

REVIEW OF THE SCIENTIFIC LITERATURE ON WINE TOURISM IN SPAIN

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Wine tourism presents a complete sensory experience (Getz, 2000): the visitor can experience the pleasure of taste, smell, touch, sight and sound. Any wine tourist, regardless of their knowledge of enology, appreciates the taste of different wines, the scent of the wine, the sensation of holding a glass to taste the liquid, visiting a winery, sometimes centuries old, or the sound of opening a bottle of wine and of making a toast with the appropriate wine glass. This product of nutrition is also part of cultural history, and the social, economic and environment of the villages and their inhabitants, even to be defined extensively as «the landscape of wine»(Brunori and Rossi, 2001). It is so-called because it also reflects the culture, customs and traditions of that geographical area (Mitchell and Hall, 2006).

The aim of this paper is to present an analysis of the current situation of the scientific studies relating to wine tourism in Spain, and to find out in this way the status of wine tourism in Spain. In this way, and following Getz and Brown (2006), response is given to the need that exists in different scientific areas to make a periodic compilation of the literature existing in this area.

The origin of wine tourism in Spain is uncertain, although wine has always been a basic element in the culture of the inhabitants of the Iberian Peninsula, where the early wine routes were only a simple map which indicate de where the wineries were located. More recently, during the seventies of the last century in the Rioja, an internationally recognized region for the quality of its wines, the work started on designing tourist routes with a certain level of development, which were followed, with more or less success, by other Spanish wine regions.

Thus, the first wine route that was created in Spain was in Cambados (Ricolfe Clemente *et al.*, 2010). However, in 1994, and as a consequence of the creation of the Spanish Association of Wine Cities (ACEVIN), they began to establish the design and methodology necessary for the different wine routes to become a reality. Until then,

tourist routes, designed generally in rural areas and by persons or groups not experts in this matter, were characterized by a low level of touristic development, along with a low complementary offer focused on the world of wine itself. Thus, the initial objectives that were sought with the structuring of the wine routes, was focused on the coordination between the various wineries existing in a geographic area. Thereafter other objectives were incorporated into these wine routes, as the technical concept of the touristic product, a key element in a country characterized by the importance of tourism, the establishment of a coordinating mechanism between different routes or creation of a quality product which allow the increase of the cultural offer of Spain, uniting it with its winemaking tradition.

The creation of official wine routes came about as a result of an initiative which emerged in 2000, by the General Secretariat of Tourism of the Spanish Government, where the comprehensive Plan for Quality Spanish Tourism 2000-2006 was presented, and which included, within ten programs of the plan, one called «quality in touristic products». The aim of this program, was to work on the design, the creation and the development of the touristic product offer, in order to achieve diversification and seasonality of touristic activity existing in Spain at that moment, the product «Spain's Wine Routes» being one of them. This touristic product sought to enhance the image, both domestic and international, of the large Spanish wine enterprises and to promote, at the same time, the sales of the wineries themselves, especially for small businesses which have a major problem in marketing their products. The gamble of public administration on the development of wine tourism was completed in 2009 with another project from the Spanish Government based on the gastronomic tourism and called «Savoring Spain». This new tourist product, a complementary of the previous, is to strengthen the international image of Spain through the gastronomy, the creation of new destinations specialized in culinary elements and the developing strategies of promotion and commercialization of these places. This way, the symbiosis between wine, gastronomy and tourism is strengthened, which means that some of the main cultural elements that identify Spain as a quality tourist destination in international markets are encouraged (and reinforced).

Table 1 shows how scientific papers related to empirical studies in different geographical areas of Spain have increased markedly in recent years, covering practically all autonomous communities and/or denomination of origin. These empirical studies reinforce the research on the wine routes most visited by tourists. On the other hand, they also highlight the research in geographical areas, where tourism combines sun and beaches with wine tourism, such as the area of the Canary Islands, the Jerez region or Huelva County.

Wine tourism has experienced a large increase in the scientific literature of Spain in recent years, reflecting the importance that this touristic product has had in different geographical areas of Spain, mainly as a result of its incorporation as a quality touristic product in year 2000. This has implied a significant increase in the number of wine tourists, where the two denominations of origin, the Jerez region and Penedés, have been the ones attracting the major number of visitors. Furthermore, along with these two denominations, Rioja and Ribera del Duero have had an important significance in the development of wine tourism. In this way, wine tourism is becoming an important

Table 1
WINE TOURISM IN SPAIN. REVIEW OF THE CIENTIFIC LITERATURE

Autonomous Communities	Scientific studies
Andalusia: Huelva county	Vargas Sánchez (2008), Vargas Sánchez <i>et al.</i> (2008) and De la Orden Reyes (2011)
Andalusia: Jerez region	Hall and Mitchell (2000), López-Guzmán <i>et al.</i> (2010) and López Sánchez (2010)
Andalusia: Montilla-Moriles	Millán Vázquez de la Torre <i>et al.</i> (2008a), Millán Vázquez de la Torre y Melián Navarro (2008), López-Guzmán <i>et al.</i> (2009), and Agudo Gutiérrez (2010)
Andalusia: Ronda	Nieto González (2010)
Aragon	Marzo-Navarro and Pedraja-Iglesias (2009a), Marzo-Navarro y Pedraja-Iglesias (2009b), Marzo-Navarro and Pedraja-Iglesias (2010), Marzo-Navarro and Pedraja-Iglesias (2012a) and Marzo-Navarro and Pedraja-Iglesias (2012b)
Asturias	Hatanaka (2008)
Canary Islands	Díaz Armas (2008), Alonso <i>et al.</i> (2008a), Alonso <i>et al.</i> (2008b), Alonso (2009), Sheridan <i>et al.</i> (2009), Scherrer <i>et al.</i> (2009), Alonso and Liu (2011) and Alonso and Liu (2012)
Castile-La Mancha	Mondéjar Jiménez y Sevilla Sevilla (2008), Mondéjar Jiménez <i>et al.</i> (2009), Alonso y O'Neill (2009) y Gómez Rico (2011)
Castile and León: Ribera del Duero	Alvear González <i>et al.</i> (2007), Matellanes Lazo (2010), Gómez and Molina (2011), Miranda Escolar and Fernández Morueco (2011) and Gómez Rico (2011)
Castile and León: Rueda	Gómez y Molina (2011) and Gómez Rico (2011)
Catalonia: Montsant	Medina and Tresseras (2008)
Catalonia: Penedes	Medina and Tresseras (2008) and Alonso and O'Neill (2009)
Catalonia: Priorato	Armesto López and Gómez Martín (2004) and Medina and Tresseras (2008)
Valencia: Alicante	Millán Vázquez de la Torre <i>et al.</i> (2008b), Melián Navarro and Millán Vázquez de la Torre (2007)
Valencia: Valencia	Clemente Ricolfe <i>et al.</i> (2009) and Clemente-Ricolfe <i>et al.</i> (2012)
Extremadura	Ortega Rossell <i>et al.</i> (2010)
La Rioja	Gilbert (1992), Hall and Mitchell (2000), Alonso and O'Neill (2009), Gómez and Molina (2011) and Gómez Rico (2011)
Murcia: Bullas	Millán Escriche (2009)
Navarre	Miranda Escolar and Fernández Morueco (2011) and Gómez Rico (2011)

Source: Own elaboration.

driver of touristic development in many destinations, especially those whose wines are more prestigious. Also, a direct relationship between wine tourism and the sun and beach tourism is being established, and that is something that could be considered an important line of research in this field.