

POSSIBILITIES OF DEVELOPMENT OF THE WINE TOURISM IN THE GUARANTEE OF ORIGIN JEREZ-XERRY-SHERRY AND MANZANILLA OF SANLUCAR OF BARRAMEDA AND VINEGAR OF SHERRY

José Antonio López Sánchez
Universidad de Cádiz

I. JUSTIFICATION AND METHODOLOGY

The article submitted analyses the wine tourism concepts in the surroundings of the region of Sherry, based on the sustainable management of this type of tourism. We are aware that at present sustainable tourism is a very saleable term, as any aspect related to ecology. In the same line we can say that Sherry is a synonym of wine, horses and flamenco.

The wine and the transformation that it has provoked in the region and in the culture of the people who inhabit it has modified the scenery and the relationships between its inhabitants and their culture. In fact, in the past, this product was the best ambassador of this region, which is still considered one of the best-known and world-renowned regions thanks to its wine.

This gastronomic offer is supported by a series of additional products with which the tourist can enjoy his free time practising activities related to the wine culture. Therefore, we are talking about a global conception of the enjoyment of the free time related to the world of wine.

In fact, the Routes of the Wine in Spain are aimed to integrate the resources and the tourist services of a wine area, raised from the authenticity and the existential vocation, in order to build a product from the quality and identity of the destination, optimizing the joint commercialization, the level of satisfaction of the demand, and the integral socio-economic development of the territory.

To begin with, we need to define the framework we are going to be working with. From a methodological perspective this article is framed within a double subject-matter: Firstly, the geographical one, which analyses the tourist aspects of the region of Jerez de la Frontera and the wine sector as a diversifying element within the world of tourism. In fact, since the territory is the base of this tourist product, this urges us to analyse the concept of sustainable

tourism applied to wine tourism. Secondly, we will examine the importance and potential of wine tourism at the present time.

The use of secondary information sources has been fundamental to carry out this project because we needed to know what the actual importance of the tourist sector within the wine business is.

II. KEYS FOR THE DEVELOPMENT OF WINE TOURISM

In the current context of crisis and economic globalization it is clear that a series of changes are going to take place in the productive system and will affect the Andalusian agriculture and its traditional role of economic basis. We need to mention that the wine consumption is decreasing every year and this fact is causing the production and the hectares dedicated to vineyards to diminish as well.

Tourism in these areas has a priority role, although we need to be aware that this sector on its own is not the panacea and in order to develop tourism, it is necessary to create a series of minimal infrastructure: to provide accommodation, to preserve the cultural heritage, to promote local craftwork, to commercialize the local products, to recover traditions... In short, to make the most of the resources available and to carry out non-aggressive policies, developing simultaneously policies coordinated by the local bodies.

The villages located in the Route of the Wine of Sherry have many possibilities of tourist development. It is necessary to bring together the generic resources of the area with the specific ones (heritage, human and social resources) supported by the creation of a network of companies and the local productive system (SPL). In fact, the organization of tourist policies from the local authorities will have to be based on two basic aspects:

- The organization of SPL of tourist companies: relationships of market and extramarket, formal and informal, dynamic relations of proximity, etc.
- Local network constructions: tourist accommodation (RAAR)

The instruments of support (public subsidies and private capital) for this boost will be a necessary condition, but not sufficient, to reach the success in a more and more competitive sector. Jointly it would be necessary to present a development policy from the local administrations based on a strategy of adjustment and agricultural development. Obtaining a diversification of the economy (SMEs and rural services), a suitable negotiation of natural resources, a reinforcement of the environmental performances and a commitment for creative development lines, with the objective to obtain a harmonious and sustainable progress trying not to repeat the mistakes made in last decades involving the sun and beach tourism.

Therefore, in order to obtain a sustainable tourism development in the Sherry nuclei, it is necessary a development policy that can fulfil the needs that the society of the 21st century demands. The basis for this is a harmonious development that in turn is sustained by a change of mentality, by a coherent local policy coordinated with the other local institutions, contributing thus to a major development, cohesion and economic, social and environmental stability.

From an economic point of view, tourism in general and specially the wine tourism for the wine villages, constitutes a market niche of wide choices, in which practically the whole community turns out to be involved. This fact implies that, in this sense, certain anthropological and sociocultural factors should be taken into account at the time of carrying out the strategic planning on the subject of tourism, although this one always turns out to be closely overlapped concerning an economic variable (VV/AA. 2008:104)

A few decades ago a new concept of tourism started to be developed. It was meeting a new demand, the preservation of the destinations with a certain level of quality, since the developing culture of the first years of the tourist phenomenon has ended up being revealed as a formula unable to preserve the natural resources of the tourist areas.

There began to grow the idea of sustainable development that is applied also to the tourist phenomenon. In the Andalusian autonomous region once the sun and beach tourism reaches a certain level of maturity, alternatives are sought in order to continue being competitive (PTE. H-2020, 2008: 21 and PDMA, 2006:4-8). Within the possible ways of diversifying and renewing the destinations show up the tourist regions based in quality and in singularity. Within this line the Routes of the Wine appear (Sherry, Montilla-Moriles ...). These can be associated with the concept of sustainability, quality and satisfaction, not only by the tourists but also by the inhabitants.

(Enkerlin and Cabbage (1997) claim that the quality criteria of sustainable tourism are based on the balance between the natural, economic and human environment and the social one with their respective possibilities of development, whose interactions generate an egalitarian context and a welfare shared by the tourists and the local hosts.

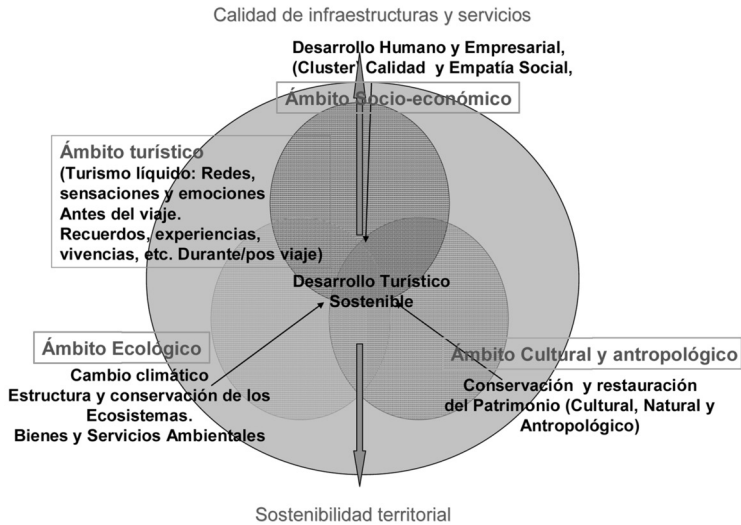
In the previous years, a new reality is coming up. A model based on the network, on the flexible and adaptable collaboration (each one collaborates in what he is interested in and in what can be useful), so that the services and the product develop according to the correlation between the tourist and those components of the social and business network that come into contact with the visitor whenever he requires an experience. The tourist, at present, before going on a trip, carries out a study of the potential and possible services and products that the destination can offer him from the point of view of resources, society and the tourist industry that composes it. This is what we call «liquid tourism» (Zygmunt Barman 1999).

Therefore, the adjustment to the taste of the tourist, to the senses, to the experiences, etc., is not an option any more, but a need. The change from solid tourism to liquid tourism is the change of a compact approach, from a concept on the defensive of the destination to the innovative, unique and global concept imbuing the whole destination.

In this sense, it is necessary to bear in mind that tourism causes a big impact in the societies of destination who, according to Santana (1997), affect principally in the cultural values, both in its anthropological and sociocultural aspect, in addition to the native or environmental one, whose impact indexes must be measured, as well as calculate the weakening that they could suffer due to the tourist phenomenon, in order to be able to carry out a realistic balance on the real costs that tourism causes and be able to evaluate both the scope of the investments and the bulk of the profit.

At present the development of wine tourism can bring the settling of the rural population to their traditional habitat, an increase of the local economies and a major diversification of the jobs to this region. We cannot forget that the Route of the Wine is a singular and genuine

Graph 1
 TOURIST QUALITY BASED ON THE SUSTAINABLE DEVELOPMENT



Source: Proper making from the Report Brundtland Harlem, G. (1987).

product that is developed not only in the places where wine infrastructure associated with the urban environment exists, but also in those rural areas where the culture of the wine survives and the natural environment is well looked after.

Nevertheless, these changes are not applicable to wine tourism *per se*, but rather they must be understood within the context of a more and more globalised society, where the local authorities must compete continuously with others in order to reach its appropriate coordination, in addition to its development. This fact reveals again the major importance of planning ahead quality tourism development, about which the qualified professionals of the sector need to have their say.

At present in the region, tourism is planned to an extent by tour operators, and would be related to other sectors (beach, rural, cultural etc.) and wine tourism which is not planned, that is to say, the planning and wine tourism in the Sherry area, at present, are parallel routes that must cross paths in order to reach a harmonious development of the sector. This is due, principally, to the ignorance of businessmen and local politicians who show interests opposed to the ones of the tourist sector.

In the previous years they have been trying to develop the route of the wine as a whole, but the fact is that the accommodation offer is insufficient. The same happens with the restoration and with the additional activities, not so much inside the city of Jerez de la Frontera, but in the neighbouring villages, in the vineyards, or inside the wine cellars.

This leads us to consider another chronic problem that also affects the sector: Scarce sensitization and assessment of the tourist potential based on the environmental resources (natural, cultural and anthropological) related, in this case, to the wine market sector. Besides, in the Route of the Wine of Sherry the tourist signposting is not too good in general and the existing posts are designed badly, possibly because they were designed for virtual trips and not for a feasible tourist itinerary.

III. CONCLUSIONS

One of the major problems that wine tourism faces is the need of a comprehensive development of the tourist product, in spite of the good reputation that the product has, despite its youth. The identification of the tourist interpreters who must interact inside the wine market sector and who are called to be the real boosters of the sector are the basis of the regional development based on wine tourism.

For this process to emerge in a comprehensive and sustainable way, it is necessary a good strategy and planning of the wine sector that wants to exploit its resources from a tourist perspective, supported not only by the strong dynamism existing in the business network, but also in a good planning from the public administration.

The tourist system of the Route of the Wine has to be based on five essential elements: The planning and management that will set the bases of a unique tourist product due to its peculiarity. The professionalization of the management showing initiative for the innovation. A marketing campaign, in which the region is introduced with a new image, blending modern and traditional, rational and irrational, fascinating and exciting ... of the communities that develop their culture around the wine culture, where the destination is associated with a gastronomic, cultural, family and scientific tourism and finally, keeps on developing quality products

The mixture of all these elements, together with the life-long training of the professionals in charge of the tourist development, will promote the arrival of a very typical tourist (with knowledge of the wine, with high cultural level, etc.), at a high purchasing power and sensitive to the ancient culture of the region.

