

Good Practices and Sustainable Tourism of Marginal Mountain Areas. The Case of Wine Cannonau in Mamoiada, Sardinia - Italy

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Abstract: Mountain regions have been modified by human activity for centuries, which lead to more or less of significant changes in their ecosystems and consequently in landscapes. Some of these changes have been generated by traditional farming practices, such as the viticulture, giving distinctive shapes and identities of the space. Even if in many areas, the farming traditions have been abandoned as the consequences of technological progress applied in agriculture, Sardinia is a good example of vineyards cultural heritage preservation. Thus, linking this cultural heritage to the wine tourism, and promoting good practices at local initiatives, Sardinia limited the depopulation of the mountain areas. A very successful example of the increasing of positive tourism impact on territory planning, over the past few years, is the municipality of Mamoiada, in central Sardinia. The paper highlights the role of the using of environmental, cultural and identity tourist resources of Sardinian territory as far as they are part of good practices and furthermore, they could be the basis of sustainable development strategy. Moreover, the aim of our work is to investigate how the cultural, identity, landscape and socio-economic impact on the wine sector plays an important role for the rural community of Mamoiada.

Keywords: *good practices, Mamoiada-Sardinia, viticulture, marginal mountain area, Cannonau wine, sustainability*

1. Basic Issues Related to Disadvantaged Mountain Areas

In the third millennium, which is defined by sustainable development paradigm, researchers and planners have to investigate, analyse and assess the role, especially in the fragile environments, of the local populations, to provide solutions through changes and planning, keeping an equilibrium between human needs and long terms preservation targets. In this regard, the analysis of the fragile and marginal areas, where the anthropic pressure is lower, as mountain regions are, should focussed on the human-environment interactions, the availability of natural resources, the efficiency of economy, and the social welfare (Ciaschi, 2014; Cunha, 2003).

An applicative study of a given territory as a fragile environment has to investigate, analyse and assess the role of the local populations that has defined it, and its changing and planning in accordance with their needs and finally it could provide solutions for sustainable development. In fact, the analysis of fragile and marginal areas where the anthropic pressure is weaker, such as mountain regions, should concentrate on the human actions and its relations with environment, both with regard to the availability of natural resources and with the efficiency of economic and social factors (Ciaschi, 2014; Cunha, 2003).

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