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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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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.

Abstract

Wine tourism is a growing sector in the tourism industry. This study aims to explore the perceived benefits of wine tourism for winery entrepreneurs in Spain. The study is divided into three parts: a) a literature review, b) a survey of winery entrepreneurs, and c) a focus group discussion. The results show that winery entrepreneurs perceive wine tourism as a beneficial activity for their business. 59% of the respondents consider wine tourism as a sustainable tourism activity. The study concludes that wine tourism can be a valuable tool for winery entrepreneurs to increase their sales and create a sustainable business concept.

Keywords:

- wine sector
- wine tourism
- perceived benefits
- winery entrepreneurs
- Spain
- sustainable tourism

References:

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