

ECONOMETRIC ANALYSIS OF WINE TOURISM IN SPAIN

A Case Study

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This paper presents a case study aiming to evaluate the economic potential of wine tourism in a certain area (Montilla-Moriles in Cordoba, Southern Spain). Aspects analyzed are offer and demand, evolution and perspectives of the wine route Montilla-Moriles and the visitor's consumer profile in order to find a correlation between what entrepreneurs offer and what clients demand.

KEY WORDS: *rural development, wine tourism, tourist routes, econometric model, Spain.*