

TOURISM AND WINE
A Study on the Evolution of Wine Routes in Chile

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This paper attempts a critical review of the relationship between the wine business and tourism in order to draw lessons for Chile. At first, different case studies on wine tourism based on French, Spanish and Australian experiences are discussed. This provides a framework for the outline of Chilean wine routes, which are discussed, based on the results of a recent study. The potential of the said routes is explored and finally a contribution towards brand loyalty formation is made. Theoretical gaps are identified and specific needs for entrepreneurs and researchers on wine and in tourism are outlined.

KEY WORDS: *wine tourism, wine routes, tourism.*