Abstract
Wine tourism is experiencing significant development in both new and old European wine regions. In the case of the Canary Islands, wine has been produced and traded for centuries but little is known about the current state or potential for wine tourism on the islands, despite the fact that millions of tourists, including many potential wine tourists, visit the islands each year. In this exploratory study, the perspectives of winery owners and managers on wine tourism are examined via in-depth face-to-face interviews among 23 small winery operators to reveal that the scope for exploiting wine tourism on the islands has been recognized and that some wineries are either already involved in wine tourism, including as part of a wine trail, or plan to be more involved in the future. It was also discovered, that there were a number of issues that challenge the development of their wine and wine tourism industry, including competition from non-Canary Island wines and anti-drink-drive laws that are inhibit passers by to consume wine at the cellar door. Operators stressed the need to find a balance between mass tourism and the niche produce of wine. Moreover, the findings identify avenues for future research on wine tourism development in the Canary Islands.

Keywords
Wine; Tourism; Wine tourism; Canary Islands; Wine operators