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Mapping the World of Wine: new tendencies, new territories

Because of the brutal appearance in the 80's-90's of what is called the "New World of Wine" the face of the world has been really reshaped. Although there was a center - Europe, and *a fortiori* France - which was giving the rest of the world its own standards in quality, labels, and tasting, while today, many new players dynamism', has changed wine sector into a more complex world organization.

This paper will be focused on criteria that should show this new complexity, both statistics and thematic cartography, with an economical and geographical perspective. It will show new trends in global production, values of exportation, consummation of wine in the world. It would explore a new dimension of the world of wine, the virtual one, on the web (especially social networks). Global production shows the unexpended progress of the vines quite everywhere in the world, while values of exportation create a new area of wine production and consumption all around the Pacific coasts. This area seems to be more dynamic in terms of technologies, medias and enotourism.

In our perspective the wine economics is not only production and consume of wine but also enotourism, as a consequence of the success of a wine. Customers they do not want just to drink a bottle of wine but even to be part of the wine culture and, consequently, to visit the wine production regions, so that enotourism might be considered part of the wine culture around the world. For this reason in this paper there will be take into account even statistics on tourism in the main world wine regions. The aim is to account on dynamics in enotourism and compare them with dynamics in the wine production and export. We argue that success in the wine export can be an important support for tourism development.

In this paper we propose to study world statistics (from the Organisation Internationale de la Vigne et du Vin (OIV), the *Global Wine Statistical Compendium 1961-2005*, datas from the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), and also medias (*Wine Spectator*, *Decanter*, *La Revue du Vin de France*, *Gambero Rosso*) and social networks.

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