



23rd Annual Colloquium

Sustainable Rural Systems
Smart answers for a smiling future

27th July - 2nd August 2015

Book of Abstracts and Programme

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Acknowledgement:

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Programme

28th July 2015, LISBON, Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa (Auditorium 1, Tower B, 1st Floor)	
8,30	Welcome Speeches: Costa, João ; Director of the FCSH/UNL; Muteia, Helder ; FAO, Portugal; Roxo, Maria José ; IGU, Portugal; Kim, Doo-Chul and Firmino, Ana ; Co-Chairs CSRS/IGU
Chair:	Muteia, Helder Sorensen, Tony
9,00	Key-Speaker: Woods, Michael ; Aberystwyth University RETHINKING RURAL RESPONSES TO GLOBALIZATION: AN ASSEMBLAGE APPROACH
Session 1, Rural-Urban Interactions in a Changing Society 1 Room: Auditorium 1 (Tower B, 1 st floor)	
Chair:	Thissen, Frans Valerià, Paül
9,30	Robinson, Guy; Weber, Delene; Bardsley, Douglas K.; Moskwa, Emily; Bardsley, Annette: LIVING WITH THE THREAT OF BUSHFIRE: MANAGING RISK IN RURAL-URBAN FRINGES ACROSS THE MEDITERRANEAN BIOME
9,50	Vanderheyden, Vincent; Schmitz, Serge: ARE THERE DIFFERENT ANALYSIS PATTERNS WHEN PEOPLE ASSESS RURAL LANDSCAPES?
10,10	Luz, Ana Luisa: THE MANAGEMENT OF COMMON LANDS IN EUROPE IN A CONTEXT OF "RURAL TRANSITION"
10,30	Discussion
10,40	Coffee-Break
Session 2, Environment, Sustainability and Climate Change 1 Room: Auditorium 1 (Tower B, 1 st floor)	
Chair:	Grabski-Kieron, Ulrike Jones, Roy
11,00	Salvador, Mariana Sanchez: THE FOODSCAPE OF LISBON: AN EVOLUTION BETWEEN CITY AND FOOD SYSTEM TOWARDS A SUSTAINABLE FUTURE
11,20	Firmino, Ana : WINDMILLS AND WINDTOWERS IN LOURES FOR A SMILING FUTURE
11,40	Poggi, Francesca; Firmino, Ana; Amado, Miguel Pires: THE SMART RURAL CONCEPT: BEHIND THE ENERGETIC FUTURE OF TERRITORIES
12,00	Discussion
12,30	Lunch at FCSH-UN
14,00	Departure to Field Trip in Loures
14,30	Welcome by the Mayor of Loures at Marqueses da Praia Palace
14,45	Video and presentation of the Municipality
15,00	Departure to Aranhas Farm (Pai Joanes)
15,30	Visit to the Enterprise "Origem do Campo" (hydroponic production of lettuce)
16,30	Departure to the photovoltaic Station of Malhapão and brief introduction to the alternative energy production in Loures by Francesca Poggi
17,30	Visit to the Museum of Wine and Vineyard in Bucelas
18,30	Visit to Quinta da Murta and wine tasting (Arinto Wine)
19,00	Exhibition of the folk group "Ceifeiros da Bemposta"
19,30	Departure to A-do-Baço (small village in Arruda dos Vinhos)
20,00	Dinner at "Cantinho da Arruda" typical "saloio" restaurant
22,00	Departure to Lisbon

29th July 2015, LISBON, Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa

PARALLEL SESSIONS	
Session 3, Landscape Heritage and Sustainable Tourism 1 Room: Auditorium 1 (Tower B, 1 st floor) Chair: Cawley, Mary Remoaldo, Paula	
9,00	Iranzo-García, Emilio; Aguilar, Juan Antonio Pascual; Lafarga, Cristina Blasco; Fansa, Ghaleb: ACCESSIBLE LANDSCAPES AND HEALTH: A PROPOSAL FOR A COMPREHENSIVE DEVELOPMENT OF THE RURAL LANDSCAPE AND HERITAGE RESOURCES FOR THERAPEUTIC PURPOSES
9,20	Brites, Cláudia; Firmino, Ana: SOCIAL FARMING: AN EMERGING ISSUE IN RURAL AREAS
9,40	Tulla, Antoni F.: SOCIAL FARMING AS A MULTIFUNCTIONAL ACTIVITY FOR SUSTAINABLE DEVELOPMENT IN CATALONIA
10,00	Morais, Duarte; LaPan, Chantell; K.C., Birendra; Wallace, Tim: EXAMINING THE RELATIONSHIP BETWEEN SELF-REPRESENTATION, SELF-DETERMINATION AND SOCIAL CAPITAL AMONG RURAL TOURISM MICRO- ENTREPRENEURS IN NORTH CAROLINA
10,20	Discussion
Session 4, Social Challenges for a Smiling Future 1 Room: Auditorium 3 (Tower B, 5 th floor) Chair: Ancuța, Cătălina Pina, Helena	
9,00	Sorensen, Tony: AUSTRALIA'S RURALITIES IN TURMOIL: A GLIMPSE INTO THE FUTURE
9,20	Kohmoto, Daichi: GENERATIONAL DIFFERENCES IN THE LIVES OF RURAL MARRIED WOMEN IN JAPAN: A CASE STUDY IN OJIRO, A MOUNTAINOUS VILLAGE
9,40	Lukić, Aleksandar: CONCEPTUALIZING CHANGE IN CROATIAN POST-SOCIALIST COUNTRYSIDE AND ITS ROLE IN DISCUSSING POSSIBLE RURAL FUTURES
10,00	Khan, Nizamuddin: DIVERSIFICATION OF FARMING SYSTEM IN URBAN RURAL INTERFACE REGION IN NORTH INDIA: SMILING FUTURE FOR INDIAN POOR FARMERS
10,20	Discussion
10,40	Coffee-Break
Session 5, Landscape Heritage and Sustainable Tourism 2 Room: Auditorium 1 (Tower B, 1 st floor) Chair: Teixeira, Pedro Amit-Cohen, Irit	
11,00	Cawley, Mary: EVALUATING AN INTEGRATED APPROACH TO RURAL TOURISM DEVELOPMENT: A META ANALYSIS
11,20	Schmitz, Serge; Crozat, Dominique: WE FORGOT TO PAY ATTENTION TO ORDINARY TOURISM! A CALL TO REVISE THE RESEARCH AGENDA FOR RURALTOURISM.
11,40	Teles, Virgínia; Malta, Paula; Correia, António: THE GEOGRAPHIES OF GEOCACHING IN PORTUGAL: CO-CREATING TOURISM EXPERIENCES AS A SMART ANSWER FOR RURAL SYSTEMS
12,00	Discussion
Session 6, Landscape Heritage and Sustainable Tourism 3 Room: Auditorium 3 (Tower B, 5 th floor) Chair: Hoefle, Scott Lourenço, Júlia	
11,00	Rayssac, Sébastien; Santamaría, Juan M. Trillo: TOURISME ET DÉVELOPPEMENT RURAL DANS LE SUD-OUEST EUROPÉEN : POLITIQUES TERRITORIALES, STRATÉGIES ET ACTIONS COLLECTIVES

11,20	Tabasco, Julio José Plaza; Ruiz, Maria del Carmen Cañizares; Pulpón, Ángel Raúl Ruiz: HERITAGE AND WINE TOURISM: SPECIFIC RESOURCES TO INNOVATE THE TERRITORIAL DEVELOPMENT OF CASTILLA - LA MANCHA (SPAIN)
11,40	Amit-Cohen, Irit: OBTAINING OTHERS HERITAGE FOR TOURIST ACTIVITIES, THE CASE OF AN "EXTANTION NEIGHBOURHOOD" IN RURAL SETTLEMENTS IN ISRAEL
12,00	Discussion
12,30	Lunch at FCSH-UNL
Session 7, Environment, Sustainability and Climate Change 2 Room: Auditorium 1 (Tower B, 1 st floor) Chair: Robinson, Guy Ferreira, Carmen	
14,30	Grabski-Kieron, Ulrike: ENVIRONMENTAL AND SPATIAL GOVERNANCE-SYSTEMS IN LAND USE – CHALLENGES OF CLIMATE OPTIMIZED LAND USE MANAGEMENT IN GERMANY
14,50	Ocampo, Lou Angeli: MAKING 'PLACE' COUNT IN RISK PERCEPTION STUDIES
15,10	Hoefle, Scott William: ERASING 'HILLBILLIES' AND 'CAPIRAS' FROM THE LANDSCAPE: ENVIRONMENTAL POLICY, CONSERVATION UNITS AND POOR FARMERS IN THE BRAZILIAN AND US ATLANTIC FORESTS
15,30	Bicalho, Ana Maria de S. M.; Araújo, Ana Paula Correia de: POSSIBILITIES AND LIMITATIONS TO ALTERNATIVE STOCK RAISING IN THE WETLANDS OF WESTERN BRAZIL
15,50	Discussion
16,00	Coffee-Break
Session 8, Social Challenges for a Smiling Future 2 Room: Auditorium 1 (Tower B, 1 st floor) Chair: Bicalho, Ana Barcus, Holly	
16,30	Thissen, Frans, THE COUNTRYSIDE: A GOOD PLACE TO GROW OLD?
16,50	Birdsall-Jones, Christina; Jones, Roy; Jones, Tod: CULTURAL GEOGRAPHIES, CULTURAL SUSTAINABILITY AND ABORIGINAL CULTURAL CENTRES: CASE STUDIES FROM REMOTE AND PERI-URBAN WESTERN AUSTRALIA
17,10	Kim, Doo-Chul; Hoang, Truong Quang; Young-Kuk: INSTITUTIONAL CHANGES ON COFFEE PRODUCTION AND RESPONSE OF FARMERS IN VIETNAM
17,30	Ancuța, Cătălina; Olaru, Martin; Doiciar, Claudia Muțulescu: THE ROLE OF LOCAL ACTION GROUPS (GAL) IN THE DEVELOPMENT OF ROMANIAN RURAL SPACE
17,50	Discussion
18,00	Closure of Sessions with Luís Vicente Baptista, Director of CICS.NOVA
18,30	Dinner

30th July 2015, LISBON, COIMBRA, PORTO	
7,30	Lisbon, FCSH/UNL - Departure to field visit
9,30	Coimbra University (World heritage) and historical quarter
11,15	Visit to the Mondego valley, water museum and Tentúgal pastries
12,30	Lunch at Mondego Valley
14,30	Montemor-o-Velho and Ereira: the rice production Natural Reserve and Wetlands Figueira da Foz and the Mondego Estuary Salt marshes and salt flats The Salt Museum
20,00	Arrival to Porto and Dinner

31st July 2015, PORTO, Faculdade de Letras da Universidade do Porto

8,45	Welcome Session (Anfiteatro Nobre): Ribeiro, Fernanda; Diretora da Faculdade de Letras da U. Porto; Firmino, Ana, Co-Chair CSRS/IGU, Universidade Nova de Lisboa; Kim, Doo-Chul, Co-Chair CSRS/IGU, Okayama University, Japan
PARALLEL SESSIONS	
Session 9, Rural-Urban Interactions in a Changing Society 2 Room: Anfiteatro Nobre (ground floor) Chair: Laurens, Lucette Barros Cardoso, António	
9,00	Margetic, Christine: NANTES, UNE MÉTROPOLE AGRICOLE ?
9,20	Makhlouf, Sara: PROMOTION DE L'ECOTOURISME POUR LA REVITALISATION DES ESPACES RURAUX SUD MEDITERRANEENS : CAS DE JIJEL-ALGERIE
9,40	Baumert, Philippe; Pina, Helena: PROCESSUS DE PATRIMONIALISATION, OENOTOURISME ET VALORISATION DES TERRITOIRES : L'EXEMPLE DE LA RÉGION DÉLIMITÉE DU DOURO (PORTUGAL)
10,00	Pierre, Geneviève: COOPÉRATIONS ET SOLIDARITÉS RENOUVELÉES DANS LES CAMPAGNES AU SERVICE DE LA TERRITORIALISATION DE L'ENJEU ÉNERGIE-CLIMAT. ILLUSTRATIONS DANS L'OUEST FRANÇAIS
10,20	Discussion
Session 10, Landscape Heritage and Sustainable Tourism 4 Room: Anfiteatro 1 (1 st floor) Chair: Pierre, Geneviève Caldeira, Maria José	
9,00	Lopes, Hélder Tiago da Silva; Ribeiro, Vítor Patrício Rodrigues; Remoaldo, Paula Cristina: THE POTENTIAL OF MOBILITY AND COOPERATION BETWEEN STAKEHOLDERS FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM IN PERIPHERAL AREAS: THE CASE OF THE MUNICIPALITY OF BOTICAS
9,20	Pereira, Andreia: WHAT LANDSCAPES FOR TOURISM IN TRADITIONAL RURAL AREAS? PLANNING AND MANAGEMENT CHALLENGES IN THE WATERSHED OF RIVER LIMA.
9,40	Valerià, Paül; Jones, Roy: FROM SELLING WINE FLAGONS IN DRIVEWAYS TO 'PERTH'S VALLEY OF TASTE': TOURISM DEVELOPMENT IN THE SWAN VALLEY, WESTERN AUSTRALIA
10,00	Machado, Carina; Laranjeira, M.Manuela: CLIMATE VARIABILITY AND THE TIMING OF FLOWERING OF Vitis vinifera L. cv. MOSCATEL GALEGO
10,20	Discussion
10,40	Coffee-Break
PARALLEL SESSIONS	
Session 11, Environment, Sustainability and Climate Change 3 Room: Anfiteatro Nobre (ground floor) Chair: Margetic, Christine Martins, Felisbela	
11,00	Wafa, Ben Belgacem: LE PAYSAGE DE L'ICHKEUL, EST-IL CONNU EN TANT QUE ZONE HUMIDE?
11,20	Cherif, Mohamed: DU TERROIR AU BASSIN DE PRODUCTION AGRICOLE DANS LE SAHEL MERIDIONAL (TUNISIE).
11,40	Laurens, Lucette: L'AGRICULTURE ET L'ALIMENTATION DANS LA TRANSITION ÉCOLOGIQUE ET ÉNERGÉTIQUE URBAINE LE CAS DU RÉSEAU ENERGY CITIES (EUROPE)
12,00	Castro, Ana Mª Porto; Ferré, Mireia Baylina; Ramón, Mª Dolors Garcia; Serra, Isabel Salamaña; Pérez, Montserrat Villarino: DÉVELOPPEMENT DURABLE ET LE TRAVAIL DES FEMMES EN MILIEU RURAL ESPAGNOL
12,20	Discussion

Session 12, Innovative and Smart Answers to Horizon 2020 Room: Anfiteatro 1 (1 st floor) Chair: Schmitz, Serge Tulla, Antoni	
11,00	Ferreira, Carmen: THE INTERNATIONAL GARDEN FESTIVAL OF PONTE DE LIMA VILLAGE, PORTUGAL: A SMART ANSWER FOR THE PROMOTION OF THE VILLAGE.
11,20	Alves, Juliana Araújo; Remoaldo, Paula Cristina; Silva, Lúcia Torres: PORTUGUESE POPULAR PARTICIPATION IN MOVEMENTS OF AREAS OF HIGH DENSITY OF POWER LINES
11,40	Pina, Helena: WHAT IS THE ROLE OF INNOVATION AND ENTREPRENEURSHIP IN THE SUSTAINABLE DEVELOPMENT IN THE DOURO DEMARCATED REGION?
12,00	Climent-López, Eugenio; Ruiz-Budría, Enrique; Loscertales-Palomar, Blanca: THE WORLDS OF PRODUCTION IN THE FOOD INDUSTRY
12,20	Discussion
12,45	Lunch at FLUP
Session 13, Social Challenges for a Smiling Future 3 Room: Anfiteatro Nobre (ground floor) Chair: Firmino, Ana Kim, Doo-Chul	
14,30	Tabiou, Manuel A.: FINANCIAL EXCLUSION OF SME OF THE AGRICULTURAL SECTOR IN TOGO
14,50	Barcus, Holly R.: TERRITORIALIZING THE “LAND WITHOUT FENCES”: MONGOLIA’S LAND-DEVELOPMENT-LIVELIHOOD NEXUS IN PERSPECTIVE
15,10	Dubois, Charline: AGRICULTURE SEEN THROUGH THE PRISM OF THE FRENCH MEDIA IN BELGIUM
15,30	Discussion
15,50	Presentation of the next CSRS CONFERENCE 2016
16,10	Coffee-Break
16,30	End of Session
17,00	Visit to Historical Quarter of Porto
19,15	Visit to Porto Wine Cellars
20h15	Dinner

1st August 2015, DOURO	
8,00	Visit to the Douro Demarcated Region, World Heritage since 2001: - The Lower Corgo Subregion (Douro);
9,30	Mesão Frio, a historical wine village in the Douro Region
11,45	The Tourism Farms, visit to a Rural Tourism Unit, a family structure
12,30	Lunch and wine tasting at the farm
15,30	-The Higher Corgo Subregion (Douro)
16,00	Visit to an entrepreneurial farm with rural tourism unit - the impact of the most important producers and exporters of wine in the region (wine tasting)
17,45	Visit to the Douro Museum
20,00	Return to Porto and Dinner

2nd August 2015, GUIMARÃES AND LIMA VALLEY	
8,30	Visit to Guimarães and Lima Valley
9,30	Guimarães, the cradle of Portugal and UNESCO World Heritage
12,00	The Lima Valley ("Vinho Verde" region) Wellness and charm tourism in a Manor House The impact of the production of the "Vinho Verde"
12,30	Lunch and wine tasting at the Manor House
15,00	Visit to the village of Ponte de Lima, a historical village in the "Vinho Verde" region
16,15	Visit to the "Gardens Festival" Visit to the Interpretive and Promotional Center of "Vinho Verde"
20,00	Return to Porto

LIVING WITH THE THREAT OF BUSHFIRE: MANAGING RISK IN RURAL-URBAN FRINGES ACROSS THE MEDITERRANEAN BIOME

Robinson, Guy M.

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Weber, Delene

University of South Australia/University of Adelaide, Austrália

Bardsley, Douglas K.

University of South Australia/University of Adelaide, Austrália

Moskwa, Emily

University of South Australia/University of Adelaide, Austrália

Bardsley, Annette

University of South Australia/University of Adelaide, Austrália

Keywords: bushfires, Mediterranean biome, rural-urban fringe, risk, biodiversity

In rural-urban fringes across the Mediterranean biome there is increasing vulnerability of human settlements to dangerous bushfires. Risk from bushfires is growing as more people choose to live in these areas and therefore are becoming increasingly embedded in fire-risk zones. Through urban sprawl outer suburbs are becoming more wooded, whilst longer and more severe periods of drought are increasing the flammability of vegetation. The occurrence of more severe weather events, associated with climatic change, is resulting in higher average summer temperatures that extend fire-risk periods, often accompanied by more extremely hot wind events that can rapidly spread fires, as occurred in the 'Black Friday' fires in Victoria, Australia in 2009 (burning over 450,000 ha and killing 173 people) and in February 2015 in the Southern Algarve (killing 16 people and affecting 215,000 ha).

This paper reports on the first findings of research funded by the Australian Research Council and conducted in three study areas: South Australia, California and southern France, examining key problems posed by this growing threat of bushfires. In particular, it looks at the motivations, values, beliefs and perceptions of rural-urban fringe residents faced by threat of bushfire, and especially in the context of a major environmental concern in these areas: the need for effective conservation measures to maintain important and unique biodiversity. High rates of biodiversity decline are being recorded in urban peripheries across the Mediterranean biome, so the challenge for policy-makers is to implement bushfire risk mitigation that could catalyse improvements in biodiversity management by favourably disposing residents towards land-use planning for conservation and risk management. Land managers face the problem of determining and implementing fire management appropriate for conserving biodiversity whilst also protecting life and property.

Focus will be placed on analysis of 1000 household surveys conducted in two regions of South Australia: the Adelaide and Mount Lofty Ranges (AMLR), which form the eastern boundary of the state capital, Adelaide (population 1.2 million), and the southern Eyre Peninsula around the small port of Port Lincoln, where bushfires in 2005 burnt over 77,000 ha, with nine fatalities. The impacts on residents of the recent (January 2015) fire in the AMLR, which burnt 12,500 ha, destroying 27 homes but with no human fatalities, will be addressed. With such major risks to place, property and people, the management of vegetation for bushfire risk mitigation, for example through controlled burning, is highly contentious. The paper will argue that different groups of residents can be recognised on the basis of attitudes and behaviour, so that in formulating management strategies different messages may need to be delivered by planners and policy makers in order to develop desirable behaviour in the face of growing risk. There may also be a need for rethinking planning in order to restrict in-migration to those areas most at risk. The aim of the research is to provide opportunities to support policy development to promote behavioural change aligned with effective management of biodiversity. In this case 'effective' relates to appropriate

reflexive and iterative governance to develop community acceptance of policy decisions. Such adaptive governance, linked to community understandings and ambitions, will be vital to guide environmental policy at a time when society is increasingly defined by individualism and uncertainty.

ARE THERE DIFFERENT ANALYSIS PATTERNS WHEN PEOPLE ASSESS RURAL LANDSCAPES?

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Keywords: rural landscapes, analysis patterns, preferences, ordinary landscapes, landscape changes.

Since the post-war years and their trail of measures (Marshall Plan, Common Agricultural Policy), the modernisation of agriculture generated major changes in European rural landscapes: bigger land plots, mechanisation of agriculture, and standardization of farming architecture. In most western European countries, this modernisation goes together with people's return to the countryside that their ancestors abandoned during the rural flight in the 19th century. This return has been facilitated by the rise of the automobile use. These rural landscapes are now characterised by urban ribbons. In the 21st century, the European countryside is the setting for new developments. The challenges presented by sustainable development resulted in an energy transition, characterized by the return of energy production within rural areas after decades of production in central stations, from the big wind farm to the small photovoltaic power system.

All these major changes can change the way people look at rural landscapes, their values, and their expectations towards them. Are these modified landscapes still able to attract tourist flows? Do modern rural landscapes still represent a decent living environment? Can they still contribute to the wellness of the people who live or occasionally visit the place? Finally can these landscapes still be seen as an asset for their areas?

The research tackles the exploration of landscape assessment patterns used by local people. Indeed the concept of landscape is a social construct based upon people's perceptions. Is it only an aesthetical assessment, related to the colours, the luminosity, or the weather conditions? Do people analyse the shapes, the undulations, the layout of the different land use plots, or the tidy aspect? Do they pay attention to landscapes more natural or more inhabited? Are the observers thinking they are present in this landscape, awakening their senses and feeling other stimuli than visual: sounds and odours, pleasant or not. Do they analyse landscapes according to the feelings they induce. Do they imagine themselves performing some action there: walking, hiking, gardening, inhabiting, or sporting? Lastly, can the presence of some anthropogenic elements (wind turbines, electric networks, agricultural machinery, modern farm and industrial buildings) disturb the analytic frameworks?

To answer these questions, some residents of three areas in Wallonia, the French speaking part of Belgium, were surveyed. We interviewed three groups of nine students (18-25 years) with an average education level (mainly teaching students) and one of their parents. All were expected not to be expert in landscape analysis. During the survey, respondents were asked to rank photographs of Belgian rural landscapes according to their attractiveness. Some landscapes were specifically chosen to be similar to their types of local landscapes. All landscapes were more or less impacted by the presence of human traces (buildings, cultivated fields, wind turbines, electric pylons). Then the respondents were asked to explain their rankings. The interviews were recorded, transcribed and coded with qualitative data analysis software. The explanations given were used to elaborate different landscape analysis patterns groups.

The research highlights different categories of landscape assessors, considering that everyone uses a mix of criteria specific to themselves. First are the "Aesthetes", who pay first attention to the colours. Usually they have some difficulties to localise landscapes. Disturbing elements do not seem to bother them if these elements are inserted harmoniously in landscape. Second are the "Naturalists", who rank

landscapes according to the increasing visible traces of human activities and who look for the rare species or the tracks of wild animals or their settlement. To their eyes, the presence of anthropogenic elements decreases landscape attractiveness. Yet, for some, the symbolic positive meaning of wind turbines – producing green energy – can offset the loss in naturalness. Finally, are the “functionalists”, who imagine first doing something in the landscapes, according to their own areas of interest. For example, a sporty person tends to prefer uneven landscapes, the most challenging, while a stay-at-home person prefers a more flat landscape, that is easier for walking. Of course, some people can also be in a combination of both categories, changing of analysis pattern according to the landscape types. All these assessment strategies are also influenced by life histories and cultural norms specific to a person.

Besides the expert approach of landscape, it is important to take into account the landscape perceptions of other stakeholders such as local people. Their views are important, particularly in the context of the protection of this local heritage, even if they mix a wide range of concepts, feeling, and cognitions while looking at landscapes.

THE MANAGEMENT OF COMMON LANDS IN EUROPE IN A CONTEXT OF “RURAL TRANSITION”

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Keywords: Europe; common lands; rural; government policies

The choices of the last 30 years (since the EU membership) regarding the management of rural areas have shaped the present Portuguese rural landscape. Both national and European policies have contributed to the non-productive status of the majority of these lands and to migratory dynamics towards urban areas in search of work and better living conditions. So we now observe the emptying of the rural areas, an aging rural population, empty villages, and abandoned fields.

At the same time, new interests are arising and new uses are being introduced into this “empty” rural scene, mainly performed by renewable energy companies, hunting, sports and leisure associations, or forest producers such as cellulose industries.

Baldios in Portugal and *Montes Veciñales* in Galicia (Spain) are lands managed by the communities since at least the Middle Ages. They had a central role in the subsistence agrarian systems, by supporting it and by enabling alternative sources of income. Throughout the centuries there were innumerable offensives against this type of land tenure, through continuous privatization. More recently, around the mid-XXth century, these lands were nationalized by the Portuguese and Spanish states, during the dictatorships that lasted until the 1970's, and afforested massively with fast-growing species. This process had major consequences over the lands' management and the subsistence agrarian systems, causing the acceleration of the already started emigration process of rural population and the end of the connection between these lands and the agrarian systems. Later, with the arrival of democracy, the lands were given back to the communities, although already at a time when they were no longer central to the subsistence of these communities. Today *baldios* and *montes veciñales* constitute a considerable part of each territory (5.5% of Portugal and around 23% of the Galician territory).

Identically to the rest of the rural territory also in the common lands activities such as energy production via wind farms, sports and leisure activities, hunting grounds, quarries, transfers of forest management to other stakeholders, coexist with traditional activities, linked to the subsistence agrarian systems, as cattle grazing, wood, mushroom and bush collection, honey production, etc. It is a transition period where the coexistence of uses can be (already is) a source of conflicts among the stakeholders, not just when making choices on how to manage the lands but also in the coexistence of activities itself.

In the last decades in Portugal there has been a lot of discussion in regards to the management of common lands. Along the years there were many attempts to change the *baldios'* law. The present situation of rural areas, particularly the decline of population and the new challenges of a post-productive

rural environment, led to the strengthening of arguments against the 1993 Law which benefited the management by the communities and was allegedly linked to the past productive reality. The new law (n.72/2014) largely discourages the action of communities and prepares the way for privatization by facilitating the delivery of these lands to the private patrimony of the local administrations.

At the same time, in Spain, the “Montoro Law” enacted in 2013 threatens the existence of several small government entities (*entidades locales menores*) by delivering the power to higher government levels.

As strategic priorities are set for European rural areas based on territorial cohesion, the governments of Portugal and Spain are demonstrating to have a different position.

So, facing the Iberian recent legislative developments, what shall be the outcome of the implementation of the Horizon 2020 strategies at the national level? How could it be translated into national policies that contribute to territorial cohesion and local governments’ empowerment when the latest legislative developments point to the centralization of power and the surrendering of large rural areas to the interests of large companies?

In this study we aim to analyze this question, taking into account other European realities. Scotland is a country where common lands also persist until the present day. The Scottish history is distant from the Iberian; however the problems surrounding rural areas are quite similar. Also it seems that the transition observed in the uses and meanings of rural areas are already a fact in Scotland, one that has been studied and considered in a pragmatic way, to such an extent that the management of the rural territory by the local communities is an important part of the political agenda as a strategy for managing this transition. By bringing together different realities we aim to introduce other perspectives to the discussion hoping to broaden the horizon through which the situation of rural areas in general and of common lands’ in particular, has been evaluated until now.

THE FOODSCAPE OF LISBON: AN EVOLUTION BETWEEN CITY AND FOOD SYSTEM TOWARDS A SUSTAINABLE FUTURE

Salvador, Mariana Sanchez

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Keywords: urban food system, foodscape, urban-rural interactions, Lisbon Metropolitan Area

Today, world population is not only growing exponentially, but also changing rapidly. We are becoming more urbanized, changing our lifestyles, and altering our food habits. This set of conditions makes *urban food supply* an important contemporary challenge, one that deals with different and complex interdisciplinary processes and is becoming a significant part of holistic land-use planning.

In the last century, the activities of construction and food production have been intensified to meet the increasing demands for housing and nourishment. We witness the rise of megacities — bigger, denser and taller than ever before — that contrast with greater extensions of land dedicated to intensive food production, as massive scopes of monoculture croplands, extensive greenhouses and grazing lands. The escalation of these two activities is taking a toll on the planet. Not only are they some of the main transformative factors of territory and landscape, but also alter climate, reduce biodiversity and channel some of the most important natural resources available, including energy and water. As these processes intensify, *urban* and *rural* become more distant realities — spatially and functionally — operating in an almost autonomous way. They are connected by a global scale network of distribution and transportation, a fragile link that places cities worldwide — like Lisbon — in a great dependency of externalities to ensure its food supply and feed their inhabitants.

But Lisbon hasn’t always been this detached from its production spaces. Up until mid-twentieth century, a significant part of its food supply came from a local structure, a close productive hinterland, currently corresponding to several urban and periurban areas around the city. The city’s morphology itself developed in close proximity with this territory and its food production potential, being its urban shape deeply rooted in the several phases of its food system. Food was an intrinsic part of the city.

Therefore, it is imperative to understand how this foodscape — the spatial materialization of food systems — evolved through time, especially in the last century, and how this logic of proximity was

disrupted. The present article will provide a contribution to the knowledge of this evolution, indispensable to comprehend the processes leading up to our current reality, by presenting and describing the key concepts and methodological approach adopted for this research, one that privileges historical cartography as the primary source of information, although complemented by bibliography, photography and statistical data.

As it articulates food supply system with urban development, knowing the evolution of Lisbon's foodscape is key to rethinking this relation contemporarily, according to a more sustainable model based on proximity, which carries numerous advantages. Cities and foodscapes are important physical materializations of a civilization, as they convey and derive from a wide range of factors inherent to their configuration: economic, technological, ecological, cultural, religious, social and many others. For that reason, comprehending and working on urban foodscapes can ripple in all these areas. This study aims to constitute the historical and theoretical foundation for the development of future actions and projects, not only on urban planning and city life, but also on food security — at a regional scale, as well as worldwide — towards the definition of a more resilient and sustainable urban way of life.

WINDMILLS AND WINDTOWERS IN LOURES FOR A SMILING FUTURE

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Keywords: energy, tourism, landscape, cultural heritage, sustainable development

“The answer my friend is blowin’ in the wind”!

Bob Dylan, 1962

Loures is located in the denominated “Saloia” region. Close to Lisbon this municipality had historically an important function in supplying the capital with food and fresh water, as well as services provided by the women who washed in the rivers the clothes of the customers from Lisbon. Saloio is an Arabian word meaning “the person who works the land” and is used to identify the Moors who stayed in these territories after the conquest by the Christians. They were eximious farmers who contributed not only to the reputation of their products, still recognized and used for commercial purposes today (saloio bread and cheese) although there is no certified “saloio” brand, but also for the irrigation infrastructures (“norias” and aqueducts) still present in the landscape.

Another interesting element from previous times is the windmill, a reminder of the intensive cereal production and processing in the area, which prevailed until the middle of the 20th century and constitutes the logo of Loures municipality. In 1941 there were 32 windmills and 27 watermills in Loures and although many of them are in ruins today some have been rehabilitated either for residential use (namely weekend accommodation) or cultural, recreational and touristic purposes. At specific events they may even grind cereal again from whose flour bread will be baked (Covas windmill, Ramada secondary school).

This somehow idyllic description of the past intends to launch the question about the sustainability of the community, namely in energy terms, and thus introduce the topic of this paper, which will focus on the advantages of wind power.

The wind park in Loures is fairly recent. It started in the beginning of the 21st century but it opens an interesting perspective towards a sustainable smiling future! What is meant by this? Richard Douthwaite in ‘Features of a sustainable territory’ can give a hint:

“It provides the basic necessities of life for its population from renewable resources under its control and expects to be able to do so without over-using or degrading those resources for at least the next thousand years”.

This is certainly not the only alternative to solve the problem of energy in a post-carbon society. Other solutions such as photovoltaic production, also present in the municipality, make their contribution as well. But the use of wind towers is often criticized by those who complain about the noise of their helices and the damage they cause to birds. Besides some also claim that they “pollute” the landscape in visual

terms. This is a rather interesting subject that no doubt needs specific research, which is not the purpose of this paper. However it is curious to note how windmills are perceived in other countries, for instance Australia, as a scenic element in the landscape photographed and sold as postcards to tourists.

Hopkins mentions Howard Odum as having coined the term 'energy descent' for the transition from a high fossil fuel use economy to a more frugal one, and also for the term 'a prosperous way down' showing that, "if planned, this could be an opportunity for great inventiveness and abundance" (2005, p.4) .

This is what communities, such as Kinsale in Ireland or Findhorn in Scotland, are doing. The latter is able to supply energy to a community of 200 inhabitants with only 4 wind towers and still sell the surplus production. And what about Loures? There is still a long way to go!

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THE SMART RURAL CONCEPT: BEHIND THE ENERGETIC FUTURE OF TERRITORIES

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Keywords: sustainable model; 20-20-20 targets; energy balance; smart rural; integrated planning process.

Cities of the 21st century are the major theatre representing the current rapid changes of society around the world. The unprecedented demographic, environmental, economic, social and spatial challenges are parts of a choreography that needs to be (re) thought with the aim of evolving models for smart, sustainable and inclusive growth (Europe 2020).

Among the different aspects that together can lead the transition towards a sustainable model, energy plays a central role for supporting adequate levels of development and quality of life. In this framework, the European 20-20-20 targets maybe represent the most paradigmatic initiative to tackle the overall energy issues promoting the reduction in greenhouse gas emissions, the improvement of energy efficiency as well as the raise of share of energy consumption produced from renewable resources.

In addressing these three key objectives, where it is no longer possible to ask "what should we do?", and the only relevant question is "how should we do?", the relationship between urban and rural areas is determinant in order to change the unsustainable path, which is characteristic of contemporary society.

What is a smart city, if there isn't an energy efficient global system to support its current and projected consumption patterns?

Can the "Nearly Zero-Energy Building" (nZEB), where the very low amount of energy required is covered to a very significant extent by energy source produced on-site (Directive 2010/31/EU), be reached, if at present substantial physical, cultural and economic barriers militate against energy efficiency improvement and renewable energy integration in urban context?

Going beyond intelligent and technological responses to energy questions in cities, a broader and more integrated view, which involves urban and rural areas as a whole, has to be promoted. This reciprocal relationship between "energy and urban-rural interactions", is examined in this paper with a view to determine an appropriate model for what may constitute the energetic future of territories.

Rural areas, with their geographical location, land use activities, low density and high production potential in terms of renewable energy, offer the capacity and condition to be turned into green energy exporter areas (Blashke *et al*, 2013). In this way, they represent the potential core component of the territorial platform for implementing renewable energies in order to shift towards energy balance of the whole (Poggi, 2012).

In this context, “energy balance” of a territory can be intended as keeping internal energy flows in a stable state regulating its internal energy production and consumption patterns between urban and rural areas such as the homeostatic process that living things use to actively maintain stable conditions necessary for survival (Canon, 1929). The determination of a theoretical model that would ensure the net zero energy balance at the municipal scale requires the development of both empirical assumptions and practical applications (Poggi, 2012).

With the aim to “bring the energy of countryside into the city, without taking the city into the countryside” (adapted from Telles, 2004), this paper shows how such questions are being addressed and developed within the field of the doctoral thesis entitled “Smart Rural: energy efficiency and renewable energies in rural areas” (Poggi, 2013). The Smart Rural concept recognises that rural areas have to be turned into net zero energy systems by means of an integrated planning process, which is guided by three fundamental strategic objectives:

- The improvement of energy efficiency in rural settlement and farm activities;
- The implementation of renewable energies and smart grids in rural areas;
- The achievement of the net zero energy balance at the municipality scale.

In this framework, the design research and the relationships between the state of the art and the proposed methodological approach will be referred to in order to encourage a debate about the Smart Rural concept and support the active theory-building process promoted by the present research.

ACCESSIBLE LANDSCAPES AND HEALTH: A PROPOSAL FOR A COMPREHENSIVE DEVELOPMENT OF THE RURAL LANDSCAPE AND HERITAGE RESOURCES FOR THERAPEUTIC PURPOSES

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Keywords: landscape and rural heritage, health, physical activity outdoors, accessible tourism.

The rural environment has become a complex and multifunctional space as a result of the dynamics in areas that historically were dominated by forestry and agricultural activities and the exploitation of raw materials. Today rural space does not meet exclusively the role of mere support: according to intrinsic characteristics and particularities it becomes an active part of both the environmental and socio-economic systems. Rural environment manifests itself, and is apprehended by the population, through the landscape and cultural heritage.

The rural landscape stands as the sensitive expression of components and processes in a heterogeneous geographical space, built by humans through a long and continuous historical process of transformation from the original physical substrate, which is progressively loaded with cultural values, meanings and symbolism. So, with these ingredients, the countryside can be conceived as a territorial resource to contribute to the development, economic and environmental sustainability, and the well-being and quality of life of its inhabitants.

In numerous forums, it is stated that certain qualities of the landscape and the rural heritage are beneficial to people's health (especially in the last stage of life) and for people who experience either

physical and mental disability. There are some works that speak of the potential contribution of physical activity in natural and rural spaces in helping to solve certain problems associated with inactivity, obesity, depression and other chronic diseases.

Literature tells us some experiences implemented in rural areas and in protected natural areas, linked to what is called accessible or universal tourism. Many of these works offer proposals based on leisure and recreation outdoor activities committed to attend (with values of social equity) disability that causes both the age and disease in increasingly more people.

However, it is necessary to prove up to what point is there really a relationship between landscape and health and welfare, beyond that it could be a topic that has become popular in the last decade. On the other hand, while the number of elderly people or people who suffer from some type of disability continues to increase, there is no precise reflection in the adaptation of equipment or in the planning of activities for these groups integrated in the rural landscape.

As a result, there is a lack of proposals offering the development of a therapeutic program to cognitive and functional level based on the practice of therapeutic-sportive activities and interpretation of the landscape from an adapted and accessible itinerary.

This paper presents the project "Heritage and landscape of the water for the elderly and people with reduced mobility" (PAYSAL). It's a proposal to respond to the shortcomings previously established, such as the relationship between landscape, health and wellness and the lack of facilities and activities integrated in the landscape. PAYSAL proposes a methodology for the design and adequacy of therapeutic and cultural itineraries in the rural environment, based on four phases:

1. Territorial analysis to identify optimal areas for the development of itineraries and selection of pilot routes. The project will take place in Cofrentes, a rural municipality in the interior of the Valencian Community (Spain), whose main dynamic instrument with respect to health therapies is the Hervideros hot springs spa.

2. An in-depth study for the evaluation of the landscape, elaboration of proposals for action and determination of themed features and technical performances in the pilot routes.

3. Implementation of the actions for the execution of the itineraries, by means of direct actions such as (rehabilitation of degraded sites and construction of therapeutic infrastructures) and indirect (such as the development of virtual signage, use and best practices documents, etc.)

4. Estimation of the effects posed by the implementation of the program on the health and well-being of the users. A second objective of this work will be to evaluate the impact produced to Hervideros hot springs spa and to the municipality of Cofrentes due to the introduction of a product of these characteristics.

The development of the project intends to be both a therapeutic and cultural proposal and an alternative product of rural development resources of landscape and cultural heritage existing in the municipality.

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SOCIAL FARMING - AN EMERGING ISSUE IN RURAL AREAS

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Keywords: Social farming; sustainable rural development; regional development

With the intense focus on global change, it is important to recognize the central role of local communities in building resilient, sustainable systems. What are the challenges that face local communities? How can we empower communities to restore and preserve systems functions and values?

Local communities in the rural areas face great challenges, mainly caused by migratory fluxes: at the economic level, loss of regional identity and traditions, senescence and social fragmentation. Local issues, such as the location and density of residential developments are a challenge to sustain its values. However, some initiatives of multifunctional agriculture are rising and offering some stable and efficient solutions to these challenges. Communities in rural areas typically have a connection to agriculture and Social Farming can be seen as an opportunity for the revitalization of rural areas economically, ecologically, socially and culturally; as a communication platform between rural and urban societies; and as a change and social innovation. Most of the Social Farming initiatives allow access to new investment systems and to the inclusion of socially excluded people, typically with natural resource protection.

In this paper we will use case studies from Europe to illustrate how Social Farming can engage local communities in efforts to include marginalised citizens and promote the creation of solid institutions that are crucial in local development. A survey through questionnaires and interviews was carried out in Portugal to do the mapping, evaluation and characterization of the Portuguese institutions working in Social Farming. We intend to assess and classify the different types of institutions and create a website with the data collected making the information available to the public. Finally, we will discuss the value of building partnerships (FEPAS – Portuguese Federation of Social Farming) between institutions to support policies for the development of these initiatives within rural areas.

SOCIAL FARMING AS A MULTIFUNCTIONAL ACTIVITY FOR SUSTAINABLE DEVELOPMENT IN CATALONIA

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There is an economic and social crisis of agriculture in Europe. A multifunctional economy helps to find different ways to reorganize farms and territory in rural areas. Tourism, ecological products, craftsmanship and other activities have appeared as basic to achieving local sustainable development. Among these achievements, progress of social farming (SF) seems very important. It consists of a broad range of activities that have certain things in common: farm production and direct services to empower groups of individuals such as people with a physical or mental disability or seeking recovery from drug addiction, imprisonment, or failure in school; the elderly; abused women; and at present, the unemployed and existing farms that are failing. Social Farming projects provide a strong boost to economic and social development at the local level. In rural areas, activities linked to the territory and products from the land have greater repercussion for endogenous development, social cohesion and the fabric of the business environment. These are more socially responsible initiatives and also more respectful of the land and environment, strengthening the values that make positive contributions to the construction of new models of development. There is a reassessment of agrarian activities and of the new multifunctional pattern in rural areas. At the same time, resources from the local territory of each SF installation are more valued, generating both new and older forms of economically productive activity and helping to achieve social gains through their services, facilities, and infrastructure. We could say, then, that these initiatives help to energize rural areas, generating new places of employment that help to stabilize the population with a more attractive level of services and reinforcing the networks of small cities in the countryside. It is also important to take into consideration that SF is an economic activity with a social and economic return to the individuals, foundation or the public sector that finances or assists these experiences. We will study a selected number of cases, applying methodologies like evaluation of social return on investment (SROI) and of the economic feasibility of the existence of the selected SF. Our final aim is to contribute to the growth of the sector and also to help to set up new initiatives.

¹ Members of the research group on Social Farming (2015): Anna Badia, Ana Vera, Carles Guirado, Natàlia Valldeperas, Imma Pallarès-Blanch, Camille Evard, Laia Sendra, Àngel Cebollada and Josep Esplugas

EXAMINING THE RELATIONSHIP BETWEEN SELF-REPRESENTATION, SELF-DETERMINATION AND SOCIAL CAPITAL AMONG RURAL TOURISM MICRO-ENTREPRENEURS IN NORTH CAROLINA

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Keywords: tourism micro-entrepreneurship; People-First Tourism; self-determination; social capital; self-representatio

Tourism often brings much needed income to rural communities with limited economic alternatives; but tourism is also frequently associated with unequal distribution of income, change in social fabrics and cultural politics, and with environmental and landscape degradation. Some authors have reported that tourism is often a mechanism that objectifies heritages and local identities and in doing so, it transforms host communities into passive tourees. Tourism often relegates the rural subaltern to the sidelines of the tourism economy, allowing them to *glean* bits of income not worthwhile to the formal tourism sector. Gleaning, usually defined as the opportunistic collection of leftover crops from agricultural fields after they have been commercially harvested, is introduce here to characterize the often-reported behaviors of hawking crafts or services to tourists by local micro-entrepreneurs.

Accordingly, the purpose of this study is to examine the relationship between self-representation, self-determination and social capital in the context of rural tourism micro-entrepreneurship. This study uses data from baseline interviews with individuals with different levels of involvement in tourism entrepreneurship at the time they began participating in the People-First Tourism project – a web marketplace where vetted micro-entrepreneurs organized in small local networks are able to advertise genuine tourism experiences to visitors. A total of 35 interviews conducted in 2014 were considered for this study. In addition to interview data, the authors conducted regular journaling while working on the project and they reflected on their journal notes while debating interpretations of the interview data. The interview protocol had four pages with sections inquiry biographical and livelihoods data, voice and self-representation, social capital, and self-determination and success. All sections consisted of open-ended questions (e.g., *How do you imagine your life in 5 years as a successful tourism entrepreneur?*) and free-listing questions (e.g., *As a tourism entrepreneur, what messages/lessons/stories would you like to pass on to tourists?*). The interviews were generally conducted by a team of two interviewers in an attempt to maximize the quality of the data recorded directly in the protocol. The data were then transcribed to word documents for later analysis. We used a grounded theory approach to unearthing themes from the data generated by these questions, and employed constant comparison among the co-authors to increase the validity of the findings (Creswell, 2003; Denzin & Lincoln, 2000). Furthermore, consistent with the participatory nature of the project, we periodically shared iterations of our findings with select participants to seek their validation.

Consistent with previous studies, micro-entrepreneurs perceived that their stories are being told by others, often inaccurately; and they want to use tourism as a space to voice their own versions of their rural heritages. The study reveals that some individuals are able to obtain some levels of self-determination from their micro-entrepreneurial tourism activities. For some, tourism micro-entrepreneurship allows them to use skills that they find important but would otherwise not be able to share with others or to draw income from [i.e., Competence]. Others report that attempting to sell services and goods directly to tourists, and the independence in crafting their narratives without the scrutiny of approval of sanctioning organizations and intermediaries makes them feel more autonomous

[i.e., Autonomy]. And still others, see tourism as a way to feel connected with other entrepreneurs and with the broader society [i.e., Relatedness]. This role of tourism in making people in isolated rural areas feel more connected has been previously reported and is also related to our findings about social capital. Nevertheless, resilient factors like patriarchal gender norms, elite capture mechanisms and cultural traditions may be difficult to overcome by entrepreneurs unless projects fostering micro-entrepreneurial development are integrated in market systems and are structured in culturally appropriate ways.

AUSTRALIA'S RURALITIES IN TURMOIL: A GLIMPSE INTO THE FUTURE

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The imminent arrival of an enormous slate of new technologies presages the rapid transformation of just about all aspects of Australia's rural economy and society. Moreover the impacts may vary enormously from one location to another, depending on a constellation of interacting factors, with relatively few winners and many losers. This paper, stemming from a current project involving technological change in Australia's cotton industry and its workforce impacts, conceptualises the forces at work and their spatial implications over the medium term. It also considers the prospects that Australia's rural society will probably have almost no control or influence on spatial outcomes – though perhaps even less so than other jurisdictions that are less globally integrated and market oriented.

GENERATIONAL DIFFERENCES IN THE LIVES OF RURAL MARRIED WOMEN IN JAPAN: A CASE STUDY IN OJIRO, A MOUNTAINOUS VILLAGE

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Keywords : Aging society, Rural life, Married women, Japan

Japan is one of the World's first countries to face the depopulation of society. It is estimated that the total population would drop to one-third the current number over the next 100 years. If this trend continues, population decline and aging will lead to a decrease in the workforce, shrinkage in production and consumption, and a further softening of the economy. This tendency has differences in space. A shrinking elderly population in rural areas is posing a threat to local economies, while the phenomenon of young women departing for better job opportunities in cities is further accelerating rural depopulation. In May, 2014, a shocking and detailed report titled "Municipalities at Risk of Vanishing" created a kind of fuss nationwide especially in rural areas. It was released by the Japan Policy Council's (JPC's) study group on depopulation. The JPC was established by business and union leaders and scholars to advance proposals to create a new Japan and stimulate a national debate based on the citizens' perspective.

The JPC identified the municipalities whose population of young women (aged 20 to 39) would decrease to less than half of the current level in 30-years, and called them "municipalities at risk of vanishing." According to them, women in the 20 to 39 age bracket account for 95 percent of Japan's total fertility rate of 1.41 in the year 2012, and as long as the number of women in this age bracket continues to decline, the "reproductive potential" of the population will continue to drop, thus no stopping the decrease of the total population. The result of JPC's analysis shows that the number of municipalities categorized as municipalities at risk of vanishing amounts to 896, accounting for 49.8 percent of the total numbers of municipalities in the country. These repercussions caused by JPC's data were called the "Masuda shock," named after Hiroya Masuda, the chairman of JPC's study group and the former Minister of Internal Affairs and Communications.

Based on the debate mentioned above, this study aims to clarify generational differences in the lives of rural married women in Ojiro, a mountainous area in Kami Town, Hyogo Prefecture. By interviewing 32

married women in this area, this study examines why they live and how they continue to live in remote rural areas.

Rural married women's behavioral spaces tend to become spread out due to such factors as the decrease of population, pursuing higher level of service functions, increase of family cars, and spread of monetized economy. Younger women tend to go and use distant places. This is typically seen as places of childbirth, places to go shopping, places of their works, and use of hospitals.

However, almost all married women think rural areas are better than urban areas for their lives. Older women tend to think they are used to living in rural areas because they are born near villages and live there longer. Younger married women tend to quest positively for the nature and the connection between local people despite the decreased opportunities in local collaborative works for their lives. Relating to the depopulation, younger women tend to enjoy helping locally each other and to hold local events compared with older women in their younger days. Moreover, they help each other for commuting to hospitals, and for the education of their children.

Younger rural married women's attitudes are premised on living in rural areas, although their places to live are selectable compared with older people. However, this is sustained by the existence of basic facilities of health education, and some business opportunities.

CONCEPTUALIZING CHANGE IN CROATIAN POST-SOCIALIST COUNTRYSIDE AND ITS ROLE IN DISCUSSING POSSIBLE RURAL FUTURES

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Keywords: rural change, post-socialist countryside, model, Croatia

A quarter of a century ago, Croatia entered the period that profoundly changed political, socio-economic, cultural and environmental dimensions of its space and society. However, unlike comprehensive concepts of urban change (e.g. post-socialist cities), rural areas in Croatia still lack the interpretative interdisciplinary concept which would enable: firstly, placing Croatian rural areas in the framework of European post-socialist countryside and secondly, recognizing specificities resulting from historical development and severity of consequences of Homeland war. The aim of this paper is therefore to assist forming the conceptual framework intended to reflect the interplay between global context and driving forces on the one side, and national, regional and local factors on the other, in shaping the current state of Croatian rural areas.

In order to develop the framework, we start by a concise literature review of existing researches on rural Croatia. They mostly focus on thematic studies and reveal that in the mid 20th century, three quarters of the population of Croatia lived in rural areas, and more than half of the population worked in agriculture. In a relatively short period of time, from 1953 to 2001 the percentage of rural population decreased from two thirds to 42-46% of the total population (depending on definition used), and the percentage of agricultural population was reduced tenfold, from 56.1% to 5.5%. The peak of the rural exodus was in the 1960s and 1970s, which occurred simultaneously with the development of industry and the tertiary sector, and the increase in employment abroad. General and agrarian policies were unfavourable for farmers' private properties, which, along with the long-term depopulation, deagrarianization and pauperisation triggered already in the 19th century by the economic and political crisis followed by overseas emigration, resulted in social and economic impoverishment of rural areas. As a consequence, rural areas in Croatia are almost synonymous with problem areas. On average, they are characterized by deep structural and dynamic disorders in demographic, social, and economic development, and stagnation in regional development. The Homeland War and the transition to a market economy were among the last very influential elements of the spatial and regional transformation of the country. However, the aforementioned processes differed significantly in their spatial effects, and they contributed to the heterogeneity of rural areas, clearly identified in the typology of Croatian rural areas. The role and importance of agriculture also differs significantly among rural regions of the country. During the socialistic period, Croatia had been capable of covering most of the foodstuff needs of the

country, thanks to a well-developed industrial and service sector. On the other hand, since the 1990s the socioeconomic situation was characterised by general economic decline, migration of population, decreasing utilization or destruction of agricultural resources (land and cattle), and decreasing productivity and economic efficiency. In the last decade agriculture has still played an important economic role although the average national share of Gross Value Added is slightly above 4%, but the share of total national employment is 15%. Due to the national agricultural policy during the transition period the present agricultural structure is polarised: almost 90% of the total amount of farms account for just one third of agricultural land. Many family farms are not competitive or economically viable in either the medium or long-term perspective.

The snapshot of rural space and society in Croatia will be explored in the context of post-socialist European countryside. Furthermore, already existing models of understanding rural change, such as DERREG (developed in FP7 project) which holds “that the geographical pattern of globalization effects reflects the intersection of globalization processes (such as market liberalization, or increased international mobility) with regional contexts and capacities” will be also be studied.

Eventually, besides enriching understanding of rural change in Croatia between 1990 and 2015, the newly created conceptual framework will be used to develop a methodological instrument for recognizing specificities of rural places within a general spatial framework, in order to serve as a basis for modelling alternative scenarios.

DIVERSIFICATION OF FARMING SYSTEM IN URBAN RURAL INTERFACE REGION IN NORTH INDIA: SMILING FUTURE FOR INDIAN POOR FARMERS

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Keywords: Urban Rural Interface, Dairy Farming, Meat Industry, Sustainable Development

Urbanization and urban population have been increasing in India and urban expansion, now, became an inevitable process at the cost of agricultural land. Demand for agricultural products like vegetables, fruits, flowers, milk and meat increased tremendously in urban areas. This demand especially for perishable commodities is met from the surrounding villages or rural fringe area. High land price, labour cost and hiked price of other inputs usually led to discourage the cultivation of less remunerative crops like cereals. Occupational structure and pattern of livelihood are also on the way of transformation under the urban effect and the globalization of economy through the urban rural flow multiplied the socio-economic transformation in urban rural interface area.

The present study is concerned with case study of medium town Aligarh in Uttar Pradesh in North India. Aligarh grew up both horizontally and vertically with 100 percent area and 150 percent population during the last 30 years. The city with one million populations exerted a pressure of demand for foodgrains, horticulture and animal derived products from countryside rural areas. Data were generated through field survey of sampled villages and households regarding the change and transformation in interface of Aligarh and surrounding villages under 20 Kms radius from outer city municipal boundary. It is revealed through the analysis of data that commercialization and industrialization of farming process is very fast. Dairy farming and vegetables farming emerged as a new option of economy improvement for the poor farmers who either are land less or their farm size reduced due to selling land to builder or developer of residential colonies rather at higher price. Meat and dairy processing industries also are rising up in the study area. Socio economic transformation also resulted. Urban rural interface area under study needs a well designed policy to control the change in equilibrium with existing resource and environment for sustainable development.

EVALUATING AN INTEGRATED APPROACH TO RURAL TOURISM DEVELOPMENT: A META ANALYSIS

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Keywords: integrated rural tourism, good practice

An EU-funded research project conducted in the early 2000s in six countries, in which the author was involved, developed the concept of integrated rural tourism (IRT) and assessed its applicability through detailed case studies (Saxena et al., 2007). Some of the results of the project have been presented at previous colloquia of the CSRS (e.g., Cawley, 2009; Cawley and Gillmor, 2008). Papers emerging from the project have been cited more than 500 times by other scholars and a body of research is emerging in which the role of IRT in promoting more effective tourism development is being assessed. The concept of IRT is based on seven criteria which were identified as being conducive to the development of rural tourism in ways that would contribute to rather than detract from the social, economic, environmental and cultural qualities of the area where it was located. These are: appropriate use of endogenous resources, local ownership, scale appropriate to the geographical context, complementarity to other local activities, holistic sustainability as a central objective, networks and networking, and embeddedness of the networks in local social and economic systems. Over the past decade or so other studies have taken these principles, sought to assess them in objective scientific ways and applied them in various geographical contexts. It seems appropriate at this stage to conduct a meta-analysis to establish the extent to which the accumulated evidence supports the proposed benefits to be gained from an IRT approach to rural tourism development.

Meta-analysis is well established in the fields of medicine, psychology, education and business studies. It involves subjecting the results of previous research to structured analysis in order to identify key factors and the relationships between them that can then be used in practice, for example. The method therefore differs from a literature review in being conducted in a more rigorous way than the former usually is. In the medical field, for example, it often involves subjecting the results of previous studies to statistical analysis. In the present study, the main objective is to seek to respond to one of the tasks set in the themes proposed for this Colloquium: namely, the way of identifying an effective sustainable tourism strategy as a method of contributing to the problems raised by globalization in rural territories. The analysis was conducted in order to establish, in a qualitative way, the validity of the elements of IRT, as proposed in the original 'model', and the strengths and weaknesses of the approach in supporting the establishment and promotion of tourism businesses in rural environments. The study thus differs from investigation of individual success stories by seeking to identify principles of 'good practice' based on multiple examples.

The results of the analysis illustrate that: (i) the seven features of IRT, as derived originally from published literature, are validated by subsequent research as encapsulating a wide range of factors that impinge on rural tourism; (ii) that it is the combination of local (and non-local) resources and capacities and willingness to use them in ways that complement other local activities that contribute to the successful promotion of holistically sustainable activities; (iii) that membership of networks and networking are highly influential in supporting holistic sustainability; (iv) that on-going evaluation of the relative adding and loss of value is central to the strategic development of rural tourism enterprises in sustainable ways. These findings suggest that an IRT approach possesses considerable value as a form of 'good practice' and is worthy of consideration by business owners and agencies involved in the promotion of rural tourism, as a strategy to help compensate for the negative impacts of globalization in rural environments.

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WE FORGOT TO PAY ATTENTION TO ORDINARY TOURISM! A CALL TO REVISE THE RESEARCH AGENDA FOR RURAL TOURISM.

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Keywords : Ordinary tourism, Rural tourism, Research agenda, Prospective

Many rural areas want to develop tourism considering the alleged benefits for the local community. Tourism is considered to boost the local economic development increasing the possibilities of employment, improve the provision of goods and services, contribute to local heritage protection and finally maintain or attract population in remote areas. Currently numerous rural administrative units believe they could become a successful tourist destination because of their authenticity, their local heritage, the welcome of their inhabitants, the richness of their landscape or their food and beverage specialities. They dream of solving several social and economic issues through the development of tourist activities. However, many projects fail due especially to the lack of market analysis and marketing approach. On the other hand, we observe a worldwide trend of segmentation of the tourism market. Tourist products aim to attract a target population, preferably tourists who will spend a lot of money and reinforce the self-esteem of the destination, excluding for instance backpackers or campers. However, is this possible everywhere? Experiences show that this strategy could be very costly for a low reward. Most of the destinations claim uniqueness even if they accommodate for a broader public with very standard services. Indeed, what is the difference between a tropical beach in the Philippines, in the Dominican Republic or even in the subtropical complex of a European or North American city? New tourist products are created and copy pasted at different places. For instance, when looking at the attractions offered in the Languedoc (France) or in Wallonia (Belgium), we found several products (dressine on old railways, rafting, mini-zoo, butterfly garden etc.) which exist in both regions and also in several other destinations. Except the idea of being in another location, services and attractions are mainly very similar. Even if Coca-Cola tastes slightly different around the world, it remains Coca-Cola. This paper aims to suggest a new research agenda for rural tourism, including for a smiling future for the countryside, in reversing the current trend to distinguish the destination, to aim at supersegmentation of tourism and to target a cultural, elitist, tourism. Indeed most tourist activities can be done and are done in a relative vicinity, by ordinary tourists aiming to have a good time. Moreover, the countryside does not always offer extraordinary sights that attract people from the whole continent. We argue that there should be a place and more attention for ordinary tourism development. By ordinary tourism, we do not mean mass tourism but just the fact that some people spent a few days away from home. We do not want to reject the appealing concepts of cultural tourism, ecotourism, adventure tourism, ethnic tourism, gastronomic tourism, farm tourism and so on. We just want to be realistic and call to rethink the importance of ordinary tourism and its current challenges: facing new ways of traveling (e.g. Low cost), of buying vacation (e-commerce), of enjoying holidays (more frequently/with friends, alone or with the family/ being active or passive).

The ordinary countryside may offer a relative quietness, another perception of time and seasons, open spaces... Instead of focusing on niche tourism and niche attractions, which should attract people of hundreds of kilometres around, the paper underlines more realistic perspectives for tourism and recreation development in the ordinary countryside. These open spaces, agricultural areas and "natural" landscapes may welcome tourists, coming especially from the vicinity, all the year round, without huge infrastructure and radical changes for a break from the urban life to rest, breathe, share time with friends and family, meet local "wise" people. Scholars and developers should pay more attention to these neglected but promising tourism activities.

THE GEOGRAPHIES OF GEOCACHING IN PORTUGAL: CO-CREATING TOURISM EXPERIENCES AS A SMART ANSWER FOR RURAL SYSTEMS

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Keywords: geocaching, rural tourism, tourism experience, Portugal.

In Portugal and in many peripheral areas of Europe, as rural systems struggle with their territorial restructuring processes, tourism becomes an increasingly appealing development strategy.

Along with these changes, rural systems are more and more the targets for new tourism destinations, more specialized niche markets, customized products and experiences. A new cohort of tourists sensitive to environmental sustainability and seeking for original, participative and meaningful experiences can open up a smiling future for rural areas. Following the path of Pine & Gilmore's (1999) experience economy theory, the issues regarding experience, emotions, memories and creativity have been repositioned and come to the forefront in the current academic tourism agendas. Although experiences have a long tradition in the tourism research agenda – precisely because experiences are the core of tourism –, this broadening view brought about a paradigm shift in the way the creation of participative and meaningful tourism experiences comprise not only changes in the very nature of those experiences – namely the role of 'co-creation' emphasizing the creative collaboration by both consumers and producers – but also a demand for a wide range of tourism spaces and practices.

At the same time, these challenging times are connected with the profound impact of electronic-based information and communication technologies (ICT) in tourism. ICT advances and applications become a vital driving force offering unprecedented opportunities in relation to tourist activities at destinations, both from the point of view of the supply and the demand side, namely operating in niche markets and as a tool to satisfy an ever-growing demand for richer and unique tourism experiences.

Within this context, geocaching is currently gaining popularity as part of the broader range of engaging context-specific tourism experiences that allow tourists to develop their creative potential and skills. Using a broader concept of rural tourism as rural experiences in rural territories, this paper questions how rural areas can promote innovative and smart answers to these forces of change by co-creating location-based tourism experiences like geocaching.

Geocaching is a technology-supported real-world outdoor treasure hunting game in which participants use a Global Positioning System receiver (GPSr) or a smartphone with a geocaching application to locate caches or containers hidden at a specific coordinate by the geocache provider (Geocaching.com). In this paper, geocache trails are conceptualized as tourist attractions that provide innovative and creative tourism experiences in the geographic environment (urban or rural) where they take place. The producer of the geocache trail provides the content and the experience, and the searcher is the consumer of that tourism experience.

This paper describes the spatial evolution of geocaching in Portugal and analyses the geographies of geocaching initiatives sponsored by Portuguese municipalities in rural areas, by mapping and characterizing these geocache trails. The aim of this exploratory study is also to present case-study evidence to explore the role that local authorities can play in promoting geocache trails in rural areas. Spatial data analysis involved the consideration of secondary data provided by international and Portuguese geocaching web and forum pages. Qualitative methods, specifically in-depth interviews with municipal authorities can lead to a more nuanced understanding of the rationale of integrating geocaching in the planning and marketing strategies for achieving sustainable tourism development in rural areas and to a preliminary evaluation of the impacts of the strategies followed. This in-depth interpretive case study offers practical insights and best practices regarding the role of municipalities in

enhancing the development of new creative tourism services and events by promoting geocache trails in rural areas.

TOURISME ET DEVELOPPEMENT RURAL DANS LE SUD-OUEST EUROPEEN : POLITIQUES TERRITORIALES, STRATEGIES ET ACTIONS COLLECTIVES

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Les territoires ruraux en Europe ont été le théâtre de profondes transformations au cours des dernières décennies. La ruralité perdure mais offre des visages nombreux et singuliers. Dans le sud-ouest européen, la tertiarisation de l'économie a progressivement modifié la structure spatiale des économies rurales et les sociétés rurales ont été pénétrées de valeurs urbaines. Depuis le début des années 1980, l'approche dite « territoriale » du développement, qui s'appuie sur l'implication des populations et la mise en valeur des ressources locales comme le patrimoine, est apparue peu à peu comme un véritable levier d'action pour créer activités et emplois en espace rural. Les initiatives liées aux programmes Leader (« Liaison Entre Action de Développement de l'Economie Rurale ») ont à ce titre marqué l'histoire du développement rural notamment dans le sud-ouest européen, tant sur les dynamiques d'organisation collectives impulsées que sur la prise de conscience des potentialités de développement des territoires ruraux par le tourisme.

Cette communication a pour objectif de proposer des éléments d'interprétation de la fonction du tourisme dans les processus de développement territorial des espaces ruraux (Rayssac 2007) issus du sud-ouest européen. En effet, les politiques d'encouragement du tourisme en espace rural comportent des limites. Souvent perçu comme une solution aux crises des territoires ruraux, le tourisme demeure une activité complexe, qui nécessite l'élaboration de stratégies territoriales efficaces pour éviter les écueils liés aux effets d'opportunités à court terme. A partir de plusieurs contextes territoriaux dans le sud-ouest européen, cette réflexion vise à mieux comprendre ce qui fonde la durabilité des actions collectives inhérentes à certains projets touristiques en privilégiant dans notre analyse, la place et le rôle des acteurs.

HERITAGE AND WINE TOURISM: SPECIFIC RESOURCES TO INNOVATE THE TERRITORIAL DEVELOPMENT OF CASTILLA - LA MANCHA (SPAIN)

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Keywords: Innovation, specific resources, vineyard, medium-sized towns, Castilla-La Mancha.

Prior to the outbreak of the current global crisis, European rural territories and numerous medium-sized towns began revitalizing environmental and landscape resources and cultural values, and applying a range of strategies to better integrate these resources in order to place themselves necessarily into an increasingly competitive market. This has resulted in new forms of local development and economic diversification that have a direct impact on the social and economic fabric of the towns, farms, agro-

industries and tourism industry. The consolidation of these processes has provided these regions with greater resilience during the recent economic recession.

In the area of agricultural production, which is extremely vulnerable to the fluctuations of the market, using these kinds of specific resources is encouraging an interesting transformation. This is especially the case with the wine sector, which has been specifically exposed to continual price swings over the past few years. Through the implementation of heritage and wine tourism, this sector has found one of the best ways to economically diversify and expand its range of local products. Cooperation between the network of wine producers and other local public and private players within the framework of urban innovation and local development strategies, has led to an increase in the number of products and services on offer that have a territorial brand, thus promoting both cohesion and identity.

This article examines how agricultural heritage and wine tourism offer specific resources to local and territorial development. Through their innovative strategies of governance, they have provided an important articulation for traditional rural areas and given them an identity and organizational capacity necessary in order to prevent depopulation.

Taking as reference the region of Castilla - La Mancha, where the largest vineyard and the largest wine producing region in Europe is to be found, it is possible to analyze the efforts made in medium-sized cities by revaluing the heritage of their wine and tourist industry. Therefore, a vineyard that enjoys an outstanding historical tradition and is defined by a specific culture, receives attention because it maintains a basic economic activity and uses effectively the landscape, thus, the productive importance of this crop is coupled with the need to preserve many of the resources associated with it. Most of these resources are material goods such as the unique constructions or traditional vineyard tools and transport-related items; but they also include more abstract elements such as literature; paintings; wine festivals; folklore and popular proverbs. All this is part of the rich natural heritage of the region and combines to produce effective territorial marketing.

Cities and the tourist industry have taken advantage of these resources in order to develop such specific types of tourism as wine tourism. Castilla - La Mancha, through planning and various initiatives from public and private partners, has seen intense development over the last few years with the improvement in quality and variation of its wines; cultivation of its vineyards; and appreciation of its landscapes, unique buildings and gastronomy.

In addition to the cities and larger towns, other regions within Castilla - La Mancha have plans to implement similar initiatives that use the combination of wine production and its heritage to develop their area economically and promote tourism. This approach demonstrates how strategically the region has been innovative in making the transition from traditional agriculture to survival in today's economic climate through the effective revaluation and use of its heritage and the growth in wine tourism, and can be used to analyze how they may further benefit other areas such as the municipality of Alcazar de San Juan, that are still affected by the economic crisis. The results to date strongly support these methods as a means of boosting small and medium cities and in uniting the rural communities.

OBTAINING OTHERS HERITAGE FOR TOURIST ACTIVITIES, THE CASE OF AN "EXTANTION NEIGHBOURHOOD" IN RURAL SETTLEMENTS IN ISRAEL

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Keywords: rural settlements; tangible cultural heritage, population attitudes, tourist activities

For nearly a century, the *kibbutz* and *moshav*, an Israeli communal settlement forms, based on cooperation and equality in production, marketing and consumption – were part of the Israeli legacy, reflected by its many historical assets and cultural landscapes. The rural crisis of the mid-1980's and early 1990's in Israel had significant identity-shaping changes in these unique settlements, their societies and landscape. These changes stem among others from: (a) ideological changes among "new" generations, which move away from the ideology of the *kibbutz* and *moshav* founders; (b) privatization processes based on neo-liberal economics drive in Israel which trickle down into rural societies and their

economic structure; (c) the penetration of non-agricultural activities into the rural space; and (d) Israel's population growth, which has increased the value of land for real estate development.

Alongside the shift in the economic base and the increase in demand for privatization, the rural settlements are attracting new residents as part of the establishment of "community expansions". Most of the new arrivals are settling in a new neighbourhood, in many cases on the fringe of the rural settlements built up area (titled also an "extension neighbourhood", and in short, "The Extension"). These new incomers are actually a type of amenity led migrant looking for houses, quality of life, being part of small community, and even new economic opportunities.

The rural settlements space and its vicinity contain a large inventory of sites and buildings with historical and architectural values reflecting past events, social ideology, and life styles that no longer exist. Most of these buildings reflect "everyday life" – agricultural use and technology, vernacular architecture, local building materials, residential buildings, and ordinary community facilities. Only few sites reflect heroic historical events and unique architectural style. However, the economic changes since the mid-1980s, together with social and ideological shifts have threatened this unique cultural built heritage.

The rural settlements population is often unaware of the economic potential of vernacular cultural built heritage, and therefore neither includes these assets in conservation projects, nor in the rural settlement's new physical and economic development plans. Since vernacular assets represent mundane culture, and since they are regarded as common buildings with common uses, the *kibbutz* and *moshav* population, members and residents are indifferent towards them.

The purpose of this paper is to combine the two phenomena, the changes in the rural settlements in Israel and the economic tourist potential of vernacular cultural built heritage sites which are existed in the settlement borders, and to examine the attitudes of different population groups (young people and veterans, born in the *kibbutz* and *moshav*, as well as new arrivals) towards them. On its own combining the attitudes of the rural settlement members and the new-comers residents towards their heritage sites hasn't been researched before. The research interest stems also from the reality that the rural settlement in Israel is shifting towards being a multi-social community settlement. The researcher believes that an increased awareness of all social groups and their recognition that the historical value of the buildings and their economic potential, as means of development, could change the status of vernacular sites in the eyes of rural population, veteran as well as new comers.

ENVIRONMENTAL AND SPATIAL GOVERNANCE-SYSTEMS IN LAND USE – CHALLENGES OF CLIMATE OPTIMIZED LAND USE MANAGEMENT IN GERMANY

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Keywords: climate change, land use management, governance, rural development

Land use is attributed a key role regarding objectives of climate protection and energy security. Changes in cropping structures and farming systems have important impacts on greenhouse gas (GHG) emissions, releases of nutrients, water supplies and biodiversity. In addition, through the integration of these additional needs on land use, the competition for limited land areas to fulfil other social needs, such as the production of food and the provision of industrial and residential areas as well as intact ecosystems, grows.

Land use is not only shaped by given site potentials, but must accommodate certain rules in modern societies, which arise from spatial planning regulations e.g. principles of spatial planning policy, environmental planning as well as from environmental protection. In Germany national and state policies as well as delegated legislation and the statutory framework of the European Union form a system of instruments of formal law concerning this matter. It defines limitations to and potentials of land use. At the same time socioeconomic incentives and funding instruments e.g. EU-funding of agri-environmental schemes, stimulate land use decisions directing them to a certain degree. Besides these different instruments in modern western planning cultures private and public actors and institutions take effect on land use decisions by negotiation processes and strategy development. These informal approaches

of influencing land use together with formal statutory instruments form current governance structures in spatial and environmental planning. The establishment and implementation of strategies concerning climate adapted land management have to accommodate these conditions of governance. At the same time the current exigences affecting land use patterns give rise to the modification of governance procedures and adjust the role of the concerned instruments for sustainable rural development.

An analysis and evaluation of the existing spatial and environmental tools and regulations, which consider also future development prospects in land use change and rural development in Germany, lead to approaches for the adaptation and enhancement of the complex set of regulations regarding land use and to content-related and operative forms of governance. The above entitled project shows the high degree of complexity of the examined items. It illustrates to what extent the management tools have already included aspects of climate-mitigation and adaptation or created new scope for that. But it also shows to what degree content-conceptual or implementation-related weaknesses currently hinder or prevent the enforcement of such concerns in land-use. Strategies of sustainability, driven by climate change, must take these aspects into account and will foster the demand of new orientations in integrated rural development.

The presentation gives favour to selected results of a research project, conducted by the University of Muenster. This takes part in a larger cooperative research project ("Interdependencies between Land use and Climate Change – Strategies for a Sustainable Land Use Management in Germany"), which since 2010 is financed within the national research program of "Sustainable Landmanagement".

The research results - though related to german planning culture, but at the same time carefully adjusted and evaluated in the international and european scheme of governance – will allow options for further and derivative planning strategies, instruments and approaches. Thus the results will in a much broader sense give advice for future governance strategies. Therefore the transferability of the results, potentials and restraints is considered.

MAKING 'PLACE' COUNT IN RISK PERCEPTION STUDIES²

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Keywords: Risk perception, Psychometric Analysis, Cultural Theory

It is widely acknowledged that disaster risk management is crucial to sustainable development. However, as inequalities persist, more and more people are forced to live alongside natural and man-made hazards. The study of risk perception is often tied with risk communication. According to Ho *et al.*, (2008) how risk is perceived by people affects risk mitigation or adjustment behavior. Risk perception also has implications on the success of policy implementation of risk reduction or adaptation strategies (Salvati *et al.*, 2014). While people are capable of forming informed conceptions of risks posed by their surroundings, socio-economic processes such as marginalization and dispossession can impact on how much risk people are willing to face with regard to their livelihood activities. This is especially true among rural third world areas where access to resources remain limited and people with restricted opportunities are forced to occupy marginal areas and work in hazardous conditions. Thus, it is interesting to investigate the disconnect between risk perception and risk-taking behavior among these people as a result socio-economic stresses that are locally taking place.

² The paper is part of the collaborative project between Belgium and the Philippines entitled *Local adaptation, resilience & interpretation of socio-natural hazards and environment management in the Philippines*.

This working paper is part of the initial results of the literature review undertaken for a PhD thesis entitled “The role of indigenous knowledge on landslide risk perception among small-scale gold miners of Itogon, Benguet, Philippines”. It describes trends on risk perception studies in various disciplines that made use of the Psychometric Approach (PA) and Cultural Theory (CT) and discusses the opportunity to enrich risk perception studies by integrating the concept of place. While PA is concerned with individual cognitive factors and CT with the influence of culture, the representation of the setting in which various perception exists is often limited to the description of risks, the physical and tangible characteristics of the place (location, rural or urban, etc.), and the homogeneity of population. This often results in, although very informative in terms of identifying risk perception factors, patterns and trends, a seemingly static set of information that does not capture the dynamic relationships that exist in an area.

The use of PA and CT has become useful in looking at the concept of risk as understood by people. For Slovic *et al.*, (1982), people’s exposure to risk may be voluntary or involuntary and that people voluntarily face risks if hazards are controllable and well known; tolerance of risk, on the other hand, depends on the perceived benefits (Starr, 1969; Slovic *et al.*, 1982). Finlay and Fell (1997) further investigated other cognitive variables of risks that define risk perception such as new-old, common-dread, fatal-nonfatal, controllable-uncontrollable. Thus, the paper explores the methodological possibility of integrating the concepts of socio-economic vulnerability and marginalization in PA and CT to come up with more dynamic and accurate risk perception measures. It calls for the utilization of place-based concepts, situations, and choices in the formulation of research instruments that are more reflective of locally shared knowledge, values, attitudes, and experiences instead of standard and predetermined categories of cultural biases and worldview, as they provide more direct and practical information regarding risk perception.

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ERASING ‘HILLBILLIES’ AND ‘CAIPIRAS’ FROM THE LANDSCAPE: ENVIRONMENTAL POLICY, CONSERVATION UNITS AND POOR FARMERS IN THE BRAZILIAN AND US ATLANTIC FORESTS

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Social outcomes for poor farmers of the Brazilian and US Atlantic Forests will be questioned using recent critiques made by radical environmental historians and ecological anthropologists who question the social and ideological agenda behind bio-centric global conservationism rooted in a Western conceptual divide between ‘nature’ and ‘society’. As occurred in the United States during the 20th Century as Brazil deepened its industrialization and export commodity production arose in the centre of the country from 1980 onward, a similar trend towards forest regeneration arose in agriculturally marginal mountainous parts of the Atlantic Forest biome locate along the eastern seaboard where numerous conservation units were set up in what had been the most environmentally threatened biome of Brazil. However, the process also mirrors many of the questionable social outcomes marginalizing ‘hillbillies’ of the US Appalachians during the 1930s who became ‘conservation refugees’ and ended up in the cities without work during the Great Depression. The depopulated conservation units were then turned into natural areas with luxury lodges catering to upper and middle class urbanites which were accessible by automobile along paved roads built by unemployed urban workers benefited by the WPA programme.

The Brazilian Atlantic Forest has been settled for centuries and is where the most dynamic metropolitan areas are located. Forest regeneration in the Atlantic Forest occurs in marginal zones historically occupied by small holders situated near conservation units who from the 1990s onward came under pressure from environmental GOs and NGOs to reduce their cropping activities which in turn undermined rural livelihoods. This pressure was unjust because it took the punitive form of fines when farmers cut secondary growth to open new fields in a rotating field system involving medium-duration fallowing. They went from a sustainable shifting cultivation system adapted to high-rainfall conditions to permanent fields which required modern fertilizer and crop defensives to remain productive and were subject to soil erosion. No compensation in the form of payment for environmental services was contemplated, just prohibition and fines. At the same time, farmers were pressured by the nearby metropolitan areas with water-capture projects flooding their best land and urban dwellers tempting them to sell out to make way for second homes and hobby ranches, repeating the questionable social outcome of the North American experience. These trends are illustrated in a case study based on recent primary research undertaken since the mid-1990s in a margin mountain area in the outer metro area of Rio de Janeiro.

POSSIBILITIES AND LIMITATIONS TO ALTERNATIVE STOCK RAISING IN THE WETLANDS OF WESTERN BRAZIL

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Keywords: alternative stock raising, organic farm associations, Pantanal wetlands, Brazil

Brazil is a major global supplier of beef and has increased production by adopting state-of-the-art methods increasing productivity and improving sanitary conditions, particularly in the Central-West. This region has two biomes, the savannah of the Cerrado located on the Central Plateau and the wetlands of the Pantanal situated in a low-lying zone of the Paraguay River basin. Traditional stock raising in the Pantanal involved extensive cattle ranching practised in unfenced swamp lands. This system obeyed a natural cycle of the annual rise and fall of flooding with an abundance of rich pasture appearing when the waters recede. The natural savannah of the Cerrado produced poor pasture and the zone constituted an internal frontier for settlement and incorporation of new crop land.

This frontier was consolidated in the 1990s and transformed the Central-West into one of the most important farm regions of Brazil. The historical roles were reversed and the savannah zone boomed with the introduction of modern cropping and stock raising systems. These were inappropriate to the natural conditions of the Pantanal so that this zone was marginalized from the process. The annual flooding of the wet lands in particular limits the practice of capital-intensive beef production because the substitution of natural vegetation with planted pasture is required and this threatens the biome. Economic and political power are intimately related so that marginalization of the Pantanal resulted in the lack of investment capital and bank credit, unemployment and population decline, all of which discourage agro-environmental research to develop appropriate farming systems.

In this depressed context the growing interest in organic food production in Brazil has appeared as a promising way out of this situation. Cattle ranching in the Pantanal can be renewed with the use of alternative systems appropriate to the local social and environmental conditions. Alternative systems are still a novelty in the Pantanal and only some ranchers have adopted them but it is possible to evaluate the results to date.

Consequently, this presentation analyses the strategies of the social actors involved and the networks responsible for the introduction of alternative beef production in the Pantanal biome within the general process of regulating organic animal production in Brazil. Questions are raised concerning whether organic systems are indeed appropriate for ranchers with limited stocks of investment capital and if

regional structures exist which could permit the activity to expand. The basic issue is whether alternative ranching can become a significant and dynamic activity that promotes the capitalization of traditional ranchers and permits upward social mobility in the spirit of rural sustainable development. Organic ranchers practising different alternative methods were interviewed in Mato Grosso do Sul state with regard to how they made the transition from conventional stock raising to alternative systems; how they participate in organic farm associations; how they obtained an organic label and how they are articulated to the marketing chain for raw beef. Representatives from local and regional farm institutions were also interviewed concerning policy and farm extension for organic food production which is problematic in a region structured toward global commodity agribusiness.

THE COUNTRYSIDE: A GOOD PLACE TO GROW OLD?

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The countryside is often seen as a demanding environment for older people. Low densities, large distances, lack of local facilities and poor public transport contribute to this negative image. Older people who have to cope with functional dependencies at an individual level and with a lack of resources, a low income and living alone, at the household level are more often dissatisfied and feel unsafe in a demanding local environment. The countryside is however also often seen as a supportive environment for older people when they become dependent. Older people deeply embedded in a village community with many family members living nearby, high levels of support by neighbours and consequently robust social support networks, contribute to this positive image.

We are witnessing in many European countries a strong ageing of the rural population and at the same time a growing diversity of rural older people: a divide between older people with multiple disadvantages (unhealthy, lonely, poor, less mobile, living in demanding and less-supportive villages) and older people who are able to choose a rural place with a beneficial 'person-environment fit'. At the same time we see important changes in the geographical distribution of older people and in the way rural (older) people are attached to their local community.

European governments expect that older people will be more self-reliant and will feel more often at home in their village in the near future. Rural authorities and local groups are also optimistic about all kinds of local initiatives with respect to local care provision and new forms of local support in villages.

Using evidence from different projects in villages in the Netherlands the demanding and supportive character of rural places for different groups of older people will be evaluated.

CULTURAL GEOGRAPHIES, CULTURAL SUSTAINABILITY AND ABORIGINAL CULTURAL CENTRES: CASE STUDIES FROM REMOTE AND PERI-URBAN WESTERN AUSTRALIA

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Keywords: Aboriginal Cultural Centres; Indigenous Tourism; Indigenous Heritage; Cultural Sustainability

There is a wide discrepancy in the levels of socioeconomic wellbeing between Aboriginal and non – indigenous Australians. This is currently the subject of a major, though not entirely successful "Closing the Gap" federal government initiative. One, albeit small, means of closing this gap has been through

the development of Aboriginal Cultural Centres. These can both sustain and celebrate Aboriginal culture and, especially through the tourist industry and its offshoots, offer employment and training opportunities for Aboriginal people with concomitant social and economic benefits. While there are many challenges inherent in the development of such centres, this paper will concentrate on a geographical issue that is crucial to their success, namely the resolution of problems that can arise as a result of the differences between Aboriginal and Western social and political geographies. Aboriginal culture is strongly rooted in extended family groupings and in the spiritual connections between these groups and their local ancestral territories. These contrast with the more bureaucratic and expansive world views which characterise modern Western society.

In the small and remote town of Carnarvon in the semi desert Gascoyne region, the Gwoonwardu Mia Centre was proposed in 1992, but not opened until 2009. It is now a successful, and national award winning, tourist and heritage operation. A context for the delay in its development, is provided by the fact that Carnarvon is now home to members of several different Aboriginal groups from the Gascoyne Region and beyond. The movement of this Aboriginal population into Carnarvon has resulted from both their initial dispossession from their lands and their subsequent removal from the Gascoyne pastoral stations (ranches) in the 1960s when their employers (who hitherto had provided their Aboriginal workers with little more than subsistence) were first obliged to pay the same wages to Aboriginal and non-Aboriginal workers. Since the Gwoonwardu Mia project was intended to showcase the heritage and culture of all Aboriginal groups in the Gascoyne, its development was initially slow and politically sensitive because of the need to obtain agreement over and support for the centre's nature, organisation and governance model from the region's, and now Carnarvon's, five distinct indigenous cultural and language groups.

In the Swan Valley, on the rural urban fringe of Perth, and at the city's 'gateway', the local Wadjuk group also seek to develop a cultural centre. Here the project is being delayed by a dispute between the local Aboriginal Traditional Owners and the local council over the extent to which consultation with non-local Aboriginal groups is required. The Wadjuk group have no objection to the centre (which will be constructed at an extremely tourist –friendly location near the state's only large city) being used as a showcase for the much broader Noongar culture of the Aboriginal peoples from the entire South West of the state. However, in an Aboriginal frame of reference, only the local Traditional Owners can "speak for the Country" at any given locality. This dispute therefore relates to both the degree of primacy that should be given to the views of the local Traditional Owners and the degree of legitimacy that should be given to the views of any non-local Aboriginal representatives.

This paper will interrogate these two examples to illustrate the discrepancies between Aboriginal and non-Aboriginal frames of reference in such cases and to consider how these differences can be resolved in order to achieve more sustainable cultural, heritage and socioeconomic outcomes.

INSTITUTIONAL CHANGES ON COFFEE PRODUCTION AND RESPONSE OF FARMERS IN VIETNAM

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Keywords: Coffee Production, Institutional Changes, Ethnic Minority, Vietnam

Coffee was first planted in Vietnam in the 19th century by the French. However, the coffee sector in Vietnam remained insignificant with almost no export to the world market until recently. In 1981, the coffee plantation areas were expanded to 92,000 ha and these areas reached to 473,500 ha in 1991. In 2011, the acreages of coffee plantation in Vietnam was approximately 570,900 ha with the capacity of 1,072 kg/ha and the production of 1,167,900 tons per year. The export turnover of 2.69 billion USD is

considered as a significant advance of Vietnamese coffee which is a considerable contribution to the export turnover growth of the agricultural sector during the last years (MARD, 2012).

Coffee in Vietnam is planted mainly in the Central Highland that makes up 70% of the area over the country. Dak Lak is a province belonging to the Central Highland. Up to 1975, the coffee area in Dak Lak was just approximately 7,000 ha. However, in 2012 the coffee area of the whole province reached 200,610 ha at the highest rate within the country and occupied 32.4% total coffee area of the country. The productivity changed from 759 kg/ha in 2005 to 1,181 kg/ha in 2012, gaining the highest productivity of the country (MARD, 2012). The yield has increased from 257,481 tons in 2005 to 435,000 tons in 2006 and 415,000 tons in the producing season of 2008.

Along with the development of coffee production, the governing institution for coffee production was being changed. After the Reunification of Vietnam in 1975, state-run farms were established and they operated coffee production. Then, many of them dissolved and management of coffee production was transferred to the local government, while the others were transformed to companies and operated on company law.

Faced with this change, coffee farmers had different responses to different institutions. The paper is aimed to analyze response of coffee farmers to institutional changes in coffee development and reflect the consequences.

THE ROLE OF LOCAL ACTION GROUPS (GAL) IN THE DEVELOPMENT OF ROMANIAN RURAL SPACE

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Keywords: Local Action Group (LAG), rural development, Romania

Local Action Groups (LAGs) represent instruments for bottom-up development, created through the LEADER Program of the European Union.

LAGs have the task of identifying and implementing a local development strategy, making decisions on the allocation of financial resources and managing them. These groups can effectively stimulate sustainable development because they: aggregate and combine available human and financial resources in the public sector, private sector, civic and voluntary sector; associate local players around collective projects and multi-sectoral actions to achieve synergies and the critical mass needed to improve the area's economic competitiveness; strengthen the dialogue and cooperation between different rural actors, who often have little experience of collaboration, by reducing potential conflicts and facilitating negotiated solutions through consultation and discussion; facilitate the interaction of different partners, the processes of adaptation and change in the agricultural sector (e. g. quality products, food chains), the integration of environmental concerns, diversification of the rural economy and quality of life.

In Romania, LEADER Program has been integrated into the National Plan for Rural Development since 2007, but the constitution of LAGs has been slow because of the attitude of rejection of any form of association (a long-term consequence of compulsory collectivization), lack of culture of collaboration and lack of awareness by various local actors of the active role they should play in the development. Under these circumstances, from 2007 to 2015, only 163 LAGs appeared – half of which, in the last 2 years.

The study investigates the role played by LAGs in the diversification of rural economy and the development of rural settlements.

The analysis takes as its starting point the analysis of LAGs at national and regional level and continues with the analysis of LAGs at local level, in order to identify the favoring factors, respectively the

constraints in establishing and functioning of these territorial structures. The methodology involves statistical, spatial and cartographical study of the LAGs of several indicators we consider relevant for the evaluation of LAGs (such as geographical repartition, age, medium size, inhabitants, number and types of implemented projects), qualitative methods of questionnaires and semi-structured and structured interviews applied with responsible, direct observation and participatory approach for several study-case from the 5th Development Region.

NANTES, UNE MÉTROPOLE AGRICOLE ?

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Mots-clés : Nantes, politique publique, jeux d'acteurs, paradigmes

Depuis une quinzaine d'années, les travaux portant sur l'agriculture périurbaine et/ou urbaine ont fait l'objet de nombreux travaux quant à leur durabilité ou les opportunités en termes de commercialisation (Guiomar X., 2011). Parallèlement en France, cette période a connu une multiplication des découpages territoriaux (SCoT ou autres procédures), liée à une urbanisation constante et croissante (Poulot, 2014). Des travaux ont alors ciblé la prise en compte de l'agriculture dans les politiques publiques d'aménagement territorial. Enfin, la politisation de la question agricole périurbaine remonte aux années 1960, avec des avancées variables selon les villes (Bonnefoy, 2011). Notre propos vise à mixer ces différentes approches en nous centrant sur la trajectoire d'un territoire donné. Notre postulat est que cette trajectoire résulte à la fois de jeux de pouvoir en présence, de présupposés politiques qui guident l'action, de partenariats noués ou à l'inverse de mésententes entre acteurs, et à des effets de conjoncture que nous regroupons en quatre paradigmes (Wiskerke, 2009) sur la longue durée.

On peut dès lors s'interroger sur les moteurs de l'émergence puis de l'affirmation d'une politique agricole et sur le sens que lui donne les acteurs, dans le cadre territorial d'une métropole promue collectivité territoriale, qui n'est pas dotée d'une compétence « agriculture ».

L'objectif est de cerner comment se sont constitués les systèmes d'acteurs et leurs logiques d'adhésion à un projet agricole collectif qui débute dans les années 1970 et se complexifie par la suite. La méthodologie repose pour l'essentiel sur des entretiens semi-directifs avec des acteurs-clés intervenant à différents niveaux, national (réseau Terres en Villes), départemental (Chambre d'agriculture, CAP44) et local (commune, association). Leur exploitation a conduit à la construction d'une grille de lecture croisant paradigmes et pratiques des acteurs.

Nantes sert de terrain d'étude. Reconnue Métropole au 1^{er} janvier 2015, elle agit en faveur de l'agriculture depuis les années 1970 et a intégré le réseau Terres en Villes dès 2000 (en 2014, 16 000 ha affichent une vocation agricole, et 15 000 ha une vocation naturelle, soit les 2/3 du territoire de l'agglomération). A partir des années 1990, de premières initiatives ont porté de manière classique sur la protection règlementaire des espaces agricoles (définition d'espaces agricoles durables) et sur l'accompagnement d'une activité économique contrainte par le développement urbain (circuits-courts alimentaires). D'autres enjeux émergent dans les années 2010 : la valorisation des friches agricoles, la biodiversité, ou l'accompagnement de porteurs de projets. Parfois novatrice, la collectivité porte sur la durée une attention particulière aux questions agricoles, tant dans le discours que dans la pratique, même si les résultats sont parfois mitigés (recul des terres agricoles par exemple).

L'intérêt de retenir Nantes réside dans le fait que la dynamique est portée par une diversité de partenaires, selon des modalités variées (chartes, conventions). La question agricole et plus récemment alimentaire donne lieu à de multiples débats, aussi en direction de la société civile et du monde associatif. De la sorte, les actions promues reflètent la volonté des élus de soutenir toutes les formes d'agriculture et tous les modes de production, dans le fil conducteur de premières expérimentations datées des années 1990. De manière générale, ce consensus relève d'un croisement entre paradigmes néo-naturaliste et post-matérialiste. Dans le cadre de la communication sera discutée cette approche pragmatique et opérationnelle qui guide la démarche imposée par les contextes locaux.

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PROMOTION DE L'ECOTOURISME POUR LA REVITALISATION DES ESPACES RURAUX SUD MEDITERRANEENS : CAS DE JIJEL-ALGERIE

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Mots-clés : Écotourisme, Espaces ruraux, Développement socioéconomique, conservation.

Avec l'émergence de nouvelles préoccupations sociales et environnementales, celle-ci est de plus en plus confrontée à la question de sa compatibilité avec le développement des communautés locales et de la protection de l'environnement. Le tourisme est souvent considéré comme un moyen de cristalliser un processus de création des valeurs patrimoniales et de développement économique viable, ainsi les parties prenantes concernées par le développement territorial s'associent pour valoriser le patrimoine naturel et culturel et développer un tourisme, une agriculture et des activités de qualité qui respectent l'environnement et aillent dans le sens de ses efforts de protection.

La wilaya de Jijel se distingue par sa richesse en biodiversité, ses écosystèmes multiples et la diversification de ses potentialités vue que son patrimoine forestier est l'un des plus importants à l'échelle nationale, occupant la plus grande partie du territoire. 16 299 Ha de formations forestières (soit 83% de la superficie de la wilaya). Cependant, elle demeure un territoire rural connu pour sa vocation agricole.

Cette vocation lui procure, certes, des opportunités mais aussi plusieurs handicaps pénalisant le bien-être des populations locales vivant dans des espaces ruraux enclavés, ce qui génèrent plusieurs problèmes tels que l'exode rural.

C'est la raison pour laquelle, ces espaces ruraux ambitionnent de maintenir sur place une population active à partir d'un développement endogène articulé autour de la valorisation des ressources naturelles et des vocations des différents territoires, notamment l'écotourisme.

Le tourisme est l'une des nouvelles activités capables d'œuvrer comme un moteur pour le développement à cause de ses capacités à initier une grande diversité d'activités économiques et sociales. Beaucoup de ressources et de produits en zones rurales présentent avec le tourisme des synergies réalisées ou potentielles. Leur promotion simultanée est une méthode pour créer une nouvelle image rurale. Les activités liées au tourisme ont ainsi un potentiel considérable pour accroître la valeur ajoutée en zone rurale, et y améliorer la qualité de vie elle-même. Les régions défavorisées ont un profil commun, au moins en ce qui concerne les perspectives et les opportunités de développement.

En effet, il s'avère que l'écotourisme permet de combattre le dépeuplement des villages, valoriser les activités économiques présentes sur son territoire et apporter son soutien à l'artisanat local et aux produits du terroir. L'écotourisme engage aussi dialogue et partenariat avec des acteurs économiques afin de permettre leur activité tout en veillant à la protection de la biodiversité.

Les décideurs locaux ont opté dans le schéma d'aménagement touristique de la wilaya de Jijel de promouvoir l'écotourisme afin de contribuer au développement économique de communautés vivant dans ses régions souvent non touchées par les efforts de développement plus traditionnel en raison de leur éloignement des grands centres urbains.

L'écotourisme devrait s'accompagner de retombées positives sur l'environnement naturel et socioculturel. Dans ces conditions, la mesure des coûts et des avantages économiques, écologiques et sociaux de l'écotourisme est différente de celle du tourisme traditionnel ou de masse. Les ratios habituels, notamment en terme de rentabilité économique, doivent pouvoir être appréciés dans un contexte différent qui évalue les retombées de l'activité de l'écotourisme non seulement en terme de rentabilité financière mais peut être surtout en terme d'impact sur le revenu, l'activité et les conditions sociales des populations locales.

PROCESSUS DE PATRIMONIALISATION, OENOTOURISME ET VALORISATION DES TERRITOIRES : L'EXEMPLE DE LA RÉGION DÉLIMITÉE DU DOURO (PORTUGAL)

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Mots-clés: Oenotourisme, Patrimoine, Quinta Santa Eufémia. Route du vin de Porto, Musée du Douro

Le patrimoine est un ensemble d'attributs, de représentations et de pratiques fixés sur un objet non contemporain (Lazzarotti, 2009) de nature variée (savoir-faire, œuvre, bâtiment, paysage) que les sociétés héritent du passé, qui a une valeur dans le présent et que les différents acteurs des sociétés contemporaines jugent pertinent de transmettre aux générations futures. Le classement en 2001 d'une partie du vignoble de la Région Délimitée du Douro (Portugal), l'*Alto Douro Vinhateiro*, sur la liste du Patrimoine Mondial de l'Organisation des Nations Unies pour l'Éducation, la Science et la Culture (UNESCO) s'inscrit dans le contexte du classement de près d'une dizaine de vignobles européens au Patrimoine Mondial de l'UNESCO au cours des quinze dernières années. Cet engouement patrimonial des acteurs de la sphère viti-vinicole européenne souligne toute l'importance que revêt aujourd'hui le patrimoine lié au vin en matière de compétitivité et de développement territorial dans les pays d'ancienne tradition viti-vinicole confrontés à la concurrence des vins du « Nouveau Monde » dans le cadre de la « Nouvelle Planète des Vins » (Pitte, 2000). L'inscription de ces vignobles sur la liste des sites « *naturels ou culturels d'une valeur universelle exceptionnelle* » de l'UNESCO témoigne en outre de l'évolution du concept de patrimoine qui étend désormais son champ d'action aux paysages et savoir-faire des mondes ruraux ce que démontre bien d'ailleurs l'apparition du néologisme *patrimonialisation* au sein de la géographie française au début des années 2000 qui traduit la volonté d'envisager un processus social de reconnaissance de certains héritages plutôt que les éléments patrimonialisés en tant que tels (Veschambre, 2007).

Nous posons l'hypothèse que le processus de patrimonialisation du vignoble de la vallée du Douro, qui s'est réalisé à différentes échelles et selon différentes temporalités, a joué un véritable rôle de levier dans le développement oenotouristique et, plus généralement, dans le développement territorial et la compétitivité de la région.

La première phase du processus de patrimonialisation envisagée ici est antérieure au classement de l'*Alto Douro Vinhateiro* sur la liste du Patrimoine Mondial de l'UNESCO et concerne l'échelle locale à travers la mise en place d'une *Route du vin de Porto* (1996) par des acteurs privés (*l'Association des Adhérents de la Route du vin de Porto*). Les objectifs de la route consistent en effet à promouvoir, autour de circuits bien délimités, le vin de Porto en l'associant, entre autres éléments, à une série de propriétés viticoles et de caves, à des paysages remarquables, à des lieux historiques, gastronomiques ou encore à des musées et des fêtes locales, autrement dit à un ensemble d'éléments patrimoniaux associés au produit et destinés autant à en faire sa promotion qu'à promouvoir ces dits éléments dans une optique de mise en place d'un développement intégré des différentes activités de la vallée du Douro.

La seconde phase du processus de patrimonialisation considérée ici est celle de la candidature du vignoble de la vallée du Douro au Patrimoine Mondial de l'UNESCO : le succès de cette candidature portée par les acteurs régionaux et nationaux qui voit le vignoble être inscrit sur la liste du Patrimoine

Mondial de l'UNESCO en 2001, outre les potentialités de développement de la filière œnotouristique qu'il sous-tend et le probable accroissement de la compétitivité des grandes maisons de vins de Porto sur le marché mondial, est également une reconnaissance à l'échelle internationale du travail séculaire des vignerons et des viticulteurs de la vallée ayant su mettre en place et préserver des paysages viti-vinicoles dans un milieu si difficile.

La troisième phase du processus de patrimonialisation étudiée est celle de la mise en place du Musée du Douro qui s'inscrit dans le cadre d'une réappropriation des aspects patrimoniaux par les acteurs locaux et régionaux de la vallée du Douro : inauguré en 2008, ce musée du territoire dont la mission est la représentation du patrimoine naturel et culturel de la Région Délimitée du Douro, est intimement lié à la région tant d'un point de vue institutionnel que du point de vue de la participation d'acteurs privés locaux à sa gestion.

L'exemple de la *Quinta Santa Eufémia*, illustre à l'échelle locale la synergie existant entre le processus de patrimonialisation, l'œnotourisme et la valorisation des territoires tout en insistant sur le fait que la mise en valeur du patrimoine de la vallée s'inscrit dans des évolutions institutionnelles suscitées par le processus de mondialisation : en effet, c'est bien la fin du monopole de vieillissement du Porto à Vila Nova de Gaia (1979) et l'autorisation de commercialiser et d'exporter ce vin à partir des lieux de production (1986) qui permettent aujourd'hui aux acteurs viti-vinicoles de développer un œnotourisme de *quinta* que le classement du vignoble au patrimoine de l'UNESCO ne fait que renforcer.

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[France Version]

COOPÉRATIONS ET SOLIDARITÉS RENOUVELÉES DANS LES CAMPAGNES AU SERVICE DE LA TERRITORIALISATION DE L'ENJEU ÉNERGIE-CLIMAT ILLUSTRATIONS DANS L'OUEST FRANÇAIS

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Le contexte :

Les campagnes apportent une contribution spécifique à l'enjeu global climat-énergie, grâce aux expérimentations alternatives conduites à partir des potentiels agricoles locaux en biomasse ou issues du recyclage des déchets. Par ces actions, les contours de la multifonctionnalité agricole et rurale s'élargissent au profit de productions et de services environnementaux. Or, le renouvellement actuel des paradigmes du développement énergétique (Mor, 2011) où la sobriété et la constitution de mix

d'énergies décarbonées décentralisés relèvent de productions et de consommations relocalisées, apparaît éloigné de la tradition énergétique française.

Peter Droege (2006) précise qu'un retour vers le local aboutit à un processus de décentralisation des systèmes énergétiques faisant appel aux énergies renouvelables et à une plus grande autonomie des territoires. Des dispositifs d'action publique territorialisés permettent d'inscrire le rapport énergie/territoires à différentes échelles. Or, dans les campagnes, les projets individuels, collectifs, ou de territoire, relèvent autant d'actions de développement rural (programmes Leader européens ou politique française des pôles d'excellence rurale de 2006-2008 puis de 2010-2012) que de l'application territorialisée de dispositifs énergétiques inscrits dans différentes lois françaises (et européennes), du plan climat de 2004 au Grenelle 2 (2010) ou à la loi de transition énergétique discutée en 2014.

La territorialisation de la question énergie-climat s'accomplit par le développement de coopérations interindividuelles, de coopératives agricoles et d'actions multipartenariales dans le cadre de projets d'intercommunalités, de Pays, de GAL Leader, de parc naturel régional, de collectivités locales. L'interaction entre échelles, territoires et acteurs témoigne de l'enjeu du partage d'expériences et de compétences, d'apprentissage collectif face aux logiques de concurrence. Certains territoires ruraux se singularisent par leurs trajectoires spécifiques relatives à l'autonomie énergétique et au développement soutenable. La capacité à produire localement tout en encourageant la sobriété des consommations, à se réapproprier des savoir-faire locaux, à instituer une gouvernance par codécisions publiques, définit l'autonomie locale (Scheer, 2005). Aussi, ces coopérations sont-elles multi-objectifs et la production énergétique n'en est-elle qu'un aspect. Entre coopérations interindividuelles informelles, collectifs citoyens, coopératives de territoire pour la production énergétique et coopérations interterritoriales comme dans le réseau rural national TEPOS (Réseau des territoires à énergie positive, dont le caractère pionnier vient d'être officiellement reconnu par la loi énergétique française de 2014 qui cherche à le conforter et à l'élargir), quelles formes les constructions partenariales prennent-elles au service d'actions climat-énergie mues par la recherche d'autonomie ?

Le terrain et la méthodologie :

Cette communication reprend les réflexions de trois programmes de recherche menés depuis 2008 dans les espaces laboratoires de l'Ouest français et qui se caractérisent par l'importance du potentiel de biomasse (bois bocager) et de déchets agricoles là où l'élevage intensif est particulièrement représenté : ESSTER (Economie Sociale, Solidaire, Territoires et Réseaux en 2008), MACC (Mobiliser les Agriculteurs contre les effets du Changement Climatique) en 2011-2013 et CODESOL sur « les COopérations et le DEveloppement territorial : des SOLidarités renouvelées au service de l'innovation dans les espaces ruraux », en 2014-2016. Les dynamiques de coopérations agricoles et rurales, d'agriculture de groupe, y sont fortement développées, à différentes échelles. De plus, cet espace emblématique du productivisme agricole a suscité l'émergence de contre-modèles pour redéfinir le développement agricole et les missions de l'agriculture. Sept projets collectifs (en bois-énergie, méthanisation territoriale et actions multiples énergies-climat) et sept territoires ont été retenus pour le rôle de modèle qu'ils ont constitué sur des actions cordonnées et multipartenariales (agriculteurs-non agriculteurs) de relocalisation énergétique. 82 acteurs ont été rencontrés en entretien semi-directif permettant de comprendre les logiques collectives et les intentions qui les ont animées.

Résultats :

La reterritorialisation de l'enjeu énergie-climat procède d'actions de coopérations plus ou moins formelles, jusqu'à la constitution de coopératives citoyennes et multipartenariales qui singularisent certains territoires et les mettent en réseau. Ainsi, les contours de l'entraide rurale (Sabourin, 2007) sont élargis. Définie dans le code rural français, et particulièrement active dans l'ouest français, l'entraide rurale connaît, par les actions « énergie renouvelable », un triple élargissement : en termes de contenu d'actions, grâce à l'offre de « services environnementaux » ; en termes de parties prenantes impliquées, du fait des multipartenariats entre agriculteurs et non agriculteurs, citoyens, associations, collectivités locales, élus ; en termes d'échelle de l'entraide, du local à la région, à l'échelon national, grâce à l'extension du rayon d'action des coopératives énergétiques et des réseaux de coopérations interterritoriales.

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[English Version]

COOPERATION AND SOLIDARITY RENEWED IN CAMPAIGNS TO SERVE THE TERRITORIALISATION OF CLIMATE AND ENERGY ISSUES

The context:

Campaigns provide a specific contribution to the global climate and energy issues through alternative experiments conducted from local agricultural potential in biomass or from waste recycling. Through these actions, the contours of agricultural and rural multifunctionality widen in favour of production and environmental services. However, the current renewal of energy development paradigms (Mor, 2011) in which simplicity and the decarbonised approach from a decentralized energy mix within relocated production and consumption, appears to be far from the French energy tradition.

Peter Droege (2006) states that returning to the local leads to a decentralization of energy systems based on renewable energy and increased energy independence of the territories. Regionalised public action mechanisms make it possible to include the energy /territories relationship on different scales. But in campaigns, individual, group or regional projects have as much to do with rural development actions (European Leader Programmes or the French policy for rural centres of excellence in 2006-2008 and then in 2010-2012) as with the regionalised application of energy policies enshrined in various French (and European) laws: the 2004 climate plan, the POPE law (2005), the Grenelle 2 law (2010) or the last law (2014) on energy transition.

The regionalisation of the climate and energy issue is accomplished through the development of interpersonal cooperation, agricultural cooperation and multi-stakeholder actions in the context of intercommunality territories, Leader territories, regional nature park and local community projects. The interaction between scales, territories and stakeholders demonstrates the challenge of sharing experiences, skills and collective learning faced with the logic of competition. Some rural areas stand out for their specific paths relating to energy independence and sustainable development. The ability to produce locally while also encouraging the simplicity of consumption, re-appropriate local expertise and establish governance through public co-decision procedures defines local autonomy (Scheer, 2005). Are these cooperations also multi-objective? And isn't energy production just one aspect of it? Between informal cooperations, citizen groups, regional cooperatives for energy production and inter-territorial cooperation like in the TEPOS national rural network (Network of territories leading energy transitions projects and whose pioneering nature has been officially recognised by the French energy law of 2014 which seeks to strengthen and expand it), what form will the partnership structures take to serve innovative energy and climate activities driven by the quest for autonomy?

The field and methodology:

This communication incorporates the considerations of three research programs carried out since 2008 in the Western French laboratory areas. This place is marked by the establishment of intensive farming and it is characterized by the importance of the potential of biomass (bocage wood) and agricultural waste: ESSTER (Social Economy, Solidarity, Territories and Networks in 2008), MACC (Mobilising Farmers Against the Effects of Climate Change) in 2011-2013 and CODESOL on "Cooperation and Regional Development: Solidarity renewed to serve innovation in rural areas "in 2014-2016. The dynamics of agricultural and rural cooperation and "group agriculture", are also highly developed, at different scales. Finally, this iconic area of agricultural productivity has sparked the emergence of counter-models to redefine agricultural development and agricultural missions. Seven collective projects (in wood energy, biogas production and multi-energy projects) and seven different regions were selected for the reference role or model that they have formed on energy relocation through coordinated and

multi-stakeholder actions (farmers- non-farmers). 82 players were contacted in semi-structured interviews in order to understand the collective logic and intentions that motivated them.

Results:

Actions relating to the reterritorialisation of the energy-climate issue carry cooperation actions that are more or less formal, until the creation of citizen and multi-stakeholder cooperatives that distinguish certain territories and put them into networks. The contours of rural assistance (Sabourin, 2007) have therefore expanded. Defined in the French rural code, and especially active in the west of France, rural assistance is now experiencing triple enlargement through "renewable energy" actions: in terms of the content of the assistance, through "service environment" actions; in terms of the stakeholders involved, due to the multi-stakeholder partnerships between farmers and non-farmers, citizens, associations, local authorities, elected officials; in terms of the scale of assistance, from local to regional, on a national scale, thanks to the range of energy cooperatives and interterritorial cooperation networks.

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THE POTENTIAL OF MOBILITY AND COOPERATION BETWEEN STAKEHOLDERS FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM IN PERIPHERAL AREAS: THE CASE OF THE MUNICIPALITY OF BOTICAS

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Keywords: Tourism, Accessibility, Stakeholders, Strategy, Boticas.

In multiple situations and especially in the case of the tourism industry, the development policies have been implemented following uncoordinated processes and planned without the support of mobility instruments and the participation of local actors. In the case of Portugal, the involvement of the stakeholders has been quite rare, even in the case of economic peripheral regions, like the rural/inland ones, suffering from large demographic decrease and scarcity of entrepreneurial initiative, for several decades. Due to that, there is the need for establishing strategic alternatives in those territories, adjusted to their tourism resources, allowing their conservation and preservation to enhance, and also to generate wealth and jobs. The attempt to use tourism as an instrument of development of the rural areas and peripheral regions goes in line with the idea of mobilizing the available resources and taking profit of synergies among activities and local actors aiming to attain a sustainable development path. The understanding of the structure of the transport network and accessibilities of tourists to tourism resources and of the way stakeholders perceive the tourism activity allows long-range strategies to be implemented in any territory. In the case of the municipality of Boticas (Northeast of Portugal), the results of the interconnection of these two components are even more important as we are dealing with a peripheral territory, where weaknesses of several natures are remarkable. Meanwhile, along with those weaknesses there are challenges and opportunities that territory can take profit from to enhance its tourism potential, always having in mind the interest and wishes of the local population in terms of increasing their quality of life. The aim of this article is to analyze the accessibility to tourism resources

available in the municipality of Boticas, by resorting to network analysis, and developing a tourism promotion strategy, based on the specificities of this territory. At first, the travel mode used to evaluate the accessibility was the car and the "walking on foot", and for pedestrian travel speeds used were 80 m/s for the adults and 50 m/s for the elderly, while for the use of the automobile we considered the different speeds according to the route type. Secondly, to approach the appropriate tourism strategy to define Boticas a semi-structured interview constructed of several relevant local and regional socioeconomic and political actors, built on a top-down perspective. The interview guide was organized into six themes, and the interviews were made during December 2014. The main results of the empirical research show that the municipality under study is provided with good roads, which connect to the remainder of the northwest of Portugal and, generally, take no more than 1 hour and 31 minutes, by using the automobile, to arrive at Francisco Sá Carneiro Airport (near Oporto city). Nevertheless, the distance-time only explains 17.2% of the proportion of foreign guests in the municipalities of northern Portugal. This effect does not reflect the intra-municipality accessibility, as the accessibility to tourism resources depends strongly on the coverage of the municipal roads, which presents a disorganized pattern and, in some cases, insufficient quality. From the interviews with the stakeholders we got that many of them consider tourism as an essential industry to approach the future of the municipality, although they also show they need to be convinced of the need for finding ways of integrating the tourism policies in more comprehensive strategies defined at supra-municipality scale and where the residents are full involved and their expectations are considered. In addition, there emerges also the idea that the economic, political and environmental development frameworks, including the transport infrastructures, play a key role in the implementation of a tourism strategy in the mentioned tourism destination.

WHAT LANDSCAPES FOR TOURISM IN TRADITIONAL RURAL AREAS? PLANNING AND MANAGEMENT CHALLENGES IN THE WATERSHED OF RIVER LIMA.

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Keywords: Cultural landscape, Rural tourism, Landscape management, Integrated tourism products.

Landscape in rural territories with deep historical roots, resulting from the interaction Man –Nature, has a strong cultural dimension and an inherent heritage value, which have been taken by tourism sector as a commodity. Although often underestimated, landscape plays a crucial role in tourism motivations and in tourist experience. The uniqueness of the landscape, considered at several scales of the destination, and its capability to generate emotions, transforms it into one of the foremost resources in the differentiation of regions and of their products.

Rural tourism is not limited to farm-based or agro-tourism but it encompasses all tourism based in, and making use of, rural landscapes. Cultural landscapes of rural territories, frequently regarded as a free-cost consumption asset by different kinds of users, cannot be considered as a limitless natural resource. On the contrary, they express the result of a socio-economic system and face several risks.

If rural landscapes are expected to be multifunctional, offering environmental, agricultural, forestry and leisure services, the concern with an integrative management of agro-silvo-pastoral systems, which are responsible for the preservation of the landscape character, is poorly represented in regional development policies and in land management tools.

The idealized countryside by urban consumers, one of the most important publics of the tourism in rural areas, combines tangible attributes, namely the environmental balance and a diversified landscape mosaic – mixing built heritage, croplands, pastures and woodlands, with subjective values, related to a pre-conceived notion of the rural lifestyle. The idyllic and bucolic vision of the countryside, one of the most important tourists' expectation that fed the rural tourism demand, was built up on a socially constructed concept of authenticity, which frequently is far away from its productive dimension and not aware of its socioeconomic problems.

Nevertheless, cultural landscapes represent an opportunity for the development of more integrated tourism products, grounded in endogenous resources, contributing, as well, for adding meaning to the

several types of heritage. Embedded tourism explores resources or activities that are directly linked to place and promote the formation of networks within a particular socio-cultural context. Embedded tourism products enhance and commodify the landscape and capitalize the existing natural, historical and cultural heritage of a region. Indeed, cultural landscape may be used as a reading framework, full of clues and signs, to guide the visitors in an interpretive journey on the evolution of the territory, helping the understanding of the succession and coexistence of land occupation models, resources exploration strategies or settlement patterns. Moreover, tourism sector can take advantage of cultural landscape as a cross-cutting resource that meets the demands of different kinds of cultural, rural and nature tourists. The wide spectrum of demands concerning cultural landscape enables the development of multi-targeted tourism products. It is important to remark that cultural and landscape touring is pointed out as a priority in the National Strategic Plan for Tourism, also showing a promising growth trend at a European level. Therefore, managing rural landscape as a tourism resource, taking into account the socio-economic dynamics of these territories, is a major challenge.

This research, that focusses on the Portuguese sector of the watershed of River Lima, aiming to contribute to a more efficient planning of the use of cultural landscape as a tourism resource and draw attention to the need for improving landscape management and preservation, will address the following goals:

- 1) Characterize and map the diversity of the cultural landscape at the river basin scale, through the correlated analysis of altitude, lithology, slope and land use. Six levels of landscape organization were defined: a) Alluvial plains and smooth slopes with dominance of irrigation crops; b) Lower to middle hillside croplands or terraced croplands; c) Complex agroforestry areas; d) Middle hillside woodlands and shrublands; e) Sparse shrubs and natural pastures; f) Uplands with scarce vegetation cover.
- 2) Demonstrate the role of cultural landscapes cartography, particularly the delimitation of landscape units, as a tool for planning its valorization as a tourism resource.
- 3) Identify the key-features of the landscape character of the different unities.
Select areas of high value landscapes for tourism use, grounded in systematic criteria, based on perception studies directed to visitors' landscape preferences and on the presence of natural and historic-cultural heritage with particular importance for the destination identity. This operational concept reflects the acknowledgment of the uniqueness and representativeness of the selected areas. The selection criteria included the maintenance of traditional activities in the frame of living landscapes, the degree of biodiversity and geodiversity, the demonstration of different strategies of Man adaptation to the environmental conditioning factors, the value of the historical built heritage and of the archaeological remains and, finally, the vulnerability regarding the risk of lost of the landscape character.

FROM SELLING WINE FLAGONS IN DRIVEWAYS TO 'PERTH'S VALLEY OF TASTE': TOURISM DEVELOPMENT IN THE SWAN VALLEY, WESTERN AUSTRALIA

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Keywords: rural tourism, wine tourism, peri-urban agriculture, heritage, Western Australia.

The Swan Valley in Western Australia is a largely agricultural area on the north eastern border of the Perth metropolitan area. It is therefore a typical peri-urban agricultural location. The 1995 Swan Valley Planning Act identified approximately 7,000 hectares as a planning precinct in which subdivisions and urban development are forbidden. It is estimated that around 1,000 hectares are currently vineyards (2011). Given its proximity to Perth and the early colonial development of wine-making, rudimentary wine tourism activities have existed for decades. In recent years, however, both the local operators and local government (City of Swan) have sought to develop a more comprehensive approach to tourism.

Wine tourism has flourished, with high levels of professionalization and world-class standards, but new tourism developments, such as gastronomic tourism based on a wide range of activities and attractions (cheese-production or coffee-tasting workshops, chocolate and olive oil buying, etc.) and heritage tourism (heritage trails, museums, etc.) have also appeared and gained momentum. Indeed, the current metropolitan strategic plan for Perth ("Directions 2031 and Beyond", drafted in 2010) has classified the Swan Valley as a "metropolitan attractor", a "must see" local destination for visitors to Perth and local residents alike.

In this context, the paper wishes to discuss tourism development in the Swan Valley. While, some decades ago, tourism acted merely as a complementary revenue source for wine-makers, now it seems to be displacing agriculture. In fact, and strictly focussing on planning policy, the Western Australian Planning Commission (2012) has recently delivered a Discussion Paper to stimulate debate on the increasing competition between agricultural preservation and tourism development. This paper questions whether this transition is consistent with a move from a productivist to a post-productivist countryside in line with the concepts of multifunctionality and commodification. It therefore uses primary (fieldwork and in-depth interviews of stakeholders) and secondary (mainly, planning documents and previous literature) data to pose some questions on the sustainability of some of these recent tourism development trends. Among other issues, these relate to authenticity, over-crowding, community involvement, mobility and environmental conservation.

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CLIMATE VARIABILITY AND THE TIMING OF FLOWERING OF *Vitis vinifera* L. cv. MOSCATEL GALEGO

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Keywords: flowering, phenology, climate variability, grapevine, Douro

In the Northern hemisphere the timing of flowering for grapevines (*Vitis vinifera* L.) takes place between May and June, depending on the grapevine variety and the regional climate conditions. In addition to genetic characteristics of grapevine varieties, the phenological stage of flowering is related to exogenous factors such as air temperature, which is of vital importance. In fact, flowering requires mean daily temperatures between 18°C and 20°C, light wind conditions and low rainfall. Any deviation from these optimal climatic conditions may hinder the processes of flowering, fertilization, and fruit set, endangering the entire phenological cycle. However, if the vine lacks nutrients such as boron and potassium, production of healthy flowers is also negatively affected. Thus, adverse endogenous and environmental conditions can cause viticultural hazards such as coulure and millerandage. These phenomena result from uneven pollination and generate low fruit set rates which in turn drastically reduce the production of grapes (Marques *et al.*, 2013).

As regards the Moscatel Galego variety, research undertaken by Machado (2011) suggests that in comparison with budburst and veraison phenological stages the timing of flowering shows a greater interannual variability for the time period of 1976 to 2009. Similar results were obtained by Lopes *et al.* (2008) for 19 white varieties and 15 red varieties in Estação Vitivinícola Nacional during the period of 1999-2006. Furthermore, Caffarra and Eccel (2010) found flowering to be extremely sensitive to variations in weather conditions, especially of air temperature.

The flowering dates for Moscatel Galego varied considerably between the years of 2013 and 2014. In 2014 flowering anticipated about two weeks over the previous year, and a sharp drop in the production of grapes was observed due to coulure and millerandage. According to data from Instituto Português do Mar e da Atmosfera (IPMA) both May and June registered very different air temperatures and precipitation totals in 2013 and 2014. In relation to the 1971-2000 series, May 2013 mean temperature was lower the normal value, whereas May 2014 mean temperature was much higher than the normal. In both years May was considered a dry or very dry month. Though in June 2013 the mean temperature was lower than the normal value for the 1971-2000 period, there were several hot and cold periods during this month. IPMA data describes June 2013 as a dry or very dry month. In turn, the mean values of air temperature and precipitation totals in June 2014 were characterized as normal.

In this investigation air temperature and humidity data collected from four Tinytag Data Loggers installed in Favaio vineyard area (located in Douro Valley region) was examined to enlighten the atmospheric factors which determined the precocity of flowering experienced by the Moscatel Galego winegrape variety between 2013 and 2014. In order to establish statistical relationships between these factors and flowering date, weekly maximum, minimum and mean temperatures and relative humidity were analyzed for the period of May 16th to June 15th.

Flowering date exhibited a mean of 164,4 and a variation coefficient of 4,8%. Multiple linear regression results highlighted two variables, namely the mean air temperature of May₁₆₋₂₂, with a standardized coefficient of -0,696 (*p*-value of 0,001), and the minimum air humidity of June₁₋₇, with a standardized coefficient of -0,336 (*p*-value of 0,010). Air temperature of May₁₆₋₂₂ had a mean value of 14,2°C, with a variation coefficient of 11,7%, whereas minimum relative humidity of June₁₋₇ showed a mean of 33,8%, with a variation coefficient of 19,4%.

Since results evidenced a negative regression between flowering date and the two climate variables selected by a stepwise model, the higher the average air temperature observed for May₁₆₋₂₂ as well as the minimum relative humidity for June₁₋₇, the earlier the flowering date will be. These results are consistent with the agrometeorological information by IPMA which predicted a potential advancement of the phenological development of cultures during 2014. It also corroborates several studies conclusion that an increase of temperature has a crucial influence on grapevine phenology.

[En Français]

LE PAYSAGE DE L'ICHKEUL, EST-IL CONNU EN TANT QUE ZONE HUMIDE ?

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Mots clés : Parc, visiteur, paysage, zone humide, patrimoine local

Parmi les sujets les plus couramment évoqués en Méditerranée, c'est les zones humides. Bien aménagées et suivies, elles sont en mesure de fournir de nombreux services à la collectivité. Aujourd'hui, les débats concernant les zones humides s'articulent autour d'une préoccupation concentrée par les gestionnaires des parcs : comment faire reconnaître les zones humides aux visiteurs et inventaires locaux ?

En effet, les zones humides sont généralement considérées et préservées en vertu de leurs spécificités écologiques. Mais au-delà de ces spécificités, les sociétés reconnaissent les zones humides, consciemment ou non, pour certains bienfaits ou valeur (historique, esthétique, biologique...)³. Dans ce sens, le présent travail discute des résultats d'une étude quantitative et qualitative menée au Parc National de l'Ichkeul, en Tunisie⁴. L'objet en était de faire une évaluation de la perception du paysage de l'Ichkeul par les visiteurs du parc. Par exemple les raisons de visite déclarées, les éléments d'attractivité à Ichkeul, etc. Les résultats ont montré que les services du Parc, en tant que zone humide, sont peu perçus. Ces résultat nous mènent à chercher des solutions qui contribuent à la connaissance des zones humides par le public.

³ http://www.snnpn.com/IMG/pdf/ZHI_73-74_Paysage_en_zone_humide_Web.pdf

⁴ http://www.pole-lagunes.org/sites/default/files/resume_Wafa_Ben%20Belgacem_Ichkeul.pdf

[In English]

THE LANDSCAPE OF ICHKEUL, IS IT KNOWN AS A WETLAND?

Keywords: Park, visitor, landscape, wetland, local heritage

Among the most widely discussed topics in the Mediterranean basin, is wetlands. Well planned and followed, they are able to provide many services to the community. Today the debates concerning wetlands revolve around a concentrated concern by park managers: how to exhibit wetlands to visitors and local inventories?

Indeed, wetlands are generally considered and preserved for their ecological characteristics. But beyond these specificities, societies recognize wetlands, consciously or not, for some benefit or value (historical, aesthetic, biological ...)⁵. In this sense, this paper discusses the results of a quantitative and qualitative study conducted at the National Park of Ichkeul, in Tunisia⁶. The purpose was to make an assessment about the perception of the landscape of Ichkeul by park visitors. For example, the declared reasons of visit, the attractiveness elements in Ichkeul, *etc.* The results showed that the services of the Park, as a wetland, are not well perceived. These results lead us to seek solutions that contribute to the recognition of wetlands by the public.

DU TERROIR AU BASSIN DE PRODUCTION AGRICOLE DANS LE SAHEL MERIDIONAL (TUNISIE)

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1- Introduction

Le Sahel méridional, qui se situe au Centre – Est de la Tunisie et qui correspond grosso modo au gouvernorat de Mahdia, est dominé par un climat semi- aride dont les moyennes pluviométriques annuelles sont inférieures à 300 mm. Dans ce territoire, l'agriculture est une activité ancienne. Elle était pratiquée dans une logique spatiale fondée sur une partition de l'espace en petites unités territoriales qui sont les « terroirs ». Cette agriculture a connu depuis une trentaine d'années une évolution importante qui s'est traduite dans une nouvelle logique spatiale de la localisation de la production agricole ; c'est le « **Bassin de production agricoles** ». Malgré cette évolution et malgré la faible compétitivité de « l'agriculture de terroir », ces unités géographiques marquent actuellement le paysage agricole local.

L'objectif principal de cette étude est de bâtir une analyse rétrospective et actuelle de la situation agricole dans le Sahel méridional en mettant l'accent sur les contraintes confrontées à « l'agriculture des bassins de production agricoles » et celle « des terroirs ».

Ce travail exige en premier temps de revenir sur la localisation ancienne de la production agricole et l'adaptation du paysan avec son environnement. La seconde partie traitera les politiques de développement agricoles et ses retombées spatiales (sur la localisation de la production agricole en bassins de production agricole). Dans un dernier temps, il sera proposé de montrer l'intégration de l'exploitation agricole dans son environnement économique et la compétitivité de l'agriculture des terroirs devant le développement de l'agriculture des bassins.

La problématique de la dynamique impose une démarche qui privilégie des processus et des mécanismes. Cette analyse sera basée sur des différents documents à savoir les écrits des historiens, des géographes et les séries statistiques. Mais le travail de terrain reste toujours fondamental et me permettra, certainement de décrire le paysage et d'analyser le fonctionnement actuel du territoire agricole.

⁵ http://www.snnpn.com/IMG/pdf/ZHI_73-74_Paysage_en_zone_humide_Web.pdf

⁶ http://www.pole-lagunes.org/sites/default/files/resume_Wafa_Ben%20Belgacem_Ichkeul.pdf

2- Résultats

L'appartenance de ce territoire au bassin méditerranéen en faisait une zone de terroirs. Ces derniers sont les combinaisons diverses entre facteurs naturels et actions humaines. Les terroirs irrigués en étaient le type le plus intensif. Hérités dans la plus part d'un passé lointain, ils s'inscrivaient les plus souvent dans des systèmes de « zonage » des espaces agricoles locaux qui associaient l'irrigation aux cultures sèches et à l'élevage, systèmes caractéristiques des vieilles polycultures vivrières méditerranéennes, mais dont la finalité marchande était presque absente.

L'agriculture sud sahéenne, organisée autrefois en terroirs, était une agriculture « domestique » basée sur la notion de la sécurité alimentaire et « autcentrée » dans la mesure où le *fellah* (paysan) était totalement intégré dans le fonctionnement de son système de production et d'exploitation agricoles selon les disponibilités génériques locales. L'évolution de cet espace dans le temps long est marquée par des ruptures nombreuses ; sociopolitiques, démographiques, économiques. Elles ont engendré une division territoriale opposante frange côtière, espace de polyculture et de vieux centres villageois et de paysans sédentaires, à un domaine intérieur, qui se confond avec les basses steppes ; C'est le territoire des « Metheliths », constitué par des terres d'agropastoralisme et de mobilité des hommes, des animaux et de l'habitat, caractérisé par ses paysages « flous » associant agriculture ponctuelle, terre de pacage et mattoral avant de devenir à une époque récente un espace d'agriculture et d'habitat sédentaires.

La forme sociale de production agricole était basée sur une main d'œuvre familiale. Ces rapports sociaux de production étaient aussi basés sur des rapports de solidarité, surtout au niveau de petites exploitations, qui pratiquaient le mode de faire – valoir directe.

Les systèmes de production agricole ont cependant connu des mutations récentes perceptibles à la fois dans la transformation des paysages, dans la recomposition des territoires agricoles et dans la chaîne des acteurs qui y interviennent. Après 1956, le processus de développement agricole a été perçu comme une affaire de « l'Etat-providence » ; ce dernier avait financé certains projets et programmes de développement et avait modernisé le travail agricole.

La stratégie de développement agricole régionale a entraîné l'envahissement de l'oléiculture dans les territoires de l'intérieur et a occupé les terres nues comme conséquence de la privatisation des terres collectives et l'apurement des « *habous* ». La stratégie agricole a incité aussi l'intensification de l'espace oléicole par l'introduction de diverses innovations culturelles qui ont intégré l'exploitation dans l'économie de marché.

Le système de production agricole est devenu donc plus simplifié et la logique spatiale de la localisation de la production agricole a permis de passer de la notion de terroir à la notion de « Bassins de production agricoles » tels le bassin laitier et le bassin oléicole. Dans cette nouvelle logique territoriale et avec la montée de l'approche du développement local, les acteurs locaux sont appelés à participer directement dans l'acte du développement local. Mais cette nouvelle agriculture s'est confrontée à certaines contraintes naturelles et structurelles.

Malgré leur dispersion géographique et leur part modeste du territoire agricole sud sahéen, les terroirs irrigués marquent, actuellement, de façon prégnante les systèmes de cultures, les paysages et l'organisation de l'espace agricole surtout de la zone côtière (Gdhabna, Hiboune,...). Relevant des facteurs naturels (climats, topographie, sol, pente, exposition, ressources en eau), les terroirs sont l'œuvre de sociétés paysannes ancrées dans leurs territoires et maîtrisant les techniques de la mobilisation de l'eau, de l'irrigation et du drainage. La spécificité de ces terroirs provient par ailleurs des savoirs agronomiques empiriques des paysans (figues de Gdhbana) et diverses productions légumières. Mais à cette image positive du terroir s'oppose celle d'une agriculture exigeante en travail, de rendements faibles et confrontées aux problèmes de commercialisation. Les produits de terroirs sont mal valorisés ce qui met en question la compétitivité de ces unités territoriales.

3- Conclusion

Le Sahel méridional est un territoire qui se caractérise par des conditions naturelles contraignantes. Malgré ces conditions défavorables, la mise en valeur agricole était ancienne. L'agriculture représentait depuis des siècles une composante principale de l'économie locale. Cette activité traditionnelle fonctionnait dans des « terroirs » et dans une économie de subsistance. A l'époque actuelle, les systèmes de production agricoles ont connu des mutations importantes ce qui a provoqué une

recomposition territoriale très importante. Mais avec ces mutations, l'agriculture a conservé tout un héritage agraire.

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L'AGRICULTURE ET L'ALIMENTATION DANS LA TRANSITION ÉCOLOGIQUE ET ÉNERGÉTIQUE URBAINE LE CAS DU RÉSEAU ENERGY CITIES (EUROPE)

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Un constat : il est évident que le modèle actuel de développement urbain n'est pas durable parce que :

- L'étalement urbain augmente indirectement la contribution des villes au réchauffement climatique : allongement des distances, accroissement des consommations, augmentation de la précarité énergétique de certaines familles
- L'artificialisation des sols a un impact direct sur l'environnement
- L'étalement contribue à la disparition de terres agricoles périurbaines
- L'étalement urbain renforce les phénomènes de division et de ségrégation sociale
- L'étalement urbain augmente le coût des services urbains
- « les villes consomment 80% de l'énergie. Les émissions directes associées aux villes ont représenté entre 75 et 80 % des émissions globales de CO2 entre 1990 et 2008. Les villes, par la concentration, l'échelle et l'interaction des activités, des habitants et des ressources offrent des opportunités significatives d'accroissement de l'efficacité énergétique » (S. Salat, L. Bourdic, F. Labbé, 2013).

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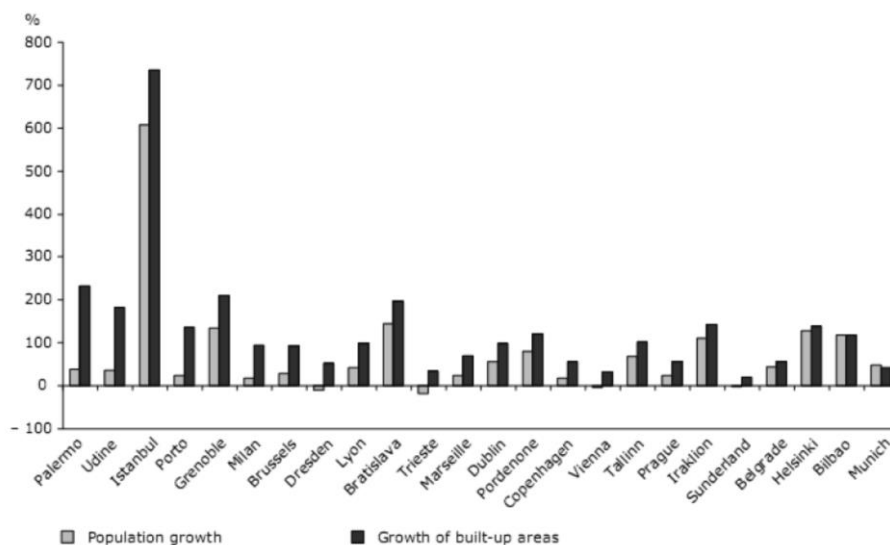


Illustration 4: Croissance annuelle des zones construites entre le milieu des années 50 et la fin des années 90. Extrait de l'étude « L'étalement urbain en Europe- le défi ignoré » - Agence européenne pour l'environnement.

Méthodologie : mon exposé prend appui sur le réseau Energie Cities qui est l'association européenne des autorités locales en transition énergétique. Plus de 1 000 municipalités et structures intercommunales y participent. Des modèles urbains sont mis en avant par Energie Cities :

- Barcelone invente l'urbanisme « à 3 niveaux »
- Munich : garder la ville compacte, urbaine et verte
- Francfort : urbanisme et énergie vont main dans la main

Une des façons de saisir les interactions rural-urbain est de repérer la place accordée à la nature dans les projets urbains. Quels sont les indicateurs dans ces 3 projets se rapportant aux interactions rural-urbain ? :

- 52 % green spaces, covered by parks and water in Frankfurt am Main (European Green Capital 2014 alongside Bristol and Copenhagen)
- Préservation des ressources naturelles à Munich. A Munich, entre 1998 et 2008, les espaces verts ont augmenté de 10 % ; en 2008, près de 3 000 ha d'espaces verts soit 22,2 m² par habitant.
- Engagement pour le maintien et le développement des espaces naturels (ceinture verte / green belt) « comme un endroit de loisirs, de divertissement et de promotion de l'écologie »
- Bio-City Munich : programme qui encourage la vente et la consommation de produits biologiques, surtout dans les écoles et dans les événements organisés par la municipalité.
- Protection of Bio-Diversity (Munich) : programme qui vise à la prise en compte de la biodiversité dans les politiques urbaines. Une croyance fondamentale est que la nature et la ville ne doivent pas forcément être conçues comme deux éléments opposés
- Une conception écologique de la croissance urbaine à Barcelone : compacité et préservation des espaces naturels

A partir du site de ce réseau, quelles sont les villes françaises qui mettent en avant la place de la nature en ville ? Seule la ville de Paris affiche cet objectif par (i) le programme de végétalisation et (ii) la restauration collective : le plan d'alimentation durable de Paris en 2014. Les résultats obtenus permettent de décrypter l'action de Paris en la matière et de saisir la place, le rôle de l'agriculture et de l'alimentation dans la transition énergétique de cette métropole.

L'analyse met en évidence que les villes s'engagent dans la transition via la reconnaissance et l'intérêt de la nature en ville. Ce n'est que plus tard, qu'elles appuient le retour de l'agriculture et de l'alimentation locale. La nature en ville occupe une place stratégique dans ces projets puisqu'elle apparaît dans les reformulations des projets urbains et dans les relations de la ville à son environnement. Cela s'explique également par les compétences des urbanistes plus avertis de la nature que de l'agriculture. La transition énergétique en cours des projets urbains présuppose un changement d'échelle (la ville dans son environnement, la ville étalée) et de focale (complémentarité retrouvée de l'urbain et du rural).

Le concept de transition énergétique est né en Allemagne dans les années 1980. Il traduit le souci et la volonté d'abandonner l'usage de certains énergies (fossiles, nucléaire) au profit d'énergies renouvelables. Il correspond à une volonté de mieux prendre en compte les enjeux environnementaux. La transition énergétique se définit comme le passage d'un mode de production et de consommation à un nouveau mode énergétique plus durable et plus économe face aux enjeux d'évolution des prix, d'approvisionnement en énergie, d'épuisement des ressources naturelles et de respect de l'environnement.

Il est aujourd'hui admis que Les mêmes auteurs préconisent de « 1. accroître et articuler la densité. 2. limiter l'emprise spatiale et la fragmentation des territoires urbanisés ; 3. accroître l'accessibilité ; 4. accroître la connectivité ; 5. accroître la mixité des usages du sol ; 6. accroître les options de transport en commun et les intégrer ; 7. accroître la surface d'espaces verts et d'autres puits de carbone ».

DÉVELOPPEMENT DURABLE ET LE TRAVAIL DES FEMMES EN MILIEU RURAL ESPAGNOL

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Mots clef: genre, travail, conciliation travail-famille, développement durable, milieu rural, Espagne

En Espagne dans le milieu rural on observe encore une brèche entre les hommes et les femmes dans l'emploi de 23.5% pour la population de 20 à 65 ans (2011) (50,7% des femmes et 27,2% des hommes ne participent pas dans le marché du travail), mettant clairement de relief la persistance de cette inégalité.

L'accès et la continuité des femmes dans le marché du travail sont conditionnées par l'impôt de la condition féminine. La division sexuelle du travail a situé les femmes dans une position inférieure dans le marché du travail, d'une façon pratiquement universelle et dans nombreux sociétés ont été établies des politiques différents pour faciliter la conciliation entre la famille et le travail, dirigé principalement aux femmes.

Cette communication se place dans ce contexte, on recherche sur la conciliation du travail et de la famille des femmes qui travaillent et qui vivent dans le milieu rural en Espagne; femmes formées qu'une fois passé la stratégie de l'émancipation à travers de l'éducation et du travail formel, qui se trouvent avec le tâche de devoir négocier leur rôle sociale avec les hommes.

La recherche se base sur l'expérience de 60 interviews approfondies à des femmes qui vivent dans le milieu rural. L'information obtenue a été enregistrées, transcrites, codifiées et analysées par l'analyse du discours.

Les résultats obtenus montrent que les femmes assument principalement la tâche de concilier la vie familiale et celle du travail, on développe des stratégies de résistance individuelle, d'adaptation en faisant des choses diverses dans lesquelles s'interposent d'autres catégories comme la classe sociale. Les formes spécifiques qui résultent de ces expériences quotidiennes sont un important exemple du conflit plus profond qui existe dans le modèle social du développement durable de vie que nous avons dans nos sociétés occidentales.

THE INTERNATIONAL GARDEN FESTIVAL OF PONTE DE LIMA VILLAGE, PORTUGAL: A SMART ANSWER FOR THE PROMOTION OF THE VILLAGE.

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Keywords: International Garden Festival; Ponte de Lima; Tourism; Smart Growth.

Ponte de Lima is the oldest village in Portugal. It is situated in the North of Portugal, on the left bank of the Lima river, also known by local people as the "forgetfulness river".

Considered the Portuguese garden capital, Ponte de Lima has already achieved awards in the competition for the most flowery villages and cities in Europe – *The Entente Florale* and in *Blomm*. This recognition results from a mindful strategy of preservation of the trails that allow us to discover the

landscape made of countless gardens and green natural spaces. Ponte de Lima has an area of around 100,000 hectares of public and private green spaces.

The International Garden Festival is an annual event held in Arcozelo parish, a rural village in Ponte de Lima council, since 2005. This parish is situated on the right bank of the Lima river which serves as a boundary with the Ponte de Lima village that is in front of Arcozelo. Every year, from May to late October, are exhibited eleven different and temporary gardens related to a theme that is selected each year. The gardens are designed by artists who submit the draft to the organization. The theme for 2015 is "Water in the garden" and the proposals selected by the jury are: *The Tamed Water* (Czech Republic); *H₂O* (Brazil), *Water Cycle Garden* (Ireland); *Wuthering Garden* (Italy); *Make a wish; Water, 1 year in the Garden* and *Sensorial Garden* (Portugal); *Aquarium – Piece of Underwater Life* (Poland); *The Water House* (Spain); *The FA Garden Water* (France) and *Infinite Reflections* (Austria). The final decision on the winner is up to the visiting public, who cast their votes during the event, and each year's festival winner remains on display during the following year. The remaining gardens are transferred to other parts of the village and to other locations interested in receiving them, thus becoming the best publicity for the Ponte de Lima International Garden Festival.

Since its beginning in 2005, this event has experienced a marked evolution at all levels. In addition to increasing, the number of visiting public, there has been a significant increase from year to year of the number of projects and participation of international candidates, that expect to see in Ponte de Lima the achievement of its innovative and avant-garde ideas. This project is aimed at increasing the attractiveness of local villages and also at encouraging the preservation of historical gardens and/or the creation of new gardens. Ponte de Lima intends with this innovative project, which combines art and the environment, to contribute to the creation of valuable spaces in the village and consequently to improve quality of life.

In this paper we present all the data that allows us to understand how this event promotes the Ponte de Lima tourism growth, especially the ones related to the gardens. This event is a smart answer for the development of the Ponte de Lima village with inspiration and creativity.

PORTUGUESE POPULAR PARTICIPATION IN MOVEMENTS OF AREAS OF HIGH DENSITY OF POWER LINES

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Keywords: popular participation; movements; urban areas; High voltage lines; Portugal.

This research focuses on the popular movements against the power lines in residential areas in the European Union using the study case of Portugal. The expanding urbanization process and the excessive urbanized way of life have resulted in substantial changes to urban structures. In many cases, this results in expanded urban areas that become crossed and suffer ill effects from power lines. Since the 1960s, a number of studies have been performed on the effects of technological devices in residential areas. A consensus on the debate has not yet been established, but several international organizations, such as the World Health Organization (WHO) and the *International Commission on Non-Ionizing Radiation Protection* (ICNIRP), have already established precautionary parameters to correct exposure, both for occupational settings and for the general population. This has occurred because several studies at the international level tend to prove that continuous exposure to power lines tends to lead to the development of several diseases, such as leukemia, brain and breast cancer, Alzheimer's and depression.

The main objective of the present paper is to analyze the claims of the population and the role of international and national movements against the power lines in residential areas, especially in Portugal. In this country, the need to ensure public health, which should be the domain of the state, has generated public discussion in recent years. Civil society has shown to be more empowered and has been claiming changes in the layout of the power lines. In 2007, the claim of the Portuguese local population succeeded in changing the high voltage track in Silves (South of Portugal) and the burial of the very high-voltage line connecting the Fanhões (Loures municipality) and Trajouce (Cascais municipality) in the Lisbon district. In Portugal, a spread of movements occurred across the country and in 2008, they came together and formed the National Movement Against High Voltage Lines in Urban Areas.

The methodology used is qualitative in nature and used secondary data. Taking into account the official recommendations of WHO and ICNIRP, we analysed five Portuguese newspapers and three blogs from 2007 until the beginning of 2015. This research is part of a more structured investigation that was started in 2010, at the University of Minho, which focused on the influence of electromagnetic fields in human health using as a case study the Serzedelo parish (Guimarães Municipality – Northwest of Portugal). This is one of the most problematic territories at the national level regarding concerning the density of the power lines.

One of the most emblematic points of this discussion concerns the onset of some diseases, such as chronic degenerative and nervous system disorders that develop over ten or more years. This aspect creates a paradox in this discussion, because the institutions are using lag time and, above all, the limited information of the population postpones a caution extent necessary for public health.

The main results of this research point to the south of Portugal as the beginning of the movements and the fact that an official movement was registered in 2008, after several meetings and claims were made in several municipalities. The Serzedelo Parish was considered the most evident case of high-density power lines and registrant of a high number of cancer cases in the last ten years. In Portugal, this is the first time that the history of these kind of movements has been tracked.

WHAT IS THE ROLE OF INNOVATION AND ENTREPRENEURSHIP IN THE SUSTAINABLE DEVELOPMENT IN THE DOURO DEMARCATED REGION?

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Keywords: RDD, Innovation, Rural Development, Sustainability

The privileged area of the Douro Demarcated Region stands out not only because of its spectacular landscape, whose history spans more than 250 years, classified as a UNESCO world heritage site in December 2001, but also because of its distinctive economic, cultural and social character.

Formed by schist soils with many terraces covered in vines – the only way to overcome the steep slopes, which in some places can exceed 35° –, the area offers a stunning setting enriched also by a unique and extraordinary architectural, cultural and social heritage. From the end of 1980s onwards, this landscape began to be regarded from a business, multipurpose perspective, where the traditional production of Douro wines, especially Port wine, was combined with their increasing trade, with tourism and other complementary activities.

Nevertheless, the landscape is clearly marked by abandoned farms, especially in the areas less favourable to wine growing, as well as depopulation, closely related to the aging of the resident populations who did not emigrate abroad or to the metropolitan areas near the coast. Those who stayed behind, especially the younger generation with academic and technical training, who are passionate about the Douro region, are beginning to show some innovative strategies and business projects that have gradually brought a degree of modernisation to the region, undeniably fostering the coexistence of sustainability and the preservation of its landscape, heritage and culture, as well as its economic viability.

This is the main focus of our paper, based on extensive fieldwork combined with documentary research and interviews with those responsible for local and sectorial development associations, among others,

in addition to the young entrepreneurs, the major players in the innovative activities we will analyse. For example, in the DDR, we have found projects that make use of vine branches, usually representing a huge amount of waste after the annual pruning. The project involves an open cycle carbon production model from which ecological wood and paper is made from the pruned vine branches, as well as biomass-based energy. We can also mention other products such as fuels or paints made from discarded grapes during the harvests.

Other vine components are also being reused, such as the vine leaves to make paper, albeit of another texture. There is also a flourishing health and well-being sector related to wine therapy, cosmetics, and other beauty products.

But it is not only the vine that has inspired innovative projects, such as the olive tree, which has also shown great potential. Sub-products such as the olive pips and other solid residues, usually involving high costs to remove from the olive-press facilities, are being reused to produce bioenergy and odourless, practically smokeless, briquettes for use in fireplaces.

A new future is gradually being designed for the DDR, where innovation is applied in a sustainable and ecological framework, valuing also the complementarity between the wine growing areas and their surroundings territories.

THE WORLDS OF PRODUCTION IN THE FOOD INDUSTRY

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For several decades the global food system is subjected to the stress of two opposing forces, standardization and differentiation, affecting the qualities of the products and processes of production and marketing. But in recent years the situation has become more complex, because both forces are producing some hybridization: on one hand, showing a tendency to gradually standardize procedures for developing differentiated products and, on the other hand, expanding the scope of standardized products by introducing some degree of differentiation.

This stress and this hybridization can be conceptualized properly within the theoretical framework of the *worlds of production*. Under that framework, industrial products (including food) can be classified according to two criteria: the technology by which they have been prepared and the type of market they are targeted. Technology can consist of standardized procedures, seeking to obtain economies of scale, or specialized procedures, aimed at obtaining economies of scope-variety. Markets to which the products are destined may be generic, with undifferentiated consumer, or dedicated, with specific consumers integrating different market niches. Four *worlds of production* arise from the combination of both criteria: i) the industrial world, where the products are manufactured using standardized technologies and are intended for generic markets; ii) the Marshallian market world, with specialized technologies and dedicated markets; iii) the network market world, with standardized technologies and dedicated markets and iv) the world of innovation, with specialized technologies and generic markets. Food processing following the patterns of industrial world causes certain rejection in large groups of consumers, so that a recent orientation of producers and consumers to other worlds, such as network market or the Marshallian market is found. This guidance could be interpreted as a smart answer to a smiling future.

Our paper presents preliminary results of a research project aimed at identifying how companies of different branches of the food industry are located in different worlds of production. We have used two complementary methodological procedures. First, we have developed a set of indicators from available statistical sources in Spain, based on the proposal made by Salais and Storper in the seminal work on the theoretical framework of the worlds of production. The indicators have proven useful, but not without

problems, among which can be highlighted the difficulty of access to certain information and a sectoral breakdown often insufficient. Secondly, a survey has been conducted to a sample of food companies, using a broad sectoral disaggregation. The results of the survey, after eliminating inconsistencies have allowed complement the statistical information.

The results indicate that there are some branches of the food industry that are included globally in the industrial world of production (for example, preparation and packaging of natural mineral waters); other branches are in the network market world (e.g. preparation of compound feed) and others in the Marshallian market world (such as development of dietary products). But there are other branches whose companies are distributed among several of the worlds of production (such as manufacturing and packaging of oils); these are the branches that are experiencing the aforementioned stress and hybridization. The identification of these branches can bring new perspectives to implement policies of agribusiness development and rural development.

FINANCIAL EXCLUSION OF SME OF THE AGRICULTURAL SECTOR IN TOGO

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Keywords: Financial Exclusion, Agriculture, Development, Global South, Small and Medium Enterprises (SME)

Since the official political independence of African countries various local and international actors perceive – and struggle against – the limping agricultural development of many African countries. This macro-economic problem has many supposed reasons.

This working paper wants to analyse a *local* hindrance to a more dynamic development of the agriculture and food industry and its value chains:

Financial Exclusion of Small- and Medium Enterprises in the Agricultural Sector of Togo.

The focus will not be on the disputed concept of Micro-Credits, but on mid- and long-term investment credits for Small- and Medium Enterprises (SME).⁷

It is an issue consisting of factors related to different scientific fields. Regional Development, Financial Exclusion, SME and Start-Up Finance and value chains in the agricultural sector are economic topics for Human-Geography with a focus on Development Studies. Micro and Macro Economics with an accent on agricultural economics and financial markets are based in economics. So this working paper considers itself as based in two disciplines, Geography and Economics.

Research on Financial Exclusion is analysing the restricted access to mainstream banking services.⁸ The first researchers that formed the term Financial Exclusion in the 1990s, Nigel Thrift and Andrew Leyshon, emphasized their focus on de-industrialized areas of England, which suffered alongside economic decline from branch closures of retail banks, leading to a restricted access to bank accounts and (offline) transfers as well as consultancy and access to consumer credits for the local population.⁹¹⁰ This working paper though has to adjust itself to another reality. The focus is on the Global South. The case study analyses Financial Exclusion of SME in the agricultural sector of the West African country Togo.

The three main questions of the investigation are:

How can the Theory of Financial Exclusion be applied on agricultural and food producing SME in a developing economy such as Togo's?

Are Togolese producing and transforming agricultural SME financially excluded?

What are the particular negative effects of Financial Exclusion that hinder growth and competitive development of those SME?

7 cf. Bauchet und Morduch 2012.

8 cf. Devlin 2005, S. 75.

9 cf. Leyshon und Thrift 1995.

10 For recent enterprise FE in England: cf. Appleyard 2013.

Therefore the aim of this research on Financial Exclusion in Togo's agricultural and food sector is to analyse the need for banking services of SME. They need this financing to consolidate and expand their activities to serve as a component of sustainable economic development and food security in the region. Their demand for credits is compared to the offer of financial institutes that – in a market oriented economy – are supposed to grant adequate credits to SME.¹¹

So the objective is to describe the gap between necessary and available financial services offered to producing and transforming agricultural actors.

Hypotheses:

- The demand for investment credits of agricultural SME is omnipresent.
- The supply of mid- and long-term investment credits to agricultural SME/cooperatives is restricted.
- Credits for SME in Togo's producing agricultural sector are not matching up to the specific requirements of long term investments.
- Micro-credits are available but not suitable for large or long-term investments.

The method to acquire data for the study case is a field research with semi-structured interviews¹² consisting of qualitative as well as quantifiable questions. Subjects are concerned actors of the agricultural sector and financial institutes. A special spotlight will be put on mutual savings banks of farmers cooperatives and start-ups with the spirit of sustainable approaches like Fair Trade and organic certified production.

Primary research to look at the problem from various perspectives¹³ to cross-validate the choice of research- and questionnaire questions has been done and accompanies the whole research process.¹⁴ In order to focus on specific value chains the study case is executed in three regions of intervention¹⁵ of the research partner GIZ¹⁶ – Programme de Developpement Rural y compris l'Agriculture (ProDRA).

- The “coffee and cocoa region” located in the east of the Régions des Plateaux around the city of Kpalimé.
- Tsévié, a city in the Maritime region, surrounded by plantations of pineapples which serve the aspiring juice production.
- Areas around Sokodé, administrative capital of the Préfecture de Tschaoudjo in the Région Centrale, where the highest concentration of soy bean fields and cashew trees of the country are located. According to experts from the GIZ, the national soy production is, to a large extent, respecting organic standards.

The author wishes to contribute to enlarge knowledge that is useful to sustainable development and hopes that this research can serve as an information source for policy makers as development aid services, NGOs and public institutions in the area of rural development as well as for present or potential financial institutions in the market of agricultural finance in Togo and other ECOWAS¹⁷ member states.

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¹¹ cf. Hudon 2009.

¹² Field research language is French. Interviews with non-French speakers are translated into local languages.

¹³ cf. AfDB; OECD; UNDP.

¹⁴ cf. Yin ©2003.

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TERRITORIALIZING THE “LAND WITHOUT FENCES”: MONGOLIA’S LAND-DEVELOPMENT-LIVELIHOOD NEXUS IN PERSPECTIVE

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Keywords: Mongolia, land tenure reform, economic development, livelihood sustainability

In the early 2000s, the discovery of significant minerals wealth in the Gobi Desert marked the beginning of Mongolia’s economic boom. Having struggled through more than a decade of economic and governance transition difficulties, including widespread food insecurity during the 1990s, this resources boom heralded a new era of potential economic growth and prosperity. Rapid GDP growth however masks local-scale social and environmental changes, challenging local and national scale assumptions and dialogues about sustainability of livelihoods in the face of rapid growth. As individuals and households seek to expand their economic opportunities, long-held assumptions about place and rights to place are challenged. These contradictory outcomes are embedded in evolving perceptions and realities of land tenure rights, development rights, and local livelihood sustainability.

Mongolia’s pasturelands comprise a significant portion of the overall land area of the nation state. In a sparsely populated and rapidly urbanizing nation these lands are more than just open spaces, they represent a livelihood that is much enshrined in the collective identity of modern Mongolia and are integral to understanding the synergies between nomadic land use systems and arid and semi-arid lands. Rapid social, political, and economic change, however, has placed increasing pressure on these grassland areas, increasing new uses and users inclusive of mining activities and companies and tourism entities, who compete for access to land once utilized almost exclusively by herders marking Mongolia’s pastureland areas as highly vulnerable and contested spaces. In addition to ecological, economic, and social changes governmental and policy frameworks within which these lands are managed further complicate the delicate interface between human users and ecological constraints. The combination of competing users, new post-socialist economic market realities, and changing livelihood expectations increasingly draw Mongolia’s pastoralists into a global debate about land rights, development rights, and livelihood strategies.

Framed within the debates surrounding resources development, ecological and livelihood sustainability strategies and the contradictions in scale and user rights, this essay identifies three distinct periods of land tenure debate emerging post-1990. In each period pasture land management debates are influenced by different perspectives including: 1) pure market economics advocated by international donors; 2) emergence of dissenting voices advocating local community-based solutions; and lastly and most recently 3) donor acknowledgement of the need to find middle ground. This essay draws an extensive review of policy documents and contemporary literature to consider the multi-scalar implications of rapid national growth on local sustainability initiatives, such as community-based natural resource management strategies, land user rights, and the underlying importance of place.

AGRICULTURE SEEN THROUGH THE PRISM OF THE FRENCH MEDIA IN BELGIUM

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Keywords: Agriculture, inhabitants, representations, media, Wallonia

Scholars agree on the importance of the farming activities to maintain the quality (aesthetic environment) of rural areas. The number of farmers in Belgium has fallen steadily in the recent decades (Van Hecke *et al.* 2010). In particular, the rural systems of Wallonia transformed, characterized by the increased presence of landscapes of consumption and the influx of urban migrants. Why do they live in the countryside? Do they know the farmers in the area? What are the rural idylls (Yarwood 2005)? The answers to these questions lead to the understanding of perceptions and recognitions of rural spaces among different stakeholders. On another scale, this leads to the need for the improvement of social and territorial cohesion to improve the quality of life and the integration of people into their new living environment. The topics about “to live and to build the countryside” are current (Cawley & Gillmor 2008, Frelat-Kahn & Lazzarotti 2012) and are also concerned with the future of the countryside, of farming, and of the vitality of rural systems that face challenges according to geographic situations.

With increasing suburbanization and multifunctionality (Bills & Gross 2005), some inhabitants want to build an interdependent community with authentic values. But the inhabitants' representations about rural way of life are inexistent (despite some local initiatives such as organic produces) or complex (Dubois & Schmitz 2011, Tencati & Zsolnai 2012). Each person can say that he/she lives in the countryside by considering different space realities, with the risk that farmers could become strangers (Simard & Guimond 2013)! *“Each year we organised a party in our street with everybody from the surrounding areas. Some farmers come and it is amazing to socialize more than just pass each other by cars and tractors”* (inhabitant in a rural town in Wallonia).

This study presents a first step in exploring inhabitant's representations of the countryside. We analyse here the organic image about agriculture developed by the media that partly influences the people's perception of agriculture. Other than the induced and experienced images, organic image or “those that arise from supposedly unbiased sources” such as books, school education, television, documentaries, newspapers, and word of mouth (Gunn 1972, O'Leary & Deegan 2005) is considered. *“People are interested about agricultural features. We speak a lot about that in the media, so people would like to know more about us and our job! That is why they visit us and they are sometimes so disoriented!”* (Farmer in Wallonia). The analysis focuses on 3 consecutive even-numbered years: 2010, 2012 and 2014, from January to December. The national online press platform was used to access the articles. This allows for an analytical look at how agriculture is represented in the newspapers: What themes were addressed? How often? And to know the level of importance, in which part of the newspapers did it appear? The study analysed articles from 2 Belgian French newspapers from different media groups (*Le Soir*, *La Libre*). Different regions were covered to take into account different agro-geographical landscapes, suburban and rural features of the countryside, and different social and economical realities of Wallonia. For each article, topic selection and content analysis (NVivo®) were undertaken. Bette (2012) made the first analysis of the topic in 2012 and put into evidence 13 different categories in which agriculture has been presented: organic, diversification, legislation, economy, crops, farming, food, biotechnology, energy, animal health, plant diseases, environment, other. However, for this research, we improved the typology and added other topics such as the tourism, the local produces, the (agro-) geographical regions.

Qualitative analysis showed that economic difficulties, economic investment, local produces, slow food, European policies, environment are among the categories frequently explored. All the different categories were represented and were often sensationalised but the level of importance is not high as most news was often found inside the newspaper and not on the front page. These different elements influence the interpretation of the different readers and give an overview about the influence of images of agriculture on the inhabitants. Agriculture is related to multiple components but some of these aspects are not presented and remain unknown to the common public. A lot of other questions about agricultural

and rural systems and agricultural regions are not covered because on-going social, economic environmental and cultural trends tend to influence the information that is found in the newspapers. Agriculture is often simplified in a positive (e.g. local products, organic farming) and in a negative way (e.g. pollutions, bankruptcies, suicides) which implies that it is difficult for laymen to have a valid representation based on newspapers.

ANSWERS TO SKILLED WORKERS SHORTAGES IN RURAL AREAS

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Keywords: Small and micro enterprises, skilled workers shortages, demographic change, young people

The aim of this paper is to show, how cooperation between small and micro enterprises and educational institutions can motivate young people to stay in their home rural areas and take the opportunities for training and working within the region.

How demographic change affects small and micro enterprises

Small and micro enterprises (SME) normally form the economic basis of rural areas. They are the biggest driver of economic development in the region and they provide possibilities of employment and income generation for the local population.¹⁸ SME need to recruit young, talented people as future employees to ensure the continuance of their business and to pass on manual skills and traditions of craftsmanship.

SME in rural areas face serious problems, when demographic change and migration into cities make the available labour resources decrease. The demographic change, i.e. population ageing with the perspective of shrinking¹⁹, is set to affect more and more European countries in the coming years and decades. Germany is one of the countries where the effects have already become increasingly visible in many rural areas. In addition, young people tend to move to the cities and urban areas aggravating the situation for rural and peripherally situated communities, where their hands and skills are missing.²⁰ For a situation, in which the demand for eligible professionals can not be fulfilled, the term “skilled worker shortage” has been coined.²¹ Due to lower resources, recognition and attractiveness, SME rely more on the use of the regional labor supply than bigger companies, which can solicit skilled labour forces on a national or Europe-wide level more easily. This is especially true for SME that are located in peripheral rural areas.

Strategies to address skilled workers shortages

To stop the exodus of young people from rural areas and attract them as future workforce, new common strategies of administration, businesses, educational institutions and other stakeholders are needed. On the one hand the youth is in search of attractive and interesting jobs, on the other hand they are looking for a liveable and pleasant living environment. Regarding their native region, the latter can be judged by them very well. But do young people know enough about local business traditions and job opportunities in the rural areas, where they grew up? Thus, a promising approach is to acquaint the local youth with the small and micro entrepreneurs of the region as soon as possible.

How that can work has been demonstrated by the rural district of Dithmarschen, situated in the very north of Germany on the west coast of Schleswig-Holstein. It has been supported from 2011 to 2014, as one of four model regions, by the Federal Ministry of Food and Agriculture (BMEL) within the framework of the pilot project “*LandZukunft*”.

The model region Dithmarschen focused especially on the development, promotion and retention of the regions’ own skills.²² One important field of action was dedicated to network building between local enterprises and educational institutions, in order to facilitate an early contact between young and

¹⁸ Cf. Hercksen, 2013, p. 22.

¹⁹ Tivig u.a., 2008, p. 8.

²⁰ Cf. Institut für Raumordnung und Entwicklungsplanung (IREUS), 2011, p. 64.

²¹ Cf. Institut für Mittelstandsforschung Bonn (IfM), 2008, p. 22f.

²² Kreis Dithmarschen, 2012, enclosure 6, n. p.

business people. Therefore a regional network of companies (the "Praxispool") has been built up. Together with educational institutions the partners have developed a range of touchable and tangible opportunities, that allow pupils to see and experience directly how the local entrepreneurs work.²³ The entrepreneurs of the "Praxispool", on the other hand, have opportunities to build up a personal contact with their prospective future employees.

A concrete example is the cooperation between the company Meldorfer Flachverblender (35 employees) and the Meldorfer Community School: Pupils of the 9th and 10th classes stay two hours a week in the factory, in order to get to know the design and production of surface layers, as part of the subject "From raw material to finished product". Meanwhile, a first former pupil of the Meldorfer Community School started his training as "specialist for warehouse logistics" at Meldorfer Flachverblender. Other trainees will follow and fill the gaps of the retiring employees.²⁴

Conclusions

Given the increasing skilled worker shortages, new common strategies are needed in rural areas. In a cooperation between entrepreneurs and educational institutions the pupils and future trainees can be shown perspectives of training and work in the region, and thus be motivated to stay in their home rural region. The crucial step is to make use of the capacity and creativity of local entrepreneurs, and bring them together with the educational institutions in the respective rural areas.

²³ Cf. Kreis Dithmarschen: Talentküste Dithmarschen, 2012, enclosure 2, n. p.

²⁴ Cf. BMEL: Modellvorhaben LandZukunft, <http://www.land-zukunft.de/foerderphase/dithmarschen>.

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