

THE RURAL AREA IN THE CONTEXT OF GLOBALIZATION

CAIUS LĂZĂRESCU¹, MARIUS BOIȚĂ¹, GHEORGHE PRIBEANU³

¹"Vasile Goldiș" Western University of Arad, Romania, e-mail: caius.lazarescu@yahoo.com

²Banat's University of Agricultural Sciences and Veterinary Medicine

"King Michael I of Romania" from Timisoara, Faculty of Agricultural Management,
Timisoara, Romania

Abstract: In this study we present the structure, size, functions and characteristics of the rural area in the current economic context. The diversity of the rural area given by the variety of the landscape and of its economic potential is a multifunctional area that through judicious management can develop a rural economy compatible with the new economy. The rural area by its size is predominantly in any country and it differs through its characteristics of the urban one, but should not be confused with the agrarian space. The rural economy cannot be confused with the agrarian economy although the agrarian side is dominant both economically and territorially. The rural area is dominated by the private family owned property compared to the urban area where it is much reduced, being predominantly manufacturing space.

Key words: rural area, agrarian area, rural economy, agrarian economy

INTRODUCTION

The problem of rural landscaping is very old, certified by works of the Romans, *rerum Rusticarum Libri Tres* (three books for agriculture [4] in which is approached the problem of the organization of the agricultural space by separating cultures. Concerns for rural landscaping in ancient times were also in Egypt, Mesopotamia, China.

Each historical period deals with this issue in its respective economic and social context. Historical experience, the new economic and social context and the satisfaction of needs require a paradigm shift and developing new strategies for the organization of rural landscaping. In an organized framework, the 15 orientation of the European Charter requires multiplication of initiatives and rural development projects.

Within the EU are necessary joint projects that take into account the differences between agrarian structures from Eastern Europe and Western Europe. From a practical standpoint the rural area was affected by excessive urbanization and industrialization of some rural areas. In Eastern Europe in the rural area the *systematization of rural settlements* stipulated building blocks with housing destination contrary to the rural architecture of private households.

The new rural development policy included in the European Charter read: "Rural areas in Europe are a precious landscaping space, fruit of a long history and whose rescue is a vivid concern for society. The rural areas can fulfill its functions of supply, relaxation and balance increasingly more desirable in society only if it remains an attractive and original place to live in, gifted with:

- good infrastructure;
- viable agriculture and forestry
- local conditions favorable for non-agricultural economic activities;
- an intact environment and with a well-groomed landscape [2].

MATERIALS AND METHODS

1. Sustainable rural development

Sustainable rural development requires a concept based on macroeconomic and social analysis of the contemporary world, which must take into account both the history and the future of rural development with all its contradictions, it must have as study objective the following topics:

- preservation of traditional values that are threatened by industrial ones especially through globalization of the economy;
- rapid and uncontrolled urbanization in some rural areas by transforming in megalopolises and super-industrialized objectives;
- environmental degradation as a consequence of industrialization, intensification of agriculture, tourism development and of the ways of communication and the development of agro-industry beyond the ecologic limits;
- polarized development of the economy in rural areas by creating islands of wealth in a poor areas and islands of poverty in rich areas.

Sustainable development must be based on the following principles:

- to ensure a balance between economy and environment;
- be compatible with the world economic space;
- to be achieved in a long period of time.

Sustainable development in a global approach must be achieved in a strategy that must include four directions: economic, technological, ecological, socio-cultural. The rural area is governed by rules of life with centuries-old tradition; is more humanized, people know each other very well, the "man - identity" from rural areas is different from the "anonymous person" from the urban space, the interpersonal relationships, the landscaping and the entire social climate make the rural area more attractive. It was necessary to define the rural area in order to not to be confused with the rustic one, because in the rural area prevails the law of progress which is contradictory to the rustic concept preferred by eccentrics. Consequently sustainable development must take into account the natural environment and the human one, the socio - cultural side.

In 1974 Lester R. Brown created World watch Institute (Global Monitoring Institute) which must follow the progress in sustainable structuring. His work pays particular attention to the conflict between industrial civilization and ambient environment targeting in particular the following aspects: the tendency of exhaustion of natural energy resources, raw materials and food; consuming renewable resources faster than their capacity for regeneration; physical damage and contamination of vital environmental factors: air water and soil [5].

In 1987 America convened the *Brundtland Commission* which discussed global environmental degradation problems focusing on *needs* and concluding that needs vary from one region to another, from one country to another depending on the degree of development. The Commission also discussed the problem of non - renewable resource.

In 1992 the United Nations Conference in Rio de Janeiro discussed the *Brundtland Report* named "Our Common Future" that gives to sustainable development plans the following requirements:

- compatibility between the natural and anthropoid environment for all new actions initiated by man;
- ecological reconstruction of areas affected by excessive industrialization and urbanization, intense pollution, healing the deep ecologic wounds and stretched in some natural points (areas);
- interdependence between economic development and the ecological component through a two-way conditioning relationship;
- optimizing the balance between economic development on the basis of profitability and quality of economic growth;
- dynamic optimizing of economic and social interests through including current and future generations in sustainable development scenarios on a medium to long time horizon;
- regionalization and globalization of strategies of sustainable development by designing and monitoring the implementation of cross-regional, continental and global projects (strategies);

- conception of legislation strategies (charters) and sectoral projects of sustainable development (industrial development, rural development, urban planning, transport, tourism, etc.).

- compatibility of education and fundamental and applied scientific research orientation in agreement to the concept of sustainable and ecologic development in order to refine the concept and strategies in ecological development [2].

The conceptual approach to sustainable rural development can distinguish four approaches according to its development: local, regional, cross-border, and pan-European.

2.2. The sustainable development program

Sustainable rural development can be achieved on the basis of programs grounded in time and space, namely the steps that must be followed and the space included in the program.

If part of the corporations in the world have passed the international phase to market orientation, when they need to address each different foreign markets in the industry, much of the companies, acting on the business environment [1].

The National Rural Development Program for Romania for the period 2014 -2020 includes the whole Romanian territory [6].

Romania is located in the south-east of Europe and has an area of 238,391 km² and represents 5.41% of the E.U. surface with the following structure:

- 61.3% agricultural land, about 14.6 million ha of which: 64.2% arable land, 32.9% natural pastures and hayfields and 2.7% fruit and vine plantations;

- 28.3% forests and forest vegetation land;

- 10.4% built area of settlements, roads and railways and unproductive land.

Romania has 5 bio-geographic surfaces out of the 11 regions of Europe. The 5 bio-regions of Romania are: continental, pontic, steppe, pannonian and alpine. 87.1% of Romania's rural areas consists of villages and contains 45% of the population.

According to the Nomenclature of Statistics Territorial Units (NUTS) Romania presents the following structure:

- 8 regions of development with an average population of 2.67 million inhabitants / region;

- 42 counties that are the present administrative and territorial structure of the country;

- 320 municipalities, 2,861 commons containing 12 957 villages.

Seven of the eight regions of the country are underdeveloped achieving below 75% of GDP average income per capita, a situation encountered in other states, and that required support measures by EU funding [7].

Regulation 1305/2013 on Art. 59 provides the funding conditions, "(b) 75% of eligible public expenditure for all regions whose GDP per capita in 2007-2013 was less than 75% of the EU-25 for the reference period, but whose GDP per capita exceeds 75% of the average GDP of the EU-27;" [9].

Sustainable rural development must be carried out simultaneously in the four directions: economic, environmental, social and cultural and must take into account the requirements of this space, respectively:

- the needs of the people that are to be included in the center of the development objectives;

- to pay particular attention to the rural social life, to traditions and the integration of youth in the rural;

- to preserve and develop the identity of rural communities;

- to protect the integrity of rural area with the cultural and historical traditions in the regional and national context;

■ in the context of social development the program must facilitate the development and diversification of relations with the urban areas.

2.3. Landscaping of the Territory

Landscaping in rural areas in terms of economic development must provide the development of multiple activities to ensure all the economic potential from the rural area. If in our country the largest area of the rural area is arable land, the program must support all branches of agriculture with crops and livestock, followed by development programs of forestry, agriculture and forestry related activities. Developing communication and telecommunications to provide multiple links within rural area and connecting to the urban space.

Agricultural area and arable land during the period 2007-2012 had insignificant reductions (Fig.1), situation that doesn't affect sustainable rural development programs. Given that social needs primarily grow by population growth the policies concerning the rural area aim increasing the area of this type of land.

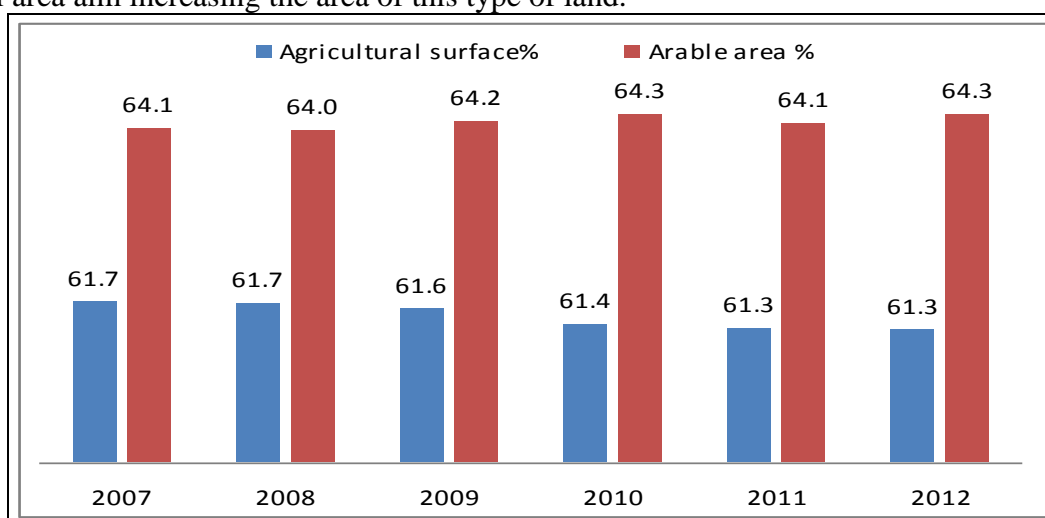


Figure1 The share of the agricultural and arable land in national total area (thousands of hectares)

Source: Romanian Statistical Yearbook 2013 cap.14.1

Also rural development policies aim at increasing the area for farms and livestock. Increasing agricultural areas leads to increasing economic efficiency of agricultural equipment and lowering fuel consumption and labor. Expansion of farms can be organized only by technical and legal solutions to unite the land, as was done in other countries, e.g. remembrement in France, kommassierung in Austria and flurdereinigung in Germany.

In Romania given the changes produced by the revolution of 1989 through the dismantling of cooperatives of the socialist economy and restitution of land led to fragmentation of agricultural land. During the period 2007-2010 small unincorporated farms had a high share.

Table 1

The situation of agricultural holdings in the period 2007 - 2010

	2007	2010
Unincorporated	3.913.651	3.828.345
Individual farms	3.913.651	3.823.130
With legal personality	17.699	30.698
Total	3.931.350	3.859.043

Source: Romanian Statistical Yearbook 2013 cap.14.3

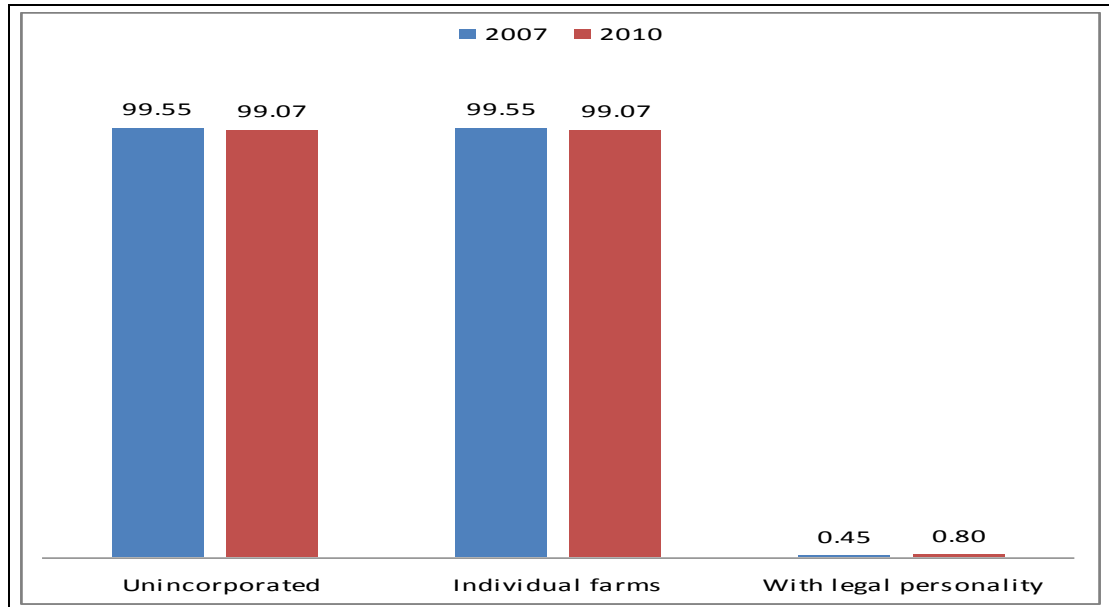


Figure 2 The share of types of farms in total holdings

Source: Romanian Statistical Yearbook 2013 cap.14.3

The projects for rural landscaping should include infrastructure: access roads, sewerage, water supply, and energy, telecommunications (telephone, internet, and television). Development of infrastructure in rural areas for water supply for the settlements, with wastewater plants, with a sewerage system are essential to human needs first, and for the needs of the household. The sewerage network in rural areas during the 2007-2012 period registered significant increases (table 2, figure 3 and 4).

Table 2

Evolution of the public sewerage system in Romania during 2007-2012

	2007	2008	2009	2010	2011	2012
Localities with public sewerage network (number)	735	760	777	798	861	926
Cities and towns	309	309	308	309	309	310
Communes and villages	426	451	469	489	552	616

Source: Romanian Statistical Yearbook 2013 cap.5.9

„The infrastructure for the transportation services, telecommunication, electricity, water, gas and waste management are very important for the initiation and development of businesses” [3]. The sewerage system on the number of cities included in the 2007-2012 period registered growth in urban areas with a city and in rural areas with 190 localities. Evolution of the development of the sewerage network in rural localities in the period 2007-2012 (figure 3).

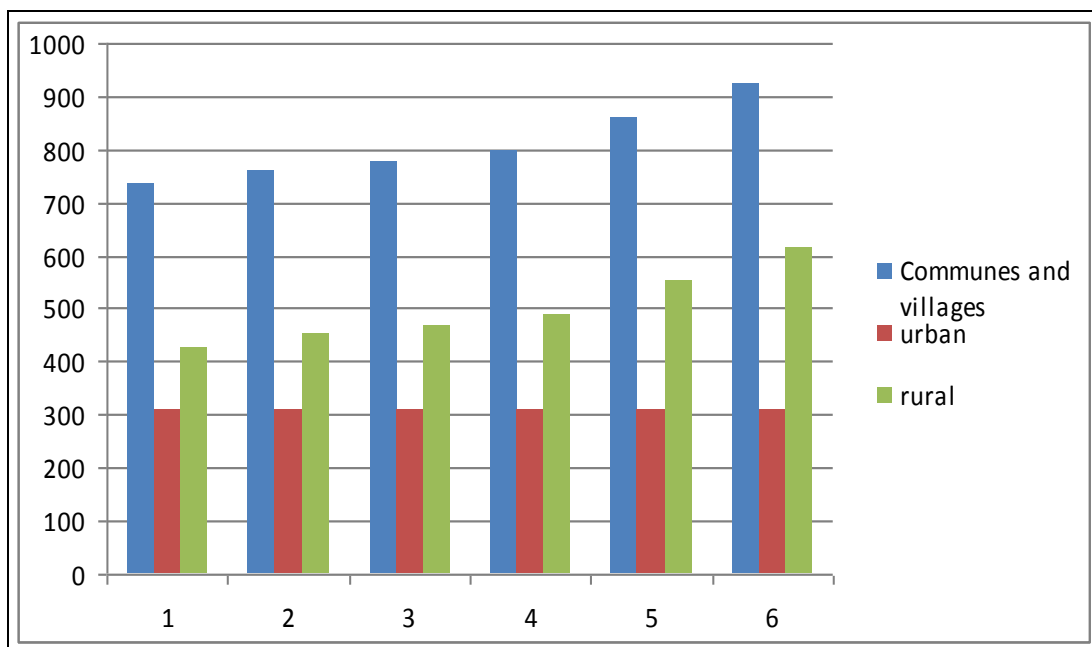


Figure 3 The number of localities with sewerage network developed during 2007-2012

Source: Romanian Statistical Yearbook 2013 cap.5.9

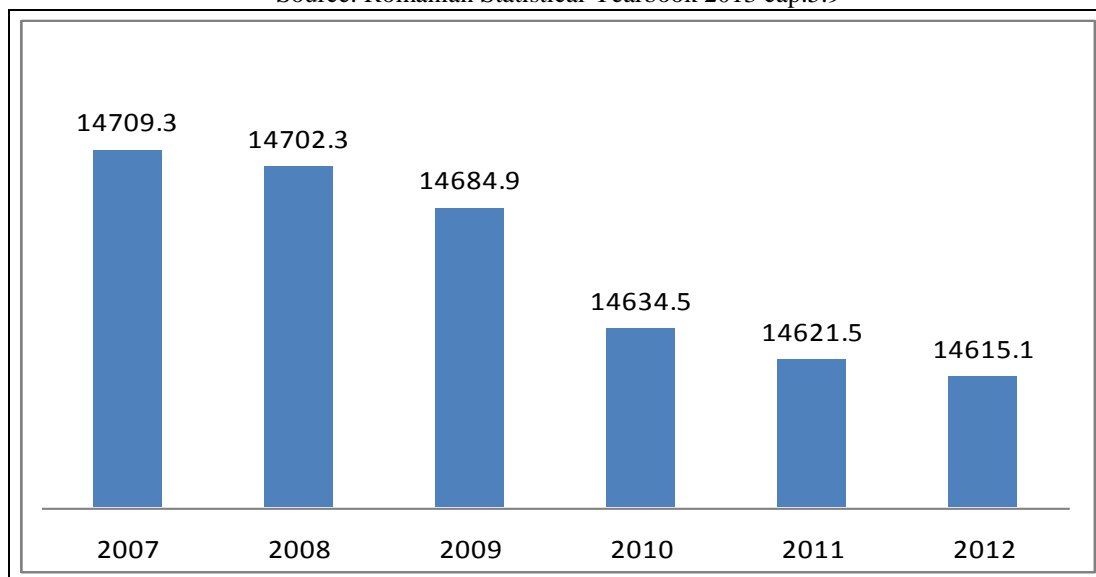


Figure 4 Share of the evolution of the development of the sewerage network in rural areas from total national sewer network

Source: Romanian Statistical Yearbook 2013 cap.5.9

Public roads during 2007-2012 were developed being made the links between localities. National infrastructure of a country is based on means of communications. Depending on the time period in question, there are marketing plans on short term (up to one year), medium term (1-5 years) and long term (over 5 years) [8].

Road development may cover all areas of the country at local, county and national level (figure 5).

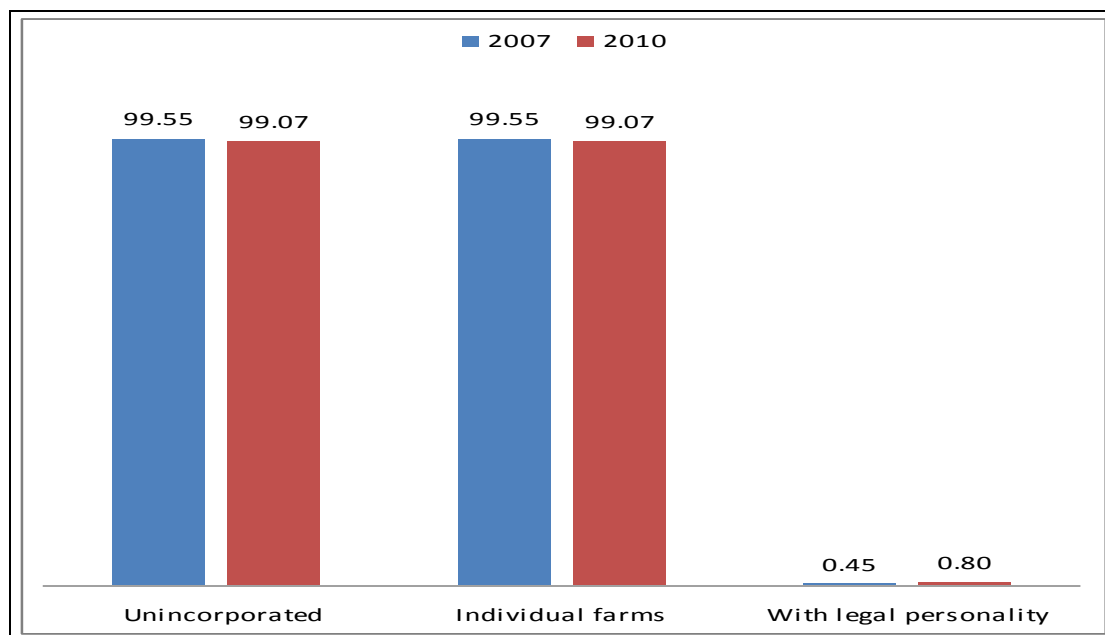


Figure 5 Evolution of the public road network in the period 2007-2012

Source: Romanian Statistical Yearbook cap.17.12

CONCLUSIONS

Rural sustainable development has become a key issue for the economic policies of national development, being both in the attention of the governments of all countries and the European Union. EU and government involvement consisted both in the adoption of specific and lax legislation and financial support.

The surplus of rural population comes from the urban migration due to urban deindustrialization, rural areas being undeveloped were not attractive through great opportunities of employment or social conditions.

The rural area offered only a subsistence household representing a share of over 99% of total holdings, situation which is detrimental to policies with large holdings (figure2). In the rural Romanian area are 2861 communes that contain 12.957 villages of which 616 had sewerage network by 2012 according to the statics data (figure 3).

For the rural areas to become attractive rural development must comply with all directions; especially with the economic one by large farms that enable the development of agriculture and implicitly of other adjacent sectors, and the social one through personal comfort that resembles the urban one respectively water, sewerage, telecommunications.

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