

RURBAN



Building new relationships

rural areas under urban pressure

(QLK5-CT-2002-01696: BUILDING RURBAN RELATIONS)

D5 Methodology report WP 2: consumers

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INDEX

I.	Framework for Research, Reporting and the Questionnaire	5
0.	Introduction	5
1.	Driving Forces (Trends)	5
2.	Consumers (Typologies)	7
3.	Rural Goods and Services (Themes)	8
4.	Questions (Topics)	10
5.	Selection of the interviewees	12
II	Guidelines & Working scheme	13
0.	Introduction	13
1.	Trends	15
2.	Typologies	16
3.	Themes	19
4.	Content of the report	21
5.	Data collection	22
6.	Time schedule	23
7.	Useful references	24

I. Framework for Research, Reporting and the Questionnaire

0 Introduction

Dear all, thanxx for the input. We've done our best to combine and integrate your information into a framework that means to structure the work to be done for WP2 in the coming months. Herewith we send you this framework. Hopefully it will help and encourage you to work systematically and with pleasure on WP2.

The following framework aims to structure both the interviews and – later on – the national reports and subsequent comparative report.

As we all know from the Guidelines & Working Scheme (an *updated* version is enclosed as part II), Work Package 2 is structured around the triple T of Trends, Typologies and Themes. We are going to use this triple T-structure as the backbone of our WP2-research, our reporting, and our interviews. Hereunder our Framework is exemplified.

1 Driving Forces (Trends)

Although Trends are situated at the “macro” level of analysis, the Guidelines and Working Scheme states that: “you are *not* asked to focus too much on general “mega trends”, but *try to link the trends as close as possible to your study areas and be clear about what area you are referring to – the metropolitan rural area or the tourist rural area!*”

From the information all of you have provided, we detected a couple of trends, which are of relevancy for our study areas (we gave them “fancy” names to fire your imagination). These trends will help you to focus and structure the literature research and interviews. (Please keep in mind that this is a *selection*. Of course, it is possible to add other trends to it when you think that is important for your study areas.)

- A FLIGHT FROM THE BEEHIVE
 - Counterurbanisation & out-migration is a trend in various countries. People escape from the “beehive” - that large cities are – into the countryside. They search for their very own piece of land to live their life in individualistic freedom. Their motives to do this, range from economic reasons (cheaper costs of living) to socio-economic reasons (migration to the countryside as a token of success and prestige) and quality of life reasons (space, tranquillity, fresh air, privacy).
- THE GREY INVASION
 - The ageing population of Europe has a direct impact on several of our study areas. A trend becomes visible in which European baby boomers and pensioners buy land and real estate in other countries than their native country. They search for the best spots in Europe (sunny

weather, mountains, sea, beach). This invasion of the pensioners manifests itself through Germans buying properties in the Netherlands or Hungary, English settling down in France, Dutch “pensionados” in Spain and Swedish people in Finland.

- TANTALISING TOURISM
 - The rise of mass tourism is paramount in Europe. This trend is important in our study areas too – especially the T-areas of course. Due to economic prosperity many more people can afford to enlarge their capacity of consumer expenditures generally, and spending more money on tourism particularly. Contemporary consumers are attracted to tourist activities. *Several* vacations during the year become increasingly a *basic* need to many people.
- WHITE-COLLAR FARMING
 - The disagrarisation or de-agriculturalisation is a trend of importance in several study areas. We can determine a tendency in which farmers (are glad to) sell and leave their land. The amount of arable land is gradually diminishing. Also do farmers develop consumer-oriented activities next to or instead of farming as such. They search for new functions and sources of income through the “commodification of rurality or authenticity” (growing local products or producing artisanal products, or take a venture in the tourist business).
- THE SEGREGATION OF RED AND GREEN
 - In many study areas a sharper division is made between nature and (consumer) culture areas. We are witnessing a segregation of “green” and “red” enclaves which manifests itself through natural parks or landscape parks on the one hand and residential parks, leisure parks, tourist parks and suburbs on the other hand. It seems to be the case that protection of nature and the proliferation of (consumer) culture are two sides of the same coin: both are connected *and* separated at the same time. The preservation of nature as well as the proliferation of mass consumerism supports a tendency, which might be called the “enclavization” of Europe.

These five trends lead to the following idea that is of interest to be paid attention to in our report – especially in the concluding part of (y)our report it is asked to hypothesise about:

- THE PARTICULARISM OF RURAL AREAS
 - To an increasing extent there is a sorting out of functions in rural areas which appeal to *individualistic* motives and concerns of consumers. New inhabitants and tourists are primarily interested in the residence, tourist service or gastronomy service. They are less interested in the *collective* motives and concerns to develop the local landscape (1-10km²) or the regional landscape (10-50km²) where those services have been embedded as well as to contribute to (the preservation of) the cultural traditions or customs.

2 Consumers (Typologies)

As indicated in the Guidelines and Working Scheme (see also below), this “micro” level of analysis is concerned with our second T of Typologies.

Our research sources are twofolded:

Firstly we collect “objective” data and concepts about consumers in our study areas from scientific literature, reports, internet, etc. (see Box 2 that provides information to guide our research). This concerns information gathering about (see also Box 5):

- the increasing/decreasing number of visitors, first home owners, second home owners between 1980-1990-2000,
- the current type of consumers (inhabitants/relatives, residents without ties, tourists) and their socio-economic and demographic characteristics (gender (man-woman) /age (below/above 40), ethnicity (domestic/foreign), income (below/above mean income)

Secondly we collect “subjective” information about consumers via the interviews (see also Box 2). The selected interviewees are representatives of the four groups of actors (regional/local public authorities; interest groups/public providers, land owners/private providers, residents/tourists). What type or types of consumers do the interviewees have in mind when they are talking about consumers in their region? How do they think they can provide consumers with RGS and its embeddedness in the surrounding green landscape, which have appeal to consumers? How well do interviewees really “know” consumers?

In collecting “subjective” information, the consumer images might be useful to link the motivation of (groups of) consumers to use and pay for activities, attractions or buildings in the study areas to consumer typologies. Is there a translation of the consumer images in the RGS they prefer? As a consequence, we can make a connection – during the interviews and also in our reports – between the analysis of Typologies and Themes (= RGS). By the way: in the next section the relationship between Typologies (= consumers) and Themes (= RGS) is approached the other way around: the most important existing RGS will be the starting point and consumer typologies the reference point.

Simultaneously, when we concentrate our interviews and research on consumers and consumer typologies, we can make a connection between consumers and their individual and collective motives (for instance, in the Finnish case their appears to be a gender division in the consumer population in which man are individualistic-oriented while woman are more collectivistic; or, in the Spanish case, where foreign residents have only interest in their own real estate and do not bother about the surroundings, etc.).

Our efforts to concentrate on finding and interpreting all kinds of consumer motives will be helpful to get a better idea about consumers’ willingness to pay for RGS that goes beyond the individual material and nonmaterial profit and give underpinned answers to such questions as: Are consumers only prepared to pay for RGS which

contribute directly to individual profit or pleasure? Are consumers willing to pay for RGS with a clear symbolic value and to what extent is consumer attention focused upon nonmaterial aspects (such as: excitement, adventure, authenticity, organic, etc.) of rural goods and services?

3 Rural Goods and Services (Themes)

Themes are at the intermediate “meso” level of analysis. The Rural Goods and Services are the *trait d’union* between Trends and Typologies. We could look at the RGS in a very straight-forward way: the main RGS in our study area are simply (i) (first and second) homes, (ii) rural tourism, and (iii) agri-food products/gastronomy. However, it is instructive to look at RGS in, what might be called, a “dimensional” way. Then, we can give RGS a set of four dimensions:

- *Natural (fysical)* dimension of RGS
 - This refers to such aspects as the green and varied landscape, horizon view, fresh air, silence
- *Social* dimension of RGS
 - RGS are appreciated by consumers for reasons such as sense of community, social ties, sense of security, or prestige (social distinction)
- *Cultural* dimension of RGS
 - Central aspects are: gastronomy, rural lifestyle, rural idyll, (re-)affirmation of local or symbolic values
- *Economic* dimension of RGS
 - The attraction of RGS to consumers is defined by considerations as investment possibilities, cheaper houses, time-efficient packages of tourist services, availability of daily services, etc.

An addition remark to these four dimensions: primarily we will give priority to positive explanations. If relevant, however, you may also consider negative explanations why people *dislike* RGS. For instance: a dull landscape (natural), much social control (social), devastating effects of tourism on rurality (cultural) or raising costs of consumer services (economic), etc.

There are at least three good reasons to look at RGS in this “dimensional” way:

- We create opportunities to raise questions about how and to what extent certain RGS are one-dimensional or more-dimensional. For instance, buying a (second) home is frequently more than buying stones and a piece of land. Consumers also “buy” a healthy environment, pleasure, privacy, etc. In other words, it’s not only the fysical consumer good or service as such, but also what it *means* to a consumer.
- Looking at RGS in a “dimensional” way makes it also possible to reflect upon the threats or opportunities of particular RGS, at this moment as well as in the near future. From this angle, the questions we raise are, for example: Does buying a (second) home refer only to the economic dimension or also to the other dimensions? How strong is the demand and willingness to pay for the

other dimensions? What is the “identity” of RGS, e.g.: Is fishing a functional or a fun activity? How is the demand of consumers for particular RGS changing the character of our study areas?

- Looking at RGS in a “dimensional” way helps us to link RGS to consumer typologies. Roughly, each dimension “belongs” to one of the consumer images: the natural dimension is closely related to responsible consumerism; the social dimension is part of the traditional consumer image; the cultural dimension refers to the unique images and the economic dimension of RGS fit in the calculating consumer image.

Overall the “dimensional” way of looking at RGS will help us *to interpret RGS from the consumer’s perspective*. And this is of crucial importance for this WP2. It makes the difference between WP1 and WP2: WP1 concentrates on “objective” information and data collection about RGS and WP2 concentrates on making a connection between RGS and consumers/consumer demand by looking at RGS beyond facts and figures. That is to say, we are not solely interested in the “objective” facts about RGS in our M- and T-areas – although we will start our report with a brief “historical” analysis about the most important RGS in the region (main tourist activities, tourist attractions, tourist infrastructure, gastronomy, number of new houses built, etc. – see Section Trends of the Guidelines and Working Scheme & see Box 5).

We are mainly interested in collecting “subjective” information about RGS via the interviews. We like to have answers to questions such as: What type or types of RGS do the interviewees have in mind when they are talking about consumption in their region? How do they think they can connect goods and services embedded in the surrounding green landscape, which have appeal to consumers? What kind of relationships exists between the most important RGS and the consumer images?

By raising this kind of questions, it is time to present our very own Questionnaire:

4 Questions (Topics)

In the outline above of our triple T, several questions (topics) are reviewed. Taken together, they generate the Framework for the WP2-interviews.

FRAMEWORK QUESTIONNAIRE WP2

TRENDS

Question the interviewees about what they see as the main trends concerning the demand for RGS (houses, tourism, gastronomy) related in their region and, in addition, focus upon the selected trends we presuppose to be of importance. Note that the trends mentioned are motivated in terms that have a clear connection to consumers' *wishes, motives, values, etc.*

TYOLOGIES

What idea(s), description(s) or definition(s) have the interviewees in mind when they think about consumers and consumerism in their region.

What do interviewees think is attractive to consumers: Who buys what, where, when and how? (both from the socio-economic characteristics of consumers and the consumer typologies)

What is the opinion about consumers' willingness to pay for RGS: What kind of consumers are willing to pay for what kind of RGS - which might be hitherto for free?

What is the opinion about consumers' willingness to pay for RGS taken into consideration the geographical involvement of consumers (residential area, local area or regional area)?

Do the interviewees focus upon the individual profit or pleasure RSG have for consumers? (both from the socio-economic characteristics of consumers and the consumer typologies)

Does the interviewee focus upon the collective profit or value RSG have?

What do the interviewee think of consumers' willingness to pay for RGS in relationship to nonmaterial aspects (such as: excitement, adventure, authenticity, organic, etc.) of rural goods and services? (both from the socio-economic characteristics of consumers and the consumer typologies)

What kind of expectations do the interviewees have about the individual/collective interests and the material/nonmaterial interests of consumers? What consequences have this for the development of RGs and the green landscape?

FRAMEWORK QUESTIONNAIRE WP2 (continued)

THEMES

What are the most important RGS in each region?

What are the most important “dimensions” of each RGS in their opinion?

In what way are consumers informed about the RGS and the landscape the study area can offer (e.g. about which dimensions are they predominantly informed)?

How are consumers informed about RGS, e.g. are they persuaded by offensive marketing, are they informed via the Internet, via tourist organisations, etc.

How and to what extent are traditional images of the four dimensions reformed and commercialised to the wishes or dreams of consumers? How authentic are the so-called ‘rural values and lifestyles’?

Is it monitored or evaluated to what extent consumers are (dis)satisfied with the RGS being available/offered?

Do RGS strengthen or weaken the “identity” of a region and how is the demand of consumers for particular RGS changing the character of the study areas? Are consumers a threat to preserve the four dimensions, such as “the quality of rural life” (cultural) or do consumers bring new opportunities to the study area (e.g. employment or heterogenisation of values and styles of life)?

How are RGS and their consumption affected by rules, laws or traditions?

What is the interviewee’s vision of the future, in terms of the most important RGS – that is: are RGS changing and if so, into what direction(s)? A specific question in this respect is for example: what’s the “consumption capacity” of a study area in the near future? In other words: how large or small is the capacity to “absorb” more people and what are the restrictions/constraints?

Keep on asking

General note: Next to the topics our research pays attention to through our questionnaire, our research should be characterized too by “*keep on asking*”. That is to say, it is important to ask the interviewee questions which challenges or triggers him/her to illustrate his/her answers with examples, evidence, etc. To give an example: when we pose the question of consumers’ willingness to pay for RGS in his/her opinion, it is important to continue to ask questions about what kind of proof there is for his/her statement that consumers are (un)willing to pay, or if there have been initiatives to experiment with it, etc.

5. Selection of the interviewees

From the M-area and the T-area both 20 interviewees – the composition of the group of interviewees is suggested to be as follows:

- 4 representatives of regional/local public authorities (mayors: 2 rural; 2 urban)
- 4 representatives of nature and culture interest groups/*public* providers (nature/culture organisations, musea, waterworks etc.)
- 8 representatives of land owners/*private* providers (supply-side: estate agents, directors of theme parks, holiday resorts/hotels, yachts, campsites, farmers with tourism, gastronomy, etc.)
- 4 representatives of residents/tourists (demand-side: resident collectives, tourist groups)

Please note: Try to talk to representatives who are “consumer-minded” in interest and/or expertise. People who are only able and/or willing to talk about the RGS from the supply side are less valuable for WP2.

II Guidelines & Working scheme

“Economics and market research are good at explaining the influence of the market on consumers’ choices. (...) But nowadays the really difficult problem is the other way round. We need to understand the influence of the consumer on the market.

-- M. Douglas (1996) *Thought Styles*

0. INTRODUCTION

Quoting the above mentioned words by the distinguished anthropologist Mary Douglas is an appropriate starting point for work package 2 (WP2). This is especially true as soon as we substitute the word market by rural areas. Douglas’s last sentence is rephrased then by the statement that we need to understand the influence of the consumer on rural areas. And this specifies an important goal of WP2.

WP2 of the RURBAN-project deals with contemporary consumers and consumerism generally, and particularly with consumer demand for rural goods and services (RGS) in the study areas which have been selected in WP1. We are interested in understanding the influence of consumers on our rural research areas. This directly implies that describing and explaining the role and rationale of consumers in the transformation processes of our research areas, are central to WP2.

In each country two study areas have been selected. The first one is the Metropolitan rural area (M-area): the rural area nearby a metropolitan area. The second one is the Tourist rural area (T-area): the rural area further away lying nearby tourist coastal zones. Relevant for the first area is that it borders to (or includes) a ‘metropolis’. Relevant for the second area that it includes a substantial level of tourist accommodation, in particular second houses. In both areas there should be a ‘policy’ to care for the green landscape, indicated by zoning plans, landscape parks or other (private) measures.

Table 1 Overview participating countries and study areas

Country	1 Metropolitan study area	2 Tourist study area
Finland	Helsinki area	Åboland
France	French Vexin	Pays de Caux
Hungary	Budapest area	Veszprem + Balaton
The Netherlands	Oost Zuid-Holland	Zeeuwse eilanden
Spain	Camp de Turia/Valencia	Marina Alta/Alicante

TECHNICAL ANNEX

The technical annex reflects the consumer-oriented focus of WP2. It states that WP2 concentrates on the identification of trends and motives with respect to consumer demand for RGS. As a result both “Individual and collective motives” and “Trends in consumption” are two of the focus points of WP2.

Another point of attention is: “Consumers’ willingness to pay for RGS”. More generally we define this theme in terms of “Opportunities and threats”. On the one hand this research topic is about the opportunities and chances, which consumers bring or offer to rural study areas in each of the countries. Consumers might be vital actors with respect to developments of rural life in late modernity. These dynamics might be favourable to rural/metropolitan areas and welcomed as a consequence. However, we will also take the other side of the coin into consideration: threats or negative implications of consumers and consumerism with respect to socio-cultural structures, the (ab)use of natural landscapes or their impact on agriculture, etc.

Taking the pros and cons of consumers and consumerism into account helps to avoid to study and to interpret consumers and consumer society in moralistic terms. A moralistic stance towards consumerism and consumer society is not in tune with modern consumer studies in which the inhabitants of the (post) modern consumer society are approached and analysed in a balanced manner.

LEVELS OF ANALYSIS: TRIPLE T

To structure both the analysis and the report, the analytical “world” of WP2 is composed of three levels. We call these levels of analysis the macro, meso and micro level. Although we use these terms somewhat loosely here, they refer to a longstanding tradition in sociological research. As many team members are sociologists, the WP2-structure simultaneously characterizes the disciplinary perspective of this workpackage.

WP2 is organized as follows:

“Macro”: consumer society as context => TRENDS

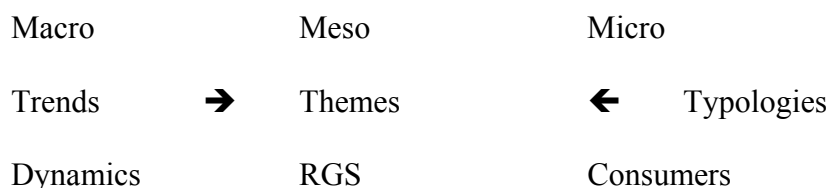
Input: WP1 (interviews & data & our own analysis of what is going on in our research areas) combined with literature (re)search of relevant trends (national and, particularly, regional level) – See Box 1

“Micro”: our approach is consumer oriented => TYPOLOGIES

Input: Literature about conceptions and theories of consumer typologies; the framework of the consumer images; Interviews WP2 – See Box 2

“Meso”: RGS with a special focus in this WP on consumer demand => THEMES

Input: Interviews WP2; Questionnaire WP2; empirical-oriented information sources such as brochures, Internet sites, reports of tourist organisations, etc. – See Box 3

Structure of WP2**1. TRENDS**

Trends are located at the so-called “macro” level of analysis. Studies about trends and trend analysis point at a large variety of trends and counter trends. E.g.: Individualization, Internationalization (globalization), Intensification (mobility in the real and virtual world), Privatisation & Commercialisation, Health & Well-being, Xperience, Xcitement & Adventure, Empowerment (of consumers) & Disagrarisation (of producers), Back to the basics & Slow down, Convenience, Variation & Acceleration, etc., etc.

Please note that you are *not* asked to focus too much on such general “megatrends”, but *try to link the trends as close as possible to your study areas and be clear about what area you are referring to – the metropolitan rural area or the tourist rural area!* For instance, to the importance of cultural heritage in the sense that people feel linked to an area for its customs or other cultural characteristics. To give another example: how and to what extent developments in an area are related to improve or present the natural heritage of the area to consumers.

It is also in this part of the WP that a “historical” analysis is informative. That is, a brief presentation of consumption-related data in both the M-area and the T-area, such as:

- the increase of consumers (visitors and tourists),
- the increase of leisure parks and second houses, shops, supermarkets, restaurants, hotels, amusement parks, recreation areas, tour operators, etc. This is the so-called “consumer infrastructure.”

It is illustrative in this respect to present in *a few pages* some consumption trends from the 80’s onwards (some of the figures are already collected in WP1!).

BOX 1TRENDS – GUIDELINES

LEI: General introduction on trends and trend analysis (approx. 3 pp.)

Each team: Select, define *and* prioritize the trends which are most essential for each of your two study areas. That is, considering also the different characteristics of each of the two areas as presented in WP1. Motivate your selection briefly (approx. 10 – 20 lines). Make references to relevant literature (books, articles) when a certain trend you've selected is analysed. Include into your motivation the criteria for selecting a particular trend. Selection criteria are: 1) the importance of a trend to your research areas (a trend can be a cause of changing circumstances in an area or a result of other developments); 2) the connection a trend has in your opinion with topics which represent striking rural-urban phenomena in the research area(s); 3) the link a trend has with consumer demands to illustrate the consumer-orientation of a selected trend.

TRENDS – WORKING SCHEME

Each team: Send the first draft (i.e. outline / first impression, approx. 2 pages) of your selected trends and accompanying motivation to LEI on or before **6 June 2003**.

Each team: Send the second draft of your selected trends and accompanying motivation as well as a brief “historical” analysis to LEI on or before **6 October 2003**.

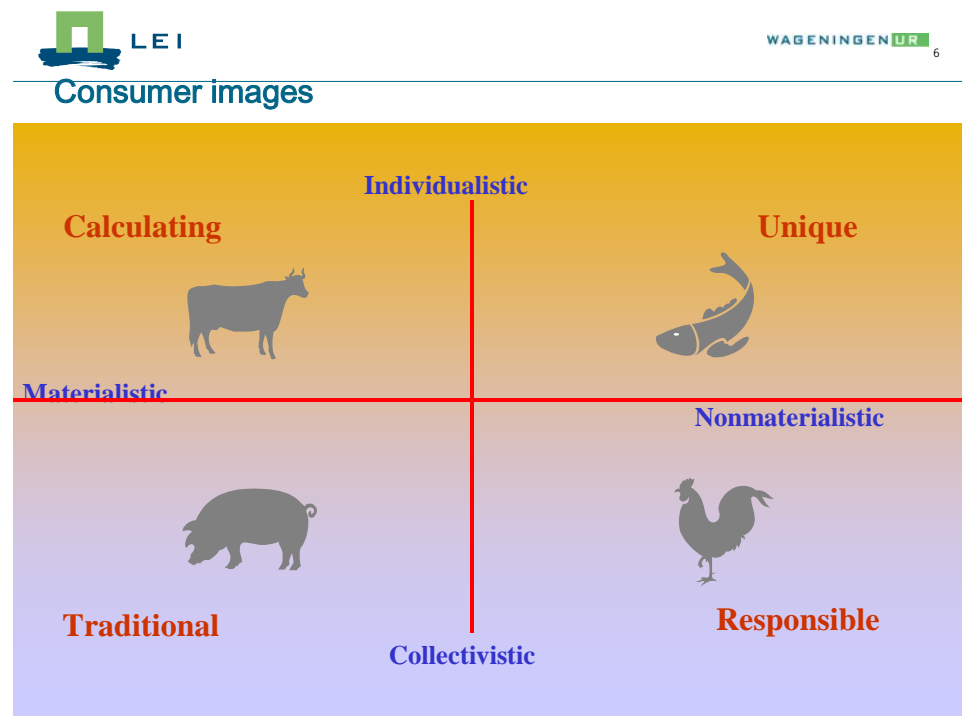
The contents of the Trend-part (Chapter 2 – see Box 4) of your report (approx. 5pp.) (please note: for a general picture of the table of content of the report as a whole, see Box 4 below) is:

- 1 - A qualitative motivation of relevant trends
- 2 - A “quantitative” outline of “historical” changes (data)
- 3 - Both 1 and 2 per study area: metropolitan study area and tourist study area

2. TYPOLOGIES

Typologies are located at the so-called “micro” level of analysis. Modern consumer studies argue that the intentions, motives or behavior of (post)modern consumers are hard to understand by classic variables (age, sex, income, etc.) alone. Consumers are multi-faced creatures; driven by a variety of motives and needs. For this reason it is neither very reasonable nor realistic to put consumers in firm segments (“cages”). In order to use a theoretical framework that meets this circumstances, we introduce the consumer images approach. The consumer images are based on two dimensions: on the one hand the materialistic – nonmaterialistic dimension and on the other the individualistic – collectivistic dimension. The materialistic pole refers to a consumer orientation on price and fysical product characteristics, while nonmaterialism stresses the emotional or ethical value of products or services for consumers. The individualistic pole indicates the independence or egocentrism of consumers. The collectivistic pole refers to the fact that consumers take the social and/or fysical

environment into account as it comes to intentions, wishes as well as the choices they actually make. Founded on these two dimensions, four consumer images can be defined:



To introduce the four consumer images a little, a few characteristics of the consumer images are sketched:

Calculating: Efficiency, convenience, McDonaldisation, product-oriented

Traditional: Established community values, neophobia, cost-conscious

Unique: Variety, hedonism (conspicuous cons.), fun-oriented, self-centered

Responsible: Sustainability, engagement (consumer concerns), downshifting, pro-social/altruistic

To avoid any possible misunderstanding: it is important to realise that in the consumer images approach consumers of flesh and blood can be potentially every type of consumer. We can be individualistic or we may be driven by social norms. We can seek excitement or aim for predictability, etc.

Another useful remark is to be aware that calculating consumerism might be dominant frequently. WP1 gives already reason to presuppose that a focus on calculating consumer behavior is manifest. This means that in reality consumers' willingness to pay is directed to products and services which add – as directly as possible – to their personal well-being while they are simultaneously less interested in payments for collective goods and services. Another thing to keep in mind is that this tendency in real life contrasts with reflections on modern consumers in scholarly literature. In consumer studies much attention is paid to unique and responsible consumer behavior as prototypical for consumers and consumerism in the (post)modern era. In other words, there might be a difference between fact and fiction; between reality and reflection. You are requested to pay attention to all kinds of different possibilities to

attract the attention of consumers, no matter how “peripheral” it is at this moment of time.

BOX 2

TYPOLOGIES – GUIDELINES FOR REPORT

LEI: General introduction of the consumer images with special attention to relationships of the images and other conceptions of modern consumers and consumption in order to show that the images are embedded in contemporary social scientific research (approx. 10-15 pp.)

Each team: 1) Analysis of what kind of activities, developments or characteristics which are important to the research areas match with what kind of consumer images. Information sources are, among others, books and articles, brochures, internet sites, touristic reports, etc. (see also Box 3) 2) Analysis of what kind of consumers do the interviewees have in mind when they are talking about the RGS in the region. Which RGS have what kind of appeal to what kind of consumers according to the interviewees? (approx. 5pp.)

TYPOLOGIES – WORKING SCHEME

Each team: Send the first draft (i.e. outline / first impression, approx. 1 page) of your analysis of consumer typologies which are important in the research areas to LEI on or before **6 June 2003**.

Each team: Send the second draft of your analysis of consumer typologies, which are important in the research areas to LEI on or before **6 October 2003**.

The contents of the Typologies-part (Chapter 3 – see Box 4) of your report (approx. 5pp.) (please note: for a general picture of the table of content of the report as a whole, see Box 4 below) is:

- 1 An extended and modified version of the first draft as a result of input from the interviews.
- 2 An impression of where consumers come from, how they are reached (Internet sites, tourist information, etc.) and what their relationship is with the study area we are talking about: inhabitants; relatives; foreigners; domestic tourists, etc.
- 3 Make a division in your presentation of consumer typologies between the metropolitan study area and the tourist area.

3. THEMES

Themes are located at the so-called “meso” level of analysis. Central to this part of WP2 are the RGS. The Rural Goods and Services are in fact the “stuff” that is “brought into action” to attract consumers’ attention or to increase consumer demand. With respect to themes it is important to define what kind of themes are especially relevant for your research areas. It is also important in this respect to make connections with WP1! In WP1 we have already made a general overview of characteristics of the research areas. In WP2 we have to specify this overview by giving it a “consumerist turn,” so to speak. This means that we have to concentrate

first and foremost with “consumer RGS.” As a consequence, water storage or energy production by windmills do not belong to this category and are not central to this WP2. In WP3 and beyond these themes will be more important.

Consumer-oriented RGS (themes) are about regional (agri-food) products and services related to the rural land(scape). It might also be helpful to keep in mind what kind of (touristic) activities are central: nature (tourism) such as walking, canoeing, fishing, nature conservation, etc.; adventure (tourism) such as rock climbing, mountain biking, etc.; culture (tourism) such as festivals, gastronomy, etc.; or education (tourism) such as creative courses, ecological services, etc.

As the themes are *central* to the interviews (while trends and typologies are secondary – it is *our* task to connect themes to trends & typologies, *not* the interviewees!) our *first priority* in this workpackage is to develop a general framework to organise the interviews as well as the writing of the report. The structure of the interviews consists of general questions/hypotheses each of the research teams will use as a guideline for the interviews of WP2. Suggestions for the kind of questions/hypotheses, which are interesting for the research should be collected. Examples of questions that could be raised are: Are we dealing with urban pressure (consumers’ “push”) as a driving force or rather with rural attraction (suppliers’ “pull”)? What kind of consumer willingness to pay for RGS exists? Is overall consumer demand homogeneous (everybody wants the same) or heterogeneous (a variety of consumer wishes and wants)? What is the distinctiveness of a region (unique selling points)? Are (potential) consumers persuaded or encouraged to buy particular RGS by creating an image around it (branding)?

BOX 3

THEMES – GUIDELINES

Each team: in order to develop a common framework for interviewing, we have to decide what kind of consumer oriented questions with respect to RGS-themes should be central. Our *first priority* in this WP2, then, is to present an overview of the selected RGS-themes and to think about the questions/hypotheses, which are most relevant to one or both of your research areas (considering also the characteristics of the areas as presented in WP1). Questions/hypotheses are formulated around issues related to selected RGS and consumer support or resistance, or to consumer “power” and its consequences for rural development. More generally, a topic to be considered is also how and to what extent particular RGS are related to particular trends and typologies and what are their consequences with respect to urban pressure and/or rural attraction?

THEMES – WORKING SCHEME

Each team: Send your selection of the RGS in each study area and the prime questions/hypotheses about consumer demand in relationship to selected RGS (max. 10 issues with a brief motivation, approx. 2 pages) you would like to add to the interview guideline to LEI on or before **6 June 2003**.

LEI: Collection of proposed questions delivered by the research teams and make one questionnaire for the interviews. Return of the general guideline to all of the teams (so that the Finnish team can start interviewing) on or before **23 June 2003**

Each team: Send list of suggestions of people you would like to interview to LEI by or before **6 June 2003**

Each team: Send WP2 report of the interviews to LEI on or before **6 October 2003**.

The contents of the RGS-part (Chapter 4 – see Box 4) of your report (approx. 20pp.) is (please note: for a general picture of the table of content of the report as a whole, see Box 4 below):

1. - A report along the lines of the questionnaire.
2. - A clustering of answers by several interviewees (we are less interested in private opinions of people than in shared opinions). Quotes are interesting.
3. - The report makes continuously clear if the presented information of an interview is about a metropolitan study area or the tourist area.

4. CONTENT OF THE REPORT

BOX 4 – TABLE OF CONTENT OF THE REPORT

Some general remarks to start with:

- Let us keep a clear distinction between the M-area and a T-area and follow a similar structure within the content of the report.
- Make clear that one of our research sources are interviews and use (anonymous) quotes in your report when certain statements of interviewees characterize a (shared) opinion or illustrate a situation, etc.
- Try to write proper English. If it is possible, ask a colleague to edit or correct the text before submitting your draft on/before 6 October.

1- INTRODUCTION

Expectations, aim of the research, methodology, content report (±2pp.)

2 – TRENDS

State of the art: data about consumers, stakeholders and RGS (see Box 5) (±5pp.)

M-area

T-area

3 - Consumer TYPOLOGIES and willingness to pay for RGS (±5pp.)

M-area

T-area

4 - THEMES: Dimensions of RGS and their contribution to the development of the study areas (±20pp.)

M-area

T-area

5 - CONCLUSIONS (±5pp.)

M-area

- Which trends are most important?

- How are those trends visible in the consumer typologies, the willingness to pay, the RGS and its dimensions and the contribution of RGS to the development of the green landscape?

- Expectations of new RGS and the geographical consumers involvement (residential/ local/regional)?

T-area

- Which trends are most important?

- How are those trends visible in the consumer typologies, the willingness to pay, the RGS and its dimensions and the contribution of RGS to the development of the green landscape?

- Expectations of new RGS and the geographical consumers involvement (residential/local/regional)?

Differences and similarities between the M-area and the T-area.

5. DATA COLLECTION

BOX 5 – “OBJECTIVE” DATA COLLECTION

“Objective” data collection - if you did not do this already in WP1 – concerns issues such as:

The increasing/decreasing number of visitors, first home owners, second home owners between 1980-1990-2000,

The current type of consumers (inhabitants/relatives, residents without ties, tourists) and their socio-economic and demographic characteristics (gender (man-woman) /age (below/above 40), ethnicity (domestic/foreign), income (below/above mean income)

The most important RGS in the region:

- the main tourist activities and attractions
- the tourist infrastructure (packages of tourist activities/ attractions)
- the gastronomy
- the number of new houses built,

The main stakeholders to develop individual RGS (houses, tourism, gastronomy) and the role of the green landscape to support RGS (marketing, land capacity to get involved)

- regional/local public authorities
- nature and culture interest groups/public providers
- representatives of local land owners/private providers
- representatives of residents/tourists

The main stakeholders to support the development of the green landscape and the role RGS within this (concerns, financial means, human resources)

- regional/local public authorities
- nature and culture interest groups/public providers
- representatives of land owners/ private providers (supply-side)
- representatives of residents/tourists (demand-side)

The policy of actors to develop individual RGS (houses, tourism, gastronomy) and the role of the green landscape to support RGS (marketing, land capacity to get involved)

- regional/local public authorities
- nature and culture interest groups
- representatives of local land owners/users
- representatives of residents/tourists

The policy of actors to support the development of the green landscape and the role RGS to support this (concerns, financial means, human resources)

- regional/local public authorities
- nature and culture interest groups/public providers
- representatives of land owners/users (supply-side)
- representatives of residents/tourists (demand-side)

6. TIME SCHEDULE

BOX 6	
<u>WP2 OVERALL WORKING SCHEME</u>	
	Deadline
TRENDS (see Box 1)	
(All) First draft Selected trends	6 June
(LEI) First draft Introduction Trends*	6 October
(All) Second draft	6 October
TYPOLOGIES (see Box 2)	
(All) First draft	6 June
(LEI) Introduction Consumer Images*	6 October
(All) Second draft	6 October
THEMES (see Box 3)	
(All) Overview of RGS-themes	6 June
(All) Suggestions for questions	6 June
(All) Suggestions for interviewees	6 June → 26 June (see section 5 of Framework)
(LEI) Return of general questionnaire (D5 – part II)	23 June → 26 June
(All) Interviews	June – August
(All) First draft report interviews	6 October
(LEI) First draft Introduction RGS/Questionary*	6 October
WP2 NATIONAL REPORTS (D6)	
(LEI) Send table of content to all participants	August
(All) First draft	6 October
(All) Meeting in Helsinki	16-18 October
(All) Final draft	15 November
(LEI) National reports to Brussels	December/January
WP2 COMPARATIVE REPORT* (D7)	
(LEI) First draft	November
(All) Review of manuscript by all teams	November/December
(LEI) Final draft	December
(LEI) Comparative report to Brussels	December/January 2004
* = activities in purpose of comparative report	
xxx = finished activities	
xxx = actual activities	
xxx = activities to be done	

7. USEFUL REFERENCES

The following references may be useful to become more familiar with the consumerism concepts and its application in rural research. They are easy to get:

1. DG- enterprise from the European Commission has published a report on how to use natural and cultural heritage to develop sustainable tourism (further than sun and sand holidays). It may help you to explain the situation in your study areas. The report is easy to download:
<http://europa.eu.int/comm/enterprise/services/tourism/studies/ecosystems/heritage.htm>
2. For an overview of conceptual tourist research:
Adrian Franklin: *Tourism, an Introduction*. Sage 2003.
You can download some chapters: www.sagepub.co.uk
3. If you would like to know more about the consumer images approach:
Dagevos, J.C. and H.J.M. Hansman: Towards a consumer images approach.
Exploring the quirks of modern food consumer behaviour. In: Tovey, H. and M.H.A. Blanc (eds): *Food, nature and society: rural life in late modernity*. Ashgate, 2001, p. 135-162.

Last, but not least:

Lots of Success, Fun and Inspiration!!!