

PATRIMONIO CULTURAL DE LA VID Y EL VINO

VINE AND WINE CULTURAL HERITAGE

Sebastián Celestino Pérez y Juan Blánquez Pérez
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VINE AND WINE CULTURAL HERITAGE

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Resumen: En los últimos tiempos la preservación del patrimonio vitivinícola y el desarrollo del enoturismo han adquirido relevancia en España. Bodegas, artefactos tecnológicos y paisajes de viñedo constituyen los principales reclamos para el turismo, cuya puesta en valor es, además, un elemento favorecedor del desarrollo rural. Las estimaciones de turistas adscritos a esta modalidad en los últimos años alcanzan los 1,5 millones, una cifra nada desdeñable pero insuficiente si se tiene en cuenta que España es el primer «viñedo del mundo», con una enorme riqueza de paisajes y de vinos y con más de 70 denominaciones de origen existentes.

Este trabajo explora el patrimonio en las áreas vitivinícolas del sureste de España, conformado por las provincias de Murcia, Alicante y Albacete, donde la variedad de uva Monastrell es la principal protagonista. Entiende el patrimonio como un contexto territorial en el que conviven bienes muebles, edificios y paisajes modelados por el desarrollo económico, en un entorno ambiental bien definido y con múltiples referencias históricas, que, en conjunto, ofrece enormes posibilidades para las actividades turísticas como medio de desarrollo. El sector vitivinícola se presenta como un elemento integrador del patrimonio histórico, industrial, cultural y paisajístico, con enormes posibilidades para el desarrollo del enoturismo.

Nuestra aportación consta de varias partes: en la primera se realiza una aproximación al patrimonio histórico-cultural del sector, con referencias sobre la legislación en este ámbito y algunos ejemplos de valorización del patrimonio vitivinícola. La segunda, centrada en los territorios de la Monastrell, analiza los elementos patrimoniales más destacados que se conservan actualmente y profundiza en el estado de preservación de sus bienes, usos, puesta en valor y práctica museológica. Destaca la importancia que el enoturismo ha adquirido en los últimos años en las Denominaciones de Origen que tienen en la Monastrell su principal referencia varietal y enológica: Bullas, Jumilla, Yecla y Alicante; y las expectativas que albergan las actividades culturales y gastronómicas en torno a las bodegas y a los paisajes de viñedo. A fin de comprobar los logros realizados, ofrece una primera aproximación a las bodegas que ofertan recursos turísticos como visitas guiadas de sus instalaciones, degustación de vinos y cursos de cata, paseos por los viñedos y los paisajes vitícolas y servicios de restauración y hostelería. También destaca la importancia del diseño de productos turísticos integrados, como son las «Rutas del Vino», o la creación de museos dedicados a documentar la actividad agrícola e industrial. Concluye que, pese a los avances registrados, queda margen para potenciar el desarrollo del turismo y mejorar las condiciones de conservación del patrimonio industrial, cultural y natural en torno a las bodegas y los viñedos.

Abstract: The aim of this paper is to explore heritage in the vine and wine sector of South-eastern Spain, where Monastrell is the main variety of grape. We will analyse some of the most outstanding wineries, taking into account the importance of wine tourism in recent times and the possibilities of this sector to successfully implement this activity around wineries and landscapes of vineyards. In conclusion, the vine and wine sector and its industrial, cultural, and natural heritage could be considered beneficial to rural development through its importance as a resource for the promotion of tourism.

Palabras clave: Patrimonio cultural y natural, patrimonio industrial, vitivinicultura, Sureste de España, Monastrell

Key words: Cultural and natural heritage; industrial heritage, vine and wine sector, South-eastern Spain, Monastrell

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The Promotion of Wine and Vine Heritage in the Monastrell Landscape

INTRODUCTION

Recent interpretations of heritage, as a territorial context which incorporates personal property, buildings, and landscapes shaped by economic development, within a well-defined natural environment with many historical references, offer enormous potential for wine tourism as a means of development¹. In this context, the wine sector is presented as an integrator of industrial, cultural and scenic heritage, which offers multiple possibilities for the development of wine tourism in rural areas dedicated to the production of wine². The aim of this paper is to explore vine and wine heritage in South-eastern Spain, an area made up of the provinces of Murcia, Alicante, and Albacete, where Monastrell is the main grape variety. With this purpose in mind, the text is organized into th-

ree sections. In the first part, a general approach to cultural and historical heritage of the wine sector, some references to the legislation in the area analyzed, together with outstanding examples of heritage valorisation of wine are accomplished. In the second section, focused on the territories of the Monastrell variety, an analysis of some of their most important heritage sites which are now preserved is undertaken. Also, issues such as the description and condition of the property, current uses, the potential for value enhancement or the analysis of a museological approach in the case of those elements already in museums are investigated. Likewise, the authors have also taken into account the importance that wine tourism has acquired recently and the benefits this sector has created by successfully deploying this activity with reference to wineries and landscapes of vineyards, as examples of industrial, cultural, and natural heritage. Finally, the third section reports some brief conclusions.

WINERIES AND VINEYARDS AS EXAMPLES OF INDUSTRIAL, CULTURAL AND NATURAL HERITAGE

Specialized wine areas and larger historical trajectory are currently one of the areas of institutional action for the deployment of protection

1. For more information regarding new approaches that incorporate natural heritage landscapes as a cultural heritage, see Álvarez Areces (2009). Geographers, economists, architects and other experts have pointed out the importance of these new approaches as a resource for tourism development and rural sustainability, Ortega (1998), Roch (1998); Fernández and Caravaca (2005); Mata-Olmo (2008).

2. The interest in industrial, natural landscape and cultural heritage has been the subject of interest in recent times for more information see contents of the papers presented at recent conferences and seminars: XII International Congress of Industrial Heritage, organized by INCUNA and held between September 30 and October 2, 2010, in Gijón (Asturias), VI International Congress on Planning (CIOTA VI), held in Pamplona, 27-29 October 2010, and the recently published number 29 (2010) of *Areas. International Social Science Journal* dedicated exclusively to Industrial Heritage and Legacy Material of Economic History.

measures and preservation heritage. Throughout the last century, the formation of vineyard landscapes — ancient in many cases — and the construction of warehouses, wineries and buildings of different architectural styles and technology make up authentic routes for wine culture and industrial heritage of wine making. Its value has been recognized by society, demanding a greater knowledge of such events, and public administrations and institutions, which focus their interest on the conservation of the main facilities too. As in many of the Old World producing countries, Spain is a special field for the wine heritage promotion. The oldest wineries and their most emblematic facilities, including the formation of much of the vineyard landscapes, had their period of splendour during the latest nineteenth century and first third of the twentieth century. The technological modernisation of Spanish wineries came about in later decades, most notably since 1980. In the 1990's the consolidation of the "winemaking revolution" occurred, involving vineyards and wineries of most wine making regions of Spain together with the wine producing countries of the New World (Martínez-Carrión & Medina-Albaladejo, 2009). Such event led to a greater social demand for wine culture and its customs, including wine heritage. Thus, in addition to an increase in the number of wine clubs and the interest regarding the consumption of quality wines, it is also important to highlight the recent expansion of wine tourism. This new area within the tourism industry is a combination of cuisine, culture, art and architecture, history, leisure, contact with nature, health and quality of life (such as wine therapy), and, likewise, is currently an excellent opportunity for the promotion and management of quality wines of a particular region or landscape.

Institutions could play a greater role in the cultural regeneration of vineyard landscapes as well as wineries. On a worldwide scale, the initiative of UNESCO — under the heading of "cultural heritage" — sponsoring landscapes of the most iconic wine regions is highlighted. Since 1994, the UNESCO World Heritage Committee has been incorporating the landscape within a more inclusive concept of heritage, which includes more complex sets and has made it possible for "cultural landscapes" to become a part of the traditional nomination of Cultural Property. The list of wine landscapes within the World Heritage is vast. It began with the first case in Italy, with the vineyard terraces of the Amalfi Coast in 1997, and continued with the coast of Liguria, in Italy, the vineyards of St Emilion in the Bordeaux area, and the Loire Valley in France. In 2001 the landscape of the Douro wine and the area of Porto, Portugal were declared world heritage sites. In 2002 the German areas of Rhineland-Palatinate around the Rhine and the cultural landscape of the wine region of Tokaj (Hungary) were also given the title. In 2004 Pico Island, an island in the archipelago of the Azores and in 2007 the vineyards of the Swiss region of Lavaux, which overlook Lake Geneva, gained their recognition. To this list of wine landscapes we need to add the Landscape and Ancient Industrial Facilities of Tequila in Mexico, both received recognition in 2006³.

To date, a Spanish wine region has yet to be declared as cultural heritage of humanity, despite several attempts being made. The incorporation of new members is a complex process which can be seen by the numerous requests that have taken place since the late twentieth century. An inventory of pro-

3. For more details see <http://whc.unesco.org/en/culturallandscape>.

perties entitled the "Vine and Wine Cultural Route of the Mediterranean Towns" is to be featured by the World Heritage. Included on the tentative list, approved by the Spanish Historical Heritage Council at its meeting on May 31 (2002) in Teruel, and updated on 29 and 30 June 2006 in the Heritage Council of Navarra⁴. The Spanish commitment to the European Landscape Convention (Florence, 2000) encourages the possibility that some rural landscapes are part of cultural heritage.

On a more regional level, the laws of the landscape that some regions have implemented, placing the vineyard landscape as one of its main purpose, have acquired new interest. The best example is that of Catalonia, which since June 2005 has a law on protection, management and landscape arrangement, which draws attention from growers and producers in Penedès area. In Rioja, the Heritage Act, passed in 2004, specifically cites the case of the "vineyard landscape as part of traditional Rioja culture" and "among real estate emphasizes the defence of construction related to wine and in particular, the wine cellars"⁵. Some regional laws expressly mention the landscape as part of the "vineyard culture". Thus, in Andalusia, the Ministry of Agriculture and Fisheries presented the "Manifesto for the Traditional Vineyard in Doñana's Rain-fed: a Sign of Vital Biodiversity and Landscape" in 2008.

Institutional initiatives on wineries restoration are still scarce. Among the recent investments made by the General Direction of Fine Arts and Cultural

Property of the Ministry of Culture, the project "Conservation of ethnographic heritage: Bodegas tradicionales de Toro" which affects five wineries is highlighted. This work is accompanied by a study from the Institute of Historical Heritage on the culture of wine, worth nearly one and half million Euros⁶. In general, the winemakers themselves, who in recent years have seen the potential of wine tourism, are in charge of the economic rehabilitation. This new line of business, linked to the enhancement of agro-industrial heritage, cultural and natural environments of wine, is meant as a solution for rural development and employment and wealth improvement in family businesses (Pardo-Abad, 2008). Visits to wineries and vineyards with wine tasting and the chance to sample the gastronomy of the areas, is now one of the tourist attractions with the greatest potential for growth and forms part of the emerging tourism culture. Currently, the major appellations of origin and most emblematic wineries offer wine tourism services. Estimates of tourists attached to this form in recent years have reached 1.5 million, a figure far from negligible but insufficient when taking into account that Spain is the first "vineyard of the world", the country hosting the largest area of vineyards, with a wealth of scenery and wines achieving more than 70 appellations of origin (Martínez-Carrión & Medina-Albaladejo, 2010). Business meetings, conferences, seminars and scientific activities have also been subject to interest in recent years in some of the most emblematic wineries. On the tourist map as in congresses and scientific activities, Rioja has the largest concentration of the-

4. For more information on the declaration of nominations of cultural property in Spain to UNESCO, see <http://www.mcu.es/patrimonio/MC/PME/ProcesoCandidaturas.html>. The bid for Cultural Route of Vine and Wine in the Mediterranean Towns began at the meeting which took place in Santo Domingo de la Calzada in 1999, http://www.icomos-ciic.org/CIIC/LARIOJA_esp.htm. More information can be found in Vicente-Elias (2008).

5. Ley 7/2004, 18 de octubre. BOR, nº 138 del 23 de octubre de 2004. Gobierno de La Rioja.

6. <http://www.abc.es/20100828/comunidad-castillaleon/ministerio-cultura-invierte-millon-20100828.html>; <http://www.nortecastilla.es/20090811/zamora/cultura-adjudica-restauracion-bodega-20090811.html>.



FIG. 1
The Monastrell
Region and the
Wine
Appellations of
Origin in Spain
Source: Martínez-
Carrión and
Medina-
Albaladejo (2008,
57)

se activities for the benefit of its facilities. It also stands out for its museums, in particular the Museum of Wine Culture opened in June 2004⁷. What has been the scope of these operations developed in recent years for the protection and conservation of heritage in the wine regions of the South-eastern peninsula? The main purpose of the next section is to answer this and other questions

WINE CULTURE IN THE MONASTRELL REGION: FROM INDUSTRIAL HERITAGE TO TOURIST RESOURCE

With an area of more than 60,000 hectares representing more than 5% of the Spanish vineyards, the grape variety Monastrell ranks 5th place in the grapes cultivated in Spain⁸. As Figure 1 shows,

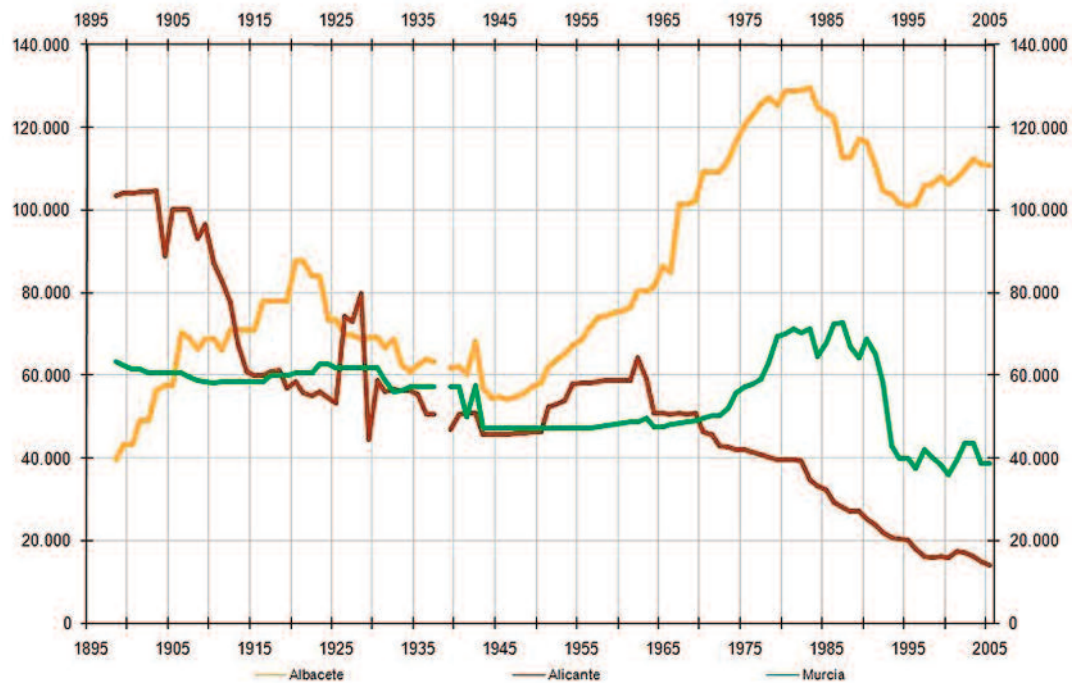
the largest concentration is located in the south-eastern in the provinces of Albacete, Alicante, and Murcia, especially around the Appellations of Origin Alicante, Almansa, Bullas, Jumilla, and Yecla. To be more exact, 99.3% of the total cultivation of the Monastrell grape is located in the regions of Murcia, Castile-La Mancha, and Valencia. Murcia is the first on the list with 53.3% of the total area dedicated to this, closely followed by Castile-La Mancha with 31.0%, and Valencia with the remaining 15% [Fig. 1].

Even though wine culture and its increase in appreciation is a relatively recent phenomenon, the expansion of wineries and the development of modern wine-making is the consequence of a historical process that has been built up and shaped

7. <http://www.dinastiavivanco.com/inicio.asp>.

8. Data on changes in the area of vineyards were obtained from the Spanish Observatory of the Wine Market (OEMV). View <http://www.oemv.es/>.

FIG. 2
Developments in
production in the
areas of vineyards
in south-eastern
Spanish
(provinces of
Albacete, Alicante
and Murcia) 1895-
2005 (in hectares).
Source: Martínez-
Carrión &
Medina-
Albaladejo, 2008,
63)



over time. In the areas of Monastrell, as occurred in other Spanish regions, this process took place during the second half of the nineteenth century: a time of high pressure from demand thanks to an outbreak of the Phylloxera plague amongst French vineyards. As a consequence of this, there followed an important decline in the supply and exports of wine from France, which were quickly replaced by Spanish wines.

In the case of Murcia, and in particular Jumilla, the presence of French wine-selling businesses since 1870 is well documented and led to the promotion and expansion of the wine-making business in this region. It produced a rapid increase in the area given over to wine production, which began its golden age in the years of the Restoration. This area increased from 17,858 ha to around 1858 to 62,420 ha in 1900 (Martínez-Carrión & Medina-Albaladejo, 2008, 59). The magnitude of such increase highlights the importance of the wine

business that multiplied by dozens the wineries established under this plantation fever, which expanded within identified specialized areas and also in the region of Campo de Cartagena. It should be noted, however, that unlike other regions, the impact of Phylloxera was hardly felt in Murcia. From the beginning of the century until the mid 1970's, the vineyard area tended to decrease, and only from then on until the late eighties was there an increase, achieving almost 80,000 hectares, which was its highest ever. Nowadays, this figure has halved, with a very sharp decline occurred during the early 1990's [Fig. 2].

The increase in area dedicated to winemaking was even greater in Valencia and above all in Alicante, where it increased from 17,858 ha in 1860 to 104,200 ha in 1900, what represents the highest increase in both absolute and relative terms within the three Valencian provinces (Garrabou, 1985, 71-72; GEHR, 1991, 148). However, in comparison to the region

of Murcia, in Alicante, from then on a marked reduction occurred in wine production, in such a way that production was down to 50% in the run up to the civil war. As has been reported by Calatayud (2006, 151) for the region of Valencia, the arrival of the Phylloxera plague, the recovery of French production, and the peak of wine culture in Argelia put an end to the fever which had characterised the late half of the nineteenth century. Subsequently, returning to the case of Alicante, after a brief recovery during the 1950s, the reduction in area dedicated to wine making has been fairly constant until now [Fig. 2]. Nowadays, the province of Alicante occupies around 20,000 ha, a mere fifth of the area it occupied at the beginning of the twentieth century⁹.

Of particular interest is the growth of vineyards in Castile-La Mancha. Today, with more than 500,000 hectares, it accounts for almost half the Spanish vineyard area, making it the largest worldwide. Just as reported for the other territories, the wine industry expansion also happened in the late nineteenth century, although the mid-decades of the twentieth century were also important¹⁰. However, from the mid 1980s to the present, the area dedicated to vineyards has tended to decline throughout this Community. In the case of Albacete, even though these days it is not part of the province of Castile-La Mancha it has the largest area of vineyards, Figure 2 shows how the area of vineyards doubled during the mid twentieth century and the beginning of the 1980s, to more than 100,000 hectares in the early twenty-first century.

9. For more information on the development of the area of vineyards in the Valencian Community see the works of Piqueras, 1981, Garrabou, 1985 and Calatayud, 2006.

10. For more information regarding the development of vineyards in Castile-La Mancha, see the works of Del Valle, 2003 and Olmeda *et alii*, 2003.

From a traditional view, the development of wine culture has left a rich cultural heritage. What is its state of conservation? And what scale does wine tourism cover? With regard to the first question, the state of knowledge and conservation of heritage is variable. If we focus on the Region of Murcia, with the highest percentage of land devoted to the Monastrell variety of grape, its heritage consists mainly of traditional wineries located in historical homes of these towns or rural properties that make up a significant asset within the traditional architecture of Murcia. Unlike other regions such as Catalonia and La Rioja, among others, the Region of Murcia has no ancient vineyards remaining in good condition. The striking fact is, especially when you consider that in the appellations of origin Jumilla, Yecla, and Bullas, that vineyard expansion and development of modern winemaking took place during the late nineteenth century, as has already been reported above.

In the town of Bullas traditional wineries that have been preserved have been documented, with 221 listed in the local village. They are characterized by groundwater, vaulted ceilings, large buried earthenware pots, wineries located in the higher areas, and pipelines created for the distribution of grape juice using gravity. Some have been restored with the aim of promoting wine tourism in the area, highlighting the case of Bullas' Wine Museum. Located in one of the most important traditional wineries, its 100 ceramic containers were built in the early nineteenth century for fermenting and wine storage. Also, the case of Balsa Street Winery, now the headquarters of the Regulatory Council of the Appellation of Origin of Bullas, and that of Casa de Don Blas Rafael Marsilla (Martínez-Sánchez, 2005a; 2005b; 2005c; 2009).

On the contrary, knowledge of these buildings is not so detailed in other wine areas of the Region of

Murcia. In Jumilla, similar warehouse in townhouses and rural estates are known to have existed, maintaining their production until the mid-twentieth century. These were usually formed by masonry or medium winery tanks, where tables were placed on to perform grapes treading, also included traditional screw presses and oak or ceramic pots. It is currently unknown how many wineries could have existed, nor is there a list of which of these facilities are still standing (Morales, 1976; Pardo, 1996). This situation is very similar to that experienced in Yecla, where the presence of a traditional industry of distillation has been confirmed (Palau, 2005).

There are several historic wineries that still retain their original processing systems, conforming thus a major industrial cultural site where they are located. In the case of Jumilla, undoubtedly the most prominent of the Region of Murcia, we can distinguish between heritage elements located in the historical city and those located in the suburbs or in plots of land spread out. Among the former, the case of Asensio Carcelén stands out, a family run winery business founded in 1876 which is currently home to the only wine museum to exist in the region of the Altiplano, created in 1970. Another, the Bleda Winery, founded in 1926, or Pedro Luis Martínez (Alceño) which was formed in 1870 by wine broker Roque Martínez, and which currently organises guided tours of their facilities in the city centre.

On the outskirts of Jumilla some wineries with important heritage value exist, such as the company Julia Roche Hijos (Casa Castillo). Located on the estate of its most recognized brand name, it has a French winery built in 1870. It spent 40 years with no activity until 1991 when it was restored for wine production respecting all its original structures. Bodegas Silvano García also created in 1925 and after many years of inactivity resumed its role in 2000.

Another important case is that of Bodegas San Isidro, a cooperative founded in 1935 as the Agricultural Union "El Progreso". This cooperative has the largest capacity production centre of the appellation of origin Jumilla and during the 1970's and the 1980's it was among the largest in the country. This winery has undergone several reforms, expansions and modernization processes throughout the second half of the twentieth century, the latter very recently. Its huge, ancient deposits made of cement and the more modern stainless steel ones, in addition to its impressive wine cellar with capacity for more than 3,000 barrels, can all be visited.

Also noteworthy are the cases of Finca Omblancas and Bodegas Luzon. The former has a winery built in 1978 by the company Santos and Triguero which was brought back into operation in 2002 by the Rodríguez-Albentea family. At the same time, it also preserves a traditional wine cellar dating from 1888, named the Perico Molina cellar. The latter is currently in good condition being run as a small museum for tourist visits. The case of Bodegas Luzon, a company owned by the Grupo Corporativo Fuertes from 1999 — firm consisting of over twenty companies that operate in different sectors such as El Pozo, Cefusa or Fripozó — which has systems from the early twentieth century (probably c. 1916) although it has undergone many reforms and various subsequent additions¹¹.

In the case of Yecla, its heritage elements are testimony to the long tradition of wine-making, there are three major cases. First on the list is the Bodegas

11. Newer wineries which still do not have heritage interest but can be visited are: Casa la Ermita (1999), Bodegas Viña Campanero (2002), JM Martínez Verdú (2006), Hacienda del Carche (2006) and Bodegas Carchelo (1991), most of which are located in the privileged area of the protected natural park of Sierra del Carche. Bodegas Carchelo, founded by Juan Sierra and two partners, was a pioneering winery in the development of quality bottled wines whose innovative bid failed in the early nineties.

Antonio Candela (Señorío de Barahonda), founded in 1925 and located on the outskirts of the city. This boasts traditional wine jars dating back to the mid-nineteenth century and has now been restored and is an asset to the development of wine tourism. Visits are offered, in addition to a restaurant in the wine-cellar. Another one which stands out is Bodegas Castaño, an export company founded by Ramon Castaño Santa who built this winery in 1950 on the outskirts of Yecla and can still be visited today. The last one to note is the case of La Purísima Cooperative, also in the area of Altiplano, this winery was built in the mid 1950's and today retains much of the original systems.

The area that includes the appellation of origin Bullas also offers some outstanding elements of industrial heritage. Bodegas del Rosario is a cooperative founded in 1950 and located on the outskirts of town. It has a vineyard built in this decade and has subsequently been extended several times. Among its different parts there is a facade and a wine cellar decorated with mosaics showing different tasks associated with wine culture (clearly a Falangist inspiration).

The most prominent heritage element in the case of Bullas is undoubtedly the Carrascalejo Villa. This traditional style winery, located in the basement of the palatial residence of the same name since the 1850's, when its owner, the Marquis of Pidal, began to develop bottled wines of a very advanced quality for its time. Since 1870 the Béjar wines produced by the El Carrascalejo vineyards acquired recognition, its owners introduced the most advanced oenological methods at the time and in 1875 they already had fermentation tanks with a capacity of 80 hl. Until the 1980's, these bottled wines were unique in the regional catering and trade, but the failure to modernise meant they were later left behind.

With respect to the other two provinces where Monastrell was also the main grape, in the case of the appellation of origin Alicante, Bocopa is the main winery in the area. It is a second-degree cooperative which also organises visits including many of the small historical cooperative wineries in Alicante. Some of the most important being those of Petrer (1908), Monóvar (1929), Ibi (1920), San Blas (Sax, 1928), San Vicente Ferrer (Teulada, 1940), Castalla (1947), Ntra. Sra. del Carmen (Cañada, 1947) or Divina Aurora (Benejama, 1952), among others¹². Other notable cases are those of the Cooperative Winery Ntra. Sra. de las Virtudes of Villena and that of Pinoso. Regarding the latter, it was formed in 1932, when the original winery was built. In subsequent actions (1947, 1954, 1973), the winery was expanded with the construction of new storage warehouses¹³. At present the winery offers a program of visits including a tour of the various facilities (grape reception area, fermentation vessels, storage and bottling, and barrel and tasting rooms)¹⁴.

In the seven municipalities within Albacete (Montealegre del Castillo, Fuente Álamo, Ontur, Albatana, Tobarra, Hellín) belonging to the AO Jumilla the presence of some local wine cooperatives is highlighted: Bodegas San Dionisio (Fuente Álamo), created in 1957, which retains its original buildings and has a small museum with the original machinery used in the manufacture of wines, also Bodegas Simon, SL of Albatana, foun-

12. For more information see <http://www.crdo-alicante.org/vinos-bodegas.aspx>

13. *Libro de Actas de la Asamblea General*, various years. Archive of the Cooperative Winery in Pinoso (uncatalogued).

14. In addition to the historical cooperatives, other, newer wineries exist which are open to the public for visits. Some examples being Bodegas y Viñedos Heretat de Cesilia (Novelda), Bodegas Sierra Salinas (Villena), Bodegas Gutiérrez de la Vega (Parcent), Bodegas E. Mendoza (Alfáz del Pi), Salvador Poveda S.A. (Monóvar) or Vins del Comtat (Conçentaina).

ded in 1945, Bodega San José, Ontur, founded in 1947, and the Cooperative Santiago Apóstol (1952) of Montealegre del Castillo.

With regard to wine tourism, and in spite of the fact that some wineries have recently started offering tours to their facilities and the possibility of wine and food tasting, few are found on well-publicized national networks on the Internet or have their own website. In any case, there are wine tours to promote wine tourism in the Appellations of Origin Bullas and Jumilla in Murcia¹⁵. For other cases, such as Alicante and Yecla, this is still very much a work in progress.

The Bullas Wine Route consists of six vineyards (Rosario, San Isidro, Balcona, Molino y Lagares, Monastrell, and Madroñal) which allow access to their facilities, partnered with six restaurants, four hotel companies, two wine shops and two museums, therefore providing a complete package for the development of wine tourism in the area. Similarly, that of Jumilla integrates nine vineyards (BSI, Carchelo, Casa de la Ermita, Omblancas, Hacienda del Carche, JM Martínez Verdú, Alceño, Silvano García, and Viña Campanero), seven restaurants, two wine shops and four hotels. Both routes offer various promotional activities relating to the culture of wine such as wine-tasting, food tasting, guided tours of the wineries, courses, amongst others¹⁶. Both are included in the network “Wine Routes of Spain”, but are still a long way far from the major wine regions in terms of wine tourism development, such as La Rioja or the appellation of origin Ribera del Duero, where many wineries include restaurant,

hotel and spa facilities, often designed by internationally renowned architects aiming to convert their production centres into real centres of tourist attraction¹⁷.

Finally, we must mention those museums dedicated to the area of wine production. Highlights include The Bullas Wine Museum and the Museum Juan Carcelén of Jumilla, in which we can find a diverse array of items that show the traditional processing methods in these places. As afore-mentioned, the first is owned by the region and is located in a traditional wine cellar in Bullas town, characterized by a museum of explanatory approach through a course with large information panels that help visitors to understand the history, and the winemaking culture and wine-making processes in the area. In addition, the course finishes with the exhibition of machinery and traditional tools to understand the process, such as a crusher or a wicker and wooden hand press from the nineteenth century, and all types of transfer pumps (Martínez-Sánchez, 2005b; 2005c; 2009).

The other exhibition example, the Museum Juan Carcelén from Jumilla —founded in 1970 by winemaker Juan Carcelén Herrero and belonging to the same family that owns the winery Asensio Carcelén — it is more an exhibition space, somewhat outdated, with various tools and machinery related to the wine industry, and without a guide to provide an explanation of the exhibition. It could rather be described as a small warehouse where various traditional and ethnographic heri-

15. For more information see <http://www.wineroutesofspain.com/>.

16. www.rutadelvinojumilla.com (Jumilla Wine Tour), www.rutadelvino.bullas.es (Bullas Wine Tour).

17. Sánchez-Medrano, 2005. In the case of the AO Rioja, some examples include: Bodegas Faustino and Norman Foster, Viña Tondonia and Zara Hadid, Bodegas Ysios and Santiago Calatrava, Marqués de Riscal and Frank Gehry, Viña Real and Philippe Mazières. Others in different areas include Bodegas Chivite and Rafael Moneo (AO Navarra), Protos and Richard Rogers (AO Ribera del Duero), amongst other.

tage elements can be found. It is divided into five areas: grapes growing, alcohol distillation and traditional pottery, traditional items, kitchen, and various objects, hosting numerous farm implements, a grape crusher made from wood and iron, and an alcohol distiller, different presses ranging from the seventeenth to the twentieth century, decanting barrels, bottles, transfer pumps, valves or filters (Gonzalez-Blanco, 2005; Griñán *et alii*, 2007).

CONCLUSIONS

Recently, within the framework of a much wider movement, in terms of conservation and an increased appreciation for historical-cultural heritage, interest in the preservation of industrial heritage has continued to grow in importance. In the same way, the wine-making sector has been no exception. Vineyards, technology and vineyard landscapes are highlighted as examples of indus-

trial cultural and natural heritage of the landscapes. This rich heritage could be considered a benefit to rural development through its importance as a resource for the promotion of tourism.

This work has identified the importance and potential held by one of the wine-making regions where the grape is predominantly Monastrell. It has highlighted those cases which best represent the heritage elements with historical character from the appellations of origin Bullas, Jumilla, Yecla and Alicante and makes reference to the actions put in place to promote wine tourism. In order to do this, a number of quality vineyards, which offer varying tourist attractions — ranging from tours of winery, wine tasting, courses in wine tasting, tours of vineyard and its landscape, and restaurant and hotel services. Within this framework, the importance of the actual planning of tourist activities such as “wine tours” or the creation of museums dedicated to this agricultural and industrial activity are also highlighted.

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