

Diagnosis of the sustainability of the wine sector of the Priorat Region

ACTION B6



IMPROVING THE
SUSTAINABILITY OF GRAPE
AND WINE PRODUCTION AT
THE PRIORAT REGION

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1. Introduction

The Priorat region has undergone a profound transformation in recent years, going from being one of the most depressed and poor areas of Catalonia to an international benchmark in the production of high-quality wines, and an example of landscape management. It currently embraces more than 160 wineries and 3.904 hectares of vines in a territory of less than 10,000 inhabitants, with an export ratio of processed wines exceeding 75%.

This transformation, which is known as "the Priorat revolution", is one of the main success stories of resurgence and international impact of a traditional industry, such as the wine industry. It is built based on the conservation of natural and cultural spaces that compound its unique and characteristic landscape (defining and understanding landscape as that area the character is the result of the action and interaction of natural and/or human factors).

In fact, Priorat landscape becomes a clear expression of its historical identity. It illustrates the millenary and continuous interaction between man and nature and the evolution of the landscape and society around agricultural exploitation in the Mediterranean. It has been shaped over the years, through the processes of modelling, transformation and conservation which its inhabitants have carried out. This landscape, today, represents the main asset of the region and represents the foundations of the sustainable development model that is decidedly implemented in the region. Therefore, **Priorat landscape becomes the backbone of every one of the approaches, elements and processes that conform the socio-economic and cultural development model of its territory**, which aims to become a benchmark and an example of the future for other agricultural territories of the Mediterranean inland.

The values associated with the cultural landscape of the Comarca del Priorat¹, are defined and grouped in:

- Foster a model of sustainable development based on endogenous resources, the preservation of diversity, authenticity and relations of proximity.
- Continue betting in the field of productive activity to overcome the tradition/innovation dichotomy, making the harmonization of these two approaches a basic pillar and identifier of their products and the way of doing the Priorat.
- Integrate the landscape as a unifying axis in the approach of the strategies of agricultural production of excellence and related services.
- Encourage the "Bottom-up" approach. Encourage dialogue between people to discuss and develop proposals in the field of strategic planning of the territory and thus agglutinate and enhance the talent of people who are involved in the process.

¹ *Priorat landscape charter (2012)*



The Priorat unites and aggregates in the same axis the economic development and the sustainable management of the landscape and the agricultural and cultural resources of the region.

To preserve such a reach heritage - cultural, natural and agricultural- a set of Strategic Instruments have been developed, with a strong commitment and participation of the population, economic agents and public administrations:

- Landscape Charter of Priorat (2012), developed from the directives of the European Landscape Convention (Council of Europe in Florence 10/20/2000). It was the first tool in place to protect, organise, manage, improve and value the Priorat heritage, and the pioneer of later initiatives on sustainable development.
- UNESCO World Heritage candidacy as Mediterranean Agricultural Cultural Landscape Hill was driven by the Priorat Association (2013), to recognise the current agricultural development model.
- Strategic Regional Plan for Rural Socioeconomic Development 2014 - 2020 analyses the region from various points of view and sets a development strategy that pivots around Priorat landscape.
- European Charter for Sustainable Tourism (2016), which lays the foundations for sustainable management of the tourism sector of the region. It was an initiative of the EUROPARC Federation, an organization that brings together natural protected areas of 38 European countries.

The development of these instruments led to build up a high number of associations, organisations and institutions that configure an entangled but reach network that is driving the sustainable development of the region. Some of the most relevant are:

- DO Montsant, it holds 53 wineries distributed among 16 municipalities. It looks after the control, promotion and research of wine-related aspects, including sustainable practices in winegrowing.
- DOCa Priorat has an area of 17.629 hectares, of which 1.887 are planted with vines and cultivated by more than 600 growers from 23 municipalities. It looks after the control, promotion of wine-related aspects, and promotes initiatives to protect its landscape.
- VITEC is a technological research centre for wine and winegrowing.
- Priorat Sustainable Tourism Board agglutinates different tourism-related entities and organisations of the region.
- Priorat County Council is the main administrative entity of the region



Some features of the region

Primary sector and agri-food activity

The primary sector of the Priorat region, amid in constant slowdown, still has a relevant contribution to the local economy. In the last decade, this sector has undergone an important process of valorisation thanks to the quality and international recognition of its wine and oil, which have been developed within the framework of the Culture of Wine and the Culture of Oil².

The vineyard is the predominant crop in the region, with 3,904 ha (51.12% of the total), followed by the olive tree with 2,746 ha (36,06%) and fruit trees, with 2,161 ha (representing 28,37% of the total).

In Priorat in 2009, there were 1,458 farms and an agricultural area used of 9,463 hectares. Between 1999 and 2012 agricultural land has been abandoned, thus falling by more than 5000 ha. However, in recent years there has been certain rebound since wine producers have expanded their vineyards by buying land from old landowners.

There is concern regarding the level of ageing of the holders of the farms. Most holders of agricultural holdings (32.97%) are over 65 years old, and therefore it is a population that in principle is retired. In 1999 the largest group was that of those aged between 60 and 64 (with 30.05%), which shows that there has been no generational replacement in the sector.

Industry

The Priorat region traditionally has little industrial presence. Currently, the weight that the industry has in the Priorat region is much less than the weight that this sector has in the whole of the Catalan territory (16.40% of the GVA in the Priorat compared to 21.10% in all of Catalonia).

In recent years, there has been an increase in industrial activity linked to the agri-food sector (mainly wine and olive oil) that has prevented the sector from not suffering such a significant decrease in weight concerning the % of Gross Value Added (GVA) generated. In the rest of Catalonia, the decline between 2007 and 2012 has been -9.70%, while in the Priorat it has only dropped -3.60%.

Tertiary sector/services

The tertiary sector of the Priorat region has a lower specific weight than it represents in the whole of the Catalan territory. It is a sector addressed to self-supply of basic products and not very dynamic at the level of adaptation to new demand profiles.

Trade is the sub-sector that suffers the most noticeable negative variation in registered unemployment over the years 2007-2013. It requires concrete actions that empower it and encourage it to reverse this situation of more pronounced degrowth than in other Catalan regions.

² *Pla estratègic comarcal de desenvolupament socioeconòmic rural 2014-20.*



At retail supply level, and according to data from PIMEC, the concentration of establishments in Falset is very prominent (it would have about 63 shops, of about a hundred that there is in the whole region). Cornudella de Montsant would be the second municipality in number of businesses, with 31. Although the tertiary sector is the one that has more people affiliated with the Social Security in the region, its weight is still much lower than that of the whole Catalan group.

Tourism

Hospitality is the sector that has grown the most in the region both in number of affiliations and in GVA generated throughout the 2007-2013 period. However, the figures for the number of accommodation establishments have not undergone significant changes (increase in two hotels and six rural tourism establishments.) The number of campsites has not changed, and remains at 3). Many of the investments made refer to a commitment to improving quality and comfort and not so much because of the increase in capacity.

The main characteristic and evolution of tourism demand is the consolidation of the region as a tourist destination and growing knowledge of its brand and image, both nationally and internationally.

Landscape³

In the region, we find the unique Natural Park of the Sierra de Montsant, created in 2002. It has an area of 9,242.07 ha (2014) and with administrative and management headquarters located in Morera de Montsant. It is estimated that during 2014, the number of total users of the Park was 78,000.

The Serra de Llaberia is another natural protected area (3.483,56 ha in the Priorat and around 7.000 ha outside it) in the region, with its fauna and flora singularities and 3.750 inhabitants. It was created in 2004 and is guarded by the Serra de Llaberia Consortium, a joint entity that sets the strategic objectives that drive the intervention actions in the area. There is also the Siurana reservoir that collects the waters of the Siurana river and has become a touristic attraction mainly in summer.

In total, the region has 25,485 ha of spaces with natural interest (natural park, protected areas), which represents 51.10% of its total area. It is, therefore, one of the Catalan regions with the highest percentage. Moreover, almost all this land, a total of 25,406.95 ha, are included in the Natura 2000 Network.

³ *Pla estratègic comarcal de desenvolupament socioeconòmic rural 2014-20.*



2. Sustainability in the Priorat region

The Priorat region works daily to promote and apply the concept of sustainability wherever possible and within all economic sectors to achieve, over time, wider awareness on the importance of the territory being preserved and recognized as sustainable.

When promoting the sustainable use of landscape it must be taken into account that levels of consciousness on issues such as care, protection and sustainability of the environment, and the incorporation of ecological values are, today, a palpable reality among the population. Environmental conscience has raised and shaped people's behaviour, which is also reflected in a growing sensitivity towards the landscape and greater concern in aspects such as sustainable mobility, collaborative actions to recover natural spaces or environmental solidarity within local people. Altogether represent evidence of sensitivities that must be considered when proposing territorial management policies and when looking for new formulas to obtain the necessary resources to recover, maintain and improve the main areas of natural interest in the region.

Under these circumstances of behavioural changes and people's concerns towards the environment, it is possible to propose structuring actions of solidarity, commitment and collaboration in this regard. That is why the region must work out mechanisms that allow those deeply involved in environmental issues, technical, personal and, above all, economic contributions, to support and make possible the maintenance or rehabilitation of the areas of natural interest in the region and the Priorat's agricultural landscape.

Nevertheless, several opportunities and actions to improve Priorat's sustainability are already in place, others could be implemented:

- **To promote the active management of forest land** as a need to enhance its socio-economic and environmental functions, and as a tool to improve its defence against natural risks. Forest management can take advantage of the vast forest mass in expansion, which should be managed sustainably, but that can also be a source for a product that until now has little and low commercial value. It is the wood of small diameter or poor quality. A type of product that is often obtained in the improvement and clearing works that need a good part of the forests of the region.

The sustainable use of forest resources, wood and wood from forests, allows the maintenance of a strategic economic sector for the territory and guarantees the persistence of forests in the face of certain natural risks, such as forest fires.

The potential availability of biomass in the Priorat region is quite remarkable as currently, forest use represents less than 20% of what the forest grows, therefore, a possible situation of overexploitation of forests is very far away, and new uses have to be found in order to increase the forest area sustainably managed and following biodiversity criteria. The biomass used as an energy source can include plant material of agricultural origin, or by-products or



remains of other crops, biomass of forest origin, all wood. Biomass is usually used for its use as thermal energy or, indirectly, for the generation of electrical energy.

Moreover, forest areas and especially forests make up a landscape of high value, contain great biodiversity and connect natural spaces that have protection figures.

- To further develop the **Action Plan for Sustainable Energy** that the Tarragona Provincial Council, through the Environment, Public Health and Territory of the Municipal Assistance Service has implemented in several municipalities of the Priorat. The objective is to achieve a 20% reduction in energy consumption by 2020, reducing CO₂ emissions by 20% and introducing 20% of energy from renewable sources. Forest biomass is a renewable energy that comes from carrying out sustainable forest management. In the Priorat forests, there is a significant accumulation of fuel. Mobilizing this fuel for power generation could improve the conservation status of forests and has a benefit associated with fire prevention. The biomass has a low sulfur content and presents a neutral balance of CO₂ emissions.
- Other initiatives in the region promote a sustainable use of the landscape by improving and rehabilitating existing spaces; recovering, and enhancing the agricultural landscape; and promoting the use of electric vehicles and the installation of stations for their load.
- **The Sustainable Tourism European Charter** is probably the main sustainable socio-economic transformation tool in place in the region. It was obtained in 2016 and is already entering its second phase (Charter Part II). It is an initiative led by the Priorat County Council to develop sustainable tourism in the Priorat. The **Priorat Sustainable Tourism Board**, in which the DO Montsant, DOCa Priorat and VITEC are members, was created for this purpose. Annually the main entities of the region meet to discuss how to improve the coordination and control of the policies regarding territory, landscape and sustainability of the Priorat region. This board works in coordination with all agents of the tourism sector under consensus and proposes a work plan and sets priorities in the tourism field.

The Sustainable Tourism European Charter (STEC)

The STEC is an international initiative that wants to promote the development of tourism in terms of sustainability in protected natural areas. EUROPARC⁴ is the managing entity that grants the accession to the Sustainable Tourism European Charter in protected areas, in which it verifies that there is a commitment to apply the principles of sustainable tourism. It is a method and a voluntary commitment; the Sustainable Tourism European Charter guides the managers of the protected natural spaces and the tourist companies to define their development strategies jointly and in a shared way.

It is a process divided into 3 parts:

- Charter Part I - Becoming a Sustainable Destination. The Protected Area and its surroundings become a sustainable destination.

⁴ <https://www.europarc.org/>



- Charter Part II - Sustainable Partners in Charter Areas. Local tourism businesses within the Charter Area are engaged in the program.
- Charter Part III - Sustainable Tour Operators in Charter Areas. Tour operators bring visitors to protected areas.

The Priorat-Montsant-Siurana landscape holds a set of natural protected areas and it is a very good example of the integration of natural, cultural and spiritual heritage of the Mediterranean that is of worth value for the socio-economic development of the region. So far they have implemented Part I of the Chart (2016-19), which provides a model of governance that delivers Protected Areas as sustainable tourism destinations. The Second Part, which is meant to start in 2020, aims to engage local businesses as a means to ensure an effective development and management of sustainable tourism.

According to the Sustainable Tourism European Charter, sustainable tourism is

"...a tourism defined as any form of tourism development, equipment or activity that respects and preserves natural, cultural and social resources in the long term and that contributes positively and equitably to economic development and the fullness of the individuals who live, work or stay in the protected areas".

The Sustainable Tourism European Charter is, therefore, a suitable proposal for the territorial development of the Priorat-Montsant-Siurana region.

The objective of the Sustainable Tourism European Charter (STEC) is to generate a commitment among the signatory agents to implement a local strategy in favour of sustainable tourism that should facilitate the territory:

- Be recognized at European level
- Have new business opportunities
- Strengthen the quality of the tourist offer
- Rationalize environmental expenditures

To be able to assess a sustainable and adequate valorization of this singular and universal landscape, it is important to:

- Ensure that the management plan of the Landscape Charter is executed.
- Obtain the means and resources necessary for this fact to become a reality.
- Support the Regional Landscape Office as a figure or technical entity capable of supporting the initiatives related to the landscape that are generated in the region.

Currently, in the Priorat, **tourism becomes a real economic engine that complements local economies.** The Sustainable Tourism European Charter is, from this point of view, an opportunity to convey all those voices and initiatives that ask to structure a particular tourism model which values Priorat singularities, while allowing a projection of a future that arises from the respect towards nature, the heritage and the culture of the region, and establishes, where appropriate, limits or conditions.



3. Wine tourism in the Priorat region

Wine tourism is a form of tourism that allows visitors to know a territory through its wines. Territorial agents are aware that **wine tourism offers many possibilities and opportunities for sustainable development and growth**. Diversification and combination of winemaking activity with tourism can offer business alternatives through the direct sale of wine, while it is a new way of generating brand image and visitor loyalty with the values, principles and products of a winery.

In terms of tourism, it is an important opportunity to generate additional demand for rural tourism that, despite its significant growth in recent years, suffers from excessive seasonality in weekends, long weekends and summer season, as well as an increasingly fierce competition between destinations and establishments to capture demand flows.

Finally, in wine tourism territories, wine tourism is a unique opportunity to create a new tourism product, which corresponds to the current trends in demand and which, through appropriate planning, can become an engine for the sustainable development of tourism.

Wine tourism often brings associated complementary activities that go a little beyond the simple visit to wineries and a tasting of the wines. These activities can be walks through the vineyards on foot, by bicycle or 4x4, wine pairings with products or local gastronomy, visits to elements of architectural and cultural heritage often related to wine, etc. These combined tours are organized either by the wineries themselves or by active tourism companies or travel agencies.

In the Priorat, wine tourism begins to have a certain tradition and the proposals evolve and get richer as time goes by. Priorat wine has been gaining great prestige in recent years to be referenced by leading global specialists in this field. Wine has gone from being more than an alcoholic drink. Currently, wine is a symbol of landscape, tradition, culture, art, health, coexistence and other attributes that define it and position it as an ideal product to attract quality tourism.

Due to the potential of this tourist sub-sector in the region, from the Regional Council, an offer of visitable wineries was structured, which includes DO Montsant and DOCa Priorat wineries. These are establishments and facilities that are open to the public, either with fixed or agreed prices and schedules, depending on the logistics capacity of each of them. Visitable wineries are an important economic booster of the region, a good complement for the companies and wine producers and also constitute a very suitable formula to explain the history, culture and landscape of Priorat.

Wineries currently open to visitors that offer different types of visits and activities are the following ones:



Municipality	DOCa Priorat	DO Montsant
Bellmunt del Priorat	2	1
Cabacés	0	1
Capçanes	0	2
Cornudella de Montsant	0	3
Darmós	0	1
El Masroig	0	2
Els Guiamets	0	1
El Lloar	2	0
El Molar	1	0
Escaladei	3	0
Falset	1	1
Gratallops	14	0
La Figuera	0	1
La Morera de Montsant	2	0
La Torre de Fontaubella	0	0
La Vilella Alta	1	0
La Vilella Baixa	2	0
Marçà	0	4
Margalef	0	0
Poboleda	6	0
Porrera	7	0
Pradell de la Teixeta	0	0
Torroja de Priorat	2	0
Ulldemolins	0	0
Total	43	17

*Table 1: Wineries which can be visited
(source of the Priorat County Council)*

As seen in the previous table, the municipality with the most visited wineries is, by far, Gratallops, with a total of 14. This municipality, located in the centre of the region, is one of the main DOCa Priorat wine production centres.

Porrera is the second village with more wineries open to visitors, with a total of 7. It is also a well-known municipality for the production of high-quality wines of the DOCa Priorat. As for the DO Montsant, the town with the highest offer of visiting wineries, 4 in total, is Marçà, followed by Cornudella de Montsant with 3. The rest of the towns in the region that have wineries open to the public are among 6 in Poboleda. Between the two DO 6 villages do not have offer to visit wineries; Margalef, Pradell de la Teixeta, La Torre de Fontaubella and Ulldemolins.

In 2013 the "Priorat Enoturisme" association was created. It is made up of partners from different types of companies, including accommodation, restaurants, activity companies, oil mills and up to 15 wineries. The association works for the promotion of tourism and the various options offered by the region (cultural, gastronomic, active, etc.) and commercializes tourism experiences, combined packages that integrate services and products of different types. Wine tourism is a capital point, a fundamental element of most tourism proposals that are made from this association of tourism entrepreneurs.

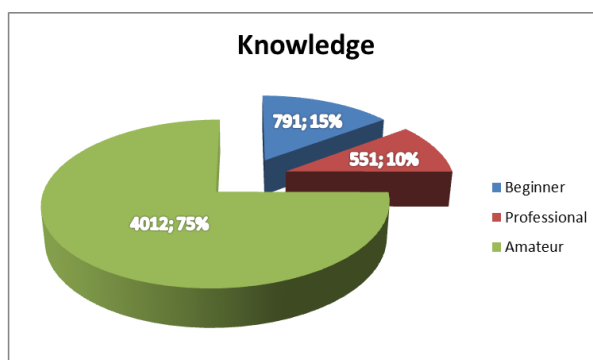
Below there is a list of the travel agencies that offer wine tourism activities in the region:

Travel Agency	Headquarters
Wine Experience	Tarragona
Ardanza	Holand
A La Carta	Salamanca
Vintage Spain, Rutas del Vino	Miranda de Ebro
The Unique Traveller	United Kingdom
Gourmand Breaks	Girona
Epicurian Ways	USA
The Wine Colours	Barcelona
City Tours Barcelona	Barcelona
Cellar Tours	Madrid
By You	Barcelona
BSP Tour Wine Experience Priorat	Barcelona

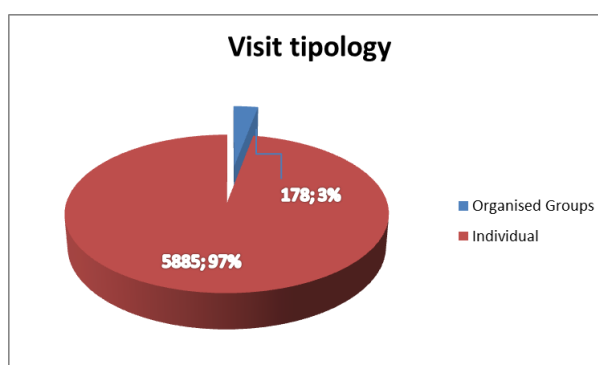
Table 2: List of travel agencies that offer wine tourism activities in the Priorat

It can be clearly seen that Priorat has great potential in the wine tourism subsector and also that it is taking advantage of it very well, making it evolve in the direction of new tourism trends. The wine route takes place in the Priorat region.

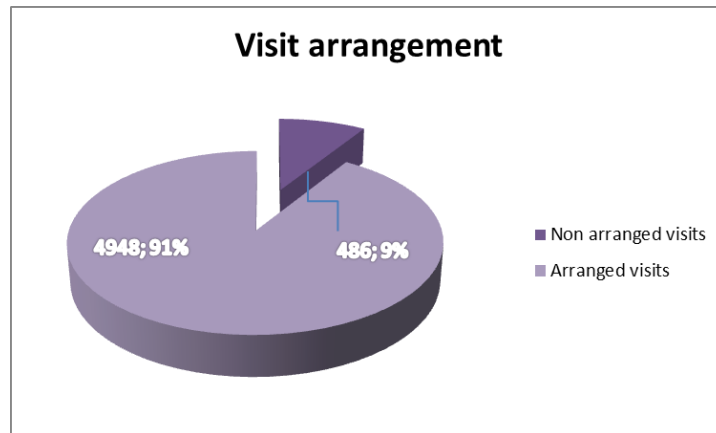
The Diputació de Tarragona, Eurecat and the Catalan Government hold an information system to gather data about tourists. The data collected in 2018 about the Priorat wine sector comes from the information provided by 27 wineries. It is summarised in the graphs below.



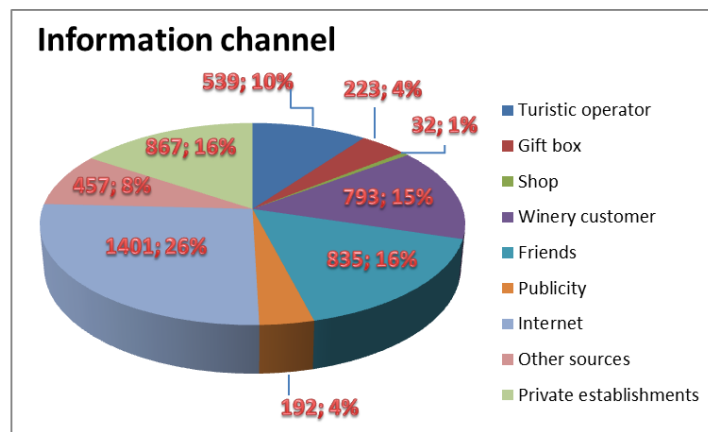
Graphic 1: Typology of visitors during the Priorat wine route in 2018



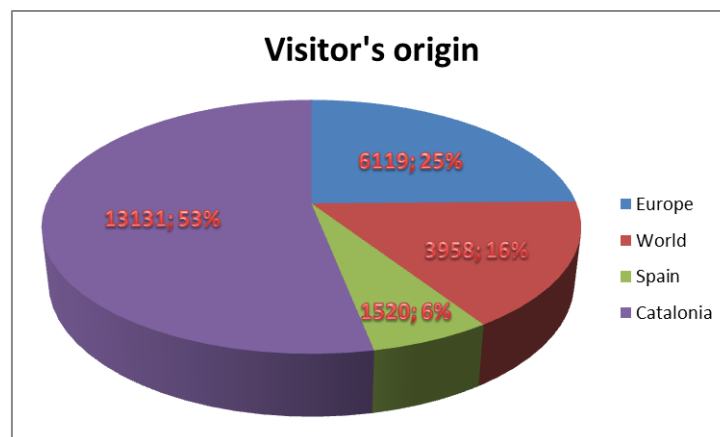
Graphic 2: Visit typology during the Priorat wine route in 2018



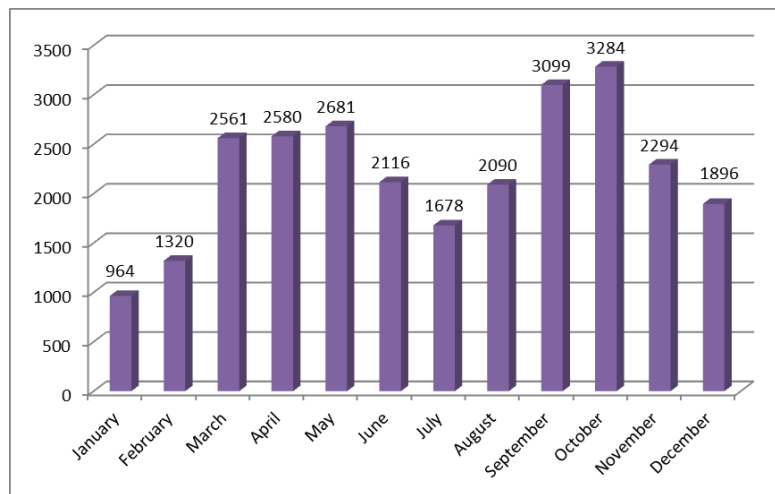
Graphic 3: Visit arrangement during the Priorat wine route in 2018



Graphic 4: Information channel of the visit chosen by the visitors during the Priorat wine route in 2018



Graphic 5: Visitor's origin during the Priorat wine route in 2018



Graphic 6: Number of visitors during the Priorat wine route in 2018

In general, the following conclusions could be drawn at the statistical level:

- Most visitors were wine amateurs, while a similar number of visitors were beginners and professionals from the sector.
- In the vast majority of visits, visitors come on their own while a small number of them arrived in arranged organized groups.
- Internet, friends, private establishments and winery customers were the most used information channels for visitors to receive information about the winery visited while a small number of people were informed through gift boxes, store, advertising and other sources.
- More than half of the visitors are from Catalonia, a quarter is of European origin, mainly from Germany, Belgium, Denmark, Finland, France, Holland, Norway, United Kingdom, Russia, Sweden and Switzerland and the rest are from other parts of the world (the United States and Canada mainly) and other regions of Spain.
- October, September, May and April are the months with a greater number of visitors in the wineries.

Sustainable wine tourism growth

The wine tourism is one of the signatory actors of The Sustainable Tourism European Charter, which sets the sustainability framework in which wineries and wine producers should operate. The Charter is entering its second phase that specifically targets the engagement of local businesses to the effective development and management of sustainable tourism. They must be represented on the sustainable tourism forum and be involved in the preparation and implementation of the sustainable tourism strategy and action plan.



Wine tourism is increasingly a trending topic and a type of activity which arouses interest among people. Wine tourism must be able to offer all wine lovers the chance to enjoy everything that the territory offers, merging landscape with wine. A better wine tourism guarantees an increase in the number of visitors and an improvement in the products and packages that are offered. Some of them are of a high quality and with some extra features will become even better. Integrating the sustainability component is an opportunity to attract more visitors while ensuring that such growth happens at a pace that does not undermine the beauty and uniqueness of the Priorat landscape and ensures a rural sustainable development.

A better promotion of wine tourism between administrations and companies will boost wine tourism. The collaboration between both and the promotion must be important in everything, including media, which should play a greater role in the dissemination of sustainable wine tourism.

To attain a sustainable wine tourism development, the sector must integrate this approach to its activities and performance, and simultaneously it must work in the same direction with all parties in the value chain of each of the municipalities. In general, it means being able to reduce the environmental impact while ensuring the well-being of the local population.

The list of aspects to move towards sustainable wine tourism could be long. However, in the context of the Priorat, some aspects are more relevant than others. The sector has already identified a list of initiatives to promote a sustainable wine tourism in the Priorat region that will be presented before the Priorat Sustainable Tourism Board in the semester meeting that they organise to deal with different issues of the tourism sector:

1. Make adapted wine tourism routes so that anyone with a disability can live this experience without any problem. In this sense, in the meetings that will be held with the enotourism entities and stakeholders, a better adaptation of the facilities of the wineries will be proposed so that everyone can access without complications.
2. Through the results of the LIFE PRIORAT+MONT SANT project, it is expected that the number of wineries and vine growers that adopt sustainable practices in all their processes will increase, a fact that will arouse greater interest among wine tourists.
3. A better information service that is able to provide advice on wine tourism and other related activities that can be attractive for the visitor, such as sports, hiking, gastronomic and wine tourism experiences and so on.
4. Improvement of the transmission of sensations to the enotourist, making him an active participant in both the history of the establishment and the production process.
5. To have more and more prepared and passionate people from the wine tourism sector to be able to transmit the information pleasantly so that the enotourist acquires a deep knowledge of the establishment and its history. It is understood that wine tourism is one of the most complex products offered by the tourism sector and requires true specialists in the art of communication.
6. Greater loyalty. It begins when the client is in the establishment and must be oriented to customer satisfaction, a concept on which the success of the experience revolves and which will turn tourists into a future prescriber of the brand and their experience. In this work, it is



- very important to capture by all means that they have at their disposal the wine tourism valuations to understand, evaluate their perception and then be able to focus on satisfaction.
7. A better preparation for the international winemaker. It is necessary to adapt the facilities and staff for the reception of international tourists. Likewise, the tourist offer must adapt to the different markets that consume this type of tourism.
 8. The landscape and wine of the Priorat is peculiar and different. For this reason, specialization and differentiation must be strengthened, since if you specialize within the sector itself, your activity becomes a reference and claim for future visitors, and thus avoid the competition.
 9. Innovation and trends. Whether the path of wine tourism starts out of necessity, or if it is done by chance. One must think well of the business idea and pursue innovation, analyze trends. It is necessary to look for future trends that adapt to the facilities or capacities, as well as to the services and needs of the market. If one is able to interrelate wine tourism experiences or adapt them to new trends, the number of visitors in the winery would increase.
 10. In the Priorat, several sustainable wineries offer organic products, increasingly sought after by the consumer. If anyone wants to increase the number of wineries that join this ideology, they need to create a brand so that the service contains the idea of sustainability and serves as a presentation card so that the wine tourism activities sell themselves.

Together with this list, and in the context of the Priorat where the landscape is the main element of its economic development, the sector should work harder to reduce the environmental impacts. This means being able to generate wealth in the area while being able to ensure that certain places are not affected by a population flight. The areas that are promoted and that attract wine tourists are exposed to an exponential growth of population in very short intervals of time, especially in rural tourism, which implies an increase on the demand of natural resources. It is imperative to work on environmental matters to prevent degradation of natural spaces, to ensure water provision, and to improve wineries efficiency in terms of land, energy and water use. Public transport is scarce, which obliges visitors to use the car as a means of mobility.

Sustainability is also a matter of survival over time. Population loss and ageing together with high unemployment are factors to address should the sector want to last long. It implies training and capacitation of employees and local people, investing in new ideas and new projects for youth to stay, or looking after the cultural and historical heritage. Finally, yet not least important, is climate change. Priorat will be strongly impacted by climate change: water droughts, bush fires and heavy storms will become more common. It is imperative to assess the risks associated with climate change and to set adaptation and mitigations plans to it.