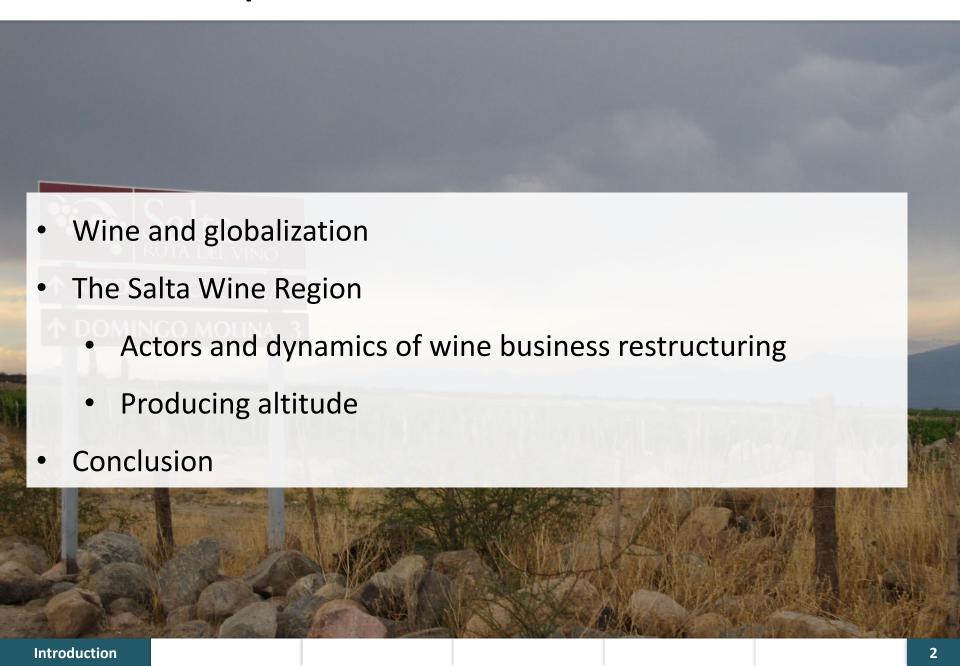
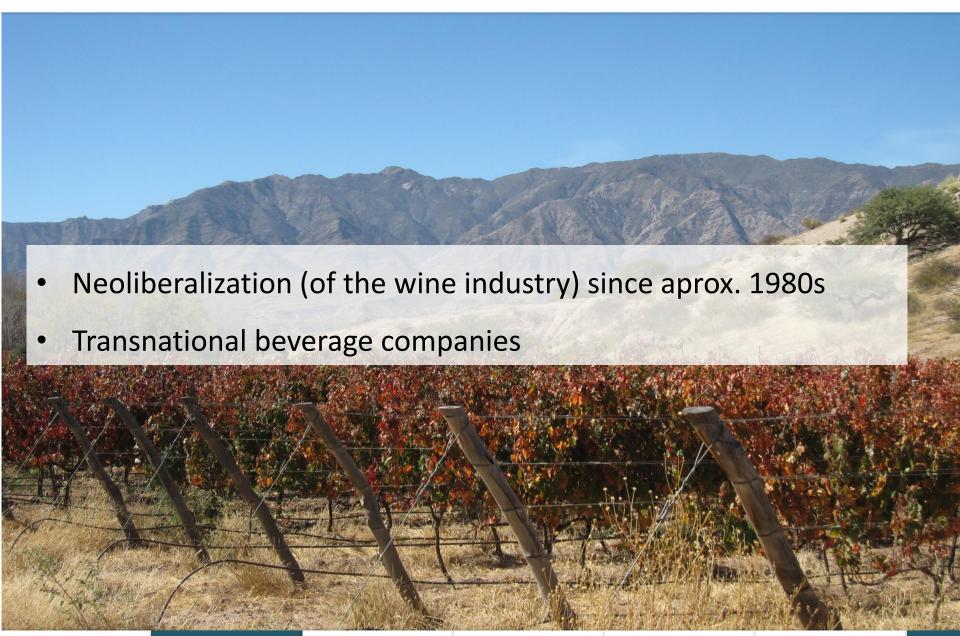
### The making of the 'world's highest wine region': Globalization and the restructuring of viticulture in Salta (NW-Argentina)



#### **Outlook of the presentation**



#### Wine and globalization



Globalizing wine

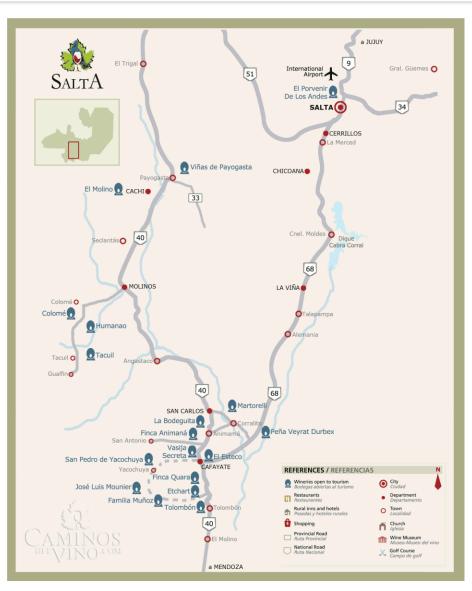
#### Wine and globalization



Globalizing wine 4

#### The Salta Wine region

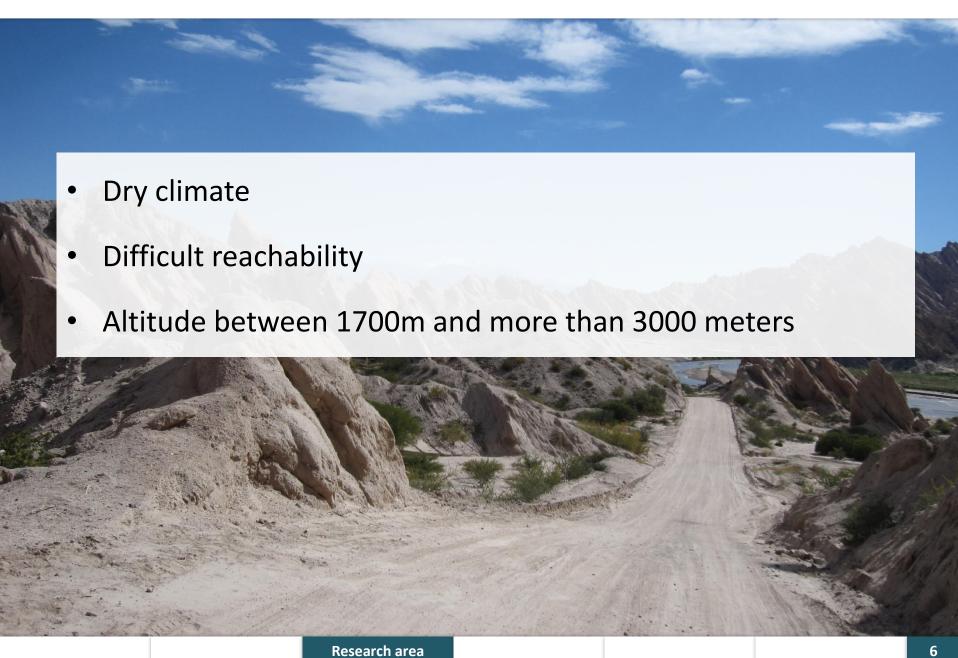




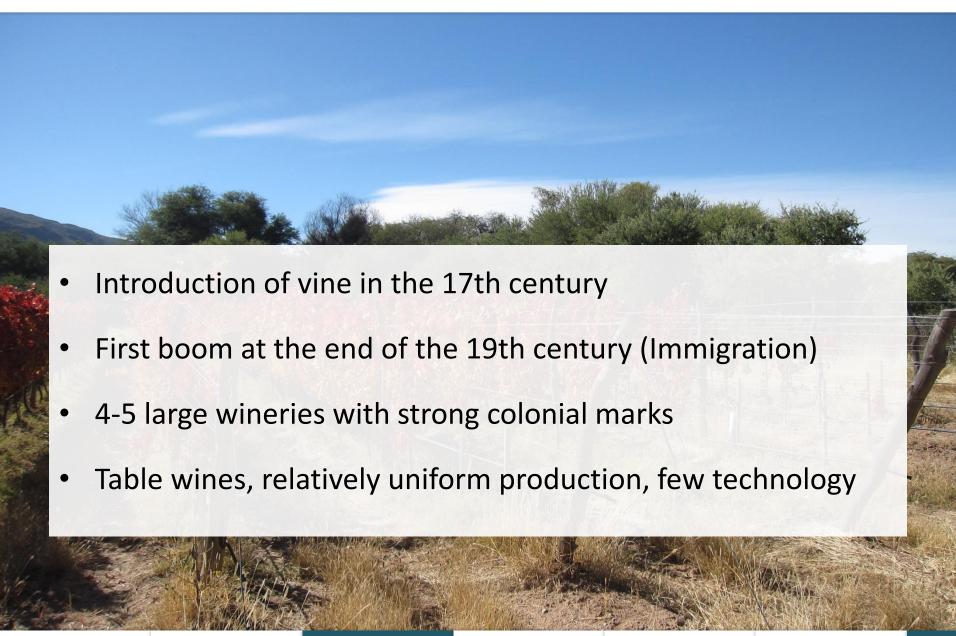
Source: Ministry of Tourism, Province of Salta

Research area

#### The Salta Wine Region

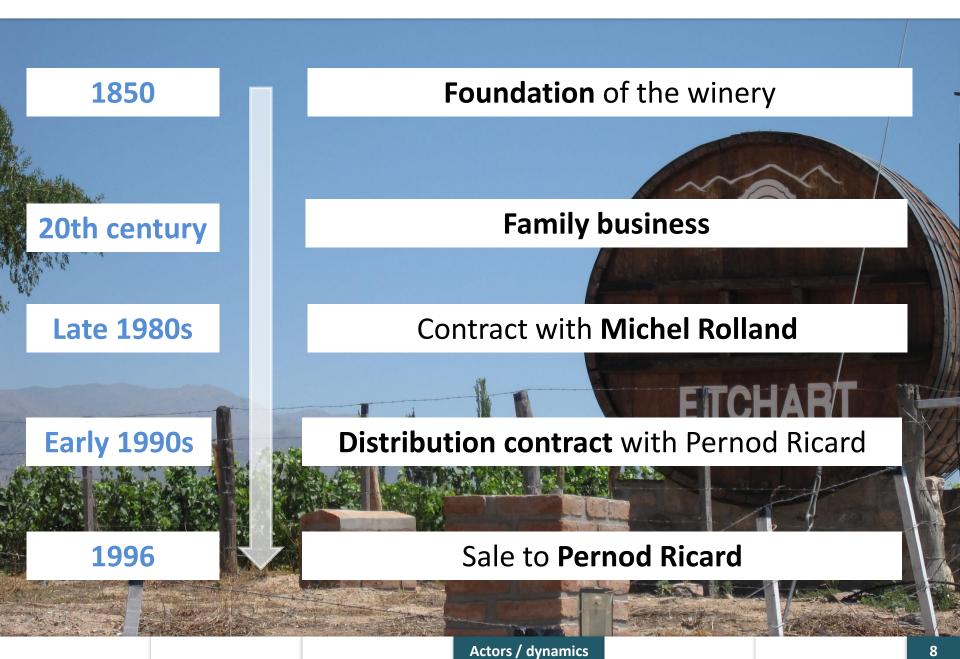


#### The Salta Wine Region until the 1990s

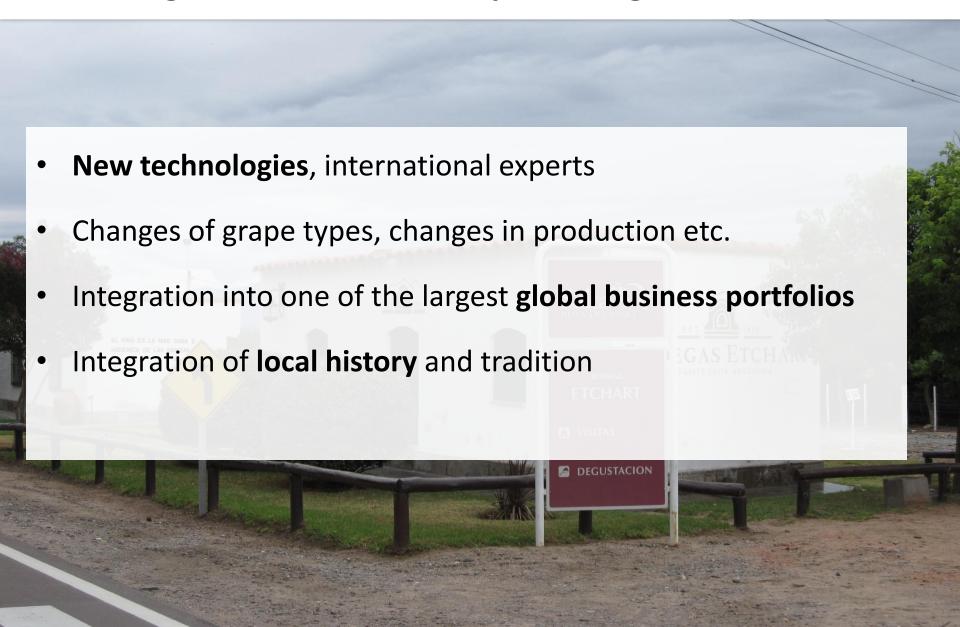


Research area 7

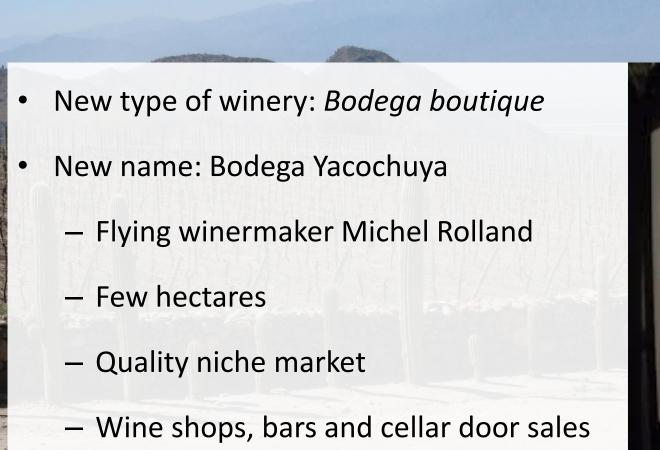
#### Globalizing Salta's wines: Example Bodega Etchart



#### Globalizing Salta's wines: Example Bodega Etchart



#### Globalizing Salta's wines: The Etchart familiy



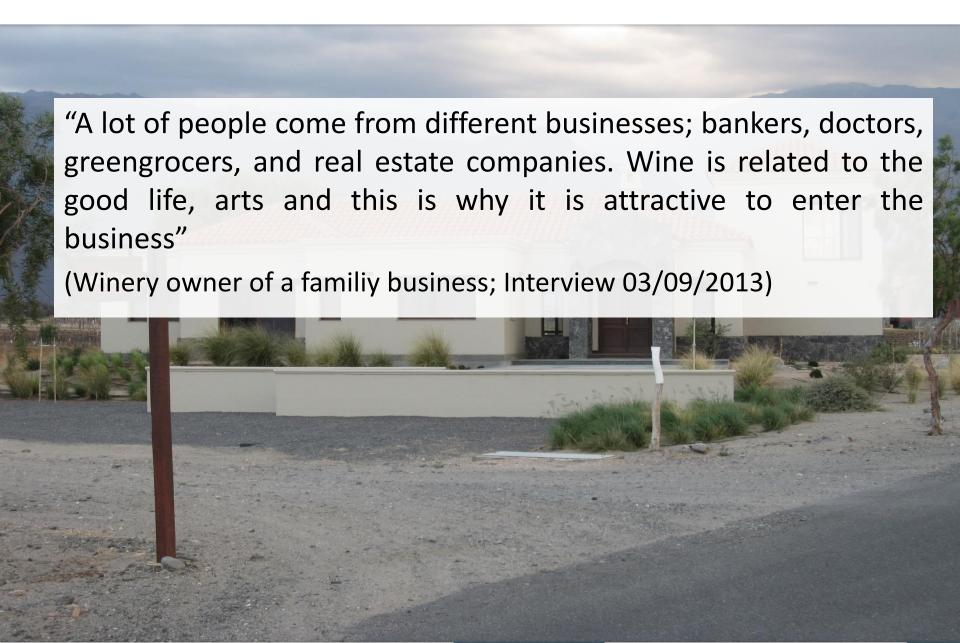


#### From national to global market?

Before the year 2000 everything [of the wineries' production] was sold on the national market. Then, especially because of the Argentine crisis in 2001, exportation rapidly gains importance. Until the years 2008, 2009 the relation between exportation and internal consumption was about 70% to 30%. Since the year 2009 it has changed again and now it is about 40% exportation and 60% internal consumption"

(Site manager of a large winery, Interview 09/09/2013).

#### Wine and social status



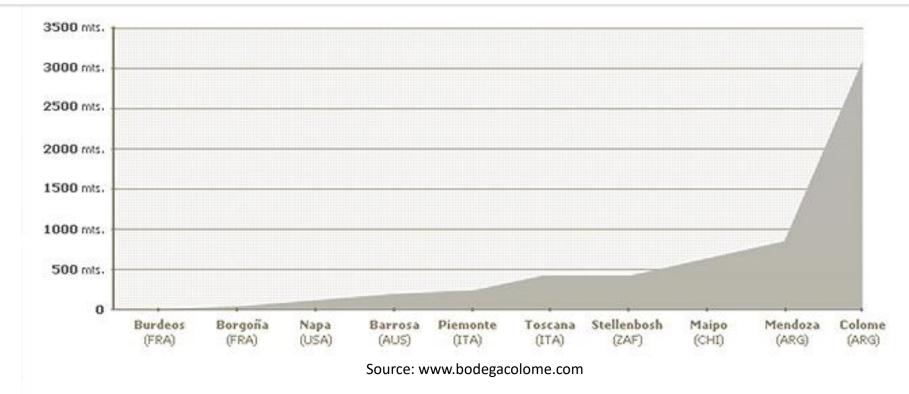
#### Globalization and high-altitude vineyards

"In the 1970s and 1980s there was no high altitude wine. Actually it is less the altitude but the fact that better wines are elaborated and from that on enters the play with the altitude as we have the advantage to be higher located than Mendoza and other countries"

(Winery owner of a family business; Interview 11/09/2013).

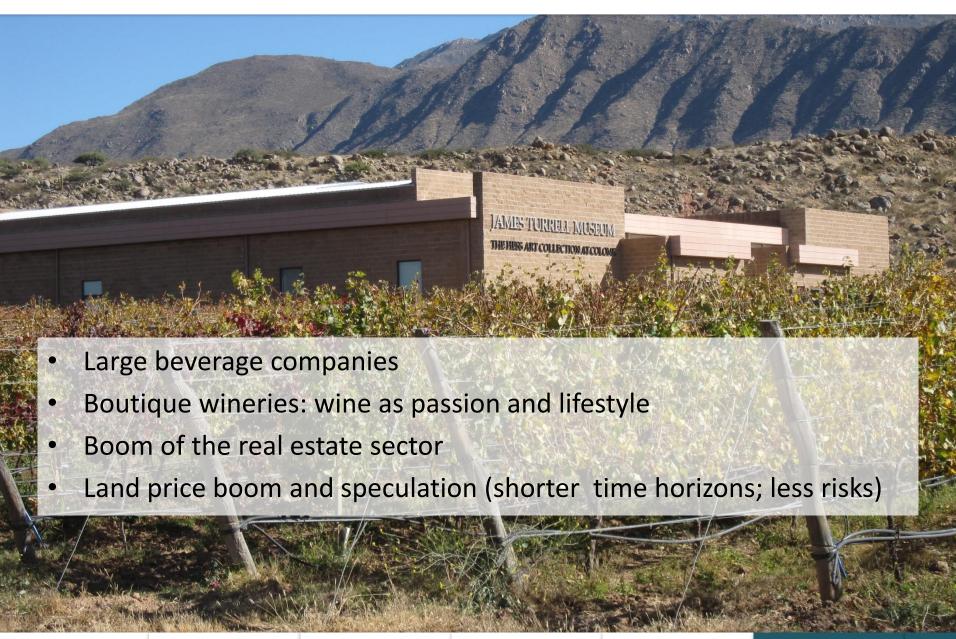
"Now altitude is a synonym of quality. The most expensive wines come from the highest locations; formerly vineyards were planted on the easiest places, now people search for altitude" (Winery owner; Interview 03/09/2014).

#### Globalization and high-altitude vineyards



- Altitude as a relational quality in a globalized context:
   Singularization: uniqueness and comparability
- Altitude as local singularity constructed through global market integration: means of differentiation

#### **Conclusio**

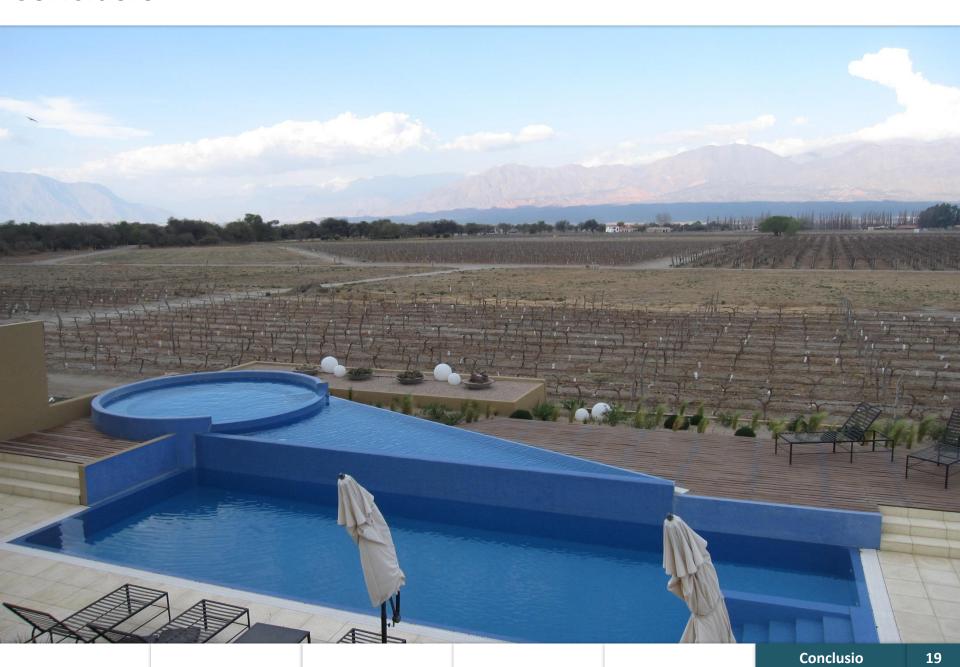




#### Conclusio



#### Conclusio



## Globalization and the political ecology of tourism and amenity migration in the Calchaquí Valleys (NW-Argentina)





#### (Internationale) amenity migration nach Lateinamerika

## Why Clinton's classmate is leading his followers to a new life in the Andes

Britons tempted by Argentina as guru says the outlook in the West is bleak



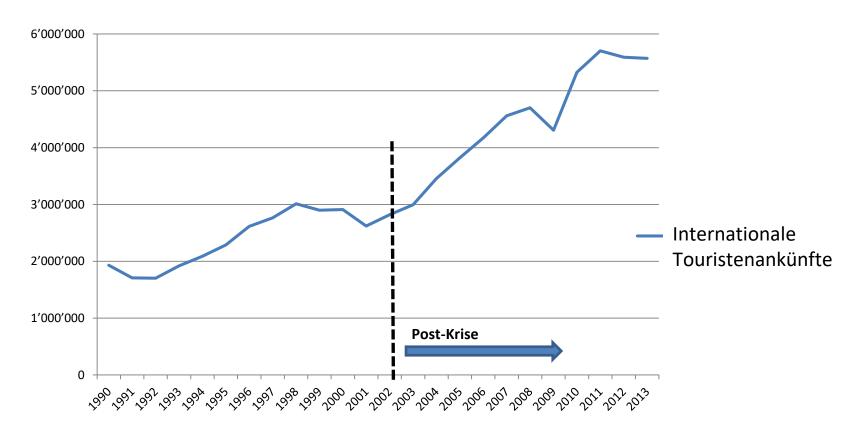




**TUNITY:** Shemin Macgregor, with her daughter Zara, says Argentina reminds her of Australia during the Eighties

Mail on Sunday; 8.11.2009

#### Entwicklung der internationalen Touristenankünfte in Argentinien



Quelle: MINTUR: Anuario Estadístico de Turismo 2013: 43







# Forschungsergebnisse Sozial-ökologische Auswirkungen des Booms





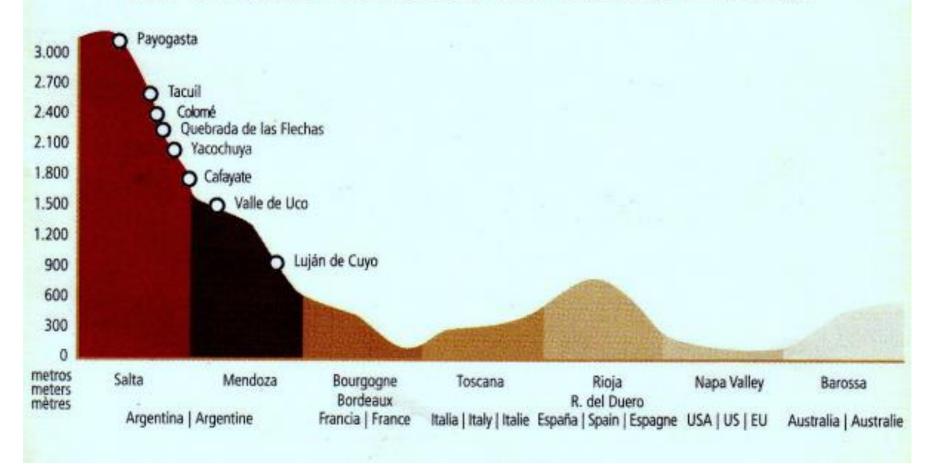








#### Los viñedos más altos del mundo en Salta



#### Nationale und internationale Großinvestoren



Akteure 38

#### "Natur" als zentrale Attraktion



Dynamiken 3

