AGRICULTURAL UNIVERSITY PLOVDIV
FACULTY - ECONOMICS

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ROLE OF THE COMMON AGRICULTURAL POLICY IN LANDSCAPE MANAGEMENT

ABSTRACT

of a dissertation for awarding an educational and scientific degree "Doctor" in a scientific specialty
"Organization and management of production "

Plovdiv, 2021

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Reviewers:
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The dissertation was discussed and focused on the defense of an extended meeting of the Department of Management and Marketing at the Faculty of Economics, Agricultural University of Plovdiv.

The defense of the dissertation will take place on ..... 2021 from ..... hours in hall …… .. .

I. General characteristics of the dissertation

Relevance of the topic

The role of the landscape in supporting the rural economy and the quality of life in rural areas is increasingly recognized as a major driver of regional development. There is a growing interest of politicians in identifying and designing appropriate policy instruments to enhance the potential benefits of maintaining and valorizing the landscape in the rural economy. In this context, the current dissertation is based on a qualitative analysis of the specific functions of the landscape as well as the mechanisms by which targeted rural development tools can generate a positive impact on the regional economy.

Despite the existence of a wide range of scientific papers on landscape economics, landscape assessment, landscape value, approaches and techniques for assessing landscape functions, there is still little research and theory to explain the relationship between landscape and rural development. .

The concepts of landscape multifunctionality and its many values represent the starting point of the analysis to explain the potential generation of socio-economic benefits. The analysis of the different functions of landscapes and the recognition of their attributes and features is an essential condition for assessing the possible socio-economic benefits that landscapes can generate in rural areas. The interaction between the main characteristics of the landscape, such as its historical, cultural, recreational, industrial, aesthetic, biodiversity and ecological functions, determines the multifunctional nature of the landscapes and generates their value perceived by society.

In the present dissertation research the thesis is defended that the Common Agricultural Policy creates favorable conditions for effective landscape management.

Leading sub-theses in the study are:

• The Common Agricultural Policy sets out a framework that defines the potential for effective landscape management;

• The common agricultural policy affects regional competitiveness if it makes effective use of the elements and functions of the landscape.

Object of researchis the landscape in the Republic of Bulgaria and the Republic of Turkey. The elements, functions and benefits that the landscape creates in the regional economy of these countries are studied.

Subject of research is the influence of the Common Agricultural Policy on landscape management in Bulgaria and Turkey.

The purpose of the study is to identify the impact of the Common Agricultural Policy on landscape management and how the landscape contributes to the competitiveness of the regional economy.

To achieve the set goal the following tasks are solved:

1. The essence of the Common Agricultural Policy and its role in landscape management for achieving regional competitiveness is clarified;
2. The multifunctional role of the landscape and what values it generates in the regional economy are clarified;

3. A conceptual framework for assessing the values generated by the landscape in the regional economy is being developed;
4. The impact of the CAP on the landscape in creating value in the regional economy is analyzed and assessed.

The methodsused in the study are:

- System analysis (analysis of the object presented as a system). The main objectives of its application in this case are to extract and justify the main trends in the development of the studied phenomena and processes.
- Situational analysis. Its application will make a description of the condition of the studied objects at a certain time or for a certain period. Depending on the needs of management through a system of indicators will characterize the state of competitiveness and economic condition of rural areas;
- Comparative analysis. It identifies conclusions about the location of the site in the sector in terms of financial condition, investment activity, market presence and more. For this purpose, comparative assessments of the main parameters of the competitiveness of rural areas are made;
- Diagnostic analysis. It is used for in-depth study of the conditions and factors that led to the established condition of the site. In its implementation, first of all, the main indicators will be determined, which give a generalized characteristic of the competitiveness of rural areas. The main factors that are considered to determine the level of competitiveness will then be identified;
- Case study - method. This is a research method that involves a close, in-depth and detailed case study.

Field of study- the effects of the landscape management in the Republic of Bulgaria and the Republic of Turkey are analyzed. Bulgaria is a full member of the European Union and has access to European funds for landscape management in rural areas. Turkey is self-financing the good management of the landscape in its rural areas. Pazardzhik District is used to study the way to create a competitive advantage in the regional economy through the participation of the landscape.

Study period- Ten years. This study analyzes the competitiveness of the Ministry of Foreign Affairs in the period 2007-2020, the period in which the previous CAP (2007-2013) and the current CAP (2014-2020) operated. The indicators characterizing the condition of the studied objects are calculated for the indicated period. The present study is limited in time, place, methodology and scope. Specific approaches and methods are used due to the opportunities they provide for analysis and solving the research tasks of the dissertation. An attempt has been made to answer the most important questions without believing that they are completely exhausted and developed.

Sources of information - Data from the Ministry of Agriculture, Food and Forestry, Agrostatistics Directorate, Rural Development Directorate,

Compensatory Measures Directorate, data contained in the Agrarian Report of the Ministry of Agriculture, Food and Forestry, data of Eurostat and the system for agricultural accounting information as a number of normative documents of the European Commission, the Republic of Bulgaria and the Republic of Turkey.

Volume and structure of the dissertation

The dissertation is presented in an introduction, five chapters and a conclusion, located on 187 pages, used literature and applications. The study is illustrated with 24 figures, 12 graphs and 22 tables. 195 literature sources are cited.

Content of the dissertation

II. Main content of the dissertation

THE ROLE OF THE CAP IN LANDSCAPE MANAGEMENT

In recent years, the importance of the landscape in supporting the rural economy and the quality of life in rural areas has been increasingly recognized as important and significant. Hence the interest of policy makers in identifying and developing appropriate policy instruments to increase the potential benefits that the maintenance and valorisation of landscapes can provide for the rural economy.

In this context, the present dissertation provides a qualitative analysis of the specific functions of the landscape and the mechanisms by which targeted rural development tools can generate beneficial effects on rural economies. This chapter of the dissertation is based on literature research and is part of the analytical work developed in support of the preparation of rural development policy after 2020.

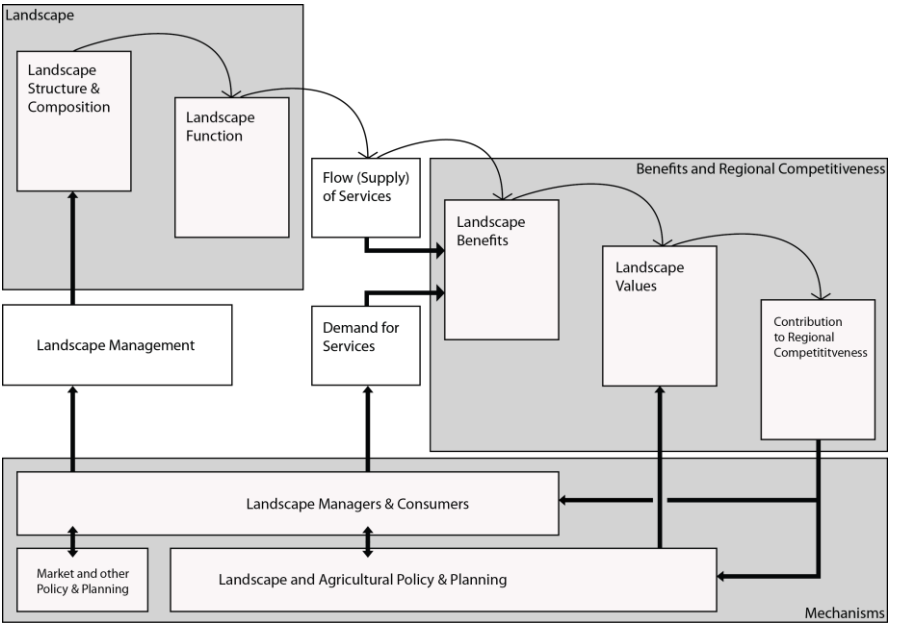

Figure 1. Subordination of the elements of the landscape management system. Source: Own, 2020.

Based on the generally accepted definition of "landscape" and its multifunctional nature, its economic value and the theoretical framework of the landscape and regional development are considered in order to identify the main potential socio-economic benefits for the rural economy related to their provision. The following is an overview of specific examples (3 cases are presented) of applied methods for assessing the socio-economic value of landscapes, as well as the effects of agricultural practices and agricultural systems on the value of the landscape. The analysis is completed with preliminary restrictions on the possible direct and indirect effects of rural development measures on the provision of landscape services.

What is "landscape" in the present dissertation?

The landscape can be defined as a set of visually visible to the human eye elements such as relief of the earth's surface, part of the territory, including various rock formations visible on the horizon, visible flora and fauna, climatic phenomena that are visible in the territory, structures created by civilization such as infrastructure, buildings, artificial lakes, agricultural land, etc. According to the European Environmental Agency, the landscape is a certain area of the earth's surface, which is characterized by a specific structure of elements such as soil and climatic features, relief, climate, altitude, configuration of geographical features, existing ecosystems and more. All these elements are defined as natural, ie not created by human activity. Elements that change the landscape must be added to them, which are the result of human activity, ie.

anthropogenic factors, such as the cultural and historical heritage of human civilization. According to The European Landscape Convention, a landscape can be defined as a part of a territory, zone or region perceived by local people or visitors as a unique set of actions of physical and / or cultural factors (European Landscape Convention, 2000). Many of the elements of the landscape cannot be seen, and their presence is felt with the help of another human perception. Such elements can be air quality, the feeling of calm that nature gives, the sense of time and more. Given the great diversity of the elements and their complex manifestation in the composition of the landscape, it is necessary to group them according to a specific criterion. According to Dissart,

- elements giving a feeling of the physical presence of the landscape (type of relief, climate, rock formations, etc.);
- elements resulting from human activity (buildings, roads, agricultural land, etc.);
- elements determining the subjective perception of the landscape by man (desolation, remoteness from civilization, biodiversity);
- the time factor, the landscape has a dynamic structure that is constantly changing in physical and abstract aspect over time.

The interaction of these groups of factors determines the value of the landscape for society and the economy in a particular region of the world. It can be a source of competitive advantage for the development of a particular industry, economic sector, region or country, as well as lead to economic growth. (European Lanscape Convention, 2000; Dissart, 2007). To this end, it is necessary to identify the main functions of the landscape, supporting the economic development of a particular area as well as the values that can be derived from its presence in the production of a particular product or service (Zanten, 2013). According to Romstad (2000) in the tourism sector, important elements of the landscape that can be used in value creation are:

- biodiversity, all ecosystems located in a certain area of the earth's surface, enabling a healthy lifestyle;
- cultural and historical heritage - historical artifacts, cultural events, local language, traditions and customs of society (Dimitrov, 2012);
- attractiveness of the landscape, giving a feeling of calm and relaxation;
- diverse landscape - allowing for an emotional experience.

Landscape structure

The OECD identifies three key elements of the landscape (OECD, 2001b):

- structures or appearance: including ecological characteristics (eg flora, fauna, habitats and ecosystems), land use patterns (eg crop species and agricultural systems) and artificial objects or cultural characteristics (eg hedges, farm buildings);
- functions: as a place to live, work, visit, also provide various environmental services;

- values: on the costs to farmers of maintaining landscapes and the values that society places on agricultural landscapes, such as recreational and cultural values.
  - Romstad et al. (2000) link the value of the semi-natural landscape to five different components that are in the public interest and at the same time can contribute to private economic activities:
- Biodiversity: including diversity of genetic species and ecosystems:
- Cultural-historical components: related to skills and knowledge for the management of natural landscapes, buildings, traditions, crafts, stories and music,
- Values of convenience: associated mainly with aesthetic values and a productive / "active" landscape, which is good to look at because it signals activity and a vibrant society, management of natural resources and use of resources.

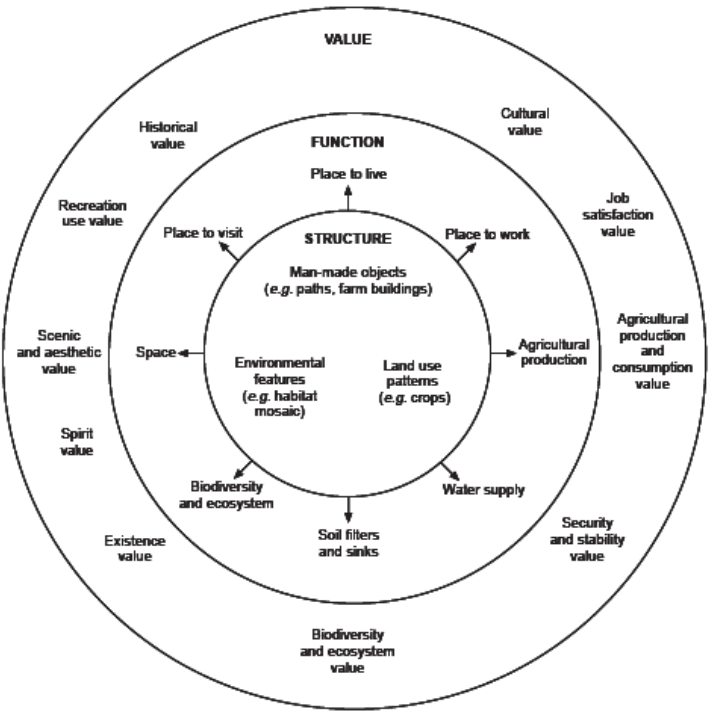

Figure 2. Basic elements of the landscape: structure, function and value (OECD, 2001b)

- Recreation and access: including opportunities for walking, skiing, cycling, camping, etc .;
- Research and educational interests: covers archeology, history, geography, plant and animal ecology, economics, architecture, etc.

The Dobris assessment (EEA, 1995) identifies five core values and functions of the landscape:

- Sustainable use of natural resources: The nature of many landscapes is often the cumulative result of human activities over many centuries. Sustainable land management methods, reflected in many landscapes, provide examples of how such areas can be better managed while preserving the environment and natural resources;
- Conservation of wildlife habitats: the conservation of endangered species, natural habitats and biotopes, as well as the maintenance of biological diversity, are closely linked to the existence of natural and diverse landscapes;
- Economic activities: natural and diverse landscapes provide great opportunities for leisure and tourism activities, in contrast to the intensive, monocultural landscapes and large-scale agro-industrial complexes;
- Open spaces and landscapes: Landscapes and open spaces are often associated with harmony, stability and nature. "Landscape" is a cultural / aesthetic expression of the earth, associated primarily with cultural landscapes: while human settlements represent a largely controlled environment, landscapes are assessed as open, less controlled and seasonally changing. In this respect, the impact of human activities on the degree of openness of the landscape is of paramount importance for valorising landscapes in Europe.
- Cultural heritage: The rich history of past land use, which characterizes many landscapes, reflects values that are comparable to the historical values of ancient cities. There are other values in the relationship between landscape and art in its various forms. Of further importance is the role that landscapes play in the national and local consciousness, as European landscapes are often an external expression of people's connection to the earth and therefore of well-established local identities.

Other authors emphasize the great ecological, socio-cultural and economic value of goods and services provided by natural, semi-natural and cultivated ecosystems and landscapes (Millennium Ecosystem Assessment, 2005).

Assuming that each landscape unit can be considered as a multi-attribute asset (for example, in terms of soil and groundwater quality, habitat suitability for certain species, biodiversity or natural nature, etc.), Lippert recognizes the importance of the ecological, topographical and aesthetic functions of landscapes (Lippert, 2006).

Bastian and Scheiber (1999) classify landscape functions into three groups: 1. production functions (economic functions), 2. regulatory functions (ecological function), 3. social / human habitat functions (social function).

Therefore, the versatility of the landscape and its many values presented here and recognized by the scientific literature are a starting point for understanding the potential generation of socio-economic benefits in rural areas.

There is no doubt about the importance of agricultural activity for landscape management, for determining their appearance and the ability to

provide ecosystem services as benefits to society and the economy. There is a wide range of policy and planning institutions and instruments, from legal regulations and economic and market incentives to information and appropriate approaches to promote the desired development of agriculture and the landscape and its contribution to regional prosperity and competitiveness. However, behind these rather logical and easy-to-understand causal relationships lies an extremely complex framework of mechanisms that influences its individual, concrete manifestation and performance either as engines or as limitations. political governance and agricultural practice, production of landscape features, the provision of ecosystem services and their use may differ radically from case to case. This efficiency and effectiveness of the policy is the basic principle for understanding the political mechanism for landscape management. Reviewing the academic debate on the implementation of these policies, mainly related to the axes of the second and third pillars of the European Common Agricultural Policy (CAP), theoretical and empirical analyzes focus on a number of mechanisms for linking one of these four cornerstones, including the choice of tools, their targeting by areas and groups, the role of knowledge and information and the participation of farmers determined by their farming style, farm structure, personal attitudes and the prevailing regional framework conditions as a mechanism for determining policy effectiveness. Aspects related to the spatial and temporal discrepancy and differences in preferences and values are mechanisms that affect the effectiveness of the implemented measure itself.

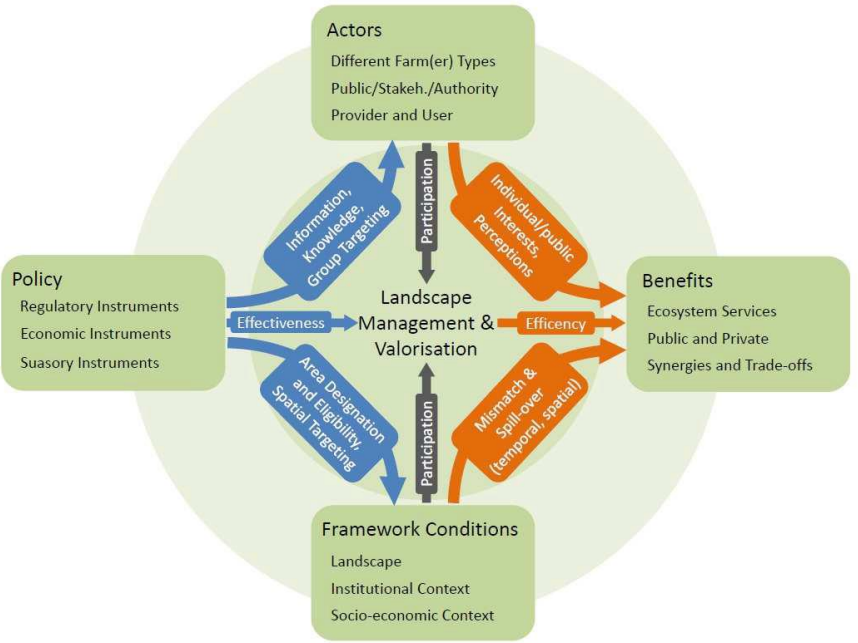

Figure 3 Landscape valorization frame mechanism

The flowchart in Figure 1 outlines the conceptual understanding of how this report approaches political mechanisms. It starts with a "Policy" box that covers the entire regulatory system, including policies, planning tools, economic market incentives, and management and communication approaches. The policies are related to the proposed socio-economic "Benefits" through the valorisation of the ecosystem services provided by the managed landscape. Here, actors and framework conditions are understood as the main influencing factors that determine the extent to which a policy is effective and efficient.

As "Actors", two groups are essentially distinguished - landscape managers and stakeholders who are affected or have an institutionalized interest. Land managers are involved in policies through information, knowledge, trust (policy), and the question of the extent to which they address the policy. This affects the absorption, the success of the policy. The relationship to benefits can be understood from the value canon (social construction, perception, interest) stakeholders and land managers affect the ecosystem services provided by landscape management, as well as the extent to which they can be valorised by the rural community (in terms of competitiveness and prosperity). The "Framework Conditions" of the specific area consists of the biophysical characteristics of the landscape, socio-economic and institutional framework conditions. Through spatial targeting (site designation, area eligibility), places and regions are considered differently from the policy, which also affects the effectiveness (absorption) of the policy, on the one hand, but last but not least the effect that the policy as one policy can take into account different effects in different landscapes. Phenomena such as spatial and temporal mismatches must also be taken into account when considering effects (ES and related benefits). but last but not least on the effect that politics as a policy can take into account different effects in different landscapes. Phenomena such as spatial and temporal mismatches must also be taken into account when considering effects (ES and related benefits). but last but not least on the effect that politics as a policy can take into account different effects in different landscapes. Phenomena such as spatial and temporal mismatches must also be taken into account when considering effects (ES and related benefits).

Landscape policy, institutions and tools

As a basic typology of public (environmental) policy instruments, we apply according to Vedung (1998) or Collins et al. (2003), a superarranged triple typology that distinguishes between regulations, economic means, and information. Policy instruments can either be formulated negatively to prohibit or restrict action, as regulations do ("sticks": penalties, penalties, negative sanctions, costs) or positively prescribe or encourage action as economic market intervention instruments or incentives (" carrots ": rewards, benefits, grants, tax exemptions, facilitation measures) or they work at a fairly normative level

through intellectual and moral appeals or more generally from information (" Sermons ": persuasion, knowledge transfer, argumentation) (Figure 5).

Regulatory and legal instruments

Among the regulations we distinguish between direct regulations and spatial planning. They apply to land use management, natural resource management and dealing with market failures (negative and positive externalities).

Spatial planning tools formulate area-specific designations (zoning) for permitting and offering land use and / or for limiting unwanted land use (intensity). They enter into force or through a definition of the type and intensity of land use, prescribe environmental requirements and compensations, for example related to urban development, sectoral activities such as technical and transport infrastructure, energy production and supply, environmental protection or last but not least agriculture . Spatial planning tools are found at various spatial levels, including at national and international level, such as the definition of habitat networks (Natura 2000, EU Birds Directive).

Planning aspect	Examples of guiding planning principles	
	Demand approach	Supply approach
Site selection	Proximity to users Accessibility (e.g. mild topography, no obstructions) Visibility Relation to other open spaces	Presence of high-quality natural values Uniqueness of natural values Sensitivity or vulnerability of natural values Visual quality Integrity of ecosystem Vital ecological processes
Quantitative measures	Size of each open space unit Total amount of open spaces	Preferably defined by natural features or ecosystem boundaries (e.g. drainage basin)
Types of activities	A variety of recreational activities Activities fit for different groups Suitability to special needs and preferences	Limited outdoor recreation (e.g. hiking) Activities compatible with conservation goals
Site design	Design for intensive use High maintenance Wide selection of facilities	Minimal intervention Limited access Few facilities Low maintenance

Figure 4 Approaches to open space planning - a comparison of planning guidelines. Source: Maruani & Amit-Cohen (2007).

However, spatial planning tools are mainly adopted at regional and local level. Here it includes local (urban) and regional development plans, sectoral plans and related environmental impact assessments (EIAs), as well as open space and landscape plans that guide land use development (von Haaren & Reich 2006, Ring & Schrter-Schlaack 2011).

Maruani and Amit-Cohen (2007) provide an overview of existing open space planning models including opportunistic, quantitative (space standards) model-related models, landscape-related models that distinguish demand from supply-side approaches that are either useful in urban areas (demand) or natural rural areas (supply) (Figure 6). Characteristic of planning is the

anthropocentric focus, often taking into account the city-village relationship. An example of this is the concept of a regional park.

Referring to the management of natural resources and environmental protection and impact assessment (EIA) or biodiversity and nature protection, direct provisions define mainly at European and national level legally binding, legal requirements, often structured by regulatory objectives and thresholds. Typical examples at EU level are the EU Water Framework Directive (2000/60 / EC) and the Cross Compliance Regulation (CC) on the essential requirements for good agricultural practice (1122/2009). Additional national regulations to limit environmental impacts, such as the German Federal Emissions Protection Act, define the approval of certain land uses and management.

Market intervention (Economic instruments)

Market intervention policies apply economic instruments that can be distinguished from static and dynamic instruments. They differ in terms of distribution efficiency, distribution impact and administrative and information requirements. One form of clearly market-oriented intervention is trade in or transfer of ownership. Examples are emission certificates, other licenses or quotas.

The different types of incentives form the other, extremely appropriate form of economic instruments. Taxes and fiscal instruments are static instruments with rather low efficiency. Ring and Schruter-Schlaack (2011) distinguish between tax instruments on (i) environmental taxes on behaviors that are usually or in some cases negative, (ii) tax relief for those that are positive, and (iii) fiscal transfers that impose regulation or different behavior that is positive (for the environment).

Between subsidies and payments, the classification is quite vague. Both form powerful tools for creating pseudo-markets for the distribution of environmental public goods that are (i) financed by governments (eg payments for agri-environmental measures (AEM) or diversification measures), (ii) market approaches (eg payments for catchment services). , carbon sequestration (Jenkins et al. 2004), (iii) business-to-business transactions (Kroeger & Casey 2007) or (iv) civil society (eg foundations). In practice, there are often mixed forms that link subsidies to tax instruments (reduction of taxes on desired products) (Michaelis 1996) .It may be easier to distinguish incentives for:

(i) Management-oriented behavior, which is a common form, e.g. AEM, prescribing a clearly defined practice, which is usually associated with higher production costs, which are offset by payments. This tool is more efficient and more flexible.

(ii) Results-oriented behavior, which is due to the higher administrative burden for both farmers and the administration, and as a result, transaction costs are lower. Only a few AEMs use it, although the efficiency is high.

(iii) Ecosystem Services Payments (PES), from a new perspective for this group of market interventions we are dealing with, when the service aspect means that the benefit is the central goal and not the applied practice. For example, AEM offers remuneration for management-oriented behavior, such as

some mowing techniques that can be considered ES when leading to higher biodiversity.

Agri-environmental schemes (AES) of the European Common Agricultural Policy (CAP) are contractual arrangements on an individual basis between land managers (farmers) and a public body that make payments for the implementation of a precisely prescribed management activity on an identifiable plot for a certain period (in most cases 4 years) (Carey et al. 2003; Matzdorf & Lorenz 2010).

INTERACTION OF CAP INSTRUMENTS AND LANDSCAPE MANAGEMENT IN BULGARIA (CASE 1)

The analysis of the relationship between landscapes and the rural economy made in previous chapters suggests that the valorisation and protection of landscapes must be supported not only because of their intrinsic value and the nature of the public good for the environment, but also because of their potential to generate of socio-economic benefits in rural areas. Therefore, public intervention can target landscapes as important drivers for the economic development of these areas.

As already mentioned, the first necessary condition for turning such potential benefits into real opportunities for rural actors is that the characteristics and condition of the landscapes in a given area correspond to those desired by society. This means that the current level of landscape provision must match the public demand for the landscape and public intervention is needed to reverse the "insufficient supply" of the landscape found in certain areas (Cooper, 2009).

The second condition for generating such potential spillover effects is that rural actors can take advantage of the potential market opportunities offered by landscapes and their functions. Only then will the potential benefits be likely to be translated into new income and job opportunities.

Reference to these two conditions is important to understand what kind of public intervention is needed, under what circumstances, to create such landscape-related opportunities.

(1) First condition: public support is required in order to ensure the level of provision of the landscape in accordance with the demand of the society and therefore in case of degradation of the landscape to ensure and restore its ecological characteristics.

To achieve this goal, the intervention may take the form of support to the agricultural sector for actions directly or indirectly beneficial to the landscape. For example, farmers may be encouraged to convert intensive farming systems into larger ones and incentives may be provided to promote certain traditional agricultural practices or production methods, particularly useful for the landscape, or to maintain sufficient levels of production in areas, where land abandonment is a factor in landscape degradation.

Public support may also be provided to other actors working in rural areas, such as local contractors or associations, to take action and specific work directly aimed at maintaining and restoring landscape features (eg hedges and

tree lines, rural paths). , farm roads, dry stone walls, terraced fields, etc.), whose existence is not related to the production of agricultural goods.
(2) Second condition: the intervention must be targeted at farmers and the local economy in order to enable them to make the most of the opportunities offered by landscape amenities and functions. Not all farmers, for example, are able to diversify their activities on the farm or engage in new non-economic activities (agritourism, crafts, care and leisure, production of value-added products, direct sales and marketing of valuable products and investments in higher value chains) or for cooperation with other sectors of the rural economy (eg agro-industry, tourism industries, local networks with public and private partnerships, etc.).
Based on the above, it is possible to analyze the extent to which the Rural Development Policy 2007-2013 and its set of measures can support those types of actions as previously identified.

Among the 44 measures proposed to Member States by Regulation (EC) n. 1698/2005 it is possible to identify a set of 20 measures related to different degrees and in different ways to landscapes. As shown in Table 1 below, this set of 20 measures can be further divided into two major groups according to the two conditions mentioned above:
(1) the first group of measures relates to "landscaping";
(2) the second group refers to the provision of "landscape services and activities", i.e. actions to help rural stakeholders carry out activities that are potentially related to the existence and attractiveness of rural landscapes.
The EAFRD measures are codified as follows:

Table 1 Basic rural development measures directly or indirectly supporting the provision of landscapes and supporting the creation of landscape-related activities

		Providing landscape		**Landscape services and activities**
Code	**Type of measure**	**Direct**	**Indirect**	
	OS 1			
111	Vocational training, information activities, including			
114	Use of advisory services by farmers and forest owners			
115	Establishment of farm management, farm support and			
121	Modernization of the farm			
123	Adding value to agricultural and forestry products			

132	Supporting farmers involved in food quality schemes			
133	Supporting producer groups for information and promotional			
	OS 2			
211	Payments for natural handicaps for farmers in mountain areas			
212	Payments to farmers in disadvantaged areas other than			
213	Natura 2000 payments and payments related to Directive			
214	Agri-environmental payments			
216	Support for non-productive investments			
	Axis 3			
311	Diversification into non-agricultural activities			
313	Promotion of tourist activities			
321	Basic services for the economy and the rural population			
322	Renovation and development of the village			
323	Preservation and upgrading of the rural heritage			
331	Training and information for economic operators operating in			
	The axis of the leader			
412	Local development strategies. Environment / land			
413	Local development strategies. Quality of life / diversification.			

IMPACT OF POLITICAL INTERVENTION ON THE MANAGEMENT OF THE LANDSCAPE IN BULGARIA

This chapter, using a case study approach, reveals a qualitative analysis of the specific functions of the landscape and the mechanisms by which targeted rural development tools can generate leverage benefits on rural economies.

The current rural development programs (2007-2013) support measures that can add value to this new policy perspective. Some of them, such as

agricultural payments and measures for beneficiary areas, can have direct and indirect effects on the provision of the landscape and on the provision of the landscape as a public good to the environment, also playing an important role in terms of financial allocation in current programs. Rural Development.

The study uses a descriptive method and an expert assessment method. Political intervention is measured by the following indicators: number of projects and costs of CAP measures. The measures are grouped into three groups (Table 1) and the distribution of funding between the three groups

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(2) the second group refers to the provision of "landscape services and activities", i.e. actions to help rural stakeholders carry out activities that are potentially related to the existence and attractiveness of rural landscapes.

The EAFRD measures are codified as follows:

Table 2 Main measures for rural development in Bulgaria, directly or indirectly supporting the provision of landscapes and supporting the creation of activities related to the landscape

		Providing landscape		Landscape services and activities
Code	Type of measure	Direct	Indirect	
	OS 1			
111	Vocational training, information activities, including			
114	Use of advisory services by			
115	Establishment of farm management, farm support and			
121	Modernization of the farm			
123	Adding value to agricultural and			
	OS 2			
211	Payments for natural handicaps			
212	Payments to farmers in disadvantaged areas other than			
213	Natura 2000 payments and			
214	Agri-environmental payments			

	OS 3			
311	Diversification into non-			
313	Promotion of tourist activities			
321	Basic services for the economy			
322	Renovation and development of			

Source: Landscape and Rural Areas: Towards an Economic Assessment of Socio-Economic Impacts

Some of the measures planned in Pillar II of the Common Agricultural Policy have not been selected by the Bulgarian authority as follows: measure 132 Support to farmers participating in food quality schemes; 133 Supporting producer groups for information and promotional activities for products under food quality schemes; 216 Support for non-productive investments; 323 Preservation and upgrading of the rural heritage; 331 Training and information for economic operators operating in the area covered by Axis 3; 412 Local Development Strategies. Environment / land management; 413 - Local Development Strategies. Quality of life / diversification.

Measures related to the provision of landscape

Additional classification is possible for measures identified as potentially related to the provision of landscapes. First, 2 Axis 2 measures, agri-environmental payments and support for non-productive investments (measures 214) are directly related to the provision of the landscape. Their objectives, as defined in the legal framework of rural development policy, are in fact directly related to the protection and improvement of landscapes and their characteristics, thus potentially covering actions and commitments aimed at their implementation, such as:

(a) maintaining landscapes and maintaining areas of high natural value on agricultural land, including the preservation of historical features (eg stone walls, terraces, small timber);

b) management and transformation of pastures;

(c) the expansion of agricultural systems that are directly linked to the high quality and diversity of the landscape.

A second group of measures, mainly Axis 2, is indirectly related to the provision of landscapes by improving the sustainability of agriculture and natural capital. These measures include compensatory payments for less-favored areas (LFAs) (measures 211 and 212), the main purpose of which is to avoid land abandonment and its negative effects on the landscape and the countryside, as well as measures related to payments and Natura payments. 2000 to Directive 2000/60 / EC (Water Framework Directive) (measure 213). Some Axis 1 measures support farmers who use advisory services to improve their scientific knowledge and education in agricultural techniques and the sustainable use of natural resources, including the maintenance and

improvement of the landscape (measures 111, 114). Other measures of axis 3, which may also indirectly affect the provision of landscapes are those designed for specific actions (eg research, investment) related to the maintenance, restoration and upgrading of the natural and cultural heritage, or aimed at increasing the economic attractiveness of villages. Finally, the Axis 4 measure on local strategies of local action groups on the environment and land management (measure № 412) may also indirectly affect the provision of landscapes.

Measures related to "landscape services and activities"

Some measures in Axes 1 and 3 address different types of actions aimed at increasing the economic viability of rural areas by diversifying agricultural activities and thus helping farmers to take advantage of the opportunities offered by landscape amenities and functions:

- measures 311 and 313 support farmers to undertake non-agricultural activities: services and crafts (bed and breakfast, education and social activities on the farm, production of local products), commercial activities (establishment of a local shop on the farm and direct sales of self-made products)) and infrastructure for tourist sites and leisure activities. .
- Measures 121 and 123 respectively help farmers to bear the costs of investment in the holding, support the processing and marketing of existing and new products.
- Measure 321 provides support to cover the creation of basic services for the rural population, including cultural and leisure activities and related small infrastructure for the rural economy (leisure, sports and cultural activities, kindergartens, transport services, telecommunications services).
- Measures 322 support actions aimed at rural renewal and development to tackle depopulation and economic decline in certain areas and the implementation of local development strategies focused on quality of life and diversification.

Significance of landscape measures in rural development programs for the period 2007-2013

According to the classification provided in the previous chapters, Figure 10 gives a picture of the importance of the three groups of landscape measures in terms of the allocated costs in the Rural Development Programs for the programming period 2007-2013 in Bulgaria.

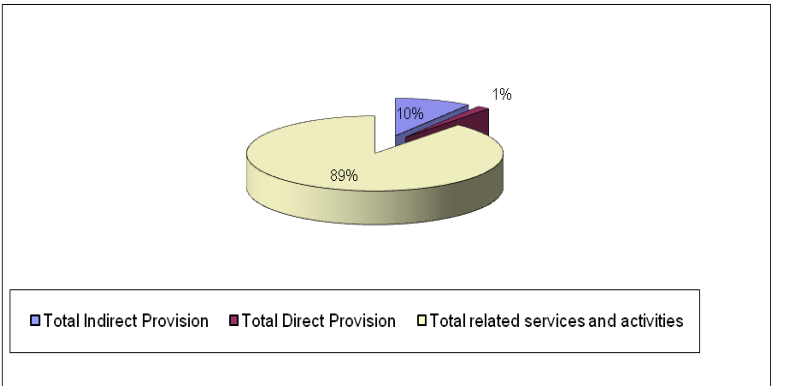


Diagram 1 Significance of the potentially landscape-related group of measures in terms of total allocated expenditure (including EAFRD contribution and national co-financing) for the 2007-2013 programming period in Bulgaria

Figure 2 provides a more detailed overview, as a single measure, of the financial burden of the rural development measures identified in the previous chart in relation to the overall financial envelope for the national rural development program. Measure 321 and Measure 121 are the most favorable among the Bulgarian beneficiaries. The cost of these measures exceeds the study several times. The reasons are the low level of modernization of farms and insufficiently well-provided rural areas with infrastructure, so there is a need for large investments in these areas. Other measures 114 and 213 do not take into account any costs due to the rejection of all proposed projects.

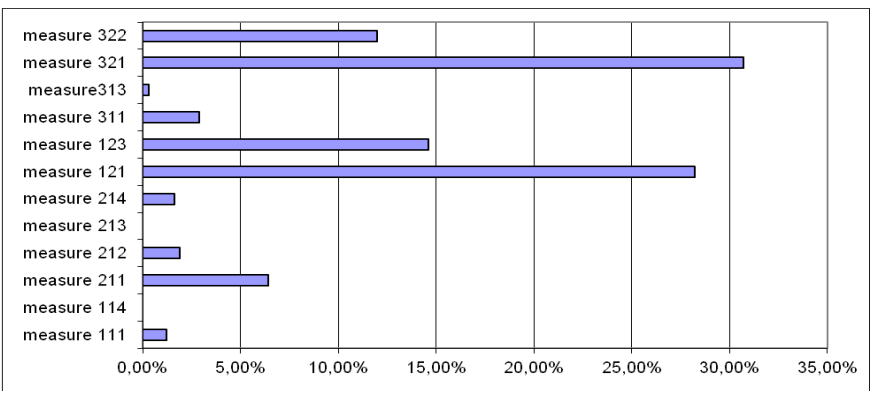


Diagram 2 Relative importance of potentially single landscape measures in terms of total allocated expenditure (including EAFRD contribution and national co-financing) for the 2007-2013 programming period in Bulgaria

As regards in particular the 'measures directly related to the provision of the landscape', only agri-environment applies (measure 214). Measure 214 takes into account most of the RDP funding in several other northern Member States (FI, DK, AT, IE) and allocates between 30% and 50% of its rural development funds to this measure.

However, the importance of this diagram and figures for assessing the contribution of rural development programs to the direct provision of landscapes must be taken with caution, as measure 214 covers a wide range of environmental objectives, not necessarily in relation to the provision of landscapes. .

Table 3 Actions to provide an 'agricultural landscape' under the agri-environmental measure (214)

Actions	**Proposals accepted**
Organic farming	377
Organic beekeeping	155
Maintain pastures	598
Maintain habitats for protected birds	1
Maintenance and management of traditional orchards	32
Introduction of rotation to protect soil and water	1
Soil erosion control	36
Use of local, rare breeds of animals	312
Maintain or introduce extensive grazing practices	182

Source: http://prsr.government.bg/

With regard to measures defined as "indirectly linked to the landscape", the most important in terms of budget allocation are measures targeting less-favored areas, which cover payments to farmers in less-favored areas in mountainous areas (measure 211) and in other areas (measure 212) and which respectively represent 67% and 20.1% of the total “indirect” measures. These two measures are particularly important for the protection and preservation of the landscape in the respective areas. The first aim of these measures is, in fact, to avoid land abandonment, which could have negative consequences for the province as a whole as well as for the landscapes.

Table 17 below is based on the results of the evaluation of the RDP in Bulgaria and shows the growing interest in the measures in the last two years. These results do not provide any information on the importance of these actions in terms of public expenditure under the programs, only the amount of expenditure is taken into account.

There has been a reported increase in interest in these measures over the last year. The costs for the annual base also increase the number of selected proposals. Rural development programs contribute to the landscape in mountainous areas better than in other areas.

Table 4 Number of submitted and selected proposals for M 211 and M 212 by years

year	Measure 211	Measure 212

	Proposals submitted	Selected proposals	Costs (000 euros)	Proposals submitted	Selected proposals	Costs (000 euros)
2007	22,649 th most common	22,646 th most common	12,377 th most commo n	9,417 th most common	9,411 th most common	3,786 th most commo n
2008	24,151 th most common	24,026 th most common	11,505 th most commo n	10,017 th most common	9,977 th most common	3,801 th most commo n
2009	26,246 th most common	26,134 th most common	18,436 th most commo n	10,835 th most common	10,793 th most common	4,642 th most commo n
2010	29,031 th most common	28,308 th most common	15,522 th most commo n	11,619 th most common	11,301 th most common	4,234 th most commo n
2011	29,210 th most common	28,265 th most common	19,403 th most commo n	11,489 th most common	11,194 th most common	6,719 th most commo n
Total	**131,287 th most common**	**129,379 th most common**	**77,243 th most commo n**	**53,377 th most common**	**52,676 th most common**	**23,182 th most commo n**

Source: http://prsr.government.bg/

Regarding the group of measures that potentially support activities and services related to the landscape, the most important in terms of total allocated public expenditure is measure 321 of axis 3, "Basic services for the economy and rural population" and measure 121 of axis 1 " Modernization of agricultural holdings. They represent 66% of the total budget. With the help of screening in the Rural Development Programs, no relevant actions have been identified under these measures, such as the provision of agricultural landscapes.

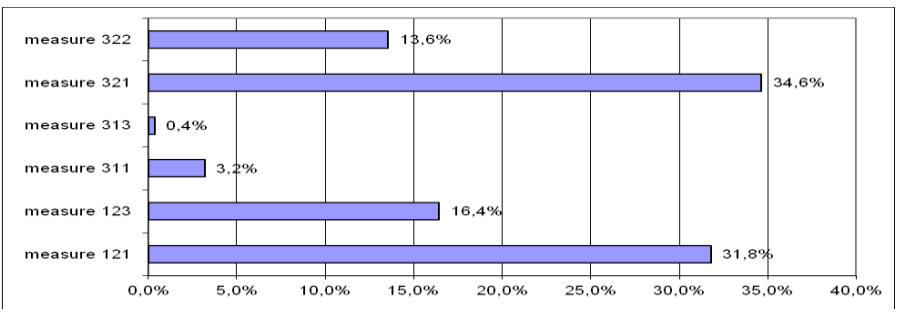


Diagram 3 The share of total public expenditures for rural development for measures related to the socio-economic effects of the landscape in Bulgaria

Finally, measure 123 "Adding value to agricultural and forestry products" covers more than 16% of the budget. However, as regards measures 321 and 121, no relevant actions have been found under this measure aimed at

providing agricultural landscapes. All other measures are of secondary importance, each bearing less than 4% of the total public expenditure of all rural development programs. In general, the relative importance of these measures can vary considerably (Figure 3).

The potential for local development is at the heart of the justification of public policies in support of valorisation and landscape protection. The first necessary condition is that the characteristics and condition of the landscapes in a given area correspond to those desired by society. This means that the level of provision of landscapes must correspond to public demand. The second condition for generating spillover effects is that rural actors can take advantage of the potential market opportunities offered by landscapes and their functions. Only in this case will the potential benefits be likely to be translated into new income and job opportunities.

In conclusion, the measures are appropriate and contribute to regional development. In fact, their adoption needs to be accelerated in order to achieve economic and social benefits in certain areas.

The main findings of the study are:

- Some measures contributing to the landscape are not applicable in Bulgaria
- The measures from the group of related services and activities are the most important. They are 88% of the total costs;
- Measure 321 and measure 121 are the most favorable in Bulgaria. They represent more than 50% of the costs;
- The costs under measure 321 are allocated for water supply network and sewerage and treatment;
- Recently, there has been a growing interest in measure 211 and measure 212;
- The most common activities under measure 214 are Pasture maintenance, Organic farming and Use of local, rare breeds of animals.

ANALYSIS OF THE SECONDARY EFFECTS OF LANDSCAPE MANAGEMENT ON RURAL ECONOMIES IN BULGARIA AND TURKEY (CASE 2)

The delivery of public goods to the rural economy, as a result of the interaction between ecosystems and human governance, which together shape the landscape, is recognized as one of the key themes for the future of agriculture and rural policy in the EU. The rural economy, through its complex interrelationships with the landscape, can play an important role in its management. This study focuses on building a specific framework and measuring the contribution of the landscape to the development of the rural economy. The main research question is to determine the impact of landscape services on the competitiveness of the rural economy. To describe the links between nature and the economy, the ecosystem services approach, defined as “flows of value to human societies as a result of the state and quantity of natural capital”, has been proposed (Costanza et al 1997; TEEB, 2010). The attractiveness of the approach is evidenced by the vast literature that focuses

on the development and application of techniques capable of evaluating and evaluating the supply and demand of landscape services (Costanza et al, 1997; De Groot et al. 2002; Hein et 2005). However, the development of a coherent framework indicating the most appropriate techniques and methods for assessing landscape services is at an early stage (Farber et al., 2006). able to assess and evaluate the supply and demand of landscape services (Costanza et al, 1997; De Groot et al. 2002; Hein et 2005). However, the development of a coherent framework indicating the most appropriate techniques and methods for assessing landscape services is at an early stage (Farber et al., 2006). able to assess and evaluate the supply and demand of landscape services (Costanza et al, 1997; De Groot et al. 2002; Hein et 2005). However, the development of a coherent framework indicating the most appropriate techniques and methods for assessing landscape services is at an early stage (Farber et al., 2006).

We approach the fact that as second-order effects we consider the socio-economic effects after the use of public services of landscape type. In addition, a proposal has been made by various countries to focus on more detailed causation chains. Society and the economy benefit from the landscape when the supply (flow of services) of landscape services meets the demand of the population. However, this does not always mean that the benefits of landscape services are attributed to the regional population or to the landscape managers who produce these services. For example, flows of water or climate regulation services are often also beneficial for regions far from the real landscape that provides these regulatory functions. There are different ways in which the value of the benefits of the landscape can be described, related to the nature of the specific service. Different types of values have been identified in the literature (MEA 2003): (1) Direct use value arises from the direct use of goods and services provided by an ecosystem or landscape, such as food security. (2) The indirect value of use arises from the usefulness of the positive externalities provided by ecosystems or landscapes. This type of benefits is delivered to the public through the regulation of services. The effects of the multiplier are the use of services of public good, creates / changes / influences the economic activities, which again influence / change other economic activities. "Multiplication" can go through various stages before disappearing (van der Meulen, 2011; Domanski & Gwosdz, 2010). Such effects may lead to additional side effects,

***Positive multiplier effects*:**(Increased) use of a public good service creates new economic activities or improves / develops / changes existing economic activities. New or intensified economic activity creates additional demand that allows suppliers to grow (supply side effects) and / or new or expanded economic activity creates additional income that allows suppliers of consumer products to grow (income effects)

Negative multiplier effects: (Reduced / completed) use of a public good service reduces or even eliminates existing economic activities. Decreased economic activity reduces demand, suppliers' activities decrease and / or reduced economic activity decreases incomes, suppliers of consumer products decrease.

Feedback cycles: The use of good public services has feedback on the provision of good public services and private private services.

"Positive "feedback cycles: The expansion of the use of a special public service leads to economic activities that increase the demand for the provision of the same or other public services or private goods, which again strengthens economic activities.

"Positive / negative "feedback circuit: The expansion of the use of a special public service of a good type leads to economic activities that increase the demand for the provision of certain public or private services of a good type at the cost of other public or private services.

"Negative Feedback: Reducing the use of a special type of public good reduces the demand for the provision of the same or other public services. (see ISC, 2014a)

A. Case Bulgaria

Pazardzhik District is located in the central part of Southern Bulgaria. The total territory of Pazardzhik district is 428 664 ha. Agriculture plays a major role in the region's economy. Agricultural land covers a relatively large percentage of the region: approximately 33%. Forests predominate over the landscape with a relative share of 56%.

The main agricultural trends in the region include the production of various vegetables and potatoes, viticulture, oilseeds and orchards. Extremely favorable natural climate and soil conditions, along with the strategic location in relation to the major consumer centers in the country, provide opportunities for the production of almost all plants and crops grown in the country.

The availability of natural and groundwater resources, together with artificial water sources, lead to a total capacity of the lake over 650 million m3. The significant hydro-irrigation system provides irrigation opportunities for about 77% of the total arable land in the region (see Table 5).

Table 5 Description of the characteristics of the regional landscape in Pazardzhik. Own.

Structure and composition of the landscape	**Landscape features**	**Flow of services**	**Landscape management**	**Influence of landscape management on the structure, composition, characteristics and functions of the landscape**
There is a good combination of plain and mountainous terrain. Forests - predominate	Providing: Regulation Cultural and amenities Habitat or support	Providing: -Food -Raw materials -Fresh water -Medicinal resources Adjustment:	Main local participants: -Farmers -Irrigation farms -Eco organizations (NGOs) -Local action groups - LAGs	Impact of predefined functions: -Forest protection -Water protection -Providing

over the landscape with a relative share - 56% The amount of set-aside land in Pazardzhik district is 24,257 ha or 17.2%. The share of lawns is 35.4% of the total arable land. The area is rich in water resources. There are 8 lakes with 1 million m3. There are also many sources of mineral water. Protected areas - 20,000 ha / 8.2% / Recreation forests - 40,600 ha / 16.7% / There are several cities with a rich heritage from the Bulgarian Revival.		-Climate and air quality Culture and amenities: -Recreation and mental / physical health) -Aesthetic evaluation and inspiration -Spiritual experience and sense of place Habitats or support: -Habitats for species	Mr. farms -Food processing, food trade Farm type: -Small farms low - intensity milk production sheep and beef production, vegetables and potatoes, viticulture, rice growing / Typical management practices: -Traditional agriculture -Agri-environmental management -Management of land irrigation -Balneology -Rural tourism -Flood prevention -Waste treatment	habitat Impact of farms: -Small farms -Concentration of rice production Impact of management practices: -Irrigation -Plowing the soil -Preservation of the historical heritage

The landscape structure provides potential services that benefit the following economic sectors in the region: agriculture, tourism, timber, mining, construction materials production and electricity generation (see Table 21). Empirical research shows that there is a demand for the following services: food, raw materials, fresh water, climate and air quality, spiritual experience and a sense of place. The landscape values are: local food brand, well-developed infrastructure, suitable conditions for recreation and rich heritage. There is evidence of contribution and benefits to regional well-being, such as health and well-being, the good image of local food, attractive tourism services, stimulated investment activity and high agricultural productivity.

Table 6 Contribution to the regional competitiveness of Pazardzhik. Own

Search for services (used services)	Beneficiaries of the services used	Second-line benefits and effects	Landscape values	Contributing to the benefits of regional competitiveness and regional prosperity
Food Raw materials Fresh water Climate and air quality Spiritual experience and sense of place	Number of farms 21 404 Number of owners of public forests, private owners Tourist accommodation Hydropower plants Mining companies Tourists Merchants Timber producers Local population	Higher yields on farms Profit from all travel offers related to health / recreation Short distances to provide food Direct access to nature Better image for regional products	Evaluation of the goods offered on the market: Local food brand Local brand of mineral water Famous local spa center / Velingrad / (Existing) assessment of public goods Well-developed infrastructure Suitable conditions for recreation Rich heritage	Health and well-being Good image of local food Attractive tourist services Stimulating investment activity High productivity of agriculture

The competitiveness ofthe region is above average. The main contribution to this assessment is the higher productivity of economic sectors. The structure of the regional economy has been an almost constant activity for the last 10 years. The main sectors are manufacturing, mining, agriculture and forestry. Also, the well-preserved natural environment is an opportunity for the development of tourism and related sectors such as trade, services and transport.

Demographicconditions in the region show a negative trend. The population density is below the national average and is constantly decreasing. The share of people over 50 continues to grow. This finding, combined with the low level of education of the population, may have a negative impact on the long-term competitiveness of the region.

Direct payments support a significant income for farmers. In general, these payments have a large effect on cereal production. Farm rotations are dominated by monoculture, which reduces biodiversity and increases the risk of soil erosion. The current CAP changes the structure of the landscape and the meadows become agricultural land.

The future CAP could encourage cooperation between local actors and maintain the leading role of the local action group in rural development. Climate change poses a problem with risk management in rural areas and better management of natural resources. Additional emphasis can be on renewable

energy, promoting entrepreneurship and connecting rural areas to urban markets.

According to the effects of the second order we can define them as the following:

Direct socio-economic the benefits of landscape management: maintaining, preserving and restoring specific elements of the landscape (eg hedges and tree lines, traditional rural and farm buildings, terraces and stone walls, fences, etc.) can provide additional opportunities for employment and return of farmers, thus representing a way to diversify farm activities.

Indirect socio-economic the benefits derive from the features and amenities of the landscape: the development of rural tourism, linked to the attractiveness of specific landscape amenities, can stimulate additional on-farm activities, such as renting accommodation on the farm and selling agricultural products directly, in local shops, markets, and so called In addition, market niches may arise for the sale and marketing by farmers of local high value-added products (food, handicrafts, etc.); finally, a positive 'image' can stimulate overall demand for local products.

Tourism in the region has increased over the last 5 years. The area is famous for its mineral springs and mountain lakes, which attract many tourists all year round. There is an agency for sustainable tourism development, which assists locals with development projects, advertising campaigns, organizing cultural events.

Within the region, various programs and policies for environmental protection are successfully implemented, which maintain the desired state of the landscape. The implementation of water legislation leads to sustainable use of water resources and preservation of the image of the region. Environmental schemes have the same impact on the conservation of natural resources.

Positive multiplier effects:

- Effects on income - wineries increase their revenues through direct sales due to wine tourism.
- Opportunities for niche markets.
- New economic activities - tourist attractions, opportunities for spiritual sense.

Negative multiplier effects:

- Reduction of other agricultural activities (eg horticulture)

Positive feedback cycles:

- Improving existing activities - transport, communication, construction and trade.

Positive / negative feedback circuits:

- Wine tourism dominates over other types of tourism (rural, hunting and cultural).

Negative feedback loops:

- Insufficient use of appropriate environmental conditions for the production of vegetables and animals.

B. Case Turkey

Rose oil (Rosa damascena mill.), Known as rose oil, rose oil or damask rose next to the "Isparta rose", is one of the important agricultural products for Isparta. Rosa damascene is cultivated to produce rose oil, which is the main raw material of the perfume and cosmetics industry and is also used in the food industry. The most important world producers of rose oil are Bulgaria and Turkey. Rose oil is produced in Isparta in Turkey and Kazanlak in Bulgaria. Both the “Turkish oil rose” and the “Bulgarian oil rose” are distilled from fresh pink oil flowers (Giray and Ormeci Kart, 2012).

The cultivation of rose oil leads to important trade dynamism, encompassing all agricultural activities, such as planting gardens, harvesting and processes carried out for oil production, as well as has historical and cultural significance (Timor, AN, 2011). 80 percent of Turkey's rose oil is produced in Isparta, and the rest comes from the neighborhood (Afyon, Denizli and Burdur provinces). Approximately 10,000 families are engaged in rose oil production and 8,700 families out of 10,000 live in Isparta (Anonymous, 2012).

The case, Guneikent, has 14.29% of rose oil gardens and produces 24.16% of total Isparta rose oil production (Bilgin and Taskin, 2012).

The city of Guneikent is located in the province of Isparta in the western Mediterranean region of Turkey. The studied region consists of the four districts "Karatas", "Orta", "Teke" and "Jeniche". The city is located on a hill between the mountains of Gonen and Keciborlu counties. The average ratio of the city is 1250 meters. The southern plain of the city reaches Lake Burdur and also closes Lake Egirdir. Gunaikent is a Mediterranean city, but its climate presents more inland Aegean and Anatolian characteristics. Guneikent has 1701 inhabitants and 52.91% of the population are women. Literacy is 99% and higher than in many rural areas in Turkey.

Agriculture is the main sector in the region's economy. Rosary is the most common source of income in the region. 95 percent of the population has rose gardens. Guneikent has 14.29% of the rose oil gardens and produces 24.16% of the total rose oil production in Isparta. They also produce vegetables and cereals (mostly rainy conditions) and orchards. Livestock is also a common agricultural activity in the region. Both crop and livestock farming take place on small family farms and on fragmented farmland.

The structure and composition of the landscape provides many economic activities such as rose production, rose tourism, agricultural area and agricultural industry in the Guneikent region. According to an observation from the case, the demand for services can be classified as tourism, raw materials and spiritual experience / sense of place. In addition, there are several landscape values, such as a local food brand, a local brand of pink products such as goods sold, suitable leisure facilities and a rich natural heritage as a public good. Along with the Bulgarian case, there are many similarities in terms of

contributing to the benefit of regional competitiveness and regional prosperity are a good image of local food, attractive tourism services, stimulate investment in the agricultural industry,

Table 7 Contribution to Guneykent's regional competitiveness. own

Search for services (used services)	**Beneficiaries of the services used**	**Second-line benefits and effects**	**Landscape values**	**Contributing to the benefits of regional competitiveness and regional prosperity**
Tourists • Raw materials • Spiritual experience and sense of place	• The number of farms is 800 • Tourist accommodation • Tourists • Merchants • Production of pink product • Kitchen robot • Local population	• Higher yields on farms • Profit from all travel offers related to health / recreation • Short distances of the food industry • Direct access to nature • Better image for regional products	Evaluation of the goods offered on the market: • Local food brand • Locals brand rose products (Existing) assessment of public goods • Suitable conditions for recreation • Rich natural heritage	• Good image of local food • Attractive tourist services • Stimulating investment in the agricultural industry • High productivity of agriculture • Creating added value for the rose industry

Different characteristics of the terrain - along with the available natural resources provides conditions for the development of irrigated agriculture. The rich and large agricultural areas and the rose growing system provide opportunities for creating profitable resources from agritourism in the region. In addition, the rose and pink products provide opportunities for the development of the rose industry in the Günekent region. Pink products have a spiritual impact on humans and this feature provides an opportunity to develop the added value of the rose industry and tourism. This tourist activity contributes to the preservation of cultural heritage and traditions and has a significant contribution to the development of cultural tourism.

The level of economic activity of the population in the region is close to the national average, but the unemployment rate is higher. This leads to lower wages, forcing locals to look for additional sources of income.

The population density in Guneikent is below the national average and is constantly declining. The share of people over 50 is high and continues to grow. These findings, combined with the low level of education of the population in question, maintain the long-term competitiveness of the region.

In addition to its direct impact on the socio-economic activity of its producers, the cultivation of rose oil has secondary effects on the region's economy, especially in rural areas. The first effect is on the rose oil processing

industry, which is traditionally important and is developing mainly as a major sector for the export of raw materials. Recently, economic activities have been developed in Isparta related to the production of rose oil, products ranging from cosmetics / perfumes to medical / aromatic and food products. The second "secondary" effect of rose oil cultivation is on rural tourism, which is relatively newer and less developed. The landscape in rose oil production areas, especially during the mid-May to August harvest,

Positive multiplier effects:

Rose growing creates new economic activities:

- Rose oil factories
- Rose oil processing sectors
  - Cosmetics and perfumery
  - Food (limited)
- Tourism (mainly rural and health tourism)

Negative multiplier effects:

- Overpressure on natural resources
- Reduction of other agricultural activities

Positive feedback cycles:

- Improving the cultivation of other medicinal and aromatic plants (eg lavender)
- Improving existing activities.

INTEGRATED LANDSCAPE ANALYSIS: AN APPROACH TO CONSUMER PREFERENCES FOR DETERMINING COMPETITIVE LANDSCAPE COMPOSITION. EXAMPLE OF WINE TOURISM IN PAZARDZHIK REGION, BULGARIA (CASE 3)

In Bulgaria, the sectors of tourism and agriculture occupy a large part of the working population and are the main alternatives to the economic development of rural areas (Nikolov et al., 2012). The perception of the landscape as a key tool for achieving competitiveness in a particular economic sector is not a popular approach among studies in Eastern European countries.

Hull and Revel (1989) express the landscape as “an external environment, natural or constructed, that can be directly perceived by a person who visits and uses that environment. Ascene is a subset of the landscape that is viewed from one place (point of view) looking in one direction. . . ”. On the other hand, the landscape can be defined as a set of visually visible from the human eye relief elements such as land, part of the territory, including various rock formations visible on the horizon, visible flora and fauna, climatic phenomena that occur in the respective territory created structures civilization such as infrastructure, buildings, lakes, agricultural land.

In economic terms, tourism can have a positive effect on employment, GDP and production figures and stimulate new economic activities and strengthen the territory's potential for endogenous development (Lacitignola et al., 2007).

Appearance affects the expectations of tourists, stimulates different types of activities and can change future patterns of behavior (Tress and Tress, 2001; Stone and Wall, 2004; Lacitignola et al., 2007). The effects of certain

changes on the environment and landscape can in turn change the perception and appreciation of visitors' territory, as well as the quality of the tourist experience (Gossling, 2002a; Petrosillo et al., 2006; Watson et al., 2007).

Many of the characteristics of the landscape may not be visible and their presence is reflected through another human perception. Such characteristics can be the quality of the air, the feeling of calm that nature gives, the feeling of time and others. Given the great variety of elements and their complex expression in the composition of the landscape, they should be organized in groups. Landscape elements can be divided into four groups (Dissart, 2007):

• Elements that give a feeling of the physical presence of the landscape (type of topography, climate, rock formations, etc.);

• Elements arising from human activity (buildings, roads, agricultural land, etc.);

• Elements that determine the subjective perception of the landscape (desert, remoteness from civilization, biodiversity);

• The time factor, the landscape is a dynamic structure that constantly changes its physical and abstract aspect over time.

According to Romstad (2000) in the tourism sector, important elements of the landscape that can be used to create value are:

• Biodiversity, ecosystems, all located on the territory of the earth, allowing a healthy lifestyle;

• Cultural and historical heritage - historical artifacts, cultural events, local language, traditions and customs of society;

• Attractiveness of the landscape, feeling of calm and relaxation;

• Diverse landscape - giving the opportunity for an emotional experience.

The following methodology can be divided into five separate parts. First, with the help of geographic information systems, the field of study was classified into inhomogeneous landscape compositions. Second, we took pictures that were designed to cover the most important elements of the landscape in the context of wine tourism. Third, we valued the pursuit of the landscape as a value in the perspectives of consumers. Fourth, we evaluated the attractiveness of the landscape elements present in each image using nominal variables. Finally, we build a model of an attractive wine tourism product according to consumers' perceptions of the visual quality of the landscape.

Separation of the field into homogeneous compositions. Using a geographic information system in Pazardzhik district, Bulgaria, areas covered with vineyards and wine buildings were identified. There are 6 wineries and vineyards on the hill and on the mountain slopes.

Photography

The photographs used in the study include natural and artificial elements. There were 9 panels, each of which contained 5 photos, and 48 participants ranked the best of each panel. Each participant evaluates the elements of the landscape using 4 scales from their own point of view. More than 45 photographs were taken in the study area between April and May 2013 in order to capture the most important features of the landscape. The photos

were taken with a Nikon D60 digital camera on clear days. The location was the area around identified wineries. The result is a wide variety of paintings that present a different landscape composition, with most of the elements that had to be included in the analysis of the visual panel for expert quality.

Panels

A selection of photos of different landscape compositions was made for presentation to observers on 9 panels, with 5 compositions on each panel. Observers choose one composition from each panel.

Survey of consumer preferences

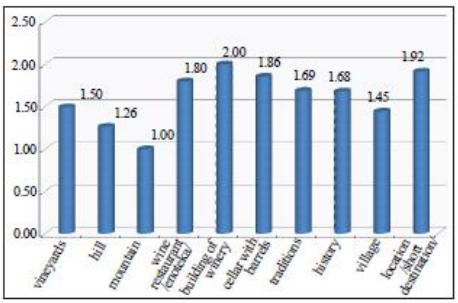
Participants in five focus groups determine which elements as well as which landscape composition they like in the context of wine tourism. The experiment involved 48 participants. All of them are visitors to wineries in the region of Pazardzhik.

The assessment of the landscape composition is performed with the help of focus group participants. They assess the value of the appearance of an element of the landscape in the proposed product. The focus groups were conducted in two stages. The first is a questionnaire in which each participant assesses the individual attributes of the landscape whether they meet his expectations related to the feeling of wine tourism. In this way, evaluate the importance of each attribute. Participants form a summary assessment that gives an idea of preferred combinations of attributes (landscape composition). The second stage displays images representing different combinations of landscape attributes.

The participants express the opinion which is the most attractive for them in terms of wine tourism. The answers of each participant are agreed with the questionnaires. In this way the searched results are checked. It answers the question of which elements of the landscape stimulate the demand for wine tourism and how wineries use them.

Photo Images

1 – Landscape composition vineyards + building of winery + hill;
2 – Landscape composition vineyards + mountain
3 – Landscape composition building of winery + hill
4 – Landscape composition building of winery + village
5 – Landscape composition wine restaurant;
6 – Landscape composition building of vineyards + traditions
7 – Landscape composition vineyards
8 – Landscape composition building of winery
9 – Landscape composition of winery + history



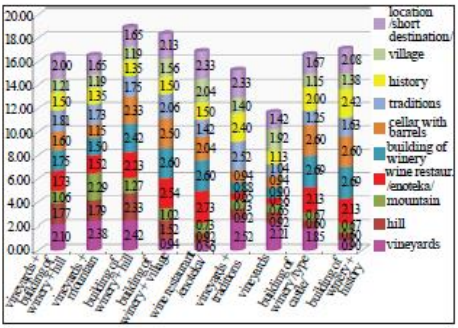


Figure 5 Photos of different landscape compositions and user preferences for the elements

Evaluation of landscape compositions

The evaluation is performed according to the following formula:

$$A_{jk} = \sum_{i=1}^{n} B_{ijk}$$

where: n - number of landscape elements;
Bijk - user rating "k" for element "i" of the landscape composition "j";
Ajk - a summary of the custom "k" on the composition of the landscape "j".

Each participant in the focus group has a 4-point rating scale, which evaluates the characteristics of the landscape as follows: / 0 - no difference, 1 - less important, 2 - very important 3 - very strong significance /. Participants assess each element of the landscape, after which all assessments are summed to obtain an assessment of the overall landscape composition, he said. The more generalized the assessment of the landscape, the higher the value of the consumer. The assessment of the elements of the landscape is carried out in wineries that develop wine tourism. The aim is for each member of the focus group to perceive the surrounding landscape, using all their senses and to give a strictly subjective assessment of the importance of its constituent elements.

Results

Observers select nine landscape photos from each panel (on the next page). Consumer preferences for landscape elements. The participants in the experiment assessed the degree of importance of each of the 10 attributes of the landscape. Based on these estimates, we calculate averages (Figure 22). As a result, the most preferred attributes are - the existence of an attractive winery building; close location of the winery; the presence of a cellar with barrels; the presence of a restaurant; local traditions and rich history. Remarkably, most of these landscape attributes are internal factors that can be managed by the winery. The attributes of the natural landscape have low ratings, which makes them play a weaker role in the attractiveness of product wine tourism.

Each attribute of the landscape is evaluated in terms of its predominance in the images of landscape compositions. Figure 22 presents these values for each of the 9 images representing different compositions of the landscape. Based on them, we determine the perfect landscape model from the user's point of view. The perfect model consists of attributes that have a relatively high value and these values are close to each other. In this way, the composition is defined as well balanced and preferred by the user. These are images depicting a landscape composition - 1) vineyard + winery building + hill; 2) vineyard + mountain. Figure 22 presents the cumulative estimates of each landscape frame composition. Each respondent gives an opinion by a separate assessment of each attribute of the landscape, then the results are summarized, to obtain a cumulative result for each landscape frame composition. The highest cumulative result has image number 3, which is a combination of an attractive winery building and hilly terrain. Image number 4 received high marks and shows the rebuilding of the winery, but located in the village. The least attractive is the defined image of the landscape composition, consisting only of a vineyard in the landscape (image number 7). Figure 4 shows the results of the expert assessment showing the most preferred landscape composition by the respondents. The percentages show the distribution of images of landscape compositions based on the highest overall score from the user's point of view. Image 3 (winery building + hill) is the most liked landscape composition about 35% of respondents.

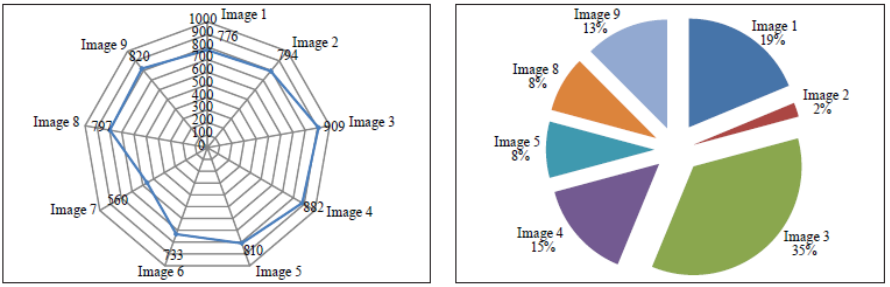


Figure 6 User preferences for the entire landscape composition (the overall result of the image is shown on the left. The most liked image is shown on the right). Own

Another preferred landscape composition is shot in image number 3 (winery building + history). The other images of landscape compositions were not identified as attractive to the respondents.

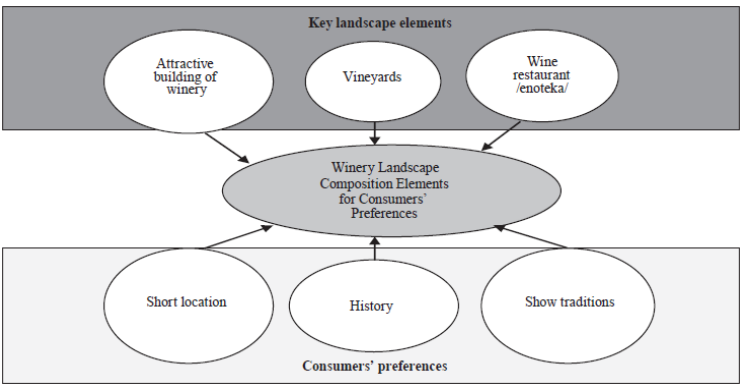


Figure 5 Model of an attractive product for wine tourism. Own.

Other images (images 6 and 7) of landscape compositions were not identified as attractive to respondents as a combination of vineyards and traditions or even just vineyards. The other images of landscape compositions were not identified as attractive to the respondents. Other images (images 6 and 7) of landscape compositions were not identified as attractive to respondents as a combination of vineyards and traditions or even just vineyards. The other images of landscape compositions were not identified as attractive to the respondents. Other images (images 6 and 7) of landscape compositions were not identified as attractive to respondents as a combination of vineyards and traditions or even just vineyards.

Conclusion

Based on the results, we build a model of an attractive wine tourism product for consumers' perceptions of the visual quality of the landscape. The model includes key elements of the landscape and consumer preferences for

valuable landscape composition. Figure 5 presents the model. The main elements included in the model are:

- Short location of the winery in the composition of the landscape. The choice of location of the complex in a particular landscape must meet the following factors - open, extensive and diverse landscape that catches the eye (picturesque landscape).

- Attractive winery building. The architecture of the winery should allow them to maximize the view of the surrounding landscape. Another factor to consider when building the complex is to ensure a quiet atmosphere. To fulfill this condition, the complex must be located away from traffic, but at the same time access to it must be easy;

- Enoteca is another important element of the product is the creation of conditions for tasting local wines. This requires a wine cellar and a special place for wine sales in the complex.

- In the production of wine it is necessary to combine local traditions and history. This guarantees the uniqueness of the wines offered in the complex.

- Wineries must have vineyards. From the consumer's point of view, limestone creates a spiritual experience and a sense of place.

IV. Publications

Title:	Publication date:	Authors:	Journal:	Volume:	Issue:	Pages:
Legal regulation on corporate governance in the European Union 2018	2020	Zeqir Fetoshi	Knowledge-International Journal, Vol.38.5, March 2020, pp.1011-1364	4		1571-1574
ORGANIZATION OF INTERNET DISTRIBUTION SYSTEMS FORBETTER QUALITY OF HOTEL SERVICES	2020	**Zeqir Fetoshi**	EDITION SECURITY IN THE POSTMODERN ENVIRONMENT BOOK XXXI PROCEEDINGS INTERNATIONAL SCIENTIFIC CONFERENCE, pp. 1-170	1		15-27
MARKET SEGMENTATION AS A PART OF MARKETING - THE CONCEPT	2012	Zeќir Fetoshi	Proceedings of the mentors and other associates of MIT University of Skopje, issue 3, year, 3 2012	1		48-56

V. Contributions

The following contribution moments of scientific and applied nature can be distinguished in the dissertation:

1. The essence of the landscape as an element of the competitive development of the rural economy is clarified;
2. A conceptual framework for assessing the impact of the CAP on landscape management has been developed;
3. The management of the landscape in the Republic of Bulgaria and the Republic of Turkey is analyzed and evaluated;
4. A model for volarization of the values of landscape elements and services in the development of competitive wine tourism in the Republic of Bulgaria is proposed.