Chapter 6

Wine and Glocal Gastronomy in Mexico

Hugo Giovanni Díaz Aguayo
De La Salle University Bajío, Mexico

Celeste Nava Jiménez
De La Salle University Bajío, Mexico

Marisol Martínez del Campo Castro
De La Salle University Bajío, Mexico

ABSTRACT

Wine as part of the cuisine continues to gain ground as one of the central elements on the table of the Mexican people, although not all tables, the culture of wine represents an opportunity for glocal development. Mexican cuisine is a delight to the senses of the human being and wine is, therefore, a means to promote the gastronomic experience through the perfect combination of food and wine. The research is presented in four dimensions, the first explores the qualities of Mexican cuisine, followed by the organoleptic description of the wine and its use at the Mexican table. Later, a contribution is made to the construction of matrices of pairing promoting the glocal development of the tourist destination and the inclusion of the kitchen and its ingredients. The purpose is that in such a way that it can be concluded with certain reflections of the pairing matrices as inclusion in the tourist experience gastronomic of some tourist destinations of Mexico.
INTRODUCTION

The phenomenon of tourism is a human activity and a geographical fact that shares the principles of geography (Torreros & Castro, 2012). Derived from the economist approaches in tourism research, the development of the activity has been in the market-consumption approach (Thirkettle & Korstanje, 2013) and therefore is a social phenomenon that has become globalized and complex. In this sense, the concept of globalization in tourism studies has considerable value.

Salazar (2004) mentions that globalization has been a concept already treated by anthropologist and sociologist and that geographers studying tourism have repeatedly stressed the importance of the global-local nexus. Likewise, the principles of geography have contributed dimensionality to the development of tourism and its tourism.

One of the tourist facts that accompany the development of the phenomenon is the gastronomy since it allows the expansion of the culture and the specialization of the tourist products. The connection between tourism and gastronomy includes the location of gastronomic resources, the management and transformation of the territories, especially the interaction of actors that are involved in the development of destinations, their tourism and their gastronomy. As indicated by Torreros and Castro (2012), tourism is an interconnected fact linked with other elements that territorially make the concept of local gain strength.

According to Canclini op cit. Magaña and Padín (2012, p. 376) the concept of glocal is between the global and the local, understanding that “globalization refers to a set of processes of homogenization and division of the world that reorders differences and inequalities without suppressing them”. In this sense, the glocal would represent processes that allude to processes of standardization and fragmentation of the world, reordering the diversity that exists in the local sphere.

Globalization itself is a process that influences many aspects of the world sphere in all senses (Magaña & Padín, 2012, p. 388), therefore the glocal is, in one of those senses, the way in which globalization reorders local social processes to make them work in the global sphere, putting diversity as a key factor in the development of the territory. The local is not completely referred to space as stated by Salazar (2004) is, following the author a space inhabited by people who have a particular sense of place, a specific way of life, and a certain ethos and worldview.

Finally, the processes of globalization and localization are intertwined (Salazar, 2004) refers to an adaptation of the general to the particular. From this position, the development of tourist destinations based on their gastronomy and cultural richness should be based on global processes adapted to the local talent of the space. That is, having a global perspective adapted to local conditions (Tulloch, 1991 op cit. Salazar, 2004). Adding to the above the glocal must allow the creation
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