SOCIAL-CULTURAL BARRIERS OF ENTREPRENEURSHIP ON RURAL AREAS

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“The information can substitute most of the material resources”, these are the words of one from the most often quoted precursory author who have foresighted the arrival of new technological revolution. It would have changed the hitherto ways of valuing in next societies generations. Alvin Toffler in the “Third wave” introduced a model of social development based on change the ways of transforming energy, production articles and their redistribution. His thoughts are prospered to quote in further considerations on rural areas development context.

Life of the first wave societies had been organized round agriculture and village. The soil and physical work had placed the highest positions in a social valuing system structure. They had guaranteed the existence of whole family. The lack of work distribution, homogeneous structure blocking the possibility of social promotion, strong social control, power leaning on strength, had been the main attributes of the agricultural feature civilization.

However they’d been real differences among the individual societies who had lived in the same historical times. First wave had also brought the births of trade culture increasing profits from selling natural crops, and others produced from them articles. They had been distributed not only to the local recipients, but more often abroad. In the same period of time, far away in another country, people had started petroleum extraction, creation the beginnings of system named many ages later the bureaucracy by Weber. Municipal metropolises had also been settled then.

The industrial revolutions have been the next decisive event for further differentiation of societies connected with the idea of Toffler’s second wave and generally with industrialism. The change of energy sources drawn from undeniable mineral fuels have then influenced on founded social system transformation. Work specialization, larger social motility, new model of family, mass production of goods, have been the main passwords using with industrial epoch context. The second wave life technology haven’t held out the pressure of new strength. In spite of continuous development in all fields of life, the process of implementation innovations based on industrial philosophy must been stopped.

The information have became the new source of energy soon. Requiring the creation of different methods of her uncovering, processing and using to enlarging the economic societies results. The tender card on third wave’s international market game, which is happening just now are the access to new informative technologies, the suitable skills of using the technological innovations. As well as the social capital of human communities.

86 A. Toffler, Trzecia fala, Państwowy Instytut Wydawniczy, Warszawa 1997, s.67
87 Ibidem, s.59
88 Ibidem, s. 60
89 Ibidem, s.64
Toffler’s three waves models are not closed. The clashes between societies possessing more of the first, second and third wave characteristic features are still being observed. The cultural differences in perception and valorization of chances and threats carried on waves of global changes are still being recovered. Especially in the societies respecting some kind of tradition. The main axioms of everyday life, and especially of work issues, are often conflicted then with systems of value and models of development offered on related market.

The analyze of the differences in using financial help designed by European Union on leveling economic background in members states are very interesting in further context of the considerations into social-cultural barriers of entrepreneurship development in rural areas. Not every states are able to use these material means.

So arises the question about what is it this “entrepreneurship” which appears in all discussions led by politicians and scholars? In a modern manner aiming to discovery the social medicine on the unbalanced economical development of the world. The notion of enterprise are often connected with considerations over economic changes. Their push aside on social life margin these who are not able to find themselves out in new market realities and couldn’t understand the new rules of game90.

In thought of neoclassical economy principles, the role of government and different ranks’ subjects responsible for supporting the local social initiatives, should be reduced to creation such economic conditions which would have been restricted by a free market rules only. The “entrepreneurship” will appear then spontaneously, as a result of natural logical process 91.

A lesson drown out of experiences from putting varied revitalizations programs on rural areas into execution, have thought us about great meaning not only economical factors in formation pro - enterprising activities92.

The entrepreneurship, in general sense, going beyond the narrow way of defining her through psychological guilds, it is of course a state of human mind causes the way of undertaking economic decisions93. However this state of mind does not exist as an independent thought. Living in a concrete society, means also in natural way, our participation in a process of internalization of its norms, patterns of behavior and others cultural elements. They keep the whole generations knowledge on subjects connected with the way of making business. The enterprise is the main motor of deep social changes. It creates and promotes the innovative ways of interpretation everyday reality. Its being however closely related with cultural factor, which affects on market chances uncovering processes and on the patterns of interpretation the information’s from outside94.

The main barrier of entrepreneurship development in rural areas is miss adapting the revitalizations programs to the specific cultural conditions. The most often committed mistake, is thoughtless transferring centralistic conceptions of social-economical development95.

Economic crisis roots, which touches the majority of local communities, living in the country areas of states, should be seek not only in a bad economic conditions. Diagnose of his social,
cultural and ecological dimensions also deserves a closer attention. The development of entrepre-
neurship on rural areas will not happen automatically, as a result of announced by order of
superior authority program. The potential is in people. Therefore the local community should be
treated not like the object, but first of all like the subject of local self-development96.

The reliable diagnose of critical phenomena of present should precede all theoretical consid-
erations on deep changes in local enterprising sphere. The processes of rural areas adaptation to
free-market economy are being mainly difficulted by demographic problems. Treating country
inhabitants like a main supply population with enterprise potential, implicate the new way of
thinking about development barriers builded by the social structures. We’re becoming now the
witnesses of deepening economic crisis of villages. Their residents are still getting poor. This
difficult situation is the effect of:
  - progressive depopulation of peripheral areas of states
  - social pathologies growth
  - pushing out the traditional agricultural system by free-market rules
  - progressive degradation of natural environment
  - disappearance of the unique regional cultures
  - enfeebling the inhabitants’ possibility to deciding about their own environment
  - residence and realization of specific needs resulting with feeling of local cultural identity
  - the physical liquidation of the symbolic local social space for community
  - uncritical transfer municipal examples of modernization and development97

The analysis of definitions of communities living the agricultural terrains, permits to specify
several characteristic features which influences on enterprising potential of village. Country ar-
eas and their inhabitants, are not only the geographical area and living it territorial distinguished
group98. The special type of interaction and social relations, are better attributes of the specific of
local cultures, being based on such features like:
  - the similar conditions of everyday life
  - the subjective feeling of membership to common, special place of residence, private motherland
  - the characteristic type of team solidarity,
  - the superiority of direct informal channels of communication,
  - the low coefficient of institutionalization,
  - the large coefficient of self-sufficiency in satisfying the main needs, material and spiritual, and the lack of interest in the external environment99

Characterizing the specific of social potential of communities living in the country areas,
which can be stimulus to the pro-enterprising economic actions, we also should mention, their
cultural subsidiaries:
  - common norms and values, symbols, myths and ideas, passed on from one generation to another and conditioning the way of interpretation and perception inflowing from environment signals

96 A. Kaleta, Ibidem, s.17
97 A. Kaleta, Rewitalizacja obszarów rustykalnych Europy, Tom I, s.10
98 Ibidem, s.30
99 Ibidem, s.30
the characteristic culture organizing the local tradition and underlining the relative homogeneity of village people\textsuperscript{100}

It is seen, the tests of defining present country entrepreneurship without appealing to her genetic features, cannot be successful.

On first place, should be named the special role of physics work in the system of social meanings, glorifying the sense of hard village life\textsuperscript{101}. Analyzing the literature of subject, we can distinguish three types of attitudes of country population to the ground and farm generally. Oldest generation of inhabitants treats them as main goods. Conditioning about the material and social existence of whole family. In this group of people not only small changes, but first of all the innovations in technology of ground tillage are hardest putted into execution. As well as the new social currents.

The farm can also play a part of source of income, and so a place of work\textsuperscript{102}. It is some kind of additional protection before possibility of loosing others then agriculture source of earning for living. The soil gathers the functional value especially for average generation of country population.

At last for the youngest generation, the land and farm could become only instrumental values, enabling achieving different than only continuing the ancestors’ tradition, directed aims\textsuperscript{103}. This group is the most susceptible for innovations appearing in field of production technology and marketing of services. The progressive depopulation of country areas is being caused by the high coefficient of migration the youngest and the best educated population to cities.

The private businessmen who decides to solid change of place of residence and settle down in villages where they can start small business activity base on specialized agricultural farms are the different category of people. Mechanism of the local leaders’ imitation is very strong. Although the inflowers are not always being accepted by local community. The proportions among scale of the youngest emigration and immigration to the rural areas are not balance. The first coefficient is higher.

The negative relation to ostentatious consumption is the second characteristic feature of genetic country enterprise\textsuperscript{104}. Profits getting from tillage of animals’ and farming, are mainly intended on further investments in increasing already possessed material capital. Buying new machines, current repairs, enlarge the acreage of the ground hold first position in needs hierarchy of whole family. The consumptive style of life, so often quoted in a modern manner with a growth of social prosperity, haven’t gained the social legitimacy of village community yet.

The community of traditional values of work and land is still winning in clashes with policy of straight line. In people opinion it’s nothing else like simple economic usefulness. The liberal language of discussion led on subjects of country development differs from axiological language functioning among farmers. Entrepreneurship without ethical elements are being set against valuable honest work\textsuperscript{105}.

\textsuperscript{100} Ibidem s.31
\textsuperscript{101} A. Kaleta, Rewitalizacja obszarów rustykalnych Europy, T II, s.42
\textsuperscript{102} Ibidem, s.209
\textsuperscript{103} Ibidem, s.209
\textsuperscript{104} A. Kaleta, Rewitalizacja obszarów rustykalnych Europy, T II, s.42
\textsuperscript{105} J. Laskowska-Otwinowska, s.204
The issues of social-cultural barriers of entrepreneurship development in rural areas focused more interest of specialists now. Plans and programs of economic development of every country are taking into account the momentous meaning of food economy shape in led policy\textsuperscript{106}. The question of country areas influences on created political conceptions of local, or else, regional subsidiary\textsuperscript{107}.

One of main coefficients of social development is a positive change in the poorest social layers\textsuperscript{108}. Analyzing the level of incomes in family, public and hidden unemployment, access to education, the country population will placed one of the lowest rungs in majority societies hierarchy\textsuperscript{109}.

Globalizing world economy does not stay without influence on directions of social-cultural transformations of villages. The overproduction of food affects on general fall of profitability of agricultural activity. The governments are trying to create protective centers, which in foundation should behold the agriculture before negative influences of external market processes. They often bring only temporary advantages. The immanent change of country areas will not happened without change of social mentality.

Toffler’s “three waves” fight still lasts. Society more or less agricultural, industrial and informative are still rubbing of. A common market plane marks the valid rules of game. Unfortunately, economic success, very often links with the irreversible changes of cultural heritage. Local cultures loose with world integration.

The process of globalization brings also a great paradox. In a mc’world of identical products, local social-cultural variety, could be promoted as a very market good. A real brand will always win in a competition with cheap, masses produced articles. Locality also means unique. It is known that short series of brand-named collections are always best sellers.

\section*{CONCLUSIONS}

The entrepreneurship development on rural areas is still focused the specialist interest. The question of country’s changes influences on created conceptions and political strategies. The author’s thoughts are being concentrated on asking the question what is this “entrepreneurship” in general and how it could be stimulated by the market processes.

\textsuperscript{106} G. Zabłocki, Rozwój zrównoważony- idee, efekty, kontrowersje, Uniwersytet Mikołaja Kopernika, Toruń 2002, s.101
\textsuperscript{107} Ibidem, s.102
\textsuperscript{108} Ibidem, s. 97
\textsuperscript{109} Ibidem, s.98
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