



# Challenges for the New Rurality

---

In a changing world

Proceedings from the  
7th International Conference on  
Localized Agri-Food Systems

Editors  
Paulina Rytkönen & Ursula Hård

COMREC Studies in Environment and  
Development 12

# Challenges for the New Rurality in a Changing World

Proceedings from the  
7th International Conference on Localized Agri-Food Systems

8-10 May 2016, Södertörn University, Stockholm, Sweden

Editors: Paulina Rytönen & Ursula Hård

COMREC Studies in Environment and Development 12

Södertörn Högskola  
SE – 141 89 Huddinge, Sweden

[www.sh.se/publications](http://www.sh.se/publications)

Printed: Södertörn University, Huddinge, Sweden, 2016

© The Authors

COMREC Studies in Environment and Development 12

ISSN 1652-2877

ISBN 978-91-980607-1-3

## EDITORS

Paulina Rytönen; Södertörn University &  
Ursula Hård; Stockholm University

## EDITORIAL BOARD

Giovanni Belletti; University of Florence  
Javier Sanz Canada; Institute of Economics, Geography and Demography (IEGD) / CSIC  
François Casabianca; INRA LRDE Corte France  
Claire Cerdan; CIRAD  
Artur Fernando Arède Correia Cristóvão; UTAD

## SCIENTIFIC COMMITTEE

Giovanni Belletti; University of Florence  
Javier Sanz Cañada; Institute of Economics, Geography and Demography (IEGD) / CSIC  
François Casabianca; INRA LRDE Corte France  
Claire Cerdan; CIRAD  
Artur Fernando Arède Correia Cristóvão; UTAD  
Ursula Hård; Stockholm University  
Paulina Rytönen; Södertörn University

<b>CHALLENGES FOR THE NEW RURALITY IN A CHANGING WORLD</b> .....	1
Paulina Rytkönen & Ursula Hård .....	1
<b>Keynote 1. Localized Agri-Food Systems and Biodiversity</b> .....	7
Researchers Ann Norderhaug, Bolette Bele & Hanne Sickel .....	7
<b>Keynote 2. Perspectivas de Sistemas Agro-Alimentarios Localizados en América - Conceptos, Percepciones, Prácticas, Iniciativas y Desafíos</b> .....	9
(Perspectives for Localized Agri-Food Systems in Latin America: Conceptions, Perceptions, Practices, Initiatives and Challenges) .....	9
Dr Marcelo Champredonde & Dr Gilberto Mascarenhas .....	9
<b>Keynote 3. Territorial Proximity, Territorial Governance and Challenges for the New Rurality</b> .....	11
Professor André Torre .....	11
<b>Keynote 4. Placing the Bio-Economy: The Necessary Renaissance of Agri-Food and Rural Development in the Post-Carbon World.</b> .....	13
Professor Terry Marsden.....	13
<b>Panel: Challenges for the New Rurality in Turbulent Times – Nationalism, Security and Crisis</b> .....	15
Moderator: Linn Rabe, Discussants: Ann Norderhaug, Stefan Ewert, Camilla Eriksson & Martin Ragnar.....	15
<b>THE NEW RURALITY</b> .....	17
<b>Session 1. The New Rurality in the Baltic Region and Eastern European Countries in Turbulent Times</b> .....	19
Convenors: Paulina Rytkönen, Ursula Hård & Artur Fernando Arède Correia Cristóvão .....	19
<b>Community Development and Small-Scale Food Production:</b> .....	21
Multifaceted Demands on Rural Entrepreneurs .....	21
Jessica Lindbergh & Birgitta Schwartz .....	21
<b>Can One Live on Food?</b> .....	23
Local Development and New Enterprises by Food Produce (Hälsingland, Sweden).....	23
Ursula Hård.....	23
<b>Local Food, Local Identity and Local Image</b> .....	25
Bernadett Csurgó & Boldizsár Megyesi .....	25
<b>Spontaneous Large Scale Practice in Romania</b> .....	27
Urban Pastoralism as an Environmental Tool for Recreating and Maintenance of Ecological Corridors.....	27
Roxana Maria Triboi.....	27
<b>Local Food Production and Terroir Characteristics</b> .....	29
Ecosystem Services from Mountain Semi-Natural Grasslands .....	29
Bolette Bele, Hanne Sickel & Ann Norderhaug.....	29
<b>Sustainability in Rural Development Based on Natural and Cultural Heritage</b> .....	31

Håkan Tunón.....	31
<b>Culinary Heritage, Governance and Rural Development.....</b>	<b>33</b>
In Jämtland and Västernorrland (Sweden).....	33
Paulina Rytönen.....	33
<b>Regional Governance and Local Agri-Food Systems in Germany:.....</b>	<b>35</b>
The Role of the Bundesländer in the Development of Local Agri-Food Systems as Part of Rural Development Policy.....	35
Stefan Ewert.....	35
<b>Urban Community Gardens' Contribution to the New Rurality:.....</b>	<b>37</b>
An Example from Stockholm (Sweden) .....	37
Madeleine Bonow & Maria Normark.....	37
<b><i>Session 2. Knowledge and Knowledge Transfer, Inter-Activity, Connectivity, Value Creation and Co-Creation and New Forms and Arenas for Interaction in the New Rurality</i> .....</b>	<b>41</b>
Convenors: Lars Degerstedt & Marcello de Rosa.....	41
<b>Creating Value through Knowledge Transfer:.....</b>	<b>43</b>
The Role of Rural Development Policies in Geographical Indication Areas .....	43
Marcello De Rosa & Luca Bartoli.....	43
<b>Rural Wikinomics:.....</b>	<b>45</b>
Communication, Sharing and Value Co-Creating – Social Technologies and Rural Development.....	45
Lars Degerstedt & Paulina Rytönen .....	45
<b>ICT Platform and Gaming to Social Change in Rural Areas.....</b>	<b>47</b>
Francesco Contò, Anna DiPace, Anita Norlund, Sara Djelveh, Nicola Faccilongo, .....	47
Alessia Scarinci & Lucia Borrelli.....	47
<b>Upscaling Local Food Networks:.....</b>	<b>49</b>
From Progressive Hybrid Networks to Empowerment of Local Stakeholders.....	49
Daniel López-García, Beatriz Pontijas & Manuel González-de Molina .....	49
<b><i>Session 3. Entrepreneurship and Innovative Glocal Solutions for New Ruralities</i> .....</b>	<b>53</b>
Convenor: Malin Gawell.....	53
<b>Glocal Entrepreneurship .....</b>	<b>55</b>
Lush Ingredients in Rural Development? .....	55
Malin Gawell.....	55
<b>New Farmers in Portuguese Agriculture:.....</b>	<b>57</b>
The Role of Younger Farmers.....	57
Maria de Fátima Lorena de Oliveira & Maria Leonor da Silva Carvalho .....	57
<b>Alternative Food Networks and Short Food Chains: .....</b>	<b>59</b>
Estimating the Economic Value of the Participation in Solidarity Purchasing Groups .....	59
Alessandro Corsi & Silvia Novelli .....	59

<b>Family Farm’s Features Influencing on Socioeconomic Sustainability:</b> .....	61
An Analysis of Agri-Food System in Southeast Spain .....	61
Emilio Galdeano-Gómez, Laura Piedra-Muñoz, Juan Carlos Pérez-Mesa & Ángeles Godoy-Durán .....	61
<b>Motives for Food Choice of Consumers from Central Mexico</b> .....	63
Angélica Espinoza-Ortega, Carlos Galdino Martínez-García, Humberto Thomé Ortiz & Ivonne Vizcarra Bordi .....	63
<b>The Amaranth Localized Agri-Food System in Mexico City:</b> .....	65
Rescuing Traditional Crops for Territorial Development and Food Security .....	65
Laura Martínez.....	65
<b>La Producción del Queso de Prensa en ‘la Pequeña África de México’ (Mexico)</b> .....	67
(The Production of Pressed Cheese in Mexico).....	67
Fernando Cervantes Escoto, Fabiola Sandoval Alarcón <sup>1</sup> , Alfredo Cesín Vargas & Abraham Villegas de Gante .....	67
<b>TERRITORIAL GOVERNANCE AND LOCALIZED AGRI-FOOD SYSTEMS</b> .....	69
<i>Session 5. Territorial Governance and Innovation in Local Agro-Food Systems</i> .....	71
Convenors: Giovanni Belletti & Javier Sanz Cañada .....	71
<b>Governing Fishing Communities in a Post-Industrial Economy:</b> .....	73
The Case of Carril (Spain) .....	73
Alfredo Macías Vázquez.....	73
<b>Territorial Governance.</b> .....	75
A Comparative Study of Local Agri-Food Systems in Mexico .....	75
Gerardo Torres Salcido .....	75
<b>The Social Construction of Quality in Localized Agri-Food Systems:</b> .....	77
The Wine Arrangement of Montpeyroux, France .....	77
Gilberto Mascarenhas & Jean-Marc Touzard .....	77
<b>Innovation and Collaboration Networks in the Local Agro-Food System of the “Sierra Mágina Olive-Oil PDO” (Andalusia, Spain)</b> .....	79
Maria Laura Cendón, Javier Sanz-Cañada & Delia Lucena .....	79
<b>The Role of EU Regional Networks in Supporting Research and Innovation on Geographical Indications and Local Agri-Food Systems:</b> .....	81
The Case of the Association of the European Regions for Products of Origin .....	81
Giulia Scaglioni .....	81
<b>Individual Strategies and Collective Action:</b> .....	83
Producers Associations Dynamics in the Amazonian Region of Ecuador.....	83
Luis Orozco .....	83
<b>Public and Private Strategies for Business Profitability and Territorial Development:</b>	85
Sustainability of an Olive Grove in the Province of Jaen (Spain) .....	85
Manuel Parras Rosa, Francisco José Torres Ruiz & Manuela Vega Zamora .....	85

<b>Short Food Supply Chains:</b> .....	87
A Latin American Perspective from the Territorial Approach and Valorization of Identity and Bio-Cultural Assets. ....	87
Marta Arosio .....	87
<b>Territorial Governance and Social Innovation:</b> .....	89
The Cases of Artisan Cheese and Rice in Mexico .....	89
María del Carmen del Valle Rivera & Jessica Mariela Tolentino Martínez.....	89
<b>Governance Practices in Cheese Production Systems:</b> .....	91
Its Contribution in Strengthening Institutions for Promoting Territorial Development (Sonora, Mexico).....	91
Alma Delia Santiago Solano & Liz Ileana Rodríguez Gámez.....	91
<b>Session 6. General Session on Localized Agri-Food Systems. Lock-In and Transition for Localized Agri-Food Systems in a Changing World</b> .....	95
Convenor: Francois Casabianca.....	95
<b>'The New is Simply the Long-Forgotten Old';</b> .....	97
Transitioning Back to Local Food Movements.....	97
Susan Machum.....	97
<b>Taking Account of Demand:</b> .....	99
What Impact on Local Agri-Food System-Based Territorial Development in Latin America? .....	99
Denis Requier-Desjardins .....	99
<b>New Tools for the Analysis of Localized Agri-Food Systems</b> .....	101
Cristina Salvioni.....	101
<b>Sheep Breeding System in Southern Albania</b> .....	103
Between Political Transition and Market Integration.....	103
Florjan Bombaj, Dominique Barjolle & Theodosia Anthopoulou .....	103
<b>Farmers' Markets in the Basque Country:</b> .....	105
Economic and Social Impact Assessment .....	105
Mirene Begiristain, Eduardo Malagón-Zaldua, Juan Aldaz & Aintzira Oñederra .....	105
<b>Session 7. Geographical Indications in Localized Agri-Food Systems</b> .....	109
Convenor: Filippo Arfini.....	109
<b>Producers' Strategies for an Italian Protected Designation of Origin Product</b> .....	111
Between Economic Crisis and Quality Consumers' Expectations - the Short Food Supply Chains .....	111
Maria Cecilia Mancini & Filippo Arfini.....	111
<b>The Tradition of Copioba Cassava Flour Produced in Bahia Brazil:</b> .....	113
A Contribution to Protected Geographical Indication .....	113
Nina Paloma Neves Calmo de Sequeira Branco; Ícaro Ribeiro da Silva Cazumba, Sheila Lima Rodriguez Monte Nero, Alaane Caroline Benevides de Andrade, Camila Gomes	



Conceição, Josenai dos Santos Andrade, Ryzia de Cassia Vieira Cardoso & Janice Izabel Druzian.....	113
<b>Qualities Transmitted by Territorial Branding.</b> .....	115
Proposal for a New Typology.....	115
Marcelo Champredonde & François Casabianca .....	115
<b>Different Roles of Geographical Indications in Extra Virgin Olive Oil Value Chains</b>	117
Manuel David Garcia Brenes, Giovanni Belletti & Javier Sanz Cañada .....	117
<b>The Economic Impacts of Geographical Indications:</b> .....	119
Evidences from Case Studies .....	119
Dominique Barjolle, Philippe Jeanneaux, Emilie Vandecandelaere, Catherine Teyssier, Stéphane Fournier, Olivier Beucherie & Giovanna Michelotto* ....	119
<b>Denomination of Origin and Exclusion:</b> .....	121
The Case of the Mezcal of Teozacoalco, Oaxaca, Mexico. ....	121
David Rodolfo Domínguez Arista & Marie-Christine Renard.....	121
<b>LOCALIZED AGRI-FOOD SYSTEMS AND THE MARKET: SHORT FOOD CHAINS, PUBLIC PROCUREMENT AND TOURISM</b> .....	123
<i>Session 8. Short Food Chains and Localized Agri-Food Systems</i> .....	125
Convenors: Sarah Bowen & Mario Pensado .....	125
<b>Transnational Localities:</b> .....	127
Latina Immigrant Women and Alternative Food Systems in the United States .....	127
Daniela García-Grandón, Sarah Bowen & Sinikka Elliott .....	127
<b>Economic Sustainability of Short Food Chains:</b> .....	129
The Case of the Solidarity Purchasing Groups in Italy.....	129
Silvia Novelli & Alessandro Corsi .....	129
<b>Short Food Chains and Public Markets:</b> .....	131
Conflict or Complement for the Urban Food Supply?.....	131
Mario Pensado & Andrew Smolski .....	131
<b>Consumer Behavior in the Short Food Supply Chains:</b> .....	133
The Case of Horticultural Products in the Farmers' Market of Agrarian Chamber of the Community of Madrid (Spain) .....	133
Silvia Vicente-Herranz, José Luis Cruz & David Pereira Jerez .....	133
<b>Strategies to Promote the Consumption of Local Food in the Region of Madrid (Spain)</b> .....	135
Ana E. Hervás, Teresa Briz & María Puelles .....	135
<b>The Short Food Supply Chain Associated with Tourism and Gastronomy:</b> .....	137
The Coruputuba Farm, in São Paulo, Brazil.....	137
Geni Satiko Sato, Malimiria N. Otani, Pedro L. Otani Rocha & Patrick Ayrivie de Assumpção.....	137
<b>Inclusive and Dynamic Economic Growth in Rural Areas:</b> .....	139

Alternatives from Localized Agri-Food Systems and Short Chains.....	139
François Boucher, Raúl Antonio Riveros-Cañas & Angélica Espinoza-Ortega.....	139
<b>Session 9. Local and Organic Food, Institutional Customers and Public Procurement</b>	
.....	143
Convenor: Helmi Risku-Norja.....	143
<b>Public Food Procurement:</b> .....	145
Logistical Arrangements to Promote Local Supply.....	145
Mark Stein & Yiannis Polychronakis.....	145
<b>Monitoring Progress in Public Organic Procurement Policy Implementation</b> .....	147
An Important Tool in Organic Food and Farming Policies.....	147
Bent Egberg Mikkelsen & Martin Lundø.....	147
<b>Multi-Stakeholder Governance as a Way to Promote Sustainable Food and Farming Strategies</b> .....	149
Case of Public Organic Procurement Policies in Denmark.....	149
Spyridon Fragkos & Bent Egberg Mikkelsen.....	149
<b>Local Food and Municipal Food Services:</b> .....	151
Case Kiuruvesi, Finland.....	151
Helmi Risku-Norja.....	151
<b>Session 10. Rural Tourism, Heritage and Regional Transformations</b> .....	155
Convenors: Saaid Abbasian & Christian Widholm.....	155
<b>Agritourism and Orientation to Short Circuits Commercialization of Organic Food:</b>	157
A Case Study “Acolhida na Colônia” - Family Farmers in Santa Catarina, Brazil.....	157
Andrea Fantini, Oscar José Rover & Thaise Costa Guzzatti.....	157
<b>Agri-Food Tourism and Territorial Appropriation</b> .....	159
The Case of Wine Tourism in Central Mexico.....	159
Humberto Thomé-Ortiz.....	159
<b>Adaptation of Andean Rural Communities of Ecuador to Global Environmental Change:</b> .....	161
The Cases of Community-Based Tourism and Ecotourism.....	161
María Antonieta Rey-Bolaños & Feliu López - i- Gelats.....	161
<b>Rebranding a Rural Destination: from the Discovery of an Identity to the Construction of a Formal Firm Network</b> .....	163
The Case of Experiential Rural Tourism in Florence Hills.....	163
Silvia Scaramuzzi, Francesca Papini & Giovanni Liberatore.....	163
<b>ENVIRONMENT AND AGROECOLOGY FOR THE LOCALIZED AGRI-FOOD SYSTEMS</b> .....	165
<b>Session 12. Environment, Sustainability and Agroecology for the Localized Agri-Food Systems</b> .....	167

Convenors: Florence Tartanac, Gloria Rótolo, Emilie Vandecandelaere & Stéphane Bellon.....	167
<b>The Vulnerability of Mediterranean Beekeeping to Global Environmental Change..</b>	169
Feliu López-i-Gelats, <sup>2</sup> Marta Guadalupe Rivera-Ferre <sup>1</sup> , Virginia Vallejo-Rojas & María Antonieta Rey-Bolaños <sup>2</sup> .....	169
<b>'Palopuro Agroecological Symbiosis'</b> .....	171
A Pilot Case Study on Local Sustainable Food and Farming (Finland) .....	171
Kari Koppelmäki, Markus Eerola, Sophia Albov <sup>1</sup> , Jukka Kivelä <sup>1</sup> , Juha Helenius <sup>1</sup> , Erika Winquist & Elina Virkkunen <sup>3</sup> .....	171
<b>De-Localizing the Agri-Food System</b> .....	173
Governance, Livelihoods and Vulnerability in El Alfalfal (Chile).....	173
Paulina Rytönen.....	173
<b>Innovations, Synergies and Conflicts in the Territorial Development in the Brazil Cerrado</b> .....	175
Claudia de Souza & Claire Cerdan.....	175
<b>Agroecology, Local Food Systems and Their Markets</b> .....	177
Allison Loconto, Alejandra Jimenez, Emilie Vandecandelaere & Florence Tartanac ....	177

## Agri-Food Tourism and Territorial Appropriation The Case of Wine Tourism in Central Mexico.

Humberto Thomé-Ortiz<sup>1</sup>

**Abstract – The State of Queretaro in central Mexico is a major producer of cheese and wine, whose production is associated with the legacy of Spanish colonization. It is an agro-industrial complex and tourism destination, located an hour and a half from Mexico City, the fourth largest megacity in the world. Taking advantage of the location, wineries and the local Ministry of Tourism developed the Wine and Cheese Route, which because of its originality is shown as an effective tool for local marketing. Wineries that make up the route are heterogeneous, ranging from multinational companies to small sized family businesses. All wineries contribute to the creation of a bucolic imaginary about the territory, which attracts thousands of visitors. The main beneficiaries of tourism are the largest producers of wine, which are better able to offer leisure services.**

Keywords: Mexican Wines, social imaginary, ownership of the territory, urban consumer.

### INTRODUCTION<sup>2</sup>

The rise of wine tourism in Queretaro is part of a larger process of economic and social restructuring of rural areas in central Mexico. In addition to the regulation and provisioning services that rural areas provide to society, it highlights the importance of cultural services such as tourism that are highly appreciated by the inhabitants of large cities.

This opens the way to a new distribution of the territory where the natural, cultural and symbolic capital are appropriated in many different ways. Multifunctionality of territory and pluriactivity of actors reveal the growing complexity of disputes over local resources.

Productive transformations of rural areas, associated with tourism, are based on the reconceptualization of rurality, stylization of rural resources and the development of new capabilities.

All of these aspects in turn are linked to the possession of economic, cultural and social capital that enable the conversion of agri-food resources into tourism products (Thomé-Ortiz, et.al., 2015; López y Thomé-Ortiz, 2015).

---

<sup>1</sup> Autonomous University of the State of México, México, Ph.D., [hthomeo@uaemex.mx](mailto:hthomeo@uaemex.mx)

<sup>2</sup> We appreciate the support of the research project "Evaluation of the recreational dimension of wild edible fungi, their socio-economic interest and prospects for rural development", funded by the National Council of Science and Technology of Mexico.

The main objective of this paper is to analyze the mechanisms that the actors involved in wine production, deploy to appropriate local resources through tourism. According to the above, the following questions are asked: 1) What Actions are developed for tourism appropriation of wine territory? 2) Who are the main beneficiaries of tourism?

### METHODS AND SOURCES

This case study is an ethnographic research that collected data on the appropriation of material and symbolic resources for this wine producer territory for the construction of a development strategy based on tourism. Data were analyzed from the traditions of food anthropology and rural sociology. During the period 2013-2015, fieldwork was conducted through the systematic study of the eight wineries that make up the route. 16 depth interviews and observation techniques, involving profuse photographic record of the study units, there were applied. The wineries surveyed represent 100% of all wine companies, integrated to the route.

### THEORETICAL FRAMEWORK AND ORGANISING CONCEPTS

The analysis of the emergence of wine tourism addressed in this document takes as its framework the rural transformations based on the multiple functions that acquires territory in the context of Globalization (Aguilar, 2014; Knickel and Renting, 2000).

Some studies on tourism development of agri-food systems show the impact of recreational activities in the reorganization of the territory (Arzeno and Troncoso, 2012).

Therefore a critical perspective of the transformation of rural areas is needed. Particularly in the case of the emergence of tourism historical and causal analysis of redistribution of local resources (Rubio, 2006) is needed. This is to have the basis for a balance of socio-economic impacts caused by new activities.

### BACKGROUND

The wine tourism in Queretaro is the result of the alliance between wine producers, tourism operators and government officials, which focused on the strategic position of the territory and given the existence of a large tourist market see the possibility of putting wine production in value through tourism as it has done in other parts of the world.

Despite the relative success of the wine route, related to the increase of tourists in recent years, it may be mentioned that this was not the result of a collective action, but a business opportunity in which each actor develops strategies independently.

This route exists only as a tourist brand, but does not reflect the articulated organization among

the different local actors and is not based on a quality strategy linked to the territory.

#### RESULTS

Eight wineries participating, actively, in the tourist brand of the Cheese and Wine Route were detected. Of these eight companies one is transnational, five are medium-sized companies and two are small family businesses.

Of the eight wineries only two have a leading position in the tourism sector, absorbing over 85% of the tourist market. This is a transnational Spanish company and a Mexican company of medium size, which given their financial and human capital are the ones who have shown greater ability to integrate in the tourism business.

The main strategies to tap the wine production system as a tourism product are: fragmentation of space, stylization of material resources, the narrative of the production processes and the representation of the food chain. All these aspects depend on the availability of economic and cultural capital, so are the companies with a dominant position who have better opportunities to take advantage of tourism.

Table 1.

Winery	Type	Tourist Offer	Benefits of tourism
Freixenet	Transnational	Guided tours, festivals and corporate events	High
La Redonda	medium-sized business	Guided tours, festivals and corporate events	High
Azteca	medium-sized business	Guided tours and festivals	Medium
Los Rosales	medium-sized business	Guided tours, festivals and corporate events	Medium
Del Marques	medium-sized business	Guided tours	Marginal
De Cote	medium-sized business	Guided tours, festivals and corporate events	Medium
San Patricio	Small family business	Guided tours	Marginal
Tequisquiapan	Small family business	Guided tours	Marginal

#### CONCLUSIONS

It is concluded that tourism related to wine production in central México is an ambivalent activity, which clearly benefits transnational corporations, from the tourist use of the symbolic capital of the territory, which is a common good of all producers, which eventually generates tensions between representativeness and consensus on the use of wine heritage.

#### REFERENCES

- Aguilar, E. (2014). Los nuevos escenarios rurales: de la agricultura a la multifuncionalidad. *Endoxa*. 33: 73-98.
- Arzeno, M. y Troncoso, C. (2012). Alimentos tradicionales andinos, turismo y lugar: definiendo la nueva geografía de la Quebrada de Humahuaca (Argentina). *Rev. geogr. Norte Gd.* 52: 71-90 .
- Knickel, K y Renting, H. (2000). Methodological and Conceptual Issues in the Study of Multifunctionality and rural Development. *Sociologia Ruralis*. 40 (4): 512-528.
- López, I. y Thomé-Ortiz, H. (2015). Los pueblos mágicos como enclaves territoriales: el caso de Tequisquiapan y la Ruta del Queso y el Vino de Querétaro. En: Hernández, R. (Coord.) *Pueblos mágicos: discursos y realidades*. México Juan Pablos. pp.: 303-325.
- Rubio, B. (2006). Territorio y globalización en México: ¿Un Nuevo paradigma rural? *Comercio Exterior*. 56 (12): 1047-1054.
- Thomé-Ortiz, H. Vizcarra, I. y Espinoza, A. (2015) Performancia y fractalización como herramientas de metabolización de los espacios rurales. El caso de la Ruta del Queso y el Vino de Querétaro. *Spanish Journal of Rural Development*. 6 (1): 29-44.