

Wine Tourism in Mendoza, Argentina: A Proposal for the Marketing of “Wine Heritage Trails” in the Malbec Landscape

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In recent times wine tourism has become important in Mendoza, Argentina. Current wine tourism strategies in Mendoza do not incorporate the landscape heritage dimension. The paper argues that new and heritage focus wine tourism strategies should be implemented in order to enrich the understanding of wine culture and promote the development of wine tourism in the Malbec region. In order to achieve so, the paper explores the heritage in the three wine areas of the province of Mendoza, Argentina, and proposes seven specific “Wine Heritage Trails” for the Malbec region. These trails represent distinctive historical assets and landscapes, emphasize a heritage perspective, and articulate a credible argument that reveals to the visitor the complex web of relationships and the meanings that originated them.

JEL Codes: M31 and M38

1. Introduction

Heritage is understood as a territorial context in which personal property, buildings, and landscapes coexist and are shaped by economic development; this is a well-defined environmental surrounding with multiple historical references, which together offers enormous possibilities for tourism activities as a development mechanism. The wine sector is presented as an integrating element of the historical, industrial, cultural, and landscape heritage for the development of wine tourism (Medina-Albaladejo et al., 2013).

At present, in the Malbec region there has been progress in the supply of new goods and services that seek to enrich the experience of wine through tourist programs. However, most of these initiatives, coming from both private companies and the government, privilege traditional wine tourism strategies focused in activities rather than initiatives fostering the landscape qualities of the regions or their local cultures. Complementing these private and public initiatives, this paper aims to value the cultural richness of wine landscapes, considering them fixed assets of the territorial development processes of the Malbec region.

The paper then proposes seven specific Wine Trails representing distinctive historical assets, heritage, and landscapes. These seven “Wine Heritage Trails” enriches and extends the supply and concept of what wine tourism in the Malbec region should be, and should become a useful tool for managing those heritage assets, driving the enhancement of the existing wine landscapes and trails. The paper suggests an attempt to move from traditional wine tourism strategies, the ones performed nowadays, into wine heritage tourism strategies, the ones proposed in this paper; therefore implementing wine heritage marketing.

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The paper aims to value the cultural richness of wine landscapes, considering them fixed assets of the territorial development processes of the Malbec region, and an integrating element of the historical, industrial, cultural, and landscape heritage for the development of wine tourism.

The text is organized into three sections. In the first section, a general approach to cultural and historical heritage of the wine sector and some references to the legislation in the area are analyzed, together with discussing outstanding examples of heritage valorization of wine areas. In this section, the paper first approaches wine tourism worldwide. As in recent time heritage tourism and the preservation of wineries, technological artifacts and landscapes of vineyards are becoming main attractions for tourism and are favoring rural development, the section references other international wine areas and their development of effective marketing strategies to position and recover their wine heritage as a fundamental tool of wine tourism development.

In the second section, the authors have also taken into account the importance that wine tourism has acquired recently in Mendoza and Argentina and the benefits this sector has created by successfully deploying this activity. Mendoza has been always the main destination within Argentina for wine tourists, and in 2013 Mendoza reached more than 1 million wine tourists, representing the 70% of the total visitors to wineries in Argentina. In this section, the paper highlights the importance of the design of integrated wine tourism products, such as the "Wine Trails".

The third section focuses on the territories of the Malbec variety; it is an analysis of some of the most important vine and wine heritage sites which are now preserved. Issues such as the description and condition of the property, current uses, the potential for value enhancement or an explanation on how these assets are now preserved is described. The section stresses the importance that the Malbec wine has historically had in the region and explores the heritage in the wine region of the province of Mendoza, Argentina. Following the conventional three viticultural areas of Mendoza (the Northern region of the province - sub-divided in "Zona Alta" or High Zone sub-region, and "Zona Este", the Eastern Zone sub-region-, the Uco Valley, and the Southern region of the province), the paper presents, describes, proposes, and suggests the implementation of seven specific "Wine Heritage Trails" representing distinctive historical assets, heritage, and landscapes. Finally, the last part of the paper reports some brief conclusions, and shows the references.

2. Literature Review: Wine Tourism, Wine Heritage Tourism and Wine Heritage Marketing, Wineries and Vineyards as examples of Industrial, Cultural, and Natural Heritage

Since the first Australian Wine Tourism Conference was held in 1998, there has been a large body of academic research developing concerning the tourism of wine, a relatively young field of discrete research related to trends, strategies, and markets for those who own vineyards that produce wine, and those who are interested in visiting events and venues for the experience of wine. Historically, tourism to vineyards has been considered a part of a total product for visiting any region, such as in the case of Napa Valley and Bordeaux, the two most visited wine regions in the world. This total product consists of food, culture, arts and experience sold to tourists in order to gather visitors; this is what traditionally is called *Wine Tourism*. It is the new consensus that *Wine Tourism* can attract visitors as a standalone industry; this means that regions can use *Wine Tourism* marketing to build tourism, improve

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cellar door sales, and create a unique experience completely separate from traditional tourism (Carlsen, 2004).

Across the studies of *Wine Tourism* there is a commonly held belief that those who are willing to travel at considerable expense to regions where wine is produced is a niche market. That is; while there may be many wine consumers across the world, only a few serious wine consumers would be willing to travel to Bordeaux, Mendoza, or Napa. The best way to describe this demographic is “special interest tourism”. This demographic represents the target market to any *Wine Tourism* strategy. According to Hall et al. (2000) *Wine Tourism* is, “...visitation to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”. This is an important distinction because it describes the many vectors in which wine reaches the consumer at the cellar door. The popularity of wine related events and festivals is due to the consolidation of many wine distributors and the proliferation of retail markets that tend to deal with the consumer more than the producer.

In 2013, worldwide *Wine Tourism* generated more than \$20 billion annual revenues. *Wine Tourism* is attractive because it appears as a means of diversifying and growing wineries' sources of revenues (Faugere et al., 2013). Of all international wine regions, Bordeaux (France) and Napa Valley (USA) are the most visited ones; Bordeaux saw five million visitors in 2013, and Napa Valley more than three million visitors in the same year. Argentina received almost a million and a half visitors in 2013, and Mendoza itself, the Malbec Region, received more than a million of those visitors or 70% of the total visitors to Argentina's wineries and wine producing regions (Bodegas de Argentina, 2013). Several other regions like Tuscany (Italy), Mainz (Germany), Florence (Italy), Champagne (France), Barcelona (Spain), Porto (Portugal), Tokaj (Hungary), The Finger Lakes (NY, USA), Cape Town (South Africa), to name a very few, compete to attract wine tourists to their wineries and vineyards.

In recent times, the search for a new relationship with nature, of quality and safety of foodstuffs and in particular the need for “identity”, of characterizing places as bearers of values and traditions have led an increasing number of people to see rural areas as places of values, resources, culture and products to discover and enjoy. Agriculture has taken on a multifunctional role and a link with tourism is required to protect and exploit its “historical” resources, its *Heritage*, as a tool of interconnection between local products, countryside, traditions, and cultural values but also to place emphasis on the territory and its communication (Privitera, 2010).

Heritage is the passing of ones culture across generations. It is the customs, environment, and culture of a family or group. Among individuals, it is the identity one inherits from his or her ancestors. When defining *Heritage*, many inputs can be used in order to define the total *Heritage* and identity used to create actors in any system. When it comes to the *Heritage* of a wine region, many unique characteristics make the history and identity of the product (Van Westering, 1999). Privitera (2010) defines *Heritage* of a wine region as any agricultural family or community that has a transforming presence on the landscape of the region that has its own history, and identity. *Heritage* becomes identity and should be used as an individual resource or symbolic identity. It is possible for a region to create the image that would attract tourists in the same way that government agencies use local culture to build tourism for an entire nation.

Another way *Heritage Tourism* can be defined is through the explanation given from Van Westering (1999) concerning cultural tourism, “compared with ethnic or *Heritage Tourism*,

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cultural tourism is broader in scope and covers festivals and events, music, theatre, village life and rural life, gastronomy, viewing and/or tasting of local products, visiting historic and religious monuments and ruins". Cultural tourism deals with nations while *Heritage Tourism* is narrower and perfectly suits to, for example, wine producing regions.

Traditionally regions such as Bordeaux and Napa have used an identity to create a marketable product, a *Wine Tourism* destination. The terroir or the complete environment where the wine is produced is the main factor creating this identity. This identity includes food, culture, and art which is unique to the region one visits, and it is the total product; in this structure wine is one more of these characteristics, one part of the total product mix. So far, *Wine Tourism* has been considered a part of the overall marketing mix in global travel to various regions. In recent years the wine producers have been trying to define and implement strategies to inspire tourism solely for the purposes of visiting vineyards. The most effective way of doing this is to repurpose the original strategy of defining the marketing mix of a region into the marketing mix of the wine region. Hence, the best way for these regions to increase tourism and generate cellar door sales would be the use of *Wine Heritage Tourism* and the strategies needed to implement it, *Wine Heritage Marketing*, the total product enhanced or extended.

The factors that concern the production of wine can be adapted for use in *Wine Heritage Tourism* in many ways, such as terroir, collective history, regional competition, and branding cultural icons. The terroir are the multiple factors that make a particular wine region unique. They are the geological soil conditions, and meteorological trends that give the wine produced in that region its own unique characteristics. The relationship between the people who produce wine and the land it is produced on become the collective history. This collective history builds local pride and a competitive spirit with other regions. These patrimonial assets, methods, and characteristics, passed down from generations, can be integrated into many forms of co-branding of other cultural icons such as the local art, cuisine, and culture associated with the region. It is because there is a unique experience in visiting places like these that there is demand from tourists to travel there.

Elias Pastor (2013), highlights the value of landscape as a resource for *Wine Heritage Tourism* strategies and its *Marketing*; "the landscape is a document that explains the culture of a country, as a geographical manifestation of life of the people that make it. The landscape is another example of the cultural identity of a region and often explains lifestyles and customs of the people of that area. So the landscape speaks of land ownership, inheritance, type of crop, network communications, and devotions, it explains the architecture. The landscape is the book that explains the culture of many peoples and the cultural identity will be in relationship with it. Hence, the landscape is *Heritage* and an important element to understand the people we visit; that is why its importance for tourism, travel, and general education".

On a worldwide scale, the initiative of UNESCO in the Paris Declaration, under the heading of "cultural *Heritage*", sponsoring landscapes of the most iconic wine regions should be highlighted. This recognition of cultural *Heritage* as a tool for development and that organizations are responsible for the protection of cultural property is fairly recent. The Declaration states: "Today it is widely accepted that *Heritage* - with its value for the identity and as a repository of historical, cultural and social memory, preserved by its authenticity, integrity and "sense of place" - is a fundamental aspect of the development process; development understood not only in terms of economic growth but also as a means of access to a satisfactory intellectual, emotional, moral and spiritual existence" (Girini et al., 2013). In the same Declaration, actions are recommended around different axes such as equity and

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regional development; tourism and development; heritage and economy, among others. One aspect that stands in relation to sustainable tourism is the need for community participation in the appropriation of their *Heritage* and tourist projects, encouraging empowerment and participation in *Heritage* conservation in the planning process and decision-making and strengthening the social fabric that improves the welfare of the inhabitants.

Since 1994, the UNESCO World Heritage Committee has been incorporating the landscape within a more inclusive concept of *Heritage*, which includes more complex sets and has made it possible for “cultural landscapes” to become a part of the traditional nomination of Cultural Property. The list of wine landscapes within the World Heritage recognition is vast, but particularly focused in Europe, with no wine landscape declared as cultural heritage of humanity in the Americas. The Denomination System (A.O.C., “Appellation d’Origin Controle”) developed in Europe for the protection, manufacturing, and marketing of food and wine certainly contributes to this achievement. The first UNESCO World Heritage recognitions was given in Italy, to the vineyard terraces of the Amalfi Coast in 1997; then UNESCO World Heritage recognitions were given to the coast of Liguria, also in Italy, the vineyards of St Emilion, in the Bordeaux area, and the Loire valley, in France. In 2001 the landscape of the Douro wine and the area of Porto, Portugal, were also declared World Heritage sites. In 2002 the German areas of Rhineland-Palatinate around the Rhine and the cultural landscape of the wine region of Tokaj (Hungary) were also given the title. In 2004 Pico Island, an island in the archipelago of the Azores and in 2007 the vineyards of the Swiss region of Lavaux, which overlook Lake Geneva, gained their recognition (Medina-Albaladejo et al., 2013).

The Spanish laws of vineyard landscape preservation, that some regions have implemented, have also acquired new interest and are a clear example of an integrated *Wine Heritage Tourism* strategy. The best example is that of Catalonia, which since June 2005 has a law on protection, management, and landscape arrangement, which draws attention from growers and producers in the Penedès area. In Rioja, the *Heritage Act*, passed in 2004, specifically cites the case of the “vineyard landscape as part of traditional Rioja culture” and “among real estate emphasizes the defense of construction related to wine and in particular, the wine cellars”. Some regional laws expressly mention the landscape as part of the “vineyard culture” (Medina-Albaladejo et al., 2013).

Prieto de Alvarez and Cepparo de Grosso (2005), Girini (2010, 2014), Médico (2010), and Girini et al (2014, 2015) are certainly pioneers in their interpretations of the value of the Mendoza wine and vine landscape as a resource for *Wine Heritage Tourism* strategies in the region. This paper builds upon those past studies and proposes the design of seven specific “*Wine Heritage Trails*” that should improve the supply of the wine tourism product of Mendoza, Argentina, the Malbec region. These “*Wine Heritage Trails*” should move forward the agenda of transforming a traditional wine tourism industry into a more sophisticated one, following the examples of many other wine tourism industries worldwide, particularly the French, Italian, and Spanish, as mentioned before.

In this context, *Wine Heritage Tourism* is a major factor in regional development; it can create jobs, and improve living conditions and the welfare of the various stakeholders. Its implementation through *Wine Heritage Tourism Marketing* strategies should create profits and favor the conservation of cultural property and landscapes.

3. Some Context of the Malbec Wine and the Development of a New but Traditional Wine Tourism Industry in Mendoza, Argentina

Argentina produces a total of approximately 230,000 hectares (570,000 acres) of vines; 38,846 hectares (almost 100,000 acres) of those are from the Malbec variety (INV, 2015). 86% of the hectares planted in the country are in the Mendoza province, considered the Malbec region. Mendoza produces a total of approximately 160,000 hectares (400,000 acres) of vine, where the Malbec variety is 33,307 hectares (82,000 acres) (INV, 2015). The vineyard planted in Mendoza alone represents slightly less than 80% of the entire planted acreage in California, which has 200,000 hectares (480,000 acres), and is more than the acreage planted in Australia (150,000 hectares or 370,000 acres), Chile (120,000 hectares or 300,000 acres), or New Zealand (35,000 hectares or 87,000 acres) (INV, 2015). Hence, the region of Mendoza is the largest wine production region in Latin America, and a distinctive one in the world.

Malbec is without doubt the emblematic grape variety of the region, and the one that brings the world the well-known Malbec wine of Mendoza. It took time to develop an appropriate image linked to the vine varietal, but Argentina in general, and Mendoza in particular, have made heavy efforts to be associated to this vine and its wine. The expansion of the Malbec wine grape outside of France, where it is known as Cot, began in the eighteenth century (Lacoste, 2010). In the following century it reached the Southern Cone of America: indeed, in the 1840s and 1850s, Malbec strains began to grow in the Quintas Normales (Agricultural Schools) of Santiago, Chile and Mendoza, Argentina. From then on, the process by which - after its long journey around the world - Malbec would be undeniably rooted in Mendoza, had begun. Malbec adapted very well to the soils and climates of Argentina in general and Mendoza in particular. The vintners welcomed it enthusiastically and it gradually expanded as the main strain of the national viticulture. At the beginning of the twentieth century, most of the vineyards of Mendoza were already formed by the then called "French grape," which was the way of referring, primarily, to Malbec. Gradually, this variety was appreciated and valued (Lacoste, 2010). In the vineyard census of 1962, 58,600 hectares were recorded to be cultivated with Malbec in Argentina, out of a national total of 259,800, the 22% of hectares cultivated with vines. Then came a crisis that led to a strong reduction of the national vineyards and Malbec in particular. Argentine viticulture began to recover after 1990, with Malbec as its star strain. The area sown to this variety jumped from 10,500 hectares in 1990, to 16,350 hectares in 2000, to 26,900 hectares in 2008, to 28,500 hectares in 2009, and as stated before 33,307 hectares in 2014 (INV, 2015). Growth in this twenty-year period (1990-2009) was in the order of 173%. Malbec consolidated its position as the emblematic variety of Argentine viticulture for its red wines, and led the national exports, that from 2000, began a steady and unprecedented progress.

It took Argentina 150 years, from receiving the first vines of Malbec, until they were able to produce a good wine for export. It was a long period of work and interaction between men, plants, soils and climate. The grape growers cultivated Malbec with care and interest and allowed its consolidation as the most important wine grape of Argentina. For nearly a century and a half, Malbec was confined within national boundaries: Argentine winemakers produced their wines exclusively for the domestic market. This situation changed in the late twentieth century, when there was a shift, and it began with the process of exportation. Argentina began exporting wine in relevant quantities at the beginning of the twenty-first century. They had been preparing for it for a hundred and fifty years, and during this time they had been working very hard, growing vines, making the wine, and looking for the most suitable methods for the

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characteristics of their soils and climates. It was a long process of experimentation, through trial and error, until finally, they achieved the leap they needed to start on the path of Malbec exports (Lacoste, 2010).

The current world wine reunion with Malbec represents a circle that has been closed again. First it travelled from Europe to South America, and then back, from Argentina to the world. In this cultural itinerary roundtrip, the key point was the arrival of Malbec in Mendoza, with the cohesive force of a law that served to coordinate the actions of the State, the private sector and the technicians and professionals. This basic instrument was the law that the government formalized on April 17, 1853, a date which was naturally established as Malbec World Day. Likewise, the creation of an Appellation of Origin, that has the Malbec varietal and its oenological practices as its main reference (Luján de Cuyo) as a common intent of heritage preservation and successful marketing strategy, was developed and implemented in 2005 by National Law 25,163.

The globalization phenomenon that impacted the economy of Argentina in the early 1990s, influenced the development of the wine tourism industry, with Malbec as a hallmark. Malbec has since become synonymous with Argentine wine and for most wine lovers, the Mendoza province means Malbec.

In 2004, statistics of wine tourism visitors were released for the first time by the Wine Tourism National Commission of Bodegas de Argentina, the Argentine national association of wineries. The last report available (Bodegas de Argentina, 2013) shows that the growth of wine tourism in Argentina has been exponential. In 2013, wine tourism reached a new record high registering an amount of 1,445,754 visits to wineries, representing an increase of 241% compared to 2004. It is also interesting to note the growth of visits to wineries in relation to domestic tourism. While in 2004 the wine tourism only represented 1.49% of domestic tourism, by year 2013 that percentage reached 3.22%. This indicates a consolidation of wine tourism in Argentina as a form of consumption within the range of thematic tourism compared to general tourism. According to the same report (Bodegas de Argentina, 2013), "The steady growth shows concretely that wine tourism is a specific activity within tourism in general fully incorporated as an option in the portfolio of products of Argentina, with significant business support for the consolidation, professionalization and improving competitiveness of the product and at its destination".

Mendoza imposes itself throughout the historical series from 2004-2013 as the main destination for wine tourists at the national level and between 9 wine regions considered in the report (Bodegas de Argentina, 2013). In 2013, it exceeded one million visitors, accounting for 70.65% of total visits to wineries in the country. It is followed by the provinces of Salta and San Juan, accounting between these three provinces for over 90% of total visits to wineries in Argentina during 2013 (Bodegas de Argentina, 2013).

Regarding Mendoza, its Northern area is the one that concentrates 60% of the provincial tourism; followed by the Southern area with 31%; the Valle de Uco area with 8% and the Eastern area participates with only 1% of visits. According to the report of Bodegas de Argentina (2013), there was a decrease by 6% in visits from foreign visitors to the country in 2013; the origin of foreign visitors is led by the U.S. with 18% of visits, followed by Brazil with 16.00%, Chile, 9.20%, England, 7.50%, and France, 6.50% (Bodegas de Argentina, 2013).

The growth in the number of wineries open to tourism since 2004 has maintained a steady growth; Bodegas de Argentina (2013) attributes it to the impulse that have had the activity

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since the Consolidation Plan for Wine Tourism from the IDB (Inter-American Bank) / FoMin (Ministry of Tourism, national government of Argentina), which was supplemented with better conditions of the tourism market in general and especially of wine tourism. Since then, many entrepreneurs have become aware of the importance of being part of the global, and every time more local, phenomenon of wine tourism.

In 2013, there were 199 wineries open to tourism for a total of 1,166 wineries in Argentina; accounting for 17% of the total (Bodegas de Argentina, 2013). The amount has nearly doubled if we consider that in 2004 there were only 117 wineries open to tourism. Mendoza leads the ranking with 125 wineries open to tourism, Salta follows with 24, Catamarca with 13, and San Juan with 10. According to the report, this growth is based on three reasons: "a more specific product promotion in specific areas, the recorded growth and improvement in sales of products in the areas of wine tourism, and the definitive inclusion of tourism as a strategic branding tool for wineries and governments" (Bodegas de Argentina, 2013).

It is relevant to emphasize that wine tourism as a strategic activity started in Argentina in the year 2000, when Bodegas de Argentina initiated the project of the "Mendoza Wine Trails". While all the wineries were invited to participate, a selection was made based on a number of criteria that would ensure adequate service to visitors. Selected establishments needed to respect a number of conditions for their participation in the project. Expenses for the project were paid by the same participating wineries (Prieto de Alvarez and Cepparo de Grosso, 2005).

The project of "The Mendoza Wine Trails" was achieved with the design and editing of four brochures on the basis of four wine areas, First Viticultural Region (mainly Luján de Cuyo and Maipú), the Eastern Region, the Uco Valley, and the Southern Region. Brochures schematically presented different trails in each wine regional area, involving the participant wineries and describing some buildings and heritage sites, information accompanied by basic data about the address, phone number and times of visits to wineries.

With the passage of the last decade of the 20th century and the beginning of this century, and after a successful path, the proposal has grown adding new trails and incorporating provinces. In this growing process, the 2007 commissioning of the Consolidation Plan for Wine Tourism in Argentina (2007-2011) was key. It was promoted by the Inter-American Development Bank (IDB) and the Multilateral Investment Fund (MIF), with Bodegas de Argentina as the executing unit representing the Argentina Wine Corporation (COVIAR) and with the participation of the national government through the Ministry of Tourism of Argentina, the National Institute of Tourism (INPROTUR), and the Federal Council of Investments (CFI), and the provincial governments of the eight wine provinces: Salta, Catamarca, La Rioja, San Juan, Mendoza, Córdoba, Neuquén and Rio Negro. "This project, carried out in stages, focused on different structural components that worked on the research of supply and demand, product development, quality, communication and marketing thereof, generating different tools for each phase professionalizing the activity and sustaining it for the long term" (Bodegas de Argentina, 2013).

Today Bodegas de Argentina promotes "The Wine Trails" through its website under the slogan "Eight Provinces 16 Trails" where visitors explore the wine regions north and south of the country, Salta, Catamarca, La Rioja, San Juan, Mendoza, Córdoba, Neuquén, and Rio Negro. All trails with different options based on their cultural and territorial realities and for audiences from different segments of the market. So the wine experience is enriched with adventure tourism, the cuisine of each place, the historical and cultural heritage, and offering

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tourists a wide range of options to plan multiple routes, in any region throughout the year. Also, this entity developed new products and activities associated with wine such as "Golf in the Wine Trail" or "Wine Cinema", activities born in Mendoza but currently performed in most Argentine wine regions.

To all of these efforts from Bodegas de Argentina, it should be also added the proposals of each winery that includes, besides the traditional tour and tasting, other activities such as harvesting, bicycle tours and horseback riding among the vineyards, hot air ballooning, among others that aim to make a memorable visit to the winery. The wineries have incorporated developments, taking into account the phenomena of wine: new spaces for visitors, tasting rooms, restaurants, guest houses, museums, and exhibition halls. Local wine specialized tourism agents have also heavily contributed in the design and implementation of wine trails, activities, and the development of wine tourism in Mendoza.

Parallel to the private sector, from the provincial government of Mendoza various strategies were designed to promote wine tourism; some of them have achieved great success and international recognition. The tourist calendar of the province of Mendoza offers a range of possibilities related to wine and its culture: festivals and celebrations, international tasting competitions, fairs and exhibitions; everything that positions Mendoza as the eighth international wine capital (Great Wine Capitals, 2015) and attract many local and international tourists.

Despite the progress made, Argentina and Mendoza have shown the use of traditional *Wine Tourism* strategies. The goal should be to implement a *Wine Heritage Tourism* strategy; there is still scope to enhance the development of *Wine Tourism* in the Malbec landscape areas by improving and recognizing the conditions and heritage of the industrial, cultural, and natural heritage around the wineries and vineyards, actions that have not had the necessary support within the development of this very young wine tourism industry.

4. The Malbec Landscape as a Wine Heritage Tourism Strategy: Marketing Seven "Wine Heritage Trails" of Mendoza

4.1 Methodology

The paper surveys the heritage in the three wine areas of the province of Mendoza, Argentina, the Northern region of the province (sub-divided in "Zona Alta" or High Zone sub-region, and "Zona Este", the Eastern Zone sub-region), the Uco Valley, and the Southern region of the province. After this meticulous survey of what previous work proposes as wine heritage in Mendoza, and the authors' own survey of the region, the paper proposes seven "Wine Heritage Trails" where the Malbec grape variety, its historical development in each area, and its particular landscape are presented from a historical, architectural, and touristic perspective. The design of these seven geographical areas of tourism development have a *Heritage* perspective, and therefore are proposed as "Wine Heritage Trails".

Heritage tourism is an activity that is closely linked to agriculture, and the tourist-consumer in some way sees it as a holiday in nature. In Argentina, heritage tourism refers mainly to the agri-tourism, which is on the increase, and appears to be strongly correlated to the rising success of typical local products or structures able to offer an "experience of tastes". The following factors have contributed to this increase: the profound crisis in the agricultural sector, that has led entrepreneurs to diversify their offer and exploit the company/territory

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resources for complementary activities, integrated with the primary one on a diverse level; the rising interest in the consumption of typical products and gastronomic tourism, seen not only as a way of getting to know products but also as a tool of social relationships; the need for cultural identity; motivation and promotion to new tourist “destinations” in order to participate in “diverse” cultures, authentic, multi-sensorial and multidimensional experiences, and the appeal of past elements in the present (Privitera, 2010).

One of the most practical ways of implementing the heritage product strategy is the development of wine trails; a practice started in the mid-twentieth century in Italy and France, and heavily developed and improved in the United States in the end of the same century, fundamentally in California, but also in the states of New York and Washington, and, as mentioned, implemented at the beginning of this century in Mendoza first, and then in all viticultural Argentina. These are a connection of vineyards within a region in order to create a visible infrastructure for tourists. This is a way to build vacation packages with guided tours of multiple vineyards. It is also a way for regions to build an image of heritage that can be marketed around the world to entice visitors (Bruwer, 2002). It is the first attempt to move from traditional wine tourism strategies to heritage tourism strategies, and therefore the implementation of wine heritage marketing.

When the heritage of the vine and wine in Argentina is discussed, all those tangible and intangible assets related to viticulture are considered; assets that from over more than 400 years, in various political, social, economic and spatial contexts forged a culture of richness and diversity. Wine culture transcended mere agro-industrial activity and is deeply rooted in the minds of the people, practices and customs, arts, festivals, and celebrations, in forming a rich and varied heritage that distinguishes this strong regional identity (Girini, 2010).

Among the material evidence, the landscapes of the vine and wine in the Malbec region have been consolidated into productive oases throughout the Andean region and while each has its specificities, given the characteristics of the territory, there are common elements to all of them, i.e. the extension of the vineyard, geometrically ordered, waterways that provide the vital liquid, the winery, the main house and the road or path that links them to the consumer markets.

But this ideal landscape happened to be always different depending on the historical development and the social dimension that gave it its origin; the wine culture in each region is due to the people who accumulate experiences and add wills to transform reality and the circumstances they live. Therefore, it could be said that the wine landscape is the way man, for the purposes of its agricultural-production activity, printed the landscape over time in different social, economic and cultural contexts (Girini, 2010).

4.2 Results / Analysis

This section presents a description of seven trails in the three conventional Mendoza wine regions: Northern (with two sub-regions: *Zona Alta* and the Eastern Zone), Uco Valley, and Southern. The section describes each of these wine regions from a *Heritage* perspective, proposing seven wine trails that share a *Heritage Tourism* dimension and therefore, a selling tourism strategy. The trails presented are not formally in existence. The trails are the authors' interpretation and design on how wine trails should be organized in Mendoza, Argentina, and therefore this paper is a proposition of new “Wine Heritage Trails”. The trails outlined below propose to emphasize a heritage perspective, they intend to link the elements that sometimes

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seem apart in actual trails by providing an argument that put together certain historical, social, territorial, and cultural characteristics that are common to the areas described.

The geographical area where the Argentine wine regions are located is dominated by the large Andean mountains and their areas of influence to the East, with piedmonts, vast plains and gently sloping hills. In this part of South America, the Andes reach their highest peaks with the highest peak being Aconcagua with almost 7000 meters located in Mendoza. The wine oasis, extending over more than 2,400 km, deep into the valleys or lying in the foothills on the banks of the rivers that flow from the summits. This makes so vast the wine regions in Argentina that they can be distinguished with clear different ecological characteristics. However, in general, these wine areas have very marked winters and hot summers, large temperature ranges, abundant sunshine, and little rainfall. Therefore, the vineyards are irrigated by a network of canals and ditches that distribute water from melting snow and torrential rivers that form in the summer. In most of the wine region altitude varies between 450 and 1800 meters above sea level. The soils are deep, loose and permeable, poor in organic matter and rich in minerals providing exceptional conditions for the development of the vine (Girini, 2014).

This vast and varied natural landscape was the support for the settlement of ancient tribes that received considerable influence of the Inca in the years before the Spanish colonization. Agriculture based on the cultivation of maize, potatoes, and various kinds of vegetables added to animal husbandry, reflected a wise use of resources in the Andean region, and was enhanced with irrigation works. In this vast natural and cultural framework is where Argentina's wine industry had its beginnings with the arrival of the Spanish colonizers in the early decades of the sixteenth century, unfolded in changing these scenarios for more than 400 years. Throughout this time, four different stages can be described: the origins (1561-1810); the transition (1810-1885); the modernization (1885 -1980) with its time of expansion and crisis and finally the current stage: the resurgence (Girini, 2010). Each has left tangible and intangible testimonies that characterize and that transcend the industrial and productive plan to go into the social and cultural aspects.

4.2.1 The Northern Region

Geographically located north of the province, it is the largest wine region in the country. It includes the Zona Alta or High Area of the Mendoza River and the Eastern Zone. The first covers the departments of Maipu, Lujan de Cuyo and Godoy Cruz, and the second, Junin, Santa Rosa, San Martin, Rivadavia and Lavalle.

The Zona Alta or High Area of the Mendoza River is located in the Andean foothills, it covers some 27,000 hectares of vineyards, from 1,050 m to 650 m altitude and is watered by the waters of the Mendoza River. It has characteristics of soil and climate that allow the cultivation of thin, suitable vines for the production of quality wines. It has an average annual temperature of 15°C. The best *Vitis Vinifera* grape varieties adapted to this sub-region are: Malbec, Cabernet Sauvignon, Bonarda and Merlot (Bodegas & Vinos de Argentina, 2009). This area is the most important one in relation to the production of fine wines but suffers the impact of urbanization because of its proximity to the city of Mendoza and the urban growth of its suburbs. The districts of greater height: Vistalba, Las Compuertas, and Perdriel (all in the west of the Department of Luján de Cuyo and at approximately 1,000 m) are the coldest, and therefore the most sought for the production of fine wines. As we move to the east, the height decreases rapidly as temperatures rise, forming different "terroirs".

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4.2.1.1 Zona Alta: Pathways of Tradition and the Avant-Garde of the Local Wine Industry

From the point of view of cultural heritage, Zona Alta has a rich history linked to the pre-Hispanic settlements; to colonial times; to the wars of independence, immigrants and the development of railways. Each of these historical stages has left their testimonies, which coexist with those of more recent times. All these goods reflect the successive occupations of the territory and the uses of social groups that historically settled in it giving it a particular configuration that characterizes and distinguishes it from other regions.

In this area is where the art of winemaking was originated and developed in Mendoza; therefore treasured landscapes and the oldest wineries in the region may be found. While winemaking developed since colonial times, given the seismic characteristics of the area and the precariousness of the buildings, no architectural remains from that time remain, only equipment, tools and utensils in private museums are preserved.

The most important heritage is linked to landscapes and architectural legacy of the era of modernization (1885 -1980), the age of the wine revolution; these landscapes coexist with the new product of the conversion of the activities of the late twentieth century, which gives this area a great diversity.

In the Department of Maipú, the traditional landscape predominates; uniqueness is given by the rural livelihoods that are mixed, with support services to the many economic tasks, the daily life of the villages and a growing rural tourism that makes reference to the iconic wine and olive growing establishments. As for the structure of the property, there is a predominance of small and very small plots that reach a size of 5 to 30 hectares, while the very largest of more than 50 hectares are scarce. The elements that structure this traditional landscape are the irrigation network and a network of rural roads and historic roads lined by rows of poplars. Poplars along the canals and roads with the mountain as a backdrop make a patrimonial system that was consolidated in the nineteenth century and today is a feature of strong identity. Farms are characterized by the age of the vineyards where low trellis and carob sticks as support of the vines predominate; irrigation ditches and furrows through these vines are also present. Besides the vineyards, these farms have small orchards and space for the raising of animals for their own consumption. In this area it is possible to identify numerous trails, routes, or circuits that are related to the heritage of the area.

4.2.1.1.1 Wine Heritage Trail #1: Past and Present of Mendoza Winemaking, Coquimbito (Maipu)

The trail proposed by Girini et al. (2014) is limited to the area of the railway station of Coquimbito, Maipú. The Coquimbito landscape exhibits a high degree of heterogeneity in terms of the activities performed; crop areas of vines and olive trees mixed with service areas, the main lanes of vehicular traffic and the increasing settlement neighborhoods. The landscape is dominated by small and very small plots of less than 5 hectares where the cultivation of the vine alternates with olives and fruit trees, with a wide visual to the Andes mountains. The main road, Urquiza, concentrates the supply of basic equipment for the area and constitutes the best axis of communication in the direction North-South of the province. The building of the Sarmiento school and a chapel dedicated to the Immaculate Heart of Mary, both donated by the Italian immigrant family, Rutini, became urban and social milestones that helped consolidate a small population center in the area. Ancient wineries as La Rural, Trapiche (ex-Cavagnaro, ex-Graffigna), and Peñaflor (ex- Pulenta) testify to the Italian

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presence in the district. La Rural currently holds a museum featuring over 4,500 original pieces that illustrate the evolution of winemaking from the colonial era to the present day. The Trapiche winery, founded in 1928 by Don Angel Cavagnaro, is one of the most important examples of the area for its architectural qualities that represent the period of the modernization of the Mendoza wine industry. Its colorful facades of brick, inspired by models of domestic architecture in northern Italy, demonstrate the involvement of skilled builders and operators and the contribution of the Italian immigration in shaping an architecture of wine with its own identity. The area of Coquimbito arises as the village representing the modernization of the wine industry in the late nineteenth century; and that is its most important asset since there are no assets belonging to an earlier era. These traditional wineries, with other small contemporary boutiques wineries and new ventures like Bodega Tempus Alba are a good representation of the heritage of the area.

4.2.1.1.2 Wine Heritage Trail #2: New Viticultural Landscapes of Agrelo (Luján de Cuyo)

In the department of Luján de Cuyo, traditional landscapes coexist with the latest and most innovative ones. The latter is especially located in the Agrelo and Perdriel districts, farms are devoted exclusively to growing grapes, mainly with Malbec and Cabernet grape varieties. Lift systems and driving species vary; however there is a predominance of low trellises, although the high is also used, in the grapevine and the Guyot systems. Eucalyptus stick and wire are used in lift systems, the bonds are made with plastic seals which gives it a distinctive feature. Most of the plots are protected by hail nets and are irrigated by drip irrigation systems (Médico, 2001). Among the new projects it is imperative to mention Séptima Winery; Viña Cobos; Catena Zapata; Velazco de Vaquedano Winery, among others. These wineries have functional innovations, formal, material and expressive images of a renewed wine production and sales model. The area is fundamentally important as it belongs to the Appellation of Origin Luján de Cuyo (National Law 25,163) that has the Malbec varietal and its oenological practices as its main reference. This is probably the first and most clear example of a common intent of heritage preservation and successful marketing strategy to sell a product that it is not only the one bottled.

4.2.1.2 The Eastern Zone: Trails of the Viticultural Industry Consolidation

The area is the largest producer of wines in the province of Mendoza, comprises approximately 70,000 hectares of vineyards, and has the largest wineries in the country. It is a plain that receives water from the rivers Mendoza and Tunuyán, with altitudes ranging from 750 m at its higher elevations up to 650 m in the lower areas. The mild to warm weather and good insolation of the grapes allows optimal ripeness. Unlike the rest of the wine oasis, the area has large temperature differences between day and night. Its soils have Aeolian origin, with a sandy-loamy texture, rich in potassium, although there are some saline areas. Criolla, Bonarda, Moscatel Rosado, Malbec and Cabernet Sauvignon are the main grapes cultivated (Girini et al., 2015).

In relation to its wine heritage, the region is highly representative of the modernization stage (1885-1980) of the country's wine industry, which at the time had the highest percentage of the total wineries in the country (70%) (Girini et al., 2012). The landscape presents a smallholder parcel organization with the predominance of farms smaller than 10 hectares; a geometrization arrangement given by the road structure and an irrigation system originated in colonial times and extended and consolidated from the late nineteenth century and during the twentieth century. The almost exclusive cultivation in the area is the vine, but in 47% of

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the farms other associated crops are cultivated, especially olive and fruit trees (Girini et al., 2012).

The aesthetic landscape values presented derive from this homogeneity of cultivation, with large areas devoted to viticulture. Unlike the Zona Alta, where urbanization and heterogeneous applications impacted heavily the cultivated areas, in some districts of the Eastern Zone still persist the traditional dirt (or paved) road flanked by canals and ditches and rows of poplars that introduce deep insights and colors of remarkable beauty in the different seasons. The historical and cultural value lies in testimonies from different eras. On the one hand, the way of colonial inns that promoted the emergence of the first towns in the area. For example, the posts of El Retamo and La Ramada gave rise to the head towns of the present departments of Junín and Rivadavia, respectively. On the other hand, the heritage linked to the figure of General Jose de San Martín, and the progress of the area from the arrival of the European immigration and development of viticulture in the late nineteenth century. All these elements make the landscape of the region an enclave of special attraction and interest. Among the main elements it can be mentioned the Municipal Historical Museum of Las Bovedas (The Vaults), former property of General San Martín (Cultural Heritage of the Province of Mendoza, Decree No. 1146/98), the center channel, and the Historic Site Molino Orfila, the first mill in the area dedicated to the production of flour, all commissioned works by General San Martín and a key factor to progress and settlement.

4.2.1.2.1 Wine Heritage Trail #3: Large Wineries of Another Time, Alto Salvador (San Martín)

This trail brings together the oldest wineries in the area, i.e. Barlotta and Arnal, from the late nineteenth century. Next to the latter, the Worship place Alto Salvador (Cultural Heritage of the Province of Mendoza, Decree No. 1953/86); the complex was built in the mid-nineteenth century at the high hope to attend the locals spiritually. It is an important example of the architecture of the post-colonial period. There are also wineries built in the 70s as Viñas de Alto Salvador, and more recent others like Domain Uyata.

4.2.1.2.2 Wine Heritage Trail #4: Viticulture and the Railway, Palmira (San Martín)

Palmira is a city east in the department of San Martín and with the cities of La Colonia and San Martín itself conform the 3rd most populous urban agglomerate in the province. It was a post located on the bank of the Mendoza river in the route linking Buenos Aires with the city of Mendoza. This was the basis of what would become a small village, which began to grow with the opening of the railway station in 1883. The railroad was the key to the wine modernization and a key factor in the location of the wineries in the area. Among the first who settled in the place is Mr. Tiburcio Benegas, governor of Mendoza, who founded a winery in the late nineteenth century, which was then acquired in 1905 by two immigrants, Mr. Fuseo and Mr. Pouget, and became one of the strongest wineries in the Eastern Zone. The winery, although now is under another corporate name is still active. There is also still the possibility to visit this winery and the house that belonged to Mr. Tiburcio Benegas, known as the Casa del Altillo, or The Mezzanine House. Another major winery in this area is the one founded in 1933 by Mr. Eduardo Crotta, an Italian immigrant, which fully represents the expansion of the wine modernization in the mid-twentieth century; the winery is now in the hands of the third generation of the family. In parallel, the area has welcomed new businesses, i.e. Bodega Santa Sara.

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4.2.2 The Uco Valley Region

This region includes three departments of the province of Mendoza: Tupungato, Tunuyán, and San Carlos. It is located about 60 km southwest of the city of Mendoza. Numerous melt streams irrigate the land, until they join the Tunuyán river. Its climate is temperate, with an annual average temperature of 14.2°C, with cold winters and hot summers with cool nights; altitudes are from 1400 m to 900 m above sea. Currently, it has about 20,000 hectares of vineyards, and is the most important region in Mendoza, in terms of financial investments within the last 10 years. The white grape varieties most developed in the region are Chardonnay, Semillon, Torrontés and Pedro Gimenez; and among the red, the highlights are Malbec, Cabernet Sauvignon, Merlot, Tempranillo and Bonarda.

4.2.2.1 Wine Heritage Trail #5: New Endeavors, New Wine Entrepreneurs (Tunuyán)

In the last 20 years this area has received significant foreign investment. High altitude landscapes have joined up to produce high quality wines with new functional and morphological configurations; therefore the selection of grape varieties, the cropping systems and the drip irrigation systems have transformed the landscape. A new relationship is seen between the wineries and the landscape, which is evident in the respect of the environment. The landscape and heritage potential is highlighted when buildings seek integration of their architecture through their shapes and materials. In the Salentein winery, 50 hectares were preserved with native flora and fauna to show the natural landscape desert before planting the vines. As for the building, according to the architect Eliana Bórmida, "at no time competes and is imposed on the landscape but is in intimate relationship with it, joining in a special way coming to disappear within the same" (Girini et al, 2014).

Wineries present developments in their typologies, materials, technologies and languages. And also taking into account the phenomenon of wine, they incorporate new spaces for visitors: tasting rooms, restaurants, guest houses, museums and exhibition halls. These newly developed ventures do not always have as a main activity, viticulture; in some occasions the production of wine and the enjoyment of the Andean landscapes are both the main activity, resulting in high-end hotel proposals where visitors can enjoy both, wine and landscape. There are even proposals that offer the possibility of acquiring vineyards, live there, do the harvest, and make your own wine. Uco Valley is probably becoming to be one of the most prestigious wine regions of Argentina and is a magnet for investment projects of this nature. Casa de Uco, La Morada de los Andes, and The Vines of Mendoza Private Vineyard Estates are some good examples of these new endeavors.

The region has the imposing frame of the Andes Mountains and its natural beauty, i.e. Laguna del Diamante in San Carlos is a protected reserve (Provincial Law No. 6200) and the Tupungato volcano in the homonymous department. The historical heritage of the area is linked primarily to the era of conquest and colonization of the territory with testimonials as the remains of Fort San Carlos (1772) that later gave birth to the village head town. The history of General San Martín also has a strong imprint in the area: Arroyo La Estacada, Estancia El Totoral, the San Martín Historic Monument (Provincial Law No. 6128 as a natural landscape reserve of controlled use) and Paso El Portillo, all sites within the department of Tunuyán, are obligatory references to bring visitors to the history of the "Father of the Nation" in Mendoza.

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4.2.3 Southern Region

This region comprises the departments of San Rafael and General Alvear. It is located about 200 km south of the city of Mendoza and consists of approximately 22,000 hectares of vineyards. It is irrigated by the Diamante and Atuel rivers, descending from 750m above the sea level in the district of Las Paredes to 450m above the sea level in General Alvear. The qualities of the soil and climate favor the cultivation of different varieties. Cabernet Sauvignon, Malbec, Sangiovese, Syrah and Bonarda. Among white grapes are: Chenin Blanc, Semillon and Torrontés, used for foaming base, in addition to Chardonnay (INV, 2015).

4.2.3.1 Wine Heritage Trail #6: Wine traditions and its Southern Pioneers (San Rafael)

From the point of view of wine heritage, the landscape is dominated by traditional wineries from the modernization stage of the activity on the late nineteenth century with ancient establishments like La Abeja Winery (1883) and El Rosal Winery (1902), which remind us of the origins of the city of San Rafael. The area has also important wineries from the twentieth century, like Valentin Bianchi Winery, located in the heart of the city of San Rafael, Jean Rivier Winery, Suter Winery, and Balbi Winery, among others. Meanwhile, and towards the Department of General Alvear, on Route 165, Roca and Lavaque wineries are good examples of the regional heritage (Izuel, 2011).

4.2.3.2 Wine Heritage Trail #7: The Fight to the Desert; Water and Land Settlement in Villa Atuel (General Alvear)

Villa Atuel, a town that was an advancement in the incorporation of the southern lands to the growing of grapes, fully represents the effort of man to beat the desert land by harnessing the water of its rivers. The land was formerly occupied by chañares and carobs and was then cleaned and transformed into a "pampa", starting the first plantings of vines and alfalfa (Saurina and Quiles, 2012). The crop development was made possible by the use of the Atuel river, through the canal Izuel, and a system of secondary channels that irrigated vast tracts. The town was founded in 1906 in a land bought from to the government to Mr. Bernardino Izuel and some other land donated by Mr. Balbino and Mr. Jacinto Arizu to the government. A grid of eight by eight blocks with a central square of four blocks with two diagonal avenues that cross the town and distinguish it from the capital city of Mendoza was the path designed by engineer Mr. Balloffet. By 1920, the city had already built the first wineries, i.e. "Izuelina", Arizu (Cultural Heritage of the Province of Mendoza, Decree No.339/99), Bilbao, and Renteria (nowadays Goyenechea), among others.

5. Conclusions

As in many of the New World producing countries, Argentina is a special field for *Wine Heritage Tourism* and its marketing. The oldest wineries and their most emblematic facilities, including the formation of much of the vineyard landscapes, had their period of splendor during the latter part of the nineteenth century, and first third of the twentieth century. The technological modernization of Argentine wineries came about in later decades, most notably since 1980. In the 1990's the consolidation of a wine exports boom occurred, involving vineyards and wineries of most wine making regions of Argentina together with the wine producing countries of the New World (Villanueva, 2015). Such events led to a greater social demand for wine culture and its customs, including *Wine Heritage*. Thus, in addition to an increase in the number of wine clubs and the interest regarding the consumption of quality wines, it is also important to highlight the recent expansion of wine tourism. This new area

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within the tourism industry, *Heritage Tourism*, is a combination of cuisine, culture, art and architecture, history, leisure, contact with nature, health and quality of life (such as wine therapy), and, likewise, is currently an excellent opportunity for the promotion and management of quality wines of a particular region or landscape. This paper aims to value the cultural richness of wine landscapes, considering them fixed assets of the territorial development processes of the Malbec region, and an integrating element of the historical, industrial, cultural, and landscape heritage for the development of wine tourism.

The paper shows the survey of *Wine Heritage* in the three wine areas of the province of Mendoza, Argentina (the Northern region of the province (sub-divided in “Zona Alta” or High Zone sub-region, and “Zona Este”, the Eastern Zone sub-region), the Uco Valley, and the Southern region of the province) presenting seven “*Wine Heritage Trails*” where the Malbec grape variety, its historical development in each area, and its particular landscape are described from a historical, architectural, and touristic perspective. Previous and new own work in the area of *Wine Heritage* in Mendoza are used to the design and proposition of these seven trails.

The paper presents a comprehensive proposal of seven organized and representative “*Wine Heritage Trails*”. The seven surveyed wine trails, representing distinctive historical assets, and landscapes, emphasize a *Heritage* perspective and articulate a credible argument that reveals to the visitor the complex web of relationships and the meanings that originated them. This provides an integrated interpretation of the goods and assets which are part of the wine trails within the landscapes they are immersed in. The surveyed wine trails are cultural resources that enriches and expands the current wine tourism strategy in the Malbec region, and they should be advertised by wineries and the government in an effort to improve the *Wine Tourism* product of Mendoza, Argentina. However, these seven wine trails shown are only indicative of the potential of each region. In order to deepen this proposal, it is necessary to further conduct systematic surveys of *Heritage* and also make a historical interpretation of the evolution of the territory, to identify its components and clarify its strengths and weaknesses.

This paper enriches and extends the supply and concept of what wine tourism should be in the Malbec region, and should become a useful tool for managing those heritage assets, driving the enhancement of the existing wine landscapes and trails. The paper suggests an attempt to move from traditional *Wine Tourism* strategies to *Wine Heritage Tourism* strategies, and therefore the implementation of *Wine Heritage Marketing*. The paper emphasizes that current *Wine Tourism* strategies in Mendoza should incorporate the landscape *Heritage* dimension to enrich the understanding of wine culture and promote the development of *Wine Tourism* in the Malbec region.

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