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

Abel Duarte Alonso &amp; Yi Liu

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## 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) the factors that influence their involvement, and (3) what impediments may arise. This study examines the perceived benefits of wine tourism from the perspective of winery entrepreneurs in a wine region in Spain. The results indicate that winery entrepreneurs involved (59%) believe that wine tourism has brought many benefits to the region, but lack of organisation within the wine sector and limited resources continue to impede its

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adoption. Although opportunities exist to market wines among some segments of the nine million tourists who visit the Canaries annually, research, partnership creation and marketing needs to be done at stakeholder level (government, wine sector and tourism agencies) to create a sustainable business concept.

a)
b)
c)
59%

Keywords: wine sector wine tourism perceived benefits winery entrepreneurs Spain sustainable tourism

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