

VINEYARD GROWING APPEAL AS CULTURAL TOURISM: THE CASE OF THE GERIA (Lanzarote. CANARY ISLANDS, SPAIN)

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1. OBJECTIVES AND METHODOLOGY

Objective of this paper is to analyze the added value of the vineyard landscape incorporates the tourism sector on the island of Lanzarote, as well as the reciprocal relations have been established between this sector of the exploitation of leisure and culture of the vine.

The hypothesis is to consider both economic sectors, the primary sector, agriculture and traditional landscape, and the tertiary sustained by tourism, mutually benefit their interrelationship, so that not only the unique landscape of vineyards it has become a tourist attraction, but this consideration can help revive the primary sector, in crisis since the implementation and development of tourism in the island.

It has used an analytical method based on the consultation of primary sources, including interviews with the winemakers of the area and smallholders more field work carried out during the past three years. The main sources for this work are agricultural censuses, reports from the Island Council, the Cabildo of Lanzarote statistics published on the website (www.centrodedatos.com), statistics of the Autonomous Government of the Canary Islands, wineries documents, the Ministry of Tourism of the Cabildo of Lanzarote, the departments of local development, tourism and the environment of the municipalities of Teguise, Tinajo and Yaiza and, finally, the Control Board wine Lanzarote.

2. THE VINEYARD LANDSCAPE AND TOURIST USE

La Geria vineyard is planted in plots where holes are dug (by way of inverted cones) in lapilli or ditches with separating walls are made so that they function as windbreaks. In artificial usually sanded the edges of the farms are used for planting vineyards in the inner zone and vegetables, legumes and tubers are grown. The slopes of agricultural soils are not very high, because when it increases or terraces terracing jobs are performed. The vineyard extends from 200 to 500 meters above sea level where the soils are generally of low fertility (Aridisols and vertisols).

Because of the unique natural features, and above all human action and decision, Lanzarote has several techniques and systems to cultivate vineyards: natural sanded, sanded and artificial ditches or chabocos, the planting in soil on trellises. Sanded crops constitute an exemplary adaptation to the environment, where some agriculturally unproductive soils are offset by the use of the substrate formed by volcanic lapilli. This layer of gravel or rofe significant benefits to agriculture: it is able to condense the dew providing moisture to the soil, reduces evapotranspiration and surface erosion and acts as an insulating layer for temperature, all of which allows for optimal productions otherwise it would be impossible.

Also an adaptation to the windy conditions of the so-called culture in Lanzarote geria. This system involves making a hole in the lapilli to find the topsoil, on the latter at a depth of about 30 cm rod vine is buried, then covered with earth, and this manure is placed, that is renewed every two years, or even longer. To protect the plant are used for the construction of a stone

wall, straight or circular.

The result is a truly beautiful and unique landscape, which gives the island its own personality and is another of its attractions, making numerous visits instead. This added value as a tourist attraction has been duly powered by tour operators, warehousemen and public administrations through the promotion and design of different activities: guided tours, route design, advertising campaigns, promotional publications, careers and other recreational and sporting events, etc.

3. CONCLUSIONS AND RESULTS

The wine landscape in Lanzarote is a cultural phenomenon where the action of man, aided by a singular and unique natural environment, has led to a distinct spaces and great aesthetic and ethnographic value in the current situation, become a tourist attraction. We can say that the island is no longer an agrarian space to become a very outsourced territory, where tourism is clearly the main activity and agriculture has been losing momentum since the late sixties. Grape production has declined in two-thirds between 1981 and 2011, reaching harvest in the last year in 716,000 kg, just 28% of what is collected thirty years earlier.

The primary sector is no longer the main economic engine for the benefit of tourism. This has meant that agriculture in the island economy through to have a subsidiary role, where subsidies are essential to their survival.

The techniques and cropping systems produce very beneficial effects, because not only increase the humidity, temperature but also at the same time protecting the soil. The vineyard in particular is a crop that is well suited to these conditions and techniques and thus constitutes an important crop in Lanzarote, the island being the largest area under cultivation of vines in the Canary Islands, after Tenerife, and the second increased production of wines.

The aesthetic value of the landscape and ethnographic Geria undoubtedly, showing the personality and individuality of grape growing in recent volcanic substrates. The tourist use of La Geria is high, with the formula for its use as diverse leisure space. The cultural heritage of architecture and other artistic elements is also what contributes considerably to increase the interest of tour operators in this space. The wine and gastronomy offer is diverse, resulting in ease for exploitation as wine and gastronomy space. Finally, note that cultural sporting events, and the lodgings are also contributing powerfully to the use of La Geria as suitable territory for tourism Further to the sun and the beach.

Today, greater involvement of leisure activities is observed with the characteristic of the primary sector, where La Geria a magnificent example. Indeed, today we have a number of topics related to wine routes that allow us to explore this unique landscape of the island of Lanzarote. La Geria also has an audio guide on this theme space that can be downloaded as a "apps" on mobile devices. Vineyard farming in this area has benefited significantly with the new tourist uses, the only wine area of the island of volcanoes has increased its acreage.

These new uses of land resources are generating interest as to the wineries, producers and farmers additional income that can contribute to the maintenance of viable wine landscapes. As for the tourism sector, it has closed 2014 with a record that now exceeds two million visitors.