



MASTER THESIS

**IMPLEMENTATION OF A WINE ROUTE AS A TOOL FOR
RURAL DEVELOPMENT IN GRAN CANARIA ISLAND**

ANIBAL QUIÑONES

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**Professional supervisor
Rosa Hernandez**

**Academic Supervisor
Albert Mas
University of Rovira I Virgili**

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TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1. General Context.....	4
1.2. Impact and relation of Covid-19 and SARS outbreaks in tourism industry	6
1.3. Wine industry of Gran Canaria.....	9
1.4. Wine tourism in Gran Canaria.....	10
2. METHODOLOGICAL APPROACH.....	12
2.1. Situation of the tourist sector in Gran Canaria.....	12
2.2. Diagnosis of the tourist situation in Gran Canaria	13
2.2.1. SWOT Analysis of Gran Canaria Wine Route	14
2.3. Wine Route Action Plan	16
2.4. Distribution of the wineries committed to the Project.....	19
2.5. Situation of the wineries.....	19
2.5.1. Winery 1	20
2.5.2. Winery 2	21
2.5.3. Winery 3	21
2.5.4. Winery 4	22
2.5.5. Winery 5	22
2.5.6. Winery 6	23
2.5.7. Winery 7	23
2.6. Interpretation centres.....	24
3. CONCLUSIONS.....	25
4. BIBLIOGRAPHY	27
ANNEXES	
A1. ACEVIN some of the mandatory criteria for wineries.....	30
A2. Provisional Gran Canaria Wine Route Map.....	31

ABSTRACT

Gran Canaria Island, with its more than 4 million annual visitors, is a clear example of mass tourism or also known as sun and beach tourism. However, some actions as rural and wine tourism development are being carried out to help to counter this situation. The Gran Canaria Wine Route is a project that is being carried out with the aim to develop wine tourism in a sustainable way and reach territories that are currently not benefited by the tourism industry.

To create and implement this wine route, the association of several public and private agents has been necessary. The Gran Canaria Wine Route project was born as a tool for rural tourism development with strong emphasis in environmental, economic and social sustainability. This study uses the creation of this wine route association in Gran Canaria as a case study to evaluate the creation and implementation of the route as a tool for rural development.

This study also gathered information about the perspectives of the wine route regarding the tourism situation after novel Covid-19 outbreak. The diversification of the tourism industry in the island is an important factor, especially after the pandemic of Covid-19. Visitors are expected to prefer small groups, rural and open space tourism instead of large groups of people in the same place. This should be an opportunity for wine tourism, and especially for the wine route, since most of the wineries have limited capacity to welcome visitors and are able to offer open spaces to the tourists.

Keywords: Wine route, Gran Canaria, Rural development, Sustainability.

List of abbreviations:

SWOT Analysis: Analysis based on **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats.

ACEVIN: Spanish Association of Wine-Producing Towns.

DO: Denomination of Origin

GDP: Gross Domestic Product

1. INTRODUCTION

During the last decades, wine tourism has become one of the activities that attract more attention and grow more stable within the tourism industry (Carrà *et al*, 2016). Visitors are interested in learning about the culture of wine and discovering new territories associated with this product. The profile of the tourist who visits wine regions, in general, is people with a medium-high level of income and education, with an interest in learning about the diversity of territories associated with the culture of wine and the activities that surround it (Carmichael, 2005; Carlsen & Boksberger, 2013).

Although, wine tourism has experienced steady growth, this development is not equal between different countries or even between different territories within the same country, not all wine-growing areas benefit from wine tourism to the same extent (Correia, Passos Ascensão & Charters, 2004). One strategy to solve this socio-economic imbalance has been the creation of wine routes as a tool to attract visitors to a specific wine region (López-Guzmán, Vieira-Rodríguez, & Rodríguez-García, 2014). A wine route is a complex tourism product which is organized around a wine territory and requires the commitment and cooperation of the different stakeholders involved in the tourism sector, with the aim of developing and promoting this activity in a planned way (Vandecandelaere, 2002). These stakeholders are the wine sector, services (hotels, restaurants, tour operators), local public administration, among others (Carrà *et al*, 2016).

In the case of Spain, there are regions that have successfully developed wine tourism in recent years (López-Guzmán *et al*, 2011). It is possible to name territories that have managed to position their wine routes among the most recognized in the world, including Jerez de la Frontera, Penedés, Rioja, among others, which receive thousands of tourists each year and generate a considerable impact on the local economy (ACEVIN, 2018)

Understanding the relevance and impact that wine tourism can have in wine-growing territories, a Spanish Association of Wine-Producing Towns (ACEVIN) has been created, which since 2001 has developed a tourist product called "Wine routes of Spain". This association brings together several Spanish wine regions that have developed a wine route in their territory (López-Guzmán, Vieira-Rodríguez, & Rodríguez-García, 2014).

In order to have a territory accepted within this association, the wine route must achieve ACEVIN quality accreditation. In this way, each of the establishments that want to be part of this association of wine routes must comply with these regulations, this will ensure for the visitor standards of quality and for the wine route the possibility of accessing this association

which will be in charge of promoting the wine tourism destination both locally and internationally (López-Guzmán *et al*, 2011).

In the case of Gran Canaria, a project to create a wine route has been underway since 2018. The Gran Canaria Wine Route is a project that has been designed to promote the wine tourism in the island and to help to boost the economy in rural territories. This project is a public-private collaboration initiative, in a first stage the main source of funding comes from local government contributions and European funds, which will supply the necessary economic and human resources to start the project.

During this first stage, the organizational and management responsibility also falls on the public component. This stage consists on the development of the legal framework to constitute the wine route and the on-site diagnosis of the wineries and services that could potentially be part of the wine route.

The Gran Canaria Wine Route will be governed under the quality parameters of ACEVIN and as mentioned above, this means that for the wine route to be accredited by this association, every establishment that wants to join must meet quality standards. For this purpose, constant meetings are held with the stakeholders; wineries, hotels, restaurants, guides and tour operators in order to communicate the requirements and get feedback from them. During this stage different workshops are held with the aim to give training to the wineries and associated services in different areas, such as wine service, wine tourism experiences, language classes, etc. Currently, the project is in this development stage, originally the accreditation process would be carried out in November 2020, however this date is subject to change due to the national and global contingency due to Covid-19 outbreak.

At the same time, it is necessary to legally establish the managing entity, made up of members of the wine route, both public and private, who will take control of the management of the route, once the body is legally constituted. It will be the wine route partners from all the sectors involved who will elect their representatives on the board of directors.

The Gran Canaria Wine Route work team is made up of a multidisciplinary group of 5 professionals, of which I began to take part in mid-February 2020. My tasks consisted mainly in supporting the diagnosis of wineries and associated services, inventory of tourist resources in the island, future projections such as the incorporation of new partners and promotional activities for the future wine route, and any task related to the main objective of obtaining accreditation of the wine route by ACEVIN. Also, I worked in the preparation of the workshops that will be held after the end of this thesis in July 2020.

The main goals of the creation of the Gran Canaria Wine Route are:

- Offer to the visitors an alternative to the sun and beach tourism, typical of the island.
- Offer quality experiences to the visitor without losing the sense of the territory.
- Promote wine tourism in rural territories historically unrelated to this activity, in a sustainable way.
- Contribute to the rejuvenation of the tourism sector in Gran Canaria, currently dominated by mass tourism.
- Training the wine sector about wine tourism business as a tool for territorial development.
- Integrate the stakeholders in the wine tourism chain (wineries, services, public administration, etc).

This work has not been unaffected by the global contingency in relation to the outbreak of the novel Covid-19 during the last semester of 2019 and 2020; Spain being one of the countries hardest hit by this pandemic. Although, before this sanitary emergency, the project already had the objective of contributing to the transformation or reconversion of the island's tourism development model, with the outbreak of the Covid-19, the fact that the tourist industry should be oriented towards the path of sustainability is even more necessary. When speaking of sustainability, reference is made to the three components that form it:

- Environmental sustainability: Safeguarding the natural heritage and the resources available in the island to attract visitors, these heritage is of the main hallmarks of the wine route and part of its unique selling proposition, these resources must be preserved in such a way that their degradation is avoided due to the tourist activity or of any other human activity.

- Economic sustainability: The development of wine tourism in rural sectors is a tool for diversifying the wine business. The wine route contributes in this sense by promoting the destination to attract visitors to the wineries. This generates a virtuous circle where the producer can sell his wines without the need for intermediaries, generate additional source of income thanks to the visitors and create more jobs in the territory.

- Social sustainability: The enormous pressure on resources and population generated by mass tourism does not make it socially sustainable in the long term. If we add to this the poor distribution of economic resources generated by mass tourism, the picture is even worse. Wine tourism in Gran Canaria, being an activity that takes place in rural territories, reduces that pressure by complementing the island's tourism offer with a less invasive product. The Gran Canaria wine route is in line with promoting links between the local population and the tourism sector, being local visitors one of the target markets to increase.

This work contributes both as a bibliographic research resource and as a witness to the process of creating a wine route in a region with such unique characteristics as Gran Canaria

has. The advantages that the development of a wine route in a planned way means with well-defined quality standards that can offer the visitor varied, sustainable and quality tourist products are explored as well.

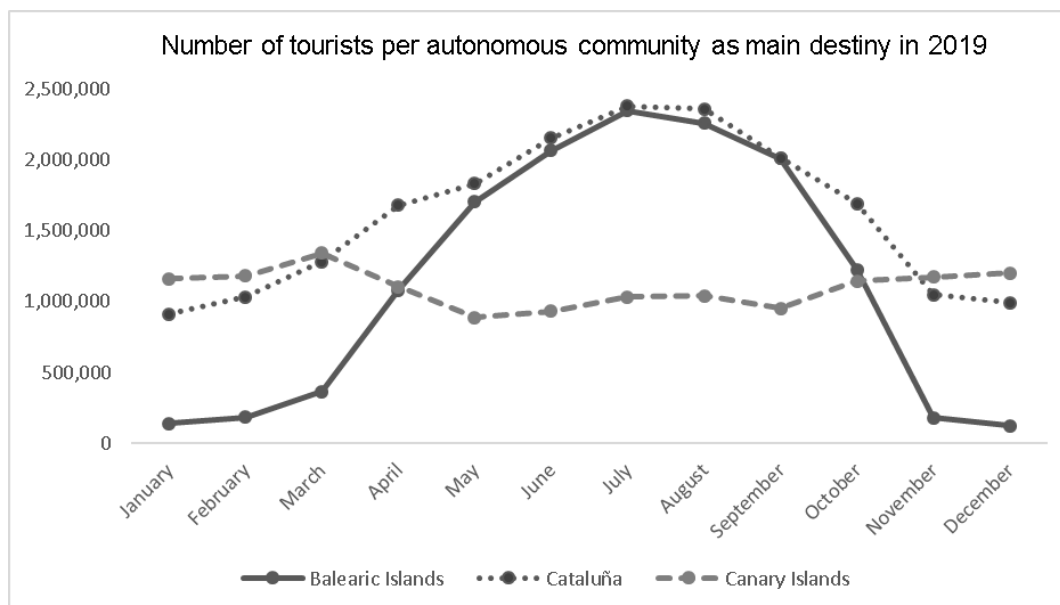
The national and global contingency has limited the practical part of this work due to the confinement measures imposed since March 2020 in Spain and across the world. However, the project has been developed with greater emphasis in the preparation of activities to be carried out once normality has returned.

1.1 General Context

The archipelago of Canary Islands is a Spanish autonomous community, is in front of the western margin of the African continent. It comprises an area of 200 by 500 km and is made up of 7 islands: El Hierro, La Gomera, La Palma, Tenerife, Fuerteventura, Gran Canaria, and Lanzarote (Gundelfinger-Casar & Coto-Millán, 2018). The archipelago has a total population of 2.153.389 inhabitants which are located mainly in Tenerife (42,51 %) and Gran Canaria (40,17%) (INE, 2019a).

The climate in Canary Islands is subtropical, with averages temperatures of 19°C during winter and 23°C in summer, which avoids seasonal tourism in the archipelago (Gundelfinger-Casar & Coto-Millán, 2018). As can be seen in graph 1, the influx of tourists in the Canary Islands is quite constant throughout the year, with a slight decrease during the months of April-May, to then keep the influx of tourists constant and rebound slightly at the end of the year. There is a great difference with respect to other island territories such as the Balearic Islands, where there is a high seasonality of the influx of visitors, a similar situation in Catalonia, one of the gateways to Spain.

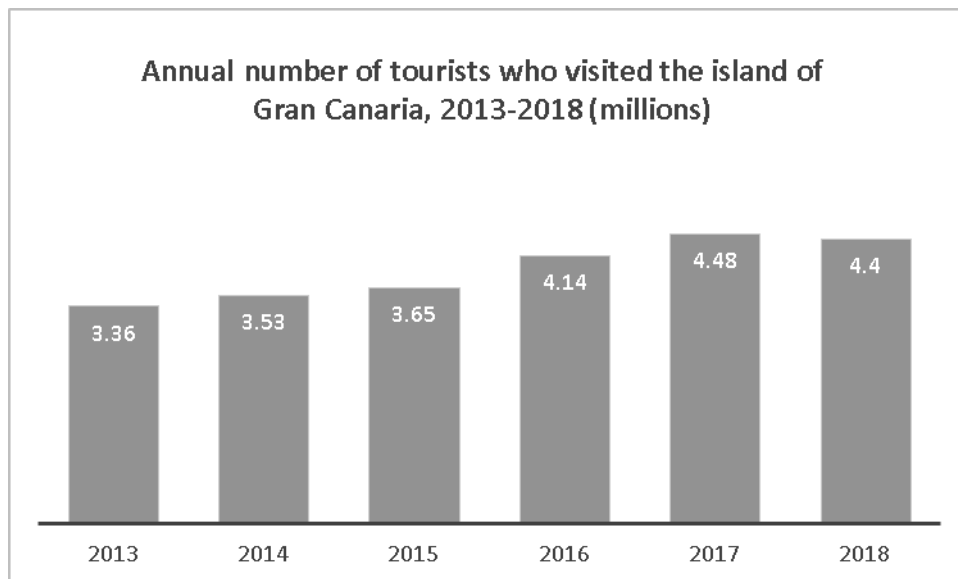
The number of tourists who visit the Canary Islands was around 15,56 million during 2018, this huge number of visitors has a strong impact in the local economy (Promotur Turismo Canarias, 2020a). Tourism sector accounts for 31% of the GDP in the islands and represents 40% of the employments (Perez *et al*, 2017). The main attractions for visitors are beaches and landscapes, this kind of tourism is known as “beach and sun” tourism (Duarte, 2009).



Graph 1: Comparative of number of tourists in three autonomous communities, year 2019. Source: Own elaboration from INE data.

In this context, Gran Canaria is a big pole of tourism in the archipelago and accounts for 28,3% of the visitors, this means that 4,4 million of tourists visited the island in 2018 (Promotur Turismo Canarias, 2020b). As Graph 2 shows, the number of visitors who arrived in Gran Canaria has increased over 1 million of tourists in a 5 years period. This large number of tourists represents a big pressure for the environment and local people, but at the same time is an opportunity for implement other types of tourism, more sustainable and respectful with the territory, culture and heritage of the island (Duarte, 2009; Moreira & Guedes, 2016).

Tourism in Gran Canaria has been growing gradually from the 70s to the mid-2000s (García-Falcón & Medina-Muñoz, 1999; Moreno, 2003). It is at this time where the main infrastructures are created such as: roads, paths, expansion of the airport and creation of important tourist poles such as *Playa el Inglés* in the south of the island, among others (Garzón, 2010). However, at the end of the first decade of 2000, sun and beach tourism model began to stagnate on the island due to the lower influx of foreign visitors. To overcome this decline in visitors, all-inclusive resorts begin to be built, targeting a more select group of tourists with greater purchasing power (Oreja Rodríguez, Parra-López, & Yanes-Estévez, 2008).



Graph 2: Evolution of visitors arrival in Gran Canaria during 2013-2018. Source: Promotur, Turismo Canaria.

Moreira & Guede, (2016) emphasize that during the last years the number of visitors in Gran Canaria and in the archipelago in general, has been increasing due to different situations within the national and international context, among them it is possible to mention;

- Political and social situation of competing countries such as Egypt and Tunisia.
- Decrease in the price of oil.
- Low cost airlines entering the market

Although, the number of tourists visiting Gran Canaria is at an important level, it is valid to question if these numbers are because of mass tourism model or because international circumstances, and if this tourist model would be sustainable in the medium and long term.

If before the Covid-19 outbreak in early 2020 a reorientation of the tourism model was key to safeguarding the sector, today it is even more necessary. Gran Canaria Island is facing a crucial moment to rethink its tourism development model in the short, medium and long term.

Considering the life cycle model of a tourist destination proposed by Butler (1980), Gran Canaria would be in a stagnation phase of its tourism model. At this stage, the number of tourists creates social, environmental and economic problems. Natural and cultural attractions are replaced by artificial attractions (i.e. all-inclusive packages) and the popularity of the destination is decreasing due to these problems.

The diversification of tourism within the island is an important step to bring the tourism sector to a rejuvenation of the model, and wine tourism can play an important role in this redesign (Duarte, 2009).

1.2 Impact and relation of Covid19 and SARS outbreaks in tourism industry

The recently emerged novel coronavirus (covid-19), has been a difficult situation to many countries, due to mortality and ease of spreading. This virus has become a global pandemic with hundreds of thousands of deaths and millions infected (Nicola *et al.*, 2020).

To control virus spreading, many countries have decided to close their borders, a situation that has not been seen for several decades. In the case of Spain, one of the countries hardest hit by this virus, the crisis has strongly impacted its economy, mainly due to the two months of quarantine to which the population was subjected in order to avoid new infections and the collapse of the sanitary system (Saez *et al.*, 2020).

One of the most affected economic sectors has been tourism, which represents a significant percentage of the Spain's GDP (12,3%% in 2018) and is also responsible to create 2,62 million of jobs in 2018 (INE, 2019b). In the case of the Gran Canaria the situation is even more critical, since the island's economy is highly dependent on tourism, especially visitors from the Nordic countries as well as Germany and the United Kingdom (Duarte, 2009).

Trying to picture what the island's near future will be in relation to tourism is not an easy task, although there have been other health emergencies in recent decades, none as big as Covid-19 pandemic. However, it is interesting to find possible links between events that may be similar, although with different magnitudes, and thus take measures that are related to overcoming this crisis in an efficient way.

To find a similar event like the current Covid-19 pandemic, it is necessary to go back to 2002 with the SARS (Severe Acute Respiratory Syndrome) outbreak in China. SARS and Covid-19 are both coronaviruses, whose symptoms range from a common flu to severe pneumonia, even causing death in at-risk patients (Wilder-Smith, Chiew, & Lee, 2020). Although, SARS and Covid-19 have a different spread dynamic, both are transmitted by animals to human in a first stage and then spread by human to human contact (Shi, Dorling, Cao, & Liu, 2020).

The SARS emergency lasted approximately 6 months since its appearance in December 2002 and it is believed that there were more than 8000 infections and nearly 800 deaths. Although the magnitude of the epidemic was much less than the current one, this health crisis strongly affected the tourism sector in the most affected countries, especially in China, Hong Kong, Taiwan and Thailand, among others (Wen, Huimin & Kavanaugh, 2005). Due to containment measures in these Asian countries, travel bans and World Health Organization (WHO) recommendations to avoid traveling to these countries, there was a 70% drop in tourist arrivals, about 3 million people lost their jobs because of the emergency, and \$ 20 billion of GDP was lost just in China (McKercher & Chon, 2004).

Without a doubt, SARS had a strong impact on the tourism industry in Asian countries, and consequently on their economies. However, once this crisis was overcome, a change in the way of traveling of those who visited these regions could be noticed, due to a greater awareness regarding hygiene, sanitation standards and travel behaviour (Henderson, 2004).

After the SARS crisis, China, the main destination affected, experienced an immediate rise in tourism demand. This was mainly due to psychological factors such as expectations, relay of tension, counter reaction, among others, once this stage was overcome, tourist demand returned to pre-epidemic levels (Wen, Huimin & Kavanaugh, 2005).

Changes in visitor's behaviour are also related to a demand for tourism products that allow less contact between people, outdoor activities, small groups or family groups, rural tourism, etc (Zeng, Carter, & De Lacy, 2005).

It is interesting to observe and relate the results obtained by some studies regarding the impact of SARS in tourism compared to the current Covid-19 pandemic. According to Wen, Huimin and Kavanaugh (2005), the impact of SARS on tourism during 2003 was mainly:

- SARS affected people's normal life and work;
- SARS affected tourist activities during its prevailing period;
- SARS had an impact on people's travel intention, behaviour and pattern;
- SARS had changed people's need for hygiene while travelling;
- SARS had different impacts in terms of the demographic features of the tourists.

Observing the aforementioned points, it is evident that all of these factors can be strongly related to the current health crisis caused by Covid-19. Under this premise, it is possible to project a change in the behaviour of the visitors who would be more interested in outdoor activities, rural tourism, ecotourism and with high demands about hygiene and sanitary security.

It is in this context that Gran Canaria can appear as a "sanitary safe" destination within the European reality. Gran Canaria has been one of the territories least hit by Covid-19 and being an insular territory, it gives it a geographical advantage in containing the pandemic. This is a comparative advantage in relation to other destinations and should be managed in such a way that allows visitor to be in a safe environment and the local population are assured that the virus will not be imported along with the tourists.

As mentioned above, Gran Canaria has the touristic and health resources to offer visitors a safe destination to explore. Among these touristic resources is the wine landscape, where the main goal is to develop wine tourism to take advantage of the privileged climate of the island,

rich culture and open spaces of the wineries and vineyards that inspire confidence to the visitors.

1.3 Wine industry of Gran Canaria

The wine industry in Gran Canaria dates back to the 15th century, when the conquest of the islands by the Castilian forces took place and has been a component of great importance for the island's culture and agricultural heritage. However, several factors have weakened the wine sector in the past, particularly the harsh growing conditions and fluctuations in the wine market (Sheridan, Duarte & Scherrer, 2009). Nevertheless, in recent years there has been a revaluation of island wines, promoted by the growing interest of the market in unique wines and from remote places as well as improvements in the quality of wines due to the incorporation of new technologies and professionalization of the wine industry (Alonso & Liu, 2012b).

The denomination of origin also plays a significant role, which allows to ensure quality standards for wine through its regulations, in addition to promoting the wines of each territory both locally and internationally (Sheridan, Duarte, & Scherrer, 2009). The Denomination of Origin of wines from Gran Canaria (DO Gran Canaria), was created in 2006 and has been working on these key aspects for the development of the insular wine industry. Currently 70 wineries on the island take part in the DO Gran Canaria, which only admits local grape varieties within its regulations (Scherrer, Alonso, & Sheridan, 2009).

Among these local varieties it is possible to find red grapes like Listán negro (which is the most cultivated red grape in the island), Tintilla, Vijariego negro, Negramoll, Castellana and Listan prieto. As for the white varieties Albillo, Bermejuela or Marmajuelo, Forastera Blanca or Doradilla, Gual, Malvasía volcánica, Malvasía aromática, Moscatel de Alejandría, Sabro, Verdello and Vijariego or Diego are authorized (Torres, 2017).

In addition, Gran Canaria is one of the few regions in the world that has not been affected by phylloxera, which is why its vines are planted on ungrafted rootstock. These characteristics are of special interest considering the promotion of Gran Canaria wines, with an emphasis on the differentiation and uniqueness of the product compared to wines from other territories (Alonso & Liu, 2012a). The volcanic wines, local grapes, a long wine-growing tradition, small productions, among other characteristics, make Gran Canaria wines a product of increasing demand and value in the market (Alonso & Liu, 2011).

Unlike other regions of mainland Spain, the vineyards of Gran Canaria are mostly small plots distributed towards the interior of the island, covering an area of only 233 ha approx and around 340 producers, which is an average of 0,68 hectares of vineyards per vine grower (Elias & Contreras, 2013; Arencibia, 2014).

A high degree of gentrification exists among producers, due to the low attraction that the activity has generated in recent decades among new generations. The main reasons are the difficulty of making wine production profitable due to low productions, high labour costs, water scarcity, low level of public-private investment, among other factors (Sheridan, Duarte, & Scherrer, 2009). This is also one of the main purposes to promote wine tourism as an activity that will help to grow the island's wine sector, generating opportunities with greater attractiveness for young people.

1.4 Wine Tourism in Gran Canaria

Gran Canaria, as well as the rest of the islands of the archipelago, have developed a tourism model that is based on attracting the largest number of visitors (mass tourism), offering convenient prices compared to their countries of origin, in addition to a benign climate throughout the year, attracting low budget visitors in search for sun and beach holidays (Alonso & Liu, 2011).

The characteristics of the insular territory and its relationship with tourism increase the need to innovate and offer products that can be an alternative to traditional sun and beach tourism. It is at this point that wine tourism has begun to emerge as one of the viable alternatives that allow diversifying the touristic offer and also attracting new market segments towards sun and beach destinations such as the island of Gran Canaria (Duarte, 2009).

It is important to mention that the emerging situation of wine tourism in Gran Canaria does not allow it to compete with the prevailing mass-tourism model on the island, due to the volume of jobs and income that mass tourism generates on the island. However, wine tourism can help to preserve the island's cultural and material heritage, while complementing the island's tourism offer and attracting visitors who demand alternative forms of tourism (Gómez & Molina, 2015).

Currently, there are wineries that are open to the public for visitors, and that accumulate several years of experience in this area. However, there has always been a lack of cooperation between the different actors linked to wine tourism (wineries, restaurants, hotels, etc.) in addition to lack of synchrony with the public sector. There has been a lack of multisectoral

work that affects the long-term viability of this business, not only in Gran Canaria, but throughout the archipelago. The case of the Tacoronte-Acentejo wine route in Tenerife is well known, which has stopped working due in part to the lack of cohesion of the stakeholders (Alonso & Liu, 2012a).

As can be seen in figure 1, one of the weak points of the wine and tourism sector in Gran Canaria is the lack of cohesion and cooperation between the wine sector and the touristic sector, such as hotels and associated services. However, at the same time it is a great opportunity for the sector, since by overcoming these challenges it would be possible to access markets that currently exist on the island and also attract new visitors seeking this type of experience. Without a doubt, cooperation between the different actors is a crucial point to develop wine tourism on the island.

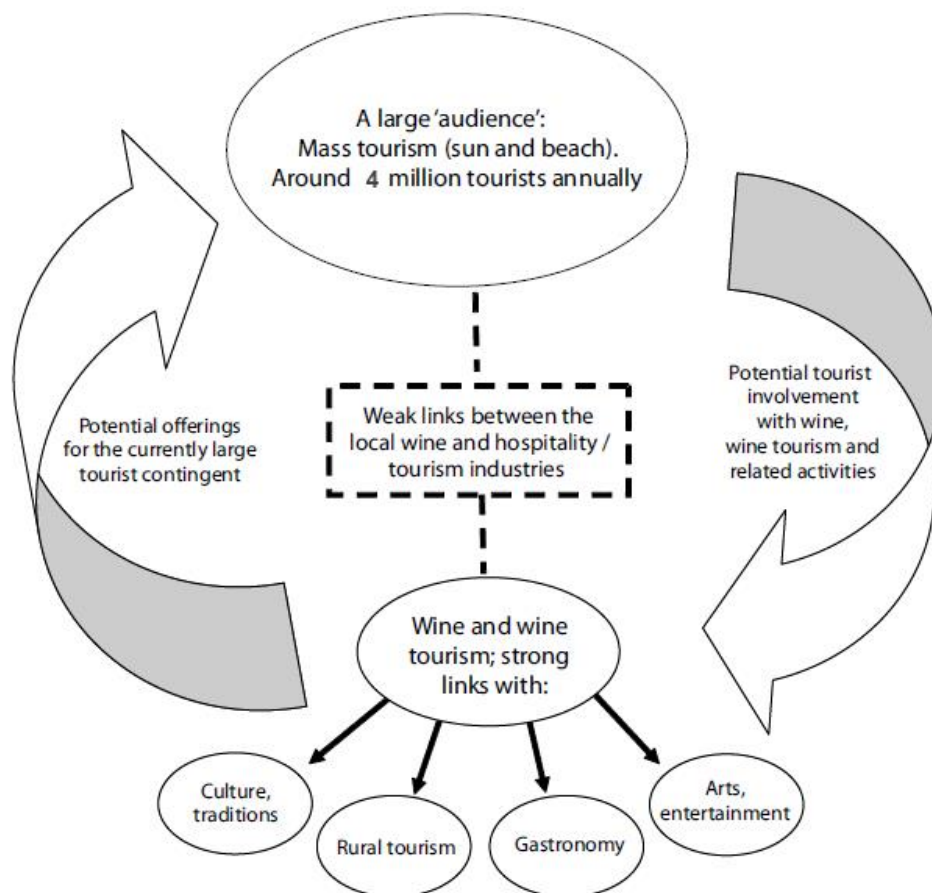


Figure 1: Opportunities and challenges for Gran Canaria wine tourism. Adapted (Duarte, 2009).

Taking all these factors into account, the Gran Canaria council has been promoting the creation of a wine route for the island. This wine route should serve as an entity that promotes territorial development on the island and that serves as a choice for those who visit the island and wish to immerse themselves in the oenological and gastronomic culture of Gran Canaria.

2. METHODOLOGICAL APPROACH

As described above, during the last decades Gran Canaria has been considered as a mass tourist and low budget destination. However, the island offers many other natural and cultural attractions apart from its beaches. One of the attractions that have been developing in recent years is agrotourism and more specifically wine tourism.

Wine tourism can become a key activity that promotes the typical products of the island as well as natural and cultural landscapes, attracting new visitors to rural areas and in return the community benefits economically and socially (Scherrer, Alonso & Sheridan, 2009).

Since the end of 2018, the council has been carried out a project with the aim of creating a wine route in Gran Canaria that works as a tool for the development of a touristic model complementary to the sun and beach tourism of the island. This wine route is currently under development and implementation stages.

The phases that have occurred during the process of creating the Gran Canaria wine route are described below, taking as a reference the model proposed by Blanco, (2008) for the elaboration of a tourism development plan for a territory.

2.1 Situation of the tourist sector in Gran Canaria

First, the existing tourist situation on the island has been analysed, with an emphasis on resources, market trends and competitors.

In the case of Gran Canaria, there is a diversity of resources, especially heritage, landscape and culture. The island of Gran Canaria has sites that have World Heritage Site declared by UNESCO, as well as a wide variety of landscapes: mountain, volcanic, forests, dunes, beaches, etc. This is a great comparative advantage over other places that are massive tourist destinations as well as the connectivity and distances within the island which are short and well connected, which allows the visitor to explore the main attractions of the place in a few days.

The heritage and viticultural landscape of the island is also of great relevance and should be considered as an integral part of the project. This will allow valuing and protecting these spaces by considering the vineyard landscape as a resource to create experiences.

Nowadays, the market has a strong trend towards more responsible and sustainable tourism. This is a great opportunity for the Gran Canaria wine route, especially since the project is looking to exploit that market niche. It is also important to mention that mass tourism has been

questioned especially in the last years around the world and specifically in Gran Canaria due to the impact that generates on society and the environment, as well as the low distribution of income it generates. The Gran Canaria wine route comes to help to improve this negative vision that exists about tourism among locals. Proving that social and environmental profitability can be made compatible with the economic profitability of an activity such as tourism.

2.2 Diagnosis of the tourist situation in Gran Canaria

The diagnosis of the tourist situation within a territory is important to understand the potential of the project considering the characteristics of the industry, in this case the sector related to wine and complementary services (hotels, restaurants, tour operators).

To make a correct diagnosis of the current situation on the island of Gran Canaria, an inventory of resources has been made.

The inventory of resources was carried out with special emphasis on those aspects that we consider relevant for the realization of the wine route. These were: Infrastructure, Environment, Culture and Touristic Resources.

The results of the resources inventory carried out are briefly described below:

The infrastructure inventory was carried out with emphasis on the connectivity of the different municipalities of the island with respect to the two main tourist poles: Las Palmas in the north and Maspalomas in the south. It was observed that the municipalities are well connected for both private and public transport, with several public bus lines to and from Las Palmas and Maspalomas. The highways and roads are in good condition and well signposted.

In the environmental section, the existence of different natural parks, protected areas, nature reserves, among others, has been detailed, as well as their accessibility and proximity to the wineries that are part of the wine route. Knowing the natural resources that exist on the island is key to help the visitor to understand the geographical space in which the visit is taking place, and it is also important that the members of the wine route are aware of them, both to attract visitors as well as to preserve these places.

As for cultural resources, there are several popular festivals that take place throughout the year on the island. These festivals have a strong religious and cultural component and attract large numbers of visitors. A catalogue was created of all the popular festivals that take place during the year with the aim of studying their potential use to promote the future wine route

among both the local population and visitors. This strategy would also help create cooperative ties between the organizing municipalities and the wine route.

The last part of the inventory is dedicated to touristic resources already existing on the island and that could be associated with the wine route. Different museums, interpretation centres and local markets make up this section. According to ACEVIN data, almost 30% of tourists who visit a wine region go to a museum or wine interpretation centre. This highlights the importance of these spaces as information poles and should be an important part of the design of the wine route. In the case of Gran Canaria, there is a wine interpretation centre and a cheese interpretation centre. These two spaces should serve both as information and promotion centres for the wine route.

Once all the above information was collected, a SWOT analysis was carried out for the Gran Canaria wine route with the aim of evaluating the situation of wine tourism on the island and projecting the strategies to follow.

2.2.1. SWOT Analysis of Gran Canaria Wine Route

Strengths:

- Landscape: Variety of landscapes (sea, mountain, forest, dunes, etc.)
- Climate: Subtropical climate, with temperatures not less than 19 ° C throughout the year.
- Low seasonality: Seasonality of tourism practically non-existent.
- Security: Safe and calm destination.
- Local population: The local population is friendly, happy and welcoming.
- Tradition: The wine industry has tradition and history.
- Wines and vineyards: Viticultural product with unique characteristics in the global context (volcanic soils without the presence of phylloxera, fully adapted local varieties).
- Gastronomy: Diversity of gastronomic products (wines, cheeses, honey, coffee, tropical fruits, local dishes, etc).
- Tourism sector: The tourism industry in Gran Canaria is strong and with many years of experience.

Weaknesses:

- Innovation: Innovation in the wine tourism sector is quite poor
- Recognition: Among the local population, the wine sector still having low recognition.
- Offer: It is very difficult to obtain Gran Canaria wines in bars and local restaurants. Wines from the mainland Spain (Rioja, Ribera del Duero) or even from other islands (Tenerife, Lanzarote) are offered instead local wines.

- Investment: Little investment in renovating cellar spaces to attract visitors.
- Promotion: Little information and promotion about Gran Canaria as a wine tourism destination.

Opportunities:

- Diversification: The Gran Canaria wine route comes to help with the diversification of the touristic offer of the wineries, and to complement the offer and touristic model of Gran Canaria.
- New markets: The Gran Canaria wine route can be an interesting offer for visitors attracted by gastronomic and cultural touristic offers and not just for being a cheap destination.
- Local tourism: One of the goals of the wine route is to promote local and outdoor tourism, especially after the covid19. This is an opportunity to create ties between the community and the island's wine tourism sector.
- Post covid19 tourism: The creation of the Gran Canaria wine route is an opportunity to rethink and rejuvenate the tourism model of Gran Canaria and can help to complement the transition to a more sustainable tourism.

Threats:

- Transport: Dependence on air transport for the arrival of foreign tourists.
- Competitors: There are other islands in the archipelago that are more associated with wine production, especially Tenerife and Lanzarote.
- Image: During the last decades, the island of Gran Canaria has been strongly associated with sun and beach tourism and has a “low budget” destination image.
- Lack of trust: Lack of confidence of a part of the wine sector about wine tourism, especially small producers.
- Lack of coordination: Mainly between private agents, historically there has been a lack of coordination between the tourism sector (hotels, restaurants) and wineries to create a solid wine tourism product.
- Covid-19: It is expected a lower influx of foreign visitors at least during the current summer season due to the Covid-19 pandemic.

2.3 Wine Route Action Plan

This phase stands for the actions that will be carried out to achieve the implementation of the wine route project and obtain the accreditation of ACEVIN. The action plan starts with the assistance from the wine route work team to all of the actors involved in the project. This guidance includes technical visits to each establishment in order to obtain on-site information about each winery, restaurant or hotel committed to the wine route. The technical visits are planned with the aim to obtain information related to the capacity of receiving visitors to each establishment, its tourist offer and the possible improvements that every business should make to achieve the accreditation requirements (figure 2).

It is worth mentioning that if a winery does not meet the minimum standards, it cannot officially be part of the wine route, however the figure of aspiring partner has been created, who can continue working as an associate and receiving technical advice. This agreement seeks to ensure that the aspiring partner continues to be integrated into the network and, can officially form part of the wine route in the short or medium term, once they meet the standards.

Annex 1 details some of the mandatory criteria for all wineries that are interested in being part of the Gran Canaria wine route.

After the technical visits, and with all the information collected from the associated partners, training workshops will be held, which will also be in charge by the wine route working team. In this stage, work will be done with the wineries and with the hotels, restaurants, official guides and associated tour operators. The goal is both to supply advice for the creation and improvement of experiences in the different establishments, and to communicate the competitiveness strategies of the wine route. The team will present the results of the inventory of resources previously carried out and the legal aspects of each establishment will be discussed as well.

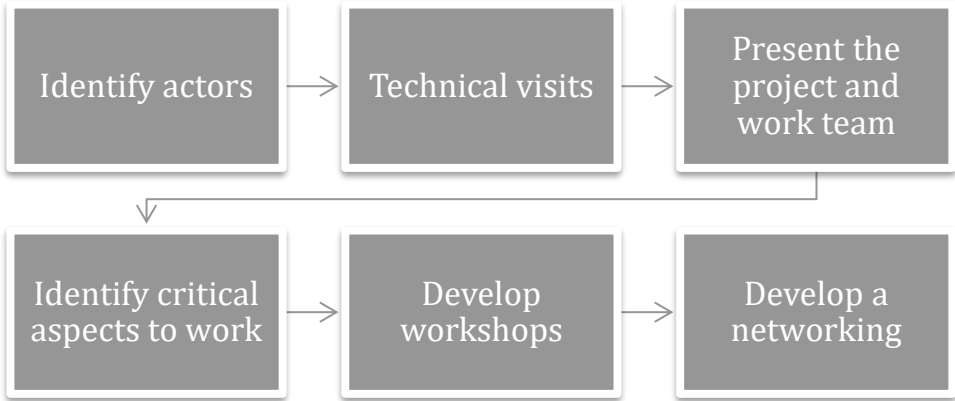


Figure 2: Diagram of the wine route action plan to be carried out. Own elaboration.

At this point it is interesting to mention the diversity of establishments that currently take part in the Gran Canaria wine route project. There are 23 wineries working on this project, spread over almost the entire island (see map in annex 2). Some of the wineries have a remarkable involvement in wine tourism, with experiences offered to visitors that have been successful and constant over time. This group of wineries do not require further advice regarding its wine tourism offer, although some of them would need advice in other aspects of the business such as innovation, marketing and digital promotion. This group of wineries would, in principle, reach the level required to be certified by ACEVIN.

The second group of wineries are those that need an adjustment in their wine tourism offer, especially in the design of the experiences. This group also includes those wineries that have the technical capabilities to make visits, but do not have experiences to offer. In this case, the guidance that will be carried out as a work team has great importance since, in some cases, a small improvement in the offer would mean that these wineries can achieve the certification.

The third group corresponds to those wineries that do not offer any wine tourism products and do not yet have any actual space where they can make their visits. In this case, the focus of the workshop will be to offer practical solutions or design a work route that allows to the winery offer an experience with the quality of service required by the wine route. As an example, a winery can set up a tasting room in some space on the premises and offer a visit to both the winery and the vineyard. If they meet the legal and infrastructure requirements and manage to offer a visit with a tasting of at least one of their wines, this would be enough to officially become part of the wine route.

At this point, it should be noted that the Gran Canaria wine route will set a minimum product to be offered by each winery, which corresponds to the tasting of at least one wine of winery's portfolio and a tapa produced with local products (cheese, chorizo, olives, etc). The minimum price of this product will also be agreed between all the wine route partners involved. From this product and minimum price, each establishment can elaborate and offer more complex experiences and products to their visitors.

Regarding restaurants, at this stage of the project, there are 8 restaurants which are partners of the wine route (see map in Annex 2), each of them manage to represent the local gastronomic culture in their menus. However, and same as wineries, these establishments must meet certain requirements to be admitted in the Gran Canaria wine route.

Each restaurant who want to be part of the wine route must ensure that at least 25% of the wines that appear on its menu must belong to the DO Gran Canaria. They have also been proposed to create a specific menu for the wine route, and to suggest a Gran Canaria wine with each dish. If the restaurant does not see it possible to accomplish this, it should offer local

wines on its menu. They must also have a wine corner, which will provide promotion and information for the visitor about the wine route.

Although, in theory, the requirements for restaurants are easier to meet than in the case of wineries, since the business orientation of these establishments is service, the group team will work with them in the same way as with the wineries. Technical visits will be carried out, focused on collecting information about the relationship of these establishments with local wines, knowledge of the staff about the history and culture of the wine of Gran Canaria and other technical aspects.

The tasting panel of the Denomination of Origin of Gran Canaria will be in charge of advising these establishments regarding the recommendations of different types of local wines to incorporate into the menus. Workshops will also be held to train restaurant staff in terms of wine service and the particular characteristics of Gran Canaria wines. The workshops also look to transmit to the partners the competitiveness strategy of the wine route and inform them about the situation in which the implementation process is.

A key point for the working group is to be able to transmit the fundamental values of the wine route, concerning sustainability and the necessary cooperation between its partners. With the new panorama that is approaching post Covid-19, it is absolutely necessary to project the wine route as a sustainable product, both for the establishments that participate in it as well as for the community and the environment.

The Gran Canaria wine route project has based its strategy on a rational use of resources and on offering a practical alternative to the prevailing mass tourism on the island. Economic, social and environmental sustainability are some of the bases that inspires this project and it is of great importance to be able to transmit them; first to future partners and then to the local and international visitors.

As mentioned above, one of the strategies on which this project is based is cooperativeness among all its members. For the wine route to be successful, a network must be created among its associates. Each establishment must know the resources that surround them and also know those of the other partners. In the workshops, special emphasis will be given to this point, and at the end of the workshops, a networking day will be held among all the members of the wine route.

2.4 Distribution of the wineries committed to the Project

At present, the project works with 23 associated wineries, of which 20 are incorporated under the traditional figure of visitable or potentially visitable cellar and 3 of them under the figure of "*bochinche*".

A *bochinche* is a traditional Canarian culture establishment that works as a wine cellar and offers restaurant service. However, it does not work as a traditional restaurant, since it only offers wines produced in that place and traditional food made with local ingredients, typically from their own orchards or surroundings. They are only allowed to receive visitors for a limited period of time during the year, around 6 months or until the wine produced in the winery runs out (Alonso, Sheridan, & Scherrer, 2008). *Bochinches* bring great cultural wealth to the wine route by integrating history, landscape, wine and gastronomy.

Of the 23 associated establishments, 10 of them are located within the municipality of Santa Brígida, 3 in Telde, 3 in Valsequillo, 2 in San Bartolomé de Tirajana, 1 in Agaete, 1 in Las Palmas, 1 in San Mateo, 1 in Tejeda and 1 in Agüimes (see map Annex 2).

Santa Brígida is the biggest wine municipality of Gran Canaria and where some of the best wines of the island come from. Within this municipality there is a subregion called Monte Lentiscal, which was the first designation of origin of the island and which has now been incorporated into the DO Gran Canaria. In this municipality are the headquarters of the Denomination of origin as well as the wine house, which works as a wine interpretation centre.

Although, a large number of wineries are located in and around this municipality, there are also wineries located in the north-western part of the island (Agaete), center (Tejeda) and south center (San Bartolomé de Tirajana).

The geographical distribution of the wineries within the island, located towards the center, allow visitors to get to know other aspects of Gran Canaria, more linked to culture, gastronomy and landscapes in contrast to what beach tourism can offer. As mentioned above, one of the goals of creating the wine route is to attract visitors to these rural areas in a sustainable way.

2.5 Situation of the wineries

Of the 23 wineries associated with the project, 7 of them currently carry out wine tourism activities, with different positioning strategies. Some of them are committed to attracting vast

amounts of tourists, while others point to more selective tourism. Initially, these 7 wineries would achieve accreditation and would be the ones to launch the wine route.

Although, these wineries offer varied and quality experiences to visitors, they also present some deficiencies, especially in their digital marketing and promotion strategies, as well as in their reservation systems and some of them in specific technical aspects of the service. This pre-analysis of each of the wineries will be complemented with the technical visits to be made and then these aspects will be worked on during the face-to-face workshops.

Below is a brief description of each of these wineries in relation to the wine tourism product offered to its visitors.

2.5.1. Winery 1

This winery presents a consolidated wine tourism product, with the capacity to receive a high number of visitors per day in large or small groups. The winery and the tasting room are located in the same building, so during the harvest season, visitors have the opportunity to observe and also participate in the winemaking processes on site, from the reception of the grapes, through the selection table to filling of tanks.

Entrance to the winery is free, with the visitor having the choice to pay for a guided tour and a tasting of the winery's wines, in addition to the possibility of buying these wines directly. The winery is well equipped to receive visitors and has trained personnel.

The winery is one of the largest on the island with a production of around 80,000 kg of grapes per year, it produces 11 different labels. It is located near one of the tourist poles in the south of the island. Due to these factors, it has a high flow of visitors, mostly foreigners. This winery has experience in the wine tourism sector, being one of the island's benchmarks in this matter and is surrounded by interesting landscape and cultural elements for the visitor.

As weak points, the dispersion of its vineyards can be considered, since it is a vineyard producer society, the winery receives grapes from different sectors of the island, making it difficult for visitors to access. Also, as in the whole island, there is a strong dependence on foreign visitors; Scandinavians, Germans and English. Another weak point is the low wine culture of Gran Canaria among the local population, which is associated with low-quality, high-price wines.

However, lately this factor has begun to slowly decrease, and it is steadily common to see local visitors in the cellars. This can be an opportunity for this winery and the others to attract local visitors and create links between the wineries and the community. Undoubtedly, an improvement should be made in terms of the presence of the winery on digital platforms in order to promote and communicate the activities carried out and the wines produced. Also, in

the future would be possible carry out activities or events in the winery, taking advantage of the size of the facilities.

Low investment in digital promotion and marketing can be a threat in the short and medium term, due to the intense competition that exists with other tourist attractions on the island. Low-budget tourism is another factor to consider, the winery is close to all-inclusive hotels that discourage the consumption of local products.

This winery has all the characteristics and potential to be part of the wine route, however, there are factors to improve the position of its wines and experiences among local and foreign visitors.

2.5.2. Winery 2

This winery is also one of the references in terms of wine tourism on the island, due to the large flow of tourists who visit it daily. Approximately 80,000 tourists visit this winery each year. It has a production of around 100,000 bottles and 5 different labels. It also produces other types of products such as tropical fruits and coffee.

The visit consists of a tour around the farm of about an hour, where the process of making coffee and wine are explained, in addition to visiting tropical tree plantations such as banana, papaya, mango, among others, to end with a wine tasting paired with other local products such as local cheeses. Workshops are also held, to prepare the traditional *mojo canario*, a traditional sauce of the island.

The farm is well prepared to receive large volumes of visitors throughout the year and wine tourism is one of its core business, so it meets the requirements to be part of the Gran Canaria wine route. However, points of improvement have been found, such as the design of the store and improve the mix of products, creation and offer of exclusive experiences, give more resources to promotion and digital marketing to attract new markets.

2.5.3. Winery 3

This winery is in one of the most traditional sectors of viticulture in Gran Canaria. It presents a stable tourist offer with well-defined schedules. Unlike the previous wineries, this one corresponds to a small farm of 5 hectares of which only 2 hectares are planted with vineyards, mostly Listán Negro variety, under ecological management.

To show the history of the winery to the visitors, which dates back to the beginning of the 20th century, a small museum has been set up in which different types of old winemaking machinery are exposed, as well as the old *lagar*, a traditional deposit in where the grapes were pressed in past decades.

The visit consists of a tour of the vineyard, the museum and the winery, in addition to the tasting of two wines accompanied by other local products. It is also important to add that other activities such as “wine and circus “and wine and theatre” are carried out in this winery, which are offered once or twice a year with considerable success among local and foreign visitors.

2.5.4. Winery 4

This winery, located very close to the previous one, carries out visits since few years ago and, like the previous winery, corresponds to a small farm, of which 7 hectares are planted with vineyards.

The visit consists of a tour around the vineyard and the small winery, explanation of the winemaking process to end with the tasting of one of the wines accompanied by local products, such as cheese, olives and bread. The tasting takes place inside of an old *lagar*, conditioned for this activity.

Other types of activities are also offered from time to time, such as “art and wine”, which consists of a small market of local artists, who offer their products during this day. This activity is musically enlivened by a DJ which attracts a large number of young audiences, both local and foreign.

2.5.5. Winery 5

This winery is in a place with a large influx of visitors. Although its vineyards are not close to the winery, there is a guided tour of the winery that lasts approximately 45 minutes, with a tasting of its wines. Many times, the owner of the winery makes the visits which is very attractive and appreciated for tourists. It is possible to visit the vineyards, located in the crater of the volcano, by scheduling an appointment.

Another advantage of this winery is its location, close to scenic elements of tourist interest, which allows it to attract visitors who visit this place.

This winery is one of the largest wine producers on the island, with presence in various marketing channels. They also offer an attractive wine tourism product for the visitor, which allows them to meet the requirements to be part of the Gran Canaria wine route.

2.5.6. Winery 6

This winery is the smallest of this group; it only has 0.5 hectares of vineyard. It is a family winery found at the foot of the mountain, which allows visitors to see the conjunction of majestic natural landscape and vineyard in the same image.

Although, this is a family-owned winery, they receive more than 3,000 visitors a year, mainly foreigners. A guided tour of the farm is offered, which in addition to vineyard has tropical trees,

olive trees and several other crops. The space has a capacity for about 50 people and is well equipped for wine tourism activities.

Despite its low production, this winery is a clear example of how wine tourism can complement the economic income of primary activity. It is also important to note that wine tourism has allowed generational replacement in this winery, a critical aspect on the island due to the low attractiveness of agricultural activity among the younger population.

2.5.7. Winery 7

This winery is found near one of the landscape icons of the island, which is frequented by a high number of visitors daily. This winery has vineyards in height, cultivated on terraces which give it a highly attractive scenic value. The winery produces 30,000 bottles a year, among red, white and sweet wines, with 6 different labels. The wines are well positioned and highly required by restaurants, regular consumers and visitors.

The winery is built in the rock of the mountain, which generates a visual impact once inside. It also has several tasting sites and viewpoints from which images of both the island of Gran Canaria and Tenerife can be obtained.

The visit consists of a tour of the vineyard and then the winery, with a wine tasting at the end of the tour. The winery also offers the possibility of holding events, such as weddings, which have a high rate of acceptance. This is due to several factors, among them the landscape in which the winery is located, with views towards the most iconic mountains of the island as well as spectacular sunsets. Inside, the space is large and has been reconditioned for this type of event, with hand-carved caves where the wine is kept in the barrels.

This winery has great potential to become a reference in wine tourism. However, it still requires efforts to improve the facilities and experiences for the visitor.

The rest of the wineries associated to the project would not be able to achieve the accreditation in this first stage. However, they will still be collaborating with the working team with the aim to integrate them to the wine route as soon as possible.

In addition to the analysis of the wine tourism offer of the wineries, an analysis about digital promotion and marketing was also carried out, both presence on social networks and on the website. All the 7 wineries that carry out wine tourism in a stable way are using at least one social network (Facebook or Instagram). However, most of them do not present a clear digital marketing and promotion strategy, since the producers manage the social networks without a clear and defined plan. This directly influences the possibility of attracting new visitors and markets to the winery.

Most of the wineries analysed only make publications in Spanish language. Considering the huge flow of foreign visitors to the island, it would be interesting to open up to new languages or at least add English. Regarding the wineries that do not have yet a solid wine tourism product, many of them do not have a presence on social networks or even do not have a website to contact them.

The lack of a clear digital promotion strategy in most wineries leaves a great space to improve and attract new consumers and visitors. In this regard is important to take advantage of the tools that currently exist and is one of the points to be discussed during the workshops.

Almost all the wineries working with the wine route have deficiencies both in digital promotion and in their web pages. It is not possible to book and pay online for a visit or wine tourism experience, the only choice is to book an appointment by phone or simply get to the place. This also gives a lot of room for improvement and should be an opportunity, since by offering these types of services that do not represent high implementation costs, the return can be very favourable in economic and organizational terms.

2.6. Interpretation centres

The importance for wine routes of having spaces such as museums or interpretation centres within the route has been proved. These spaces act as poles of attraction and information for the visitor and must be included in the wine route project.

In the case of Gran Canaria, the wine house, located in the municipality of Santa Brigida, works as a wine interpretation centre, receiving a considerable volume of tourists throughout the year. However, it is important to redesign this space in a way that is more attractive to the visitor. Currently, it has limited hours of operation, staff not appropriately qualified to respond to the demands of future visitors to the wine route, and the low appeal of its exhibitions. This public-private administration interpretation centre is part of the Gran Canaria wine route project as a partner, so it must be adapted to the needs of the project in the short term.

The potential of this establishment is high, considering the architecture of the two centuries old large house where is placed and its strategic location, surrounded by parks in the heart of the viticulture in Gran Canaria. It also has a high-quality restaurant specialized in local wines, pairings and local dishes, which makes it even more attractive for this project.

The second interpretation centre is the Gran Canaria Cheese House, located in the municipality of Santa Maria de Guía, in the north of the island. This establishment is part of the wine route and is an excellent value to the project, since it is a second pole of attraction for

visitors. In this centre different activity are carried out to introduce tourists to the elaboration of the traditional "queso de flor", of artisan elaboration and internationally recognized for its quality. Tastings, workshops and guided tours of the museum are done in this place, which makes it an attractive and interesting tourist product for those who visit it.

In addition to the activities that these interpretation centres already carry out, it is necessary that they also perform actions to promote both the island's wine culture and the wine route itself. Being located in two strategic areas of the island, these establishments can become poles of attraction for visitors, becoming a link between tourists and the different wineries and services associated with the wine route.

2. CONCLUSIONS

The implementation of a wine route in any territory is a complex process that requires the cooperation of all the sectors involved. In the case of Gran Canaria, it is a project that has been carried out professionally, trying to integrate all the stakeholders in its creation process.

If the stakeholders work in a coordinated and efficient way, this wine route can become a tool that allows wineries and associated services to take the next step in professionalizing wine tourism on the island and offering higher quality standards to the visitors. This has already been seen in other regions of Spain where there are these types of associations that run successfully, attracting more visitors each year.

One of the most important points is the contribution of wine tourism to the territorial development of rural areas. In the case of Gran Canaria, this is significant since the wine sector in general corresponds to small producers distributed on the island and who have difficulties in show their products on the market. Generating a tool like the wine route that allows them to attract new consumers and diversify the business can be very useful for producers. It should also be noted that the standards that wineries must meet to enter the route ensure a quality of service to visitors, a situation that is not currently met in all wineries.

The wine route, being an entity that brings together wine tourism activity, can become a tool that allows the tourism sector to complement its offer. Even more considering the fragility of the tourism sector in general in the face of emergencies such as the recent Covid-19 pandemic. Tourism is expected to recover its pre-pandemic levels once its prevalence decreases or a vaccine is found. However, it is also expected that the behaviour of the visitors will be different in relation to avoiding closed places or with a high concentration of people. The climatic and landscape characteristics of Gran Canaria allow to offer sanitary safe spaces and activities along the wine route.

Without a doubt, the process of creating a wine route that meets well-defined quality standards is a complex task. However, it can generate great benefits not only for those who are part of it but also for the communities that surround it. The Gran Canaria wine route is based on offering and promoting the island from the landscape. To accomplish this it is necessary to know the landscape resources that the island offers and from that starting point generate actions to preserve it. One of them is to use the landscape, both natural and viticultural, as a tourist resource in order to protect it and avoid its degradation.

The wine tourism project of the island of Gran Canaria complements the island's traditional offer of sun and beach destination, offering more local, rural, gastronomic and cultural tourism. This type of tourism is more focused on the sustainability of the tourist activity rather than attracting masses of visitors.

At the end, it is necessary to mention that the creation of the Gran Canaria wine route is a project that comes to diversify and complement the tourism industry on the island with the joint work of all who compose it. It is a project that comes from the need to rejuvenate the existing tourist model and contribute to the rural development of the island in a sustainable way.

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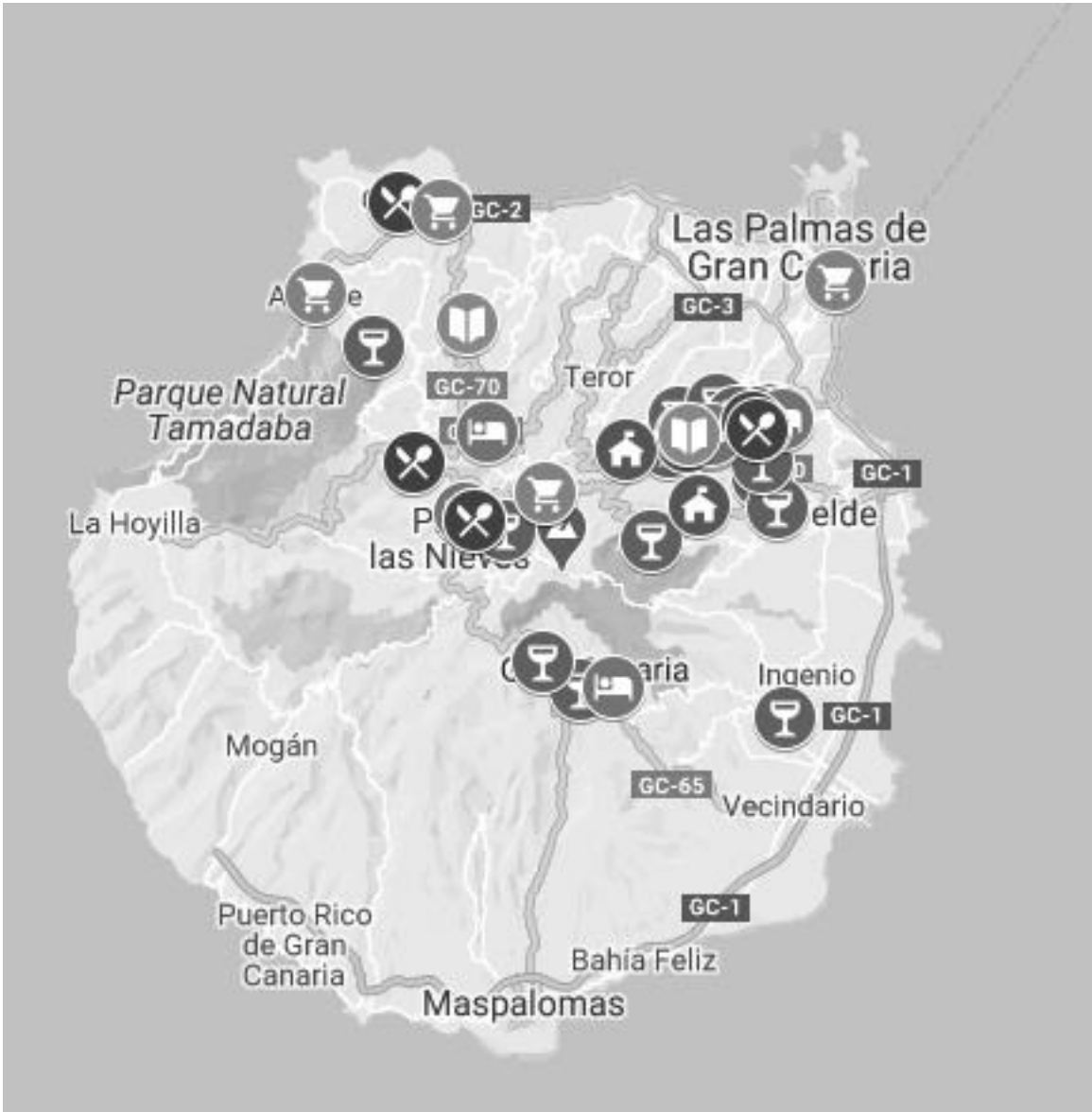
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ANNEXES

A1. ACEVIN some of the mandatory criteria for wineries.

1.- Legal requirements
1a.- Affiliation to the DO of the territory
1b.- Own a license and legal registration
2.- Belonging to the wine route
2a.- Compliance of obligations with the wine route (payment of fees, attendance at training workshops, etc.).
2b.- Identification plate that distinguishes it as an establishment part to the wine route
3.- Staff competencies
3a.- The staff have received specific training on the wine route.
3b.- The winery has trained staff to carry out guided tours and different proposed activities.
4.- Access
4a.- Information panel outside showing opening hours and a contact telephone number
5.- Services offer
5a.- The winery offers a visit to its facilities that includes the tasting of at least one wine.
6.- Promotion
6a.- The winery has promotional material, either digital or physical, to communicate the services provided.
7.- Booking
7a.- The winery has a phone number, email or web form through which reservations can be made.
8.- Availability
8a.- The winery must remain open to visitors for at least 12 hours a week, 2 days a week, with hours open to the public between 9am and 8pm.
9.- Security
9a.- The winery has subscribed a liability insurance to assume the possible damages caused to tourists during the visits.
10.- Tasting
10a.- The winery offers to visitors the chance to taste at least one of its wines.
10b.- The winery has a specific room or area for tasting.
11.- Shop
11a.- The winery has a store or area equipped for the sale of wine and other products.
12.- Toilets
12a.- The winery has separate toilets (Ladies and Gentlemen). In the case of small wineries that do not exceed 10 visitors, only one toilet can be provided.

A2. Provisional Gran Canaria Wine Route Map



-  Shops
-  Wineries
-  Accommodation
-  Restaurants
-  Interpretation centers