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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 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

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