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Low Touch Economy and Social Economy in Rural Heritage Rich Communities impacted by COVID-19 crisis

Ph.D. Student Anamaria BUCACIUC

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Analysis of Rural Heritage Rich Communities
pre-Covid19 crisis



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graph TD; A[Analysis of Rural Heritage Rich Communities pre-Covid19 crisis] --> B[Impact of Covid19 on industries active in rural areas]; B --> C[Low Touch Economy and Social Economy in the context of Covid19]; C --> D[Exploration of entrepreneurial possible responses as part of the Low Touch Economy]; D --> E[Discussion];
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Impact of Covid19 on industries active in rural
areas

Low Touch Economy and Social Economy in
the context of Covid19

Exploration of entrepreneurial possible
responses as part of the Low Touch Economy

Discussion

Analysis of Rural Heritage Rich Communities pre-Covid19 crisis I

- Rural landscapes, the mosaic of natural geological structures and human imprints of agriculture, forestry, lakes, rivers and built settlements provide, perhaps, the greatest cultural heritage there is.
- Rural people created their own culture, reflecting their work, leisure and social challenges, in all forms of art, sport and general community activity.
- However, their economic activities also evolve and sometimes disappear.
- Eurostat 2017 notes that more than a third of Europeans do not participate in cultural activities, which is why developing **rural-cultural tourism**, linked to health and recreational activities is, and will be, a major bridge between urban and rural peoples.

Analysis of Rural Heritage Rich Communities pre-Covid19 crisis II

Threats

Marginalization

Low entrepreneurial
development

Demographic change

Low education

Opportunities

Unique character

Tourism

“Back to rural” movement

Open education

Impact of Covid19 on industries active in rural areas I

- Physical distance, relative isolation and lower population density play in favor for rural areas in terms of the direct impact of COVID-19.



- But rural areas are much less prepared to deal with the direct and indirect impact of the crisis. Of the 734 million extreme poor prior to the COVID-19 crisis, 80 percent live in rural areas. Of these, 76 percent work in agriculture. Rural inhabitants have dramatically less access to adequate sanitation, health services, education, internet and communications technology, social protection and public infrastructure.

Impact of Covid19 on industries active in rural areas II

Impacts of on the rural market

disruption of the agricultural supply-chain

delay in sowing and harvesting of crops

job cuts in all economic sector

complete shutdown of exports and travel

shutdown/confinement of small industry units, businesses/traders,
and shops

weak consumption trend post COVID-19

Impact of Covid19 on industries active in rural areas III

New habits and regulations:

Top-down changes Rules and policies

- Limited gatherings
- Travel restrictions
- Hygiene requirements
- Protection of vulnerable groups

Bottom-up changes New habits and behaviors that will stick

- Remote work
- Mixed work/life balance
- Access to e-commerce and logistics
- E-health

Low Touch Economy and Social Economy in the context of Covid19

Low Touch Economy Switch from defense to offense, in a low touch environment:

- Assess the impact
- Develop the strategy
- Go on offense
- Make it happen

Social Economy Strong communities dealing with crises

- Assess the threats/
opportunities
- Gather along the
community
- Strategies over dealing
with the social problems
- Make it happen

Future perspectives

- Virtual rural heritage tourism
- Augmented rural heritage tourism
- Tourism for change/ Tourism for impact

Please address questions and advices in the “Add comment” section ...

Contact:

Ph.D. Student Anamaria BUCACIUC
Ștefan cel Mare University of Suceava, Romania
anamaria.bucaciuc@usm.ro

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