

Globalization - Opportunity or Threat to the rural areas in Poland

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Abstract—The world is entering a new path of development which is becoming the driving force of globalization. It is seen as an irreversible process of the present reality and has a significant impact on the transformation of economic, social and cultural rights. This also applies to changes in the rural environment which while emphasizing the global development should also maintain its identity and locality, and a rural community should do more to recognize the globalization of an opportunity than a threat to the Polish countryside. The paper discusses theoretical problems of rural development and the importance of diversification in rural areas and preserving the countryside life and there were presented the opinions of residents of the Polish countryside on the impact of globalization on the development.

Keywords—globalization, rural areas

I. INTRODUCTION

FOR a long time countryside has been identified primarily with space and agriculture. Meanwhile, discussing its specificity it should be considered the multidimensional character of the village and its spatial development, its use and the social factor which are the residents of these communities. Since the village and agriculture appeared one can observe a systematic process of change. Rural areas and agriculture are constantly exposed to economic and social changes [1], which is also affected by integration and globalization.

One cannot say that the Polish village is in an area that globalization does not touch it. We move, even if we are physically in place, because in the world of relentless change is unreal stillness. Effects afforded by this state of things are radically different. Part of society becomes fully "global", while others are stuck in their "locality". But, as Bauman stresses [2], is an inherent part of the process of globalization progressive spatial segregation, separation and exclusion?

Regionalization is not a bad thing, as evidenced by observations of rural communities, for example, the location is opposite of hybridization of culture contributes to the fact that we can talk about the specifics of the Polish countryside and originality that we can accentuate its beauty and its traditions. This is largely due to the rural society, the people of the entire Poland remember the legends, traditions, regional dishes, admire and contemplate the countryside, relax and regenerate its forces in a clean environment, a world of nature that surrounds them.

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We can ask whether rural environment does not want or can not move with the times? Is the process of integration and globalization is an opportunity or a threat to the Polish village? The answers to these questions are not simple and straightforward. Model Polish village of the twenty-first century should combine modernity with tradition, openness to the world with regionalism.

As Tomczak states [3], for many years it has been conducted a discussion on the current state of the village and the concepts of the future. It is not a matter of chance, as the report United Nations Development Programme shows that the Polish countryside is an essential part of the natural and cultural heritage of Europe, as well as a major demographic potential.

The fact that rural areas can no longer be identified solely with agriculture, and the village loses its agricultural character makes now that in shaping the image of the village, as J. Zegar emphasizes [4], the fundamental importance play external factors of macroeconomic, European, global nature.

II. AIM AND METHODOLOGY OF RESEARCH

The purpose of this article is to present the theoretical and practical possibilities of agricultural development in the global economy, based on the principle of farm diversification and multifunctional development of rural areas.

The study illustrates the results of the survey carried out by direct interviews with 1,330 residents of rural communities. The study was completed in 2011 and to show their results more accurately they were presented overall and with the division into different rural communities where there were distinguished three types of communities: adjacent to the city, situated away from the city, the municipality of tourist and divided into age group and gender of the respondents.

Verification of hypotheses about the diversity of responses to the questionnaire, depending on the socio-demographic characteristics of respondents and the type of community was made by applying:

- univariate analysis of variance, if the answers to the question categories are based on a 5-point scale quasi-quantitative. The null hypothesis of equality of the expected value was tested by the application of Fisher-Snedecor's test F. Further analysis - *post hoc* - was performed by NIR Tukey's test;
- chi-square test, if the answers to the question categories were based on a qualitative scale.

In the analysis of level of significance was $p = 0.05$

III. GLOBALIZATION AS THE DEVELOPMENT PROCESS

Today, more and more often we can hear about globalization, and the same concept is one of the most widely used in economics, politics and social sciences.

Stiglitz [5] defines globalization as the integration of the countries and citizens of the world, making the result of the reduction in transport and communication costs and the elimination of border barriers, so we're dealing with the free movement of capital, knowledge and labor.

Bauman [6] states that globalization is on everyone's lips, and the concept is turned into a slogan, the magic formula opening the door to all the mysteries of the present and the future. The author adds that, for some, globalization is a practice of happiness and unhappiness for others causes. But this process is irreversible, inevitable fate of the world in which each of us is.

Globalization is not a choice, but it is a fact whether it is liked or not, it is a phenomenon that cannot be stopped. With globalization, governments are dissatisfied groups who fear the destruction of their cultures, religions and languages.

According to Held globalisation is the process of rapid deepening of people's interdependence, Friedman notes that it is a process of shrinking the world, and Robertson adds that it is the process of generating people's awareness of the globe as a whole. Breckenridge says that globalization is the penetration of the dominant culture and reducing local identity, and Mernissi emphasizes that this is a global cultural pollution [7].

According to Greenberg and Baron [8] globalization brings people together on a global scale, taking into account the cultural, economic, political, technological and environmental aspects of society.

Cultural and economic globalization, convergence of civilizations contributes to the creation of a "global village". Globalization with increasingly more and more force, which emphasize Woś and Zegar[9], reaches the roofs around and directly affects the peasant's household and farms. The old traditional village is transformed into a global village.

In the economic sphere, one has to pay attention to the effects of globalization on rural areas and agriculture. The first problem is to find a Polish agri-food sector in Europe and the world, in the global market.

This market will coexist alongside global market for goods and the market for unified custom catalog of original features, which will have a range of a strictly local nature. In the second group will be organic products manufactured in environmentally friendly methods.

In Polish conditions it means the need for diversification, which is characterized by three segments: manufacturing plant and animal farm run in a modern way which have a chance to compete on the international market, the production of organic products with significant prospects for development, and production of niche products (herbs, flowers, local vegetables and fruits, regional products) for which the demand is low, but globalization provides an opportunity to increase its size by acquiring new customers.

It is important for the development of rural areas which can provide recreation for people from urban areas and foreign tourists.

Village going through changes related to the progress of civilization must move away from stereotypes and patterns that identify it only with agricultural production, and focus towards agriculture, which in addition to food production is also a "producer" of the landscape, noticeable in urban circles. Rural environment is thus also of economic importance as well as the benefits of organic food production, the environment health and leisure.

IV. DIVERSIFICATION AS AN OPPORTUNITY FOR DEVELOPMENT OF INDIVIDUAL FARMS IN POLAND

Rural areas face significant structural changes resulting from the unfavorable socio-economic situation and their development, and their life is closely linked to economic and social development.

As stated by G. Spychalski [10], rural areas a dominant part of the socio-economic space, which is based on rural household. The farm is mainly characterized by:

- location outside the urban areas,
- material and human resources are also involved in commercial activities and consumption in order to meet their own needs,
- a strong relationship with the ground,
- much of the production is produced for own use.

The rights of the free market and free competition meant that regions that remained exclusively in agriculture, which significantly contributed to the employment, particularly strongly started to experience problems related to inefficient use of resources, especially land resources and manpower.

This results in: growing unemployment, low incomes, deepening social inequality and the growing threat of marginalization of a large part of the rural areas. Agriculture has been identified with the main driver of the changes taking place in rural areas. Today, many agricultural economists say that an important factor in economic and social development of the village is its versatility.

Now we can see, as W. Musiał claims [11] the changes in the structures of the village on the grounds of economic and social development, which is associated with long-term process of reducing the economic importance of agriculture. In this regard, multifunctional rural areas and diversification of income sources farms become very important.

This is due to the fact that more and more often we see such changes in the socio-cultural aspect on:

- reducing the number of rural population involved in agriculture,
- decreasing the ethos of farmer's work
- socio-professional stratification of the rural population, leaving the job in agriculture,
- loss of the tradition of helping one's neighbor
- the disappearance of rituals related to agriculture.

The specificity of rural areas, their "outstanding development" and the need to implement the essential functions associated with food production as stated by G. Ślusarz and A. Czudec [12], point to the need to develop, in

addition to agriculture, the business associated with non-agricultural activities. An opportunity for development thus becomes multifunctional development of rural areas, where agriculture is supported by additional activities conducted on farms and their surroundings. This model of rural development requires external support, but above all the liberation of activity and the entrepreneurial spirit of rural residents, and at the same time understanding the mechanisms of socio-economic development in a competitive global market economy.

V. GLOBALIZATION OR TRADITIONALISM - THE BETTER WAY OF DEVELOPMENT OF RURAL AREAS IN POLAND

Woś [13] points out that the turn of the twentieth and twenty-first century showed a new phenomenon, in the sense that modern agriculture produces not only food but also good and useful environment. In essence this means that the "agriculture - changing potential - creates new conditions for people's lives, including living conditions and living people, the quality of the natural environment and the creation of new social structures." In this reasoning, the rural environment and its elements as water, agriculture and forest sustainability, purity, flora and fauna are goods for sale, as well as agricultural products. At the same time they become regional competitive factors. The author emphasizes that agriculture not only produces food, but it becomes an important component of environmental sustainability and new functions village. Agriculture ↔ village ↔ natural environment are the main entities to outline the development of rural areas, but also the main components of their competitiveness.

The key to the development of agriculture and rural areas may be the concept of regionalism, as the region is based on a solid "backing" certain paradigms, tracks the evolution of the territorial unit. Regional development philosophy applies to the operation of reality, it is a way to achieve spatial order in the management, culture, and social being man. Regionalism is an important part of the competitiveness, the regional factor determining the mechanism to achieve specific benefits.

In the twenty-first century a return to the traditions and folk heritage becomes the new natural site and the need for life, like air and food. Indeed, according to Buszta [14]: "Since you cannot escape from tradition, it is also not a radical break with it. You also cannot talk about the break-up of the folk tradition, as many of its elements, characters, and trends in the changing survived and are adapted to the objective conditions forms.

Village is also a place of particular appeal to urban dwellers, among others, due to differences in the modern and traditional look to rural areas and the rural community. Traditional values again are "fashionable" and can play an important role in village life, its social and economic development and competitiveness [15].

Most of the villagers believed that integration is a future for them that the changes are going in the right direction, despite continued their poor financial situation in their assessments have become similar to the whole society. After years of marginalization of the "Polish village through Brussels, returned to Poland" [16].

Research carried out by the authors (Tables 1-3) lead to the conclusion that globalization is increasingly interpreted by the inhabitants of the Polish countryside for its development as an opportunity than a threat. It should be stressed that the respondents emphasized the importance of local solutions and their behavior, otherwise globalization can contribute to the loss of identity of the Polish countryside.

TABLE I
 OPINION ON THE SIGNIFICANCE OF GLOBALIZATION FOR POLISH COUNTRYSIDE DEPENDING ON THE TYPE OF COMMUNE (RESULTS OF VARIANCE ANALYSIS)

Commune type	Threat for Polish village		Chance for Polish village		Threat of Polish village identity loss	
	\bar{X} [pkt]	Sd	\bar{X} [pkt]	Sd	\bar{X} [pkt]	Sd
City neighbourin g	2,50	1,35	3,46a	1,31	2,89b	1,38
Far from the city	2,61	1,52	3,52a	1,39	2,69ab	1,47
Of the touristic character	2,44	1,46	3,77b	1,31	2,47a	1,37
Results of the variance analysis						
F	1,40		4,47*		7,57*	
p _{gran}	0,248		0,012		0,001	

Symbol * indicates that the calculated value of F allows for the rejection of the null hypothesis at p = 0.05

Consistent symbol at the mean values indicates no significant differences in NIR test
 Own source

A variance analysis showed a statistically significant impact on the community view that globalization is an opportunity for the village, and that globalization is a threat of loss of identity of the village, the calculated values of F enable in these cases, to reject the null hypothesis. The opinion that globalization is a threat to the country does not depend on the type of community.

NIR test analysis leads to the conclusion that:

- The opinion that globalization is an opportunity for rural areas is significantly stronger (more assertive) among residents of tourist municipalities, compared with the opinion of the inhabitants of other municipalities.
- The opinion that globalization is a threat of loss of identity of the village is the most determined among the inhabitants of the neighboring municipalities of the city, and the least among the inhabitants of the vast communities of interest.

TABLE II
 OPINION ON THE SIGNIFICANCE OF GLOBALIZATION FOR POLISH COUNTRYSIDE DEPENDING ON GARDEN (RESULTS OF VARIANCE ANALYSIS)

Sex	Threat for Polish village		Chance for Polish village		Threat of Polish village identity loss	
	\bar{X} [pk t]	Sd	\bar{X} [pk t]	Sd	\bar{X} [pk t]	Sd
Women	2,52	1,42	3,53	1,35	2,70	1,42
Men	2,55	1,46	3,54	1,34	2,78	1,43
Results of variance analysis						
F	0,14		0,00		1,17	
p _{gran}	0,706		0,956		0,279	

Own source

Variance analysis showed no statistically significant effect of gender on the view that globalization is an opportunity for the village that globalization is a threat of loss of identity of the village, and that globalization is a threat to the village, the calculated values of F do not allow for the rejection of the null hypothesis.

TABLE III
OPINION ON THE SIGNIFICANCE OF GLOBALIZATION FOR POLISH COUNTRYSIDE
DEPENDING ON THE AGE (RESULTS OF VARIANCE ANALYSIS)

Age	Threat for Polish village		Chance for Polish village wsi		Threat of Polish village identity loss	
	\bar{X} [pkt]	s_d	\bar{X} [pkt]	s_d	\bar{X} [pkt]	s_d
15-18 lat	2,61	1,34	3,42	1,18	2,77	1,34
19-25	2,50	1,38	3,61	1,29	2,78	1,37
26-35	2,46	1,41	3,64	1,34	2,68	1,44
36-50	2,63	1,51	3,50	1,41	2,81	1,48
>50	2,49	1,52	3,41	1,43	2,62	1,43
Results of variance analysis						
F	0,72		1,53		0,82	
P_{gran}	0,575		0,191		0,509	

Own source

Variance analysis showed no statistically significant effect of age on the view that globalization is an opportunity for the village that globalization is a threat of loss of identity of the village, and that globalization is a threat to the village, the calculated values of F do not allow rejection of the null hypothesis.

VI. CONCLUSION

The modern image of the Polish countryside of early twenty-first century is largely shaped by the consequences of our transformation, and integration with the European Union and globalization. Reality confirms that we clearly observe dual character of rural areas, on the one hand the agricultural aspect, and the other getting stronger, the security aspect of the landscape, culture, nature and social values. Globalization clearly highlights and prefers multifunctional development of rural areas. Polish village has retained its specificity and originality, by some called backwardness, and by others to our national wealth, which differentiates the Polish village of the global village. Polish village has retained its regional, rural character, and globalization, which is confirmed by the study, had a more positive effect than a negative one. The key development of rural areas in Poland seems to be the concept of regionalism so preserving our national values but also accepts the principle of a common rural development policy in Europe. In answer to the question posed in the title of the article can be said that globalization is an important process of agricultural and rural development and to preserve the value and the locality is not a sign of social discrimination and degradation.

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