Geophysical Research Abstracts
Vol. 19, EGU2017-13110-1, 2017
EGU General Assembly 2017

Can vineyard biodiversity be beneficial for viticulture and tourism?

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The European research BiodivERsA project VineDivers aims to link ecosystem services and vine production, in an integrative approach that considers both landscape structure and cultural practices (cover-crops versus bare soils), in vineyards of Austria, France, Romania and Spain. Such services studied are (i) provisioning and regulation services by soil biota and pollinators, and (ii) landscape cultural services. In this study, we want to know if landscape beneficial for biodiversity providing ecosystem services at a plot scale also have an aesthetical value. An interdisciplinary approach was chosen to include both ecological and sociological data. First, we analyzed the influence of soil management practices and landscape complexity on soil biota, inter-row flora and bees. Second, we implemented a questionnaire based on photographs about biodiversity perception and visual aesthetic evaluation. Our results highlighted the effect of landscape complexity and soil management intensity on biodiversity and their ecological and cultural ecosystem services. This allows us to discuss the global importance of biodiversity for a wine-producing region. Further analysis within the VineDivers project will focus on an assessment of the biodiversity importance for local viticulture economy.