

Wine industrial districts in Spain: an analysis from an economic perspective

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OBJETIVOS / OBJETIVES

The aim of this research is to analyse the industrial districts specialized in the production of wines in Spain. For this, a multi-case study of 6 industrial districts is carried out given their importance in terms of employment and specialization. By autonomous communities the districts are distributed as follows: La Rioja (Haro-Cenicero); Catalonia (Sant Sadurní d'Anoia); Aragon (Cariñena); the Valencian Community (Requena); Murcia (Jumilla); and Castilla-La Mancha (Valdepeñas).

Thanks to this research an economic vision of the 6 industrial districts is shown. So, this document helps to elucidate the origin, nature and evolution of these specialized environments that have been previously identified as industrial districts.

METODOLOGÍA / METHODOLOGY

The methodology used in this research is the case study, since 6 Spanish industrial districts in the wine industry have been analysed. It is important to note that we have used this methodology because it offers important results and information that cannot be found through other methods, being very valuable for decision-making in companies. With the study of cases, new evidence or situations of a phenomenon can be found, the difference of what is being studied with its universe or the formulation of new theory of social reality.

Likewise, for the identification of the 6 Spanish wine industrial districts, the methodology proposed by the ISTAT (1996) has been followed. This methodology has been used by several authors who have dealt with the study of industrial districts in different countries. For the Spanish case, Boix and Galleto (2004) applied it to prepare, for the first time, a map of manufacturing industrial districts. It is since then, when several works have emerged in this line of research in different sectors of activity, such as, for example, the textile industry (Pla-Barber and Puig, 2009) or the hotel sector (Marco-Lajara et al., 2017).

RESULTADOS/ RESULTS

Although the districts differ in the number of companies, there is a clear similarity in terms of their size, since more than 70% of the companies analyzed are micro-companies.

Regarding the specialization coefficient based on employment, the results show that in all cases it is greater than a unit. Therefore, it is possible to affirm that the proportion of employment in the wine industry of the analyzed districts is higher than the national average. The coefficients of specialization based on companies are closely related, since the district with the greatest specialization in terms of employment (Haro-Cenicero District) is also the one with the greatest specialization in number of companies.

The districts analyzed present a low level of related diversification, since within the manufacture of beverages most of the companies located in said districts are dedicated solely to the manufacture of wines. Furthermore, the degree of internationalization of the districts is characterized by its heterogeneity, since the indicator varies considerably between districts.

GRÁFICOS Y TABLAS / GRAPHS TEXT

Industrial district	Nº Comp.	Micro	Small	Medium	Large	Specialization (CNAE)	Degree of diversification	Coef. Esp. Emp.	Coef. Esp. Comp.	Employment	Degree of internationalization
Case 1. Jumilla	45	71.1%	17.7%	11.1%	0.0%	Wine (1102)	4.4%	38.4	12.9	1,085	51.1%
Case 2. Cariñena	22	77.2%	13.6%	9.0%	0.0%	Wine (1102)	4.5%	36.63	23.2	402	50.0%
Case 3. Sant Sadurní d'Anoia	94	84.0%	10.6%	3.2%	2.1%	Sparkling Wine (1102)	4.2%	26.9	15.1	1,577	36.0%
Case 4. Valdepeñas	25	84.0%	8.0%	8.0%	0.0%	Wine (1102)	4.0%	11.8	6.0	411	44.0%
Case 5. Requena	53	81.1%	15.0%	3.8%	0.0%	Wine (1102)	3.7%	26.8	18.4	695	26.0%
Case 6. Haro-Cenicero	139	80.5%	15.1%	4.3%	0.0%	Wine (1102)	0.7%	50.8	40.6	1,560	47.6%

CONCLUSIONES/ CONCLUSIONS

As the industrial district theory suggests, the 6 agglomerations studied show a prevalence by small and medium-sized companies (SMEs). The coefficients of productive specialization based on employment are closely related to the coefficients based on companies, since the districts with the highest degree of specialization in terms of employment are also those with the highest degree of specialization in number of companies. In addition, there is a low level of diversification related in the 6 cases and a high heterogeneity regarding the degree of internationalization.

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