

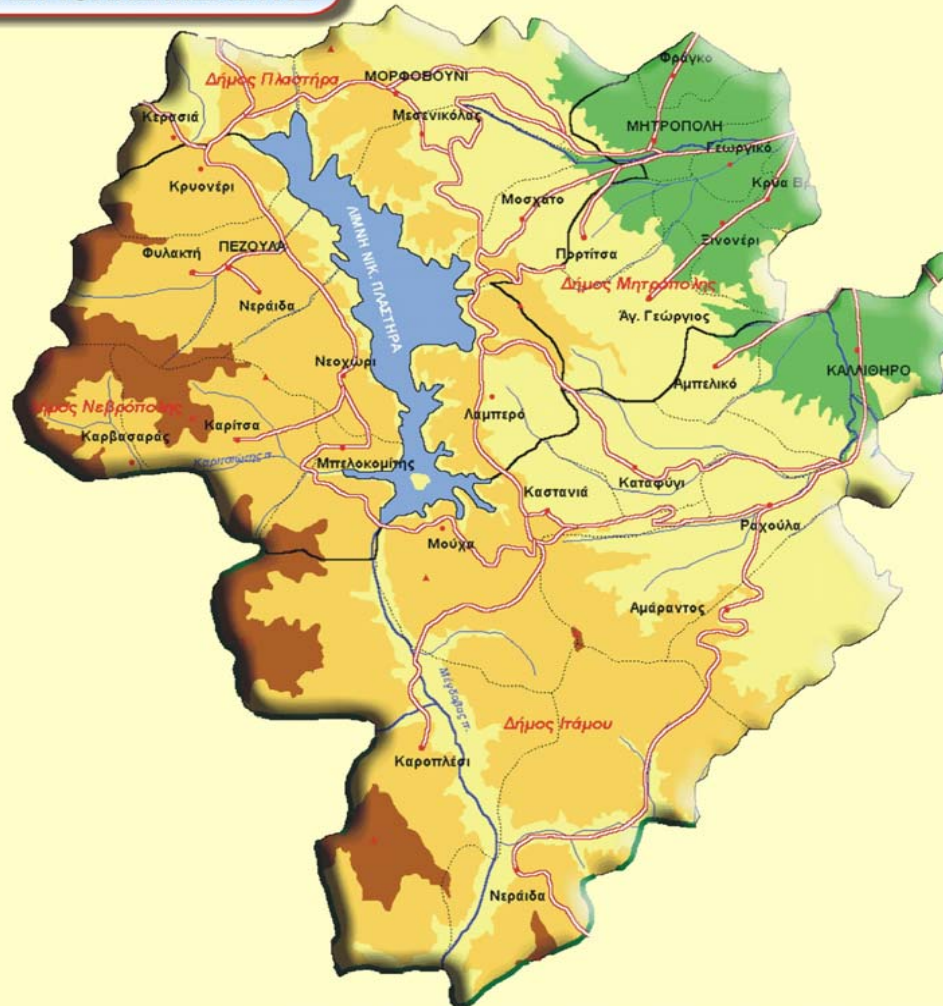
To grade up mountain regions with an integrated approach for agriculture and tourism - a case of southern Europe

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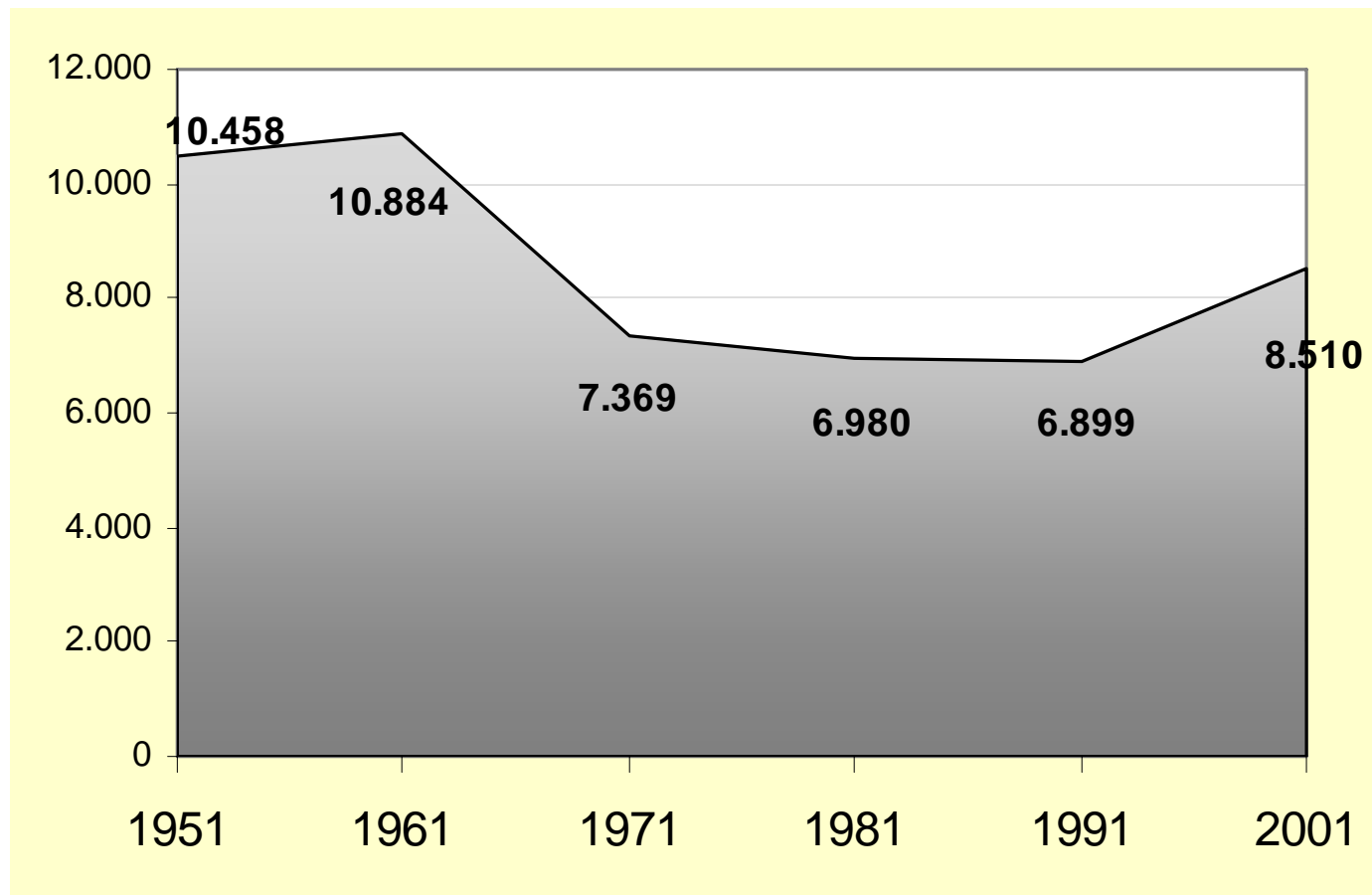
“MONTESPON” SEMINAR, Lucerne, 5-6/9/2006

LAKE PLASTIRAS AREA, KARDITSA PREFECTURE, CENTRAL GREECE

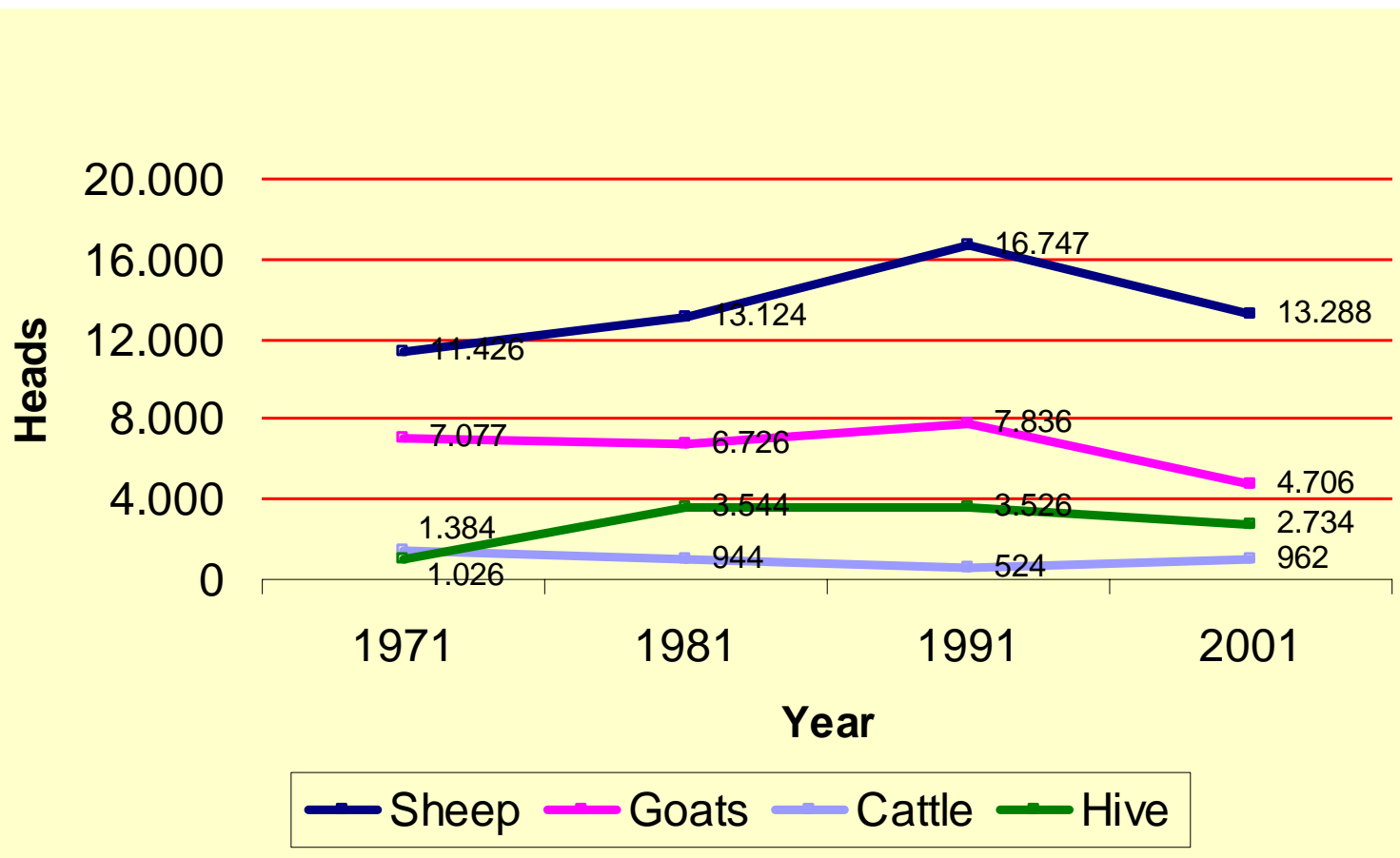
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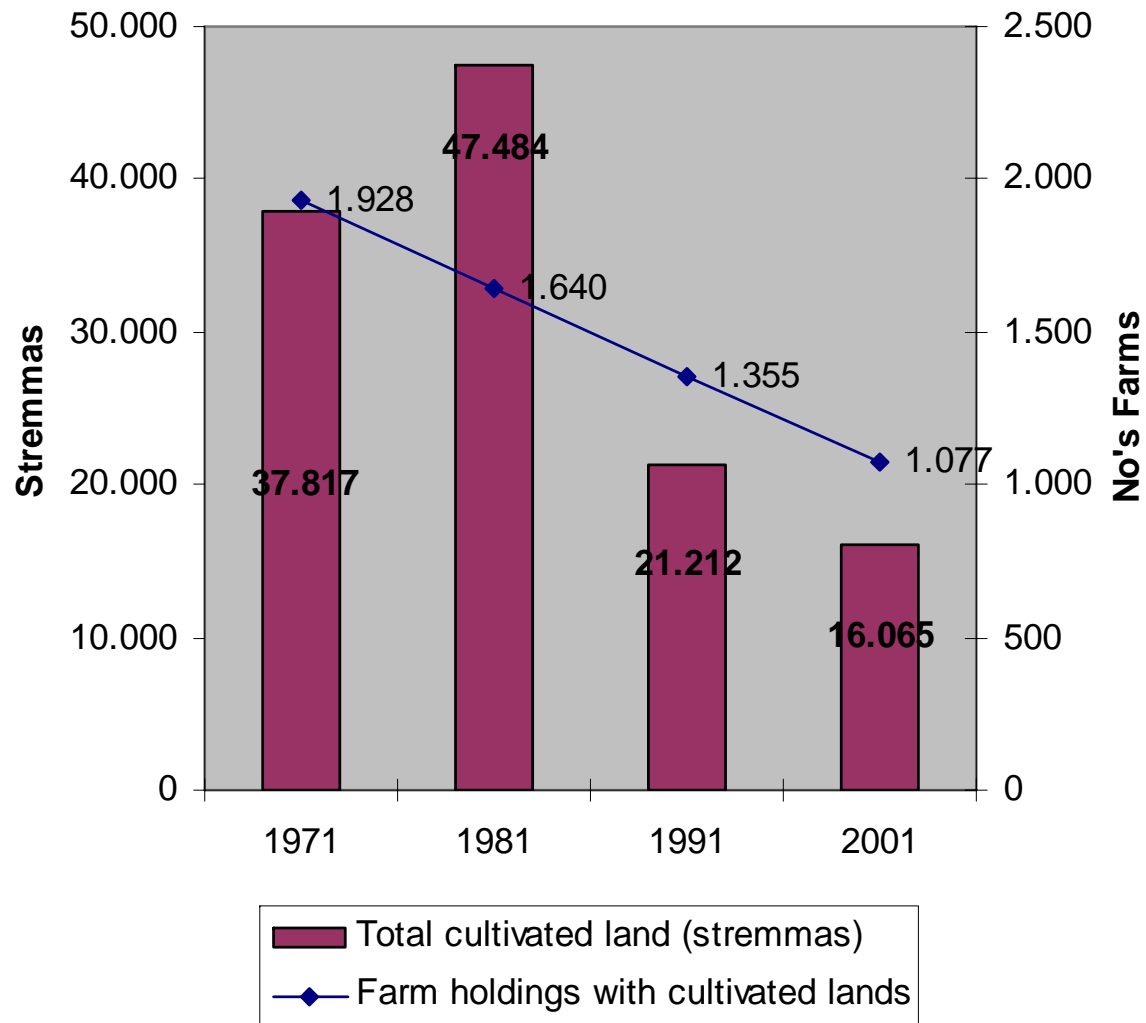
POPULATION EVOLUTION



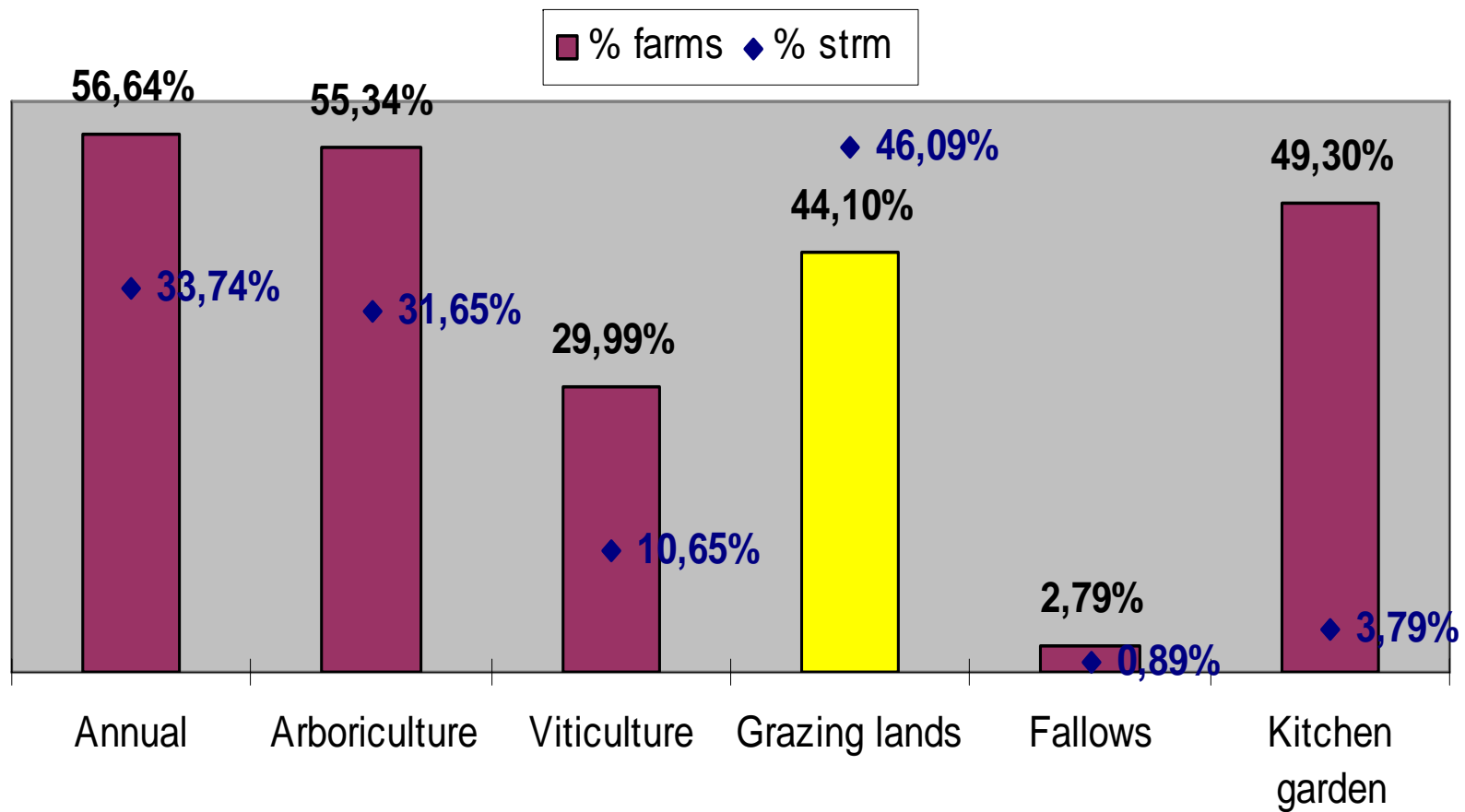
LIVESTOCK 1971-2001



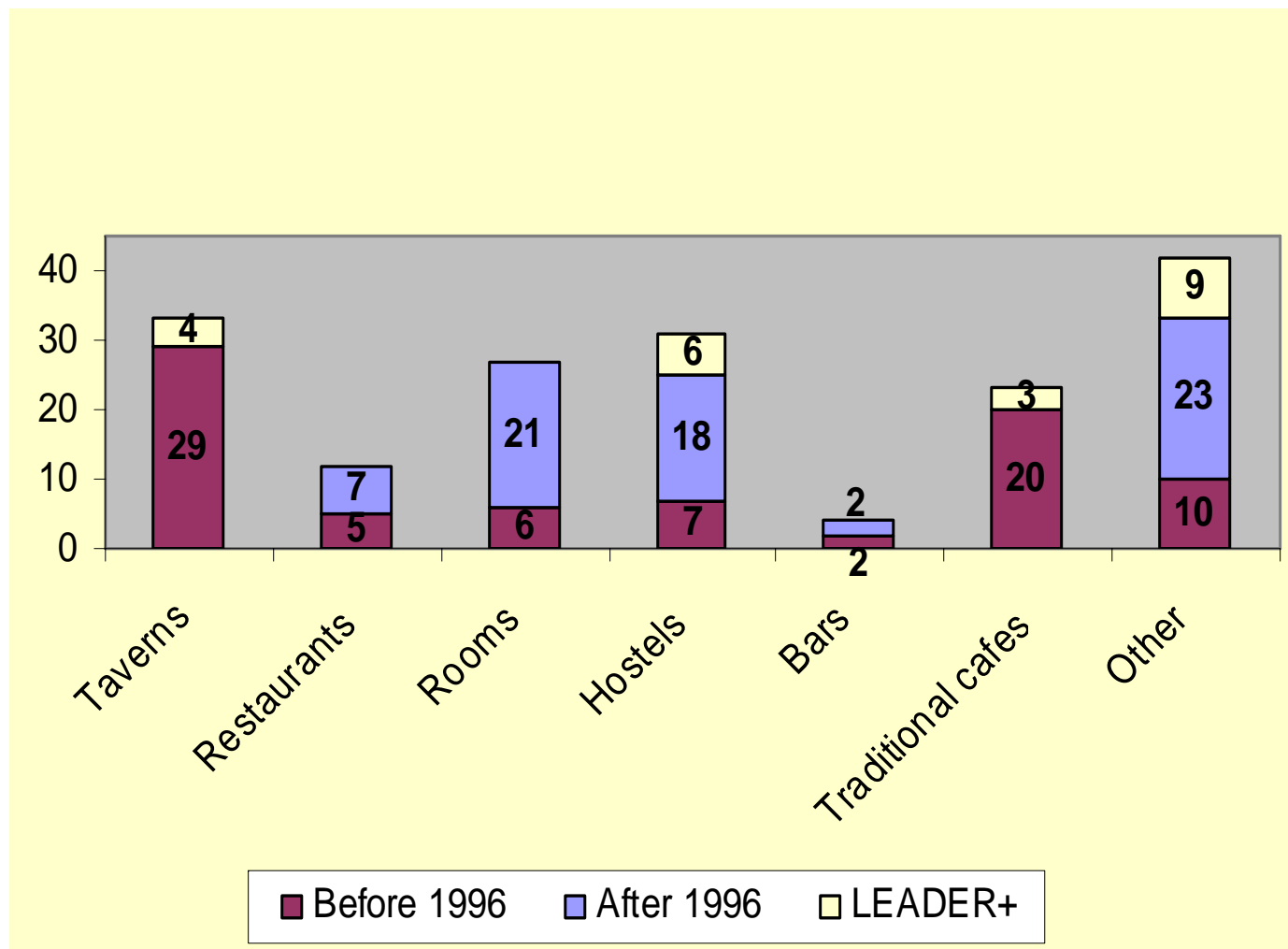
FARMS & CULTIVATED LAND 1971-2001



AGR. LANDS 2001



NON-AGR. ECONOMY (2006)



STRATEGY

- (SOFT) TOURISM AS THE LOCOMOTIVE OF DEVELOPMENT (1988)

MAIN PLAYERS

- DEVELOPMENT AGENCY (AN.KA.)
- ENTREPRENEURS
- LOCAL POPULATION
- STATE
- LOCAL AUTHORITIES
- CONSULTANTS

Development Agency of Karditsa (AN.KA.)

- For AN.KA it is clear that LEADER is a chance to promote the vision of SRD through the development of quality tourism in the area: technical & social innovation (LQC and networks/clusters).
- AN.KA uses a mix of scientific/expert and political-managerial knowledge owed to its staff background, wide networks and role in DL.
- Communication gap (<-> local population)
- Gaps between theory and practice, abstract (expert and managerial) and local knowledge

Local Quality Convention core team

- LQC members (NOT 'local' investors) have considerable entrepreneurial experience & good educational/training assets which along with their affection to and knowledge of the area as well as the wish to contribute to SRD results in a “different/new” approach to the area, their own businesses and a vision for the future of both.
- The “visionaries”; “urban-driven”, “modernisation - oriented” approach

LQC ct

- They are concerned for the environment, and a viable local society (often forgotten) and economy = SRD
- They support the certification of the local produces, the 'initiation' of tourists in the local tastes, and, in order to attract 'quality' tourists, the incorporation of quality in every aspect of their business (built environment, service, local food etc.)
- LQC members believe that the state of development in the Lake Plastiras area is 'unfortunate' if not 'catastrophic'.

Local entrepreneurs/ population

- The local population are in favour of (obsessed with) tourism vs. agriculture (non-important/ not profitable and hard activity)
- Some took advantage of the rapid development of the area
- But: profiteering practices (see: rooms)
- They “agree” with the quality aspects introduced by the LQC but do not implement - invest
- Due to the standards imposed by as well as the bureaucratic procedures and financial etc. restrictions of the programme local people feel that LEADER “is not for them”

Locals

The knowledge available in the area is twofold:

- local knowledge transmitted by parents and supplemented by own experiences (trial-and-error, extension service's advice etc.) mainly concerning the farming community and,
- 'superior' knowledge of people who have returned to the area after they worked elsewhere (off-farm jobs). The latter ones do NOT coincide with the LQC entrepreneurs.

Cautious vis-à-vis general, abstract, scientific-managerial discourse

Development too fast for local people to escape from inertia and acquire new knowledge and skills, and re-orient their attitudes

The State

The practice of the state is in contrast with its rhetoric. The state has to tackle national level problems + a top-down, bureaucratic ethos → homogeneous approach & the apparatus cannot, for the moment, think and act in a way compatible with sustainable local development.

e.g. LEADER+

- a) detailed definition of actions vs. flexibility: downplaying the role of local consultation;
- b) bureaucratic management rules vs. the animation and mobilisation of local population;
- c) the minimum composition of the LAGs;
- d) the (political) interests of the bureaucracy.

The State (2)

- the local 'reality' has to pass through the "filter/screening" of such institutional, administrative-managerial, technical, financial requirements of the programme
- rules and procedures established by the state are in contrast with local development (ZOE, EFET, SDOE)
<-> local territorial mechanism (LQC)

OTHER PLAYERS

- Local Authorities: their own logic/interests, accept LQC after sometime (investments & employment), no SRD approach
- Prefecture: 'no connection' with local development, no SRD approach
- Consultants: Knowledgeable (SRD & LQC) but "making a living"/ part of the new 'project-class'

CONCLUSION

- The territorial approach tends to mask inequalities and power relations between social actors within a 'community' by employing a consensus perspective
- Knowledge is manifold, discontinuous and dispersed; knowledge emerges as a product of the interaction and dialogue between different actors and networks, often with competing interests and incomplete knowledge
- Few LEADER groups have emphasised process goals ... Capacity-building and animation must be made an integral part of LD/SRD initiatives