

WINE TOURISM AND THE RIBEIRO WINE ROUTE IN GALICIA-SPAIN

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In this article, the results of an empirical study carried out in establishments (wineries, restaurants and hotel accommodation) adhered to the Ribeiro Wine Route (Galicia-Spain) in 2013, are presented. The objectives of the study were: to know the profile of the establishments, the offer of enotourism activities, as well as to analyze the profile of enotourists from the point of view of the establishments, to measure the level of satisfaction of their adherence to the route, the perceived image of the destination and the assessment of the enotourism activity of the Route. Finally, a SWOT analysis is carried out from the information provided by the establishments surveyed. The methodology consists of a descriptive analysis. The research results have enabled to respond to all the proposed objectives, showing the adhered establishments a low level of satisfaction with their adherence as in the assessment of the enotourism activity of the Route.

KEY WORDS: wine tourism, Ribeiro Wine Route, offer, SWOT, Galicia (Spain)