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MANAGEMENT ROLE IN RURAL MODERNIZATION  
AND RECONSTRUCTION

MARIUS BOIȚĂ<sup>1</sup>, CAIUS LĂZĂRESCU<sup>1</sup>

*"Vasile Goldiș" Western University of Arad, Romania*

*bmarius1963@yahoo.com*

**Abstract:** *Rural modernization and reconstruction was, all over the world, contrary to the tradition and even more created conflicts or tensions within Romanian society. Such phenomena were extinguished. Today we can say that we stand in a rudimentary stage of modernism with the balance clearly tilted towards modernism. This condition requires action by decision-makers and the development of pragmatic projects that start from analyze of the concrete realities. Sociological studies of the rural space, as a fundamental form of life, require addressing it into a new perspective that has as its core concepts modernization and reconstruction.*

**Key words:** *rural area, infrastructure, migration, communications, management*

### INTRODUCTION

In theoretical approaches, regardless of the area of subject, are known two social areas: the urban and the rural one due to the differences between them.

Between the two social areas there have been and there still are many differences. Rural development is slower, which is characterized by a quiet life dominated by tradition, the urban registers a faster development characterized by an agitated life dominated by modernism.

The overall development of society is influenced by infrastructure, and this it is influenced by economic objectives.

There can be observed two types of migrations of the population between the two area: a greater one determined by economic changes, e.g. industrialization (migration **R** => **U**) and deindustrialization (migration **U** => **R**) determined by the standard of living and a permanent migration, a smaller one determined by social conditions determined by communications infrastructure (access to land road and rail, sea and air communications routes), by the means of telecommunication (access to telephony, internet, cable television), access to the water, sewerage, etc network.

All of this assures a comfort similar to the one in urban areas.

### MATERIALS AND METHODS

Modern and traditional have been approached by the specialists in sociology as two opposite poles because "*Modern correlates mainly with the present and the future and traditional with the past, with its necessary and positive roots*" (Băcanu C. M, 2005). For a long time the term modernism was vaguely understood." *To modernize means to update, to give a new or modern look (to a building, to an interior)*" Călinescu M., 2005). For a more precise definition has been created the concept of association between social modernization and historical development. It has been defined on one hand as "*modernization is a concept that expressed better the dimensions of social development than the concept of urbanization, which has an obsolete emotional and gnoseological load and theoretic and methodological connotations that different from a society to another, from one stage to the next one of social evolution*" (Miftode V. , 1984 ).

On the other hand in the modern rural are better differentiated the social and cultural transformations that occurred in the Romanian village. The old concept in which

the village was considered to be a static reality is combated by modern design that defines the village as a dynamic reality, reconstruction and transformation, "a comprehensive social process which has began with many decades ago and which continues today, in a different way from one country to another from one area to another of the world" (Miftode V., 1984).

In Romania until the year 1989 the state policy was *systematization*, concept that was recognized as an element in the restructuring and development policy in the centralized socialist economy. This design, for which the communist state was making efforts, has not been completed, and since 1990 has been entirely aborted. Practically there are two conceptual delineations regarding the modernization of the rural:

1. In the old sense of interpretation modernization was perceived as urbanization in which the emphasis was on industrialization and technology;
2. In the new sense, modernization is related to restructuring and multi-functioning. This item of multi-functioning aims at eliminating dysfunctions in favor of applying functional elements.

The second element gives a much better perspective, sociological outlined in which modernization and reconstruction will ensure for the rural areas a new future in the process of social deconcentration. As a whole the question at hand is how we can get from primitive modernization to an effective one with a huge emphasis on modernization of society and not of the individual, but the individual should not be overlooked because it must change his profile from a peasant who practices several occupations to a specialized farmer.

### **Modernization as urbanization and trisect oral development**

The problem of changing and developing the rural is linked to the two concepts; modernization and urbanization. "If *urbanization* means the way of life proposed by the city, modernization means raising on the steps of progress of the models involved by the improvement factors existing at a certain moment in the evolution of society " (Matei M. , Matei I. , 1977 ).

■ *modernization* brings out the social phenomena and processes which determines the modification of rural structures.

■ rural urbanization may be used to quantify:

a) the level reached in the degree of urbanization of rural structures in the process of modernization;

b) the need for reporting to a reference framework, the one of the standard of living achieved by the city;

c) the dynamic of the gaps between urban and rural areas.

Using the concept of modernization to note some aspects characteristic for social functioning, among which some require to be mentioned (Țăran C., 2000):

a) Maintain the traditional framework of the village;

b) Ensures a balanced exchange of elements between the village and the city, an optimal "metabolism" for the two types of societies, an acculturation, a confrontation or a cultural construction able to encourage the specific development of the two social areas;

c) Emphasis on the quality sides of social life (infrastructure, superstructure, mentalities, traditions, moral, habits, etc).

d) Homogenization of the "development speeds" in economic, social, cultural and other areas in order to remove dysfunctions and negative phenomena.

e) Operational complementarity of rural and urban, ensuring their specificity.

f) Maintaining an optimal balance between rural and urban areas by strengthening rural village, of the rural settlements in relation to the urban ones, by developing their specific functions.

For diagnosing the contemporary countryside it is important to answer two questions (Țăran C., 2000):

a) Will the rural dissolve itself entirely in the urban and disappear forever or will it retain forever a certain specific which will not be able to be assimilated in the process of urbanization?

b) The new types of community and connection that appear, particular to the city, will not resume in a form the specific features of the village?

For these two meaningful questions there are also two theoretical positions supported by sociologists as follows:

- some claim that the rural will be "swallowed up" by the universal urban society; among supporters are included H. Lefevre and R. Ledruț;

- other's claim the ability of renewal and surviving of the rural; theories supported by Placide Rambaut, Keneth M. Johnson, Calvin I. Beale;

### RESEARCH RESULTS

Dealing with the problem from the point of view of analysis it is clear that the modernization and rural reconstruction should be carried out in close liaison with social functionality such taking the appearance of multi-functionality. Modernization dealt with as rural multi-functionality involves the trisect oral principle of development which is considered as the future optimal solution of the future of rural areas. This solution currently implies changing the ratio of the three sectors. It also can be identify a causal link between the phases of development of social structure and the order of sectors as a weight of the occupied population (*Table 1*)

**Table 1**

**The relationship between the phases of the development of a community and the order of sectors as a weight of the occupied population**

| Development Phases                    | The order of sectors – as a weight of the occupied population |              |               |
|---------------------------------------|---|--------------|---------------|
|                                       | I Place   | II Place     | III Place     |
| Before industrialization              | 1 (Primary)   | 3 (Tertiary) | 2 (Secondary) |
| At the beginning of industrialization | 1   | 2            | 3             |
| Medium level of development           | 2   | 1            | 3             |
| Industrial developed countries        | 2   | 3            | 1             |
| Post-industrial countries             | 3   | 2            | 1             |

**Source:** Ștefan Buzărnescu, Institutional Bovary's and Romanian reform, Augusta Publishing, 1998, pg. 141

Statistical data have also emphasized a high mobility of the population in social areas, but for their interpretation it's impose their verification in order to see if the data reflects reality or are only mathematical statistics. In the period 1991 to 2008 migration of the population records high values from rural areas to urban ones.

During the period 1990- 1992 statistics record high values in **R => U** migrating, which is not real, being influenced by the phenomenon of cities "opening". Population that was already in the city from the industrialization period that came from rural areas establishes its residence in the city, which allows them to buy the rented houses from the

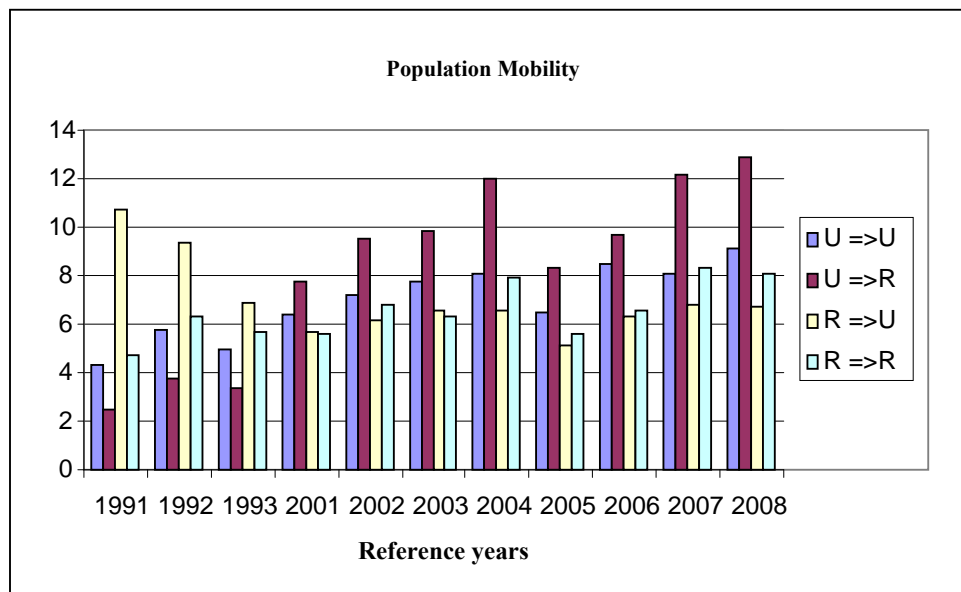
state fund. After this period follows the U => R migration due to the destruction of industry, the rural population is going back to the village. (Table 2, figure 1).

**Table 2**

**Mobility from urban areas to rural areas 1991 - 2008**

|                  | 1991 | 1992 | 1993 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|------------------|------|------|------|------|------|------|------|------|------|------|------|
| <b>U =&gt; U</b> | 4.3  | 5.8  | 5    | 6.4  | 7.2  | 7.8  | 8.1  | 6.5  | 8.5  | 8.1  | 9.1  |
| <b>U =&gt; R</b> | 2.5  | 3.8  | 3.4  | 7.8  | 9.5  | 9.8  | 12   | 8.3  | 9.7  | 12.2 | 12.9 |
| <b>R =&gt; U</b> | 10.7 | 9.4  | 6.9  | 5.7  | 6.2  | 6.6  | 6.6  | 5.1  | 6.3  | 6.8  | 6.7  |
| <b>R =&gt; R</b> | 4.7  | 6.3  | 5.7  | 5.6  | 6.8  | 6.3  | 7.9  | 5.6  | 6.6  | 8.3  | 8.1  |

Source: (INS) - processing by authors



**Fig. 1. Population Mobility**

Source: (INS) - processing by authors

At the beginning of industrialization the mirage of big cities with high level of life standard has attracted people living in rural areas and from other cities which didn't afford too many opportunities. In the post-industrialization period the migrations ratio reverses. In our country, the situation is different, after 1989 Romania abandons the path imposed by the communist state by choosing a new road and new more advantageous economic strategies that have led to large restructuring of the industry as a result of which took place large layoffs, which has been forced to migrate to rural areas, in which it sees a possible source of subsistence. Under the conditions in which the economy of the cities operated normally, they were of interest for the population because they offered great opportunities for people which capitalized could lead to great achievements. This aspect was also analyzed by sociologists. "Exodus to rural areas represents a longing." (Vedinaş T., 2001).

Any talent, any kind of an active nature, everything that rises over the common, everything that comes out of vulgarity, is trying to make its way in life, to extend its own horizon and finally to get out of the poor, dull and sleepy life of the village. "All the people, not only the most gifted with talent and capacities, and those with initiative go from the country to city". (Barberis 1965, pg 73-74). Both migration and the existential reasoning shows that tendency of all times has been the change from village to town.

During the communism period, around 1989, there have been taken antisocial measures by declaring cities "closed", measures canceled by the political regimes after

1989. Stopping the migration presents also in the present a concern for politicians but by other policies, policies to develop rural areas in such a way that is able to provide the same opportunities as urban ones. Sociologist Albert Francisc together with a group of collaborators conducted a study, on a sample of 74 companies in three localities which had 688 workers employed. Workers have accepted the situation and even they were satisfied with it. Their satisfaction clearly from the advantages which they gain in comparison with similar revenue earned in a place of employment in the city. These benefits are (Țaran C., 2000):

- Short distances or insignificant between home and work, relieving the budget for personal expenses of time and costs associated with this kind of travel;

- A large part of these persons work at home, with flexible schedules, while maintaining good relations in the family (closeness to children, husband/wife, parents etc.) so important for the cohesion of their families.

- The comfort assured by the habitat in rural areas, plus the materials advantages, often very substantial by the existence of a small household (garden, animals) which covers in a large part the consumption needs of a family.

- For those 50-60% of entrepreneurs who have also land, is maintained the ability to personally attend this land or to take the necessary measures to closely watch its cultivation.

- A great significance and high perspective is that of those persons 26.9 - 39, 1% are coming directly from agriculture, and another significant part, though with non-agricultural occupations, in the past worked in various units. So these companies, rumor by numerous channels, the intersect oral transfer of the labor inside the villages representing by themselves the future.

### **Rural modernization and reconstruction**

Sociological literature of the last decades takes on a whole new meaning of modernization by associating it not only with urbanization but increasingly with reconstruction and deconcentration. Rural modernization theories are based on an entire philosophy which is evidence that this problem is not unimportant and nor easy as it must be all-encompassing.

The new society which wants to be reached begins from the individual, from the contribution he makes, from his actual or formal participation, being known from the previous realities that the individual effectively participates only in the situation in which he is motivated. The motivation is given by the environment in which it is located, by the opportunities, prospects and their facilities. Modernization, in some pessimists thinking, is regarded as an inflexible paradox, for example, C. Noica says "you wish to make the village a city without losing the village. To make the peasant a townsman, leaving him a peasant, to desolate the society of a community than is alive only to the level of society" (Noica C., 1997). This pessimist theory only philosophical, without the contribution of a specialist has been invalidated by reality. Such a theory can be ruled out by a simultaneous rural development of agriculture, services and infrastructure, mass-media, of the other modern means of communication, by an advanced mechanization and industrialization. But it is beneficial for a correct orientation to do a brief analysis of Western village. Kenneth M. Johnson and Calvin L. Beal dealing with the revitalizing of the American rural distinguish several phases in the evolution of relations between the population of the village and of the city.

The migration phase is that of the migration of the population from rural areas to the city that has lasted for the most part of the 20th century approximately up around 1970s. This migration is the consequence of pronounced mechanization of agriculture.

The “turning around to the countryside” phase which started around 1970s when the number of inhabitants in the inhabited areas has increased by 14% at the expense of those returned from various cities.

The stagnation phase which is approximately around 1980s - '86 and is generated by the economic crisis of agricultural holdings and small enterprise.

The “turning around to the countryside” phase after 1990 takes place in a much faster pace. So that in 1996 almost 55 million Americans, which were more than 20 percent of the population, lived in “non-metropolitan” areas.

The two researchers have also noted that in the period 1990-1996 rural areas offered more jobs than urban areas. On the basis of the observations made they supported the idea that rural revival is real and they named it "deconcentration" of population. They define deconcentration as a graduated return of the population from densely populated areas in scarcely populated areas.

K. M. Johnson and L. Calvin in their studies on transformations that occur, ask the question of whether the deconcentration we are witnessing will not rich the scale of urbanization from the beginning of the twentieth century. But also they recognize that it is still too early for such a question and also claim that there is a big difference between present rural and past one. Studies show that deconcentration and increasing populations in the 2304 “non-metropolitan” districts is the result of an intense immigration and not of an increase birth rate, phenomenon that also boosted the economic life. Achieving rural revitalization was only possible through a simultaneously rural development and reconstruction in several directions:

- economic development closely linked with social and technological one, the introduction of new technologies of telecommunications which has carried out that much-desired distance and time reduction for the circulation of information, offering to producers the opportunity to quickly know the market status in order to be able to take faster and more efficient decisions in the capitalization of products.

- the development of the infrastructure, construction and widening of motorways and airports, asphalt of country roads, subsidies for the purchase of equipment by long-lasting investment state and federal programs .

- much smaller costs of land and labor, absence of the trade unions, superior ethics of rural labor and stimulating economic programs offered by state and local governments.

On the basis of these directions of development the two researchers have examined and illustrated concrete results obtained from an investment made by a specialized company. The investment firm has built in a district a complex of pig breeding and in the other a processing plant for pig meat.

The result was that the investment started in 1990 and the chosen districts had 14,700 inhabitants after six years, i.e. in the year 1996 first district population increased by 7.5 %, while in the second went up by 5.1 %. On the other hand in addition to new jobs created has increased also the need for accommodation and new services which would bring a plus jobs. The examples mentioned above were part of a development study of rural areas and they are not singular.

- achieving rural reconstruction by deconcentration and trisectoriality must include a vast spectrum of socio-economic objectives (Țăran C., 2000);

- the modernization of infrastructure and telecommunications;

- stimulating the services of entrepreneurs;

- improving medical care and educational activities;

- extending mass-media;

- enhancing the degree of comfort, gas, running water, central heating, etc.

- establishing a network of rural tourism and environmental protection.

## CONCLUSIONS

The main causes of population migration are both economic and political.

■ Economic Factors. Specificity of national economy: *socialist economy* is characterized by "gigantism", in rural areas organization of C. A. P. and I.A. S. - in a single property. In the 73' period rural-urban migration is also influenced by the phenomenon of industrialization of the socialist type, and is a real migration due to population lack of means of subsistence, the village was no longer offering anything, land as the main source of income was taken from the peasants. In urban areas the industry grows becoming for the employees an imported source of income.

■ Today's capitalist economy trends toward Small and Medium Enterprises which may develop in both social areas, in our country dissolution of the great industry, the main source of income of the population from urban areas determines the migration from urban to rural areas.

■ The great migration from rural areas to urban areas in the years 1990 to 1993 is not real, is only statistical, being influenced by the fact that the people coming from rural areas to urban one, in large numbers, did not have residence in the cities because they were declared "closed". After the event in the year 1989 they were "opened" and is permitted the establishment of residence in the city, the purchase of rented houses from the housing stock of the socialist state. In the forthcoming period takes place the migration to rural areas of the population arrived at the industrialization. Returning to the rural area is possible as most of the population benefits from inheritance of dwellings in rural areas.

■ External migration. According to data of the 2011 census, revealed, that, during the period 2002 to 2011 has migrated to the exterior about 2.7 million people: 49% from rural areas and 54% from urban areas. If active population that resides in rural areas is about 4.1 million, according to statistics, about 1.5 million are occupational immigrants outside the country. (Source: Study for the strengthening of agricultural holding, 2012).

Rural reconstruction is a complex process that can be understood and dealt with only in the context of a deep study-based on concrete investigations through the analysis of on-the-spot inspections and surveys.

The final conclusion of the studies must be validated both in the plan of scientific knowledge of the theory and in the practical action plan.

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