÃES, 2011). The novel “A Ilustre Casa de Ramires” also references white wines and green wines. In this context, table 1 shows the citations of the wine regions in the author's works and in it we can observe that the most cited is the Port with 35.96%, followed by Colares with 28.07%, Verde 18.42% and fourth in the Madeira with 6.14%. The work with the highest number of wine references is “A Ilustre Casa de Ramires” where the green wine is cited 15 times, followed by the work “O Crime do Padre Amaro” where Port Wine is quoted 10 times. Also





worthy of mention is the work “A Tragédia da Rua das Flores”, in which Colares is cited 9 times.

**Table 1: Portuguese wine regions and citations in the works of Eça de Queiroz**

Wine Region	Work	Number of citations	% citations
Bairrada	<i>O Crime do Padre Amaro</i>	1	0,88
	<i>Total</i>	1	
Bucelas	<i>Os Maias</i>	3	4,39
	<i>A Capital</i>	1	
	<i>A Relíquia</i>	1	
<i>Total</i>		5	
Cartaxo	<i>O Primo Basílio</i>	1	1,75
	<i>Uma Campanha Alegre</i>	1	
<i>Total</i>		2	
Colares	<i>A Tragédia da Rua das Flores</i>	9	28,07
	<i>A Capital</i>	5	
	<i>O Primo Basílio</i>	4	
	<i>Alves &amp; C.<sup>a</sup></i>	3	
	<i>Os Maias</i>	3	
	<i>José Matias, Contos</i>	2	
	<i>A Ilustre Casa de Ramires</i>	1	
	<i>Bilhetes de Paris</i>	1	
	<i>Cartas Inéditas de Fradique Mendes</i>	1	
	<i>Correspondência</i>	1	
	<i>O Mandarim</i>	1	
<i>Uma Campanha Alegre</i>	1		
<i>Total</i>		32	
Douro	<i>A Ilustre Casa de Ramires</i>	1	1,75
	<i>Correspondência</i>	1	
<i>Total</i>		2	
Madeira	<i>A Cidade e as Serras</i>	1	6,14
	<i>A Relíquia</i>	1	
	<i>Civilização, Contos</i>	1	
	<i>O Crime do Padre Amaro</i>	1	
	<i>O Primo Basílio</i>	1	
	<i>Os Maias</i>	1	
<i>Uma Campanha Alegre</i>	1		
<i>Total</i>		7	

Continua...



Porto	<i>O Crime do Padre Amaro</i>	10	35,96
	<i>Os Maias</i>	7	
	<i>Alves &amp; C<sup>a</sup>.</i>	5	
	<i>A Cidade e as Serras</i>	4	
	<i>A Ilustre Casa de Ramires</i>	3	
	<i>A Capital</i>	2	
	<i>A Relíquia</i>	2	
	<i>O Conde de Abranhos</i>	2	
	<i>O Primo Basílio</i>	2	
	<i>Cartas Inéditas de Fradique Mendes</i>	1	
	<i>Correspondência</i>	1	
	<i>Singularidades de uma Rapariga Loira</i>	1	
	<i>Uma Campanha Alegre</i>	1	
<i>Total</i>		41	
Torres	<i>A Cidade e as Serras</i>	1	2,63
	<i>A Correspondência de Fradique Mendes</i>	1	
	<i>Correspondência</i>	1	
<i>Total</i>		3	
Verde	<i>A Ilustre Casa de Ramires</i>	15	18,42
	<i>Notas Contemporâneas</i>	2	
	<i>A Capital</i>	1	
	<i>Correspondência</i>	1	
	<i>Correspondência de Fradique Mendes</i>	1	
	<i>Singularidades de uma Rapariga Loira</i>	1	
<i>Total</i>		21	
<i>Grand total</i>		114	100,00

Source: GUIMARÃES and GUIMARÃES, 2011

The eating and drinking stand out in the work of Eça de Queiroz in such a way that it aroused the attention of illustrious ones like Machado de Assis and inspired cookbooks. According to Andrade (2015), the most exemplary text on the subject may be the article known as "Archaeological Cuisine", published in 1893, in the *Gazeta de Notícias*. In it, Eça stated: "the table has always been one of the strongest, if not the strongest foundation of human societies" and "The character of a race can be deduced simply from its method of roasting



the meat" (QUEIROZ, 1997). These statements emphasize the intrinsic relationship between food and society, which Eça reinforces by adding: "the kitchen and cellar exert such a wide and direct influence on men and society," so "tell me what you eat, I shall tell you what you are" (QUEIROZ, 1997).

Eça de Queiroz was a tireless traveler. Often for professional obligations, sometimes for health needs and other times for the pure pleasure of knowing stops and cultures so different from their western civilization (Pinho and Pinho, 2004). The experience of wines and regional dishes in the author's works accompanies and complements the moments of food, pleasure and experience of the tourist trip. In other words, the promotion of a daily product, which, when recognized as belonging to a particular region, acquires an extraordinary character and is promoted as such (VAZ, 2008). From the reading of the landscapes, a possible tourism offer stands out, which consists of the mountains, forest, rivers and memories of a vast historical heritage that ensures a journey through time and the senses, with a special emphasis on flavors.

### **Covela and Eça de Queiroz Foundation: an entrepreneurial initiative**

It is in this scenario that an entrepreneurial initiative emerges in which tourism, wine and literature unite around a project that aims to promote wines, local wine tourism and cultural heritage.

It should be noted that this project sees this initiative as an agglutinative experience in which one experiences the past, the future,







the new, the old, the different, especially experienced (VAZ, 2008). In this context, wine tourism is understood as a tourist activity, which involves the interest in winemaking, and because wine involves all its cultural and rural aspects (BRAMBILLA, 2015). Of particular note is the cultural value, in that the livelihoods associated with the production and consumption of wine and food, the festivals and thematic events, are associated with the wine-producing villages. In other words, it is not a reconstitution of an experience, but the proposal of immersion in a dynamic rural experience that involves the production and commercialization of wine and the corresponding landscapes (VAZ, 2008). And with this, attention is drawn to the integrative character of the enotouristic activity and its ability to operate in conjunction with enogastronomic and cultural tourism.

It is thus noted that wine and tourism have been linked for a long time, and the government, researchers and professionals of tourist activity explicitly recognize this relationship (LOCKS and TONINI, 2005). However, wine regions are not automatically transformed into wine tourism destinations. For this to happen it is necessary to have the investment, money, time and effort, to enable the wine region to develop sustainably.

Wine tourism, for a destination, is an important component of tourist attractiveness, usually the main reason for a visit, and for the wine industry, it means an important way to build relationships with its customers and a good sales channel and advertising. In this sense, enotouristic destinations must develop strategies of commercial



positioning as a way to attract and retain visitors. However, this is only possible if the tourism product offered proves to be of the highest quality, maintaining interest, renewing supply combinations and providing new experiences. And it is this vision of entrepreneurship that defines the approach of Quinta da Covela and the Eça de Queiroz Foundation in the partnership that, in 2017, should start the production of Eça de Queiroz wines.

The Covela is more than five hundred years old, and is formed by ruins of the Renaissance building and stays between two known wine producing regions of Douro and Minho, so it is characterized by the transition terroir from the Minho granit and Douro schist. Due to its location, Quinta da Covela, a 49-hectare estate, offers ideal climatic conditions for late maturing grape varieties. Its names is due to it being located in São Tomé de Covela in the Baião sub-region, whose main attractions are the religious patrimony, literature, gastronomy and wines, especially the Eça de Queiroz Foundation. An important attraction of Baião is the House of Tormes whose name was Vila Nova, but was altered by virtue of the novel of Eça de Queiroz, that thus immortalized it in “A Cidade e as Serras”. Baião, where the two partner organizations are located, belongs to the Demarcated Region of the Vinhos Verdes, which stands out for meeting essential conditions for wine production.

In 2011 The Covela was bought by 2 investors, the Brazilian Marcelo Lima and the English Tony Smith, who decided to revitalize the vitiviculture that was totally abandoned. Thus, the first step was the re-employment of all former employees, including the oenologist, since the





resumption of jobs in a village such as São Tomé de Covelas was essential as a way to ensure local culture, since there is a very strong connection among the residents and the historical heritage of the property.

Due to the great interest of the partners in the works of Eça de Queiroz, the interest arose in establishing a partnership with the Eça de Queiroz Foundation (FEQ), a non-profit institution created on September 9, 1990, which aims to promote the work of Eça de Queiroz and the gastronomy, which, with the inauguration of the Restaurant de Tormes, started to offer the permanent service of Queiroz meals for those who visit the Foundation. In addition, since the centenary of the death of Eça de Queiroz in 2000, FEQ has promoted the pedestrian route "Caminho de Jacinto" that the writer traveled to when he visited the House in 1892 and fictionalized in the work "A Cidade e as Serras".

In 2017, Lima Smith Ltda, administrator of Quinta de Covela, integrates in its portfolio the wines of the Eça de Queiroz Foundation. This partnership is the result of a long-term agreement and comes after years of increasingly close collaboration between the Foundation and Lima Smith. From next year, the winemaking team of Covela will ensure the production of the Foundation, under the direction of Rui Cunha who in the past had already created the wines of Tormes.

Quinta da Covela and the Eça de Queiroz Foundation are joined together by vineyards and wine, but not only by that. Tony Smith's partner, Brazilian Marcelo Lima and his wife, Beatriz Kopschitz, great lovers of Eça's work, were even more enthusiastic about the idea and





decided to create an Association of Friends of the Foundation in Brazil, which will sponsor their activities and will help, through dinners, gatherings and other cultural events linked to the figure and work of Eça to energize the Foundation and its work. In addition, Tony Smith stated, there is still much to explore around the universe of Eça de Queiroz and of this house of Tormes that inspired the book “A Cidade e as Serras”.

In the area of wine tourism, the partnership will be advantageous for both sides, since it unites more effectively the two organisations of Baião, a region where tourism shows signs of growth, although it does not receive much government support. The wine tourism will be motivated by the literature, the traditions, the opportunity of knowing some places that were described in Eça de Queiroz books and obviously to taste the food and the wine that that enchanted Eça. The wine tourism will be motivated by the literature, the traditions, the opportunity of knowing some of the places that were described in Eça de Queiroz's books and obviously to taste the food and the wine that that enchanted Eça.

## Methodology

According to Minayo (2010), a study was carried out to study the history, relationships, representations, beliefs, perceptions and opinions, products of Interpretations that humans make about how they live, feel, and think. By studying subtle nuances of human life by exploring the assumptions that interfere with our understanding of the social world and simultaneously collecting, analyzing, and reformulating questions,





qualitative research shows its effectiveness. Thus, with the direct description of experience, reality is constructed in the way it is interpreted and, in this sense, reality is not unique, but in function of interpretations.

From the point of view of the technical procedures, a bibliographic and documentary research was carried out in books, articles and specialized magazines and an interview, which is a privileged technique of communication and data collection and the most used strategy in the field work and is above all a two-way conversation, conducted at the interviewer's initiative, aimed at constructing information relevant to a research object and with the interviewer's approach to themes relevant to the objective (MINAYO, 2010). The interviewee was Mr. Tony Smith, owner partner of Quinta da Covela and the responsible for the project dealt with in this work.

Throughout the entire process of analysis, the empirical material was viewed and interpreted in the light of the scientific literature of reference for the researcher, who produces theory articulated to the set of scientific productions with which it is identified (DUARTE, 2004).

### **Presentation and discussion of results**

According to the interviewee Tony Smith, one of the representatives of Quinta da Covela and responsible for this project, the idea of the partnership resulted from growing cooperation between Quinta de Covela and the neighbouring Fundação Eça de Queiroz ever since Marcelo Lima and him took over Covela in 2011. The estate and





the Foundation are neighbours, and Marcelo, his wife, Beatriz Kopschitz, and Tony Smith are all fans of the author, who they consider perhaps Portugal's greatest writer. According to Smith they always encouraged their guests at Covela to visit the Foundation, where Eça's library, writing desk and other personal effects are on display in an informal manner, as if the house were still inhabited. The interviewee explains that Dona Maria da Graça, who was married to Eça's grandson, lived in the house until her passing two years ago, so he believes that her vibrancy and enthusiasm were always a highlight of any visit to the house.

With regard to the project initiative, Tony Smith tackles conversations about potential cooperation have been ongoing ever since they took over Covela. "And this year, the Foundation approached us with a concrete proposal to take over the 10 hectares of vines planted around the beautiful, old granite manor house".

When asked about the details of the partnership, the interviewee explains that the objective is to produce the high-quality wines that the Foundation and Eça's memory deserve. "The first wines from the Foundation to be produced by Lima Smith should hit the Market in early 2019" and to promote enoturism between the two partnering organizations.

In the question about how the project will associate the wines of the Foundation with the works of Eça de Queiroz, he answered that "traditionally, the Foundation has produced only two wines – Tormes, a Vinho Verde that bears the name of the house, which itself featured in



Eça's last work, "A Cidade e as Serras", and a more complex blend of Avesso and Chardonnay grapes that is known here as "Escolha" or selected blend. But the universe of Eça's works is a treasure trove of well-known titles and characters who could, in the future, feature on the labels of the Foundation's wines".

Concerning the issue if the wines receive the names of specific works of Eça de Queiroz, the interviewee answered that using the names of specific characters or places mentioned in Eça's work is a possibility. "We are currently working on a limited edition of rosé with the name Mandarin, which will be on sale only at the Foundation's restaurant"

The dissemination of the project, according to the respondent, is being done by the wine tourism operators who visit Quinta da Covela and contact with national and international media. As short-term results, partners expect to bring back the Tormes label – a traditional, slightly frizzante and very friendly Vinho Verde, plus the rosé Project that was mentioned above, and then relaunch the Foundation's Selection blend.

Regarding the contribution of the project to improve the cultural appreciation of the works of Eça de Queiroz, Smith considerer that Eça's works are already so widely appreciated that it would be pretentious to say we would hope to improve that through wine and he explains that "Eça was one of the few Portuguese authors to really feature scenes of gastronomy in his works – so food and drink were part and parcel of his literary heritage. I hope we can build on this heritage by making excellent wines worthy of his memory".





For the wine tourism of the region of Baião, the interviewee considers that wine tourism in Portugal, and particularly in the Douro Valley, is booming at the moment. Baião is at the heart of the Douro Verde – where the Demarcated Regions of Vinhos Verdes and Douro meet, so interest is already growing here. Obviously, a cluster of interesting places to visit, good restaurants to eat in and stunning scenery to admire is key to attracting more visitors. For him this cooperation with the Foundation, which has an excellent restaurant that can showcase the best local food and wine, is an important element, as is our cooperation with other local projects such as other wine producers such as Quinta do Ferro and other local eateries such as Almocreve and Tasquinha do Fumo.

The projections resulting of this partnership according to Smith is that the wine tourism has increased by at least 30% this year, so that they have already two new staff dealing only with wine tourism.

With regard to the relationship between wine, gastronomy, culture and tourism in the region, in function of this project, Smith believes that these are essential to develop the business at Baião, so that the wine tourism and the marketing of wines are promoted without the disconnection of the local identity. For the interviewee one of the differentials of this partnership is the respect to the local practices and the incentive to the preservation and promotion of the cultural patrimony of the region. Therefore, the respondent considers that the main benefits brought by the project are that the more sales of wine produced at the Foundation will translate into more revenue to help





continue the work already being done at Tormes. Besides, this project gives to them the opportunity to work in a different price segment than they currently do with Covela wines. It also generally enriches the portfolio – as of the end of this year Lima Smith, which was only founded six years ago, will be producing wines at four different estates.

In relation to if the project contributes to an appreciation of the cultural heritage of the Baião Region Smith thinks that the project is beneficial to the local population because if the region attracts more tourism, the local economy will become more buoyant, providing more job opportunities and prosperity. Baião, although very close to Oporto, still can feel quite remote. More opportunities here will also encourage younger people to stay in the area and not move to Oporto, Lisbon or abroad to look for a better life, as was so often the case in the past.

In relation to the role of this project in publicizing the works of Eça de Queiroz, according to the the interviewee the Eça's works are already famous in Portuguese-speaking countries. If non-Portuguese speakers come into contact with the author via wine tourism and the wines they make there, then that can only be a good thing, in his opinion.

### **Final considerations**

In each book by Eça de Queiroz, his allusions to gastronomy and, especially to Portuguese wines stand out, being a prominent subject of his literary compositions and, at that moment, this connection between the works of the author and the wine, finds in the partnership





of the Covela winery and the Eça de Queiroz Foundation, a unique business opportunity, bringing together wine, literature and tourism with an innovative vision in the Baião sub-region, a Portuguese village in the Oporto District, and where the writer Eça de Queiroz was inspired himself; in their people, in their landscapes and local customs to write their most famous work.

The partnership between the winery and the Foundation marks a moment in business time by bringing together winemaking, wine tourism, literature and local lifestyles in the form of wine bottles. By investing in the production of wine and wine tourism linked to the Eça de Queiroz works, this entrepreneurial proposal demonstrates that the search for investments and income can develop in harmony with the local culture, creating an identity for the organizations and strengthening relations with the local community in a sustainable way.





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