

## Vienna 2019 Abstract Submission

### Title

Enotourism in Spain: Evolution and Fundamental Aspects

### I want to submit an abstract for:

Conference Presentation

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### Keywords

Wine Industry, Enotourism, Territory, Local and Rural Development

### Research Question

Which are the features that best define the evolution of the recent phenomenon of wine tourism in Spain, from the perspective of visitors and destination areas.

### Methods

Analysis of the data provided by the Spanish Wine Market Observatory, the Ministry of Agriculture, and the Tourist Observatory "Wine Routes of Spain" on visitors to wineries and wine museums.

### Results

The accelerated increase in the number of territories and establishments attached to the "Wine Routes of Spain". An enotourist increasingly interested, with a modest but increasing level of daily expenditure.

### Abstract

One of the strategic subsectors of the Spanish agro-food industry is undoubtedly the branch of wine, whose remarkable dynamism in recent years, at the regional and national levels, has placed Spain at the top of the ranking of exporting countries, even ahead of France and Italy, in exports in volume. Among the factors that have contributed in a significant way to this fact it is worth noting, despite the importance of bulk wine, the production and marketing of quality wines linked to the different Protected Designations of Origin spread throughout the national geography. These rural areas in many cases configure local productive systems where the economic activity is not limited exclusively to the production of wine, but also includes other complementary activities, such as enotourism, whose recent boom transforms it into a potential vehicle for territorial development. In this sense, some regions such as Andalusia, La Rioja, Catalonia, Aragon, the Basque Country or Castile and Leon have been experiencing this phenomenon in a particularly visible way, with an increasing relevance of the wine tourism supply and the number of visitors.

The central objective of this work is to reflect the main features of wine tourism in Spain, emphasizing the specific case of the zones with Protected Designations of Origin most directly linked to this activity. Thus, it is interesting to analyze the general performance of wine tourism over the last decade, considering the concurrence of two different stages: an initial economic crisis and the subsequent recovery.

For this purpose, the work has been divided into three sections. The first section highlights, as a backdrop, the relevance of the Spanish wine industry in the national and international contexts. In this sense, a brief characterization of the sector is offered from the perspective of production and export.

The second section focuses on the fundamental features and the recent evolution of the Spanish Protected Designations of Origin, with regard to variables such as the cultivation area, the number of wineries and winegrowers, production and domestic and international marketing, with special emphasis on those particularly linked to the wine tourism; among them Marco de Jerez, Penedés, Ribera del Duero, Rioja or Rías Baixas, deserve to be highlighted.

The third section is dedicated to the analysis of wine tourism, taking as starting point the data provided by the Tourist Observatory "Wine Routes of Spain", on visitors to wineries and wine museums adhering to the itineraries integrated in the Product Club "Rutas del Vino de España" (RVE); a project promoted by the Spanish Association of Wine Cities (ACEVIN) which, with the support of the Ministry of Industry, Commerce and Tourism, currently constitutes the main state enotourism initiative.

In order to reflect as best as possible the national wine tourism reality, this third section is subdivided, in essence, into two subsections. In the first, a demand analysis aimed to determine the basic profile of wine tourism in Spain is carried out. In this sense, several variables are examined from an evolutionary perspective, such as the number of visitors to wineries and museums, their nationality, sex and age, the average duration of the stay and the recreational activities developed or the type of accommodation chosen. Qualitative parameters such as the season of the year, the personal motivation, the informative channels about the wine tourism destination and the level of satisfaction declared by the visitors regarding their experience are also taken into consideration. Figures referring to the offer of wine tourism services associated to the RVE are also offered, with particular reference to wineries and museums and hostelry establishments. The analysis is complemented with statistical data about the economic impact of the visits, through indicators such as the average daily per capita spending and its distribution by expenditure concepts.

In the second subsection, we have tried to offer some details for the variables previously studied at a more disaggregated level, by Protected Designations of Origin. In this sense, after reflecting the evolution of the number of routes adhered to the RVE, where it has been possible a comparative analysis between territories has been carried out, in order to verify their similarities and differences and in order to identify and characterize those in which the phenomenon of wine tourism has been acquiring greater dynamism in the last decade. As a complement, a brief inventory of the most emblematic wineries, museums and hotel business has been made. All these establishments are those that best reflect the strong links existing between the worlds of wine, tourism, culture and gastronomy as potential levers of local development, insofar as, through the creation of employment, they can contribute to the permanence of population in the rural environment and to alleviate, at least, the high degree of demographic aging and the tendency to depopulation that, in a worryingly intense way, especially in regions such as Castile and Leon, Galicia and Aragon, affect many of rural areas.

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