

## RURAL MAIL AS MAIN COMPONENT IN RURAL DEVELOPMENT

LĂZĂRESCU CAIUS<sup>\*1</sup>

<sup>1</sup>Vasile Goldiș” Western University of Arad, Romania

\*Corresponding author’s e-mail: caius.lazarescu@yahoo.com

***Abstract** Presently, it is inconceivable as a populated rural area does not have minimum commercial possibilities, that can be created through the sustainable rural development program which targets the rural space and the internet development. The internet development in rural space assures the development of mail trade that would be impossible without the development of mailing and courier services. The mailing services have appeared and developed in need of communication of people assuring the circulation of personal correspondence and messaging. Today the mailing services developed the commercial correspondence and messaging, succeeding to satisfy the need of communication and other personal needs through mail trade. Eliminating the differences between urban and rural space must consider also the mailing services, the population in rural space must benefit from the same mailing services as the population in urban area. Once the liberalisation of mailing services, the development of communication means through land, sea and airways and the diversification of human needs made possible the appearance of new mailing services suppliers and new mailing markets. Presently, the mailing services function in the frame of a mailing market with rules imposed by its management and marketing.*

**Key words:** rural mail, mail market, sustainable development, management and marketing

### INTRODUCTION

The concept of durable rural development must approach three directions: economical, ecological and socio-cultural.

- the economical function of rural space represents the main function; it implies obligations that should guarantee a reliable system for agriculture’s activities in order to assure firstly a satisfying level of population’s incomes from rural space. Another economical important objective is meeting the needs of small and medium-sized businesses, including subsistence and hobbyists as well as industrial, commercial and craft activities.

- the ecological function of the rural area should aim at the degree of industrialization and the way of realization of this pollution, the degree of chemistry of agriculture that does not have to affect the environment, the soil, the agricultural and forestry exploitation to be planned without affecting the landscape and the ecosystem.

- the socio-cultural function of the rural area, which through the specifics of the rural activities must ensure the relations inside and the intercommunication.

### MATERIALS AND METHODS

The creation of postal markets has objectives besides the need for communication and the satisfaction of other needs, including the commercial function. The development of the network of shops allowed the development and modernization of the classic trade, the development of the postal networks and the internet networks allowed the development of electronic commerce.

The big producers of goods want to enter the rural area, to the population that wants these goods. On the other hand, rural producers want to present their goods either in traditional form or with modern technologies in the urban or remote rural areas and to deliver these goods to their customers.

At European Union level, decisions have been made on the development of postal services in rural areas. The rural postal network, inter alia in mountain and island regions,

plays an essential role in integrating businesses into the national and international economy and in maintaining social and employment cohesion in mountain and island regions in rural areas. Moreover, rural postal offices in mountain and island regions can provide an essential infrastructure network that allows universal access to new technologies in the telecommunications sector [11].

### RESEARCH RESULTS

Sustainable development and rural development policies in rural areas are based on two principles; humanitarianism and transparency.

- humanitarianism supports the thesis that man is at the heart of all activities for which the purpose of sustainable development policies must prioritize the needs and interests of the rural population in which a part has been restricted due to underdevelopment.

The development of postal services at national and world level was carried out under the coordination of the Universal Postal Union (U.P.U.), which is an international specialized body being part of the agencies within O.N.U. The main strategic objective of the Universal Postal Union was and is to ensure the universal service, this implies the circulation of the information of a postal package on the entire national territory of the domestic and foreign dispatches. In the field of postal services there were discrepancies between urban and rural areas due to the level of development of national infrastructures, known to be the fact that the object of postal services is transport and/or transmission of messages. Transportation can only be carried out on national transport routes: land and rail, naval and air. Presently, terrestrial roads, especially road ones, have undergone major upgrades.

- transparency - supports the thesis that the transmission of useful information to and from the population must be ensured throughout the entire rural dimension, varying in size from a small human community to the regional, national, European community and the new context of globalization to the world community.

Through their national state that is part of U.P.U status, the universal service provider has the obligation to provide uniformly and on an equal basis the transmission or transport of messages. The uniformity of the provision of postal services is carried out in the context of the specific legislation that was and is supervised by U.P.U., to which all Member States' governments have subscribed.

The existence in each country of a licensed universal service provider, specific regulatory legislation and, on the other hand, the development of communication infrastructure provide the premises for the inclusion of postal and courier services in the context of sustainable rural development.

The new rural development policy aims through its projects a harmonious development, which has led policy specialists and decision-makers to issue and approve development plans at local, regional, cross-border and pan-European level to be embedded in a general development plan.

This approach has been and is needed, because by their application they affect rural space in one way or another.

#### Infrastructure of roadways

European transport and equipment development programs develop on a unity of opinion on rural infrastructures, especially supply networks that are tailored to both present and future requirements, as well as telecommunication services, but the term telecommunication is generic, it does not explain or includes postal services.

Would it be possible to have and develop e-commerce if only the telecoms sector develops? obviously not, in this situation must also be included postal and courier services.

The correct approach to the telecommunications sector throughout its history has proven itself to be under the name of Post and Telecommunications, which is the complete explanation of these services.

The needs of the rural population do not differ from the needs of the urban population, their satisfaction involves providing the same services as in the urban environment, this can only be done on the basis of the development and modernization of the communication infrastructures and the development of the fleet and the telecommunication infrastructure on their own infrastructures. Between 2011 and 2016, all road categories have benefited from upgrades and new sections that have led to a substantial improvement in road transport (table 1).

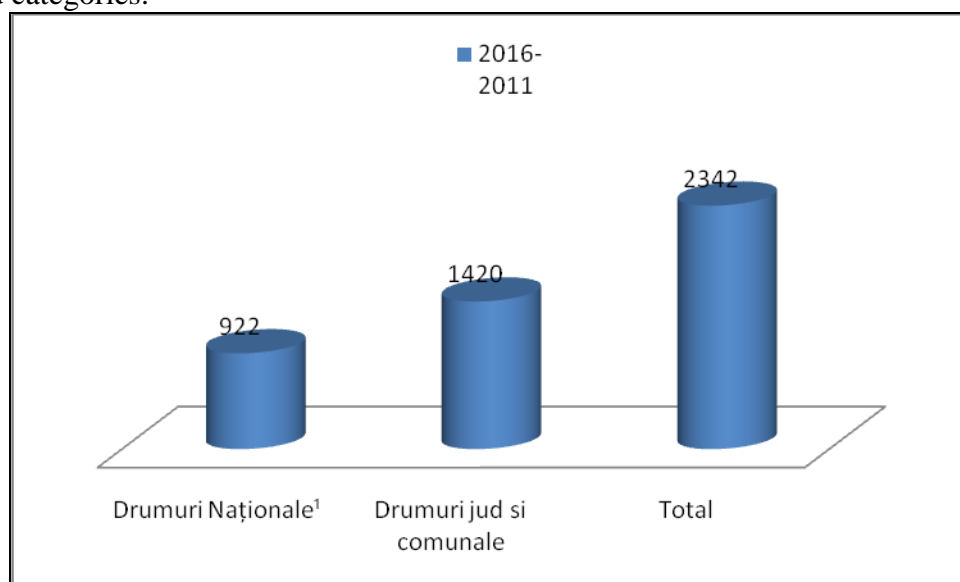
**Table 1.****Romania's road network in 2011 -2016, km**

	2011	2012	2013	2014	2015	2016	2016-2011
National Roads <sup>1</sup>	16690	16887	17110	17272	17606	17612	922
County and communal roads	67048	67298	67599	67912	68314	68468	1420
Total	83738	84185	84709	85184	85920	86080	2342

Source: ASR - 2015 Chapter 17.12. Public Roads (at the end of the year)

<sup>1</sup> Including European highways and roads

Between 2011 and 2016, road infrastructure developments have seen increases in all road categories.

**Figure 1. Evolution of road infrastructure in Romania during 2011-2016, km**

The car park - the development of the road network that takes place in a national program both geographically related to the link between localities and the technical tonnage of motor vehicles also allowed the development of the fleet for all categories of motor vehicles (Table 2).

Romania's car fleet has grown considerably in all categories of motor vehicles, both in passenger and freight transport. The category of cars registered the highest growth as they were and are used both by individuals and by legal entities.

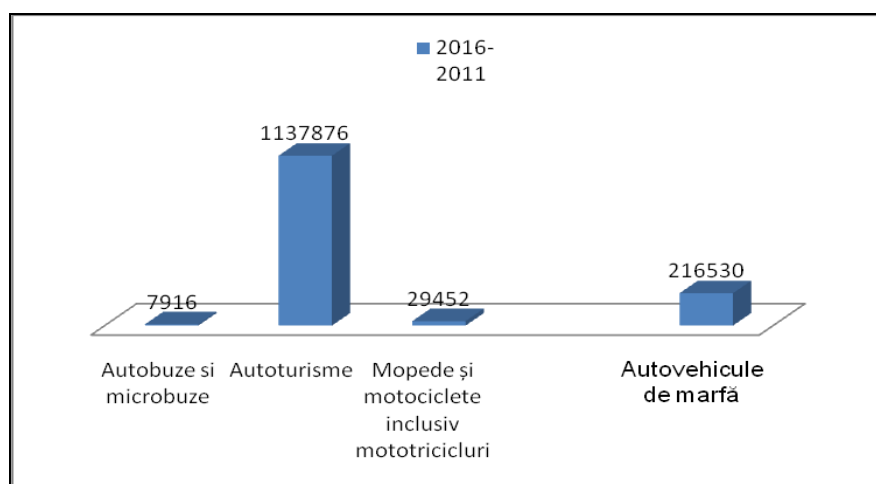
The automotive industry has developed many types of motor vehicles in the category of cars so that they can be used for freight transport in smaller or non-bulk quantities, they are suitable for the peripheral rural areas where the population is reduced, thus reducing transport costs. In addition to the transport of goods, they are also used in services to allow the transport of persons - specialists - and the necessary equipment.

**Table 2.**

**Car of Romania in the period 2011 – 2016**

	2011	2012	2013	2014	2015	2016	2016-2011
Buses and minibuses	40887	42010	42836	44283	47347	48803	7916
Cars	4334547	4487251	4695660	4907564	5155059	5472423	1137876
Mopeds and motorcycles including motorcycles	90082	95450	101622	107338	112866	119534	29452
Freight cars	696260	719926	761554	806523	856257	912790	216530
Total	5161776	5344637	5601672	5865708	6171529	6553550	1391774

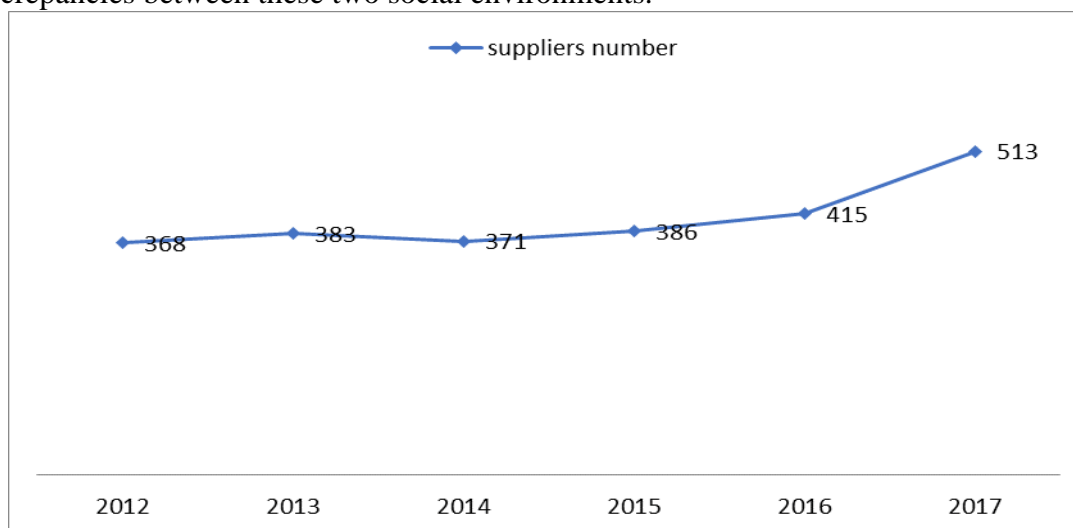
Source: ASR Chapter 17.11 Motor vehicles registered in circulation



**Figure 2. Increase in the number of vehicles in 2016 compared to 2011, no. vehicles**

The postal services - the loss of postal services monopoly by the Romanian Post, the development of roads, the appearance of the private postal service providers led to the creation of a permanent postal market that has a continuous dynamics (Figure 3).

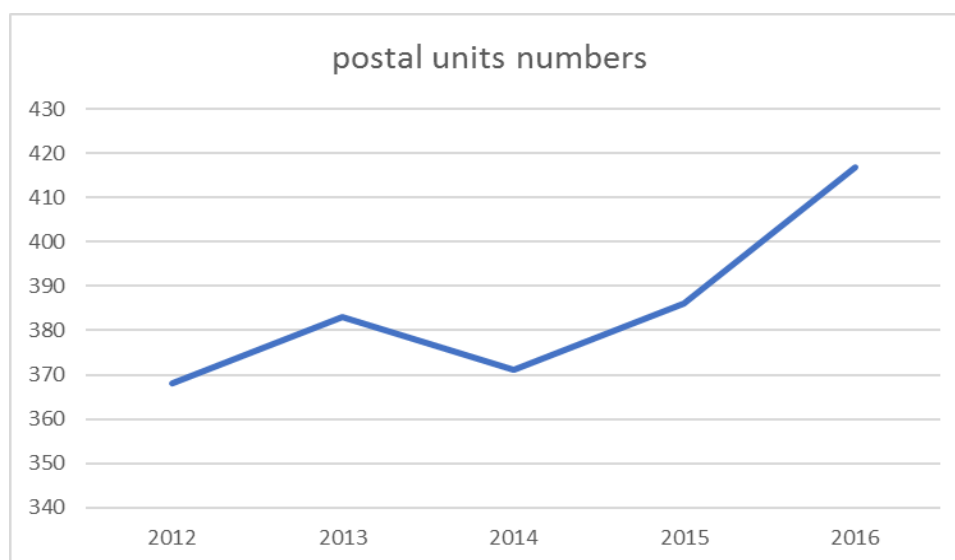
The growth in the number of vehicles shows the trends of the economy, both in the production of goods and services and in the mobility of the population (figure 2). The development of communications and telecommunications routes, which must also include postal services, allow a uniform economic development at national level and eliminate the discrepancies between these two social environments.



**Figure 3 - Evolution of authorized postal service providers between 2012 and 2016, no. suppliers**

Source: ANCOM 2017

Post activities create a large number of jobs in 2012 2017 within the universal service provider increased the number of postal units by 368 to 417 (figure 4).



**Figure 4 - Evolution of Universal Service Provider postal units in 2012-2016, no. unit**

Source: ANCOM 2017

Messaging activity conducted between 2011 and 2016 by the Universal Service Provider.

The market is the place where demand meets the offer or the place where the commercial transactions take place, ie the sale of the purchase of the goods.

Electronic commerce through virtual stores takes place in the postal market, as can be seen from the postal traffic reported by ANCOM (National Agency for Communications) a national specialized body.

A universal service provider operates in each country, providing a package of services at affordable prices to facilitate access to communication for all citizens and private providers providing commercial postal services. ANCOM's statistical data highlights postal items within the scope of universal service and postal services outside the scope of the universal service. Statistical data on postal parcels shows the development of mail order, respectively the messenger market, which is indispensable to electronic commerce (Table 3)

**Table 3.**

**Traffic of postal parcels in 2016, no. packages**

	Packages from sphere Service Universal	Packages from outside the Service Universal	Total
Internal	16412981	43313123	59726104
International	2829827	3235906*	6065733
Total	19242808	46549029	65791837

Source: ANCOM 2017

**CONCLUSIONS**

In Romania there is a postal market that is in constant dynamics in the sense that the private postal service providers have entered the rural environment alongside the Universal Service Provider;

The terrestrial-road infrastructure is in full development that allows the circulation of all categories of motor vehicles and the expansion of the postal market in rural areas.

The Internet network has become the main communication network has penetrated a lot in rural areas.

The postal network together with the domestic network ensures a functional postal market, the inclusion of the rural environment and the rural market is essential as postal items for individuals are few and sometimes occasional, which means large distribution costs and commercial postal items are growing which leads to diminishing distribution costs.

The internet through virtual shops and internet users allow the rural population to advertise their products for use;

The internet facilitates the coupling of the rural market to the virtual market, and through the postal market it becomes a real market.

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