



Wine, Tourism, and a New Geography for the Côte-D'Or
Philip WHALEN
Coastal Carolina University
philip_whalen@yahoo.com

My essay on “Wine, Tourism, and a New Geography for the Côte-D'Or” should be perfect for the ‘Geography of the Territories’ track of this conference. Examining the development of new folk practices, the redefinition of *terroir*, the packaging of cyclo-tourist vacations, and ‘preferred’ gastronomical itineraries in early twentieth century Burgundy, my paper examines how commercial and tourist interests colluded to ‘discover Burgundian wine country.’ Examining contemporary tourist literature, diaries from the 1920s and 1930s, local maps and following the itinerary of various travelers (in car, on foot, and bicycle) along the route des vins and to the semiological cornices of wine country (such as the Hospice de Beaune, the Clos Vougeot and the Gastronomical Fair of Dijon), my paper reveals how such itineraries created new conceptions of regional geography. Such geographic projects, I argue, were essential for inserting French provinces, such as Burgundy, into the French, post-war modernization, economic integration, and globalization agenda.