

## RURALNA POLITIKA EVROPSKE UNIJE - ISKUSTVA I POUKE ZA BOSNU I HERCEGOVINU

### RURAL POLICY OF THE EUROPEAN UNION - EXPERIENCES AND LESSONS FOR BOSNIA AND HERZEGOVINA

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#### REZIME

*Prema kriterijumima koji se primjenjuju u Evropskoj uniji za ruralna područja Bosna i Hercegovina je pretežno ruralna zemlja. Približno tri četvrtine njene teritorije čine ruralna prostranstva na kojima živi približno polovina stanovništva. Jedan od najvećih strukturno razvojnih problema bosansko-hercegovačkog društva danas jeste brzo smanjivanje seoskog stanovništva (depuplacija sela). Populaciona politika u ruralnim područjima bi se morala zasnivati na odgovarajućoj ekonomskoj, agrarnoj, regionalnoj razvojnoj i kulturnoj politici-bitno različitoj od dosadašnje koja je mlade ljude istiskivala iz sela, poljoprivrede i drugih djelatnosti koje se uspješno razvijaju na ruralnim područjima razvijenih zemalja. Budući da se nezaposlenost u Bosni i Hercegovini popela na neprihvatljivo visoku stopu od 42,8% i da se najveći broj nezaposlenih regrutuje direktno ili indirektno sa ruralnih područja, neophodno je tražiti rješenja za potpuno obrnut proces kakav kreiraju i podstiču mnoge zemlje, a posebno one koje žele zadržati ili postići ubrzan privredni rast.*

**Ključne riječi:** ruralna područja, ruralni razvoj, održivi razvoj, integralni razvoj, preduzetništvo.

#### UVOD

Razvoj ruralnog preduzetništva predstavlja novu razvojnu filozofiju agrobiznisa i

#### SUMMARY

*According to the criteria applied in the EU for the rural areas, Bosnia and Herzegovina is a predominantly rural country. About three-quarters of its territory consists of rural expanses where about half the population lives. One of the biggest structural and development problems of the BiH society today is a rapid decreasing of the rural population (depuplation of villages). Population policy in rural areas should be based on appropriate economic, agricultural, regional, development and cultural policy-bit different from the previous one which squeezed young people out of the village, agriculture and other activities that are successfully developed in the rural areas of developed countries. Since the unemployment rate in Bosnia and Herzegovina climbed to an unacceptably high rate of 42,8% and that the largest number of unemployed are recruited directly or indirectly from rural areas, it is necessary to seek solutions to fully reversed process created and encouraged by many countries, especially those that want to maintain or achieve rapid economic growth.*

**Keywords:** rural areas, rural development, sustainable development, integral development, entrepreneurship.

#### INTRODUCTION

The development of rural entrepreneurship represents a new development philosophy of

drugih radno intenzivnih djelatnosti (turizam i druge uslužne djelatnosti, sitna industrija, domaća radinost i drugo) u Evropskoj uniji. Riječ je o novom konceptu društveno-ekonomskog razvoja, koji je razrađen u teoriji i praksi razvijenih zemalja. Kod nas na žalost do sada nije postojala konzistentna i dugoročna politika ruralnog razvoja, kao ni razvoja preduzetništva, a tek se sad stvara dugoročna strategija ruralnog razvoja. Francuska je prva kreirala novi model integralnog ruralnog razvoja. Počelo se kroz prostorno planiranje. Pozitivni efekti su se odmah vidjeli, pa je osamdesetih godina prošlog vijeka godišnja stopa nestajanja porodičnih farmi svedena na samo dva odsto (Popović, Zakić i Stojanović, 2009, str. 63). U Austriji je ovaj koncept predstavljen kroz razvoj planinskih područja, a Italija je u ruralnu fazu ušla preko reforme strukturnih fondova krajem osamdesetih godina prošlog vijeka. Portugalija i Irska počeli su modernu ruralnu fazu u posljednjoj deceniji XX vijeka kroz integralne projekte. Za manje razvijene zemlje, kakva je i Bosna i Hercegovina, poučan je primer Španije koja je doživjela vrlo intenzivno ulaganje u manje industrijske pogone na ruralnom području. Rezultati su vidljivi u otvaranju novih radnih mjesta i korišćenju prirodnih resursa na ruralnim teritorijama. Zanimljiva su i iskustva Švajcarske u podršci malim porodičnim farmama, maloj privredi u cjelini, posebno razvoju turizma u ruralnim sredinama. Provođenje efikasne ruralne politike može biti primjer kompatibilnosti agrarne, ruralne, regionalne i globalne razvojne politike. Osnovna karakteristika švajcarskog pristupa je dominacija regionalnog nad sektorskim. Slovenija je razvila disperzirani model, prema kome su veliki proizvodni sistemi imali centralni komercijalni i istraživački tim na jednom mjestu, ali su desetine pogona bile locirane u seoskim naseljima. Taj se sistem pokazao uspješnim i u tranziciji, dok su se velike bosansko-hercegovačke fabrike u gradovima pokazale ekonomski neodrživim. Za Bosnu i Hercegovinu je posebno poučno iskustvo

agribusiness and other labour-intensive activities (tourism and other service industries, small industries, cottage industry, etc.) in the European Union. This is a new concept of socio-economic development, which has been worked out in theory and practice of developed countries. In our country, unfortunately, so far there has been no consistent long-term policy of rural development, as well as the development of entrepreneurship, and only now a long-term rural development strategy has been in the process of development. France is the first which launched a new model of integrated rural development. It started through spatial planning. Positive effects were seen immediately, so in the eighties of the last century, the annual rate of disappearance of family farms was reduced to just two percent (Popović, Zakić and Stojanović, 2009, p. 63). In Austria, this concept was presented through development of mountain areas, and Italy entered the stage of rural reform through the reform of structural funds at the end of the eighties of the previous century. Portugal and Ireland began a modern rural stage in the last decade of the twentieth century through integrated projects. For less developed countries, such as Bosnia and Herzegovina, an instructive example is Spain which experienced a very intensive investment in small scale industrial plants in rural areas. The results are evident in the creation of new jobs and the use of natural resources in rural territories. The Swiss experiences are also interesting in supporting small family farms, small businesses in general, especially the development of tourism in rural areas. The implementation of an effective rural policy can be an example of compatibility of agrarian, rural, regional and global development policy.

The main characteristic of the Swiss approach is the domination of the regional over the sectoral. Slovenia has developed a dispersed model, under which the large production systems had a central commercial and research team in one place, but dozens of facilities were located in rural areas. This system proved successful in transition as well, while the large Bosnian-Herzegovinian plants in cities proved economically unsustainable. The experience

Irske, koja je u Evropsku ekonomsku zajednicu ušla 1973. godine, kao nerazvijena zemlja. Irska je 2014. godine dostigla nacionalni dohodak po stanovniku od 32.900 evra (Hrvatska turistička zajednica, 2015). Za kratko vreme ova zemlja je ostvarila ne samo impresivan privredni razvoj, već i radikalnu društvenu transformaciju. Od izrazito agrarne i tradicionalno imigrantske zemlje, ona je dostigla nivo visoko razvijene postindustrijske imigrantske zemlje. Recept uspjeha je i u tome što su Irci shvatili, na početku tranzicije, da ruralni razvoj nije sinonim za poljoprivredni razvoj. Integracija ruralnih područja išla je kako preko poljoprivrednih tako i nepoljoprivrednih djelatnosti. Zahvaljujući čitavom nizu reformskih akata iz devedesetih godina prošlog vijeka, donijetih u cilju poboljšanja ekonomske i socijalne kohezije, ruralna područja postaju sve više privlačna za različite vrste biznisa, naročito za one koji nisu dovoljno konkurentni u prenaseljenim urbanim centrima. Otvaranje mogućnosti za nove poslove počelo je da privlači sve veći broj ljudi u nekada zapostavljena ruralna područja, kao područja života, rada i življenja, na koja se ne gleda više sa rezignacijom. Održivost ruralnog razvoja, po novom konceptu, ne ogleda se samo u očuvanju kvaliteta prirodnih resursa i biodiverziteta, već i u očuvanju socijalnog i kulturnog diverziteta, kao osnove opstanaka. Istraživanje je u najvećoj mjeri usmjereno na iskustva Evropske unije u cilju kreiranja adekvatnog modela ruralnog razvoja za potrebe i prilike u Bosni i Hercegovini.

### SAVREMENA RURALNA POLITIKA EVROPSKE UNIJE

Koncept integralnog ruralnog razvoja predstavlja najnovije poglavlje teorije privrednog razvoja. Kao i prethodni koncepti privrednog razvoja, ima svoje osnovne pokretače među kojima značajno mjesto pripada pojavi određenih vrsta kriza (Popović, Zakić i Stojanović, 2009, str. 9). Svojevrsna preteča ovog koncepta nalazi se u intervenciji države to-

of Ireland is particularly instructive for Bosnia and Herzegovina, which entered the European Economic Community in 1973 as a backward country. Today it has reached national income per capita of 32.900 euros (Hrvatska turistička zajednica, 2015). For a short time this country has achieved not only an impressive economic development, but also a radical social transformation. From predominantly agrarian and traditionally immigrant country, it has reached a level of highly developed postindustrial immigrant country. The recipe of success is also in the fact that the Irish people have realised, at the beginning of the transition, that rural development is not synonymous with agricultural development. Integration of rural areas went through both agricultural and non-agricultural activities. With a series of reform laws from the nineties of the last century, adopted in order to improve economic and social cohesion, rural areas are becoming more attractive for different types of businesses, especially for those which are not competitive enough in overcrowded urban centers. Opening of opportunities for new business began to attract an increasing number of people in formerly neglected rural areas, as areas of life, work and living, which are not seen with resignation as before. Sustainability of rural development, under the new concept, is not only reflected in the preservation of quality of natural resources and biodiversity, but also in the preservation of social and cultural diversity, as the basis of survival. The research is mainly focused on experiences of the European Union in order to create an adequate model of rural development for needs and circumstances in Bosnia and Herzegovina.

### CONTEMPORARY RURAL POLICY OF THE EUROPEAN UNION

The concept of integrated rural development represents the latest chapter of the theory of economic development. Like the previous concepts of economic development, it has its main drivers where significant place belongs to appearance of certain types of crises (Popović, Zakić and Stojanović, 2009, p. 9). A kind of forerunner of this concept is the intervention

kom krize dalekih 1930-tih, kao reagovanje na do tada vladajući koncept ekonomskog liberalizma oličenog u doktrini *laissez-faire*. Osnovni problem ruralnog svijeta u nerazvijenim zemljama ispoljava se na relaciji „hrana-siromaštvo-populacija“ Ruralni problem industrijski razvijenih zemalja se javlja kao posljedica veoma ubrzanog egzodusa iz ruralnih područja tokom dekada 1950-1970. godina, gdje su bile skoncentrisane male porodične farme. Sam koncept ruralnog razvoja dugo je vezivan za poljoprivredu (sektorski pristup) da bi na kraju dvadesetog vijeka dobio konačnu potvrdu o daleko širem poimanju ruralnosti u zemljama razvijene tržišne ekonomije (Zakić i Stojanović, 2008, str. 513-521). Suština integralnog ruralnog razvoja se odnosi da distribucija populacije ne bude orijentisana na urbana područja. Da bi se ovo spriječilo u okviru projekcija integralnog ruralnog razvoja posebna pažnja je posvećivana analizi demografskog pritiska, zapošljavanja, kreiranja radnih mjesta i ekonomskog blagostanja. U većini OECD zemalja poljoprivreda kao primarna djelatnost, zahvaljujući tehničko-tehnološkom progresu, zapošljava sve manji broj ljudi. Zato se skoro sva ruralna područja preorijentišu na poslovanje u sekundarnom i tercijalnom sektoru (Ibidem). U diverzifikaciji ruralne ekonomije mala i srednja preduzeća su se pokazala kao dobra opcija u dostizanju ekonomske nezavisnosti radno sposobne populacije. Osnovi politike ruralnog razvoja u EEZ postavljeni su još daleke 1968. godine Manšoltovim planom koji predstavlja socio-strukturnu direktivu. Ovaj početak se vezuje za projekte modernizacije poljoprivrede kroz strukturna poboljšanja, prije svega, koncentraciju u farmerskom sektoru i smanjenje troškova. Manšoltovim memorandumom iz 1972. godine data je konkretna forma usvajanjem tri socio-strukturne direktive kojima se dalje inisistira na modernizaciji poljoprivrednih gazdinstava, motivisanju drugih aktivnosti izvan poljoprivrede i poboljšanim kvalifikacijama farmera. Ovim horizontalnim mjerama pridodate su sljedeće regionalne i sektorske mjere: (1) formiranje

of the state during the crisis in distant 1930s, as a reaction to the hitherto dominant concept of economic liberalism embodied in the doctrine of *laissez-faire*. The main problem of the rural world in underdeveloped countries is manifested in the relation “food-poverty-population“. Rural problem of industrially developed countries occurs as a result of a very rapid exodus from rural areas during the decades 1950-1970, where small family farms were concentrated. The very concept of rural development has long been connected with agriculture (sectoral approach) and at the end of the twentieth century, it received final confirmation of the much broader notion of rurality in countries with developed market economy (Zakić and Stojanović, 2008, p. 513-521). The essence of integrated rural development relates to that the distribution of the population is not focused on urban areas. In order to prevent this in the context of projections of the integral rural development, special attention was paid to the analysis of demographic pressure, employment, job creation and economic prosperity. In most OECD countries, agriculture, as the primary activity, thanks to the technical and technological progress, employs fewer and fewer people. Therefore, almost all rural areas reorient on the business in the secondary and tertiary sectors (Ibidem). In diversification of the rural economy, small and medium enterprises have proved to be a good option in achieving economic independence of the working population. The bases of rural development policy in the EEC were set back in 1968 in the Mansholt Plan which represents the socio-structural directives. This beginning is linked to projects of agriculture modernisation through structural improvements, above all, the concentration in the farming sector and reduction of costs. The concrete form was given by the Mansholt Memorandum from 1972 by adopting three socio-structural directives which further insist on the modernisation of agricultural holdings, motivating other activities outside of agriculture and improved qualifications of farmers. The following regional and sectoral measures were attached to these horizontal meas-

proizvođačkih grupa za voće i povrće, (2) podrška poljoprivredi u planinskim i nekim manje razvijenim područjima i (3) poboljšanje uslova prerade i plasmana poljoprivrednih proizvoda (Mirjanić, 2006, str. 195-239). Za utemeljenje koncepta integralnog ruralnog razvoja od posebnog značaja bila je mjera koja se odnosi na poljoprivredu brdsko-planinskih i manje razvijenih područja.

Posmatrana sa stanovišta integralnog ruralnog razvoja sadržina Mansholtovog plana se može svesti na sljedeće (Fennel, 1997, str. 93-97; 207-240):

1. ubrzanje procesa adaptacije agrarnih struktura novim uslovima subvencionisanja poljoprivrednih proizvoda;
2. ukazivanje na potrebu utvrđivanja postojećih regionalnih razlika kako bi se mogle formulisati mjere za podršku manje razvijenim (pretežno ruralnim) područjima i to ne samo u domenu poljoprivrede, već i u drugim aktivnostima koje čine ruralnu ekonomiju.

Ocjenjujući značaj Mansholtovog memoranduma sa stanovišta značaja za zvanično lansiranje koncepta integralnog ruralnog razvoja na prostoru ujedinjene Evrope treba istaći činjenicu da je počev od druge polovine 1970-tih, došlo do ublažavanja ruralnog egzodusa, ili bolje rečeno do obrnute migracije-iz urbanih u ruralna područja.

Uspješna politika ruralnog razvoja smatra se ona koja ostvaruje sljedeće ciljeve, odnosno omogućuje određenim ruralnim područjima da (Zakić i Stojanović, 2008, str. 513-522):

1. zadrže svoju populaciju i unutar nje životno vitalnu strukturu;
2. diverzifikuju svoju ekonomsku osnovu izvan primarnog sektora održavajući, ili čak povećavajući stope zaposlenosti kako bi apsorbovali viškove radne snage u primarnom sektoru;
3. ujednače ruralne i urbane stope siromaštva i nezaposlenosti uz nastojanje da omoguće prioritarno zapošljavanje žena i omladine;
4. imaju što lakšu pristupačnost osnovnim uslugama koje čine život u ruralnim sredinama atraktivnijim;

ures: (1) The formation of producer groups for fruits and vegetables, (2) Supporting farming in mountain and certain less developed areas, and (3) Improving conditions of processing and placement of agricultural products (Mirjanić, 2006, p. 195-239). The measure relating to agriculture of mountainous and less developed areas was of particular importance to establish the concept of integral rural development.

Viewed from the standpoint of integrated rural development, contents of the Mansholt Plan can be summarised as follows (Fennel, 1997, p. 93-97; 207-240):

1. Speeding up the process of adaptation of agrarian structures to the new conditions of subsidizing agricultural products;
2. Pointing to the need to establish the existing regional differences in order to be able to formulate measures to support less developed (mostly rural) areas, not only in agriculture but also in other activities that make up the rural economy.

Assessing the significance of the Mansholt Memorandum from the standpoint of significance for the official launch of the concept of integrated rural development in the area of united Europe, the fact should be emphasized that from the second half of the 1970s, there was a mitigation of the rural exodus, or better said, the reverse-migration from urban to rural areas.

Successful rural development policy is the one which achieves the following goals, i.e. allows certain rural areas to (Zakić i Stojanović, 2008, p. 513-522):

1. Retain their population and the vital structure within it;
2. Diversify their economic base beyond the primary sector while maintaining, or even increasing the employment rate in order to absorb surplus of labour force in the primary sector;
3. Balance rural and urban poverty and unemployment rates with an effort to provide priority hiring of women and youth;
4. Have easier accessibility to basic services that make life in rural areas more attractive;

5. proširuju imovinsko-vlasničke strukture inicirajući osnivanje malih i srednjih preduzeća na bazi lokalnog finansiranja;
  6. održavaju fizičko i mentalno zdravlje ruralne populacije na istom nivou kao i izvan ruralnih područja;
  7. glavni akteri područja rade zajedno na ostvarenju zajedničkih ciljeva na bazi dogovorenog sistema vrijednosti stvorenog prema pristupu odozdo- na gore;
  8. odgovaraju za svoj vlastiti razvoj ne očekujući da to čini neko drugi umjesto njih.
5. Extend the property-ownership structure by initiating the establishment of small and medium enterprises based on local funding;
  6. Maintain physical and mental health of the rural population at the same level as the outside of rural areas;
  7. The main actors of the area work together toward common goals, based on the agreed value system created by the bottom-up approach;
  8. Be responsible for their own development, not expecting that someone else does it for them.

Kriza zaposlenosti u urbanom dijelu ekonomije znatno utiče na dalji egzodus ruralne populacije. Porast industrijske nezaposlenosti migraciju selo-grad čini sve težom. Tako će se javiti i obratni put migracije. Mnogi će svoje aktivnosti početi da „sele“ iz urbanih u ruralna područja. Sve ovo predstavlja osnovu za utemeljenje novog koncepta ruralnog razvoja u EEZ. Razvojni put od Zajedničke agrarne politike (1957) do Politike ruralnog razvoja u ujedinjenoj Evropi bio je dug preko 30 godina (Mirjanić, 2006, str. 201-219). Za zvanični početak Politike ruralnog razvoja na ovome prostoru uzima se godina prezentacije dokumenta „Budućnost ruralnog društva“ tj. 1988. godina. Posmatrano sa stanovišta utemeljenja Zajedničke agrarne politike, može se konstatovati da je ovim poduhvatom evropski ruralni prostor doživio jednu od najradikalnijih promjena u svojoj istoriji. Pored opštih pristupa politici ruralnog razvoja na nivou EU mnoge zemlje njene članice primjenjuju i nacionalne pristupe u ovom domenu. Kao primjeri dobre prakse su Engleska, Švedska i Irska. U Engleskoj dominiraju tri cilja ruralne politike: (1) ekonomski i socijalni preporod područja sa najvećim potrebama, (2) socijalna pravda za sve-što se naročito odnosi na obezbjeđenje adekvatnog pristupa uslugama i ostalim potrebama ruralne populacije i (3) povećanje sistema vrijednosti sela i zaštita prirodne okoline u korist sadašnjih i budućih generacija. U Švedskoj ruralna politika je sastavni dio regionalne politike koja teži

The crisis of employment in the urban part of the economy significantly influence further exodus of the rural population. The rise in industrial unemployment makes rural-urban migration more difficult. So shall occur even reverse path migration. Many will start to „move“ their activities from urban to rural areas. All this forms the basis for the founding of a new concept of rural development in the EEZ. The development path from the Common Agricultural Policy (1957) to the Rural Development Policy in the united Europe was long over 30 years (Mirjanić, 2006, p. 201-219). For the official start of the Rural Development Policy in this area, the year of presentation of the document „The future of rural society“ is taken, i.e. 1988. From the perspective of the founding of the Common Agricultural Policy, it may be concluded that European rural area experienced one of the most radical changes in its history by endeavor. In addition to general approaches to rural development policy at EU level, many countries its members also apply national approaches in this field. As examples of good practice are England, Sweden and Ireland. In England, three objectives of rural policy dominate: (1) Economic and social rebirth of areas with the greatest needs, (2) Social justice for all - especially regarding the provision of adequate access to services and other needs of the rural population, and (3) Increase the value system of villages and protection of natural environment for the benefit of present and future generations. In Sweden, rural policy is an integral part of regional policy which aims to create conditions

kreiranju uslova za održivi privredni rast, jednakost i slobodu izbora tako da se stvore slični životni uslovi za sve građane zemlje. Irska je među prvim evropskim zemljama izgradila vlastitu strategiju za vođenje ruralne politike koja se identifikuje sa prednostima življenja na selu.

## IRSKO ISKUSTVO RURALNOG RAZVOJA

Početak osamdesetih godina, Irska je bila u sveopštoj krizi, koju je naročito obilježavala velika nezaposlenost, ali i nizak nacionalni dohodak, visoka inflacija, nerazvijena infrastruktura, te odsustvo iole značajnijih investicionih ulaganja. Kada je ušla u Evropsku ekonomsku zajednicu (1973. godine) BDP po stanovniku Irske je iznosio tek 65% od prosjeka Zajednice, da bi već 1997. godine on iznosio 102%, 2000. godine 115%, a 2014. godine čak 134% od tog prosjeka. Irska godišnje izvozi robe i usluga u vrijednosti od gotovo stotinu milijardi evra, od čega je čak jedna trećina iz oblasti informacionih tehnologija. Irska je najveći svjetski izvoznik softvera, a svaki treći kompjuter, koji se prodaje u Evropi, proizveden je u Irskoj. U oblasti informacionih tehnologija je zaposleno oko stotinu hiljada ljudi, od čega oko polovine u stranim kompanijama, kao što su Dell, Microsoft, Intel, itd.

To je zemlja sa najmlađim stanovništvom u Evropi. Čak 41,2% njenih stanovnika je mlađe od 25 godina, a gotovo 70% je mlađe od 45 godina. Kada je ušla u EEZ, Irska je izvozila manje od 30% bruto domaćeg proizvoda, a 2014. godine je on čak veći i od 75%, po čemu je irska privreda postala jedna od najotvorenijih u Evropi. Još važnije je da je struktura izvoza bitno izmijenjena. Umjesto ranije uglavnom poljoprivrednih proizvoda, sada su to najvećim dijelom proizvodi i usluge visoke tehnologije. U posljednjih dvadeset godina udio američkih ulaganja u Irsku se povećao oko pet puta. I ovde su, pored nekih vanekonomske razloga, ipak presudni bili relativno obrazovana i jeftina radna snaga, niske poreske stope uopšte i posebno na pro-

for sustainable economic growth, equality and freedom of choice so as to create similar living conditions for all citizens of the country. Ireland was among the first European countries to develop its own strategy for the management of rural policy that identifies with the advantages of living in the countryside.

## IRISH EXPERIENCE OF RURAL DEVELOPMENT

In the early eighties, Ireland was in an all-over crisis, which was particularly marked by high unemployment and low national income, high inflation, underdeveloped infrastructure, and the absence of even remotely significant investments. When it joined the European Economic Community (1973) Ireland's GDP per capita amounted to only 65% of the Community average, and already in 1997 it amounted to 102%, 115% in 2000, and in 2014 even 134% of this average. Ireland annually exports goods and services valued at nearly one hundred billion euros, of which one third in the field of information technology. Ireland is the world's largest exporter of software, and every third computer, which is sold in Europe, is produced in Ireland. In the field of information technology around one hundred thousand people is employed, of which about half in the foreign companies, such as Dell, Microsoft, Intel, etc.

It is the country with the youngest population in Europe. Even 41.2% of its population is younger than 25 years and almost 70% are under the age of 45 years. When it entered the EEC, Ireland exported less than 30% of GDP, and today it is even greater than 75%, after which the Irish economy has become one of the most open in Europe. More important is that the export structure has significantly changed. Instead of the earlier mainly agricultural products, now there are mainly products and services of high technology. In the last twenty years, the share of US investment in Ireland has increased about five times. Here too, along with some non-economic reasons, however, these were crucial: relatively educated and cheap labour, low tax rates in general and especially on profits, and signifi-

finite, te značajna ulaganja u infrastrukturu, i to kako onu fizičku, tako i onu institucionalnu. U svemu ovome su, bez sumnje, što direktno, što indirektno, ogroman udio imala i sredstva strukturnih fondova Evropske unije. Ona su najviše i bila usmjerena u razvoj infrastrukture i obrazovanje, odnosno u podizanje kvaliteta ljudskog kapitala, te u institucionalni razvoj. Svaka država koja je dobijala sredstva putem strukturalnih fondova Evropske unije, odnosno pretendovala da ih dobije, morala je da uradi kompleksan program razvoja. To je, činila i Irska. Ovaj program obuhvatao je detaljan opis socioekonomskog stanja, jasnu dijagnozu osnovnih prepreka bržem razvoju, spisak mjera koje će pomoći savladavanju ovih prepreka i smanjivanju jaza između razvijenih i nerazvijenih područja. U slučaju Irske, ona je u cjelini tretirana kao nerazvijeno područje koje treba restrukturirati. Sredinom devedesetih su se počeli pokazivati izvanredni efekti ulaganja u ove programe. Bitan dio te strategije i zavidnih rezultata koje je postigla Irska u svom razvoju u cjelini jeste bez sumnje, adekvatna politika ruralnog razvoja. Irska i dalje ima relativno brojnu ruralnu populaciju. Naime, oko 48% ljudi i dalje živi van većih gradskih centara, a poljoprivredom se i dalje bavi čak 22% aktivnog stanovništva na ovim područjima (Commin i saradnici, 2001, str. 21-25). Ova strategija je podjednako pokrivala najmanje 4 aspekta razvoja ruralnih područja, i to: poboljšanje infrastrukture, diverzifikaciju djelatnosti farmi, stvaranje novih radnih mjesta i razvoj lokalnih zajednica. Najkraće rečeno, cilj je bio pomjeranje od konvencionalnog farmerstva ka diverzifikaciji djelatnosti farmi, odnosno proširivanje njihovih aktivnosti, kako u okviru tako posebno van poljoprivrede (u oblasti turizma, zanatstva, usluga, zaštite čovjekove okoline i lokalnog naslijeđa). Privlačeći strane investicije, posebno one direktne, bitno je uvećan broj i snaga domaćih, malih i srednjih, preduzeća, pa i onih vezanih za lokalni ruralni biznis, u čemu je značajnu pomoć pružala Irska farmerska organizacija (IFA). Kao izrazito pozitivan primjer uspješnog ru-

cant investments in infrastructure, both physical one and institutional one. In all of this, without a doubt, both directly and indirectly, the structural funds of the European Union had a huge share in all of this. These were mostly focused on development of infrastructure and education, i.e. in raising the quality of human capital, and in institutional development. Any state which received funding through the structural funds of the European Union, or aspired to receive them, had to do a complex development program. This was done by Ireland too. This program included a detailed description of the socio-economic situation, a clear diagnosis of the main obstacles to faster development, a list of measures to help overcome these barriers and reduction of the gap between developed and underdeveloped areas. In the case of Ireland, it was in general treated as an underdeveloped area that needs to be restructured. In the mid-nineties, the extraordinary effects of investment in these programs began to show. An important part of this strategy and the excellent results achieved by Ireland in its development as a whole is undoubtedly an adequate rural development policy. Ireland still has a relatively numerous rural population. In fact, about 48% of people still live outside major urban centers, and 22% of the active population in these areas still deals with agriculture (Commin i saradnici, 2001, p. 21-25). This strategy equally covered at least 4 aspects of rural development, including: improving infrastructure, diversification of farm activities, job creation and local community development. In short, the goal was a shift from conventional farming to diversification of farming activities, i.e. expanding their activities, both in the framework and beyond agriculture (within the field of tourism, crafts, services, protection of the environment and the local heritage). Attracting foreign investments, especially the direct ones, the number and strength of the domestic, small and medium enterprises was significantly increased, including those related to local rural business, where the significant assistance was provided by Irish Farmers' Association (IFA). As a very positive example of successful rural development in general, the most frequently mentioned



ralnog razvoja u cjelini, najčešće se pominje regija Kloun, a granični okrug Kejvan, kao naročito dobar primjer diverzifikacije tradicionalne ruralne privrede. U ovom drugom najviše se proizvode mlijeko i telad, na farmi prosječne veličine od 19,2 ha (u Irskoj u cjelini taj prosjek je čak 29 ha). Odbor za okrug Kejvan obezbjeđuje finansijsku i tehničku podršku lokalnim preduzetnicima, saraduje sa Centrom za preduzetništvo, sa Turističkom organizacijom okruga i sa Fondom za preduzeća ovog okruga koji prima investicije iz Međunarodnog fonda za Irsku. On obezbjeđuje zajmove sa niskim kamatama, te organizuje obuku i obrazovanje iz oblasti poljoprivrede i turizma i drugih grana djelatnosti, ali pruža i druge vrste pomoći farmerima, sve do, na primjer, smještaja turista. Zato i nije čudno da su vlasnici oko 40% farmi u Irskoj zaposleni van farmi i van poljoprivrede, odnosno da oko 48% ukupnog dohotka na ruralnim područjima dolazi van farmi – 32% od nefarmerskih djelatnosti i 16% od različitih finansijskih transfera poput penzija i sl. Ali, i kada je riječ o prihodima na farmi, onda je od značaja podatak da oko polovine tih prihoda dolazi od netržišnih, direktnih plaćanja iz fondova Evropske unije i Republike Irske. Iz ovih fondova se stimulišu i projekti za razvoj udaljenijih i marginalizovanih područja, za kompenzaciju smanjenja cijena, pod uticajem kriterija Zajedničke agrarne politike Evropske unije i Svetske trgovinske organizacije, kao i za „prijateljsko farmerstvo“ u cilju zaštite čovjekove okoline.

Sve u svemu, moglo bi se zaključiti da irski model ruralnog razvoja naročito obilježava sledeće (Ibidem, str. 3-14):

1. sve veća i sve organizovanija briga za ruralni razvoj, shvaćen kao proces koji ide ne samo šire od poljoprivrede već i od privrede uopšte, odnosno kao veoma osmišljena i aktivna strategija ukupnog razvoja, upravo racionalno koristeći prednosti globalizacije, liberalizacije i velike pokretljivosti transnacionalnog kapitala.
2. široko aktivirani lokalni resursi, a posebno ljudski potencijali (koji nisu mali, budući

is Clones region, and a border county Cavan as a particularly good example of the diversification of the traditional rural economy. In the latter milk and calves are mostly produced at the farm of an average size of 19.2 ha (in Ireland as a whole the average is less than 29 ha). The Committee for the district Keyvan provides financial and technical support to local entrepreneurs, collaborating with the Centre for Entrepreneurship, the Tourist Organisation of the county and the Fund for businesses of this county, which receives investments from the International Fund for Ireland. It provides low-interest loans, and organises training and education in the field of agriculture and tourism and other industries, or provides other forms of assistance to farmers all to, for example, tourist accommodation. Therefore it is not surprising that owners of about 40% of farms in Ireland are employed off-farm and in non-agricultural sectors, i.e. that about 48% of total income in rural areas comes from outside the farm - 32% of non-farming activities and 16% from various financial transfers such as pensions, etc. But when it comes to income on the farm, the important fact is that about half of these revenues comes from non-market, direct payments from the funds of the European Union and the Republic of Ireland. Projects for development of remote and marginalised areas are stimulated from these funds to compensate for price reductions, under the influence of the criteria of the Common Agricultural Policy of the European Union and the World Trade Organisation, as well as for „friendly farming“ in order to protect the environment.

All in all, it could be concluded that the Irish model of rural development in particular marks the following (Ibidem, p. 3-14):

1. Growing and more organised care for rural development, understood as a process that goes beyond not only agriculture but also the economy in general, i.e. as a very planned and active strategy of the overall development, exactly by the rational use of the advantages of globalisation, liberalisation and high mobility of transnational capital.
2. Widely-activated local resources, especially human resources (which are not small, since

da na ruralnom području živi preko 40% stanovnika i to veoma povoljne starosne strukture), prvenstveno na principima široko shvaćenog multilateralnog partnerstva;

3. uveliko restrukturirana i (post)modernizovana poljoprivreda, razvijena opšta i komunalna infrastruktura, ukрупnjene površine na gazdinstvu (prosjeak gazdinstava za Irsku u cjelini je oko 29 ha) i intenzivan razvoj nepoljoprivrednih djelatnosti (posebno turizma);
4. snažno privlačenje i racionalno korišćenje raznovrsnih finansijskih izvora za ruralni razvoj - od strukturalnih fondova Evropske unije i sve obimnijih direktnih investicija iz svijeta, do nacionalnih i lokalnih fondova za ove namjene;
5. veoma razvijena institucionalna i vaninstitucionalna, profesionalna i volonterska mreža grupa, organa, organizacija, agencija, fondova i centara na nacionalnom, regionalnom, oblasnom i lokalnom nivou, uključenih u kreiranje i ostvarivanje strategije, politike i prakse ruralnog razvoja;
6. strukturalne promjene u obrazovanju uopšte i sve veća ulaganja u ovu oblast, u cilju permanentne obuke za različite uloge u procesu integralnog ruralnog razvoja;
7. ostvareni zavidni rezultati u pogledu ruralnog razvoja, kako na lokalnom tako i na nacionalnom nivou, odnosno bitno povećan individualni i društveni standard i kvaliteta života ljudi na ruralnim područjima.

Naravno, sve ovo ne znači da i u Irskoj nema problema u razvoju ruralnih područja, posebno onih udaljenijih. Iako sve manje, tamo i nadalje ima pojava ruralnog egzodusa, još uvek snažnog procesa metropolizacije, nemotivisanosti dijela ruralne populacije (upravo onog najsiromašnijeg), i sl. Zato, i pored izvanrednih uspjeha, politiku ruralnog razvoja u Irskoj čekaju i nova iskušenja, posebno u kontekstu globalnih ekonomskih, socijalnih i političkih procesa u svijetu, ali se čini da će se Irška, na bazi stečenih iskustava, sa tim izazovima i u neposrednoj budućnosti nositi uspješnije od mnogih drugih država.

more than 40% of the population of a very favourable age structure live in rural areas), primarily on the principles of the broadly understood multilateral partnership;

3. Largely restructured and (post)modernised agriculture, developed general and municipal infrastructure, larger areas in the holdings (average of holdings for Ireland as a whole is about 29 ha) and the intensive development of non-agricultural activities (especially tourism);
4. Strong attracting and rational use of various funding sources for rural development - from the structural funds of the European Union and all the more extensive direct investment from the world, to national and local funds for these purposes;
5. Well-developed institutional and non-institutional, professional and volunteer network of groups, bodies, organisations, agencies, funds and centers at the national, regional, county and local level, involved in the creation and realisation of the strategy, policy and practices of rural development;
6. Structural changes in education in general and increasing investment in this area, with the aim of permanent training for different roles in the process of the integral rural development;
7. Impressive results achieved in terms of rural development, both at local and national levels, i.e. significantly increased individual and social standard and quality of life of people in rural areas.

Of course, all this does not mean that there is no problem in Ireland in development of rural areas, especially those more distant. Although fewer, there continues to be an emergence of rural exodus, yet powerful process of metropolisation, lack of motivation of a part of the rural population (of the very poorest), and the like. Therefore, despite the extraordinary success, the rural development policy in Ireland waits for new challenges, especially in the context of global economic, social and political processes in the world, but it seems that Ireland, based on the experience acquired, will deal more successfully with these challenges than many other countries in the immediate future.

## ISKUSTVO SLOVENIJE U RURALNOM RAZVOJU – POUKA ZA BOSNU I HERCEGOVINU

Polazeći od efekata ostvarenih nakon tranzicije, Republika Slovenija se ubraja u najuspješnije zemlje u tranziciji. Republika Slovenija se opredjelila za razvoj održive i multifunkcionalne poljoprivrede, kako bi na neznatnim poljoprivrednim površinama, odnosno u ruralnim sredinama, osim primarne poljoprivredne proizvodnje razvila i seoski turizam, zanatstvo, ribarstvo i sve prateće djelatnosti, čime bi se život na ovim prostorima učinio sadržajnijim i osigurao ostanak stanovništva na selu. Prosečna veličina poljoprivrednog gazdinstva povećala se sa 4,5 ha, koliko je iznosila u 1991. godini na 5,6 ha u 2000. godini, da bi u 2005. godini iznosila 6,3 ha (Volk, 2004, str. 9). Takođe, u istom periodu povećan je i broj imanja većih od 20 hektara. Ova država ima nešto više od 77.000 poljoprivrednih gazdinstava, prema podacima iz 2005. godine, a poljoprivredno stanovništvo čini samo 8% od ukupnog broja stanovnika (Radović, 2009, str. 6). Agrarna politika je u Sloveniji, u periodu tranzicije, obezbjeđivala relativno povoljne i stabilne uslove za razvoj poljoprivrede i izbjegla smanjenje proizvodnje, koje je bilo karakteristično za većinu drugih zemalja u tranziciji. Agrarna politika u tranzicionom periodu je obuhvatala: (1) tržišno-cjenovnu politiku, (2) politiku ruralnog razvoja i (3) politiku na području javnih usluga koje podržavaju poljoprivredu. Tržišno-cjenovna politika sastojala se od sledećih mjera: (1) mjera podrške tržištu, (2) mjera direktne budžetske podrške proizvodima i (3) drugih direktnih plaćanja. Mjere podrške tržištu obuhvatale su: (1) spoljno-trgovinsku zaštitu, (2) izvozne podsticaje, (3) državnu kontrolu cijena i prateće mjere za stabilizaciju unutrašnjeg tržišta (intervencijski otkup, podrške skladištenju i sl.). Mjere direktne budžetske podrške proizvodima obuhvatale su: (1) cjenovnu podršku, (2) direktna plaćanja po površini i grlu stoke i (3) regresiranje troškova proizvodnje. Druga direktna plaćanja obuhvatala su: državnu pomoć prilikom prirodnih nepogoda i zaraznih bolesti i naknadu šteta. Politika ruralnog razvoja se sastojala od:

## EXPERIENCE OF SLOVENIA IN RURAL DEVELOPMENT – LESSON FOR BOSNIA AND HERZEGOVINA

Starting from effects realised after the transition, the Republic of Slovenia is one of the most successful countries in transition. The Republic of Slovenia has committed to the development of sustainable and multifunctional agriculture in order to develop rural tourism, crafts, fishing and all related activities at the minor agricultural areas, i.e. in rural areas, with the exception of primary agricultural production, which would make life in this region more substantial and ensure a stay of the population in the countryside. The average size of an agricultural holding has been increased from 4.5 ha, as it was in 1991, to 5.6 ha in 2000, and in 2005 it was 6.3 ha (Volk, 2004, p. 9). Also, the number of farms larger than 20 hectares increased in the same period. This country has more than 77,000 agricultural holdings, according to data from 2005, and the agricultural population accounts for only 8% of the total population (Radović, 2009, p. 6). Agricultural policy in Slovenia, in the transition period, provided relatively favourable and stable conditions for agricultural development and avoided the decrease in production, which was characteristic of most other countries in transition. Agricultural policy during the transition period included: (1) market-price policy, (2) rural development policy, and (3) policy in the field of public services that support agriculture. Market-price policy consisted of the following measures: (1) the market support measures, (2) measures of direct budget support to products, and (3) other direct payments. Market support measures included: (1) foreign trade protection, (2) export subsidies, (3) state control of prices and accompanying measures to stabilise the internal market (intervention buying, storage support, etc.). Measures of direct budget support to products included: (1) the price support, (2) direct payments per area and livestock, and (3) reimbursement of the cost of production. Other direct payments included: state aid during natural disasters and infectious diseases and damages compensation. Rural development policy

(1) naknada za područja sa težim uslovima za poljoprivrednu proizvodnju, (2) naknada za ekološku prihvatljivu proizvodnju, (3) podršku programima ruralnog razvoja, (4) podrške prestrukturiranju poljoprivrednih gazdinstava i (5) drugih programa podrške ruralnom razvoju. Politika na području javnih usluga koje podržavaju poljoprivredu obuhvatala je: (1) poljoprivredno-savjetodavnu službu, (2) stručni rad i veterinarske usluge i (3) istraživački rad, obrazovanje i infrastrukturu (Volk, 2004, str. 11). Na osnovu podataka prikazanih u tabeli 1, može se izvesti zaključak da je budžet za podršku poljoprivredi bilježio u periodu od 1996. do 2010. godine značajan rast. Naime, on je u početnoj godini posmatranog perioda, u 1996. godini, iznosio svega 65.000.000 evra, a u posljednjoj godini posmatranog perioda, u 2010. godini, njegova vrijednost je bila blizu 428.000.000 evra, dakle, uvećan je za oko sedam puta.

Tabela 1

*Visina budžeta za podršku poljoprivredi u periodu 1996-2010. godine (u milionima evra)*

| Godine<br>[Years] | Budžet za podršku poljoprivredi<br>[Budget for support to agriculture] |
|-------------------|--|
| 1996.             | 65.521   |
| 1997.             | 85.383   |
| 1998.             | 94.639   |
| 1999.             | 124.329  |
| 2000.             | 144.804  |
| 2001.             | 171.186  |
| 2002.             | 170.278  |
| 2003.             | 231.132  |
| 2004.             | 273.302  |
| 2005.             | 320.354  |
| 2006.             | 372.740  |
| 2007.             | 379.908  |
| 2008.             | 446.321  |
| 2009.             | 479.220  |
| 2010.             | 427.982  |

**Izvor:** Ministarstvo za poljoprivredu Republike Slovenije, 2010, str.9

U cjelokupnom tranzicionom periodu vođena je protekcionistička agrarna politika, koja je pravdana potrebom ostvarivanja ciljeva tran-

consisted of: (1) compensation for areas with difficult conditions for agricultural production, (2) compensation for environmentally friendly production, (3) support to rural development programs, (4) support to restructuring of agricultural holdings, and (5) other support programs for rural development. The policy in the field of public services that support agriculture included: (1) agricultural advisory service, (2) professional activities and veterinary services, and (3) research, education and infrastructure (Volk, 2004, p. 11). Based on the data presented in Table 1, it can be concluded that the support budget for agriculture recorded significant growth in the period from 1996 to 2010. In fact, in the initial year of the period, in 1996, it amounted to only 65 million euros, and in the last year of the period, in 2010, its value was close to 428 million euros, thus increased by about seven times.

Table 1

*Height of the budget for support to agriculture during the period 1996-2010 (In millions of euros)*

**Source:** Ministarstvo za poljoprivredu Republike Slovenije, 2010, p. 9

A protectionist agricultural policy was led in the entire transition period, which was justified by the need for achieving the objectives

zicije. Slovenija je u veoma kratkom vremenskom periodu uskladila svoje zakonodavstvo, agrarnu politiku i institucije sa standardima Evropske unije i formirala sopstveni model finansiranja agrara. Slovenački model finansiranja agrara u tranzicionom periodu bio je formiran po uzoru na model Evropske unije i obuhvatao je podršku tržištu poljoprivredno-prehrambenih proizvoda, direktnu budžetsku podršku proizvodima, druga direktna plaćanja poljoprivrednim proizvođačima i podršku ruralnom razvoju. Finansijska podrška je u prvim godinama tranzicije bila usmjeravana ka proizvodnji, a kasnije se transformisala u podršku dohotku i podršku ruralnom razvoju. Model tranzicije slovenačke poljoprivrede mogao bi da posluži kao primjer za tranziciju poljoprivrede Republike Srpske i Bosne i Hercegovine na putu ka evropskim integracijama.

## ZAKLJUČAK

Iskustva razvijenih zemalja i zemalja u razvoju pokazuju da se izmjena privredne strukture ruralnih područja postiže podsticanjem razvoja malih i srednjih preduzeća u nepoljoprivrednim djelatnostima, koja se prožimaju s poljoprivredom (dorada i prerada poljoprivrednih proizvoda, skupljanje šumskih plodova i ljekovitog bilja, proizvodnja „zdrave hrane“, razvoj zanatstva i domaće radinosti, uslužnih djelatnosti, turizma, servisnih usluga i sl.). Pokazalo se da ovakav razvojni koncept daje jak impuls razvoju ovih područja. Politika ukрупnjavanja posjeda treba da bude jedan od prioriteta nove agrarne politike. Iskustvo EU, s tim u vezi, je dragocjeno. Ovaj proces, koji je rađen po „Manšoltovom planu“, zahtijevao je period od više decenija. U razvijenim zemljama se veličina posjeda stalno povećava, a broj farmi smanjuje. Moramo izvući pouku da je prilagođavanje posjedovne strukture potrebama moderne tehnologije spor i neminovan proces. Kao rezultat politike ukрупnjavanja posjeda u razvijenim zemljama EU izdiferencirale su se: male i srednje porodične farme, zatim

of the transition. In a very short period of time, Slovenia aligned its legislation, agricultural policy and institutions to EU standards and established its own model of financing agriculture. Slovenian model of financing of agriculture in the transition period was modeled on the European Union model and included the support of the agro-food products, direct budget support to products, other direct payments to agricultural producers and rural development support. Financial support in the early years of the transition was directed towards the production and later transformed into income support and rural development support. The model of transition of Slovenian agriculture could serve as an example for transition of agriculture of the Republic of Srpska and Bosnia and Herzegovina on its path towards European integration.

## CONCLUSION

Experiences of developed countries and developing countries show that the change of the economic structure of rural areas is achieved by encouraging the development of small and medium-sized enterprises in non-agricultural activities, which are intertwined with agriculture (finishing and processing of agricultural products, gathering wild fruits and medicinal herbs, production of “healthy food“ the development of crafts and handicrafts, services, tourism, service providers, etc.). It turned out that such a development concept provides a strong impetus to the development of these areas. The policy of enlargement of the property should be one of the priorities of the new agricultural policy. The EU experience, in this respect, is precious. This process, which was made after „Mansholt Plan“ required a period of several decades. In the West, the size of the property is constantly increasing, and the number of farms is decreasing. We must learn the lesson that the adjustment to ownership structure to the needs of modern technology is a slow and inevitable process. As a result of the policy of enlarging holdings in developed EU countries the following is differentiated: small and medium family farms, then very significant,

vrlo značajne, srednje i krupne komercijalne farme, kao i multinacionalne kompanije. Za uspješnije funkcionisanje pa i opstanak na tržištu mali subjekti moraju biti povezani s preduzećima koja objedinjuju ponudu na većim, ali izbirljivim tržištima, posebno u pogledu kvaliteta, obima ponude, marketinškog nastupa itd. Takođe, treba precizirati nadležnosti u sprovođenju mjera između republičkih i lokalnih organa i uspostaviti dobru koordinaciju institucija i subjekata. Aktivna podrška države konceptu integralnog ruralnog razvoja može dati dobre rezultate ako se oslanja na korišćenje unutrašnjih resursa kojim to područje raspolaže. Posebno treba uvažavati specifičnosti područja i njegovog okruženja (prirodne i socio-kulturne karakteristike, nivo razvoja, zaposlenost, stanje infrastrukture, stav stanovništva prema razvoju, globalni i regionalni trendovi razvoja itd.) i istražiti ima li komparativne prednosti.

Osim toga poslovna klima mora da ove prostore učini atraktivnijim kako bi posebno mladi bili zainteresovani da u njima žive i rade.

Tu su prije svega: (1) razvoj infrastrukture (posebno puteva), (2) stimulativni uslovi kreditiranja, (3) stručna pomoć (intelektualne usluge posebno u proizvodnom dijelu), (4) stalna edukacija radi sticanja specijalnih znanja iz ruralne ekonomije, (5) pristup tržišnim i tehnološkim informacijama, (6) veća pažnja zapostavljenim opštedruštvenim problemima (pomoć u planiranju, porodice, poboljšanje medicinskih usluga, uređenje naselja, itd.).

Većim zapošljavanjem mladih ljudi u mjestu boravka i zasnivanjem njihovih porodica, revitalizovala bi se sela i sva druga mala naselja u Bosni i Hercegovini. Za takav poduhvat potrebna je izmjenjena privredne strukture sela, pod kojom se podrazumijeva djelovanje u dva osnovna pravca: (1) unapređenje poljoprivredne proizvodnje i poslovanja privatnih firmi, (2) razvoj malih i srednjih preduzeća iz oblasti zanatstva, industrije i raznih vrsta proizvodnih usluga prilagođenih stanovnicima sela.

medium and large commercial farms, as well as multinational companies. For more successful operation, however, and survival on the market small entities must be associated with companies that combine the offer at larger but choosy markets, especially in terms of quality, volume of offer, marketing approach, etc. Also, the jurisdiction of the implementation of measures between the central and local authorities should be specified and good coordination of institutions and entities should be established. The active support of the state to the concept of integrated rural development can give good results if it relies on the use of internal resources that this area has. The specific features of the area and its environment (natural and socio-cultural characteristics, level of development, employment, infrastructure situation, the attitude of the population towards the development, global and regional development trends, etc.) should be especially taken into account it should be assessed whether there is the comparative advantage.

Besides, the business climate must make these areas more attractive to young people in particular to be interested to live and work there.

It primarily includes: (1) Development of infrastructure (particularly roads), (2) Stimulative credit terms, (3) Professional assistance (intellectual services especially in the manufacturing part), (4) Continuous education in order to acquire special knowledge in the rural economy, (5) Access to the market and technological information, (6) Greater attention to disadvantaged general social problems (assistance in planning, families, improving medical services, arranging settlements, etc.).

By increased employment of young people in the place of residence and starting their families, villages and all other small settlements in Bosnia and Herzegovina would be revitalised. Such an undertaking will require modification of the economic structure of the village, which implies action in two main directions: (1) Advancement of agricultural production and operation of private companies, (2) Development of small and medium-sized enterprises in the field of craft, industry and various kinds of manufacturing services tailored to the villagers.

Želimo li revitalizovati ruralnu Bosnu i Hercegovinu, a to nisu samo sela, nego i naselja na rubovima gradova neophodno je ta područja ekonomski diverzifikovati, unoseći u njih pogone ili djelatnosti, komplementarne sada zapuštenoj poljoprivredi. Zagovaranjem povratka u bosansko-hercegovačka ruralna područja omogućiti se ponovno oživljavanje malih naselja. Ovo su modeli koji su provjereni u malim, nama sličnim zemljama: Slovenija, Austrija i Švajcarska. Prema mišljenju anketiranih eksperata u ruralnim sredinama, jedan od najvećih strukturno-razvojnih problema bosansko-hercegovačkog društva danas jeste brzo smanjivanje seoskog stanovništva (depopulacija sela) koje prevazilazi tempo smanjivanja poljoprivrednog stanovništva (deagrarizaciju). Brza i pretarana deagrizacija je, umjesto ranije agrarne prenaseljenosti, prouzrokovala drugu krajnost-industrijsku i urbanu prenaseljenost. Prva je stari, a druga novi veliki problem bosansko-hercegovačkog društva. Gradski život je skup, nestašica stanova je velika, preduzeća i službe javnog sektora su prepuna suvišnih radnika, a u našim selima su mnoge njive tih istih ljudi neobrađene i kuće prazne. Brza industrijalizacija svuda izaziva stihijno i haotično prostorno pomjeranje ljudi, njihovo gomilanje u gradovima i pražnjenje sela. Da bi sprečili pojavu ovakvih trendova na bosansko-hercegovačkom selu trebalo bi u narednom periodu: ujednačiti stope rađanja i umiranja, odnosno stabilizovati broj ruralnih stanovnika, poboljšati saobraćajnu i telekomunikacionu infrastrukturu na selu, podići zdravstveni, kulturni, obrazovni nivo seoskog stanovništva, smanjiti zavisnost od vlasništva nad zemljom i omogućiti zapošljavanje u poljoprivredi i drugim sektorima, povećati izvore dohotka iz nepoljoprivrednih aktivnosti i sitna gazdinstva organizovati u zemljoradničke zadruge.

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If we want to revitalise rural Bosnia and Herzegovina, and it is not only villages, but also the settlements on the edges of cities, it is necessary to diversify the areas economically, bringing in facilities or activities complementary to presently neglected agriculture. The revival of the small settlements will be enabled by advocating returns to Bosnian-Herzegovinian rural areas. These are the models that are tested in small alike countries: Slovenia, Austria and Switzerland. According to the polled experts in rural areas, one of the largest structural and development problems of the BiH society today is rapidly decreasing of the rural population (depopulation of villages) that exceeds the pace of decline in agricultural population (deagrarianisation). Rapid and excessive deagrarianisation, instead of the earlier agrarian overpopulation, caused the other extreme-industrial and urban overpopulation. The first is the old, and the other new big problem of the BiH society. City life is expensive, shortage of apartments is high, enterprises and public sector services are full of redundant workers, and in our villages, many of these same people's fields are uncultivated and houses are empty. Rapid industrialisation everywhere is causing uncontrolled and chaotic spatial movement of people, their accumulation in cities and villages emptying. To prevent the occurrence of such trends in the Bosnian-Herzegovinian countryside, the following should be done in the following period: to equalize rates of birth and death, i.e. stabilise the number of rural residents, improve transport and telecommunications infrastructure in the country, raise health, cultural and educational level of the rural population, reduce dependence on land ownership and provide employment in agriculture and other sectors, increase sources of income from non-agricultural activities and to organise small holdings into agricultural cooperatives.

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