

To the UNESCO Intergovernmental Committee

Consent to the nomination of Madeira Wine traditions

CiTUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo / Polo da Madeira hereby expresses its full support for the application of Madeira Wine Traditions to be included on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Among our lines of research, we would like to highlight the interface between tourism, culture, society and language. We believe that it is our role, as an R&D institution, to contribute to the sustainable development of tourism in the Autonomous Region of Madeira, which necessarily involves the preservation of cultural and natural heritage.

Over the last few decades, several factors have contributed to the retreat of vine growing to higher altimetric levels, which today (in certain areas of the island) reach 800 meters. This heavily anthropized landscape depends directly on the continuity of viticulture, so that it can be passed on to future generations. And ultimately, the preservation of Madeira's landscape as a whole depends on it. Even though the sector is today of little significance to the region's Gross Domestic Product when compared to the tourism sector, it is nonetheless a crucial structuring activity for the attractiveness of the destination.

For this reason, we express our unconditional support for Madeira Wine's candidacy for the Representative List of Intangible Cultural Heritage of Humanity.

Funchal, 27th of December of 2024, Mara José Sousa Franco, Coordinator of CiTUR Madeira

