

RURAL DEVELOPMENT APPROACH IN ITALY: EXAMPLE ON AREA OF TEVERINA AS A POSSIBILITY FOR DANUBE REGION*Biljana Panin¹, Raffaele Cortignani²***Abstract**

In recent years territorial cohesion has become an important issue for national and supranational governments. This concern came from the growth in differences and imbalance in terms of economic development. Urban and more developed areas are attracting more people and economic activities, while a great part of rural and peripheral territories have the trend of abandonment and underdevelopment.

This paper shows on example of the territory of Teverina in Italy how bottom-up policies can be used and territorial marketing approach in order to achieve sustainability of the area, attract investments and to support the goal of community.

Based on area of Teverina example, paper gives recommendations that can be useful for regional development of Danube region.

Key words: *rural development, policies, territory, marketing, LEADER, Teverina, Italy*

Rural Development Policies

Main rules governing rural development policy for the period 2007 to 2013, as well as the policy measures available to Member States and regions, are set out in Council Regulation (EC) No. 1698/2005. Rural development policy for 2007-2013, under this regulation, is focused on four axes, namely: axis 1, on improving the competitiveness of the agricultural and forestry sector; axis 2, on improving the environment and the countryside; axis 3, on the quality of life in rural areas and diversification of the rural economy; and axis 4, on Leader (European Commission, 2006).

LEADER (Liaisons Entre Actions de Développement de l'Economie Rurale) which means connection between the actions for development of rural economy) was

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introduced in 1989. It was designed as a Community Initiative Programme in period 1989-1993, in order to apply bottom-up rural development models building on the internal resources of local groups (Fischler, 1997). The main preferences were: invention of new, innovative and transferable ideas in rural development; small scale local development activities based on participation, community involvement, partnership and use of local resources; building up a cross-regional or trans-national network of local initiatives (Ray, 1998).

The second phased of the programme (1994-1999) called LEADER II applied very similar principles, with significant changes in implementation. A greater emphasis was placed on international co-operation and environmental protection. Also transparency, transferability of models and administration became more important.

LEADER I and II introduced the bottom-up approach into everyday practice of European rural development. It also played a vital role in establishing a trans-national network of regions, to promote backward regions and endogenous rural development.

Leader+ is one of four initiatives financed by EU structural funds and is designed to help rural actors consider the long-term potential of their local region, in period 2000-2006. Encouraging the implementation of integrated, high-quality and original strategies for sustainable development, it has a focus on partnership and exchange of practice and experience (Nemes, 2005).

Today LEADER is implemented in Axis IV of Rural Development Programme 2007-2013. Specific objectives of Axis IV are: strengthening the project capacities and management of local partnerships and valorisation of rural areas local resources by improving local participation and cooperation in terms of development policies.

Development of the Leader approach is characterised by following elements (Council Regulation No 1698/2005, Article 61):

- projecting and implementation of local development strategies intended for well-defined rural areas at sub-regional level
- presence of local public-private partnerships (Local Action Groups-LAGs)
- bottom-up approach decision making by Local Action Groups, regarding local development strategies
- multi-sectoral strategy, based on interaction between actors and projects of different sectors of local economy
- networking with other local partnerships
- implementation of innovative approaches and development of cooperation projects

Axis IV of Rural Development Programme 2007-2013 promotes preparation of local development strategies through Local Development Plans (LDP) designed and implemented by Local Action Groups.

2. Territory and Landscape

The territory can be interpreted as a system consisting of a set of actors and resources, and place of business relationships, and guided by the "system of government."

Apart from the "space", a territory is also characterized by its temporal dimension, considering the fact that its components (actors, resources, activities and relationships) occur dynamically. In this sense, the territory is the result of the evolving presence in an area with certain characteristics and resources of actors who perform activities and relate to each other (Caroli G.M., 2006).

The concept of landscape has various interpretations, which leads to opinion that this concept is not defined well. It is necessary to have multidisciplinary approach to study Landscape European Convention in Florence (2000) defines landscape as "a certain part of territory, as perceived by people, whose character derives from the natural and /or humans and their interrelations". It is an "essential component of the life cycle of populations, expression of the diversity of their shared cultural and natural heritage and foundation of their identity".

The fundamental question is to insert the concept of landscape on its "culture", in its genesis from the interaction of man and environment.

Building quality landscapes through the protection of the environment is the focal issue of the new landscape planning, meaning of course the environment in its broadest sense and authentic: system consisting of air, water, soil, flora, fauna and man. The landscapes are managed by ensuring the basic characteristics and guiding the evolution, according to the logic of dynamic protection. Protecting the landscape and its natural resources implies the protection of biodiversity that populate it.

Territorial marketing

Territorial marketing is a tool to manage territory and develop its own value through the promotion of goods, services, works and activities of people and organizations operating there.

Marketing results depend on:

- the value of territory (historic, cultural, architectural, landscape heritage)
- the level of activism of its community (various events and initiatives)
- integrate offer of structures, services and goods for different categories of tourists (family, youth, sporting tourism, etc.)
- the accessibility to the territory.

Strategic vision should be based on preserving, protected and making available diversification of the territory.

Case study of area of Teverina in Italy

Territory of *Teverina* is based at the north - east of Tuscia, near Viterbo. There are six municipalities forming the *Teverina*:

- Bagnoregio (72.61 km² for about 3,680 inhabitants);
- Castiglione in Teverina (19.96 km² for about 2,430 inhabitants);
- Celleno (24.59 km² for about 1,360 inhabitants);
- Civitella d'Agliano (32.89 km² for about 1,700 inhabitants);
- Graffignano (29.12 km² for about 2,350 inhabitants) and
- Lubriano (16.56 km² for about 960 inhabitants).

As rural territories are characterized by: low population density / depopulation; history: historical-cultural heritage, archaeological monuments; predominantly agricultural sector; small family farms; natural and semi-natural ambience.

Area of *Teverina* is rural territory that offers: history, ambience, landscape, typical products. That makes ideal choice for tourists that are attracted by rural tourism.

History

Regarding the history, there are two most important periods that leaved influence Etrurian and medieval period.

The *Valle della Teverina*, in its ancient geography, as in its history, is inhabited since the Stone Age and Etruscan. During the Middle Ages, thanks to the favourable location of the sighting and defence of hills, were born many centres that still exist today.

Environment

Biodiversity became one of the priorities of EU and one of the new aspects in rural development policies. In addition, as the instrument of support of the first pillar is condition on compliance with environmental and animal welfare. Future of CAP will be directed on support of public goods to reward the multifunctionality of agriculture. Biodiversity is the variety of life in all its forms, at all levels and in all its interactions. This includes genetic diversity, ecosystems and species

Landscape

According to European Landscape Convention (2000): the landscape is part of a given area, as perceived by people, whose character derives from the natural and /or humans and their interrelationships;

With European landscape convention (2000) there is increasing importance of landscape. Preserving landscape is one of the main objectives of CAP and one of the main keys of National Development Plan.

Tipicity of the products

Typical products for area of *Teverina* are wine, oil, cheese, cherries...They present link of agricultural production to the area.

Some of them have trademarks

- European: designation of origin, geographical indications (*DOP, IGP, DOC, IGT,DOC*);
- Italian: traditional products and collective mark of *Tuscia Viterbese*.

Tourism

All different resources of *Teverina* (historical and cultural, biodiversity and landscape, agri-food products) are valorised in a way to present territory more attractive for rural tourism, which can become important sector of economic activity and get benefit to all area.

Rural Tourism is one form of tourist activity based on specific local (natural and agricultural) summarized in the expression "local heritage" in which the main purpose is contact with the rural environment in its characteristic expressions (agriculture, folklore, art, food, handcrafts, etc..) and in which accommodation is practiced in facilities consistent with the landscape in which they exist.

Like other territories in Italy and European Union, territory of *Teverina* could have great interest of using programs and funds of EU, specially Regional Operational Programme (ROP) and Common Agricultural Policy (CAP)

There is growing importance of the European Union towards rural areas through policies concerning plans, programs and funding

Recommendations

According to good practice that we explained that has been done in area of *Teverina* in Italy, there is possibility to make Danube areas more attractive and develop them.

Most of the Danube basin region covers rural areas. Regional differences in the Republic of Serbia are one of the largest in Europe. The difference between the most developed and least developed municipality is 1:9. A significant number of underdeveloped municipalities are located in the Danube basin. These rural areas therefore face particular challenges as regards growth, jobs and sustainability.

“The key to the sustainable development of rural regions lies in the development of an independent perspective and the discovery of indigenous potential.” (European Commission, 1999). The fundamental issue in regional development is the capacity of the region to internally generate the conditions of transformation of its own productive structures, from the economic exploitation of its own resources. In the Cork Declaration (1996) was underlined that rural development should be based

on strategies which “promote, in all possible ways, local capacity building for sustainable development in rural areas, and, in particular, private and community-based initiatives which are well-integrated into global markets”

Traditional products – with all uniqueness, originality and respect for nature that they represent – are valuable products for a certain global market segment. Also the informal and traditional life style, and the contact with nature that characterize rural regions put them in a unique position to respond to the growing concern of citizens about the quality of life in general, and about quality, health, safety, personal development and leisure. According current social trends, resources that give value to rural areas are natural resources, tradition and cultural heritage and environment, and image that is created by these resources is crucial for promotion of rural areas. Beside that, the biggest competitive advantage for rural areas in Danube region is the river Danube itself.

For preparing strategy in order to promote rural areas it is necessary to be aware that rural areas face threats and opportunities, as well as possess weakness and strengths.

How these weaknesses will be overcome and these strengths enforced depend on the strategy that has to be made by individuals (citizens and entrepreneurs) governments and institutions (local, regional, national and supra-national). With successful local initiatives, the living standards of local populations become sustainable.

Table 1.: SWOT analysis for Danube region

Strengths	Weaknesses
natural resources River Danube	lack of human resources with the needed competences
cultural heritage and tradition	lack of social and economical services and physical infrastructures
environment	
family relationships	
Opportunities	Threats
global trends in the demand EU funds and support Tourism	land abandonment lack of investments in region

Support under axis IV offers the possibility, in the context of a community-led local development strategy building on local needs and strengths, to combine all three objectives of Rural Development Programme — competitiveness, environment and quality of life/ diversification. Integrated approaches involving farmers, foresters and other rural actors can safeguard and enhance the local natural and cultural heritage, raise environmental awareness, and invest in and promote specialty products, tourism

and renewable resources and energy. Leader, as bottom-up approach, can help fostering innovative approaches in order to link agriculture, forestry and the local economy, thereby helping to diversify the economic base and strengthen the socioeconomic fabric of rural areas. It must be underlined that for success of this way of promotion and development of rural areas, territory must be well-defined and homogenous. For period after 2013 it is necessary to consider that European Strategy 2020 define three priorities: smart growth, sustainable growth and inclusive growth, and objectives are climate change and renewable resources, employment growth, education and poverty reduction.

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PRISTUP RURALNOM RAZVOJU U ITALIJI: PRIMER REGIONA TEVERINE KAO MOGUĆNOST ZA DUNAVSKI REGION

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Rezime

Poslednjih godina teritorijalna celovitost je postala važno pitanje za domaću i vlade drugih država. To je proisteklo iz činjenice da su razlike i disbalansi u ekonomskom razvoju sve veći. Gradovi i razvijenije regije privlače više ljudi i ekonomskih aktivnosti, dok veliki deo ruralnih i perifernih područja je obuhvaćen trendom napuštanja i nerazvijenosti.

Ovaj rad pokazuje na primeru područja Teverina u Italiji, kako se mogu primeniti bottom-up politike i princip teritorijalnog marketinga u cilju postizanja održivog razvoja područja, privlačenja investicija i podržavanja ciljeva lokalne zajednice.

Based on area of Teverina example, paper gives recommendations that can be useful for development of Danube region

Na osnovu primera područja Teverine, u radu su dati predlozi koji mogu biti korisni za razvoj dunavskog regiona

Ključne reči: *ruralni razvoj, politike, teritorija, marketing, LEADER, Teverina, Italija*

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