INTERNET INFORMATIONAL SYSTEMS IN AGROTOURISTICAL EXPLOITATIONS’ DEVELOPMENT

Munteanu Alin Daniel

Tibiscus University Timișoara, Faculty of Economic Sciences, Daliei str. 1/A, 300558, a_munteanu@yahoo.com

Abstract: Telecommunications companies, entrepreneurs, and policymakers have regarded rural and poor markets with some combination of too-complex-to-serve and not-interesting enough (politically or economically) to be worthy of sustained attention. But times - and technologies - have changed, leaving what have been perceived as backwaters poised to become significant growth areas in the next decades.

Keywords: information communication technologies, rural area, Internet, informational systems

Introduction

Stakeholders are beginning to recognize the political and economic significance of the more than half of the world’s population that lives in largely untapped rural markets. Governments and nongovernmental organizations are increasingly concerned with addressing economic development goals and stability, stubborn deficits in rural health and learning, urban migration, environmental degradation, and other related trends.

The private sector craves new consumers, producers, ideas, and synergies in our rapidly globalizing environment. What most have yet to understand, however, are the tremendous opportunities to address these challenges through new information and information communication technologies (ICTs). Increasingly powerful, flexible, and economical, ICTs present staggering new opportunities for social and economic integration. Achieving the promise of ICTs does not require sacrifice on the part of business, government, or civil society, but it does demand their vision, cooperation, and action to create the environment and mechanisms necessary for ICTs to flourish in the rural areas of the developing world.

Method

In researching and studying the economic self-sustainability of the Internet in rural areas, we have identified some criteria for success—something of a laundry list. This list suggests that there are at least six broad categories that must be considered for economic self-sustainability: costs, revenue, networks, business models, policy, and capacity. The groupings are imperfect due to the interrelationship and interdependence among categories, which make consideration of any one category ineffective. A more accurate way to think of the categories might be to imagine them as a balloon, which when pushed in one area, bulges in others. For instance, policy will affect cost, which in turn influences business models and therefore revenue and on down the line; this leads us to the not-so profound conclusion that everything affects everything else.

In Table 1 we have artificially isolated the relationships between some of the diverse factors affecting economic sustainability for rural Internet, but it should be noted only when the system is taken as a whole can we describe it accurately. We are only beginning to understand the complex nature of these relationships, but have attempted to suggest the level of interaction and provide an indication of the type of effects we might expect to see. In our estimation, at least 50 percent (and possibly much more in the early stages of connectivity) of revenue from user fees for rural Internet services will arise from the provision of core communication services.
These services will enable people to better address their basic needs to communicate with family, with remote trading partners, with their government or others. E-commerce, e-government, entertainment, education, and health show promise for additional specific applications and services that reach beyond basic communication. We will now discuss these areas only to evaluate how they might provide additional services based on user fees.

E-commerce for rural developing areas has often been seen as a problem of porting the existing e-commerce models of the OECD, framed by concepts such as “B2B,” electronic payment systems, and so on. Recognized the opportunity to allow consumers without credit cards to order online and pay upon delivery, we argue that e-commerce needs to be newly conceptualized for this new context.

### Table 1.

**Nature and Level of Interactivity Between Factors Affecting Rural Internet Sustainability**

<table>
<thead>
<tr>
<th>Costs</th>
<th>Revenue</th>
<th>Networks</th>
<th>Business Models</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capacity</strong></td>
<td>HIGH: Business, IT and outreach skills key for new industry</td>
<td>MEDIUM: More users ease awareness raising and training</td>
<td>MEDIUM/HIGH: Education, training opportunities</td>
<td></td>
</tr>
<tr>
<td>LOW:</td>
<td>LOW: Unless access to Computer maintenance is limited</td>
<td>HIGH: VoIP alone insignificant</td>
<td>MEDIUM/HIGH: Decides potential for RSP and franchisees, public sector as network client</td>
<td></td>
</tr>
<tr>
<td>Policy</td>
<td>HIGH: Competition, taxes and tariffs, requirements for entry, spectrum, interconnection</td>
<td>HIGH: VoIP alone insignificant</td>
<td>MEDIUM/HIGH: Decides potential for RSP and franchisees, public sector as network client</td>
<td></td>
</tr>
<tr>
<td>Business Models</td>
<td>MEDIUM: Appropriate models reduce costs</td>
<td>LOW: Location guides clientele and applications</td>
<td>LOW: Little direct connection</td>
<td></td>
</tr>
<tr>
<td>Networks</td>
<td>HIGH: Metcalfe Effect costly to leverage (or else it would be done), scale economies grow with network size</td>
<td>HIGH: Size and scope drive content, utility of medium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>LOW: Except specialized services requiring extra investment (copier, camera), assuming always on connection</td>
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</tbody>
</table>

E-commerce environments must offer different services and employ alternative delivery and exchange mechanisms, and they must provide relevant and worthwhile support to the agricultural, informal, and micro- and small business sectors. Private sector groups are also interested in potential commercial applications including insurance sales, remittance transmission, and other financial services. These groups pursue their goals in the face of subsistence economies, little access to capital, no credit cards, and the absence of effective tools for consumer protection and dispute resolution.

Through Internet, a virtually limitless amount of information can be stored in a site that an unlimited number of users can access from anywhere in the world. There is an opportunity to present information in a greater variety of shapes than conventional systems text, photos, videos and audio *etc*. Brochure on the Web can facilitate the complex process of choosing a destination of hundreds of alternative query using the hosted database servers, where information is indexed by destination criterion [Munteanu, A., 2007].

One important advantage of the Internet relates to addressability. In this context, communication becomes the type and personalized Internet allows a farm agro refer directly to the user through various procedures (eg. email). The Internet makes possible feedback response to user actions, is an important component in marketing and public relations factor in building user loyalty. User communicates in an easy and effortless with agrotourism exploitation to find information on products and ultimately make the
Via electronic mail (email), component of the Internet, agrotouristic exploitation farms may come into contact with the users computer system, their future prospects. The user is an active participant and has more control in selecting and processing information about agro-holdings. This is the agrotouristic exploitation choose to make their reservation. Another major advantage is the accessibility of the Internet that its overall use permanently, it provides spatial information and temporary users. Web data distribution system of agro–information can satisfy various needs of users easy access to agro products at ease comparability and transparency of information. Through the Internet can confirm reservations immediately, providing greater flexibility than in classical.

Information society has evolved considerably in the European Union in recent years due to political and financial efforts made both at EU and individual Member States. Almost one third of European households connected to the Internet and are now about two thirds of Europeans have cell phones. Electronic commerce between companies increases and forcing companies to restructure. Computers becoming more powerful handsets with Internet access and network speeds are nearest prospects that will lead to restructuring the entire economy.

Conclusions

The case of agribusiness and agricultural management support systems has been given considerable attention in the ICT and development community. And indeed, there appears to be scope for agricultural services based on user-fees. However, although market price information for the agricultural sector is often touted as a substantial value addition of rural Internet services, the promise and economic self-sustainability of such a service has recently been called into question. Market prices can be valuable, but their importance will depend on other community characteristics including availability of transport, credit, and alternative markets. With more than half the world’s population living in rural areas, rural communities promise essential new markets, new producers, and new ideas. Helping them to help themselves develop also offers security for urban areas and the developed world by contributing to the grander goals of social and economic stability (and prosperity) through increased economic opportunity, new channels for learning, better communication with government, and improvements in health and wellness.

Economic self–sustainability for the Internet in rural areas is the key if we want to avoid common development failures associated with donor initiatives, empower local communities, use the market to vet demand and interest, and ultimately link to real and legitimate development objectives.

Business, government, and nonprofit institutions have different roles and capabilities in pushing these drivers, and while they may have occasionally competing interests, they have an overriding and common goal in economically sustainable access to ICT in rural areas.

Reference


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