

THE PERCEPTION OF VITICULTURAL LANDSCAPES AS A METHOD OF PROMOTING AND SUPPORTING LOCAL ECONOMIC ACTIVITIES THROUGH MULTIFUNCTIONAL LANDSCAPES

Adela HOBLE¹, Daniela POPESCU^{1,2}, Claudiu BUNEA^{1*}, Daniel CLUZEAU³, Muriel GUERNION³, Annegret NICOLAI³, Alben FERTIL³, Silvia WINTER⁴, Johann ZALLER⁵, Gema GUZMÁN⁶

¹University of Agricultural Science and Veterinary Medicine, Faculty of Horticulture, Advanced Horticultural Research Institute of Transylvania, 3-5 Manastur St., 400372, Cluj-Napoca, Romania

² SC JIDVEI SRL, Research Department, Jidvei 517385, Romania

³University Rennes 1, UMR CNRS 6553 EcoBio, Campus de Beaulieu, Cedex, France

⁴Institute of Integrative Nature Conservation Research, University of Natural Resources and Life Sciences Vienna – BOKU, Gregor-Mendel-Straße 33, 1180, Wien, Austria

⁵Institute of Zoology, University of Natural Resources and Life Sciences Vienna – BOKU

⁶Institute for Sustainable Agriculture – CSIC, Córdoba

Corresponding author email: claus_bunea@yahoo.com

Abstract

The perception of landscape and consumption behaviour in relation to landscape was estimated using a questionnaire-based survey with 17 photographs: 15 photos from Romanian representative landscape units, 1 photo representing a foreign landscape (Hungary), and 1 marketing photo. The photo documentation was conducted in sixteen vineyards ecosystems from Târnave Viticultural Region – Transylvania (NW-Romania). The most representative landscape was the photo that had the specifications and criteria: low practices intensity with low landscape complexity; and the less representative landscape was the photo that had the specifications and criteria: photo capturing hiking, walking, tourism, and recreational activities in a viticulture landscape. The landscape could influence the following aspects of communities' livelihood: establishments and development of enterprises, tourism and recreation businesses, and the place to live. The words used by interviewed people to point out the landscape were interpreted from the point of view of the concept of multifunctionality.

Keywords: *aesthetic value, contemporary landscape, land use, landscape mapping, recreational value.*

INTRODUCTION

United Nation Education, Scientific and Cultural Organization (UNESCO) has designated eight viticulture landscapes as world heritage cultural sites (Deming, 2015): Tokaj Wine Region historical cultural landscape (Hungary), Alto Douro Wine Region and Landscape of the Pico Island Vineyard culture (Portugal), Vineyard landscape of Piedmont: Langhe-Roero and Monferrato (Italy), Lavaux, Vineyard Terraces (Switzerland), The Climats, Terroirs of Bourgundy, and Champagne Hillside, Houses and Cellars (France), Upper Middle Rhine Valley (Germany) (whc.unesco.org).

The 1972 World Heritage Convention, as an instrument for the sustainable development of

all societies through dialogue and mutual understanding, links together the concepts of nature conservation and the preservation of cultural practices.

Correspondingly, the European biodiversity heritage is protected at various levels: from the European Landscape Convention (Florence, 2000) to recognizing and promoting local products and traditional activities.

The subject of landscape evaluation in the context of European Union is stipulated by:

- The European Landscape Convention (Florence, 2000);
- Regional Policy Statements – providing the overarching policy direction for protecting outstanding and every day landscapes;
- Regional Plans – addressing landscape management as an issue (Mexi and

Dobrescu, 2013); and Local Plans – managing effects on landscapes, recognizing the cultural and economic value of the natural world.

The Decision No 1386/2013/EU mentions the thematic priorities regarding protection, conserving, enhancing, and valuing the Union's natural capital. The Reform of the Common Agricultural Policy (PAC) aims to strengthen landscape protection, by rewarding farmers who go beyond traditional methods of using agricultural land.

The Economics of Ecosystem and Biodiversity interim report (TEEB – 2008) valued the annual loss of ecosystem services at €50 billion, and the report put toward recommendation of creating 'markets' for ecosystem (Chivu-Draghia and Antoce, 2015).

Natura 2000 is the EU strategic plan for nature and landscape diversity, hotspots of natural quality throughout pan-Europe, possibly leaving the wider landscape open to degradation.

Cultural landscapes are multifunctional through their support of productive, habitat, regulatory, social, and economic functions, and the degree of integration of these functions depends on the patterns and intensities of land use (Mander, 2007; Toma and Vlad, 2018).

The global wine industry faces institutional and stakeholder pressures (government, environmental groups, consumers interested for green products, export in countries with attention for sustainable products), environmental issues (Bucur and Dejeu, 2016; Chipper and Cimpeanu, 2013; Dracea et al., 2017) and challenge, management personal values and motivations, employees' and community environmental attitudes (Corbo et al., 2014; Corbo et al., 2015; Dejeu et al., 2013).

Landscapes are 'home' to different actors, each category with specific goal: local and national governments seeking economic development, companies supporting national and international business supply chains, smallholding farmers and local communities relying on the land for their livelihoods, 'nature' – intact habitat for species of fauna and flora (Moor, 2015), and rural communities depend on key components of biodiversity and ecosystem services (Scherr and McNeely, 2007).

The landscape approach has been put forward as a decision support solution for development

issues, competing claims (Horn and Meije, 2015).

Britton (2015) mentions that people widely appreciate wine landscapes, in the belief that the landscape of wine and vine reflects a society, and inquiries has focused around the world on the science, technology, and history of cultivation, being explored how and why people value wine landscapes.

At the Romanian national level, there is regulatory aspect regarding conservation of outstanding landscapes (Law No 451/2002; Law 24/2007; Law 95/2016), but there is not an accepted, integrated methodology as tool to manage, preserve, use, and develop regionally significant, important locally or degraded landscapes.

What does it takes to be competitive in a common market of agricultural products? Is the sustainable development a sum of visions, values, culture, people, needs, aspirations? Could the interaction of local economic, urban and landscaping policies to be the mechanism of sustainable development?

Which are the Romanian design-motivations to shape, create, plan, manipulate, or re-envision wine landscape's aesthetic qualities, especially in the context of a common organisation of the markets in agricultural products (Regulation No 1308/2013/EU)?

MATERIALS AND METHODS

The perception of landscape and consumption behaviour in relation to landscape was estimated using a questionnaire-based survey with 17 photographs: 15 photos from Romanian representative landscape units, 1 photo representing a foreign landscape (Hungary), and 1 marketing photo. The photo documentation was conducted in sixteen vineyards ecosystems from Tarnave Viticultural Region – Transylvania (Central Romania) (Hoble et al., 2016; Hoble et al., 2017): A, B, C, F, K and O photos were taken from the vineyards of Jidvei Company, D photo from a farmland; H and L photos were taken from Tauni – also Jidvei Company, E, G and I photos were taken from Ciumbrud Vineyards – Domeniile Boieru Company; J and N photos are from vineyards near Blaj City, K was from Balcaci – Jidvei Company, and O is a part of o township in the

Cetatea de Balta, were could be found the castle, the historical estate of Jivei Company.

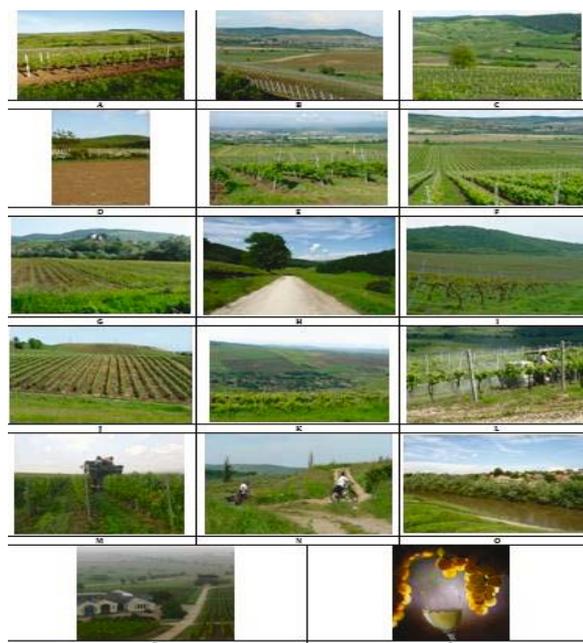


Figure 1. The photographs corpus considered in the questionnaire, representing from photo A to photo O the Târnave Wine Region, Transylvania-Romania

The sample of those who agree to be interviewed was formed by 104 people (95% being university students as socio-professional group), and 60% of the interviewed population was from a county not included in a Romanian wine region (Table 1).

The term “biodiversity” was not used directly in the content of the questions because it was assumed that the term is still not always well known. The questions structures and response options were a combination of closed and open questions.

Questionnaire about landscape perception was divided into three parts: first part deals with the evaluation of the landscapes on the photographs (Figure 1); the second part aims to evaluate consumer’s behaviour in relation with landscape and cultural practices; and in the third part was collected socio-demographic data about each participant (Table 1).

The analysis, interpretation and presentation of questionnaire data followed the model of Shuttleworth (2007), which suggests that the perception of landscape involves three major perceptual aesthetic processes: the landscape description (it was asked words to describe what the name of the region means to respondents), the landscape appraisal (the

verbal assessment of the landscape’s aesthetic characteristics), and the landscape evaluation in comparison to other landscapes.

Table 1. The distribution of respondents regarding the place where they grow up

Romanian Wine Region	County	%
Cișana and Maramureș	Maramureș	20
	Satu Mare	
Hills of Moldavian	Bacău	6
	Botosani	
The terraces of Danube	Olt	2
	Braila	
Transylvania Plateau	Alba	12
	Bistrita-Nasaud	
	Mures	
	Sibiu	
	Bihor	
	Cluj	
Outside of a Wine Region	Covasna	60
	Gorj	
	Hunedoara	
	Neamt	
	Salaj	
	Suceava	
	Vaslui	

RESULTS AND DISCUSSIONS

The series of the most and less representative landscapes of the Tarnave Wine Region are listed in the table 2. 25.24% option from a sample of 103 responses had choose as the most representative landscape to be the one in which the local topography brings a perspective effect, and the local cultural heritage is shown in the foreground (photo F), respectively the landscape from Hungary (photo P). From ecological point of view this landscape is simple and shows environmentally friendly practices regarding vineyard management, and from land use point of view the landscape could be used for viticulture-agriculture, hiking, walking, agro-tourism or eco-tourism. The less representative landscapes was the photos in which it was capture alternative use of a viticulture ecosystem (biking – photo N), respectively the wilderness surroundings of vineyards (photo H).

The first two options for a landscape to illustrate a postcard for presenting the Tarnave Wine Region were similar with the first two options regarding the most representative landscape of the studied wine region – Jidvei landscape (photo F) and Hungarian landscape (photo P) (Figure 2).

Table 2. The evaluation of landscapes on the photographs, regarding Tarnave wine-growing geographical space (Transylvania – Romania)

Options for the most representative landscape		Options for the less representative landscape	
Photo	%	Photo	%
F	25.24	N	33.98
P	17.48	H	30.10
M	15.53	O	18.45
J	12.62	P	5.83
I	6.80	D	2.91
B	4.85	M	2.91
E	3.88	J	1.94
L	3.88	Don't want to answer	1.94
A	2.91	C	0.97
G	1.94	Don't know	0.97
K	1.94	A	0.00
C	0.97	B	0.00
O	0.97	E	0.00
Don't know	0.97	F	0.00
D	0.00	G	0.00
H	0.00	I	0.00
N	0.00	K	0.00
Q	0.00	L	0.00
Don't want to answer	0.00	Q	0.00

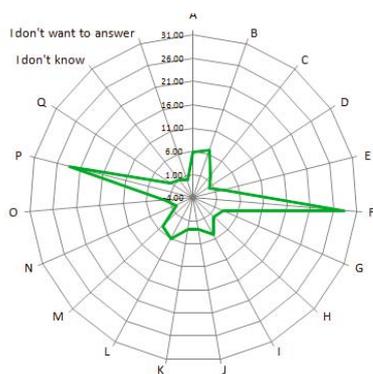


Figure 2. Responses for the Tarnave Wine Region landscape perceived as an aesthetic item, subject of a postcard to present the area

The “nature” beneficial for the wine-growing ecosystem was perceived in all photos, exception being photo Q – marketing photo. Also, 1.89% didn't want to respond, and 0.94% don't know from 106 responses. The photo which shows vegetation in each inter-row, and in the background with forest (a hill with trees) had 15.09% option from a sample of 106 responses. Also, the most representative landscape (photo F) was considered among the landscapes which show the “nature” beneficial for wine-growing ecosystem. Also, 10.38% option was for the landscape which evokes alternative agricultural practices surrounding vineyards (photo C – flock of sheep in the background) (Figure 3).

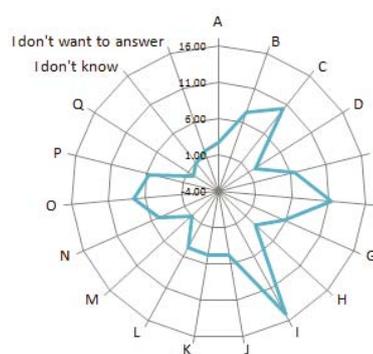


Figure 3. Responses for the “nature” beneficial for the wine-growing ecosystem

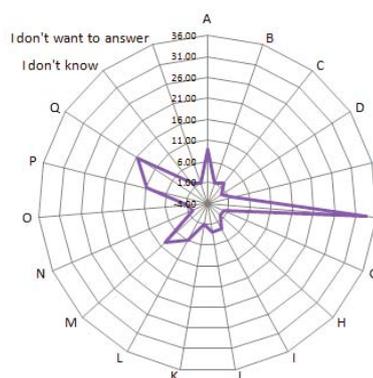


Figure 4. Responses for the landscape which could incite to buy a locally produced wine

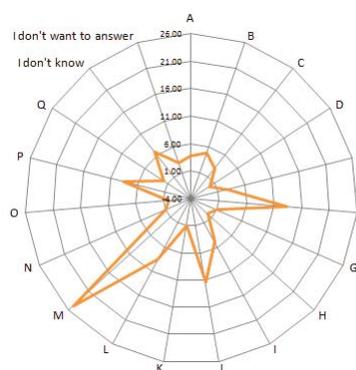


Figure 5. Responses for the landscape which presents an economically sustainable viticulture

The landscape which could incite to buy a locally produced wine was the photo F (the most representative landscape), 33.33% options from 102 responses. The second most representative landscape (photo P – Hungarian landscape) had 10.78% options. Between this two choices, with 15.69% options, was the photo Q – the marketing point of view (Figure 4).

The landscape which presents an economically sustainable viticulture was the photo M (harvesting machine) with 24.76% option from 102 responses (Figure 5).

CONCLUSIONS

The terms used to describe what the official name of the wine region of the appellation means to them covered aspects regarding: territory development term with adjective "viticultural" for 18% of respondents; wine industry – wine making tradition (vineyard, wine, wine production, vine, winery, quality wine) for 18% of respondents; geographical meanings (hill, rivers, plateau, valleys) for 13% of respondents; 43% of the respondents didn't give words to describe the name of the region – Târnavă; 2 respondents mentioned that they didn't know about the region until the questionnaire; other terms used: a region rich in vines and an important and productive vineyard of Romania (2 respondents), ecological term with territory development term specific for white wines production (1 respondent), settlement (3 respondents), landscape (1 respondent), and spiritual value - a sacred place of wine (1 respondent).

In the last period there is an increased pressure on farmers, landowners of agricultural land generated by the fluctuations of agricultural income, and the land needs of preservation for future generations: 46% of the respondents reply that they don't have knowledge about ecological issues; 29% of respondents don't want to answer; 5% of respondent don't know if they have knowledge about ecological issues; 20% of respondents confirm that they have knowledge about ecological issues (biodiversity, fauna, flora) related to viticulture or agriculture in general.

The sources of information regarding ecological issues, mentioned by the respondents are: 28% studies; 22% personal interest; 15% don't know; 12% school; 11% don't answer; 6% friends and/or family; 2% job; 2 % uses other sources.

In the context of globalization, there is an opportunity to compile a comprehensive reference guide on Romanian biological and landscape diversity, differentiated for each Wine Region, to further develop and seek acceptance of criteria to identify priorities for conserving Romanian viticulture landscape features (the Hungarian landscape was designated as 18% option for the most representative landscape, and just 6% of the

respondents mentioned that is not a Romanian Landscape).

The guidelines, assessments and evaluations of traditional agricultural-viticulture and related landscape management types should be developed for each viticulture region – the reasons for choosing the Hungarian as the most representative landscape suggested that it was perceived as a complete wine production – vineyard assembly.

Policies, programmes, and legislation for the protection of cultural heritage and biological diversity should be further develop to be mutual supportive and complementary among Wine Regions (Vasilita-Craciun and Gavra, 2016).

The code of practice of each vineyard should involve private and public landowners, to promote awareness of the relevance for biodiversity of Romanian Landscapes traditionally valued and managed for their historical and cultural importance. Awareness techniques and guidelines should investigate the relationship between traditional landscapes and regional economy, by involving landowners, the energy, the industry, and the water management sectors in the conservation of landscape (the water from photo O – was one of the reason why 18% of the respondents chose it as the less representative landscape).

In the context of era when the young nation is forging its own heritage (33% of the respondents chose as the less representative landscape that which showed the possibility of biking in vineyards surrounding Blaj City), it should be an opportunity to stimulate initiatives for local and regional development based on landscape diversity, involving eco-tourism and traditional craft (25% of respondents associated the modern harvesting technology – photo M, with the most economically sustainable viticulture).

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