

# The Sustainability of the Territory and Tourism Diversification: A Comparative Analysis of the Profile of the Traditional and the Oenologic Tourist Through the Future Route of Wine in Malaga\*

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**Abstract:** Tourism diversification is a necessity for traditionally mature destinations within the sun and beach model. The choice in our research of the wine routes has allowed us to know the demographic profile of the Oenotourist in the case of Malaga (Spain). The main contribution lies in the comparison that has been made with tourists visiting Malaga for other motivations/reasons. The applied methodology has been a survey, whose sample reached 610 individuals (406 and 204 tourists). The results show/give interesting differences between the Oenotourists and the rest of the visitors. Observing the common points and differences contributes to a line of research, which can be applied to other destinations, facilitating decision-making and strategic approaches, which seek new formulas for economic growth, through a well-structured tourism sector, respect for the environment and sustainability.

**Key words:** sustainability; tourism and wine routes; tourist profiles; Malaga destination; survey research

**JEL codes:** B5, F63, Q56, R58, Z32

## 1. Introduction

The model of tourism development in Spain was originally based on time spent in the sun and the beach, as a reference, but today to put in value include/bring into play territories adjacent to the coastal space are invention is necessary, one in which culture will have a stellar role (Valiente G. C., Forga J. M. P. & Romero A. B., 2016, p. 433). The development strategies of many tourist destinations that can be described as mature, are in the process of restructuring, trying to avoid perpetuating themselves in the stagnation and/or depletion of their tourist life cycle (Butler R. W., 1980).

Diversification in tourism is a necessity and wine tourism is one of the elements that can boost the development of the rural territory we would usually say something like “rural areas”, contributing to the

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sustainability of a territory. Approaching it from the perspective of the creation of the routes and their links to the brand of a destination, will encourage the “attractions” of a destination (Hall C. M., 1998), hence the importance of its study.

Hall et al. (1998) already revealed the crucial moment in which this segment was consolidated, the interest of visits to wineries, and the activities and events proposed (Hall C. M., 1996; 1998) progressively incorporating these concepts into the studies (Hall C. M. et al., 2002; Holland T., Smit B., Jones G. V., 2014).

A growth that is perceived on the threshold of the new 21st century in terms of experience, lifestyles and culture, where wine tourism is integrated into the marketing of its own destiny (Charters S., Ali-Knight J., 2002, p. 312), with clear implications for regional development (Mitchell R., Hall C. M., 2006, p. 315), revitalising the interior spaces based on cultural traditions, festivals, events, folklore, gastronomy and oenology, that today are the new tourist attractions with clear implications for regional development (Mitchell R., Hall C. M., 2006, p. 315), generating new business opportunities and a more powerful tourist sector.

The implementation of new performance strategies (Molina A., Gómez M., González-Díaz B., Esteban A., 2015), often linked to the brand that promotes them and the “terrain” (Gómez M., González-Díaz B., Molina A., 2015), is one of the elements valued in countries that enjoy an oenologic and powerful tourism sector, Spain being one of the most analysed, with Italy, Greece, France and, outside the European context, Australia, Canada and Chile (Durán Sánchez A., Álvarez García J., del Río Rama M. D. L., 2016, p. 12).

Wine tourism can stimulate economic growth, in Spain it has been treated on sun and beach destinations, the Canary Islands (Alonso A. D., 2009; Alonso A. D.; Liu Y., 2011; Alonso A. D., Sheridan L., Scherrer P., 2008; Alonso A. D., Sheridan L., Scherrer P., 2008; Dorta Rodríguez A., 2014; Moreira P., Guedes E., 2016; Sheridan L. et al., 2009). Alicante (Melián A., Millán G. 2007; Millán Vázquez de la Torre G. & Melian Navarro A., 2008; Andreu Guerrero R., Lorena Verdú A., 2012). Valencia (Clemente-Ricolfe J. S., Escribá-Pérez C., Rodríguez-Barrio J. E., Buitrago-Vera J. M., 2012). Catalonia (Medina F. X. & Tresserras J., 2008; Alonso A. D., O'Neill M. A., 2009; Camprubí R., Galí N., 2015).

In the case of Andalucía, we can observe Malaga, a territory that has been traditionally linked to the tourist sector since the sixties, but its relation with quality wines goes back centuries. Malaga represents the destinations that have a great tourist projection (nationally and internationally) and because wines have been source of wealth since centuries (Ruiz Romero de la Cruz E., 1994; Ruiz Romero de la Cruz E., 1998; Ruiz Romero de la Cruz E., 1998).

Malaga is one of the most populated provinces in Andalusia. As shown in Figure 1 different areas with different tourist attractions can be distinguished. The Costa del Sol was from the 1970s the central focus of mass tourism, with Torremolinos and Marbella as dynamic points of the tourist sector followed by the area of Nerja and the region of the Axarquía to the east.

The latter has other tourist connotations and from the beginning was linked to family tourism, but due to its wine tradition may offer other tourism options linked to the development of rural territory.

These days wine tourism is becoming more and more popular and in Malaga there is already a route certified by ACEVIN, but this only appears in the region of Ronda, so having a global route would bring greater opportunities/benefits for economic development (Nieto González B., 2010; Nieto González B., 2014; Ruiz Romero de la Cruz E., Cruz Ruiz E., Zamareño Aramendia G., 2017; Vázquez Palmero F., Millán G., Arjona Fuentes J. M., 2017).



**Figure 1 Map of the Mediterranean Sea**

We ask what brings the wine tourist to Malaga compared to the conventional tourist. Therefore we have asked, via a survey, if there are differences in the profile of the tourist who usually visits Malaga and the one that does so with anoenological motivation, because this can affect the institutional policies related to the planning of promotion campaigns within the territory.

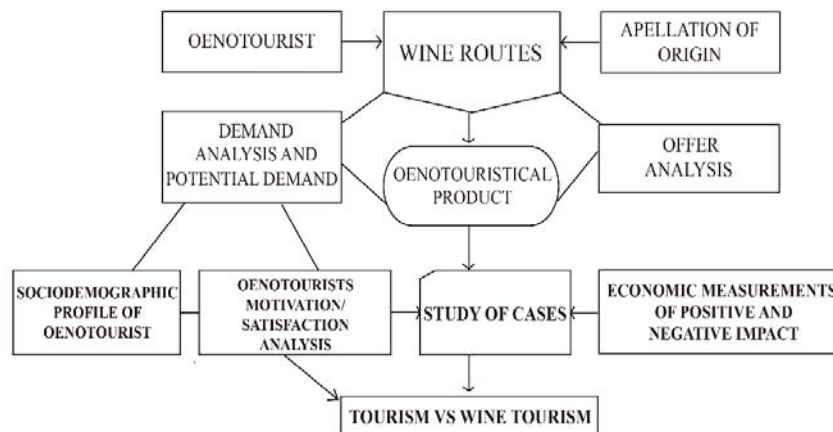
In general, the study of the profile is of great interest for the case of wine tourism (Marzo Navarro M., Pedraja Iglesias M., 2010). For specific cases, such as the Jerez route, it has been studied in terms of the difference between the profile and the motivation of national and foreign tourists (López-Guzmán T., Rodríguez García J., Vieira Rodríguez A., 2015).

In the case of Malaga, a first approach to the casuistry of this territory has already been submitted in various conferences (Ruiz Romero de la Cruz E., Cruz Ruiz E., Zamareño Aramendia G., 2017; Zamarreño Aramendia G., Ruiz Romero de la Cruz E., Cruz Ruiz E., 2017). The analysis shows the singularities of a route underpinned by a long wine tradition and a powerful tourist attraction which is projected in a broad framework of cultural tourism, where the value of traditions take a new direction. The emergence of alternative or complementary markets to “sun and beach” tourism, is a reality that needs great transformations in many destinations, which, as in the case of Malaga, brings new possibilities to these territories (Blanquer Criado D. V., 2008).

## **2. State of Art**

The work patterns by Mitchell R. and Hall C. M. (2006), served to synthesise the main lines of research related to wine tourism, followed by a large group of authors (Elías Pastor L. V., 2008; Rodríguez García J., López Guzmán T., Cañizares Ruiz S., Jiménez García M., 2010; López Guzmán T., Castillo Canalejo A. M., 2011; Muñoz Fernández G., Pérez J., López-Guzmán T., 2016).

Beverland (Briedenhann J., Wickens E., 2004) approached them in a more simplified way, by framing them in four big sections: wine tourism and economic-rural development; the study of cases with similar methodologies that allow this comparison; the study of motivations; and the relationships that must take place between the public and private sector in order to enhance this tourist segment.



**Figure 2 Lines of Research: Wine Routes and Tourism**

Source: Adapted from Mitchell and Hall (2006) and Beverland (2004).

The combination of both approaches can be found in Figure 1, in which basic research lines are appreciated. The perspective of the following authors should offer be considered (Briedenhann J., Wickens E., 2004; Bruwer J., 2003; Gatti S., Incerti F., 1997; Hashimoto A., Telfer D., 2003; López-Guzmán Guzmán T. J., Sánchez Cañizares S. M., 2008; Mitchell R., Hall C. M., 2006), the contributions of Simoes (Simoes O., 2012), Teler (2001), Vargas et al. (2008) and Cruz del Rio et al. (2014).

From the demand side it will be necessary to know the perception and expectations of the oenological tourists, their experiences of the trip and satisfaction of the visit (Dodd T., Bigotte V., 1997; Ali-Knight J., Charters S., 2001; Forbes S. L., Cullen R., Cohen D. A., Wratten S. D., Fountain J., 2009; Rochi B., Stefani G., 2005). Specifically, the experience offered by the Enoturistas (Hall, J. M.; Shaw, M; Doole, I., 1997; Brown, G.; Getz, D., 2005; Mitchell, R.; Hall, C. M., 2001; Mitchell, R.; Hall, C.M., 2001; Mitchell R., Hall C. M., 2004; Bruwer J., 2003), among others.

The principles of the development of rural territory in wine routes are accredited in many works (López-Guzmán Guzmán T. J.; Sánchez Cañizares S. M., 2008; Millán Vázquez de la Torre G., 2012; Scherrer P.; Alonso A. D.; Sheridan L., 2011), serving for their promotion as noted Bruwer (2003).

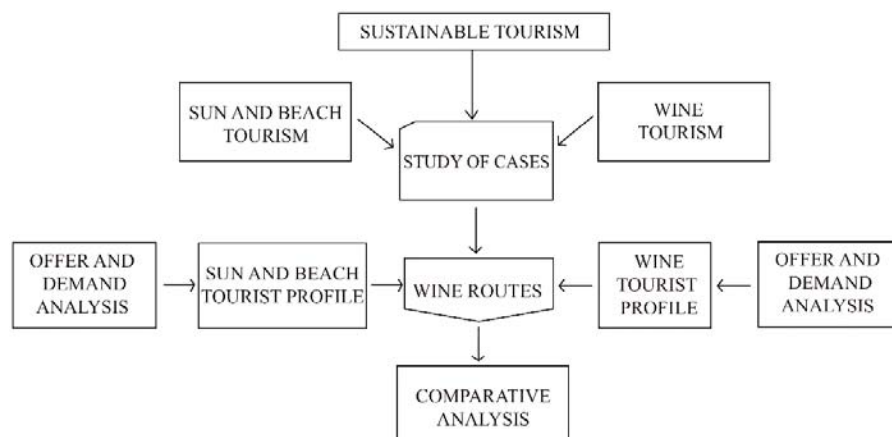
The economic, sociocultural and revaluation factors are present in these routes, through alliances between public and private institutions (López Guzmán T., Castillo Canalejo A. M., 2011; Tomljenovic R., Getz D., 2010). Wine tourism and biosecurity are elements linked to the new territories to explore.

The similarities and differences in the market potential of wine tourism, distinguishing between the current market (AM) and people “willing to practice wine tourism” (WP) is another field to be evaluated (Clemente-Ricolfé J. S., Escribá-Pérez C., Rodríguez-Barrio J. E., Buitrago-Vera J. M., 2012).

In general, we must deepen the binomial motivation-satisfaction, taking into account the nationality of the tourist and the socioeconomic characteristics, one of the necessary future lines of investigation (Díaz Armas R. J., 2008).

All of this brings us to the core of our research: the study of cases in the context of the tourist diversification of many mature destinations. Traditionally attractive areas within the model of sun and beach, looking for newbusiness strategies to monetise and sustain the primary sector, co-existing with the traditional model but with the complementary product of the wine (Pérez Gálvez J. C., Muñoz Fernández G. A., 2015). A formula of development of the rural territory, the contemplation of the principles of the green economy and the improvement

of sustainability.



**Figure 3 Structure of the Research**

In the major international and coastal areas of tourism, Croatia has been analysed (Tomljenović R., Razović M., 2010) which, like Malaga, brings new possibilities to these territories (Blanquer Criado D. V., 2002), whose knowledge of wine by the visitor can represent a competitive differential event against other sun and beach destinations.

The design of a tourism model suitable for the Malaga market should be recognised in the aforementioned study of the demographic profile of the tourist along with the profile of “Oenológico” tourists. A analitic comparative, up until now, with little or no analysis in many tourist destinations, that need to draw new strategies of action in order to improve their tourism projection, both within and outside their geographical areas.

The classification among regular tourists in the area and the oenotourists has enabled the identification of common and differentiating aspects of other visitors. This is similar to information gained from other works such as Williams P. W. and Kelly J. (2001) or the perception that the resident population, for example in the case of Huelva, have of this sector (Vargas Sánchez A., Porras Bueno N., Plaza Mejía M. A., Riquel Liger F., 2008, p. 98). One of the aspiration of the future wine route of Malaga is the connection between tourism and the synergies generated by its link with the wine tradition (Ruiz Romero de la Cruz E., Cruz Ruiz E., Zamareño Aramendia G., 2017). The potential of wine tourism in tourist destinations is an expanding reality (Díaz Armas R. J., 2008) and Málaga aspires to position itself in this new niche market.

### **3. Methodology**

The main contribution of this research is the comparison between the profile of general tourists and wine tourists. The Regulatory Council of the D.O. Malaga (Spain) produced a paper, whose aim was to provide a greater understanding of wine tourism through profiling the wine tourist. This has been the basis of our comparative study.

The methodology used was a survey, with the aim of comparing the profiles of general tourists visiting Malaga and tourists who do so with anoenological motivation. The quantitative opinion survey was used as a method of study to answer the questions raised in this research. A 25 person pilot study questionnaire was conducted in order to ensure the suitability, clarity and relevance of the research instrument. The final survey was translated into the two most important languages of the city of Malaga: Spanish and English.

Respondents were selected by stratified random sampling based on Teddlie et al. (2007), Onwuegbuzie and Collins (2007) and Kemper and Teddlie (2003).

For a best result we conducted our analysis and graphics using the Ploty program.

### **3.1 Sampling**

Data collection was performed during the period between September 2014-December 2014. After collecting and debugging the information, 610 valid questionnaires were validated. In our study, sampling is reflected in Table 1.

**Table 1 Sample Characteristics**

Geographical area	Malaga Province
Sample Size	610 valid questionnaires
Sampling procedure	Stratified random sampling
Preliminar questionnaires	Pretest to 25 individuals
Fieldwork activities	September 2014-December 2014

Source: The Authors

The technical details of the survey which have been used in our research, have been transferred to Table 1. They were designed and translated into different languages so that all surveys had the same meaning regardless of the nationality of the tourists and wine tourists.

The total of the 610 valid surveys are distributed between the following territorial demarcations (Table 2).

**Table 2 Distribution of Surveys by Regions of Malaga**

Geographical Area	Number
Eastern Costa del Sol (Malaga-Nerja)	92
Western Costa del Sol (Málaga-Manilva)	183
Inside	152
Malaga City	183

Source: CRDO Málaga. The Authors

The methodology employed for this research consisted of one survey with almost identical contents. This was split into two parts. One section was structured in order to ascertain the profile of the wine tourists who visit the wineries of Malaga and the cultural promotion centres of wine such as the Malaga Wine Museum. In conjunction with this, the socio-economic characteristics, the behaviour and the motivations of tourists were studied in depth within the research. In accordance with motivations and opinions at the destination, it was essential to be able to relate the information obtained from the other section of questions, those directed to the general tourists that visit Malaga and could be potential wine tourists in the future.

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The data related to socio-demographic issues, provenance, level of study, profession, motivation for the trip and organisation of the trip, with reference to the type of accommodation, were similar in both blocks. Although, with regards to the organisation of the trip, the place where the visit to the winery had been chosen was expressly mentioned.

In the chapter for money spent in the destination, in Malaga there was a distinction between oenotourists and general tourists. In the first case, separately, between those carried out in the winery and those made at the destination.

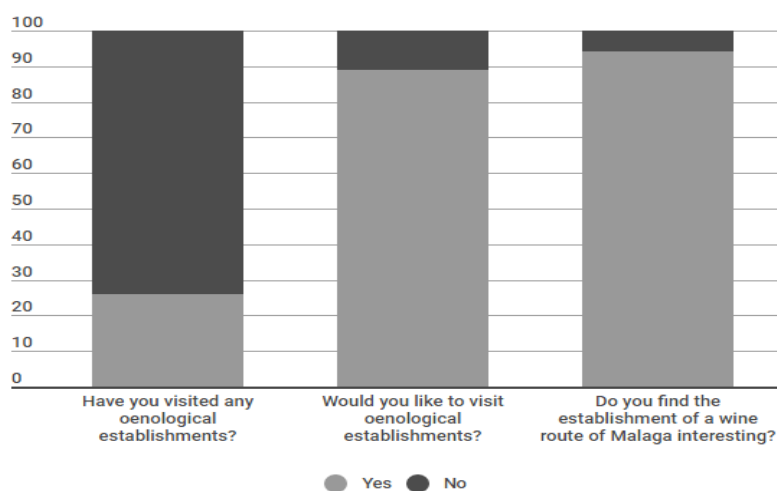
In addition, in the block of the Oenotourists we asked for an evaluation/assessment of the visit to the winery. In the case of general tourists we asked about the potential interest in the creation of a wine route.

#### 4. Discussion and Evaluation

The results allow us to outline the profile of tourists arriving in Malaga and compare it with the profile of the wine tourist, observing similarities and differences, some of which are very significant for studying the tourist sector in this city.

In total, 204 valid surveys were conducted. They show that there are no differences between tourists in terms of gender. In relation to age, 35% of tourists are between 35-50 years old, 29% between 51-65 years and 22% are between 18-34 years. Tourists over 65 years of age accounted for 11% of respondents whilst 3% did not answer. Consequently we can use this data to summarise that the majority of tourists are in the middle age group and can be of either gender.

The specific questions raised to this group were proposed in order to evaluate certain aspects about the oenological world (Figure 4). 74% of tourists stated not having visited any establishment related to wine tourism while 26% admitted to having visited some. This last answer may be related to having participated in a wine tasting at a traditional establishment.



**Figure 4 Visits to Oenological Establishments and Tourists Opinión**

The questionnaire also focuses attention on the willingness of tourists to make visits to establishments directly related to the world of wine. In this sense, 89% of respondents had a positive predisposition. This percentage is still higher when tourists are asked about if they agree with the establishment of a wine route in the

province of Malaga. This is a clear indication that wine tourism can be a complementary and alternative tourism to traditional one of “sun and beach”.

Before laying out the details of the specific questions collected in the questionnaires presented to wine tourists, we shall present a brief description of the group. Regarding the gender, the distribution is almost identical with a slight deviation of 2% in favor of the female gender. The age profile of wine tourists is dominated by those over 50 years in more than 51% of cases, followed by the age group of 30 to 50 years represented by 32%.

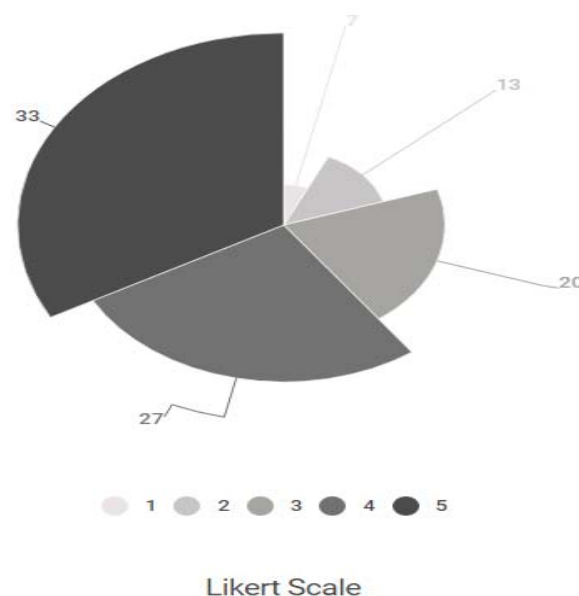
The questions designed specifically for this group revolve around the visits to the wineries located in Malaga. The decision-making about the visit is usually done at the destination, 64% of wine tourists do it in this way in comparison with 36% who do it in their home countries. A significant fact is that 82% of travelers recognize that they have visited only one winery in the entire province of Malaga while 18% of respondents have planned more than one visit to different wineries.

The main motivation for making a trip focused on oenological tourism, include two answers, “leisure” selected by 29% and “culture” chosen by 23% of respondents. Wine tourism as an option, curiously, is only selected by 5% of wine lovers.

The interview deepens in the level of satisfaction with the wineries and services offered in them. For a better measurement of these parameters, the Likert scale has been used. Each of the 5 answers have a numerical value which is used to measure the attitudes and opinions under investigation. Replies ranged from 1 (poorly satisfied) to 5 (very satisfied).

The results reveal a high level of satisfaction of oenological tourists: 33% give the highest score while 27% answer 4. 20% stay in the center of the segment (3) and a 13% give a rating of 2, while the score of wine tourists who are not satisfied with the visit is represented by 7% (Figure 5).

When questioned about the infrastructures and equipments of the wine establishments, the answers were identical to the previous one in all its parameters (Figure 6).



**Figure 5** Level of Satisfaction with the Visits to the Wineries



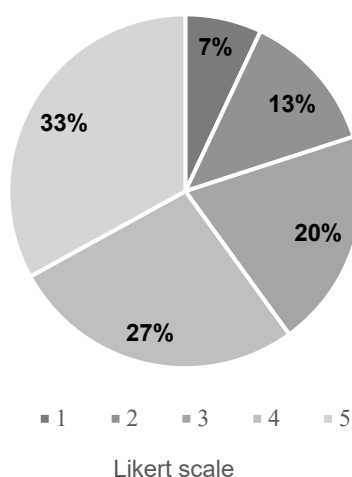


Figure 6 Level of Satisfaction with Infrastructures and Equipment of the Wineries

With respect to the visits, the wine tastings are the best-valued aspect reaching 30% of the answers. 27% find interesting the theoretical content of the visit and the history of wine is the best option for 20% of the interviewees. A 10% is attracted by the facilities and another 10% take into account the personal treatment. Only 3% of respondents affirm to have been fully satisfied with all the aspects offered in the visit (Figure 7).

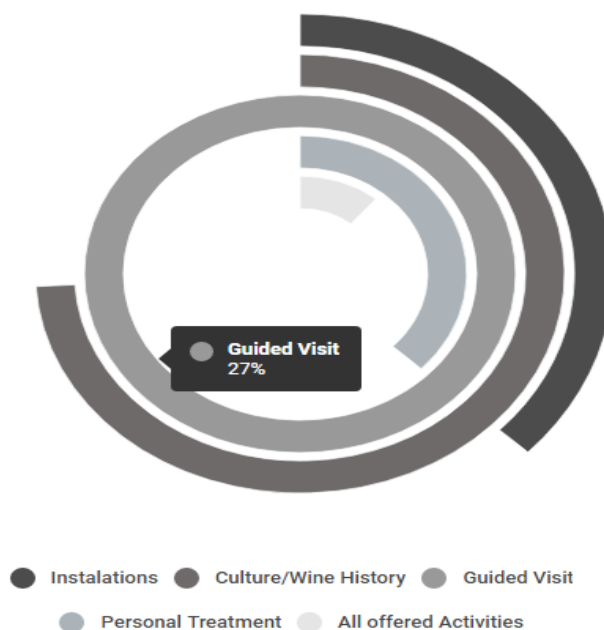


Figure 7 Level of Satisfaction with Visits to Wineries

Finally, 96% of wine tourists answered that they would recommend a visit to the enotouristic area of Malaga, a fact that confirms the importance that this kind of tourist activity can acquire in the design of the marketing strategies in relation to wine tourism.

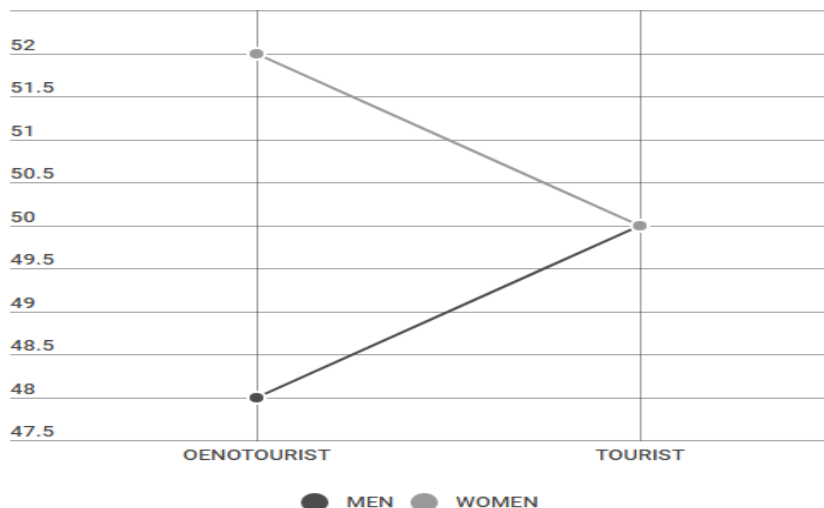
#### 4.1 Comparative Analysis between Wine Tourist and Tourist

This section of the research is the most important. Once the two groups have been distinguished, a

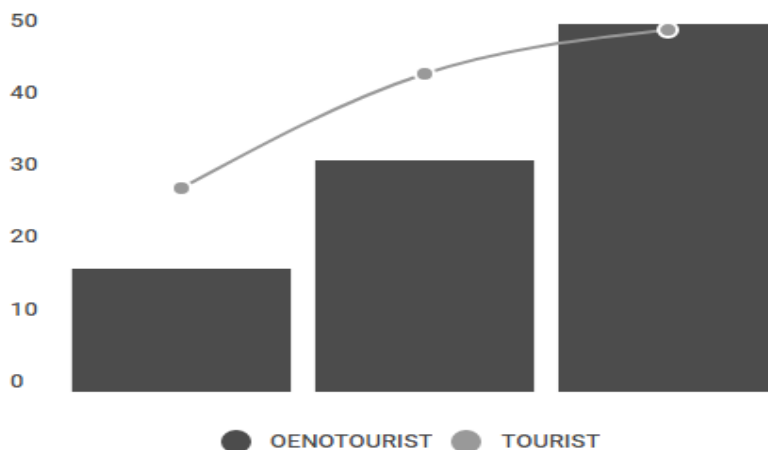
comparative analysis is carried out in order to know the similarities and differences of these two groups.

On the one hand, analyzing both groups it can be observed that the sample is fairly evenly split between genders and on the other hand the age is a characteristic according to which enotourists and tourist could be differentiated. Enotourists present a trend to middle-age, especially in the segment that corresponds to those over 50 years where are represented 51% of the total compared to 41% of tourists (Figure 8 and Figure 9).

The following sociodemographic aspect observed is the level of studies, which is significantly higher among wine tourists. A revealing fact is that 72% have university studies compared to 38% of tourists (Figure 10 ).



**Figure 8 Gender Distribution**



**Figure 9 Age Distribution**

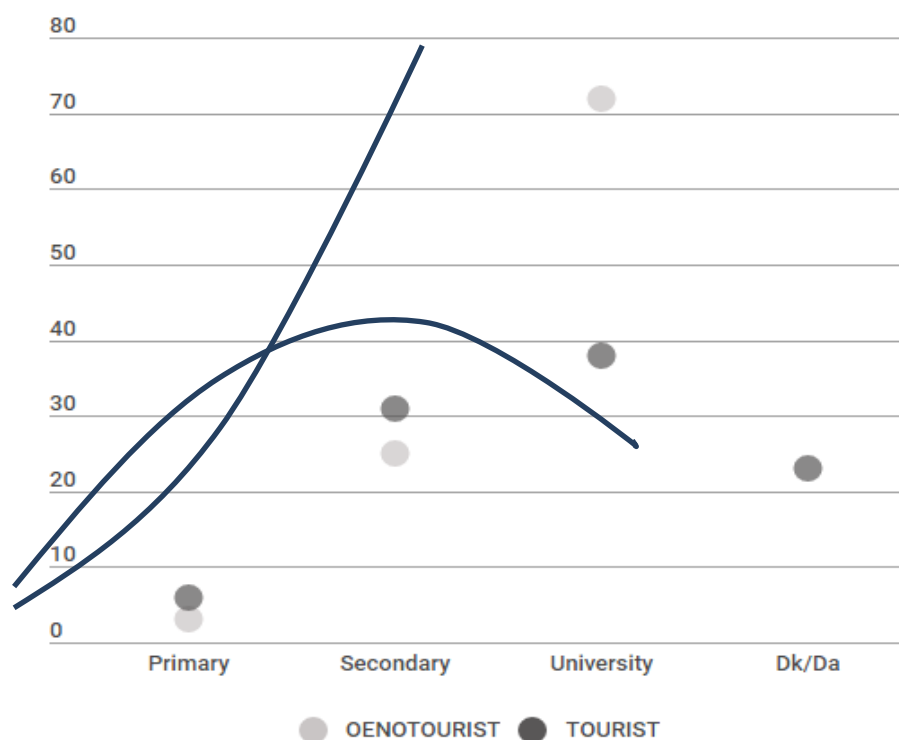


Figure 10 Level of Studies

The different occupations represent a valuable and important information. 24% of wine tourists are retired in comparison with 10% of tourists. In addition, the segments corresponding to qualified workers (20%) and self-employed (18%) are significantly higher in the case of wine tourists than in tourists Figure 11).

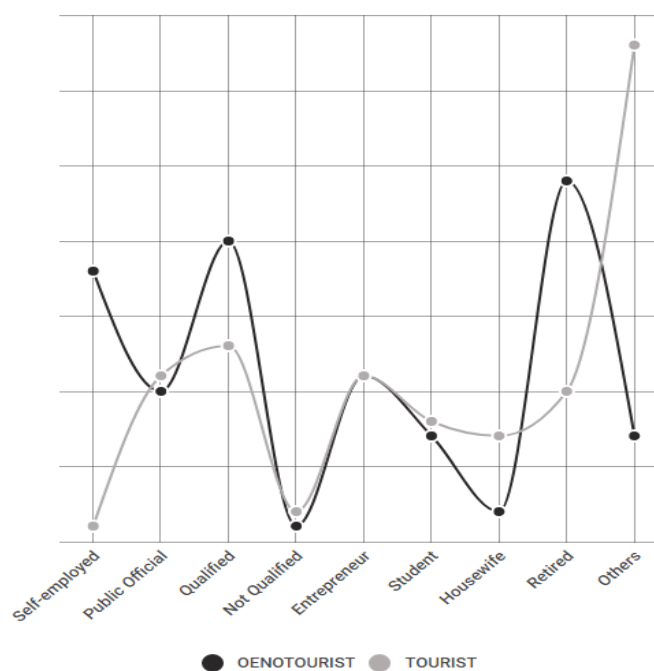
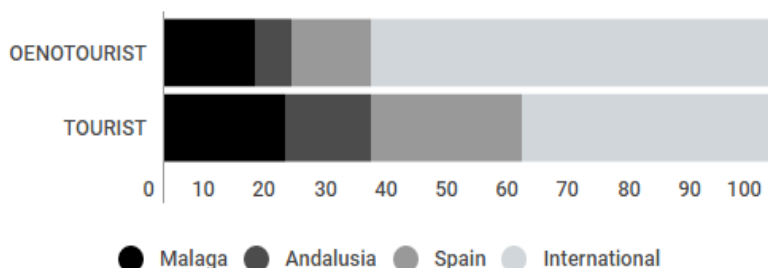
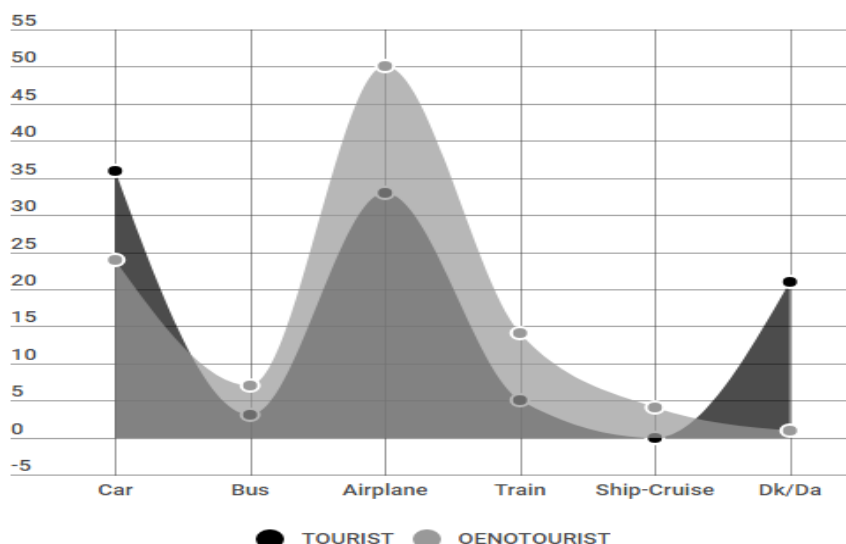


Figure 11 Occupation

The origin of both types of tourists is a very useful and interesting fact in order to establish forthcoming action plans. In this regard, 66% of wine tourists have an international origin compared to 41% of tourists (Figure 12). Consequently, this has a impact on the method of transport. In this way, the airplane is the preferred option among wine lovers, followed by the car and the train, while tourists choose the car as the first method of transport followed by the airplane (Figure 13).



**Figure 12 Origin**



**Figure 13 Transport Method**

In 50% of cases, Malaga is chosen as the only destination by both wine tourists and tourists while the rest take a tour or arrive in Malaga as an extension of another destination (Figure 14).

What are the information channels used by tourists? This question is also vital for the generation of knowledge about the behavior of tourists and wine tourists. The data obtained in connection with the information channels show significant differences between both groups. The majority of enotourists use digital channels (42%) while flyers and written media are used by 23%. However, 46% of tourists go to the tourist offices in order to get information about the destination, being Internet the second preferred channel for 35% of cases.

Before booking a trip, tourists have to decide with whom to travel. In this case, when enotourists are asked about travel companions, 48% prefer to travel as a couple and 20% with friends. On the other hand, tourists choose as a first option (35%) “travel as a couple” followed by “family trip” with 34%.

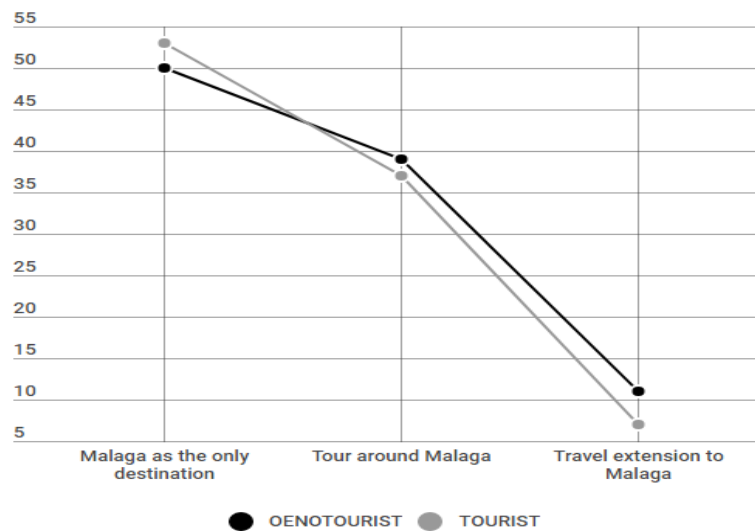


Figure 14 Types of Travel

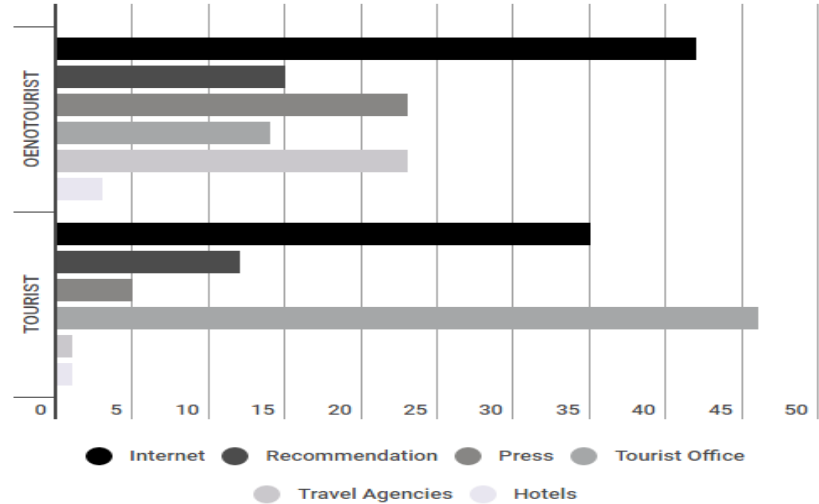


Figure 15 Information Channels Used by Tourists and Enotourists

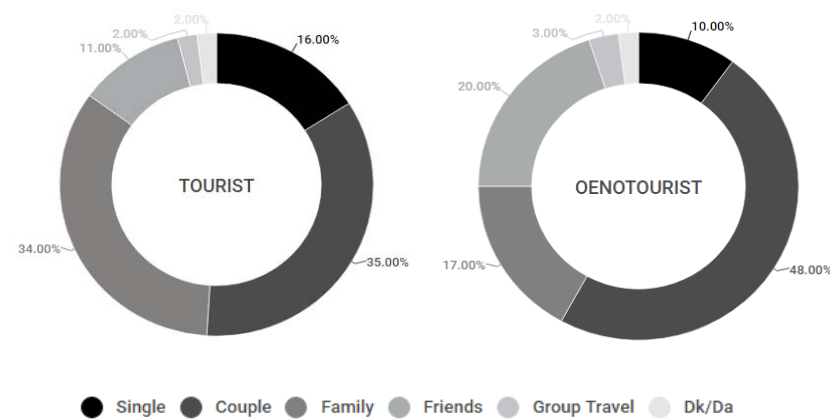
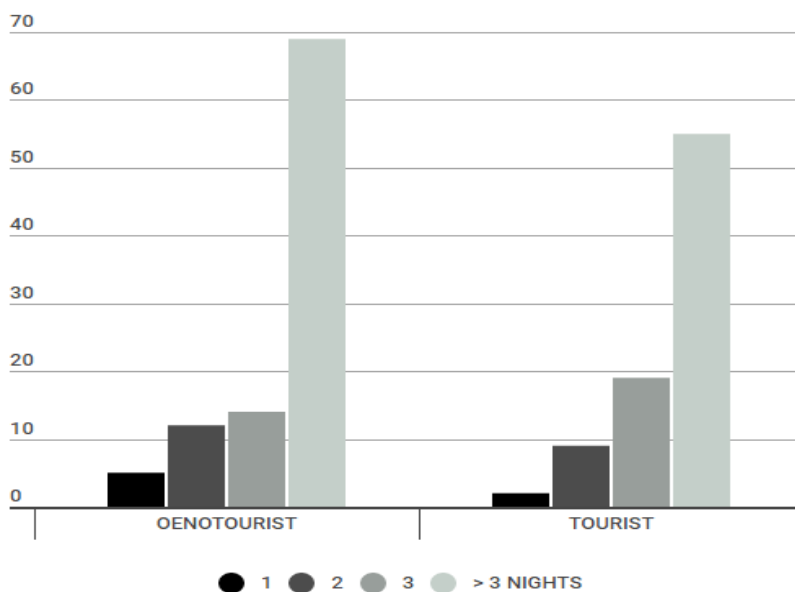


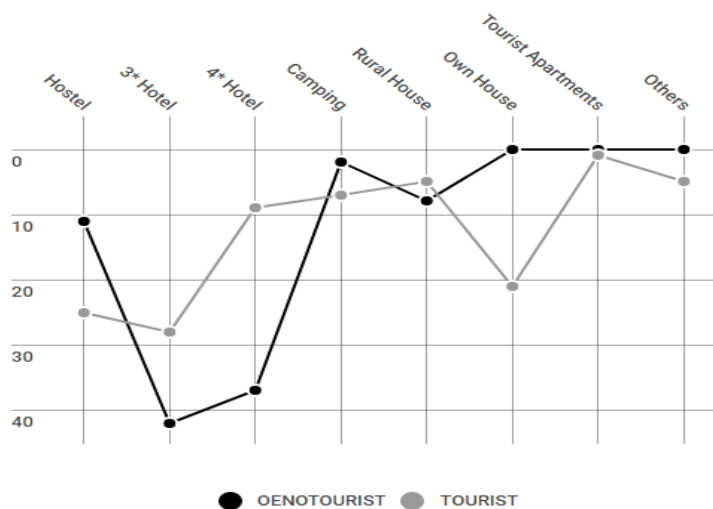
Figure 16 Travel Companios

In relation to the overnight stays, the survey shows that both kind of tourists choose to spend more than three nights in the destination. As is illustrated by Figure 17, 69% oenotourists versus 55% tourists choose to spend more than 3 nights.

Regarding the type of accommodation, it should be noted that 21% of tourists have their own house in Malaga. 28% of tourists prefer a three-star hotel compared to 79% of wine tourists who opt for 3-star and 4-star hotels. This last data is quite important to be able to make an offer according to that this type of accommodation currently has in the tourism sector (Figure 18).



**Figure 17 Overnight Stays**



**Figure 18 Accommodation**

According to the data obtained through the interviews, 60% of oenotourists consider that they have a “medium” knowledge about wine while a 40% of tourists affirm that they do not have any knowledge about wine (Figure 19).

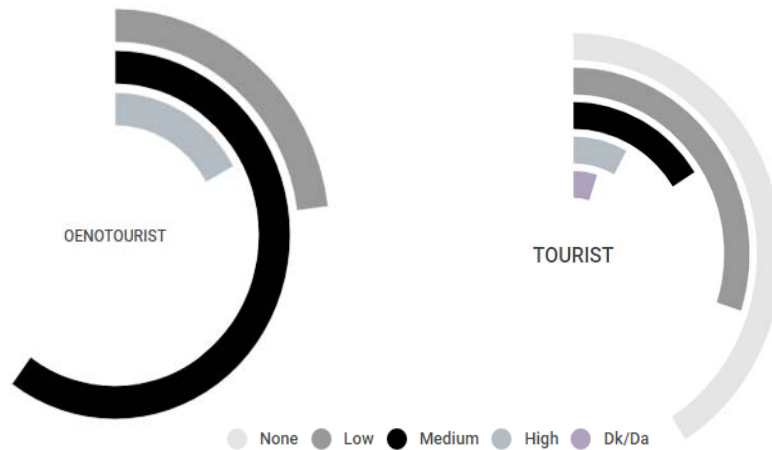


Figure 19 Accommodation

The level of spending is a very relevant fact for all cities since, in short, tourism is a sector that wants tourists to buy its product. This helps to strengthen the economy, creating jobs and of naturally offers a new opportunity to rural territories and an option for those who are seeking in Malaga more than a nice beach on a sunny day (Figures 20-21).

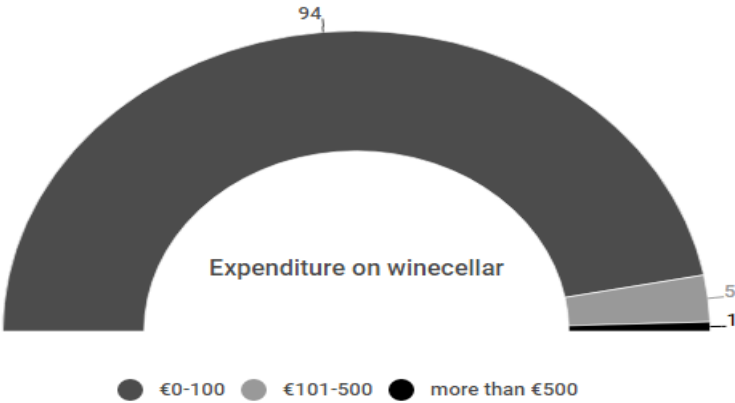


Figure 20 Accommodation

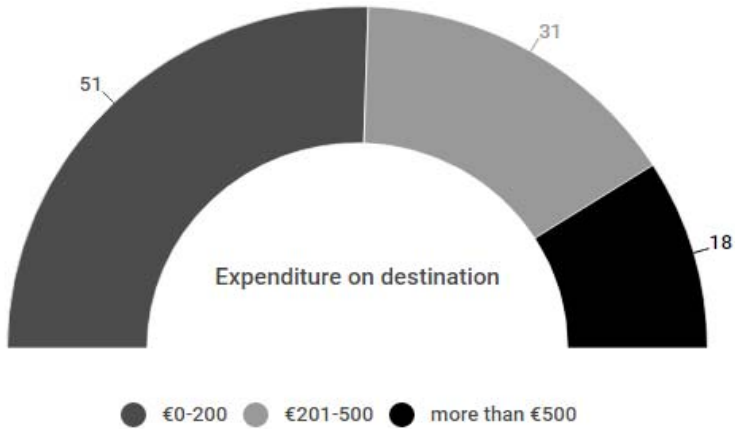


Figure 21 Accommodation

## **5. Conclusions and Proposals**

The destination of Malaga is adapting its development strategies to new forms of tourism, with wine tourism as a reference. The creation of a certified route offering a cultural wine product, in this case and in other places in the world, can boost existing tourism. (sun and beach or other typology), collaborating to the sustainability of the territory.

For a tourist destination, the ability to offer diverse attractions — especially if they are also sustainable — is a desirable situation. If we can encourage visitors to venture further than the best-known areas, and thus help to avoid overcrowding during peak season, it enables the region to make economic progress while managing its resources in a more eco-friendly way.

The promotion of Malaga's wine routes can make such a situation a reality. The findings of our research show that they can be placed firmly on the map, and make reality a destination where "sun and beach" tourism shares the benefits of tourism with other sectors.

Wine routes are a tourist product which has the added benefit of aiding the development of rural areas, as they are located well off the proverbial "beaten track". For this reason we sought to analyse the progress of these existing routes, looking at how we can strengthen their development, using a variety of tools including economic studies, analysis of tourism and recently adding interest in social networks.

It is clear that certain routes have been somewhat overlooked in terms of such analysis; studies of both positive effects and negative repercussions of tourism have scarcely been carried out. Even the Rioja route, one of the most visited in Spain, has been the subject of less analysis than it merits; therefore we should continue to analyse each case study on an empirical level and with investigative tools adapted to each particular area.

Returning to the theme of sharing of the benefits of tourism, our studies demonstrate that the conventional tourist and the wine loving tourist are perfectly compatible, notwithstanding their different profiles. Furthermore the existence of both groups should be taken into account in marketing campaigns for this destination and others with similar characteristics. Attracting only visitors who only want to spend time in, or for that matter know about one specific aspect of a region, does not make for the sustainable development neither of tourism nor of a region as a whole. The aim is to evolve towards a sustainable model, integrating tourist satisfaction with the tolerance of residents to share the city and its surroundings.

The profile of the typical wine tourist is that of a foreign visitor — indeed more likely to come from abroad than our "classic" tourist — who will tend to be of a mature age, university educated — of a superior educational level than the conventional tourist — and we perceive no difference between the genders, so our typical wine tourist may be male or female. This enotourist, as we will call him or her, seeks information online and will probably rely less on tourist offices. In relation to travel companions are more likely family members than friends. And what does our typical enotourist do for a living? Well if they haven't already retired, they are likely to be self-employed. This information should be useful in designing effective policies for attracting enotourists.

They tend to arrive by airplane to Málaga, being this province their only destination for the trip, and prefer to spend at least three nights or more, choosing 3 or 4 star hotels for accommodation. They have a medium to high level of knowledge about wine, and logically they manifest a knowledge of wine culture which the sun and beach tourist likely does not share. The motivation for the visit encompasses leisure and culture, and in line with the profile of the wine tourist in other regions of Spain, the enotourist especially enjoys participating in wine tastings.

The potential for enotourism in Málaga is undisputed; however, the province requires a coherent plan which



takes into account the specific demands of wine tourism. The number of visits to wineries needs to be increased in order to ensure this activity becomes the main activity of wine tourism. Furthermore, given that tourists are generally enthusiastic about such visits, a greater effort must be made to inform tourists of the possibility of such activities — including to those visitors whose primary motivation is to enjoy the typical sun and beach holiday — in addition to the other fascinating cultural visits which are available. We need that the general tourist feels that the enotourism is another option. In this way the average spending will increase from its current level of an average of around 200 euros per visitor.

Offering such alternatives to tourists, we will help to relieve the pressure on the most in-demand resorts which suffer from overcrowding in peak season, by demonstrating that the destination has a whole variety of things to do and places to see.

The agricultural sector must also embrace enotourism as a dynamic element of its economic activity, given the clear added value to rural and agricultural areas. We have seen, however, that enotourists are not necessarily choosing to stay in rural accommodation and we would like to encourage such visitors to patronize the rural establishments more extensively.

A solution would be a cross-selling strategy, creating specific tourist packages for wine tourists, which would include visits to the wineries, complementary cultural and activities, and also quality rural accommodation.

This would help to achieve a more direct transfer of the benefits generated by this type of tourism to rural businesses, effectively contributing to the sustainable development of the rural areas of the province of Málaga.

To complete the picture, the most relevant institutions should make a promotional plan where all wineries in the province can display information about themselves in an easily accessible portal web in which all useful information for the enotourist would be included.

What makes each and every winery distinctly interesting could be displayed to raise awareness of what is on offer in the province, enabling prospective visitors to consider their options before arriving.

In addition, small wineries which may lack the means to embark on expensive marketing initiatives would also share the opportunity to showcase their products and attract visitors. This could be carried out through campaigns to promote rural areas not only opening outside but also to the residents who can also become a future wine expert and why not, a client.

The future wine route of Malaga will promote the rural areas and the integral economic development of the province thanks to a tourist with higher purchasing power that, a priori, enables him/her to demand other culture tourism product which are already existing in Malaga. The enotourist will enable population growth and will lead to the development of a new tourism.

To summarise, wine tourism is an initiative which will bring help to support rural communities and businesses, and enable them to share in the benefits of tourism to this región, avoiding the seasonality.

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