



Journal of Sustainable Tourism >

Volume 20, 2012 - [Issue 7](#)

2,952 Views

70 CrossRef citations to date

0 Altmetric

Articles

# Old wine region, new concept and sustainable development: winery entrepreneurs' perceived benefits from wine tourism on Spain's Canary Islands

Abel Duarte Alonso & Yi Liu

Pages 991-1009 | Received 31 May 2011, Accepted 13 Dec 2011, Published online: 23 Jan 2012

Cite this article <https://doi.org/10.1080/09669582.2011.651220>

Sample our  
Tourism, Hospitality and  
Events Journals   
>> [Sign in here](#) to start your access  
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

[Read this article](#)

Share

## Abstract

Much of wine tourism research underlines the many benefits of this concept for wineries, the wine sector and rural areas. Few studies, however, have taken a longitudinal approach to investigate (1) the extent to which wineries become involved in wine tourism, (2) whether they actually benefit from it over time and (3) what impediments, if any, prevent them from maximising the opportunities that wine tourism may provide. This study builds upon existing research to investigate the perspective of small winery entrepreneurs on Spain's Canary Islands. After years of planning and expectations concerning the potential of wine tourism, overall respondents indicate very little progress in wine tourism development. The majority of those involved (59%) are only marginally or not benefiting from it at all. Winery entrepreneurs believe that



Understanding the Wine Tourism Experience for Winery Visitors in the Niagara Region, Ontario, Canada

Source: Tourism Geographies

The Rise and Fall of the Waterloo-Wellington Ale Trail: A Study of Collaboration within

## Related research

People also read

Recommended articles

Cited by  
70

Wine tourism research: a systematic review of 20 vintages from 1995 to 2014 >

Mar Gómez et al.

Current Issues in Tourism

Published online: 1 Mar 2018

Sustainable wine tourism development through the lens of dynamic capabilities and entrepreneurial action: an exploratory four-region perspective >

Abel Duarte Alonso et al.

Tourism Recreation Research

Published online: 1 Apr 2020

A Review of Global Wine Tourism Research >

PROF. JACK CARLSEN

Journal of Wine Research

Published online: 23 Jan 2007

[View more](#)

## Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

## Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

## Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

## Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

## Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954  
5 Howick Place | London | SW1P 1WG



**Taylor & Francis**  
by informa