

Practice of rural settlement development in foreign countries

Tatyana Yarisheva^{1,*} and Irina Vlasenko¹

¹ Don State Technical University, 1626 Socialisticheskaya Str., Rostov-on-Don, 344022, Russia

Abstract. The article discusses the main approaches to the development of rural areas, that are used abroad. One of the strategic directions of most countries of the world is the revitalization of rural areas. The problems of rural areas, as a rule, are the same: the small number and aging of the population, underdeveloped or complete lack of infrastructure, the lack of, for example, a store, the minimum necessary services, Internet connection, stable work and, accordingly, wages have led to the fact that young people leave the village. At the same time, rural areas play a significant role in the development of the country, as they primarily ensure the country's food security, which is an integral part of national security, the preservation of historical and cultural heritage, the improvement of the demographic situation in rural settlements, the development of infrastructure, and the cultivation of environmentally friendly products. That is why, in modern conditions, foreign experience in solving problems of the popularization and development of rural settlements is of great interest.

1 Introduction

Between 1950 and 2018, the part of urban residents increased from 30% to 55% in 2018. The rate of urbanization between 1950 and 2018, defined as the average annual rate of change in the percentage of urban residents averaged 0.92% per year. As a result of this rapid urbanization, already in 2007 the world's population became more urban than rural for the first time. Every year in small settlements, the number of inhabitants decreases every year. This situation is observed all over the world. The World Urbanization Prospects Report, which is issued by a UN special agency, says that economically undeveloped countries have a fairly large population compared to developed countries. Globally, about 45% of the population lives in rural areas.

A significant contribution to the search for solutions to the development of small settlements was made by R. Kh. Adukov, S. N. Bobylev, S. K. Volkov, E. I. Gromov, A. F. Dorofeev, V. G. Zakrzewski and others.

It is not a secret for anyone that in Russia modern youth more and more leave the village for the city. This problem arises due to a number of reasons: the lack of constant, well-paid work, the necessary social infrastructure (shops, kindergartens, schools, banks, etc.), the lack of normal communication (mobile, Internet) with the outside world, good access roads, sometimes almost complete lack of the ability to travel by public transport to

* Corresponding author: kadastryata@yandex.ru

the district center, for example, to a hospital, utilities, etc. At the same time, in a number of foreign countries, along with similar problems arising in Russia, they were able to provide the rural population with the necessary level of quality of life. After all, it is necessary to understand that the well-being of the inhabitants of rural settlements directly affects the development of the territories of districts, regions and the country as a whole. In modern conditions, foreign experience in solving problems related to the popularization and development of rural settlements is of great interest.

2 Materials and methods

In the basis of the policy for the development of rural areas, each country, taking into account its natural, social, economic and other factors, developed its programs for the restoration and further development of small settlements.

Historically, agriculture in almost many countries of the world played an important role in the economy countries.

So, for example, in Canada, the population decline, which was observed from 1931 to 2006 from 46% to 24.5% of the country's population, of which 67% and 10.3% were engaged in agricultural work, respectively, to 24, 5% (among them only 10.3%), while the income of farmers was only 38% of all income.

In 1998, the Canadian Rural Partnership was established in Canada, backed by an initiative from local governments and residents of sparsely populated and remote areas [1-3]. This partnership assisted from 1998 to 2008 in the implementation of such models of rural development as:

1) the developed information base of small settlements in all regions of

Canada "Community Information Database (CID)" provided a collection of information data on the demographic and economic situation;

2) the so-called "Réseau Migration - Foire des Villages" model - a whole algorithm was developed to attract urban residents to rural areas.

These programs were financed on a shared basis with local authorities.

It should be noted that the general downward trend in the rural population in Canada, as well as throughout the world, continued as of the end of 2018. the rural population has already amounted to 18.59%, while employed in agriculture at the beginning of 2020. - 1.45%.

In 2019 a new Rural and Northern Immigration Program (RNIP) was launched to stimulate the economy of the rural and northern rural communities of the country. The program was created to attract and support the population of Canada, who will develop resource industries: forestry, agriculture, fishing, mining and energy management; a whole complex of rural settlements with work in several sectors of agriculture, as well as introduce new technologies in these territories [4, 5].

China. In order to develop rural areas and improve the economic and social situation in the country, the leadership of the PRC took measures that led, as we can see, to quite tangible results (poverty has been reduced to naught, China has begun to occupy a leading position in the world in almost all directions).

Education has been given a major role to play in addressing these challenges. Training began with the population:

1) on farming (breeding livestock, plant growing),

2) theoretical and practical lessons on the restoration of abandoned real estate in the territory of rural settlements for the purpose of living in them or converting them into a repair shop, organize a farm, or, for example, a woodworking workshop;

3) In order to introduce the latest technologies on the territory of rural settlements, residents were trained to work on new equipment;

4) an opportunity was provided to master one applied profession.

Financial assistance is provided to families in need to improve housing conditions, for example, the supply of the necessary communications (water, electricity, drainage), while at the same time the population is taught to be mobile and ready to change their place of residence [6-8].

Another practice introduced by the leadership of the PRC is as follows: instead of cash payments to those wishing to engage in agriculture were given seedlings, seeds, microloans, bonuses, grants, provided information and technological services.

Low-income people were provided with preferential loans to take part in the development of local sectoral areas of cooperatives and the cooperatives themselves.

In the United States, a number of programs were launched to attract private investors in the development of rural areas:

1) within the framework of the program to support newly formed and developing small enterprises located in rural areas, grants were issued to rural entrepreneurs,

2) a program for the development of rural communications was created for sustainable rural economic development, creation of new jobs, improvement of engineering infrastructure,

3) a program of assistance to agricultural producers and rural small businesses was introduced to reduce electricity consumption and, accordingly, costs for it,

4) grants aimed at supporting the development of business cooperatives in rural areas have become widespread.

Thus, the main focus of the US Department of Agriculture is the creation of viable and sustainable rural communities [9].

The countries of the European Union are active in the development of rural areas. In the Guide to Territorial Typology Eurostat Statistics Explained the urban-village typology, depending on the proportion of the rural population, distinguishes the following types of regions:

1) predominantly rural - regions where at least 50% of the population lives in the countryside;

2) intermediate regions - 50-80% of the population live in urban clusters;

3) predominantly urban - regions where more than 80% of the population lives in urban clusters

Rural areas according to 2019 data are characterized in three directions: area, population and gross domestic product (Table 1).

Table 1. Rural development indicators of the European Union, %.

	Territory	Population (persons)	Gross Value Added (Million EUR)
	2016	2019	2016
Predominantly rural	44,6	20,5	14,2
Intermediate regions	45,7	39,1	34,5
Predominantly urban	9,8	40,4	51,3

Rural development in the EU is driven by three long-term goals, shown in Figure 1.

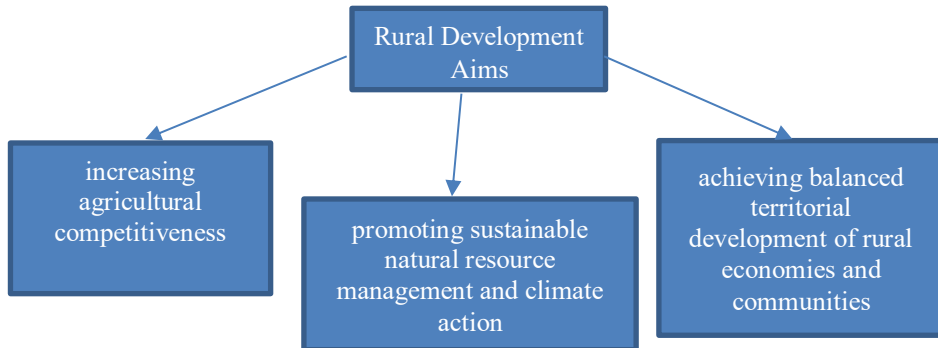


Fig. 1. Long-term goals for rural development in the EU .

Against the backdrop of ongoing transformations, a survey on views of the present and the future of rural areas was conducted, in which 2,326 respondents from all EU member states took part. According to the results of the official website of the EU, more than 50% of respondents named infrastructure as the most pressing need in rural areas, 43% - access to basic services (banks and post offices), amenities (water and electricity).

When it is asked, if people feel abandoned by society, 39% of respondents answered positively, participants involved in agriculture (45%), living in rural areas (41%) and living in remote rural areas (56%). The most important reason for this is the deterioration of infrastructure and services (61%).

More than 90% of respondents said that in the future, the attractiveness of rural areas will largely depend on the availability of digital communications, basic services and electronic services, as well as improvement climatic and environmental indicators of agriculture. 83% of survey participants believe that decisions made at the local level affect the lives of rural residents, while only one quarter (27%) believe that special attention is paid to rural areas when developing public policy.

The development of agricultural areas in the EU is carried out with the joint work of the national budgets of the EU countries in the implementation of the relevant programs for the development of rural areas and the European Agricultural Fund for Rural Development [10-12].

Since 2000 the support for rural development in the EU has focused on:

1) multifunctionality of agriculture, recognizing its diverse role beyond food production and the range of services provided by farmers;

2) multilateralism and time an integrated approach to the development of the rural economy in order to diversify the types of activities, create new jobs and economic and social protection of the historical and cultural heritage of rural settlements; 3) flexible auxiliary means based on subsidiarity and promoting decentralization, consultations on the regional, local and partner levels;

4) transparency in the design and management of programs based on simplified and more accessible legislation.

Since 2013 till nowadays, the development of each agricultural region should be carried out over at least four of the six priorities identified by the European Union (Figure 2).

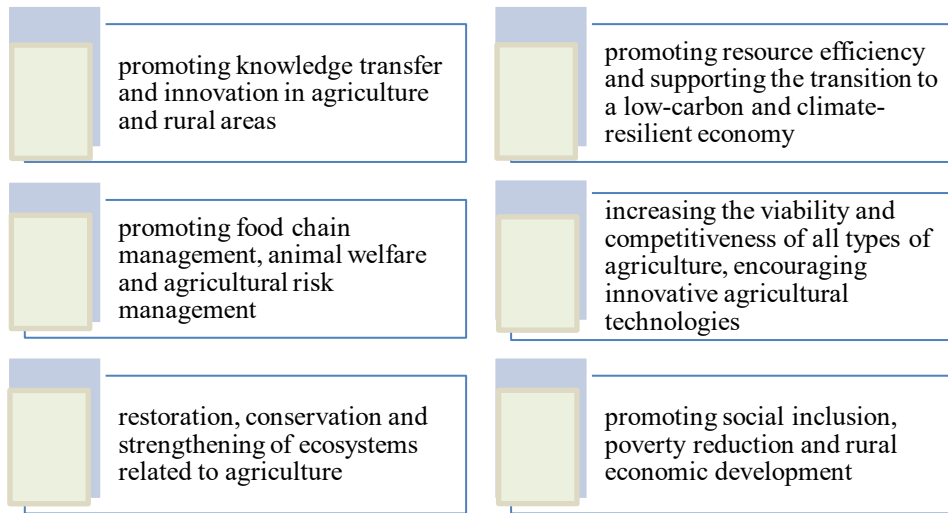


Fig. 2. Priorities for the development of the agricultural region in the European Union.

The European Commission has submitted legislative proposals for the period 2021-2027 within the framework of the general agricultural policy and set specific tasks for itself:

- ensure fair income for farmers;
- increase competitiveness;
- restore the balance of power in the food chain;
- measures to tackle the causes of climate change;
- environmental protection;
- Conserve agricultural landscapes and biodiversity;
- Support generational renewal;
- Develop dynamic rural areas;
- Protect food quality and health.

One of the EU's successful projects, for more than 30 years, is the Leader approach - it is a bottom-up approach, that is, farmers, rural enterprises, local organizations, public authorities and individuals from different sectors come together to form local initiative groups that develop their own local development strategies and manage their own budgets [13]. This approach strengthens local community ties, encourages innovation across sectors and facilitates knowledge sharing between laggards at national and European levels.

A leadership approach has been adopted by the European Regional Development Fund (ERFD), European Social Funds (ESF) and the European the Marine and Fisheries Fund (EMFF) as part of wider community local development (CLLD). LEADER / CLLD groups currently manage tens of thousands of projects aimed at economic, cultural, social and environmental benefits in rural Europe.

3 Results

The most vivid example of the revitalization of rural areas is the experience of Japan. This model of rural development was first adopted by Asian countries, and then this approach has become more widespread in the world.

The One Village - One Product program is one of the most effective projects for the restoration of rural areas. The program began in Oita Prefecture in 1980. The village, dying

out in the mid-1990s, relied on local citrus (yuzu), which is used to produce organic juice, sauce and the premium drink "Umaji Mura Gokkun" in accordance with the standards of organic agriculture. Focusing on one product with high added value brings tangible economic and social impact. The village's annual income is currently about \$ 28 million. Thus, residents were not only able to revive it and increase their own income.

The experience of this village was extended to other regions of Japan. Subsequently, a number of Asian countries used the model of this program for their own regional revival. The revival of the region is provided only by the combined efforts of the authorities, tourism companies and businesses in these areas.

Another widely used way to revitalize local agriculture is selling seasonal products produced in this area in the form of kits via the Internet, cooking courses teach interesting ways eating local agricultural products. This activity attracts about a million domestic tourists to the city of Imabari every year.

The state creates national programs to support traditional types of business, usually regional ones. At the expense of the state budget, teams of producers are formed to advise residents of small settlements on expanding sales markets, entering international markets, updating the product line in accordance with consumer expectations. The expenses for advertising and participation in foreign exhibitions are paid at the expense of the state [14]. CoolJapan is formed to provide grants to artisans, investing in new types of employment. Competition programs of the Ministry of Economy, Industry and Trade of Japan are held annually, for which regional manufacturers apply.

One of the problems of the Japanese countryside is their abandonment and "aging"; in rural areas, the overwhelming number of residents are elderly people. If this situation continues, then by 2040 in Japan about half of the municipalities will be under threat of extinction due to the small number of inhabitants.

However, according to statistics, by the end of 2020 in Japan, the pandemic led to the return of people from Tokyo to rural locality. First of all, this applies to people aged 20-30 years. Modern technologies have reached such opportunities that they allow those who have left to work in their companies remotely, but to live and accordingly develop the rural territories of Japan, many of which are located in the most beautiful places, to preserve old houses and enable them not to disappear.

Employees of companies working remotely only periodically go to the capital, combine remote work with agricultural work, decided to quit and devote themselves entirely to agriculture, are engaged in creative technologies - a new direction for the development of tourist attraction (making souvenirs, opening sakebreweries) and infrastructure.

Moreover, some companies began to move from megacities, which are changing their business model. Remote work is the basis of the work of their company. And some companies simply move with their employees to the regions. Currently, Nagano Prefecture, located in the east of the island of Honshu, occupies the first place in terms of the number of displaced persons, which offers the largest number of support programs for those who leave megacities.

It should also be noted that one of the popular ways of solving the problem of rural development territories in the world has become the development of tourism in small settlements (agritourism).

4 Conclusions

Thus, the return to the village amid the coronavirus pandemic is still an impetus for the urban population to remember their roots, clean air, organic food and the ability to work remotely.

Attraction of investments in rural settlements leads to business activity in these territories, the emergence of new jobs, stable wages, an improvement in the quality of life of rural residents, the introduction of new technologies in agricultural production will undoubtedly help to attract a potentially working-age population to rural areas and further economic development of the region and the country as a whole.

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