

THE SIGNIFICANCE OF THE RURAL WEB FOR RURAL TOURISM DEVELOPMENT: THE CASE OF GORIŠKA BRDA REGION, SLOVENIA

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Abstract

Active rural web has evident implications on rural tourism development. In this paper we interweave three concepts to address very complex issue of rural tourism: (1) the concept of countryside capital is supplemented by (2) the concept of social capital and upgraded with (3) the concept of rural web. Analysis of various factors of rural tourism development in GoriškaBrda region (Slovenia) has demonstrated the positive impact of strong social capital on local community capacity building, being the starting point for activation of endogenous development potentials

Keywords

rural areas, countryside capital, social capital, rural web, rural development, GoriškaBrda region, Slovenia

Résumé

Un réseau rural actif a des implications évidentes sur le développement du tourisme rural.

Dans cet article, trois concepts sont utilisés pour aborder le problème complexe du tourisme rural : (1) le concept du capital rural, (2) le concept du capital social et (3) le concept de réseau rural. L'analyse des divers facteurs de développement du tourisme rural dans la région de Goriška Brda (en Slovénie) souligne l'impact positif d'un capital social fort, sur la capacité d'entreprise d'une communauté locale qui peut être le point de départ de l'activation de développements endogènes potentiels.

Mots clés

régions rurales, capital rural, capital social, réseau rural, développement rural, région de Goriška Brda, Slovénie

I. INTRODUCTION

In the last decades, the Goriška Brda region as a border, remote and rural area of Slovenia has experienced a tourism development particularly well linked with local resources and profitable to locals. This paper underlines some bases of this economic development. Besides the rural characteristic of the region, both the remoteness and the strong rural web should be outlined as motor to this development.

Rural development stems from combining a wide range of different and often refigured rural resources in new ways, as a result of which they flow into a set of new activities, interactions, transactions and networks (Woods 2005; van der Ploeg & Marsden 2008). Commentators tend to agree that the rural resources are

becoming increasingly subject to pressures arising from an ever wider range of economic, social, political and environmental influences (Garrod, 2006). Rural resources which form a basis for rural tourism development have been defined distinctively. Hancock (2001, quoted in Tisenkopfs, Lace, Mierina, 2008, 109) refers to social, ecological, human and economic capital, the combination of which may be thought of as *community capital*. Castle (1998, quoted in Tisenkopfs, Lace, Mierina, 2008, 109) proposes *rural capital*, which consists of three elements (natural, manmade and human capital). Garrod *et al.* (2006) refer to a *countryside capital*: herewith identifying rural resources as a kind of capital asset that can be invested in and from which a stream of benefits may be drawn, provided that the asset base is not overstretched by the various demands that are put upon it.

Rural development processes that European rural regions are currently undergoing are underpinned by a range of different rural webs, each with its own dynamic. This paper aims to analyse the formation, functioning and development of rural web in Goriška Brda region. It is our hypothesis that this rural web has effectively contributed to the performance of local rural economy which has been strongly reflected in rural tourism development. This article consists a brief review of the literature and used methods, reveals the existing tourist infrastructure and discusses potential future development and indicates the factors that influenced rural tourism development.

II. FROM SOCIAL CAPITAL TO RURAL WEB

In the last two decades, the concept of social capital has become very popular amongst researchers and in policy as well. The most widely accepted definition of social capital concerns the stock of social trust, norms and networks of relationships that person establish to deal with common problems, achieve shared objectives (neighbourhood networks, cooperatives, clubs, societies, associations etc.; Putnam, 1993; Coleman, 1988). Understanding social capital is important also because it seeks to explain different spatial patterns (Mohan & Mohan, 2002). Social capital is alleged to have beneficial effects on both individuals (promoting better health, social interaction, increasing the probability of successful job search, providing a favourable climate for entrepreneurship) and communities (generally stimulating economic

development by making certain resources available that otherwise would be lacking).

Woolcock and Narayan (2000, quoted in Tisenkopfs *et al.*, 2008, 99-100) categorized research on economic development and social capital into four distinct perspectives that seemed to be relevant in our surveyed rural area. The *communitarian perspective* equates social capital and economic development with local organizations such as clubs, associations, and civic groups. This perspective centres on the number and density of these groups in a given community. It also holds that social capital is inherently good, that more is better, and that its presence always has a positive effect on community welfare. The *networks approach* attempts to account for both the positive and negative side of social capital and stresses the importance of vertical as well as horizontal associations between people and organizations, such as community groups and firms. The *institutional perspective* argues that the vitality of community networks and civil society is largely the product of the political, legal, and institutional environment and that the capacity of social groups to act in their collective interest depends on the quality of the formal institutions under which they reside. The recently emerging *synergy view* centres on the view that governments, corporations, and civic groups are partners in attaining collective goals. Neither states, nor firms, nor communities have the resources themselves that are needed for broad-based, sustainable development. Complementarities and partnerships forged both within and across these different sectors are required.

Table 1. Four Perspectives of Economic Development and Social Capital Research

Perspective	Actors	Policy prescriptions
<i>Communitarian view</i> Local associations	Community groups Voluntary organizations	«Small is beautiful» Recognize social assets of the poor
<i>Network view</i> Bonding and bridging community ties	Entrepreneurs Business groups Information brokers	Decentralize Create enterprise zones Bridge social divides
<i>Institutional view</i> Political and legal institutions	Private et public sectors	Grant civil and political liberties Institute transparency, accountability
<i>Synergy view</i> Community networks and state-society relations	Community groups, civil society, firms, states	Coproduction, complementarity Participation, linkages Enhance capacity and scale of local organizations

The upper approach is structuralized and will be used as a conceptual framework of this article. Similar findings come from qualitative surveys of Terluin (analysing differences in economic performance of Europe's rural regions; 2001), Svendsen and Sørensen (introducing the qualitative measurement of various capitals - their present use and stocks - on small-scale rural regions; 2007) and also with the work of Garrod *et al.* (2006). For comprehensive understanding of contemporary rural areas besides social capital also other factors have to be considered. As an analytical tool the concept of rural web is to be used, the latter being the basis and generator of rural development (van der Ploeg & Marsden, 2008). This is a complex set of internally and externally generated interrelationships that shape the relative attractiveness of rural regions, economically, socially, culturally and environmentally. Rural webs are multidimensional, consisting of some key conceptual building blocks: of which endogeneity, novelty production, sustainability, social capital, institutional arrangements and the governance of markets are the key dimensions. The development of such a web contributes to the performance of regional rural economies: the presence of smoothly functioning and comprehensive web explains the performance of a regional economy, its comparative advantages, its competitiveness, innovativeness and sustainability, as quality of life that it offers to its people (van der Ploeg *et al.*, 2008, 2).

III. METHODS

Rural web is an analytical tool towards understanding (conceptually and empirically) of contemporary contested, complex, globalized, hybrid and fluid rural areas (Woods, 2007; Klemenčič, 2006; van der Ploeg & Marsden 2008; Potočnik Slavič, 2010). Important features of such webs are their density, multi-dimensionality, impacts and dynamics.

For the purpose of this research mixed methods were used, whereas stronger emphasis was given to qualitative ones. Critical review of existing body of literature on rural tourism directed the focus of our research and helped us with the formation of conclusions. Secondary data analysis (population dynamics over the last 100 years, structure of businesses, registered accommodation) provided important information on general socioeconomic issues of the area. The primary data was gained in two ways. Firstly, there was a semi-structured questionnaire undertaken in six selected villages (Figure 1) which included 98 households with altogether 300 inhabitants, approximately half of registered inhabitants. Settlements were selected on the basis of their population dynamics: we deliberately included settlements with increasing, stagnating and decreasing populations to get the most representative answers. Mostly the local problems and developmental potentials were surveyed. Secondly,



Figure 1. Goriška Brda region - Case Study Area

several in-depth interviews were undertaken at the municipality level, as also with the responsible persons and members within certain clubs and associations. Gathered information helped us to demonstrate the perspectives of economic development and social capital; on their basis also graphical model was created showing the network amongst existing clubs and societies.

In this paper we investigate quite homogenous geographical region. The area of Goriška Brda region (short Brda with 72 km²) is a typically border rural area from political as well as climatological and cultural perspective. It is situated at the Slovenian Italian border which divides Brda on Slovenian (Goriška Brda) and Italian part (Collio). It has "peripheral" character (with an extraterritorial road connected to Slovenia), the local population is still strongly attached to the land and perform local identity. The region has positive image and is attractive from the rural tourism point of view.

IV. TOWARDS RURAL TOURISM DEVELOPMENT

It was only in the mid-1990s (after the construction of extra-territorial road, introduction of new administra-

tive division with small municipalities and setting-up the national support programme for wine-routes) when Goriška Brda region started with small-scale rural tourism development. Since then significant developments in the rural tourism infrastructure have occurred (Figure 2). Nowadays approach to tourism connects locally specific economic activities as viticulture and fruit growing, which are in Goriška Brda already traditionally important activities. The municipality intends to strengthen the role of tourism in enabling the preservation of cultural landscape, assure cultivation of land and prevent emptying the countryside. Agriculture could be still more connected with tourist offer, what has already been partly realised with recognisable quality agritourism and wine shops offer, and their inclusion in wine road (wine, fruit), and every year's traditional, recognisable and well visited events (wine and cherries festival, Brda and wine, Wine and poetry, etc.).

In 2011 there were 26 units offering altogether 406 beds for accommodation. In the last decade one could observe important development in this field: once traditional two inns offered accommodation, which were followed by modest number of agritourisms, later on units offering rooms to let (accompanying the growing number of visitors) were set-up and located near road corridors. In the

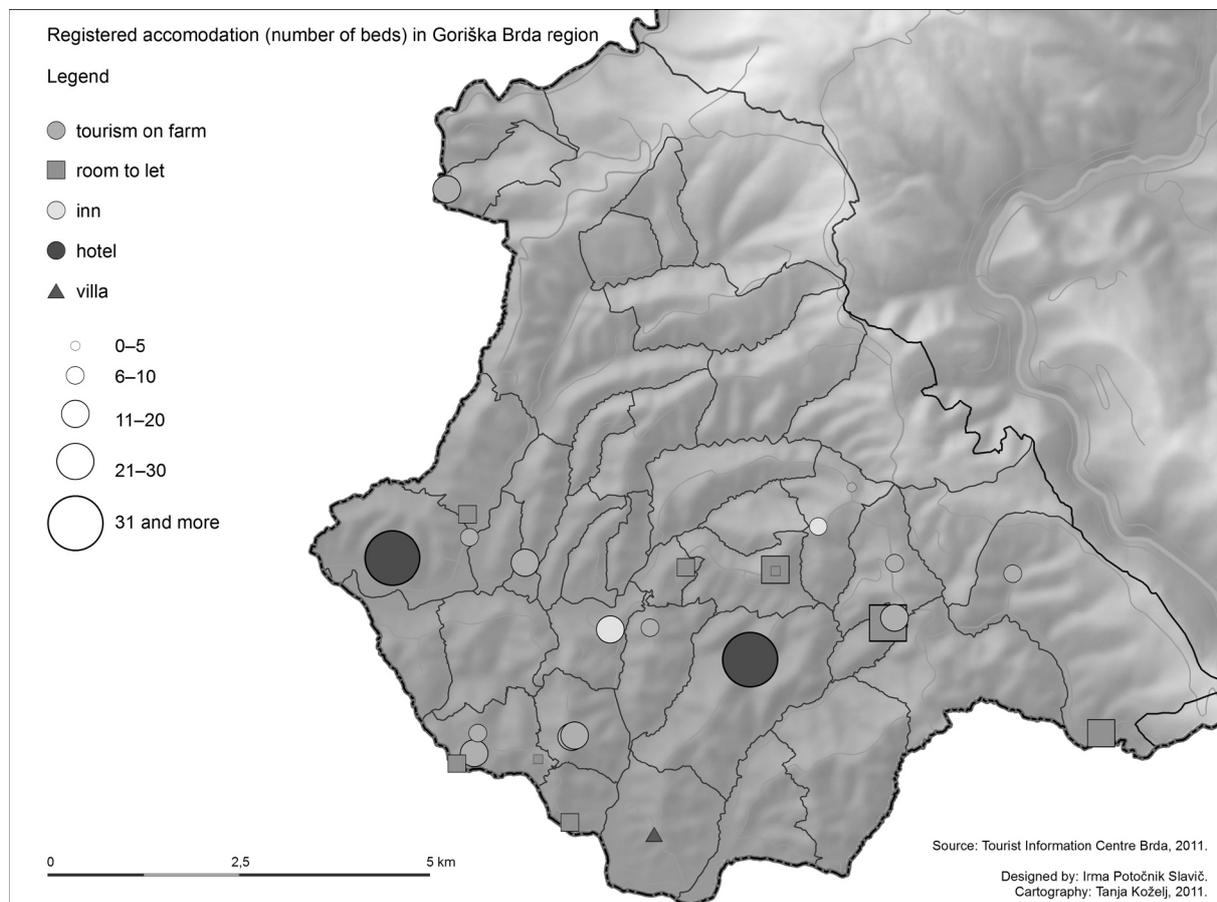


Figure 2. Registered accommodation (number of beds) in Goriška Brda region

last few years following trends have been noticed:

- more farms have decided for diversifying in tourism: as a consequence, there are 12 agritourisms with 146 beds and developing towards higher quality of services; their distribution is quite dispersed with some concentration in the villages of Medana, and Plešivo);
- two hotels (in Neblo and Kozana with total 130 beds) were opened;
- since 2010 also a luxury villa has been offering accommodation with 8 beds.

For the comprehensive presentation of rural tourism development in Goriška Brda, which is a rural destination with well-known gastro-enological high quality services, the above structure of accommodation has to be supplemented with the 24 units offering food and wine with nearly 1800 registered seats. The Tourist Information Centre in Brda does not encounter the number of overnight stays; therefore we can just make some calculations on average yearly visit in the region. The tourist visit of Tourist Information Centre in Dobrovo has been growing in the last years and reached altogether 2860 visitors in 2010 (955 domestic and 1905 foreign; TIC 2011). We do not have data on regular weekend visitors, neither the number of visitors at traditional events: the event of cherry picking (few thousands in 2-3 weeks), when winecellars are open, in the occasion of artistic events etc. A special development factor of rural tourism development was also the integration to EU in 2004.

When local population (total 300 inhabitants within 98 households in six settlements; Klemenčič, Lampič & Potočnik Slavič, 2008) was asked about the development possibilities of the area, one third declared agritourism as the most important development possibility; there were new forms of farming on the second place (19 % of responses), followed by tourism, agriculture, supplementary activities on farms (each at 10 %). The role of other industries is to encourage development and strengthen the capital required for these two principal economic activities.

Our survey also pointed out that local inhabitants are proud of their natural environment (24 % of responses), followed by cultural heritage (22 %), and there was the "connectedness" amongst local population on the third place (18 %).

V. FACTORS INFLUENCING RURAL TOURISM DEVELOPMENT: FROM AGRICULTURAL LANDSCAPE TO LEISURE-SCAPE?

A. Attractive and Active Agricultural Landscape

The landscape of Brda is quite heterogeneous; the most visible topography characteristics are hill ridges with steep slopes (Ažman Momirski *et al.*, 2008). Conse-

quently land owners constructed terraces for easier cultivation and erosion prevention, covering 29 % of total area (Ažman Momirski *et al.*, 2008) of which is almost 70 % used for vineyards. Geology of the area is characterised by flysh sediment, with exception of the far northern and eastern edge of the area where limestone and dolomite prevail. Goriška Brda is wide open towards south and west to Furlanian lowland and to the Adriatic Sea only 20 kilometres away. This exposure is a reason for warm and sunny submediteranian climate favourable for the growth of wine and fruit. Several objects in Brda are designated as objects of natural value (Ažman Momirski *et al.*, 2008). In upper part of the river Kožbanjšček catchment are three designations: first are areas of natural value, second are areas of geomorphologic particularity and third one is an area of Natura 2000 to which is also designated hill Sabotin on the utmost east end of Goriška Brda (Pintar *et al.*, 2010).

Kladnik (1996) divides area on upper and lower Brda by multiple natural-geographical criterions (elevation, slope and geology). The biggest difference in land use types between both areas is in the share of forest and vineyards (Figure 3). By Austro-Hungarian cadastral (published in 1819) the share of vineyards and forests covering northern Brda was 15 % and 30 %, respectively. Vineyards in southern Brda covered almost half (45 %) and forests 17 % of the area. In the recent decades an increase in total area of forest was recorded (53 % in 2008; Ažman Momirski *et al.*, 2008). In the past was forest, due to high population density and need for firewood, always under degradation leaving only less valuable wood and shrubs (Vrišer, 1954). In the 20th century turn over in land use happened: slow but steady extensification (Kladnik, 1996) of the whole area is still in process, but it is strongly depended on exposition and slope. However, certain areas with better natural conditions especially in lower Brda are again under intensive land use change from forest and grassland into vineyards and in some proportion to orchards.

Looking to the Brda municipality as a whole, it can be seen that the area has the irregular developed pattern which is also evident in agriculture. The southern, lower, easier accessible and regarding to relief more opened part of Goriška Brda is well developed with intensive viticulture, while the upper Brda (including also bigger protected area) is lagging behind in development and is affected also by intensive land abandonment and forest overgrowing. Here the rural tourism is beginning to evolve slowly, as the area is also more isolated from traffic perspective from central part of Slovenia and rest of Brda (but on the other side just a few kilometres from Čedad/Cividale in Italy), there is little possibility for employment outside agriculture (except few agritourisms and art galleries for example in settlements Breg at Golo Brdo), and that is why the emigration affected them in greater extent.

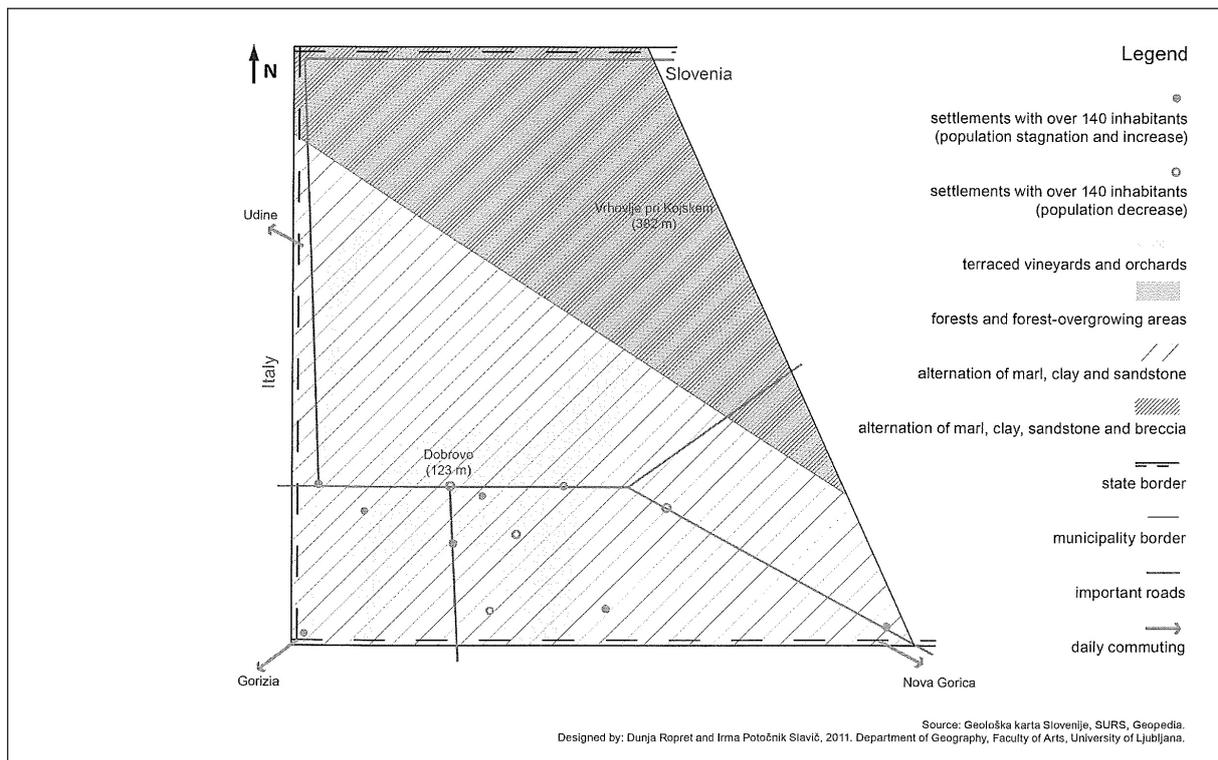


Figure 3. Goriška Brda region – A Simplified Model of Landscape Units

At present, viticulture is the most important agriculture branch which is still spreading and demands new pieces of land, while old vineyards are being modernised because of contemporary harvesting technology demands. The outlined development of winegrowing already starts to meet its boundaries (all suitable locations are already occupied, market conditions are getting aggravating on local and international markets as well). In this situation the organic agriculture (viticulture as well) is seen as important marketing niche and new innovative strategy. Also the fruit growing (cherry, peach etc.) is acquiring on importance; its meaning is bigger on full-time farms, where fruit represents important additional income. In recent times also olive growing is increasing as the produced extra virgin olive oil, because of the far north location of Goriška Brda, has an extraordinary high quality with low level of acids. But in many cases also the opposite trends can be observed i.e. the abandoning of existing fruit plantations.

B. Local and Regional Economic Context Prerequisites Part-time Farming and Farm Diversification

Despite several changes in socioeconomic structure and consequent changes in cultural landscape the Goriška Brda region is still one of the most agrarian regions in Slovenia (Ažman Momirski *et al.*, 2008) due to the:

- lack of off-farm employment opportunities in the Brda,
- non-agrarian job opportunities in the near urban centres

(Nova Gorica, Gorizia and Udine in Italy) which generate strong daily commuting,
 - strong attachment to the land and
 - specific traffic infrastructure.

Agrarian character of Goriška Brda is expressed through the share of employed in agriculture: in 1961 and 2002 this share was 82 %, and 18.8 % respectively, considerably higher than for entire Slovenia (4.0 %; Pintar *et al.*, 2010). Nowadays the highest share of the population is employed in services (59.2 %), which significantly contribute to the low unemployment rate of the region (3.5 % in 2008). High share of daily migrations over the state border since the integration of Slovenia into the European Union, considerably contributes to this low rate (Ažman Momirski *et al.*, 2008).

The majority of enterprises, registered in Municipality of Brda (Figure 4), are situated in the lower Brda, the most vital part from the economical, demographical and road-network aspect, with visible clusters in local centres along the main road corridors (Dobrovo, Vipolže, Kojsko, Medana, Podsabotin, Hum, Neblo etc.). Micro-sized companies (up to 10 employees) prevail: in 2008 there have been 59 commercial companies registered with altogether 279 employees. The biggest company was a wine-cooperative with 121 employees (Ajpes, 2009). Important share (36 % or 21 companies) of commercial companies are involved in wholesale and retail (including repair in motor vehicles and motorcycles),

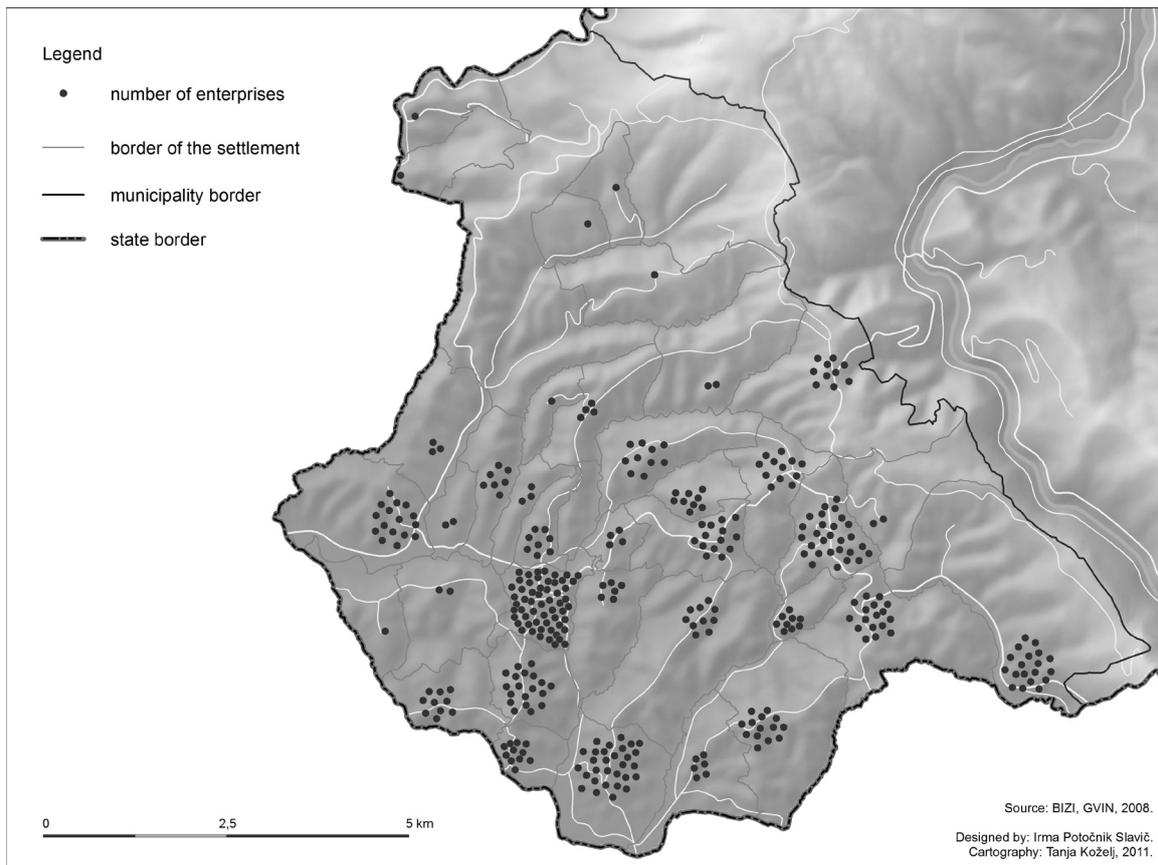


Figure 4. Goriška Brda region – Modest and Dispersed Job Opportunities

nearly one fifth (10 companies) are dealing with accommodation and food service activities. Traditionally represented companies are to be found also in construction (7 companies), manufacturing, professional activities and agriculture.

There were 184 registered solo firms (individual private entrepreneurs), but in this category the number of employees (83 in 2008) does not reflect the actual situation as due to the law the owners of solo firms are not obliged to report the exact number of employees. Nearly one quarter of solo firms is dedicated to construction, up to 20 % to wholesale and retail accompanying with manufacturing. 17 firms were registered in accommodation and food service activities. The number of public law enterprises is small and reflecting low level of centrality in this rural community: the most important is the primary school in Dobrovo (with smaller department in Kojško). Modest job opportunities in the region have been generating: (1) out-migration, (2) part-time farming and (3) specialization in agriculture altogether with farm diversification.

C. Interfaces of Human and Social Capital: Effective Networking

Approximately 5,800 inhabitants (2010) live in a small

municipality, for Slovenian circumstances attesting a rather densely populated area. On average Brda consists of 45 settlements with 120 inhabitants. Particularly densely populated is the lower part of the area with 100 inhabitants per m^2 , while in the upper part there are less than 50 inhabitants per m^2 (Pintar *et al.*, 2010). Today Goriška Brda region is facing with the unfavourable aging structure: the aging index of Goriška Brda is 178.5 (while for the entire Slovenia the comparable value is 146.4 in 2007). With increased in-migration into the area during the last years the situation in that part improved.

An effective reliable measure of social capital is still lacking, perhaps because of the multi-dimensional character of the concept (Beugelsdijk & Van Shaik, 2005, quoted in Patterson, 2007, 100). Social capital is not easy to be assessed, nor do we know much about its dynamics. Social capital effects can occur at different spatial scales, ranging from the community and the sub-regional through to the international. Because of the apparent importance of endogenous factors in shaping social capital and because the impact of social capital seems to vary across both time and space, it is studied at the level of individual communities and regions which it seems may be more likely to yield an understanding of how social capital influences economic success (Iyer *et al.*, 2005,

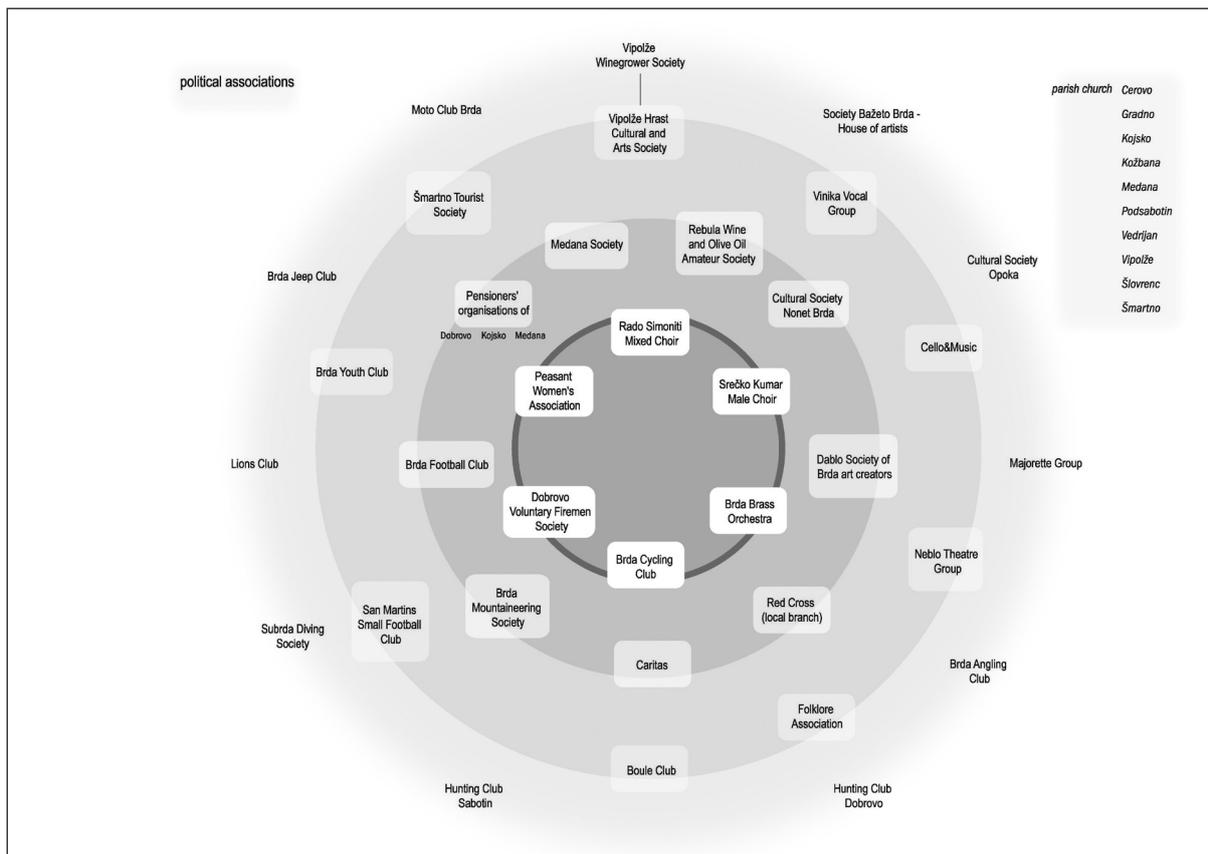


Figure 5. Organisation of Clubs, Societies and Associations in the Municipality of Brda

quoted in Patterson 2007, p. 102; Svendsen & Sørensen, 2007). It is also very difficult to determine which forms of organization or activity were likely to have had positive and negative social and economic effects.

Our measurement of relevant social capital is based on the number of local organizations, networks and their membership, their activities and local embeddedness, their mutual co-operation. The Municipality of Brda has 34 societies and associations (there were 169 registered residents in Brda as per the census of 2006) whose activity, importance and integration into the local community are shown as concentric circles (Figure 5). According to the law all below mentioned activities are co-financed by local municipality.

- Societies and associations shown in the innermost circle (Rado Simoniti Mixed Choir, Srečko Kumar Male Choir, Brda Brass Orchestra, Brda Cycling Club, Dobrovo Voluntary Firemen Society, Peasant Women's Association; Maiti, 2008) are among the most active in terms of the number of events in which they take part as organisers or participants. These societies and associations are also important because of the number of members and participants in their activities on a local, regional, national or international scale since they act as promoters of Brda, Brda residents and their identity. In the opinion

of providers of information, these societies and associations are the driving force behind the strengthening and development of society, culture, sports, tourism and other activities within the local community.

- The next circle includes societies and associations that still play a prominent role in the municipality since they are important partners in characteristic local Brda events (i.e. the cherry festival, the promotion of other agricultural produce, poetry and wine, etc.) that attract visitors from both within and outside the local community (i.e. Medana Society, Brda Mountaineering Society, Rebula Wine and Olive Oil Amateur Society, etc.).

- The societies and associations that are shown in the outermost circle and are usually promoting on local level, such as Neblo Theatre Group, are an expression of a strong target activity within individual local areas (San Martins Small Football Club) or narrow social, age or interest groups (i.e. the Lions Club, the Brda Jeep Club, the Majorette Group, the Hunting Club, etc.).

We have opted for this kind of model since the structure of activity of the clubs, societies and associations promotes integration, complementarity and incentives: these societies and associations have a membership of 2,500, which means that more than 40 % of the population of Brda are, at least formally, members (this data

is not accurate since many people hold simultaneous membership of several societies or associations; Maiti, 2008), one third of whom are active members. Some interest groups (i.e. the Vipolže Winegrower Society, which is now a consortium) have already outgrown the limits set for voluntary societies and are registered under different legal forms. This model concept reveals a solid interconnectedness which leads to the conclusion that strong social capital exists: it is estimated that relationships based on mutual knowledge, cooperation and trust also create the preliminary conditions necessary for active economic cooperation. Since many people in Brda are involved simultaneously in several activities, this means that, in essence, the same people engage in several activities. For this reason, we assume that these links (in spite of occasional occurring examples to the contrary) are even stronger, which can be corroborated by the self-promotion of some entrepreneurs, such as winegrowers within their associations. It should be noted that membership in societies and associations and their activities have a longstanding tradition in Slovenia and are, particularly in border, remote and rural areas, an important driving force behind the vibrancy of social life. Since these activities are carried out on a voluntary basis, it is impossible to ascertain their future development, given the fact that a great deal depends on individuals, their potential, mutual understanding, intergenerational transitions and the general attitude of the society towards these types of activities. Young people, in particular, rarely engage in this type of organisation or the strengthening of social capital in the rural environment. They find personal motivation, the example set by family, mutual relations or the image of a particular society or association in the broader community, to be of greater significance. The success of individual societies and associations can often be attributed to the personal endeavours of their chairman or active members. It is difficult to make a general assessment of optimum membership, since the activities of some societies or associations are more popular and attractive than others (for example, the Peasant Women's Association has 70 members, of which 50 are currently active; Srečko Kumar Male Choir has 16 members, all of whom are active; the pensioners' organisations of Dobrovo, Kojško and Medana have more than 1,000 registered members between them). Some societies and associations are in the process of forming, such as the folk group, and others have only just started their activities (i.e. the Subrda Diving Society and the Majorette Group) and have a secure future, having attracted new membership among the young (i.e. Dobrovo Voluntary Firemen Society); others have problems with attracting young members, such as hunting clubs for example, some are traditional such as the Boule Club, some may include entire villages (i.e. Višnjevnik Rebula Wine and Olive Oil Amateur Society) or operate on a regional or even cross-border scale. Examples of these are concerts and collaboration with similar societies and associations

in Italy such as Goriška Brda Brass Orchestra, Vipolže Hrast Cultural and Arts Society, Vinika Vocal Group, Brda Football Club, etc.

VI. CONCLUSIONS AND COMMENTS: LOCAL POPULATION PERSPECTIVES ON FUTURE (RURAL TOURISM) DEVELOPMENT AND POTENTIAL CONSTRAINTS

Despite the above huge endogenous potentials, constant novelty production (for example new varieties of wine, accommodation, tourist products etc.), institutional arrangements (co-operative, consortium, tourist information centre etc.), special devotion to land maintenance (principles of sustainability) and openness to markets, one should emphasise that one of the most important building blocks of rural web in Brda, essential for rural tourism development and a very positive image of the region, is the existing social capital.

Goriška Brda region is representing an area with very deeply rooted inter-personal contacts (strong social capital) on community level and is an example of a geographically defined area that strengthens its endogenous development potentials for a variety of reasons. Development is based principally on agriculture, which is closely followed by tourism.

The area enjoys a positive reputation and is known in regional and international markets as being a high-quality and specialised rural tourism destination with well developed local networks and a distinctive local identity.

Good established and active networking in Goriška Brda (evident interfaces of communitarian, networks and institutional perspective, even some elements of synergy perspective according to Tisenkopfs et al., 2008) creates essential building block for huge local community capacity, rural web is oriented into various common objectives. The building blocks are seen and located in the dynamic context of »responses to the squeeze on rural economies through raising competitiveness« (van der Ploeg & Marsden, 2008) and attempts to generally improve quality of life and sustainability of rural livelihood (altogether nowadays understood under the term resilience of rural regions). Due to a keen interest in introducing various activities for the purpose of strengthening the local economy, Brda has a huge conflict potential and runs the risk of invasive capital domination, resulting in a heavy environmental burden on this rural area and possibly its degradation. There has been a significant growth of interest (externally and internally generated) for (rural) tourism upgrading. Mostly vivid have been debates on building new spa, renovation of ruined castle in Vipolže, introduction of camp facilities, the concentration of thematic routes and the enlargement of tourist activities.

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