Europ. Countrys. · Vol. 12 · 2020 · No. 3 · p. 333-365
DOI: 10.2478/euco-2020-0019

sciendo

European Countryside MENDELU

THE WORLD OF IBERIAN HAM AND ITS TOURIST POTENTIAL IN THE SIERRA DE HUELVA (ANDALUSIA, SPAIN)

Antonio Pizarro-Gómez[1], Giedrė Šadeikaitė[2], F. Javier García-Delgado[3]



[1] Antonio Pizarro-Gómez, ORCID: 0000-0001-9104-9667, e-mail: pizarro@uhu.es, Department of Business Management and Marketing, University of Huelva, Spain

[2] Giedré Šadeikaité, PhD., ORCID: 0000-0003-1565-2338, e-mail: g.sadeikaite@gmail.com, Department of Human Geography, University of Alicante, Spain

[3] F. Javier García-Delgado, ORCID: 0000-0001-8863-4179, e-mail: fcogarci.uhu@gmail.com, Department of History, Geography and Anthropology, University of Huelva, Spain

Received 31 January 2020, Revised 2 May 2020, Accepted 12 May 2020

Abstract: In the context of agricultural post-productivity, rural spaces acquire new functions or reinforce the existing ones. Thus, the production of quality food, as a part of agroindustry, and tourism appear as common activities in rural development strategies. Special attention is drawn to gastronomic tourism and the creation of routes as a creative expression of the integration and structuring of the territories. The Iberian ham is a unique product, known worldwide, produced exclusively in the SW quadrant of the Iberian Peninsula. It is linked to a unique agro-system of the anthropised Mediterranean forest, also known as *dehesa*[4], and comparably limited Iberian pig livestock, which has given rise to traditional culture and industry constituted in Local Productive System in many municipalities, supported by Protected Designation of Origin. The central objective of the research is to analyse existing tourist attraction related to the Iberian ham, its potential and the routes and products that have arisen around it. Having placed the territorial recognition as the starting point, the analysis of the resources and locations of the activities related to the Iberian ham was carried out based on scientific literature and the use of different databases. Secondly, the analysis of the potential tourism activities in the Sierra de Huelva region was implemented based on primary sources, namely surveys and interviews with intervening actors. The following results are obtained: a) the tourist potential of the Iberian pig world; b) complementarity with other tourist activities; c) difficulties in structuring existing attractions; d) multiplication of disconnected and sometimes coincident tourism initiatives; e) scarce participation of private actors in the initiatives launched.

Keywords: Gastronomic tourism, tourist routes, Iberian pig, Iberian ham, *dehesa*

Resumen: El mundo del jamón Ibérico y su potencialidad turística en la Sierra de Huelva (Andalucía, España). En el contexto del posproductivismo agrario, los espacios rurales adquieren nuevas funciones o refuerzan las existentes. Así, la producción de alimentos de calidad (agroindustria) y el turismo aparecen como actividades en las estrategias de desarrollo rural. Un interés especial tienen el turismo gastronómico y la creación de rutas como expresión creativa de la integración y vertebración de los territorios. El jamón ibérico es un producto único, conocido mundialmente, producido exclusivamente en el cuadrante SW de la península ibérica, y vinculado a un escenario (la dehesa) y una ganadería extensiva (cerdo ibérico) únicas, que han dado lugar a una cultura tradicional y una industria constituida en Sistema Productivo Local en muchos municipios, amparados por Denominaciones de Origen Protegidas. El objetivo central de la investigación es analizar la atracción turística existente relacionada con el jamón ibérico, su potencialidad y las rutas y productos que han surgido a su alrededor. En primer lugar, se partió del reconocimiento territorial y se realizó, a partir de la literatura científica y el uso de diferentes bases de datos, el análisis de los recursos y localización de las actividades relacionadas con el jamón ibérico. En segundo lugar, el análisis de las posibles actividades turísticas en la comarca de la Sierra de Huelva se realizó con base en fuentes primarias, a saber, encuestas y entrevistas a los actores intervinientes. Los resultados obtenidos son: a) la potencialidad turística del mundo del cerdo ibérico; b) complementariedad con otras actividades turísticas; c) dificultades para vertebrar los atractivos existentes; d) multiplicación de iniciativas turísticas inconexas y a veces coincidentes; e) escasa participación de los actores privados en las iniciativas puestas en marcha.

[4] *Dehesa* (in plural: *dehesas*) will be used consistently throughout this article always referring to a unique agro-system of the anthropised Mediterranean forest essential for breeding the Iberian pig livestock.

Palabras clave: Turismo gastronómico, rutas turísticas, cerdo ibérico, jamón ibérico, dehesa

1. Introduction

Despite different realities and perspectives (Wilson, 2001: 78), in the past seven decades, Europe has gone from low productivity to productivism (Bowler, 1992) and, once the supply was guaranteed, to post-productivism (Bowler, 1996). During this period, rural spaces suffered from continuous demographic lost that caused several issues (Marini & Mooney, 2006: 94) while being assigned new functions such as leisure, rural tourism, hospitality and catering, maintenance of biodiversity and valorisation of natural and cultural heritage, and residential development among others (Knickel et al., 2004; Pinto-Correia & Brenan, 2009). At the same time, traditional functions, e.g. ecological, local, quality products, etc., are reinterpreted (Marsden & Smith, 2005). Thus, rural spaces are empowered (Ryser & Halseth, 2010) by turning their comparative advantages into rural development strategies through tourism (Saxena et al., 2007) where heritage facilitates their positioning in the increasingly globalised world that is considered as "creative enhancement" (Mitchell, 2013). However, the risk of banalisation of the traditional landscape against the authentic, also known as "creative destruction", remains (Mitchell, 2013).

Public policies of rural development have had variable success in the European Union and have influenced local productions and rural tourism as instruments for development (Matthews, 2007). Accordingly, traditional quality products constitute a major part of the Common Agricultural Policy (hereinafter CAP) and it is seen as an objective of the Rural Development Policy (EC, 2011: 6; Armesto & Gómez, 2004). The term "quality designations" (hereinafter QD) generically defines these traditional food products, which in the European Community context implies "differentiated quality". There are three standardised protection ranges (EC, 2011; 8), namely Protected Designation of Origin (hereinafter PDO), Protected Geographical Indication (hereinafter PGI) and Guaranteed Traditional Specialty (hereinafter GTS). The PDO and PGI, even having territorial differences, perform the function of territorial labels, i.e. they enable obtaining the knowledge of territory through these products (Armesto & Gómez, 2006) and business competitiveness, particularly seen in food products of consolidated international prestige (Sylvander, 2005). Besides, QD can be understood as an instrument for local development (Becker, 2009; Gómez & Armesto, 2005) and innovation in the protected regions (Alonso, 2003; 43).

The positioning of traditional quality products as well as their production and processing territories are reshaping heritage and considering their tourism development as an opportunity (Ilbery et al., 2001). Local products of quality become an instrument for tourism activities (Armesto & Gómez, 2004: 83) because they help to create both material and intangible value of both natural and cultural resources to foster local development in marginal areas (Bessières, 1998; Armesto & Gómez, 2004: 83), facilitate the preservation of existing heritage (LaPan & Barbieri, 2014) and reinforce territorial marketing (Férérol, 2018). These products shall not be perceived as an additional resource of a destination on which rural tourism is already based upon (Hall, 2005). They rather become a major element of what, generically, is called gastronomic tourism (Hall & Mitchell, 2007). However, the definition of gastronomic tourism is of particular complexity because of a variety of natural and cultural activities, valorisation of ancestral landscapes, field visits to industries, and participation at events among others, are included in gastronomic tourism experiences (Quan & Wang, 2004).

One of the most widespread examples is wine tourism, which has strong territorial links (Asero & Patti, 2009), sequenced by other food productions that share important territorial links and specific natural characteristics (de Salvo et al., 2013). Apart from local products themselves as well as their production and processing, numerous other traditional activities, such as harvesting, pressing olives, picking mushrooms, participating in the traditional slaughter to mention a few, are included among agro-tourism experience. Thus, geographical spaces cease to be transformed or

rather consumed space only by living but they jointly form “memorable experiences” linked to affections, expectations, consequences and recollection (Tung & Ritchie, 2011: 1,381).

The generation of clusters around the QD products and tourism consumption becomes an opportunity for production spaces (Armesto & Gómez, 2004) making tourism as a tool for marketing and promoting of these traditional products (Armesto & Gómez, 2004: 83). In this way, territorial brands transition from food to tourism, being “used as value aggregations that products contain for their trade” (Aranda & Combariza, 2007: 367). Also, these territory-based brands expand due to the existence of exceptional food products, which are discovered by incoming tourists and demanded in their countries of origin, as has been demonstrated in the case of wines (López-Guzmán et al., 2014: 67).

Accordingly, themed tourist routes linked to QD are generated (Armesto & Gómez, 2006) as an expression of synergies, not only economic ones, between rural spaces and tourism through traditional foods (Brunori & Rossi, 2000). While wine routes have pioneered in this process (Hall & Mitchell, 2000), several tourism routes based on other traditional products have been created since then (Corigliano, 2003; Corigliano & Mottironi, 2013). These routes often appear at “different scales and consist of itineraries that seek to explore a given place through short visits based on a single gastronomic aspect or theme” (Armesto & Gómez, 2006: 169). The objective of such routes is to achieve a product that integrates the largest number of actors and diversifies the existing tourism offer, providing and serving as the materialisation of the multi-functionality of rural spaces (Woods, 2011). These routes function as a creative tool for territorial integration and structuring. In search of local development, they also promote new economic activities to maintain and improve the living conditions of local societies and generate employment (Cortinas & García-Delgado, 2016), help to formulate an identity of a location through the recovering of heritage, tradition and local know-how. In the last two decades, these routes have gained a particular interest in the countries of Southern Europe such as France, Italy, Portugal, and Spain. Also, product-based routes have gained particular importance in other wine-producing countries as well as countries with significant culinary tradition like New Zealand, Australia, South Africa, Chile, or Argentina. Nowadays countries of Central-Eastern Europe and South America actively design local product-based tourism itineraries. The proliferation of these routes has generated scientific research interest in academia.

Tourism research related to the world of the Iberian pig has advanced in recent years with the completion of various works. However, these studies generally focus on aspects of demand, e.g., tourist profile, rather than on supply and potential of resources as an integral part of the tourism planning process (Cava et al., 2019; Millán et al., 2016). From the patrimonial perspective, the production of Iberian pork sausage has also been approached (Hortelano et al., 2019). The potential analysis of the Iberian ham and shoulder[5] which pertain under PDO has been addressed in some previous research (Cortinas & García-Delgado, 2016; Pérez-Mora et al., 2019). The main contribution of this research is to systematise the analysis of the heritage and resources to determine its tourism potential, in line with the supply, and the level of success of the proposed routes in Sierra de Huelva.

The unified hypothesis considers that *the world of the Iberian pig* (hereinafter WIP) in Sierra de Huelva presents significant tourism development possibilities, although often products and activities are not created and planned properly. Based on the hypothesis, the following five objectives are proposed:

- determine the existing tourist attractions around the *dehesa*, the *Iberian pig* (hereinafter IP), processing of the *Iberian ham and shoulder* (hereinafter IH&S) and its culture;

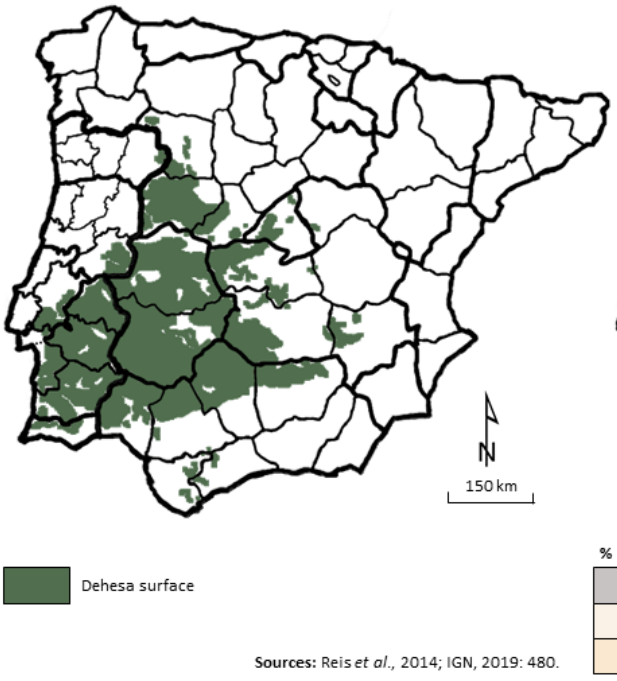
[5] The Iberian ham, also referred to as Iberian ham and shoulders refer to front legs as *ham* and rear legs as *shoulder*, while they share the same production system and henceforth Iberian ham can be used.

- establish the potential of the attractions to generate tourist flows and/or boost the existing ones through promotion and commercialisation;
- analyse the synergies between activities related to IP and tourism;
- localise the implemented tourist activities related to the IP;
- test whether the instruments developed to create added-value of the resources fulfil their tasks.

2. The territorial scope of the Iberian pig and the Iberian ham

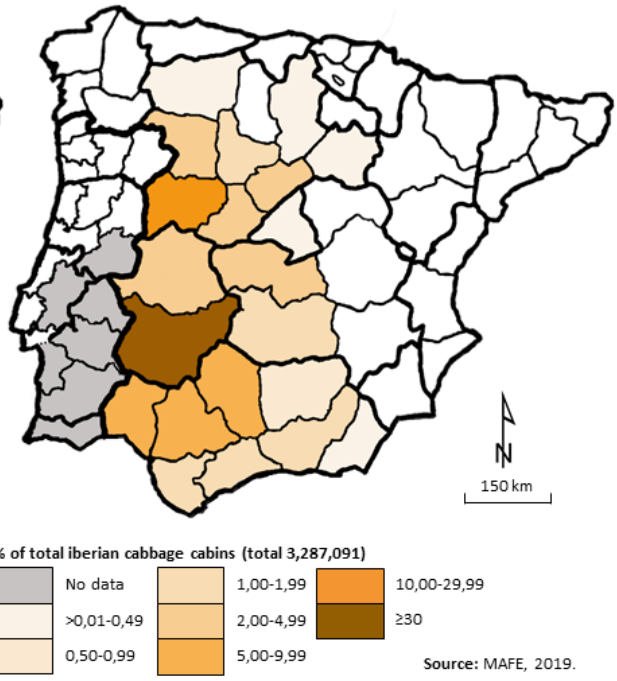
The IH&S is a quality food known worldwide. It is a unique product due to the animal species of origin (IP), its specific product elaboration characteristics and comparably limited livestock, organoleptic qualities, the limited scope of production and processing, and traditional ancestral elaboration. Its exclusiveness is also closely related to its scarcity as it accounts of only 10.67 per cent of the total Spanish livestock in 2018[6] (see Map 2), and 0.22 per cent of the total livestock of the EU in the same year, according to Eurostat (2019).

Map 1. Distribution of dehesa in the Iberian Peninsula



Sources: Reis *et al.*, 2014; IGN, 2019: 480.

Map 2. Distribution of IP in the Iberian Peninsula



Source: MAFE, 2019.

The typical means of traditional IP breeding is in the *dehesa*, which dominates the SW quadrant of the Iberian Peninsula (Hortelano et al., 2019). This is the area where IP (in Portuguese *porco preto* or *alentejano*) breeding is mostly concentrated and predominates in the Spanish provinces of Salamanca, Cáceres, Badajoz, Huelva and Córdoba, and the Portuguese districts of Portalegre, Évora and Beja (see Map 1).

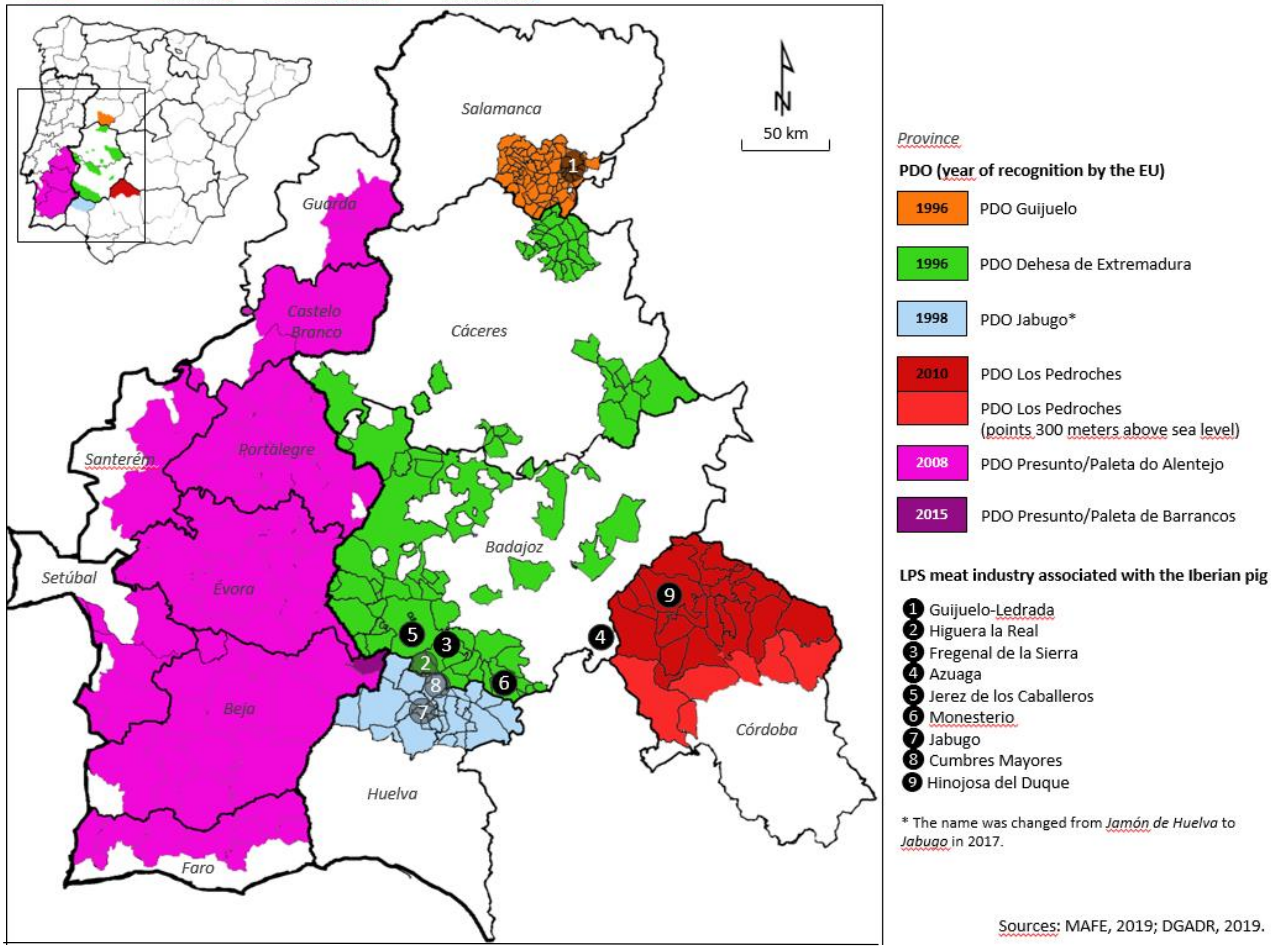
In many cases, the *meat industry associated with the Iberian pig* (hereinafter MIIP) is the only industrial activity in these areas, which has generated Local Productive Systems (hereinafter LPS). The number of industrial establishments stands out in 10 municipalities, in particular Guijuelo, Ledrada (province of Salamanca), Fregenal de la Sierra, Higuera la Real, Jerez de los Caballeros,

[6] The national and European data is not available for 2019.

Azuaga y Monesterio (province of Badajoz), Jabugo and Cumbres Mayores (province of Huelva) and Hinojosa del Duque (Córdoba) (see Map 3) (García-Delgado et al., 2017: 122–124).

To position themselves in the globalised markets, strategies have been sought, developing QD, which insert "land products in the globalised market" (Amaya & Aguilar, 2012: 64) of a specialised sector. Thus, IH&S pertaining the PDO recognition are established around MIIPs. There are currently 6 PDOs recognised by the EU (see Map 3) (DGADR, 2020), in particular: PDO *Guijuelo,* PDO *Dehesa de Extremadura*, PDO *Jabugo,* PDO *Los Pedroches*, PDO *Presunto/Paleta do Alentejo* and PDO *Presunto/Paleta de Barrancos*. Also, there are in total 18 PGI producing the variety of sausages derived from IP and one PDO *Carne de Porco* Alentejano in Portugal (DGADR, 2020).

Map 3. PDO related to Iberian ham and shoulder



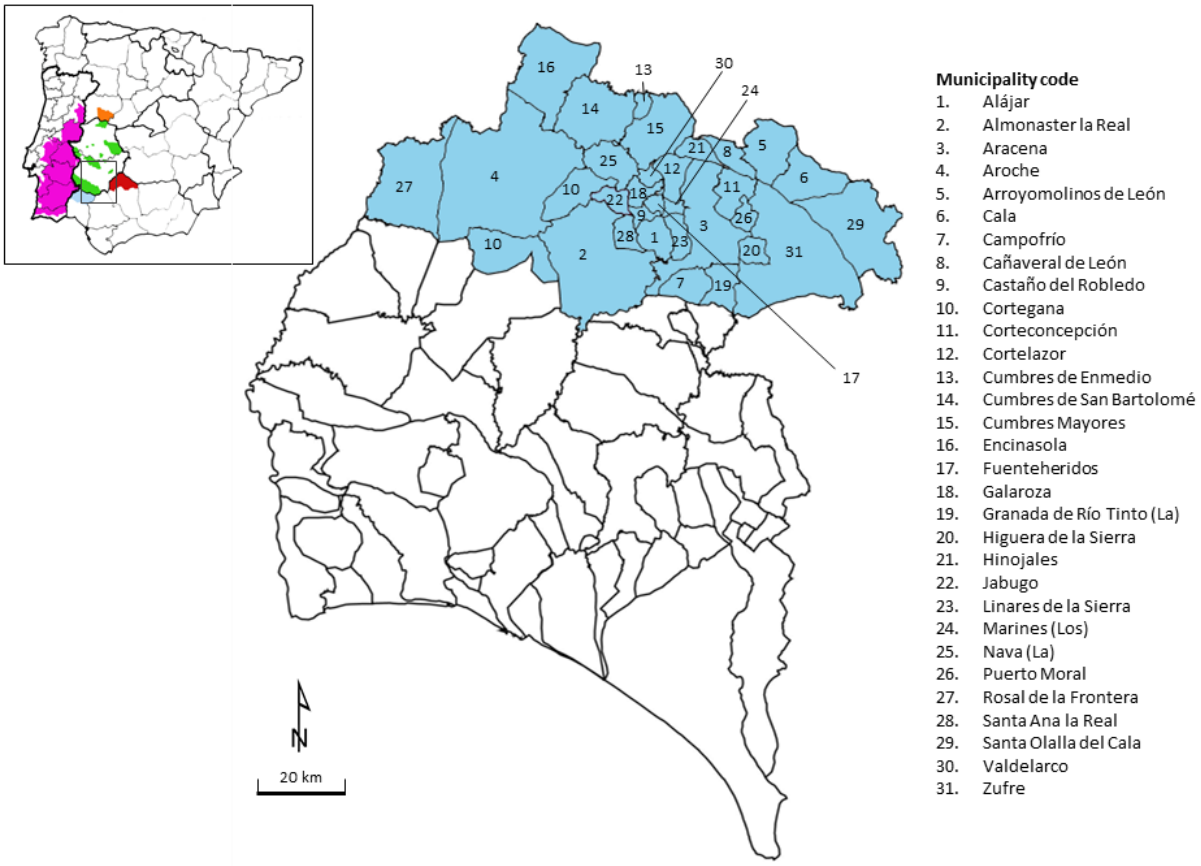
In total, the area protected by PDO and PGI of the IP consists of 278 municipalities, among which 222 are Spanish and 56 are Portuguese ones. However, several issues were identified in an attempt to approach the PDO of IH&S territories, namely:

- geographical dispersion represents 2 states, 5 provinces and 3 autonomous communities in the case of Spain, and 8 districts and 3 regions in the case of Portugal;
- different levels of tourism development range from well-developed, e.g. Valle del Jerte, to medium levels of development, e.g. Sierra de Huelva, and scarce, e.g. Pedroches or very scarce, e.g. Baixo Alentejo, levels of development;

- data is either inaccessible, especially on industrial activities, livestock, and accommodation in the Portuguese case, or non-homogeneous in case of tourist data available from different Autonomous Regions in Spain (Felicidades, 2013).

Therefore, the specific areas for the analysis of the tourism potential of the IP and the IH&S have been selected, namely the region of Sierra de Huelva that includes 31 municipalities (see Map 4). This area coincides with the processing zone of the PDO *Jabugo* where two tourist routes have been implemented concerning the IH&S. It covers in total the area of 3,100 km^2. The population consists of 39,161 inhabitants (INE, 2019) with a low density of 12.63 inhabitants/km^2 and aged society that has undergone substantial emigration processes. It is an agrarian region, characterised by the *dehesa*, highlighting its crucial importance as the secondary economic activity, i.e. the Iberian pig processing industry. Public and private services are concentrated in Cartegana and Aracena, the most populated nuclei, with 4,812 and 8,048 inhabitants respectively (INE, 2019).

Map 4. Study area



The province of Huelva represents 10 per cent of the Spanish IP sector (see Map 4) with the vast majority of its production consisting of acorn-fed IP that is exclusively covered by PDO *Jabugo* (García-Delgado et al., 2017). The IP production area of PDO *Jabugo* comprises of the *dehesas* in the provinces of Huelva, Córdoba, Sevilla, Cádiz, Málaga, Cáceres and Badajoz, although 55.82 per cent of the production is located in the province of Huelva (RCPDOJ, 2019). Drying and perspiration of hams must last a minimum of 6 months in natural dryers and maturation lasts up to 18 months for hams and 12 for shoulders (RCPDOJ, 2019).

3. Methodology

The research has focused on a territorial study with the purpose to establish the location and potential of the world of IH&S in Sierra de Huelva, namely in PDO *Jabugo*, and to define the characteristics of its supply. For the research, *the Iberian Ham Route* and *the Jabugo Route* are used as the principal case studies.

The work is based on the territorial analysis of the Regional Geography with non-systematised visits to the MIIP establishments, livestock farms, the Regulatory Council of PDO *Jabugo* (hereinafter RCPDOJ), town halls, tourist establishments and itineraries. This analysis has allowed to identify the productive process as well as to locate and establish an inventory of the available tourist resources, including the development of an important photographic archive.

To systemise the fieldwork, an in-depth review of the scientific literature has been used focusing on IP and IH&S, *dehesa*, MIIP establishments and associated traditions, as well as QD and tourism. The theoretical framework enabled to analyse the object of this study and accordingly establish its theoretical and practical implications.

The official databases were used to locate activities and resources, namely the *General Sanitary Registry of Food and Food Companies*, the *Tourism Registry of Andalusia* (hereinafter TRA), and the Digital Guide of the Cultural Heritage of Andalusia.

These secondary sources were complemented with the data from other statistical sources, in particular, the general data was obtained from the National Institute of Statistics (hereinafter INE in Spanish), the municipal data was acquired from the Institute of Statistics and Cartography of Andalusia, the data on production and transformation as well as PDO was gained from the Ministry of Agriculture, Fisheries and Food (hereinafter MAPA).

The statistical sources and databases have also been complemented with business information offered by the websites of PDO *Jabugo* (https://dopjabugo.es/), the Iberian Ham Routes (hereinafter IHR) (http://clubjamoniberico.info/#) and the Jabugo Route (hereinafter JR) (https://rutadeljabugo.travel/). Also, the internal information on the census of livestock farms provided by the RCPDOJ, and the code of good practices, provided by the Jabugo Route, has been used in the research.

Besides, the two questionnaires and interviews, carried out by one of the authors of this article, served as the primary sources of data. The first questionnaire (hereinafter Questionnaire 1) was carried out at tourist accommodation establishments in municipalities covered by PDO *Jabugo*. Initially, the questionnaire focused on the provinces of Huelva and Badajoz (from February to May 2016) that was later expanded to other regions (from November to December 2016). In the territory analysed in this research, i.e. Sierra de Huelva, in total 76 questionnaires were carried out which represent 109 accommodation establishments (21.21 per cent of the total accommodation establishments in the region) and 1,041-bed places (21.60 per cent), including different types of accommodation. This questionnaire was executed before the creation of the JR. However, it was carried out when the IHR was already underway and 8 accommodation establishments that are part of it (44.44 per cent of the total of those that belong to the JR) and two of those establishments that are currently integrated into the JR (40.00 per cent) filled out the questionnaire. The questionnaire was intended to collect quantitative information, through 16 closed dichotomous questions (with the answer options yes/no), closed multiple-choice and open-ended questions to evaluate the importance of the WIP and IH&S existence for accommodation providers.

The second questionnaire (hereinafter Questionnaire 2) was carried out at the MIIP establishments close to the PDO *Jabugo* that could potentially be included in the routes (from January 2017 to January 2018). In total, 28 questionnaires were distributed to the establishments with warehouses in the MIIP establishments to the PDO at that time. Sixteen questionnaires (57.14 per cent) were collected, while the rest of the MIIP establishments declined to answer it. The questionnaire was aimed to collect both quantitative and qualitative data, through 15 closed dichotomous (with

the answer options yes/no), closed multiple-choice and open-ended questions. This questionnaire was done before the creation of the JR. Yet once it was designed, their opinion was incorporated and considered in the analysis. The questionnaires were obtained from 6 out of 8 municipalities with the MIIP that included the registered PDO establishments. The main objective of this questionnaire was to analyse the impact of tourism activity on the MIIP establishments.

In the case of both questionnaires, the responses were collected through telephone calls and emails, demonstrating that phone calls being the most effective means to collect data for short surveys. The greatest issue during the collection of responses has been the outdated information at the TRA, e.g. discontinuation of activity and change of contact data that has influenced the municipal representativeness of the sample. The summary of the questionnaires sampling data is presented in the table (see Table 1) below.

Tab 1. The summary of the questionnaires sampling data.

Variable	**Questionnaire 1**	**Questionnaire 2**
Target population	523	28
Scope (with registered activities)	29 municipalities	6 municipalities
Database	TRA	RCPDOJ
Period of the fieldwork	from February 2016 to December 2016	from January 2017 to January 2018
Number of carried out questionnaires	76	16
Information collection method	67 phone calls, 9 emails	14 phone calls, 2 emails
Number of variables	16	15
Total number of responses	1.216	240

The qualitative research methodology was also applied carrying out the interviews with representative actors that are closely related to tourism development activities through value enhancement of the IH&S. In total, four interviews were carried out, namely with a manager of RCPODJ, with a representative of the Federation of Rural Tourism Companies (hereinafter FRTC), with a technical staff member of Sierra de Aracena and Picos de Aroche Rural Development Group (hereinafter RDG), and with a representative of a receptive company[7] (hereinafter RC). The interviews focused on obtaining detailed information on the operation of the JR through 17 open-ended questions. These interviews were conducted in person during the period from fall to winter in 2019–2020.

4. Heritage and tourism resources linked to the world of Iberian ham in Sierra de Huelva

The identification and listing of heritage and potential tourism resources are essential in the tourism planning phase of a specific area (López-Olivares, 1998; 46). In general, the heritage and tourism resources linked to the IH&S include natural conditions, anthropic environment, raw material, intangible culture, tangible culture and scheduled events. While much of heritage and resources are similar in all IH&S producing areas, the analysis of resources and related specific conditions were carried out at Sierra de Huelva for this research.

[7] Receptive companies refer to travel agencies that organise activities for other tourist establishments ensuring customer flow.

4.1 Natural conditions

The natural environment is fundamental in the formation of *dehesas,* which is a precondition for the breeding and processing of the IP. The geological evolution and composition of the materials determine the composition of soils and terrain that are habituated by vegetal species in the *dehesa*. The studied area is a part of Sierra Morena, a devastating mountain range, with altitudes between 300 and 1,000 m.a.s.l. The Central-Eastern part of the area is the highest in terms of altitude. Since the altitude is fundamental in defining temperatures, rainfall and winds necessary for the IP breeding and processing, the majority of the MIIP establishments are also concentrated in this zone.

The climate in Sierra de Huelva is a continental Mediterranean climate (Csa). It is characterised by an average annual temperature of 16–19 ºC, lacking true thermal winters with a temperature of <10 ºC in December and January and having very warm sunny summers with an average temperature of >22 ºC for July, while the annual temperature ranges between 15–17 ºC. The annual precipitation is over 800 mm (Föhn effect, which confers Csb characteristics in the centre of the region) with very dry summers, and a maximum rainfall in autumn and winter, and secondary rainfall in spring. There are cyclical episodes of drought aggravated by global warming. This climate offers optimal conditions for the extensive IP breeding as it assures acorn quality which abundance depends on rainfall. Also, the temperature has directly influenced the slaughter of the IP and the handling of their derivatives in December and February, considering potential risks of bacterial contamination at temperatures >12 ºC with significant daily temperature contrasts. The wind regime is divided between the N winds (cold and dry) and SW winds (hot and humid), the former ones being necessary for the maturation of the IP derivatives.

While the hydrographic network is important, most of them are irregular Mediterranean channels that remain mostly dry during a year. Its drainage has limited the activity of the MIIP establishments that require water from the rainy season.

The altimetry also conditions tourism activities such as hiking in the flat areas and partly limited climbing in the higher parts of the terrain. Given the abundant rainfall in autumn, winter and spring, the weather also defines that outdoor activities are limited during summers. The shortage of large water courses implies that only some of the ravines that exist during the rainy season are taken advantage of.

4.2 The anthropic environment

The *dehesa* is the enlightened Mediterranean forest with a unique landscape of the Iberian Peninsula. It is a multifunctional agro-system (see Fig. 1), where the tree stratum with > 65 trees per hectare is dominated by holm oaks (*Quercus ilex*), cork oaks (*Quercus suber*) and gall oak (*Quercus faginea*). The trees provide wood and fruits also supplying some traditional work such as wood thinning, pruning and uncorking, among others.

The cleared surface is used for sowing of cereals and pastures and is dominated by the extensive cattle such as cows, pigs, sheep and goats. Also, there are protected wildlife as well as some hunting species for big and small game, aromatic plants and mushrooms.

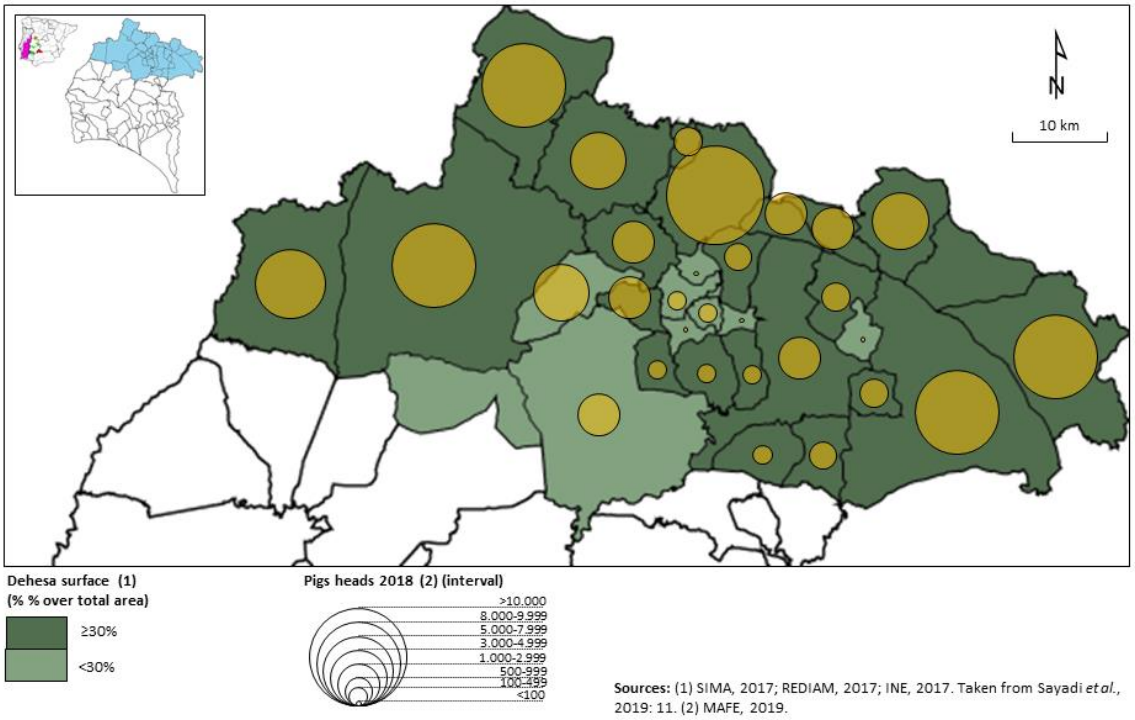
The *dehesa* has suffered a constant crisis since the mid of the 20th century due to the confluence of processes common to other rural areas which have led to its degradation (García-Delgado, 2009; Schröder, 2011: 98). It is the area threatened by diseases such as "dry" of the oak and cork oak, abandonment reflected by a significant decline in traditional works, and climate change.



Fig 1. The dehesa of San Francisco (Santa Olla del Cala). Source: The photo of one of the authors of the article, 2016

More than 30 per cent of the area of 23 municipalities constitute anthropic zones (see Map 5), while the rest is composed by forest crops (*Castanea sativa*) and, to the South, the area is covered by eucalyptus. The exceptional conservation of the pastures and its biodiversity has motivated its preservation as the *Sierra de Aracena and Picos de Aroche Natural Park* (since 1989) and the *UNESCO Biosphere Reserve* (since 2002) as 60 per cent of its surface is protected (Silva & Jover, 2016).

Mapa 5. Area of dehesa and pigs head in the Sierra de Huelva



The *dehesa* is a landscape that supports and provides a scenario of the tourism activities in the region. The declaration of the Natural Park has fostered the development of tourism in the area (Cànoves et al., 2004: 766). Apart from activities such as hiking, other traditional activities as collecting plants, mushrooms, hunting in private hunting grounds as well as activities related to livestock like bullfighting, play an important role in tourism growth.

4.3 Raw materials

The IP is a unique breed of pig (see Fig. 2). It is a rustic breed that constitutes great adaptation to the environment, small in size, slow-growing and low prolificacy and with the ability to infiltrate fat. Besides, there are different strains which have been historically selected and crossed to achieve improvements for the industrialisation of the breed.

There are large and medium-sized livestock farms with industry-oriented production as well as there are other small farms aimed for self-supply. Traditionally, it has been an animal-grazed *dehesas* that are significantly different from the extensive pig farming. During autumn and winter, the IP live in the semi-free regime, where they feed themselves by acorns, rich in oleic acid that characterises the derived products of the IP, and grass at the *dehesas*. During this period, each animal replenishes 100 per cent of its weight between 60 and 90 days reaching from ± 90 to ± 180 kg. To achieve natural fattening, a livestock load of between 0.5 and 1 animals/hectare is established. The result of this breeding is defined as so-called the Iberian acorn-fed pig or *cerdo ibérico de bellota* in Spanish. However, this type of breeding is a minority of a total IP production in Spain and consisted of 19.38 per cent in 2018. The majority (62.61 per cent) of IP breeding consists of the Iberian acorn-fed pigs, i.e. pigs that have been fed a diet based on cereals. The remaining 18.01 per cent of the breeding consists of Iberian acorn-field-fed pigs, i.e. pigs that are both acorn and supplementary cereals fed (MAPA, 2019). Nonetheless, despite making the *dehesa* profitable, the demands of the IH&S are defined by and according to the demand for Iberian hams in the local, regional and global markets.



Fig 2. The Iberian pigs in Puerto Gil (Corteconcepción). Source: The photo of one of the authors of the article, 2016

The census of IP in 2018 in Sierra de Huelva accounted for 63.28 per cent of the provincial, or 2.61 per cent of the national, among which 78.01 per cent of IP are acorn-fed, accounting for 10.50 per cent of this cattle type in total in Spain (RIBER, 2019). The regional average is 80.28 per cent

of Iberian acorn-fed cattle. On the other hand, the IP processing areas do not always coincide with those of production zones that affect municipalities without other industrial activities.

From a tourist point of view, the process of breeding and fattening of the IP in the countryside is attractive. Also, other ways of initiating tourist interest, such as selling the new-born animals to tourists to raise them in the *dehesa*, and incorporating agro-tourism activities, such as enabling tourists to observe the phases through which an animal passes, have been used.

4.4 Intangible Culture

The intangible culture linked to the IP through the variety of activities in the *dehesa*, e.g. agricultural activities such as sowing and planting, forestry-related activities as the extraction of the cork, pruning activities as a gathering of wild fruits and mushrooms, represents an important part of the intangible heritage. Other activities are linked to the breeding and fattening of the IP such as grazing, weighting IP when leaving the farm also represents important agro-tourism activities at the livestock farms.

However, the sacrifice of the IP, also called slaughter (see Fig. 3), is the central element of processing the IH&S. This is a collective gathering of family, friends and neighbours that participate in the sacrifice, cutting and processing of derivatives where the clear division of labour by gender and age exists. The tradition was to sacrifice pigs during autumn and winter when cooler temperatures allow the processing of products and prevent contamination. Despite some changes in sanitary controls and slaughter in slaughterhouses, this tradition is still alive in some towns of the region. The importance of this tradition lies in the origin of the MIIP, listed as the intangible heritage by the Regional Government of Andalusia. During the slaughter, there is a clear division of roles reflected by specialisations that will be present at the MIIP establishments, namely a ham master, defined as someone who knows how to make hams and a sausage-maker that masters how to make sausages. Another specialisation that recently emerged from the tradition is a cutter of IH&S.



Fig 3. The traditional slaughter in Los Romeros (Jabugo). Source: The photo of one of the authors of the article, 2016

The IP has developed its cuisine ranging from the consumption of fresh products as meat and offal during the slaughter to the breaking of the Paschal fast in spring with first sausages like *chorizo* and *morcilla*. The Regional Government of Andalusia has inventoried gastronomy related to the IP and has declared it as the intangible heritage.

The tradition also leaves craftsmanship samples such as the existence of the only one remaining and inventoried as the intangible heritage, a so-called Roman factory, where traditional Spanish weights made in *arrobas*[8] were used. The carpentry was also necessary for traditional processes, nowadays replaced by stainless steel, and pottery for ceramics that today is used for decoration purposes only.

From tourism development viewpoint, the gastronomy related to the IP products as well as the realisation of traditional activities in the *dehesa* served as an important motivation and has been taken advantage of for tourism growth. Despite substantial ethnographic interest in taking part or observing the slaughtering process of IP, given blood and smells being involved, this activity is somewhat limited in attracting urban tourists. Availability of different handicrafts is closely linked to the growth of shopping.

4.5 Tangible culture

The monumental heritage is a key for cultural tourism development. Sierra de Huelva is rich in archaeological sites, i.e. from megalithic remains to medieval sites and fortresses, which are important from tourism point of view, represent in total 11 castles in different conservation conditions and 15 protected historical centres. It is attempted to define further the heritage that is directly linked to the IP and its derivatives.

4.5.1 Industrial heritage

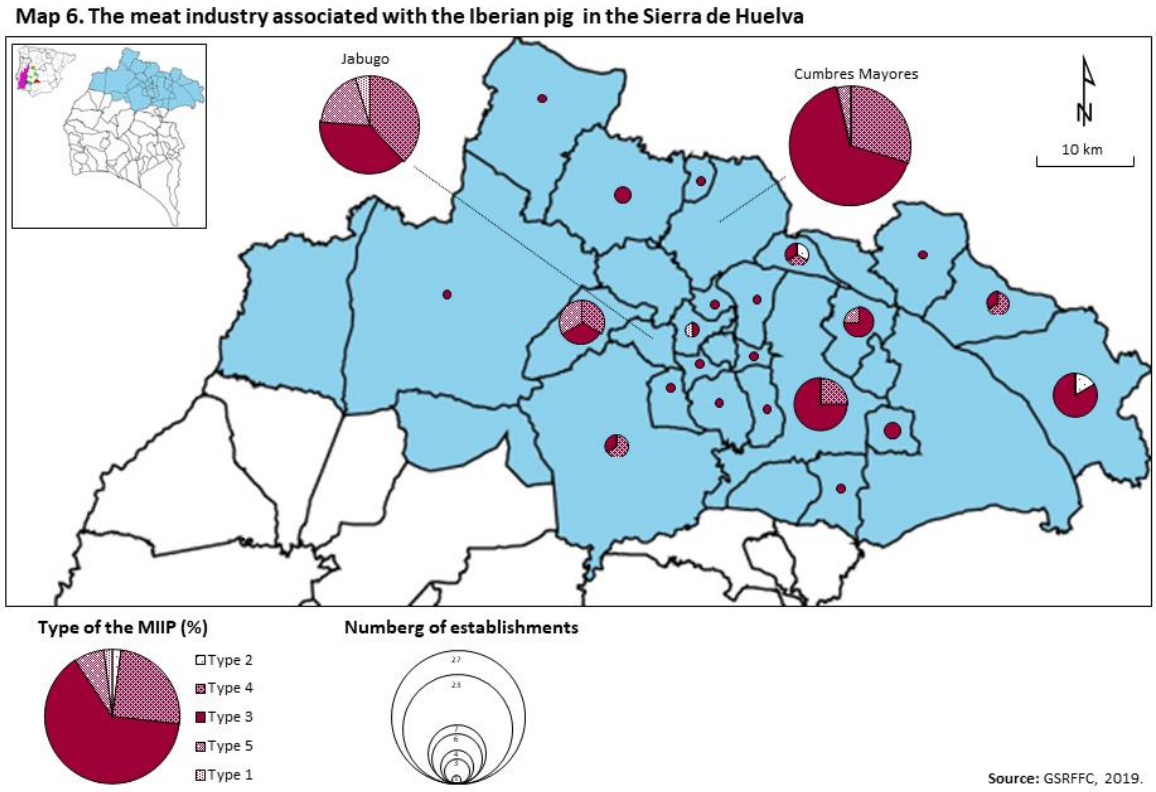
Since the 19th-century traditional activities have become industrialised. The process has left a significant industrial heritage, although currently only three slaughterhouse buildings from the early 20th century is inventoried. Nowadays, there are still industries founded more than 100 years ago in the same buildings that has undergone considerable modifications over time. It is noteworthy that old manufacturing and the IP processing facilities remain well-preserved in many of those buildings.

The IP processing system is unique. The industrial activity of quality products up to today is artisanal, i.e. poorly mechanised and too complex to be mechanised. During the processing, four types of the IP products are treated, namely, (1) fresh meat entirely unprocessed, (2) fats such as melted lard, whether cured or salted, (3) sausages that, depending on the type, can include meat, blood and fat, and are cured, and (4) fine parts, also known as noble pieces, that include hams, shoulders and loins, and can be either dried and cured.

There are also five types of the MIIP establishments to be considered for tourism, in particular (1) slaughterhouses where IP are only slaughtered without further processing, (2) sausage factories that only make sausages, (3) sausage factories and ham dryers that make sausages and hams, (4) and ham dryers that make only hams, and (5) industrial slaughterhouses that perform all processes. The slaughtering of animals takes place mainly in autumn and winter, although the season has been progressively extended to obtain fresh meat and produce sausages.

The region has in total 97 MIIP establishments, 92 of which produce Iberian hams that are distributed in 24 municipalities (see Map 6). The highest concentration of establishments is calculated in the municipalities of Cumbres Mayores and Jabugo, 27 and 23 establishments respectively. In 2019, a total of 30 establishments, or 32.61 per cent of those that produce Iberian hams, belong to the PDO *Jabugo*.

[8] Spanish arroba equals to approximately 11,339 kg.



From a tourist point of view, the most interesting and advanced processes of IH&S production are salting (see Fig. 4), and curing, also known as maturation, in dryers and cellars (see Fig. 5). The introduction and presentation of these two transformation processes are essential to be introduced to tourists with the purpose to raise the awareness of the exclusivity and artisanal nature of the IH&S production.



Fig 4. Salting of IH&S in Jamones Eiriz Jabugo. Source: The photo of one of the authors of the article, 2017

Traditionally, the MIIP establishments have had their production stores that could have been visited to see and experience the facilities informally, although any visiting always comply with certain limitations due to health regulations restrictions.



Fig 5. 100% acorn-fed Iberian ham in Jamones Eiriz Jabugo. Source: The photo of one of the authors of the article, 2017

4.5.2 Rural Livestock Heritage

There is an important rural heritage linked to the exploitation of *dehesas*. A common example of rural heritage is a typical farmhouse or a farm unit, usually as a part of large properties. Some of them were converted into rural accommodation. There are also many constructions for keeping pigs, also known as a pigsty, which deteriorated significantly due to abandonment. When it comes to tourism development, both types of construction have been adjusted and redesigned for recreational purposes rather than remained for their traditional use.

4.5.3 Museums and interpretation centres

In the area covered by this research, there is the *Ham Museum* (Aracena), and the *Centre for Innovation and Promotion of the Iberian* (in Jabugo at the Headquarters of the RCPDOJ), which is located in a historic building of *Tiro Pichón* that formerly was an old hunting lodge. A third centre, *the Interpretation Centre of the Natural Park*, is located in another historic building in Aracena. Visit to this type of centres is essential to understand the traditional culture and the natural environment of the IP.

4.5.4 Other related heritage

As in other regions, the Zafra-Huelva railway was originally designed as a part of the industrial activity to foster emerging manufacturing centres, e.g. El Repilado. The railway route is worth exploring because of the route scenery around it and the railway heritage itself, e.g. stations and warehouses. The appearance of the IP breeding and processing, manufacturing and other industries also required the power line that was established by the light factory *Santa Teresa de Electricidad* in 1902. The facility is currently inventoried and plays an important role in

reinforcing industrial tourism. There are also some stores, one inventoried by the Regional Government of Andalusia, which shows traditional marketing to visitors. Last but not the least, civil architecture also provides a significant didactic function in understanding the historical importance of the MIIP industrial activities, which led to the emergence of important civil buildings, commissioned by agrarian entrepreneurs, in urban centres at the end of the 19th century.

4.6 Scheduled events

There are several different events related to the WIP. It is worth highlighting the *Regional Ham and Iberian Pork Fair* which is held in Aracena in October. There was already 24th edition of this fair held in 2019. Other local and regional events, such as the *Gastronomic Days* or the *Traditional Slaughter of the Iberian Pig*, are dedicated to emphasising tastings as well as tastings that proliferate into catering, accommodation and commercialisation of tourism establishments. In some instances, the representatives of these establishments become exhibitors themselves and get closely involved in the tourism process.

The existence of heritage in itself does not assume the existence of tourism resources, given the fact that it is essential to create added-value, or so-called a story from a marketing perspective, to transform existing heritage into a tourist product. From this perception, it is essential to establish a clear correlation between heritage-resource-product and accordingly tourism activities as an integrated typology of tourism resources and activities. These characteristics, planned and managed in an integrated manner, could be unique to each tourism model and could reflect tourism seasonality.

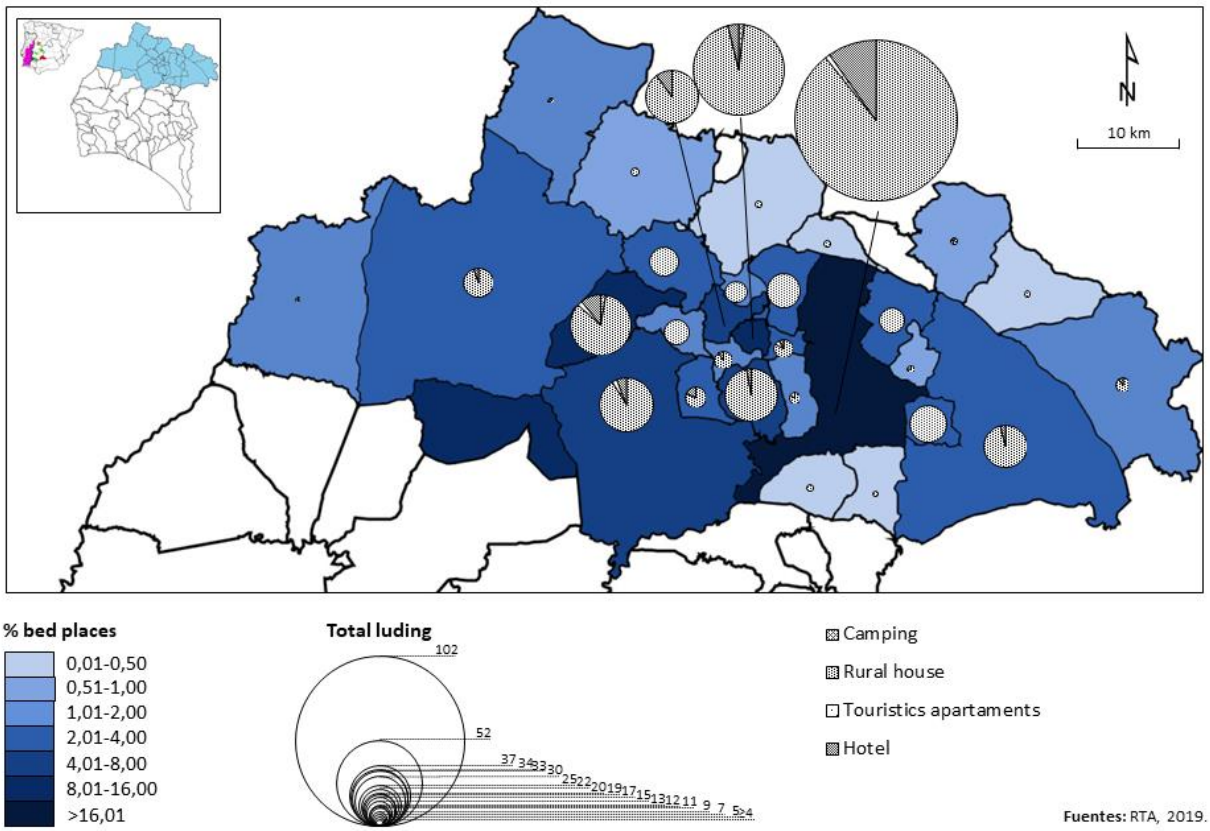
The WIP and IH&S can attract both active and passive tourism that mostly concentrates during autumn and winter, and it can be complemented in other seasons. The tourism offer not exclusively includes activities related to gastronomic tourism. Other cultural, rural and active sport, as well as traditional activities significantly contribute to the expansion of tourism offer that interrelates in the analysed area and also can be applied to other territories with similar characteristics (Hortelano et al., 2019).

5. The tourism offer in Sierra de Huelva

While the region has a diversity of attractions, it is necessary to analyse existing services, infrastructure and equipment to assess the initiatives launched. Compared to other regions of the IP production, Sierra de Huelva presents considerable housing offer concentrated in the Central-Eastern area. This territory is the most developed one with the most varied landscape (Csb climate, chestnut predominance) where both public and private services are concentrated. Besides, there is only one conventional railway line and only two national roads, which go across the territory S-N and E-W directions, and deficiencies in public transport connections by bus and rail with limited frequencies. Such relatively poor communications motivate that the nearest municipalities close to Seville develop more from tourism point of view (see Map 7).

The predominant lodging supply includes 478 rural houses, although of small size (less than 20-bed places per rural house) that offer 2,969-bed places (TRA, 2019). Thirty-five hotels are offering in total 1,270-bed places with limited category since only one hotel has 4 stars (TRA, 2019). Territorially, the accommodation supply by several places is concentrated in 4 municipalities, 53.39 per cent of total accommodation offer, while in the rest of the municipalities provide less than 5.00 per cent of bed places in each.

Mapa 7. Loding in the Sierra de Huelva (2019)



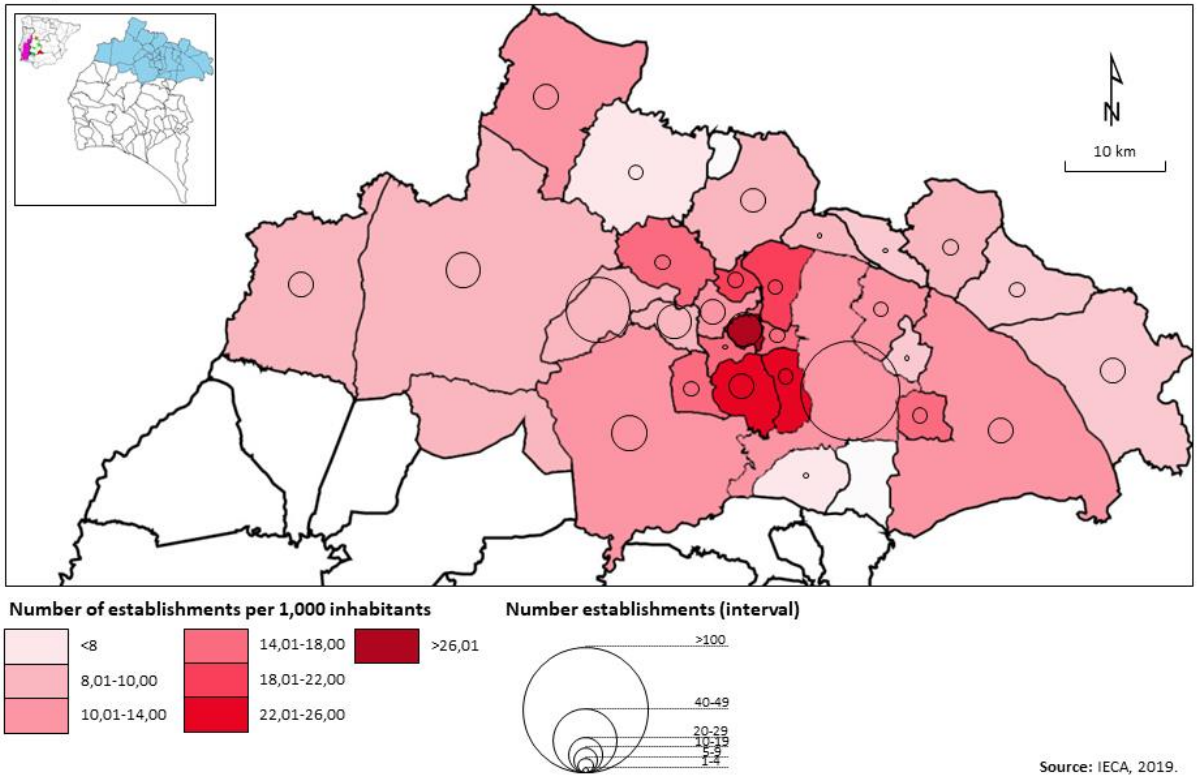
The existence of an abundant supply of restaurants is essential for the development of gastronomic tourism. There are 430 establishments of very different types (IECA, 2019) which, while concentrated in the central area, are distributed among 29 municipalities (see Map 8). These establishments often also play a role of exhibitors of the IH&S. Tourism demand has significantly advanced its growth and expansion. Nonetheless, some issues related to capacity, quality standards, training and customer service still pertain.

However, the importance of the catering establishments is indispensable to be relativized to meet domestic demand of more populated, industrial municipalities, as well as tourism needs. Taking into account the number of establishments per 1,000 inhabitants, once again, the municipalities of the Central-Eastern area encompass the highest concentration of the restaurants mostly satisfying tourism demand. There are no high-class establishments, e.g. Michelin Stars type, from the quality and exclusiveness standpoint.

There are 30 companies providing leisure activities, among which only 16 companies offer active tourism companies, mainly hiking and hiking-related activities. These are both local and external companies. A part of these activities is offered to tourists arriving at the coast of Huelva or Seville.

In terms of the complementary services, based on aggregated statistical data, the wholesale, retail and vehicle repair trade are limited, counting in total 916 establishments (IECA, 2019) (see Map 9). In general, these services stand out in the municipalities with the highest population, industries and are located close to the main communication routes. Apart from the highly populated and industrialised municipalities, municipalities with greater tourism development stand out when analysing the number of commercial establishments per thousand inhabitants. It is noted that there is commercial diversification, with shops specialised in traditional and gourmet products, including those derived from IP in these municipalities.

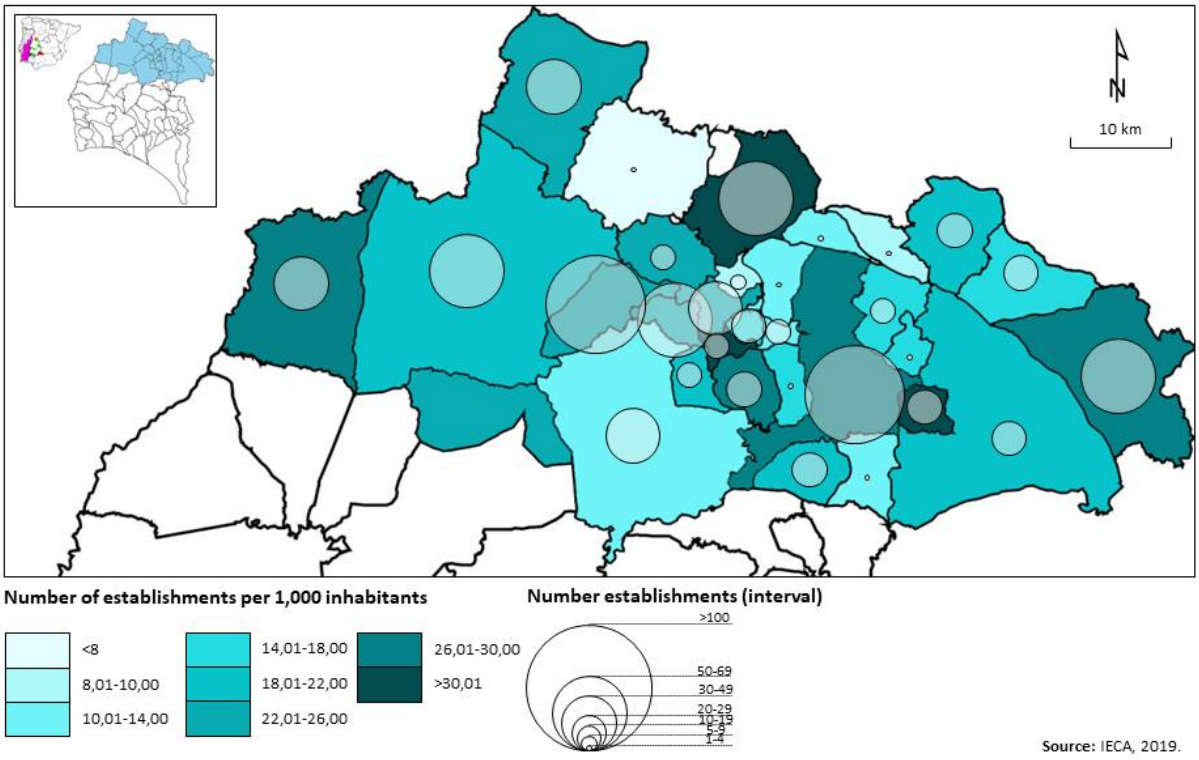
Map 8. Restaurant in the Sierra de Huelva



According to the results obtained from the Questionnaire 1, the Sierra de Huelva region specialises in rural tourism where vacations and calm rest are the main motivation, represented by 76.32 per cent of accommodation providers, mostly in rural houses. The following attractions were indicated as the main ones in the region, namely, the natural space and landscape is the most valued attraction, noted by 60.53 per cent of respondents, combined with the historical-artistic heritage, indicated by 60.53 per cent of respondents with particular highlight by rural hotels.

Hiking and gastronomy were indicated as secondary motivations, indicated by 35.52 per cent and 14.47 per cent of respondents respectively. When it comes to international tourism, mainly hiking in the areas of the province of Seville and the coast of Huelva are preferred. Given its proximity to the broadcasting areas, self-organised hiking on weekends predominates with and without prior reservation of other activities. Tourist activities are highly affected by seasonality and are practised mostly in autumn, 83.33 per cent of the accommodations provided the highest rating. Winter is the preferred season and was indicated by 66.66 per cent of respondents, followed by the significant decline of activities during periods of spring and summer, which are at 25.00 per cent and 20 per cent respectively as per accommodations ranking. Tourist visits last the longest during the holiday season, and from 2 to 4 days for short periods.

Map 9. Wholesale, retail and vehicle repair trade in the Sierra de Huelva



6. Results and discussion

The existence of natural, landscape, historical and cultural attractions generate tourism potential (López-Sánchez, 2010: 21) around IP, in terms of breeding and fattening, and IH&S, in terms of processing and tasting. The most appropriate instrument to enhance both IP and IH&S added-value in tourism is through the creation of tourist routes that offer "trying products or dishes, guided tours to learn about the agro-industrial production of the resource (either *in situ* or through museum reproductions), purchases in specialist shops and visits to traditional markets, etc." (Armesto & Gómez, 2006: 169). Two routes have recently been implemented around the IH&S, namely the *Iberian Ham Route* (hereinafter IHR) and the *Jabugo Route* (hereinafter JR) in Sierra de Huelva. During the 1990s, some other routes around IP and IH&S were created, however, they were not actual initiatives as only posters and brochures were made, as pointed out by Hall and Mitchell (2000: 461–462).

The idea of the IHR stirred in 2008 in the context of crisis. It is aimed to improve the experience and satisfaction of tourists and strengthen productive synergies between sectors to examine local development processes in the territories with PDO of IH&S (SICTED, 2019). The JR resulted because of the name change from PDO *Ham of Huelva* to PDO *Jabugo* in 2017, in the post-crisis context, intending to link the product with PDO, IH&S of 100 per cent Iberian acorn-fed pigs, with tourism in the region, despite the ineffectiveness of the IHR for almost 10 years (Interview 1). The JR is limited only to the area of processing of the PDO *Jabugo*, i.e. Sierra de Huelva. Both routes started from the existence of PDO as public-private entities (Armesto & Gómez, 2006) that group cattle ranchers, industrialists, and central and regional administrations for the protection of IH&S.

The promoter of the IHR is the General Secretariat of Tourism (hereinafter GST) of the Ministry of Industry, Tourism and Energy, together with *Turespaña* (National Tourism Agency) and the Spanish Federation of Municipalities and Provinces. Similarly, The RCPDOJ is the main promoter of the JR. The development of the IHR is based on the existence of previous initiatives,

such as the Royal Iberian as an association of MIIP establishments for the promotion of IH&S, and the *Route of Dehesas* (SEPINUM, 2010; 6), while the JR is based on the implementation of the IHR (Interview 1).

Both routes are based on clusters as an instrument of cooperation and promotion of local economies through tourism (Briedenhann & Wickens, 2004). In the case of the IHR, it aims to foster local economy through the formation of a *Tourist Product Club*, which, although differs from clusters, is based on them (SECTUR, 2001: 29). The Iberian Ham Routes Product Club (hereinafter IHRPC) intended to coordinate actions in the regions with PDO of IH&S (SEPINUM, 2010). The JR is more like a cluster where stakeholders are associated to promote tourism around IH&S with PDO *Jabugo* (Interview 1). The cooperation between actors is a key (Hall, 1999) and interactions at different levels are of crucial importance (McIntosh et al., 2009).

In the case of the IHRPC, the participating actors include public and private as well as local and foreign representatives, namely state administrations, i.e. the GST and the MAPA, regional administration of Castilla y León, Extremadura and Andalusia, and local administrations of 411 municipalities, the 4 PDOs, 20 Rural Development Groups (hereinafter RDG) and participating companies (SEPINUM, 2010). Today, the IHRPC presents five routes Guijuelo, two from Dehesa de Extremadura in Cáceres and Badajoz, Los Pedroches and JR (IHR, 2020). The actors that are part of the JR consists of the Federation of Tourism Companies, representing accommodation establishments, the RDG Sierra de Aracena and Picos de Aroche, the RCPDOJ and Jabugo City Council (Interview 1). It is important to note that all these local actors also make part of the IHRPC. In both cases, community participation and public sector support are limited, despite providing opportunities for their involvement (Briedenhann & Wickens, 2004).

The access to the companies in both routes is managed through the RDG, although it is identified by the accommodation establishments as the third most common way to know the IHR (Questionnaire 1) (see Table 2). The most frequently used ways of getting to know both routes are through the Internet and the RCPDOJ, which positions as the main actor in the configuration of the routes, despite how its role is perceived by other routes (Armesto and Gómez, 2004).

Tab 2. Information channels of getting to know the IHR, %.

Information channels of getting to know the IHR, %	
RDG	30.23
RCPDOJ	72.09
Internet	95.35

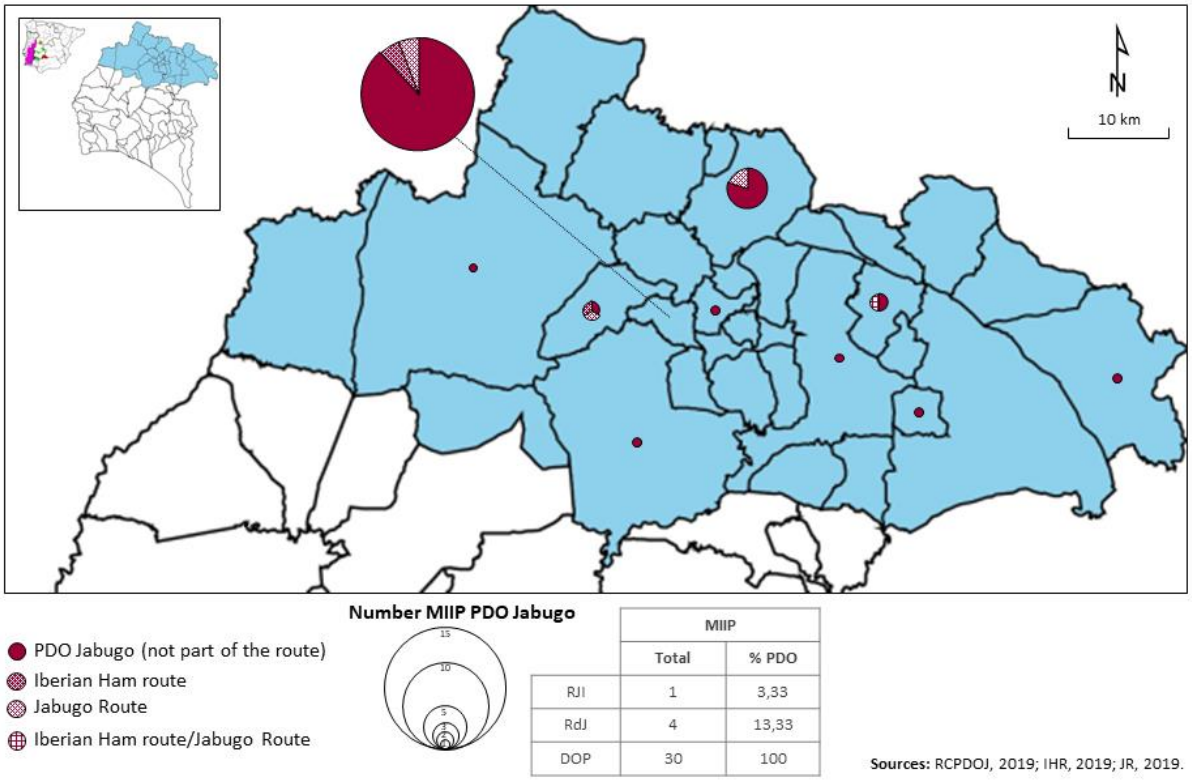
The IHR is financed by the National Rural Network (see Map 10) (SEPINUM, 2010; 6), while the product development is outsourced to external consultants. On the other hand, the JR project began without dedicated funding and its registration fee provides necessary financial resources for the Communication Plan. Also, some in-kind support is provided by companies and RCPDOJ (Interview 1). The RDG grant provided funding to create the image of the JR and the Provincial Tourism Board supported the printing of brochures and promotional materials.

The companies participating in both routes are linked to the production of the IH&S, its commercialisation and the development of tourist activities (see Table 3). To belong to the routes, the companies must receive the accreditation, provided they meet a series of requirements in terms of quality and homogeneity of the product. In the case of the JR, the participating businesses also have to meet the requirement of securing a personalised customer service (JR, 2020) (Interview 2).

Tab 3. Types of companies participating in the IHR and the JR. Source: IHRPC, 2020; JR, 2020.

Type of companies	IHR	JR	Correspondence in both
Dehesas	1	1	1
Dryers and warehouses (MIIP establishments)	1	4	1
Accommodation	19	4	1
Restoration	5	6	3
Specialised stores	0	1	--
Companies organising leisure activities	5	1	0
Receptive companies	3	1	1
Museums and interpretation centres	1	2	1
In total	**35**	**20**	**8**

Map 10. MIIP in Iberian ham routes in the Sierra de Huelva



Agricultural landscape, in this case, the *dehesas,* is a major factor in attracting tourist flows (Mastronardi et al., 2017: 246). It is worth highlighting that only one livestock farm, owned by younger owners and representing 0.18 per cent of the total of those registered in the PDO *Jabugo*, participates in both of the routes, combining different activities of agriculture and processing of its resources into products to meet market needs (Talbot, 2013). The typical structure of livestock farms could be defined as traditional, aged, and often small in size and engaging in farm activities part-time, and mostly limiting any non-livestock-related activities. In both routes, lodgings organise visits to livestock farms in the *dehesa* as well as the MIIP establishments.

There are in total 30 dryers and warehouses, jointly called MIIP establishments, registered in the PDO *Jabugo*. Only one MIIP establishment appears in the IHR and 4 MIIP establishments, spread across 4 municipalities in the JR (see Map 10). The MIIP establishment that participates in both of the routes pioneered providing tourism activities in the sector.

In general, in this highly traditional sector, tourist visits more often than not are observed as “nuisance, because the product is sold alone and does not need promotion”, also it means “hiring someone or dividing the functions” (Questionnaire 2). Based on Questionnaire 2, the impact of the routes on the MIIP establishments are summarised in the table below (see Table 4).

Tab 4. The impact of the IHR and JR on the MIIP establishments.

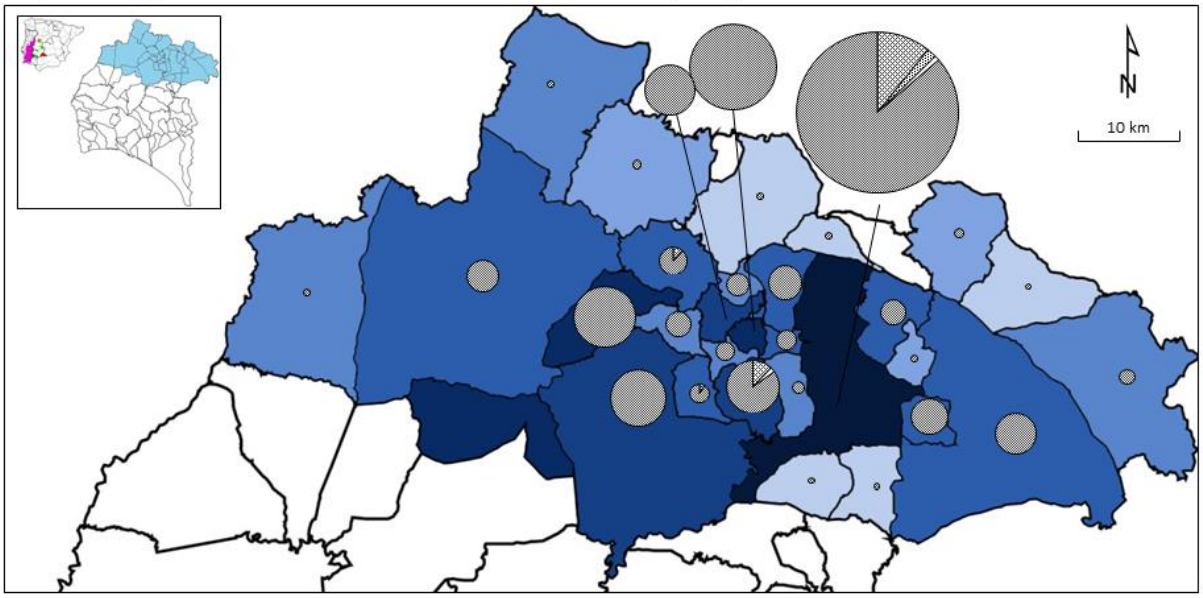
IH&S tourism potential (%)	Not at all	A little	Rather	Sufficient	Very much	
	50.00	0.00	0.00	6.25	42.75	
Are you taking part in the routes? (%)	Yes	25.00	No	75.00		
What does it mean to belong to routes? (%)	Differentiation from the competition	Add exclusivity to the product	Introduce internationally	Gain access to a target audience		
	25.00	25.00	25.00	25.00		
Opinion on the creation of JR (%)	Positive	Good	Very good	Do not know / Do not answer		
	12.50	18.75	27.77	27.77		
Willingness to join the routes (%)	Yes	31.25	No	31.25	NS/NC	37.50
Reception of visits (%)	Receiving currently					
	Yes	No	Do not know / Do not answer			
	18.75	68.75	12.50			
	Planning to receive in the future					
	18.75	25.00	56.25			
Purpose of visits (%)	Make the company known	Promote the region	Sell the product	Make the product known		
	86.66	86.66	60.00	46.66		

There is pertaining belief by half of the MIIP establishments that the sector does not offer tourism potential, while the rest consider that the current potential is sufficient or even a lot more. Most of the respondents perceive the creation of the JR as positive, although the willingness to integrate into its activities is comparably low. While only three of MIIP establishments receive visits from tourists, others would be interested in doing so. The MIIP establishments that do not belong to any of the routes tend to organise visits to their facilities on their own. However, most of them have not managed to develop this activity due to the inability to access tourism market (Interview 3), which is linked to the poor knowledge of tourism sector considering it as a secondary activity (Hall & Mitchell, 2000: 462–463).

As noted by Alonso and O'Neill concerning wine routes (2009: 405), the objectives of the MIIP establishments are firstly to publicise their company and position the region they are based in, and only then focus on sales and publicity of the product itself to tourists. The number of visits received per year is variable between 50 and 60 persons, often limited “to groups of 18 or 20 people”, most of these excursions are based on the recommendation of family and acquaintances, accommodation providers and institutions such as the PDO *Jabugo*. In terms of the profile of visitors, youth on study trips, families and senior tourists are predominant, while the number of international tourists is limited.

As in the case of wine routes, some significant differences can be identified among large, and medium and small MIIP establishments, and among those small and medium establishments that belong to the routes, the latter are often identified by a modern management structure or generational renewal (Del Río et al., 2014). Similarly, as noted above, there is a lack of integration and cooperation, as well as lack of involvement between MIIP establishments, which is common among other IH&S routes (Millán et al., 2016: 87).

Map 11. Loding in the Iberian ham routes in the Sierra de Huelva (2020)



	Alojamientos		Plazas	
	Total	%	Total	%
IJR	19	0,97	160	3,77
JR	5	3,51	270	6,37
Total	430	100	2.964	100

Sources: TRA, 2019; IHR, 2020; JR, 2020.

There are only 22 accommodation providers that belong to the routes, in total offering 376-bed places. Five of these 22 providers offer experiences in the JR, 3 of them have a greater capacity and 2 of them also participate in the IHR. There are in total 19 accommodation providers integrated into the IHR. The requirement of the JR to provide personalised customer service makes the integration of rural houses difficult into the route, even though it would increase the number of bed places currently available mainly at the hotels.

Most of the respondents at the accommodation establishments (Questionnaire 2) recognise and are aware of the IHR. On the question of potential IH&S influences on accommodation, it is perceived that the presence of IH&S does not affect them, whereas belonging to the route is what gives a positive rating. The representatives of accommodation providers strongly consider that the IHR significantly influences the territorial brand, both in terms of PDO and tourism, and it increases the demand, beyond the cooperation (e.g. Hall, 1999) and overnight stays. The respondents valued the least the seasonal fluctuations in the tourism industry, coinciding with tourism season. Out of 76 initiatives that responded to the questionnaire, all 20 accommodation providers integrate some activity related to IH&S or IP and collaborate with the MIIP establishments in organising tourists' visits. Among the most important activities include walks through the *dehesa* and tasting. Nonetheless, the overall added value of IH&S and its tourism potential remains unidentified.

Tab 5. The impact of the IHR and IH&S on the accommodation.

The route is known (%)	56.58						
Influence of IH&S (%)	Not at all	A little	Rather	Sufficient	Very much		
	27.63	32.89	27.57	9.21	2.63		
IHR influence (over 129)*	Territorial brand	Demand	Cooperation	Overnight stays	Seasonality		
	71	68	46	45	40		
Supply of IP and/or IH&S related activities (%)	Yes	26.32	No	73.68			
	Walks in the *dehesa*	Tastings	Visits to the MIIP establishments	Breeding and handling of IP	Slaughter	Other routes	Own products
	92.59	62.69	14.93	11.11	3.70	7.41	7.41
* Over 43 that are known in the IHR.							

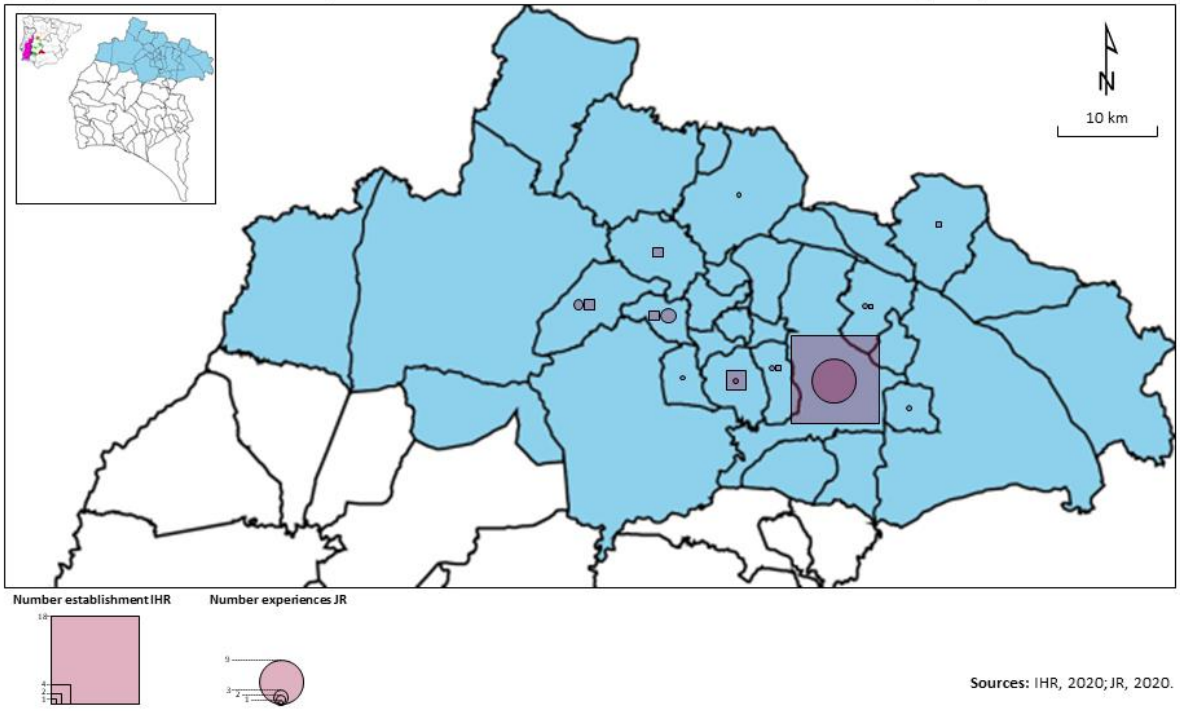
Moreover, both initiatives have poor acceptance among the accommodation providers, as identified for the IHR by Cortinas and García-Delgado (2016). The main cause for weak acceptance is the small size of ownership holders and lack of business culture, particularly concerning the creation of complementary activities and lack of training. The companies that cannot be characterised by these patterns are the ones that participate in the routes, e.g. external businesses and companies whose owners have managerial training. It is noteworthy that also there is an offer related to IP outside the existing routes. However, the number of associated accommodations in municipalities with a significant offer of the JR experiences is extremely low (see Map 12).

The commitment of restaurateurs in supplying local products is essential (Roy et al., 2019) for tourists to taste IH&S and provide truly gastronomic tourism experience. Among all catering establishments, only 1.63 per cent of them belong to the routes. In particular, 5 establishments participate in the IHR and 5 participate in the JR, while 3 of these catering establishments take part in both routes. The capacity of the JR is 425 seats, compared to 715 seats available at the IHR. The gastronomic supply of the JR is concentrated in the same municipality where all 5 establishments are based. On the other hand, the substantial attention shall be drawn to the fact that there are no MIIP establishments in the municipalities with the concentration of restaurants, and vice versa.

There are 3 RC in the IHR, one of them based in the region and it is the only one also belonging to the JR. This company has also identified that external marketing was key to the creation of the JR (Interview 4). This concrete company is also an active participant of the JR in designing products and managing *the Center for Innovation and Promotion of the Iberian Pig*. The need for RCs to organise a full package of products and services, including farm trips and sale to retailers, and design the route, is a crucial element to ensure its success (Interview 1).

There are 5, or 23.81 per cent of the total, businesses organising leisure activities that participate in the IHR. In comparison to the JR, there is only one company that specialises in ham cutting and tasting belong to the JR. The current conditions of experiencing the product of the JR causes that the companies providing leisure activities are highly limited. The decoupling of the supply is also observed.

Map 12. Establishments and experiences in the Iberian ham routes in the Sierra de Huelva (2020)



The Ham Museum forms part of both the IHR and the JR, while *the Centre for Innovation and Promotion of the Iberian Pig* appears as a point of departure and arrival only in the JR. Compared to the wine routes (Armesto & Gómez, 2006), from the holistic point of view, it is necessary to recover facilities, such as farmhouses, old industries, and ethnographic sets, to complement the JR and extend the existing activities to the entire region that is located in only 2 municipalities.

The commercialisation of IH&S and other IP products in the MIIP establishments has been direct, i.e. the products were commercialised by the very own establishments through non-specialised stores and restaurants. Recently, some gourmet stores have emerged. However, the fact that only one of them belongs to the JR is perceived as the weakness of the route.

The most prominent feature of these routes is that it is an itinerant product where tourists move inside the route, i.e. inside the region. However, there are substantial differences in product design. The IHR registers 35 companies, but there are no activities related to the IP and the IH&S created for this particular purpose. The IHR fulfils a so-called seal of the quality function, yet it does not control the supply. Its product idea is summarised on its website based on the description of projects which were indicated as one of the most considerable drawbacks (Interview 1).

The JR records 19 experiences as the starting point for experiential tourism, run by 20 companies (Hall & Mitchell, 2007; Tung & Ritchie, 2011). From the experiential tourism perspective, it is of essential importance to offer concrete experience, e.g. similar to wine tourism, rather than only themed establishments or products (Martínez & Molinero, 2019). The experiences include 7 gastronomic experiences, 4 catering and accommodation facilities, 4 visits to dryers and wineries, 2 visits to museums and interpretation centres, one visit to *dehesas*, one visit to specialised stores, and one custom route. It is highlighted that the gastronomic offer provided by hotel establishments hinders the demand of the restaurants (Interview 3) and the absence of themed route in the accommodations are one of the main disadvantages (Interview 1).

In general, it is required to raise awareness among entrepreneurs to encourage their participation in the routes (Cava et al., 2019: 19). The lack of knowledge of the routes is due to non-effective advertising campaigns (Millán et al., 2014: 134) and especially due to the deficiencies in

the coordination between public and private entities in terms of marketing (Cava et al., 2019: 18). Similarly, given that the IHR and the JR are disconnected, it has contributed to the lack of awareness of both routes among businesses.

Furthermore, it is essential to emphasise that the design of the routes leaves aside part of the heritage analysed in this research, namely intangible heritage which is limited to some slaughters, and industrial heritage. Also, the routes are not linked to gastronomic events which may play a central role in gastronomic product development (Hall, 2005). The process of heritage development has not advanced since it is perceived that "the integration of heritage helps strengthen tourism projects" and not vice versa (Bessière, 2013: 290). On the other hand, the supply currently focuses only on PDO related to IH&S which limits its potential expansion concerning other IP products (Hortelano et al., 2019).

From a geographical point of view, the initiatives are concentrated in the Central-Eastern part of the region (see Map 12) leaving 20 of municipalities outside these routes. Moreover, both routes do not correspond to the supply of accommodation and catering facilities neither to the locations of the MIIP establishments. The peripheral areas are neither included in the design of the routes which, accordingly, results that these routes have from little to no influence on territorial development. As it has been highlighted by Talbot (2013), the selection of favourable location for activities development plays a critical role compared to any other factors that can have potential to contribute to local development of rural or marginal areas.

7. Conclusions and implications

In the agricultural region with an ageing society, MIIP establishments, PDO *Jabugo* and tourism are the basis of economic revitalisation and diversification and, therefore, finding a link between them is essential for the development of the Sierra de Huelva region. The natural and socio-cultural heritage related to the IH&S and the IP is diverse and indicates substantial tourism potential. The emergence of tourism around the IH&S and the IP is a new function linked to MIIP establishments and the reinterpretation of traditions related to IH&S and IP (Marsden and Smith, 2005). The use of IH&S and IP in tourism, due to its territorial links (de Salvo et al., 2013), is also connected with wine routes. Nonetheless, the intangible heritage has been overlooked. Similarly, the possibilities offered by industrial heritage, directly or indirectly linked to MIIP establishments, the value created by the environment, e.g. the *dehesa* or the breeding of the IP, as well as traditions, e.g. customs and handicraft industry, have been also neglected.

The enhancement of the WIP resources means that comparative advantages are formulated as rural development strategies (Saxena et al., 2007) through the creative enhancement formula, compared to rural tourism that appears as "creative destruction" (Mitchell, 2013). Currently, the research indicated that the two routes linked to the WIP do not involve gastronomic tourism (Hall & Mitchell, 2007) but rather complement rural tourism. Unlike in the case of wine tourism, IH&S and IP are placed and considered as significantly less attractive compared to other gastronomic products. As a consequence, the IHR is an aggregate of all existing products and it does not represent each product separately (Armesto & Gómez, 2006). Although the JR focuses on product segmentation and differentiation, the RJ lacks clarity in defining differences between experiences, products and activities which, as a result, hinders its success. In comparison to wine territories characterised by structured supply around the wine culture (Hall & Mitchell, 2007), there is no planned gastronomic supply in Sierra de Huelva. Since there is a lack of geographical conceptualisation, no itinerary has been designed with distinctive milestones that would respond to the dispersion of heritage and resources in none of the two routes. Accordingly, this led to the fact that the central element linked to the WIP products and experiences becomes vague.

The participation of companies and experiences provided overall is scarce. The lack of involvement is linked to (1) the internal characteristics, sometimes limiting their participation, (2) organisational inadequacies of the routes themselves, as well as (3) the complexity of the supply itself (Quan &

Wang, 2004). While the routes provide the participation opportunities for most modern companies and organisations with the youngest representatives, on the contrary to other initiatives, business revitalisation through the creation of these companies is scarce and job formation has not been observed (Armesto & Gómez, 2006). Another major issue lies in the concentration of these initiatives in the municipalities where tourism is well developed. However, significant scarcity or even the absence of such initiatives exists in municipalities with a strong presence of PDO and MIIP. Therefore, both routes have not contributed to the progress of the territory.

Inclusive product development strategic approach that considers tourism as an opportunity related to the WIP and MIIP establishments (Armesto & Gómez, 2004) is indispensable (López-Sánchez, 2010). The holistic approach would empower synergies generation, which is still occasional due to the limited integration of actors, and would respond to the needs of the industry (López-Sánchez, 2010), which is the one that benefits the most from diversification. Although the existing PDO plays an active role in the processes of local development (Becker, 2009), the IHR and the JR have not achieved this objective given the fact that they do not generate innovation networks (Alonso, 2005).

Overlapping of both initiatives, the IHR and the JR, and two separate communication campaigns in the same area with identical actors and protagonists, is unnecessary multiplication of entities that confuses the consumer and, as the result, impedes the development of territorial marketing (Férérol, 2018). The rupture of the IHR by the creation of the JR concluded with inter-territorial networks, while no proper and timely considerations were given to other actors, such as social and cultural associations, or professionals. Besides, the duplication of unconnected initiatives, internally and externally of already existing routes makes commercialisation particularly complex and difficult.

The issues of rural tourism, such as individualism, fragmentation of supply, advertising and marketing to mention a few, in Sierra de Huelva, remain the same. On the other hand, despite these initiatives, some other IP related products are offered in an attempt to reduce the overcrowding during weekends. Therefore, there is a vital need for the integral development of the product (López-Sánchez, 2010: 39). As highlighted by Hall & Mitchell (2000: 445), the IH&S and the IP should become an “image reengineering strategy” for the region.

As future research is concerned, an in-depth analysis of the causal relationships that motivate low business participation is proposed. Special attention shall also be given to governance and its structures, actors and their involvement, and processes of territorialisation.

Academic references

[1] Alonso, A. D. & O'Neill, M. A. (2009). Wine tourism in Spain: The case of three wine regions. *Turizam: međunarodni znanstveno-stručni časopis*, *57*(4), 405–420.

[2] Alonso, L. (2003). Redes y procesos de innovación en las comarcas vinícolas de Castilla y León: ejemplo de la DO Bierzo. *Boletín de la AGE*, *36*, 43–60.

[3] Amaya, S. & Aguilar, E. (2012). Saberes locales, tradición e innovación: el caso del jamón ibérico de bellota. *Revista Nuevas Tendencias en Antropología, 3,* 109–136.

[4] Aranda, Y. & Combariza, J. (2007). Las marcas territoriales como alternativa para la diferenciación de productos rurales. *Agronomía Colombiana*, *25*(2), 367–376.

[5] Armesto, X. A. & Gómez, B. (2004). Productos agroalimentarios de calidad, turismo y desarrollo local: el caso del Priorat. *Cuadernos Geográficos*, *34*, 83–94.

[6] Armesto, X. A. & Gómez, B. (2006). Tourism and quality agro-food products: an opportunity for the Spanish countryside. *Tijdschrift voor Economische en Sociale Geografie*, *97*(2), 166–177. DOI: 10.1111/j.1467-9663.2006.00510.x.

[7] Asero, V. & Patti, S. (2009). *From wine production to wine tourism experience: the case of Italy* [working paper]. New York: American Association of Wine Economics.

[8] Becker, T. C. (2009). European food quality policy: the importance of geographical indications, organic certification and food quality assurance schemes in European countries. *Estey Journal of International Law and Trade Policy* 10(1), 111–130. DOI: 10.22004/ag.econ.48796.

[9] Bessière, J. (1998). Local development and heritage: traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis*, *38*(1), 21–34. DOI: 10.1111/1467-9523.00061.

[10] Bessière, J. (2013). 'Heritagisation', a challenge for tourism promotion and regional development: An example of food heritage. *Journal of Heritage Tourism*, *8*(4), 275–291. DOI: 10.1080/1743873X.2013.770861.

[11] Bowler, I. R. (1992). The industrialization of agriculture. In *The geography of agriculture in developed market economies* (pp. 7–31). Harlow: Longman.

[12] Bowler, I. R. (1996). Agricultural land use and the post-productivist transition. In *La investigación hispano-británica reciente en Geografía Rural: del campo tradicional a la transición postproductivista* (pp. 179–187). Murcia: Asociación de Geógrafos Españoles.

[13] Briedenhann, J. & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream? *Tourism Management*, *25*(1), 71–79. DOI: 10.1016/S0261-5177(03)00063-3.

[14] Brunori, G. & Rossi, A. (2000). Synergy and coherence through collective action: some insights from wine routes in Tuscany. *Sociologia Ruralis*, *40*(4), 409–423. DOI: 10.1111/1467-9523.00157.

[15] Cànoves, G., Villarino, M., Priestley, G. K. & Blanco, A. (2004). Rural tourism in Spain: an analysis of recent evolution. *Geoforum 35*(6), 755–769. DOI: 10.1016/j.geoforum.2004.03.005.

[16] Cava, J. A., Millán, M. G. & Hernández, R. (2019). Analysis of the Tourism Demand for Iberian Ham Routes in Andalusia (Southern Spain): Tourist Profile. *Sustainability 11*(16), 1–21. DOI: 10.3390/su11164278.

[17] Corigliano, M. A. (2003). The route to quality: Italian gastronomy networks in operation. In Hjalager, A-M., Richards, G., eds., *Tourism and Gastronomy* (180–199). London: Routledge.

[18] Corigliano, M. A. & Mottironi, C. (2013). Planning and management of European rural peripheral territories through multifunctionality: The case of gastronomy routes. In Costa, C., Panyik, E. & Buhalis, D., eds., *Trends in European Tourism Planning and Organisation* (pp. 33–47). Bristol: Channel View Publications. DOI: 10.21832/9781845414122-007.

[19] Cortinas, S. & García-Delgado, F. J. (2016). Los efectos sobre la empresa de alojamiento rural del Club de Producto «Rutas del Jamón Ibérico» en las provincias de Badajoz y Huelva (España). In *Planificación territorial, desarrollo sustentable y geodiversidad* (pp. 1563–1583). Huelva: Diputación Provincial de Huelva.

[20] De Salvo, P., Hernández, J. M., Di Clemente, E. & Calzati, V. (2013). Territory, tourism and local products. The extra virgin oil's enhancement and promotion: a benchmarking Italy-Spain. *Tourism and Hospitality Management 19*(1), 23–34.

[21] Del Río, M. C., Álvarez, J. & Fraiz, J. A. (2014). Ruta turística enológica Rías Baixas (Galicia-España): Análisis desde perspectiva de la oferta. *CULTUR-Revista de Cultura e Turismo*, *8*(1), 95–118.

[22] Felicidades García, J. (2013). *Bases territoriales para la construcción regional en el espacio Fronterizo del Suroeste Peninsular*. Huelva: Universidad de Huelva.

[23] Férérol, M. E. (2018). Gourmet tourism as part of a territorial branding strategy. In *Gastronomy and Local Development: The Quality of Products, Places and Experiences* (pp. 26–57). London: Routledge.

[24] García-Delgado, F. J. (2009). *Industrias Cárnicas, Territorio y Desarrollo en Sierra Morena.* Huelva: Universidad de Huelva.

[25] García-Delgado, F. J., Domínguez-Santos, D. & Pizarro-Gómez, A. (2017). La industria cárnica del porcino Ibérico en Jabugo (Huelva, España), 1997–2016. *Revista de Estudios Andaluces,* 34, 120–154. DOI: 10.12795/rea.2017.i34.05.

[26] Gómez, B. & Armesto, X. A. (2005). Productos agroalimentarios de calidad y turismo en España: estrategias para el desarrollo local. *Geographicalia* 47, 87–110. DOI: 10.26754/ojs_geoph/geoph.2005471331.

[27] Hall, C. M. (1999). Rethinking collaboration and partnership: A public policy perspective. *Journal of Sustainable Tourism*, *7*(3–4), 274–289. DOI: 10.1080/09669589908667340.

[28] Hall, C. M. (2005). Rural wine and food tourism cluster and network development. In Hall, D., Kirkpatrick, J. & Mitchell, M., eds., *Rural Tourism and Sustainable Business* (pp. 149–164). Bristol: Channel View Publications.

[29] Hall, C. M. & Mitchell, R. (2000). Wine tourism in the Mediterranean: A tool for restructuring and development. *Thunderbird International Business Review 42*(4), 445–465. DOI: 10.1002/1520-6874(200007/08)42:4<445::AID-TIE6>3.0.CO;2-H.

[30] Hall, C. M. & Mitchell, R. (2007). Gastronomic tourism: Comparing food and wine tourism experiences. In *Niche Tourism* (pp. 87–102). London: Routledge.

[31] Hortelano, L. A., Azofra, E., Martín, M. I. & Izquierdo, J. I. (2019). Patrimonio cultural y turismo en torno al cerdo ibérico en Salamanca. *Cuadernos de Turismo*, 44, 193–218. DOI: 10.6018/turismo.44.404811.

[32] Ilbery, B., Kneafsey, M., Söderlund, A. & Dimara, E. (2001). Quality, imagery and marketing: producer perspectives on quality products and services in the lagging rural regions of the European Union. *Geografiska Annaler: Series B, Human Geography 83*(1), 27–40. DOI: 10.1111/j.0435-3684.2001.00088.x.

[33] Knickel, K., Renting, H. & Van der Ploeg, J. D. (2004). Multifunctionality in European agriculture. In Brower, F., ed., *Sustaining agriculture and the rural economy: Governance, policy and Multifunctionality* (pp. 81–103). Cheltenham: *Edward Elgar Publishing*.

[34] LaPan, C. & Barbieri, C. (2014). The role of agritourism in heritage preservation. *Current Issues in Tourism*, *17*(8), 666–673. DOI: 10.1080/13683500.2013.849667.

[35] López-Guzmán, T., Vieira-Rodríguez, A. & Rodríguez-García, J. (2014). Profile and motivations of European tourists on the Sherry wine route of Spain. *Tourism Management Perspectives*, *11*, 63–68. DOI: 10.1016/j.tmp.2014.04.003.

[36] López-Olivares, D. (1998). *La ordenación y planificación integrada de los recursos territoriales turísticos.* Castellón de la Plana: Universitat Jaume I.

[37] López-Sánchez, J. A. (2010). Posibilidades de desarrollo del enoturismo en la denominación de origen Jerez-Xerry-Sherry y manzanilla de Sanlúcar de Barrameda y vinagre de Jerez. *Boletín de la AGE*, *53,* 21–41.

[38] Marini, M. B. & Mooney, P. H. (2006). Rural economies. In Cloke, P., Marsden, T. & Mooney, P., eds., *Handbook of Rural Studies* (pp. 91–103). London: Sage.

[39] Marsden, T. & Smith, E. (2005). Ecological entrepreneurship: sustainable development in local communities through quality food production and local branding. *Geoforum*, *36*(4), 440–451. DOI: 10.1016/j.geoforum.2004.07.008.

[40] Martínez, M. & Molinero, F. (2019). El valor patrimonial del paisaje como imagen de calidad en la estrategia comercial de los territorios vitivinícolas del Duero. *Cuadernos Geográficos*, *58*(3), 169–194.

[41] Mastronardi, L., Giaccio, V., Giannelli, A. & Stanisci, A. (2017). Methodological Proposal about the Role of Landscape in the Tourism Development Process in Rural Areas: The Case of Molise Region (Italy). *European Countryside 9*(2), 245–262. DOI: 10.1515/euco-2017-0015.

[42] Matthews, A. (2007). *Rural development in the European Union: Issues and objectives* [workshop paper]. London: Imperial College.

[43] McIntosh, R., Goeldner, C. & Ritchie, J. (2009). *Tourism: Principles, practices, philosophies.* Hoboken: New Jersey.

[44] Millán, M. G., Amador, L. & Arjona, J. M. (2016). La denominación de origen protegida "Los Pedroches" como ruta gastronómica del jamón ibérico: análisis del perfil del visitante y evolución futura. *Cuadernos de Desarrollo Rural, 13*(77), 63–91. DOI: 10.11144/Javeriana.cdr13-77.dopp.

[45] Millán, M. G., Morales, E. & Pérez, L. (2014). Turismo gastronómico, denominaciones de origen y desarrollo rural en Andalucía: situación actual. *Boletín de la AGE*, 65, 113–137.

[46] Mitchell, C. J. (2013). Creative destruction or creative enhancement? Understanding the transformation of rural spaces. *Journal of Rural Studies*, *32*, 375–387. DOI: 10.1016/j.jrurstud.2013.09.005.

[47] Pérez-Mora, C., Bahamonde-Rodríguez, M., Pizarro-Gómez, A. & García-Delgado, F. J. (2019). La Ruta del Jabugo. Alcance y Territorialidad. In Márquez Dominguez, J. A. & Llamas Chávez, J., eds., *Hélices y anclas para el desarrollo local* (pp. 814–829). Huelva: Universidad de Huelva-Universidad de Cartagena de Indias.

[48] Pinto-Correia, T. & Breman, B. (2009). New roles for farming in a differentiated countryside: the Portuguese example. *Regional Environmental Change*, *9*(3), 143–152. DOI: 10.1007/s10113-008-0062-8.

[49] Quan, S. & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, *25*(3), 297–305. DOI: 10.1016/S0261-5177(03)00130-4.

[50] Roy, H., Hall, C. M. & Ballantine, P. W. (2019). The Role of Sustainable Local Food Among Tourism Stakeholders: A Comparative study in Vancouver, Canada and Christchurch, New Zealand. Conference Proceedings, TTRA Canada 2019 Conference. Retrieved on 9 January 2020 from https:// scholarworks.umass.edu/ttracanada_2019_conference/12.

[51] Ryser, L. & Halseth, G. (2010). Rural economic development: A review of the literature from industrialized economies. *Geography Compass 4*(6), 510–531. DOI: 10.1111/j.1749-8198.2010.00321.x.

[52] Saxena, G., Clark, G., Oliver, T. & Ilbery, B. (2007). Conceptualizing integrated rural tourism. *Tourism Geographies*, *9*(4), 347–370. DOI: 10.1080/14616680701647527.

[53] Sayadi, S., Parra, C., Caño, B., García, A., Gómez, P. & González, M. P. (2019). *Valor económico, social y ambiental de la dehesa. Un análisis multifuncional desde la perspectiva de la sociedad andaluza*. Sevilla: Junta de Andalucía.

[54] Schröder, C. (2011). Land use dynamics in the dehesas in the Sierra Morena (Spain): the role of diverse management strategies to cope with the drivers of change. *European Countryside*, *3*(2), 11–28. DOI: 10.2478/v10091-011-0006-z.

[55] Silva, R. & Jover, J. (2016). Los paisajes patrimoniales de la Sierra de Huelva. Ensayo metodológico. *Estudios Geográficos*, 77(281), 647–670.

[56] Sylvander, B. (2005). Les produits d'origine: les enjeux du XXIe siècle. In *Le goût de l'origine* (pp. 60–77). New York: Hachette.

[57] Talbot, M. (2013). Farm tourism in Wales. Products and markets, resources and capabilities. The experience of six farm tourism operators. *European Countryside*, *5*(4), 275–294. DOI: 10.2478/euco-2013-0018.

[58] Tung, V. W. S. & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, *38*(4), 1367–1386. DOI: 10.1016/j.annals.2011.03.009.

[59] Wilson, G. A. (2001). From productivism to post-productivism… and back again? Exploring the (un)changed natural and mental landscapes of European agriculture. *Transactions of the Institute of British Geographers*, *26*(1), 77–102. DOI: 10.1111/1475-5661.00007.

[60] Woods, M. (2011). *Rural*. London and New York: Routledge.

Other sources

[61] DGADR (2020). Produtos tradicionais portugueses. *Direção Geral de Agricultura e Desenvolvimento Rural.* Retrieved January 9, 2020, from https://tradicional.dgadr.gov.pt/pt/produtos-por-regime-de-qualidade/dop-denominacao-de-origem-protegida.

[62] EC (2011). Agricultural product quality: a success factor for EU rural areas. *EU Rural Review,* 8. European Comission, Luxemburg.

[63] Eurostat (2019). *Agriculture, forestry and fishery statistics*. Publications Office of the European Union Luxembourg.

[64] GSRFFC (2020). Registro General Sanitario de Empresas Alimentarias y Alimentos. Retrieved January 9, 2020, from https://rgsa-web-aesan.mscbs.es/rgsa/formulario_principal_js.jsp.

[65] IAPH (2019). Guía Digital del Patrimonio Cultural de Andalucía. Instituto Andaluz del Patrimonio Histórico. Retrieved January 9, 2020, from https://guiadigital.iaph.es/inicio.

[66] IECA (2019). Sistema de Información Multiterritorial de Andalucía (SIMA). Instituto de Estadística y Cartografía de Andalucía. Retrieved January 9, 2020, from https://www.juntadeandalucia.es/institutodeestadisticaycartografia/iea/consultasActividad.jsp?CodOper=104&sub=38120.

[67] IHR (2020). Iberian Ham Route. Retrieved January 9, 2020, from http://clubjamoniberico.info/#.

[68] INE (2019). Revisión del Padrón Municipal 2018. Instituto Nacional de Estadística. Retrieved January 9, 2020, from http://ine.es/dyngs/INEbase/es/operacion.htm?c=Estadistica_C&cid=1254736177011&menu=resultados&idp=1254734710990.

[69] JR (2020). Jabugo Route. Retrieved January 9, 2020, from https://rutadeljabugo.travel/.

[70] MAPA (2019). Encuestas ganaderas 2018. Ganado Porcino. Ministry of Agriculture, Fisheries & Food. Retrieved January 9, 2020, from https://www.mapa.gob.es/es/estadistica/temas/estadisticas-agrarias/resultados_provisionales_noviembre2018_porcino_webmapama_tcm30-502916.pdf.

[71] MAPA (2020). Denominaciones de Origen e Indicaciones Geográficas Protegidas. Ministry of Agriculture, Fisheries & Food. Retrieved January 9, 2020, from https://www.mapa.gob.es/es/alimentacion/temas/calidad-agroalimentaria/calidad-diferenciada/dop/default.aspx.

[72] RCPDOJ (2020). Bodegas. Regulatory Council of PDO Jabugo. Retrieved January 9, 2020, from http://www.dopjabugo.es/bodegas/.

[73] RIBER (2019). Registro informativo de organismos independientes de control del ibérico. Retrieved January 9, 2020, from https://www.mapa.gob.es/es/alimentacion/temas/calidad-agroalimentaria/calidad-comercial/mesa-del-iberico/riber-publico/.

[74] SECTUR (2001). Cómo crear clubes de producto. Secretaría de Turismo: México City.

[75] SEPINUM (2010). Club de Producto Ruta del Jamón Ibérico. SEPINUM. Turismo, Patrimonio y Desarrollo Rural. Retrieved January 9, 2020, from http://www.sepinum.com/sites/default/files/adjuntos_noticias/club-de-producto-ruta-del-jamon-iberico.pdf.

[76] SICTED (2019). Destinos. Sistema Integral de Calidad Turística en Destinos. Retrieved January 9, 2020, from http://www.calidadendestino.es/.

[77] TRA (2019). Buscador de establecimientos y servicios turísticos. Tourism Registry of Andalusia. Retrieved January 9, 2020, from https://www.juntadeandalucia.es/organismos/turismoregeneracionjusticiayadministracionlocal/servicios/app/buscador-establecimientos-servicios-turisticos.html.