



## **Master Thesis**

### **Marketing research of the modern trends of wine tourism development in Empordà**

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## **Prologue**

Tourism around the world is a promising area of the world and domestic economy. For some countries, tourism and its development is a vital sector of the economy and the development of this area is fully dependent on the well-being of the inhabitants of such States.

From the beginning of the existence of civilized society, the person needed rest. And, with the development of mankind has developed along with all the tourism industry.

Currently, tourism has a high rate of development, large amounts of foreign exchange earnings actively affect various sectors of the economy, which contributes to the formation of its own tourism industry.

People travel in search of new experiences (change of occupation, lifestyle, environment), as the desire for diversity - one of the characteristics and motivations of human life (after basic needs). Tourism brings together a variety of markets, activities and products: travel companies, hotels, restaurants, airlines, attractions, tour operators, etc. Tourism industry is experiencing quite a significant rise. Through the use of new information technologies and the emergence and development of various types of tourism.

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## **1. Introduction**

This study is dedicated to the marketing research of the wine tourism market in the region Empordà, located in Catalonia.

The idea of this master thesis is devoted to the study of the current state of the market of wine tourism in the region by analyzing the market in order to identify current trends and prospects.

To achieve these goals, I have carried out activities that have led to the following structure of this study:

- Firstly, to set up and understand the objectives of the Master Thesis it is important, introduce the relevance of the study;
- Secondly, conform to and not contradict previous academic research in terms of a clear understanding of concepts and definitions;
- Thirdly, to evaluate the current situation in the wine tourism market of the region Empordà;
- The final step is to identify current trends in the development of wine tourism in the region, perspectives and problems of the development.

In order to achieve the previous goals, this document has been split in 8 sections with their corresponding subsections.

First of all, I have carried out a deep revision of the existing literature regarding wine tourism in general and most specifically the publications regarding the development of this Tourism product in Spain.

Secondly, I have developed an exhaustive analysis of the Territory in order to build a strong basis for the development of the investigation, where important details such as the attraction of tourism destination and the main motivations of visitors.

Thirdly I have developed an evaluation analysis of the current situation in the wine tourism market of the region Empordà as well as identifying the current trends in the development of wine tourism in the region, perspectives and problems of the development.

Following on, findings and recommendations are presented. In conclusion, the consequences of this study and further forecasts for the development of wine tourism, in general, are discussed.

Finally, the reference list is provided in APA format.

## **1.1. Relevance of the Study**

Wine tourism is a separate type of specialized (thematic) tourism associated with familiarization with the history, technology and culture of consumption of alcoholic beverages in a certain region, their tasting directly from the manufacturer, as well as visiting the relevant thematic events.

The goals and methods of wine tourism fully meet the social-humanitarian mission of tourism activity as the most important factor of dialogue of cultures, respect for universal cultural values and tolerance to a way of life, outlook and traditions of other people. Spain is one of the leading countries in the production of wine. Wine tourism here is represented by a large number of routes to the best wineries in the country.

Every year wine tourism is developing more and more, and attracts more and more tourists, which determines the relevance of writing this work. Wine tourism in Spain is a symbiosis of educational programs related to the study of growing and harvesting grapes; it's processing, tasting of finished products, as well as visiting the attractions of the region.

The work consists of studying the state of wine tourism in Empordà to see the main trends in the development of this type of tourism in the destination. Enotourism is popular throughout Spain and Catalonia, so it was decided to narrow the subject, studying the current trends in a certain destination-Empordà.

## **1.2. Objectives and Research questions of the Study**

In this chapter, I would like to highlight the main objectives, which is the basis of the Master thesis.

### **Objectives:**

- 1) Analyze the state of the wine tourism market in Empordà based on marketing research;
- 2) Identify modern trends and problems in the development of the wine tourism market in the Empordà region.

These objectives are important to promote the development of wine tourism not only in the region but also in Catalonia as a whole. This will determine the further direction of the development of this type of tourism in the market.

Also, this study wants to be an approximation to the specific case of the wine tourism market in Empordà region in order to gather some vital information and data which could be very useful for future investigation.

In order to achieve the objectives of the study, the questions were raised, which are the reference points of the Master thesis:

- 1) What factors influence the development of wine tourism in Empordà?
- 2) What are the current trends in the development of wine tourism in Empordà?
- 3) What perspectives and problems exist in the wine tourism market?



## **2. Literature review**

The purpose of this chapter is to describe the key ideas, statistics and reports of previous scientific analyses in order to identify the concepts and definitions of marketing research in the field of wine tourism and the importance of this type of tourism in the Empordà region, as well as in Spain and Catalonia.

### **2.1. Definition of the meaning of "wine tourism"**

Wine tourism is a new concept that today does not have a clear single definition. Today, tourists are actively interested in the development of winemaking, which contributes to the creation of new products and proposals from companies and enterprises working in this field.

According to Elias (2006:64), wine tourism is all trips and stays aimed at knowledge of landscapes, tasks and spaces of wine production, as well as activities that increase their knowledge in this area.

Also one of the definitions given by Hall and Macionis (1998:267) is wine tourism as a special-interest in tourism, and defined it as an activity related to "visiting vineyards, wineries, wine festivals and wine shows for which wine tasting and/or experiencing the attributes of the grape wine region are the main motivating factors for visitors".

Moreover, Getz and Brown (2006:146) explain that wine tourism is the behavior of consumers, the development strategy of the geographical area and the wine market in the area, as well as the ability of wineries to sell their own products directly to consumers.

### **2.2. Development of wine tourism in Spain**

In the case of the development of wine tourism in Spain, according to Duarte Alonso and O'Neill (2009:406), the growing interest in Spanish wine tourism development among researches could lead to several positive impacts and be of much assistance to an industry composed in its majority by small wineries with few resources to determine the potential value that wine tourism may have for them or their communities.

Duarte Alonso and O'Neill (2009:416) also noted that, to date, and despite being a century long-established wine country, in many cases Spanish wine trails and wine tourism appear to be in their very initial stages. Thus it is not surprising that the bulk of wine tourism research in Spain has only taken place in very recent years.

Wine tourism in Spain is developing progressively and provides great prospects for the wine and tourism industries in the coming years. These changes can have a direct impact on stakeholders in the wine and tourism industries, as well as on the communities in which the wineries are located.

According to Marzo-Navarro and Pedraja-Iglesias (2009:830), wine tourism has emerged as a strong and growing, area of special-interest tourism and it is seen as an increasingly important component of the tourism product of most wine-producing countries. Spain, one of the major wine producers, and one of the tourism powerhouses in the world is immersed in this process and is taking the first steps to develop wine tourism in this country.

For the successful development of wine tourism in Spain, its special characteristics, and those of its potential customers must be considered; and wine tourism offer must include:

- the services offered by wineries;
- tourist infrastructures;
- a geographic area with famous wines;
- the possibility of participating in cultural activities;
- the possibility of increasing knowledge about wine;
- the possibility of participating in other types.

From point of view of Lopez-Guzman, Sanchez-Cañizares and Lujan-Garcia (2011:383), during the early years of the twenty-first century, a significant change has been taking place in tourism. This is a result of, among other things, changes like the demand towards other kinds of products and destinations in addition to traditional sun and beach destinations. Therefore, new products are being created in an attempt to meet the needs of increasingly interested and motivated tourists. Some of the most important elements are everything linked to local customs, the cuisine of a given region, and, of course, its wines.

### **2.3. Problems and prospects of wine tourism development**

As in any development process, in the development of wine tourism, there are certain problems that negatively affect this process, but also there are prospects for its development, according to Marzo-Navarro and Pedraja-Iglesias (2012:312), wine tourism is emerging as a lucrative industrial sector, capable of generating considerable economic development, and there are numerous wine-producing regions would like to become new tourist destinations. The services offered by wineries and the appeal of the destination are the key incentives. Moreover, personal barriers constitute the main impediment to participating in wine tourism, with structural barriers taking second place. It is necessary to develop strategies that increase interest in the

wine product and related activities, in order to successfully develop wine tourism, considering that, in the case studied, neither cost nor time nor distance act as barriers for developing wine tourism.

Moreover, Marzo-Navarro and Pedraja-Iglesias (2012:327), highlight that for the tourism industry, wine is an important component of the appeal that a certain destination can have, and it can even become the main attraction for visitors. The strategic development of wine tourism involves adapting the tourist product to the desires and preferences of potential customers. Therefore, knowing what it is that potential wine tourists desire is a key element in the success of this type of tourism.

An important role in the development of wine tourism in different countries and regions plays branding and promotion in terms of marketing this type of tourism and products and offers that the market has.

Destination image has an influence on brand equity through the DO brand image. Consequently, the improvement in destination image increases the value of the products developed there (e.g. thanks to food fairs or traditional markets). The infrastructures and socio-economic environment, as well as social conditions and affective character, are the most important aspects to configure a destination image (Gómez and Molina, 2011:365).

On the other hand, among the components that make up wine tourism destination brand equity, loyalty is the dimension that presents the greatest contribution. In other words, there is a link between consumers who are faithful to the destination and the creation of brand equity. This fact confirms the need to invest to develop consumer loyalty (e.g. training courses, chats, clubs or the idea of creating one's wine), a policy that should be oriented towards global collaboration.

### **3. Methodology**

#### **3.1. Outline the research methods**

As noted above, wine tourism is becoming an increasingly popular destination worldwide. Winemaking and wine tourism are of great interest to tourists. Wine tours allow exploring the main attractions of the region and learning it not only from a cultural point of view but also from the gastronomic side.

For a marketing research, which is the purpose of this work in the first place, it will be searched for secondary sources of information, which will collect the necessary theoretical information.

This information will be obtained by searching for articles from:

- scientific journals;
- official websites;
- search engines such as Google Academic and University of Girona's Library database; to obtain all the necessary information using keywords such as wine tourism and D. O Empordà.

After receiving all the information, the most relevant and suitable theoretical sources will be selected.

On the other hand, primary sources will be investigated.

The first step in the process of collecting data from primary sources is to contact winery representatives individually by phone or in-person by means of a search on the web pages of each of the selected representatives of wineries in the region of contact information, including e-mail addresses and phone numbers.

To obtain relevant information, a questionnaire will be created, which will allow obtaining reliable data from representatives of wine companies during the interview:

- \* It is necessary to analyze the destination on the basis of which the study is conducted;
- \* Diagnostics of wine tourism in the current situation you can enjoy;
- \* The analysis uses data obtained during interviews with wineries in the region to obtain objective information about the state of the wine tourism market in the region; the main factors affecting its development; existing problems and prospects of development.

The results are discussed and presented in the next section of the master's thesis.

### **3.2. Study limitations**

The findings of this study have to be seen in light of some limitations.

- The first is the since due to the sufficient number of wineries present in the region, I chose the nearest to the city of Girona, for easier access to them for interviews.
- The second limitation relates to the difficulty of communication with the wineries, as not all wineries wanted or could get in touch and conduct interviews.
- In addition, this study focuses on the offer of wine tourism in the Empordà region and may not be a true reflection of reality from all sides.

## **4. Theoretical framework of the research**

This chapter will discuss three aspects in order to understand the subject and essence of the research: the concept of wine tourism; the history of wine tourism development and the main trends in the development of wine tourism in the world.

### **4.1. The concept of wine tourism**

Today one of the most perspective directions of development of the modern market of tourist services is wine tourism – a thematic type of tourism which presupposes acquaintance with production, traditions of consumption, tasting and purchase of alcoholic beverages directly from the wineries in a particular region.

Wine tourism includes:

- visit to the vineyards, wineries, tasting of local grape varieties;
- familiarization with the technology of wine production directly in the production;
- familiarization with the history of winemaking, national traditions;
- consumption, visits to specialized museums and exhibitions;
- visit the tasting rooms;
- visiting restaurants offering wine tasting services;
- participation in wine festivals;
- participation in specialized exhibitions, forums, conferences and master classes.

Today, in all wine regions of the world consider it appropriate to develop and maintain this type of thematic advertise the products of local producers of alcoholic beverages and promote the local tourism product, receiving additional economic and social benefits from tourists – wine connoisseurs. This applies primarily to the famous European wine regions – Spain, France, Italy, Portugal, Hungary, as well as the countries of the “New World of wine” such as Australia, Argentina, Chile, the United States and South Africa, where wine tourism plays an important role in the promotion of local wine products.

Wine farms have recently evolved towards the production of their wines according to the tastes of the consumer and the needs of world markets, putting quality and image of the brand in the first place, and leaving prices in the background, using them more as a marketing tool. Modern wine farms invest their capital not only in vineyards and wine production but also in the reception and service of customers and visitors. Considerable importance for the image of the wine brand is currently salons for wine tasting, restaurants and hotels belonging to the

economy. The development of services of this type of tourism allows increasing the duration of the tourist season in the region, to increase tourist image of the destination, increase the number of tourist visits, enrich and differentiate the local tourist product through the introduction of wine tours, festivals, excursions and tastings.

#### 4.2. The main trends in the development of wine tourism in the world

The world wine market has a long history, which includes about four centuries. It formed in response to the increase in the needs of people living on different continents, to join the use of wines. Wine production originated in the territory of modern Europe and under the influence of global demand began to spread to other continents.

Over the past decade, wine tourism has become a key component of gastronomic tourism in many countries. Nowadays, wine tourism is interested in a huge number of tourists, as this type of tourism helps them to study all aspects of the culture of a country, from its history to its taste characteristics. The modern world wine market is rapidly developing and changing. Competition in the world market has forced winemakers to study how to optimize production, how to choose the right varieties of vines for these soil and climatic conditions, how to approach the process of making wine. Today, the world wine market includes more than 80 countries of producers and is divided into wines of the Old (traditional wine regions of Europe and the Middle East) and the New World (countries outside Europe). According to the International organization of Vine and Wine (OIV) (<http://www.oiv.int/>) in 2018, world wine production increased by 17 % compared to 2017 and was a record for the last 15 years. It is estimated at 292.3 million of hectoliters (MHL) for 2018 (excluding juice and musts), a marked rise of 42.5 MHL compared with 2017 production, which was historically low.

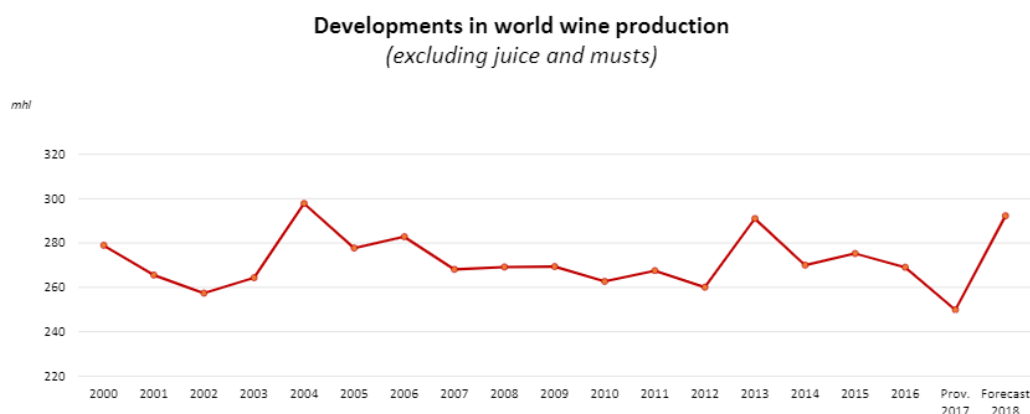


Figure 1. Developments in world wine production; (Source: OIV)

For the majority of countries in Europe, production has seen a significant increase compared with 2017. Wine production in the European Union in 2018 is estimated to have reached 181.9 MHL, a clear increase of 28.3% compared to 2017 (+40.1 MHL). This situation is the result of very favorable weather conditions in the main European producing countries, in contrast to 2017, which saw unfavorable conditions during the production season.

In 2017, Italy increased wine production by 28.9 % to 54.8 million hectoliters – this helped the country to maintain the status of the largest wine producer in the world. In other European countries, the growth was even more significant: in France, the growth rate reached 34.8 %, in Spain – 36.7 %. The harvests in these three countries recorded respective rises of 12.3 MHL, 12.7 MHL and 11.9 MHL compared with 2017, which was a year marked by a historically low harvest due in particular to the unfavorable weather conditions. When measured against the five-year averages (2013–2017), the 2018 harvests of these three countries are greater, by 13.3%, 13.0% and 14.1% respectively.

Below is a comparative table of the main wine-producing countries for 2017 and 2018 and the percentage growth of production.

<b>mhl</b>	<b>2013-2017 Average</b>	<b>2017</b>	<b>2018</b>	<b>2018/2017 Variation in %</b>
Italy	48.3	42.5	54.8	28,9%
France	43.5	36.4	49.1	34.8%
Spain	38.9	32.5	44.4	36.7%
United States	23.2	23.3	23.9	2.3%
Argentina	13.0	11.8	14.5	22.8%
Chile	11.0	9.5	12.9	35.9%
Australia	12.6	13.7	12.9	-6.1%
Germany	8.6	7.5	9.8	30.7%
South Africa	11.0	10.8	9.5	-12.5%
China (mainland)	13.1	11.6	9.3	-20.0%
Russia	5.4	6.3	6.5	3.0%
Portugal	6.4	6.7	6.1	-10.0%
Romania	4.0	4.3	5.1	17.9%
Hungary	2.8	3.2	3.6	14.6%
Brazil	2.6	3.6	3.1	-13.2%
New Zealand	2.8	2.9	3.0	5.8%
Austria	2.2	2.5	2.8	10.8%
Greece	2.7	2.6	2.2	-15.4%
Moldova	1.8	1.8	1.9	5.5%
Switzerland	0.9	0.8	1.1	40.4%
Bulgaria	1.3	1.1	1.0	-3.6%
Other countries	14.8	14.5	15.0	3.4%
<b>World total</b>	<b>270.9</b>	<b>249.8</b>	<b>292.3</b>	<b>17.0%</b>

*Table 1.. Wine production (excluding juice and musts) ; (Data adapted from OIV)*



World wine consumption in 2018 is estimated at 2465 MHL, a slight decrease compared to 2017. It is necessary to take into account the very low level of wine production in 2017, which restrained the level of consumption in most producing countries.



Figure 2. Developments in wine consumption; (Source: OIV)

The United States, the world's largest consumer since 2011, continued to record growth in domestic demand. In 2018, the country reached 33.0 MHL, a slight increase compared to the previous year (+1.1%).

In traditional European producer and consumer countries, consumption remained stable compared to 2017 in France (26.8 MHL), which ranks 2<sup>nd</sup> after the United States and Italy (22.4 MHL). In Germany, the information shows the stabilization of consumption at the level of 20.0 MHL. Spain, for the third consecutive year, slightly increased its consumption in 2018 and reached 10.7 MHL.

mhl	2017	2018	2018/2017 Variation in %
United States	32.6	33.0	1.1%
France	27.0	26.8	-0.7%
Italy	22.6	22.4	-0.9%
Germany	19.7	20.0	1.3%
China (mainland)	19.3	18.0	-6.6%
United Kingdom	12.7	12.4	-2.6%
Russia	11.1	11.9	6.9%
Spain	10.5	10.7	1.8%
Argentina	8.9	8.4	-6.3%

Australia	5.9	6.3	6.1%
Portugal	5.2	5.5	5.4%
Romania	4.1	4.5	8.7%
Canada	5.0	4.9	-2.0%
South Africa	4.5	4.3	-4.1%
Brazil	3.6	3.6	0.7%
Netherlands	3.5	3.5	1.4%
Japan	3.5	3.5	1.4%
Belgium	3.0	3.0	0.0%
Switzerland	2.7	2.8	2.9%
Hungary	2.3	2.4	3.9%
Austria	2.4	2.4	-2.6%
Sweden	2.3	2.3	0.0%
Chile	2.3	2.3	-1.5%
Greece	2.3	2.1	-8.7%
Other countries	29.5	29.0	-1.7%
<b>World total</b>	<b>246.7</b>	<b>246.0</b>	<b>-0.3%</b>

*Table 2. Wine consumption in the world; (Data adapted from OIV)*

In 2018, the world wine market showed growth compared to the level of 2017 in terms of volume (+0.4%). Spain is still the largest exporter by volume with 20.9 MHL, representing 19.4% of the world market. Compared to 2017, there is an increase in exports from Australia, the US and Argentina. However, the decline in exports recorded for Spain, Italy, France, Chile and South Africa in the period from 2017 to 2018.

### **4.3. Definition of the concept DO**

**DO (designation of origin)** is a name used to refer to wines originating from a particular geographical area, the quality or characteristics of which are achieved through the environment, the geographical and production system, with its natural and human factors, and the production, development and ageing of which are carried out in a geographical area, limited, which has been the object of recognition by the relevant administrative body.

According to the current Spanish law on vineyards and wine there are several requirements must comply with the wine with DO:

- The grapes from which the wine is produced must be grown in the same region;

- High quality and availability of product characteristics due to the region from which they originate and the mode of production;
- Wine production should be carried out in the geographical area of DO;
- Land DO should be allocated exclusively for the cultivation of the vine;
- The management of the DO should be entrusted to a management body called the regulatory Council. Legislative acts of regulatory bodies are implemented mainly through their regulations, as well as through regulations, Ministerial orders, decrees or organic laws.

DO ensures that the wine comes from a single place, city or region and has a reputation as the place where it was produced since it was produced by some guidelines.

## 5. Territory contextualization

### 5.1. Description of the region Empordà as a tourism destination

In order to fulfill the objective of my Master Thesis, first of all, I would like to present the profile of the territory.

The province of Girona is the territory of Catalonia, which consists of eight counties, which include 221 municipalities; with a total population of 761,947 inhabitants, it is the second largest province of Catalonia after Barcelona.(IDESCAT, 2019)

According to the source “Empordà Consell Regulador de la Denominació d’Origen” (<https://www.doemporda.cat/ca/inici.html>), Empordà is a region that is located in the extreme North-East of Catalonia. The Pyrenees to the North and the Mediterranean to the South form natural boundaries. The region is unique as it connects the coast with the mountains. On the territory of Empordà, there are several protected natural areas, as well as a fairly large coastline of beaches and bays.

The region divided from 1936 into two comarques: Alt Empordà and Baix Empordà.

At the north of the Costa Brava lies *Alt Empordà*; a region that features a great wealth of culture and landscapes. It has been greatly influenced by its geographical location in an area bordering France, in the northern strip of Catalonia and the Iberian Peninsula.

Its natural borders are the Pyrenees, the Mediterranean Sea and the Ampurdan plain which links it to Baix Empordà and Alta Garrotxa.

Alt Empordà is an extraordinary area in terms of natural heritage. It is the only region within Catalonia with three classified natural areas in just 100 km<sup>2</sup>: the Aiguamolls de l’Empordà (wetland), the Cap de Creus and the L’Albera mountain range.

*Baix Empordà* is the southern portion of the historical region of Empordà. It includes the municipalities between the Montgrí Massif, just north of the river Ter, and the Aro valley, in the south. It totals 37 municipalities, with a total area of 700,5 km<sup>2</sup>. It borders Alt Empordà to the north, Gironès and Selva to the west and the Mediterranean Sea to the east.

In the Empordà region, there are various types of tourism, such as active, cultural, beach, as well as one of the most important are gastronomic and wine tourism.

## 5.2. DO Empordà

The production area of Empordà DO includes 55 municipalities, which are located in two parts, which were described earlier: Alt Empordà-35 municipalities and Baix Empordà-20 municipalities (<https://www.doemporda.cat/ca/inici.html>).

The production area of Alt Empordà is located in the extreme North-East of Catalonia (extends North from the city of Figueres to the French border).

Alt Empordà municipalities are Agullana, Avinyonet de Puigventós, Biure, Boadella I les Escaules, Cabanes, Cadaqués, Cantallops, Capmany, Cistella, Colera, Darnius, Espolla, Figueres, Garriguella, La Jonquera, Llançà, Llers, Masarac, Mollet de Peralada, Palau-saverdera, Pau, Pedret I Marzà, Peralada, Pont de Molins, Portbou, Port de la Selva, Rabós, Roses, Sant Climent Sescebes, Selva de Mar, Terrades, Vilafant, Vilajuïga, Vilamaniscle and Vilanant.

Baix Empordà production area is bordered by the Mongri Massif to the North, the Gavarres Massif to the southwest — which forms the coastal plain with the Begur Massif-and the Mediterranean sea to the East.

The municipalities in Baix Empordà are Begur, Calonge, Castell-Platja d'Aro, Forallac, Mont-ras, Palafrugell, Palamós, Palau-sator, Pals, Regencós, Torrent, Torroella de Montgrí and Vall-llobrega.

Due to the climatic and geographical features of the wine produced in this region, has a number of distinctive qualities. The Empordà DO has very heterogeneous land, the majority of which has a sandy texture and low organic material content. This is ideal for high-quality winemaking. The soils are largely acidic, and the area varies in height from sea level to an altitude of 260 m.

The climatic feature of this region is the presence of Tramontane is a strong North wind, with gusts that often exceed 120 km / h, it has a positive effect on the growth of grapes.

On the other hand, the winter is mild, with little frosts, and the summer is hot and softens the sea breezes. The average annual temperature is 14-16° C.

In General, the climate is ideal for growing vines for the production of quality wines that do not have the severity of southern wines.



Figure 3. The map of DO Empordà; (Source: “Empordà Consell Regulador de la Denominació d’Origen”)

At the moment, the region grows various varieties of grapes for the production of white and red wine. With regards to the red varieties, Carignan or Samsó is prevalent, forming the basis of Empordà viniculture, together with Garnacha Tinta. These traditional varieties are complemented by new ones that are being introduced: Tempranillo, Cabernet Sauvignon, Merlot and Syrah.

The most popular white varieties are Garnacha Blanca, Garnacha Tinta and Macabeo. Muscat, the traditional Xarel·lo and recently planted Chardonnay, Sauvignon Blanc and Gewürztraminer grapes are also grown, but to a much lesser extent.

The following is the information about grapes recommended and authorized by the Board to regulate trade DO Empordà:

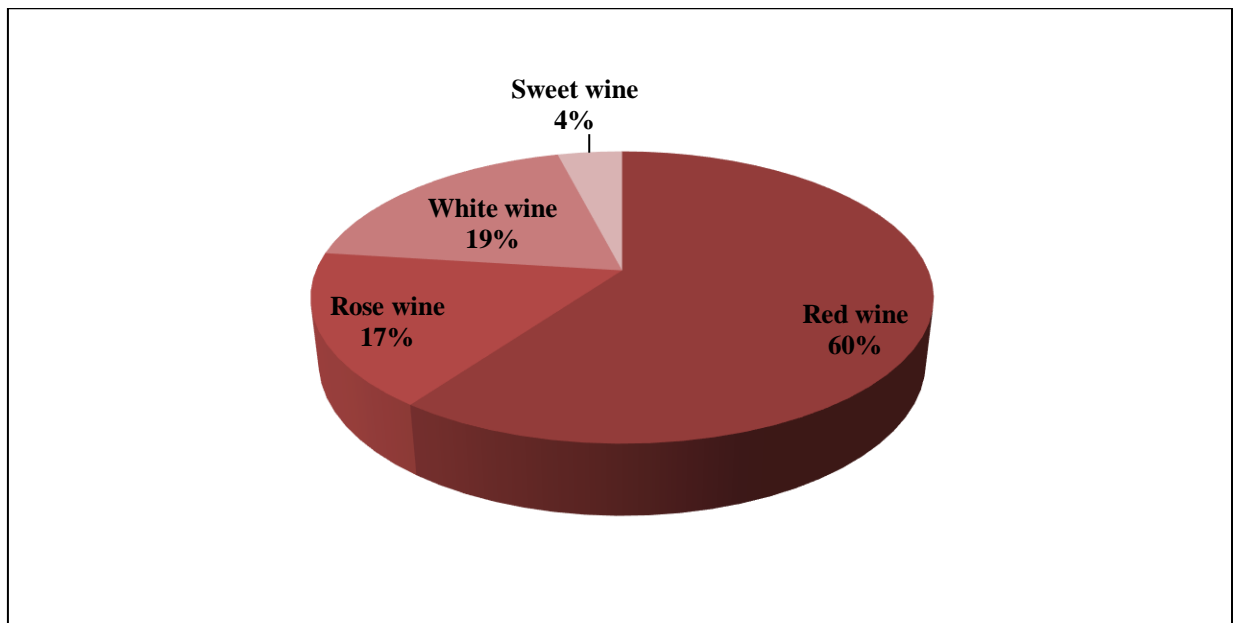
<b>White Varieties</b>	<b>Red Varieties</b>
<b>Recommended</b>	<b>Recommended</b>
<ul style="list-style-type: none"> <li>• White Grenache</li> <li>• Grey Grenache</li> <li>• Macabeu or viura</li> <li>• Moscatel of d'Alexandria</li> </ul>	<ul style="list-style-type: none"> <li>• Samsó</li> <li>• Garnatxa tinta</li> </ul>
<b>Authorised</b>	<b>Authorised</b>
<ul style="list-style-type: none"> <li>• Chardonnay</li> <li>• Gewurztraminer</li> <li>• Malvoisie</li> <li>• Muscat á Petits Grains</li> <li>• Picpoul Blanc</li> <li>• Sauvignon blanc</li> <li>• Xarel·lo</li> </ul>	<ul style="list-style-type: none"> <li>• Cabernet sauvignon</li> <li>• Cabernet franc</li> <li>• Merlot</li> <li>• Monastrell</li> <li>• Temoranillo</li> <li>• Syrah</li> <li>• Garnacha Peluda</li> </ul>

*Table 3.. Varieties of grapes recommended and approved in DO Empordà; (Data adapted from “Empordà Consell Regulador de la Denominació d’Origen”)*

Empordà region produces a large number of wines:

- Red wines of high quality, such as wines reserve and crianza, which are characterized by special aromatic notes. They are complex, with a delicate aroma and a touch of spices, always preserving the flavors of fruits and grapes;
- Fresh and fragrant white wines are developed with autochthonous varieties and other high-quality single varieties;
- Rose wines are also produced with a well-defined cherry color, excellent personality, delicate aroma, fresh with a moderate alcohol content;
- A specialty of the area is the Garnatxa de l'Emporda, a naturally sweet wine produced from the Garnacha grape;
- The organic wines, the Mistelles, the wines produced from over-ripe grapes and the sparkling wines complete the range of wines elaborated in Empordà.

The total area of vineyards in the region is about 2000 hectares; the average yield is 65,000 hl.



*Figure 4. The percentage of wine production in the region; (Data adapted from “Empordà Consell Regulador de la Denominació d’Origen”)*

Red wines make up about 60% of the total production, rosé wines – 17%, and white wines – 19%; the remaining 4% is occupied by sweet wines (from Garnacha and Muscat grapes). Of the permitted production of wine in the field of DO 50% is sold in bottles – about 4 million bottles per year.

Regarding exports, Empordà wines are currently being introduced to new markets; about 15% of products are exported mainly to Germany, Switzerland, USA, Holland, Norway, Great Britain, Belgium and Denmark.

In 1975, the Ministry of Agriculture approved the Empordà-Costa Brava Designation of Origin for Empordà wines (Order of 19th May 1975, published in the Spanish Official State Gazette (BOE) no. 153 on 27th June). This was an official recognition that, after many years of work, the wines had achieved the levels of quality and prestige required to compete in the wine market with wines from other DO areas.

The Empordà Designation of Origin was approved with Order ARP/63/2006, on 16th February, which was published in the Official Journal of the Generalitat of Catalonia (DOGC) no. 4585 on 3rd March 2006, in accordance with the Catalanian Vinicultural Act (<https://www.doemporda.cat/ca/inici.html>).



## 6. Analysis

### 6.1. The wineries of DO Empordà

Today in the region there are 44 wineries of various sizes, which invite tourists to meet and become part of the wine tourism. It is wineries of Alt and Baix Empordà. Most of the wineries are located in Alt Empordà (77%).

In the table below there is a list of wineries of the region:

<b>The name of the winery</b>	<b>Location</b>	<b>Alt/Baix Empordà</b>	<b>Area (ha)</b>
1. *lavinyeta	Mollet de Peralada	Alt Empordà	24ha
2. Agrícola de Garriguella	Garriguella	Alt Empordà	235ha
3. Aldea de Buscarós	Capmany	Alt Empordà	2ha
4. AV Bodeguers	Vilamaniscle	Alt Empordà	8ha
5. Bodegas Clos d'Agon	Calonge	Baix Empordà	16ha
6. Bodegues Trobat	Garriguella	Alt Empordà	10.5ha
7.Castell de Biart	Masarac	Alt Empordà	32ha
8.Castell de Calonge	Calonge	Baix Empordà	5ha
9. Celler Arché Pagès	Capmany	Alt Empordà	14ha
10.Celler Bell-Lloc	Palamós	Baix Empordà	5ha
11. Celler Castelló – Murphy	Rabós d'Empordà	Alt Empordà	12ha
12. Celler Cooperatiu d'Espolla	Espolla	Alt Empordà	170ha
13. Celler Hugas de Batlle	Colera	Alt Empordà	16ha

14. Celler Marià Pagès	Capmany	Alt Empordà	11ha
15. Celler Martí Fabra	Sant Climent Sescebes	Alt Empordà	28ha
16. Celler Martín Faixó	Cadaqués	Alt Empordà	11ha
17. Celler Mas Anglada	Fonteta	Baix Empordà	1ha
18. Celler Mas Eugeni	Calonge	Baix Empordà	6ha
19. Celler Mas Patiràs	Fonteta	Baix Empordà	6ha
20. Celler Mas Pòlit	Vilamaniscle	Alt Empordà	8ha
21. Celler Mas Romeu	Palau Saverdera	Alt Empordà	3.5ha
22. Celler Pujol Cargol Masarac	Masarac	Alt Empordà	18ha
23. Celler Viníric	Calonge	Baix Empordà	8ha
24. Cellers d'en Guilla	Rabós d'Empordà	Alt Empordà	10ha
25. Cellers Santamaria	Capmany	Alt Empordà	12ha
26. El Celler d'en Marc	Palamós	Baix Empordà	6ha
27. Empordàlia	Pau	Alt Empordà	350ha
28. Espelt Viticultors	Vilajuïga	Alt Empordà	200ha
29. Gelamà	Vilajuïga	Alt Empordà	14ha
30. Mas Estela	La Selva de Mar	Alt Empordà	16ha

31. Mas Llunes	Garriguella	Alt Empordà	80ha
32. Mas Oller	Torrent	Baix Empordà	12ha
33. Mas Vida Celler	Cistella	Alt Empordà	6ha
34. Masetplana	Garriguella	Alt Empordà	40ha
35. Masia Serra	Cantallops	Alt Empordà	10ha
36. Oliveda, S.A.	Capmany	Alt Empordà	51ha
37. Oliver Conti, S.L.	Capmany	Alt Empordà	15ha
38. Pere Guardiola	Capmany	Alt Empordà	40ha
39. Perelada	Perelada	Alt Empordà	150ha
40. Roig Parals	Mollet de Peralada	Alt Empordà	12ha
41. Sota els Àngels	Monells I Sant Sadurní de l'Heura	Baix Empordà	8ha
42. Terra Remota	Sant Climent Sescebes	Baix Empordà	40ha
43. Vinyes d'Olivardots	Capmany	Alt Empordà	7ha
44. Vinyes dels Aspres	Cantallops	Alt Empordà	31ha

*Table 4. Wineries registered in the D.O Empordà (Data adapted from “Empordà Consell Regulador de la Denominació d’Origen”)*

Based on the size of the areas of wineries, they were divided into three groups:

- 1) Big size: 80ha and more
- 2) Medium size: 20-79ha
- 3) Small size: till 19ha

Thus, according to the table that was presented above in the region today there are:

6 wineries with area 80ha and more;

8 wineries with area from 20 till 79 ha;

30 wineries with area 19ha and less.

Interviews were conducted with nine representatives of wineries of different sizes (three of each size), which allowed to obtain data that objectively reflect the state of wine tourism in the region, namely:

- |                        |   |             |
|------------------------|---|-------------|
| 1) Mas Llunes          | } | Big size    |
| 2) Empordàlia          |   |             |
| 3) Perelada            |   |             |
| 4) *lavinyeta          | } | Medium size |
| 5) Masetplana          |   |             |
| 6) Vinyes dels Aspres  |   |             |
| 7) Bodegues Trobat     | } | Small size  |
| 8) Bodegas Clos d'Agon |   |             |
| 9) AV Bodeguers        |   |             |

Based on the objectives of the study, a list of questions was developed, the answers to which, received from respondents, allowed to obtain the results that are presented in this Master Thesis. The list of questions included such questions as:

**\*What are the main ways of promoting the product on the market?**

- social media;
- cooperation with travel agencies;
- participation in exhibitions and fairs;
- other

**\*What is the main target market?**

-national;

-international;

**\*What is the average age of tourists?**

This block of questions helped to identify the most effective ways to promote the product for different groups of tourists.

**\*What are the main factors influence to the modern development of wine tourism in the region?**

**\*What are the main trends in the wine tourism market in this region today?**

**\*What are the main preferences of tourists can be identified in this type of tourism:**

- visit to the vineyards, wineries, tasting of local grape varieties;
- familiarization with the history of winemaking, national traditions;
- visit the tasting rooms;
- other.

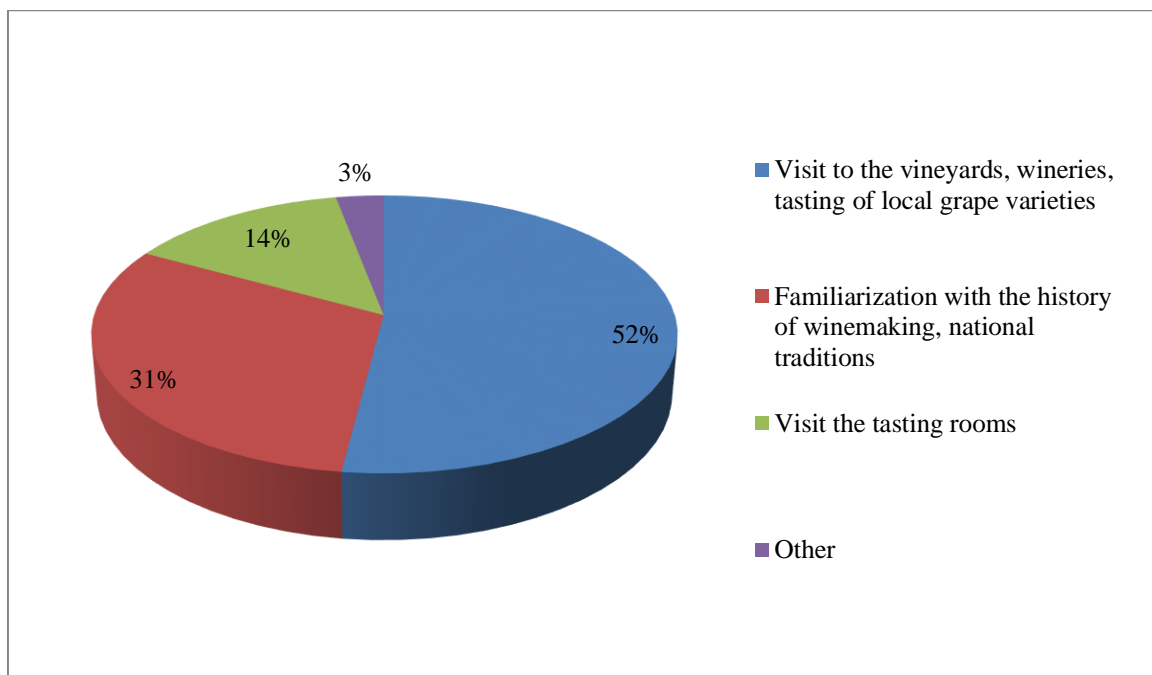
**\*What problems exist today in the wine tourism market in the region? What solutions can be made?**

**This block of questions allowed to obtain data on the current state of the wine tourism market in the region.**

## **6.2. Portrait of enotourist of Empordà region**

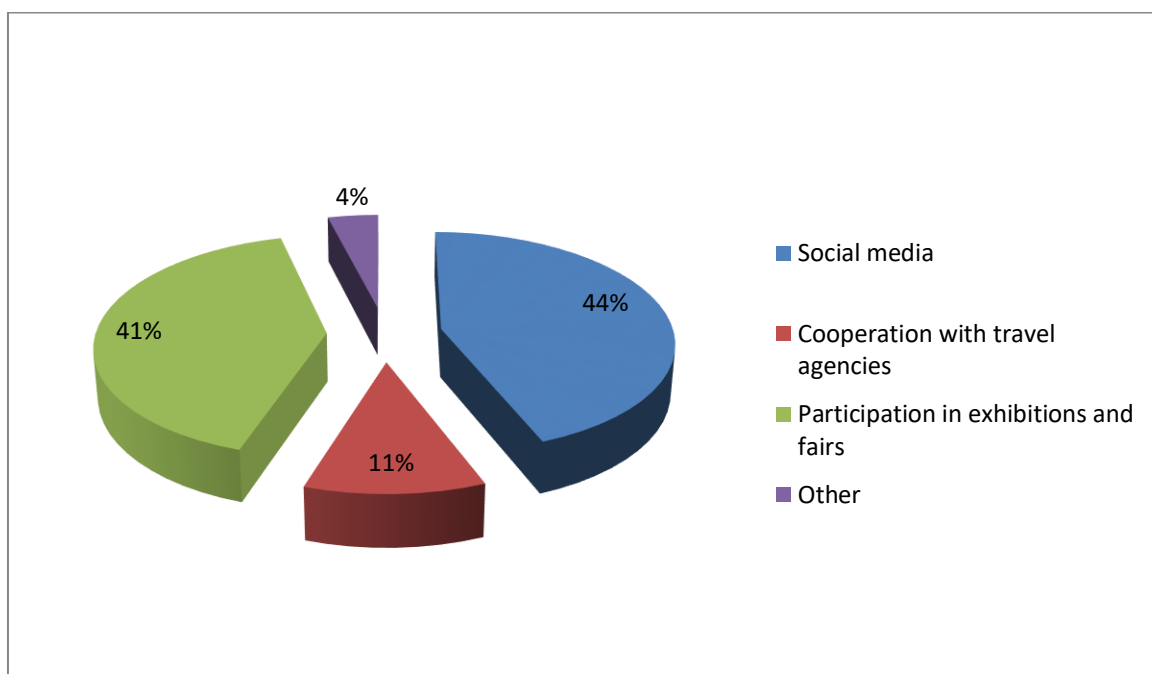
Based on the data collected during the interview, the portrait of the enotourist of the Empordà region was created, namely:

1. Visitors' place of origin: 70% of visitors are tourists from Catalonia, 20%-tourists from other regions of Spain and 10%-tourists from other countries.
2. The average age of the tourist: 42 years old
3. Purpose of visit to the winery:



*Figure 5. The main goals of the tourists for the visit of the wineries*

4. Source of information about wineries in the region (based on data on the promotion of the product obtained from the wineries):



*Figure 6. Source of information about wineries in the region*

### **6.3. Problems, prospects and factors of wine tourism development in the Empordà region**

As well as the main problems, prospects and factors of development, which were identified by the representatives of the wineries of the region. The main problems in the opinion of respondents are:

- Difficulties in finding qualified personnel and lack of youth initiative: 8 out of 9 respondents identified this problem, as today there is an acute shortage of personnel in wine tourism in the region;
- Concentration of visits on weekends and low attendance on weekdays. This problem was identified by 100% of respondents. Since most of the visits to wineries by tourists and wine tasting fall on weekends, while on weekdays the number of visits may be 0;
- Difficulties in comparing the proposal for a local audience with the proposal for a foreign audience: 7 out of 9 respondents identified this problem. The main consumer market is tourists from the region, and a small part are tourists from other countries;
- Lack of long-term planning: 5 out of 9 respondents identified this problem. Respondents expressed their dissatisfaction with the fact that the local government lacks long-term planning and interest in the development of wine tourism in the region.

This list of problems was highlighted by representatives of wineries to preventing the further development of wine tourism in the region.

In addition to the problems existing in the market of wine tourism in the region, the factors affecting the development of this type of tourism in Empordà, which are presented below, were identified:

- Empordà is itself a tourist destination and most visitors are not enotourists. These are different categories of tourists.
- Proximity and good communication with Barcelona. Since Barcelona is an important tourist center of Catalonia, an important factor and advantage is the relative proximity and accessibility of the region. Developed a system of public transport.
- The only D.O in Girona. This D. O is the only representative of wine tourism in the region, which allows you to form and offer unique offers in the market.
- A good addition to the gastronomic offer of the Costa Brava. Costa Brava offers a wide variety of gastronomic offers, which together with wine tourism represent good variations of tourist products.

- The market of the region offers a wide range of offers for tourists. In addition to wine tourism, the region has developed active, cultural and recreational tourism.

Based on the existing problems and factors that affect the development of wine tourism in the region, the respondents identified the prospects for the development of this type of tourism: According to the respondents, the leading prospects are:

- Increasing the number of visitors. With the favorable development of this type of tourism in the region, 100% of respondents identified this prospect;
- Addition to visits and tastings with local food in the vineyards: 6 out of 9 respondents identified this perspective. Thus, in the future, in addition to visiting wineries and wine tasting, tourists will also be able to taste the products of local producers (cheese, oil, meat products, etc.) and get acquainted with the technology and history of their production. At the moment, this offer is presented on the market in a very limited quantity;
- Specialization proposal from the segments and suggestions. In the future, 8 out of 9 respondents expect that it will be possible to carry out a clear segmentation of the market, which will allow forming proposals in the market in accordance with demand;
- Increased promotion and advertising of the region. 100% of respondents identified this perspective. And they hope for help in this area from the local government, which will improve the image of the region and attract more tourists;
- Increasing the number of qualified personnel in the field of wine tourism: 7 out of 9 respondents expressed hope that in the near future the number of specialists in this field will increase, which may also be possible with the help of the state and local government of the region.



#### 6.4. Outcomes and Recommendations

Taking into account the data of the entire analysis conducted throughout this master's thesis, recommendations were made for the development of wine tourism in the Empordà region, which will improve the image of the region, attract more tourists and increase the profits of wineries from their activities.

For further favorable development of wine tourism in the Empordà region, the existing problems were identified, namely:

- Lack of qualified personnel and youth initiative;
- Concentration of visits on weekends;
- Difficulties in comparing the proposal for a local audience and foreign audience;
- Lack of long-term planning.

In addition to identifying the problems, this work offers possible solutions to these problems, which are presented in the table below:

Problem	Solution
Lack of qualified personnel and youth initiative	<b>Implementation of a training plan for staff to improve tourism in this area.</b> At the moment, there is no stable base for the training of highly qualified personnel in enotourism in the region, which plays a crucial role in the development of its potential, and therefore it is necessary to create a similar unified base, which will reflect the advantages and prospects of development of this area, which will eventually lead to an increase in the level of interest in this type of tourism and wine culture of potential employees and young personnel.
Concentration of visits on weekends	<b>Establishing communication and links between representatives of the wine and tourism business in the region.</b> Since the results of the study revealed that the main channels of promotion are social media and the participation of representatives of wineries in exhibitions and fairs,

	<p>it is necessary to pay due attention and cooperation with travel agencies. Beneficial cooperation with each other will eliminate the problem of low attendance of wineries on weekdays. Representatives of the tourism business will be able to develop tours, including visits to wineries, which will attract new customers and increase the profit of both parties (wineries and representatives of tourism business).</p>
<p>The proposal for local and foreign audience</p>	<p><b>Creation of a system of effective marketing strategies for the promotion and positioning of enotourism</b> not only in the national but also in the international market; As well as conducting marketing research on the preferences of foreign tourists, for the further formation of a marketable product. As already described earlier, in the region in addition to wine, there are other types of tourism. The region is annually visited by a significant number of tourists from different countries: Germany, Russia, Great Britain, France, Italy, etc.</p>
<p>Lack of long-term planning</p>	<p><b>Long-term planning of wine tourism development in the region requires support from the local government.</b> Also, the problems that have been described above are elements that slow down the development of this type of tourism, so it is advisable that the local government provides support in all these issues, only in this case it will be possible to long-term planning of wine tourism enterprises and the region as a whole.</p>

*Table 5. Problems of wine tourism development in the region and ways to solve them*

## **7. Conclusions**

The tourism industry is developing more and more every year and has an impact on the world economy. Tourism is an integrating element in the communication of people of different cultures and interests. Not only the number of tourists traveling annually increases but also new types of tourism, new directions appear: enotourism also applies to these.

The relevance of enotourism is based on the fact that culture in all its manifestations becomes a world heritage, and winemaking and its derivative - wine - as an object of culture also belong to this category. Currently exists and will increase competition between enotourism wine regions, first of all, realize an economic benefit from this tourism. The countries of the Old and New World are involved in this struggle. As a positive side of enotourism can be noted its flexibility and variability: the ability to combine with other types of tourism (cultural and educational, health, gastronomic, beach, ski, etc.).

European countries with rich cultural and historical heritage attract tourists from all over the world. Spain, as one of the leading European producers and suppliers of wine, is also a carrier of wine culture.

It should be noted that for enotourism in General and wine culture in particular, one of the fundamental aspects is the exchange of cultural information, which is important both for tourists and for the host country. Visiting wine regions, one of which is Emporda, with cultural and educational purposes allows tourists to raise the level of knowledge about winemaking, teaches to understand the culture of wine as a special art. For many tourists, this aspect is a significant motivation for a trip to the wine tour, where there is an opportunity to get in touch with another important and interesting side of history, rich culture and traditions of the country and the region.

The research conducted in this master thesis showed that wine tourism of the Emporda region has a number of problems that hinder the rapid development of wine tourism, but at the same time there are real prospects for development not only as a powerful unit in the tourism industry but also as a source of increasing the wine culture of tourists.

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