

IMPORTANCE OF WINE PRODUCERS ATTITUDES IN DEVELOPING WINE TOURISM

The case of Aragón (Spain)

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The success of wine tourism depends to a large extent on the offer of services that fundamentally satisfy a tourist's primary motivations. Current studies show that these motivations are directly related to wineries and wine. Therefore, in order to successfully develop this type of tourism in an emerging area, it is essential to know winery owners' opinions and their level of involvement in wine tourism. This research has been developed in a Spanish region with a long-standing wine tradition but with scarce development of wine tourism. It analyses the opinions of the main wineries that exist.

KEY WORDS: wine tourism, wineries, producers, opinions, Aragón (Spain).