

## **“URBANALIZATION” PROCCESS IN RURAL AREAS. EXPONENTIAL GROWN**

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### **Abstract**

With the end of the first decade in the 21<sup>st</sup> century approaching, rhetorical questions such as who we are and where we are heading arise. The answer that could be assumed is visible by the environment in which we currently reside. In globalization era, there is no doubt that the Welfare State at this point in time has caused the defeating of folklore against marketing, tradition against consumerism, and sustainable development against “*urbanalization*”. This means that, despite the human race have been developing along the centuries a culture of values, nowadays, these values are camouflaged in the companies’ marketing strategies; in spite of traditional manual labour, we have adopted consumerism to satisfy our needs. And given that the sustainable development of rural areas favours the continuation of distinguishing features in less industrialized areas, there comes a time of urbanalization of the lands, finishing with any way of tradition, folklore and sustainability that could have been sheltered in that place.

The aim of this article is to think about the word urbanalization carefully. It refers to a senseless banal urbanism; it concerns an unsustainable and exponential growth in areas where the scarcity reaches high levels; industrialization with no resources; an uncontrolled excessive exploitation of resources; the loss of values and traditions.

At this point in time, co-operatives take sides to create different methods to adapt themselves to the new circumstances of their working environment, within the possibilities of development in an aggressive and lethal market. Could it be said that co-operatives are ready to face this growth? All the answers to these questions are given in this article.

**KEY WORDS:** Urbanalization, globalization, co-operatives, unsustainable, loss of values.

## 1.- INTRODUCTION

Since the humanity discovered the agriculture and left the nomadic hunt, the city has been always the locus of progress and modernization, the place to worry for the collective thing, to do politics in the best sense of the word and, certainly, the etymology of this word does not make, but, remember the importance of the urban life. It is impossible to conceive cities without territory.

On the verge of expiring the first decade of the 21st century, we appear the philosophical reflection of whom we are and where we go. The response that we can give us, comes given for the present time, the place, the circumstances definitively for the environment in which we move at the moment of relating beginning for us ourselves. The same thing that the human being for centuries has developed a culture of values, now these values are camouflaged in the processes of marketing of the companies; that in the place of the manual traditional labors we have taken the route of the consumerism to satisfy our needs, and before the sustainable development of the rural zones that it(he,she) favors the formal subsistence of certain features diferenciadores in the least industrialized areas, we live through a process of urbanización of the lands that there eliminates any way of tradition, folklore and sustainability that could have stayed in this place.

The study is based on the social and economic movement that they have come noticing the rural populations of a region in concretely of the province of Toledo: The Sagra toledana. This zone has turned into a short space of time into the zone mainly filled with the province, being outlined a process of exponential growth in the residential extensive constructions and in height that has modified enormously the rural landscape in the zone. In the same way(alike), this sudden(sharp) change has taken with it(him) a drastic change in the economic sector of the zone, which has provoked that this demographic growth has taken prepared the attraction of population foreign to the territory. This type of exponential growth as for population in yes same does not take prepared a problem, on the other hand, this growth if it(he) is excessive, does not establish a project of growth of the basic infrastructures of the zone, a maintenance of the features diferenciadores of the increasing poblamiento provokes this effect of "urbanización" that we are going to give form in this article.

The economic changes through that we have lived in these years have supposed a change in the way of thinking and of living that they have facilitated the processes of real-estate expansion in the rural zones. This real-estate growth has provoked that produce excessive growths to themselves in populations of the rural area who have lost his(her,your) features diferenciadores for a banal, trivial and senseless urbanism in this intention of Urbanizing the Rural thing. A society who industrializes in zones where they skimp the means and the precariousness of infrastructures is palpable and does not put on solution in advance provokes an untenable growth. Terms(ends) like synergy, economies of agglomeration (clustering), economies and learning for interaction, local systems of innovation or collective efficiency. In the Economy and management of Companies Michel Porter has emphasized the importance of the factors locacionales and of the proximity in the processes of clustering of suppliers, clients and companies rivals, who make the competitive advantages possible in the global economy.

Pierre Veltz (1995) is one of the props on having held that the performance of every unit is, hereby, more and more systemic and dependent on his(her,your) environment, with a mesh of productive activities that constitute a system of industrial cooperation of changeable efficiency, this efficiency is going to depend on the quality of the territorial management that there is realized.

## 2.- DEFINITIONS AND EXPOSITION

First we request excuses for the inadequate use of the vocabulary since it is the union of 2 concepts that till now have been investigated profusely but that we have joined, believe that **acertadamente**, to be able to give response to the circumstances to which we recount this process at which we have been present, we represent nowadays and to believe that we are going to have to represent in the future.

Urbanalization: The term(end) arises from the union of following concepts

*Urbanism* refers to the commanding guidelines and the type of use of the soil in the urban zones. It is the technical set - normative of planning and urban management.

*Globalization* A trend to integrate(repay) everything in a bought capitalist world only one. According to Castells (1999) it is a question of an economy capable to be employed as a unit at real time and to planetary scale.

On the other hand, and provided that at present the European Union is doing many emphasis in the maintenance of the features diferenciadores of the local and regional authorities to avoid the loss of identity in the territories we believe necessarily mention to the term(end):

Sustainability: To satisfy the needs of the present generations without compromising the possibilities of those of the future to attend to his(her,your) own(proper) needs. The existencia of limits. Sustainability is equivalent to limits; it(he,she) implies the assumption of limits to the consumption to the occupation of the territory to the urbanization without brake or control.

This antagonism we it could have verified in diverse scientific publications centred on the knowledge of the cultural diversity of the territories and as(like) simultaneously that the New Technologies enter our homes(fireplaces), many of the values that have marked our lives are seen by them to lose his(her,your) importance and even they manage to disappear.

The shortage of infrastructures inside the rural populations who grow enormously they provoke that the population supports many links with the more nearby urban center, or city of that originally they have gone out, and there does not meet(competes) any circumstance that allows him(her) to take root to the place to which it(he,she) has moved to living. This uprooting of the young population one has to prevent across processes of reception of the own(proper) locality that allows this enormous growth, because the only(unique) thing that it(he,she) does if not, it(he,she) is to establish a new order for his(her,your) complete disappearance for absorption from the metropolis, this in addition having in counts(tells) the scanty premeditation of the new settlers of feeling related to the rural thing or what it(he,she) should have to see with it.

According to Cloke (2003) the idea exists that the rural spaces are qualified by nature to offer a healthy and cohesive way of life from the social point of view, they are imbued with procedure and values that are considered to be fundamental., for what a speech exists directed to preserving this rural identity. Of all forms this idyllic vision of the ruralidad is used commercial also to sell products and places, and more with the new technologies which we have. In yes, the local power have a great importance in the

rural development (Goverde et to., 2004). Up to the moment they have been carried out at the Community level you help for the support to the rural zones across the funds PRODER and the programs LEADER. At present the European Union carries out a series of measures for the sustainable development of the rural zones with a limited number of fundamental aims(lenses) relative to the competitiveness of the agriculture, the management of the lands and the environment, the quality of life and the diversification of the activities in these zones especially in zones periurbanas submitted to the pressure of the urban centers, which is to that we refer in this article.

These measures are gathered in new plan FEADER and in his(her,your) articulated one they appear of the following way:

To favor the diversification of the agricultural activities and his(her,your) orientation towards not agricultural activities and the development of not agricultural sectors, the promotion of the employment, the improvement of the basic services, included the local access to the technologies of the information and communications (TIC) and the accomplishment of investments that grant a major attraction to the rural zones and invest(invert) the trend towards the economic and social crisis and the rural depopulation. Also an effort is necessary to reinforce the human potential in this context.

To support other measures relative to the rural economy in more general terms(ends). The list of the measures must be established from the experience of the initiative Leader and habida account(bill) of the multisectorial needs as for rural endogenous development.

According to Cork's Declaration (Ireland) in the year 1999, the rural sustainable development was a priority for the European Union and was happening to turn into a fundamental element that was sustaining the rural politics(policy) in the most immediate future. Already in the year 1992 in the world summit of Rio de Janeiro on environment there was coined the term(end) of sustainable development. Also the sustainable urbanism is born very tied to this one because it is the urbanism that tries to satisfy the needs of the present generations without compromising the aptitude of the future generations to satisfy theirs.

In a study of Von Meyer and Muheim (1997) for the Service of Territorial Development of the OECD, there stay in evidence the thresholds of density of population of the programs of Development, a clear overestimation of the degree of urbanization of good part of the countries of the Eurozone. This study was establishing that 40 % was an urban eminently rural population, and 28 %. Another author like Veiga realized the same study in Brazil (2001) modifying the levels of population density for the urban area. This difference of criteria between the authors to carry out his(her,your) studies on the importance of the urbanization of the society comes also dragged by a lack of ordinariness in the identity of the rural thing, this value also is in crisis since after the technological changes through that we are living there is no so many difference between(among) living in the urban thing that in the rural thing. Taken to the end it(he,she) leads us to recognizing this process of invasion in the rural identity, beginning for his(her,your) urban development image, but it is not anything so modern so(then,since) already in 1938 L. Wirth was anticipating(advancing) in his(her,your) " Urbanization seize to way of life " that the urbanization is a phenomenon that penetrates in the territory in his(her,your) set and transforms everything. And it(he,she) is in this process in which the incidents arise in the sustainability of the growths, the lack(mistake) of a few infrastructures adapted as for supply of water, the lack(mistake) of a sewer adapted to the needs of the new population, the precariousness in the road links with the urban centers that receive laboralmente these new rural settlers. The cities change into the globalization both his(her,your) architecture and his(her,your) functions. Benjamin Barber (2000) speaks of " unidimensionalidad marcusiana " and affirms that the udimensionalidad acquires a reality which the public places have been replaced by the private spaces destined to optimize the trade.

The same thing that Mattos (2001) supports, the proliferation of shopping - malls of last generation, of closed condominiums of standard high place, of corporate intelligent buildings, of managerial integrated sets they have had a fundamental incident in the metropolitan structure and in the configuration of the existing morphology. Rosabeth Moss Kanter (1997), other one of the persons particularly been interested in the double city / globalization, typifies to the "winning" cities in the globalization as those capable of unrolling(developing) to a high level the own(proper) characteristics of the innovation (Thinker Cities) or of the manufacture (Manufacturer Cities) or of the trade (Trader Cities). The processes of decentralization tend to be more the norm than the exception

and, for this reason, the local governments begin to be leading actors of the rural development.

For the major contact with the urban thing, the expectations and the bosses of life every day are mas similar between(among) the rural inhabitants and the urban ones, specially between(among) the young men. The massive incorporation of the rural women to the world of the working overtime parcelario modifies the intra-familiar(family) relations and the traditional roles of kind(genre). The globalization is also cultural, for good and for evil. These are the fundamental ones in the material thing, apart from the void identification with the values of the new place of residence, the ill-will to interfering in the local leisure, in knowing his(her,your) folklore, in living with the rest of persons of the population, these actually(indeed) are the problems of loss of identity in the rural zones. Since there appears the Polish sociologist Zygmunt Bauman (2003), the public problems are privatized and the private ones invade the public space. It is a question of finding desperate solutions deprived to the public or, problems even, to the own(proper) contradictions or insufficiencies of the social system. In the General Conference of the UNESCO, celebrated in October, 2005, the international text of the Convention has been approved on Cultural Diversity of the World, which aim(lens) is " the protection and the promotion of the diversity of the cultural expressions of the world ".

### **3.- ENDOGENOUS RESOURCES**

The environment of the capital of Spain has turned into an important core(nucleus) of population as cities - bedroom. The population numbers(figures) of the region of the Sagra have followed(continued) an ascending(rising) line in the same way as the whole of the province, since later it is possible to observe is evident enough that this zone has been one of the persons in charge of the population takeoff of the province of Toledo, and in case of some municipalities the jump is more than evident for the difference that exists between(among) the population of the year 1981, and the one that he(she) could have stated in the information of the year 2006. There is clear and evident the exponential growth through that they have lived of the sample that has been detailed, of the region of the Sagra toledana that in the space of 25 years has supported a growth in most cases except Villauenga that had a moment of population recession and that then has re-arisen with a percentage growth similar to that of the rest of localities of the environment. Very notable it is the case of the locality of Huts of Channels that has an important deficit of infrastructures, beginning for the road links that are inside the least

sure according to the reports of Traffic, his(her,your) population has duplicated in only 10 years, as well as Illescas like head of zone has duplicated his(her,your) population in this period and has an important urban development and industrial development. The clearest case is that of Seseña, in 25 years his(her,your) population has multiplied for 5 and there is foreseen that is 3<sup>a</sup> locality in number of population in a period of 5 years of the whole province of Toledo.

These growths in the rural way of our community environment and of Spain it(he,she) comes experiencing deep mutations, which concern his(her,your) territorial organization and the composition sociodemográfica and professional of the resident persons in the same one. In spite of the sharp(acute) demographic crisis suffered by the rural Spanish world, especially in the decade of the sixties and seventies, consequence of the massive rural exodus and of the crisis of the traditional agriculture, Spain continues being a country with an important rural population; Especially, if he is considered to be as such resident in minor entities of 10.000 inhabitants, indicator that turns out to be fundamental especially in areas of dispersed habitat. Of this form, 35 % of the Spanish population can be considered to be like rural. Of 61.197 existing entities of population in Spain, 59.041 entities, that is to say 96,6 % of the whole, is places, villages and hamlets, with a morphology and net rural functionality. The analysis of the migratory movements between(among) rural and urban areas, the increasing phenomenon of immigrant foreign population in rural areas, as well as the profile of the groups participants in the same ones, reveals a new spatial configuration of the rural Spanish society, a process of desagrarización and terciarización in that varied groups come together socioprofesionales, with different interests and strategies, and a certain balance between(among) the migratory movements.

Inside this context, the new technologies of the information play a fundamental paper(role), both for the theoretical reconceptualization of the ruralidad and for the development of the rural society and of the food-processing system. Comparing the last available information (2006), proceeding from the Survey on equipments(equipping) and uses of new technologies of the information and communication (NTICs), elaborated by the INE, with those of 2004, detects a significant improvement to itself in the equipments(equipping) and uses of these technologies in the minor municipalities of 10.000 inhabitants, though there persists the " digital gap " between(among) rural and urban zones. In the mentioned municipalities, it(he,she) has passed of 6 % of housings

with broad band in 2004 to 17 % in 2006, and from a percentage of Internet user of 27 % to 36 % in the same period. The old rural identity, based on the production and on the property of the land gives step to new definitions identitarias linked to the diverse formulae by means of which the societies in this way face the challenges of the desagrarización, fundamentally across the production " from the ruralidad " and the consumption " of ruralidad " increasing between(among) the inhabitants of the cities.

The endogenous development that reaches a zone depends on his(her,your) " tendency to the progress " that, according to some authors, is determined in turn by different factors, between(among) which the following ones stand out: the demographic dynamism and the existence of managerial spirit and of pioneers in applying technological innovations or in opening new sectors of activity. Other elements, such as the productive local tradition, the sense of identity and the degree of cohesion of the population, added to the support more or less decided about the local authorities and to the aptitude to identify the existing resources to put them in value and to manage them, they would would just made clear the interzonal differences in the level of takeoff of an endogenous development in the rural way.

One has come the sustainable development defining as that one that does a rational use of the natural existing resources, so much renewable as(like) not renewable those, so that it(he,she) allows to future generations to be able to continue enjoying the same ones. In his(her,your) obsession for the increasing performances(yields) Krugman (1996) has held that the same existence of cities is a visible phenomenon that reflects the existence of increasing performances(yields) on a large scale and adds later that to the top level, the unequal development of entire regions can be directed by accumulative deeply rooted processes in losrendimientos increasing. Increasing performances(yields) and costs of transport are two of the economic elements behind the emergence of cities that cannot develop if it(he,she) is not in the middle of the symbiosis with his(her,your) territory.

Also there would be necessary to bear in mind the elements of identity of the rural cores(nucleuses) reinforcing the links with the spread population, as well as to preserve and to put in value the rural patrimony and to promote the elements of identity of the rural cores(nucleuses). A fundamental feature for the rural areas and in that they have

much that to say the cooperatives is that of the capacity of adjustment to compete globally as indispensable condition for the viability of the rural economies.

They disappear or there weaken big agrarian systems that do not manage to acquire the aptitude to compete when the commercial borders are opened. The opening tends to accelerate these characteristics of the agrarian development, on having exposed the producers to a major competition of the big powers, opposite to States with minor resources and margins of maneuver to protect the weakest. Social tensions come untied because the regions favored in general are not the same that affected negatively, and because the governments have been unable to organize the transition of such a way of maximizing the benefits and offsetting the costs. Many of the rural not agricultural employments do not guard any significant relation with the agricultural(farming) activity, but they grow stimulated by new demands(lawsuits) of the urban consumers for services again type (Reardon and Berdegúe 2001).

The methodology proposed by the OECD for the definition of the rural zones is based on the density of population. First, to local level, the OECD classifies like rural those municipalities which density of population is lower than 150 habitantes/km<sup>2</sup>. Later, to regional level (NUTS 3 or NUTS 2), three types of regions are distinguished:

Predominantly rural regions: more than 50 % of the population lives in rural communities (with less than 150 habitantes/km<sup>2</sup>).

Intermediate regions: between(among) 15 and one 50 % of the population of the region it(he,she) lives in rural municipalities.

Predominantly urban regions: less than 15 % of the population of the region lives in rural municipalities.

The Urbanism that we have known, which has guided the construction of the space urbanized along the S. The XXth has been the urbanism of the industrial society, that of the Modernity based on 3 central factors: rationality, desarrollismo or productivismo and reformismo. Everything supported for the stamp of "cientificidad", as maximum degree of rationality, was indisputable until ends(finals) of s. The XXth in the one that gives up the social logic, reformist for the managerial, mercantile and real-estate logic. Roch declares that the recent entry in crisis of the productive rationality that had dominated the urban panorama from the last great war has not done but to accelerate the

decomposition of the urban development speech and to impregnate the culture of the city of a lack of sceptical confusion that only can solve with the offer of a new paradigm that already it(he,she) will not be able to centre only on the rationality of a productive device.

The assimilation of the Urbanism with the voracity urbanizadora, with the real-estate hyperproduction, repeats itself, in papers(roles) and official reports: the cities, the Urbanism, are the reason of the increasing planetary unsustainability. To speak about urbanism at the beginning of the S. The XXIst is to speak of acting in the area of the pure real-estate, construction business. The society of beginning(principles) of the S. The XXIst is immersed in a process of intensive, resultant change of two diverse vectors. The processes of "informacionalización", innovations that contain deep social and economic alterations, emphasizing the "globalization". The world capitalism already is not necessary economic closed spaces, and in the practice we walk towards a revaluation of the local thing, with transcendancy not only in economic, social, political and cultural aspects.

The changes that interfere with the process of globalization can lead us to raising even the reinvention of the politics(policy) (Held, 2000), in a context in which the new paper(role) of the States and the dynamics of penetration of the global thing in the local thing, forces to adopt strategies of defense and reinforcement of the local area.

The future of the agrarian community and national sector, and of the society in his(her,your) set, is narrowly related to the balanced and sustainable development of the rural territories, which occupy 90 % of the territory of the EU 25 where there lives more than the half of his(her,your) population. In the new period of programming 2007-2013, the juridical base of the politics(policy) of rural development will be the Regulation (CE) 1698/05, relatively to the help to the rural development across the European Agricultural Fund of Rural Development (FEADER), published in the Official Diary of the European Union in October, 2005. The new Regulation establishes three objective priority axes called(axles called,axes named,axles named):

Destined to the promotion of the competitiveness of the agriculture.

Destined to the diversification of the rural economy and the improvement of the living conditions in the rural way.

#### **4.- CONCLUSIONS**

In the Green Book of the Urban Environment edited by the Department of Environment it(he,she) affirms that the cities are the systems that generate major impact in the Planet, and for this, we know that we are going to gain(earn) or lose the battle of the sustainability on the basis of the urban organization and the management that we develop from now.

Between(Among) the phenomena of the Ethics and the Morality a relation of dependence exists of Moral respect of the Ethics being this one the scientific roof where the análisis and the reflection arises and being the morality the application of the Ethics to the human life. The Ethics are the global thing and the Morality is the partial thing. The morality exists in our daily actions(shares) and the ethics it analyzes and thought over by respect of these actions(shares). To finish an affirmation of the author Carlos Fuentes during the Speech that gave precisely in Toledo in the frame of the Forum Latin America celebrated on November 10, 2002:

“There is no globalidad that costs(suits) if there is no locality that serves” Carlos Fuentes.

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