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The vineyard landscape – an offer with high potential, but less attractive for the wine tourism in Moldova

Aliona Mardare¹, Iurie Bejan²

¹Faculty of Geography and Geology, "Alexandru Ioan Cuza" University of Iași, Romania

²Institute of Ecology and Geography, Academy of Sciences of Moldova, Republic of Moldova

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THE VINEYARD LANDSCAPE – AN OFFER WITH HIGH POTENTIAL, BUT LESS ATTRACTIVE FOR THE WINE TOURISM IN MOLDOVA

Aliona Mardare¹, Iurie Bejan²

Abstract: Under the terms of current development of the wine sector at European level, wine and vineyards have got a heritage value. Numerous vineyard landscapes have been included in the UNESCO World Heritage, being considered the most remarkable landscapes made through human activity for a long time. Once the wine tourism benefits the most of this advantage, it is necessary to harness this form of landscape in the Republic of Moldova as well, so that it becomes competitive on the tourism market. Thus, this article aims at presenting the Moldovan vineyard landscape, highlighting the resources that underlie the landscape construction and the way it is harnessed and valorized.

Keywords: Vineyard landscape, wine tourism, the Republic of Moldova, heritage, designation of origin

1. Introduction

The American geographer, Carl O. Sauer, defined the landscape as a unit consisting of a specific association of forms, which can only be natural and cultural at the same time (G. Rougerie, N. Beroutchachvili, 1991; Roman N., 2006). This definition comes as a response to the environmental determinism popular among American geographers of the century and it is going to be the core concept for cultural landscape with biophysical bases.

Although the term "landscape" appeared in the West, during the Renaissance period, there is no doubt that the vineyard landscape existed before this period and its authors were not aware yet of what contribution they had to the development of a performance. Therefore, vineyard landscapes can only be profound cultural, marked by a culture of enjoyment since the antiquity. Thus, the vineyards are a part of decorative motifs of monuments and artistic performances, becoming an object of art, contributing to the aesthetic dimension of vineyards which have been continuously developing. Finally, vineyard is part of the first landscape images, the term of landscape not being created yet. The vineyard landscape is common in imprinted pictures of A. Lorenzetti, representing the royal and urban power: in Dukes' Palace on Senna, or Riches Heures miniatures of the Duke of Berry (Yves Luginbühl, 2005). The vineyard landscape is specific to picturesque villages with vineyards supplemented by a

¹Faculty of Geography and Geology, University "Alexandru Ioan Cuza" of Iasi, Carol I Bld., No. 20A, 700505 Iasi, Romania, and researcher at Institute of Ecology and Geography, Academy of Sciences of Moldova, e-mail: mardarealiona@yahoo.com

² Researcher at Institute of Ecology and Geography, Academy of Sciences of Moldova

natural environment and human buildings. “The origin of the medieval vineyard landscapes dates in the episcopal period, monastic settlements, castles and cities”. (Hinneuwinkel, Jean-Claude, 2004).

2. Towards a patrimonial management of vineyard landscapes

The vineyard landscape heritagization was established at international level at the same time with the settlement of the UNESCO World Heritage, which encourages the identification, protection and preservation of the natural cultural heritage around the world, considering that it has an exceptional value for humanity. The UNESCO international treaty was adopted in 1972 and it is entitled Convention Concerning the Protection of the World Cultural and Natural Heritage.

Vineyard landscapes are generally recognized as ones of the most remarkable landscape forms resulting from human activity, on the one hand through the brand it gives to the territory and, on the other hand, through the cultural traditions that it gives to this territory.

Since 1992, when the cultural landscape was included in the World Heritage List, numerous major vineyard sites have been included in this list. This is the case of vineyards Saint-Emilion from the Bordelais region and the Vallee de la Loire from France, the Cinque Terre region from Italy, the Duoro vineyard region from Portugal, the Tokay vineyard region from Hungary, the middle Rhine vineyard region in Germany, the Wachau region from Austria, and vineyard terraces of Lavaux region from Switzerland. Another two outstanding vineyard landscapes from France are to be included in the World Heritage List: the vineyard region of Burgundy (Vineyards of Côte-d’Or region) and the Champagne vineyard region. These sites are inter-connected in the Vitur network (www.vitour.org).

The international network of the vineyard landscape is promoted and harnessed by Fontevraud International Map (La Charte Internationale de Fontevraud), which was created by *the Loir Wines Inter-professional Association and the Mission Val de Loire Mission*, aiming to include Val de Loire region in the UNESCO World Heritage List in 2000 and to carry out the Fontevraud International Seminar (“Vine and wine landscape”) which was held in July 2003. The *French Institute of Vine and Wine* is the founder and developer of this network.

The map aims to encourage all the stakeholders of vineyard territories, wine producers, wine unions, cultural and tourism operators, universities and laboratories to engage in this voluntary initiative for a sustainable development of the landscape, for an optimization of the wine production and for a **cultural and touristic valorization of the landscape** within a network of international excellence. It also allows the participation in a territorial wine network engaged in initiatives of excellence in order to strengthen the connection among the quality of the landscape, wines, environment and the quality of the reception of visitors.

In order to integrate in this network, it is necessary to respect some rules of commitment that include **the development of an adjusted offer of touristic services for visitors and informative missions** (circuits of landscapes interpretation with the participation of winegrowers).

One of the steps of vineyard landscape heritagization is the “appellation of origin” method under the Lisbon Agreement of 1958, in France in 1966, OIV in 1992, the European Union in 1992, Argentina in 1999, and Mercosur in 1996. The successful appellation of origin model originates in France. The expansion of this model was achieved thanks to the International Organization of Vine and Wine (OIV), which used this model as a criterion for the integration of a state. Then, the model developed by states joining the European Economic Community (EEC) and later the European Union (Schimer, 2007).

3. The topography and pedo-climatic constraints of the vineyard landscape in the Republic of Moldova

The Moldovan vineyard landscape is similar to that of French Burgundy region, although the underlying rocks are geologically younger. The lower part of frequent slopes is suitable for viticulture and the upper part is often covered by forests, especially in the Codru region. Overall, **the slopes represent 68,4%** of the total surface (Bejan I., 2008). This creates the perfect conditions for viticulture in so-called "cups" oriented towards the sun. These "cups" accumulate the necessary heat and protect the vineyards from frost and drought, allowing the perfect quality of the grape ripening. These are the microclimates resulted from numerous irregularities of the relief, which plays a very important role in the vineyard distribution and quality. The share of multi-annual plantations is increased on the terrains with a 6°-10° slope. Therefore the vineyard has the largest surfaces in the Central Moldavian Plateau (Codri Plateau) and Sarata Hollow (11,4-17,5%). Moldovan vineyards are laid across the whole central and southern region of the republic, occupying discontinuous spaces.

Being the basis of every landscape, soil expresses entirely the specific bioclimatic features of each natural region. The regularities of the geographical formation and spread of the genetic soil units depend on the ecological communities' composition and their location (Ursu A., 2006). All of these form the wines and their uniqueness, which is why tourists are so motivated to visit a certain vinicultural region. *The soil characteristics supported by climate conditions form authentic wines which are more and more sought by tourists.*

The soil resources are the most important natural resources of the Republic of Moldova, being the main means of production. Chernozem soils are predominant, being the main type of soil which covers over 70% of the whole pedologic layer and are part of the most fertile soils. Chernozem is widespread across the whole territory and represents the main type of soil in the majority of the natural units, except the high plateau sectors.

Compared to Burgundy, where the wine originality is due to the limestone soils, *the uniqueness of the Moldovan wines is given by carbonate chernozem soils.* Sandy-loam carbonate chernozem is considered to be a standard of vineyard creditworthiness. They are spread predominantly in the central and southern regions, the main areas of cultivation of vineyards (Bejan I., 2008) (Fig. 1).

The geographical position of the Republic of Moldova halfway from the equator to the pole determines the acceptance of relatively large amounts of heat: the total annual radiation reception ranges from 106 kcal/cm² in the North and 119 kcal/cm² in the South. The value of the annual radiation balance is 50 kcal/cm² in the north and 52-53 kcal/cm² in the south. The annual duration of the sunshine in Moldova varies on average from 2060 hours in the north to 2330 hours in the South and, which is more important in summer (when the necessary solar radiation is the highest) the duration of sunshine reaches 60-80% of the possible one, against the only 20-30% in winter (Lasse G. F., 1978).

The conditions for vineyard growing are determined largely by *the thermal regime.* The Republic of Moldova is characterized by average annual temperature of 7,5° C in the North, 9° C in the central region and 10° C in the South and the average temperature of the soil is 10-12° C (Bejan I., 2008). The average **rainfall** varies between 650 and 490 mm and decreases from the Northwest to southeast.

The rainfall rate varies also depending on the local relief. The exposure of the vineyard on the slope allows the optimal ripening of the grapes. Being located at an altitude of 200 and 500 m in the Burgundy region and at 100-300 m in Moldova, the vineyards take the full advantage from solar radiation and humidity.

Fig.1 The average soil creditworthiness

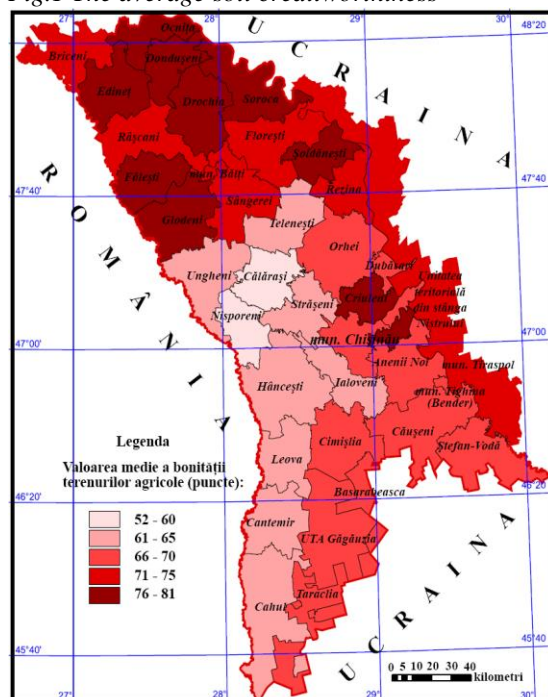
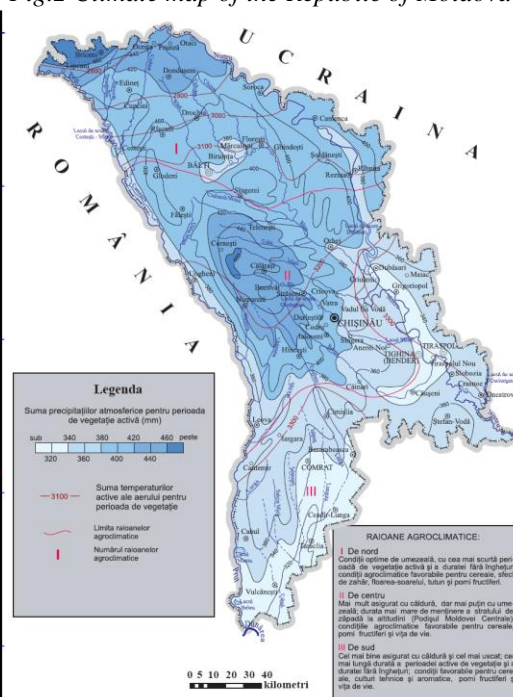


Fig.2 Climate map of the Republic of Moldova



Source: Bejan I., 2008, adapted from: Krupenikov I.A., Luneva R.I., Ryabina L.N., The weighted average yield class of arable land by districts. Atlas of the Moldavian SSR, Main Department of Geodesy and Cartography of USSR, Moscow, 1978, pag.131; Constantinov T., Daradur M., etc. Agroclimatic map of the Republic of Moldova. Atlas. Physical and socio-economic geography

The orientation of the slopes protects vineyards from the humid west winds from the Burgundy region. In Moldova, the slopes exposed to west and northwestern winds are wetter than the opposite slopes. The annual amount of the rainfall increases by 60mm at every 100 m of altitude of slopes exposed to humid winds. On the eastern slopes sheltered from the wet winds, the rainfall reduces by an average of about 25% compared to the maximum rainfall amount from the interfluvies. Another advantage of the vineyards being located on the slope is the easy absorption of the needed rainfall amount for this crop. All these conditions associated with particular geology bring quality wines.

The central and southern regions hold the best conditions for vineyard growing. Therefore, the vineyard landscape from the central region is situated in the forest range of the Central Moldova (Codri) and a part of southern Danube steppe range. It is very diverse in terms of natural conditions including the climate ones, holds the highest and most wooded areas. The surface of this region is covered almost half by forests. Once altitude increases, the forest coverage rate diminishes. The most characteristic agricultural landscapes of Codri are vineyards and orchards. The eastern part of the region is occupied predominantly by farmlands and vineyards.

The degree of provision of the solar radiation in the central sector is characterized by totals of daytime temperatures of over 10° from 3000° to 3300° and the hydro-thermal coefficient is from 0,8 to 1,2. The rainfall amount in the active vegetation period is 395-495 mm. The favorable agro-climatic conditions, but also the fragmented relief are favorable for

multi-annual plantations, the share of it being 10,9% of the total surface, of which 2/3 consist of vineyards (Land Registry, 2012).

The vineyard landscape in the southern region is placed predominantly in the pre-Danube steppe and the Ukrainian steppe region. The most of the territory is plain. In the western part there are the Tigheci Hills, which are covered by forests on the highest sectors. The meadows of Prut, Dniester and Ialpug rivers cover an important surface where natural landscapes have been preserved. The agrarian landscapes of this region are represented by farmlands, vineyards and orchards. Corn and sunflower prevail there. The southern region is the warmest but also the most arid of all which allows all grapes to obtain the greatest amount of sugar. The sum of active temperatures is 3200-3400°. The hydro-thermal coefficient varies from 0,7 to 0,8. The rainfall amount in the vegetation period is between 355 and 405 mm on the biggest part of the region (Bejan, 2008).

In conclusion, the soil, climatic and relief conditions of the vineyard landscape in the republic are similar to the exceptional Burgundy viticultural region, which motivates Moldova to move towards a sustainable wine tourism development. However, the problem comes from the human perspective that does not harness these treasures naturally, but maintain them as a subject of some degradation processes. This fact lowers the vineyard landscape quality, becoming unattractive in terms of tourism.

4. The architecture of the Moldavian vineyard landscape in comparison with the Burgundian one

The landscape architecture from both viticultural territories of the Republic of Moldova and Burgundy is described by certain climate and soil characteristics. Depending on those characteristics, each zone has a specific landscape. In comparison with Moldova, Burgundy has more types of zones defined by soil and climate conditions, for example: *Regional AOC*, *Town AOC*, *AOC Grands Crus* and *Premiers Crus*. The law regarding the GI (Geographical Indications) protection, AO (Appellation of Origin) from 2008 defines only 3 types of viticultural regions in the Republic of Moldova, which are divided according to the soil and climate conditions. They are: vinicultural regions, vinicultural centers and vinicultural lands.

The Burgundy vineyard landscape is very well developed due to AOC system. Between Auxerre and Macon, the Burgundy region produces over 100 controlled appellation of origin. Among the most prestigious in the world, these wines are made by producers and traders from six regions with distinct characters.

The vineyard organization in Burgundy answers, as outlined above, to a system of appellation of origins (AOC). An area of production was strictly defined for each AOC. Similarly, the vinicultural and winemaking practices, which would require to be met by each manufacturer, are governed by specific regulations. This system certifies theoretically the gustative qualities of the wine for consumers reflecting the link with its origin. The quality depends largely on the skills of winemakers, however, the appellation of origin system set out a terroir hierarchy. This hierarchy is similar to a pyramid. On the bottom is the regional designation of origins (AOC Regionales). On the upper levels there are the names of villages (AOC Villages) and also names of communes (AOC Communales). These names are related to their central or emblematic communes. The names *Premiers Crus* are identified within the state appellation of origin: they are more favorable zones for their positioning, geology, exposure to sun in order to produce excellent wines. Finally, on the top of the pyramid there is *Grand Crus*. They represent just 2% of Burgundy production. These soils have been recognized for centuries as the most appropriate for developing exceptional wines.

The AOC system represents a guarantee of wine quality and authenticity, but also the motivation of a tourist to visit the territory. The Moldavian vineyard landscape is not totally subject to the similar system to the one in Burgundy region. The law on AO and GI does not work territorially, being only in theoretical form. The regionalization of vineyards and the wine production method are not monitored. Even if the Moldovan wines have special gustative qualities, they cannot be certified. *The AOC regulation is a precise criterion to determine the best sort of vines for a determined terroir* (Pomerole Ch., 1984). The rigorous application of AOC in the Republic of Moldova would result into certified qualitative wines, attractive wines on the European and/or international market, qualitative vineyard landscapes, and tourists interested in Moldovan vinicultural heritage etc.

As mentioned above, in order to meet the EU requirements in Moldova, there were created four vinicultural regions in 2008, which will have to landscape the vineyard to give it a value of heritage. Under this law, the vinicultural regionalization consists of: vinicultural region, vinicultural center and vinicultural flat lands.

The vinicultural region (zone) is a delimited territory, characterized by relatively similar natural conditions (climate and soil) and grape sorts and techniques with similar processing. These regions are: Codru, Balti, Purcari, Cahul (fig.3). The wine geographical area of "Codru" PGI extends to a defined geographical territory under the decision of the Ministry of Agriculture and Food Industry of Moldova no. 105 of June 2011. It includes localities from Hancesti, Ialoveni, Anenii Noi, Criuleni, Straseni, Orhei, Calarasi, Nisporeni, Telenesti, Ungheni and Dubasari. The total area is 58 000 ha of vineyards.

The vinicultural center (rayon) represents a natural land traditionally cultivated with vineyard, characterized by specific conditions of climate, topography and soil, with specific traditions and reputation at international level. The examples for the central region are the rayon centers (Telenesti, Orhei, Calarasi etc.), but also for some localities where winegrowing has an important role in the citizens' activity (Romanesti, Bulboaca, Razeni).

The vinicultural flat land (microclimate) represents a delimited territory of a vinicultural center. It includes vineyards located on the same form of relief, characterized by specific natural and cultural conditions which lead to superior quality grape production and wine production with specific quality characteristics. This type of appellation of origin includes localities specialized in viticulture (i.e., Milestii Mici, Puhoi, Bardar etc.)

Nowadays, this vinicultural regionalization is not applied, it exists only theoretically. Very few growers implement the appellation of origin system. The producers need time to see the necessity of applying European methods of vinicultural development and long-term performance and to remove the Soviet methods. This system would allow Moldovan producers:

- to face the competition on the wine market by delivering high quality wines;
- to provide an economic advantage, namely the wine commercialization at a higher price;
- to contribute to the country's image by bringing high quality wines on the world market

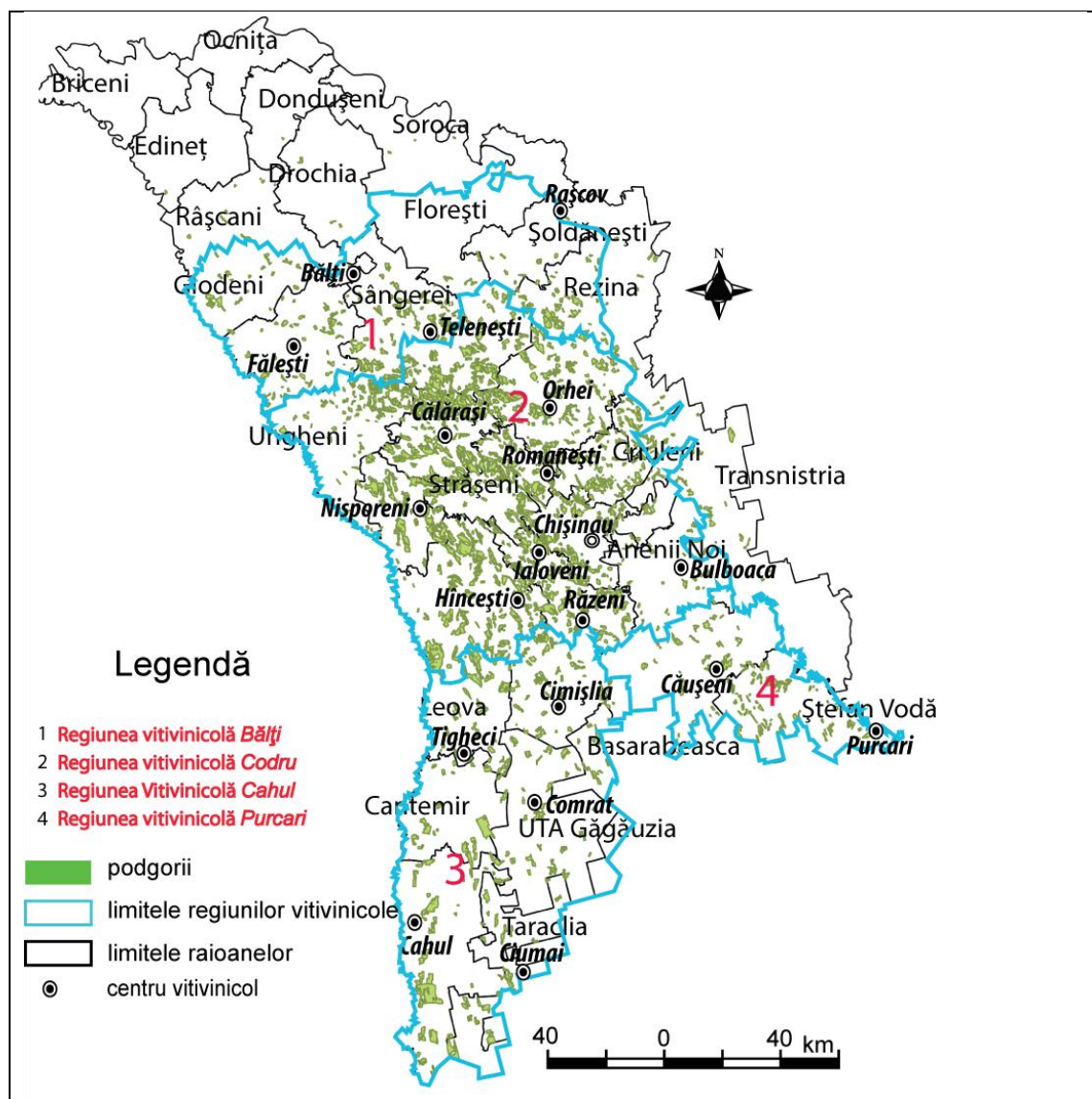
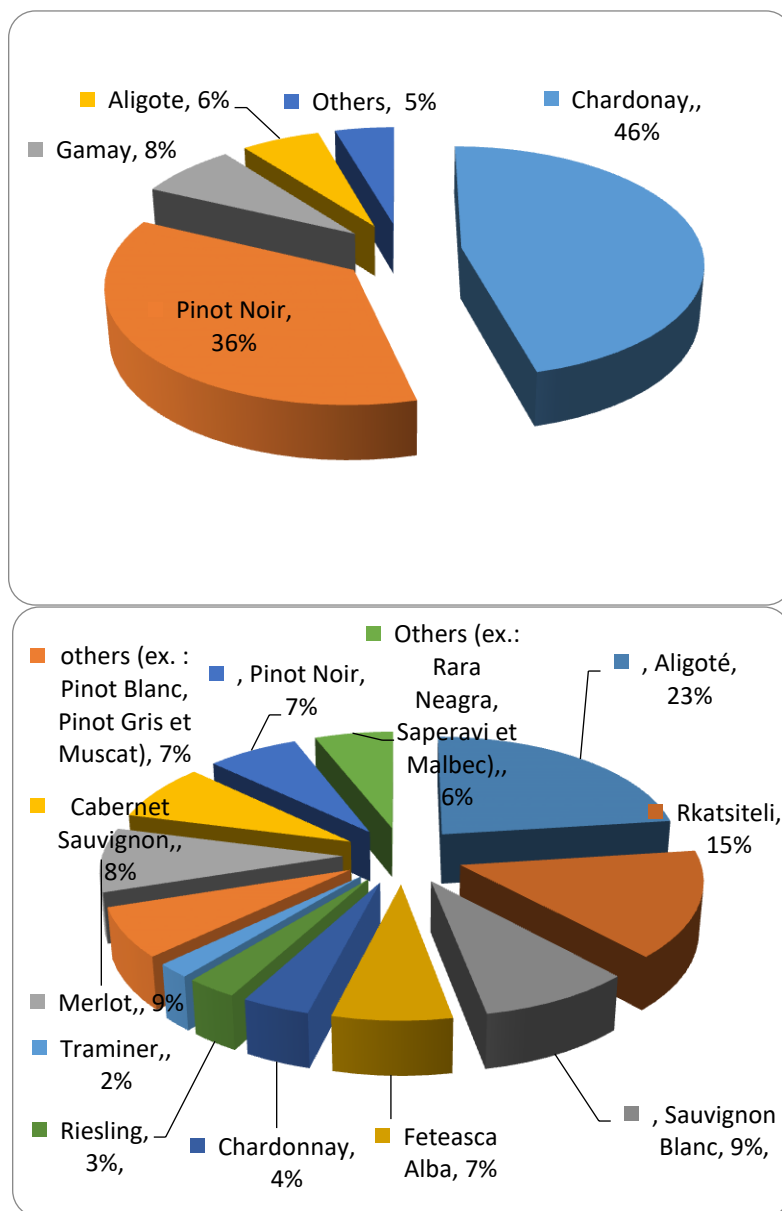


Fig.3 Moldovan vinicultural regions

The Burgundy vineyard landscape consists of four main sorts of vine, compared to Moldova which grows a variety of sorts used to produce wine. The sorts which form the vineyard landscape of both territories are Chardonnay, Pinot Noir and Aligote.

There is a variety of grape sorts in Moldova (Fig.4), it is much greater than in Burgundy but Burgundy takes the full advantage from the *magic* of those four sorts because they are considered the best wines in the world. Regarding the surface of each grape sort of Burgundy (fig.4), Chardonnay takes the largest area of 46% distributed in almost every locality. The white sorts are dominant in Burgundy, but there is a sort of red grape, Pinot Noir, which occupies a considerable area of 36%.



Source: BIVB, 2013; BNSRM, 2013

Fig.4 The vineyards area based on Burgundy vine sorts(left) and on Moldovan vine sorts (right)

As shown, there are many vine sorts in Moldova spread over in almost all local vineyards. The sorts of red grapes are spread more in the South Moldova while those of white grapes are grown mainly in the central region. In Moldova there are grown grapes mostly of French origin. The sorts of the highest value are: Aligote (23%), Sauvignon (9%), Merlot (9%), Cabernet Sauvignon (8%), etc., then the sorts of Georgian origin, namely Rkatsiteli (15%). Local sorts are not widely spread in Moldova, only Feteasca Alba – a local variety which has a higher coverage rate of 7%.

The vinicultural region image is highlighted especially by the specific sorts produced. The number of sorts allows a greater attention to the growth and development of the vine. All

these contribute to the brand image of the region. The Republic of Moldova is not characterized by originality of the certain sorts growing and that is why it is not recognized internationally as a wine producer brand. Thus it is necessary that the Republic of Moldova focus on the cultivation of local vine sorts because a Pinot Noir of Purcari, for example, will never be equal to that of Burgundy region. Moldova can become a competitive country on the international market only through unique and local products. The products' originality and authenticity is a prerequisite to attract tourists in order to develop the wine tourism.

From those two cartographic representations (fig.5) it can be observed that vinicultural areas of those two territories is organized differently, meaning that in the Burgundy region this area is located continuously in the southeastern part of the region with a small part in the northwestern zone, comparing to Moldova where viniculture areas are as a mosaic of vineyards spatially discontinuous vineyards.

However, the vineyards are spread over almost all agricultural sectors in Moldova, especially in the southern and central regions where each farmer owns an agricultural terrain and cultivates vine. Everyone in Moldova is familiar to cultivation of vines and everyone attends at least once wine making process. During the period of grape harvest there are organized a lot of celebrations and events in Moldova, such as: weddings, christenings, festivals and events dedicated to villages or cities (for example Chisinau City Day is celebrated in October when wines are ready for consumption).

In Burgundy, the largest vinicultural area in a village is of 770 ha while in Moldova this area is 1,5 times higher, e.g. 1234 ha. Moldova should take full advantage from these vinicultural resources in terms of wine tourism, but it lacks a well-organized structure to be able to achieve the success of the Burgundy region.

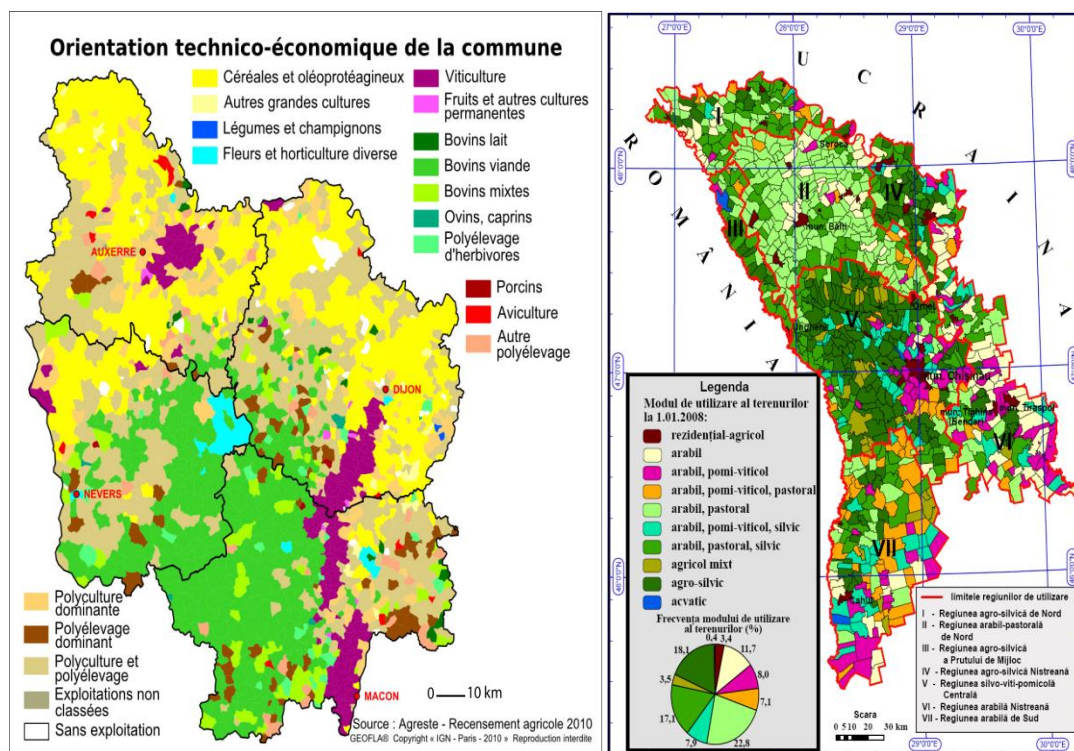
Even if those two territories are similar in terms of soil, climate and geomorphological conditions, there are a lot of differences regarding the vineyard landscape. First of all, the differences are highlighted by the use of common agricultural lands. It can be noticed that Burgundy has large areas where only vines are cultivated (fig.5).

On the other hand, in Moldova, this type of landscape exists only in some communes which are very few, because people from the most of communes use the agricultural terrains differently. Thus, according to the classification of commune by land use elaborated by Iurie Bejan (2008), we can be distinguished several types of landscapes in terms of the farmland used, as shown in the cartographic representation in Fig. 59. The types 3, 4 and 6 are characterized by vinicultural farmlands which have significant rates (around 10%) of total agricultural terrains and we can classify them as follows :

Type 3 is mainly specialized in *ploughing activity*, with **fruit and wine growing** sub-specialization. It includes 79 communes which have a relatively homogenous spread across the country. The average share of the agricultural terrains is of 79,8%, out of which 54,9% are arable lands and 18,1% - multi-annual plantations (including orchards – 8,5% and vineyards – 9,2%). They are uniformly spread in economic regions (the central region – 27 communes, the southern one – 23 and in the Autonomous Unit of Gagauzia – 22), except the northern region (just 7 communes). The most frequent communes of this group are mostly observed in the Lower Dniester Plain (25 communes).

Type 4 is formed of communes specialized in **ploughing activity**, with 2 sub-specializations – **pastoral activity**, **fruit and wine growing**. It includes 70 communes in which the average share of the agricultural terrains is 81,8%. Arable terrains have a share of just 52,7%, grassland – 14,6% and multi-annual plantations – 14,5% (including orchards – 5,8% and vineyards – 8,3%). By spread, more than half of the communes are located in the

southern region, e.g. ATU Gagauzia (8 communes) and Leova and Cimişlia rayons (each with 7 communes).



Source: Agreste- Agricultural Census 2010, Bejan, 2008

Fig.5 Technical and economic orientation of the communes in Burgundy and Moldova

This fact can be explained by specific natural conditions (favorable climate conditions for the development of fruit and wine growing, the presence of spontaneous steppe vegetation). Generally, this type of communes has various geomorphological conditions, which explain the presence of both arable terrains and grasslands (located predominantly in the river meadows) and multi-annual plantations (situated on the more damaged slopes).

Type 6 consists of 78 communes specialized predominantly in **ploughing activity**, with **fruit and wine growing, and forestry** sub-specializations. The average share of the agricultural terrains is of 71,6%, of which 47,3% are arable terrains, 15,9% - multi-annual plantations (including orchards – 5,6% and vineyards – 10%). The forests take 14,5%. These communes are more frequent in the central (33) and the southern region (26), where the relief is higher (over 200m) and fragmented, but there also are thermal resources for vinicultural development – Codri Plateau (31 communes), Tigheci Hills (10), etc.

According to the survey conducted on Burgundy and Moldovan wine producers and growers, who answered to the question: **What is the surface of you vineyard?**, it was concluded that those two territories develop viticulture in different ways. The majority of the Burgundy wine producers have small and medium size areas of vineyards, 73% have less than 10 ha, the vineyards of 7 and 8 ha being predominant. In Moldova, 51,8% of surveyed farmers have vineyards of over 200 ha and only 1,3% have farms with area less than 200 ha. The majority of Moldovan farms are situated in the Codru region, where the most of producers are. The other 47% of the surveyed producers from Moldova have no vineyards. They are those

big producers who buy grapes from local population to make wine. There is a monopoly of giant producers, who hold more than 500-1000 ha of vinicultural areas, but on the other hand there are small producers having very small areas which cannot face the competition and the production is limited, especially for domestic consumption, compared to Burgundy where the market is dominated by small producers who preserve and maintain the cultural heritage.

Vineyard landscapes are artistically sculptured landscapes. At first glance, it is noticed the linearity of the Burgundy plantations (fig.6).



Fig.6 Vineyard landscape from Meursault, Burgundy (left) and vineyard landscape from Calimanesti, Moldova (right)

In this photography it can be observed the vineyard linearity in the Burgundy region. They are spatially well-organized and clean, those are the necessary qualities for a good promotion, the wine cellars decorate the landscape by exposing the name in the vineyard – this giving value to the vineyard landscape. Most of Burgundy vineyards are fenced by a small stone wall built with an old tint, which gives a medieval atmosphere.

Moldovan vineyards are similar to those from Burgundy region from the point of view of the localization on the lower part of the slope, continued in the exterior see by forest belts. The vineyards lay mostly on the medium part of the slope between the forest belts in the upper part and other crops at the bottom (Fig.6). It is difficult to identify a linearity of the plantations, since they are chaotically situated in most cases, without any organization. Only in case of vineyards, which belong to enterprises which practice the wine tourism, it can be identified some kind of organization and linearity of the plantations.

Not only plantations form a cultural landscape, but also the villages which have developed due to this treasure. For example, vineyards of Meursault and Cojusna communes have natural conditions that allowed the development of these communities and their infrastructure, without requiring much work in this direction. From the aerial images of those two analyzed localities it can be observed, first of all, the evolution of the communities and their infrastructure across the vinicultural plantations and then their localization at lower altitudes of the vineyards.

The vinicultural architecture is also imprinted to the rural localities from Moldova and Burgundy. There are numerous specific motifs of the vinicultural communes, for example the presence of the grapes carved into the gates of the locals and barrels for wine storage situated at the wine cellar gates, drawings on the walls which reveal the activity of wine production or grape harvest (fig.7).

The vineyard landscape in Moldova and Burgundy preserve the medieval trends, characterized by vinicultural *chateaus* (castles) situated in the middle of the vineyards.

Nowadays, this landscape is more preserved in the Burgundy region than in Moldova. Chateau de Mersault, Chateau de Clos Vougeot or Chateau Marsannay are just some of many examples of Burgundy which retain a mediaeval atmosphere (fig.8). The Purcari winery from Moldova is one of rare examples built in the middle of vineyards, even if the building has modern features (fig.8).



Source: the author's findings

*Fig.7 On the left: image from the commune Meursault, Burgundy
On the right: image from the commune Cojusna, Moldova*



Source: the author's findings

Fig.8 Vineyards of Burgundy, on the left – Chateau de Clos Vougeot, on the right – Purcari Winery

The wineries from Burgundy meet the specific requirements of the landscape. They are placed in one building, the house is upstairs and the winemaking machinery is downstairs, while the wine is stored in the underground cellar. The building materials, facades and floral design represent typical and picturesque wine villages of the Burgundy region (fig.9).



Source: the author's findings
Fig.9 Burgundian wine cellars

The wineries in Moldova preserve another specific feature. The most of them appeared recently and have been developed on the same model: the house is separated from the winemaking building and from the cellar. Instead of this, the architectural and floral decorations of the winery yard form its picturesque image. For example, the picturesque landscape of Milestii Mici winery is due to the two fountains constructed in the form of glasses in which the wine flows from a barrel or pitcher. On the other hand, in Purcari there is swan's lake which impresses with its architecture and design (fig.10).



Source: the author's findings
Fig 10 Wine cellars from Moldova: on the left – Chateau Cojusna, on the right – Milestii Mici wine cellar

Due to a strong development, France has managed to raise vineyard landscape to the status of heritage. Thus it was created a balance in favor of winegrowers, achieved through the establishment of a protection system, from the economic, legal and territorial point of view, by controlled designation of origin (CDO). The wine and conditions of its production are thus raised to the heritage status. The wine tourism develops itself here, the tourist being attracted not only by the vinicultural potential, but first of all by the culture and value of these vineyards (Schirmer R., 2007). The Burgundy region is ready to get its vineyard landscape in the UNESCO World Heritage. The Burgundy vineyard landscape has obtained a vocation of excellence over time. The nature and man have created here a precious heritage both in a

material way - through landscapes, villages, cities, unique wines, and in an immaterial one - through culture, tradition, know-how, etc. (Aubert de Villaine, 2009). According to BIVB, the Burgundy vinicultural region is included in UNESCO World Heritage in terms of historical and geographical perspective, in order to protect and harness the unique cultural landscape:

- it brings together 142 communes from Dijon la Maranges, situated in a central zone, where the most prestigious plots of vine are met;
- it is based especially on Beaune and Dijon, historical places for the political, economic and cultural power in Burgundy region. Accompanied by the picture of the Dukes' Palace or Hospices de Beaune, the two cities have a heritage exceptionally built and linked to the cultivation of vines.

5. Conclusions

The vine is established in the two territories as an ancient and rich resource, which had created landscapes that gave personality to places and both an agricultural and tourist function to villages or even cities. It is necessary to realize the unity in diversity (such as the Burgundy vineyards), especially regarding the landscaping issue, which is the general principle of aesthetic harmony developed by the landscape architecture, thus ensuring a vitalized aesthetic expression. Therefore, we can talk about a real landscape architecture (Carmazianu, 1978).

In the Burgundy region, each vineyard, motif or action is valued for tourism and the vineyard landscape is well preserved, protected and harnessed. Comparatively, vineyards are still a territorial resource in Moldova. From the analysis above, it results that Moldovan vineyard landscape is not far from the Burgundian one, but it is not an attraction for tourists since the authorities and locals do not realize its value. Even if the state tries to exploit vinicultural areas in a patrimonial way (by applying the controlled designation of origin), the poverty in Moldova prevents people from taking an attitude to protect the vineyards and give them the status of national heritage. For this reason, Moldovan wine tourism is developed only at the level of wineries. The wineries which develop wine tourism projects harness only the potential within the enterprise, trying to control any other touristic activity in the locality, without giving the chance to other regional/local tourism actors to benefit from the advantage of the Moldavian landscape. First of all, much time and effort are needed primarily in tourism infrastructure and secondly in educating people to protect and to promote the local/regional heritage for a competitive wine tourism at international level.

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