





21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds.)

Preface by Elena dell'Agnese

### 21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku *Editors* 





#### 21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds.)

is a collective volume of the Open Access and peer-reviewed series "Geographies of the Anthropocene" (Il Sileno Edizioni), ISSN 2611-3171

www.ilsileno.it/geographiesoftheanthropocene



Cover: Antonio Cusimano, Rural area near Sigonella (Sicily), 2010

Copyright © 2024 by Il Sileno Edizioni International Scientific Publisher, VAT 03716380781 Via Piave, 3/A, 87035 - Lago (CS), Italy, e-mail: ilsilenoedizioni@gmail.com

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Italy License.



The work, including all its parts, is protected by copyright law. The user at the time of downloading the work accepts all the conditions of the license to use the work, provided and communicated on the website

http://creativecommons.org/licenses/by-nc-nd/3.0/it/legalcode

ISBN 979-12-80064-61-5

Vol. 7, No. 1 (May 2024)





#### Geographies of the Anthropocene

Open Access and Peer-Reviewed series

**Editor-In-Chief:** Francesco De Pascale (Faculty of Literature, University eCampus, Italy).

Associate Editors: Salvatore Cannizzaro (Department of Humanities, University of Catania, Italy); Sebastiano D'Amico (Head of Department of Geosciences, University of Malta, Malta); Fausto Marincioni (Department of Life and Environmental Sciences, Università Politecnica delle Marche, Italy), Leonardo Mercatanti (Department of Culture and Society, University of Palermo, Italy); Francesco Muto (Department of Biology, Ecology and Earth Sciences, University of Calabria, Italy), Charles Travis (School of Histories and Humanities, Trinity College Dublin; University of Texas, Arlington, U.S.A.).

Editorial Board: Mohamed Abioui (Ibn Zohr University, Morocco), Valentina Castronuovo (Italian National Research Council – Institute for Research on Innovation and Services for Development, Italy); Andrea Cerase (Sapienza University of Rome, Italy), Lorenzo D'Agostino (University of North Carolina, Chapel Hill, U.S.A.); Valeria Dattilo (University "G. D'Annunzio" Chieti-Pescara, Italy), Dante Di Matteo (University E-Campus, Italy); Jonathan Gómez Cantero (Departamento de Meteorología de Castilla-La Mancha Media, Spain), Eleonora Guadagno (University of Naples "L'Orientale", Italy); Davide Mastroianni (University of Siena, Italy), Giovanni Messina (University of Messina, Italy), Joan Rossello Geli (Universitat Oberta de Catalunya, Spain), Gaetano Sabato (University of Palermo, Italy), Nikoleta Zampaki (National and Kapodistrian University of Athens, Greece).

International Scientific Board: Marie-Theres Albert (UNESCO Chair in Heritage Studies, University of Cottbus-Senftenberg, Germany), David Alexander (University College London, England), Lina Maria Calandra (University of L'Aquila, Italy); Salvatore Cannizzaro (University of Catania, Italy), Fabio Carnelli (EURAC Research, Bolzano, Italy); Carlo Colloca (University of Catania, Italy), Gian Luigi Corinto (University of Macerata, Italy), Girolamo Cusimano (University of Palermo, Italy), Bharat Dahiya (Director, Research Center for Integrated Sustainable Development, College of Interdisciplinary Studies Thammasat University, Bangkok, Thailand); Sebastiano D'Amico (University of Malta, Malta), Armida de La Garza (University College Cork, Ireland), Elena Dell'Agnese (University of Milano-Bicocca, Italy; Vice President of IGU), Piero Farabollini (University of Camerino, Italy), Massimiliano Fazzini (University of Camerino; University of Ferrara, Italy; Chair of the "Climate Risk" Area of the Italian Society of Environmental Geology); Giuseppe Forino (Bangor University, Wales, UK), Virginia García Acosta (Centro de Investigaciones y Estudios Superiores en Antropología Social, CIESAS, México); Cristiano Giorda (University of Turin, Italy), Giovanni Gugg (LESC, Laboratoire d'Ethnologie et de Sociologie Comparative, CNRS – Université Paris-Nanterre, France), Luca Jourdan (University of Bologna, Italy), Francesca Romana Lugeri (ISPRA, University of Camerino, Italy), Cary J. Mock (University of South Carolina, U.S.A.; Member of IGU Commission on Hazard and Risk), Enrico Nicosia (University of Messina, Italy); Gilberto Pambianchi (University of Camerino, Italy), Silvia Peppoloni (Istituto Nazionale di Geofisica e Vulcanologia, Italy; Secretary General of IAPG; Councillor of IUGS), Isabel Maria Cogumbreiro Estrela Rego (University of the Azores, Portugal), Andrea Riggio (University of Cassino and Southern Lazio, Italy), Jean-Claude Roger (University of Maryland, College Park, U.S.A.; Terrestrial Information Systems Laboratory, Code 619, NASA Goddard Space Flight Center, Greenbelt, U.S.A.); Vito Teti (University of Calabria, Italy), Bruno Vecchio (University of Florence, Italy), Masumi Zaiki (Seikei University, Japan; Secretary of IGU Commission on Hazard and Risk).

Editorial Assistants, Graphic Project and Layout Design: Rosetta Capolupo, Michela Damiano, Luigi Frascino

Website: www.ilsileno.it/geographiesoftheanthropocene;

The book series "Geographies of the Anthropocene" edited by the Scientific

International Publisher "Il Sileno" (Il Sileno Edizioni) will discuss the new processes of the Anthropocene epoch through the various worldviews of geoscientists and humanists, intersecting disciplines of Geosciences, Geography, Geoethics, Philosophy, Socio-Anthropology, Sociology of Environment and Territory, Psychology, Economics, Environmental Humanities and cognate disciplines.

Geoethics focuses on how scientists (natural and social), arts and humanities scholars working in tandem can become more aware of their ethical responsibilities to guide society on matters related to public safety in the face of natural hazards, sustainable use of resources, climate change and protection of the environment. Furthermore, the integrated and multiple perspectives of the Environmental Humanities, can help to more fully understand the cultures of, and the cultures which frame the Anthropocene. Indeed, the focus of Geoethics and Environmental Humanities research, that is, the analysis of the way humans think and act for the purpose of advising and suggesting appropriate behaviors where human activities interact with the geosphere, is dialectically linked to the complex concept of Anthropocene.

The book series "Geographies of the Anthropocene" publishes online volumes, both collective volumes and monographs, which are set in the perspective of providing reflections, work materials and experimentation in the fields of research and education about the new geographies of the Anthropocene.

"Geographies of the Anthropocene" encourages proposals that address one or more themes, including case studies, but welcome all volumes related to the interdisciplinary context of the Anthropocene. Published volumes are subject to a review process (<u>double blind peer review</u>) to ensure their scientific rigor.

The volume proposals can be presented in English, Italian, French or Spanish.

The choice of digital Open Access format is coherent with the flexible structure of the series, in order to facilitate the direct accessibility and usability by both authors and readers.

### TABLE OF CONTENTS

Preface by Elena dell'Agnese	7
• Reference	8
Introduction	18
1. The Fiera del Mediterraneo:	
a (Post)Pandemic Landscape as Difficult Heritage	
■ Emanuela Caravello, Giulia de Spuches, Gabriella Palermo	
• Abstract	20
• 1. Introduction	21
• 2. Difficult heritage and pandemic landscape: a theoretical framework	22
• 3. The case study: the Fiera del Mediterraneo	24
• 4. Landscapes of contagious and capitalistic ruins: a (post)pandemic difficult heritage	28
<ul><li>5. Concluding thoughts</li><li>References</li></ul>	33 34
References	34
2. Cultural Heritage as a Mirror of Sustainable Development Roles and Functions in Areas of Environmental Crisis:  - Valentina Castronuovo	
• Abstract	38
• 1. Introduction: cultural heritage as a matrix for	
developing a culture of sustainability	39
• 2. Materials and Methods	42
• 2.1 Study area	42
• 2.2 Data Collection and Analysis	45

• 3. Results of European and ministerial policies			
applied to the "Taranto" contex			
• 4. Conclusions			
• References	52		
3. The territorial challenge of the wine-growing system Sicilia (Etna)	in Castiglione di		
■Leonardo Mercatanti, Mariacristina Ruffo			
• Abstract	57		
• 1. Introduction	58		
• 2. Territorial framework and methodology	58		
<ul><li>3. The 'Etna Nord' wine district</li><li>4. Castiglione di Sicilia</li><li>5. Conclusions</li></ul>			
		• References	70
		4. The "Instagrammability" effect: a new mass tourism or	a digital panacea?
The case of bakeries in the Sicilian landscape			
Sonia Malvica			
• Abstract	73		
• 1. Introduction	74		
• 2. Food and local identity	75		
• 3. The impact of bakeries upon food-place identity:			
the case of Catania (Sicily)	76		
• 3.1 A non-place identity case	78		
• 3.2. A "glocalized" bakery	82		
• 4. Conclusions	84		
• References	86		

## 5. Social media and the iconization of natural landscapes in tourism discourse

= Simone Gamba	
• Abstract	91
• 1. Tourism and the mediatization of nature	92
• 2. Theoretical framework	92
• 3. A controversial canyon	94
• 4. An historical imaginary of the natural landscape	96
• 5. The algorithm and the tourist gaze	98
• 6. The end of romantic contemplation?	99
• 7. The material consequences of iconization	101
• 8. Final reflections	103
• References	105
■ Mattia Spanò  • Abstract	110
• Abstract	110
• 1. Introduction: origins and future	111
• 2. Heritage and tourism	111
• 3. Retracing ancient Kroton: territory and points of interest	112
• 3.1 Capo Colonna	113
• 3.2 Capo Rizzuto Marine Protected Area	114
• 3.3 Sila National Park	115
• 4. Magna Grecia Park	116
• 5. Stakeholder analysis: theory, literature, and method	119
• 6. Results	121
• 7. Final remarks	124

• References	126
• Websites	129
7. Winescapes and cultural identities: a glance on the isa (Aeolian Islands)	land of Salina
Sonia Gambino	
• Abstract	131
• 1. Introduction	132
• 2. The attraction potential of wine landscape on the island of Salina	133
• 3. The role of malvasia wine in enhancing cultural identity on the island of Salina	137
• 4. "Salina ecogastronomica":	
a project to find out about high-quality productions	141
<ul><li> 5. Conclusions</li><li> References</li></ul>	143 145
8. Natural resources and landscape conservation in Velipoja	
unit	uuminisiruiton
■ Ervis Krymbi	
• Abstract	149
• 1. Introduction	150
• 2. Geographical position and boundaries of Velipoja administration unit	151
	151
• 3. The potentials and the management of landscape in Velipoja administration unit	154
• 4. Velipoja coastline facing the challenges on	
territory and local infrastructure	163
• 5. Conclusions	166
• References	168

## **9.** Interactions between Cultural Landscape and Gig Economy Reading New Transformations

Bresena Kopliku, Brikene Dionizi, Elvisa Drishti	
• Abstract	171
• 1. Introduction	172
• 2. Methodology	173
• 3. The digitalization of economy in Albania	174
• 4. Cultural landscape and gig economy – toward	
new transformations	176
• 4.1 Transportation and mobility –	176
• 4.2 The spatial distribution of	
Gig workers and workplace	179
• 4.3 Urban and rural implications	181
<ul> <li>Conclusions</li> </ul>	182
• References	184
reflection on the newly launched territorial branding ini  Giovanni Messina	tiative
• Abstract	189
• 1. Introduction	190
• 2. The issue of territorial branding.	
Some critical insights	192
• 3. The rebranding of the archaeological heritage of the Sicilian region	
• 3.1 "Sicilia Archeologica" project summary	193
2.1 Stettia II encorogical project summary	193
and methodology	193 193
<ul><li>and methodology</li><li>3.2 The role of archaeological parks</li></ul>	193
and methodology	

197

Between policies and tools.

• 4. Conclusions	199
• References	200
• Sitography	202
11. Environmental risk perception and attitude migration: survey insights among Geography stude Turin	
Sara Ansaloni, Daniela Santus	
• Abstract	204
• 1. Introduction	205
• 2. Materials and Methods	205
• 3. Research methodology	208
<ul><li>4. Results</li><li>5 - Discussion and conclusions</li></ul>	210
	228
• References	232
12. Infrastructural development under CPEC and agricultural landscape	its impact on Pakistan's
■ Muhammad Ammad Khan, Maryam Dogar, Mahreen Khalid	
• Abstract	239
• 1. Introduction	241
• 2. Transformative Impacts of CPEC on Pakistan's	
Agricultural Landscape	244
• 3. Sustainability Challenges	246
• 4. Sustainable Strategies:	
Lessons from Global Economic Corridors	251
• 5. Conclusion and Recommendations	254
• References	256

- Gaetano Sabato	
• Abstract	264
• 1. Introduction	265
• 2. Cruising to the poles	268
• 3. The imaginary of polar tourism: the case of Ponant cruises	270
• 4. Conclusions	276
• References	278
• Web references	280
14. The African geopolitical landscape: between demography development	and
■ Giuseppe Terranova	
• Abstract	282
• 1. Introduction	283
• 2. The demographic landscape of Africa: from the slave trade to the limits to growth	283
• 3. Global population trends and the Africa's new demographic landscape.	285
• 4. Conclusion	289
• References	293
15. Geographical analysis of WEEE (Waste Electrical and Electrical Equipment) dynamics	ronic
■ Alberto Corbino; Stefano De Falco	
• Abstract	297
• 1. Introduction	298

13. Cruising to the poles: narratives and representation of "last chance tourism"

• 2. Geographic analysis of WEEE flows	304
• 2.1 Regional scenarios	306
• Americas	307
• Europe	308
• Africa	308
• Asia	309
• Oceania	310
• 3. Some possible positive foresight scenarios	310
• References	313
THE AUTHORS	317

# 7. Winescapes and cultural identities: a glance on the island of Salina (Aeolian Islands)

Sonia Gambino

## 7. Winescapes and cultural identities: a glance on the island of Salina (Aeolian Islands)

Sonia Gambino<sup>1</sup>

#### **Abstract**

The aim of this piece of research is to analyse how the island of Salina has exploited its natural and cultural landscape through the promotion of new tourist itineraries based on slowness. These will offer visitors new experiences going beyond sea-side tourism, which is what the islands are mostly known and appreciated for. The objective is to identify itineraries and trails allowing tourists to retrace the ancient roads on the island, joining together protection of the environment, observation of rural landscape and in-depth experience of the traditions linked to the production of Malvasia wine, product of excellence of this territory. The methodological approach adopted in this piece of research will consider natural resource-based view (NR-BV) (Hart, 1995), based on the creation of a competitive advantage represented by favourable climate conditions in any season of the year, by the presence of archaeological areas and historical elements of high cultural value, by the acknowledgement as UNESCO World Heritage site, by the authenticity of high quality typical products. Furthermore, the need to develop a sustainable and responsible tourism is underlined, to be set against the impact of over-tourism, which often worsens the fragility of this ecosystem in periods with high number of visitors. Wine tourism therefore seems one of the most significant answers to rediscover a territory with such a strong identity. It is able to draw considerable attention on cultural aspects and represents a valid option and an important strategic decision to promote new sustainable tourist flows in places of ancient cultural tradition, where the symbols of the past are still evident.

#### **Keywords:**

winescape, territorial development, heritage, malvasia, Salina

<sup>&</sup>lt;sup>1</sup> Department COSPECS, University of Messina, sgambino@unime.it.

#### 1. Introduction

The present study is aimed at analysing the promotion of landscapes characterised by Malvasia wine on the island of Salina. The region is home to historical, cultural and natural heritage and therefore the role of wine tourism is crucial for the implementation of "multi-sensorial" tourist experience and for a real integration between city and countryside.

The recent development of wine tourism on Aeolian Islands is an example of a tangible socio-economic system based on exploitation of local resources. Food and wine tourism represents a powerful instrument to get in-depth knowledge of a given region. This is precisely what consumers are more and more looking for, as they want to enjoy some real sensory experience during their stay. Over the last years, it has turned into a strategic asset and a major financial opportunity for a lot of regions, since it combines the possibility to exploit local beauty with the ability to create top-quality excellences. The growing interest in wine and the popularity that has marked this product over the last decades stems from tourists' search for meaning and identity, from their desire to pursue a more authentic, rather than contemplative, experience. As a matter of fact, typical products are closely connected to region-specific features such as the area of origin and/or manufacturing, and they represent the last step of accurate and long-standing manufacturing processes that are the result of ancient skills and techniques passed down from generation to generation.



Fig. 1 Salina Island. Source: Capofaro Resort

Food and agricultural products coming from the Aeolian Islands are rich and diverse. Seafood, farm products, and local food traditions tell us about history in this region and about the populations who have ruled over Sicily. It is in wine landscapes that the combination of nature and anthropic action can be most clearly seen; the concept of work, the creation and the stratification of traces on the land gain a very special meaning in the tight bond that agriculture, environmental protection, territorial and local culture establish one with another. Over the last years, top-quality and heroic vine growing on the island of Salina has made it possible for the island to be more and more associated with the production of malvasia wines, thanks to its history, boasting an ancient winemaking tradition. Nowadays, wine tourism seems to be one of the most significant ways to discover regions whose local identities are just as strong as ever and which are able to represent a major cultural attraction. The strategic objective to be achieved is to reinforce competitiveness of the territory as a tourist destination, through a «dynamic protection» of natural and cultural heritage, intended as enhancement of the tourist product, in which business transformations meet with preservation of the historical-cultural heritage in a functional renovation.



Fig. 2 Wine landscape in Salina. Source: Capofaro Resort

#### 2. The attraction potential of wine landscape on the island of Salina

Sicilian smaller islands are an excellence in the regional territory. They are attractive tourist destinations thanks to their precious natural, marine, cultural and archaeological heritage, in which landscape plays a crucial

role in attracting people, offering unrepeatable and invaluable identity.

Landscape conservation on smaller islands represents an important chance to protect the unique feature of a territory in which the beauty of the land blends with the history of the place. The landscape, in fact, must not be considered just as a visual element, but rather as a blend of cultural, natural and economic resources. The natural element is perfectly mixed with human activities and these, over the years, have contributed to create those elements of preciousness that make it exclusive, a living memory of all those cultures that have contributed to create its shape. The territory of the Aeolian Islands represents an important pole of attraction and tourist destination with exceptional resources. Unesco World Heritage Site, the seven islands are a treasure of history, nature and food culture. Over the last decades, the Aeolian Islands have set the scene for remarkable tourist development.

After a first pioneering phase, over the 80's of the last century there was a phase of tourist development mainly concentrated in the summer. The Aeolian Islands, although owing a very heterogeneous natural heritage, have essentially reinforced their image connected to beach holidays, while the other potentials, connected to cultural and environmental resources, have not been correctly enhanced yet. The island of Salina, the greenest among all seven islands, possesses the most varied and richest floristic heritage in the archipelago. Even for this reason, today, this is the only island boasting a natural reserve set up in 1984 (Gambino, 2001, p. 6). The island of Salina is located North West of Lipari and is the second biggest and most populated island in the archipelago (after Lipari). There are about 2.400 inhabitants on the island and it is about 26 km<sup>2</sup> big. From an administrative point of view, it is divided in three municipalities: Leni, Malfa and Santa Maria Salina, almost equal in size. The landscape on this island, boasting a strategic location, is enriched by the highest peak in the archipelago: Monte Fossa Delle Felci (962m) which, together with the other peak Monte dei Porri, give origin to the ancient name of this island: Didyme (twins). The particular features in geomorphology, landscape and vegetation on the island are, in fact, the reason why the Sicilian Region set up the natural reserve called "Le Montagne delle Felci e Monte dei Porri" in 1984, now managed by the Metropolitan City of Messina. Setting up the reserve has, without any doubts, contributed to preserve the most remarkable flora and fauna, together with local tradition and culture. The area has moreover been identified as Site of Community Importance. On the island of Salina there is not that kind of hetero-directed tourism which has determined new processes of dependence, deconstruction of territory and exogenous settlement models, as it has happened on the

islands of Vulcano and Lipari. Salina has chosen to be characterized, on the other hand, by a tourist policy that has considered factors such as the natural environment, thanks to a kind of tourism connected to the protection of resources of the territory. The island is known for its rural features and traditional Aeolian architecture and it can represent a micro-island model of sustainable tourism. Currently there are three main categories of tourism on the island. The first includes tourism connected above all to beach holidays, mainly concentrated in summer months. A second category is represented by that kind of tourist who pays attention to the cultural events that the territory is able to offer. Particularly in Salina the spread of cultural tourism is linked to events and the excellences of the island, with festivals such as "Mare Festival Salina", "Salina DocFest", the Caper Festival, "Unda Maris", "La Terrazza del dodici agosto", "Settimana Enogastronomica Eoliana", "Salina International Arts Fest". These are all events contributing to extend and deseasonalize tourism on the island. A third category includes commuters and daily tourists, especially coming from the other islands and from the metropolitan area of Messina.

Salina, known as the green island, boasts the most developed agriculture among the Aeolian Islands and even today plays a significant role in spatial development, so much that it can be considered as a key model of Mediterranean island preserving its ancient agricultural tradition (Manzi, 1988, p. 31). Terrace cultivations, villages and built-up areas make it clearly different from the other islands in the archipelago, in which roughness of the soil or lava expansions or, even worse, real estate speculation make any agricultural activity fairly impossible (Cavallaro *et al.*, 1984, p. 15). In this context, agriculture and territory can benefit from a strong interaction that is evident in the production process. As underlined by some authors (Ritchie & Crouch, 2003) the competitive skills of a tourist destination depend on the presence of resources able to nourish development, as well as on the existence of local skills able to transform such resources into goods available for the market. As evidence of this, the island of Salina has addressed its territorial strategies towards absolutely unique natural and cultural elements:

- good vegetation cover;
- · presence of historical and cultural backgrounds;
- a coastal system partially protected from mass tourism;
- a widespread and high-quality agricultural production (capers and grapevines);
- small businesses in the agricultural and tourist sector.



Fig. 3 Rural landscape in Salina. Source: Giuseppe La Malfa

On the island of Salina wine landscapes are those which most evidently show a meeting between nature and anthropic action: hard work, production and the stratification of marks on the territory gain particular meaning in that close link between agriculture, environmental protection, landscape and local culture. These landscapes show some specific characteristics such as historical continuity of the landscape, the presence of a living landscape made up of villages, built-up areas, a wide variety of grapevines, presence of architecture enriching the landscape, such as wineries and farms (Moreschini et al., 2016). The territory therefore becomes key element and the food products linked to history, art and culture of the place become a driver for local development and interaction between tourists and local residents. In this way local people become active players, able to welcome and motivate visitors to find out about their roots and traditions (Anelli, 2007, p. 17). Salina inhabitants have managed to protect the agricultural landscape, preserving the integrity of the territory and educating young generations to a relation with the land, and rediscovering all those practices and techniques regarding cultivation and harvest processing to create a real business and productive network and export malvasia wine to national markets, therefore contributing not only to wine production but also to local employment.

### 3. The role of malvasia wine in enhancing cultural identity on the island of Salina

Malvasia from Lipari islands is the result of cultural and economic heritage. Thanks to its favourable climate and its morphology, the territory of the Aeolian archipelago has been devoted to vine-growing since ancient times.

In this territory, humans have left marks on the land with their hard work on the fields, building a unique cultural identity. From the picturesque peaks of the mountains to the beaches, to the rural villages rich in history and ancient architecture, Salina offers an interesting view. On one hand, the heterogeneous coast, famous from a tourist point of view, and on the other hand the rural villages, today places of remarkable cultural and natural heritage. The process of promotion of Sicilian food and wine resources bears strong importance in cultural, social and financial terms, encouraging and supporting sustainable development, bringing together the need for environmental protection and the preservation of traditions as well as of quality products. To this aim, the example of the recent development of wine tourism in Salina is a key model of a tangible socio-economic system based on exploitation of local resources.

The spread of typical crops, in particular in the territory of Salina, has given life to the production of one of the most valuable products in the entire archipelago: malvasia wine. For its specific characteristics it definitely expresses traditions and narrations of the local community. According to Diodorus Siculus, the presence of Malvasia grapes on Aeolian islands dates back to the first century before Christ. According to more recent studies, the first vine shoots of Malvasia were implanted on Aeolian islands at the end of the 16th century. At the dawn of the 19th century some favourable conditions led to a sudden increase in the demand of malvasia. In particular, these conditions were linked to 10.000 English soldiers who in Messina were trying to face a potential advance of Napoleon in Sicily. For 10 years the soldiers of the British army have asked for the known passito wine from Aeolian islands called malvasia and they have found it on their tables. Here is the start of the development of an economy linked to this valuable and thriving vine on the island (Saija, 1997). In Salina, vine-growing has historically been a culture of values, representing an attraction factor for the population, both from the point of view of settlement, favouring the expansion of scattered villages, and from the point of view of increasing financial resources of the local community, both at an agro-industrial level, determining the localization of vine-growing areas, and at a commercial level, promoting exports.

The current areas of localization of this crop are mainly concentrated around Val di Chiesa, the area of Malfa up to Capo, the area of Santa Marina Salina and the cavity of the crater in Pollara.

The production of malvasia wine represents one of the few still vital sectors that can at the same time enhance agricultural landscape, supporting in this way a kind of development based on the concept of sustainable agriculture, focused on identifying the following main characteristics: long term preservation of natural resources and agricultural productivity, minimum environmental impact, adequate return in terms of income for the local population, achievement of good yields with promotion of organic agriculture, food and wine tourism, setting up new rural roads even in protected areas, updating agro-industrial activities.

Known world-wide for its outstanding wine and its great vine-growing and wine-making tradition, Salina is a fascinating island with rich history, a location where community, culture and history mix together. It is possible to discover the culture of wine and cuisine of this unique Mediterranean island walking along the many natural itineraries. In Sicily, land rich in both natural and cultural contrasts, wine producers make a great deal of daily effort to produce wines that appeal to and stimulate the senses of wine lovers, bringing together ancient flavours and modern winemaking trends. Malvasia delle Lipari DOC is the denomination of origin for Malvasia wines made on Aeolian Islands, the volcanic archipelago located off the North-Eastern coast of Sicily. The denomination of controlled origin includes white wines obtained from the Malvasia Bianca variety, to which Corinto Nero (a blackskinned variety) is sometimes added. The flavour comes from the volcanic trait that makes up the soils where malvasia vines are cultivated. Today, the wine sector on Aeolian islands is bustling, with wine being a *leitmotiv* of such a charming place. Malvasia is a dry or sweet aromatic wine, whose name comes from a small area in the Peloponnese called Monemvasia. Based on the writings by Diodorus Siculus, the story of Malvasia began when the first Greek colonizers brought it from their native land to Lipari islands, around 580 b.C.

The vineyards stretch from the sea level up to more than 400 metres high. Since ancient times very steep areas have been cultivated on the characteristic terraces limited by walls made with lava stones, creating a unique, peculiar and fascinating landscape. Over the last years, the top-quality and heroic vine growing of the island of Salina, which can be traced back to a remote winemaking tradition, has made it possible for the island to be more and more associated with the production of malvasia wines. Featuring their typical amber colour and their sweet and velvety flavour, they can be dry

white wines, passito or dessert wines. In each of these cases, according to the Italian winemaking protocol, wine must be made from Malvasia delle Lipari variety for maximum 95% and from Corinto nero grapes for 5-8%, the latter being also known as *minutidda*. As far as passito, the finest type, grapes must be harvested when overripe. After picking, the bunches of grapes are laid out to dry on large woven reed trays called *cannizzi*, for 15-20 days depending on sunlight exposure. All Salina producers (about 12 wineries) organize winery tours and tastings including local products, taking their visitors on a journey along history and ancient traditions through a sensory itinerary. The island of Salina has been able to diversify the tourist offer in a sustainable way, letting tourists visit the small farms offering land products along a food and wine trail. This data shows that the positive increase in arrivals and in overnights characterize the evolution of the last three years.

	2022		
	Arrivals	Overnights	
Leni	2.504	7.809	
Malfa	11.138	36.171	
S. Marina	8.600	25.000	
Total	22.242	68.980	
2021			
	Arrivals	Overnights	
Leni	2.078	6.722	
Malfa	7.175	24.058	
S. Marina	7.038	22.450	
Total	16.291	53.230	
	2020		
	Arrivals	Overnights	
Leni	1.457	4.934	
Malfa	4.172	13.881	
S. Marina	4.817	15.015	
Total	10.446	33.830	

**Table 1**: Tourist flow in Salina from 2020 to 2022. Data representation by the author. Source: Regione Siciliana

In particular, foreign tourists have increased in number, and are particularly attracted by wine tourism, as confirmed in an interview in which "Capofaro" winery declared that in 2022 they had a production of bottles of Malvasia divided as follows: Didyme 2022 > 20.000 75 CL bottles, Vigna di Paola 2022 > 8.000 75 CL bottles, Capofaro 2021 > 6.000 50 CL bottles. The production of malyasia wine is connected to a national market, while 90% of guests at Capofaro resort come from abroad and are interested in living a wine experience. Setting up tourist-cultural itineraries that are in full respect of the environment can represent a way to enjoy widespread cultural heritage, as well as a chance to highlight the variety of landscapes and traditions, connecting the elements of material and immaterial culture. Moreover, promoting these itineraries based on traditional and quality products can even increase the visibility of the places, encouraging in this way visitors even in seasons less busy with mass tourism and enhancing specific local cultural features and natural resources different from the sea (Gallia & Malatesta, 2022, p. 117). Wine tourism connected to malvasia wine can give a significant contribution to deseasonalization of tourist flows, on the island excessively concentrated in the summer period, therefore allowing to avoid processes of touristification that put the very same protected heritage into risk and modify the social structure of the territory. Moreover, wine tourism seems to be particularly interesting for the development of Sicilian areas where "heroic" winemaking is carried out, because its development is slow and attention is paid to the mix of culture and people who live in the territory (Cannizzaro, 2017, p. 24). Over the last years, in the wide variety of tourist offer for smaller islands, the demand has been directed also towards forms of slow tourism which, through a targeted approach between tourists and host location, highlight the unique characteristics of the places, local traditions, habits and costumes, again in a sustainable perspective and in order to protect the environment (Albanese, 2013). Tourism connected to local typical products can become a driver for development and conservation, as demonstrated by several examples connected to "roads of wine and tastes". The sector of wine tourism is closely linked to wine roads, in order to promote wine-making culture and to find out about the territory. Salina is part of "Road of Malvasia from Aeolian Islands" which includes also the other islands of Alicudi, Filicudi, Lipari, Panarea, Salina, Stromboli, Vulcano and even the municipality of Milazzo (Nicosia & Porto, 2011). Malvasia wines represent a driving force for the economy of this island as demonstrated by the establishment of the "Consortium of Malvasia from Lipari islands" which includes about a dozen producers: Barone di Villagrande - Barbanacoli -

Colosi- Eolia - Caravaglio - Tasca d'Almerita - Hauner - Fenech - D'Amico - Colosi - Virgona - Punta Aria - Tenuta di Capofaro, dealing with wine production and supporting initiatives for its protection (Gambino, 2005).





Fig. 4 (left) Winescape in Capofaro. Source: Capofaro Resort Fig. 5 (right) Tourists in a cellar. Source: Giuseppe La Malfa

### 4. "Salina ecogastronomica": a project to find out about high-quality productions

An efficient policy of reassessment, in which food and wine products are more and more considered as a capital able to create income and employment, must be able to include these products in a strategic circuit between local economic and productive context and policies of protection and conservation, therefore representing a fundamental element of cohesion and cultural bridging (Friel & Trimarchi, 2007, p. 113).

In the close link between protection of the landscape, conservation of nature and biodiversity, cultural, slow and sustainable tourism is a project of tourist development compatible with reassessment of historical activities on the island. In this perspective, the initiative "Salina ecogastronomica" gains particular meaning because, respecting the principles of responsible

tourism, has started a process of enhancement towards a more rational management of the territory. Interacting with all actors of the production chain on the island, "Salina ecogastronomica" organizes within the festival "Island of Experiences" a series of eco-tours dedicated to food and wine, set in different periods and aimed at tasting malvasia wine and other typical specialties from Salina in wineries and in farms and therefore contributing to rediscover wine tradition and culture. This proposal is in line with the idea of travelling as an emotional and enriching experience through a real interaction with the territory. The aim is to share culture, which will then enable tourists to appreciate the extraordinary productions of an outstanding landscape, getting closer to local territory. In this case "local" must be intended as "a permanent set of socio-cultural features settled in a certain geographical area through the historical evolution of interpersonal relations, and in relation to usage methods of local natural ecosystems" (Dematteis, 1994). In this context Salina Ecogastronomica is able to promote the island by communicating its identity to those who belong to other cultures, live in other contexts, in order to increase the attraction potential of the territory, and invite tourists to get into contact with these places and start a sympathetic relation with them (attractive narration) (Pollice, 2017) therefore promoting interaction with local people and personal enrichment in an integrated view (Aloj et al., 2013). One of the most popular events for tourists, among those included in Salina ecogastronomica, is Salina wine trekking, a walk along the hills where malvasia wine is produced, at the footsteps of Monte Porri and Monte Fossa, along an emotional itinerary joining experiential and nature tourism. These tourist activities, according to sustainable principles, are essential not just to promote inland places but because they also represent an opportunity for development and growth for the territory through new forms of exploitation. In this perspective, information will be spread on social networks about the calendar of the events, and higher visibility will be given to natural and cultural sites where the origins of wine-making on the islands are found. A new role for this productive sector will be designed, as it is able to use food and wine biodiversity as an efficient instrument to explain the description of "inner peripheries", (Ietri & Pagetti, 2019) which are those places that are not peripheral in a strictly physical sense, but marginal from a functional point of view. Adopting this policy will mean including malvasia wine in Dop economy, which will eventually represent a driver for development based on a system of values focused on synergy between agriculture, environment, tourism, culture and sustainability. "Salina Ecogastronomica" on one hand aims at meeting a growing demand for authenticity (especially coming from an international market) oriented towards forms of tourism that can offer visitors an experience in which the peculiar features of the island become the protagonists of the *genius loci*. In 2023 Salina Ecogastronomica has made the island known to about 400 people from March to November. They were mainly interested in wine trekking, cooking classes, walking, tastings in wineries and farms, stayed on average for 3 nights on the island, and came above all from United States (45%), United Kingdom (13%), Australia (10%), European countries (22%) and in a small percentage from Italy (10%).On the other it is intended to extend the seasonality of accommodation facilities which are often active just for few months a year and are forced to close down during the long phase of tourist gaps.

The creation of a network of greenways can represent a chance to preserve, defend and exploit the territory and can mean a big opportunity to foster forms of slow and sustainable mobility. In this perspective a long greenway will have the advantage of considerably widening tourist offer, as it develops along the natural and cultural heritage.



Fig. 6 Walking along vineyards in Lingua. Source: Salina Ecogastronomica

#### 5. Conclusions

Malvasia is a geographic narration of great value for the territory of Aeolian Islands as it is an element of cohesion between man and the environment, between environmental and cultural heritage.

Getting to know about the Aeolian Islands cannot leave aside the aspects that are most specifically linked to the landscape, not strictly through historical-cultural fascinations, but also through that heritage which has contributed to shape the place and its history. Malvasia from Lipari islands still represents a little exploited sector, if compared to its great potential. In the last years the success of malvasia wine has consolidated other forms of economy linked to wine production as wine tourism. This is a new tourist form growing in popularity on the island of Salina. However, it still suffers from some points of weakness and higher investments are needed in better marketing campaigns, promoting the territory and involving more the businesses working in catering, handicraft, hospitality and transport and reinforcing digital technologies as advertisement instruments. This would allow an "economic reconversion" without the risks of total dependence on the global tourist market which increases anthropization in summer months and accelerates loss of identity. The present piece of research has limited itself to assess the historic dimension of wine landscape on the island of Salina following the success of top-quality typical products able to play a fundamental role for rural economy and to re-launch a tourist image linked to local culture and identity. It would be necessary to furtherly stimulate projects for development foreseeing on one hand preservation of local resources and on the other exploitation of natural beauties as an opportunity for employment and economy. In this sense, even the institutions are starting to encourage tourist practices based on exploiting local typical products, which in the case of malvasia are the undisputed symbol of Salina. In fact, thirty years after the last planning document approved in 1993, the Sicilian Region will have a new Wine-making Plan, with the aim of reinforcing a communication model combining typical and quality products with the element of the territory. Food and wine culture must, in fact, become one of the drivers of Sicilian tourist offer. because it is naturally suited to enhance – at the same time - food, landscape, natural beauties, art, culture and tradition (Regione Siciliana, 2023). The new Wine-making Plan takes up this challenge, aiming at the excellences of the territory avoiding one-direction tourist development, privileging forms of integration with other economies on the territory and their specific features, creating in this way chances for regeneration and economic development.

#### References

- Albanese, V., 2013, "Slow Tourism e nuovi media: nuove tendenze per il settore turistico", *Bollettino della Società italiana*, Roma Serie XIII, vol. VI, 489-503.
- Aloj, E., De Castro, M., Zollo, A., 2013, Identità dell'ecogastronomia: presupposto dei nuovi percorsi creativi del turismo urbano. In: Di Blasi, E., Arangio, A., Graziano, T. (Eds.), *Percorsi creativi di turismo urbano*, Patron editore, Bologna, 20-31.
  - Anelli, G., 2007, Il turismo enogastronomico, Aracne, Roma.
- Arfini, F., Belletti, G., Marescotti, A., 2010, *Prodotti tipici e denominazioni geografiche Strumenti di tutela e valorizzazione*, Edizioni Tellus, Roma.
- Calabrò, G., Vieri, S., 2016, "The Food and Wine Tourism: A Resource for a New Local Development Model", *Amfiteatru Economic*, 18(Special Issue No. 10), 989-998.
- Cannizzaro, S., 2017, "La viticoltura "eroica" in Sicilia. Qualità, turismo e sostenibilità ambientale", *Studi e Ricerche socio-territoriali*, Napoli, fasc. 2, 3-38.
- Cavallaro, C., Zuffi, M., Gagliardi, L., 1984, *Isola Salina. Ipotesi di assetto territoriale*, Eurographis Aire-La-Ville.
- Croce, E., Perri, G., 2010, Food and wine tourism: integrating food, travel and territory. Oxford: CAB International.
- Dematteis, G., 1994, "Possibilità e limiti dello sviluppo locale", *Sviluppo locale*, n.1, 10-30.
- Friel, M., Trimarchi, M., 2007, Le risorse culturali e la crescita del territorio. In: Gaddoni, S. (Eds.), *Italia regione d'Europa*, Patron editore, Bologna.
- Ietri, D., Pagetti, F., 2019, Unità territoriali delle politiche pubbliche: una definizione delle inner peripheries. In: Salvatori, F. (Eds.), XXXII

CONGRESSO GEOGRAFICO ITALIANO. *L'apporto della geografia tra rivoluzioni e riforme* A.Ge.*I.* - Roma 7-10 Giugno 2017, A.Ge.I, Roma, 3145-3150.

- Gallia, A., Malatesta, S., 2022, "Le isole minori italiane nelle missioni del PNRR. Una visione sul futuro", *Documenti geografici*, 0(1), 161-174, http://dx.doi.org/10.19246/DOCUGEO2281-7549/202201\_11.
- Gambino, S., 2001, *L'area protetta dell'isola di Salina*, Archivio storico messinese, Messina.
- Gambino, S., 2005, La produzione del cappero nelle Isole Eolie: un modello di cultura gastronomica. In: Palagiano, C., De Sanctis, G. (Eds.), *Geografia dell'alimentazione* -Atti dell'Ottavo Seminario Internazionale di Geografia Medica, RUX Edizioni, Perugia, 533-538.
- Garibaldi, R., 2018, *Primo rapporto sul turismo enogastronomico italiano*: 2018, Centro Editoriale Librario Studium Bergomense, Bergamo.
- Hart L.S., 1995, "A Natural-Resource-based Wiew of the firm", *The Accademy of management review*, 20(4), 986-1014.
- Manzi, E., 1988, Isole Eolie. In: *Sicilia-Collezione attraverso l'Italia*, TCI, Milano.
- Moreschini, L., Ramello, G., Santagata, W. (Eds.), 2016, *Un marchio per la valorizzazione dei territori di eccellenza: dai siti UNESCO ai luoghi italiani della cultura, dell'arte e del paesaggio*, Rubbettino Editore, Soveria Mannelli.
- Nicosia, E., Porto, C. M., 2011, Promozione turistica del territorio, il ruolo dell'enoturismo in Sicilia. In: Cannizzaro, S. (Eds.), *Per una geografia del turismo Ricerche e casi di studio in Italia*, Pàtron editore, Bologna, 93-99.
- Pollice, F., 2017, Placetelling® per lo sviluppo di una coscienza dei luoghi e dei loro patrimoni, *Territori della Cultura*, 30, 106-111.

Regione Siciliana- *Dipartimento dell'agricoltura- Viticoltura ed enologia*, www-regione.sicilia.it

- Regione Siciliana https://www.regione.sicilia.it/la-regione/istituzioni/strutture-regionali/assessorato-regionale-turismo-sport-spettacolo/dipartimento-turismo-sport-spettacolo/aree-tematiche/attivita-staff/osservatorio-turistico/osservatorio-turistico-della-regione-sicilia/movimentituristici-comunali
- Ritchie, B., Crouch, I., 2003, *The Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing Series.
- Saija, M., 1997, Salina e la malvasia. In: *Eolie perle del Mediterraneo*, Edizioni affinità elettive, Messina, 78-79.
- Sparks, B., 2007, "Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions", *Tourism Management*, 28, 1180-1192.
- Zago, M., 2018, "Il ruolo delle comunità locali e dei turisti nella valorizzazione dei saperi tradizionali: l'esperienza degli ecomusei del gusto. In: *Futuribili Rivista di studi sul futuro e di previsione sociale* vol. XIII, nn.1/2, Eut Edizioni Università di Trieste, Trieste.

Territories continue to transform due to endogenous and exogenous development drives. The thickening of logistics and transport networks, large commercial hubs, energy supply options, agricultural and industrial policies, tourism and migrations constitute then, individually and in a systemic sense, some of the lenses available to read the transformative dynamics of territories in the crucial current geopolitical context. In addition, the increasing reach of digital technologies in the spaces and practices of our daily lives, has changed the way we perceive and use the landscape. These transformations find a reified outcome in landscape transitions, becoming a foothold for a trans-scale geographical reflection. We therefore want to insert this volume on this horizon. In fact, we have wanted to stimulate the geographical community to try their hand at landscape analysis to identify, through methodological and/or applied research contributions, problems, practices and trajectories inherent in the transformative dynamics of territories, compressed between the urgency of development and the need to change the energy and consumption paradigm.

Giovanni Messina is Geographer at the Department of Ancient and Modern Civilizations (DICAM) of the University of Messina. His research mainly focuses on geography and literature, cultural landscapes and local development. His last book (Pontecorboli, 2022) is About the journey. Stasis, chiasmus and interruptions. A geography essay.

Bresena Kopliku is a Researcher and Lecturer at the Department of Geography University of Shkodra, Albania, where she is currently the Head of the Department. Her research interests relate to migration and its diverse typologies, return migration, transnationalism, and diaspora.





