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

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Abstract

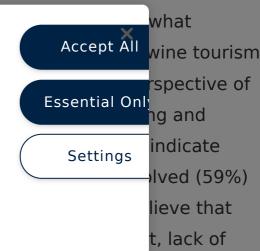
Much of wine tourism research underlines the many benefits of this concept for wineries, the wine sector and rural areas. Few studies, however, have taken a longitudinal approach to investigate (1) the extent to which wineries become involved

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organisation within the wine sector and limited resources continue to impede its

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.

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

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