AN ANALYSIS OF MOTIVATIONS, BENEFITS AND COSTS FOR PENEDES CAVA PRODUCERS

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Wine Tourism.

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ABSTRACT

Penedes is a small area near the city of Barcelona. In addition, Penedes is the capital of the Catalan sparkling wine called: *cava*. Wine tourism plays a key role in this county, specifically the cava field. To be able to understand the importance of wine tourism in this region it is crucial to recognize why the cellars of Penedes enter the tourism sector.

This exploratory investigation has three objectives. First, providing a better understanding of the motivations of the *cava* cellars of Penedes to open to the public. Second, present the most noticeable costs that companies have, when enabling visits. Finally, expose how beneficial is for the firms to get into the tourism industry.

For this, the study has been carried out through surveys that were sent to *cava* professionals in the area of Penedes. Previous literature, which reviews the effects and findings of this study, have been used during the process. Besides, the research has been conducted using a quantitative methodology.

This thesis is aimed at *cava* related businesses as it offers valuable knowledge that will help them cope with making a decision on whether launching the brand into the tourism market or not.

Keywords: *cava*, Penedes, wine tourism, cellars, wineries, motivations, costs, benefits.

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CHAPTER 1. INTRODUCTION

1.1 CONTEXT OF THE RESEARCH

When talking about tourism we usually think of the beach, mountains, nature, monuments, and so on. However, for relatively few years, wine tourism, enotourism or oenotourism has become a trend. As Hall, C. M. and Mitchell, R. D. (2002) stated, enotourism business has become an important component of rural development and regional promotion for the last years.

The first form of this tourism appeared in ancient times (Cambourne et al., 2000) and was developed in some European vineyards at the beginning of the twentieth century (Johnson, H., 1986). According to Charters, S. and Carlsen, J. (2006), the Americas and Oceania project a bigger interest in wine tourism rather than Europe. Besides, wine tourism has been better developed in the New World.

At the beginnings of the 18th century, in the French province of Champagne, a different form of wine appeared: champagne. Later, during the first half of the 19th century, certain areas of Spain witnessed a growing spread of the consumption of sparkling wines of the same style as those made in the French region of Champagne. Further, Catalonia should be highlighted among the key Spanish regions which consume this form of wine (Valls-Junyent, F., 2007).

In the region of Penedes, Catalonia, wine tourism has become an important economic source. As Costa-Font et al. (2009) stated the D.O Penedes is one of the most influential denominations of Spain, as well as the most important denomination of Catalonian wines. According to the *Cava* Institute (2020), since the 20th century, *Sant Sadurní d'Anoia* with the growth and international commercialization of the *Mêtode Champanoise* has consolidated *cava* as one of the most important sparkling wines in the world.

1.2 IDENTIFICATION OF THE RESEARCH

A deeper knowledge of how *cava* has affected wine tourism is needed to know how important it is for the *cava* cellars to open its doors to the public. It could be used for a better understanding of the tourism for this kind of wine as well as for the *cava* companies to know how beneficial is for them to involve in tourism. This motivates the research questions: which are the motivations of the *cava* producers to enter the factory market? As well as, what benefits can cellars get from offering wine tourism and which are the costs of adapting to the visits?

1.3 ORIGINALITY AND CONTRIBUTION

General wine tourism studies were found during the research but, little investigation about sparkling wine, *cava*, and the causes why cellars get involved with tourism had been conducted. For this reason, this paper will convey new data and deeper information about this explicit topic.

Badia Roig, M. (2017) stated that regardless the segment of the tourist, wine tourism generates an industry worth just if the visitor has a great experience that justifies the expenditures of the trip. With this intention, the participants of this industry must work together as one.

1.4 AIM AND OBJECTIVES

The research aims are to generate quantifiable and testable data on the benefits of sparkling wine tourism, gradually adding it to previous knowledge. Besides, through the conduction of a survey, the study intends to know the reasons why offering wine tourism will benefit the cellars. Within the overall aim of the study, the following objectives were identified:

- To understand why companies decide to open the cellars/*cavas* to the public.
- To know which have been the costs of making the cellars/*cavas* available to the customers.
- To find out when the establishments offer visits.
- To discover if opening up to the public has brought them new benefits.
- To provide information to both, companies and customers, about the differentiation of wine and *cava*.
- To analyse if the creation of a "*Cava* Route" would be favourable for the market.

1.5 STRUCTURE OF THE STUDY

The first chapter is a description of the topic, which has been further extended in the second chapter to understand why Penedes *cava* cellars have an important paper in Spanish wine tourism. It is imperative to determine a good background to the study to understand why *cava* producers decided to enable visits. So, mainly in this chapter the objectives and the aim of the study are defined.

In the second chapter wine tourism is explained through the analysis of previous investigations and research. Then, the European wine tourism is summarized, followed by the Spanish one. Afterwards, *cava* and its history, D.O. *Cava* and the differences between champagne and *cava* are introduced by using previous studies. Finally, there is a description of the *cava* tourism industry in Penedes, its most important producers, as well as an introduction to its brand image.

The third chapter details the methodology that has been used to develop the research, which aim is the analysis of how the cellars have been affected when opening to the public. In this section the model and strategy as well as the methods that have been used to collect the data are described.

In the fourth chapter, the findings of the research are presented and explained to answer the problems proposed on the research questions and to evaluate the consequences for the cellars when opening to the public.

The fifth chapter establishes the results of the study undertaken, as well as some recommendations for further researches.

CHAPTER 2. THEORETICAL FRAMEWORK

2.1 WINE TOURISM

2.1.1 What is wine tourism?

As García López, A. M. (2008) stated in "El Sistema Enoturístico Español", Enotourism or wine tourism is an instrument to diversify depressed rural areas through the creation of employment and wealth generation. For that reason, development plans and strategies have been developed to encourage enology tourism activities that would prioritise a proper territory management and the quality of products, services and infrastructure. On the other hand, Hall et al. (2002) defines it as "a visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors’’. Therefore, enotourism encompasses not only wineries but, restaurants, hotels, routes, museums, gastronomy and so on. Enotourism helps the customer approaching to the traditions and heritage of different territorial areas.

Besides, Hall et al. (2002) see wine tourism as a concept that is still undergoing substantial development. They also highlight the fact that wine can provide a major motivating factor for tourists to visit a destination as, wine regions tend to be attractive places and the vineyards themselves are aesthetically pleasing.

Enology tourism is also a way to empower a wine area and decelerate the migration of its population to the urban centres through the improvement of the living conditions, through the ability to diversify the activity and the generation of job positions for the locals, directly related with the tourism exercise (Millán Vázquez De la Torre, G. et al., 2012).

On the study of Alonso, A. D. and O’Neill, M. A. (2010) “Wine tourism in Spain: the case of three wine regions” they investigated the reasons why wineries opened to the public. While, some of the answers suggested the intention to "invest" in the customer or visitor of the winery operators, others suggested to:

- Promote wine culture and present the winegrowing area of the destination.
- Increasing sales avoiding mediators, as well as using wine tourism as a marketing tool.
- Encounter the demand.
- Make known of the wine and wineries through guided visits.

- Enable a service to their customers.
- A form of advertising the area and its wines.

Alternatively, other answers suggested that having to build new facilities such as restaurant or tasting rooms, having to increase the security due to the visitors or having more costs because of opening to the public would not justify wine sales (Alonso, A. D. and O'Neill, M. A., 2010).

According to Savranchuk, L. (2015) wine tourism has some fundamental principles. The most important one is that wine tastes just take place where the production is done. The most common tourism appreciates the local grapes because wine lovers have the feeling that as far as the wine goes from its origin the worse it tastes, which suited perfectly the wine tours. However, nowadays wine home villages have taste rooms that guarantee quality, as well as offer technological culture production.

In addition, the visits to the wineries consist in the vineyard tour, as well as the visit to the equipment of winemaking, such as the cellars and the different rooms where wine elaboration takes place (Wolikow, S. 2014). Apart from that, Marzo-Navarro, M. and Pedraja-Iglesias, M. (2009) in their study "Wine tourism development from the perspective of the potential tourist in Spain" revealed, that wine tourism must include:

- Services.
- Infrastructures for tourists.
- A famous area for its wine.
- A chance to do cultural activities.
- A chance to increase wine information.
- A chance to do leisure activities.

2.1.2 Wine tourism in Europe

In regard to Europe, wine tourism has been structured primarily through the design and creation of tourist routes such as *La Strada del Vino* (Italy), *Routes des Vin* (France), *Rutas del Vino* (Spain) and *Rota do Vihno* (Portugal). Given that Europe is a continent rich in cultural resources and with such an extensive traditional heritage, wine tours are not only limited to fine wine tasting. Instead they are enriched by pairing wine with local cuisine. In this way, these thematic routes allow tourists to connect with the cultural and environmental background of the destination (López-Guzmán, T. et al., 2014).

Therefore, each route – although similar in terms of content – is different in terms of the unique values and heritage of the territory in which it operates (Bruwer, J., 2003). As Bruwer, J. (2003) said, although these routes offer similar products (drinks), they end up varying in their final product as each region presents different qualities, values or traditions.

Moreover, the characteristics or quality of the product are fundamentally based on a certain geographic environment, with its inherent human or natural factors and, with preparation, production and processing occurring in the demarcated geographic area (EEC Council, 1992).

Savranchuk, L. (2015) in "Wine tours by Europe as one of the areas of recreational activities" explains how wine tourism has become more attractive. Besides, the author points out that France is the most popular country for wine tourism, where the wine tour is perceived as an occasion to touch the oldest traditions through the explanation of experts. Nevertheless, according to Marzo-Navarro, M. and Pedraja-Iglesias, M. (2009) the country with the biggest extension of vineyards is Spain and is the third-rated producer of wine.

2.1.3 Wine tourism in Spain

Saito, Y. and Takenaka, K. (2004) explained in their study "Development of Wine Industry in Spain: three pioneer regions in commercial wine production" the beginning of wine-making in Spain, which took place on the second millennium B.C and in the second century B.C; where it all spread all over the state. But, at the end of the nineteenth century the market of wine production developed in Jerez. Penedes and Rioja, following the evidence of Jerez, decided to join the industry.

According to Escolar, B. M. and Morueco, R. F. (2011) the wine industry has existed for more than 3.000 years. The law on vineyards, wine and spirit drinks allows this industry to produce a superior quality wine, to be protected and to have a better regulation. Moreover, when Spain got into the European Economic Community it helped in the creation of quality wine production in specified regions, and the creation of the Designation of Origin (D.O.). The Institute of *Cava* (2020) stated that in 1991 the own D.O. *Cava,* sparkling wine, was approved.

In some Spanish counties, wineries are the foundation of the economy. With the actual competitiveness of the sector, most of the companies reconcile innovation with the tradition in the wine production. This concurrency has diversified the production of wine until reaching enotourism and its variety (Escolar, B. M. and Morueco, R. F., 2011). In addition, the wine sector has played a major role in the development of the economic and industrial sector in Catalonia (*i. Becerro, R.S., 2007).*

Asero, V. and Patti, S. (2009) explain that wine is identified as a territorial intensive product, which means that wine and territory are mutually represented. This is the reason why the wine regions of the world are developing politics that promote wine tourism. Europe, seeing the potential of this kind of tourism, created the first Wine Route and the European Network of Cities of Wine (RECEVIN). Escolar, B. M. and Morueco, R. F. (2011) explained that the European Network, where there are different cities, wants to:

- Promote wine culture as European heritage.
- Act as a lobby with the development of the cities and the wine sector at European level.
- Promote wine tourism as the same concept as other touristic resources in the wine regions.
- Encourage young adults to get involved in the wine industry.

The diversity and the quality of Spanish destinations lead to the formation of the Spanish Association of the Wine's Cities (ACEVIN) in 1994; wherein different Public Administrations and Associations have joined, such as Consortium of Touristic Promotion of *l'Alt Penedès*. Consequently, the product Wine Routes of Spain was created in 2001 when ACEVIN got the support of the *Secretariat General del Turisme* (Escolar, B. M. and Morueco, R. F., 2011).

2.2 CAVA

2.2.1 Cava History

The *cava* industry has its origins at the ends of the 19th century (CRC., 2015a). Denominated as "*champán*" or "*champaña*", *cava* follows the traditional method for sparkling wines: the champagne method (Valls-Junyent, F., 2011). On the application of the champagne method in Catalonia, a Madrid native engineer, Lluís Justo i Villanueva had an important role. He conducted courses of applied chemistry in agriculture where he showed how to elaborate the natural Catalan sparkling wine called *cava* (Valls-Junyent, F., 2003).

Cava is a Spanish sparkling wine with its own designation of origin (D.O.), which was approved in 1991 (Institute of *Cava*, 2020). A D.O. refers to a specific place, the name of a region, or even a country, to describe a specific agricultural product/foodstuff (EEC Council, 1992). Most municipalities associated with *cava* production are located in the Spanish region of Catalonia, 132, and an additional 27 are found in Alava, Badajoz, La Rioja, Navarra, and Valencia (CRC., 2015a). Within Catalonia, the municipality of *Sant Sadurní d'Anoia*, located approximately 50 km to the West of the city of Barcelona, Spain, has become the main capital of *cava*. In fact, this municipality was home to the first *cava* in 1872 (CRC., 2015a). As Valls-Junyent, F. (2009) stated, exports have been the main responsible for the rapid and continuous development of *cava.*

Throughout mid-1990s, exports of *cava* surpassed those of champagne in terms of quantity. Besides, the amount of *cava* bottles placed on the foreign market in 2009, had almost exceeded that in bottles of champagne offered outside of France (Valls-Junyent, F., 2009).

2.2.2 D. O. Cava

The production of the sparkling wine, *cava*, is under the control of an independent D.O. Operators' registration, compared to other geographically delimited D.O's (Saito, Y., & Takenaka, K., 2004). The creation of D.O. *Cava* in Spain goes back to 1991 (Bruwer, J., 2016). And, although D.O. *Cava* applies equally to all the *cava* producers from seven different Spanish Autonomous communities (160 municipalities); in 2008, about a 95% of *cava's* total production was concentrated in the D.O. Penedes, 40 km in the south of Barcelona. In regard to that percentage, more than a 75% of the production was elaborated in the area of *Sant Sadurní d'Anoia (Bigné Alcañiz, J.E. et al., 2008)*.

PDO (DO)	Cava producers		Base wine producers	
	Number of firms	%	Number of firms	%
DO Alella	7	2.6	3	1.8
DO Ampurdà	3	1.1		
DO Conca Barberà	10	3.7	11	6.7
DO Costers de Segre			1	0.6
DO Penedès	210	78.1	105	64.4
DO Pla De Bages	2	0.7		
DO Tarragona	8	3.0	12	7.4
DO Calatayud	1	0.4		
DO Campo De Borja			2	1.2
DO Cariñena	1	0.4	2	1.2
DO Navarra	2	0.7	1	0.6
DO Ribera Duero	1	0.4	1	0.6
DO Ribera Guadiana	4	1.5	3	1.8
DO Rioja	5	1.9	4	2.4
DO Utiel-Requena	7	2.6	8	4.9
DO Valencia	1	0.4	2	1.2
Not being part of a DO	7	2.6	8	4.9
	269	100.0	163	100.00

Table 1. Location of Cava and Based Wine Producers, November 2017[1]

[1] *Source: Valls-Junyent, F. (2012) El cava catalán ¿éxito de la empresa o del distrito?*

Table 1 (Valls-Junyent, F., 2011) shows the different Protected Designation of Origins (PDO's) that exist in Spain. In 2017 D.O. Penedes comprised a 78% of the market. The data was collected in 2017, therefore there is a gap of 3 years. However, in 2018, D.O. Penedes still was the main Spanish producer of *cava* with 179 out of 224 producers (Consejo Regulador del Cava, 2020).

2.2.3 Champagne vs. Cava

France and Spain share a passion for two of the most popular sparkling wines with controlled D.O.: *cava* and champagne. According to different studies, the international exchange of both goods creates a rivalry between the two countries (Martínez, S. Á. and Rol-Arandjelovic, S., 2015).

On the one hand, champagne is a product from the northeast of France, concretely, from the region of Champagne-Ardeen. This sparkling wine is created according to the "Champagne Method" and three different types of grapes are used: *Pinot Noir*, *Pinot Meunier* and *Chardonnay*. On the other hand, the main wine grape varietals used for *cava* production are *Macabeo*, *Xarel·lo*, and *Parellada* (CRC, 2015b). The Catalan wine uses the same method as champagne, the "Champagne Method" (Martínez, S. Á., & Rol-Arandjelovic, S., 2015).

2.2.4 Cava Tourism in Penedes

Penedes, a region of the autonomous community of Catalonia, stands out as the headquarters of the three main Catalan multinational wine and *cava* groups: Codorniu, Freixenet and Torres. These three companies have established and clearly settled visitor centres. Besides, they lead 90% of the visits to the wineries, which are estimated at about 600,000 annually (Bigné Alcañiz, J. E., et al. 2008). In 1975 the "*cava* trio" represented 80% of the planted area of vineyards (i. Becerro, R. S., 2003).

Over the last three decades, there has been a constant effort to improve *cava*. There have been increases in production quantities due to a greater presence in foreign markets and changes in the size and internal structure of the sector. The markets that have enabled the growth of cava exports, from the 1960s to the present, have been in chronological order: The United Kingdom, the US market (USA and Canada) and Germany (Arimany Serrat, N., et al. 2014). However, there is a decrease in the specific weight of the national market (Valls-Junyent, F., 2007), although in 2012 there is a slight recovery (Institut Català de la Vinya i el Vi, INCAVI, 2013).

In 2018, a total of 224 companies were registered in the records of the Cava Regulatory Council, 2020. And, as previously stated, a large majority of these companies are domiciled in the main Catalan wine-growing area, the Penedes.

2018 was the record year for international sales: shipments exceeded the figure of 165 million bottles and it can be seen how in just 10 years *cava* its sales have increased outside its borders by more than 25%. The intense work of the wineries is causing the popularity of *cava* to soar in new markets such as Lithuania, Poland or Russia and to remain firm in major markets such as Germany, the USA or France (D.O. Cava, 2018).

Year		Internal Market	% evol./ prev. year		International Market	% evol./ prev. year
2018		79.384	-12,1%		165.088	1,8%
2017		90.289	4,8%		162.223	2,0%
2016		86.183	-0,8%		158.973	1,1%
2015		86.876	-0,8%		157.247	1,6%
2014		87.580	7,5%		154.708	-3,3%
2013		81.438	-0,5%		159.927	-0,9%
2012		81.825	-6,3%		161.407	6,0%
2011		87.309	-8,7%		152.246	2,1%
2010		95.641	8,4%		149.160	13,7%
2009		88.253	-1,0%		131.210	-5,5%

Table 2. Internat and International Merket Evolution of Cava Exportations from 2009[2]

According to Rexach, A. (2000) the specialization of the area on the production of the *cava* was a direct cause for the plague of *phylloxera* that pest Catalan vineyards from 1890s to the 1910s. Nearly all the vines for red wine were damaged so, the farmers decided to plant white grapes so they could produce *cava*. On top of that, Saito, Y. (2015) stated that Penedes has specialised in wine production due to the different physical elements on its geography and the favourable climate, which have been beneficial for this agriculture activity. Since the second half of the nineteenth century vineyards have been the predominant cultivation, gradually moving the conventional Mediterranean products. Furthermore, on 1960s, Penedes went through a period of renewal where some entrepreneurs developed a type of wine undiscovered in Spain. They were able to adapt foreign grape varieties to the local conditions, such as *cabernet sauvignon, merlot* or *chardonnay* very significant in the international market (Nadal, M., 2003).

[2] *Source: Consejo Regulador del Cava webpage*

Valls-Junyent, F. (2011) said in "*Catalan cava, company success or district success?*", that Catalan *cava* arise as an imitation of the "*Italian spumante*"; even though that they have a very different manufacturing process, they have a very similar origin. Moreover, Saito, Y. and Takenaka, K. (2004) pointed out how beneficial for the companies of Penedes is to produce *cava*. *Cava* needs small capital in comparison with others ancestral agriculture products. The Catalan sparkling wine needs a certain amount of technique and experience as well as an aging process inside of bottles instead of casks (this reduces investment in the production). However, Valls-Junyent, F. (2003) pointed out how difficult was for the Catalan companies to fight against the well-known French companies, as well as the difficulties that *cava* businesses had to face as they depended on the import of the machinery.

Medina, F. X. and Traserras, J. (2008) reviewed how Penedes area has been the pioneer in oenology tourism. From 1997 there is a project called "Wine and *Cava* routes of *Alt Penedès*" were the public and private industry work together to promote wine as the principal product. Thanks to this project, Penedes got the recognition as "Wine Route of Spain". This output is a wine route network that offers the customer a visit to the different culture, gastronomy and winemaking traditions. According to Escolar, B. M. and Morueco, R. F., (2011) the certification of "Wine Route of Spain" has three phases:

- Launch phase – preparation of the public and private sector involved with the touristic product to fulfil the requirements of "Wine Routes of Spain".
- Development phase – two-year phase to put into practice what the guide of "Wine Routes of Spain" state. To move to the other phase, they have to have a positive rating. On the other hand, if they score a negative rating, they lose the certification for at least a year, when they can reapply.
- Consolidation phase – every two years, there is an evaluation if the route continues to fulfil the criteria.

Medina, F. X. and Traserras, J., (2008) studied the D.O. in Catalonia. They found out that even though gastronomic tourism has an important impact on the Catalan tourism, there are some regions related to wine that stand out among tourists such as the Penedes, Montsant and Priorat. In 1993 a law about the basic rules on wine were created, and the D.O. were identified including Penedes. The D.O. ensures the use of specific kind of grapes, an elaboration protocol with the vineyards of the area. According to Rexach, A. (2002) the number one D.O. in Catalonia is Penedes. It is also one of the most important ones in Spain because of the prestige that has nationally and internationally, due to the number of wineries, the production and the billing, and the variety and quality of the wine. On top of that, Penedès Denominació d'Origen (2020) has regulations in the winemaking of Sparkling D.O. Penedes such as sparkling wines have to ferment with their own sugars only among others.

Besides in Penedes within the wine industry, they produce the 95% of the Spanish *cava* production. Moreover, the capital of the D.O. *Cava* is in *Sant Sadurní d'Anoia* (Penedes) and there, it is produced the 75% of this product. Since 1993 exists the first D.O *Cava's* Regulating Council (Medina, F. X. and Traserras, J., 2008). On the other hand, one of the most remarkable characteristics of this Catalan sector is how important they have become internationally not only in the commercialization, but also on the production being one of the most renowned wine productions of the world (Valls-Junyent, F., 2003).

2.2.5 Most important producers in Penedes

Although *cava* is the representative product of Penedes, most of the viticulturists combine the production of wine and *cava*, others just produce *cava* and the rest just produce wine (Saito, Y. and Takenaka, K., 2004). The biggest three corporations of wine and *cava* producers are in the county of Penedes: Codorniu, Freixenet and Torres. These multinationals equate the number of visits on its cellars, with the ones from D.O Jerez or La Rioja (Medina, F. X. and Traserras, J. 2008).

Freixenet S.A.

Was the first exporting company of wines in *Sant Sadurní d'Anoia* founded by Francesc Sala Farré in 1861. It is in 1914, when Freixenet launched the first sparkling wine bottle. In the seventies they focused on being more powerful in international markets, and they started having wineries across the globe; leading the exportations of sparkling wine and being present in more than 140 countries due to two of their *cavas*. Nowadays, Freixenet is a family-owned company and has 18 wine cellars within 7 countries in 3 continents (Europe, EEUU and Australia) (Freixenet, 2020).

Codorniu S.A.

It is the oldest company in Spain and the 17th in Europe (founded in 1659). Besides, Codorniu has more than 3.000 hectares of vineyard, which makes it the largest owner of vines in Europe. The company created the first *cava* in Penedes in 1872. From then, the innovation with the *cava* has made further progress. In 1984 they created the iconic "Anna de Codorniu"; and in 2002 they created the first *cava* rosé with the *Pinot Noir* variety (Codorniu, 2020).

Torres S.A

Founded in 1870, Torres has developed its wineries for years. In 1970 they implemented a new type of white wine fermentation and since then they started to spread their vineyards around the world. In 2014 and 2015 "The British Magazine Drinks International", *Bodegas Torres* was recognized as the most admired wine brand in the world (Torres, 2020).

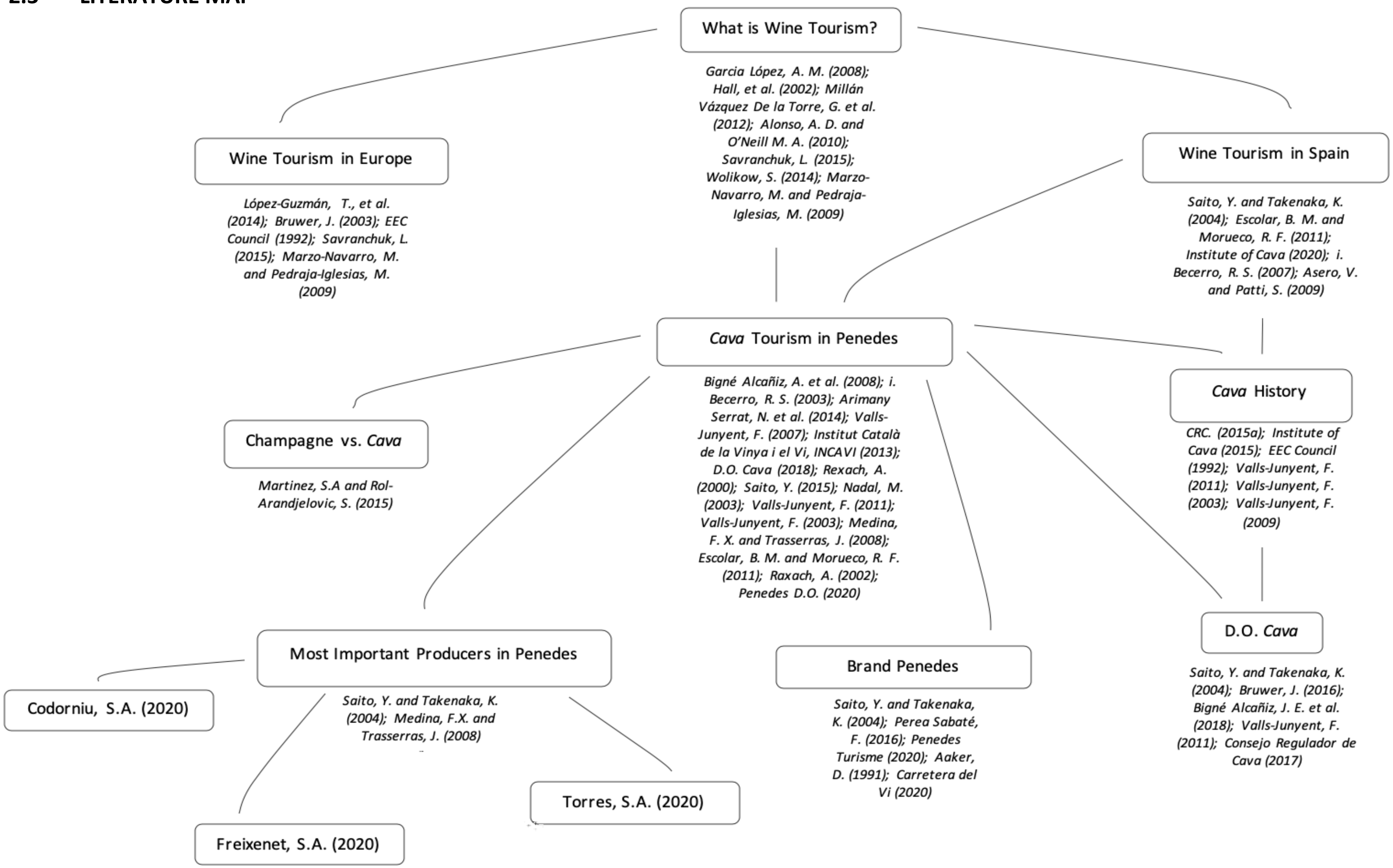
2.2.6 Brand Penedes

While practically the oldest wineries have expanded, most of the vineyards belong to cooperative societies and individual vine-growers. Moreover, another peculiar aspect of the wine industry in Penedes is the importance of the regional investment that has grown from a humble origin. For instance, from the smallest companies to the three biggest businesses most of them are still family companies (Saito, Y. and Takenaka, K. 2004).

According to Perea Sabaté, F. (2016) in his study "*El discurso de marca en la comunicación de marca: el caso enoturismo Penedés"* remarks that enotourism has three fundamental pillars: the vineyard, the wine production and the winery. Nevertheless, according to the author, when talking about enotourism another pillar has to be taken into account the experiences such as fairs and festivals associated with wine. That is the reason why there is a need to go beyond the product, and that is why the author affirms that enotourism consists in selling "Penedes Brand". Furthermore, Aaker, D. (1991) explained how brands turn common goods into things people will pay to obtain and will choose to purchase. Therefore, brands are usually considered to be one of the main cores of marketing.

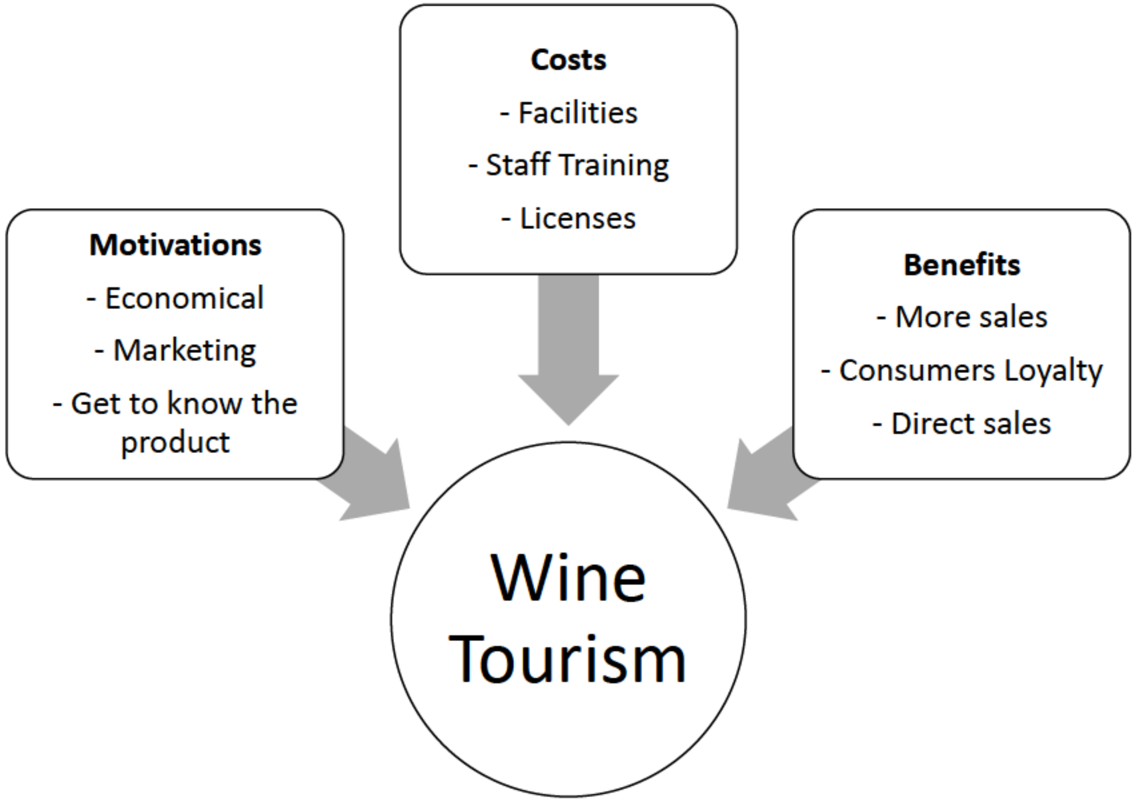
Indeed, according to Penedes Turisme (2020), Penedes Tourism Promotion Consortium was created in 1999 and manages Penedes Wine Tourism, a program to develop high quality tourism involving and representing all the region. Moreover, Penedes Wine Tourism Club has 200 members that represent different sectors and creates a network of companies to provide services to the tourists. On top of that, thirteen cellars of Penedes created "*La Carretera del vi*" an oeno-touristic attraction with a high historical value that enables tourists visit the different wineries through an age-old route. This itinerary was the first Wine Route in Spain being an innovative project, which recovered an antique commercial route (La Carretera del Vi, 2020).

2.3 LITERATURE MAP



2.4 CONCEPTUAL FRAMEWORK

An Analysis of Motivations, Benefits and Costs for Penedes Cava Producers



CHAPTER 3. METHODOLOGY

3.1 OVERALL RESEARCH DESIGN

Considering the research topic, quantitative approach has been chosen. According to Libarkin, J. C. and Kurdziel, J. P. (2002) quantitative research is the procedure to evaluate data well established. In addition, due to the data being administrated by statistics, personal opinions of the researcher will not influence the study results. Moreover, according to the authors, developing a specific explanatory model can be done with the outcome from diverse individuals; as well as a good control of the variables being reliable and validated.

Hox, J. J. and Boeije, H. R. (2005) in their study "*Data collection, primary versus secondary*", explained how primary data is used for particular research. As well, the authors mentioned how surveys are a good strategy for collecting primary data. Seeing that and applying what Yilmaz, K. (2013) said, a deliberate instrument method must be used to recollect the data. This study has been conducted by online surveys and was sent to different organizations. As Dumičić, K., Sajko, M. and Radošević, D. (2002) stated, internet is used for an easily contact and data collection. This method was the best way to get results and beat the current situation: Covid-19. Furthermore, Dumičić, K., Sajko, M. and Radošević, D. (2002) declared multiple advantages when using web surveys such as: an unlimited space where the questionnaire can be tested, more data collection with a limited time, real time information, low economic investment and others.

The data was collected through a direct data source as there was no intermediary or third person between the researches and the pilot group. The surveys were completed online by *cava*-making companies.

Mackie, D.M. and Smith, E.R. (1998) mentions the positive approach in relation to research methodology by describing it as an approach that believes that things can be analysed as hard facts and its relation can be determined as scientific laws. The research of this study was interpreted in an objective way through hard data from surveys. Thus, following the positivism approach which relies on experiments or, in this case, statistics.

3.2 DATA COLLECTION TECHNIQUES AND RESEARCH INSTRUMENTS

The world is currently confronting Covid-19, a global pandemic that is expanding throughout the planet. Considering the situation, this work was carried out by collecting primary data through internet surveys. Benfield, J. A. and Szlemko, W. J. (2006) declared how sending an email with an electronic poll was not persuasive. Therefore, before sending the survey, the companies were contacted via telephone and the investigation was presented. As well, according to Cullen, J. B., et al. (1993) if the respondents get familiar with the project, they are likely to answer the questions.

Furthermore, Dillman, D. A. and Bowker, D. K. (2001) explained that web surveys faced obstacles with a very low response rate. Besides, restabilising contact with the participants is a good tool to achieve a good rate response. So, the contestants were contacted via LinkedIn, Instagram and telephone to get as many results as possible.

A total of 50 surveys were responded. These assessments as Cullen, J. B., et al. (1993) explained, are a fundamental tool when primary data is required in respect to the behaviour, attitudes or opinions of people. Simon, D. (2006) explained is a flexible tool that can adapt to the diverse circumstances so, a semi-structured questionnaire with 22 different queries such as open-ended questions and multiple choice was sent to the contestants. The first two questions were designed to know the name and the exact location of the business. The next two, to know how many years the company had been in the market and which products they provide. The upcoming questions were to get information about the visits on the *cava* cellars. Questions on the survey were chosen in order to answer the research questions. The complete survey can be found in Annex 1.

3.3 RESEARCH CONTEXT AND PARTICIPANTS

According to Simon, D. (2006) the last step before doing the survey is to determine the percentage of the population that will answer it. A stratified sample was used for the survey; Simon, D. (2006) defined stratified sample as identifying a significant part of the population to use as a sample. Singh, K. (2007) described population and sample in his study "*Qualitative social research methods*". On the one hand, the author explains the population as a group of persons, object or component among which samples are taken to analysis. On the other hand, Webster, M. (1985) specifies sample as the finite section that is evaluated to make general estimations of the population.

The public for the research was very limited as the study is focused on Penedes cellars. As previously mentioned throughout the thesis, in 2019 there was a totality of 204 cellars in Spain, being a 90% of them located in Penedes. Although it is a high percentage, the number of people to reach is low. Aside from these limitations, the state of alert of the Spanish country has affected the economies of important sectors as tourism. Due to this, some of the companies that offer *cava* have closed temporarily, and consequently many of the participants were not predisposed to answer the survey.

3.4 DATA ANALYSIS

Data analysis consists in collecting information, processing data and explaining the results of the used method with statistics (Tukey, J. W., 1962). In order to collect information, as mentioned before, surveys were distributed to a sample group abovementioned. To proceed with the data processing, the raw data was converted into information. Once the information was gathered, the results were further explained in detail.

All the data collected through the surveys was analysed by representing it in graphs and tables. Beliefs can be translated into quantitative data by means of measuring tools. Thus, although data must be quantitative, it does not mean that it has to be accessible necessarily in quantitative form (Sukamolson, S., 2007).

3.5 ETHICAL CONSIDERATIONS

This study has been conducted using surveys. To ensure the accuracy of the findings, 50 wine related companies answered the survey. The participants anonymity and confidentiality were maintained by not revealing their names and identities in the reporting of the findings. The aim of the research was given to the participants before they completed the survey and they all willingly agreed to be part of it without experiencing any sort of damage or danger.

The examined businesses are all *cava* producers concentrated in Penedes, Catalonia. The different corporations differ on size as well as on the year of incorporation to the market, the offered products and the number of visits amongst others. However, they all want to reach the same objective. Moreover, participants have responded equally, without any special treatment.

In the area of Penedes, there are not more than 190 companies that produce *cava*, therefore, it resulted on a small sample size. Nevertheless, all the data is reliable as the participation of the market resulted on a 26.31% which means that nearly a third of the companies completed the study.

CHAPTER 4. FINDING AND DISCUSSIONS

In this following chapter, the raw data extracted from the surveys (Annex 1) will be converted into information as well as visuals.

In the introductory question, the name of the company was required to make sure the study was reliable. However, in order to not compromise their confidentiality, it has not been displayed in the research.

In the second question the location was asked to confirm what Bigné Alcañiz, J. E. et al. (2008) stated; more than a 75% of the total production of the *cava* is elaborated in *Sant Sadurní d'Anoia.* As well as to confirm that the *cava* cellars were operating in Penedes area. As it has been seen in Figure 1, a 30% of the *cava* cellars respondents (15) are located in *Sant Sadurní d'Anoia.* Followed by the area of *Subirats* with a total of 20%. After, *Avinyonet del Penedès, Torrelavit and Font-Rubí* had a 6% of representation. Other towns were represented but, with a lesser percentage.

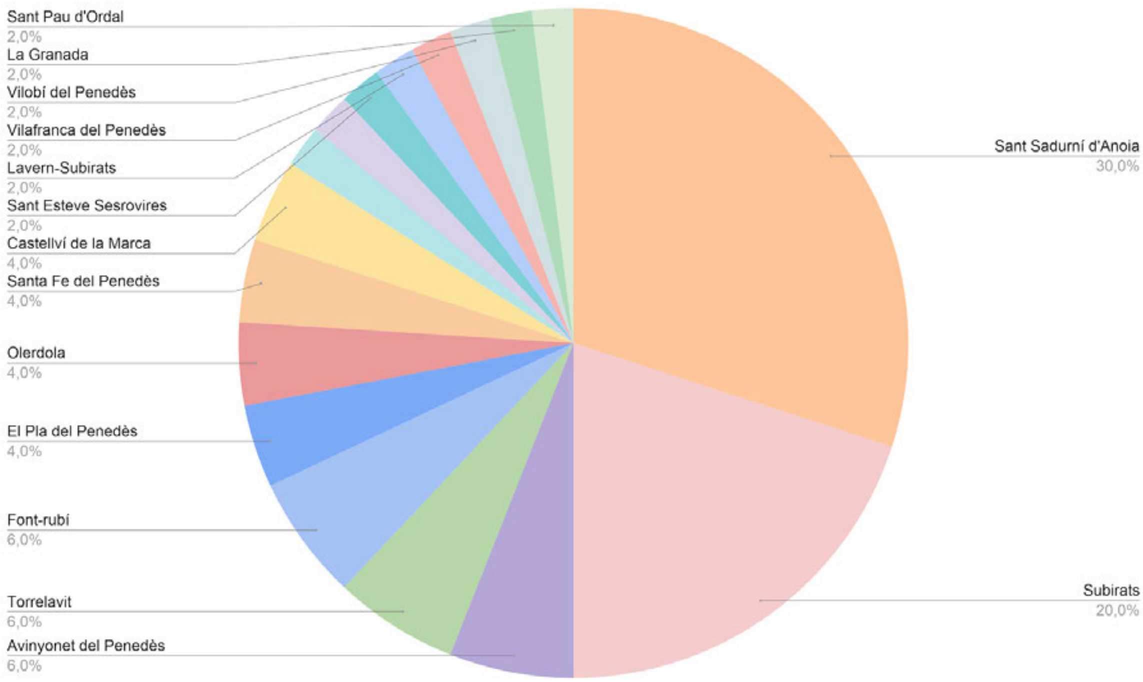


Figure 1. Location of the Cava Cellars[3]

[3] *Source: Castrillo, C. and Riba, A., 2020.*

Most of the analysed companies were founded more than 30 years ago (even reaching nearly 140 years, Figure 4), as seen in Figure 2. Wineries and *cava* cellars are known for being family companies which usually come from a family of winegrowers and little by little the different generations inherit them.

However, there are still many companies that see a gap in the market, and they decide to build or buy a cellar in order to satisfy their objectives. As Asero, V. and Patti, S. (2009) explained, wine is a territorial product. Moreover, i. Becerro, R. S. (2007) the wine industry has played a major role in the economy of the industrial sector in Catalonia.

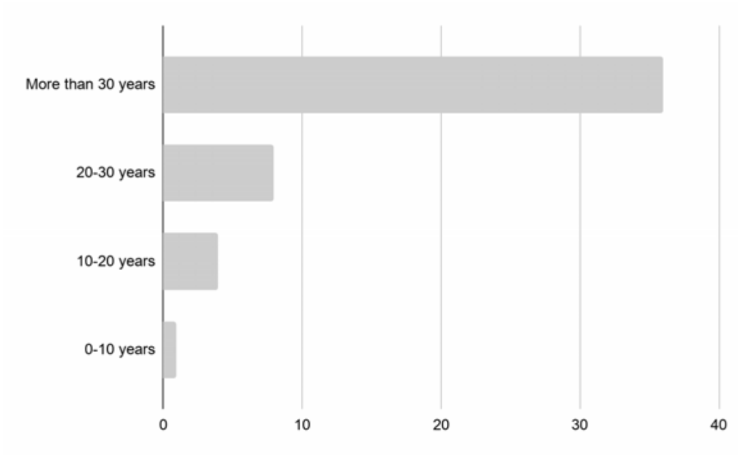


Figure 2. Year of Company Foundation[4]

4.1 PRODUCTS OFFERED

From the 50 researched companies, 44 of them produce and offer wine and *cava* (Figure 3). While 6 of those companies are specialized just in *cava*. Businesses producing both products have more opportunities to reach a wider market. Rothfeder, J. (2003) explained that it is easier to sell a product to an existing consumer than to attract a new client. So, through this statistic we can see the importance that these companies give to reaching different markets; by offering both products, the company reaches a broader public rather than just offering one.

This could be related to the concept of cross-selling. As Kamakura, W. A. (2008) stated promoting related products to an already acquired one it is cross-selling. So as to do so, companies have more chances to sell more with these two different products.

[4] *Source: Castrillo, C. and Riba, A., 2020.*

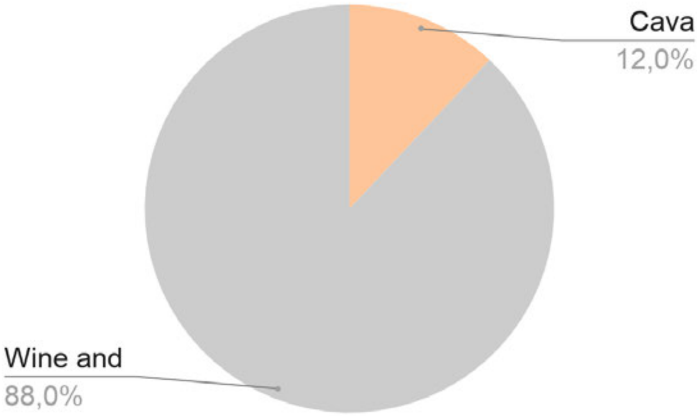


Figure 3. Products Offered[5]

4.2 ENOTOURISM

4.2.1 Period of time that the wineries have been open to the public and the price per visit.

As previously stated, a lot of the wineries and *cava* cellars date back to 100 of years ago and they are inherited and later passed out to other generations. A 24% of the contestants did not answer, either, due to the unawareness of the answer or to the fact that they do not provide wine (Figure 4).

Moreover, contrary to the years of foundation, the majority of cellars are relatively new to this sector. Gebauer, H. et al. (2005) as well as Olivia, R. and Kallenberg, R. (2003) stated that there is a willing for the product-based companies to move forward a more service-based company adapting to the new consumers demand. As seen in Figure 4, 26% of the participants have opened their wineries to the public in the last 10 years, while 30% for more than 30 years.

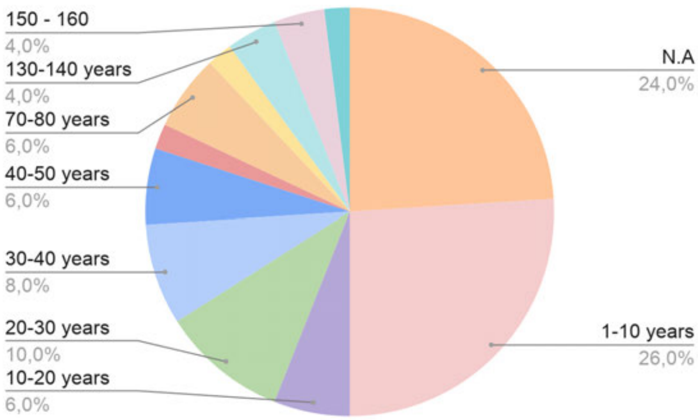


Figure 4. Time Period Wineries Open to Public[6]

[5] *Source: Castrillo, C. and Riba, A., 2020.*

[6] *Source: Castrillo, C. and Riba, A., 2020.*

On the one hand, participants were asked about the price customers are charged in order to visit the wineries. The prices range from 0€ to 45€ (Figure 5), with an average price of 16€/visit. It has been seen that there are wineries that do not ask for an entry fee (0€). In addition, the most common result (22%) was 15€.

On the other hand, 14% of the contestants did not answer, either, due to the unawareness of the answer or to the fact that they do not provide visits to the wineries.

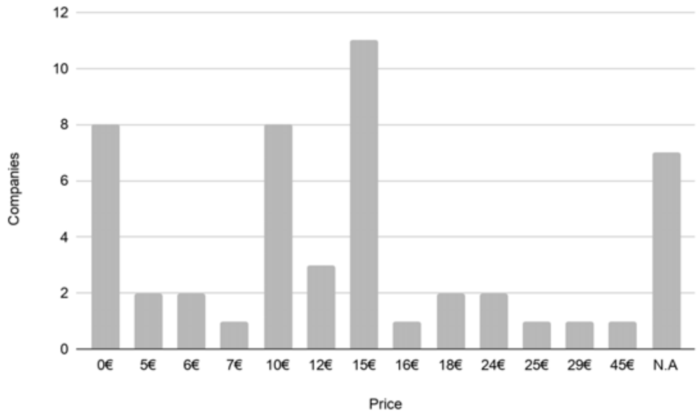


Figure 5. Price per Visit/Wineries[7]

4.2.2 Period of time that the cellars have been open to the public and the price per visit

The following graph (Figure 6) represents the years that *cava* cellars were open to the public. A 4% of the total respondents did not answer, therefore, they did not conclude when they offer them or, if they do not offer visits. Besides, it can be seen that one third of the surveyed *cava* cellars opened to the public from 1 to 10 years ago. Although the companies were founded anteriorly, the visits were only offered once the company developed.

Later, followed by a 16%, different company visits to the cellars became available 10-20 years ago and a 14% of them 30-40 years ago.

[7] *Source: Castrillo, C. and Riba, A., 2020.*

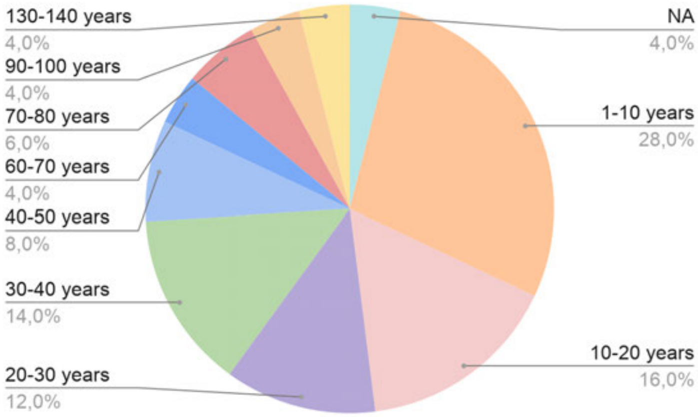


Figure 6. Time Period Cellars Open to Public[8]

In addition, participants were asked about the price customers pay in order to visit the cellars. The prices range from 0€ to 45€ (Figure 7), with an average price of 16€/visit. In addition, the most common result (24%) was 15€, followed by the 10€ visits (18%). Furthermore, with a 3,5% representation it has been seen that there are wineries that do not ask for an entry fee (0€).

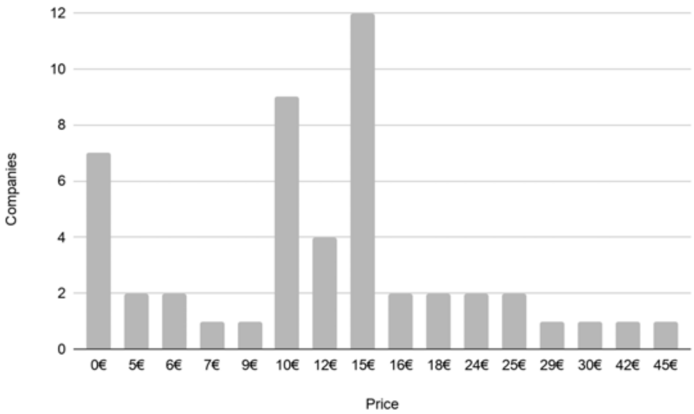


Figure 7. Price per Visit/Cellars[9]

4.2.3 Motivations why wine producers decided to open their wineries/cellars to the public

In question number 9 participants were asked why they decided to enable visits to their wineries/cellars. The question was designed as an open-ended so they could write their motivations. As mentioned in the literature; Alonso, A. D. and O'Neill M. A. (2009) there are different motivations for the wineries to "invest" in the customers. The answers were grouped according to their similarities for a better analysis.

[8] *Source: Castrillo, C. and Riba, A., 2020.*

[9] *Source: Castrillo, C. and Riba, A., 2020.*

As it is seen in the graph (Figure 8), they were divided in 7 different groups: A, B, C, D, E, F and G.

- Group A (37,7%); “Knowledge of the product and the company”.
- Group B (19,7%); “Another way of income”.
- Group C (19,73%); “Promotion of the product and Direct Marketing”.
- Group D: (9,8%); “Spread Culture”.
- Group E (6,6%); “Way to get customer loyalty”.
- Group F (3,3%); “To give an experience”.
- Group G (3,3%); “Previous demand of the clients”.

On the one hand, the most common answer was to get the customers to know more about the product and the company. By opening the cellars to the public, the customer can appreciate more the product as well as the work that comes with it. Moreover, it is a great way for the customer to know the philosophy of the company and to get in touch directly with the client.

On the other hand, most of the participants saw this opportunity as a way of generating more income. Although they were already making profit, they wanted to benefit from an alternative source of income. In recent years, enotourism has become a complementary way of generating income and employment (Guzmán, T. and Cañizares, S. 2008). Participants believe that enotourism is a new source of income that can help expanding the business line. Moreover, they thought this alternative would help them diversify their incomes in a strategic way. Some participants related it as well as a way of enhancing the selling of their products in situ; being able to have direct sales, instead of going through intermediaries.

Besides, according to the companies, opening the cellars to the public allows them to do a better promotion of their *cava* and wine. On top of that, it is an effective way of doing direct marketing and creating a brand image.

Also, participants mentioned the importance of teaching customers the wine and *cava* culture. They consider all types of wine as culture, and they want to pass it through the customers, so they get to know better the territory, the landscape, the elaboration process, and so on. Besides, through the implementation of visits, businesses are able to transmit their company values.

According to Bowen, J. T and Chen, S. L. (2001) there is a positive association with customer loyalty and profitability. Different companies stated that getting customer loyalty was one of the main motivations. This result was very linked to the most common answer "get to know the product". With this objective, the companies wanted to retain the consumers.

Eventually, companies agreed that creating an experience is differentiating themselves from the competitors. By enabling the costumers to get to know the process of elaboration of their *cava* and wine they become more competitive in the market.

Finally, some of the participants stated that when they just offered the product itself (wine or cava), customers asked them for the possibility of visiting their properties. Therefore, some companies were unconsciously motivated through previous request from their buyers.

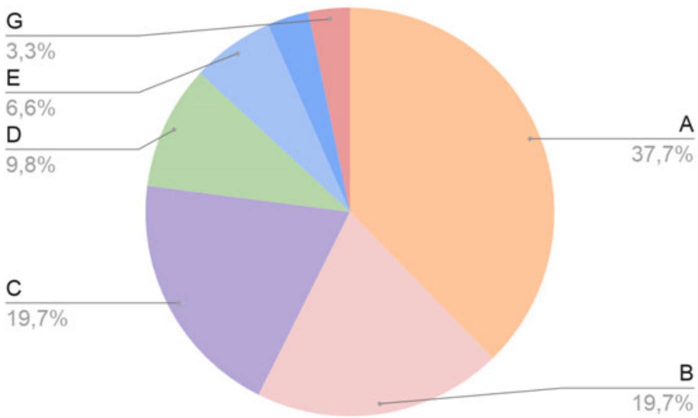


Figure 8. Motivations[10]

4.3 COSTS OF OPENING TO THE TOURISM SECTOR

With a multiple choice question the respondents were asked about the costs that may have arised from the introduction of cava to the tourism sector. The participants had 5 options; facilities adaptation, staff training, publicity, all of the above and others. This last option enabled them to write other costs, which were not mentioned before, that afterwards were grouped (Figure 9). It is needed to mention, that most of the answers indicated more than one cost.

The most answered questions were facilities adaptation (41,8%). They had to face the effort of adapting their facilities if they wanted to let customers in. Wineries are working hard to adapt their

[10] *Source: Castrillo, C. and Riba, A., 2020.*

services and facilities to the requirements and to the needs of tourists (*Asociación Española de Ciudades del Vino*, ACEVIN, n.d.). They have become tourist companies which include adaptation to the wine tourism demand among its business areas and as future investments.
Reed, F. D. D. and Henley A. J. (2015) stated the level and uniformity of the training influences the quality of the service procured to the customers, consequently staff training had a representation of the 25,3% among the answers. Proceeded with publicity (23,1%) that as Lord, K. R. and Putrevu, S. (1993) stated, it is a must to get publicity a higher value.

In addition, participants mentioned that hiring new professional staff, security, time, license and maintenance supposed a cost for the company. Firstly, when offering visits to their facilities, businesses had to recruit enotourism staff such as guides, receptionists, staff for the wine and cava tasting and other professional staff. Besides, they also had to re-qualify the existing personnel. Secondly, when expanding their business, they had to apply new regulations and safety preventions and, consequently, they had to train the staff. Thirdly, participants highlighted time. Although it is not an economical cost, time is a valuable asset. The time they spend promoting the visits as well as attending the public is a cost. Fourthly, they have to pay different licenses in order to be able to enter the market. In fact, one of the companies mentioned that they have to pay 250€/year so they can be in *Enoturisme Penedès*. Finally, research participants explained how maintenance is another factor that influences their costs. When offering physical visits, wineries and *cava* cellars must be in perfect conditions and always updated.

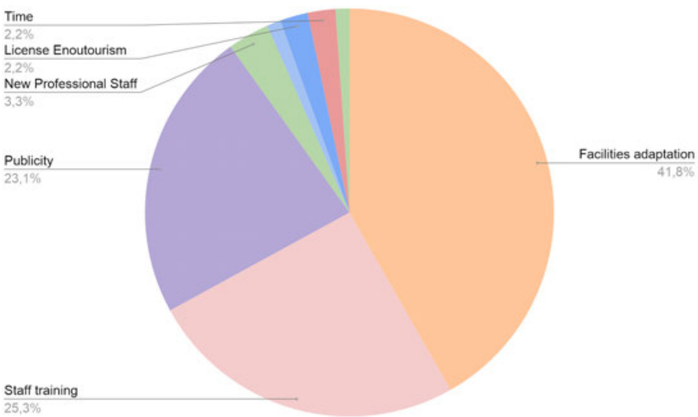


Figure 9. Costs[11]

[11] *Source: Castrillo, C. and Riba, A., 2020.*

4.4 PERIODICITY OF THE VISITS

The businesses were asked about the periodicity of the visits. The predominant answer was pre-arranged visits (Figure 10), which means that most of the businesses do not have their cellars or wineries always open; for customers to visit the wine cellar they have to make an appointment. Furthermore, "during all the week" had a representation of 32% followed by an 8% of just on weekends.

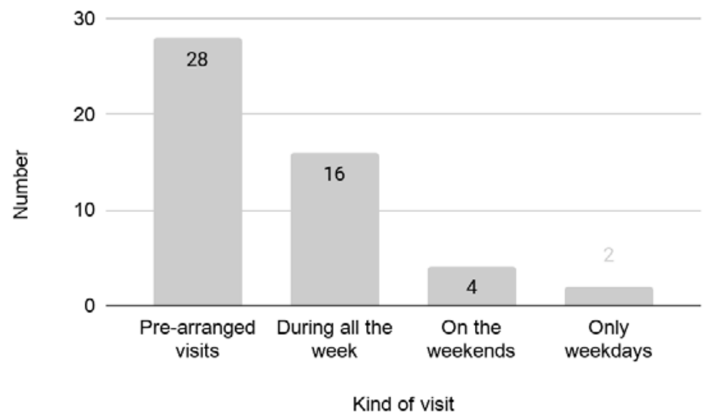


Figure 10. Periodicity of the Visits[12]

4.4.1 Number of monthly visits to the winery

When the respondents answered about the monthly visits that they received in an open-ended question, diverse results were obtained (Figure 11).

On the one hand, 14% did not answer the question due to the unawareness of the answer or due to the fact that they do not provide wine in their companies. On the other hand, a 22% answered that they received less than 10 visits per month, followed by a 14% of 10-50 visits per month. Moreover, with 6% and 4%, companies received between 150-200 and 300-400 visits per month respectively. In addition, just a 2% of the companies received more than 1000 visits per month.

Furthermore, a group of participants (30%) answered that visits depended on the month, season or year; so, they did not give an exact number to the question. Most of them, concluded that during winter wine tourism is lower than during spring or summer. However, there were companies that stated that they had a peak season during Christmas time.

[12] *Source: Castrillo, C. and Riba, A., 2020.*

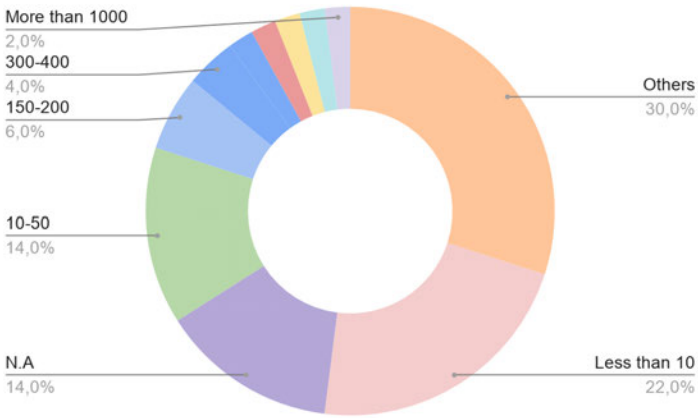


Figure 11. Number Monthly Visits/Wineries[13]

4.4.2 Number of monthly visits to the cellars

The previous question was again asked, but, in relation to the cellars, and the format of the question was open-ended as well (Figure 12).

On the one hand, a 22% of the participants receive less than 10 monthly visits. A 24% receive from 10 to 50 visits. Then, 4% of participants have from 300 to 400 visits per month. While, a 4% percentage of the studied companies has more than 1000 visits per month.

One the other hand, the 28% of the respondents did not specify the exact number of monthly visits as they explained that their visits vary depending on the month as well as the time of the year. Moreover, they mentioned that the time of the year where they receive more visits are Summer and Christmas.

Finally, one of the participants mentioned that they are still not open to the public, therefore, they were not able to asses any visits.

[13] *Source: Castrillo, C. and Riba, A., 2020.*

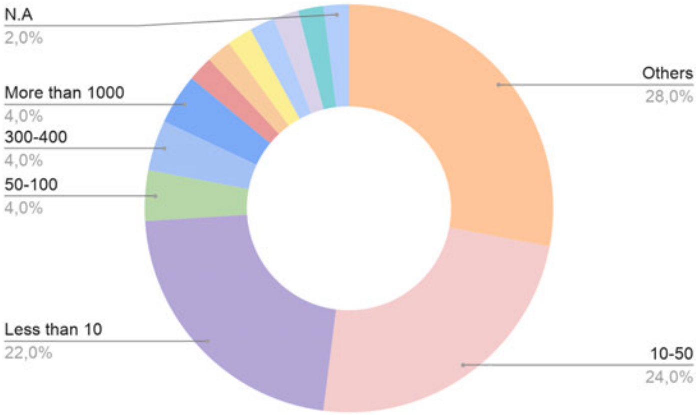


Figure 12. Number Monthly Visits/Cellars[14]

4.5 BENEFITS OF OPENING TO THE PUBLIC

The participants were asked if there has been an increment of the product sales due to the implementation of visits. 80% answered yes, however 12% of the participants answered no (Figure 13).

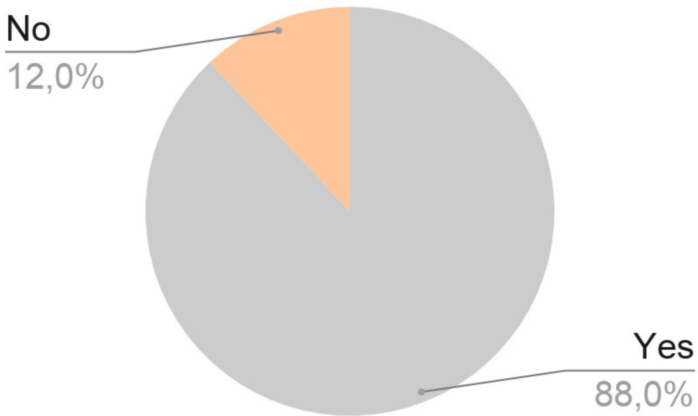


Figure 13. Increment in Product Sales[15]

Furthermore, the percentage of this sales were asked. The graphic (Figure 14) shows how a 10% of the respondents did not have a percentage since, in the previous question, they answered that they did not have any kind of increase in their sales. Conversely, 14% of the companies did not answer this question due to different reasons such as: they could not provide this information or either, they did not have it. However, 44% of the companies agreed that the percentage from the growth of their sales

[14] *Source: Castrillo, C. and Riba, A., 2020.*

[15] *Source: Castrillo, C. and Riba, A., 2020.*

were between 1% and 10%. Otherwise, 18% of the businesses had from 20% to 30% of increase on their sales due to opening their wineries/cellars to the public. Besides, with a 4% representation, each company stated that they had a rise of 20-30%, 40-50% and 90-100%. Finally, just a 2% had between a 30% and 40% growth.

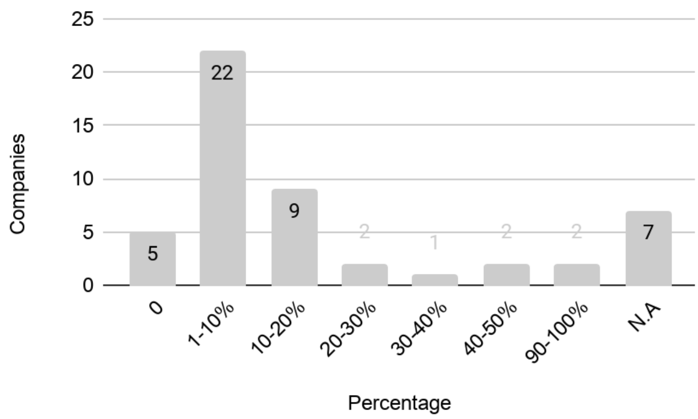


Figure 14. Sales Increase Percentage[16]

4.6 IMPACT OF THE WINE ROUTE

The participants were asked if the creation of the Wine Route supposed an increase in their demand (Figure 15). The 30% of the participants answered yes, while a 70% answered that the route had no impact in their demand.

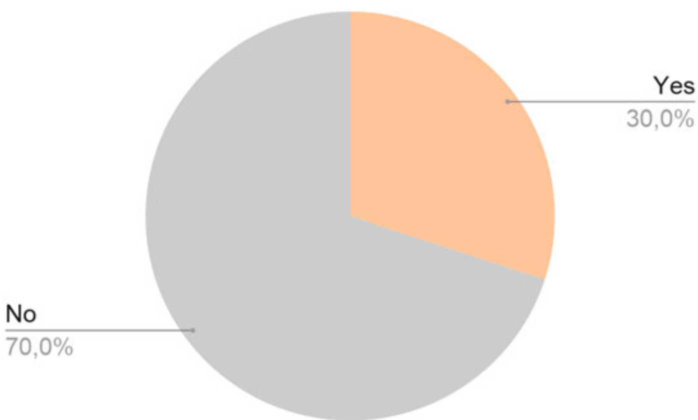


Figure 15. Wine Route Creation Impacts[17]

[16] *Source: Castrillo, C. and Riba, A., 2020.*

[17] *Source: Castrillo, C. and Riba, A., 2020.*

4.7 SERVICES OFFERED ASIDE FROM VISITS

The participants were asked if they offer other services, under the same business, aside from wine and *cava* (Figure 16). The 70% do provide multiple products to customers but, a 30% of the companies still are focused on one product or service to exploit full capacity.

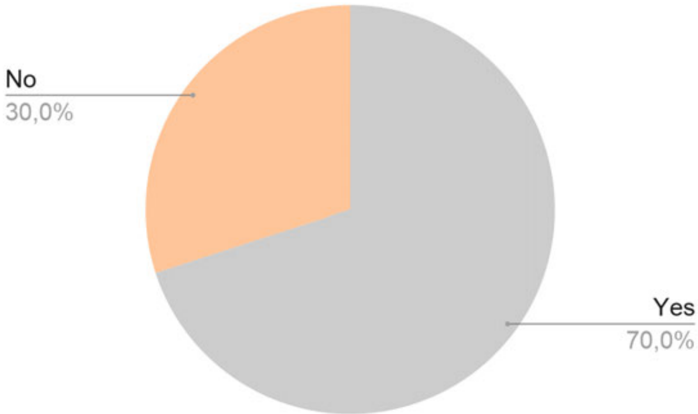


Figure 16. Services Offered Aside from Visits[18]

4.8 *CAVA*

4.8.1 Cava exclusivity

The participants were asked if their customers came specifically for *cava* (Figure 17). The 88% answered yes; there are existing customers who exclusively visit their companies for sparkling wine/*cava*. And, a 12% answered no; their customers come either for wine or wine and *cava.*

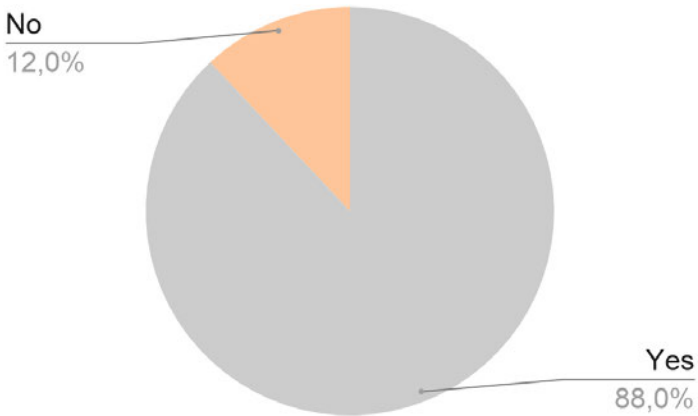


Figure 17. Cava Exclusivity[19]

[18] *Source: Castrillo, C. and Riba, A., 2020.*

[19] *Source: Castrillo, C. and Riba, A., 2020.*

4.8.2 Increase in the interest of cava due to its evolution

Furthermore, participants were asked if with the evolution of *cava* and enotourism there is and increased interest from the tourists (Figure 18). On the one hand, the 70% answered yes. While, on the other hand, the 30% answered no.

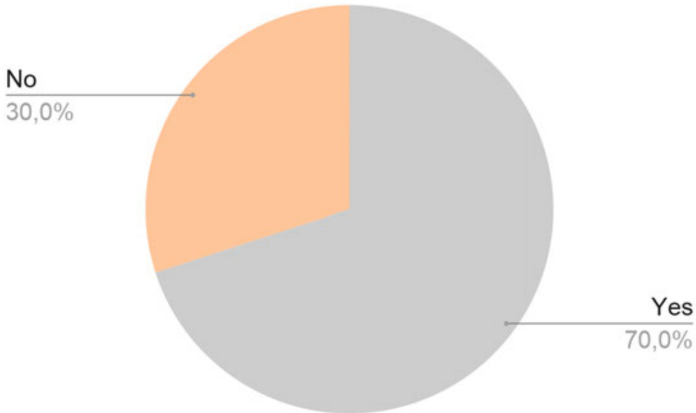


Figure 18. Increase in Cava's Interest[20]

4.8.3 Creation of a "Cava Route" in Catalonia

The last two questions of the survey asked if according to the companies a more specific route should be created with the name "*Cava* Route" (Figure 19). Within the participants, 30% answered no, while the other 70% answered yes.

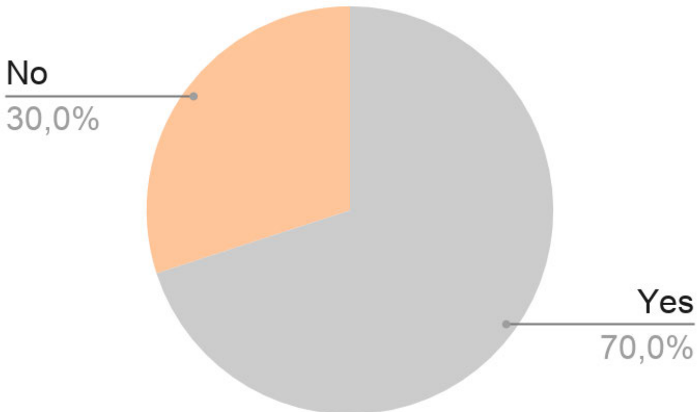


Figure 19. Creation of Cava Route[21]

Later, the respondents were asked to give arguments on why they thought creating a *cava* route would be beneficial for the sector. We used the same methodology as question 9, were an open-

[20] *Source: Castrillo, C. and Riba, A., 2020.*

[21] *Source: Castrillo, C. and Riba, A., 2020.*

ended question was created and later grouped into different categories. In the first graph, there are represented the percentages according to the reasons why participants think that a new route should be created. While, in the second graph, there are represented the percentages according to the reasons why participants think that a new route should not be created.

As seen in this first graph (Figure 20), the categories were divided in 5 different groups: A, B, C, D and E.

- Group A (36,4%); “Better promotion”.
- Group B (21,2%); “Visibility”.
- Group C (15,2%); “Differentiation for tourists”.
- Group D (15,2%); “Better structuration”.
- Group E (12,1%); “Others”.

On the one hand, the main argument that companies gave is that if they created a *cava* route, the product would have a more specific promotion and people would get to know more about the product and the cellars. They consider *cava* as a tourist attractive due to its history and value, which perfectly justify the existence of an exclusive route. Therefore, this alternative, would make more diffusion of the culture and the *cava* itself. Besides, it is a good marketing tool in order to sell more product quantity and, due to the lack of promotion of the *cava* brand, designing a route would make it more prestigious and unique. Additionally, this would be an opportunity for all those *cava* cellars to approach to the public and get to know their customer segment. A great percentage of the respondents emphasized that this route would also help to get to know all the small cellars and, consequently, boost their sales.

On the other hand, *cava* is very important in Penedes area. Therefore, respondents consider very important to give this product a special mention by creating its own route which would make it more visible in the market. Furthermore, a specific *cava* route in Penedes would help to consolidate cava as a product originated in that area; its traditional territory. In addition, it is important to offer a joint image to consolidate and promote the product, especially, internationally.

Besides, although *cava* or sparkling wine is considered a wine product, some participants believe that there is a customer segment; for example, foreign people who is very interested in *cava*. Moreover, there were participants who totally agreed to the creation of a new route but always taking into consideration small cellars, as in previous enotourism routes, only the best-known companies were considered.

Additionally, as one participant stated, nowadays, there are already wine tourism areas which structure all the wineries around a road or a specific location which facilitate wine tourism. Further, participants suggest joining together with the different cellars within an area which would help to increase their communication points.

Finally, one of the participants mentioned that a while ago they attempted doing a similar route together with restaurant but, it failed. However, he agreed with the concept and suggested to improve the structuration of the idea by being well programmed.

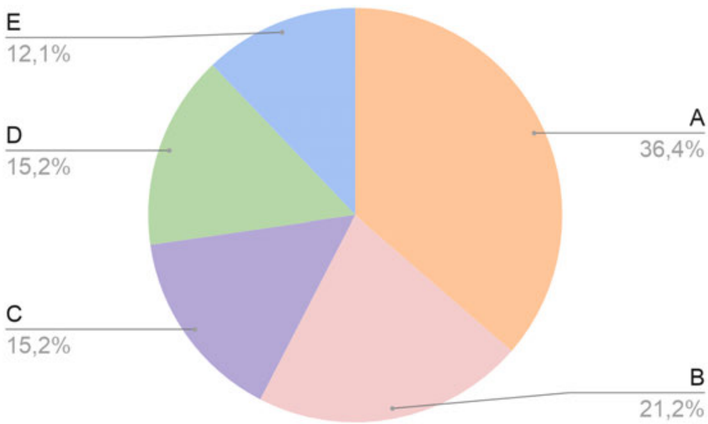


Figure 20. Yes[22]

As it is seen in the graph (Figure 21), they were divided in 5 different groups: A, B, C, D and E.

- Group A (42,9%); “Already included in the Wine Route”.
- Group B (28,6%); “Do not promote *cava,* promote Penedes”.
- Group C (14,3%); “Enough routes”.
- Group D (7,1%); “Small area”.
- Group E (7,1%); “Others”.

Firstly, the most common answer was that a wine route was already created so, there is no specific need on creating a new one. EC Regulation (Nº1493/1999) defined *cava* as a wine refermented in a bottle concluding in a sparkling wine. Consequently, most of the companies agreed that *cava* was

[22] *Source: Castrillo, C. and Riba, A., 2020.*

included on wine. Moreover, companies stated that a better promotion on the wine route was needed, but not a route by itself because customers wanted the combination of both kind of wines.

Then, the participants answered that *cava* itself does not need any promotion; it is Penedes that needs a better development. Most of the answers explained that companies do not follow D.O. *Cava*, they follow D.O. Penedes. A few of this companies started their businesses within D.O. *Cava* but further on moved into D.O. Penedes.

According to some of the contestants, enough routes are created. From some of the companies' point of view, customers already know what they are looking for and where they have to search it, so it is unnecessary the creation of this new route.

Besides, some companies consider that Penedes is a small area to create a new route. These results could be related to the "Group A" and "Group B" answers. According to the business' thoughts the Wine Route and *Cava* Route should merge and work together towards a better promotion of Penedes.

Finally, other companies think that this kind of promotion does not work. Promoting just a product does not help enough compared to the investment that is needed to have success.

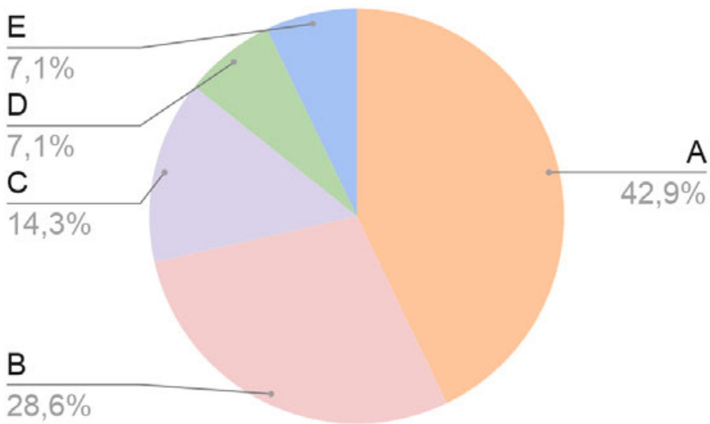


Figure 21. No[23]

[23] *Source: Castrillo, C. and Riba, A., 2020.*

CHAPTER 5. CONCLUSIONS

The information on the second chapter and the findings obtained in the fourth chapter shed some light on the motivations companies starting in the enotourism sector have, as well as the incurred costs and how much benefits they have obtained from it.

The conclusions presented are related to the objectives set and developed after having evaluated all the data obtained from the different analysis methods used; which in turn relate to the theoretical framework.

Wine tourism or enotourism applies to tourism activities in wine cellars such as: wine tasting and the purchasing of wine, visits to wineries, vineyards and restaurants, coordinated wine trips, wine festivals or other specific customized events. Besides, enotourism helps rural tourism in the region (Carrà et al., 2016; Mitchell et al., 2012; Santeramo et al., 2017; Bel et al., 2015). Therefore, wine tourism is considered as the development of tourist activities and free time dedicated to the discovery and cultural and oenological enjoyment of the vineyard, wines and its territory (Millán Vázquez de la Torre, G. et al., 2012).

Wine tourism is a crucial profit source of a winery's business model and constitutes a primary channel of revenue in certain tourist areas (Rüdiger & Hanf, 2017). In the case of Penedes, a relatively small area 40km from Barcelona, *cava* cellars can benefit from this type of tourism through a good implementation of it. Enotourism provides Penedes cellars who offer; *cava* production, culture, landscape and historical-architectural assets, with many local development opportunities.

The results of the study have shown that many of the researched companies opened to the public more than 30 years ago. There are documents that justify the existence of visits to wineries at the time of the Grand Tour, the ancient Greece and Rome. Despite its history, it was not until the 19th century when tourists had a special interest for the concept (Millán Vázquez de la Torre, G. et al., 2012). Additionally, a total of 72% of the businesses were founded more than 30 years ago, pointing out that a big percentage of those participants offered wine tourism to customers when their companies were established. Taking this into consideration, it can be mentioned that wine tourism in the area of Penedes dates to more than 30 years ago and, up to 160 years ago.

Despite the different sizes and the operational years of the companies, most of them agreed to Haefner, J. E. et al. (2011) when they stated that consumers, before trusting a brand and investing their money on them, they must have a better knowledge of the company itself. Consequently, the main motivation of opening the cellars to the public is that it provides a better knowledge of the product and the culture of the company. Consecutively, it enables them to have another way of income and being able to do direct marketing. Even though the companies get earnings from other sources, most of them see wine tourism as an increment of the benefits. Furthermore, most of the *cava* producers admit that the percentage of sales of the products have grown. Some of the wineries confirmed that after the visits the customers buy products of the firm.

The research has shown that cellars charge an average price of 16€ per visit. However, it has been seen that some of the companies, due to their small size, give free access to their facilities. Despite the fact of not having profits through the application of an entry fee, many of those businesses remarked that their sales increased as a result of the consumers visits to the cellars. As stated before, after the visit and/or *cava* tasting, customers go to the store and, subsequently, purchase the product.

Even though opening the cellars to the public improved their benefits, as every business model they endure costs. The respondents concede that the adaptation to the facilities was the major cost of the wine tourism. Nevertheless, Gazija, A. (2011) stated that staff is the most beloved capital so, personnel training is fundamental as it establishes competing advantages. Agreeing with Gazija, A. (2011), the businesses stated that another major cost was staff training. In addition, publicity has also a big impact on cost. However, the plurality of the firms recognized that at the end it is a cost for a future benefit.

Based on the data of the research, most of the companies stated that they produced *cava* and wine, just a few firms are only dedicated to the production of *cava*. Moreover, when the respondents were asked about the creation of the Wine Route, a majority detailed that they did not have any kind of intensification on their demand. While, when they answered about the creation of the *Cava* Route most of them agreed to it. Most of the companies explained that their customers come exclusively for *cava*. Furthermore, with the evolution of wine and *cava* tourism, the demand for visiting the cellars has increased.

The vast majority of the participants go along with the idea of creating the "*Cava* Route" since it could improve the promotion of the product; as well as give a clear differentiation for the clients. Nevertheless, some of the contestants declared that *cava* was already included in the Wine Route or there were enough routes and there was no need of the creation of a new one. This later group detailed that what is needed it is a better promotion of Penedes.

In conclusion, as Hall, C. M. et al. (2004) note, it is very important to provide customers with a good experience in order to foster trust between the customer and the cellar. Therefore, it has been suggested to create experiences at the cellars so companies can build a positive link between the two assets: the tourist and the product.

As different participants have stated throughout the survey, wine tourism is an effective publicity instrument for promoting their brand in the industry. Although many big *cava* producer companies, such as Freixenet, Torres and Codorniu, are already having big profits from tourism, small *cava* cellars still are under development. However, small-scale enterprises consider that the participation in wine tourism is improving their brand and identity but, it still needs improvement.

Respondents outlined that oenotourism has given them the opportunity to raise their sales. Besides, the fact of allowing customers into their installations has enhanced their brand loyalty through customer relationship, as well as the awareness of the creation and culture of their products. However, during the research, it has been mentioned that cellars would benefit from a better structuration of the area resources (Penedes) by governmental organizations, which would strengthen the industry.

Finally, our findings suggest, that cellars willing to embrace wine tourism, with clear objectives and models, will be more likely to find incentives to establish new sources of income.

CHAPTER 6. LIMITATIONS AND RECOMMENDATIONS

In this chapter, the limitations of the study and recommendations for future research will be presented.

One of the main limitations of doing this study has been the current situation; this has required a lot of reorganization and time. On the one hand, not being able to meet with the companies to do the study and having to get in touch with the respondents via telephone, email, LinkedIn and Instagram, has difficulted the process by making it slower. On the other hand, companies have closed, temporally or permanently, or, they have reduced their staff due to the current epidemic. Therefore, it has not been easy to contact some of the professionals in the field. Besides, many companies were not willing to answer the survey as their businesses were experiencing difficulties. So, obtaining a substantial quantity of answers to carry out the project has been laborious.

Additionally, being Penedes a small area, the number of possible respondents was limited. Thus, there has not been accessibility to a larger sample. The study ended with a 27,32% of representation, which can be seen as a good result due to the circumstances and the obvious industry limitations.

However, despite the limitations, this thesis provides helpful information about the reasons why *cava* cellars decide to open to the public, as well as the costs and benefits that they get for entering to the tourism market. In addition, the study can help companies who are willing to adapt their wineries to the tourism industry.

For further researches, it would be helpful to analyse possible promotion and marketing tools to assist *cava* cellars willing to join the tourism sector. Moreover, future work could involve a larger sample size to produce more reliable data.

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Annex 1. Survey Form

SURVEY FORM

Title: The Cava Market

We are Chantal and Adriana, two 4th year students of Tourism and Hospitality Management. We are doing our Degree Thesis about the Penedes *cava*. The aim of our study is to develop a better knowledge on the effects that *cava* has in wine tourism, as well as the significance for the cellars to open their doors to tourism.

1. Company name: ………………………………………………………………………………
2. Location (population, county): ………………………………………………………………………………
3. Company foundation:

   ☐ 0 – 10 years ☐ 20 – 30 years
   ☐ 10 – 20 years ☐ More than 30 years
4. Products offered:

   ☐ Wine ☐ *Cava* ☐ Wine and *cava*
5. How long has the winery been open to the public? If it applies ………………………………………
6. Which is the price per person to visit the winery? …………………………………………………………
7. How long the *cava* cellar has been open to the public? If it applies ……………………………………
8. Which is the price per person to visit the *cava* cellar? ……………………………………………………
9. Which are the motivations of opening the winery/*cava* cellar to the public? ……………………
10. Opening to the public has had any costs for the company?

    ☐ Yes ☐ No
11. Which have been the costs?

    ☐ Facilities adaptation ☐ Publicity
    ☐ Staff training ☐ All of the above
    ☐ Others ……………………………………………………………………………………….
12. When do the visits take place?

    ☐ Pre-arranged visits ☐ On the weekends
    ☐ During all week ☐ Only weekdays
13. How many monthly visits do you have in the winery? ………………………………………………
14. How many monthly visits do you have in the *cava* cellars? ………………………………………
15. Have there been more sales due to opening to the public?

    ☐ Yes ☐ No

16. Which is the percentage of sales due to opening the winery/*cava* cellar to the public? ………
17. Has the creation of the Wine Route affected the *cava* demand?

    ☐ Yes ☐ No

18. Are there clients who come exclusively for the cava?

    ☐ Yes ☐ No

19. Do you offer more services aside from the visit?

    ☐ Yes ☐ No

20. With the evolution of the *cava* sector, is there more interest from the tourists?

    ☐ Yes ☐ No

21. In your opinion, should a C*ava* Route be created?

    ☐ Yes ☐ No

22. Justify your last answer.

Annex 2. Ethics Form

Ethics form

It is important that you are sufficiently prepared to collect data doing fieldwork with 'human participants.' Your supervisor will support you in completing the Ethics Form.

The Ethics Form MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR **BEFORE UNDERTAKING RESEARCH.** THE SIGNED ETHICS FORM **MUST BE INCLUDED IN THE FINAL DEGREE THESIS.**

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	**Yes**	**No**
Use any information OTHER than that which is freely available in the public domain?	X	
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?		X
Require consent to publish?		X
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		

Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER that that which is straightforward to obtain?		X
Risk category 3		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X
Involve any deliberate cover data collection?		X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?		X
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2: …………………

Student Declaration: I confirm that I will undertake the Degree Thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the Degree Thesis without further approval.

Name: Chantal Castrillo and Adriana Riba Signed [redacted] **Date:** 03/05/2020

Agreement from the supervisor of the student:

Name: Emili Valdero Signed: [redacted] **Date:** 03/05/2020

Risk Category 1: If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Degree Thesis.
- A copy of this signed Form MUST be included in the Degree Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form MUST be included in the Degree Thesis.

A copy of this signed form MUST be included in the Degree Thesis.