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MASTER THESIS

**EXPLORING CIRCULAR ECONOMY AS AN INNOVATIVE
APPROACH THROUGH A WINE TOURISM ITINERARY**

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ABSTRACT

The master thesis presented is the result of professional practices, proposed as a conclusion of the program in the context of the Erasmus Mundus Master of Wine Tourism Innovation (Wintour). The project has been developed in the company Genuine Spain, a new inbound travel agency that promotes and organises responsible and sustainable travels in the country. The proposal of this thesis is first, to build understanding about wine tourism, sustainable tourism and the principles of the circular economy. Second, design a new travel itinerary: Weekend in Rioja Wine Region. And, third, explore the principles of circular economy as a new approach through the wine tourism itinerary partners, creating a meaningful value chain where the quality, collaboration and synergies, transparency and diversity can guide innovations and enrich Genuine Spain travellers' experiences.

The methodology applied to the thesis was a qualitative method, with an extensive literature review. It was applied in-depth open personally interviews with selected partners of Genuine Spain. In the results, is presented an analysis of each partner from the travel itinerary showing their proposals and products offered, as well as the practices of sustainability and a possible circular economy approach. Moreover, an illustrative image about Circular Travel Experience was created and can be appreciated for a better understanding of Genuine Spain circularity.

Concluding, it can be considered tourism, and especially wine tourism, a powerful tool that generates a positive transformation for the industry in different dimensions and this is confirmed by the existence of several companies that are already working with sustainable initiatives and possible circular approaches presented on this thesis. Above all, it can be affirmed that the initiatives of the travel agency Genuine Spain and the focus on the circularity, besides the behaviour of the travellers and tourism professionals, can be the key to a real positive transformation on tourism.

Keywords: Sustainability, Circular Economy, Rioja Wine Region, Tourism Transformation, Circular Travel.

LIST OF ABBREVIATIONS:

ACEVIN: Asociación Española de Ciudades del Vino
D.O.Ca: Denominación de Origen Calificada
GS: Genuine Spain
GSTC: Global Sustainable Tourism Council
NGOs: Non-governmental organizations
RECEVIN: European Network of Wine Cities
UN: United Nations
UNEP: United Nations Environment Programme
UNWTO: World Tourism Organization
WTTC: World Travel and Tourism Council

1. INTRODUCTION

The Master thesis presented has been developed during a professional internship proposed in the framework of the Erasmus Mundus Master on Wine Tourism Innovation (WINTOUR) program. The internship has been performed in a travel agency, Genuine Spain, from 1st of March to 21st of June. During this period, the student has worked as a travel experience designer, attending the demand and needs of the agency and executing different duties and activities. However, the main goal proposed during the internship was to explore the circular economy concepts and principles and wine tourism.

Working at Genuine Spain, a responsible and sustainable travel agency, a pioneer in the knowledge and experience on sustainability in Spain, has motivated this thesis in the analysis of the wine tourism sector with a focus on sustainability and evaluation of the possibility of exploring the circular economy as a new approach in travel experiences.

While performing duties and activities on the agency, researches were carried out to understand wine tourism, sustainable tourism and concepts and principles of circular economy. In addition, it was necessary an understanding of the sustainable wine tourism products offered by the agency, to understand in which aspects these products fit the principles of sustainable tourism.

1.1 Company description

Genuine Spain is an inbound travel agency, that promotes and organises sustainable travels in Spain, located in the city of Vitoria-Gasteiz in the Basque Country, Spain and has a well-equipped office in the city, although most of the clients the agency serves contact the agency through online channels, such as website or through national and international partner agencies.

Currently, the agency is running with 4 passionate professionals and inspired by the transformational power of tourism. Mrs. Susana Conde is the owner and director of the agency; Mrs. Angela Rodriguez, responsible for communication, marketing and public relations; Mrs. Libe Valverde and the intern, Mrs. Emilia Ayres, both travel experience designers, also responsible for customer services and agency support.

The history of the travel agency is recent, the agency began operating in the beginning of 2019 but was born with more than 10 years of experience in the sustainable tourism market. Its founder, Mrs. Susana Conde, also the owner of the Agrotourism agency, the pioneer

responsible and sustainable outbound tourism agency in Spain, has been working for more than 10 years with sustainability and tourism.

During all these years, Mrs. Susana has dedicated herself to researching and discovering several products and services that have a sustainability and social, economic and / or environmental responsibility philosophy around Spain and abroad. She has also contributed to the development and incentive of several sustainable tourism projects such as GSTC representing the organization in Spain, as founder of the Foundation for European Sustainable Tourism, collaborator of the magazine Eco Avant, among others.

In 2018, she identified a demand and a need to address and expand the agency's offer to foreign markets, such as the United States, Canada, the UK, Poland, among others, and as a commercialization and marketing strategy, Genuine Spain tourism agency has been launched in the beginning of 2019, with the aim of promote and commercialize Spanish sustainable tourism products abroad.

The agency products are tailor-made, designed for travellers who wish to experience different destinations of Spain, whilst creating meaningful connections with the local hosts. The proposal is different because Genuine Spain value the cultural encounter, the reality of the destinations without makeup and the spontaneity provided by its highly qualified local guides. It is wanted travellers to visit the most emblematic Spanish destinations but also get involved in traditions that have been kept alive for centuries, in ecotourism activities that support and protect the environment and in social projects across the country. The agency's belief lies in responsible and sustainable tourism as a tool for development, that has the potential to improve the quality of life of the host communities, work towards poverty alleviation and protect the environment. This is the core of Genuine Spain business and what drives it to work relentlessly towards positive impact travel, whilst providing opportunities for authentic and transformative travel experiences to happen.

Genuine Spain works has the following pillars and action lines:

- Work towards sustainable and responsible tourism in every aspect of the supply chain, in every tailor-made itinerary created and in every destination offered.
- Work under strong ethical, responsible and transparent principles with people and places.
- Offer quality tourism products and experiences that are constantly being renovated to encourage innovation, creativity and professionalism.
- Take responsibility and address any possible negative impact on the agency operations.

- Promote positive impact travel to create meaningful changes in socio-economic development and nature conservation.
- Contribute to local development, to the understanding and conservation of our natural and cultural heritage and to provide the needed tools to create meaningful hosts and guests' relationships.
- Create a greater impact working together with different NGOs, associations and institutions that actively work to transform local realities. These hosts become exceptional storytellers for the agency travellers, and travellers have the privilege of experiencing such a real local interaction.

Genuine Spain is the first and only Spanish travel agency certified in sustainable tourism by Travelife, an international certification system that helps tourism companies improve their social, economic and environmental impacts and certifies when companies meet the sustainability criteria established by Travelife. Also, is member of the different associations and NGOs, like Global Ecotourism Network, Adventure Travel Trade Association, Europarc – Sustainable Tourism in Protected Areas, Global Sustainable Tourism Council, Soy Eco Turista, among others.

1.2 Internship duties and activities

The duties and activities carried out during this internship consisted of satisfying the demand of Genuine Spain as a new agency in the tourism market. Moreover, organize, review and recycle all the useful information of Agrotravel agency to apply it in the new agency.

The duties and activities developed were:

- Review and update agency products - Know the products, review the material on the website and google drive documents with the itineraries designed by the agency.
- Know the associations of which the agency is a member - To understand what is the work and the proposals of the associations.
- Improve the agency website for better user experience and a good online presence (www.genuinespain.es):
 - Design improvements: layout, colours and fonts harmony, etc.
 - Content improvements: review the products advertised, publish new products and adjust details.
 - Tools: add and configure new tools such as chat, blog, social media, etc.

- Search for sustainable products and services in Spain – online searches to improve the offer to customers, create new itineraries and expand the diversity of partners.
- Evaluate new travel requests from customers - read the requests of the clients that arrive through the email and design a travel itinerary according to their expectations.
- Request quotes and availability from travel partners in order to design the trip to customers.
- Design travel experience for clients on a special platform (Travefy) - creating the itinerary on the online platform to generate a well-presented, informed and professional PDF with the entire program, information and photos to be sent to the client.
- Represent the agency in tourism events - the agency was represented in a tourism and business Fam trip held in La Rioja wine region, Spain and, organized by La Rioja tourism board. This was an opportunity to meet several companies from the region and other agencies and operators, most of them from Spain, but also from Ireland, Denmark, Switzerland and the UK. It was a great opportunity to present and sell Genuine Spain products while connecting to future partners.
- Participate in a workshop – *Pacto Verde*, offered by the city council of Vitoria-Gasteiz, aimed at green companies that are fighting against climate change. Companies committed to the environment and ready to act and share practices through the community call: *Comunidad #porelclima*. Genuine Spain is now part of the community, engaged to act with other companies and learn from different initiatives.
- Search and evaluate online national and international platforms for promotion and commercialization of Genuine Spain and its products.
- Evaluate Spanish travel agencies that are acting in the tourism market and contact to introduce them to Genuine Spain and its proposal.
- Participate in NESI - New Economy and Social Innovation Global Forum held in Malaga, Andalusia. The aim was to learn about new economies, created new models of social innovation, and expand the network. It was a practical forum with the opportunity to design the future of work with 80 professionals from different industries, the student was the only one in the tourism and hotel sector.
- Create and design the Traveller Satisfaction Survey (Annex 6) using Google Forms tool. The goal is receiving feedback from travellers to assess satisfaction in relation to the travel, destination, partners and Genuine Spain services.
- Participate in a meeting with Vitoria-Gasteiz Tourism Board with the aim of discussing the developed of new enogastronomy products in the region and possible collaborations of all tourism companies.

2. PROPOSAL

2.1 Overview on Global Tourism Industry and Wine Tourism segment

Currently, tourism is one of the largest economies in the world. An industry that grows every year and is conceived as a sector of vital importance for the development of countries at different levels. According to the World Travel and Tourism Council (WTTC), in 2016 travel and tourism contributed to a total of US\$ 2.3 billion and 109 million jobs worldwide. When we consider broader impacts involving tourism, the sector contributed US\$ 7.6 trillion to the world economy and supported 292 million jobs in the same year. It can be said that 1 to 10 of jobs positions are related to the tourism industry (WTTC, as cited in Smith, 2017).

The World Tourism Organization (UNWTO), in its 2017 report Panorama of international tourism, informs that in 2016 the number of international tourist arrivals grew by 3.9%, reaching a total of 1,235 million worldwide. In more recent reports, UNWTO points out that in 2018 there was a growth of +6% in international tourist arrivals, totalling 1,400 million tourists. Regarding the evaluation by region, the arrivals of international tourists in Europe reached 713 million in the same year (UNWTO, 2019). On future projections, WTTC estimates by 2027 the sector's employment could rise to 380 million jobs and by 2030 total international tourists can reach 1,800 million (WTTC & McKinsey Company, 2017).

Within this growth in the tourism industry, wine tourism is one of the segments that is getting more of the tourism grow and presenting itself as a fertile and vast niche of action, contributing to the development, consolidation and preservation of several destinations. Every year, this niche gains more visibility on the tourism industry and increases the number of tourists visiting wine destinations, these ones eager to get involved with the wine and everything that comes with it, the wine culture, the history, the territory, the local's lifestyle, etc.

Wine tourism is defined by Hall and Sharples (1996, p. 3), 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". Moreover, to complement this definition, Charters and Ali-Knight (2002) affirm that wine tourism has as the main aim, offer to tourist the opportunity of experiences wineries and wine regions, including the lifestyles of its people. Also, they emphasize that it has an educational component, a linkage with art, a combination with wine and food, among other elements.

The European Charter on Enotourism (2006), defines enotourism as "the development of all tourist and "spare time" activities, dedicated to the discovery and to the cultural and wine

knowledge pleasure of the vine, the wine and its soil". So, is considering first, tourism, second, wine culture in its multidimensions and, third the territory with its several dimensions too.

The Vademécum (2005) from the European Wine Tourism Charter presents the six pillars of wine tourism. These are (1) Wine culture, without which wine tourism would not exist. It is the thematic axis of the product/service and must be perceived by the tourist in all the stages of his trip and in any component of the value chain; (2) Tourism, which along with tourists are key factors to determine the demand and supply of the wine tourism product; (3) Territory, playing a very important role and is established as a base or frame of reference for the development of the enotourist offer in destination; (4) Sustainability, development under the principles of sustainable tourism; (5) Authenticity: folklore, history and traditions enrich the cultural experience of the enotourist. It is compulsory to preserve this heritage of the destination and firm it up as a tourist attraction; and (6) Competitiveness: The competitiveness of an enotourism destination is the result of adapting its offer of products and services and its production systems to market changes; and to do so in a way that is sustainable in the use of resources, socially beneficial and profitable in the long term.

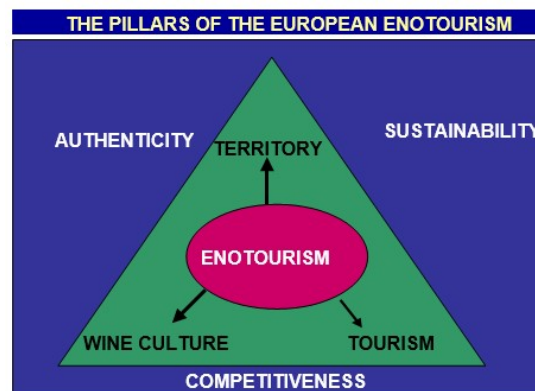


Figure 1: The Pillars of the European Enotourism (Vademécum, 2005).

In 2016, during the First UNWTO Global Conference on Wine Tourism, held in Georgia, wine tourism has been declared as a crucial component of gastronomic tourism, where tourists can experience local culture and lifestyle, while the destinations foster sustainable tourism development. Indeed, wine tourism has strong linkages with gastronomy tourism, cultural, ecotourism and rural tourism. (UNWTO, 2016).

Regarding the data in the wine tourism segment, there is not yet precise figures that can show the global reality of this segment, as well as quantitatively prove the growth and serve as a support for strategies and plans for those involved in the segment.

In 2017, a survey carried out by ACEVIN, specifically and only considering the Spanish wine market, concluded that 2017 was a significant year for the growth of the sector,

registering an increase of 18.23%, being the third year that there has been a considerable increase since 2008 when data began to be measured by the Association. (ACEVIN, 2018).

2.2 Sustainable Tourism and Wine Tourism

Observing the growth in the tourism industry, as well as in wine tourism segment, it is clear how fast and constant both are growing. It is evident the real capacity and potential of tourism to generate significant economic results for destinations. It can generate extremely positive impacts, boosting global development, favouring the growth, consolidation and even, preservation of several destinations. However, the same growth has negative impacts that should not only be considered, but also evaluated to adopt actions that can minimize or eliminate the negative consequences that tourism is generating.

One of these negative impacts, is the serious problem of overcrowding or overtourism. Issue addressed in the study on the effects of overtourism by WTTC and McKinsey Company (2017), were the results present five challenges associated with overtourism: alienated local residents, degraded tourist experiences, overloaded infrastructure, damage to nature, and threats to culture and heritage.

Although overtourism is a real problem in large urban centres, wine tourism can become a powerful alternative, giving a new perspective, enlarging and diversifying the touristic offer on large destinations. As an example, the successful case of the wine region of Penedès, near Barcelona.

Climate change is one of the major global problem and concern nowadays and a very important issue to evaluate when analyzing the negative impacts of tourism. In some extent related to the challenges identified by the mentioned study it should be highlighted the overloaded infrastructure and damage to nature.

According to UNEP (2007), tourism also both contributes to the existence of global warming and it is affected in its economy because of rising sea levels, desertification, deforestation and the melting of snow and glaciers. Despite the difficult to provide figures of tourism in climate change, there are some estimate information. These organizations believe that tourism accounts for about 5% of global CO₂ emissions. With the transport sector accounting for the largest proportion, 75%, of which air travel is the main contributor to global warming regarding tourism, responsible for 40% of total emissions. In addition, accommodations represent approximately 20% and other activities such as museums, theme parks, events or shopping also contribute to certain amounts of emissions, approximately 3.5%. (UNEP & UNWTO, 2007).

Furthermore, it still must consider aspects mentioned in the two situations above in its largest dimensions, such as environmental problems, biodiversity loss, destruction of ecosystems, extinction of plants and animals, contamination, accumulation of waste, among others. The result provoked is a serious deterioration of the planet.

Considering that wine tourism has also a direct relation to the wine industry, it is important to understand the serious environmental issues this industry is facing. Include among them the application of toxic pesticides, herbicides and fertilizers, as well as the use of abundant water, the creation of contaminated wastewater runoff, the organic wastes, among others.

As a consequence of the negative impacts generated by tourism, the initiative is to preserve and protect destinations and transform tourism into an industry that in fact can bring benefits to all involved while minimizing the negative impacts. Sustainable tourism is the necessary approach to fight adversities such as climate change and mass tourism, among other present and future situations and, above all, to collaborate with respect and conscience and protect the development of tourism destinations, considering also multidimensional positive impacts that tourism can foster.

In 2005 the first definition of sustainable tourism emerged. UNWTO (2005) defines it as "Tourism that takes into account its current and future economic, social and environmental impacts, attending to the needs of visitors, industry, environment and host communities".

According to UNEP (2005) and UNWTO (2005) sustainability refers to the environmental, economic and socio-cultural aspects and to act in these three dimensions, sustainable tourism should:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are distributed fairly, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (UNEP & UNWTO, 2005 p.11).

Among the most current historical milestones regarding sustainability, there was United Nations' 2017 declaration (UNWTO, 2016), as the International Year of Sustainable Tourism for Development, Agenda 2030 and the Sustainable Development Goals (SDGs), which are 17 global goals created by the United Nations in 2015 to the year 2030. In the same year, a World Summit on Sustainable Tourism (ST +20) was held in Basque Country, Spain, with the major aim of guide tourism actions within the framework of the 17 Sustainable Development Objectives adopted at the United Nations.

In 2018, the 3rd UNWTO Global Conference on Wine Tourism was held in Moldova, focusing on Wine tourism as a Tool for Rural Development. On this occasion, the contributions of tourism to the Sustainable Development Goals (SDGs) were highlighted and eight areas of action focused on wine tourism were created (1) Wine Tourism Strategy and Governance, (2) Partnerships and co-creation, (3) Act local - community engagement and empowerment, (4) Support small business and entrepreneurship, (5) Wine Tourism beyond "wine sales", (6) Know your visitor, (7) Skills and opportunities, (8) Tourism, rural development and the Sustainable Development Goals.

Considering the actions proposed at the Global Conference on Wine Tourism, the gradual and stable growth of this segment and its potential, wine tourism can become a reference in sustainable tourism due to its focus on economic, environmental and social sustainability. Sustainable rural development is a high priority worldwide due to the decline of rural economies and the challenges its face today. The diversification of rural economies in tourism has been identified in rural development strategies as a tool with the power to provide income, employment and preserve rural life.

2.3 Circular economy and tourism

The concept of circular economy has gained significant attention in the last decade, although it is believed that originated in the 70s, but it is difficult to determine an author or a date. It is agreed that the concept is a construction of diverse academics, thought leaders and businesses. Based on the current economic model, a linear model where natural resources are taken to make products, which are used for a short period and when not needed or wanted are discarded: take-make-use-dispose-pollute. The current linear economy became a model that is no longer working for companies, for people and even less for the planet. Instead, the circular economy emerges as an innovative model for the economic systems. This new model has as a referent the system of nature, which produces-consumes-reintegrates, not generating waste and taking advantage of everything in each cycle. Circular economy

reappears with an ambitious challenge, as a disruptive innovation, proposing to redefine a new model of an economy where its belief that in nature nothing is waste, everything can become a resource and stress the importance of closing the loops, performed in synergy and symbiosis among different industries with positive benefits for the whole society. One of the leaders of the circular economy in Europe is the Ellen Macarthur foundation. According to the Foundation, the circular economy is a framework for an economy that is restorative and regenerative by design and is based in three principles (1) Design out waste and pollution, (2) Keep products and materials in use and (3) Regenerate natural systems. (Ellen Macarthur Foundation, 2017).

Ellen Macarthur Foundation defines a circular economy as "an economic activity that builds and rebuilds overall system health". The concept recognises the importance of the economy needing to work effectively at all scales – for large and small businesses, for organisations and individuals, globally and locally. (Ellen Macarthur Foundation, 2017).

Furthermore, the Foundation affirms that the transition to a circular economy is not only focused on reducing the negative impacts of the linear economy, but represents a systemic change, which builds long-term resilience, generates commercial and economic opportunities and, above all, provides environmental and social benefits. It offers a new way of looking at the relationships between markets, customers and the use of resources. (Ellen Macarthur Foundation, 2017).

The role of consumers is an outstanding factor in the circular economy since this new economy proposes not only a transformation of the production model but also a paradigm shift in consumer behaviour, which implies a change in people's mindset. To achieve the circular economy framework, people must engage in the principles of Reduce, Reuse, Recycle and Recover, these principles are the only possible way to accomplish a circular economy reality. Also, it is important to emphasize that this transition should be applied not only in the material components but also in the natural, cultural and social resources.

Analyzing the current tourism industry it is perceived that, as most industries, it is clearly following a linear economy model. In tourism, the actors take natural and patrimonial resources, in some cases exploit the greatest potential of the resource, leading to its degradation, affecting not only natural and heritage assets, but also at social, cultural and economic levels. It is a take-make-dispose model. In this context, and observed from this perspective, the development of sustainable tourism that involves creating environmental quality, economic prosperity and social equity for current and future generations, is a goal for

the tourism industry and, circular economy can be seen as driver, a model that can lead the transformation on tourism.

However, it is important to understand the limitations for the transition and in what proportions and dimensions this transformation can happen. On the one hand, tourism is based on a wide range of supply chains and infrastructures, such as transport, energy, water, buildings, food, etc. It is important to consider all the stakeholders and understand the relationships between them, considering that collaboration and synergies are crucial. Moreover, to transform the current linear economic model into a circular, they must understand and respect their differences and form a common value chain, being this a coevolutionary process. (Fusco Girard L. & Nocca F. 2017, p. 56). On the other hand, circular economy is an incipient model. Analyzing the possibility of implementing the circular economy in tourism involves experimenting different practices and leaning on successful business models to start a transaction slowly and gradually. It is crucial to understand that the circular economy is not yet a final and definitive model, it is a constructive narrative (Erwin van der Laan, 2019).

Another important dimension to consider in the transition to tourism in a circular economy model, are the externalities. Observing from the perspective of the tourist, a trip has positive aspects, like incredible memories and experiences but also negative ones, such as the carbon emissions of the trip, the impact on the contact with local communities, among other aspects. Also, where the money goes, to whom and what it supports as a result. The impacts that are not perceived, hidden or indirect, paid on a trip are denominated by Jeremy Smith (2018) as externalities. He affirms that these impacts, both social and environmental, can be positive, but more often they are negative. Smith (2018, p. 14), explains that “applying the principles of circular economy to tourism means asking how we either redesign our system to avoid causing these externalities or rethinking them so they can be factored productively back in.” He also suggests that tourism can lead the circular economy adding the needed social dimension to these economy model.

Sharing economy is another new economy model more commonly related to tourism, because of its trends and new business models. This economy is based on a set of exchange and sharing practices, such as goods, services and knowledge, among multiple people. Considering some aspects, it can be said that sharing economy can merge and be complementary to the circular economy. The circular economy refers to the lifespan of the goods while the sharing economy is a way in which they can be used during their lifespan, in a collaborative consumption way. (Fusco Girard L. & Nocca F. 2017, p. 68).

Moreover, it can be seen the sharing economy as a powerful manner to reduce waste by optimizing the use of assets, such as spare rooms or empty flats. Nevertheless, is important

to consider the negative externalities that the new sharing business causes. Overtourism, increasing on rent prices, discontented residents, etc.

While the sharing economy offers the opportunity to reduce waste and stimulate collaborative consumption, the circular economy has its capacity to trigger and stimulate circular flows, consequently enabling the development and implementation of sustainable practices and initiatives on the tourism industry.

2.4 Thesis proposal

The proposal of this thesis is, firstly, to build understanding about wine tourism, sustainable tourism and the principles of the circular economy. Secondly, design a new travel itinerary: Weekend in Rioja Wine Region. The aim of this itinerary is to propose a greater diversity in the agency itineraries and in turn to connect with the partners from Rioja and to create new alliances in the region, supporting other providers and improving the sustainable ecosystem of the agency. And, thirdly, explore the principles of circular economy as a new approach through the wine tourism itinerary partners, creating a value chain where the quality, collaboration and synergies, transparency and diversity can guide innovations and enrich Genuine Spain travellers' experiences.

The itinerary: Weekend in Rioja Wine Region, is a product designed by the student, with the support and collaboration of her professional supervisor, Mrs. Susana Conde. Some of the companies were already partners of the other agency (Agrotravel), and through this work and this new itinerary, they have met the new agency Genuine Spain. On the other hand, it was contacted and connected new providers, in order to present the agency and this new travel proposal.

The target markets for this itinerary are the current target market of the agency, especially the USA and the UK markets. In addition, the agency will use this itinerary as a complement to other longer itineraries to enrich and bring diversity to the Spanish experience of its international travellers.

3. METHODOLOGY

The methodology applied for the thesis was a qualitative method using an in-depth interview tool as a data collection. Veal (2018, p. 278) stated that “qualitative approach tends to collect a great deal of detailed (sometimes referred to as ‘rich’ or ‘thick’) information about relatively few cases or subjects rather than the more limited information about a large number of cases or subjects which is typical of quantitative research.” He also affirms that qualitative techniques tend to be more used when meaning and attitudes are the focus on the research. (Veal, 2018, p. 135).

First, it was crucial an extensive literature review to understand the concepts of wine tourism, sustainable tourism and circular economy, along with, search for information and current data on tourism and wine tourism markets.

Second, an analysis was carried out within Genuine Spain's current partners in the Rioja wine region and online exploration was also accomplished to find other companies that work with wine tourism and have sustainable initiatives. After analysing partners from sustainable proposals or initiatives perspective, a travel itinerary was designed including the best activities according to the author's personal experience in wine tourism.

Third, in order to know the selected partners and their proposals personally, a field trip to Rioja region was conducted with the objective of applying in-depth open interviews, which were recorded in audio for later analysis. According to Veal (2001, p. 136), in-depth interviews are “one-on-one interviews with small numbers of individuals, interviewed at length, possibly on more than one occasion, typically using a checklist of topics rather than a formal questionnaire.

Along with both, the visit and the interview, it was possible to know the proposals of the partners, try some of their products and services, as well as appreciate their sustainable practices and initiatives in loco. In addition, the interviews recorded in audio were listened to and the detailed information on each partner was extracted.

Finally, the information was organized into categories: company, industry, sustainable initiatives, positive impact, process on practices. In addition, circularity approach category was proposed after analyzing partners' sustainability with a focus on the principles of the circular economy with the aim of exploring the mentioned circular approach (Annex 4).

4. RESULTS AND DISCUSSION

4.1 Rioja Wine Region

Currently, Spain has more than 62 denominations of origin of which two obtain the distinction of qualified origin denomination (D.O.Ca.), which are the D.O.Ca Rioja and the D.O.Ca. Priorat. Although wine regions such as Priorat, Penedes and Ribera del Duero are also offered by Genuine Spain travel agency, for this itinerary, Rioja wine region has been chosen. Within this wine region that has three subregions: Rioja Alavesa, Rioja Alta and Rioja Oriental, the first two were selected for this travel itinerary. The reason for this selection is that Rioja Alavesa and Rioja Alta have more concentration of the greatest diversity of wine tourism offers. Moreover, the decision on this wine region is based on some relevant reasons, among them, for being one of the most seek wine destinations by Genuine Spain travellers. Besides, is one of the most internationally well-known wine regions in Spain. It also has a very well-structured wine tourism offer and a great diversity of products and services. And last, for its location as Rioja is close to the large urban centres chosen and offered to travellers by Genuine Spain. This proximity allows for an easy and efficient connection between destinations. The region is close to the capital Madrid (343 km, 3h45 away by car) where most of the international travellers arrive, and other major cities such as Bilbao (116 km, 1h50 away by car), Pamplona (98 km, 1h06 away by car), Zaragoza (186 km, 2h10 away by car), among others.

4.2 Travel Itinerary

The travel itinerary: Weekend in Rioja Wine Region was designed during this internship and can be seen full in the Annex – A1. Travefy Itinerary - Weekend in Rioja Wine Region.

WEEKEND IN RIOJA WINE REGION

€ 755.50 per person

Length of the trip: 3 days / 2 nights
Places you will visit: Rioja Alavesa and Rioja Alta.

DESCRIPTION:
This trip offers you a unique experience in Rioja wine region, where you can enjoy the richness of nature, history, culture and gastronomy while enjoying one of the best Spanish wines and visit some emblematic wineries.

HIGHLIGHTS:

- Enjoy your stay at the Boutique Hotel Viura.
- Taste the best of Rioja and Basque gastronomy.
- Enjoy the landscape, the natural and historical richness of the region.
- Try the fantastic wines of the region in traditional and family wineries.

Trip Summary

DAY 1 - RIOJA ALAVESA (-/I/-)

1:00 PM Check-in at VIURA BOUTIQUE HOTEL
2:00 PM LUNCH AT ASADOR VILLA-LUCIA - Km. 0 Restaurant
4:00 PM GUIDED WALKING TOUR - LAGuardIA VILLAGE
SUGGESTION GENUINE SPAN - WELLNESS AND THERMAL CALADO
SUGGESTION GENUINE SPAN - DINNER AT VIURA

DAY 2 - RIOJA ALAVESA (B/I/-)

10:00 AM VILLABUENA WINE EXPERIENCE
SUGGESTION GENUINE SPAN - LUNCH
3:00 PM VISIT WINERY OSTATU - RIOJA ALAVESA
SUGGESTION GENUINE SPAN - DINNER

DAY 3 - RIOJA ALTA AND RIOJA ALAVESA (B/I/-)

9:00 AM VISIT A CENTENARY WINERY AT BARRIO DE LA ESTACION
11:30 AM BIKE TOUR, OLIVE OIL EXPERIENCE AND PICNIC
END OF YOUR GENUINE SPAN EXPERIENCE

Figure 2: Travel Itinerary “Weekend in Rioja Wine Region”.

Also, a road map using Google maps tool was designed for the traveller, organized day-by-day with places, distances and kilometres. It is available on Annex – A2. Google Maps Travel Itinerary. Finally, the quote of this trip is on Annex – A3. Quote Weekend in Rioja wine region - 3 days - 2 pax, where it can be checked the prices of accommodation and each experience, presenting the final price per person (pax). This quote is used internally in the agency and the final price per person is the one presented in the proposal to the travellers.

This itinerary includes a stay in a high quality eco-friendly boutique hotel, visits to family and centenary wineries with wine tastings, a tour of the medieval village of Laguardia with a local guide to get acquainted with the rich history, culture, heritage and landscape of the region, typical regional gastronomy by the hands of local chefs, as well as bike tour to know the natural richness of Rioja, an olive oil experience, a picnic in the vineyards and a tour in a 4x4 electric vehicle to enjoy the exceptional scenery of Rioja.

It is important to emphasize that the traveller, in most of the cases, will arrive in the Rioja region by car, this means more environmental impact compared to the use of other transports. The means of transport are an externality that Genuine Spain works on all itineraries and as far as possible the trips by train or buses are preferable, but some destinations, mostly rural destinations, do not have good connections which forces the agency to look for other solutions to minimize the trip impact. International travellers are offered the option of renting electric cars or hybrids, even with driver and the agency has partners working in different destinations in the country offering these options. However, when it opts for an electric car, better trip planning must be developed, since it must be considered the car autonomy, places where the traveller can charge the battery and recharge time, among other details. On the other hand, when the use of a car is inevitable, the agency experience designers organize the travel itinerary with alternative activities in the destinations, such as hiking or bicycle rides, and seek to optimize the daily distances travelled.

4.3 Genuine Spain Partners

The partners of Genuine Spain that are part of this itinerary were selected, as mentioned previously, among those who were already partners of the other travel agency (Agrotravel) and new alliances were created. Below, each one is presented, as well as their proposals and the reasons for being included in the itinerary. In addition, the initiatives related to sustainability and the suggested principles of circularity applied by these partners are shown.

On Annex – A4. Genuine Spain Partners and its circularity, it can be seen a summary of all the information of the partners, their sustainable initiatives, the positive impacts and the analysis of the suggested circular approach.

4.3.1 Viura Boutique Hotel

This hotel was selected as the traveller accommodation for the whole stay. Apart from its unique design with amazing views over the region of Rioja Alavesa and the high-quality services and products, the reason why the hotel was chosen is because it is the pioneer in supporting sustainable and eco-friendly development and applies the highest standards of environmental responsibility. The hotel is located in the village of Villabuena de Alava, a small village which has the largest number of wineries per inhabitant in the world, there are 43 wineries in a town of 360 inhabitants. Viura has opened its doors in 2010 and it has 33 large, comfortable and bright rooms, with avant-garde style, a Gastronomic Restaurant that offers Basque and Riojan Cuisine prepared with fresh and local products, a Bistró Viura to taste aperitif with local wine with special display for wines from the hotel's village Villabuena among other local wines. Furthermore, they have a modern multi-purpose area for different kind of activities, such as meetings, working breakfasts, presentations, exhibitions, cocktails and an outdoor lounge for weddings. They also have a small wellness centre and thermal cave room.

As far as sustainability is concerned, the hotel was designed and built following the high standard of eco-design and respect for the environment. The practices and sustainability initiatives in Viura are:

- Use of renewable energy through an olive stones biomass boiler as a source of clean energy for hot water and heating, reducing its carbon emissions to zero.
- Application of greenhouse effect by planting on the terraces all over the building, conserving and maintaining heat inside the building, as well as helping to absorb noise inside.
- Retention of heat through a radiant floor throughout the hotel building.
- Pursuit the challenge of being almost zero plastic. In July of this year (2019) they will reduce the use of plastic of the bathrooms' amenities by installing dispensers in the room's bathrooms and placing soap dispensers in the hotel and restaurant toilets.
- Use of LED bulbs, mercury-free and fully recyclable.
- Use of recyclable materials in several parts of the hotel.

- Support the local suppliers and producers, making alliances to preserve small and medium local producers and fair trade, contributing to the flow of the local economy and collaborating in the existence and profitability of other industries and businesses.
- Promote the local and regional gastronomy, offering Menus based on Riojan and Basque cuisine using fresh, seasonal products and local wines.
- Promote walking and cycling routes, encouraging customers to explore the region by free bikes and informative material, indicating the routes and points of interest in the route, distances, degree of difficulty, approximate duration and altitude of the route.
- Offer a guided wine walking tour called Villabuena Wine Tour, promoting the village and the wineries where the hotel is located, valuing the wine producers and the territory, contributing with the preservation of the wine culture in the region, the history and heritage of the village itself.

Analyzing the sustainable practices and initiatives and evaluating under the fundamentals and principles of the circular economy the following aspects and conclusions of the hotel in question can be highlighted:

- Recovers energy from an olive stones (waste) biomass boiler.
- Reduces energy consumption by conserving heat in the inner of the building through a terraced planting system and intelligent and efficient construction of reinforced cement floors.
- Reduces the use of plastic and replaced for other reusable materials, such as glass.
- Reduces the consumption of energy by using more efficient resources and recyclable materials.
- Recycling of materials such as vintage wine vats.
- Creates and promotes synergies and symbiosis between the different actors (internal and external customer, partners).
- Reduces the use of car, replacing it by cycling and walking.
- Encourages a holistic and circular system where local actors, territory and new ideas are co-created in the system, stimulating synergies between them and enhancing economic and social prosperity among all involved.

In conclusion, on the one hand, it can be highlighted the commitment and environmental practices of Viura. The Boutique Hotel is a business that was planned since the beginning for circularity, with a bioconstruction where the use of renewable energy is the main differentiation, but also other intelligent construction techniques and materials were used to

minimize the negative impacts of its existence and its operations. In short, to not generate environmental negative impacts.

On the other hand, it is important to emphasize the social and economic aspects involved due to the hotel existence and operations. The fact that the hotel is in the middle of a village with 306 inhabitants generates a significant social and economic impact for this community, and these impacts, being positive or negative, must be considered.

In relation to economic impacts, the hotel works with local suppliers and producers, contributing to the flow of the economy, the existence and prosperity of the region's businesses. Local farmers, winemakers and regional suppliers are part of their ecosystem and together they promote synergy and symbiosis in the relationships between them.

Observing and analyzing the social impacts, it is important to highlight that the hotel has promoted with its existence the preservation of a rural area, of a small village, which has depopulated like so many others in Spain. It has given life to the village and has generated over the years a connection and empathy with the community. Nevertheless, it is important to say that the relationship between the hotel and the community has been created gradually and slowly. It is very relevant to emphasize that there was no previous discussion with the community for the construction of the hotel, which certainly has generated many conflicts in the past. As in most cases, the communities are not integrated on new community projects, their opinion is not taken into consideration and they do not participate in the processes, hence many conflicts that could be avoided are generated.

Nowadays, the hotel promotes the village, its history and heritage, together with the local wine producers through a project that has been co-created with the community. The experience is based in a guided wine walking tour - Villabuena Wine Tour. This year the experience had won the award the Best of Wine Tourism 2019, in the category, Innovative Wine Tourism Experiences.

To conclude, a deeper analysis of the Hotel's ecosystem would be necessary to affirm that the hotel is a circular economy model. However, the hotel has adopted several measures, actions and sustainable initiatives and it can be underline that some of the foundations and principles of the circular economy are present. As one of the most important, the hotel encourages a holistic and circular system where local actors, territory and new ideas are co-created in the system, stimulating synergies between them and enhancing economic and social prosperity among all involved.

4.3.2 Asador Villa-Lucia Restaurant

Villa-Lucía is a wine thematic centre opened in 2000 in Laguardia, it is owned and managed by a family from the region. The centre is an old 17th century estate and belonged to the family of the Spanish fabulist Samaniego. The estate is full of architectural and natural richness, wide gardens, natural corners, sculptures, artisanal wine production machinery that together with the natural landscape of vineyards and Sierra de Cantabria, offers a unique atmosphere recreating and preserving the popular architecture of the typical wineries and buildings of Rioja Alavesa.

Villa-Lucia has an area of 2,550 square meters and a diversity of indoor and outdoor multifunctional spaces dedicated to the promotion and preservation of the wine culture in the region. Among these spaces, the centre has a Wine Museum, which gathers the history and rituals of wine, providing didactic tools, machines and models, among others, with the aim of promoting education and information about wine in general. It also has a pioneering and innovative 4D experience, called "In the Land of Dreams" where it presents the heritage, tradition and culture of Rioja Alavesa. This experience has received several international awards and is promoted mainly in regional schools and institutions with the aim of promoting the wine culture but also the moderate consumption. Villa-Lucia also has a store and a wine bar where it offers articles related to the world of wine, gastronomy and health, such as regional wines, local products, Km. 0 (products produced and marketed locally) among others.

Moreover, it has exclusive spaces for meetings, events and has a great range of cultural activities, especially promoting gastronomy, culture, music, theatre and art activities, through its program *Comecultura* and other initiatives of the centre. The *Comecultura* project was developed mainly focused on the public of the region. Also, Villa-Lucia has a winery in the medieval village of Laguardia, El Fabulista, where tourists can walk through the caves (*calados* in Spanish) and taste their wines.

In addition to their diversified products portfolio, the centre launched in 2016 the Gastronomic Space Villa-Lucía that has the Asador Restaurant with a capacity of approximately 100 customers plus a private dining room for meetings, celebrations and more intimate meals, a kid room with monitors and a terrace with gardens. It is focused on sustainability and quality of the used products. Furthermore, its gastronomic offer is based mainly on the Basque-Riojan tradition and on the km. 0 products, supporting local farmers and producers from the region in general, from the riverside gardens and the Cantabrian Sea, among others.

Due to the philosophy and vision of Villa-Lucía Gastronomic Space, they have been the first restaurant in the D.O.Ca. Rioja certified Km. 0 by the international Slow Food movement.

Therefore, these are the reasons why the Asador restaurant was chosen for the travel itinerary and was analysed on this thesis. Its philosophy of offering healthy food, natural flavour, sustainable and original products, respecting the producers, the traditions and seeking for innovation, are part of the same philosophy, pillars and actions of Genuine Spain travel agency.

Summarizing, the sustainable initiatives of Villa-Lucia are:

- Support of local suppliers and producers, contributing to the flow of the local economy and collaborating on the existence and profitability of other industries and businesses.
- Promotion of local and regional gastronomy, offering Menus based on Riojan and Basque traditional cuisine using fresh, seasonal products and local wines.
- Work with Km. 0 products as Slow Food certified Restaurant and follows the certification criteria.

The slow food movement can be analysed from different perspectives as part of a circular economy, so it could be said that Villa-Lucia applies some of the principles of this new economy. Considering this, some of the circularities highlighted are:

- Creates and promotes synergies and symbiosis between different actors (internal and external customer, partners).
- Encourages circular flows supporting different industries such as agriculture, cattle farming, fishing, viticulture, among others.
- Encourages circular flows supporting and value ecological and local producers.
- Encourages circular flows promoting healthy eating habits and raising awareness among consumers.
- Supports sustainable and rational productions systems that guarantee the continuity of resources for our generation and the future ones.

To conclude, it is important to present the positive impacts of Villa-Lucia operations. From an environmental perspective it should be highlighted, the use of fresh, seasonal, high-quality and ecologic products, without chemicals and/or conservation treatments, their concern on causing less impact on the carbon footprint using products from the proximity and with less packaging and finally the preservation of the biodiversity by collaborating with several and different industries, such as agriculture, cattle farming, fishing, viticulture, among others.

From an economic perspective, it can be pointed out the alliance, support and preservation of small and medium local producers and fair trade, as well as the promotion of local traditions, culture and gastronomy. Regarding the socio-cultural perspective the preservation of local/regional traditions, culture and gastronomy, the greater engagement and awareness of healthy eating habits from the consumer's side and the ethical obligation of the producers and the Restaurant itself, are the key drivers.

Although Villa-Lucia is concerned about its impacts and its working following some criteria and applying different initiatives and practices on environmental, economic and socio-cultural impacts, it cannot be said that is already following a circular business model without analysing the whole operation from the inside and the influence on its ecosystem, especially being from the food industry. For a circular transition it is crucial, for instance, an effective waste management, the use of energy from renewable sources, the zero plastic policies, among others.

However, the fact that the Restaurant has a Slow Food certification, a philosophy and a vision of sustainability, of commitment not only to the environment but to the community and the territory, makes this Restaurant a reference in its region and can be a catalyst that encourages beyond a sustainable economy, a transformation and transaction to a circular economy.

4.3.3 Ostatu Winery

Ostatu winery is a family-run business, located in the village of Samaniego, in Rioja Alavesa and has 35 hectares of vines, divided into more than 50 plots. The history of this winery dates to the 16th century when the family began the cultivation of vineyards. In the 17th century, the family started to market wine, committed to the land work and with a vision of the future and perseverance. They built a new winery and a house for the family and since then they have prospered from generation to generation.

Respect for the land is the philosophy of the winery which is achieved by practising a sustainable agriculture with special attention and care for the environment and the cycles of nature. With this philosophy, the winery has always invested in innovation, in constant improvement not only in the vineyards but also in the implementation of new technologies, improvement in the production processes and, consequently, in the quality of the wines.

Since 2000 the winery produces two ranges of wines: the sensible wines and the singular wines, these last from small plots with different characteristics. Its production is approximately 400 thousand bottles, half are young wines and the other half aged wines, and

singular wines from different plots. Ostatu wines are sold 40% in international markets, 30% in the Spanish market and another 30% in the Basque Country.

In 2012 Ostatu started its wine tourism project, reforming the old family house and transforming spaces into rooms for wine tasting, shop, wine bar and administrative offices. Within the current wine tourism offer, the winery has two proposals, one is the Standard visit, "Visit Ostatu", 1 hour, which includes a visit to the winery and tasting of 4 wines with an aperitif. The other visit is "Winery & Vineyards Tour", 2 hours, which includes the visit to the winery and the vineyards, with a tasting of 4 wines and an aperitif.

In the itinerary proposed "Weekend in Rioja Wine Region", the visit offered is the most complete and private. A schedule is reserved where the guide is available for Genuine Spain's travellers and personalizes the visit according to the travellers' expectations.

Ostatu Winery has been a pioneer in the region by implementing several measures and sustainability initiatives and is currently a reference in the Spanish wine industry.

Among the developed and implemented measures of sustainability are:

- Certification of the entire vineyard as organic production.
- Improvement of the biodiversity of the vineyards, replanting bushes and olive trees, installing insect hotels, maintaining the vegetation and natural hedges, counting and evaluating the existing fauna, among other measures.
- Conservation and maintenance of the singular landscape, recovering, reusing and composting the vegetable residues from the vineyard.
- Calculation of the carbon footprint, compensation and reduction, reducing CO₂ emissions by 19.5%. On the one hand, reducing the number of bottling models, going from eight to only two types of model and on the other hand, making a total renovation of the packaging: use of more sustainable materials, unification of the formats and reduction of the weight of the bottles, simplification of labelling, unification of box formats, capsules, labels, use of natural corks, boxes of recycled material.
- Using renewable energy by the installation of an integral system of efficient air conditioning by biomass, eliminating 100% fossil fuel consumption.
- Application of measures for reduction and efficiency on energy consumption, design of new facilities enhancing natural lighting, replacement of common bulbs by LED and installation of solar panels, with a reduction of approximately 30% of the energy consumed, equivalent to 213 new trees.
- Installation of system of recovery and saving of water through a closed circuit for cooling the tanks, reducing 25% the water consumption.

- Establishment of relationship with suppliers and partners committed to the environment.
- Support the local and rural economy, buying and supporting local suppliers and those involved with the culture, the territory and heritage of the region.
- Work together with other Spanish wineries and collaborates also with French wineries, aiming to exchange knowledge and information to face the challenges and difficulties of the sector, such as climate change, improve vineyards, production processes and consequently obtain higher quality wines.

Furthermore, Ostatu obtained several certifications and recognition for its philosophy and environmental concern, among them the CO₂ Neutral Certification and the ECOPROWINE Seal. The latter is granted to the participants of the European Ecoprowine project whose objective is to develop an environmental management model for wineries and study the implementation of a logo to differentiate the wineries that are working respecting and caring the environment. The winery has also received the 2013 Best of Wine Tourism award for its sustainable practices.

Analyzing from the perspective of sustainability and the circular economy, the following can be observed from Ostatu Winery:

- Regenerate natural systems and applies the principle of NO WASTE in some extent.
- Reduce the impact causing in the environment.
- Use of recycled materials and others that can be reused.
- Use of energy from renewable sources.
- Reduce energy consumption by applying measures to reduce and using efficient resources.
- Reduce water consumption by using efficient resources.
- Encourage circular flows and create synergies and symbiosis among the industry.

After analyzing its circularity, it could be believed that Ostatu is a model of "circular winery", however, it cannot be affirmed. As in the other cases of Genuine Spain partners, an in-depth evaluation of their reality and a more critical analysis are needed in all aspects involved in the production, operation, commercialization and distribution, as well as in the company's ecosystem.

In fact, it can be concluded that being a family company, with the limitations that it entails, the winery has questioned several paradigms and has innovated looking for circularity in its business and, consequently, achieving not only sustainability but also the regeneration of its activity preserving for the current and future generation.

4.3.4 Pepita Uva Tours

Pepita Uva Tours was chosen to be part of the travel itinerary: Weekend in Rioja Wine Region because, first, is a Tour company managed by local professionals since 2012, second, the local guides have deep knowledge of the region and third, they offer wine tourism experiences as the main product having a wide and diversified network of partners like wineries, restaurants, olive oil producers, among others.

Their differentiation is their professionalism, diversification and network, making possible to tailor-made the experience of each client, according to their expectations and interests regarding their visit to Rioja wine region.

Additionally to their tailor-made tours offer that focus on wine, history, culture and gastronomy and the designed Routes: “A walk through Laguardia” and “Once Upon a Time Laguardia for kids”, Pepita Uva also has an enoteca and store located in the middle of the medieval town of Laguardia. The place is the meeting point for the tours' departure and where they also offer wine tastings paired with local aperitifs and wines mainly from small producers in the region, as well as other articles and crafts produced by local artisans.

For their dedication to the promotion of the region and their excellent wine tourism work, they have received several prizes and recognition. In 2014, they were awarded by the international Best of Wine Tourism award in the category of excellence wine tourism project and in 2016 they received the prize for Best Enotourism Establishment by the Spanish Association of Wine Cities (ACEVÍN).

Even though Pepita Uva neither has a sustainability policy nor applies any sustainable practice and / or initiative, some key insights can be highlighted:

- Promotes and preserves the region by offering tours presenting the territory, history and heritage, the wine culture, traditions, gastronomy.
- Promotes wineries, restaurants and other businesses from the region, offering experiences from local businesses in its tours.
- Sells and promotes local handcrafted and souvenirs made by local artisans in its store.
- Supports and promotes small and high-quality Rioja wineries in the Enoteca, displaying, offering and selling local wines.

Given these points and analysing the possible circularities, not too much could be said, it seems there is no circularity at all on Pepita Uva. However, it can be mentioned two points as a possible circular approach, one is their collaboration to preserve and keep alive the territory, history and heritage, culture and tradition and the other is the promotion of synergies

with different partners and supports of local economic flows. In fact, these points have a socio-cultural and economic impact in the region.

Concluding, despite not having a focus on sustainability, Pepita Uva was chosen by, as mentioned above, the professionalism and knowledge of its local guides, the possibility of offering tailor-made experiences and the diversity of partners.

4.3.5 Enoaventura

Enoaventura is a tour company, located in Rioja Alavesa and with more than 9 years of experience in the wine tourism sector. This company was the pioneer in its region promoting the wine culture, gastronomy, history, heritage and the natural richness of Rioja. Furthermore, it has a wide range of services in its portfolio, from visits wineries with different themes such as architecture, internationally awarded wines and visits to centenary wineries, to Olive oil tourism experiences visiting ancient olive trees and with olive oil tastings, picnics among vineyards offering local gastronomy and artisan preparation, bicycle routes or even visits in an electric 4x4 vehicle: Eco Wine Tours.

On the other hand, Enoaventura has been the leader of the Rioja Alavesa Bike project, installing several bicycle stations in the region to promote and facilitate the mobility of tourists among the different villages of the region. Being available for rent, visitors can explore the region in a half day rent, full day or even more.

In the designed itinerary: "Weekend in Rioja Wine Region", Enoaventura offers an experience designed exclusively for Genuine Spain travellers where they will explore the region by bicycle appreciating the natural and historical richness, strolling through the vineyards, enjoying the incredible landscape, visiting villages, participating in an olive oil tasting and a picnic among vineyards with amazing views of the whole region, being able to enjoy also the 4x4 electric vehicle experience.

Within the sustainable initiatives of Enoaventura, it can be highlighted:

- Offer of sustainable tours with the proposals: Eco Wine Tour, visiting the region in a 4x4 electric vehicle and guided bicycle routes.
- Offer of rental bikes services in the region through the implemented project Rioja Alavesa Bike, with different bike stations to explore the region.
- Promotion and preservation of the region by offering tours presenting the territory, history and heritage, the wine culture, traditions and gastronomy.

- Promotion and support of the local and rural economy by collaborating with different local companies.

Related the sustainable practices with the circular economy, the following aspects can be mentioned:

- Reduce the use of car replacing by cycling and walking.
- Encourage of circular flows creating awareness on tourism impact and promoting green attitudes.
- Collaborate to preserve and keep alive the territory, history and heritage, culture and tradition.
- Encourage of circular flows and create synergies and symbiosis among the community.

In order to be able to affirm that Enoaventura is a circular company, an analysis should be done evaluating the operations as a whole and considering the impacts of the tours and activities. Otherwise, the conclusions would be superficial and incomplete. Though, it can be appreciated that Enoaventura is in some aspects committed to the environment having, in fact, a concern in minimizing the impacts of its operation, while at the same time is seeking to collaborate with the community and the local economy.

4.4 Genuine Spain Circularity

In a circularity framework, several aspects must be addressed, observed and analysed to create a real transformation, overcoming the paradigm of transition to a circular economy. To reach an understanding on these aspects, it was created an illustrative image with the aim of presenting in a clear, understandable and dynamic manner, a realistic proposal of a circular approach in Genuine Spain travel experiences.

The main objective of the proposed circularity is to create a transformative circle with a meaning where Genuine Spain can go beyond sustainability, being a catalyst for the transformations not only in the different dimensions of the destinations but also in people's life, both travellers and hosts. These transformations loaded with positive value and meaning for the evolution of the whole ecosystem.

Below the details of each aspect to be observed in the image, Circular Travel Experience, are presented and explained in detail.

Circular Travel Experience

Creating a transformative and meaningful cycle



Figure 3: Circular Travel Experience.

Regarding the Travellers, the Customer Value for the agency, the three fundamental aspects that point to circularity are, on the one hand, the tailor-made travel itineraries design, meeting the needs and interests of each client. On the other hand, communication and support should be emphasized, the agency accompanies the travellers before, during and after the trip, being available and attentive to the client. And finally, Genuine Spain has the responsibility to educate and inform travellers related to what is expected from a Responsible Tourist, proposing to travellers a new mindset, attitudes and behaviours towards communities, people and the environment and generating meaningful connections and respects among local hosts and travellers. For that reason, the decalogue of the responsible tourist (Annex 5) is sent to each traveller.

In relation to Destinations, the Destination Value, which includes the different places and experiences of the travellers, the aspects that provide circularity to the agency are, on the first place, the promotion of unknown destinations, which aims to encourage a greater connection and real interactions among travellers and hosts, collaboration with the socio-economic development of new destinations, the help towards seasonality and support the fight against overtourism in popular destinations and rural depopulation. On the second place are the quality, originality and local experiences that the agency offers and, in the third place, the work with small-scale and local management businesses.

On the Positive Impact Travel, Positive Value, it can be analysed the environmental, socio-cultural and economic impacts. On the environmental impacts, it is highlighted the commitment of Genuine Spain to support the natural heritage conservation through the promotion of sustainable ecotourism activities and the collaboration with different NGO's, such as FAADA (advocates for animal wellbeing in tourism), EUROPARC Spain (promotes the European Charter for Sustainable Tourism in Protected Areas), Travel Without Plastic (advocates for implementing good practices to reduce a single use plastic in the hospitality sector), among others. In socio-cultural and economic impacts, the agency supports and promotes several projects and NGO's related to local development and heritage preservation, protecting through them the minorities, promoting social projects and helping in the preservation of communities and their heritage. Genuine Spain is concerned with the quality of life of the communities and their engagement with tourism. Moreover, believes in travel with a purpose, where the traveller can be transformed through the exchange with the community and experience new lifestyles. Some of the projects supported are ALBAOLA FOUNDATION (recovers the cultural and historical heritage of the Basque fishermen), CIRCULAR PROJECT (creates and sells sustainable clothes made in Spain), MATILDE ASSOCIATION (recovers and values the intangible cultural heritage of the orchards in the mining area of Rio Tinto), among others.

Finally, on Give and Get back, the Circular Value, Genuine Spain will soon starting to calculate the carbon footprint of each trip to be able to compensate it. The agency wants to take responsibility and address any possible negative impact on its operation. Additionally, the agency wants to listen to their travellers and partners, and for that, it sends a satisfaction survey asking for feedback, in order to improve the agency ecosystem. And, equally important, is rethink the circle as Genuine Spain believes that it is not just about giving and receiving but also about rethinking the whole journey from the beginning to evolve more in each trip, with each traveller, seeking quality and greater transparency and coherence in operations and relationships.

5. CONCLUSION

Tourism has certain characteristics, which most sectors do not have, which enable this industry to play an important role and encourage a transition to a circular economy achieving sustainability. This new economy should be understood as a disruptive innovation, which acclaims and proves the urgent need for global change through new narratives, initiatives and models that can prosper economically, but with a sustainable relationship between people and planet.

Following this approach, tourism is a dynamic sector, a living system and in constant evolution, being able to be a powerful tool that generates paradigm changes, in how people relate to each other and to the environment. The fact that people leave their comfort zone and put themselves in adverse situations, such as the encounter with a different culture, another language, a totally different realities, makes tourism an opportunity to learn, exchange knowledge, information, to experience new lifestyles, become aware of new ways of thinking and living, a great opportunity for a mindset shift, reconnecting us to the world around us.

Whereas, wine tourism as a flourishing segment and that encompasses not only tourism but also the wine industry and other types of tourism, such as gastronomy, rural, among others, has a great opportunity for articulation and collaboration between diverse actors and can generate impressive changes in the industry, presenting new possible models, opportunities for change and working with more circularity. Aiming not only of implementing sustainable initiatives for business, but also improving the communities' way of life and the economy as a whole.

In this thesis it was possible to show several companies that work with wine tourism, applying sustainable initiatives and presenting a possible circular approach, which shows that there are already many companies working with special focus on sustainability and implementing measures to minimize their impacts, as well as concern about incorporate new models of economies, acting with more transparency and collaboration, focused on people and generating positive economic, social and environmental impacts.

Additionally, evaluating the travel agency Genuine Spain and the principles of circularity, it can be said that the agency is creatively working to include everyone and everything that can add and promote the desired transformation and positive impact on travel. It also promotes unknown destinations, NGOs and social projects, preserving the existence and prosperity of diverse communities, projects and experiences. So, it can be affirmed that Genuine Spain seeks to create circular flows, synergies and symbiosis in a holistic way, with the conviction that truly circular businesses must act in collaboration, with cooperation, co-

creating and innovating as part of a bigger connected community. The agency could not be circular in its individuality. To be circular, Genuine Spain must interact and exchange with external actors, creating a meaningful value chain.

However, it is crucial to underline the barriers in the operations of the agency, one of the largest is to not count with sustainable companies in all Spanish destinations, there is a lack of companies committed to the environment and its impacts, which prevents in many cases to offer a fully sustainable trip. Another barrier is the poor transportation system, which limits connections between the country's destinations and makes the agency must choose other means of transport. On the other hand, it can also be mentioning the lack of ethics, commitment and professionalism that still exists in the sector, even when it comes to "sustainable" companies. There is a false perception of the concept of sustainability, which is why the agency should pay special attention to partnerships and look for companies that guarantee shared, transparent and fair value approaches throughout the value chain.

It is also important to highlight the opportunities. There is a visible chance to humanize the economy through the empowerment of those who are committed to sustainability, understanding that the transition is an evolutionary process, slow, gradual and dynamic. Also, the opportunity to innovate through new models, prioritizing collaboration over competition. In the end, this is sustainability, new economic models and, especially, circular economy, a system in which we are all engaged, we all collaborate and, as a result, we all win.

Concluding, Genuine Spain and the circular approach proposed can become a successful case for all companies working in this sector. Endeavour for sustainability and the achievement of transformation in the encounters and experiences between the traveller and the host can be the main objective of all companies working in the tourism industry. Moreover, as travellers and tourism professionals, we are also responsible for the construction of a new narrative, seeking altruistically and with genuine intentions real changes. Therefore, only then, it can be affirm that tourism has a truly positive transforming power.

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ANNEXES

A1. Travefy Itinerary – Weekend in Rioja Wine Region



Genuine Spain
Travel agency license
CIE 2377 / CIF: 18597405L

info@genuinespain.es
<http://genuinespain.es>



WEEKEND IN RIOJA WINE REGION

€ 755.50 per person

Length of the trip: 3 days / 2 nights

Places you will visit: Rioja Alavesa and Rioja Alta.

DESCRIPTION:

This trip offers you a unique experience in Rioja wine region, where you can enjoy the richness of nature, history, culture and gastronomy while enjoying one of the best Spanish wines and visit some emblematic wineries.

HIGHLIGHTS:

- Enjoy your stay at the Boutique Hotel Viura.
- Taste the best of Rioja and Basque gastronomy.
- Enjoy the landscape, the natural and historical richness of the region.
- Try the fantastic wines of the region in traditional and family wineries.

- Visit a century-old winery in the Barrio de la Estación and discover its underground cellars.
- Cycle between vineyards and medieval villages.
- Taste the best olive oils in the region.
- Have a Picnic in the middle of the vineyards.
- Experience the region in a 4x4 electric vehicle.

WHY IS THIS TRIP SUSTAINABLE?

With your visit, you will contribute to environmental and cultural conservation in the Rioja wine region. You will consume local products and support small businesses and entrepreneurs by joining in the mentioned activities during your trip. The accommodations services selected work under a specific sustainability criteria and you will contribute to local economic development since 100% of what you pay, will remain in Spain.

INCLUDES:

- Accommodation in a double room in Viura hotel
- Meals mentioned as included (B = Breakfast / L = Lunch / D = Dinner)
- Local guides in English
- Activities and tours indicated as included
- Insurance
- Taxes

NOT INCLUDED:

- International and national flights
- Food and drinks not specified
- Personal expenses
- Tips

IMPORTANT:

- We can offer you a private transport service in the region and you do not need to use your car. Being able to enjoy tasting experiences in a relaxed and safe way.
- This is a first travel proposal, you can make changes, as well as include or exclude services and experiences as you want it.
- This quote may suffer alterations due to the availability of hotels and other services to be hired and may change any accommodation and/or visits and activities for other similar.

Trip Summary

DAY 1 - RIOJA ALAVESA (-/L/-)

- 1:00 PM Check-in at VIURA BOUTIQUE HOTEL
- 2:00 PM LUNCH AT ASADOR VILLA-LUCIA - Km. 0 Restaurant
- 4:00 PM GUIDED WALKING TOUR - LAGUARDIA VILLAGE
- SUGGESTION GENUINE SPAIN - WELLNESS AND THERMAL CALADO
- SUGGESTION GENUINE SPAIN - DINNER AT VIURA

DAY 2 - RIOJA ALAVESA (B/-/-)

- 10:00 AM VILLABUENA WINE EXPERIENCE
- SUGGESTION GENUINE SPAIN - LUNCH
- 3:00 PM VISIT WINERY OSTATU - RIOJA ALAVESA
- SUGGESTION GENUINE SPAIN - DINNER

DAY 3 - RIOJA ALTA AND RIOJA ALAVESA (B/L/-)

- 9:00 AM VISIT A CENTENARY WINERY AT BARRIO DE LA ESTACIÓN
- 11:30 AM BIKE TOUR, OLIVE OIL EXPERIENCE AND PICNIC
- END OF YOUR GENUINE SPAIN EXPERIENCE

DAY 1 - RIOJA ALAVESA (-/L/-)



1:00 PM

Check-in at VIURA BOUTIQUE HOTEL

Arriving by car and check-in at Hotel Viura.

Viura Boutique Hotel has a unique design with fabulous views over Rioja Alavesa. Is a pioneer in supporting a sustainable and eco-friendly development in Rioja wine region. Their compromise is to offer a service of the best quality and comfort according to the highest standards of environmental responsibility.

***Viura will be your hotel for the whole stay (Double room with breakfast included, 2 nights).**



2:00 PM

LUNCH AT ASADOR VILLA-LUCIA - Km. 0 Restaurant

In an idyllic and unique setting of vineyards and wineries, in Laguardia, under the watchful eye of the Sierra de Cantabria, you will find Asador Restaurant. A place where you can enjoy the best Basque-Riojan traditional enogastronomy with touches of innovation, as well as of the best wines. An innovative gastronomic space, led by the award-winning chef Juan Antonio Gómez and inspired by the roots of local cuisine and traditional recipes.

The Asador Villa-Lucía is the first restaurant Km. 0 of D. O. Ca. Rioja, accredited and approved by the international Slow Food movement. Villa-Lucia is committed to using the best raw materials, being faithful to the philosophy of Km 0, working directly with local producers and agricultural products.

***INCLUDED - Menú Euskadi Gastronomika (drinks and coffee are NOT included).**



4:00 PM - 2 hr

GUIDED WALKING TOUR - LAGUARDIA VILLAGE

BOOKED THROUGH
Pepita Uva Tours

Together with a local guide, you will discover this beautiful medieval village, its history, legends and secrets. Visit the churches, walk through the old town and the walls of the village. Enjoy the amazing landscape and of course, taste a Rioja Alavesa wine at the end of your tour.

***INCLUDED.**



SUGGESTION GENUINE SPAIN - WELLNESS AND THERMAL CALADO

After your visit in Laguardia, you can go back to your Hotel Viura and relax in Viura Wellnes and "Thermal Calado".

Let yourself be pampered with a selection of 100% natural treatments based on the benefits of honey and grapes, and their team of professionals will tailor each of the treatments to your needs and convenience.

***NOT INCLUDED.**



SUGGESTION GENUINE SPAIN - DINNER AT VIURA

For your dinner, we recommend to enjoy the Restaurant Gastronomic at Viura Hotel and taste their traditional Rioja food pairing with local wine.

Javier Alesanco, Viura's Chef, puts himself at the service of the seasonal products of Rioja land, authentic protagonists paying homage to La Rioja and the Basque Country, but with his own style.

The hotel offers many experiences! Check it out!

***NOT INCLUDED.**

DAY 2 - RIOJA ALAVESA (B/-/-)



10:00 AM - 3 hr

VILLABUENA WINE EXPERIENCE

BOOKED THROUGH
Viura Hotel

After breakfast, you will explore the wine culture in the hotel's village: Villabuena. Walking around you are going to meet the owners and workers of three different traditional family wineries, some of them centenary wineries and taste the best wine of their collection always accompanied with a typical spanish snack called "tapa".

At the end of your walk in the village, you will go to Viura's wine cellar and have a live commented wine tasting, guided by Viura's wine expert for a better appreciation and taste of the wines that you'll enjoy this day and in the future.

***INCLUDED.**



SUGGESTION GENUINE SPAIN - LUNCH

We will recommend you the best restaurant options in the region that offer unique menus, with local and seasonal products. Unique places that you can taste on this trip through Rioja.

***NOT INCLUDED.**



3:00 PM - 2 hr

VISIT WINERY OSTATU - RIOJA ALAVESA

In the afternoon, you will visit Ostatu, a traditional and ecological family winery.

They will guide you through the vineyards and explain you the work philosophy of Ostatu, based on respect for the land, providing a way of understanding wine and life, focused on the pursuit of excellence through the balance between yesterday and today.

From the vineyards, you will go to the cellars of Ostatu and discover their wine production and the existent philosophy in its style of work, its winery and especially in its wines. In the end, you will taste 4 wines and a small appetizer in its txoko.

***INCLUDED.**



SUGGESTION GENUINE SPAIN - DINNER

As you are in one of the most well-known regions to taste Tapas and Pinchos, we recommend you to discover and explore the best places in the Laurel Street and San Juan Street (more off the beaten track) to taste the best Tapas and Pinchos of Rioja.

***NOT INCLUDED.**

DAY 3 - RIOJA ALTA AND RIOJA ALAVESA (B/L/-)



9:00 AM - 2 hr

VISIT A CENTENARY WINERY AT BARRIO DE LA ESTACIÓN

After breakfast and check-out, you will head to Barrio de la Estacion (neighbourhood) in Haro, a unique place with more than 150 years of history, where great wines have been produced from the mid 19th century to the 21st century and that retains its essence and tradition.

Once you are in the Rioja region, it is a fantastic opportunity to get to know a bit of all the diversity that this wine region offers.

After wandering around the neighbourhood, you will visit one of the centenary wineries to discover more about the region and the families that settled there and learn about the secrets of the production of these admired and recognized wines worldwide. At the end of the visit, you will have the opportunity to taste their wines and appreciate the flavours and aromas of the region in your glass.

***INCLUDED.**



11:30 AM - 4 hr 30 min

BIKE TOUR, OLIVE OIL EXPERIENCE AND PICNIC

BOOKED THROUGH

Enoaventura

In the afternoon, you will meet a local guide in Laguardia and explore the region on an electric bicycle and return in an Eco .

While Cycling in Rioja Alavesa, you will enjoy the landscape full of vines and nature, medieval villages, Fortress and many surprises on the journey. You will visit the Dólmen de la Hechizera and the municipal trujal of Lanciego and taste olive oils in its underground cellar. After the taste, you will go to Lapuebla de Labarca where you will enjoy a picnic in the vineyard.

At the end of the picnic, you will return to Laguardia in a 4x4 electric vehicle enjoying the exceptional scenery of this unique wine region.

***INCLUDED.**



END OF YOUR GENUINE SPAIN EXPERIENCE

End of your trip in Spain!

Thank you very much for trusting on Genuine Spain for your holidays, we hope you have enjoyed and go back home full of the best experiences and memories of this trip! We see you soon!

Information & Documents



GENUINE SPAIN - RESPONSIBLE TOURISM

A commitment to development through responsible tourism

We are a different travel agency. We organize any type of personalized trip tailored to the traveller. We prepare each of the trips as if it were our own. We want to be your Personal Travel Advisor.

For us, travel represents a means of union and understanding between different peoples and cultures. Being evident the many negative effects that tourism entails, we see in the principles of Responsible Tourism the best way to travel.

Genuine Spain tries to sensitize travellers to carry out Fair and Sustainable Tourism, encouraging the consumption of services provided by the local population.

We want to use travel as an instrument for local development and mutual knowledge of peoples. Make travel an enriching experience for both the host and the visitor, always starting from an egalitarian vision that respects others and their culture.





A2. Google Maps Travel Itinerary – Weekend in Rioja Wine Region

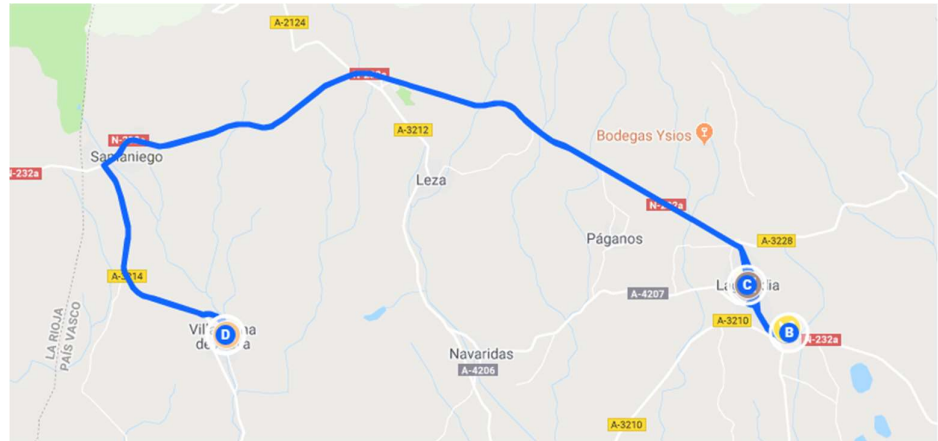
Day 1

Day 1 - Places - Rioja Alavesa

-  Hotel Viura
-  Villa Lucía Restaurant
-  Laguardia Village

Day 1 - Drive - 27 km, 30 min.

-  A Hotel Viura
-  B Villa Lucía Restaurant
-  C Laguardia Village
-  D Hotel Viura








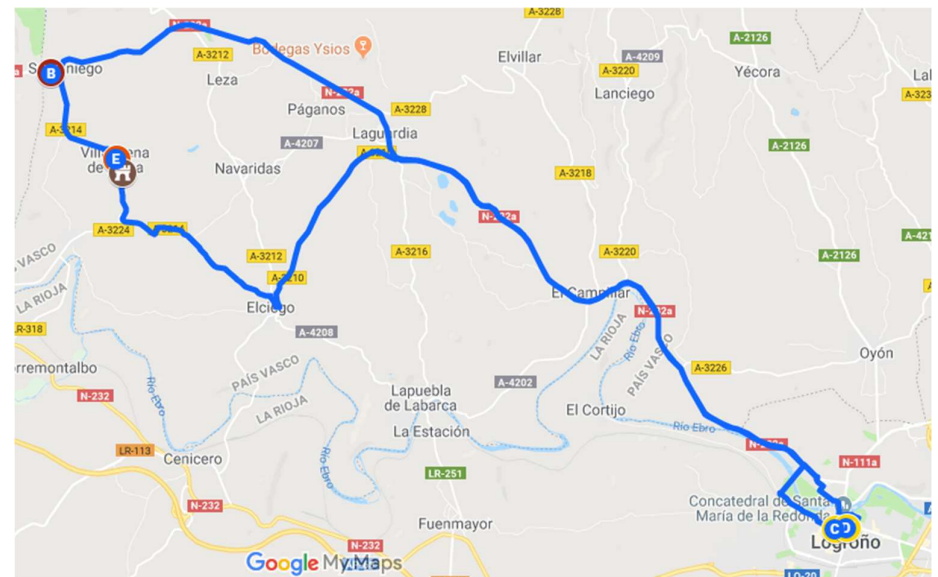
Day 2

Day 2 - Places - Rioja Alavesa and Rioja Alta

-  Hotel Viura
-  Villabuena de Álava Village
-  Bodegas Ostatu
-  Laurel Street - Logroño
-  San Juan Street - Logroño


Day 2 - Drive - 61 km, 1 hour, 5 minutes

-  A Hotel Viura
-  B Bodegas Ostatu
-  C Laurel Street - Logroño
-  D San Juan Street - Logroño
-  E Hotel Viura




Day 3






Day 3 - Places - Rioja Alta and Rioja Alavesa

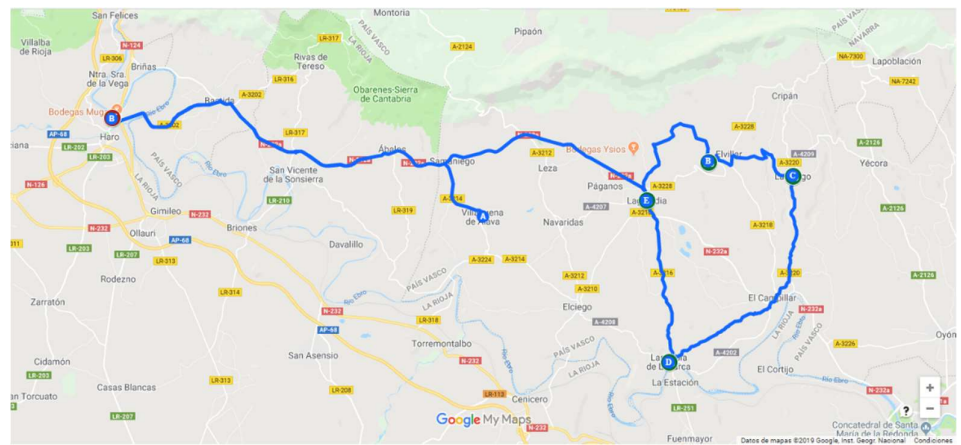
-  Haro Barrio de la Estación
-  Laguardia
-  Chabola de La Hechicera
-  Lantziego
-  Lapuebla de Labarca

Day 3 - Drive - 45 km, 44 min.

-  A Hotel Viura
-  B Haro Barrio de la Estación
-  C Laguardia

Day 3 - Bike 30 km, 2 hours, 13 minutes

-  A Laguardia
-  B Chabola de La Hechicera
-  C Lantziego
-  D Lapuebla de Labarca
-  E Laguardia



A3. Quote Weekend in Rioja wine region - 3 days - 2 pax.

QUOTE WEEKEND IN RIOJA WINE REGION - 3 days - 2 PAX						
DAY	ACCOMMODATION			EXPERIENCES		
	HOTEL	N° NIGHTS	PRICE	EXPERIENCE	PARTNER	PRICE
DAY 1	Viura Hotel	2	465	Lunch Asador Villa Lucia	Villa Lucia	62
				Walking Tour Laguardia	Pepita Uva	50
DAY 2	Viura Hotel			Villabuena Wine Tour	Viura Hotel	70
				Visit Ostatu Winery	Ostatu	42
DAY 3	Viura Hotel			Visit Haro	Available Winery	50
				Bike Tour, Olive Oil Taste and Picnic	Enoaventura	432
TOTAL			465	TOTAL		706
				TOTAL P/PAX		353
TOTAL P/PAX			232.5	INSURANCE P/ PAX		20
TOTAL NET - P/PAX						605.5
TOTAL PVP - P/PAX						755.5

A4. Genuine Spain Partners and its circularity

GENUINE SPAIN PARTNERS AND ITS CIRCULARITY					
Company	Industry	Sustainable initiatives	Positive Impact		
		Process on practices	Circularity approach		
Viura Boutique Hotel	Hospitality, Food and Beverage	Uses renewable energy.	Environmental - zero carbon emission to the environment	Recovers energy from an olive stones (waste) biomass boiler.	
		Applies Greenhouse effect.	Environmental - conserve and maintain heat inside the building, as well as helping to absorb noise inside.	Terraces over the building.	Reduces energy consumption by conserving heat in the inner of the building through a terraced planting system and intelligent and efficient construction of reinforced cement floors.
		Retains heat through a radiant floor throughout the hotel building.	Environmental - efficient methods to retain heat.	Underfloor heating made of reinforced cement, which retains heat	
		Reaches the challenge of being almost zero plastic.	Environmental - they are also in the war against plastic.	Replaced the plastic bathroom amenities with dispensers. Replaced plastic by glass or other materials.	Reduces the use of plastic and replaced for other reusable materials, such as glass.
		Uses of LED bulbs, mercury-free and fully recyclable.	Environmental - consumes less energy.		Reduce the consumption of energy using more efficient resources and recyclable materials.
		Uses recycled materials in the hotel design.	Environmental - less waste in the planet.		Recycling of materials such as vintage wine vats.
		Supports local suppliers and producers.	Economic - alliances, support and preserve small and medium local producers and fair trade.	Contributing to the flow of the local economy and collaborating in the existence and profiability of other industries and businesses when buying with them.	Creates and promotes synergies and symbiosis between the different actors (internal and external customer, partners).
		Promotes local and regional gastronomy.	Economic and Socio-cultural - preserve and promote local culture and gastronomy.	Offers Menus based on Riojan and Basque cuisine using fresh, seasonal products and local wines.	
		Promotes walking and cycling routes.	Economic and Socio-cultural - For community: Promotes the territory (landscape, villages and attractions) services and products around it.	Offers free bikes and informative material, indicating the routes and points of interest in the route, distances, degree of difficulty, approximate duration and altitude of the route.	Reduces the use of car replacing by cycling and walking.
		Offers a guided wine walking tour - Villabuena Wine Tour.	Social - For clients: promotes green attitudes, well-being and health, promoting physical activities.		
			Economic and Socio-cultural - Promote the town and the wineries where the hotel is located, valuing the wine producers and the territory, contributing with the preservation of the wine culture in the region, the history and heritage of the town itself.	Encourages a holistic and circular system where local actors, territory and new ideas are co-created in the system, stimulating synergies between them and enhancing economic and social prosperity among all involved.	

GENUINE SPAIN PARTNERS AND ITS CIRCULARITY					
Company	Industry	Sustainable initiatives	Positive Impact	Process on practices	Circularity approach
Asador Villa Lucia Restaurant	Food and Beverage	Supports local suppliers and producers.	Economic - alliance, support and preserve small and medium local producers and fair trade.	Contributing to the flow of the local economy and collaborating in the existence and profitability of other industries and businesses when buying with them.	Creates and promotes synergies and symbiosis between the different actors (internal and external customer, partners).
		Promotes local and regional gastronomy.	Economic and Socio-cultural - preserve and promote local culture and gastronomy.	Offers Menus based on Riojan and Basque cuisine using fresh, seasonal products and local wines.	
			Environmental - fresh, seasonal, high-quality and ecologic products, without chemicals and/or conservation treatments.	Environmental - less impact on the carbon footprint to be products of proximity and with less use of packaging.	Encourages circular flows supporting different industries such as agriculture, cattle farming, fishing, viticulture, among others.
		Works with Km.0 products as Slow Food certified Restaurant and follows the certification criteria.	Environmental - preservation of the biodiversity. Socio-cultural - preservation of local/regional traditions, culture and gastronomy.	Being certified Slow Food means that Villa-Lucia must follow the strict criteria of the certification. Among others, they must have five "km 0" dishes and, at least, 40% of their ingredients must be local (the main ones are essential), recycle the waste generated and the chef, at least, must be a member of Slow Food movement.	Encourages circular flows supporting and value ecological and local producers.
			Socio-cultural - greater concern and awareness of healthy eating habits from the consumer's side. Socio-cultural - ethical obligation of the producers and the Restaurant Asador.		Encourages circular flows promoting healthy eating habits and raising awareness among consumers. Supports sustainable and rational production systems that guarantee the continuity of resources for our generation and the future ones.

GENUINE SPAIN PARTNERS AND ITS CIRCULARITY					
Company	Industry	Sustainable initiatives	Positive Impact	Process on practices	Circularity approach
Bodega Ostatu	Wine and Tourism	Acquired certification of the entire vineyard as organic production.	Environmental - holistic improvement in and for the environment	Replanting bushes and olive trees, installing insect hotels, maintaining the vegetation and natural hedges, counting and evaluating the existing fauna, among other measures.	Regenerate natural systems and applies the principle of NO WASTE to some extent.
		Improves the biodiversity of the vineyards.	Environmental - holistic improvement in and for the environment	Recovery, reuse and composting of vegetable residues from the vineyard.	
		Conserves and maintains the singular landscape.	Environmental and Economic - reducing CO2 emissions by 19.5%	Reducing the number of bottling models, from eight to two types of model and making a total renovation of the packaging; use of more sustainable materials, unification of the formats and reduction of the weight of the bottles, simplification of labelling, unification of box formats, capsules, labels, use of natural corks, boxes of recycled material.	Reduce the impact causing in the environment. Uses recycled materials and others that can be reused.
		Calculated the carbon footprint, compensated and reduced.	Environmental and Economic - eliminating 100% fossil fuel consumption. Zero carbon emission.	Installation of an integral system of efficient air conditioning by biomass.	Uses energy from renewable sources.
		Uses renewable energy.	Environmental and Economic - Reduction of approximately 30% of the energy consumed, equivalent to 213 new trees.	Design of new facilities enhancing natural lighting, replacement of common bulbs by LED and installation of solar panels.	Reduce energy consumption by applying measures to reduce and using efficient resources.
		Applies measures for reduction and efficiency on energy consumption.	Environmental and Economic - Reducing 25% the water consumption.	Installation of a closed circuit for cooling the tanks.	Reduce water consumption by using efficient resources.
		Installed system of recovery and saving of water.	Environmental, socio-economic - more companies concerned about the environment, supporting each other and helping for the economic growth of the supply chain.	Buyers and supports local suppliers and those involved with the culture, the territory and heritage of the region.	Encourages circular flows and create synergies and symbiosis among the industry.
		Seeks and relationship with suppliers and partners committed to the environment.	Environmental and Socio-cultural - exchange knowledge and information to face the challenges and difficulties of the sector, such as climate change, improve vineyards, production processes and consequently obtain higher quality wines.	Group of entrepreneurs who meet with a certain frequency to discuss matters of relevance to the sector.	
		Supports the local and rural economy.			
		Works together with other Spanish wineries and collaborates also with French wineries.			

GENUINE SPAIN PARTNERS AND ITS CIRCULARITY						
Company	Industry	Sustainable initiatives	Positive Impact	Process on practices	Circularity approach	
Pepita Uva	Tourism	Promotes and preserves the region.	Socio-cultural - promotes and preserve the region.	Offers tour presenting the territory, history and heritage, the wine culture, traditions and gastronomy.	Collaborates to preserve and keep alive the territory, history and heritage, culture and tradition.	
		Promotes Wineries, Restaurants and other businesses from the region.	Economic - alliance and support of local economy.	Offers experiences from local businesses in its tours.	Promotes synergies with different partners and supports local economic flows.	
		Sells and promotes local handcrafted and souvenirs made by local artisans.	Economic and socio-cultural - support local artisans	Displays, offers and sells in the store to visitors.		
		Supports and promotes small and high-quality Rioja wineries in the Enoteca.	Economic - alliance and support of small local wine producers.	Displays, offers and sells local wines in the Enoteca.		
Enoaventura	Tourism	Offers sustainable tours.	Environmental - less carbon emission to the environment.	Offers an Eco Wine Tour, visiting the region in a 4x4 electric vehicle and bicycle guided routes.	Reduce the use of car replacing by cycling and walking.	
		Offers rental bikes services in the region.	Socio-cultural - For community: Promotes the territory (landscape, villages and attractions)	Social - For clients: creates awareness toward the impact of tourism in the environment, promotes green attitudes, well-being and health, promoting physical activities.	Implemented project Rioja Alavesa Bike, offering different bike stations to rent and explore the region.	Encourages circular flows creating awareness on tourism impact and promoting green attitudes.
		Promotes and preserves the region.	Socio-cultural - promotes and preserve the region.	Offers tour presenting the territory, history and heritage, the wine culture, traditions and gastronomy.	Collaborates to preserve and keep alive the territory, history and heritage, culture and tradition.	
		Promotes and supports the local and rural economy.	Economic and Socio-cultural - preserve and promote local culture and gastronomy.	Collaborate with different local companies.	Encourages circular flows and creates synergies and symbiosis among the community.	

A5. Decalogue of Responsible Traveller

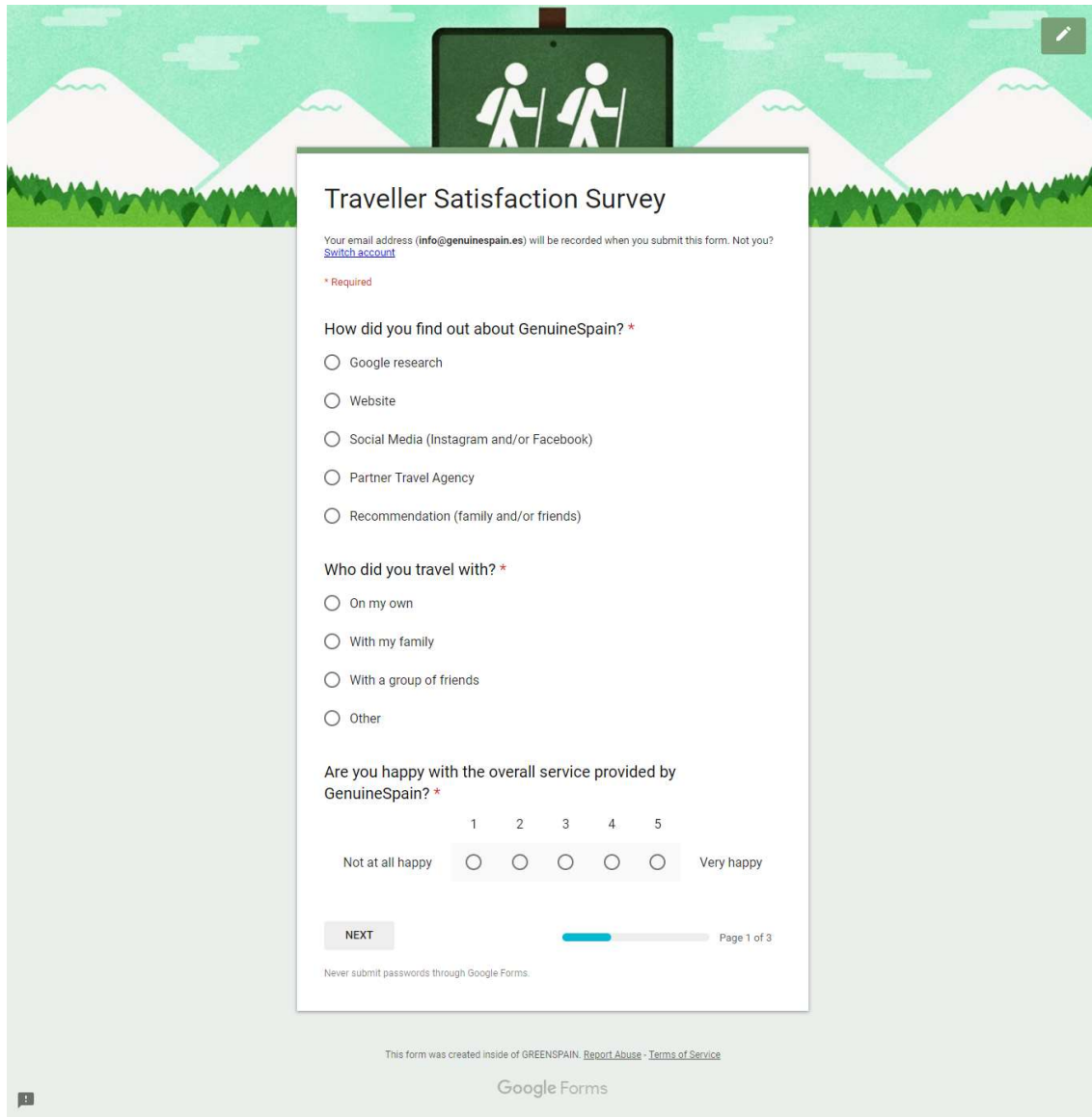
DECALOGUE OF THE RESPONSIBLE TRAVELLER

1. Each place we visit preserves a history, a culture, nature values and values of its own: tourists should be informed about these aspects, so our attitude and actions won't harm them, but also to make it possible to adopt a responsible behavior along the trip.
2. When traveling, if we choose a tourist establishment that has taken measures to reduce its impact on the landscape and on the environment, as well as the local culture and people, (traditional architecture, savings in energy and water consumption, collective guests transportation), we will be able to develop and encourage these types of initiatives.
3. For your tourist routes choose walking or biking tours. These are alternatives that will sustain the natural and cultural environment of the touristic area. Routes in quads, 4x4 or motocross may cause soil erosion, as well as noise and air pollution.
4. Support energy and water savings during your trips. Both are expensive and high value goods that have serious impacts on nature.
5. It is essential to generate less waste during your trips. Refuse products with unnecessary wrapping and packaging and suggest the use of recyclable containers to tourist establishments' managers.
6. When consuming natural products from the area, you are doing more than just enjoying the true local cuisine. By doing so, you will also contribute to family economies and to the survival of authentic rural tourism and food sovereignty, with a land use compatible with the preservation of the natural environment.
7. Protected natural areas were created to preserve sites and species with a high ecological value, often in danger of extinction. All protected areas dispose of a Reception and Interpretation Centre to give you some fundamental guidelines to understand its importance and to appreciate better your visit.
8. In rural areas, it is easier to forget about our vehicles, and go for a visit walking, biking, or in public transportation. But we must take extra precaution to avoid disturbing the fauna, leaving waste behind, or forest fires. We shouldn't support urbanization on rural lands.
9. When buying products, we should choose local crafts. We shouldn't buy plants or animals, either dead or alive: otherwise, we are contributing to its extinction. We travel at a small scale, supporting small businesses and local initiatives.
10. Last but not least, maintain a responsible attitude towards the local population, and search for a human approach from "equals to equals" that will allow to create a real and authentic cultural exchange.

We trust that you will exercise your responsibility as a good traveler!

Source: Developed by Agrotavel agency, 2017.

A6. Traveller Satisfaction Survey



The image shows a Google Forms survey titled "Traveller Satisfaction Survey". The form is set against a background illustration of a landscape with green hills, a blue sky with clouds, and a central signpost showing two hikers. The form contains several questions with radio button options and a Likert scale. At the bottom, there is a "NEXT" button, a progress indicator, and a page number "Page 1 of 3".

Traveller Satisfaction Survey

Your email address (info@genuinespain.es) will be recorded when you submit this form. Not you? [Switch account](#)

* Required

How did you find out about GenuineSpain? *

- Google research
- Website
- Social Media (Instagram and/or Facebook)
- Partner Travel Agency
- Recommendation (family and/or friends)

Who did you travel with? *

- On my own
- With my family
- With a group of friends
- Other

Are you happy with the overall service provided by GenuineSpain? *

1 2 3 4 5

Not at all happy Very happy

NEXT Page 1 of 3

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Google Forms

Traveller Satisfaction Survey

Your email address (info@genuinespain.es) will be recorded when you submit this form. Not you? [Switch account](#)

* Required

Holiday Experience

How satisfied are you with the following aspects of your experience with GenuineSpain and your itinerary?

Level of satisfaction *

	1 - Not at all happy	2	3	4	5 - Very Happy
Destinations visited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodation services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants (if they were included in your itinerary)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Google Forms



Traveller Satisfaction Survey

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* Required

Final evaluation

Do you think your trip was a positive Impact Travel? Why?

Your answer

Have you experienced the sustainability in your trip?

Yes, of course

Not at all

Maybe, in some aspects

In which aspects have you experienced it?

Your answer

Do you think your trip was genuine? Why?

Your answer

Overall, how satisfied are you with your experience in Spain *

	1	2	3	4	5	
Not at all happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Happy

and with GenuineSpain Travel Agency *

	1	2	3	4	5	
Not at all happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Happy

Do you have any recommendations/suggestion to us about your itinerary or other aspects?

Your answer

Do you have any recommendation/suggestion to our partners?

Your answer

How likely are you to recommend GenuineSpain to friends and family? *

	1	2	3	4	5	
Not at all happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Happy

Can you give us feedback/testimonial of your trip?

Your answer

BACK
SUBMITPage 3 of 3

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