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**Andrés Bishop Ferretti**

**Exploring the tourism sector in the Priorat  
Towards a strategic tourism plan**

**FINAL MASTER PROJECT**

**Academic tutor prof. Juan A. Duro Moreno**



**UNIVERSITAT ROVIRA I VIRGILI**

**Vila-seca**

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# **Chapter I**

## **Approach to the Research**

# I.I Introduction



Photo: Turisme Consell Comarcal Priorat

The Priorat is a rural territory that, although possessor of natural and cultural elements of singularity and very high value, not only at the national level but also at European level, is not exempt from many of the problems that affect most rural regions of Europe (aging and depopulation, lack of services and low per capita income, among others). This shire is not only a region with an exceptional landscape value but it is also a region that, despite its problems, has a social-communitarian dynamic marked for quite some time by a high awareness of its potentials, of its threats and a vision of the future, in many respects, consensual.

Indeed, several agents, both public (municipalities, county councils, universities, provincial councils, various ministries) and private (DOQ and DO's, hotel and catering businesspeople, tourist guides, tour operators, transport companies, farmers) have or are in the process of defining various instruments that capture their intention to build a future based on sustainability and the protection of their values. For example, the Priorat Landscape Charter, which includes the definition of landscape quality objectives and the management program to concretize them, was signed, after an intense eight-year work on October 4, 2012. The European Charter for Sustainable Tourism also stands out, being another of the instruments that the region has, as a result of the concerted work of actors inside and outside the territory, which includes a diagnostic document and another strategy and action plan for the tourist development of the region based on sustainability. In addition, the promotion of the Priorat-Montsant-Siurana candidacy to World Heritage of Humanity is another initiative that aims to energize the territory while protecting it and making it world-wide more visible.

In recent years this territory, until recently practically unknown in the tourism sector, has received a growing influx of visitors. Without a doubt, its intrinsic values and their social dynamics have played an important role in this. Nonetheless, the initiatives already mentioned are perhaps not enough on the one hand to present and position the region in a tourist market according to their visions and objectives and, on the other, to handle a flow of visitors that seems to be destined to grow, although perhaps not in the way sought by its inhabitants.

It is for this reason that additional efforts are needed to finish channeling a potential to achieve a tourist development that establishes the basis of a dynamization of the territory in accordance with its vocation and the will of its inhabitants. This effort should include a concerted territorial strategy for the strengthening of the Priorat destination brand developed from the already mentioned efforts and a fieldwork with key local actors, that began to position the Priorat as a tourist destination of the highest order in the European context, placing it as a territory that combines outstanding attributes in the fields of wine,

sustainable agriculture, conservation of the cultural heritage, both material and immaterial and of conservation and enhancement of their extraordinary natural values.

### **1.1.1 Problem Discussion and Research Relevance**

There is quite strong empirical evidence that suggest a steady increase in the number of visitors and tourist for the Priorat in the coming years. The nature and reach of this increase is a matter that needs further research as this elements are crucial for the necessary action that should be implemented.

The possible inclusion of the Priorat on UNESCO's World Heritage Site list (WHS), may increase significantly the number of tourists in the region, with its concomitant positive and negative effects. Many authors, based in quantitatively supported studies, argue that inscription on WHS has a "tourist enhancing effect", although a considerable body of research disputes this correlation with contradicting empirical evidence.

The tourist push must serve to support the conservation of heritage resources through appropriate communication strategies, the harmonious organization compatible with the established conservation lines of public use, the sensitization of the local population and the correct channeling of the flow of visitors in a to minimize environmental and social impacts and optimal attention to the visitor.

It is necessary to create and maintain a program of communication actions, general and specific, aimed at different sectors of the public to consolidate the cultural and natural product. For it, it is necessary that public entities and private companies develop promotion policies aimed at converting the product into an authentic tourist offer, surpassing management shortcomings.

A process of active participation of the community must be configured to define a plan for the growth of tourism and monitor the effectiveness of the strategy to mitigate the impacts of continuous development and to amend the strategy to respond to the changes.

### **1.1.2 Aim and Research Questions**

The work proposed in this thesis is of an exploratory nature (without a priori hypotheses), conceived firstly as a mean to increase the understanding of the Priorat in terms of its present tourism dynamics and secondly to propose the definition of a tourism strategy for the Priorat as a destination. In order to achieve this the following questions ought to be answered:

1. What are the main characteristics of the tourism offer/demand in the territory?
2. What would constitute the main attributes of the Priorat tourist identity?
3. What are the next steps in order to strengthen the Priorat performance in terms of tourism in a sustainable way?

### **1.1.3 Research Design**

The methodological approach used to develop this thesis is based on a strategy that combines both qualitative and quantitative methods, under a problem centered pluralistic pragmatic paradigm, in parallel and consecutive data gathering phases (often informing each other) making possible to contrast and triangulate different types of data, including spatial and temporal dimensions. More specifically, the data gathering is based on four major instruments: Secondary data collection, web scrapping, interviews and content analysis.

#### **1.1.3.1 The philosophical world-views: Review of paradigms**

Guba & Lincoln (1994) identifies four opposing paradigms that have competed for acceptance in research in the social sciences: a positivist, post positivism, critical theory and constructivism. The paradigms can be differentiated by answering three fundamental questions:

- What is the ontological basis for the research? Or, in other terms, What is there that can be known about it?
- What is the epistemology basis? Or, in other terms, what is the nature of the relationship about the knower and the known.
- What methodology will be applied to gather data? Or how the inquirer can find out what can be known.

When confronted to the ontology of a research, the positivist assumes that there is an objective external reality, the post positivist grants that this objective reality can only be partially apprehended, the critical notes that this reality is historically situated while the constructivist “assumes multiple, apprehend-able, and sometimes conflicting social realities that are the products of human intellects, but that may change as their constructors become more informed and sophisticated” (Guba and Lincoln, 1998, p. 111).

From an epistemological point of view the assumption of positivism is that the researcher can determine the true reality of things, post positivism that is possible an approximation to the reality, critical theory assumes that knowledge is value dependent and constructivism assumption is that knowledge is the fruit of the interaction among researcher and respondent.

Finally, the stance of the four paradigms in respect of the methodology is answered by the positivism and post positivism focusing on verification or falsification of hypothesis, and by the critical and constructivism by the reconstruction of previously held constructions through dialectics.

A fifth paradigm, the pragmatist, is common among researchers that reject purist claims and suggests that there are multiple viewpoints possible regarding social realities thus allowing the integration of perspectives and approaches, and the rejection of the claim that research paradigms must remain separate. In pragmatic research, “design and implementation decisions are made according to which methods best meet the practical demands of a particular inquiry” (Tashakkori & Teddlie, 1998, in Rocco, Bliss, Gallagher & Pérez-Prado, 2003, p. 21).

As Bryman (2012) has pointed out, the selection of paradigms will determine the research subject and designs the methods for data collection. In the light of this, the research purpose and methodology and, methods of data collection need to be aligned with the selected paradigm.

### **1.1.3.2 Research approaches: quantitative, qualitative and the mixed method**

According to Creswell (2014) qualitative research explores and tries to understand the “meaning individuals or groups ascribe to a social problem”, stating questions rather than objectives in an inductive process focusing on individual meanings and the complexity of a situation whereas quantitative research examines the relationship between measurable variables in order to deductively test objective theories.

Mixed methods research takes the assumption that the combination of quantitative and qualitative approaches “provides a more complete understanding of a research problem than either approach alone” (Creswell, 2014) and thus collect and integrate both forms of data in a distinct design.

Although since World War II quantitative methods have dominated the research in the social science fields in general, and in tourism in particular (Walle, 1997), as attention has turned to the tourist experience, and the social, environmental and economic impacts of tourism, qualitative have gained importance and tourism research must explore the variety of tools and techniques available while establishing situations where each approach can best be employed (Walle, 1997).

### **1.1.3.1 Research tools for data collection**

As stated before, four major instruments, with different biases and different strengths, were used in order to gather all data and information necessary: Secondary data collection, web scrapping, interviews and content analysis.

Secondary data collection was used mainly through the use of previously existing and reliable documents and other sources of information such as official statistics. Web scrapping techniques were used to gather data from specialized tourism websites about the tourism offer and the tourism demand. Semi structured interviews were conducted to a small number of key stakeholders selected through purposive sampling and content analysis was used for an in depth analysis of some of the most relevant documents produced in the shire.

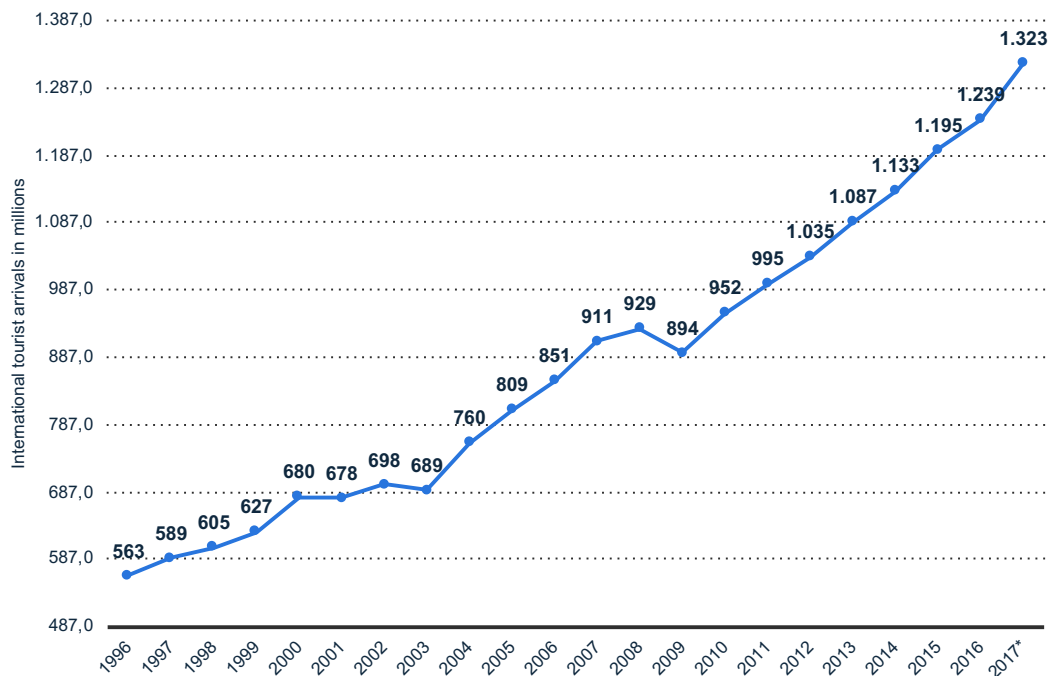
## I.2 Theoretical Background



Photo: Turisme Consell Comarcal Priorat

## 1.2.1 Current global tourism trends

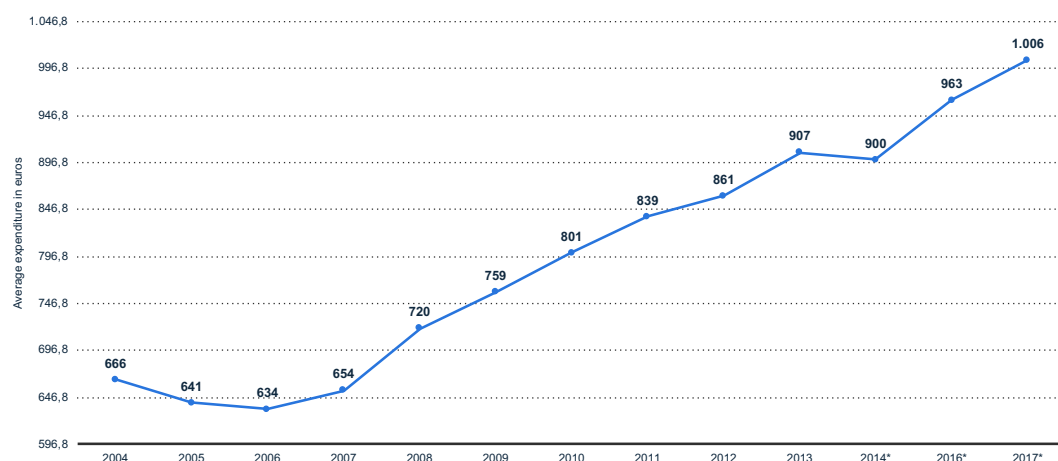
After WW II economic, technological and social changes gave birth to the modern tourism industry, an industry that has seen almost uninterrupted growth since then. Global tourism is a hundred of billions of Euros market, with expected annual growth of over 4% into 2020. From 1990 to 2012, tourist arrivals worldwide increased by 52.7%, with an increment of 126.3% in revenues (Boatto, Galletto, Barisan & Bianchin, 2013) and the trend did not stop there (figure 1.2.1.1). In Spain, the second touristic destination in the world by number of arrivals in 2018, the average expenditure of international tourists has been increasing almost constantly and in 2017 reached 1,062 € and in Catalonia 1,006 € (figures 1.2.1.2 and 1.2.1.3) with an increment of 43% and 23% in number of arrivals.



**Figure 1.2.2.2**

Average expenditure by international tourists visiting Spain from 2004 to 2017 (in euros)

Source: Statista



**Figure 1.2.2.3**

Average expenditure by international tourists visiting Catalonia from 2004 to 2017 (in euros)

Source: Statista

But it is not only in numbers that have been changes, the behavior and expectations of travelers are changing and now the global traveler is more concerned with brand and experience-based travel with destinations adopting strategies in this regard.

Finally, demographics are also on focus: The aging global population is more affluent and more willing to travel than ever before and at the same time younger generations are traveling more than ever before and at the same time are changing the way they do it.

## **1.2.2 Tourism and the Environment**

The environment in rural areas such as Priorat plays a leading role in tourism and it does not seem appropriate or adequate to favor or promote new modes of relationship with the environment that substantially distort rural space. According to Sancho Royo (2003), the rural environment, support and object of tourism, must be managed following the criteria that have allowed its existence until today. Thus, the environmental impacts must be minimized.

Reducing the environmental impacts of tourism is a tough task due to the complexity of the tourism activity whose 'impacts are spatially and temporal diffuse, difficult to categorize, identify, measure exactly, and distinguish from the impacts of other contemporary activities or natural processes' (Briassoulis & Straaten, 1992). Furthermore, the environmental resources not only constitutes part of the touristic attraction of a place but are also receptors of solid and liquid wastes, air pollutants, congestion, etc., caused by tourism (Briassoulis & Straaten, 1992). Following the materials balance model, these authors proposed a model for the case of tourism.

While protected natural areas contribute significantly to the conservation of nature these assets need to be managed and protected, and many actions and safeguards must be implemented. Building and sustaining societal support for conservation initiatives as well as the support of current and potential visitors are among the key actions that need to be developed and providing visitors and locals with "engaging experiences in nature has long been a potential strategy for building the societal support vital to achieving conservation goals" (Crompton, Fakeye, & Lue, 1992 in Moyle et al., 2017). These experiences can be builded "through a process of identifying, measuring, and comparing preferences for different nature based tourism experiences", process that should include potential visitors into its design (Moyle et al., 2017).

### **I.2.3 Wine Tourism**

The old relationship between wine and tourism is one of reciprocal benefits. On the side of the tourism industry of any given wine producing region, wine is one major attraction and motivating factor for tourists. On the side of the wine industry, wine tourism is both a way to connect with clients and a mean to sell directly its products, being the latter benefit of crucial importance for small wineries (Hall, 2002)

But what exactly is wine tourism? Hall (2002) defined wine tourism as “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”. This definition establish a clear main goal for tourists, that is visiting and experience wine related activities, and sets a concrete place: a grape-wine region.

It also gives a general panorama of the elements that make up the supply side of wine tourism, that is, the wineries, the vineyards, the festivals and the shows, and of the characteristics the environment in which this kind of tourism takes place as most frequently grape-wine regions are located in rural areas with particular infrastructure, beautiful natural scenery and characteristic social and cultural values.

Although the aforementioned definition could fit very well with what Brown & Getz (2005) define as the ‘pilgrimage’ of wine lovers, it has several limitations when it is applied to others tourist profiles. The environment in which wine tourism is set is also what connects this wine tourism with other specialized tourism thematics such as natural areas tourism, cultural tourism, gastronomic tourism or even industrial tourism. This connection may blur the distinctions between a wine tourist and one that is not, and set the ground for authors like Alebaki & Iakovidou (2010) or Charters & Ali-Knight (2002) to say that the main motivation of wine tourists is usually not clear and frequently interrelated with many wine-unrelated activities offered in the region in order to have a more complete experience.

Beyond the difficulties to define and conceptualize wine tourism in an exact manner, the studies in wine tourism are numerous and focus often in four themes: destinations' strategies, actors in the wine tourism industry, wine tourists' behaviors and, more recently, the experiential dimension of wine tourism (Vo Thanh & Kirova, 2018).

Although Europe is one of the leading wine producer in the world and perhaps the most well renowned one, wine tourism in Europe have not been widely developed as in other countries such as Australia and New Zealand and its development has focused on wine routes that take advantage of the rich cultural heritage of the continent . In Spain official

wine routes were initially developed in 2000 following the government produced Comprehensive Plan for Quality in Spanish Tourism 2000–2006 (López-Guzmán, Vieira-Rodríguez & Rodríguez-García, 2014). In 2016 The Wine Routes of Spain routes comprised 26 routes, and 567 wineries receiving 2,714,400 visitors (Asociación Española de Ciudades del Vino, 2016) that on average expended about than 145 euros daily on good and services of which 33.70 were invested in buying wine and 17.36 in winery visits (Asociación Española de Ciudades del Vino, 2016).

## **Chapter II**

# **Analysis of the Territory**

## 2.1 The Priorat



Photo: Turisme Consell Comarcal Priorat

The Priorat it's a Catalanian shire with an area of 498.6 km<sup>2</sup>, representing 7.9% of the province of Tarragona and 1.55% of the total area of Catalonia, and a very low density of 19.6 h / km<sup>2</sup>. By 2018 it had a population of 9,296. With a relatively low GDP per capita of € 18,600, its economy, in terms of gross value added, is based primarily on services, construction, and agriculture.

It includes the 23 municipalities listed below: Bellmunt del Priorat, La Bisbal de Falset, Cabacés, Capçanes, Cornudella de Montsant, Falset, La Figuera, Gratallops, Los Guiamets, El Lloar, Marça, Margalef, el Masroig, El Molar, the Morera de Montsant, Poboleda, Porrera, Pradell de la Teixeta, the Torre de Fontaubella, Torroja del Priorat, Ulldemolins, the Vilella Alta and the Vilella Baixa.

### **2.1.1 Physical features**

The relief of the Priorat presents important variations. Following the classification made by the Landscape Observatory of Catalonia, we find mainly 7 landscapes in the region: the Sierra de Llaberia, the Lower Priorat, the Historic Priorat, the Sierra de Tormo, the Montsant, and the landscapes of Valle del Silencio and La Mussara (figure 2.1.1.1).

The Sierra de Llaberia landscape is located to the South end of the shire. Is a Mediterranean mountain landscape characterized by an abrupt relief with altitudes close to 1000 meters in the Sierra de Llaberia and the Mola de Colldejou, predominance of calcareous materials, white pine f and oaks forests, and shrubbery.

Further north, the Lower Priorat, is flat, gently undulated or crossed by some low-altitude mountain range (as in the Masroig and Guiamets sector), with minor water courses, except in the western end, where the river Siurana and the torrent of the Guiamets converge, and with an agricultural landscape constituted by a mosaic of vine, olive, hazelnut and almond tree.

To the center of the shire, the Historic Priorat is found. It has rugged relief, with low altitude ranges and steep slopes hills. This landscape has a prevalence of vine cultivation, currently expanding after many decades of decline and mediterranean vegetation with a mosaic of holm oaks, white pine pines, and dry meadows that share the space that is not occupied by the vineyards.

West of the Historic Priorat landscape is the Sierra de Tormo landscape, a mediterranean low mountain landscape with abrupt relief and moderate altitudes. The cliffs of the Sierra de la Figuera are visible from many points of the Priorat and make up one of the main regional

landscape facades. The rosemary shrubbery occupy large areas of the territory, sometimes covered by pine trees of Carrasco pine (*Pinus halepensis*).

To northeast of Historic Priorat the landscapes of Valle del Silencio and La Mussara are found. The first consisting of the almost symmetrical valleys of Ulldemolins and Cornudella de Montsant, separated by the Albarca pass and the Segalassos plateaus. Both valleys have been excavated in eogenic materials: marls, clays and plasters, which contrast with the alternate reliefs of the Montsant mountain range and the surrounding Prades mountains. The Mediterranean vegetation is represented by the carrascales and bushes that colonize the plateaus and the sun faced hills. In the shady areas, pine pines mixed with small leaf oaks thrive. The crops are located at the bottom of the valleys, at the base of the slopes and the few plains, such as the Segalassos. Cereal, almond, hazelnut, vineyard and olive crops predominate.

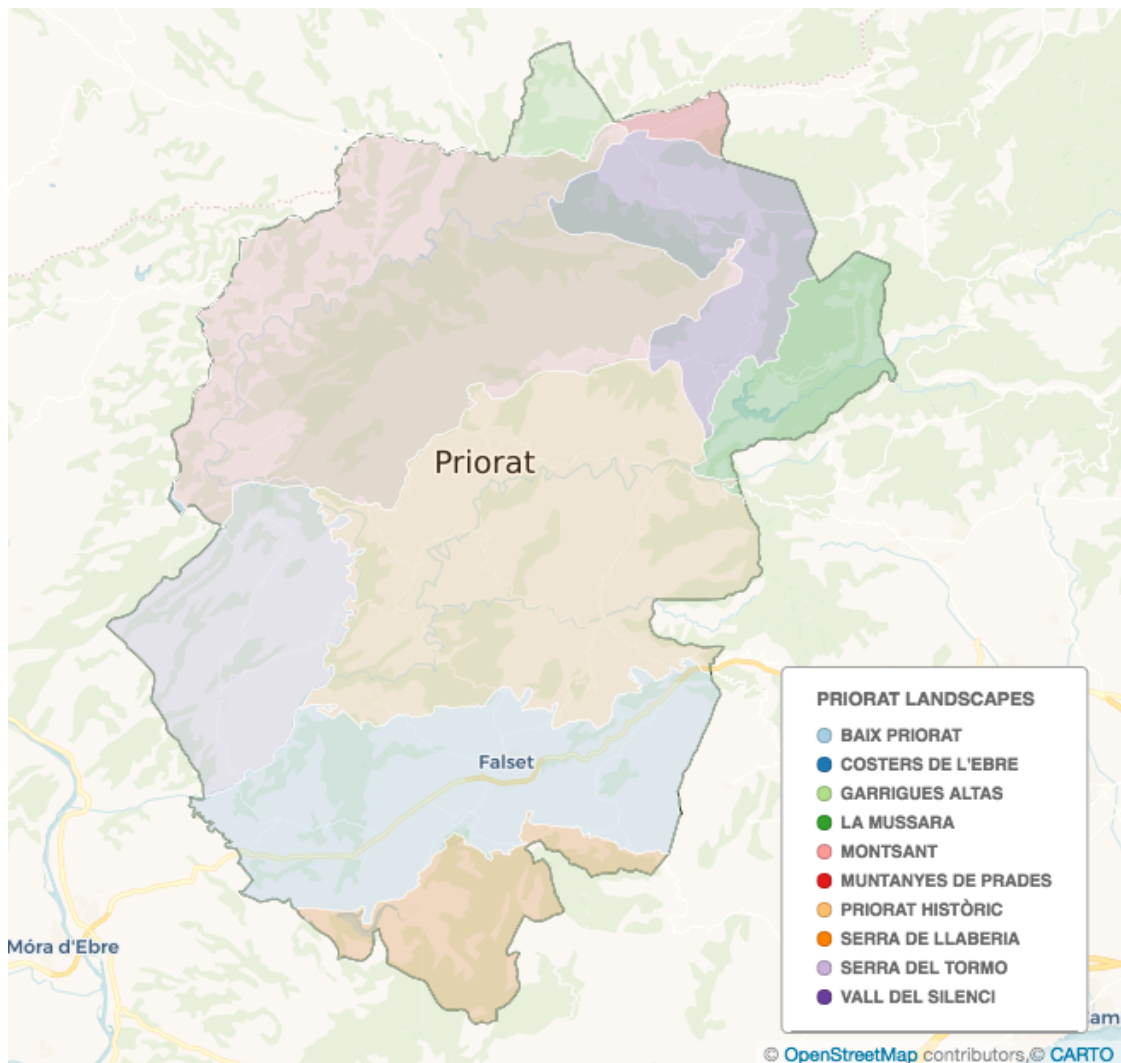
The steep relief of La Mussara contrasts with the existence of some plateaus that sweeten the landscape. These are intensely used for crops, especially hazelnuts. The forest cover occupies a lot of extension. White pine and oak groves in the lower parts. oaks, red pine and black pine trees above 800 m. The rugged topography does not facilitate the expansion of agricultural space, which occupies very little surface.

The Priorat has a Mediterranean climate characterized by a dry subtropical summer and a mild winter, with periodic cold blows. The significant difference in elevation between the base and the climaxes, the diverse orientation of the hillsides and the complicated orography, make the climatic factors favor the presence of quite varied microclimates. The highest temperatures are recorded on the western slope of the massif between the months of June and August reaching 40° C. The winter minimums are very low, especially in valleys dominated by thermal inversion (between -10° C and -15° C), where it often freezes. The average annual temperature is around 15° C. Precipitation is very irregular, with maximum records in spring and autumn, and minimum in summer and winter. The average rainfall ranges between 450 and 600 l / m<sup>2</sup> per year. Snowfall is frequent, as is the formation of low stratum clouds that create fog banks, sometimes quite persistent.

Among the natural habitats, forests are the group of habitats quantitatively more prominent. The scrubland, meadows and grasslands, and rocks and fields also remain important. Aquatic or very humid habitats are very scarce. Most species are typically Mediterranean, with some eurosiberian species. 72 species of flora and 162 of fauna have been considered of interest for their status, distribution, rarity or for having a key role in ecosystems, and of those, 101 species have some kind of threat or interest.

Despite the final concentration in a single river, the Priorat hydrographic network is complex, mainly due to the orography of the northern half of the region. There are three main rivers, the most important of which is the Siurana river that is born in the northeast of the Priorat, to collect the waters of the western part of the Prades mountains and the Mussara mountain range.

Finally, the Montsant landscape, perhaps the most emblematic landscape of Priorat and without doubt the most visible and spectacular, It is one of the most notable identity elements of the Priorat. A successful combination of unique landforms and vegetation where bare rock alternates with narrow forest bands and results in a landscape currently dominated by natural elements, but showing parts of the traces of a rich agricultural past.



**Figure 2.1.2.1**

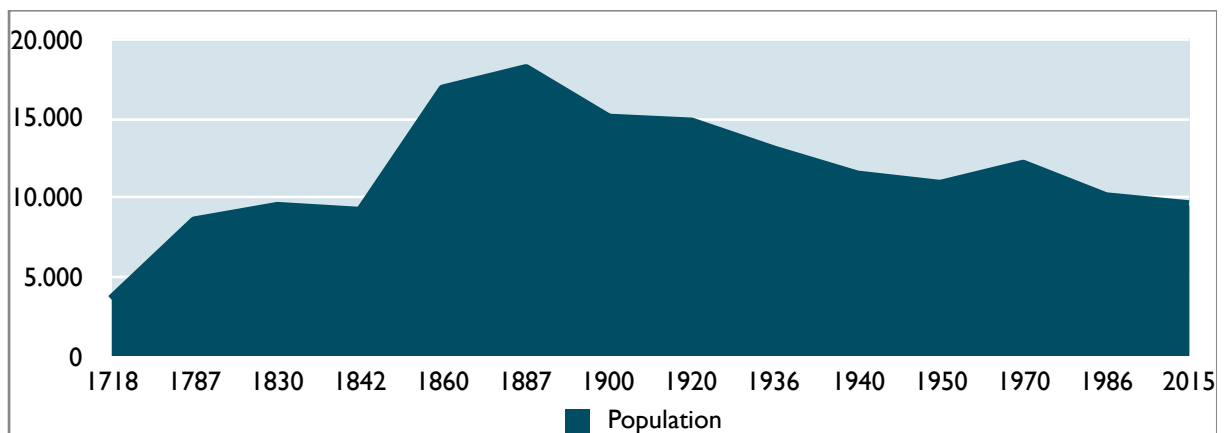
Landscapes . Priorat

Source: Landscape Observatory of Catalonia

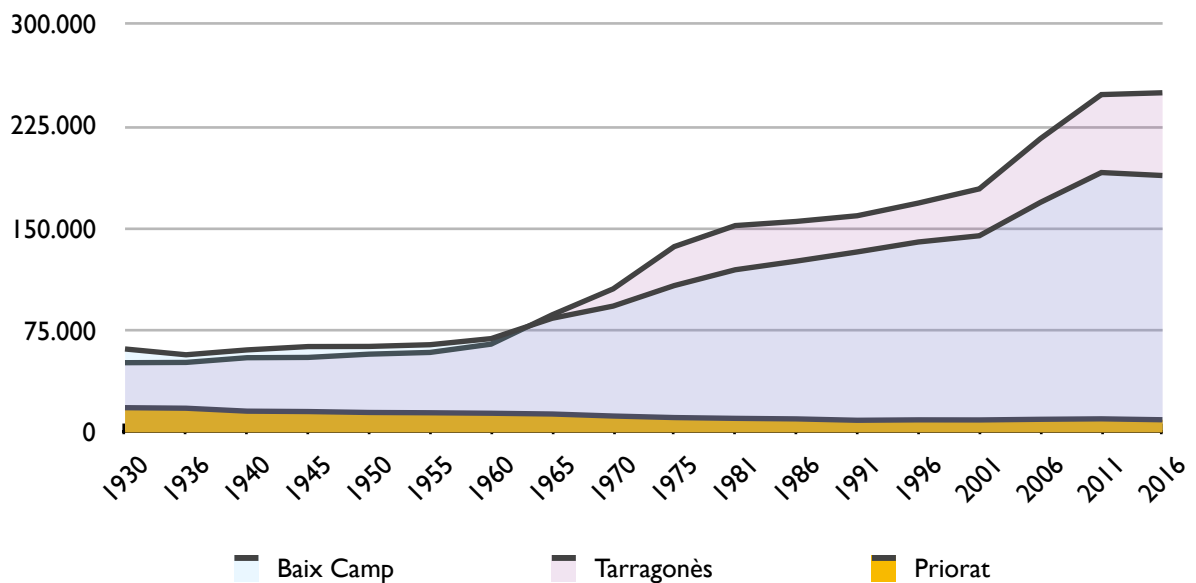
## 2.1.2 Demographical features

The Priorat is, according to 2018 data, the third least populated region in Catalonia, with 9,221 inhabitants. Only the Alta Ribagorça (with 3,813 inhabitants) and the Pallars Sobirà (with 6,897) have less population.

The shire, as most of the inland territories in Spain, is immersed in a trend of continued population loss, since it reached its population peak in 1887. This trend, put in context, look even more dramatic as we see how the other two most populated shires in Tarragona province have been gaining population, specially since the 1960's.



**Figure 2.1.2.1**  
Population evolution . Priorat  
Source: Enciclopedia Catalana

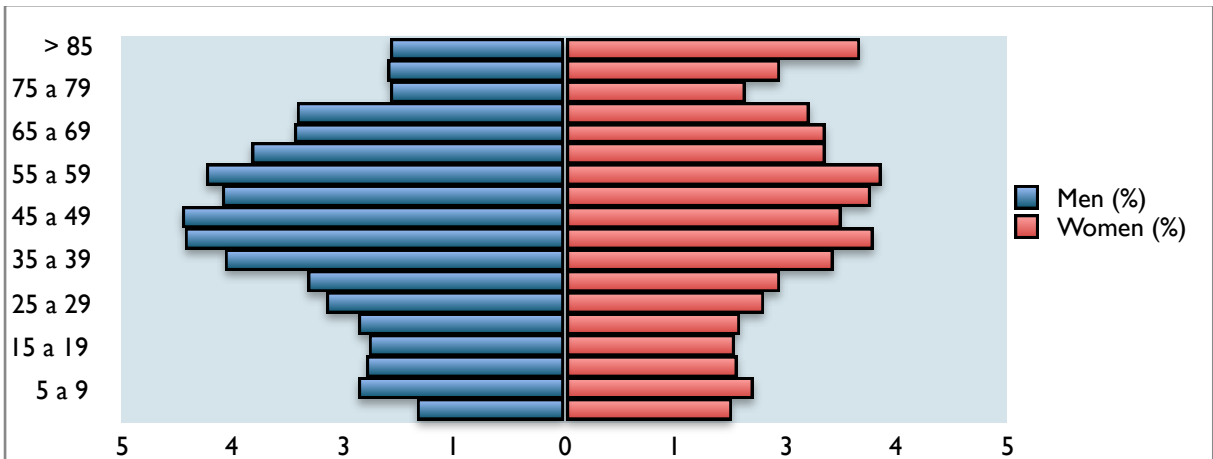


**Figure 2.1.2.2**

Population evolution. Baix Camp - Tarragònes - Priorat

Source: Idescat

It is not only a shire with a population that decreases but, and perhaps more importantly, with a highly aged population. Analyzing its regressive type population pyramid, a region in an advanced state of demographic transition where both the fertility rate and the mortality rate are low and with no rebound in the volume of the young population. It is noteworthy that the age group of people between 75 and 84 years presents a decrease with respect to the general trend, attributable to the low birth rate in the years after the Spanish civil war. All in all, the region is marked by slightly positive migration (0.96%), a high dependence index (60.58%), and a high masculinity rate (109,51%).



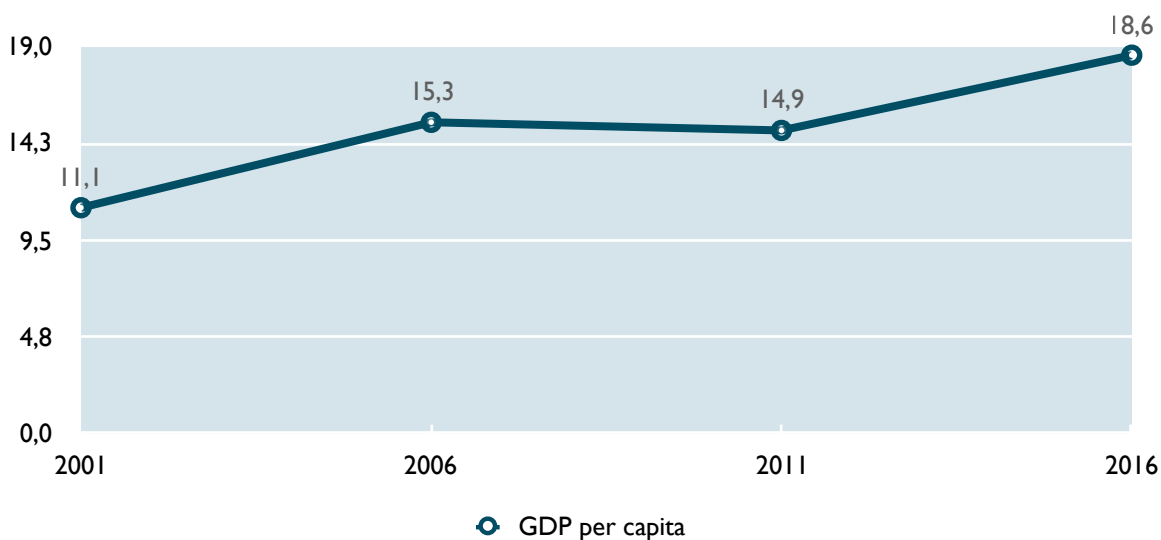
**Figure 2.1.2.3**

Population pyramid . Priorat

Source: Idescat

## 2.1.3 Economy

As said before, the economy of the shire relies heavily in its agriculture and its services, specially the hotel industry that has experienced a very remarkable growth. Although Priorat was in 2016 the fourth Catalanian shire with smaller GDP, some data suggest a slightly improving situation in comparison with previous years. From 2001 its GDP per capita has been almost continuously growing and in 2016 for the first time it ceased to be the last Catalanian shire in terms of its GDP per capita.



**Figure 2.1.3.1**

GDP per capita. Priorat

Source: Turisme Priorat

## 2.1.4 Wine and oil

The exceptional grape produced in Priorat is capable of giving structured and powerful wines. The vineyards are installed on different types of soils, such as blackboards ("slate") or Paleozoic sandstones. These vineyards occupy the steep slopes of the system of saws and hills that make up the region. They are a first-class characterizing element, since the hillside plantations that can be admired in the Priorat have no replica anywhere else in Catalonia.

Currently, the Priorat has two 'Denominación de Origen', for which the wine producing is the main activity although the development of complementary activities such as wine tourism is becomes another option for many of the wineries.

The Priorat Qualified Denomination of Origin, established in 1956, covers an area of 19,783 hectares, of which 1,900 are planted with vines cultivated by 567 winemakers that produce approximately 7,000,000 kg of grapes. Of the 23 municipalities of Priorat, 9 are part of the DOQ Priorat. These municipalities are: the Morera de Montsant, Gratallops, Porrera, Poboleda, Torroja del Priorat, Vilella Alta, La Vilella Baixa, El Lloar and Bellmunt del Priorat. Also, within the limits of the DOQ Priorat, the northern part of the municipality of the municipality of Falset (Masos de Falset) and the eastern part of the municipality of El Molar (Las Solanas del Molar) are included. The first 6 are the municipalities that formed the Priory of the Cartuja de Escaladei. The others were included in the delimitation of the designation of origin that was made in 1932 and that configures the current territory of the DOQ Priorat.

The municipality with the highest number of wineries in the area is Gratallops, with 23, followed by Porrera, with 17, and Poboleda, with 13. La Vilella Baixa and El Lloar, with 4.

The Denomination of Origin Montsant was born in 2001 composed of municipalities and wineries that, to date, formed the Falset sub-zone of the Tarragona appellation of origin. Thus, the Montsant Designation of Origin has most of its production area in the Priorat region (except for some lands of the Ribera de Ebro, on the banks of the Montsant River) coinciding with the following municipalities: the Bisbal de Falset, Cabacés, Capçanes, Cornudella de Montsant, Figuera, Guiamets, Marçà, Margalef, Masroig, Pradell de la Teixeta, Torre de Fontaubella and Ulldemolins, and part of the terms of Falset, Garcia, Molar, Mora la Nova and Tivissa. If at the time of his birth, the DO had 28 wineries, the figure now exceeds fifty. Almost 70% of its bottled production is exported (mainly in Germany and the United States). The area of planted vineyards is about 2,000 hectares and the grape production is around 10 million kilos and about 5 million bottles are sold.

The cultivation of the olives is one of the most outstanding agricultural productions in the Priorat along with the vineyard, and has an important weight in the economy of certain municipalities of the region. A large part of the area's producers produce under the protection of the Siurana Protected Designation of Origin, which allows adding value to the product, guaranteeing quality control based on its parameters and, subsequently, better visualization, notoriety and marketing possibilities. Priorat oil is basically produced with the Arbequina olive, which represents 95% of the total Priorat oil production. We also find other varieties such as the Forge and the Rojal. The production of oil to the municipalities of Priorat is about 4,800 tons of olive and 950,000 kg of oil per year, obviously depending on the variations caused by climatic issues.

## **2.1.5 Protected areas**

The Priorat region has 25,485 ha of delimited spaces in the PEIN, which represents 51.10% of the total area of the region. In the shire, besides the Natural Park of the Sierra de Montsant, the following natural areas included in the PEIN: Prades Mountains, Paso del Asno, Sierra de Llaberia, Sierras de Pradell-Argentera and Siurana River and Plains of Priorat.

The Sierra de Llaberia presents the particularity of hosting a remarkable diversity of landscapes and, in particular, an excellent representation of those typical of the limestone mountains of southern Catalonia. The Prades Mountains constitutes a perfectly identifiable geographical unit between the regions of Alt and Baix Camp, Conca de Barberà and Priorat. The Sierra de Llaberia possesses a complex hydrographic network (Brugent, Montsant,

Siurana, Glorieta and Francolí), with a powerful erosive action that has been the main determinant of the formation of these mountains.

The Natural Park of the Sierra de Montsant is in the northern area of the Priorat region. The surface of the Park is 9,242 ha, which represents 18.53% of the region as a whole. The mountain range of Montsant constitutes an orographic unit framed to the east by the depressions of Ulldemolins and Cornudella, separated by the hill of Albarca, that connects Montsant with the mountains of Prades. To the north and west, the course of the Montsant River separates the massif from the Sierra de la Llena. To the south, the boundaries are the Cingle Major, the Cingle de Montalts and the Escaladei Creek. This PEIN, with its geographical boundaries, is an island of biodiversity surrounded by 11 villages. The Montsant, is a highly symbolic mountain range, that offers through its landscape the trace of human activity linked to an important natural heritage, which hosts a high biological diversity due to a particular relief of cliffs, ravines and gorges.

## 2.2 The supply side of the Priorat



Photo: Turisme Consell Comarcal Priorat

## **2.2.1 Introduction**

This section pretends to do an analysis of the elements of the supply side of the tourism sector of Priorat such as its resources and services and it dose not pretend to be a comprehensive list of all but rather of the crucial ones in the region

## **2.2.2 Tourism Resources**

Tourism resources are undoubtedly the base of the tourism appeal of any destination and are the main features that are capable of draw people into it. They have a great variety of types and include natural and man made elements both of tangible and intangible nature.

Although tourism resources are very important, their mere existence does not necessarily imply the development of tourism. The development of tourism depends more on how the resources are adapted to be consumed, or rather, to be lived or interpreted, and the services offered around it, than on the simple existence of the resources. That is why it is necessary for any inventory of tourism resources to go beyond classification and description. If what is intended is to identify the tourist resources to incorporate them into a tourist product, the conditions of this resource for its use must be evidenced from the outset.

Traditionally, tourism resources have been classified either as principal resources or as supporting resources. The first are those that have the strongest pulling attractions force and are the main motivating factor in the tourist travel decision process (Godfrey, 2000), whereas the second function as a supplementing pulling factor but are not enough to attract tourists by themselves although serve to round the destination offer.

It is useful to take into account for the rest of this section that in order to better analyze tourism resources they are often discreetly categorized (as its done here) into several headings. While this facilitates their use in posterior planning, categorizations often overlap.

The analysis of tourism resources can serve to develop tourism strategies helping to establish immediate and long term priorities, product packagings and improvements as well as future promotional strategies and activities.

As previous listings and analysis have already been carried for the study region, they will be used, in some categories, for this work. Specifically, the following lines will rely, up to a certain point, mainly in the work carried out by the diagnosis document of the ECST of the Priorat.

### **2.2.2.1 Natural Resources**

Natural resources often form the central focus of attraction in destinations, especially in rural ones as definitely is the case in the Priorat. They include physical geographic or biological phenomena such as aspects of the landscape (mountains, lakes, etc) or wildlife (flora and fauna).

Being the Priorat an agrarian landscape of Mediterranean mountains of imposing massifs, cliffs, margins, vineyards and olive groves, the importance of its natural features as pulling factors is of great importance.

Truly, nature has provided the shire with an outstanding mountain range, the Montsant, that is not only an extraordinary monument in its wholeness, capable of create great wonder in the visitors who watch it but that also hosts a variety of localized interesting features.

Moreover, this natural monument that is the Montsant has been preserved quite well for centuries from the abuse of man's industry and is nowadays under the protection of the Catalan figure of Natural Park.

Also, around this magnificent mountain, there is quite a unique and beautiful agrarian landscape, modeled for centuries around the vineyards and olive groves, valued and conserved by the people that have lived and nowadays live there.

Table 2.2.2.1.1 shows many of the main natural resources classified by its nature and figure 2.2.2.1.1. its density, that appears to be higher in or near the PEIN's. Sierra Mayor, mountain range that extends in the N-E to S-O direction along 17 km from the Albarca to Cabacés with Roca Corbatera being its highest with 1,163 m. point. From its summits, an extensive landscape is dominated, which includes a large part of the depression of the Ebro and the Pyrenees and Pre-Pyrenees, as well as the most outstanding reliefs of the Catalan Coastal and Pre-coastal mountain ranges and the Iberian system. The Fraguerau Gorge is an impressive gorge opened by the Montsant River between Ulldemolins and Margalef with 13 km of river course and a very well preserved riverbank ecosystem.

The geology of the shire favors the existence of numerous caves which are usually low structures of variable depth that have suffered a differential erosion of the layers due to the variability of materials that form them. Some have been used throughout history by the activity human, with religious uses (hermits) or agrarian (to keep the flocks or as shelter for shepherds and material).

Fruit of the geology, geomorphology and ecosystems of the shire, many pools are present in the small water courses, some of them of extremely beauty and certainly all very fragile. Two dams complete the water resources in the region.

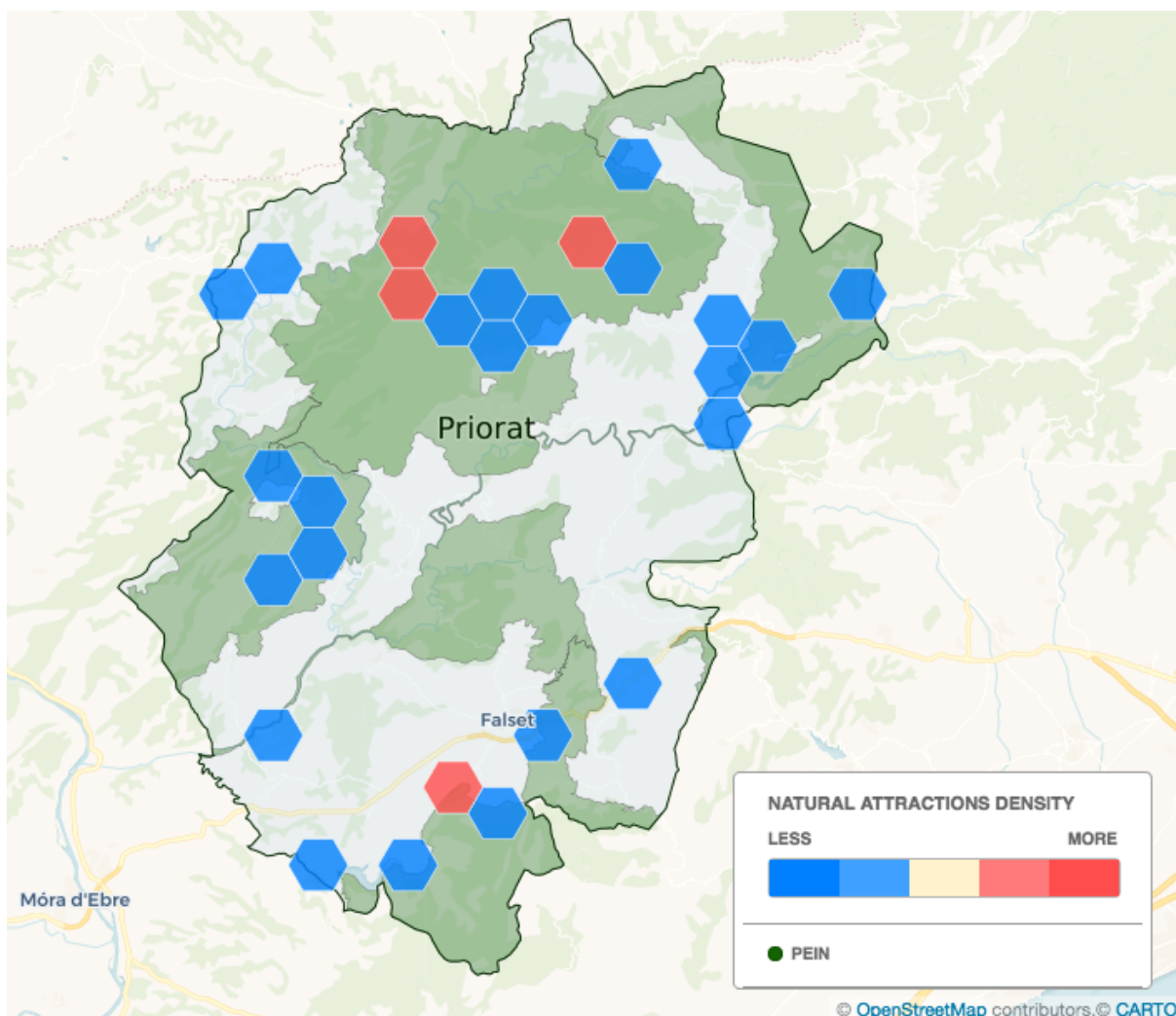
Type	Name	Location	Type	Name	Location
<b>LANDSCAPE</b>	SIERRA MAYOR		<b>FONTS</b>	LES CANALS or FONTS DE SANTA ROSALIA	Capçanes
	FRAGUERAU GORGE			FONT DE MINFAMI	Lloar, El
	MASSIS DEL MONTSANT			FONTS DE SANT SALVADOR	Margalef
	SALT DE LA REINA MORA	Cornudella de Montsant	<b>ROCKS</b>	EL FRARE	
	SERRA DEL GUIXAR			EL REI	
	ESTRET DEL CATÀ	Marçà		LA REINA	
	BASSA DEL CASTELL	Marçà		LA TRONA	
	MOLA DE COLLDEJOU	Marçà		ELS TRES JURATS	
	SERRA DE LLABERIA	Marçà		ELS ROGETS	
	MIRADOR ERMITA DE LES PINYERES	Masroig		EL PABADAT	
	GRAU DE LA ESCLETXA	Morera, LA		ELS CASTELLS	
	GRAU DE SALFLORES	Morera, LA		LES DOTZE	
	GRAU L'ESPINOS	Morera, LA		<b>FAUNA &amp; FLORA</b>	TEIX DE LA COVA
	CAMI DEL MONTSANT	Morera, LA	SAÜQUER DE FONTALBA		Ulldemolins

Type	Name	Location	Type	Name	Location
	ROCA CORBATERA	Cornudella de Montsant		OM DEL PARC DE CORNUDELLA	Cornudella de Montsant
<b>CAVES</b>	COVA DEL OS	Morera, LA		SURERA DEL MAS DE LES MORES	Cornudella de Montsant
	XIMET	Marçà		ALZINA DEL MAS DE LA BARBA	Cornudella de Montsant
	SANTA	Cornudella de Montsant		ROURE DE LA RASA	Cornudella de Montsant
	SANTA LLÚCIA	Bisbal de Falset, La	<b>WATER</b>		
	BASQUES, AVENC D'EN	Cabacés		PANTA DE SIURANA	Cornudella de Montsant
	SANT GREGORI, BALMA ERMITA DE	Falset		EMBASSAMENT DE GUIAMETS	Guiamets, els
	TAVERNA, COVA DE LA	Margalef		PANTA DE MARGALEF	Margalef
	MILOQUERA, AVENC DE LA	Marçà		TOLL DEL OU	
	RECTOR, COVA DEL	Pradell de la Teixeta		CADOLLES FONDES	Ulldemolins
	FORADADA	Bisbal de Falset, La			
	ELS ROGERALS	Lloar, El			

**Table 2.2.2.1.1**

Main Natural Resources. Priorat.

Source: PNSM, ECST.



**Figure 2.2.2.1.1**  
Natural Attractions density. Priorat.  
Source: PNSM, ECST.

## 2.2.2.2 Historical, Monumental and Architectural Resources

The Priorat has numerous historical, monumental and architectural resources of varying importance but two stand out for their importance: the small village of Siurana, Last Muslim enclave in Catalonia stands out for its values as a whole and its privileged geographical situation and, La Cartoixa d'Escaladei, first Carthusian monastery installed on the Peninsula in the 12th century, a center of culture, art and spirituality that was in operation for 6 centuries, until the confiscation of Mendizabal in 1835.

Besides this two key resources others such as 'masias' (traditional central building of a 'maso', a lonely farm outside the core of a town), hermitages (the presence of hermits on the mountain is known since medieval times and reaches today) and others. Table 2.2.2.2.1

provides a list of the cultural asset of local interest or national interest (abbreviated BCIL or BCIN) of Priorat shire as provided by the Catalan cultural heritage agency. As shown in figure 2.2.2.2.1, the monuments are widespread all over the shire

<b>Monuments name</b>	<b>Monuments locati</b>	<b>Monuments name</b>	<b>Monuments location</b>
<b>Cal Sas I</b>	Bellmunt del Priorat	<b>Casa de la Procura</b>	La Morera
<b>Cal Sas II</b>	Bellmunt del Priorat	<b>Monestir de Bonrepòs</b>	La Morera
<b>Església de Santa Llúcia</b>	Bellmunt del Priorat	<b>Església de la Nativitat</b>	La Morera
<b>Casa Gran</b>	Bellmunt del Priorat	<b>Santa Maria de Montsant</b>	La Morera
<b>El Casal</b>	Bellmunt del Priorat	<b>La Pietat</b>	La Morera
<b>Colònia Minera de Bellmunt</b>	Bellmunt del Priorat	<b>Sant Antoni de Montalt</b>	La Morera
<b>El Xalet de les Mines de Plom</b>	Bellmunt del Priorat	<b>Portes del carrer Major</b>	La Morera
<b>Antic economat de la Mina</b>	Bellmunt del Priorat	<b>Can Peira</b>	La Morera
<b>Mines de Bellmunt del Priorat</b>	Bellmunt del Priorat	<b>Església de la Mare de Déu</b>	La Morera
<b>La Mina Règia</b>	Bellmunt del Priorat	<b>Cases dels Treballadors</b>	La Morera
<b>La Casa de la Mina</b>	Bellmunt del Priorat	<b>La Torre</b>	La Torre de Fontaubella
<b>Castell de Cabacés</b>	Cabacés	<b>Església de Santa Maria</b>	La Torre de Fontaubella
<b>Centre històric de Cabacés</b>	Cabacés	<b>L'Hogar</b>	La Torre de Fontaubella
<b>Església de la Nativitat</b>	Cabacés	<b>Ca la Coixa</b>	La Torre de Fontaubella
<b>Mare de Déu de la Foia</b>	Cabacés	<b>El Cafè</b>	La Torre de Fontaubella
<b>La Canal</b>	Cabacés	<b>Església de Santa Llúcia</b>	La Vilella Alta
<b>Can Homdedéu</b>	Cabacés	<b>Can Vinyes</b>	La Vilella Alta
<b>Perxe del carrer del Mig</b>	Cabacés	<b>Carrer Major</b>	La Vilella Alta
<b>Perxe del carrer Major</b>	Cabacés	<b>Carrer que no passa</b>	La Vilella Baixa
<b>Plaça de Longinos Navàs</b>	Cabacés	<b>Església de Sant Joan Baptista</b>	La Vilella Baixa
<b>Ermita de Sant Roc</b>	Cabacés	<b>Cal Gabriel</b>	La Vilella Baixa
<b>Mas del Roger</b>	Cabacés	<b>Cal Juncosa</b>	La Vilella Baixa
<b>Pont de Cavaloca</b>	Cabacés	<b>Les façanes del riu</b>	La Vilella Baixa
<b>El Pont Vell</b>	Cabacés	<b>El Molí</b>	La Vilella Baixa
<b>Ermita de Sant Joan Baptista</b>	Cabacés	<b>Els Ponts</b>	La Vilella Baixa
<b>Arcs del carrer Major</b>	Cabacés	<b>Cementiri</b>	La Vilella Baixa
<b>Pla de la Bassada</b>	Cabacés	<b>Muralla de Poboleda</b>	Poboleda
<b>Casa amb relleus</b>	Cabacés	<b>Església de Sant Pere</b>	Poboleda

<b>Església del Natalici</b>	Capçanes	<b>L'Estanc</b>	Poboleda
<b>Castell de Siurana</b>	Cornudella	<b>Ca Joan Just</b>	Poboleda
<b>Església de Santa Maria</b>	Cornudella	<b>Cal Brinet</b>	Poboleda
<b>Siurana</b>	Cornudella	<b>Ca les Borrasses</b>	Poboleda
<b>Celler Cooperatiu</b>	Cornudella	<b>Casa dels Cartoixos</b>	Poboleda
<b>Santa Maria de Siurana</b>	Cornudella	<b>Cal Rus</b>	Poboleda
<b>Sant Vicenç d'Albarca</b>	Cornudella	<b>Pont de la Soia</b>	Poboleda
<b>Ajuntament de Cornudella</b>	Cornudella	<b>Carrer Major</b>	Poboleda
<b>Can Catero</b>	Cornudella	<b>Cases dels Frares</b>	Poboleda
<b>Can Miralles</b>	Cornudella	<b>Cal Carles</b>	Poboleda
<b>La Venta del Pubill</b>	Cornudella	<b>Cementiri Nou</b>	Poboleda
<b>Font</b>	Cornudella	<b>Centre històric de Poboleda</b>	Poboleda
<b>Mas de les Moreres</b>	Cornudella	<b>Església de Sant Joan Evangelista</b>	Porrera
<b>Sant Joan del Codolar</b>	Cornudella	<b>Ermita de Sant Antoni</b>	Porrera
<b>Sant Joan Petit</b>	Cornudella	<b>El Magatzem</b>	Porrera
<b>Font de Dalt</b>	Cornudella	<b>Ca l'Anguera</b>	Porrera
<b>Cal Porret</b>	Cornudella	<b>Cal Milonari</b>	Porrera
<b>Plaça de la Vila</b>	Cornudella	<b>Ca les Finals</b>	Porrera
<b>Cal Tomasito</b>	Cornudella	<b>El Pont</b>	Porrera
<b>Ca l'Esteve</b>	Cornudella	<b>Cal Rabascall</b>	Porrera
<b>Cal Cardona</b>	Cornudella	<b>Cal Pellicer</b>	Porrera
<b>Oratori de la Mare de Déu</b>	Cornudella	<b>Cal Vallvé</b>	Porrera
<b>Cal Miquel Pólvora</b>	Cornudella	<b>Ca la Xela</b>	Porrera
<b>Cal Doval</b>	Cornudella	<b>Cal Lleó</b>	Porrera
<b>Cal Carrilettes</b>	Cornudella	<b>Ca l'Amorós 1</b>	Porrera
<b>Cal Pinyol</b>	Cornudella	<b>Ca la Dolores Ceba</b>	Porrera
<b>Cal Cúries</b>	Cornudella	<b>Cal Porrerà</b>	Porrera
<b>Molí del Salvat de Baix</b>	Cornudella	<b>Cal Pubill</b>	Porrera
<b>Castell de Falset</b>	Falset	<b>Ca l'Olesti</b>	Porrera
<b>Muralla de Falset</b>	Falset	<b>Ca les Viudes</b>	Porrera
<b>Celler Cooperatiu</b>	Falset	<b>Cal Portal</b>	Porrera
<b>Nucli històric de Falset</b>	Falset	<b>Casa particular</b>	Porrera
<b>Plaça d'Àngel Marquès</b>	Falset	<b>Safareigs</b>	Porrera

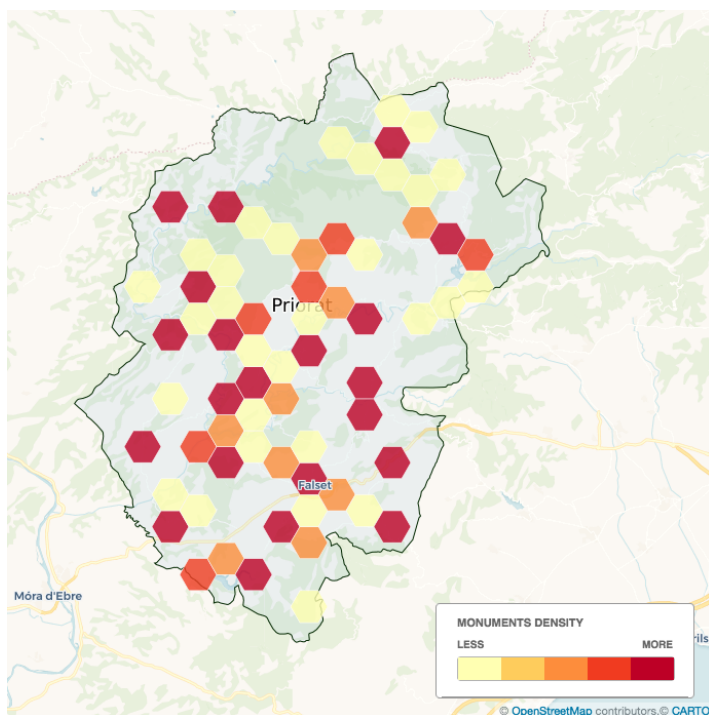
<b>Plaça de la Quartera</b>	Falset	<b>Ca l'Amorós 2</b>	Porrera
<b>Carrer dels Arcs</b>	Falset	<b>Ca l'Anguera 2</b>	Porrera
<b>Església de Santa Maria</b>	Falset	<b>Cal Pla</b>	Porrera
<b>Ajuntament de Falset</b>	Falset	<b>Església de Santa Maria Magdale</b>	Pradell de la Teixeta
<b>Sant Gregori</b>	Falset	<b>Cal Just</b>	Pradell de la Teixeta
<b>Can Rull</b>	Falset	<b>Cal Cabré</b>	Pradell de la Teixeta
<b>Mas de l'Anguera</b>	Falset	<b>Cal Roc</b>	Pradell de la Teixeta
<b>Can Sans</b>	Falset	<b>Cal Motxo</b>	Pradell de la Teixeta
<b>Ca Tost</b>	Falset	<b>Cal Joan Isabel</b>	Pradell de la Teixeta
<b>Can Rué</b>	Falset	<b>Font pública</b>	Pradell de la Teixeta
<b>Safareigs i font del Batlle</b>	Falset	<b>Estació del tren Pradell de la Teixeta</b>	Pradell de la Teixeta
<b>Cooperativa Agrícola</b>	Falset	<b>Torre-roja</b>	Torroja del Priorat
<b>Col·legi Públic Antoni Vilanova</b>	Falset	<b>Església de Sant Jaume</b>	Torroja del Priorat
<b>Edifici del Banc Central</b>	Falset	<b>Cal Comte</b>	Torroja del Priorat
<b>Can Magrinyà</b>	Falset	<b>Cal Marimon</b>	Torroja del Priorat
<b>La Peixeteria</b>	Falset	<b>Mas Marimon</b>	Torroja del Priorat
<b>Palau dels Comtes d'Azahar</b>	Falset	<b>Cal Xicorill</b>	Torroja del Priorat
<b>L'Abadia</b>	Falset	<b>Carrer Major</b>	Torroja del Priorat
<b>Mas del Siurana</b>	Falset	<b>Mas de Sant Bru</b>	Torroja del Priorat
<b>Font de l'Amades</b>	Falset	<b>Carrer de l'Era</b>	Torroja del Priorat
<b>Font del carrer de la Font</b>	Falset	<b>El Molí</b>	Torroja del Priorat
<b>Creu de la Mare de Déu</b>	Falset	<b>La Balandra</b>	Torroja del Priorat
<b>Cal Rull II</b>	Falset	<b>La Font Vella</b>	Torroja del Priorat
<b>Els Masos de Dalt</b>	Falset	<b>Sant Jaume</b>	Ulldemolins
<b>Els Masos de Baix</b>	Falset	<b>Castell d'Ulldemolins</b>	Ulldemolins
<b>Mas de l'Havanero</b>	Falset	<b>Centre històric d'Ulldemolins</b>	Ulldemolins
<b>Can Pascó</b>	Falset	<b>Santuari de la Mare de Déu</b>	Ulldemolins
<b>Can Pujol</b>	Falset	<b>Sant Bartomeu de Fragnerau</b>	Ulldemolins
<b>Can Guiu</b>	Falset	<b>Santa Magdalena</b>	Ulldemolins
<b>Cal Nap</b>	Falset	<b>Sant Antoni i de Santa Bàrbara</b>	Ulldemolins
<b>Cal Monlleó</b>	Falset	<b>El Molí de la Vila</b>	Ulldemolins
<b>Mas de Trucafort</b>	Falset	<b>Cal Roig</b>	Ulldemolins
<b>Antic Convent de les Carmel</b>	Falset	<b>Cal Josep Doménech</b>	Ulldemolins

<b>Sant Antoni</b>	Falset	<b>Cal Bessó</b>	Ulldemolins
<b>Carrer del Castell</b>	Falset	<b>Cal Nebot</b>	Ulldemolins
<b>Església de la Nativitat</b>	La Bisbal de Falset	<b>Cal Rafel</b>	Ulldemolins
<b>La Font</b>	La Bisbal de Falset	<b>Arcades de la plaça de l'Església</b>	Ulldemolins
<b>Cal Portal</b>	La Bisbal de Falset	<b>Font de Fontalba</b>	Ulldemolins
<b>Cal Manuel</b>	La Bisbal de Falset	<b>Font Vella</b>	Ulldemolins
<b>Carrer Metge Curcó</b>	La Bisbal de Falset	<b>Creu de terme</b>	Ulldemolins
<b>Carrer Major</b>	La Bisbal de Falset	<b>Safareig</b>	Ulldemolins
<b>Castell de la Morera</b>	La Morera		

**Table 2.2.2.2.1.**

BCIL and BCIN . Priorat.

Source: Generalitat de Catalunya.



**Figure 2.2.2.2.1.**

BCIL and BCIN density. Priorat.

Source: Generalitat de Catalunya.

### 2.2.2.3 Festivities

The Priorat host a wide range of festivities and cultural activities throughout the year in most of its towns. Several wine and oil fairs where there is a chance to discover the wines of the village, often accompanied by live music, food tasting, exhibitions and more. 'Festes

Majors', the traditional festivals held in most Spanish towns mostly in the summer months, especially July and August usually including dances, 'Sardana' dancing and activities for children. Also numerous concerts, exhibitions, courses, etc, are organized by public and private institutions. Table 2.2.2.3.1 shows the main recurrent events in Priorat.

All in all a total of 97 fixed events are held in Priorat, most of them related to the festivities of each town and other folkloric manifestations (78), some related to wine (19) and a very small number to oil (3). These activities are unequally distributed during the year, being August, as said before, the month with the higher number of activities, and May, December and September months with many activities. Most of the wine activities are concentrated in May (Figure 2.2.2.3.1)

Type	Name	Location	Month	Type	Name	Location	Month
<b>FESTI-VIT.</b>	SAINT BARBARA	BELLMUNT	DECEMBER	<b>FESTI-VIT.</b>	SAINT JOHN'S DAY	LA MORERA	JUNE
	SAINT LUCY	BELLMUNT	DECEMBER		NATIVITY OF OUR LADY	LA MORERA	SEPTEMBER
	HOLY INNOCENTS	BELLMUNT	DECEMBER		VILLAGE CASTANYADA	LA MORERA	OCTOBER
	SAINT BLAISE	CABACÉS	FEBRUARY		SAINT PRISCA	LA VILELLA ALTA	JANUARY
	SAINT MARK	CABACÉS	APRIL		SAINT JAMES	LA VILELLA ALTA	JULY
	SANT ISIDORE	CABACÉS	MAY		GATHERING TO DANCE SARDANES	LA VILELLA ALTA	AUGUST
	PROCESSION TO THE CHAPEL OF LA FOIA	CABACÉS	AUGUST		SAINT LUCY'S FESTIVITY	LA VILELLA ALTA	DECEMBER
	SAINT NICHOLAS' DAY	CABACÉS	DECEMBER		SAINT QUIETRIA	LA VILELLA BAIXA	MAY
	SAINT ABDON AND SAINT SENNEN	CAPÇANES	JULY		VILLAGE FESTIVITY	LA VILELLA BAIXA	JUNE
	ASSUMPTION OF OUR LADY (ALBARCA)	CORNUDELLA	AUGUST		SAINT JOHN'S DAY	LA VILELLA BAIXA	JUNE
	SAINT ANTHONY	CORNUDELLA	JANUARY		CRAFT FAIR	MARÇÀ	MAY
	GASTRONOMIC DAY	CORNUDELLA	MAY		ASSUMPTION OF OUR LADY	MARÇÀ	AUGUST
	VILLAGE FESTIVITY	CORNUDELLA	AUGUST		EVENING MASS	MARÇÀ	DECEMBER

Type	Name	Location	Month	Type	Name	Location	Month
	NATIONAL DAY	CORNUDELLA	SEPTEMBER		OUR LADY OF SICKNESS	MARÇÀ	DECEMBER
	JUBILEU (SIURANA)	CORNUDELLA	MAY		SANT MARK'S DAY	MARGALEF	APRIL
	VILLAGE FESTIVITY (SIURANA)	CORNUDELLA	AUGUST		SANT SALVADOR	MARGALEF	AUGUST
	SAINT DOMINIC	EL LLOAR	AUGUST		SAINT MICHAEL'S DAY	MARGALEF	SEPTEMBER
	SAINT MICHAEL	EL LLOAR	SEPTEMBER		PIG KILLING	MARGALEF	NOVEMBER
	SAINT SEBASTIAN'S DAY	EL MASROIG	JANUARY		SAINT DOMINIC	POBOLEDA	AUGUST
	OUR LADY OF LES PINYERES	EL MASROIG			ASSUMPTION OF OUR LADY	POBOLEDA	AUGUST
	SAINT BARTHOLOMEW	EL MASROIG	AUGUST		SAINT ANTHONY	PORRERA	JANUARY
	CULTURAL WEEK	EL MASROIG	OCTOBER		EL ROTLLO	PORRERA	FEBRUARY
	CULTURAL WEEK	EL MOLAR	APRIL		FESTIVITY OF ST. JOAN DE LA CIRERETA	PORRERA	MAY
	SAINT ROCH	EL MOLAR	AUGUST		SAINT JOHN	PORRERA	JUNE
	FESTA DE LES XIQUES	EL MOLAR	DECEMBER		AUTUMN FESTIVITY	PORRERA	NOVEMBER
	COMMUNAL CALÇOTADA	ELS GUIAMETS	FEBRUARY		VILLAGE FESTIVITY	PRADELL DE LA TEIXETA	JULY
	SAINT LOUIS & SAINT FELIX'S DAY	ELS GUIAMETS	AUGUST		2nd VILLAGE FESTIVITY	PRADELL DE LA TEIXETA	SEPTEMBER
	HOLY INNOCENTS	ELS GUIAMETS	DECEMBER		VILLAGE FESTIVITY	SCALA DEI	SEPTEMBER
	L'ENCAMISADA	FALSET	JANUARY		VILLAGE FESTIVITY	TORRE DE FONTAUBELLA	AUGUST
	SAINT BLAISE	FALSET	FEBRUARY		WINTER FESTIVITY	TORRE DE FONTAUBELLA	DECEMBER
	SPRING CONCERT	FALSET	APRIL		JOCS FLORALS	TORROJA	MAY

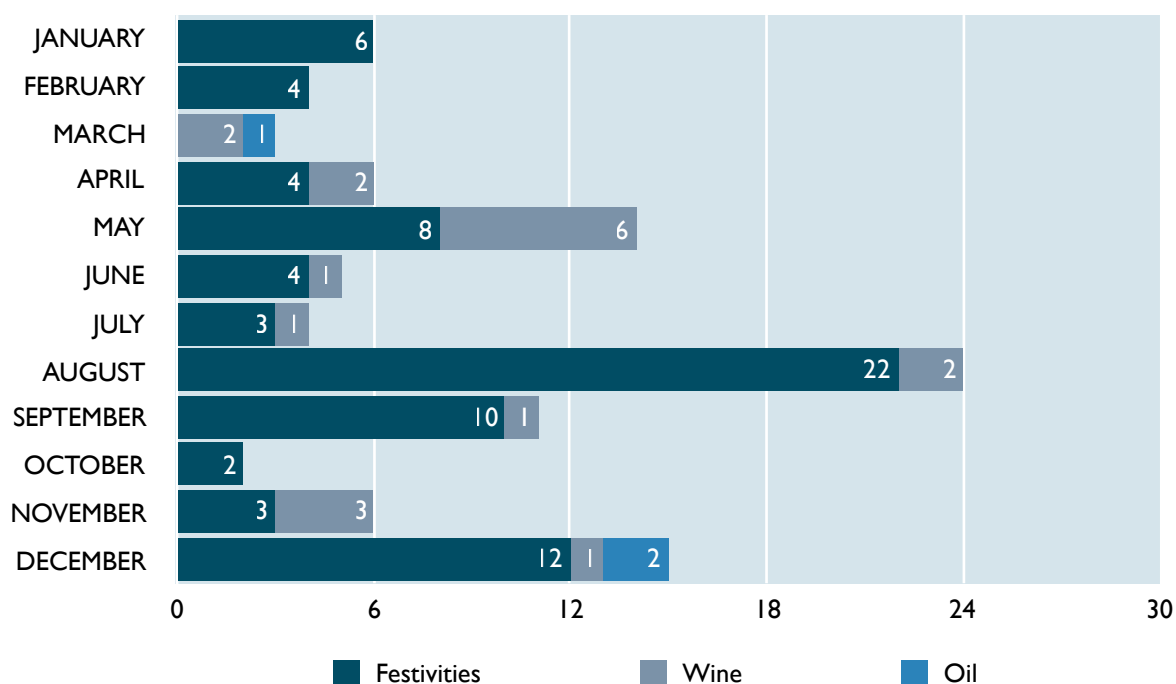
Type	Name	Location	Month	Type	Name	Location	Month
	WINE FAIR	FALSET	MAY		VILLAGE FESTIVITY	TORROJA	SEPTEMBER
	ASSUMPTION OF OUR LADY	FALSET	AUGUST		OMELETTE IN SAUCE FAIR	ULLDEMO-LINS	MARCH
	SAINT CANDIDA	FALSET	SEPTEMBER		GATHERING TO DANCE SARDANES	ULLDEMO-LINS	AUGUST
	SAINT ANDREW'S FAIR	FALSET	NOVEMBER		AUGUST FESTIVITIES	ULLDEMO-LINS	AUGUST
	SAINT SEBASTIAN'S DAY	GRATALLOPS	JANUARY		FESTIVITY OF OUR LADY OF MONTSANT	ULLDEMO-LINS	AUGUST
	SAINT LAURENCE'S DAY	GRATALLOPS	AUGUST		SAINT BARTHOLOMEW	ULLDEMO-LINS	AUGUST
	SANT ISIDORE	LA BISBAL	MAY		VILLAGE FESTIVITY	ULLDEMO-LINS	SEPTEMBER
	GATHERING IN THE CAVE OF SANTA LLÚCIA	LA BISBAL	AUGUST		OUR LADY OF THE ROSARY	ULLDEMO-LINS	OCTOBER
	VILLAGE FESTIVITY	LA BISBAL	SEPTEMBER		SAINT GALDERIC	ULLDEMO-LINS	
	SAINT PAUL	LA FIGUERA	JANUARY		FESTIVITY OF LORETO	ULLDEMO-LINS	DECEMBER
	SAINT ISIDORE'S DAY	LA FIGUERA	MAY				
	SAINT MARTIN'S DAY	LA FIGUERA	NOVEMBER				
	VILLAGE FESTIVITY	LA FIGUERA	AUGUST				
<b>WINE FAIRS</b>	POBOLEDA WINES	POBOLEDA	APRIL	<b>WINE FAIRS</b>	VIDENIT	MARÇÀ	MAY
	PRIORAT FARMING COOPERATIVES FAIR	FALSET	MARCH		CAL COMPTE TASTING	TORROJA	MAY
	CARIGNAN TASTING	PORRERA	APRIL		TASTING AT THE MINES	BELLMUNT	MAY
	NIGHT OF GRENACHES	CAPÇANES	APRIL		WINE AND FOOD DAY	CORNUDELLA	MARCH
	FIRA DEL VI	FALSET	MAY		MASROIG CHARITY WINE FAIR	MASROIG	JUNE

Type	Name	Location	Month	Type	Name	Location	Month
	TASTING WITH WOMEN	GRATALLOPS	MAY		TASTING OF WINES FROM EL LLOAR AND LES SOLANES DEL MOLAR	EL LLOAR	JULY
	TASTING WITH WOLVES	GRATALLOPS	MAY		BIG AND LITTLE NOSES	PORRERA	AUGUST
	OPEN DAY AT THE WINERIES OF POBOLEDA	POBOLEDA	SEPTEMBER		TORROJA WINE NIGHT	TORROJA	AUGUST
	POBOLEDA WINE FAIR AND OLD-STYLE HARVEST	POBOLEDA	SEPTEMBER		NEW WINE FAIR	LA MORERA	NOVEMBER
	TASTA PORRERA	PORRERA	NOVEMBER		TAST DE SANTA BÀRBARA	BELLMUNT	DECEMBER
	NEW WINE FAIR	EL MASROIG	NOVEMBER				
<b>OIL FAIRS</b>	PRIORAT FARMING COOPERATIVES FAIR	FALSET	MARCH		FIRA DE L'OLI BARONIA DE CABACÉS	CABACÉS	DECEMBER
	FESTA DE L'OLINOU DE LA BISBAL DE FALSET	LA BISBAL	DECEMBER				

**Table 2.2.2.3.1.**

Festivities. Priorat.

Source: Turisme Priorat.



**Figure 2.2.2.3.2**

Festivities through the year . Priorat

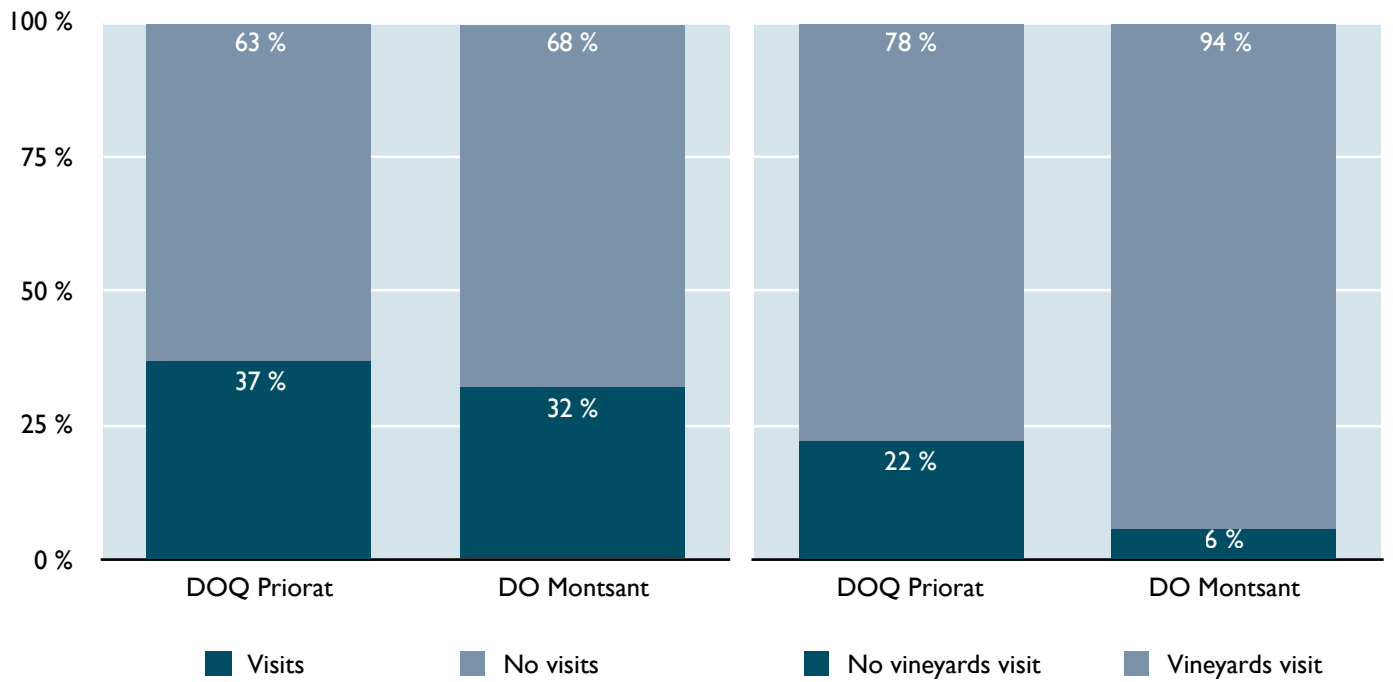
Source: Turisme Priorat

## 2.2.2.4 Wine and Oil

Currently, Priorat wine is a symbol of landscape, tradition, culture, which has gained great prestige in recent years and has positioned itself as an ideal product to capture quality tourism.

The Regional Council has structured an offer of visited wineries with establishments and facilities that are open to the public, the wine route, that includes wineries from the DO Montsant and the DOQ Priorat. These proposals are an important complement for companies and wineries and are a very suitable formula to publicize the history, culture and landscape of the Priorat.

Regarding the oil, different initiatives have been carried out to promote it as a tourist resource that respects the environment, local culture and traditional farming techniques. The artisan work of olive harvesting and the production of extra virgin oil, excursions, workshops on oil, tastings, tastings, cooking classes, intend to offer a quality offer in this sector by offering proposals such as the Oil route.

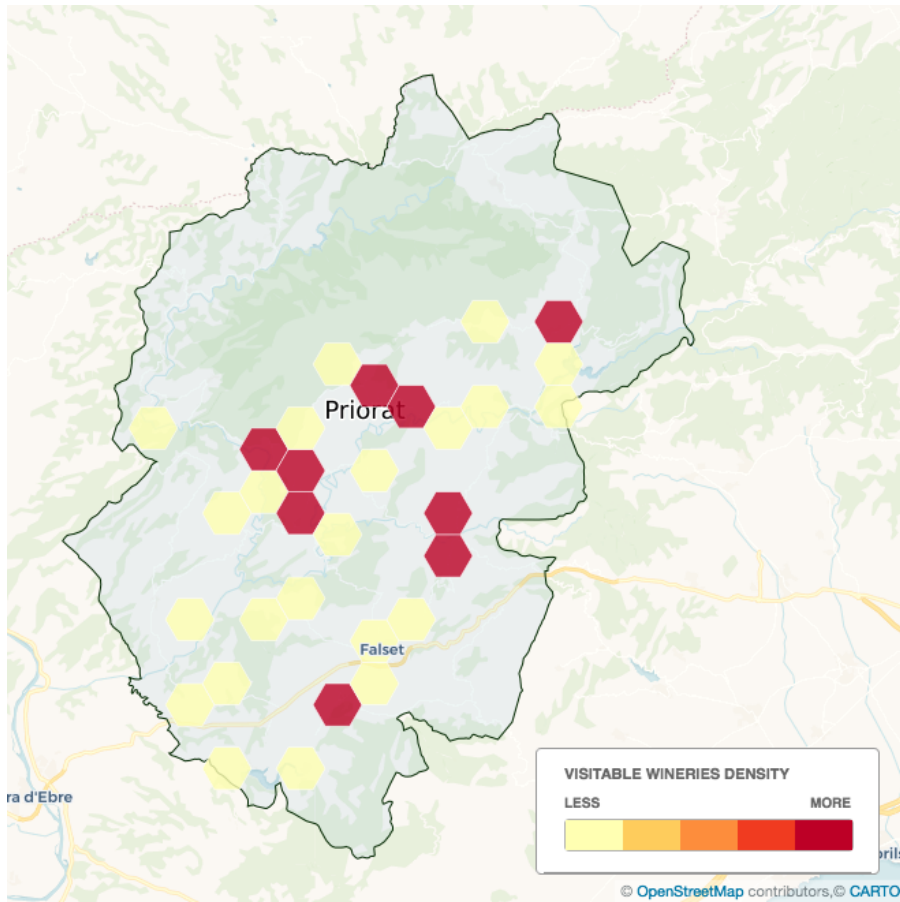


**Figure 2.2.2.4.1**

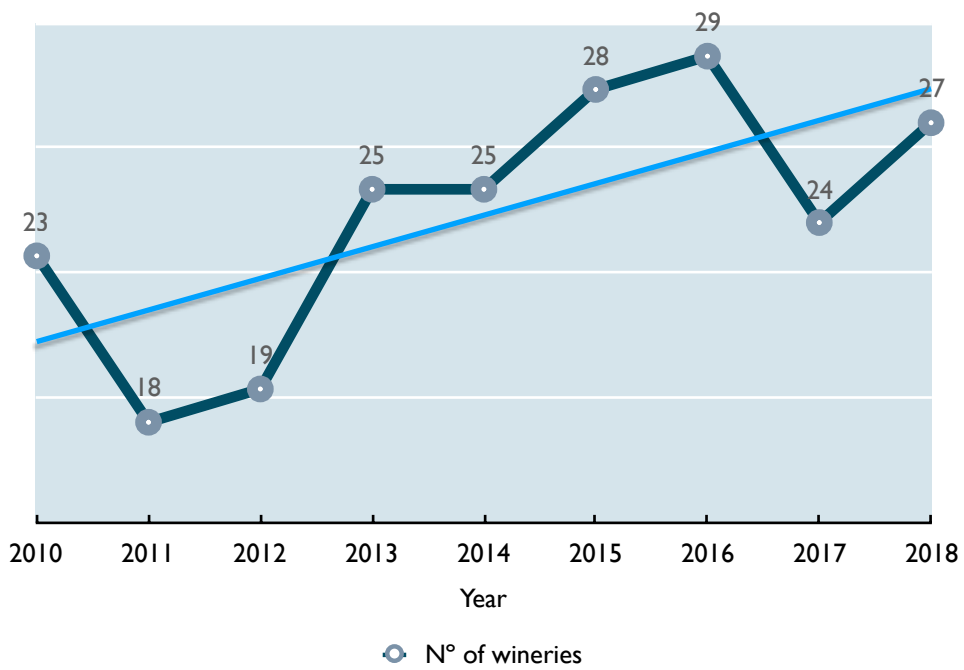
Wineries. Priorat

Source: Turisme Priorat

Figure 2.2.2.4.1 shows some relevant data about wine tourism in Priorat. Of the 111 wineries of the DOQ Priorat, 41 offer touristic visits and, of the 53 wineries of the DO Montsant, just 17 do, with almost all of them, that is 16, offering visits to their vineyards while in the case of DOQ Priorat 9 do not offer it. The visitable wineries are concentrated mainly around Gratallops, Porrera and Escaladei (figure 2.2.2.4.2). As for the wine route, its affiliated have been almost continuously increasing since 2010 and as for 2018, it was composed by 27 wineries (figure 2.2.2.4.3).



**Figure 2.2.2.4.2**  
 Visitable wineries density. Priorat.  
 Source: Turisme Priorat



**Figure 2.2.2.4.3**

Ruta del Vi Wineries. 2010-2018

Source: Turisme Priorat

**2.2.2.5 Sports**

The Priorat is an ideal territory for the practice of different types of active and sport tourism from water activities in the dams, climbing or mountain biking, to hiking either calmly or at a more demanding level.

In the reservoirs of Siurana and the Guiamets, various sporting water activities are practiced and several companies offer equipment rental (boats, kayaks, canoes, etc.) to carry them out.

Climbing is one of the great tourist attractions in the Priorat. The cliffs of Siurana, the Margalef area or the Montsant are places that have become world references as sport climbing destinations. The quantity and quality of the rock, as well as the weather, and the thousands of climbing routes of different modalities, with different types of rock and with different levels of difficulty make these mountains one of the favorite spots for climbers, who practice sports, classic and block modalities.

The proposal of mountain bike routes is also extensive in the region with routes designed for the most demanding cyclists, and quieter circuits ideal for those who simply want to ride a bike.

Finally, hiking is one of the main resources of the area, with numerous roads and itineraries, part of which are themed according to the place where they pass, whether they are natural spaces, vine or olive groves or land of history and of legends. In addition to the thousands of routes provided by Wikiloc users, the hiking proposals offered by Turisme Priorat and by specialized companies are many and very diverse, with different difficulties and designed for all types of walkers and tourists.

A good part of the hiking activity is based on the Priorat Road Network, formed by old royal roads, horseshoe roads, paths and more current carriage and agricultural roads recovered by the Priorat County Council, the town halls, the Natural Park of the Sierra de Montsant and the Consortium of the Sierra de Llaberia.

**2.2.3 Tourism Services****2.2.3.1 Accommodation**

According to the Statistical Institute of Catalonia (IDESCAT), the offer of accommodation in the Priorat has suffered important changes in the last 15 years. From 1996 to 2002 the accommodation offer was very stable except for the establishment in 1997, 2000 and 2002 of the three campings nowadays functioning in the shire. From 2003 this offer has suffered important changes in terms of number of available places and establishments, of quality and, of spatial distribution.

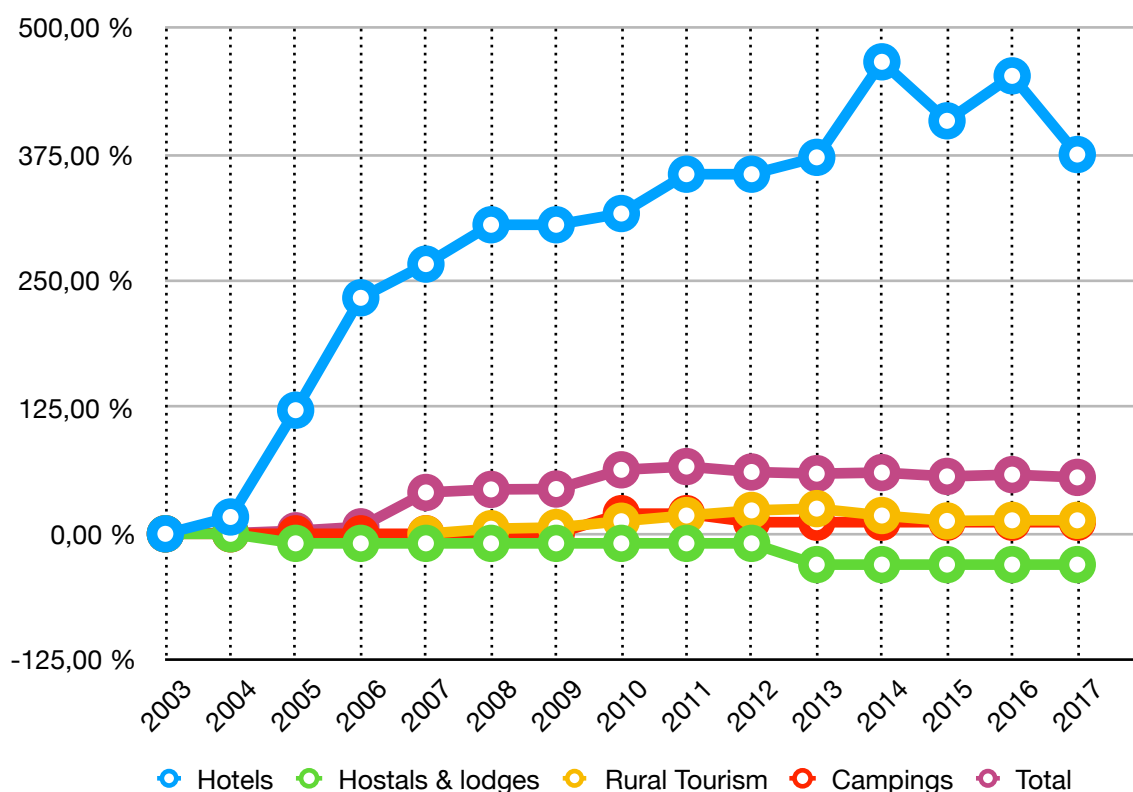
Referring to the available places, the shire has seen a net increase of 573 places: from the 1027 total places available in 2003 to 1600 in 2017 (Table 2.2.3.1.1). That is a 55.79% variation in the 14 years, variation led by the stunning grow of more than 400% in hotel places during this period and the emergence of the rural lodges in 2007 (Figure 2.2.3.1.1).

Year	Hotels	Growth	Hostals & lodges	Growth	Rural Tourism	Growth	Campings	Growth	Total	Total Growth
2003	36	0 %	138	0 %			853	0 %	1027	0 %
2004	42	17 %	138	0 %			853	0 %	1033	1 %
2005	80	122 %	125	-9 %			853	0 %	1058	3 %
2006	120	233 %	125	-9 %			853	0 %	1098	7 %
2007	132	267 %	125	-9 %	337	0 %	853	0 %	1447	41 %
2008	146	306 %	125	-9 %	354	5 %	853	0 %	1478	44 %
2009	146	306 %	125	-9 %	358	6 %	853	0 %	1482	44 %
2010	150	317 %	125	-9 %	379	12 %	1023	20 %	1677	63 %
2011	164	356 %	125	-9 %	398	18 %	1023	20 %	1710	67 %
2012	164	356 %	125	-9 %	415	23 %	951	11 %	1655	61 %
2013	170	372 %	96	-30 %	421	25 %	951	11 %	1638	59 %
2014	204	467 %	96	-30 %	398	18 %	951	11 %	1649	61 %
2015	183	408 %	96	-30 %	380	13 %	951	11 %	1610	57 %
2016	199	453 %	96	-30 %	382	13 %	951	11 %	1628	59 %
2017	171	375 %	96	-30 %	382	13 %	951	11 %	1600	56 %

**Table 2.2.3.1.1**

Accommodation places offer growth. Priorat. 2003-2017

Source: IDESCAT



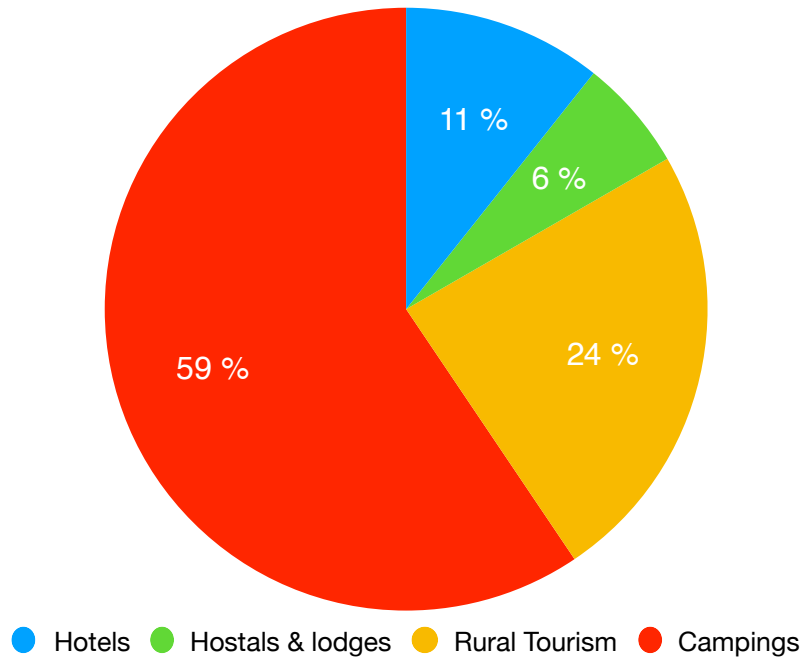
**Figure 2.2.3.1.1**

Accommodation places offer growth. Priorat. 2003-2017

Source: IDESCAT

In effect, while places offered by campings and hostals and lodges have been stable during this period (or even slightly decreasing in the case of the latter), hotel places went from 36 in 2003 to 171 in 2007 and rural lodges added 337 places in 2007 a number that increased up to 382 in 2017.

It is important to notice that although places available in campings have remain more or less stable, they represent for the whole indicated period the vast majority of available places with a 59% (Figure 2.2.3.1.2).



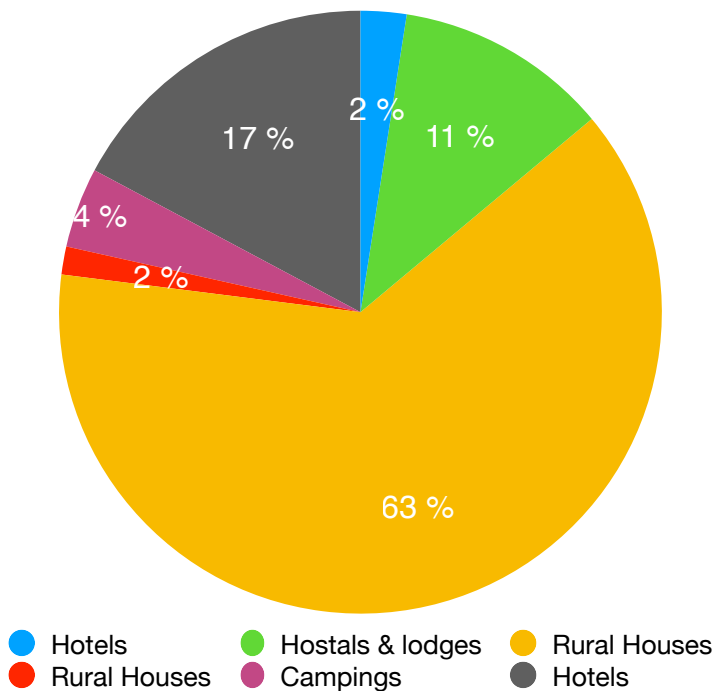
**Figure 2.2.3.1.2**

Accommodation places share by type. Priorat 2017

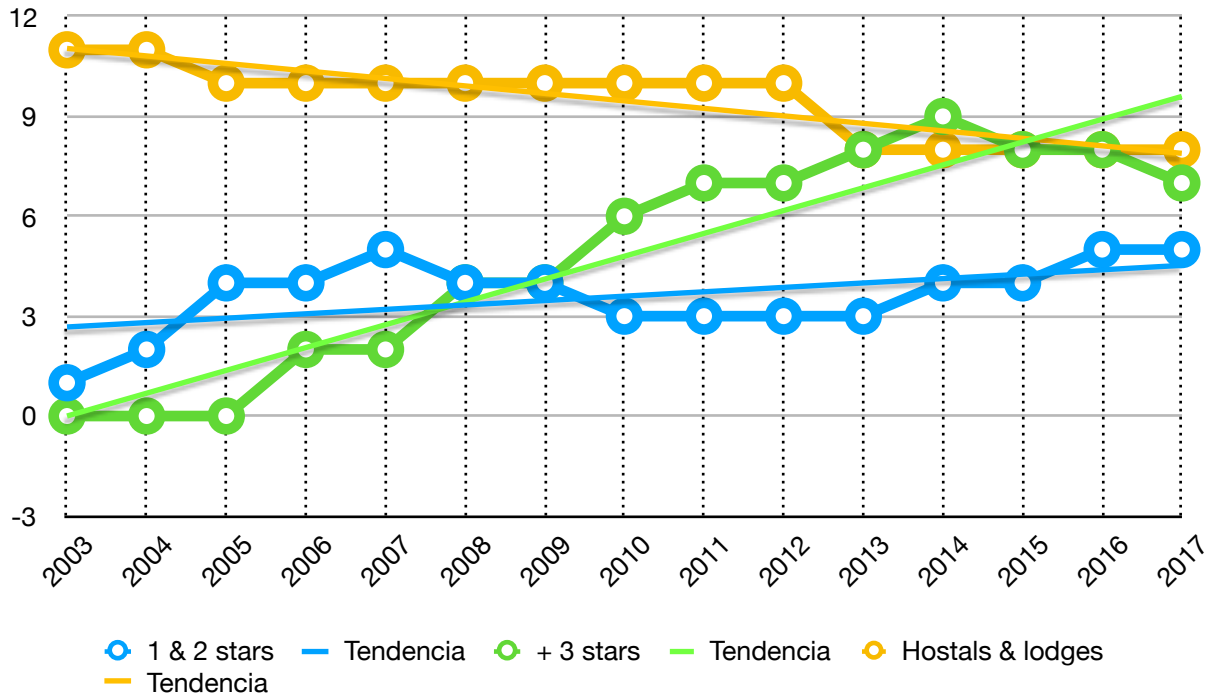
Source: IDESCAT

The variation in the number of establishments have been also important for the same period but not quite in the total number as in the composition of it. In 2017 Rural Houses represented 63% of the total number of establishments offering accommodation in the shire followed by Hotels with a 17% of the total (Figure 2.2.3.1.3).

In accordance with the already seen staggering increase in the numbers of Hotel available places, the total number of hotels saw in the 2003-2017 period an important increase from just 1 hotel in 2003 to 12 in 2017. But even more interesting has been the shift from low quality establishments, that is Hostels&Lodges and 1 and 2 stars Hotels, that in the period of analysis have maintained their share, to medium and high quality hotels, 3 stars upwards, that have seen what it seems a solid tendency to increase (Figure 2.2.3.1.4).



**Figure 2.2.3.1.3**  
Accommodation share by type. Priorat 2017  
Source: IDESCAT



**Figure 2.2.3.1.4**  
Priorat Hotels by Category. 2003-2017.  
Source: IDESCAT

Beyond the figures provided by the IDESCAT, other three sources have been used to analyze and compare the accommodation offer in the Shire. The first is the Government of Catalonia or the Generalitat de Catalunya (GenCat), the institution under which the Spanish autonomous community of Catalonia is politically organized, with provides the tourism establishments on offer by municipality (Generalitat de Catalunya, 2019) with data updated up until 2018. The tourism establishments provided by GenCAAt are grouped in hotel establishments, campsites, rural tourism establishments, dwellings for tourist use and, holiday apartments. Hotel establishments are in turn grouped in hotels and no-board hotel or guesthouse group being this last group establishments that, given the size, structure, features or type of services, do not meet the standards required for hotels and apart-hotels. Campsites are characterized for providing temporary accommodation in duly delimited areas of public use, for people to coexist in the open air. Rural tourism establishments provide temporary accommodation in rural areas in villages of less than 2,000 inhabitants or outside villages in isolated areas, in buildings dating from before 1950 and in no circumstances may flats be considered rural tourism establishments. Dwellings for tourist use are dwellings rented by the owner, directly or indirectly, to third parties, repeatedly and in exchange for payment, for a continuous period of up to 31 days. Finally, holiday apartments, provide temporary accommodation in buildings or complexes composed entirely of apartments or studios (Generalitat de Catalunya, 2019-2).

The second source of information is the data provided by Turisme Priorat (TP), a web site fruit of the Tourism Promotion Plan created in 2018 and managed by the Priorat County Council is a tailor made travel planning tool that serves to improve the promotion mechanisms and support to the commercialization of all the products, proposals, routes and tourist services of the region. It list a number of accommodation establishments in the shire and provide additional information for each one such as its capacity, prices, services, opening dates, address, phone and website. These establishments are grouped in 11 categories: Youth Hostel, rural lodges, rural lodges-agro tourism, apartments, campsites, tourist dwellings, hostels, hostels-restaurants, hotels, hotels-restaurants, shelters (Consell Comarcal del Priorat, 2019).

The third and fourth sources of information are the travel fare aggregator website, meta search engine for lodgings Booking and the travel and restaurant website company TripAdvisor. The data from these sources was obtained through web scrapping techniques and correspond to all the establishments located in the Priorat and listed in the websites of each company. Although the information provided by each of these sources varies, all two provide the basic information needed such, essentially, the exact location and the category of each establishment (Booking, 2019; TripAdvisor, 2019).

For the purpose of this work, and taken into account the differences in the grouping of the establishments on each of the sources consulted, a simplification was made in order to homogenize the data. Five categories were created: Campsites, Hostels, Hotels, Rural Tourism and, Tourist Dwellings. These categories correspond well enough to the categories described by GenCat, except for tourist dwellings, where the apartments category of the GenCat was assimilated. The categories in each of the sources were assimilated to one of the newly created categories based on the correspondence to the type of services of each establishment. For TripAdvisor, given the myriad of categories included and, more importantly, the exact correspondence of all establishments found with the establishments presented by TP, the categories of the latter were used in the process of assimilation to the new categories. The correspondence between categories is presented in Table 2.2.3.1.2.

Categories/ Source	Campsite	Hostel	Hotel	Rural Tourism	Tourist Dwellings
<b>Gencat</b>	campsites	no-board hotel	hotel	rural tourism	dwellings for tourist use
					holiday apartments
<b>TP</b>	campsites	hostels	hotels	rural lodges	apartments
		hostels-restaurants	hotels-restaurants	rural lodges-agro tourism	tourist dwellings
		shelters			
		youth Hostel			
<b>Booking</b>	campsites	hostel or boarding house	hotel	rural House	houses and villas
			bed & breakfast	agrotourism	mountain chalet
					apartments
<b>TripAdvisor</b>	as TP	as TP	as TP	as TP	as TP

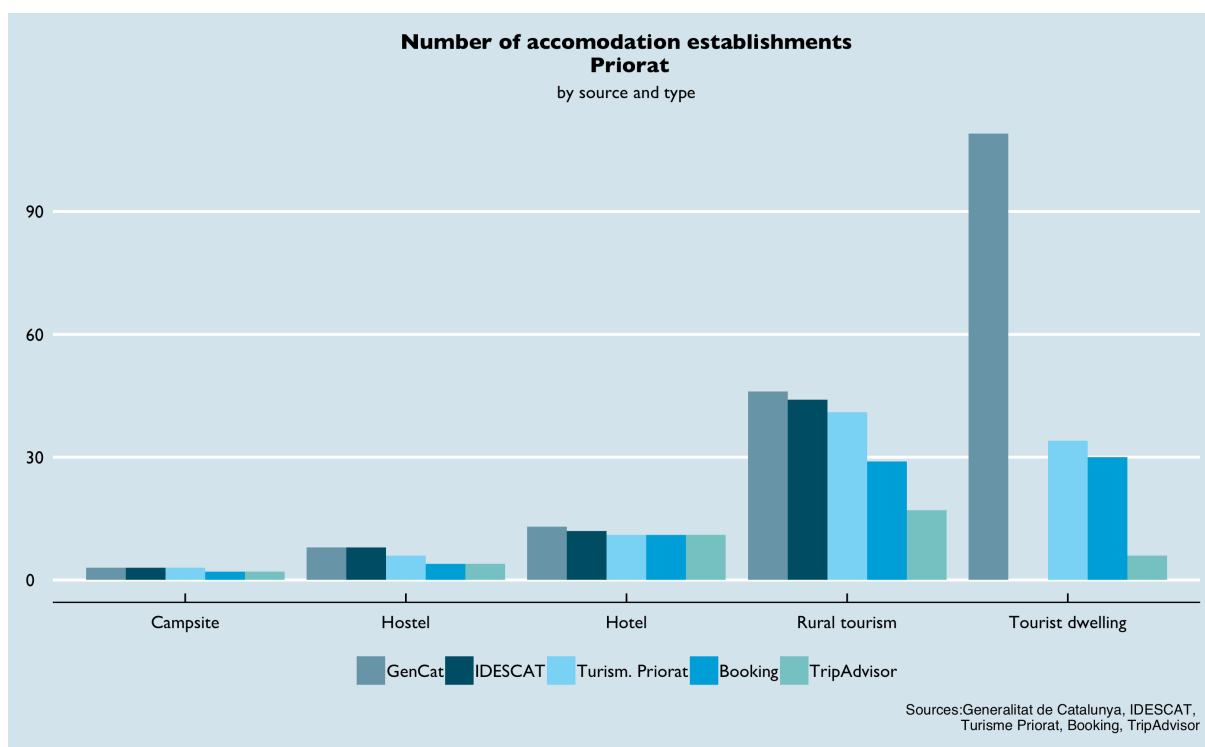
**Table 2.2.3.1.2**

Correspondence between categories of accommodation establishments

Sources: Generalitat de Catalunya, Turisme Priorat, Booking and TripAdvisor

Out of these new set of data (Table 2.2.3.1.3 and Figure 2.2.3.1.5) some observations are extracted. The first one is that of all of the sources, GenCat is the one that presents the most complete panorama of the accommodation offer in the Priorat in terms of the number and type of establishments, as well as in terms of its relative location but does not provide

additional data on each establishment such as exact location or name. Also, and interestingly enough, it is the source, by far, that provides the most complete account on the number of tourist dwellings. IDESCAT offers data similar to GenCat but notably does not provide any data on tourist dwellings and also lacks details as GenCat. TP, on the other side, provides a wealth of data for each establishment and has a considerable amount of them listed, although the tourist dwellings are under represented in this source judging by the numbers provided for this type of establishments by the two aforementioned sources. Finally, private sources (Booking and TripAdvisor), provide data on a much smaller number of establishments, specially for rural tourism and tourism dwelling categories but, as will be presented in the Tourism Demand section of this work, they provide invaluable information in the form of reviews for each establishment. Also, in the case of Booking, this source complement the rich data provided by TP as not all listed establishments in the rural tourism and tourism dwellings categories listed in Booking are listed on the latter.



**Figure 2.2.3.1.5**

Number of accommodation establishments by source and type. Priorat

Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT

	GenCat	Turism. Priorat	Booking	TripAdvisor	IDESCAT	Type
1	3	3	2	2	3	Campsite
2	8	6	4	4	8	Hostel
3	13	11	11	11	12	Hotel

4	46	41	29	17	44	Rural tourism
5	109	34	30	6	0	Tourist dwelling

**Table 2.2.3.1.3**

Accommodation by source and type. Priorat

Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT

The second important observation is about the unequal distribution of accommodation establishments both in terms of its number (Table 3.2.3.1.4 and figure 3.2.3.1.11) and its types across the territory. The municipalities have a very uneven number and types of accommodation establishments, a fact that might be connected to the functionality of each town and perhaps with its demographics but with more certainty with intrinsic dynamics in the towns with greater number of accommodation establishments: Cornudella de Montsant (which almost triple the number of establishments of Margalef), Margalef, La Vilella Baixa, Poboleda, Falset, Porrera and, Gratallops. Of the 23 municipalities of the shire, only 5 have hotels: Cornudella de Montsant, Falset, Gratallops, La Morera de Montsant and, Porrera (Figures 2.2.3.1.6, 2.2.3.1.7, 2.2.3.1.8, 2.2.3.1.9, 2.2.3.1.10,) and of those 6, two (Gratallops and Falset) sum up 7 hotels out of the 13 in the Priorat according to GenCat. As for the campings, only three municipalities have one: Cornudella de Montsant, Poboleda and, Ulldemolins. On the other side, common phenomena can be observed: the greater number of accommodation establishments are either rural tourism or tourism dwellings and none of the municipalities have all types of establishments.

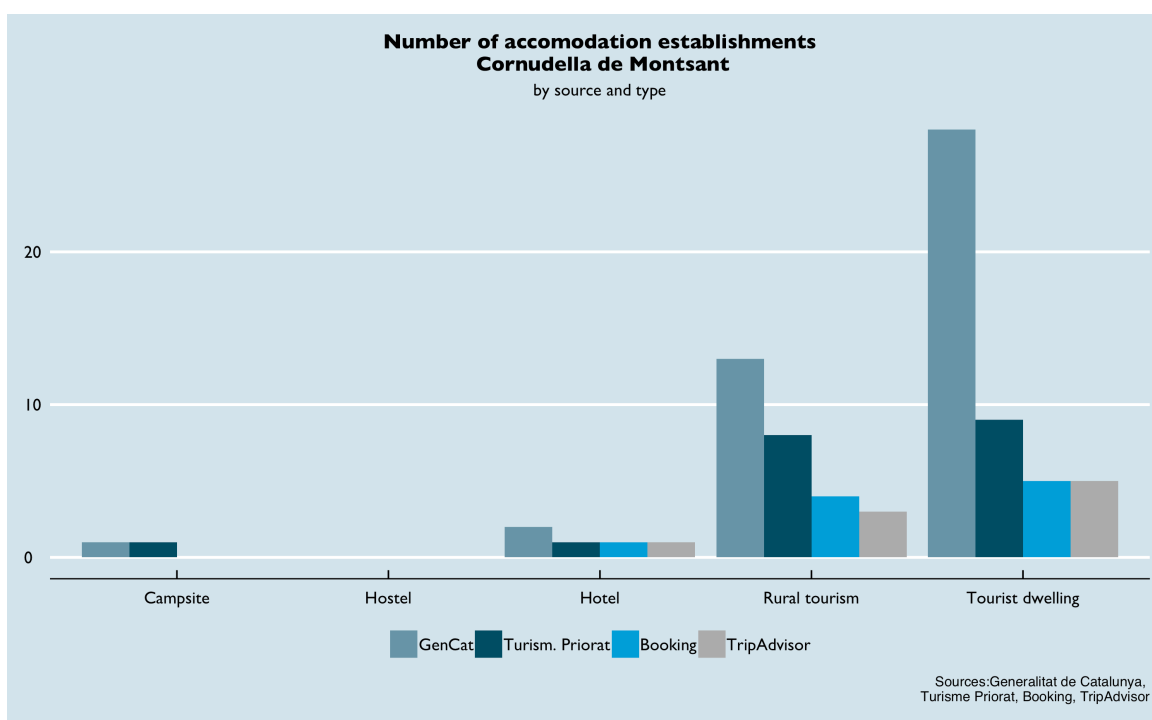
Municipality/Source	GenCat	Turism. Priorat	Booking	TripAdvisor
Bellmunt del Priorat	3	3	1	0
Bisbal de Falset (La)	4	2	0	1
Capçanes	2	2	1	0
Cornudella de Montsant	44	19	10	9
Falset	14	14	13	4
Figuera (La)	2	1	0	0
Gratallops	11	8	8	5
Guiamets (Els)				
Lloar (El)	1	1	1	0
Marçà	7	4	3	2
Margalef	16	3	1	3
Masroig (El)	1	0	0	0
Molar (El)	1	1	0	1
Morera de Montsant (La)	8	5	4	2

Poboleda	14	7	4	2
Porrera	12	7	7	4
Pradell de la Teixeta	2	2	0	2
Torre de Fontaubella (La)	3	1	2	0
Torroja del Priorat	7	4	3	1
Ulldemolins	6	3	8	2
Vilella Alta (La)	2	2	1	0
Vilella Baixa (La)	16	2	6	1

**Table 2.2.3.1.4**

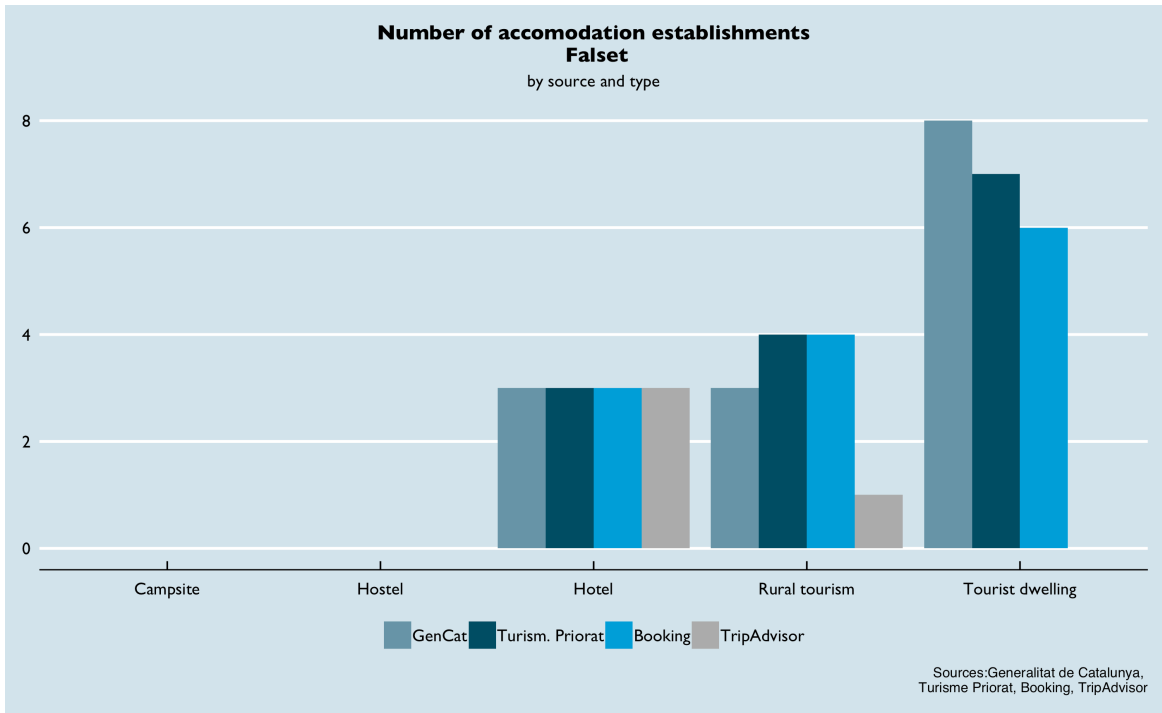
Number of accommodation establishments by municipality and source

Sources: Generalitat de Catalunya, Turisme Priorat, Booking and TripAdvisor

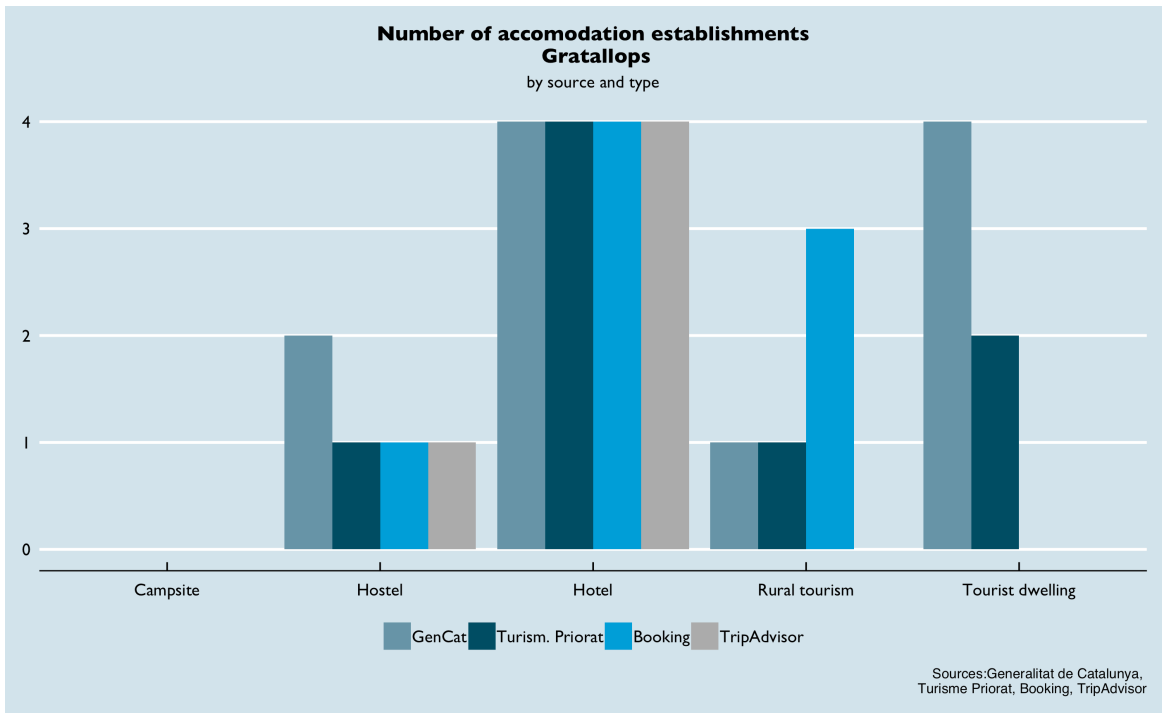
**Figure 2.2.3.1.6**

Number of accommodation establishments by source and type. Cornudella de Montsant

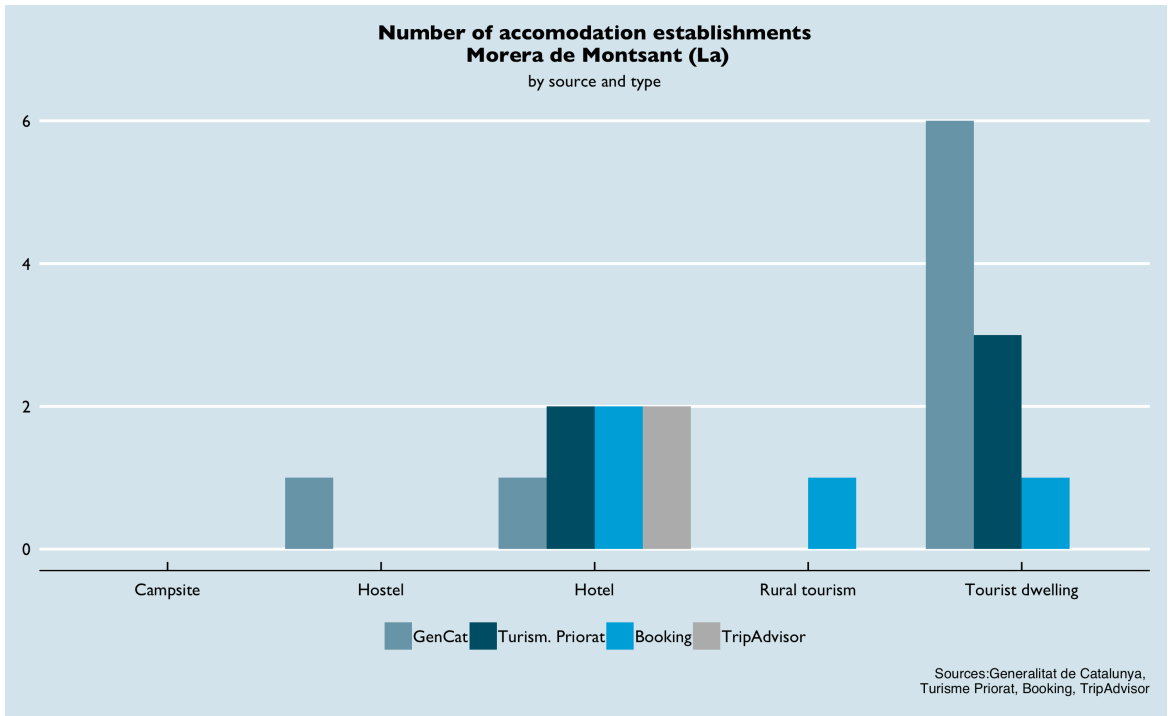
Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT



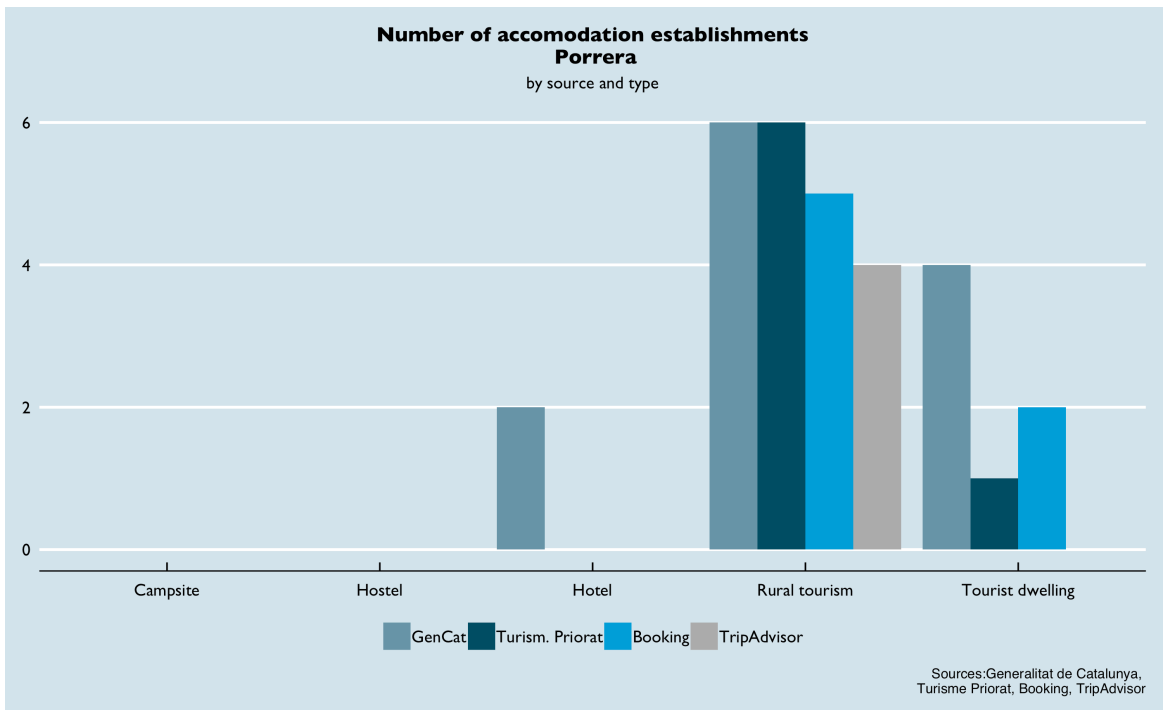
**Figure 2.2.3.1.7**  
 Number of accommodation establishments by source and type. Falset  
 Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT



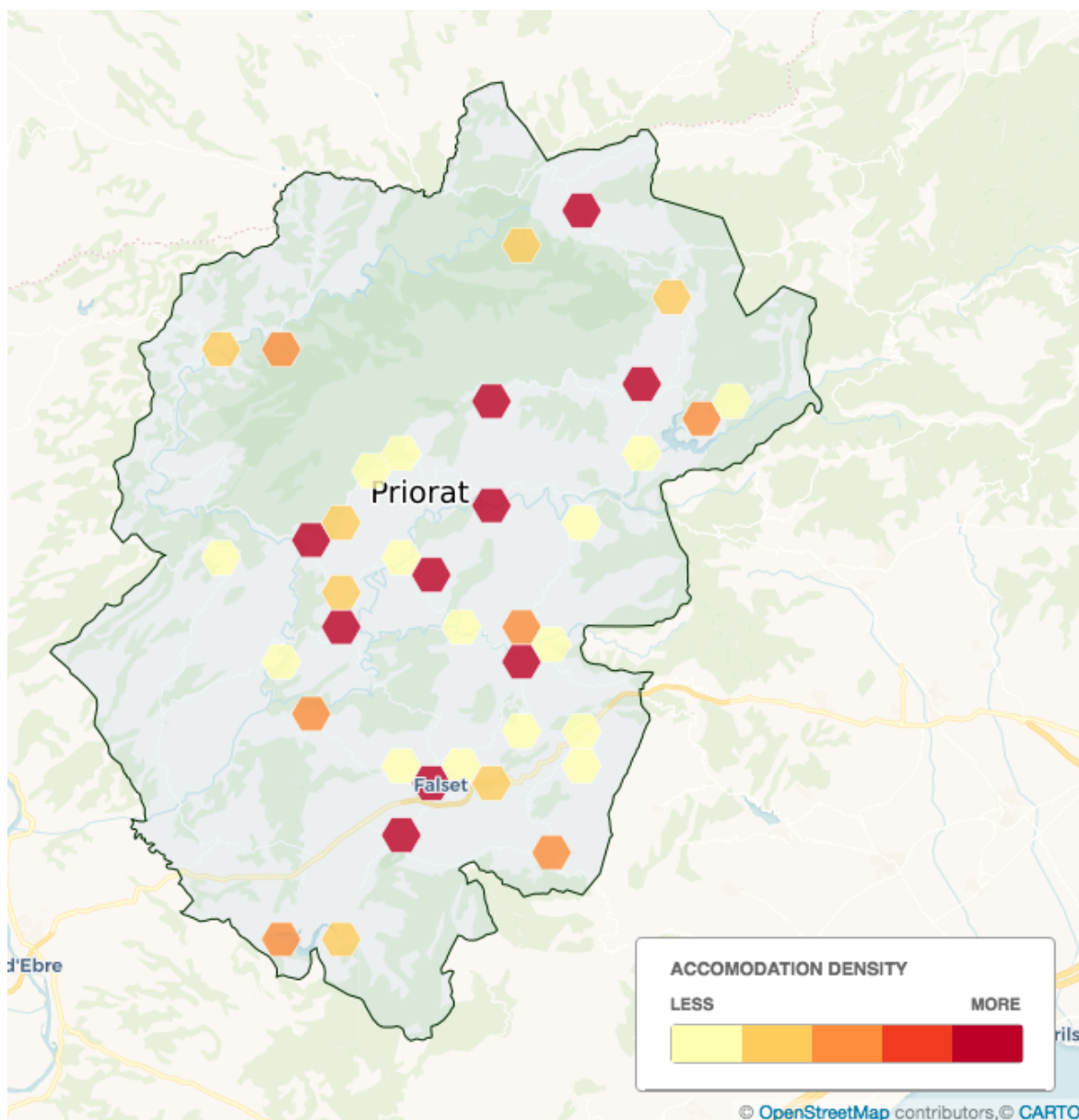
**Figure 2.2.3.1.8**  
 Number of accommodation establishments by source and type. Gratallops  
 Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT



**Figure 2.2.3.1.9**  
Number of accommodation establishments by source and type. La Morera de Montsant  
Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT



**Figure 2.2.3.1.10**  
Number of accommodation establishments by source and type. Porrera  
Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT



**Figure 2.2.3.1.11**

Food establishments density. Priorat

Sources: Generalitat de Catalunya, Turisme Priorat, Booking, TripAdvisor and IDESCAT

Finally, it is worth to mention that summing up the accommodation places offered by the tourism dwellings and the other types listed by GenCat, the places offered in the shire grow significantly from 1600 to 2278, that is almost a 30% (Table 3.2.3.1.5).

Type/Source	IDESCAT	GenCat	Var	% Var
Campsites	951	951	0	0,00
Hotels & Hostels	267	309	42	13,59
Rural Tourism	382	420	38	9,05

Type/Source	IDESCAT	GenCat	Var	% Var
Tourist dwellings	0	598	598	100,00
<b>TOTAL</b>	1600	2278	678	29,76

**Table 2.2.3.1.5**

Variation in the accommodation places offer by source and type

Sources: Generalitat de Catalunya, Turisme Priorat, Booking and TripAdvisor

## 2.2.3.2 Food

Perhaps the consolidation of the region as a reference territory in terms of the production of highly valued and recognized wines has helped the development of the food services sector and the update of the offer. While the numbers offered by Turisme Priorat show little change in quantity, there have been some substantial changes in quality.

Of the 49 restaurants listed by Turisme Priorat, only 19 were also listed in TripAdvisor plus two more listed in TripAdvisor but not in Turisme Priorat. Some changes occurred not so much in the total number of restaurants but in its distribution across the shire. The average number of reviews in TripAdvisor may well reflect a combination of the activity in each municipality and the quality of the establishments (table 2.2.2.2.1)

Municipality	Turisme Priorat (2019)	Turisme Priorat (2015)	TripAdvisor	# Reviews	Average # Reviews
Bellmunt del Priorat	1	2			
Bisbal de Falset (La)	0	0			
Capçanes	0	0			
Cornudella de Montsant	6	6	5	818	164
Falset	11	10	9	1233	137
Figuera (La)	2	1			
Gratallops	6	7	4	455	114
Guiamets (Els)	1	1			
Lloar (El)	0	0			
Marçà	1	2	1	98	98
Margalef	1	1			
Masroig (El)	1	2			

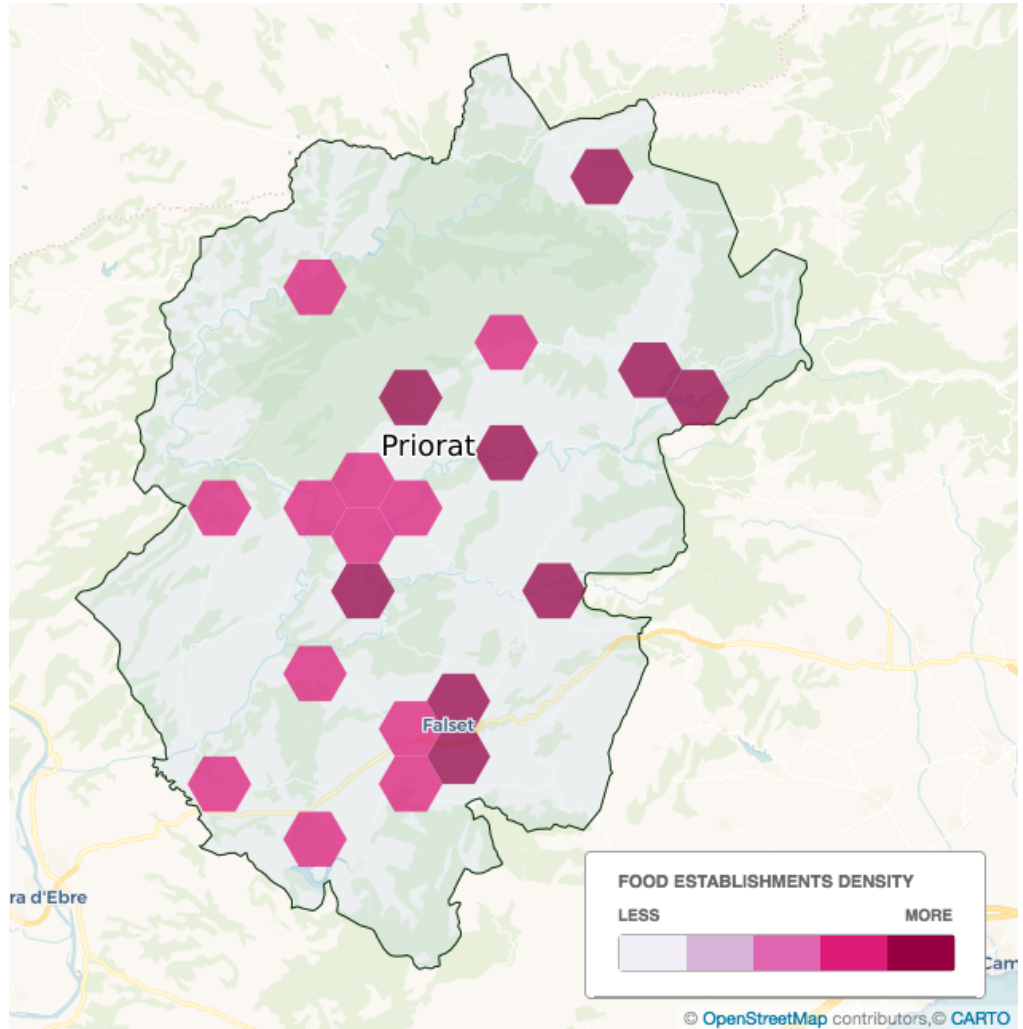
Municipality	Turisme Priorat (2019)	Turisme Priorat (2015)	TripAdvisor	# Reviews	Average # Reviews
Molar (El)	0	0			
Morera de Montsant (La)	5	4	1	24	24
Poboleda	3	3	1	310	310
Porrera	3	3	3	370	123
Pradell de la Teixeta	0	0			
Torre de Fontaubella (La)	0	0			
Torroja del Priorat	1	1			
Ulldemolins	3	3			
Vilella Alta (La)	1	1			
Vilella Baixa (La)	1	1			

**Table 2.2.3.2.1**

Food establishments. Priorat

Sources: Turisme Priorat, and TripAdvisor

As for the spatial location of the food establishments, most of them are located in Falset Gratallops and Cornudella de Montsant, with towns like Porrera, Poboleda and Ulldemolins having a relatively high concentration also and the Northeast of the region having very few (figure 2.2.2.2.1).



**Figure 2.2.3.2.1**  
Food establishments density. Priorat  
Sources: TripAdvisor

## 2.3 Tourism demand



Photo: Turisme Consell Comarcal Priorat

### **2.3.1 Introduction**

To analyze the profile of tourism demand in the region, the statistical data of the Priorat Tourist Office (PTO) for 2017, and the PNSM information points (IF-PNSM) have been analyzed, which show details of the number of visitors and tourists, their profile and his motivations to choose Priorat as a place of visit or as a tourist destination. The IF-PNSM were visited by 7244 people in 2017 while the PTO received a total of 7297 people in 2017.

Also, the data of the reviews of restaurants and accommodations of TripAdvisor and Booking for the years 2015-2019 have also been obtained from which details of the number of visitors and their distribution throughout the territory have also been extracted.

Finally, 2016 data of the interior area of Costa Daurada obtained from the TOK of the PCT that, although they do not correspond exactly with the Priorat since they include other municipalities of Costa Daurada, have been used as a reference and point of comparison. From all these data we can comment on different elements of the tourism demand which are considered of interest.

### **2.3.2 Seasonality**

According to the sources, the greatest number of tourists is found during the months of April and August, coinciding with the Easter holidays and the high summer season while the lowest number of consultations is made during the January and February, when Priorat receives fewer visitors as shown in figure 2.3.2.1.

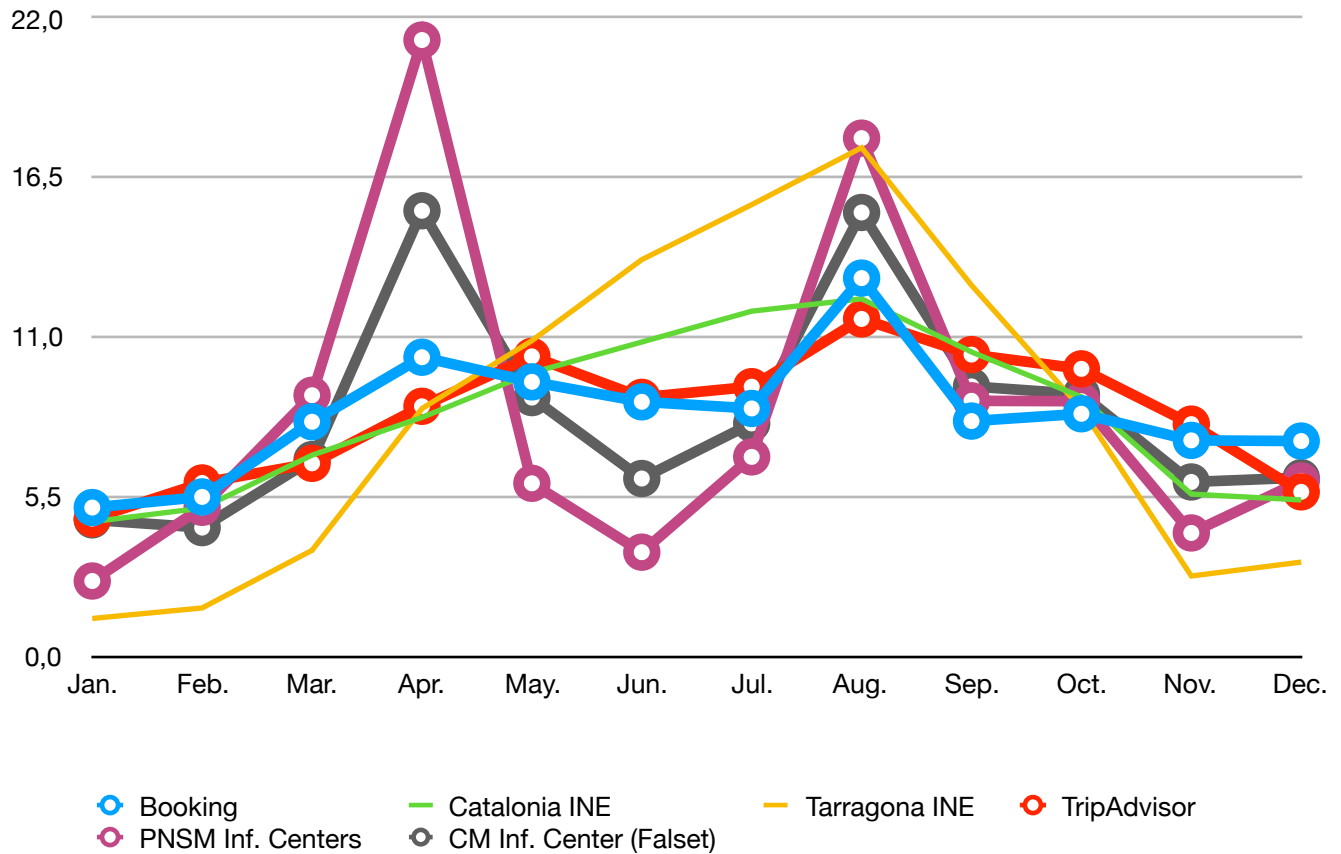
Also, figure 2.3.2.1 shows the contrast between Priorat, Catalonia, and Tarragona Province tourists monthly distribution. Priorat distribution, taking as a reference any of the sources, seems to be more in tune with Catalanian than with Tarragona distributions, although neither of this two presents a bimodal distribution.

Additionally, the differences between the sources for the Priorat, are most likely related to three factors: the timespan, the intrinsic characteristics and the area covered. While the data provided by the IF-PNSM and Booking correspond for a one and three years periods, the data from TripAdvisor corresponds to a 9 years period fact that most likely explain the differences in the spring peaks (that correspond to the Easter Holidays).

As for the intrinsic characteristics, while data from Catalonia, Tarragona, TripAdvisor and Booking correspond to reviews of accommodation stays, IF-PNSM corresponds to visitors

to this centers and include people that do not stay overnight and come directly from their homes.

Finally, while data from Booking and TripAdvisor cover the whole shire, data provided by the IF-PNSM comes only from three municipalities: La Morera de Montsant, Cornudella de Montsant and Margalef and data from the Tourist Information Center of the Consell Comarcal covers Falset .

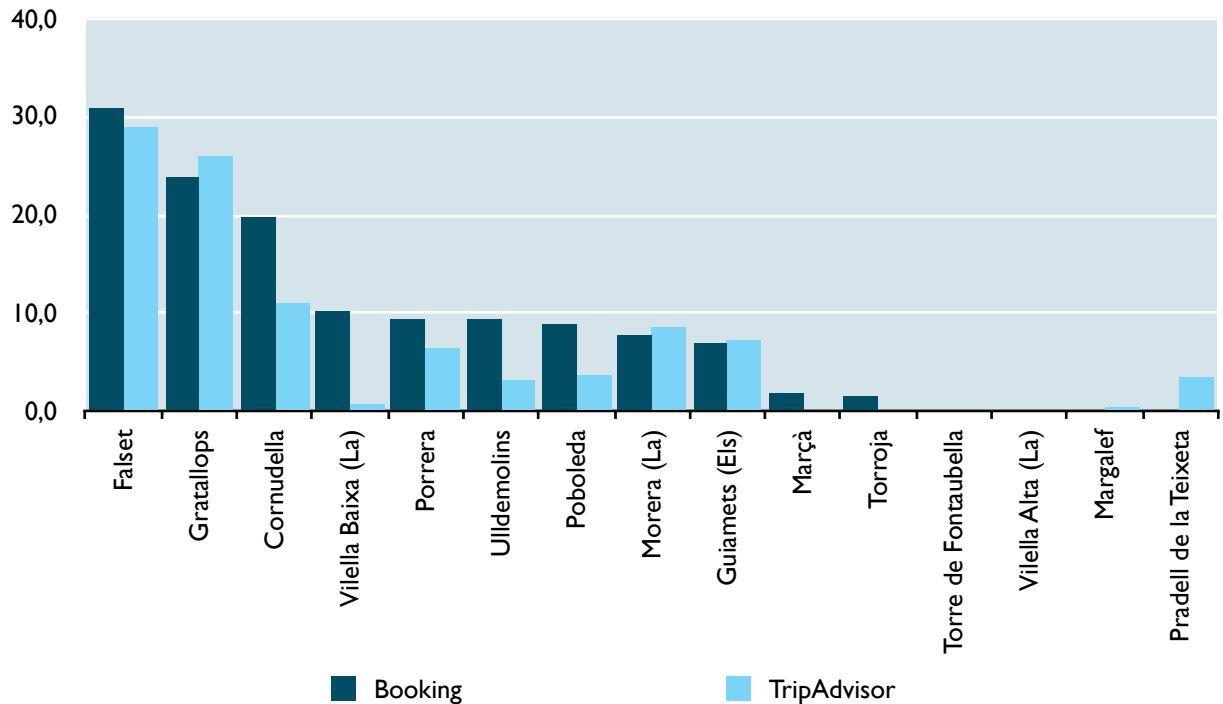


**Figure 2.3.2.1**  
 Priorat tourists monthly distribution (%).  
 Sources: INE EOH (2017), Booking (2017-2019), TripAdvisor (2011-2019), Information Centers (2017).

### 2.3.3 Spatial Distribution

Of the available sources, perhaps only from Booking and TripAdvisor data some reliable insights can be drawn about the distribution of visitors and tourists within the territory. Although these numbers are somehow biased by the existence or not of accommodation offer (in the case of tourists), food services offer (for both tourists and visitors) or organized attractions offer, they reflect nonetheless some patterns in the distribution of tourists and visitors and undoubtedly in patterns of spend within the shire.

With respect to spatial distribution of tourists according to data obtained from TripAdvisor and Booking accommodation reviews, the first observation to be made is that the number of reviews is far greater in the case of Booking (4361) than in the case of TripAdvisor (1627), a fact closely related with the nature of each service.



**Figure 2.3.3.1**

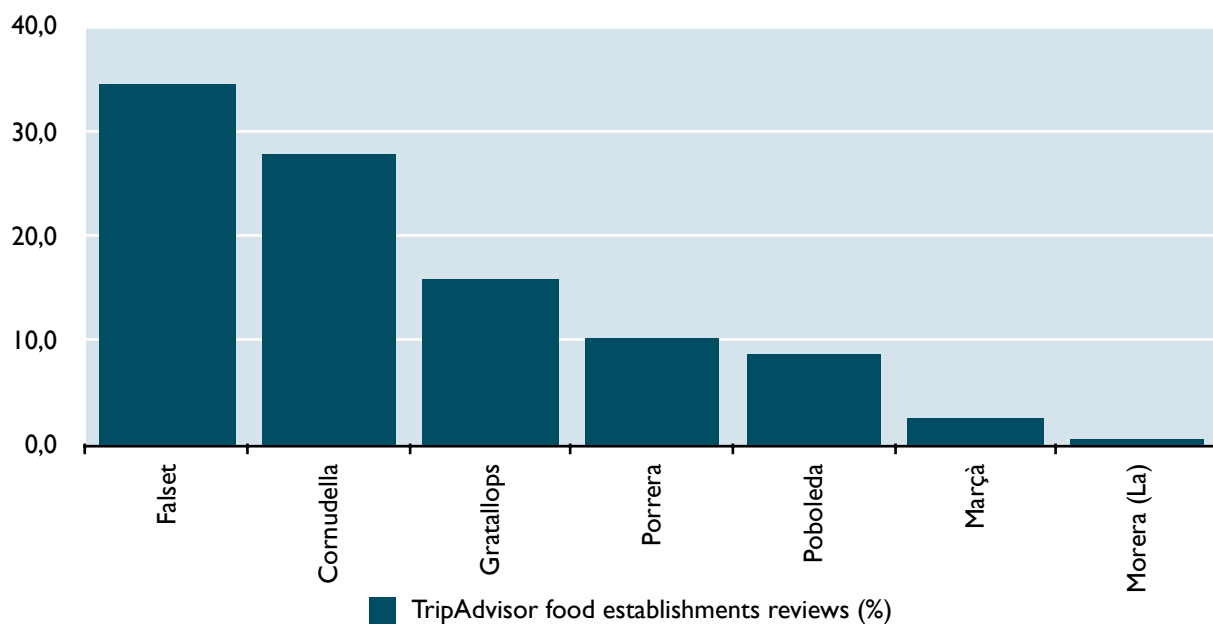
Percentage of reviews by municipality and source (accommodation).

Sources: Booking (2017-2019), TripAdvisor (2011-2019).

Another important observation is that out of 23 municipalities only three (Falset, Gratallops and, Cornudella de Montsant) concentrate more than 74% of the accommodation reviews in the case of Booking and 66% in the case of TripAdvisor (Figure 2.3.3.1).

In regard to the food offer, of the websites analyzed only TripAdvisor provides information on restaurants and a total of 3461 reviews were retrieved. Of these reviews more than 77% corresponded to three municipalities (Falset, Gratallops and Cornudella de Montsant) and just eight municipalities had food establishments listed with reviews (Figure 2.3.3.2).

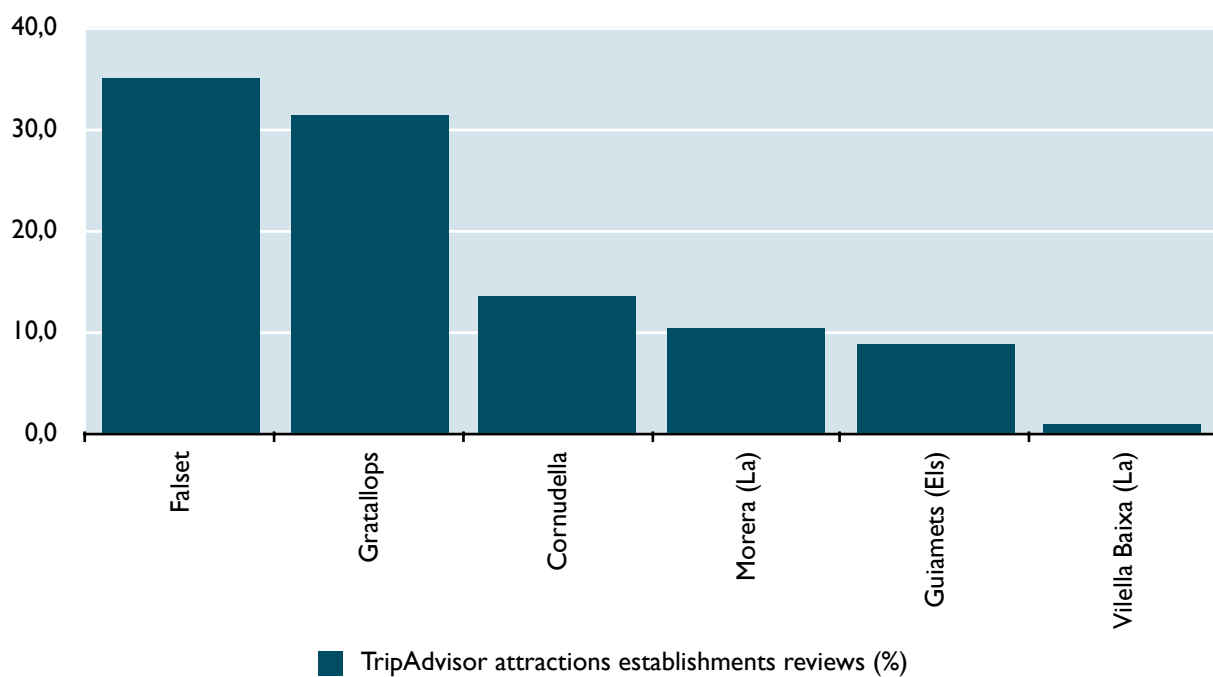
In the case of attractions, 1345 reviews in just 6 municipalities were found in TripAdvisor. Of these reviews more than 66% were of just two municipalities: Falset and Gratallops where the attractions were related to wine production establishments, and only two other municipalities, La Morera and Cornudella de Montsant had more than 10% of the reviews each (Figure 2.3.3.3).



**Figure 2.3.3.2**

Percentage of reviews by municipality and source (Food services).

Source: TripAdvisor (2011-2019).



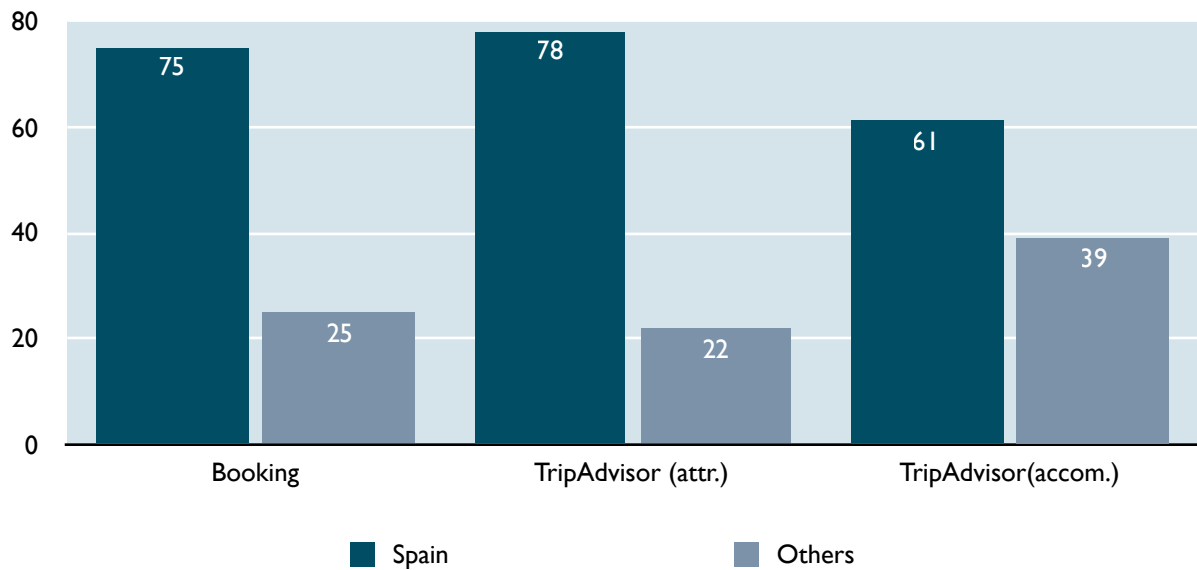
**Figure 2.3.3.3**

Percentage of reviews by municipality and source (attractions).

Sources: TripAdvisor (2011-2019).

### 2.3.4 Origin

Although figures varies in the consulted sources, the majority of visitors and / or tourists arriving at the Priorat are from Spain (Figure 3.3.4.1). Reviews obtained from TripAdvisor and Booking do not allow for a trustworthy screening of reviews coming from Spain so it is not possible to discern those originating from Catalonia. In the case of TripAdvisor accommodation reviews, the gap between Spanish and international reviews diminish considerably, perhaps, as discussed before, for the timespan of this source.

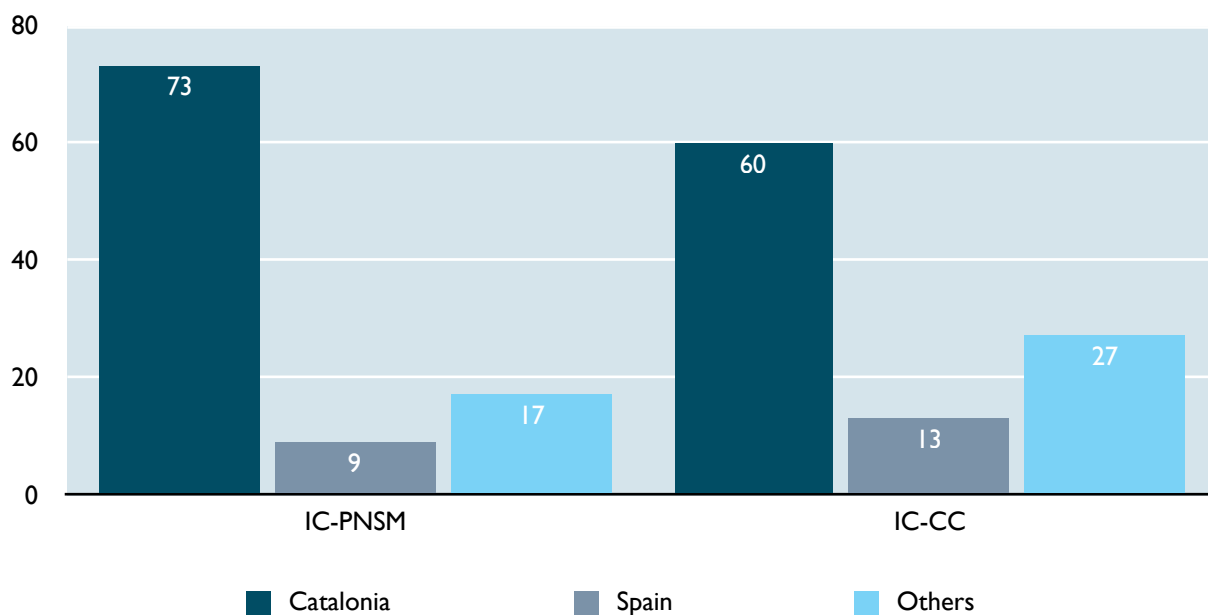


**Figure 2.3.4.1**

Percentage of reviews by country (Spain-Others).

Sources: TripAdvisor (2011-2019), Booking (2017-2019)

In those sources where data of tourists / visitors arriving from Catalonia is available, it can be clearly seen that, of Spaniards visitors, the overwhelmingly majority comes from Catalonia. Worth noting is the relative higher number of Spaniards and, specially, of international tourists in the case of the information centre of the Consell Comarcal in Falset (Figure 2.3.4.2).



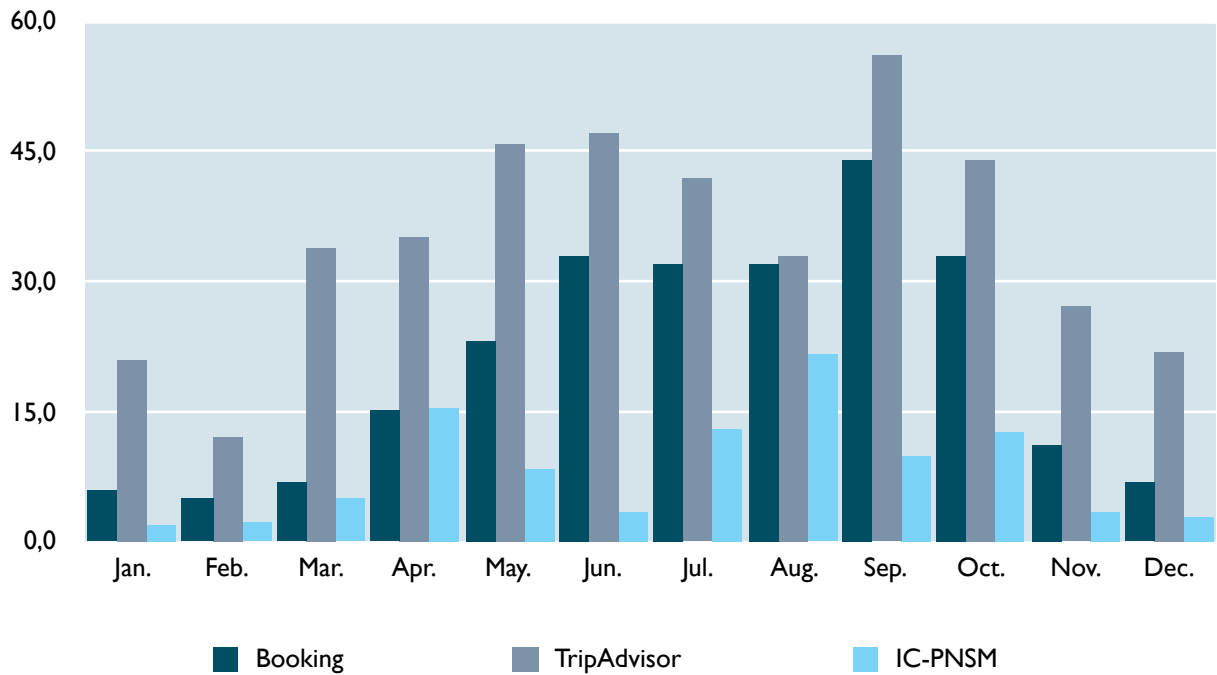
**Figure 2.3.4.2**

Percentage of reviews by country (Catalonia-Spain-Others).

Sources: TripAdvisor (2011-2019), Booking (2017-2019), Consell Comarcal Priorat (2017), PNSM (2017).

As for the yearly distribution of international tourists and its relative weight across the year (Figure 2.3.4.3), it can be observed that, in the case of Booking and TripAdvisor accommodation reviews, it follows a similar pattern as in the general distribution of tourists/visitors with a progressive increment from March to September when it reaches its peak. Worth noting is the high proportion of international tourists in these sources being higher than 45% during May, June and September.

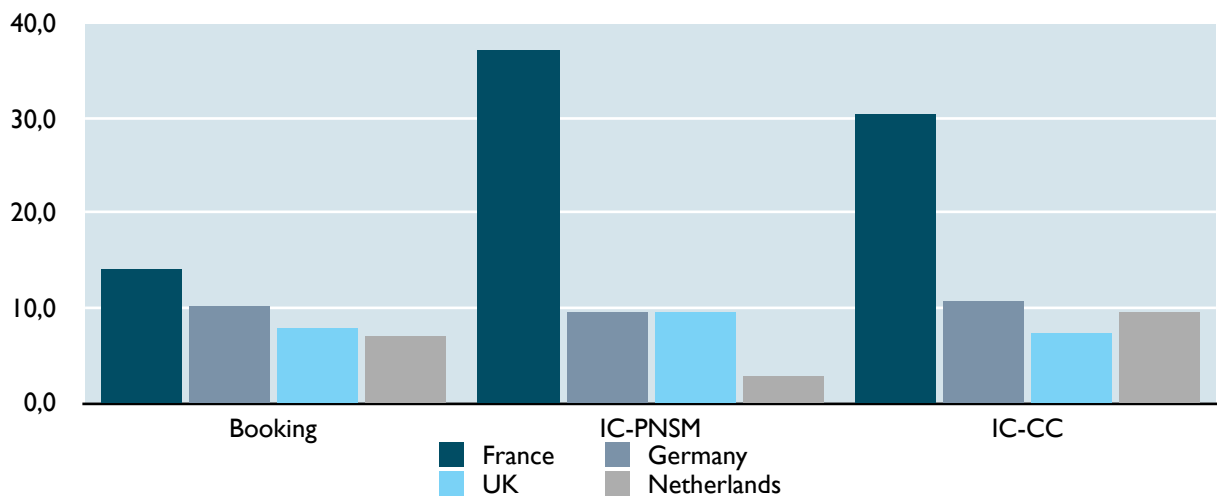
In the case of the IC-PNSM, the behavior is similar to the general behavior of the IC-PNSM being the peak in August with a much more pronounced June valley and a much smaller international tourists weight.



**Figure 2.3.4.3**

Monthly percentage of International reviews - International tourists.  
 Sources: TripAdvisor (2011-2019), Booking (2017-2019), PNSM (2017).

The main countries of origin of tourists in Priorat according to Booking are France (13.9%), Germany (10.1%) and the UK (8%). In the case of the IC-PSNM and IC-CC this order remains (except for the Netherlands, that in the IC-CC is the third country of origin) but notably tourists/visitors from France more than double the those coming from Germany and UK or the Netherlands. Also, the sum of the three main countries of origin in these last source sum up more than 50% of the total tourists/visitors.

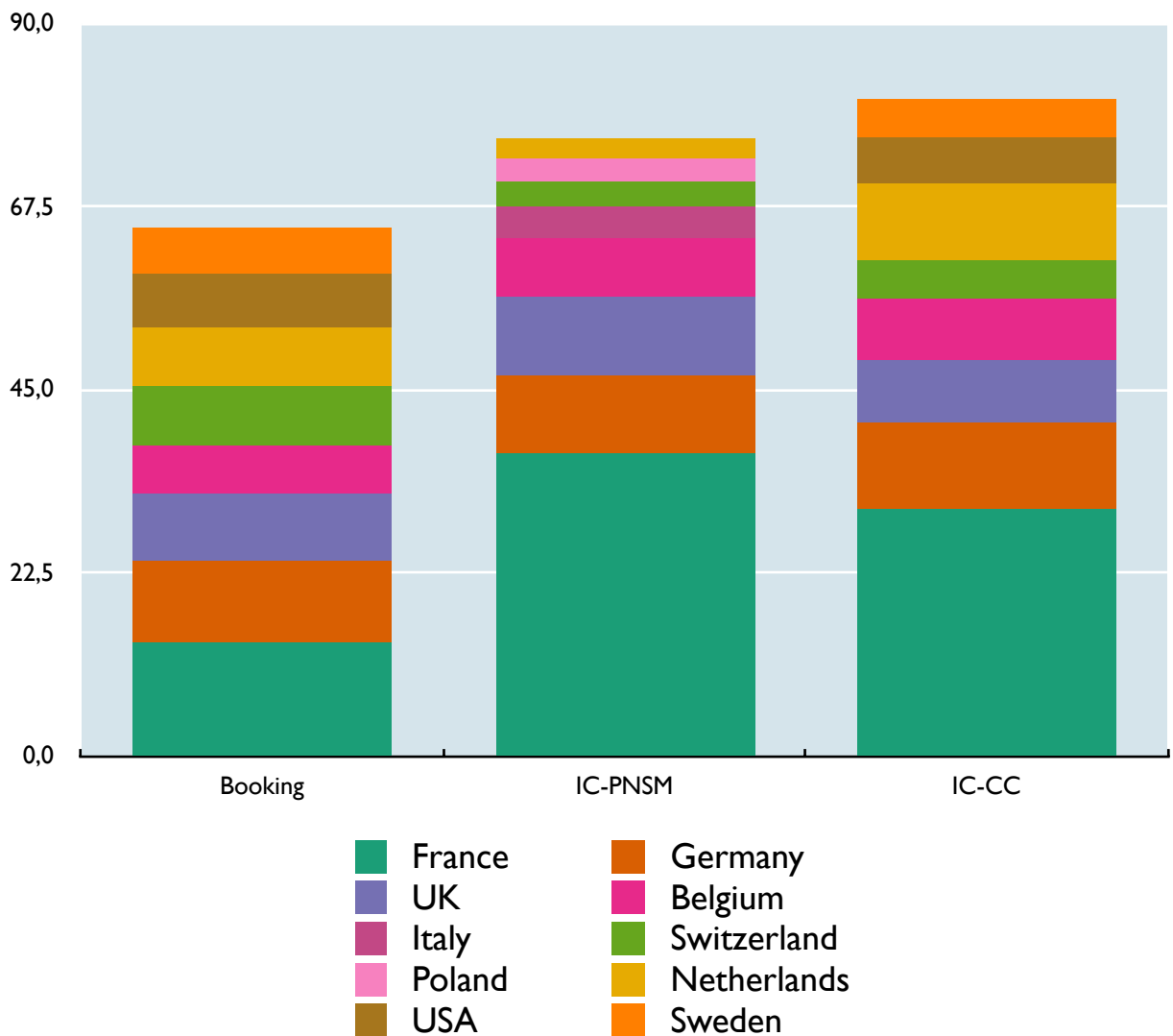


**Figure 2.3.4.4**

Main countries of origin (%) by source - International tourists.

Sources: Booking (2017-2019), PNSM (2017), , Consell Comarcal Priorat (2017).

Additionally, in the case of Booking 64.9% of tourists came from 8 countries whereas in the cases of the IC-PNSM and the IC-CC, 76% and 80.5% of tourists visitors came from France(37.2%), Germany (9.6%), UK (9.5%), Belgium (7.5%), Italy (3.6), Switzerland (3.2%), Poland (2.8%), and Netherlands (2.7%) and, from France (30.3%), Germany (10.7%), Netherlands (9.5%), Belgium (7.6%), UK (7.5%), USA (5.5%), Sweden (4.8%) and Switzerland (4.6%) respectively (Figure 2.3.4.5)



**Figure 2.3.4.5**

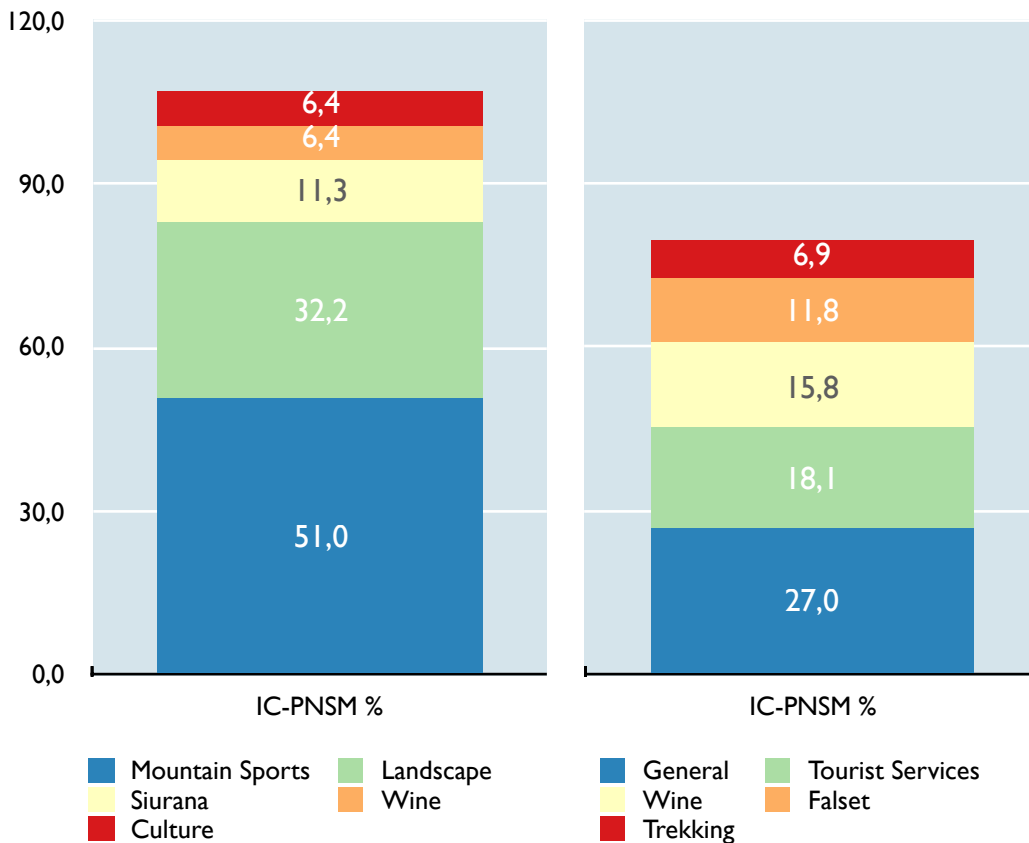
Main countries of origin (%) by source - International tourists.

Sources: Booking (2017-2019), PNSM (2017), , Consell Comarcal Priorat (2017).

### 2.3.5 Pull factors

Regarding the motivations of the trip, data from Information Centers tell us that mountain sports (trekking and climbing mostly), landscape and wine are the main pull factors (Figure 2.3.5.1).

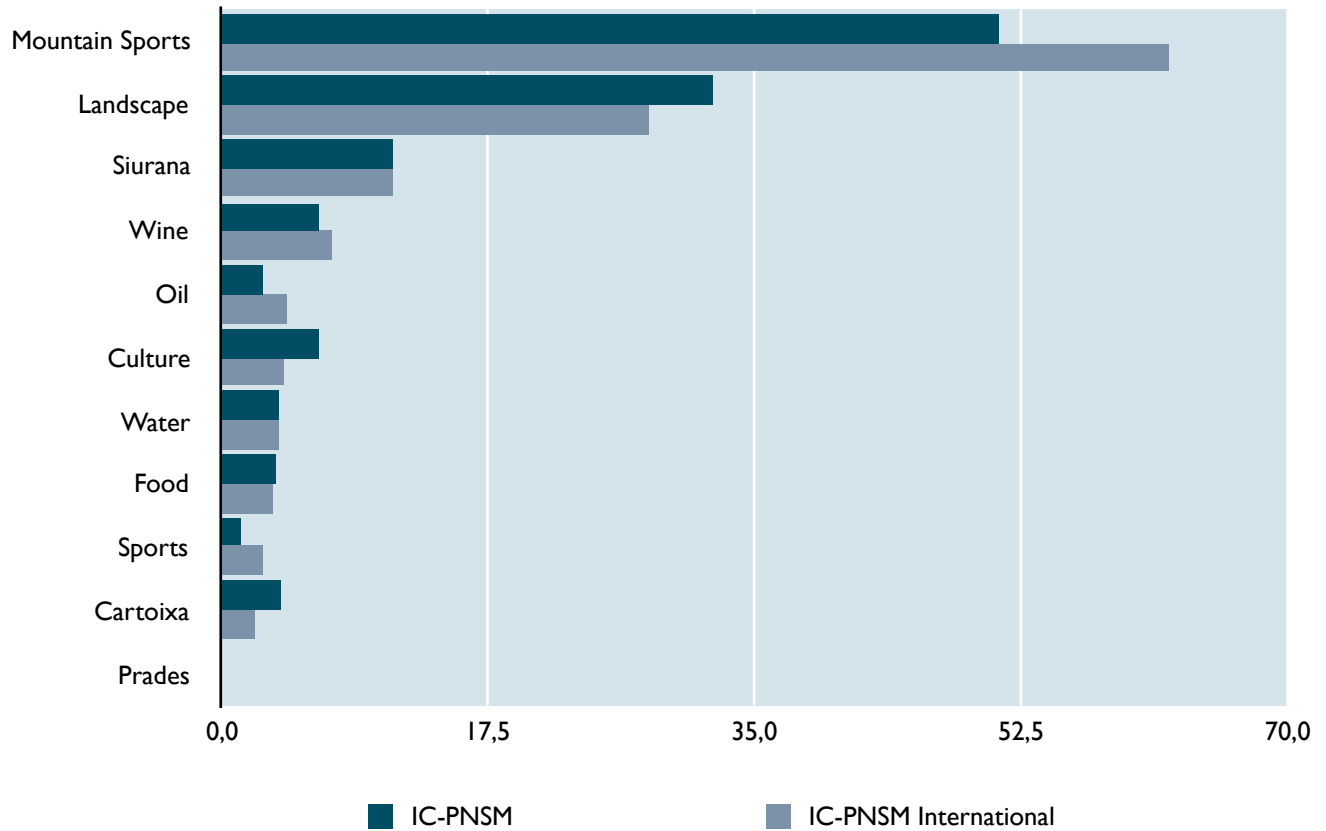
In the case of the IC-PNSM, the majority of tourists/visitors came attracted by mountain sports, while 32.2% pointed at the landscape as a reason for visiting the shire. Remarkable too are fraction that stated Siurana, Wine or Culture as main factor for their trip. As for the IC-CC visitors, most of them made general consults (27%) and the remaining reasons for their trip were the world of viticulture, to make visits to the wineries and to buy wine (15.8), Trekking (6.9%), or to visit the capital of the region (11.8%).



**Figure 2.3.5.1**  
Main motivations for trips (%).  
Sources: PNSM (2017), , Consell Comarcal Priorat (2017).

The relative weight of each pull factor varies in the case of international tourists/visitors alone (in the case of the IC-PNSM at least). Figure 2.3.5.2 shows the interests of international tourists for their trips in Priorat. Worth noting the increase in the relative interest

in mountain sports, and oil and the decrease in the interest in the landscape culture and La Cartoixa.

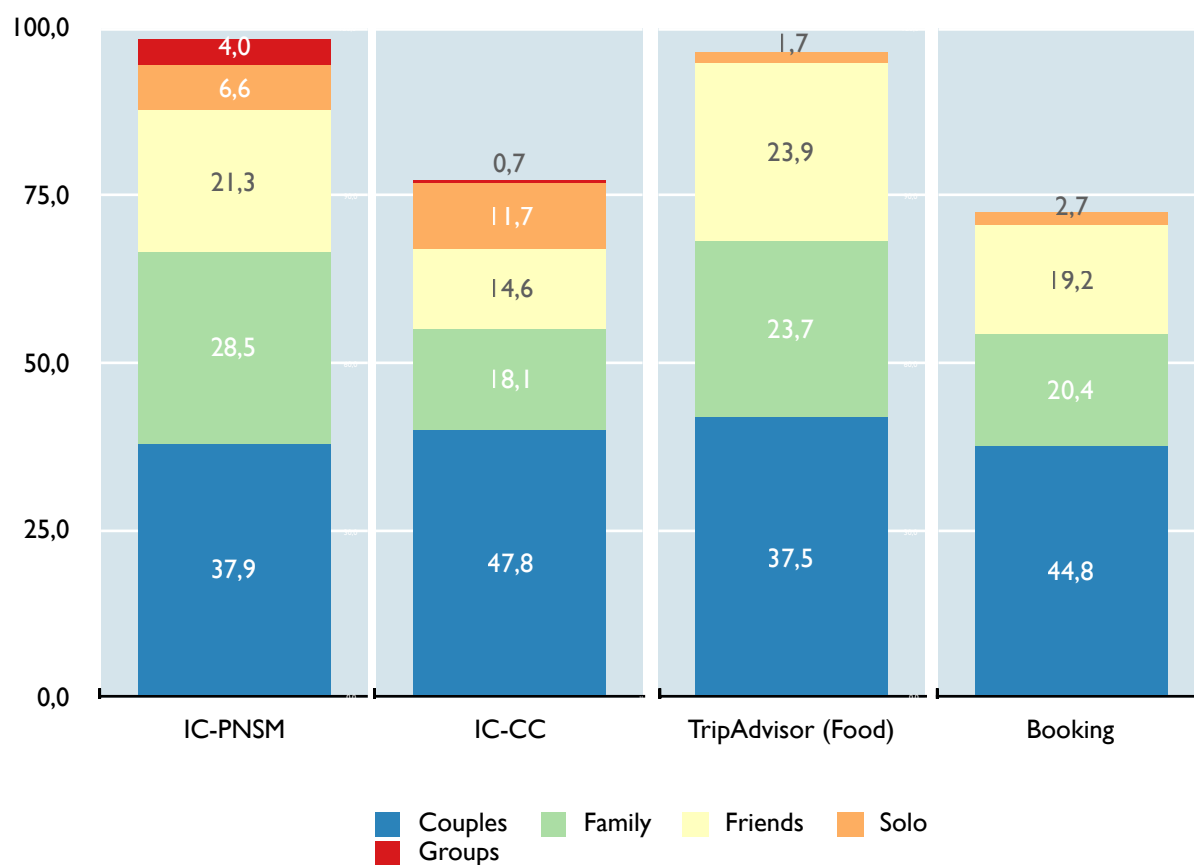


**Figure 2.3.6.1**  
Mainvisitor types (%).  
Sources: PNSM (2017).

## 2.3.6 Visitors types

Data from the Information Centers tell us that couples are the main visitor types, followed by families and friends (Figure 3.3.6.1). Solo and, specially, group travelers represent a much smaller proportion. Booking and TripAdvisor data show similar information. Worth noting the higher proportion of couple travelers in Booking and IC-CC compared with TripAdvisor and IC-PNSM

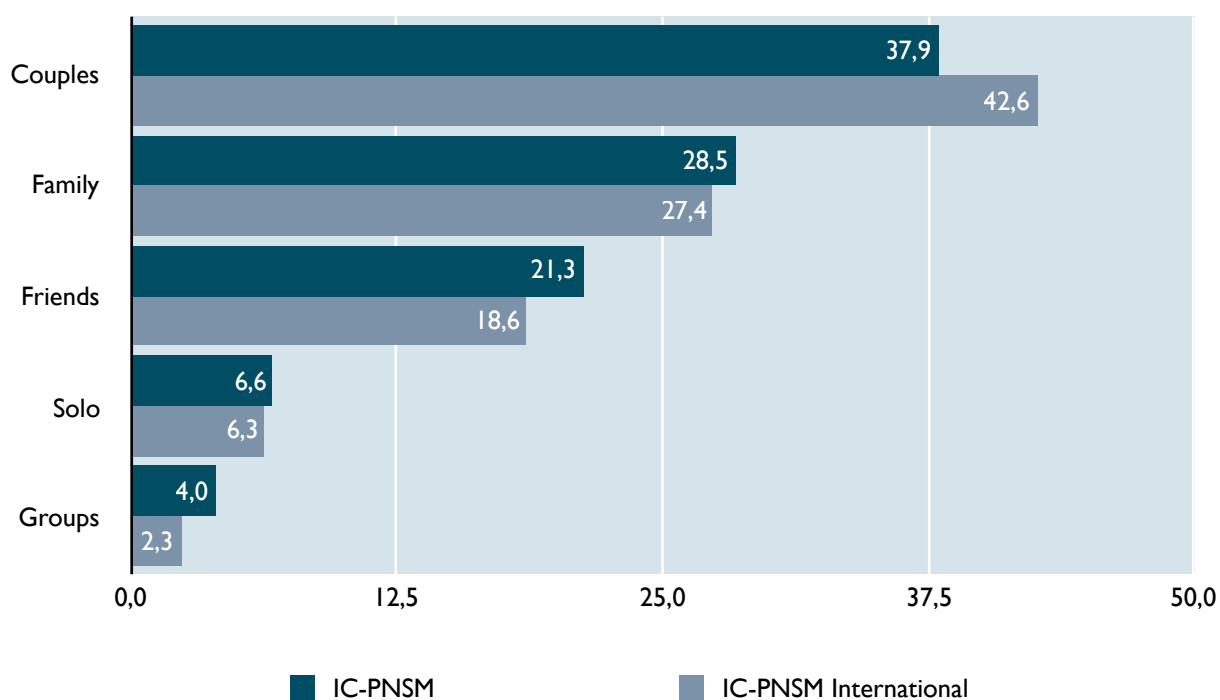
Taking the data provided by IC-PNSM which is the only source that allows segmentation by origin in the analysis of visitor types, an increased proportion of couple can be observed and at the same time smaller proportion of friends and groups (Figure 2.3.6.2).



**Figure 2.3.6.1**

Main visitor types (%).

Sources: PNSM (2017), Booking (2017-2019), Consell Comarcal Priorat (2017), TripAdvisor (2011-2019)



**Figure 2.3.6.2**

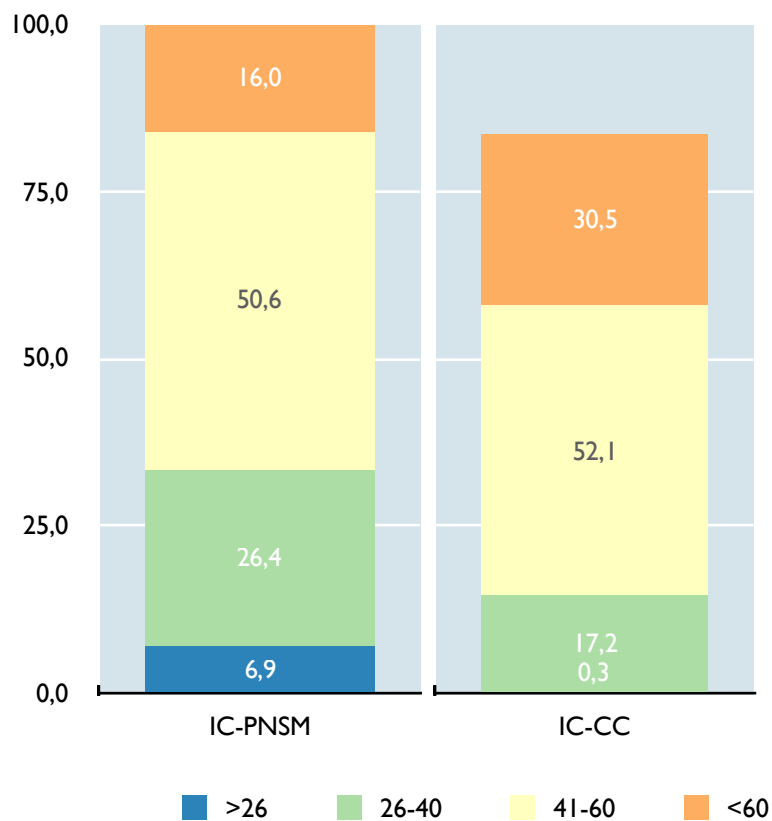
Main visitor types (%) International tourists vs. All tourists.

Sources: PNSM (2017).

**2.3.7 Age groups**

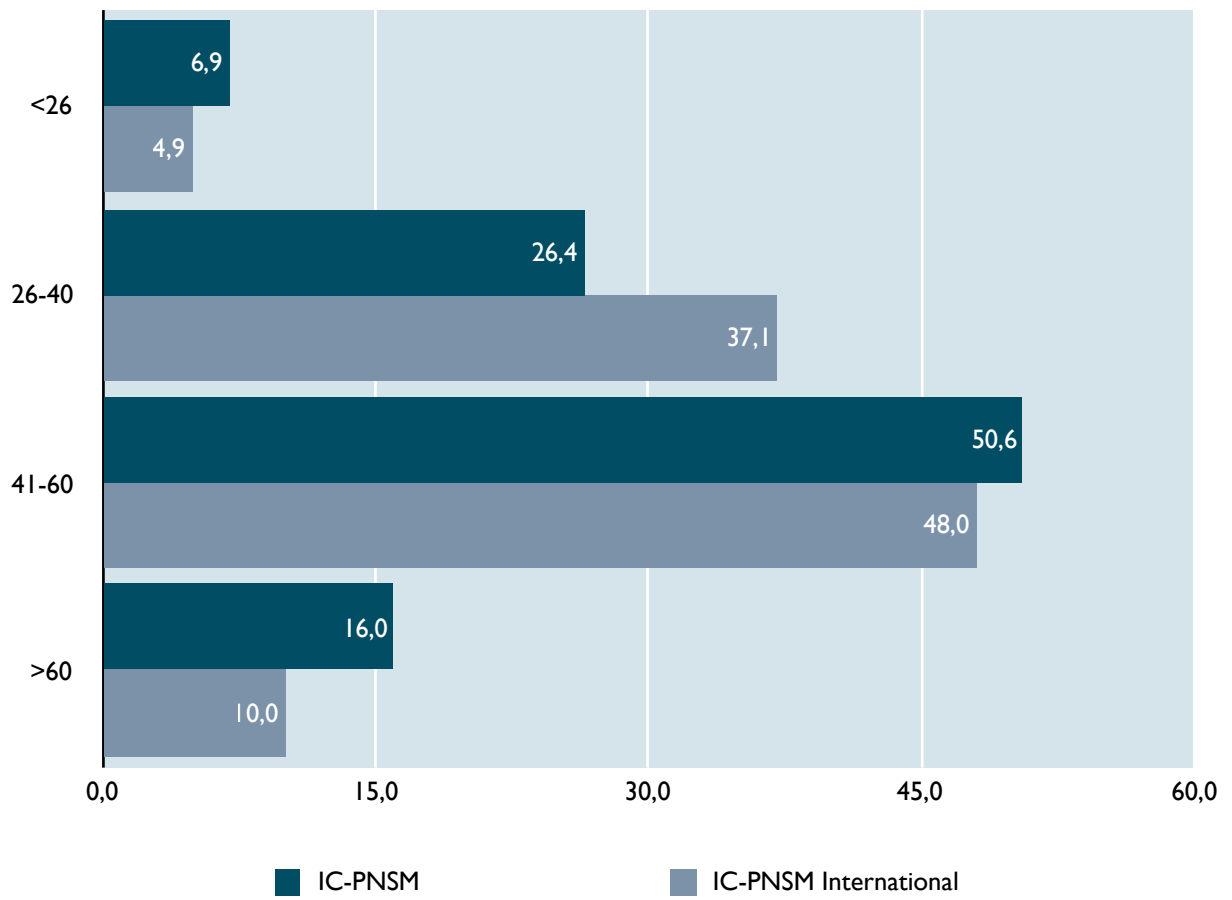
As for the age groups of visitors and tourists in Priorat, data both from IC-PNSM and IC-CC shows that more than half of them are from 41 to 60 years old. In IC-PNSM data the second most numerous group is of those between 26 and 40 years old while in data from IC-CC are those older than 60 (Figure 2.3.7.1).

In the case of international tourists for data from the IC-PNSM the people in the age group from 41 to 60 years old are still the most numerous but represent a little less than 50% and those people between 26 and 40 years old increases more than 10% to reach 37% of the total. The proportion of both people under 26 and over 60 decreases (Figure 2.3.7.2).

**Figure 2.3.7.1**

Visitors by age (%).

Sources: PNSM (2017), Consell Comarcal Priorat (2017).



**Figure 2.3.7.2**  
International visitors by age (%).  
Sources: PNSM (2017).

## 2.4 The Initiatives



Photo: Turisme Consell Comarcal Priorat

## **2.4.1 The Initiatives of the Territory and their Implications on its Tourism Development**

The efforts to build a sustainable tourism model in the Priorat region are currently being developed or should take into account the three main initiatives that convey voices actively demanding for a sustainable model in the region, a model that, taking into account the singularities, allows a future projection respectful with nature, heritage and culture, establishing, where appropriate, the limits or conditions to its development.

The first initiative is the adhesion of the Natural Park of Montsant (NPM) and the region to the European Charter for Sustainable Tourism (ECST). Back in 2014, the NPM together with the participation of key stakeholders that included 15 organizations from within and beyond the territory and more than 100 individuals, started the Permanent Forum of the ECST Priorat, and initiated the process to adhere to ECST (Grupo de Trabajo y el Foro Permanente de la CETS del Priorat, n.d.). Fruit of this work, EUROPARC, a representative body of Europe's Protected Areas, approved the adhesion to the ECST in 2016, beginning a three phases process that would contribute to a sustainable use of tourism, compatible with the conservation of the territory, protecting and enhancing its cultural and natural heritage. As of December 2017, the Priorat European Sustainable Tourism Charter operates, like previous initiatives, within the framework of the Landscape and Sustainability Commission of Montsant-Priorat-Siurana.

The second initiative, the Priorat Landscape Charter, formally started in 2010, through a process of participation and mediation that allowed the implementation of actions of improvement and landscape valorization. The Landscape Charters are instruments of agreement between agents of a territory in order to promote actions and strategies for improving and evaluating the landscape in harmony with the Landscape Catalogs elaborated by the Landscape Observatory of Catalonia. The elaboration of the Priorat Landscape Charter was a process that required both the work of a team of experts, and the development of participatory strategies. The process gave its fruit, in October 2012, with the signing of the Pact of the Priorat Landscape and the start of the process to implement the structural and specific agreements arising after the analysis of the landscape and the definition of the objectives of landscape quality (Soler & Cortina, 2012)

The third one, is the UNESCO candidacy of Priorat as a Mediterranean Natural and Agricultural Mountain Landscape World Heritage site, promoted by PRIORITAT a group born in 2007 that agglutinates the socio-economic and cultural fabric of the Priorat around the values of the cultural landscape of the Priorat. The World Heritage List in the category of "cultural landscapes" recognizes goods that UNESCO considers those spaces that illustrate the interaction between man and nature throughout history having an exceptional universal value. Although the recognition granted by UNESCO does not explicitly imply any kind of regulatory actions on the territory, the candidature dossier must include the proposals of management plan that the same territory decides to put into practice to ensure that these values will continue in force in the future. Currently the Priorat candidacy is in the final phase of a long process and it is estimated that by the end of the summer of 2019 the final decision of UNESCO will be known.

In the following lines some details and a brief discussion of each of these initiatives and their implication for the development of tourism in the territory will be presented.

## **2.5.2 The European Charter for Sustainable Tourism**

The EUROPARC Federation, an organization that brings together protected natural areas of 39 European countries, is the managing and guarantor of the Charters: it has developed the accreditation methodology and grants the Charter to protected areas where it verifies that there is a commitment to apply the principles of sustainable tourism that are detailed in Table 2.4.2.1. The European Charter Network counts with 106 Sustainable Destinations from 16 countries, of which 8 are in Catalonia, being the Zona Volcanica de la Garrotxa Nature Park the oldest awarded destination in this region (EUROPARC, 2019).

### **The principles of sustainable tourism in protected natural areas of the European Charter for Sustainable Tourism**

1. Involve all parties related to tourism in the protected natural space and its surroundings, in the management and tourist development of the territory.
2. Develop and implement a Sustainable Tourism Strategy and an Action Plan.
3. Protect and promote the natural and cultural heritage of the territory for tourism and tourism, avoiding excessive tourism development that endangers its conservation.
4. Offer visitors a high quality experience in all aspects.
5. Provide adequate information to visitors about the special and unique values of the territory.

### **The principles of sustainable tourism in protected natural areas of the European Charter for Sustainable Tourism**

6. Develop and promote genuine tourism products that allow visitors to discover, understand and establish a relationship with the territory.
7. Expand the knowledge about the protected natural space and sustainability issues among the actors related to tourism.
8. Guarantee the improvement of tourist activity without reducing the quality of life of the local population.
9. Increase the benefits of tourism for the local economy.
10. Control and influence the flow of visitors to reduce the negative impacts they may generate.

Table XX. From Guía CETS.

#### **Table 2.4.2.1**

The principles of sustainable tourism in protected natural areas of the European Charter for Sustainable Tourism

Source: Europarc

As said before, the European Charter for Sustainable Tourism, is the product of a concerted effort between stakeholders in the region to promote a sustainable tourism strategy and whose focus is the natural protected areas of the shire (Grupo de Trabajo y el Foro Permanente de la CETS del Priorat, n.d.). The general objectives of the sustainable tourism strategy of the ECST are to promote the territory at a European level, to generate new business opportunities, to reinforce the quality of the tourist offer and to rationalize environmental expenditures.

The ECST is to be implemented in three phases: accreditation of protected areas, the adhesion of tourist entrepreneurs through a commitment of collaboration and, the adhesion of tour operators.

The first phase, already accomplished, produced the diagnosis and the strategy and action plan for the next five years, the Workgroup and the already mentioned Permanent Forum (Grupo de Trabajo y el Foro Permanente de la CETS del Priorat, n.d-2). The diagnosis focused on the Priorat region, the Protected Natural Area, the analysis of the tourism sector, the analysis of the perception of territorial agents in relation to the European Charter for Sustainable Tourism and, an evaluation of the diagnosis taking into account the key themes of the ECST.

The strategy and action plan identified the main lines of action and its schedule, assumed by the park and tourist companies, regarding the protection and valorization of the natural and cultural heritage, socioeconomic development and preservation of the quality of life of the local population the control and improvement of the tourist offer. This lines of action are linked with strategic and operational objectives that take into account the ECST values and are associated with an action plan that includes those actions that the territorial agents are going to carry out and that will contribute to generate a framework of sustainable development for the shire (Table 2.4.2.2).

STRATEGIC OBJECTIVE	OPERATIONAL OBJECTIVES
1. Coordinate and encourage collaboration among the agents involved in the development of tourism in Priorat, valuing the CETS as a unifying, dynamic and participatory element.	A. To consolidate the cooperation between the agents involved in the development of tourism in the territory of application of the CETS
	B. Disseminate the CETS among the local population and visitors
	C. Implement Phase II of the CETS among tourists from the territory of CETS
	D. Develop follow-up and evaluate the development of the Action Plan and renew the accreditation
2. Conserve and improve the use of natural resources and promote management for the benefit of the natural environment and the quality of life.	A. Establish a management system for the use of protected areas within the framework of the CETS
	B. Improve the knowledge, conservation and dissemination of the natural and cultural heritage
	C. Improve the environmental quality of the territory
	D. Improve waste management and energy efficiency
	E. Encourage sustainable development initiatives within the framework of the CETS
3. Improve the quality of the tourism experience in the scope of the CETS	A. Define objective criteria for the quality of tourism services in accordance with the reality of Priorat and CETS
	B. Facilitate sustainable accessibility to resources and space
	C. Unify tourism information
	D. Define the load capacity for spaces and resources
	E. Improve the interpretative offer beyond wine tourism

STRATEGIC OBJECTIVE	OPERATIONAL OBJECTIVES
	F. Train the public and private sector to improve tourism skills
	G. Improve local services and infrastructure
4. Promote economic development based on the valorization, promotion and commercialization of local resources.	A. To value and strengthen the primary sector by promoting public-private cooperation for the development of sustainable local development actions within the scope of the CETS
	B. Promote the commercialization of local products
	C. To value the gastronomic patrimony
5. Communicate and disseminate coherently the image of Priorat as a destination for sustainable tourism based on the distinctive values of the territory.	A. Identify, categorize and disseminate the values associated with the scope of application of the CET
	B. Improve the dissemination of the natural and cultural heritage
	C. Improve communication tools

**Table 2.4.2.2**

ECST strategic and operational objectives

Source: Plan de Acció CETS

The proposal for the Action Plan contemplates a total of 100 actions that develop the operating principles of the strategy and are presented in individual records divided into 7 blocks or sections. The first block is of a strategic nature and includes the principle or principles of the CETS to which the action responds, to which strategic objective it corresponds and which operational objective it develops. Blocks 2 to 5 are related to descriptive, operational and, financial. Block 6 indicates the indicators that are proposed for accreditation of the implementation of the action. Finally, the sixth and seventh sections describe respectively the execution schedule, that is, the year or years that the action will take place and the priority attributed by the agent that proposed it.

For the purposes of making the strategic plan for the development of tourism in the Priorat coherent with the consensus of the stakeholders reflected in the ESTC, all actions related to it have been selected from the complete pool of actions proposed in the Action Plan of the ESTC. Specifically, actions leading directly to the enhancement of the tourist offer or the communication of the tourism image were selected for further analysis and use.

Although strategic objective 3 is directly linked with the scope of this thesis and constitutes 29% of the total actions contemplated in the Action Plan, all other objectives and

associated actions deal with tourism up to a certain extent. For example, objective 5, which has to do with the communication of the image of Priorat as a sustainable destination, has 10 actions considered of special relevance to this thesis. Table 2.4.2.3 shows all actions directly linked to the scope of this thesis.

Despite the fact that all of the not selected actions are related up to a certain extent to tourism, these actions are not included as they are clearly connected in a more direct way to the development of sustainable development or, environmental conservation strategies with an approach extending well beyond tourism development and in many cases to specific management agendas of various institutions.

Task	Strat	Opera	ECST	Prog
COMMUNICATION PLAN OF THE ECST FOR THE PERIOD 2016-2020	1	B	8	
ADHESION OF TOURIST ENTREPRENEURS TO ECST	1	C	5	
MAINTENANCE AND UPDATING OF THE PRIORAT CULTURAL AGENDA	2	B	3	
SUNSETS IN THE CARTUJA DE ESCALADEI	2	B	3	
EDITORIAL PLAN FOR MONTSANT NATURAL PARK	2	B	5	
CERTIFICATION OF ENERGY EFFICIENCY TO THE ESTABLISHMENTS OF PRIORAT ENOTURISME	2	D	5	
CREATION OF A MANUAL FOR THE GOOD USE OF TOURIST ESTABLISHMENTS	2	D	3	
REDUCTION OF THE CARBON FOOTPRINT AND WATER FOOTPRINT IN BODEGAS	2	D	8	
CATEGORIZATION OF PRIORITY RURAL TOURIST ACCOMMODATIONS UNDER SOME SUSTAINABILITY PARAMETERS	3	A	4,5,8	
PUBLIC USE OF SCHOOL TRANSPORTATION AND TRAVELERS	3	B	4,8,10	
STUDY AND PLAN OF ACCESSIBILITY AND INTERPRETATION OF TOURIST RESOURCES FOR PEOPLE WITH SPECIAL NEEDS	3	B	4	
ACTUALIZACIÓN DE LA APP CON INFORMACIÓN ENOTURÍSTICA DE LA DOQ PRIORAT	3	B	5	
CONFECCIÓN DE UN INFORME PARA CONOCER EL PERFIL DEL VISITANTE	3	C	4	P

Task	Strat	Opera	ECST	Prog
IMPROVEMENT OF THE KNOWLEDGE OF TOURISTS VISITING THE REGION AND THE NATURAL PARK	3	C	10	P
ELABORATION OF A PROTOCOL TO ESTABLISH THE CAPACITY OF WELCOMING VISITORS IN THE PRIORAT	3	D	10	
EVALUATION OF THE CAPACITY OF RECEPTION OF THE MAIN AREAS OF ECOTOURISTIC INTEREST	3	D	10	
IMPLEMENTATION OF THE MUSEOGRAPHIC PROJECT OF THE CARTUJA DE ESCALADEI	3	E	3	
DAYS OF NATURE AND SPIRITUALITY	3	E	3	
TRAVELS OF FAMILIARIZATION OF CULTURAL TOURISM	3	E	3	
CREATION AND COMMERCIALIZATION OF TOURIST PRODUCTS	3	E	6	
PROMOTION ACTIONS IN TOURISM	3	E	6	
CONSTRUCTION OF A HIDE OF OBSERVATION FOR THE PAGGED EAGLE	3	E	6	
DYNAMIZATION OF THE ECOTOURISTIC PACKAGES OF THE MONTSANT NATURAL PARK	3	E	6	
THEATRALIZED VISIT TO THE FALSET COOPERATIVE: THE VISIT D'EN BLAI	3	E	6,9	
INVENTARIO Y SEÑALIZACIÓN DE LOS ATRACTIVOS TURÍSTICOS DEL MUNICIPIO DE LA VILELLA ALTA	3	E	6,10	
"PRIORAT VERSIÓ ORIGINAL"	3	E	5	
SPECIFIC TRAINING IN TOURISM	3	F	7	
TRAINING IN SOCIAL NETWORKS	3	F	7	
TRAINING OF INTERPRETATIVE GUIDES AND SERVICES OF THE MONTSANT NATURAL PARK	3	F	4,7	
CREATION AND ACCREDITATION OF THE INFORMATION POINTS NETWORK OF THE PRIORAT NATURAL SPACES	3	F	5,7	
CARDS IN DIFFERENT LANGUAGES FOR THE RESTAURANTS ASSOCIATED WITH PRIORAT ENOTURISME	3	G	4,9	
OPENING OF THE PARK INFORMATION POINTS, THE MARGALEF OIL MILL AND THE CORNUDELLA DE MONTSANT INFORMATION POINT	3	G	4,5	
PROGRAM OF CULTURAL ACTS OF THE FALSET CITY COUNCIL	3	G	3	

Task	Strat	Opera	ECST	Prog
CONSOLIDATION OF THE "MONTSANT A TAULA" INITIATIVE	4	B	9	Completed
ORGANIZATION OF ACTIVITIES THAT PROMOTE THE TOURIST EXPERIENCE OF THE MASROIG COOPERATIVE	4	B	5,9	Completed
PROMOTION OF WINE ORIENTED TO THE PUBLIC IN GENERAL	4	C	5,9	Partially completed
OENOLOGICAL ROUTES FOR THE WINERIES	4	C	6,9	Partially completed
CREATION OF A PRIORATINE KITCHEN BLOG	4	C	9	Partially completed
IDENTIFICATION AND WEIGHTED INVENTORY OF THE VALUES OF LOCAL SCOPE	5	A	8,5	Not Completed
DISSEMINATION OF THE ITINERARIES "CAMINS DEL VI I OF L'OLI"	5	B	6,10	Partially completed
RE-EDITION OF PRIORAT ENOTURISME MAPS IN 4 LANGUAGES AND WITH SUSTAINABLE STAMP	5	B	5	Partially completed
ANNUAL UPDATE OF THE PROMOTIONAL PROSPECTS OF THE CULTURAL ACTIVITIES THAT ARE DEVELOPED IN THE TERRITORY OF THE DOQ PRIORAT	5	B	5	Partially completed
DESIGN OF THE EXHIBITION ON THE IMMATERAL CULTURAL HERITAGE OF THE PRIORAT	5	B	8	Not Completed
"PRIORAT IN PERSON", WRITERS MEETING	5	B	3	Completed
PROMOTION OF THE NATURAL AND CULTURAL ATTRACTIONS OF THE REGION	5	B	3	Partially completed
ADAPTATION OF TOURIST INFORMATION TO MOBILE DEVICES	5	C	9	Partially completed
DISSEMINATION THROUGH THE SOCIAL NETWORKS OF PRIORAT ENOTURISME AND ECST OF THE VALUES OF THE REGION	5	C	5	Partially completed
COMMUNICATION PLAN OF THE FALSET CITY COUNCIL	5	C	5	Partially completed

**COLOUR KEY FOR PROGRESS**

Completed



Partially completed



Not Completed


**Table 2.4.2.3**

ECST actions

Source: Plan de Acció CETS

## **Chapter III**

# **Enhancing the tourism sector**

## **3.1 Synergies and conflicts, threats and opportunities**



Photo: Turisme Consell Comarcal Priorat

### 3.1.1 Semi-structured interviews

The semi-structured interviews instrument was designed to provide a comprehensive, first hand view of synergies and conflicts in the tourism sector of Priorat as viewed by its stakeholders. It should complement and enrich the other sources of analysis already studied in this work. Due to time constraints and, as time involved with qualitative interviewing and its processing limits the number of people that can be interviewed, 5 semi-structured interviews, were conducted during August 2019. These interviewees were selected on a triple based approach. First, a map of stakeholders was elaborated on the basis of the work done by the ECST were government and non government entities both at local, regional or national level were identified (Table 3.1.1.1).

Local Government	Local Organizations	Regional Government	Regional Organizations	National/Generalitat/Province Government	National/Generalitat/Province Organizations
City Hall of Vilella Alta	Quim Soler Centre	Tourism Offices	Prioritat	Tourist Board of the Diputació de Tarragona	Tourism Observatory of the Costa Daurada
Cornudella de Montsant Town Hall	Falset Marçà Cooperative	Tourist information points of the Region	Priorat enoturismo	Montserrat Natural Park	Costa Dorada Tourism Board
Falset Town Hall	Agricultural, cooperatives and tourism companies	Consejo Comarcal del Priorat	DOQ Priorat	Landscape Observatory	Sàpiens Publicacions
Commonwealth of the Municipalities of Montsant	Biblioteca Estrem i Fa	Youth Office of the Priorat	DO Montsant	Delegation of Tarragona Territorial Tourism Services	Rovira i Virgili University
	ZER Montsant		Sierra de Llaberia Consortium	Generalitat of Catalunya. Territorial Tourism Services	
	IES Priorat			Catalan Cultural Heritage Patrimony	

Local Government	Local Organizations	Regional Government	Regional Organizations	National/Generalitat/Province Government	National/Generalitat/Province Organizations
	Radio Falset			Catalan Tourism Agency	
	Restaurante El Cairat			General Directorate of Youth	
				Employment Service of Catalonia	
				General Tourism Office of the Generalitat of Catalonia	
				Diputació de Tarragona	
				Department of Culture of the Generalitat de Catalunya	

**Table 3.1.1.1**

Priorat stakeholders

Source: Plan de Acció CETS

In a second phase, a subjective valuation where each stakeholder was classified according to its level of involvement and relative importance, was carried out. This valuation led to a four group classification: those stakeholders with relative low relevance and involvement (- -), those with relative high involvement but low relevance (+ -), the stakeholders with high relevance but little involvement (- +) and finally the stakeholders with high relevance and high involvement (+ +).

Third, a convenience approach was used to try to identify among those stakeholders of the last previously described group, and among the government related and private sector, those that could more easily be reached, adding thus, a third dimension: accessibility.

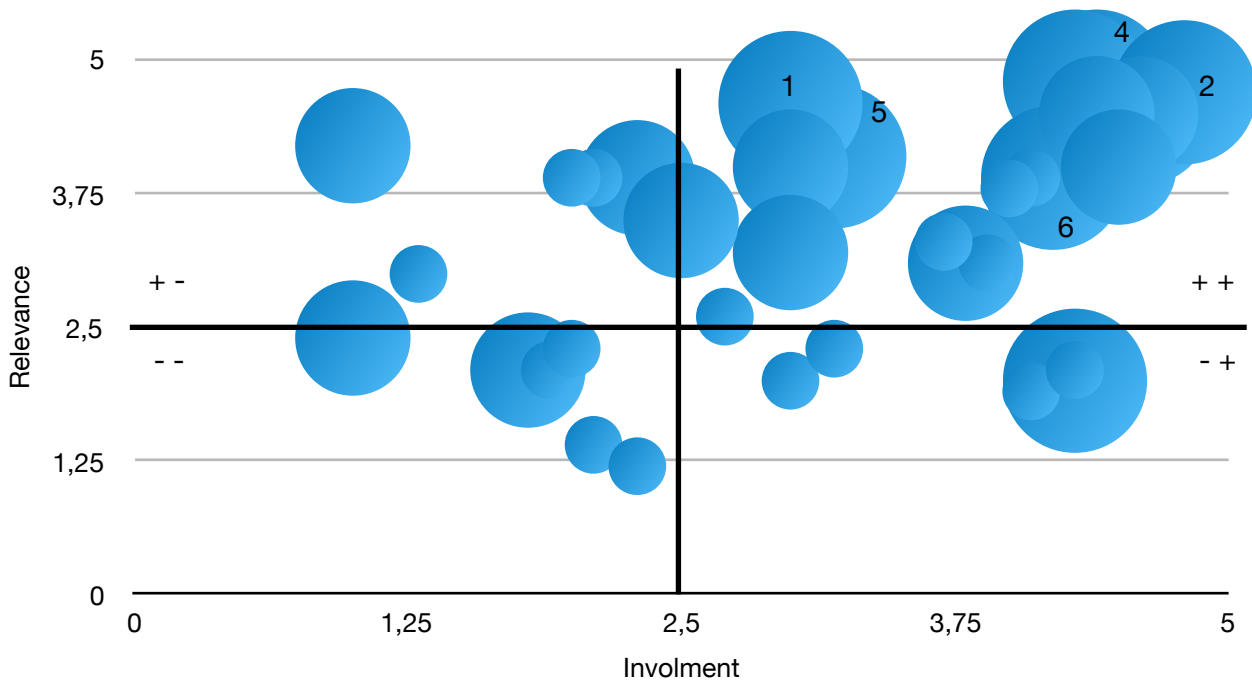
As a result of this triple folded approach the following interviewees were selected:

- (1)**C. B.:**Regional Government
- (2)**M. C.:**Regional Government

- (3)**J. B.**:Regional Organization
- (4)**M. S.**: National Organization
- (5)**M. D.**: Local Organization

The instrument was designed with themes and a number of questions for each: Background Questions, Preliminary Questions: The Identity, Intermediate Questions: The Change, Ending Questions: The Future (see appendices). Additional questions were developed as depth of knowledge was gained. Note that interviews were conducted in Catalan or Spanish in accordance to the interviewee preferences.

An interview time, date and venue was then arranged. It was explained that the interview would take about an hour to complete. An information sheet was then sent to all respondents outlining the aims and objectives of the research, what use the information was going to be put to, how the interview material would be stored, and assurance of confidentiality for the respondent (see Appendix 2). The respondents were also required to sign a *Consent to Participation in Research* form before the interview commenced (see Appendix 3). Three of the interviews took place at the interviewees’ workplaces; the remaining interviews were conducted at venues convenient for the interviewees.



**Figure 3.1.1.1**  
Key stakeholders.  
Sources: Own.

Overall, the interviewees encompassed a wide selection of stakeholders of the shire and offered very interesting points of views (some shared and some not) while offering at the same time many insights of the tourism sector and its problematic and opportunities. The following lines presents the highlights of the results of the analysis of the interviews.

**Background Questions:** There is mix of people born in the region and outside it and all of them come from a social sciences background. Almost have been living in the Priorat for many years.

**The identity:** As for the definition of the Priorat although there are varied answers and emphasis, all respondents pointed out in general terms to the culture and the nature, the landscape, of the shire and its form of living: “aquest paistage es com un bàlsam, per mi...el silenci, la tranquilitat, la natura ben conservada...els fruits de la terra...”, “es una zona que te conecta con tus valores, con tus principios, con tus ancestros... te conecta con tus emociones, con tus recuerdos...”, “se esta creando un espacio que por una parte tiene un impulso agrario y una aspiración a un tipo de turismo que no es solo el de segunda residencia...”. Also one of the respondent pointed out to his perception of the identity of the Priorat as a work in progress, idealized from the outside but constructed upon a very diverse territory.

As for the challenges there were diverse answers that addressed topics from the depopulation to the difficulty to maintain the agrarian systems, to the need to adequate the service offer to the needs of the touristic demand, to the problematic of housing for the people that live there.

**The Change:** Most respondents did not notice important overall changes although some were worried about, for example an impoverished food service sector in terms of diversity: “s’esta polarizant la oferta...”, or an amelioration of the oil sector. Many talked about and increase in the number of visitors and tourist, specially in places like Siurana o La Cartoixa, the opening of new visit sites, the configuration of an organized wine tourism offer or the creation of jobs in the sector.

**The Future:** As for the views of the respondents about the future of the shire, again most of the respondents share the vision of very slow changes, with a certain sense of uncertainty about the possibility of retain the identity values of the Shire and of the type of tourism that will prevail in the future.

## 3.2 Summing up



Photo: Turisme Consell Comarcal Priorat

### **3.2.1 Lessons Learned**

Throughout the previous lines quite a lot of interesting facts have arisen in respect to various aspects of the tourism development in Priorat. Following is a list of what are perhaps the most outstanding.

There is empirical evidence that suggest that the tourism sector in the Priorat is playing a crucial role in the shire. Although still being one of the less privileged shires in Catalonia in terms of its GDP per capita, data shows a positive progress in terms of economic performance in Priorat. This can be of course attributed to many factors but unquestionably the wine and tourism sector have a crucial role in this. Changes in the quantity and quality of the offer of services and on the demand suggest so.

Indeed, the evolution of the accommodation sector in the shire points towards a dual model of greater quality and collaboration economy and it has been subjected to an increase in terms both of places and establishments. As for the food services sector in the region it has been suffering a qualitative change where traditional establishments such as 'fondas' have been giving way to a more varied offer.

Despite the fact that the wine production sector in the shire has been growing in terms of production quality and recognition, the wine tourism has been growing at a much slower pace. The wine tourism sector may be overestimated in term of its actual share of the tourism in the Priorat, data sources and interviews confirm this.

Some characteristics of the demand attract attention, specially the visitor types, the origins and the seasonality. The seasonality problem is well known for Catalonia but in the case of Priorat to the bi-modal seasonality a within the week seasonality typical of mountain destinations must be taken also into consideration. As for the visitor types the clear lead of the couple segment clearly should have to make reconsider many strategies at the regional level and beyond. Finally the origin of the tourists and visitors shows the clear lead of Catalans but also the importance of Spaniards and, specially, international arrivals.

Regarding the use of reviews from websites such as Booking and TripAdvisor some lessons have been learned. This kind of data represent a useful additional source for the analysis of the sector providing confirmation for more traditional data sources or giving new useful insights. While the analysis of such sites in this work have been constrained to the listed establishments, number of reviews and its demographics, further text analysis of the content of each review could prove very useful.

Another important lesson learned is related to the spatial characteristics of Priorat. There is enough evidence that suggests a non homogenous region in terms of tourism. While in the south of the shire wine tourism is playing the main role, the Northeast has a more diverse profile, combining nature, sport and wine tourism. Also, the Northwest region seems to be falling behind in terms of tourism development, with a rather poor offer of services compared to the rest of the region.

Although the shared vision of the key stakeholders in Priorat points to develop a sustainable destination, it seems that not enough progress have been made to position the region as such. While the ECST has been an outstanding instrument that is helping, lack of sufficient commitment of sectors such as the local governments or the accommodation establishments and the lack of resources have been slowing down many initiatives in this subject, and many of the efforts seems to be suffering a process of atomization.

The tourism in Priorat seems to rely heavily in its landscape, a landscape that despite being subjected to many levels of protection is a very fragile one. While still in an early phase of development where overall no significant impacts can be seen for now, there are some places, like Siurana, or times of the year, like August, where the affluence of tourists and visitors is beginning to create problems. It seems that this will worsen in the future unless action is taken soon. Carrying capacity studies (many on progress now) and well designed marketing and communication campaigns can help to ease this.

With all the information already available it is definitely a good time to take a step forward and formulate a comprehensive and operational tourism strategic plan with concrete actions to be implemented. This plan should take advantage not only of the richness of information already available but also of the data that will become available in the following years thanks to many studies in progress (as the already mentioned carrying capacity studies) and specially to the newly implemented homogenized surveys at the information centers that can be of great help not only to design the marketing but also to establish and monitor the goals to be achieved.

### **3.2.2 Final remarks**

Finally, thinking in future improvements and developments in the various aspects of this work, various aspects considered crucial must be taken into account. The first is to realize that, contrary to what was expected, the richness of data and information on the shire and affecting the shire is very big, so the initial aspirations of making a very detailed analysis had to be abandoned to concentrate on the data and information that was more readily available and/or more relevant.

The second is to keep in mind that the results shown in this work are of empirical value, therefore, many further statistical analyses that provide the information for the calculation of possible indicators will contribute to the robustness of a future management plan and of any research in the region or in similar regions. In this sense, the optimum would be to have updated and homogeneous data at the municipal level on the tourist phenomenon and its specific impacts. Thus, the calculations made could be corroborated and the study extended to a much wider universe of cases.

Thirdly, the research can also be understood as an initial essay on the issue that, apart from providing a comprehensive assessment of the regional tourism and a starting point for a management plan, represents a starting point for studying evolution over time and identifying trends, that is, a instrument to monitor.

Fourth, this work shows that the use of modern techniques for gathering tourism data is convenient not only in the case of big destinations but can serve as an aid I the case of much smaller ones.

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Photo: Turisme Consell Comarcal Priorat

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# **Appendices**

## Appendix I

Full d'informació al participant

Data en què es va produir el full d'informació:  
20/07/2019

Títol del Projecte

Explorant el sector turístic al Priorat: cap a un pla estratègic de turisme del Priorat

Invitació

Em dic Andrés, i sóc estudiant del Màster universitari en Gestió de Destinacions Turístiques a la Universitat Rovira i Virgili. Com a part dels meus estudis, estic empenent un projecte de recerca que porta a un treball de fi de màster i la finalització del màster. El projecte consisteix a realitzar una anàlisi del turisme al Priorat i un estudi exploratori que permeti la redacció d'un pla estratègic de turisme. En completar aquesta investigació, s'obtindran més coneixements sobre el turisme i la seva gestió i governança en aquesta comarca.

Quin és l'objectiu d'aquesta recerca?

Aquesta proposta de projecte investigarà i avaluarà els factors relatius al turisme del Priorat, inclosos factors d'oferta, demanda i governança. A les entrevistes m'interessa obtenir una millor comprensió sobre les experiències, dificultats i visions d'actors claus i poder utilitzar aquesta informació en una proposta preliminar i acadèmica d'un pla estratègic de turisme per a la comarca.

Com em van identificar i per què em conviden a participar en aquesta recerca?

Després d'un mapatge d'actors claus es van seleccionar empreses i organitzacions que representessin la diversitat en l'àmbit del turisme al Priorat. El principal criteri per als participants és que estan disposats a ser entrevistats. Vas ser consultat per mitjà d'una carta d'invitació, i ara se't presenta aquest full informatiu.

Què passarà en aquesta recerca ?

Seràs entrevistat durant aproximadament 40 minuts (pot durar una mica més, depenent de les teves respostes), durant els quals et faré preguntes sobre les teves experiències a la comarca. Aquestes entrevistes es gravaran digitalment i possiblement es prendran notes. Les dades recopilades només s'utilitzaran per a la meua investigació acadèmica, que em permetrà escriure la meua Treball Final de Màster.

Com es protegirà la meua privadesa?

Una vegada que s'hagin recopilat les dades, es garantirà la confidencialitat i la privacitat de tots els participants mitjançant l'emmagatzematge acurat de les dades i la separació dels formularis de consentiment de les dades recopilades. En cap moment es donarà a conèixer la identitat dels participants

Com puc acceptar participar en aquesta recerca?

Hauràs de completar el formulari de consentiment que s'adjunta a aquest Full d'informació per al participant i signar-abans de començar amb l'entrevista.

Rebré retroalimentació sobre els resultats d'aquesta investigació?

Si vols rebre els resultats d'aquest treball, hauràs de completar la secció "Desitjo rebre una còpia de l'informe de la investigació" al formulari de consentiment. A més, si el temps ho permet, està planejada una verificació de la proposta final amb els actors involucrats

Què faig si tinc inquietuds sobre aquesta investigació?

Qualsevol inquietud pel que fa a la naturalesa d'aquest projecte ha de ser notificada en primera instància a:

Andrés Bishop Ferretti, estudiant del máster en Gestió de Destinacions Turístiques  
Universitat Rovira i Virgili,  
andres.bishop@urv.cat  
tel:675808609

MOLTES GRÀCIES !!

## Appendix 2

# Formulari de consentiment

**Títol del Projecte:** Explorant el sector turístic al Priorat: cap a un pla estratègic de turisme del Priorat

**Investigador:** Andrés Bishop Ferretti

**Tutor acadèmic del TFM:** Antonio Duro Moreno (Universidad Rovira i Virgili)

**Tutor empresarial del Proyecto de Prácticas:** Sergi Cuartiella (Direcció General de Turisme, Generalitat de Catalunya)

- He llegit i comprès la informació proporcionada sobre aquest projecte d'investigació en el full d'informació que he rebut
- He tingut l'oportunitat de fer preguntes i que em responguin.
- Entenc que es prendran notes durant les entrevistes i que també es gravaran en àudio i es transcriuran.
- Entenc que puc retirar-me o retirar qualsevol informació que hagi proporcionat per a aquest projecte en qualsevol moment abans que es completi la recopilació de dades, sense que això em perjudiqui de cap manera.
- Si em retiro, entenc que tota la informació rellevant, incloses les gravacions d'àudio i les transcripcions, o parts de les mateixes, seran destruïdes.
- Estic d'acord a participar en aquesta investigació.
- Desitjo rebre una còpia de l'informe de la investigació (marqui una):
  - Sí
  - No

Signatura del participant: .....

Nom i cognoms del participant: .....

Data:

## Appendix 3

### Interview questions for Key Stakeholder Participants:

The themes and questions each interviewee will be asked are listed below and will form the basis of the structure to the interview to be conducted. Additional questions could be developed as depth of knowledge is gained. The sets of questions below are thus indicative of the first interviews that will be done. Please note that interviews will be conducted in Catalan or Spanish in accordance to the interviewee preferences.

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#### A. Background Questions

1. Por favor, cuéntame sobre tus antecedentes personales...
2. Por favor, háblame sobre la empresa / organización para la que estás trabajando.
3. Háblame de tus función, tareas principales y responsabilidades en tu empresa / organización actual

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#### B. Preliminary Questions: The Identity

2. ¿Como definirías al Priorat?
3. ¿Cuáles son, en tu criterio, sus principales atributos?  
[possible PROMPT, if necessary]
  1. ¿y sus atributos turísticos?
4. ¿Cuáles son sus principales retos?  
[possible PROMPT, if necessary]
  1. Específicamente, ¿que retos se presentan para su desarrollo turístico?

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#### C. Intermediate Questions: The Change

5. ¿Has notado cambios en la región atribuibles al turismo?

6. ¿Consideras que el turismo pueda influir sobre la economía de la comarca significativamente?
7. ¿Y sobre el medio ambiente?
8. ¿Qué instrumentos resultan claves para el desarrollo turístico del Priorat?  
[possible PROMPT, if necessary]
  1. ¿hasta que punto crees que la visión planteada por este/estos instrumento/s es compartida o aceptada por los principales actores de la región?

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#### D. Ending Questions: The Future

9. En un futuro, ¿Cómo será el turismo en la comarca?
10. ¿Qué cambios / acciones se deberían producir para que ese futuro se haga realidad?
11. ¿Tienes algún otro comentario que te gustaría compartir?