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INOVAÇÃO COMO CATALISADOR PARA A CRIAÇÃO DE VALOR NO TURISMO, GASTRONOMIA E VINHOS
INNOVATION AS A CATALYST FOR VALUE CREATION IN TOURISM, GASTRONOMY, AND WINE
LA INNOVACIÓN COMO CATALIZADOR DE LA CREACIÓN DE VALOR EN EL TURISMO, LA GASTRONOMÍA Y EL VINO

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EDITORIAL

INNOVATION AS A CATALYST FOR VALUE CREATION IN TOURISM, GASTRONOMY, AND WINE

Wine and gastronomy have, in recent years, assumed a prominent role in regional development, contributing significantly to the growth of the tourism sector. Always moving hand in hand, these two products reflect much of what defines Portuguese culture, through ancestral flavors and knowledge. The tourists are immersed in stories that lead them to discover not only the gastronomy and wines but also an entire territory and the art of preserving and passing on the tradition.

Increasingly, tourists seek concrete learning experiences, where gastronomy plays a predominant and central role (Jong & Varley, 2017). Gastronomy tourism and wine tourism offer a diverse range of experiences, including visits to local markets, participation in gastronomic events and festivals, dining in restaurants, attending workshops, taking part in gastronomic routes, visiting wine estates, participating in wine tastings, and enjoying food and wine pairing meals.

Gastronomy and wine are considered one of the strategic tourism products for the development of tourism in Portugal, regarded as a qualifying asset in the Tourism Strategy 2027, which is an asset that enhances the tourist experience and adds value to the territories' offerings (Turismo de Portugal, 2017).

Innovation is transforming wine tourism and gastronomy tourism, not only through technology but also via new business models, sustainable practices, and experiential design. The study of Piras (2024) reveals a growing interest in digital marketing and immersive technologies in promoting wine tourism through digital platforms and creating engaging tourist experiences through virtual and augmented reality.

Some wineries offer virtual wine tastings and online cellar tours, while others provide interactive museums, wine education workshops, and technology-enhanced tastings. Mobile applications and digital itineraries facilitate personalized wine routes and direct bookings. Concerning gastronomy, there are some restaurants that offer a multisensory dining experience combining video projections, scents, and soundscapes with the meal, redefining gastronomic storytelling. Some apps help travellers trace the origin of ingredients served in restaurants, promoting the sustainability of products. Some gastronomic and wine events integrate mobile applications for real-time updates, interactive maps, and digital menus for participants.

Wine, gastronomy, tourism, and innovation are increasingly interconnected, shaping the future of authentic travel experiences. According to Kuhn et al. (2024), innovation in the tourism sector can be understood as creativity and new ways of thinking. The collaboration between producers, food sector managers, and policymakers is essential to promote the implementation of innovation at the level of gastronomic destinations. By embracing technology, sustainability, and immersive storytelling, destinations can enhance visitor satisfaction, support local economies, and promote cultural and natural preservation.

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