

WINE TOURISM IN THE SPANISH PROVINCE OF HUELVA

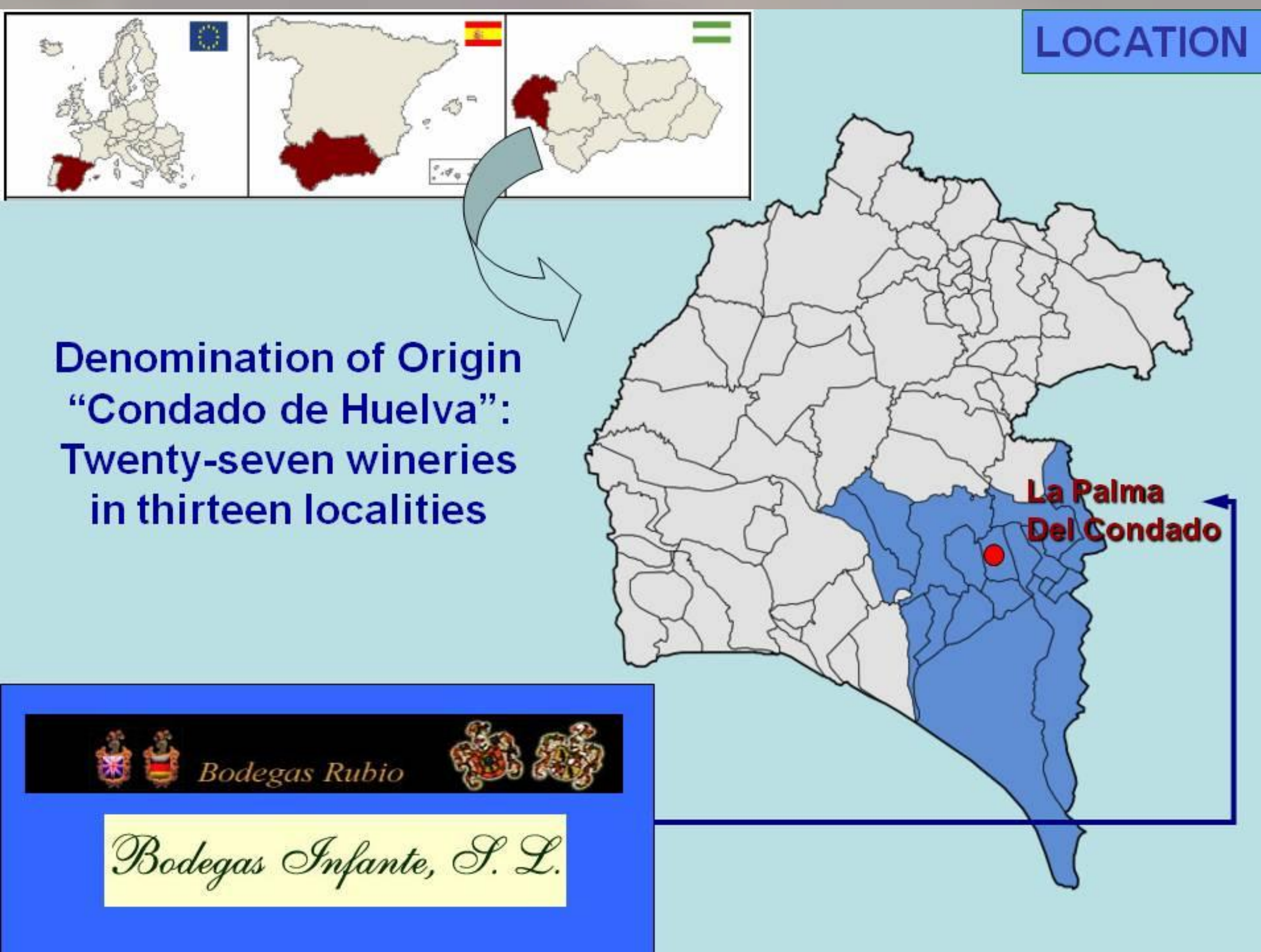
“Tourism and wine industry: prospects and proposals for its development in the province of Huelva” (Plaza, Porras, Riquel and Vargas, 2008)

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OBJECTIVE: To explore the potencial of wine tourism in the province of Huelva (Spain)

METHODOLOGY: A Stakeholder Approach: tourists (108 questionnaires), residents (371 questionnaires) and experts (21 members in the panel)

RESULTS (2007):

TOURISTS

Profil: Andalusian excursionist male, who travel with his couple or friends

Motivation: Learning (wine culture)

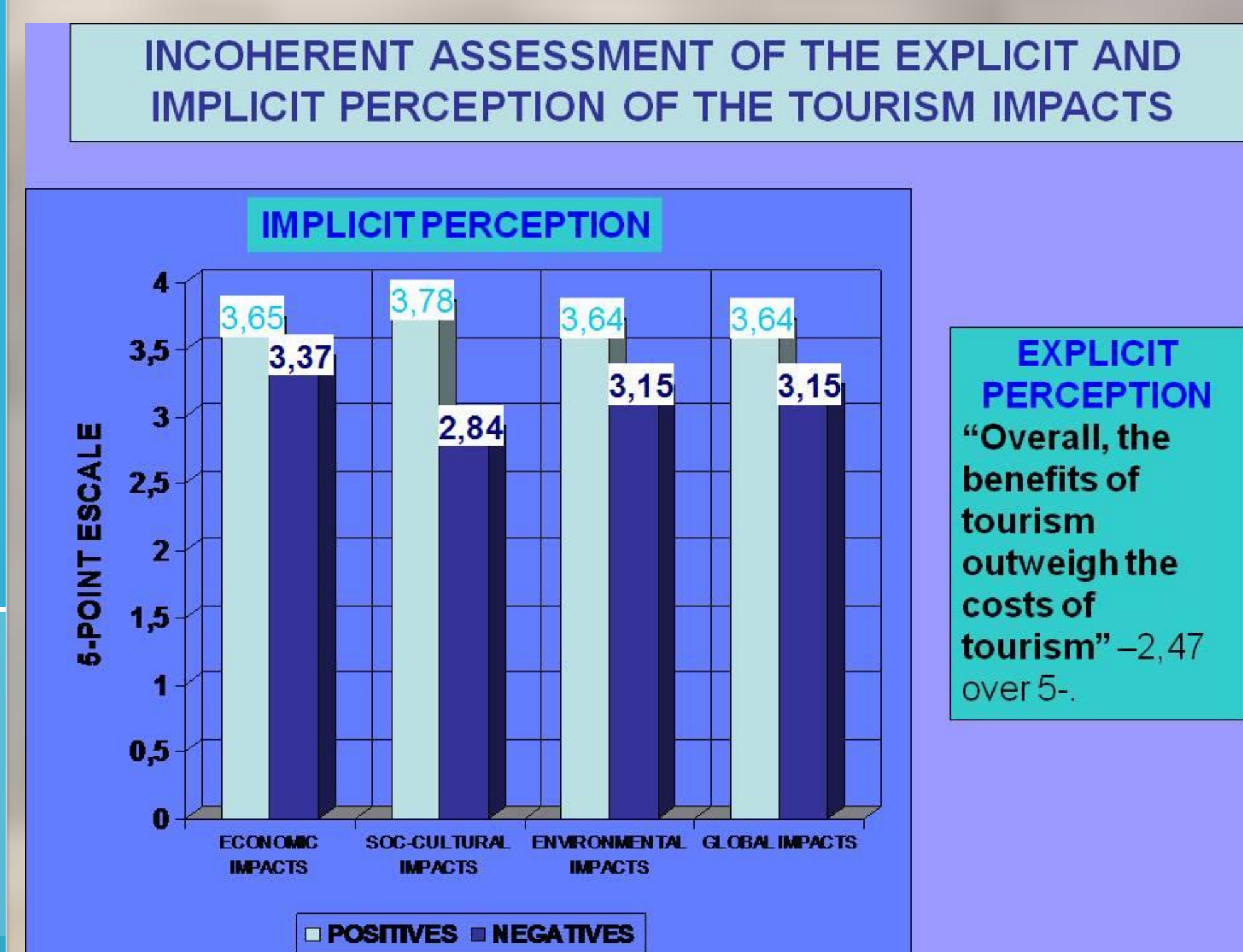
Enotourists’ expenditure one third higher than regular visitors’ expenditure

Visit through recommendation of relatives and friends

Other wineries visited previously



RESIDENTS



Scepticism concerning the personal benefit of tourist development

Strong support for additional tourism

Strong community attachment

Ignorance of the tourism planning

EXPERTS

Industrial tourism as a factor of diversification and differentiation, complementing “sun and beach” tourism

Obstacles:

- High restoration investments
- Difficulty to move from a production center to a place for consumption and leisure



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