

Developing economic culture, prerequisite for sustainable rural development

Mohammad Safakish

Master of Economic Sciences, Payam Noor Isfahan

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ABSTRACT

Cultural development is promotion of various aspects of society culture in line with desired objectives that will drives growth and development of human, Of course, achieving this goal cannot be realized only if appropriate social conditions. So some solutions should provide to improve conditions of villagers' living to achieve an appropriate model for rural development. Since economic behavior is based on culture and specific and sustainable behaviors are resulted by particular culture so, special economic behavior is result of a particular culture therefore, economic development of a special part of community as rural sector also requires their specific conditions. This article has been trying to answer these fundamental questions: how the association of economic activities or rural policies to sustainable development is linked with culture of rural economic system?

KEYWORDS: rural sustainable development, cultural development, economic cultural development, economic, economic culture engineering

1. INTRODUCTION

It should be noted that as cultural development underlying and cause of development of other aspects of society, on the other hand, it is their effect. This means that full development of community has helped to grow the culture. In other words, despite the priority of culture on other social elements in the process of development, type of action and reaction or in better words type of positive interaction in the form of dialectical relationship between other culture and elements of society such as the economy, politics etc plays final determining role. So some plans must be submitted for all aspects of society in drawing an appropriate model. In other words, culture is: a common system of beliefs, values, customs, behaviors and issues that members of a society use them in conjunction with universalism and with each other and transfer it by learning from one generation to another.

Sustainable development that is synonymous with the modern development means a comprehensive corporate culture and collective behavior that leads to improve efficiency, quality, reputation, reliability, versatility and attention to environmental issues, or in a word it leads to synergy principle.

1 - Concept of Development and Cultural Development

Development is a conceptual value that implies along with normative assumptions of abstract model of society. Development has long been considered as a purely economic issue and various countries consider it only from these aspects. In other words, economic development was stated as sole criterion of any community development and prevailing thought was that we can arrive to goals of a developed society by help of different patterns of economic development, technology development, accumulation, and some of these objectives. But gradually, one side looking to develop and overemphasis on economic issues cause problems in the fields of social and environmental for advanced countries. On the other hand, using this developing model by some countries in the unconscious have negative effects on harmonious development of these countries. Here the concept of cultural development is concerned as an underlying shape of the all-round development. We have to look at the origins of these two to understand the relationship between economy and culture. In a sense origin of economics and culture can be considered as society, society is as a social system. [5]

For stating the relationship between culture and economy, it can be said that: firstly, sustainable human behavior is influenced and outcome by culture; secondly, economic activities are consist of human economic behaviors and as a result it is considered as a part of complex human behavior and thirdly, economic behaviors (apart from unstable and reasoning behaviors) are based on culture and special sustainable behaviors are resulted of a special culture. Also, economic development refers to a special situation of economy and every special economic situation is result of specific behaviors. Therefore, economic development is result of specific behaviors and this specific behavior is resulted from specific cultural thus, we can conclude that economic development also requires its own cultural situation.

* **Corresponding Author:** Mohammad Safakish, Master of Economic Sciences, Payam Noor Isfahan

Establishing spiritual and material conditions and opportunities for community members to recognize their situation, increasing human's knowledge, readiness for change, progress and accept general principles development such as adoption of law, order and discipline, improving social and human relations, enhancing scientific, ethical and moral capabilities for all people of society, type of activities in economy or policies in other sectors is influenced by culture of that social system. Culture, values and its beliefs are creator of economy, politics and other social activities.

1-1- Subgroups of Cultural Development

- A) In fact, fundamental culture is determining guidelines, infrastructure and cultural aspirations of community and required epistemic is one of the most important products of this section that all social development activities are based on it means political thought, culture thought, cultural elite's thought of society that aren't involved in planning and implementing cultural activities.
- B) Professional culture, total principles and guidelines of community culture that is built on the foundation culture section and it is studied by a special group of scholars and experts from every part of culture and concept fields will be useable. This group acts as a link between cultural creators and providers of cultural activities.
- C) General culture, cultural concepts and achievements are presented to society in different formats and through software and various tools. These concepts affect on the field of desires, thoughts and behaviors and can be developed in order to evolve or compromises. Centers and people who undertaken cultural activities such as TV, press and information media, writers, missionaries, etc. are placed in this group. [8].

1-2- Relation between Culture and development

However, development and progress are resulted from a certain attitude to the world and development and progress is not possible without this attitude and this attitude reveals existence of an appropriate culture for development. Human is basis of development and he plays the main role in the development and as we know, human always involved in selection and economic activities are made in the form of this selection. Economic activities collection of human makes total face of society economy. Indeed, if a community is developed, this success is largely due to activities of its members that have booty it by doing specific choices and consequently their economic activities. Human choices, followed by economic activities that are resulted by selection are formed hardly under cultural factors. Selection wants criteria and criteria is a value issue and every valued issue is an important part of culture therefore, there is a close relationship between development and culture. In other words it can be said that national development, especially economic, social and environmental requires certain behavior, especially in various fields of human life and heavily depends on culture and cultural beliefs. [7]

Iran's cultural history shows considerable talent of strength and stability in survival and life. In this case he writes Iran beholden to humanity because according to Emile Gross's claim, history of Iran has created tools of understanding, agreement and coordination among nations by creating powerful and subtle culture over centuries and different races have got common faith due to influence of Iran's ideas and culture. [4]

2- Cultural Effective Factors on Rural Sustainable Development

Sustainable development approaches with rural development and social and cultural welfare are achievable origins that is connected by performance of non-governmental organizations in developing countries to lack of establish this link and more direct connection of resources to access more well-being sustainable social and cultural development. Application of most of state institutions in these countries are relied on undermine existing local networks and groups that will lead to people feel their communion is complement and lack of dependency feel and ownership to projects. Constant social development often is related to reinforcement in both sections individual and social welfare due to increasing social capitals; such as increasing capacity for social people and groups that are cooperating to each other to achieve a clear goal like reciprocal benefits. [8]

Kellogg Foundation carried out rural development activities based on the sustainable development in northern and southern states of America in 1992 to unify, empower local communities and environmental viability; as residents of these communities are actively involved in all processes of projects. A talent and ability individual of its inhabitants was responsible for managing these projects. Also, an individual was present from outside as facilitator in rural communities that transferred information, taught skills and used resources. This role has most important in success of the project [2].

Essentially rural culture is one of the most important factors in development hence, cultural development is one of the fundamental precondition of development also, one of the fundamental goals of development in any society, especially in rural areas. Therefore most of development experts including UN agencies and authorities, specially emphasis on culture as one of the most important factors in achieving development [1].

Cultural factors cover a wide range of elements that interferes with other factors such as social and personality factors. We see some examples of cultural factors influencing development and rural development in Table 3. Almost one of central feature of development patterns that practically has accepted in most developing countries is heavy speed of urban areas development than rural areas development; so, not only a wide gap is seen in the field of investment and production in rural areas, but also they are backward egregiously than urban areas in terms of cultural and social issues such as education, health and social security that all are components of precondition of human development. This situation has followed uncontrolled migration from village to city in these countries; which is an introduction to comprehensive social, economic and cultural problems especially in urban centers. [6] Generally, approaches and strategies for rural development can be expressed as follows:

- 1- Physical approaches include strategies to improve infrastructure.
- 2- Economic approaches include Green Revolution strategies, land reform, industrialization and basic needs.
- 3- Socio-cultural approach includes community development strategies and public participation.
- 4- Space, regional and local approach including strategies for agropolitan spatial analysis and hierarchy system of settlements.

Integrated regional development and environmental development and sustainable development

Sustainable development approach is the last adopted approach in the field of rural development. There are many challenges to achieve sustainable development that prevent realization of sustainable development. These challenges include management, social, cultural, economic and physical challenges. So, in planning for sustainable development all components must be considered in four environmental, social, cultural, economic and physical systems. Accordingly and since evaluation ecological ability plays a foundational role in sustainable development, a systemic approach must be considered in studies and planning for sustainable development. Of course it should be noted that sustainable development requires compliance with preconditions that the most important are popular participation, education activities and strengthening role of NGOs in process of sustainable development. [6] Develop depends on various factors and conditions that must come together to develop goals to be achieved. Experience of development in the Third World at least in rural areas shows that attitudes toward development and role of indigenous culture and adopted strategies play a key role in success or failure of development programs. Many experts say that attitude to rural development and adopted strategies are reasons for success failure in improving rural society situation and failure of development programs [3].

Cultural strengths and weaknesses points that can cause or impeditment its development are divided to 5 subgroups of graph 2:

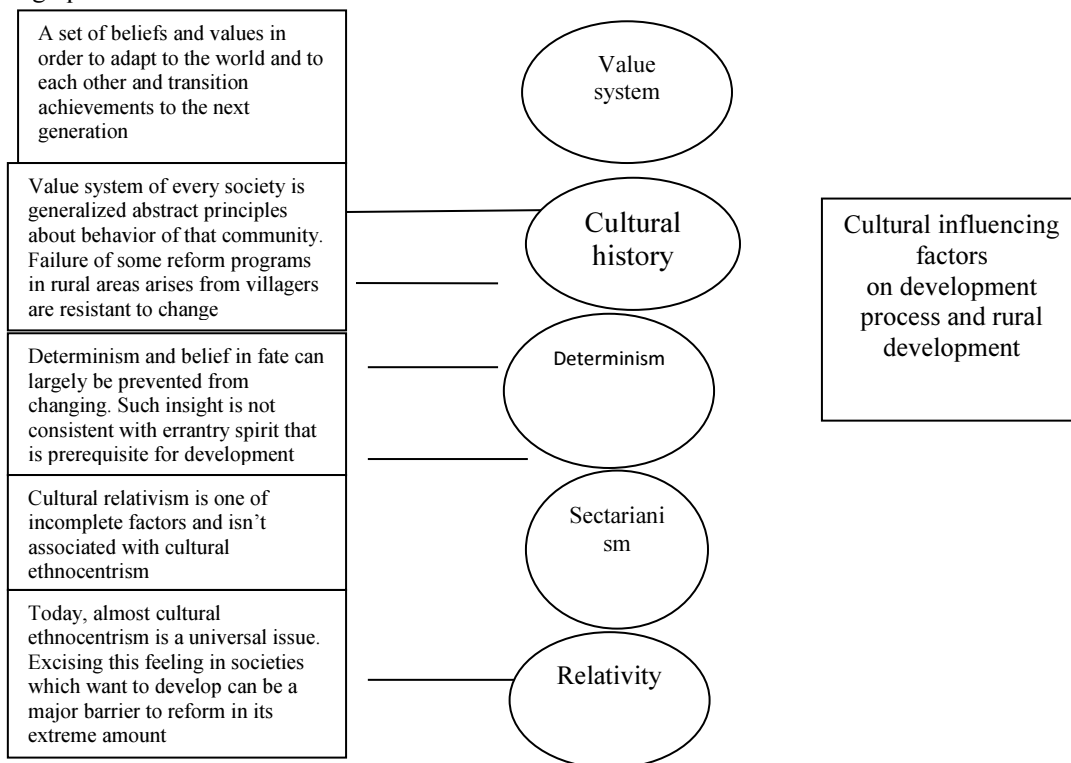
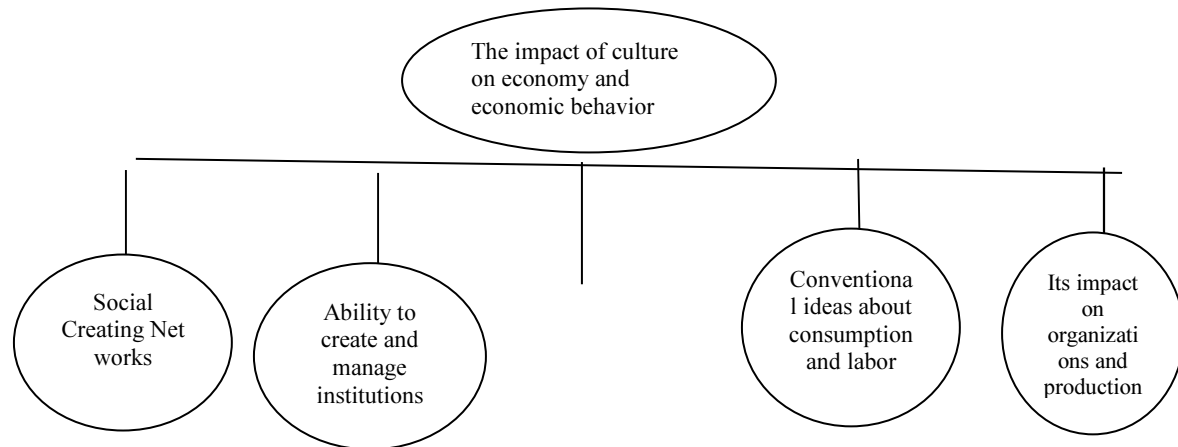


Figure 1- influencing cultural factors on development and rural development

3-The Interaction Effect of Culture and economy

Reviewing extensive literature on the relationship between culture and development suggesting that cultural factors affect economic behavior through four ways: (graph 2) [5]



Graph 2- The impact of culture on economy and economic behavior

Since appearance objectivity ability are not allowed without thought and destination, the idea of economy is derived from culture too. Theoretical and physical culture in both sides of economy is as its basis and destination since it always defines motivation of destination and same basic idea. So, direction and orientation of economy is always derived from culture. On the opposite side, economy as a means of objective achieving effect on culture. Basically, the culture of a society will be able to achieve without objective possible. So, achievement possibility should also be increased as completing culture.

Since economic is context to achieve aim, achieving culture development is not possible without economic. So, direction is impact of culture on economy and objective achieving is impact of economy on culture.

4-Necessity of Economic Culture Engineering in Sustainable development of Villages

4-1-Resistance of Village's Cultural Tissue against an Innovation

In some cases, it is require that a significant shift be created in culture of a society. For example, adoption a new technology and entering village need to people's acceptance that at this stage, we must at first create cultural change to adopt new technology or sometimes there is superstition among people that creates problem. Now, the role of culture engineering is strong. Culture must be changed in the right way and it is ready for development and adoption new innovations.

4-2-Optimal Use of Innovation

The problem is not always the adoption of an innovation, but kind of accepting an innovation is important too. In fact, a good and considered idea or technology can be used in right way that we also have learned the culture of use. For example, in formation production and consumption cooperatives in rural, it is needed that cultural of participation and cooperation be taught in right way. Today, many rural cooperatives are in trouble because of this reason.

4-3-Reducing Adverse Effects of Development in Villages

Today, new phenomena are discussed which could have many negative impact with itself; for example, Globalization. Globalization can effect on traditional-cultural context of villages and relationships between individuals. This can cause migration to cities or can cause type of agricultural production (move from subsistence to commercial farming). All these factors have a large negative impact that reducing it is necessary. Economic culture engineering can attempt to reduce the damage of this type of development by focusing on this topic and delivery statutory planning.

4-4-Solve the Problem arises from Villagers' Migration to Cities

In the villagers migrate to cities often areas such as metropolitan are rural migrants. Areas that haven't got standard of urban context and they imposes high costs on society from various aspects. On the other hand, because these people are in lack of any needed skill to assist in production cycle in cities, in addition to reducing products of society as amount of their effectiveness in village, they also increase cost burden on society at large cities.

2. CONCLUSION

Regarding the issue of culture in rural areas is among the factors that could contribute to rural development and considered as foundation stone of development. In fact, cultural can be introduced as the most important factor of sustainable economic development, because human behavior is affected and influenced by culture. Villagers aren't also excluded from this category. Nowadays, due to expansion transport system and enhance the welfare of people and select countryside as a place for recreation and tourism, trend to urban culture and away from rural culture is such expected threats. This issue highlights importance and role of engineering economic culture in the country; because according to rapid pace of global developments and need to synchronization, rural culture should be changed correctly and it is prepared to accept progress, innovation and the technology, because cultural engineering can form cultural development, economic growth and a kind of sustainable development which relies on the inside and is formed from inside. So, emphasize of supreme leader on internal-indigenous mechanisms and rely on people also confirm this issue.

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