“RURAL WEB” METHOD FOR REVEALING A POTENTIAL OF RURAL DEVELOPMENT SYNERGY

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The article presents the results of the analysis of the Rural Web method, as an instrument to reveal a potential of rural development synergy. The aim of the research is to substantiate Rural Web method of rural areas development after the evaluation of the potential of development synergy of pilot rural areas. The methodology of indicators of evaluation of the potential of synergy of rural areas development has been based on the components of the Rural Web method and applied/checked in pilot rural areas. The manifestation of a potential of rural development synergy has created the prerequisites for innovative strategic decisions and synergy effects.

Key words: rural development, synergy potential, rural development methods, rural web.
JEL Codes: Q01, R11, R12, R58.

1. Introduction

The paradigm of development of rural areas after forming in the 6th decade of the 20th century was rapidly changing and thanks to the dialogue of the scientists and practicians the offered new development decisions and models are actively tested in practice, new policy of development of rural areas is being formed.

Research of K. Knickel, G. Brunori, S. Rand and J. Proost (2009), M. Shucksmith (2010), has proved that the development of rural areas is noted for models and decisions of both endogenous and exogenous development.

According to A. Margarian (2013), M. Petrick (2013), A. Cazorla, I. de los Rios and M. Salvo (2013), the basis of these decisions is the employment of the rural potential for the implementation of new purposes of development. In various levels of development of rural areas (vertically and horizontally) complex, coordinated actions of decision makers and striving towards general wellbeing (harmony) are considered to be the impetus and the potential which can ensure the effects of rural areas development synergy which are striven for.
J. Davidson-Hunt et al. (2013) note that the combination of endogenous and exogenous environment factors creates conditions for the appearance of the new neo-endogenous development model and strategic breakthrough. The strategic creation based on administration starts at the time when such decisions of development of the rural localities which give food for planning further actions, appearance of new ideas are formulated and they create big not sole benefit.

The researchers of the modern management B. Nielsen (2002), M. D. Gupta, E.S. Reinert (2009) relate synergy with the concept of complementariness according to which one sort of activities supplementing another increases the change or value of the latter. So the development of the rural areas (as a process) must be managed aiming towards the compatibility of the processes and positive synergy effects.

The solutions of development of rural areas are most often passed when a certain problem appears. The characters of development of rural areas devote too much attention, time, energy and other resources to solving problematic issues. The solution of problems does not create strategic breakthrough, a new step in development thanks to which the development potential would be created. The work limited to problems and their solutions hinders to see the new possibilities and realize a real strategic breakthrough and the quality of life in rural areas changes in unfavorable direction not according to the set aims. There is still lack of decisions based on penetrating approach oriented towards the processes taking place in the areas, there is lack of managerial measures assisting to reveal the potential of synergy of rural areas development. So the formers and realizers of rural policy must both constantly correct the aims of rural development and look for new methods of realization of rural policy.

F. Ventura et al. (2010) have described the instrument of rural areas development generating synergy Rural Web which consists of rural development based on the theory of endogenous development, harmony, institutional agreements, market management, social capital and innovations. L. Messely, E. Rogge, J. Dessein (2013) have adapted the Rural Web method as a means for establishing dialogue with the characters of rural regions development. The authors state that in the rural areas the realizers of LEADER program used to come across problems in involving the community into the process of decision making, due to constant lack of involving methods, technique and instruments of managerial development based on practice.

M. Woods (2007), M. Pintar et. al. (2010), J. D. van der Ploeg, T. Marsden (2008), I. Potochik-Slavich (2012) define the instrument of Rural Web as a multi-dimensional instrument of development of rural areas flexibly adaptable to the rapidly changing conditions of globalization and in every stage of rural areas development.

R. D. Lasker et al. (2001), A. Cheadle, W. Beery, W. Wagner et al. (1997), A. Wandersman, R. M. Goodman and F. D. Butterfoss (1997) base the success of team decisions on the structure and quality of partnership and cooperation networks and state that a synergic process of changes management leading to a new quality is possible only thanks to team decisions invoking different knowledge, abilities and practice. One must note that scientists and practicians continue discussing on managerial instruments aimed for the creation of synergy of rural areas development. So the scientific problem for the present research is what methods can be employed for
the strengthening of the potential of synergy of rural areas development and how it can be measured when the conditions of strategic breakthrough are created.

**The object of the research** – a potential of rural development synergy.

**The aim of the research** is to substantiate *Rural Web* method of rural areas development after the evaluation of the potential of development synergy of pilot rural areas.

**Methods of research:** To achieve the aim of the research were analyzed the theories and models of rural areas development, principles of synergy and rural areas development and the ties between them, also the possibilities of evaluation and creation of the synergy of rural areas development. For the performance of the empirical investigation the methods of expert evaluation, focus groups, logical modeling, constructing of insights.

2. *Rural Web* method for determination of a potential of rural development synergy

The scientific and practical debates are increasingly addressing rural development issues that demand integrated solutions. The development of rural areas determines both the integrity and competitiveness of processes. According to the new rural paradigm, a sustainable development of rural areas is feasible through combining social, economic, natural, and political parameters.

Authors J. D. van der Ploeg and T. Marsden (2008) argue that regional development is based on complex internal and external relationships and interactions that shape the attractiveness and competitiveness of areas in economic, social, cultural and natural terms. The authors name it *an unfolding Rural Web*, whereby the concentration and quality of the internal and external interactions determine the rural development pathways.

*Rural Web* can be seen as a new and comprehensive theoretical framework for analysing the development of rural areas. Empirically, the *Rural Web* consists of interactions and links, mutual standards of rural development actors, resources, activities, sectors and geographical areas (Ventura et al., 2008). Theoretically, this web is formed by combining 6 different dimensions: endogeneity, innovation, social capital, market governance, institutional arrangements, and sustainability.

According to J. D. Van der Ploeg and T. Marsden (2008), that all six dimensions exist, are repetitive and heterogeneous in all rural areas and development processes. The authors also note that the analysis of the development process requires simultaneous attention to all the dimensions, as complementing each other and overlapping, thus, creating a synergy effects. In view of findings of the above authors and their and recommendations to improve the method, to conduct a thesis research, an additional – *partnership dimension* – was used. This dimension is relevant since its development best reveals communication and relationship between actors operating in a certain area. Whose operations and decision-making quality determine synergy effects (Ploeg, 2008; Ventura, 2008; Potochnik-Slavich, 2010; Kitchen, 2009; Leach, 2008) (see table 1).
<table>
<thead>
<tr>
<th>Dimension</th>
<th>General Characteristic</th>
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| Endogeneity                   | The degree to which is based rural development policy focused on the targeted and timely adapted local resources in order to create social value. It includes all types of local resources, local redistribution of value added, local knowledge and learning by doing with an improvement of entrepreneurial and collective attitude, short chains where relational aspects such as image, identity play a key role.  
**Estimated factors of rural area development synergy potential in in terms of dimension:**  
Development of physical rural infrastructure; Management of economic, human, social, natural, political resources, cultural, spiritual rural resources. |
| Novelty                       | Novelties can be created at each web dimension. The *Rural Web* provides a protected space in which novelties developed and circulated, thus contributing to the complexity and diversity of the web itself.  
New insights, practices, artefacts and their perception (resources, technology, procedures, departmental units, etc.), Which provide changes in rural development (learning) process.  
**Estimated factors of rural area development synergy potential in in terms of dimension:**  
Development of agro tourism; Development of social tuition protection services; Development of studying society; Public amalgamation; Development of technological changes and innovations; Application of renewable resources for enhancement of rural infrastructure; Production of new products and provision of services; Establishment of new organisations; Development of new cultural activities; Development of new partnership relations; Creation of new management and accounting structures; New projects; New decision making methods; Strategy of rural territory marketing; Development and implementation of complex rural area development solutions; Level of integration of traditional and new (modern) activities; Development of multifunctional activities. |
| Sustainability                | Territorially based development), which re-emphasizes the food and agricultural ecology, the social environment in retaining the rural economy and culture. It includes availability of local resources reducing external inputs, more systemic approach including the environment protection, labour, knowledge and relationships, also increased relations with sectors and actors internal and external to the regions and opportunities for implementing economies of scope.  
**Estimated factors of rural area development synergy potential in in terms of dimension:**  
Economic development of rural territories; Social development of rural territories; Political development of rural territories; Ecological development of rural territories. |
| Institutional Arrangements    | The new institutional framework to address problems of liaison and support cooperation between rural development actors.  
**Estimated factors of rural area development synergy potential in in terms of dimension:**  
Development of functional relationship between rural areas and successors of rural development decisions; Search and application of new decision making practices and implementation rules; Stimulation of partnership of public and individual entities; Practices for institutional changes and observation of standards; Stimulation of low transaction costs (related to large-scale economy and synergy); Stimulation of cooperatives of producers (as a new structure); Stimulation of new administrative territorial cooperation; Enhancement of rural and urban integration. |
| Governance                    | Institutional capacity to monitor and enhance existing markets and develop new  

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<th>Dimension</th>
<th>General Characteristic</th>
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<td>of Markets</td>
<td>ones. In includes all new externalities, new redefinition of quality and redistribution of added value, local markets development, the creation of a territorial identity that emphasis the potential of all products.</td>
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<td></td>
<td><strong>Estimated factors of rural area development synergy potential in in terms of dimension:</strong></td>
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<td></td>
<td>Market price maintenance; Development of new local products and services; Stimulation of local services diversification; Involvement of business to the development of social life; Stimulation of cooperatives of producers; Stimulation of cooperative trading; Development of social-responsible business; Clear strategy of small and medium business development; Clear niches for development of products and services.</td>
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<tr>
<td>Social Capital</td>
<td>Norms, values, and communication networks through which people are empowered for collective functioning of opportunity for individuals, groups, organizations or institutions for networking, cooperation and empower social relationships around common goals and benefits.</td>
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<td></td>
<td><strong>Estimated factors of rural area development synergy potential in in terms of dimension:</strong></td>
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<td>Promotion of group decision practices; Division of responsibility and risk practices; Level of team work abilities; Dissemination of culture and values practices; Confidence to partners and other successors of rural development decisions; Stimulation of family business development; Integration of sectors carrying out activities within rural areas; Partnership of public and individual entities; Establishment of network organisations; Participation in partnership network.</td>
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<tr>
<td>Partnership</td>
<td>Deliberately caused and coordinated functioning of the agreements, relations and collective purpose of events leading towards a common outcome.</td>
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<td><strong>Estimated factors of rural area development synergy potential in in terms of dimension:</strong></td>
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<td></td>
<td>Participation in Partnership; Conscripting abilities of rural development participants; Organisational culture; Relationship between rural development participants; Leadership; Management of effectiveness during administration; Decision making; Benefits of participation; Participation satisfaction.</td>
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The *Rural Web*, as a link/network consisting of mutual and balanced structures and solutions as a whole, is considered a method of designing rural development solutions in order to achieve synergy effects. This method fulfils the role of coordination, by identifying the rural development synergy potential and driving forces, planning new development steps, and influencing their quality.

In respect of the endogenous development, L. Kitchen, T. Marsden (2009), M. Leach (2008), et al. emphasise the strengthening of the internal local resources, such as natural environment, cultural heritage, landscaping, quality of food, etc. There is also a strong focus on family business building and promotion of goods made by local producers and processors. Further, a great emphasis is on human resources and their development, enhancement of local knowledge potential, shaping of short chains and their intercommunication.

In the analysis of the market governance, authors (van der Ploeg, 2010) mostly focus on local market, marketing strategies, local branding and image building. Somewhat greater emphasis is on the coherence analysis. Researchers intensely debate on the coherence, and authors often conflict on a single coherence assessment system.
Under the *Rural Web* approach, coherence is described as a systematic aspect, which involves the development of human resources, pursues the economies of scale, searches for new opportunities for co-operation and partnerships between rural development actors (van der Ploeg, 2008).

New institutional arrangements are defined as new organisational arrangements taking place at different levels and sectors in the development of diversified activities, restructuring of organisations by changing their business content based on the traditional approach to newly organised structures, with a fundamental operating principle covering environmental protection and ecology, cooperation and bioenergy production. A key factor in the development of rural areas today is an innovative product development. In the space of scientific debates and practice, there is often analysed a rural tourism development and a social value built, a synergy emerging from new manufacturing cooperatives, clusters, as well as from development of rural innovation dissemination incubators (Milone, 2004).

Effective implementation of innovation requires both a sound cohesion of rural development actors and a strong culture of cooperation, dialogue, and communication. In other words, the level of social capital development has a great impact on the unfolding synergy potential.

Social capital is one of the *Rural Web* elements, which best reveals social life conditions in rural areas and is usually analysed through the development of cooperation between farmers and other producers. The focus is on collective actions which not only build new webs of rural development actors, new commitments and arrangements, but also generate desired synergy effects.

The *Rural Web* and its elements are considered a tool to reveal a potential of rural development synergies in the sense that integrated and complex solutions for developing rural areas themselves encourage innovative, non-standard insights. While interlaying development solutions and the pursuit of common well-being and coherence are the top priority in the development of rural areas.

### 3. Formation of A Tool for Rural Development Synergy Potential Assessment

Rural development synergies evaluation particularly significant management solution that can drive the development in the desired direction. Development of rural areas of synergy assessment must be comprehensive and based on methodological synergies dimension in which the development of rural areas of synergy potential assessment will serve as the new search method in scientific activities and could be seen as a methodological tool to gain new knowledge.

J. Kvedaravičius and I. Narbutaitė (2005) note scientific dimension of synergy value. Scientific synergies dimension of rural areas in the development of synergy potential assessment methodologies to develop relevant because it allows to compare different techniques proposed by scientific discipline researchers and adapt them to interpret the research object to evaluate.

The examination of complex social processes and the use of nonlinear control methods, the social dimension of synergy. These dimensions help assessing qualitative aspects of intangible phenomena, describing the events and the existence of ties
between them, their quality and strength. Development of rural areas of synergy potential is perceived as a non-traditional method for investigating and predicting the future. Research Area Board and in practice there is a future vision horizon limitation, the elements of chaos and attractors, it can be said that it is possible synergies and predictive dimension.

In summary, the authors carried out studies and isolated rural areas in developing synergy potential evaluation of the components, create preconditions for an extended rural areas in the development of synergy potential evaluation indicator system and seeks to respond to the empirical question - or synergies (as a method) installation, creates rural area development synergies in strategic breakthrough conditions?

Rural development synergy potential to develop indicators to measure the system has been invoked Rural Web method and its modifications. The Rural Web method comprising 7 dimensions were divided into defining the dimensions and characteristics of character detailing the criteria (quantitative and qualitative indicators). Development of rural areas to assess the synergy potential formed expanded the list of integrated indicators (the indicators). Some of the different aspects of indicators of duplication overlap or replicate each other, so it is appropriate for each of them, assess their significance by measuring the development of rural areas of synergy potential manifestation.

Indicators used for the selection of an expert assessment method. Expert evaluation of rural development synergy potential evaluation indicators participated 11 experts, among them: 4 and 7 years of scientific know-how with experts. In order to objectively test results, experts were selected according to the criteria of expert professional areas, official position, scientific and practical work experience and so on. As the experts involved in the investigation of more than 2, and the development of rural areas of synergy potential describing factors were ranked, and the overall coherence of expert opinions determined using Kendall concordance coefficient. Expert evaluation of the compatibility showed that the experts unanimously significant time rural development synergy potential determinants, so they are appropriate criteria for the development of rural areas of synergy potential manifestation measurement.

After a theoretical analysis showed the potential synergy potential assessment dimensions, which can be considered the development of rural areas of synergy potential measuring unit. Each rural areas of synergy evaluation object can be considered as a whole or divided into signs, which, in turn, into sub-character descriptive criteria - indicators or otherwise - empirical indicator.

The first level of analysis set out in the strategic breakthrough of the conditions expressed in the criteria used to evaluate and analyse the development of rural areas of synergy potential. According to Lithuanian and foreign studies were identified indicators describing and detailing of rural areas in partnership endogeneity, consistency, innovation, social capital, institutional arrangements and local market management. In total, seven Rural Web dimensions were detailed into 231 indicators.

It is important to note that each character defining set of criteria should be detailing the indicators. Some of these indicators can be directly calculated quantitative terms, and some of them required more in-depth qualitative analysis. In order to
avoid confusion between the different manifestation of indicators and different units of measurement – indicators were normalized.

Normalization of maximizing benefit indicators:

\[
\frac{R_j - \min(R)}{\max(R) - \min(R)}
\]  

(1)

Normalization of minimizing benefit indicators:

\[
\frac{\max(R) - R_j}{\max(R) - \min(R)}
\]  

(2)

where \( R \) – rated value of the index; \( C_{\max}(R) \) – the maximum value of the index; \( D_s \) – the real value of the indicator; \( \min(R) \) – at the lowest possible value of the index.

Development of rural areas to assess the synergy potential used qualitative indicators obtained by the expert evaluation. The experts evaluated each indicator gave importance on a scale from 1 to 7. 1 point – the indicator assessing the impact on the development of rural areas of synergy potential is very weak; 2 points – the indicator assessing the impact on the development of rural areas of synergy potential is satisfactory; 4 – average; 5 – sufficient; 6 – important; 7 – very important.

In order to describe in more detail some of the criteria, they created more than one indicator. Since they are all equally important and mutually reinforcing, integrating them into a more general indicator of the value added together and the total is calculated arithmetic mean. According to internationally accepted operational efficiency determinants and the development of synergies between research, development of rural areas of synergy potential evaluation criteria (Ai) and the development of rural areas of synergy potential of integrated assessment (K) ratio calculation may be made by the following formula:

\[
A_j = \sum_{i=1}^{M} W_{ji} * A_{ji}, \quad \sum_{i=1}^{M} W = 1,
\]

(3)

where \( W_{ji} \) – j-th dimension of the i-th criterion of the relative importance; \( A_{ji} \) – j-th dimension of the i-th criterion; \( M_j \) – j-th dimension forming criteria.

\[
K = \sum_{i=1}^{n} W^{*} \quad \sum_{i=1}^{n} W = 1
\]

(4)

where \( W_j \) – j-th aspect of the relative significance of \( A_j \) – j-th dimension, \( n \) – criteria.

In order to select appropriate indicators for rural development synergy potential manifestation evaluation, each attribute and its downstream parameters were set weights, which helped to select the most important areas of rural development synergy potential triggering of indicators.

**4. Verification of the Rural Development Synergy Potential Assessment Tool - Case Study**

The integrated rural development synergy assessment tool is considered statistically significant in measuring criteria that describes a development synergy.

For measurements, Molëtai district was chosen as the unit of analysis. A total
of 11 neighbourhoods: Alanta, Balninkai, Ėiulėnai, Dubingiai, Giedraičiai, Inturkė, Joniškis, Luokesa, Mindūnai, Suginčiai, and Videniškiai neighbourhoods have been measured.
The study was conducted in two stages. In the first stage, all the 11 Molėtai
neighbourhoods were visited. In the neighbourhood, meetings with leaders of rural
organisations and community were arranged. The meetings were attended by 23 rep-
resentatives of rural community organisations (in total, approx. 128 participants),
who helped to identify strengths and weaknesses of the neighbourhoods, to name and
assess manifestation of development synergy in the rural areas.

At the second stage, focus groups were formed. Altogether the 9 focus group
meetings: with school district representatives, elders, farmers, businessmen, rep-
resentatives of youth, leaders of rural organisations, multifunctional centre founders,
tourism business association and district authorities.

The research organisation and history: an empirical study has been carried out
together with the participation of Aleksandras Stulginskis University Centre for Rural
Social Research specialists in local development strategies Molėtai local action group
territory and wards. Strategy planning process has been organized meetings with lo-
cal residents, leaders, decision-makers, and the same strategy development process
and content-based Lithuanian Ministry of Agriculture, local development strategies
for training and meets the basic EU rural development policy.

5. Assessment of Rural Development Synergy Potential Manifestation

Assessment of rural development synergy potential in pilot rural areas has re-
vealed the degree of of Rural Web manifestation (see Fig.). The study shows that the
development synergy potential of endogenous environment, as well as its features,
such as cultural, spiritual, and natural resource development, are best manifested in
pilot areas (degree of manifestation – 3.8 points). For example, the degree of mani-
festation of partnership, including its criteria, such as rural development actors’ mobi-
lizing skills, decision-making, involvement and satisfaction in participation – 3.7
points.

![Rural Web dimensions](image)

**Fig. The Degree of Manifestation of Rural Development Synergy Potential in
Pilot Rural Areas**

*(1 point - synergy potential is very weak; 2 points – poor; 3 – satisfactory; 4 – average; 5
- sufficient; 6 – important; 7 – very important)*
Functional relationships among different levels of decision-makers (3.3 points) and partnerships of public and private entities (3.1 points) turned out to be strongest. Furthermore, innovation in rural areas was found to be developed not strongly enough either (degree of manifestation – 2.7 points). The innovation has been best expressed through: new products and services – 3.7 points, promotion of multifunctional centres and new cultural activities – 3.5 points each.

Communication with local development leaders, the study participants allowed to find out that the majority of Rural Web features and the describing criteria and indicators are repetitive, overlap and complement each other. It is therefore appropriate to believe that this method of revealing a rural development synergy potential is particularly significant in both scientific and practical terms.

Manifestation of criteria detailing the partnership has demonstrated the influence of territorial integrity on the synergy potential of rural area development. Uneven level of development of wards implies the assumption that the state of human resources and their quality might differ from ward to ward. This demonstrates that certain wards have greater potential for development and the locals' abilities to mobilise action are stronger, while human values, interests are more focused on the local changes. A prerequisite for uniform and synergy-oriented rural area development is a well-developed partnership between organizations and institutions of different levels, sectors, and other stakeholders. Weak partnership networks weaken the dialogue between decision makers, do not promote knowledge, responsibility sharing, resource complementarity, and greater opportunities for synergy.

Manifestation of criteria detailing the endogeneity has demonstrated that the weakest synergy potential is unleashed in development of natural resources. Very little attention and effort is directed towards preserving the natural environment and its sustainable application to the needs of local community, which consequentially leads to weakening of the synergy of rural area development. In order to strengthen the synergy potential of rural area development, it is important that public and territorial policy parameters are directed towards sustainable and harmonious development of the natural environment.

Manifestation of criteria detailing the innovations has revealed low level of development of the innovation potential. A strategic breakthrough and synergy effects would hardly be feasible without innovations in technological, organisational, change structures, relations and activities. Introduction of innovation becomes a challenging task due to differences in levels of development and capacities between the territories. This implies the need for interterritorial cooperation, integrated solutions, resource sharing in development the common development strategy of the territory.

Manifestation of criteria detailing the social capital has demonstrated that experience and culture sharing, as well as family business development practice are the strongest attributes of rural areas. This indicates the value-based potential of individuals and organisations that help strengthen collective decision-making, promote small-sized businesses/ producers join cooperatives/producer organisations. Partnership- and collective action-based cooperation strengthens the network of civil arrangement, dialogue between private and public entities which influence integration of operating sectors. Besides the above-mentioned direct value, strong social capital
creates the indirect value, where one activity complements another, resulting in synergy and opening new possibilities for a strategic breakthrough.

Manifestation of criteria detailing the sustainability has demonstrated that the synergy potential becomes unleashed in terms of economic sustainability under development of various economic activities and the practice of 'self-provision' with basic goods and services. In terms of social sustainability, the strongest synergy potential has been identified in development of volunteering and collective, community action by forming higher standards of living. In terms of political sustainability, synergy is possible by combination and targeted management of local resources, same as in terms of ecological sustainability – by promoting landscape maintenance and compliance between farming activity and environmental protection.

Manifestation of criteria detailing the institutional arrangements has demonstrated that institutional arrangements largely tend to be linked to development of practice of local negotiations and models of arrangements between local development actors that base their activity on interterritorial, intersectoral, integrating projects. It is important that more official status is granted to institutional arrangements in order to develop them and the synergy created by such arrangements. This may be possible by means of territorial contract, obligations registers, various forms of multilateral partnership, etc. Synergy between institutional arrangements requires considering the local development potential and choosing the management innovations that would promote multiplication of social and economic activities, integration and integrity of solutions, synergistic long-term effect.

Manifestation of criteria detailing the market management has demonstrated the synergy of market management becomes unleashed where the developed market management innovations reflect the potential of local resources and needs, namely, development of food and other product chain, production of regional products. Experience of collective action develops the cooperation culture of local development actors and strengthens the social capital that, in combination with formal and informal arrangements, enable clear recognition and distribution of areas of action, functions, thus filling in the niches for development of products and services of small- and mid-sized companies, rural community organisations, etc.

6. Conclusions

1. Rural area development is a complex phenomenon challenging decision-makers in terms of its management. Rural area management model or method should integrate different development parameters and solutions. In view of such implications, the Rural Web method would be appropriate for design of rural area development solutions.

2. Rural Web method covers parameters of sustainable development, innovative approach, local social capital, institutional arrangements, market management, and endogenous development. Scientific literature analysis has demonstrated that it would be appropriate to add the dimension of “partnership” to the Rural Web method, as the detailing attributes of this dimension reveal the greatest number of strategic breakthrough conditions and synergy potential of rural area development.
3. **Rural Web** method advantages are those that in spite of the changing rural development policy and other globalization trends, this method and its composite elements can be adapted over time. The method reveals not only the relations between the different parameters of development of rural areas, but also combines a territorial and symbolic capital, whose interaction born extraordinary development solutions and develop rural areas in the desired direction.

4. The limitations of the **Rural Web** method is a method with volume indices and depth (quality indicators). Method of distinguishing features such as sustainability, endogeneity, partnership, social capital, market management, institutional arrangements and innovations can be described and analysed in broad terms. And the method of application, examination depth and width, to a large extent depends on the object of investigation.

5. In order to strengthening the development synergy potential of rural areas, special attention should accrue to rural development actors, because it is they who are the driving force for mobilizing the skills and human capital structure and quality. Synergy aims at the development, adoption and implementation of local development potential-based solutions and these solutions depends on the quality of the area from stakeholders: rural residents, business entities, farmers, community organizations and other NGOs, local government and so on.

6. These studies have highlighted the new phenomenon of the development of rural areas – the need for new professionals who know the area marketing, management, crafts and culture of innovation and able to take "motivators, animators, consultants – leading position.

7. Manifestation of synergy potential of rural area development has not only allowed measuring the degree of **Rural Web** characters detailing the development synergy and the degree of criteria manifestation, but has also enabled to apply a prognostic approach towards modelling of scenarios for strengthening of synergy potential of rural area development.

8. The scientific results of the research are significant for the decision makers of political process and rural area development who model the decisions of rural areas development. The results of the research reveal the potential of synergy of rural areas development, create prerequisites for easier noticing the conditions of strategic sally, deeper and more detailed evaluation of reasons and possible consequences of the decisions of the development of rural areas and after the evaluation of the effects reacting to the new development possibilities in time.

**References**


„KAIMO SAITYNO“ METODO TAIKYMAS KAIMIŠKŲ VIETOVIŲ VYSTYMO SINERGIJOS POTENCIALUI ATSKELEISTI

Pakeltienė Rasa
Aleksandro Stulginskio universitetas

Santrauka


Raktiniai žodžiai: kaimo plėtra, sinergijos potencialas, kaimo vystymo metodai, kaimo saitynas.
JEL kodai: Q01, R11, R12, R58.