

OLTRE LA CONVENZIONE

pensare, studiare, costruire il paesaggio vent'anni dopo

Benedetta Castiglioni, Matteo Puttilli, Marcello Tanca (a cura di)



Società di Studi Geografici di Firenze,
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Presentazione

Sono lieto di presentare il volume delle Memorie della Società di Studi Geografici che raccoglie gli Atti del Convegno “Oltre la Convenzione. Pensare, studiare, costruire il paesaggio vent’anni dopo”, promosso e organizzato dalla Società di Studi Geografici con l’Università di Firenze e svoltosi, in modalità online, il 4-6 giugno 2020.

Il ventennale dalla firma della Convenzione europea del Paesaggio era un appuntamento che non potevamo mancare in quanto Società di Studi Geografici (SSG), nata a Firenze nel 1895 e tuttora, nonostante il suo respiro nazionale e internazionale, strettamente legata alla sede fiorentina. Numerosi sono stati inoltre gli studiosi che hanno animato la vita della SSG contribuendo notevolmente agli studi sul paesaggio, come ad esempio Olinto Marinelli, Renato Biasutti e Aldo Sestini, per limitarci ad alcuni tra coloro che hanno ricoperto la carica di Presidente, così come diversi sono stati gli eventi dedicati al paesaggio organizzati in passato.

Il Convegno è stato caratterizzato da una forte partecipazione, nonostante la formula a distanza resa necessaria dall’emergenza sanitaria, come testimoniano gli Atti a cui hanno contribuito non solo geografe e geografi ma anche studiose e studiosi di altre discipline nonché esperti, tecnici e funzionari pubblici. Con il Convegno “Oltre la Convenzione” come SSG abbiamo deciso di lanciare un nuovo appuntamento annuale, che affianca la Giornata di studio “Oltre la Globalizzazione”, giunta ormai all’undicesima edizione con il prossimo appuntamento a Napoli, come di consueto ai primi di dicembre.

Una caratteristica specifica di questo secondo appuntamento annuale, collocato a metà anno circa, è quella di ricercare un dialogo inter e multidisciplinare attorno a temi che attirano e necessitano di una pluralità di sguardi e approcci quanto a discipline, metodi, finalizzazioni.

Così è stato con il Convegno “Oltre la Convenzione”, che ha vista la collaborazione non solo degli altri sodalizi geografici, in particolare con una sezione curata dall’Associazione Italiana Insegnanti di Geografia ed una dalla Società dei Territorialisti e delle Territorialiste, ma anche di società scientifiche, animando una tavola rotonda con architetti, ecologi del paesaggio, economisti agrari ed urbanisti.

Con lo stesso orientamento si sono organizzate nel 2021 le Giornate di studio “Geografia e cibo”, proseguendo e perfezionando il format di quello che vogliamo far diventare un evento scientifico annuale.

A tutto il gruppo organizzatore del Convegno e degli Atti, guidato dal socio e amico Matteo Puttilli, vanno i ringraziamenti del Consiglio e della Società di Studi Geografici: sperando di non dimenticare nessuno, voglio ricordare in particolare gli altri co-curatori degli Atti (Benedetta Castiglioni e Marcello Tanca), gli altri co-proponenti delle track (oltre agli stessi Benedetta Castiglioni e Marcello Tanca, Cristina Capineri, Anna Guarducci, Francesco Vallerani e Bruno Vecchio), i membri del Comitato scientifico e organizzatore (che vede, oltre ai colleghi già citati, la partecipazione anche di Mirella Loda, Filippo Randelli, Alessia Toldo, Sara Bonati e Francesca Zanutto) e infine i componenti del Consiglio direttivo della Società di Studi Geografici (Fabio Amato, Cristina Capineri, Domenico de Vincenzo, Francesco Dini, Michela Lazzeroni, Mirella Loda, Monica Meini, Andrea Pase, Filippo Randelli e Bruno Vecchio), che hanno sostenuto il progetto di convegno sin dall’inizio.

Voglio concludere queste poche righe di presentazione riprendendo la provocazione del titolo, volutamente ambiguo, “Oltre la convenzione”, laddove si trattava sia di ragionare sul futuro della Convenzione europea sul paesaggio, sia di guardare in mondo non convenzionale al paesaggio e ai paesaggi non convenzionali. L’emergenza sanitaria, rapidamente trasformata in pandemia e in sindemia ha proposto nuovi paesaggi, inediti, che mai avremmo pensato se non in scenari, appunto, apocalittici, quali la natura con gli animali che si riappropriava delle città, con gli umani confinati e impegnati a ridefinire nuovi modi e metriche sui cui regolare prossemica e relazioni sociali, economiche e culturali.

“Oltre la convenzione” è dunque un progetto aperto, valido per il paesaggio e per qualunque sfida scientifica e intellettuale, nella costruzione e rinnovamento continuo di un sapere e uno sguardo critico sul mondo e nel mondo, consapevoli che il saper rappresentare i paesaggi terrestri ha sempre in qualche modo una valenza trasformativa.

Egidio Dansero
Presidente della Società di Studi Geografici

Firenze-Torino, settembre 2021

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Simona Giordano*

*Wine landscapes read through the lens of the terroir:
the case of the Gioia del Colle CDO, in Apulia region*

Parole chiave: paesaggi vitivinicoli, terroir, Gioia del Colle, turismo del vino

I paesaggi vitivinicoli letti attraverso la lente del Terroir: il caso della DOP Gioia del Colle, in Puglia

La lettura dei paesaggi vitivinicoli è possibile a diversi livelli e visioni: da quelli tecnico-agronomici legati all'alternarsi di colture e perenni in combinazione con gli elementi del paesaggio rurale (muretti a secco, querce, tratturi), a quelli artistici fondati sull'alternarsi dei colori dominanti in assonanza con le stagioni. I primi si alternano ai secondi, maggiormente legati alla forma estetica, e alla presenza di caratteri culturali che disegnano il paesaggio attraverso diversi decenni (da 20 anni a più di 100 anni). C'è però un livello più profondo di interpretazione del paesaggio disegnato dalla vitivinicoltura prevalente nello spazio agricolo: è l'analisi del terroir, cioè dell'identità stessa di uno spazio rurale organizzato. La nozione di terroir, termine agricolo di origine, esteso alla geografia come "porzione di spazio agricolo che è stata oggetto di sviluppo specifico" (Lacoste, 2009), è ricco di significato e il suo utilizzo si sta diffondendo come elemento ed espressione funzionale alla comunicazione per valorizzare le tipicità delle produzioni agroalimentari locali e per la promozione del turismo e del marketing. In quest'ottica il terroir non è più un soggetto fine a sé stesso ma diventa uno strumento di comunicazione della tipicità e del lavoro umano, in quanto esprime la valorizzazione di una produzione tipica avvenuta in un determinato contesto rurale. Il terroir è quindi esso stesso uno strumento di marketing e di promozione del turismo, maggiormente declinato da quelle modalità di fruizione del territorio più dirette quali il cicloturismo e/o le degustazioni effettuate direttamente in cantina. Il presente contributo, partendo da tali concetti, presenta il caso di studio della Denominazione di Origine Protetta (DOP) dei vini *Gioia del Colle*, in Puglia, protagonista di un'azione di rilancio e tutela del territorio e, di conseguenza, legata fortemente alla suddetta nozione di terroir.

Keywords: wine landscapes, terroir, Gioia del Colle, wine tourism

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The interpretation of wine landscapes is possible at different levels and visions: from the technical-agronomic ones linked to the alternation of crops and perennials in combination with the elements of the rural landscape (dry stone walls, oaks, sheep tracks), to the artistic ones based on alternating dominant colors in assonance with seasons. The former alternate with the latter, more linked to the aesthetic form, and to the presence of cultural characteristics that draw landscapes over several decades (from 20 years to more than 100 years). However, there is a deeper level of interpretation of the landscape designed by viticulture prevalent in the agricultural space: it is the analysis of the terroir, that is, the pure identity of an organized rural space. The notion of terroir, an agricultural term of origin, extended to geography as a “portion of agricultural space that has been the subject of specific development” (Lacoste, 2009), is rich in meaning and its use is spreading as an element and expression functional to communication to enhance the typical characteristics of local agri-food productions and to promote tourism and marketing. From this point of view, the terroir is no longer a subject for its own sake but becomes a communication tool of typicality and human work, as it expresses the enhancement of a typical production that took place in a specific rural context. The terroir is therefore itself a marketing and promotion tool for tourism, especially for those types of tourism more linked to the territory such as cycle tourism and/or enogastronomic one. This contribution, starting from these concepts, presents the case study of the Controlled Designation of Origin (CDO) of *Gioia del Colle* wines, in Apulia region, protagonist of an action to relaunch and protect the territory and, consequently, linked strongly to the aforementioned notion of terroir.

1. INTRODUCTION: AGRICULTURAL LANDSCAPES AND VITICULTURE. – Following Benedetti et al. (2009), the term landscape finds its origin in the word “land”, deriving in turn from the latin word ‘pagus’ that is border stone (pangere, stick), thus identifying a delimited natural territory marked and, therefore, recognized as man-made. As a result of the spatial and temporal superimposition of nature and human activity, it is regarded as the “form that man... consciously and systematically imprints on the natural landscape” (Sereni, 1972). It is vital, with particular reference to those territorial realities, including the Italian ones, characterized by a high degree of human interference, to investigate the sustainability of agro-ecosystems, i.e. those ecosystems “subjected to agricultural management, connected to other ecosystems”¹ as a preliminary tool to identify and interpret the mentioned marks (“forms” according to Sereni, 1972) that human activity has left on each territory (Giordano 2017; Margetic et al. 2017). Inevitably, the discourse leads to recall a dual presence of man in the territory, “as an anthropologist of Nature and as an observer of Nature” (Giordano, 2019). Culture represents the lens through which nature is observed, thus enabling to gain a meaning of landscape that goes far beyond a mere visual

¹ <http://stats.oecd.org/glossary/detail.asp?ID=82>

interpretation of the term itself, although this same interpretation holds a fundamental importance resulting from its social, artistic and aesthetic function. For operational purposes, as the ones embedded in agriculture, the notion of landscape as the product of man's territorial modifications, as well as its evaluation as a result of this activity, is the most clear and useful one (Giordano, 2019). As any other landscape, agricultural landscapes, as well as those related to viticulture, are the result of the interaction of individuals/groups with the environment, with the distinctive space organization.

These spaces are organized according to connections that develop between physical-ecological structures and social-economic ones, of two-dimensional type: on one hand, interactions (changing, complex and dynamic) may result from social and economic processes, impacting the territory; on the other hand, relationships may stem from both social and cultural assessments, specific to each society and resulting in cultural landscapes, as a result of humankind long adaptation with the environment.

Thus, agricultural landscapes become a concept rather complex, a combination of numerous factors (natural, historical and functional) imbued with symbolic and subjective values and regarded as a reflection of the cultural heritage and identity of a people, a result of historical practices carried out by each human group on the territory. As masterfully argued by Grillotti Di Giacomo (2018), each rural landscape reflects the "relationship Food-Agriculture-Environment" and is vital to "rediscover elaboration and conservation systems of local typical products" (p. 229). In the decades, natural and cultural landscapes have been rediscovered as the outcome of three processes: their social revalorization, their perception as a new resource and, finally, the organization and management of changes taking place in the territory (Hernández, 2009). Most countries have experienced considerable natural resources exploitation, as well as progressive change in land use; intense agricultural activities and increasing residential projects in urban areas, with a consequent increasing anthropization, have led to rapid territorial transformations together with a growing concern about landscape degradation, since rural landscapes are considered a significant natural resource, hardly renewable and easily degradable, and, if lost, leading to serious deterioration of the environment. In recent years, the cited landscapes, barely considered in the past as an important natural resource, have increasingly been factored in territorial planning, with related territorial transformation management measures, and a focus on specific landscapes revaluation (Hernández, 2009; Giordano, 2020).

As argued by Lanzani (2003), a profound reorganization and reshaping of agricultural landscapes has progressively characterised recent decades, as a consequence of the disruption of historical subdivisions resulting from important technological (e.g. mechanization, chemical fertilizers) and socio-economic transformations (drastic reduction of workers involved in the productive activity, particularly young people) and of a continuous restructuring of markets within the

framework of the different policies, starting from the European ones. As a consequence of current economic dynamics landscapes are increasingly considered as a new resource and, in turn, their revalorisation as a potential to affect human well-being and quality of life, given the remarkable importance that the landscape perception has acquired. Moreover, beside the traditional function of production, new functions have been added in a perspective of providing a wide range of services (e.g. rural tourism).

This multifunctionality is contemplated and promoted by different policies at EU and national/local level (CAP, Common Agricultural Policy), all adopting strategies based on the cited multifunctionality of rural areas and the revaluation of their endogenous resources (natural, landscape and cultural heritage) and aimed at diversifying the economies of areas often more fragile, in order to support populations and resolve the territorial imbalances that characterize these territories (Grillotti Di Giacomo, 2018; Hernández, 2009). Landscapes, together with relevant patrimonial resources, have become the cornerstone to foster activities related to rural tourism, with cultural and natural assets as main selling points, an element of strong tourist attraction, definitely an asset when compared with the banality resulting from economies based on the intensification of agricultural holdings and the expansion of urban uses. The economic and social significance of this new functionality is constantly increasing, and the agrarian landscape represents a legacy from the past whose social value is increasing as well, thus promoting the incorporation of higher value added in the supply of many new rising productions (accommodation, nature, culture, natural, quality and typical products).

As well as rural tourism, this process affecting rural and natural areas also considers the quality of the landscape, synthesized in the beauty of the views and the attractive settings, as one of the main resources that these territories have to palliate their characteristic marginal economic situation. There are numerous stakeholders committed to these economic dynamics based on valorization, considering it as an effective tool to stop demographic losses experienced throughout the 20th century. This strategy is fostered in several planning initiatives in order to promote effective development.

This process is evident in numerous rural areas of the Mediterranean that have known over the last two decades the irruption of new economic functions (Hernández, 2009); the emotional value linked to landscapes, as they are considered as signs of identity against the homogenization and globalization of recent economic dynamics, is added to the mere productive function. The progressive awareness of certain social groups about the affective value of these landscapes has resulted in the proliferation of cited initiatives, as well as social movements, which denounce territorial transformations. With regard to these same movements, the landscape is not only viewed from an optics that defends its ecological values, but also, and it is the new aspect, issues related to the quality of life, collective memory and local identity.

Furthermore, the progressive spread of residential use in rural areas has led to the growing degradation and dismantling of existing landscapes, as the result of interweaving urban uses with farmland, something that is not simply limited to a loss of ecological and aesthetic quality, due to the fragmentation of landscape units, but has also affected the social and cultural values of landscapes. This has led to a process that makes landscapes more banal and homogenous, together with a loss of uniqueness and, as a result, of identity (Giordano, 2020). It is possible to observe a progressive simplification of the internal complexity of landscapes, with the introduction of land uses that repeat patterns adopted in other territories and that do not take into account either the unique features of these landscapes or the potential visual, territorial and environmental impacts derived from these actions both in the present and in the future.

The expansion of tourist-residential uses, as well as structural factors inherent to the sector itself, such as the fragmented land structure, the aging of assets or the weakness of the commercialization channels, that notably complicate the maintenance of some activities, the agrarian ones, given their reduced profitability, are all factors at the basis of the described urbanization. These factors are largely accentuated by the lack of an ad hoc management culture; the growing importance acquired by landscape, from both social and economic points of view, has accentuated conflicts and tensions between different uses in each territory and, in view of the proliferation of activities based on tourism, with landscape often understood as a mere formal matter, being one of its main demands, give rise to the importance of different relationships that these activities maintain with previously existing uses, mainly agricultural, and those uses that generate a loss of landscape quality. These tensions are significant and must be effectively addressed.

As mentioned above, the debate on the valorisation of landscapes has extended far beyond the academic and professional fields, and has become one of the leading topics of national and European political discussion (Hernández, 2009). Landscape has progressively gained attention as a spatial planning instrument, and issues related to its sustainable use, its safeguard from the point of view of both its environmental value, as well as economic and cultural ones, and to the identity of people, are all included in numerous regulations with an impact on landscapes (agrarian policies, rural development, management of the territory, and so on).

As cited above, the organisation, management and intervention practices affecting landscape lie within the framework of the *European Landscape Convention*, approved by the Council of Europe in 2000 in Florence (Council of Europe, 2000), that provides the landscape treatment with a political and legally consistent approach, urging European states to develop effective landscape policies to overcome the situation in most regulatory systems, in which landscape is often a legally undetermined fact. To this end, all members are urged to implement a policy of valorisation and protection of the landscape, considering it as an “essential element for individual and social well-being, the protection, management and planning of landscapes, from which it derives

rights and duties for everybody” (Council of Europe, 2000). Governments are encouraged to target the term landscape, and then develop policies (general and specific) that allow for the diagnosis of their status and the identification of conflicts, and quality goals.

Innovative issues are those relating to the area of operation and the definition of the concept of landscape itself; the first includes the entire territory (natural, rural, urban and peri-urban spaces) and all kinds of landscapes, both “degraded and high-quality, unique and everyday spaces” (Council of Europe, 2000) compared to previous regulations that only referred to areas of high environmental value. As argued, nowadays, landscape is not merely associated with ecological and aesthetic values, and importance is given to factors relating to the quality of life of citizens, collective memory, local identity, and even their global patrimonial value as territorial assets (Hernández, 2009).

Policies related to the agricultural sector also reflect the functional transformations undergone by rural areas: from initiatives of a highly production-oriented nature, where agricultural and stock-raising activities were regarded as priorities to produce profit, to others that foster the multi-functionality of these areas, thus meaning a shift from an approach to the rural environment strictly “*agricultural*” to a more “*territorial*” one.

Furthermore, new activities must ensure that environments and landscapes are preserved, as vital assets of these territories. In order to achieve these objectives, it is necessary to maintain a rural landscape somehow alive, capable of generating income to sustain its conservation, avoiding the creation of territories maintained only artificially through grants, meaning not only a high financial outlay, but also the progressive loss of identity. Initiatives focusing on preserving rural landscapes with this described multi-functional approach, consider agriculture no longer a merely productive activity, but a sort of *landscape agriculture*, regarding one of its main aims to be the preservation of landscapes that support other activities. To this purpose, it is fundamental to foster the adoption of measures, as the implementation of financial incentives to farmers (agri-environmental programs aimed at cultural landscapes, at landscape diversification), establishment of fiscal incentives for the correct management of the same landscape, in the framework of a global ecological reform, and the adoption of awareness-raising measures, information and technical advice on the concrete management of landscape.

As argued, on one hand, society as a whole perceives and, above all, assigns historical and patrimonial value to a particular architectural construction, such as a cathedral; on the other hand, as to landscapes, people assign them a negative or positive value according to their perception, and often do not perceive or recognise the historical importance related to a progressive configuration process of the same landscapes. It is fundamental to sensitize society with regard to the value of landscapes as a heritage element; this requires investigating these landscapes (genesis, interrelation between structures, and so on) and this process, in turn, will foster a real

safeguard of landscape as an environmental element, as well as a social, cultural and patrimonial one, beyond a mere legal protection.

Rural development policies, based on the multi-functional nature of landscapes, aim to enhance and internalise a number of their externalities, so as to help generate incomes and encourage people to settle in these areas. Tourism represents a precious option to overcome the physical and social deterioration of these territories, by converting landscapes into a real patrimonial resource.

The implementation of initiatives capable of connecting development and conservation, though logical and simple at a first glance, is often not as such from a practical, applied perspective. The relationship between rural tourism, agriculture and landscape often appears more theoretical than real (Moltó & Hernández, 2000). The attractiveness of these territories lies in landscapes, with their related heritage and culture; agricultural activities play a fundamental role with regard to this aspect.

Nevertheless, as the performance of activities that preserve landscapes is generally more expensive than those tasks that pursue a mere productive purpose, since the first ones usually imply a greater time commitment and generally do not provide direct economic benefits, but rather externalities for the community, it is vital to promote their realization through ad hoc programs and through the effective application of regulations aimed at valorizing and preserving landscapes.

2. WINE LANDSCAPES AND THE CDO ‘GIOIA DEL COLLE’. – Agricultural landscapes in general, and wine landscapes as well, can be read at different levels (Giordano, 2020). Firstly, as grapes can be considered almost as perennial plants (from 20 to 100 years), and draw a stable landscape, from a purely aesthetic perspective, they become the expression of the strong connection between culture and nature. Citing Yves Luginbuhl (2005, pp. 15-17): “Vineyard landscapes [are] marked by a culture of pleasure that Antiquity has bequeathed to humanity [...] Very early, [...] the vine was one of the ornamental motifs of monuments or artistic representations; it has become an object of art [...]. The vine was one of the first landscape imagery”.

This connection is particularly evident in those contexts in which a certain attention is devoted to terroir and CDO. As to the first one, terroir is “a portion of agricultural land that has been the subject of a specific development” (Lacoste, 2009; Giordano, 2020), whose use has been consistently increasing in the last years (Pitte, 2009). It is approached, on one hand, as a staging element by communication and marketing in the wine industry and, on the other hand, as a cultural milestone by policy makers.

Differently from other agricultural products, wine holds peculiarities deriving from being the outcome of three essential phases: the basic agricultural phase, i.e. viticulture; the transformation or wine-making, including ageing; the bottling and final commercialization. As to this last step, requiring also promotion and dating back to the Phoenicians, Greeks and Romans (Balsari et al., 2007), it is vital to highlight

the mentioned peculiarities, that converge in a process of distinction of wine quality and image. Irreproducible, unique, the terroir constitutes a model of action vital to enhance synergies of the natural aspects, that create organoleptic typicalness, management synergies to safeguard and improve the power of the vineyard, and synergies of the socio-cultural values and traditions to valorize the celebrity of a designation (Maby, 2002).

The terroir, with the related controlled designations of origin (CDO), represents an 'invitation' to discover landscapes, whose commercial use within the so-called wine economy well reflects the increasing trend towards the capitalization of vineyards, since they hold a strong historical anchorage (Giordano, 2019). Two different visions are possible, local wine or agri-food wine (Schirmer, 2004), leading to diverging relationships to the vine and winemaking. As argued by Giordano (2020), European vineyards are renowned for their history and remarkable landscapes; it is of great interest to analyze these latter as a source of emotion, as well as the relation between sight (landscape) and taste (wine), as wine is certainly an agricultural product that mostly reflects a landscape as a whole (soil, climate, topography, and so on).

Firstly, it is often possible to observe how the influence that a beautiful landscape could have in the tasting of a bottle and its price is quite evident. Positive elements of landscape, such as the presence of small heritage, with an affective connotation, or 'open' landscapes, of a certain complexity but coherent, that is to say with interpretable elements, landscapes capable of producing curiosity and landscapes with a component of naturalness (Bonardi, 2015; Balsari et al., 2007). There seems to exist a sort of cultural relationship between taste and landscape, also promoted and favored by media. This argument goes in the direction of institutions and sectors encouraging the maintenance of a landscape heritage, above all for tourism development.

The CDO is generally perceived as a guarantee of origin and tradition, though it is not connected necessarily to a gustatory assurance. Winegrowers and makers, in each region, have different approaches to production practices, and their activities do not always represent a guarantee of the final oenological quality.

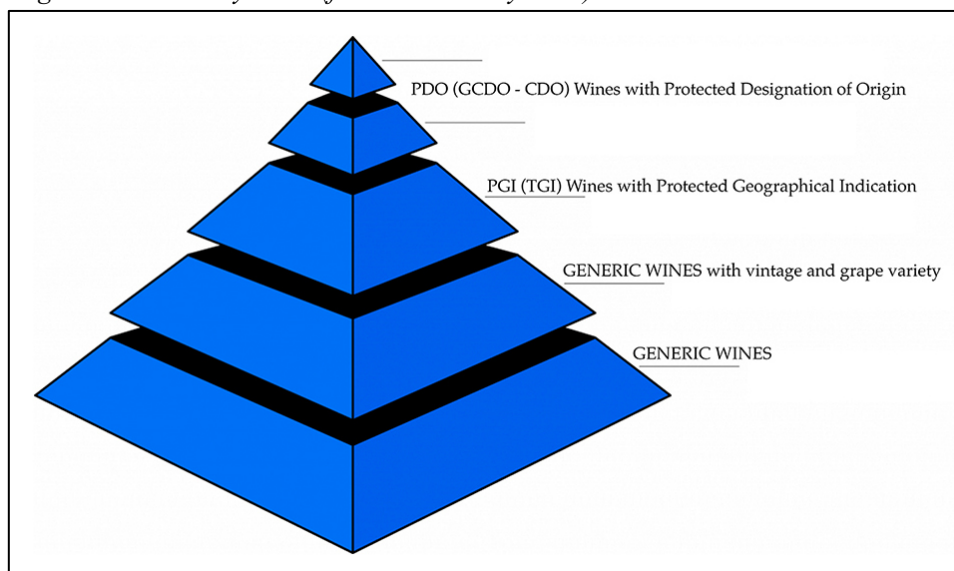
As to public institutions, they play a fundamental role in promoting a territory, and encouraging sustainable practices and virtuous agroecological ones, with particular regard to local contexts such as the Gioia del Colle one.

3. QUALITY LABELS AND THE WINE PYRAMID – As argued by Grillotti Di Giacomo (2018), it is vital to investigate the connection between natural resources and rural societies, within each territory and throughout history; quality agri-food products, and wine as well, are the result and reflect the peculiarities of agricultural spaces, where elements of seasonality intertwine with traditional methods and rituals of both production and consumption.

As to the different denominations, the Wine Pyramid (Fig. 1)² is the result of the reform of the entire wine sector carried out by the European Union in 2008; Council Regulation (EC) n. 479/2008³ introduced innovations regarding production and marketing standards, labelling, protection and promotion of denominations in the international arena, together with a control and traceability system that each member state can apply independently as a further guarantee for final consumers.

Furthermore, the reform aimed at a simplification of the regulatory framework, through the adoption of more transparent rules and the alignment of the legislation concerning wine to the one in force regarding other quality food products (e.g. PDO and PGI); as a result, the categories of wines are as follows: wines with geographical indication; wines without geographical indication (generic wines or with indication of the grape variety only).

Fig. 1 - The Wine Pyramid (from 1st January 2009)



Source: author's elaboration from Federdoc website.

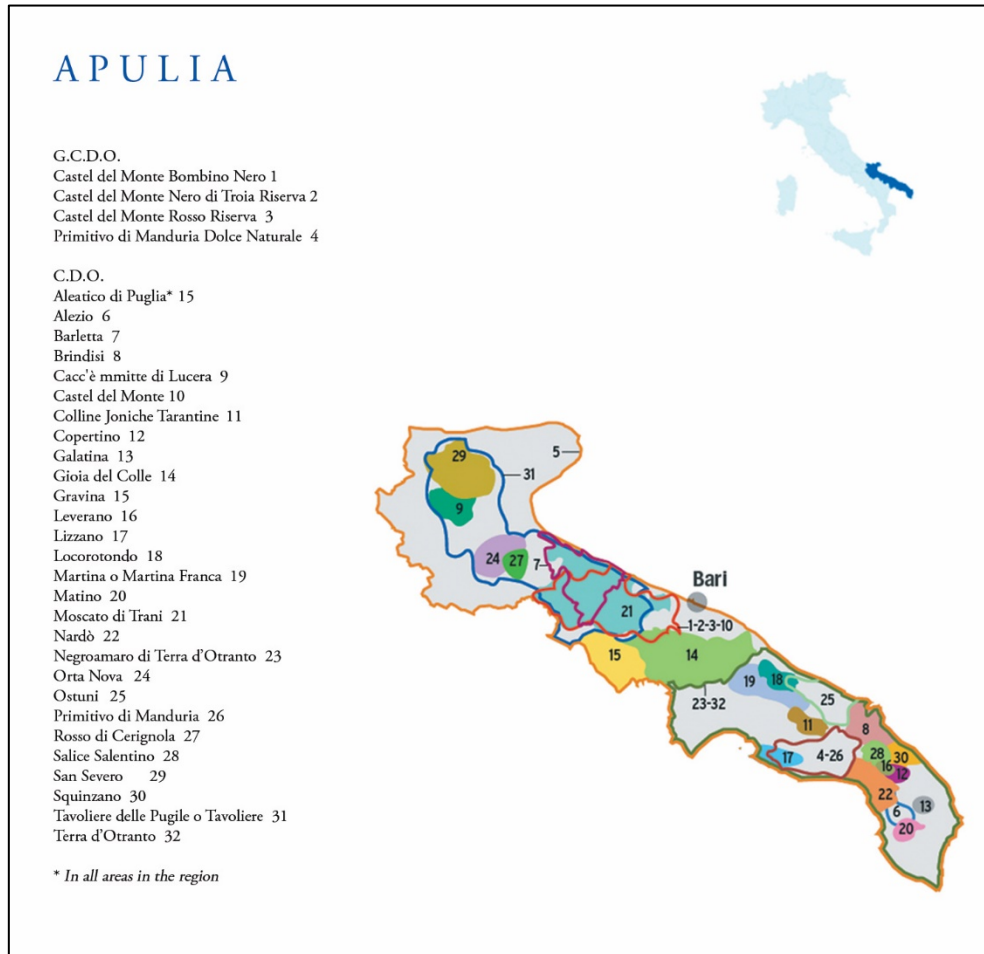
In the Italian context, the use of the previous acronyms that characterized Italian quality wines (GCDO, CDO and TGI) continues to be allowed both together with the new ones and exclusively.

As to Apulia region, it is possible to observe a precious and outstanding variety of denominations, reflecting the increasing quality of regional production (Fig. 2).

² I vini italiani a denominazione d'origine 2020 – Federdoc.

³ Mipaaf - Regolamento (CE) 479/2008 del Consiglio sulla OCM del settore vitivinicolo (politicheagricole.it); Wine | European Commission (europa.eu)

Fig. 2 - Production zones and grape varieties in Apulia



Source: author's elaboration from Federdoc website.

4. THE CDO GIOIA DEL COLLE. – The CDO wines *Gioia del Colle* Consortium, established in 2000 and recognised by means of art. 41 of the Law of 12 December 2016 n. 238 (*Testo Unico del Vino*), represents an associative reality constituted by winegrowers, wineries and wine producers, and aimed at protecting and enhancing the denomination *Gioia del Colle*.

As argued in Giordano (2020), this reality strongly supports the quality of all the wines of the denomination and, in relation to the excellence and the same extraordinary wines of the CDO, it fosters the balance of prices and the promotion of the product and its territory. These objectives are pursued through a precious activation of commercial initiatives as well as training and communication strategies.

Due to a constant growth of the activity and of the number of wine growers and of the associated wineries involved, the Consortium can be considered as a main player of the oenological sector in Apulia region, reaching outstanding levels of qualitative excellence. The Consortium includes 74 members (single VAT numbers), regularly registered at the Chamber of Commerce in the region; the distribution between winegrowers, winemakers and bottlers is as follows (Tab. 1): wine-growers 53; wine-makers 24; bottlers 7.

Most members are involved in different aspects of the value chain, i.e. they perform a combination of the mentioned roles (wine-growers, wine-makers and wine-makers/bottlers) or, in some cases, they implement the whole value chain itself. As to data provided by the Consortium (Tab. 1), the claimed area dedicated to vineyards, in 2019, amounted to 125 hectares, while the quantity of grapes claimed was 885.000 kg, equal to a (potential) production of 573.000 liters of wine. The average data related to potential bottles reflects a constant potential throughout past years, and amounts to about 716.000 (0.75 liter bottles). Twenty wineries that actually produce the CDO Gioia del Colle grapes are not members of the Consortium, due to different reasons (e.g. they confer production to a cooperative cellar and/or they act as wine-makers on their own and/or they do not trust and value the Consortium). Finally, three wineries bottle the CDO Gioia del Colle outside the Consortium territory by purchasing CDO wine from producers.

According to article n.3 of the production technical specifications for wines with the registered controlled designation of origin Gioia del Colle (i.e. *Disciplinare di produzione dei vini a Denominazione di Origine Controllata Gioia del Colle*, GU n. 248 – 23.10.1987)⁴, the grapes production area includes, within the province of Bari, the entire territory of the municipalities of: Acquaviva delle Fonti, Adelfia, Casamassima, Cassano Murge, Castellana Grotte, Conversano, Gioia del Colle, Grumo Appula, Noci, Putignano, Rutigliano, Sammichele di Bari, Sannicandro di Bari, Santeramo in Colle, Turi and that of the municipality of Altamura with the exclusion of the territory belonging to the “Gravina” wine production area.

Tab. 1 - The numbers of the Consortium

Wine growers	53
Wine producers	24
Bottlers	7
Honorary Members	3
Hectares registered in the denomination and claimed (year 2019)	125
Potential production (in HL) of 2019	573,000 liters

Source: author's elaboration from data provided by the Consortium.

⁴ *Disciplinare di Produzione - Consorzio Vini DOC Gioia del Colle* (consorziovinigioidelcolle.it)

Attested since the third millennium b.C., the cultivation of vines and the production of wine in Apulia region represents a main feature and one of the strengths in the region's economy; in the 'gioiese' territory there are relevant testimonies starting from the eighth century b.C., as evidenced by the numerous finds of wine vessels of that period in the same area. Throughout history, the activity of abbot primicerio Francesco Filippo Indellicati (born in 1767 and raised in Gioia del Colle, expert in botany and agronomy), who first identified the primitive and carried out a sort of mass selection of the vineyard among the different varieties of grapes present in the gioiese countryside, led to the first bottles labeled with the name of Gioia of the Colle Primitivo (from the 60s); the first bottle with the denomination of origin dates back to 1987.

The CDO wines *Gioia del Colle* owns unique characteristics reflected in the landscape surrounding vineyards and resulting from the peculiarities of these territories.

5. THE TERRITORY AND THE GRAPE VARIETIES – As to the grape varieties, it is possible to observe how, although thirty years have passed since the creation of the *Gioia del Colle Controlled Designation of Origin* (in 1987), national and international recognition has been received mainly in last decade as a result of an increasing ability to intercept contemporary tastes and consumers' preferences; fresh wines, full-bodied and, at the same time, 'easy-to-drink', are constantly gaining prominence, thus leading the same Denomination into the limelight, together with a consistent new position on markets and a growth in demand. It is, therefore, vital to enhance quality in its broadest sense, as well as producers' awareness regarding the uniqueness of the 'gioiese' area in terms of soil, climate, altitude and grape varieties, combined to obtain unique and inimitable wines ('alberello') (Figure 3) represents a fundamental element to communicate and develop a narrative of territories and related landscapes, often forgotten or undervalued, and to enhance the offer of higher quality wines.

Fig. 3 – ‘Alberello’ vineyard

Source: picture taken directly from the author on field.

It is important to emphasize how the rediscovery and revaluation of the old sapling vineyards is also leading to the selection and development of new varieties (Tab. 2) suited to support production from a quantitative point of view, in order to obtain a significant critical mass dedicated to both national and international markets, as well as outstanding quality grapes, in a sort of contemporary interpretation of the Mediterranean viticulture.

Tab. 2

<i>Grape variety</i>	<i>Description</i>
Primitivo	Primitivo is certainly the most renowned autochthonous Apulian black grape variety of medium vigor, with rather abundant though not constant production, probably originating in Dalmatia, and brought in Apulia by the Illyrians about three thousand years ago. Practically identical to the American zinfandel and to the Croatian plavac mali, the trunk is quite vigorous and has an erect bearing, while the leaf of the vine has a medium size and pentagonal shape,

	<p>with a glabrous upper surface, dark green in colour. The shoots are rough, streaked and vinous in colour, with non-enlarged knots and short internodes. The success of this variety, particularly in the hilly areas of the Murgia, where humidity and the temperatures contribute to causing frequent spring frosts and autumn rains, is due to its rather late bud break, which takes place between mid-April and the first week of May, allowing to avoid most of the mentioned late frosts. The harvest takes place rather early, between the end of August and the first days of September, especially if the grapes are grown in Apulian sapling (alberello). If grown with other forms (e.g. guyot, tent), the harvest is usually postponed between the end of September and the first days of October. The clones currently used in the new plants are mainly four, all selected in the 90s, but it is very common to find old polyclonal vineyards, with the usual presence of other varieties, as was the case when the vineyards produced grapes both for the consumption of the fruit and for the production of wine. The wine obtained from the Primitivo vine is ruby red in colour, with intense shades.</p>
Aleatico	<p>Probably a mutation of the original white muscat, Aleatico Pugliese is an aromatic black grape variety, cultivated throughout Apulia, although particularly renowned within the Gioia del Colle denomination. Rather early ripening (the first half of September), it has a medium-small, loose and elongated bunch, with medium-sized berries and a thick, bloom-rich skin. The wine obtained from the Aleatico grape is ruby red in colour, both dry and sweet as to quality.</p>
Malvasia nera	<p>Typical of the provinces of Lecce and Brindisi, this grape variety is quite widespread throughout Apulia; it is often used with other grapes, especially negroamaro, to enhance colour, aroma and softness. The bunch is medium in size, as is the grape, which has a thin and waxy skin, and, as mentioned, the grape juice is colourful, quite rare for wine grapes. It is usually harvested in the second half of September. The wine obtained from the black Malvasia grape is light ruby red.</p>
Montepulciano	<p>Originated from Abruzzo, this grape has developed easily in Apulia due to an optimal climate and territory. Montepulciano is widespread in the Foggia and Bari provinces, particularly in areas with medium-textured, deep soils and a warm, dry climate. It has a bunch (and berries) of medium size, compact and winged. It is usually harvested in the first half of October, as it is characterised</p>

	by late ripening. The wine obtained from the Montepulciano grape is of an intense ruby red colour.
Negroamaro	Renowned, together with Primitivo, throughout Apulia, where it develops and performs its best especially in Salento. Dating back to the VII-VI century B.C., it is also known as black Lecce. There exist several clones; in general, it has a tight cluster with medium-sized berries. The wine obtained from this vine is of an intense ruby red colour.
Sangiovese	Certainly one of the most widespread vines in Italy, with over a hundred denominations including this variety. Due to its tendency to change easily, there exist several dozen different clones and, although it is not native to the region, this vine is quite widespread throughout Apulia, where it gives its best on calcareous soils. As for Montepulciano, the wine obtained from this variety is ruby red, with intense shades.
Trebbiano	Actually the most cultivated white vine in Italy, it comprises different varieties identified with this name. It dates back to the Etruscan and Roman period, and traditionally its origins lie in Romagna. Several clones have been developed over the past years, including the Apulian one, closely related to the one from Romagna. It is the main grape used for the Bianco Gioia del Colle. The wine obtained from the Trebbiano vine is straw yellow in colour.
Minutolo	An indigenous aromatic variety, that dates back to the XIII century A.C.. Known as Fiano, Moscatellina or Fianello, it has been always considered as a clone of Fiano, and has been consequently called Fiano Aromatico or Fiano Minutolo. Research carried out over the last decade, however, has shown no connection between Minutolo and Fiano; this vine is, instead, related to Moscato bianco and Moscato di Alessandria. It has a rather long, medium-sized winged cluster, with small and medium-sized berries, early ripening and usually harvested around the first days of September. The wine obtained from the Minutolo grape is straw yellow in colour, with golden shades.

Source: author's elaboration from Consorzio website (I vitigni del Consorzio Vini DOC Gioia del Colle (consorziovinigioidelcolle.it))

Wine tourism, at the core of this contribution, as opposed to agritourism, does not constitute a mere source of income supplement for small or modest-sized structures; it represents a precious opportunity for the development of patrimonialization initiatives at different levels, with local realities, such as the Gioia

del Colle one, trying to emerge and place themselves in a leading position. The issue at stake is peculiar in that vine is a symbol of culture and traditions, capable of reinforcing the perceived quality of the final product, i.e. wine. It is possible and important to create ad hoc tourist districts aiming at fostering tourism flows and, consequently, local economic development based on those territories well known for excellent enogastronomic traditions.

As to policy makers, they play a fundamental role in supporting wine landscape in an identity perspective, that requires necessarily a long-term commitment towards quality. In these mentioned territories it is vital to develop alliances, at local level, involving different stakeholders (Lazzaretti & Petrillo, 2006). These alliances enable SMEs to gain competitive advantages at global scale by cooperating locally, all through effective sharing of knowledge, marketing information, innovation opportunities and the possibility to enter other clusters at national and international levels (Saxena, 2005).

6. CONCLUSIONS. – As argued in the present analysis, the terroir, as a social system which protects itself against destruction, is capable to create synergies vital to manage effectively the real incomes deriving from the designation of origin (Giordano, 2019b). Winegrowers and makers, in each region, increasingly understand and appreciate the importance of the “inner meaning” of wine and its outstanding quality, as a result of intrinsic organoleptic properties of grape varieties, on the carefulness of transformation and production processes and on environmental features.

Conceived as “a geographical individuality” (Maby, 2002), the terroir reflects the co-existence and coordination of the mentioned environmental attributes, socio-cultural aspects and traditions; the transition from the agronomic terroir, resulting from the intertwining of the promotion of the image (i.e. quality) and the vital importance of sound public policies. Following Hinnewinkel (2010), the terroir, according to its social definition, rather than the mere agronomic one, is “a planning space with its elements: the space, with its landscapes; the cultural identity, the know-how; the sustainability, based on the economic income. The wine terroir, the space for the production of one or more wines, is a representation of the society, which makes it alive” (Giordano, 2019b, p. 1904). As a “a medal coined in a population image” (Vidal De La Blache, 1994), quality wine terroirs represent a precious promotion project through time and space, reflected by the analyzed denominations of origin and based on a series of rules more articulated and complex than the pure economic logic and conditions. In a context such as the Gioia del Colle one, the protection of the cited denomination is deeply connected with the capacity of the same terroir to organize both its contents and knowledge, in the perspective of an effective sustainable development and safeguard of viticultural landscapes. A “subtle instrument of geographical analysis” (Maby, 2002, p. 31), the terroir is analyzed by the geographer according to the problematic and issue under investigation, and

represents, as above mentioned, the lens through which it is possible to read wine landscapes in their whole complexity and fascination.

In a context characterized, at global level, by increasing and strong competition between territories, agriculture, and viticulture in particular, has contributed to create production landscapes with a strong cultural connotation. In this scenario, tourism fits into a logic that sees family rural customs giving way to a specialized corporate approach (Giordano, 2020).

The analysis at the core of this contribution leads, as to landscape as a resource, to the importance of adopting a systemic and multilevel approach, in order to integrate in a single analysis all the complexity of the issue at stake. As argued, landscapes are constantly subject to consumption, both indirectly, through artists and, in general, all those who publicize their interpretation of each landscape, and, above all, directly by all those who use it daily or regularly for their socio-economic activities or for leisure. It is fundamental to investigate the concrete threaten represented by overconsumption, a condition that is capable of denaturing, degrading and even destroying landscapes, whose fragile nature clearly stands out and requires effective ad hoc management policies, with particular regard to the development of sustainable tourism within agricultural niche landscapes.

Following Poon (2002), integration, collaboration and clustering are fundamental to overcome fragmentation of the value chain. As argued by Lemmetyinen & Go (2009), tourism business networks make it possible for all participants to act within a system and to contribute with specific skills and competences, thus engaging themselves in active participation. All this process effectively strengthens the formation of a brand identity procedure within each cluster, with a strong impact on economic development in those realities such as the Gioia del Colle one. Drawing on the potential contained in each territory, and in the related and peculiar terroir as to viticulture, a real protection of landscape as an environmental element, with a precious social and cultural value becomes the focal point of sustainable policies aimed at the management of resources, beyond a mere declaration of intentions, in the perspective of a real tourism development.

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