

RURBAN



Building new relationships

rural areas under urban pressure

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

## **D1 Methodology report WP 1: rural-urban context**

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# 1 INTRODUCTION RESEARCH

## 1. Introduction

In Europe, an important challenge currently facing rural areas is the urban demand to provide facilities related to the diversity of green landscapes. The question behind this challenge is to cope with the threats and opportunities to the environmental, social and cultural heritage of the landscapes in integrated rural areas as stated the Commission of the European Communities (CEC, 1988). More recently, in 1999 the European Spatial Development Perspective (ESDP) called for an integrated and diversified rural development to overcome dualism between city and countryside. According to the criteria of the OECD and Eurostat 60% of the EU 15 population live in urban areas representing less than 16% of the EU's area, while 10% of EU's population live in predominantly rural areas covering 47% of the EU.

To an increasing extent, the relationships between rural and urban areas are intertwined. They are based on urban processes and demands to rural areas and rural processes and demands to urban areas. The urban demand to the green landscape in rural areas includes leisure opportunities, a better quality of life (health, environment, biodiversity), but also houses, industrialization, food production, waste and water storage. The rural demand to urban areas includes among others employment, services, knowledge, subsidies, but also 'autonomy' within urban steered policies. The urban and rural processes have in common that they tend to exchange economic activities and flows with each other. The consequences of this exchange and entanglement of processes and demands are that rural and urban areas become highly dependent from each other and their internal boundaries tend to blur. However, the demand to rural areas includes also issues related to the preservation and development of nature.

Despite the blurring boundaries between rural and urban areas, the opportunity for rural areas to provide complementary facilities might be more emphasised. The unique selling point of rural areas plays an important role within this. For urban dwellers the maintenance of a green landscape (and nature) is becoming more important. Emphasis on the quality of life will increase the demand for Rural Goods and Services (RGS) related to the rural landscape and regulations with compensation payments. Examples of RGS are quality and health products, ecological services, accessible nature, and leisure activities. However, strategies to preserve the green rural landscape are often based on hierarchical planning systems, in which land use planning issues have a top-down city-oriented approach, or absent due to the prevailing utilitarian attitude towards the landscape. Further, although there is an increase of economic activities in rural areas induced by urban processes, those areas are hardly renewed for the use of the green landscape, because the new activities are not connected with the locality. Examples of this urban pressure are highways and railways without local stops, festivals, holiday and other resorts that predominantly serve the metropolitan city.

In Europe the focus of spatial policies differs with more priority to development in Southern and Eastern Europe and to preservation in Northern Europe. To an increasing extent both perspectives tend to become integrated. The preservation of agricultural landscapes forms a more important part of the European culture than in the USA (Münker

et al. 1999). Factors that increase the pressure on the green rural landscape are the economic harmonisation within the EU contributing to more distribution and transport (ESDP 1997), the decreasing importance of agriculture to safeguard land against building houses and infrastructure (Gavigan et al. 1999) and the rise of welfare. As people's real incomes rise, they can be expected to demand more quality foodstuff and to place a higher value on rural resources, whether for housing, recreation or landscape (Inglehart 1997; OECD 2001).

The aim of this research project is to help rural actors to provide RGS related to the landscape and to get compensation payments by new relationships with the urban society. It analyses the influence of urban processes on rural areas in order to enhance the diversity of green rural landscapes. Within the urban processes that influence the green rural landscape, there are several actors playing. Although the strategies of actors may differ, there will be some similarity due to the role and interests of actors in rural areas. Therefore, in the research project there will be a distinction between consumers, intermediate actors and producers. Those actors are not necessarily related to a certain location. 'Consumers' refer among others to the urban and rural population, representatives of nature interests, housing agents and tourist information organisations. 'Producers' refer to land users and tourist entrepreneurs. 'Intermediate actors' refer to rural and urban councils, waterworks and service providers. Since agriculture and nature areas are the most important land uses in European rural areas, the project will pay attention to their role to safeguard the green rural landscape.

Perception and valuation of urban pressure, land policies, socio-economic development perspectives, and rural-urban alliances are different in rural areas. Therefore, the starting hypotheses of BUILDING RURAL-URBAN RELATIONS can be derived from this statement. To be able to identify differences and similarities in Europe, the research will analyse experiences in Finland, France, Hungary, The Netherlands and Spain.

## **2. Background**

### *- Analysis of rural-urban issues*

The discussion about the relationship between rural and urban areas and the role of urban pressure is not new. Gradually, a further diversification in rural cultures occurred as a result of the impact of urbanisation. In many places urbanisation resulted in an extension of residential areas and brought an influx of rich middle-class newcomers having urban-oriented lifestyles. The certainties of agricultural production as the traditional mainstay of rurality are giving way to a more polyvalent rural scene. Before to discuss urban pressure on rural areas, it is conceivable to clarify the concept of rurality and the level of rural-urban analysis. As a result of the changes taking place in rural areas at present, new conceptual parameters are being sought. Concerning rural-urban issues three levels of analysis are relevant.

First, the characteristics (and facts) of rural and urban areas are different. This holds in particular for the morphological and functional characteristics. Rural and urban areas differ in the type and density of activities as has been illustrated by OECD and EU classifications. This descriptive approach for defining rurality is based on socio-spatial parameters, such as land-use and population density. Generally rural areas are synonymous with more extensive activities and less population than urban areas have. The assumption

behind this analysis is the idea of a dichotomy between the characteristics of rural and urban areas. On the level of characteristics, urban pressure means the increase of activities and a growth of the population in rural areas.

Second, an approach based on the organisation and allocation of activities between rural and urban areas. This analysis is relevant to cope with the differences in the type and density of activities such as the provision of employment and services. Compared to urban areas, rural areas provide a lower level of employment and services than urban areas do. The assumption about the organisation of activities varies depending to the extent rural areas ought to provide subsistence. On the level of organisation and allocation, urban pressure implies the uneven organisation and allocation of activities in disfavour of rural areas.

Third, a socio-cultural approach which discusses the different perceptions of rural and urban areas in terms of the use and meaning of places. A central theme in this normative discussion about the use and meaning of places is the valuation of the quality of urban and rural life. Tonnies (1887) conceptualised 'Gesellschaft' and 'Gemeinschaft', in which the first refers to the negative values in the city like social isolation and lack of social safety and the latter to the positive values in rural areas like care and community. The assumption behind the contrasting view on the relation between city and country is that urban people are supposed to have a hurried and hectic life, whereas the life of rural people is supposed being relaxed and easy-going. On the level of meanings, urban pressure is often assumed to decrease rural values.

The latter, more subjective approach has been elaborated (Mormont, 1990; Halfacree, 1993; Cloke and Goodwin, 1993). It assumes that the experience of the rural is, to a large extent, dependent on personal perceptions and interpretations of everyday reality. For instance, the 'urban newcomers' often conceive rural areas as areas of beauty and naturalness, where urban people can relax from the stress of live, whereas the farmers and the autochthonous population conceive it as shaped by farming practices. The symbolic meanings attached to the countryside may differ significantly for individuals, irrespectively of its socio-physical attributes. Mormont (1990) concluded that it is not possible to conceive of a single rural space, because there are more social spaces, which overlap the same geographical space. Each individual builds its mental construct of the countryside, which is fed by norms and values, former experiences and personal interests. These mental constructs can be called 'social representations'. The theory of social representations tries to make clear how people understand, explain and articulate the complexity of stimuli and experiences emanating from the social and physical environment in which they are immersed (Halfacree, 1993). As a representation evolves within social practises, it is specific both in time and space, and culturally founded (Terluin, 2001). An important implication of such a constructivist approach is that it is recognised that opinions, behaviour and decisions are influenced by a range of different social constructs of the countryside and representations of the rural (Cloke and Goodwin, 1993). While some rural people may perceive urban pressure, others may welcome the higher dynamic. Further, the 'urban' demand related to the green landscape is not restricted to the urban population, but exists also among rural inhabitants. Although the green landscape is the location for consumption, the residence of consumers may be both outside and inside rural areas. Hence, a typology of consumers and other actors will go beyond the rural-urban dichotomy.

The research project will include both the objective and the subjective perspective. Most analyses of rural urban relations have focussed on the first and second level of

analysis, and thus on the objective approach. Less attention has been given to the subjective approach, the meaning of rural places in the context of urban or societal perspectives. Nowadays, the countryside becomes associated with a diversity of possibilities for several users. Ideas about nature development, life style and recreation determine the current significance of the countryside (Mormont, 1990; Hoggart et al., 1995). The meaning of the countryside represents many worlds of social and cultural values that can be identified in spatial transformations, in particular more consumption functions. The tracks for bicycling, horse riding and walking, golf courses, health resorts, bungalow parks and 'Disneyland' parks and the installation of national and regional parks are examples to make the countryside attractive for the urban citizen.

- *Rural-urban continuum*

To an increasing extent the view that the city and the countryside are dichotomous has been outdated. Also, the rural idyll tends to disappear. The economies of city and country are no longer separated entities and the social structures are no longer characterised by structural spatial differences. In the context of urban and rural areas, rural areas refer to a common concept of the country in an urbanised society. While before the urban basis had been related to the provision of an adequate level of services, nowadays it has been more related to the urban functions as a whole, in particular a balanced growth of different populations segments. In rural areas the focus is more on the development of the green landscape by nature and recreation instead of agriculture. Socially, differences between urban and rural lifestyles and early or late adoption of innovations tend to be replaced by similarities in lifestyles and simultaneous adoption of innovations.

The lack of distinction between city and countryside are a result of spatial processes in which the relations between rural and urban actors are changing. Mutual dependencies are becoming more 'footloose' relations. Urban residents visit rural areas more for personal reasons and less for social motives. This holds in particular for the Atlantic countries of Europe, where farmers have become a minority among the rural actors. Due to the changing income perspectives in agriculture, they need more often a licence to produce. It might be argued to what extent this holds for the rural areas in Germanic and Mediterranean countries of Europe. In those areas, there are more mutual dependencies between the urban and rural society and farmers have more often a dominant role within the rural production. Comparative research about the role of forestry in Europe shows a stronger identity of rural areas in the participating Germanic and Mediterranean countries (Elands and O'Leary, 2002a).

The background of those changes lays in the scaling-up of relations between rural and urban areas in two directions (Scheele, 2001). On the one side rural areas get other functions than agricultural production for urban citizens. New rural functions are related to recreation, water supply, water storage, development of services and nature. More urban actors tend to live in rural areas while remaining economic dependent by employment from urban areas. On the other side, to an increasing extent rural life and the rural economy have been focused on urban areas. Many services and employment tend to be concentrated in or near urban areas.

The rural-urban continuum is used quite often as a spatial approach in a combination with a territorial approach. The spatial approach is based on the idea that rural place has some characteristics which are different from urban places. The territorial approach emphasizes the economic diversification. The European Commission used both approaches

to classify rural areas according to three standard problems with which they are confronted (CEC, 1988):

- Rural areas under pressure from the developments of modern society;
- Stagnation of rural regions due to structural backwardness;
- Stagnation of remote rural regions with structural and natural handicaps.

The first standard problem, which refers to green areas outside urban centres, in which the environment is threatened, can be labelled as a spatial approach of rural. The other two standard problems use a territorial approach dealing with regions, which experience out-migration due to a lack of jobs and insufficient diversification of the economy in a less or more severe sense. Gluck (1998) distinguished five categories of rural areas, i.e. remote rural areas, areas dominated by agriculture, rural areas used for mass tourism, rural areas with a diversified economic structure and rural areas adjacent to agglomeration centres (peri-urban areas). In the case of rural areas under urban pressure, the most relevant rural areas that will address the problem are the rural areas used for mass tourism and rural areas adjacent to agglomeration centres (peri-urban areas).

From the discussion of the different concepts of rural-urban issues, it is clear that the picture is far from uniform and depending on the type of problem to be addressed. Urban pressure has many faces. It has in common an increase of activities by more residents, tourists and economic investments, together with an increase of nature parks. Therefore, as a starting point, a typology of urban pressure may contain two dimensions: more or less increase of socio-economic activities/actors and more or less increase of nature parks compared to national figures. Those dimensions may be based both on facts and on perceptions (awareness) of actors.

- *Heterogeneity of rural actors and interests*

As a consequence of the spatial transformations, the heterogeneity of actors and their interests in rural areas increase. While for some actors rural resources are important for their daily economic activities, for others it are the living and relaxing conditions that determine why they are located in rural areas. The first group with farmers and craftsmen has decreased in favour of the second group with daily commuters to urban areas, second homeowners, seasonal tourists, and urban unemployed attracted by cheap rural housing and life costs. In the more densely populated EU states agriculture's relative decline in importance has been matched by counterurbanisation in many areas, where local economies are characterised by new services or a pattern of commuting to neighbouring urban areas. In more sparsely populated, depopulation is still a major problem and commuting is less common (Baldock et al, 2001).

While in Western Europe the main source of the rural migrants are the well-off urban dwellers, in Eastern Europe it are the financially weak people who try to escape from urban poverty (Nemes 2000; Bruckmeier and Kopytina 2001). The changes in the rural population have contributed to divergent orientations. Whereas the autochthonous population has lost their view on the local community, newcomers have more influence on the local town and country planning, in particular nature development (DuPuis & Vandergeest, 1996).

The reasons for the increasing heterogeneity of actors are related to the spatial behaviour of people. Spatial behaviour is more caused by individual preferences of households for location and mobility than by structural factors like distance between residence and urban centre for employment. Relevant for individual preferences are

lifestyles with different orientations towards work, family, consumption, leisure and living. On this continuum 'modern' lifestyles differ from 'traditional' lifestyles by a stronger orientation towards leisure and a weaker orientation towards place of residence and family (Van der Knaap, 2002). The latter might imply also a weaker orientation towards the own landscape. Since more members of the household are involved with work, family, consumption, leisure and living and those activities occur on different scales (instead of only on a local scale) the choice of residence has become more different. A general theme in this choice is that consumption motives tend to become more important than production motives like work.

From the heterogeneity of actors and their spatial orientation it can be concluded that their coinciding consumption patterns are less restricted to the local supply, and more dependent on the type of activity supplied on different locations. Thus, there are multiple spatial orientations of households simultaneously on different levels of scale. The multiple spatial orientations of actors require attention because rural areas and their values are no longer described in one language (Baldock et al., 2001). The green rural landscape is not longer relevant only for working and living, but also for experience of it by its own characteristics (Urry 1995). Leisure activities become more important. Places where different actors realise their leisure consumption, no longer coincide with the living environment, but are spatially distributed and differently interpreted.

The increasing spatiality of social practises refer to the fact that more parts of life are detached from local circumstances and get a renewal in other from time and space considered more extensive social-cultural relations. Giddens (1990) describes those changes with 'dis-embedding' and 're-embedding'. Further, the mediasation of the cultural environment and the digitalisation of information and communication increase the opportunities to communicate different realities (Mommaas, 2000; Mommaas, 2002). The relationship between the representation of the reality and local conditions and culture has been weakened. In the context of leisure activities media and tourism have an important double function. The media, as footloose producer distributes non-physical experiences, while tourism, as restricted producer stresses its physical aspects. Inhabitants are less decisive to represent an area.

#### - *Green landscape*

The relations between rural and urban areas concerning the preservation and development of the green landscape might be more revealed. Many policies regard reminders of rural areas as a potential development area for towns, but less often discover the importance of rural areas for nature, water supply and public recreation. The utilitarian attitude to the environment and the dominance of private property rights have contributed that most payment transfers neglected the potential of rural landscape amenities for urban consumption. For rural and urban municipalities the number of inhabitants may be more important than the number of green hectares in those payment transfers. Further there is an increase of simulated environments, both in the urban and in the rural landscape (Zukin, 1991; Metz, 2002). However, there is a growing concern on the environmental pressure of second houses, industry, intensive agriculture, infrastructure and tourist buildings that may lead to a degradation of the rural landscape (Baldock et al., 2001). The number of national and regional parks is increasing.

The urban sprawl is expected to differ between a metropolitan rural area and a tourist rural area. Whereas a rural area nearby a metropolitan area has often a high density of

activities, the contrary holds for a rural area nearby a tourist area. Thus, while rural areas nearby metropolitan areas have a higher increase of population density (and possibly also economic activities) compared to national figures, this will be less often the case in tourist areas.

Further, a divergent use of houses may be expected with more first homes in the metropolitan rural area and more second homes in the tourist rural area. Thus, compared to national figures, a higher increase of first homes (often related with population density) may be expected in rural areas nearby a metropolitan area, whereas in tourist rural there will be more second homes. Hence, in the first case there may be more permanent residents and urban day-trippers who visit the green landscape, while in the second case they are more often tourists and temporarily residents.

Further, the perception of urban sprawl may be different. Results from a comparative research of demand and support for future forests across Europe show that the most preferred approach to the restructuring of rural areas varies between the different rurality classes (Elands et al., 2002b). In rural areas with urban characteristics ecological development is preferred, whereas in diversified, agricultural decline and remote areas tourism development is most highly appreciated. Tourism is likely perceived as a direct cash injection to the more rural economies, whereas it is more difficult to improve economic welfare on the basis of ecological development alone.

Therefore, it is relevant to know more about the perception of urban sprawl by different actors like town and country planners, interest groups for consumption, nature and economic development functions and their policies to protect a green landscape. Spatial policies do not only refer to location policies, but also to economic policies, such as the prices for locations in rural and urban areas. Further, it is relevant to analyse the extent rural municipalities profit from economic development in urban areas by payment transfers to preserve the green landscape. The other side of the coin is that they are forced to increase local economic development and thus to gain local financial contributions.

- *From a traditional view to a new view of rural-urban relations*

In the traditional view urban and rural areas were considered separate entities for town and country planning, in which the zoning plans for agricultural land use protected the green landscape. Around cities, there are often Greenbelts created. A Greenbelt includes an agricultural and recreational zone to surround cities with a limited growth. Especially in UK, but in other European cities too, Greenbelts are a current approach of city and regional planning, for example in Barcelona, Budapest and Berlin. In other rural areas, the number of regional parks is increasing in order to protect an open landscape. Greenbelt and Regional parks are often abstract constructs of national and regional planners and hardly a concrete part of physical localities and social realities. Within spatial policy, they reflect a public point of view that aims to reject urban sprawl. Urban sprawl is rejected due to its negative effects on functions such as agriculture and nature preservation, considered to be an important common good.

Greenbelts have been analysed predominantly from a public point of view. The private view got less attention. However, from a private point of view, building houses is not necessarily viewed as something to be prevented to all costs. On the contrary, many people are longing for a detached house, situated in an area with a nice landscape. Therefore, preserving a Greenbelt or a Regional Park at an outside territory implicates a political conflict with suburban communities. From the viewpoint of most suburban actors,

a one-sided "green" perspective as an open landscape is usually unacceptable. Local representatives fear the dominance of the metropolis. They do not want to overtake city-centred functions as ecological compensation and social recreation, but want to develop to self-reliant municipalities (Kuhn, 2002).

In the new view there will be more attention for a functional coincidence and thus on the organisation and allocation of activities (and their yields) between rural and urban areas. Complementary to this specialisation of functions, spatial policies will be more integrated and process oriented based on network approaches being rooted in the dynamics of both the societal and the natural systems. The development function will become more important instead of the regulation function. The condition is that this development question will avoid to be captured in commercial, ecological or ethical solidified nature images, but becomes a shared public object of social and green innovation (Mommaas, 2002).

In this case the use and meaning of rural places perceived by different actors will become more important. Not the supposed inherent quality of the place should form the departure, but the potential input and commitment of changing groups of residents, visitors, politicians and enterprises in the design and conservation of it (Mommaas, 2002): their collaborative place-making capacity (Healey, 2001). In the collaborative approach to place-making, the regulatory object is the way people think about place and the meanings they give to it. The concerns about social and environmental costs and about the shaping of market process will in this way be taken into account as stakeholders imagine their strategies and projects, rather than at the formal point, much later in the process, when a project is 'taken through' the regulatory process (Healey, p. 278). In this situation from the beginning the input has build in to connect individual aesthetic moral desires with more collective questions to develop nature and rural areas.

The advantage of this approach is that it presupposes a *positive* function of regional landscapes, basing on uses and perception by people, which may create more opportunities to identify win-win situations between different groups of actors. To enhance RGS and the reward for rural resources, public regulations combined with compensation payments and new relations between urban and rural actors to narrow the cultural distance are beneficiary. The aim of compensation payments is that 'urban' pays for 'rural' if it takes advantage of the rural landscape. New networks and alliances (e.g. to enhance agriculture and nature) may be based on voluntary approaches and on private-public co-operations (OECD 1996). They aim to reinforce the co-operation between rural and urban actors and to improve the rural-urban marketing channels. To achieve this, the management of spatial development should identify emerging strategies of actors, increase awareness for the green landscape and rural heritage, and support local actors to provide RGS.

- *Interpretative approach*

Before it has been stated that the perception of the use and meaning of rural places is changing. More generally, the nonmaterial functions of landscape or the so-called experience economy are announced to become more important (Gavigan et al. 1999). The subjectivity of experiences implies that people perceive the rural landscape, the villages and its related products with similar economic and physical conditions quite differently. The interpretation to the consumer forms the product (Pine and Gilmore 1999, Graham et al 2000) and seems to be influenced by factors as quietness, naturalness, authenticity and diversity (Meehan et al. 1998). The question is to what extent people are willing to pay for those nonmaterial functions of landscape and whom they will pay for it.

The desire of citizens to preserve rural areas might conflict with rural people who would like to modernise rural areas according to the urban standards. However, it could also reinforce rural values, such as the stimulation of forgotten traditions and the restoration of rural buildings. Therefore, an innovative understanding of rural culture and lifestyles has to link up to existing values but carry with it a modern self-awareness and be attractive to communities. The perception and valuation of urban pressure by different actors may be analysed more deeply. Actors may differ in their perception of urban pressure, because of their territorial bounds (living in the country or in the city) and or their functional bounds (being a landowner or an inhabitant). To analyse consumer and producer values and their behaviour, traditional categories based upon socio-economic status will be less relevant (Gavigan 1999; Schiffman and Kanuk 1997).

An interpretative approach that will focus on social action might be more useful. Many theories on social action (Weber 1978) are based on two questions. The first question is to what extent people take into account to satisfy only personal objectives or also social needs. The second question is to what extent people are led by material opportunities (economic, physical and legal) or also by nonmaterial opportunities (motivation and experiences) to get and provide goods and services. This approach may be beneficiary to analyse different orientations of actors towards employment, family, nature, leisure and living. In particular the orientations and objectives of consumers, producers are relevant.

In order to realise their objectives concerning the development of the green landscape, there are a number of strategies possible. For tourist development in rural areas several strategies have been searched (Brouwer, 1999), which may be relevant: (restriction of) resistance and struggle, alliances with other actors, zoning of activities, provision of recreation opportunities, exchange of interests and anticipating on new conditions. Relevant resources are legal, economic, fiscal and political means, cooperation, social support and communication.

### **3. General theoretical perspectives**

General economic and social theories have less attention for spatial questions. Specialisations into urban and rural studies have contributed that the spatial perspective of economic and social theories developed quite partially (Asbeek et al, 2002). Economists focussed on allocation problems where spatial issues were considered being a function of a scarce good. Sociologists focussed on general issues of human behaviour and the functioning of societies, which were assumed to occur independent of time and place. Classic sociologists considered the city as the place where the effects of modernisation occurred earlier.

Among the economists who consider spatial issues for its own perspectives Porter analysed the concurrence opportunities of nations. His view is quite utilitarian: relevant is the nuts function of space and its consequences for the concurrence perspective of a country. Space issues concern location issues, while his research units are predominantly enterprises. Four factors determine the concurrence perspective: production factors, demand factors, enterprise strategy and market structure, and a cluster of basic industries. The latter factor has been also known as the 'filiere': the connection between activities that are necessary to add value. Other theories that consider spatial issues are about agglomerations and transaction costs.

Geography started with economic oriented explanations with the assumption that space can be measured objectively, distance as the main factor of explanation, with the main focus on cities. Later on, two directions developed: the neo-marxist geography that considers the spatial design as a derivative from the production system and the humanist geography in which space becomes a construction. A representative of the first development is Harvey (1989) and from the latter Cloke (1985). Cloke considers rural as a social and cultural construction and considers social and cultural changes a condition for economic rural development.

The last decennia sociologists have become aware that their theories are less independent of time and place, acting as a décor for social processes. Inspired by the changing spatial characteristics of societies, new research themes have come into mind like the interaction between global and local changes, the relation between space and identity, regionalisation and the design of places for consumption. In the new social theories, the city and the countryside are no longer a décor for interaction, but an expression of the social relationships. Space has been produced in social practices and is the expression of social relations. Space is not an empty dimension along which social groupings become structured, but has to be considered in terms of its involvement in the constitution of systems of interaction. Thus space tends to get an intrinsic place in their analysis (Giddens, 1984; Castells, 1996; Urry, 1990).

Giddens analyses the changing spatiality of social practices. Factors that determine the dynamic and distribution of modern societal practises are the separation of time and space, disembedding and the increasing reflexivity (Giddens, 1990). In traditional societies time and space were connected with each other. Instead of the time everywhere similar (Greenwich), there were local times. Instead of space as an objective geographic location and the distinction between space and place, which assumes a setting with others, space and place were similar, because social relations covered a small area and presence was a necessary condition. The development of universal time and space are a condition for the dynamic of disembedding, where social relations have been tired away from their local context and get a larger time-space area. The increasing reflexivity results in social practises that are constantly discussed and reinterpreted. Through the increasing opportunities to disembedding by new technologies and abstract systems, reflexivity becomes more radical and universal applied to social practices.

Castells has elaborated the idea of a larger-time space area through the concept of the network society and distinguishes the space of flows and the space of places (Castells, 1996). The space of flows reflects the material base of an electronic network with several places being connected and where managers –separated from others - take decisions. In the space of places people live and work and identity comes about. To an increasing extent both spaces may conflict with each other. People live in space of places, while decisions have been taken in the space of flows. With this, identities come under pressure and the decision power neglects the social control of local and national societies.

Urry (1990) criticizes the lack of attention for the spatial structuring of social practices and stresses the influence of globalisation and its effects on local circumstances and physical space. At the same time people are reflexive concerning globalisation. The economic and cultural changes have spatial effects and have blurred the dichotomy city and countryside. Analogous to Castells the spatial relationships in the production systems become global. On the other side the symbolic presentation of space becomes more diversified caused by individualisation and more leisure time leading to a multifunctional

use of places. To an increasing extent non-residents are users of places like urban and rural areas, which become consumption areas or dreamscapes of visual consumption (Macnaghten & Urry, 1998). The design of places tend to be focused to create experiences and spectacles, a development that often coincides with landscape marketing and restricts the free accessibility of it.

The latter theories have stressed that city and country are material and nonmaterial reproduced in social processes. They are more than areas with characteristics as density and population. Changes can only be understood from societal trends at a different scale. Therefore, the relations between urban and rural areas may be better considered in the perspective of societal changes that have effected the physical space, the spatial characteristics of social processes and the perception of this space (Urry, 1990).

The physical, social and symbolic characteristics have come off from each other in different ways (Asbeek Brusse et al, 2002). In the physical space occurs a spreading out of urbanism, caused by the increasing mobility; in the social space the scale of several functional process differentiates strongly and less often coincides with the original borders of town and countryside; and in the symbolic space the cultural differences and representations are less often connected with specific places. Inhabitants are less decisive to represent an area.

Through those changes a differentiation of places is emerging with mixed characteristics. They reflect the perspective to consider rural and urban areas no longer as dichotomous, because places are hardly to distinguish as 'city' or 'countryside' with its specific social, physical and cultural characteristics. This implies also that the preservation and development of the green landscape will be more a societal issue than a rural issue.

#### **4. Research questions and methodology**

Perception and valuation of urban pressure and socio-economic perspectives are different in Europe. Therefore it is relevant to start with an introduction to the problem in each participating country. Questions are about what people consider urban pressure, the factors that increase the perceived urban pressure and the role of the green landscape within this. Further, the behaviour and values of different actors towards RGS will be analysed. Thus, to what extent consumers are interested to invest in collective goods and services and producers are willing to receive a license to produce by preservation of the green landscape. Also, the role of intermediate actors to enhance the landscape will be analysed, in particular their compensation payments for the use of the green landscape and their contribution to the accessibility of rural areas.

In the research project five research objectives have been defined. They will be elaborated by a number of research questions.

1. *The green rural landscape in a rural-urban context*, in particular: perception and valuation of urban pressure, land use policy, rural-urban relations, property rights, RGS and compensation payments;
2. *Demand for RGS*, in particular: identification of trends and motives by consumers to demand RGS and willingness to pay for RGS and the green landscape;
3. *Identification of strategies by intermediate actors*, in particular: to organise RGS and compensation payments to enhance RGS;

4. *Propensity to provide RGS*, in particular: identification of trends and motives by rural producers and local politics to supply RGS and to preserve the green landscape;
5. *New relationships between rural and urban areas*, in particular compensation payments and RGS to preserve the green landscape.

To be able to identify differences and similarities, the research will analyse experiences in Finland, France, Hungary, The Netherlands and Spain. In each country two study areas will be 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, creation of landscape parks or other measures.

Table 1 Overview participating countries and study areas

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

To identify the patterns of urbanisation, the linkages between town (urban areas) and countryside (rural areas) and factors contributing to urban pressure will be explored. To indicate urban pressure, socio-economic characteristics (e.g. population and tourist density, second houses, distance to urban centres) and land-use characteristics (e.g. activities, land prices, property rights, zoning plans, regional parks) will be analysed.

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## 2 NATIONAL APPROACHES TO THE PROJECT

The RURBAN project, as it states in its technical annex, aims to “help actors in rural areas to provide Rural Goods and Services (RGS) related to the landscape and to get compensation payments by new relationships with the urban society”. By trying to achieve this aim, we must take into account that each team will have within this project the opportunity to go in deep into nation, regional and local specificities that will enrich inter-national and inter-regional comparisons.

The frames presented by each team will show different realities through the selected study areas: one area under pressure from a metropolitan area, and another area under pressure from a tourist area.

In the case of the **Netherlands**, the increasing demand of space for different functions that has defined the Dutch landscape for the last decades, is now characterised by an increasing demand for the “green landscape” and “green products”, rather than other uses for rural areas, such as agriculture. The solution to this situation should come from an increasing urban-rural and private-public co-operation, rather than from national and EU investments.

Since the II World War, in **France** the study of peri-urban areas was affected by a change in the analysis of rural and the urban. In the analysis, peri-urban spaces “were regarded as a normal and irreversible effect of urban growth”. With the RURBAN project, the French team aims at: (i) to develop a historical reconstruction of the basis on which peri-urban spaces have been built; (ii) to indicate what criteria underlines the differences between rural and urban within peri-urban areas; (iii) to introduce the sustainable development perspective in the analysis of rural peri-urban areas; and finally (iv) to analyse differences with other countries’ cases studies.

For the **Finnish** team, RURBAN will allow them to go in deep in the analysis of the processes that characterise the two different study areas. Moreover, to develop the rural-urban relations, and new rural goods and services –which are the objectives of this

project- may help to change some negative trends affecting rural areas under urban pressure.

Currently, **Hungary** is within the RURBAN team the only non-EU country. However, the Hungarian team wants to analyse the issues of rurality and urban pressure, speaking about the specificities of the country as a story that integrates in the broader European story. Added to this, are aims of this team to: make a political and economical based analysis of power in new rural-urban relationships; to focus on the emergence of new social formation and class position in rural power relationships; and to bring some contributions to the real local development of the study areas.

In the **Spanish** context, this research is an opportunity to analyse the nature and scope of the processes linked both to the emergence and/or development of new urban functions, and the social changes, that take place both in rural areas under metropolitan and under tourist pressure. To know better the responses of these areas, the attitudes of the local and external actors, and in definitive, how they manage this new concept of opportunities that is derived from all these changes. Secondly, this project is an opportunity to contrast, with a common approach and methodology, the characteristics, trends and situations in relation to the urban pressure issue, in other territorial contexts in Europe. This common analysis will allow a better understanding not only of these processes at the European level, but also in the definition of useful criteria for decision-makers implied in territorial policies, and also in strategic and productive policies for rural areas.

### 3 RURAL – URBAN RELATIONS

For the elaboration of this working package, some common guidelines were produced to guide the work that must be produced in each country. These guidelines are extremely useful for allowing common frameworks that would make easier analysis and comparison. Under working package 1, three different common guidelines were produced:

- a. Guidelines for gathering information and writing D2 (national reports on rural-urban contexts). This document includes the national, regional and cases study perspectives on rural-urban relations in each country. D2 will give us a good description of the study areas, and the main issues related to the rural-urban relations, urban pressure and the green open space.
- b. Guidelines for the interviews to the key informants. Interviews to 5 rural and 5 urban actors having a deep knowledge of each of the study areas will be made. The information obtained from these interviews is an important input for the writing of D2
- c. Guidelines for the production of D4. This document will be comparative analysis, gathering all the national views expressed in D2.

#### 3.1 COMMON GUIDELINES FOR DESK RESEARCH (D2)

During the first RURBAN meeting in The Hague, it was agreed a common structure for the writing of the D2. This structure, which was modified including all the partners' inputs, includes the analysis of the RURAL-URBAN CONTEXT from:

- (i) a national, and
- (ii) a regional perspectives, -based on the existing national literature available-,
- (iii) an analysis from a case study perspective -where quantitative and qualitative data (obtained from interviews to ten key informants in each study area) will be gathered for the description of the selected study areas-.

The development/preservation of the green landscape in rural areas, and urban development may be considered a function of identification of the local resources, economic activities concerning land use, socio-economic data of actors, rural-urban

linkages and an analysis of the strategies of actors. In this first task, particular attention will be paid to the identification issues. For the case studies, many of the collected data have a quantitative profile, but often need to be completed with qualitative descriptions. Also, some issues can only be analysed using the information provided by written sources and interviews. The strategies of the actors concerning the demand and supply of services and goods related to the green rural landscapes are indicated through the rural-urban relations. Their strategies will be elaborated in the next tasks of the RURBAN project.

**According to the technical annex:**

- The case studies will start with the relations between town (urban areas) and countryside (rural areas) in each study area, their conflicts concerning the green rural landscape and the available RGS.
- The socio-economic characteristics of the study areas will be analysed.
- As well as the local policies and legislation that utilise/preserve rural resources (zoning plans, legislation of property rights, landscape parks).
- The current RGS and compensation payments, and its exchange between rural and urban stakeholders will be examined.

**STRUCTURE OF THE D2 REPORT**

***1. Introduction***

In this section each team will include one or two pages explaining what is their understanding of the RURBAN project, and what exactly they are willing to observe and analyse; in definitive, what are the expectations that each team has from the RURBAN project.

D4 (the comparative report) will also include an introduction where all the different national introductions will be put in common, and taking also into account the general framework stated in the Technical Annex general common objectives will be extracted for the future development of the project.

Bellow, arrows (➔) within each heading are only indicative, that is, they only provide some clues about some of the issues that should be treated by each team when elaborating the report. Each team should include any other issues and perspectives that consider relevant for a better description and analysis of the country/region and the case study areas.

When elaborating the national reports (D2), it is emphasised that all the teams try to get data for these common indicators, because this would allow the elaboration of country/case studies comparisons. When data is not available in statistical terms, partners are asked to include qualitative explanations based in existing written sources or in the interviews to key informants, and/or additionally, information about other indicators that the teams may consider relevant to include. In the national reports the teams were asked to be as much explicative as they need, but then the D4 report will be mainly constructed on common indicators and comparable data.

## **2. *Rural- urban context: a country perspective***

This heading should include an analysis of the following issues, and should be illustrated with the maps and charts that each team considers as appropriate (e.g. population densities, main urban agglomerations, natural protected areas, etc.):

- o Background and key concepts behind the urban pressure phenomenon, which appear in the national bibliography, e.g. rurality, peri-urban, urban pressure, etc.
- o Main urban – rural spatial changes and processes (short historical perspective: processes and stages)
  - ➔ The “urban pressure” phenomenon. Historical view & national discourse
  - ➔ To speak about the urban / rural systems relevant to our national perspective
- o Land-use policy orientations, and changes within a 30 years temporal scale, i.e. since 1970.
  - ➔ Taking into account the ESDP (European Spatial Development Perspective); EU development - preservation / planning discourse
- o Economic development and green rural space

- ➔ What are the existing views in each country about the development / preservation of a green landscape? And about the integration / separation of development and preservation?
- o Economic development of land versus increase of protected green areas ➔ *functional approach*
- o More/less awareness of urban pressure in green land uses versus more/less awareness of the need for protecting green areas ➔ *cultural approach*
- o “Urban pressure” in the agenda: Who, how & why?
- ➔ arguments in favour / against rural land preservation

### **3. *Rural- urban context: a regional perspective***

This section will be developed following the same structure than for the national perspective (heading 2), but referring to the regional frame where the study areas insert. When taking this regional perspective it may not be strictly necessary to treat each of the heading and sub-sections that have been used for the national perspective, but the most relevant issues that rise from a regional perspective should be considered and analysed. As in the previous heading, partners where asked to include some illustrative key maps and charts, e.g. population densities, main urban agglomerations, natural protected areas, etc.

### **4. *Rural – urban context: a case study perspective***

For the writing of this section, it is necessary to wear in mind these issues:

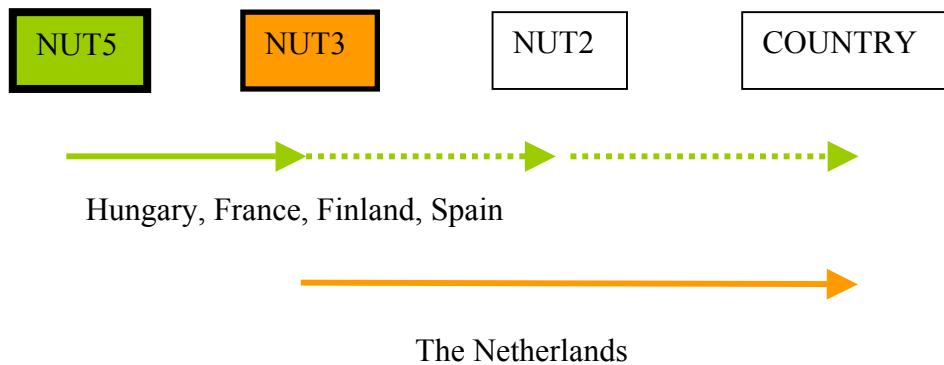
#### **Time series:**

A wide time period is necessary for understanding and analysing the urban pressure processes. Therefore, it is proposed, when possible, to gather data for a 20 years period of analysis, i.e. for each indicator we will collect data from 1980-1, 1990-1 and 2000-1 (or the latest available). Each team is free to include predictions if they will to do so, and include then in the national reports. Depending on the results obtained by each team

(e.g. homogeneity of methods, etc.), a “comparative” analysis of predictions in all the countries could be included in D4.

**Spatial scale of analysis:**

According to the methodological discussions, it seemed that the most relevant level of analysis for the RURBAN project is the NUTS3-5 level, and information should be collected for this spatial level. Also, for the purpose of analysis and a better understanding of the situation of our study cases, it may be interesting to compare the data obtained at the /NUT3-5 level with the same indicators at other spatial level that the teams consider relevant for explanatory purposes (i.e. NUT2-3, country).



**Themes for data collection:**

The data that is requested for the description of the study areas is mostly quantitative, nonetheless very often qualitative descriptions will be required.

**1. Physical and rural environment**

❖ Maps of the study area, showing:

- Geo-physical features (mountains, rivers, lakes, etc.),
- Climatic features (if it is not possible to map it, make a writing description)
- Main infrastructures (railway lines, highways and other main roads, harbour, airports),
- Settlements system; *Since each country seems to have a different settlements classifications, please use the classification provided by your respective National Statistics Centres, i.e. classification may be based on population size, population densities, etc.,*

❖ Comments to the map, introducing and explaining all the necessary data to make a proper description of the area:

- ◆ influence of the physical features in the development of the region,
- ◆ extension of the area (square Km.),
- ◆ the existing urban system,
- ◆ interdependence relations between municipalities,
- ◆ total number of municipalities,
- ◆ population distribution within the territory (e.g. concentration of population in the main urban centres, or in the rural areas),

## **2. Institutional framework and land use planning legislation and tools**

❖ Brief description of the institutional framework with influence in the study area (i.e. levels of competence, inter-levels mutual relations, etc.)

❖ Considering the information about land use planning and tools that have already been gathered within the national and regional sections, this heading will include a description of how this legislation is applied at the cases study level. If new norms or instruments have been formulated at the local level for the protection/development of the land and the environment, the necessary explanations of them will be included.

- Legislation and policies on land uses;
- Norms and plans for the regulation of uses and the preservation of the natural resources (e.g. zoning plans, legislation of property rights, protection figures);
- Compensation payments for the use of rural goods and services in each study area (e.g. charge in prices, fees for the use of specific resources, etc.),

This heading will be developed wearing in mind that it is especially important to highlight the temporal perspective, and look at the evolution that all different planning and regulation elements have experienced, and how this has affected the transformation in the uses of the land in the study areas. In this analysis, it will also be included the different monetary fluxes that come linked to the use of the space (e.g. speculation, public budgets, subsidies, etc)-.

### **3. Socio-economic data of actors**

This heading will be built considering the following elements:

- ❖ No of inhabitants. Distribution per ages. Ageing index =  $(\text{Population of 65 and over 65} / \text{Population between 0-14}) * 100$
- ❖ In and out migrations, net migrations figures
- ❖ Population densities
- ❖ % population living in rural and urban settlements
- ❖ Education levels of the population
- ❖ Distribution of active population according to economic sectors and/or economic activities

*If there is information available, introduce some highlights about:*

- Home workers (e.g. tele-working)
- Employees in activities related to traditional and new functions of the countryside (e.g. agricultural workers, forest workers, rural tourism workers)
- Number of local artisan workers
- ❖ Figures of people daily commuting to work
- ❖ Co-operatives and non-profit associations (e.g. environmental, producers, cultural, local development, etc.)

### **4. Economic activities and land use**

This heading will include a description of the economic activities in the study areas, and the different land uses linked to these activities. The following issues can be included in the analysis:

- ❖ GDP per capita
- ❖ Distribution of businesses according to types of activities and annual turnover (this information may be available only for municipalities having a minimum size)
- ❖ Manufacturing of local (artisan/quality) products (qualitative description of businesses, products, investments, etc.)
- ❖ Details about relevant economic activities in the study area (e.g. in the case of Finland, No of firms building and maintaining second homes, marinas for maintenance of small boats, etc.)

- ❖ Inventory of the protected natural areas and sites<sup>1</sup> (current figures, and planned for the near future – being negotiated )
- ❖ % of land according to the following classification (zoning): (*including, if possible, a map with the zoning*)
  - Urban land → Land that is currently dedicated to urban uses (e.g. residential, industrial, commercial, green areas within the cities, etc.)
  - Urbanisable land → Land that will become urban in the future -it has been planned according to the existing legal land use plans.
  - Non-urbanisable land → Land that will not become urban, unless it is changed in the land use plans.
- ❖ % Natural protected land
- ❖ % industrial land
- ❖ % agriculture/farming land (when possible, specify % of different uses)
- ❖ % forestry land
- ❖ Number of first / principal homes
- ❖ Number of second homes

## 5. Urban demanded resources /Rural available resources

The analysis of the resources that rural areas can offer to urban consumers, or that urban areas demand to rural areas, must include the following themes:

- ❖ Physical variables:
  - Weather conditions: temperature and precipitation in winter and summer
  - Water resources; qualitative description of rivers, canals and lakes in the region and include and indication of their functions
  - Land
    - Housing land prices / building site prices (square meters)
    - Second home building site prices
    - Industrial land prices (square meters)

(This information may not be available at a statistical level, therefore partners should introduce some explanation about how the residential and industrial land market has evolved in the last years)

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<sup>1</sup> According to the classification criteria that appears in the attached document

Other variables could be included under this sub-heading, but they may have been treated in other parts (e.g. % of green spaces, environmental quality, local products, etc.). Make the references to them that you consider necessary.

- ❖ Infrastructure:
  - Brief qualitative description of the characteristics and frequency of the services provided by the transportation network – making references to roads, railways, airports, harbours.
  - Tele-communications; qualitative description of the spread and use of telephone and Internet in the study areas.
- ❖ Tourist attractiveness; providing a qualitative description on the following issues, supported by the available quantitative information
  - Inventory of protected natural and architectonic areas outside the main cities.
  - Other rural amenities in the region (e.g. churches, museums, visitor centres, attractive natural spots, etc.)
  - Environmental quality (visual landscape, air quality, silence, drinking water and for other activities - e.g. fishing).
  - Leisure activities (including leisure parks - zoos, holiday resorts, etc.-, adventure sports, guided tours, walking routes, fishing, local celebrations, thematic celebrations –e.g. expositions, gastronomic seminars, artisan fairs, etc.
  - Tourist facilities:
    - Number of accommodation establishments (No of bed according to the different existing categories and quality standards)
    - Catering (Restaurants according to different categories and quality standards)
- ❖ Inventory of Rural Goods produced in the area, and mainly directed to an urban demand (e.g. quality products, organic products, artisan, etc.)
- ❖ Public services:
  - Access to secondary and higher education (access to closer centres according to space/time criteria)
  - Access to health assistance - primary and specialised hospital (access to closer centres according to space/time criteria)
  - Access to leisure services –cinemas, theatres, sport centres, etc. (accessibility according to space/time criteria)
  - Access to shops for daily use products (e.g. supermarkets), specialised shops (e.g. clothes, shoes, household appliances, etc.), and shopping centres.

The analysis of accessibility, will provide us with information about commuting patterns in the region. In previous headings we explored commuting for working reasons, and now we will explore other motives.

## **6. Actors and rural-urban relations and conflicts**

While information for the previous headings will be in a great extent provided by written and statistical sources of information, for completing this heading 6 it will be very crucial the personal interviews to ten selected key informants in each study area. The interview to key informants will have a strong qualitative profile, and hence it will mainly include open questions (see annex 1). These are the key issues that will be included in the interview:

### **a. Green rural landscape**

- a. What the rural areas can offer → current adjustment between rural supply of RGS and the existing demand for these types of products.
- b. The changing rural landscapes → analysing the factors influencing changes in land uses and the landscape in the study areas, in the last 30 years.

### **b. New functions and activities in rural areas**

- a. Culture economy and the “commodification” of the countryside → which are the new functions and activities for rural areas.
- b. How the new patterns of residence in rural areas (principal homes –living the whole year-, second homes –holidays, weekends-, second homes for retired people-for some months during the year, etc.) influence:

i. Rural/urban relations, ii RGS and iii Public services provision in the area.

- c. A new agriculture; strategies for new products, promoting, marketing; combination of agriculture with other activities, e.g. agri-tourism, etc.

### **c. Identification of actors in RURAL – URBAN RELATIONS**

The main objective for this sub-heading is to understand the actors involved in the rural-urban relations, the conflicts that emerge from these relations, as well as the co-operations and the mechanism to overcome conflicts. Urban actors

- Consumers of rural goods, landscape & leisure
- Potential residents in rural areas
- Potential businesses’ owners and entrepreneurs in rural areas

- Green & cultural groups (potentially linked to rural space)Rural actors
- Indigenous local population versus newcomers (permanent or seasonal) Economic actors: “old” & “new” / indigenous – non indigenous business owners & entrepreneurs
- Green & cultural local groups

#### Institutional actors and their policies

- Local – inter-municipal level
- Rural development and rural urban partnerships
- Provincial / regional / national governments

#### d. **Governance**

- a. Frame of governance → new structures emerging from the new urban-rural relations, i.e. derived from the new interests and opportunities converging between rural and urban areas → Rural-urban partnerships.
- b. Local frame of governance → new opportunities for self-action and development at the local level.

#### e. **Interests and conflicts**

- a. The farmers’ and locals’ views → what are they willing to accept (WTA) for a change in their farming practices, or in their traditional uses of the land.
- b. Views of the new incomers in the rural areas → conflict of interests between new residents and traditional local communities.
- c. Views of the consumers of the urban area → and their Willingness To Pay (WTP) for the consumption of certain environmental goods and services of higher quality produced by rural areas.
- d. Current conflicts derived from the various interests on the different land uses:
  - Farmer’s willing/or not to sell their land for constructions,
  - conservationists asking for more protected land,
  - locals willing to keep the control on communal lands,
  - new inhabitants in rural areas having more interests in preservation rather than in development,
  - conflicts between municipalities for attracting more resources (e.g. human, financial)
- e. The new construction of “the rural” or “rurality” that arise from the different actors’ interests, views and conflicts

#### f. **Compensation payments**

- a. Compensation payments and policies (including, for example, accompanying measures) → scopes for action and acceptability within the study areas.

At the end, D2 tries to achieve an overview of rural-urban problems/solutions at a smaller territorial level. This results in a territorial list of rural-urban problems that have enough size to find solutions. At the end of WP 1.2 the most important territorial problems/solutions in each study area will be selected. In the next WP those territorial units will be the scope for further analysis.

### 3.2 COMMON GUIDELINES FOR THE INTERVIEWS (D2)

Before using these guidelines, it is necessary to look at the following preliminary remarks:

#### 1) On “key informants”

Each team has to decide carefully the balanced type and number of key informants, taking into account the need for a wide view and the complementarities between key informants (thus, try for “some diversity”). At the end, “**structures**”, “**processes**”, “**relations**” and “**conflicts**” concerning land use and new functions related to the green landscape in rural areas under urban pressure should be identified.

When making the selection of key informant, please, try to ensure that the person you speak to will not be crucial for other future tasks in RURBAN (e.g. task 3). Take into account that within one organisation, you may speak to different departments; for example, at this stage of the project you may find necessary to consider the points of view of the “land use planning” department within a specific local authority, while in a future RURBAN task you may decide to speak to the local development department, or the environmental department within the same Local Authority.

Some of the key informants could be (please, adapt it to your own situations):

1. From a “rural” perspective (around 5 for each study area)
  - 1.1. Local Public structures (Politicians, spatial development managers, economic development planners, Forestry, Water or Tourism boards, etc.)
  - 1.2. Local entrepreneurs (Agriculture, Tourism, Manufacturing, etc.; including, if any, cooperatives)
  - 1.3. Practitioners ( e.g. project managers)
  - 1.4. Non-profit associations ( e.g. “green“ groups)
  - 1.5. ...
2. From an “urban” and/or global perspective (around 5 for each study area)
  - 2.1. Academics
  - 2.2. Politicians –or public technical staff, e.g. economic development managers- of main cities, within or nearby the study areas

- 2.3. Technical staff at the NUT3 and/or NUT2 Administration levels (e.g. environment, tourism, economic promotion, land use planning departments)
- 2.4. Practitioners
- 2.5. Chamber of commerce (this may be included in the urban or in the rural perspective, it depends on each country)
- 2.6. ....

## **2) On the nature of this document**

1.- This document tries to be just a guide for the interviews. In this sense, it does not need to be followed strictly and literally in each of its questions, that is, if you feel that you do not need to ask certain questions because you have that information already, just skip it. Nonetheless, take into account that we are interested in gathering the different key informants' points of view, and these views may not coincide with the written information that we obtained already.

The interviewer must be also flexible asking the questions, adapting them to the specificities of local context and/or interviewed. Therefore, it is important that the person doing the interview, has all its structure clearly in his/her mind before starting the interview

2.- You will need to adapt the interview to the types of people you are interviewing, and considering that the respondent may have a very detailed knowledge of one specific part of our study area, but not of the whole. Then, it will be our work to gather all the information together and present a clear picture of the reality of the whole study area. Moreover, in the process of adapting the interview to the respondent, you must consider which parts of the interview are more or less relevant and if it is necessary to complete the basic questions.

3.- Some of the issues that are included in the interview will be further developed in other future tasks of the RURBAN project. Nonetheless, we have included them here because we can benefit of obtaining some very useful highlights of these issues, coming from key actors that know very well the reality of our study areas.

**BUILDING NEW RELATIONSHIPS**  
**RURAL AREAS UNDER URBAN PRESSURE**  
**(QLK5-CT-2002-01696: BUILDING RURBAN RELATIONS)**

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**INTERVIEW TO KEY INFORMANTS**

**PART I.**

**1. Name of the institution / department within the institution:**

**1.1. Spatial level at which the institution/department operates:** *(This is relevant to know the extent to which interviewees can give us their knowledge about the whole study area, or only about the area they work with)*

**1.2. Position within the institution of the interviewee:**

**1.3. Years working in the organisation:**

**1.4. When the organisation emerged**

**1.5. Brief description of the type of involvement of the institution or the interviewee in the study area** *(e.g. application of policies, initiation of projects, training plans, research projects, etc)*

**PART II. LAND FUNCTIONS AND USES**

**2.1. Please, describe briefly the study area or the specific area you know within the study area (in physical, demographic, socio-economic, etc. terms)**

**2.2. What are the main changes and processes that experienced the area in the last 30 years? Which changes refer to shifts from traditional functions into new ones? Can we speak of multi-functionality of the rural area?**

We aim to obtain all the relevant information about the significant changes that the area is suffering, in relation to the different land uses and activities. Therefore, the interviewer must run the interview wearing in mind the table bellow (this table does not

need to be shown to the interviewee), and paying special attention to go through all the different issues with the respondent.

<i>LAND USE</i>	<i>PROCESSES</i>			<i>IMPACTS</i>		
	<i>Relevance</i>	<i>Current situation</i>	<i>Future trends</i>	<i>Environmental</i>	<i>Economic</i>	<i>Socio-cultural</i>
<i>Agriculture</i> (Traditional / new)						
<i>Residential</i> (Permanent/seasonal)						
<i>Industrial</i> (New activities)						
<i>Commerce</i> (Big surfaces)						
<i>Green leisure</i>						

**Relevance** → To explore the extend to which each particular land use is present and relevant in the study area (or the area the respondent knows better, e.g. a municipality)

**Current situation** → To describe:

- the processes that characterise each current use of the land, i.e. new activities;
- the processes that have affected the different uses in the last 20/30 years;
- what uses substitute others?;
- which are the attractions that encourage the development of each use? I.e., what attracts the different uses to the area?

**Future trends** → What are the prospects for the evolvement of land uses in the area

**Impacts** → To analyse the impacts that the different land uses' changes are causing in:

- the environment and the landscape (e.g. visual impact, protected area, fauna and flora, availability and quality of the natural resources such as water, etc.)
- the economic, (e.g. multi-functionality, openness to new markets, innovation processes, marketing and commercialisation, etc.)

- *the social*, (e.g. provision and quality of services, employment, demographic structure, etc.)
- *and the cultural spheres* (e.g. abandonment/substitution of traditional know-how)

### **PART III. DEMANDED RURAL GOODS AND SERVICES**

**3. Which are the main resources/products or services that the area can, or is actually offering to local/external consumers?** *(e.g. the landscape as such with all its qualities, and/or man-made products such as, agriculture goods, quality products, industrial products, land for different uses, etc.)*

**3.1. In relation to the goods and services mentioned in question 3, how this offer-demand relationship was initiated? And how this relation has evolved?** *We want to know the origin of the demand (i.e. local, surrounding urban areas, other urban areas far away), and in definitive, the degree of openness of the local markets to the outside*

**3.2. Would you say that the current production of goods and services in the area is competitive and/or innovative? In what sense** *(e.g. processes, products)*

**3.3. What can the area POTENTIALLY offer to an existing/potential demand? What resources/ services can be better valorised?**

### **PART IV. ACTORS: NEW RELATIONS AND CONFLICTS**

**4. Can you describe the profiles of the area's goods and services consumers?** *Please, describe which goods and services you are referring to (e.g. land/landscape, man-made products). In question 3.1. we explored the origin of the demand, now we are interested in knowing about the characteristics of these consumers (e.g. socio-economic, motivations, education, etc.)*

**5. What conflicts have emerged within the local society as a consequence of the substitution / convergence of traditional and new uses within the area?**

**6. The newcomer's points of view → How new residents/entrepreneurs in the area integrate in the local society's formal and informal networks?**

- 6.1. What conflicts of interests** (e.g. land use, demand of services, protection *versus* development, etc.) **emerge between old and new residents?**
- 6.2. What are the conflicts that new incomers highlight as being the most relevant?**
- 7. The rural population points of view → What are the local actors attitudes towards the arrival of new residents and/or businesses in the area? Please, highlight the different attitudes that may exist towards permanent or seasonal incomers**
- 7.1. What are the conflicts that rural population detect as being produced by the new incomers?** (e.g. changes in their way of life, too much emphasis in environmental conservation, or in urban development, etc.)
- 8. As a response to the new dynamics, threats and/or conflicts that have emerged in the last years, have new groups emerged defending / enhancing the area' natural and cultural values? What types of people take part in these groups?**  
*We want to know the civil society responses to the changes, including both formal (e.g. non-profit associations, workshops) and informal responses*

## **PART V. INSTITUTIONAL FRAMEWORK FOR DEVELOPMENT AND CONFLICTS SOLVING**

- 9. What institutional instruments have emerged from the public sphere for solving current and emerging conflicts between actors defending contrary interests related to the different functions and land uses (e.g. partnerships, regulations/laws, public forum, consortiums, etc.)?**  
*In question 8 we were interested in the civil society responses, now we want to explore the responses given by the public institutions*
- 10. What instruments exist within the area for institutional cooperation and coordination (at the local level, between municipalities, between rural-urban areas)?** (e.g. public-public, public-private, public-private-non-profit, etc.)

11. *When the selected study areas are rural, What structures or mechanisms (public, private or non-profit) exist for rural-urban cooperation/coordination in order to promote social-cultural-economic development? Mainly looking at the relations between the study areas with the outside urban areas –e.g. where provincial/regional public administrations locate*
12. **How are the different public administrations involved in the control/management of urban pressure in the area? What policies exist or are currently being implemented that can have an influence on this issue?**
13. **What structures/mechanism, if any, have emerged facilitating social participation in decision-making at the local level?**

#### **PART VI. MECHANISMS FOR COMPENSATION**

14. **How can the area get the best benefits out of the current increasing demand for its resources/services -e.g. land, landscape, water, local products, leisure-? (prices, added value, compensation payments, etc.)**
15. **Compensation payments and policies → scopes for actions and acceptability within the study areas:**
- 15.1 **What are locals (e.g. farmers) willing to accept for a change in their traditional practices with reference to the use of the land, and their day-to-day life style of life? – e.g. traditional agricultural converted into organic practices; forests' fruits collection being forbidden by the designation of a protected area, or the fact that they have to share this fruits' collection with tourists, etc.**
- 15.2 **What are newcomers and residents from urban areas willing to pay for the consumption of certain environmental goods and services of higher quality that are offered in the area? (e.g. high environmental quality residential areas, landscape, quality products, etc)**

### **3.3. GUIDELINES FOR THE COMPARATIVE ANALYSIS (D4)**

According to the technical annex partner 2 will be responsible for the elaboration of D4 – the comparative analysis of the national perspectives. For the elaboration of this report, a very similar structure to that was designed for the national papers (D2) will be used, in order to favour comparison between countries.

#### ***1. Introduction***

##### ***Objectives and national expectations from the RURBAN project***

This section will be a presentation of each team's understanding of the RURBAN project, what they are willing to observe and analyse, and in definitive, what are the expectations that each team has from the RURBAN project .

##### ***The aims and structure of this report***

Brief presentation of the sections that will integrate this report, and of the methodology followed for obtaining the data (statistics, interviews).

#### ***2. Rural- urban context: a country perspective***

**2.1 National discourses and key terms behind the urban pressure phenomenon; national descriptions and comparison among countries**

**2.2. Short historical review of the main urban – rural spatial changes and processes at the national level**

**2.3. Land-use policy orientation and changes that have occurred in the participating countries in the last 10-20 years**

*Figure 1: Diagrams of the national institutional frameworks and mechanisms for land use planning, from the national to the local level*

**2.4. Economic development and green rural space**

**2.5. “Urban pressure” in the agenda**

### **3. Rural- urban context: a regional perspective**

This section will be a brief presentation of the study areas within the regional context they insert in each country. Since the regional context is not always relevant for all countries, we will include the remarks that are necessary for understanding the context where the cases study insert, for each country. We will remark the differentiation we made when selecting our study areas, that is, between rural areas under pressure from a nearby metropolitan areas, and rural areas under pressure from a nearby tourist area.

*Figure 2. The Netherland's cases study: Oost Zuid-Holland and Zeeuwse eilanden*

*Figure 3 The Hungary's cases study: Budapest agglomeration, Valley of Arts and Western Balaton*

*Figure 4 The Finland's cases study: Helsinki region and Åbouland region*

*Figure 5 The France's cases study: French Vexin and coast of Pays de Caux*

*Figure 6 The Spain's cases study: Camp de Turia and Marina Alta*

### **4. Study area M: rural areas nearby a metropolitan area**

#### **4.1. The physical and rurban environment of the cases studies**

This will be a brief description of the study areas including aspect such as: geo-physical features, surface extension, climatic features, the settlements system, and the network of infrastructures existing in the area. While description is made, we will be able to include the main similarities and differences between the study areas that each national team has selected.

*Table 1. Surface of the study areas and number of municipalities*

#### **4.2. Socio-economic data of actors**

Analysis and comparison of the study areas in socio-economic terms (i.e. evolution of the population, population densities, migration figures, education levels, % of rural and urban population, evolution of the labour market: active population and its distribution in economic sectors, people working within and outside the area)

*Table 2. Population in the study areas (1980-1990-2000)*

*Table 3. Ageing population index compared with the national index (2000)*

*Table 4. Population densities (1990-2000)*

*Table 5. Population employed by economic sectors (1990-2000)*

#### **4.3. Economic activities and land use**

Analysis and comparison of the economic activities and processes in the study areas, i.e. importance of each economic sector, evolution and trends.

*Table 6. GDP per capita in the study areas and in comparison with the GDP in each country (1990-2000)*

*Table 7. Development of first homes (1990-2000)*

*Table 8. Development of second homes (1990-2000)*

To relate the economic trends in the area with the evolution of the different land uses (e.g. less agricultural or protected areas *versus* more residential land)

*Table 9. Distribution (%) of the land uses in the study areas (2000)*

#### **4.4. The demand for rural resources**

Analysis of the Rural resources, Goods and Services (RGS) that are attractive for an urban demand, and the way they are being offered and promoted. This implies a comparison of the RGS that each study currently and potentially offers for an urban demand:

- Physical variables: weather conditions; water resources; land; quality of life (silence, tranquillity, pure air, etc.)
- Infrastructure and services : transportation network, public transport, health centres, education centres, etc.
- Tourist products: natural and architectonic areas, other tourist products (e.g. churches, museums, visitor centres, attractive natural spots, etc.),
- Leisure activities (leisure parks, adventure nature-based sports, guided tours, walking routes, fishing, local celebrations, thematic celebrations –e.g. expositions, gastronomic seminars, artisan fairs, etc.

#### **4.5. Institutional framework for land use planning at the local level**

An analysis and comparison of the institutional frameworks and instruments (directly related or not with territorial planning) that may have an influence on land use planning in the study areas. This implies a review of the level of administrative competences, the tools and mechanisms for land use planning and control at the local level (e.g. environmental protection figures), external processes and decisions having an impact at the local level, compensation payments, etc.

#### **4.6. Actors and rural-urban relations and conflicts**

##### **4.6.1 Introduction**

Explaining the interview objectives and the types of interviews each team selected.

We are working in an actor analysis methodology for this section, and we will send it to you as soon as possible.

Analysis and comparison of the following issues, from the information extracted from the different interviewees in each study area

*Table 10. Key informants for each study areas by types.*

##### **4.6.2 The green rural landscape, and the new functions and activities in rural areas**

What endogenous resources the study areas offers, and how they have been modified (if they have) due to the increasing urban demand. Comparison of the evolutions that each area has achieved in terms of functions and activities, as a consequence of the urban pressure process.

**4.6.3. Actors in rural- urban relations: New relations and conflicts** Analysis of the actors involved in the rural-urban relations in the study areas, the conflicts and cooperation that emerge from these relations.

##### **4.6.4. Institutional framework and mechanism**

*Formal and informal mechanism for conflict solving*

*Governance*

*Compensation payments*

**4.7. Conclusions: urban pressure in territories nearby a metropolitan area**

**5. *Study area T: rural areas nearby a tourist area***

*Same structure than for section 4*

**6. *Conclusions***