Wine tourism in Argentina and Spain-a neoliberal perspective

Declaration

Submitted by Peter Newey to the University of Exeter as a thesis for the degree of Doctor of Philosophy in Geography, April 2012.

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April 2012

Peter Newey
Abstract

The wine industries of Argentina and Spain have undergone significant structural change over the last thirty years that has coincided with a period of trade liberalisation and as part of neoliberal economic reforms. In addition new markets have emerged in North America, Europe and Australasia, domestic consumption has declined, competition has increased and there has been a shift in consumer tastes to better quality, fine wines. As a result the patterns of supply and demand have changed and there has been a transition from a protected productivist to a post-productivist regime. Wine tourism has provided the medium through which these post productive features of transition brought about by neoliberalism have been investigated.

The analysis uses and extends the work of Marsden (1995) and Wilson (2001) by emphasising the importance of locally assembled networks and clusters and the integration of the producers with their local communities. It also reworks Le Heron (2001; 2005) to argue that reconfigurations of the supply chain are indicative of the post productive transition.

The research specifically looks at the wine industries in Argentina and Spain from the point of view of the producer. It compares and contrasts wine tourism in these countries with wine tourism in the English speaking world and it looks at the rationale and benefits of wine tourism. Consequently, it broadens our knowledge of wine tourism and post productivism beyond the boundaries of the English speaking world where both have been adequately documented, to Spanish cultures in the Old and New Worlds, in Europe and Latin America.
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<td>ABRA</td>
<td>Asociación Bodegas Rioja Alavesa</td>
</tr>
<tr>
<td>BdeA</td>
<td>Bodegas de Argentina</td>
</tr>
<tr>
<td>DO</td>
<td>Denominación del Origen</td>
</tr>
<tr>
<td>DOC La Rioja</td>
<td>Denominación del Origen Calificada de a Rioja</td>
</tr>
<tr>
<td>FDI</td>
<td>Foreign Direct Investment</td>
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<tr>
<td>FEV</td>
<td>Federacion Espanola del Vino</td>
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<tr>
<td>IDLA</td>
<td>International Development Bank of Latin America</td>
</tr>
<tr>
<td>INV</td>
<td>Instituto Nacional de Vitivinicultura</td>
</tr>
<tr>
<td>IMF</td>
<td>International Monetary Fund</td>
</tr>
<tr>
<td>MARM</td>
<td>Ministry of the Environment, Rural and Marine Affairs</td>
</tr>
<tr>
<td>MNC</td>
<td>Multi National Corporation</td>
</tr>
<tr>
<td>OIV</td>
<td>Organisation Internationale de la Vigne et du Vin</td>
</tr>
<tr>
<td>TNC</td>
<td>Trans National Corporation</td>
</tr>
<tr>
<td>WB</td>
<td>World Bank</td>
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<td>WTO</td>
<td>World Trade Organisation</td>
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