

Spanish Wine and Tourism: a Sustainable economic development



The presentation of our city



The presentation of our high school



01

Young people's life with the land



Young people's life with the land

First of all, in general, young Spanish people under 41 years of age value too highly the satisfaction of living in rural areas. This sector is a powerful base for the production of knowledge.

On the one hand, regarding what they like most about living in rural areas, the data show that the contact with nature and less polluted spaces, the proximity, the pace of life and the type of life and being able to work in what they like, are the answer to this.

On the other hand, in terms of the needs that young people demand for wanting to stay and live in rural areas, 32% of them are oriented towards having employment and greater job opportunities. A 22.74 % of the young people give importance to self-employment and undertaking, so they demand specific training in this regard.

In addition, 12% demand greater support from public administrations, including the request for more financial aid and facilities for access to land and housing.

Finally, the main skill to be acquired is the relationship with nature, in addition to being aware of the work hours they may have and the desire they must have to succeed.



Young people's life with the land



02

How this industry is
helping the Gross National
Product ?



How this industry is helping the Gross National Product ?

The Spanish agri-food industry is the main sector of the country's manufacturing industry, accounting for 2.7% of GDP. Spain is positioned as the fourth largest agri-food power in Europe and tenth in the world thanks to the quality of its products and its extensive pantry.



03

Vineyard Tourism



Vineyard Tourism

Most of the tourists who come to Spain are interested in learning about wine routes, their manufacture, their types, their stories... since it is something that occurs all over the world. To get to know the wines of Spain in depth, the so-called wine routes are made.



Vineyard Tourism

You can visit wineries, stay among the vineyards, participate in tasty tastings, learn how the wines are made or have fun with original activities such as ballooning over the vine fields, cycling through the vineyards or taking part in blind tastings.





Vineyard Tourism

Some tips for routes in Malaga, our city, are the following: (we include prices)

LA MELONERA RONDA
Desde 30,00€
En la primavera de 2003, el equipo de La Melonera concibió una obra monumental: recup ... más
[RESERVA](#)

Visita guiada a la Bodega con cata 4/5 vinos (según disponibilidad) de la bodega, 2 b ... más
Desde 25,00€
[RESERVA](#)

Visita guiada con cata de vinos y aperitivos en el precioso viñedo La Nogalera, ... más
Desde 25,00€
[RESERVA](#)

Visita Bodega Lunares
Desde 25,00€
Bodega de la Familia Morales que lleva produciendo vinos con estilo propio, gran personalida ... más
[RESERVA](#)

Visita Guiada Centro Integral del Vino de Ronda
Desde 6,00€
Visita guiada al Centro Integral del vino de la Serranía de Ronda, con degustaci&oacu ... más
[RESERVA](#)

Visita y cata Bodegas Excelencia
Desde 20,00€
En nuestra Bodega en Ronda, situada en un paraje espectacular, cerca de donde siglos atr&aac ... más
[RESERVA](#)

Vineyard Tourism

Another option for tourists is to visit the Vineyards Museum, located in the center of Malaga.



04

Careers in enology and viticulture



Careers in enology and viticulture

The study of wine is as important as, for example, the study of education, for this we are going to show you the different degrees on its study that are found in Spain. Normally, these studies usually have high prices. Their careers usually last 4-6 years, since a great training is needed, due to the importance that wine has in the country.



Careers in enology and viticulture

Some examples:

-1. Córdoba (Andalucía)
Degree in Enology (study of wine making) 4 years

2-Córdoba (Andalucía)
Degree in Enology and food engineering and rural environment. 6 years.



Grado en enología

Universidad de Córdoba.

Grado · Córdoba · 4 Años

...Medio Ambiente Economía de la Empresa Vitivinícola Química Enológica Química Enológica Normativa, Legislación y Cultura Vitivinícola Bioquímica y Biotecnología... Aprende sobre: Medio ambiente, Botánica agrícola, Biotecnología básica...

Precio a consultar

Pide información

Grado en enología más grado en ingeniería agroalimentaria y del medio rural

Universidad de Córdoba.

Grado · Córdoba · 6 Años

...y Valoración de la Empresa Agroalimentaria Bioquímica ITINERARIO INGENIERÍA ALIMENTARIA 3º CURSO Teledetección y Análisis Espacial Proyectos Comercialización... Aprende sobre: Ciencia de materiales, Resistencia de materiales, Ingeniería hidráulica...

Precio a consultar

Pide información

Careers in enology and viticulture

Some examples:

**-3. Málaga(Andalucía)
Degree in Enology for kitchen
specialists. 5 months.**

**4-Sevilla (Andalucía) Degree
to make wines and spirits.**



CUM LAUDE

Curso Superior en Enología para Cocineros con Prácticas

Carval Formacion sl

Curso · Semipresencial en Málaga · Nivel intermedio · Bolsa de empleo · Fechas a elegir · 500h - 5 Meses · Prácticas en empresa

...MÓDULO 1. VITICULTURA, ENOLOGÍA Y ENOTECNIA TEMA 1. VITICULTURA Historia del vino Historia de la Viticultura Botánica de la vid Geografía vitícola... Aprende sobre: Cata de vinos, Cocina creativa... Los mejores profesores: Beatriz Jiménez...

370 €

Pide información

CUM LAUDE **PREMIUM** **PRESTIGE** ¡50% DE AHORRO!

Experto en elaboración de vinos y licores (con prácticas)

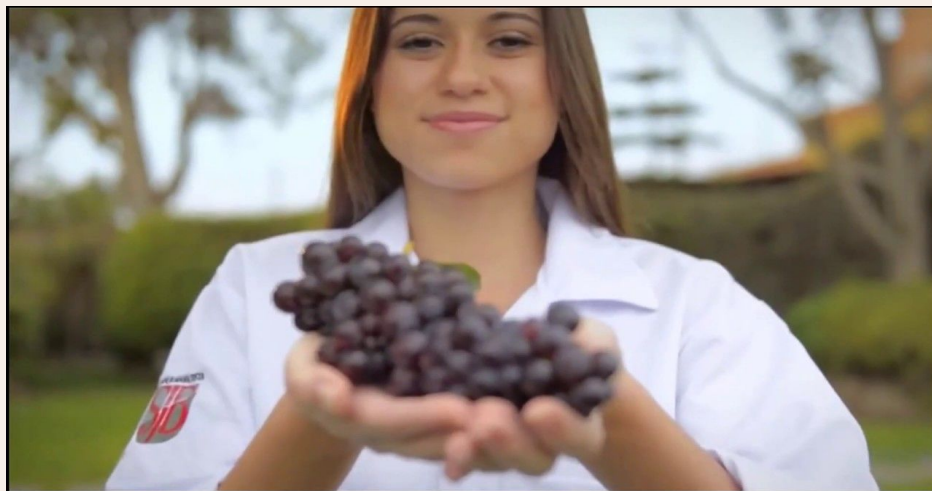
5.0 ★★★★★ 5 opiniones

ESCUELA EL GREMIO

Curso · Semipresencial en Sevilla y 51 sedes más · Fechas a elegir

... la higiene de la industria vitivinícola. Una vez finalizada la formación, debes ser capaz de distinguir los procesos de producción del vino y los equipos... Aprende sobre: Diferentes tipos de vinos y licores, Técnicas de desfangado, Proceso de maduración...


ESCUELA EL GREMIO



05

Vineyard economy and tourism



Wine economy



The Spanish wine economy is one of the great economic engines of Spain, with many jobs and a very high gross added value. The importance of the wine sector in the maintenance of our towns is maximum. It is an essentially rural sector because it is in the towns throughout the geography of Spain where it carries out its activity, contributing to creating employment, generating wealth, fixing the population and avoiding depopulation. In other words, where there is a vineyard, there is a future.



Wine economy



Spain is the world leader in vineyard area, with hectares devoted to vine cultivation, and is among the three largest wine producers along with Italy and France, with millions of hectoliters per year. Production extends throughout the entire Spanish geography and some type of wine is made in all the autonomous communities.



Wine tourism



Spanish wine tourism is a fundamental part of the Spanish tourism offer, it can generate significant economic and social benefits, as well as play an important role in terms of preserving culture and natural resources. They have been linked to the growing interest that the culture of wine has aroused. This has led to the fact that tourist packages are increasingly common today.



Wine economy and wine tourism



How is it affecting the Gross National Product?



The wine-producing activity, including viticulture, wine production and its marketing, generates a gross added value of more than 20 million euros in Spain. This is equivalent to 2.2% of total Spanish GDP.



06

SWOT analysis and solutions



SWOT analysis



Strengths

- The large size of the sector has generated an efficient and widespread production system in the region, diversified, with a good supply of supplies and specific services.
- Its geographical, social, economic, environmental and cultural importance makes it a strategic sector in the region.
- The offer of a very high volume of wine, with a wide range of varieties and types of wine and other products at competitive prices and a good quality-price ratio, facilitates its presence in all segments of the world market.



SWOT analysis



Opportunities

- Consideration of the sector as a basic axis of regional development and preparation of a comprehensive strategy with an impact on agricultural, environmental, industrial, educational, tourist, and territorial policies.
- Increased consumption in some markets and good value for money of the regional offer.
- Existence of market segments that can grow: grape juices, sparkling and liqueur wines, organic productions...

SWOT analysis



Weaknesses

- Insufficient weight as a joint productive system.
- The results of the sector are supported by a very low remuneration of the grape.
- The participation of women in all phases of the sector is scarce.

Threats

- The displacement of the region's wines and musts by those of third countries in international markets.
- Greater flexibility of third country regulations.
- Low consumption in Spain and continued decline.



Solutions and improvements



Development of application of terrestrial or aerial inspection systems of vineyards, the development of sensors for the quality control of the grapes in the field, the application of instrumentation for the control of the liquid and volatile phase of the wine, the analytical methods of reference and consumer studies.



07

Spanish wine economy

Awesome words





Wine of Spain

The Spanish wine sector is one of the great economic engines of Spain, with more than 427,000 jobs. Winemaking and its marketing generate a total of more than 23,700 million euros per year in Spain. The economic and social weight, enjoys a strong link with culture and territory, internationally. Behind a glass of wine there are great figures and great stories.



Spain is the third world producer of wine and the first exporter in volume. Spanish wine products are present in 189 countries, of which 86 made superior purchases. Every day half a million Spaniards carve out their future thanks to the wine industry. More than 4,000 wineries, 101 designations of origin and 42 protected geographical indications make up the landscape of wine production in Spain.

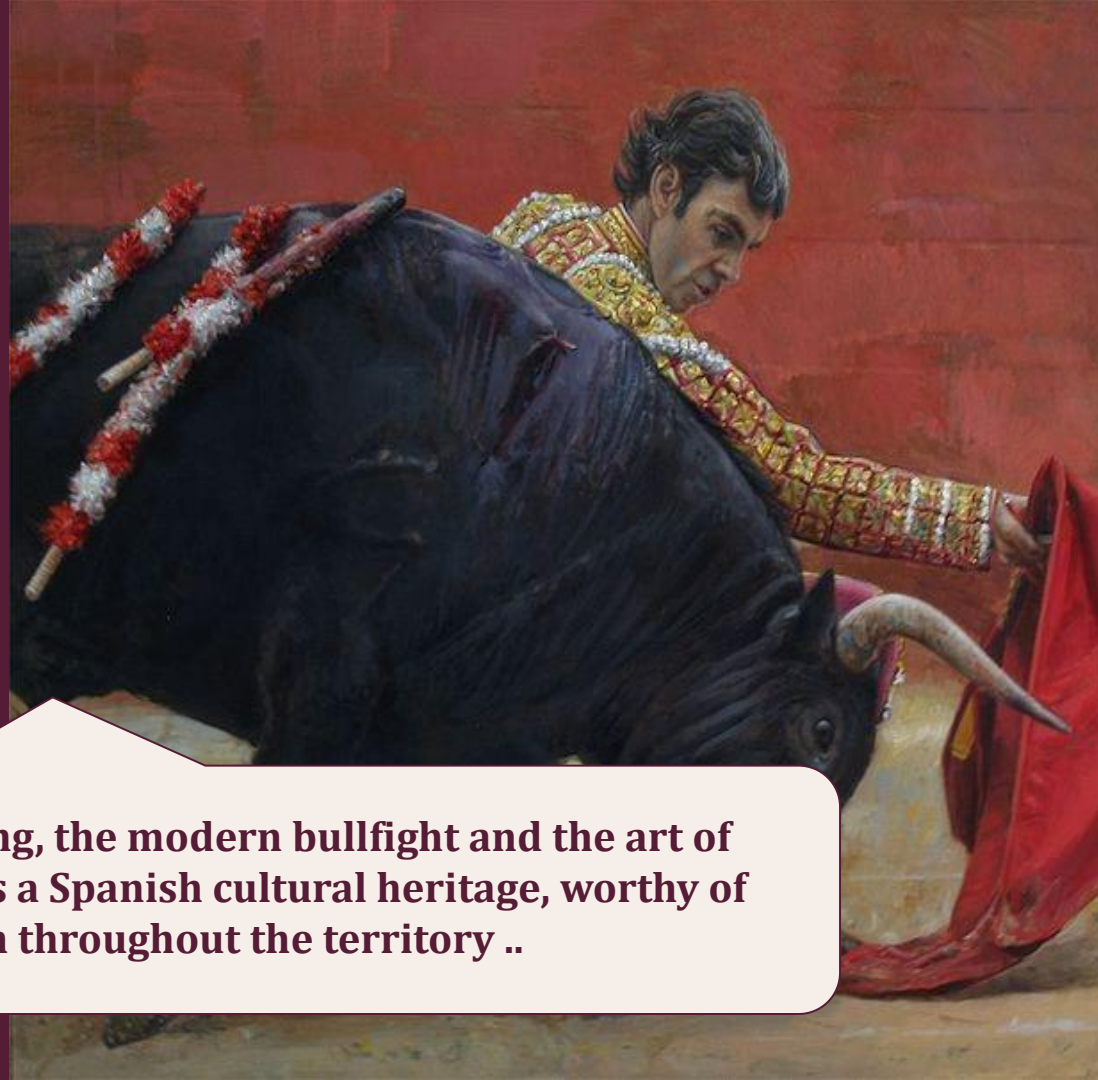


08

More about Spain

Awesome words





Bullfighting, the modern bullfight and the art of fighting, is a Spanish cultural heritage, worthy of protection throughout the territory ..



Flamenco is a genuinely Spanish artistic expression, or, to be more exact, from the south of Spain. It exists in three forms: cante, baile and toque



The tertiary sector or service sector is the one with the greatest weight. The currency of Spain has been the euro since January 1, 1999

. Spain has grown consistently above the European average in the last 5 years. Spain is the world's 11th largest exporter of commercial services.

The interprofessional minimum salary in Spain is €1,000 gross per month for a full-time worker.

-----*Spanish economy*

Our future



The 86% of the Spanish population is concerned about the future of the country, they have three basic intentions:

- End poverty
- Protect the planet
- Guarantee well-being for all.

10% of people in Spain believe that growing trees is important to reverse climate change.

44% of Spanish citizens feel that they should buy organic products

