REMARKS ON THE ROLE OF TERRITORIAL MARKETING IN ECO-DEVELOPMENT OF RURAL COMMUNES

Lukasz Poplawski
University of Agriculture in Krakow, Poland

Abstract

Such activities should be preceded by an action making people aware of benefits resulting from receiving products coming from exceptional places and possibilities of using unique resources which can be found only in a given area. Besides, on account of the development of communes, provinces or voivodeships, what is significant is constant appearance of factors stimulating development, mainly capital and modern technologies. Acquiring them requires a number of marketing actions, whose aim is not only promoting a given region, but also finding new investors. What the inhabitants would like to change in the smallest degree is inhabitants’ mentality. They also want to create promotion sign of the protected region defining its identity. What the accept most enthusiastically is extending tourist base and building such a base, including roads.

Key words: territorial marketing, development, activities, protected region, rural communes

Introduction

For several years territorial marketing, whose subject can be a commune, a district, a region, a state and also a special spatial unit with exceptional social and political, tourist and historic meaning, in particular landscape and national parks as well as nature reserves and protected landscape regions, has started to play a significant role in development. So far in Poland marketing activities relating to protected areas are hardly known, except for creating identity marks of protected areas. Simultaneously, as a result of extending marketing knowledge, independent scientific disciplines have come into being, including ecological marketing [9], whose elements may play a role in eco-development. Marketing activities are chiefly undertaken by local authorities, which aim at creating such conditions of functioning of a territorial unit, which make its further development possible.

Spatial forms of nature and landscape protection embrace 33.1% of state area. Landscape parks together with national parks, nature reserves, the network Nature 2000 and areas of protected landscape constitute main forms of nature protection, which, in turn, determines the degree of legal discipline. Protected areas, because of their specificity, are subject to special regulations, which, depending on the degree of protection, determine the scope of possible man’s activity.

Due to the character of those regions, there is a possibility of employing marketing, especially ecological advertisement and eco-marking as instruments which could promote a given protected area and therefore the aim of the present work is to present the meaning of territorial marketing in eco-development of rural communes based on opinions of inhabitants of protected areas of Swietokrzyskie Voivodeship.

The scope and method of research

The research consisting in pointing to directions of development of protected areas in Swietokrzyskie Voivodeship has been conducted by the author since 1998 and has lasted till the present day. The research embraces, among others, differentiating factors affecting multi-functional development as well as eco-development of protected areas. Within the research a questionnaire has been carried out in 44 communes in which protected areas predominate as well as in Iwaniska commune (48% of protected regions in its area). The theme of the research was finding marketing instruments which could attract the interest of potential tourists in the examined area. Statistical data as well as materials obtained from the commune constituted a complementary element of the research. Communes which have been taken into account made up 61% of rural communes in Swietokrzyskie Voivodeship and 90% of rural units with the majority of protected areas. A detailed description of examined communes has been presented in a spatial approach in a thesis by Brozek and Poplawski.

The questionnaires have been filled in by all potential leaders who were interested as well as people enjoying respect in a commune and influ-
encing the decisions made up in a commune (the choice of a test was purposeful), especially: village’s chief officer, councilors, village administrators, local inhabitants interested in the future of a commune, agriculturists, leaders of woman’s organisations, leaders of social and political organisations as well as trade unions, a priest, a chemist, doctors and teachers, which corresponds to a view presented by Parysek and Siekierski as well as Zawisza and Pilarska that first of all such people, show the directions of development activities of a village community. Among people who underwent the survey agriculturists constituted 30-40%. The age structure of respondents could be placed in 5 age categories: below 29, from 30 to 39, from 40 to 49, from 50 to 59 and above that. The number of questionnaires addressed directly to inhabitants in each of the communes constituted on average 250, out of which at least a hundred has been filled in and subject to analysis. Among multiple-choice questions the respondents pointed to answers: Yes, No, I do not know. A complete methodological description of the research has been presented in Poplawski’s work [6].

The present publication is financed as “Scientific thesis financed from the resources of the Committee for Scientific Research in the years 2004-2007 as a research project.

The influence of protected areas upon local development: selected aspects

In some concrete cases there might appear various forms and indirect solutions, but in principle one may differentiate two kinds of spatial systems having ecological functions [Lojewski 1998]:

- natural spatial systems with ecological functions (protected areas);
- artificial systems (ecological arable land)

The Act on environment protection defines aims and principles of environment protection and especially defines activities aiming at preserving, proper employing and renovating elements of nature as well as natural complexes and eco-systems. This legal act defines nature protection as a part of ecological policy of a state. The idea of creating protected areas itself is closely related to nature protection and the protection of water resources as well as the abodes of flora and fauna which may be found there. The superior aim of any activity in protected areas is submitting it to nature and landscape protection. The Act on nature protection depending on the degree of a legal discipline allows for conducting a given man’s activity in a concrete protected area.

The basic purpose of creating a system of protected areas is maintaining natural processes, eco-systems’ stability and, in particular, preserving bio-variety. In Poland, according to the regulations which are binding, the areas of landscape parks and protected landscape are the most predisposed to introducing the idea of sustained development. The idea is particularly meaningful for natural protected areas, which perform various roles; especially they constitute a natural shelter for environment values. In concordance with the idea of permanent sustained development, what constitutes an alternative for intensive agriculture are forms of activities based on ecological and integrated agriculture [Siekierski and Dudek 2000].

In the question of agricultural economy in protected regions, much space is devoted, next to the issue of ecological agriculture, to agro-tourism and eco-tourism. Tourism is generally recognised as a chance for rural areas within multi-functional and sustained development, which may constitute a basic non-agricultural function of farms and the residents of villages, particularly in protected regions (in national and landscape parks).

According to Siekierski and Dudek [2000] what plays a significant role in preserving balance of the natural environment in rural areas are those management directions which determine a proper functioning of the environment, that is drainage system and sewage farms, gas system, storing and recycling waste materials as well as promoting ecological directions of economic development of rural areas, especially integrated agriculture, ecological agriculture and agro-tourism. In the assumptions of the regional development of areas having significant natural values, one may distinguish the following directions: production inside the state and for export of health food, curing plants as well as honey and bee products, the development of treating methods as well as tourism and recreation [Prandecka 1994].

Marketing and regional development

The efficiency of affecting partners can be noticed not only in companies on the market of consumption goods, but also in service companies, investment sector, farms, social institu-
REMARKS ON THE ROLE OF TERRITORIAL MARKETING IN ECO-DEVELOPMENT OF RURAL COMMUNES

tions, social organisations and non-profit institutions. This fact has stirred interest in territorial marketing. Traditional approach referring only to the activity of enterprises has been completed by an approach taking into account and including into marketing subjects also other non-profit organisations, including self-government communes [3].

What had a decisive influence upon a dynamic increase in the interest in territorial marketing were various general factors, being a reflection of contemporary processes of social and economic changes [1]. According to Szromnik [10] among such elements one may enumerate:

- increase in social awareness of belonging to separate local communes as well as regional, national and ethnic ones.
- separating and distinguishing in terms of ownership settlers’ units of different grade
- the rise in decision autonomy and economic independence of space and administration units
- the development of marketing way of thinking and acting not only in the sphere of commercial activity
- increase in competitiveness between states and state groups, regions, areas and communes in obtaining factors of perspective development
- initiation of contemporary knowledge and managers’ experiences in the management of settlers’ units
- increase in social and economic awareness of the society and the development of claim attitudes towards organs of territorial self-government related to that
- increase in expectations and requirements of territorial communes’ members with reference to quantity and quality of received public services

Moreover, dynamic interest in territorial marketing results, according to Hetzel [2], from the following conditions:

- globalisation of some processes of development, which requires activities undertaken on a local level, which is the level of cities, villages and regions as a counterbalance to relevant phenomena taking place on a world-wide scale
- breaking down of some theoretical and ideological doctrines related to the essence and functioning of settlers’ units, which allowed for the development of pragmatic and managerial approaches in the sphere of local space management
- appearing of a new concept of relations between the authority and inhabitants, which rejects the “techno-structural” approach and emphasises the “close-ness” in relation to a given local society
- crisis of the present civilisation and the degree of its development, which requires finding new instruments in legitimizing cities

What has a significant meaning in the development of the analysed marketing is the specificity of a given state (region) – it is different for France and different for Germany. Strong regionalization and increase in competitiveness between centres is a meaningful stimulus for local marketing development, particularly in the face of economic backwardness of some regions, increase in the unemployment in those areas, the lack of services, etc. Furthermore, there is a demand for social support of local authorities as well as strong identification of inhabitants with a region (area). Strong identification is especially noticeable in the case of states and regions which up till the present day had strongly marked their local specificity, especially in terms of culture. In numerous countries or territories in the case of inhabitants’ satisfaction, there is also a high degree of presenting outside support for local authorities in a number of undertaken enterprises. The role of local marketing through promoting a city increases, due to, among others, a greater role of globalisation processes in economy, which is related to disappearing identifying with a given territory. This factor will cause necessity in presenting one’s own culture or identity with the aim of attracting capital or tourists’ interest in a given region.

Territorial marketing is strictly related to ideas which are present in a given region and which result from particular features or kinds of business in a given region. Those ideas support the development of the region as a whole or its organisations and inhabitants. In the case of territorial marketing in protected areas, there is a strong interdependence between marketing and ecological, social and economic ideas resulting from the concept of constant and sustained development.

The territorial marketing allows for:

- satisfying the needs and wishes of subjects located in a given unit with the
aim of satisfaction and development at the action which stimulates their desired behaviour
- recognising needs and creating such an offer for investors, which will present the qualities and attractiveness of a given unit in such a way that subjects will invest in the area of this unit.

Activities with the use of marketing instruments have particular significance in the development of a commune or a region. Local authorities appear in the role of the chief subject which prepares, organises, realises, coordinates and controls all marketing enterprises concerning a region in which a specific territorial unit is the main reference point for profits offered to partners.

In implementing constant and sustained development it is ecological marketing that plays a significant role and it appears as an economic category in market economy with a high awareness of economic subjects. Its role is related to consumers’ interest in the condition of the environment and embraces promoting: products and services friendly to the environment, the idea of employing recyclable materials and promoting the idea of the development of pro-ecological manufacturers [4]. Besides, one may promote ecological behaviour and the needs of economic subjects, especially consumers. What constitutes a significant question is informing consumers and manufacturers about ecological influence of products upon the environment.

What plays a special role in ecological marketing are ecological trademarks, ecological advertisement and ecological goods declarations. Those instruments are particularly significant for two reasons, i.e. the consumer’s consciousness and the development of a given region.

Brand as the basis for promoting protected region

In present economic conditions the consumer, having a wide choice of goods, in the case of high ecological awareness takes into account the origin and the way of manufacturing a given product. What plays a significant role in this area is a trademark or a logo of a product. Product’s symbol is frequently an element confirming, for instance, the quality of a product. What proves the fact that market is perceived in such a way by consumers is available marketing research, which evinced the following hierarchy of consumers’ requirements: product safety (its detailed description), presence or the lack of quality system, production method, product presentation and geographic origin. Apart from main marks guaranteeing quality, conformity to binding certificates or ecological production, what plays a meaningful role are local marks (peasants’ product, regional product, a product of a regional park) [7]. Those marks are related to products strictly associated with a given region. What one should include into products which will contribute to the development of protected regions are material and non material goods connected, among others, with qualities of natural environment, tourist attractiveness, location offers, ideas of local society. Furthermore, one may also add to that social service, different kinds of plans, projects, expert opinions, advising services related to the development of a given region [11].

In the European Union the protection of the originality of agricultural products and food as regards the place where they are grown and traditional way of growing them, processing and presentation on the market is regulated by acts of 1992 concerning agricultural and alimentary products related to a given region or characterized by a traditional production method (directives of July 14, 1992). On the basis of them what is subject to protection are: the name of origin, geographic mark and a specific character (certificates of specific character). Those norms have been introduced in order to standardise principles and practices on the common European market of member states, and in particular in order to guarantee honest competition, promoting member states and especially ensuring high quality of food, guaranteeing higher income for manufacturers, wider and better choice of attractive and specific alimentary products for consumers [7].

Ecological marking of goods and services (ecosigns) appears when a given product is environment-friendly. A significant meaning of ecosigns in economy results from functions performed by them, i.e.: educational, informational, stimulating and marketing [Lesniak 2001]. Ecosigns inform first of all about ecological characteristics of products and facilitate the choice in the case of consumers having ecological awareness thanks to the fact that they possess qualities regarded as ecological. Furthermore, they are an instrument in a competition “market” fight and contribute to undertaking by manufacturers ecological actions (enterprises) and simultane-
REMARKS ON THE ROLE OF TERRITORIAL MARKETING IN ECO-DEVELOPMENT OF RURAL COMMUNES

Positively influence shaping ecological awareness of the society. In order to standardise marking ISO has introduced three norms [4]: Type I – ISO 14024, Type II – ISO 14021, Type III – ISO 14025.

A meaningful instrument in the presented subject is ecological advertisement which identifies and emphasises proecological qualities of products and social attitudes related to that. The aim of those activities is promoting a given product or a region (area) with the aim of increasing its sales or drawing attention to that, for instance attracting tourists. What plays a significant role in ecological advertisement is suggesting to the consumer that he/she wants to be pro-ecological. In countries where ecological attitudes play a significant role, in the case of numerous consumers the demand for products or services is based on conviction that purchasing such a product is accepted by the society. Furthermore, one may notice increase in the demand for goods which are environment-friendly, as well as demand for health food. Thanks to proper education proecological attitudes find their reflection in appropriate actions and contribute to using the environment in a proper way. They also positively influence the behaviour of consumers and manufacturers, which can be exemplified by giving up production of goods containing freon or construction materials containing asbestos. The success of such actions, as regards agricultural product, is offering to potential purchasers the most diverse and the highest quality product, which is expressed by the degree in which the product meets requirements and expectations of future purchasers [12].

Moreover, in ecological marketing there are so called goods declarations. These are as if reports of the product’s influence upon the environment from the stage in which it is created until its “death”, in the most majority of cases as waste material. Such declarations inform authorities, manufacturers and consumers about the product’s influence upon the environment, and in special cases upon health and consumers.

What plays a significant role in the question of protected regions’ development is trademark. A trademark may constitute an important element of preserving cultural identity of a given region. Such a mark may be a stimulator of local development because of specificity and originality which cannot be found anywhere else. Besides, such a mark may be used in the process of introducing constant and sustained development, especially in the area of a landscape park or a national park. Marking this exceptional, because of a region’s specificity, product may be a visiting card of such a park or area.

What has been presented in the table are opinions of the inhabitants of rural communes in protected areas concerning above mentioned marketing elements. Results analysis explicitly shows that all the answers proposed in closed questions are regarded as favourable towards the increase in attractiveness of a protected region. The respondents want to introduce the slightest changes in inhabitants’ mentality and create promotion sign defining identity of the protected region. What they consider to be the most profitable is extending tourist base and building such a base as well as roads. What is interesting are respondents’ answers regarding promotion where they pay more attention to ensuring a region’s promotion than to a commune promotion.

<table>
<thead>
<tr>
<th>Commune</th>
<th>Guarantee the region’s promotion</th>
<th>Guarantee the commune’s promotion</th>
<th>Creating promotion mark of a protected area defining its identity</th>
<th>Obtain financial and advisory assistance from authorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backowice</td>
<td>Yes     2</td>
<td>No    3</td>
<td>Yes    4</td>
<td>No    5</td>
</tr>
<tr>
<td>Baltow</td>
<td>78,81   10,17</td>
<td>74,58  12,71</td>
<td>66,98  16,98</td>
<td>72,64  16,04</td>
</tr>
<tr>
<td>Blizyn</td>
<td>88,16   1,31</td>
<td>86,84  0,00</td>
<td>84,51  0,00</td>
<td>84,29  4,29</td>
</tr>
<tr>
<td>Bodzechow</td>
<td>91,49   1,06</td>
<td>88,89  3,33</td>
<td>74,65  11,29</td>
<td>92,50  3,75</td>
</tr>
<tr>
<td>Bogoria</td>
<td>78,00   5,00</td>
<td>79,17  8,33</td>
<td>69,77  8,14</td>
<td>71,91  7,87</td>
</tr>
<tr>
<td>Brody</td>
<td>64,41   5,08</td>
<td>61,40  6,14</td>
<td>57,52  8,86</td>
<td>56,38  3,19</td>
</tr>
<tr>
<td></td>
<td>52,83   31,13</td>
<td>41,58  31,68</td>
<td>44,34  33,96</td>
<td>93,10  6,90</td>
</tr>
</tbody>
</table>
Table 1. Inhabitants’ opinion on what actions should be undertaken in order to make a protected region more attractive in terms of tourism [in %] (continued)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Extending tourist base</th>
<th>Guaranteeing tourist attractions</th>
<th>Extending tourist base, including roads</th>
<th>To take care of nature environment</th>
<th>To change people’s mentality</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Backowice</td>
<td>77,97</td>
<td>14,41</td>
<td>78,44</td>
<td>12,07</td>
<td>71,68</td>
</tr>
</tbody>
</table>

Source: own research
**Summary**

Polish protected regions possess great natural values and occupy a meaningful part of our country. Unfortunately, they are poorly promoted. The existence of trademarks and logos is a rarity and there is hardly any awareness of
their existence in the opinion of the society. There appears a necessity of undertaking deci-
sive activities with the aim of promoting particu-
lar protected regions.

The opinion of the inhabitants of rural
communes in protected areas concerning market-
ing elements is unambiguous, that is all proposed
instruments contributing to the increase in at-
tractiveness of a protected region are accepted
by the inhabitants.

The role of marketing in eco-development of
protected areas will be increasing within the
nearest years and it is indispensable to appropri-
ately introduce such actions which will not only
bring profits for inhabitants, but will also give
ecological effects, for instance there will be an-
crease in ecological awareness or natural re-
sources will be used properly.

Reference:
Marketing, Regional Studies Association Session:
Place Marketing Bilbao
2. Hetzel P., Dlaczego marketing terytorialny i
planowanie strategiczne [W:] Marketing terytori-
alny, pod red. nauk. T. Domanski, Instytut
Studiów Miedzynarodowych, UL Lodz
3. Iwankiewicz –Rak A. 1997 Marketing organizacji
niedochodowych – wybrane problemy adaptacji w
warunkach polskich, AE Wroclaw
4. Leśniak J., 2001, Rola instrumentów marketingu
ekologicznego we wdrażaniu rozwoju zrównowa-
żonego na przykładzie Szwecji, [W:] Ekonomia a
rozwój zrównowazony, pod red nauk. F. Piontka,
Wyd. Ekonomia i Srodowisko, Białystok
trwałym i zrównoważonym obszarów chronio-
nych, Materiały konferencyjne Wyższej Szkoły
Ekonomiczno-Informatycznej w Warszawie oraz
Wyszej Szkoły Społeczno-Ekonomicznej w War-
szawie „Społeczna rola współczesnego market-
ingu” pod red nauk. T. Kamiński i W. Pomykało,
Wyd. Fundacja Innowacja, Warszawa, s. 223-
229
QUOTA SAMPLING w badaniu kierunków rozwoju
obszarów chronionych, [W:] „Przedsiebiorczosc po
wstąpieniu Polski do Unii Europejskiej” T.1, pod
red. nauk. L. Palasz, Monografie AR Szczecin, s.
251-258
7. Sokolska J., 2001, Produkt markowy jako czynnik
rozwoju lokalnego- doświadczenia z realizacji pro-
jektu „Tereny, ludzie, produkty”, [W:] Gospo-
darowanie na obszarach chronionych, pod red.
nauk. A. Boltromiuk, Uniwersytet w Białymstoku
szanse rozwoju oferty dydaktycznej z zakresu
marketingu w szkołach wyższych. [W:] Współc-
esne tendencje rozwojowe marketingu i ich
wpływa na procesy nauczania, Materiały Konfer-
encyjne, AE Krakow
9. Szromnik A. 2002, Marketing terytorialny – kon-
cepcja ogólna i doswiadczenia praktyczne. [W:]
Marketing terytorialny pod red nauk. T. Markowskiego, Wyd. Komitet Przestrzennego
Zagospodarowania Kraju PAN, Studia Tom CXII,
Warszawa
10. Szromnik A. 2003, Marketing terytorialny w
strategiach rozwoju lokalnego, [W:] Strategie
rozwoju lokalnego pod red nauk. M. Adamowicza,
Wyd. SGGW, Warszawa
11. Zagorska E., 2002, Marketing gminny jako czyn-
nik strategii rozwojowej samorządów terytorial-
nych, Inżynieria Rolnicza 8/2002, Warszawa
w działalności agroturystycznej, [W:] Agro-
turyystyka, pod red. nauk. U. Swietlikowskiej,
SGGW, W-wa,