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Sustainable Rural Development

KEYNOTE LECTURE (CHAPTER 1)

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WHAT IS RURAL ?

- ❖ **ENDLESS GREEN FIELDS WITH INTENSIVELY CULTIVATED CROPS**
- ❖ **THRIVING COASTAL RESORTS**
- ❖ **HIGH TECH ANIMAL FARMS WITH FULL AUTOMATION**
- ❖ **BUSTLING MARKET TOWNS NICELY EQUIPPED WITH AMENITIES AND INFRASTRUCTURE**
- ❖ **ABANDONED ARID LAND IN MOUNTAINOUS AREAS**
- ❖ **FORGOTTEN FISHING VILLAGES JUST SURVIVING**
- ❖ **SHEPERDS BREEDING 50 SHEEP IN OPEN GRAZING LAND**
- ❖ **REMOTE LITTLE VILLAGES COUNTING A FEW DOZEN ELDERLY INHABITANTS**



**THERE IS NO STANDARD PROBLEM
AND
NO STANDARD ANSWER**



WHAT SPRINGS INTO OUR MIND WHEN WE HEAR THE WORD RURAL?

FARMING

PEOPLE

FORESTRY

NATURE

TRADITIONS

CULTURE

VILLAGE SOCIETY

HANDICRAFTS

BUSINESS

PEOPLE

NATURE



ECONOMY



**INTEGRATED
RURAL
DEVELOPMENT**

CULTURE



**PRESERVATION
& PROTECTION**



RURAL DEVELOPMENT

AS PART OF NATIONAL POLICY

- **REFLECTS OBJECTIVES OF REGIONAL BALANCE**
- **AVOIDING MARGINALISATION**
- **ASSISTING BACKWARD REGIONS TO CATCH UP ON MACRO-ECONOMIC INDICATORS AND INFRASTRUCTURE NEEDS**

AS THE RESULT OF LOCAL/REGIONAL EFFORT

- **REFLECTS THE WISHES AND THE CAPACITIES OF PEOPLE**
- **CALLS FOR COMMUNITY INVOLVEMENT**
- **IS "OWNED" BY THE PEOPLE WHO MAKE IT WORK**

IT IS NOT ONLY IMPORTANT TO UNDERSTAND WHAT RURAL DEVELOPMENT IS

**IT IS EVEN MORE IMPORTANT TO UNDERSTAND HOW IT WORKS:
THE PROCESS OF ACHIEVING SUSTAINABLE DEVELOPMENT**



COMMUNITY INVOLVEMENT: THE "LADDER"

PARTICIPATION

CONSULTATION

INFORMATION

COMMUNITY INVOLVEMENT

INVOLVING A LOCAL COMMUNITY IN CRUCIAL DECISIONS ABOUT THEIR OWN FUTURE IS NOT EASY: THE INDIVIDUAL STAKES ARE OFTEN IN CONFLICT WITH THE INTERESTS OF THE COMMUNITY

THERE IS A NEED FOR:

- NEGOTIATION**
- RECONCILIATION OF INTERESTS**
- RESOLUTION OF CONFLICT**

TO UNDERSTAND THE DYNAMICS OF LOCAL DEVELOPMENT IN THE COMMUNITY'S OWN TERMS, IT IS USEFUL TO SEE THE DEVELOPMENT PROCESS IN THE CONTEXT OF A SCENARIO

A SCENARIO PRESENTS RURAL DEVELOPMENT AS A DYNAMIC PROCESS



A DEVELOPMENT SCENARIO HAS

A STORY

ACTORS

OPTIONS

BUT NOT A SINGLE END



A DEVELOPMENT SCENARIO IS BUILT AROUND

A VISION FOR THE FUTURE

HOW DO WE WANT OUR AREA TO BE IN 10 OR 20 YEARS?

HOW DO WE WANT OUR LIFE TO BE?

WHAT IS MOST VALUABLE FOR US, WHAT ARE WE PREPARED TO STRIVE FOR?

THE OBJECTIVES OF DEVELOPMENT

HOW ARE WE GOING TO MAKE THE VISION WORK?

WHAT OPPORTUNITIES WE WANT TO OFFER TO THE YOUNGER GENERATIONS?

WHAT DO WE WANT TO KEEP AND WHAT TO CHANGE?

THE POLICIES

HOW CAN WE BRING ABOUT THE CHANGE?

HOW ARE THE AVAILABLE FUNDS USED?

THE STAKEHOLDERS

WHO HAS AN INTEREST IN THE SUCCESS OF THE SCENARIO?

WHO IS AFFECTED?

WHO CAN INFLUENCE THE IMPLEMENTATION OF THE SCENARIO?



EXAMPLES

THE SNOWMOBILE TRAILS IN LAPPLAND, SWEDEN

THE EFFECTS OF TOURISM IN THE VILLAGE OF PARGA, GREECE

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SNOWMOBILE TRAILS

THE VISION: A GOOD STANDARD OF LIVING FOR PEOPLE WHILE PROTECTING THEIR UNIQUE WAY OF LIFE

OBJECTIVES: TO INCREASE THE BENEFITS OF TOURISM WITHOUT THE DAMAGE CAUSED BY NOISE TO REINDEER HERDS

THE STAKEHOLDERS: LOCAL VILLAGE RESIDENTS, SAMI SHEPHERDS, TOURISTS, LOCAL AND CENTRAL GOVERNMENT

THE POLICY: TO MANAGE THE TRAILS SO THAT TOURISTS ARE NOT ALLOWED TO SNOWMOBILE EVERYWHERE BUT ONLY ALONG TRAILS

THE SCENARIO: MANAGEMENT OF TRAILS IS KEPT BY CENTRAL GOVERNMENT BECAUSE LOCAL GOVERNMENT HAS NO FUNDS
OR
MANAGEMENT OF TRAILS GOES TO PRIVATE OWNERS WHO CHARGE A FEE TO TOURISTS BUT APPLY STRICT RULES AND MAINTAIN THE TRAILS



TOURISM IN PARGA

THE VISION: CONTROL THE EXPLOSION OF BUILDING ACTIVITY THAT FACILITATES UNAUTHORISED TOURISM USES, TO ACHIEVE LONG TERM SUSTAINABLE DEVELOPMENT

OBJECTIVES: WITHOUT LOSING INCOME, TO SPREAD THE TOURIST FLOW MORE EVENLY AROUND THE YEAR TO AVOID OVERCROWDING AND LOWERING THE STANDARDS OF SERVICES

THE STAKEHOLDERS: HOTEL OWNERS, UNLICENCED ACCOMMODATION OWNERS, TOURISTS, LOCAL GOVERNMENT, REGIONAL PLANNING DEPARTMENT

THE POLICY: A TOWN PLAN IS PRODUCED BY THE LOCAL AUTHORITY TO IMPOSE STRICT LAND USE CONTROL

THE SCENARIO: TO REVOKE THE TOTAL BAN ON BUILDING IMPOSED LONG AGO, BUT ONLY ON THE BASIS OF PRODUCING A TOWN PLAN. DIFFERENT VERSIONS ARE FORESEEN ACCORDING TO HOW STRICT THE CONTROLS ON LAND USE SHOULD BE



CONCLUDING NOTE

The vision of sustainable rural development, approached from “the bottom up”, is shaped through a long and often painful process, which requires involvement and participation by the individuals and the community.

To realise the vision, leadership and support by the local and regional institutions that provide control and management is necessary, alongside a strong commitment by the local community.