TITLE:
WINE TOURISM PRODUCT CLUBS AS A WAY TO INCREASE WINE ADDED VALUE. THE CASE OF SPAIN.

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SUMMARY:
The objective of this paper is to analyze how the Wine Tourism Product Clubs work in Spain and their importance for Spanish wine tourism.

A Tourism Product Club is a product development partnership established and led by tourism industry stakeholders including small and/or medium sized companies. The group pools its resources to develop new market-ready products or to increase the value of existing ones.

Barriers to productivity and efficiency for small and/or medium sized companies around a tourist sector or activity can be solved through Tourism Product Club. The
partnership can launch new or improved ready-for-sale products at the end of the development program.

Lodging companies, tour-operators, administrators of tourism facilities, tourist associations, government, other companies of the sector and, even, non tourist companies can participate as members of a Tourism Product Club.

The development of Tourism Product Club has as an immediate advantage to give “voice” force to the companies that develop their activities around a market segment or tourist specific activity regardless of their location. Following this model, wine tourism can contribute to create Tourism Product Club around wine.

In Spain the international promotion of tourist products is carried out through TURESPAÑA. The Tourism Product Club "Las Rutas del Vino en España" is one of the Tourism Product Club developed by the Spanish government. It is an ambitious project that started up in 2001. Now, on its fourth phase, it is a consolidated reality that structures wine tourism offer in the most important Spanish wine regions. Basically, "Las Rutas del Vino en España" consists on the integration of the resources and services of a wine area. Nevertheless, other Spanish regions have created more Wine Tourism Product Clubs in order to develop its own wine tourism as, for example, "Divinum Vitae. Donde nacen los placeres” created in Castilla–La Mancha in 2006.