1. Geographies of quality of life, deprivation, and inequalities

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**The ambiguity of heritagisation. The case of wine and tequila on the Unesco World Heritage List**

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Heritagisation concerns modern uses of the past and the ideologies associated with them. Implicit in the concept of World Heritage is the paradox between the "exceptional" value of a property or practice at the universal level, a product of globalisation and managed at the national level, and the "uniqueness" of the same property in the eyes of the local community of reference. This tension is particularly evident in the role of local people, who are often excluded from the discourse that ascribes values and meanings to heritage when it comes to building their place, including conflicts with non-Western unofficial heritage practices. Since the beginning of the 21st century, the concept of heritage has become central to contemporary political, cultural, social and economic life. The 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage created a real heritage boom in the world, with exponential growth under the 2008 intangible heritage lists. Inclusion on the UNESCO World Heritage List confers prestige. Sites and properties recognised as being of outstanding universal value undergo a process of local transformation and are charged with new meanings to fit into the current economic, political and social context. Heritage thus becomes part of 'national' issues acceptable to government and the public, especially in the name of tourism. The dominance of Western experts in UNESCO can also impose a Western view of heritage on countries in the global South.The issue of intangible heritage related to food and drink has assumed an important role in the preservation of local knowledge and traditions of food cultivation and production. In this context, the power imbalances between the global market and the values associated with gastronationalism and the local participation of the people involved come into play. We will look at the examples of the heritagisation of drinks such as wine and tequila, which have been inscribed on the Unesco list, in order to observe their change in value, their transformation, their different acceptance and production at local level, and their impact on the protection of the territory. In the case of wine, the success of heritagisation often clashes with the impact of tourism and enters into the debate on the 'authenticity' of products in a global market. On the other hand, according to several authors, the inclusion of tequila in the Unesco list has not benefited the local population and the environment, and raises political questions in the field of gastronationalism.