

## THE CONTRIBUTIONS IN FORMING FUTURE SPECIALISTS IN RURAL DEVELOPMENT DURING THE FRENCH COURSE

### CONTRIBUȚII LA FORMAREA VIITORILOR SPECIALIȘTI ÎN DEZVOLTAREA RURALĂ ÎN CADRUL CURSULUI DE LIMBĂ FRANCEZĂ

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**Abstract:** Rural development, local products and agricultural tourism are fashionable concepts that future specialists in agriculture must be able to use and be familiarized with, and also to correctly comprehend in order to employ them. This paper initially outlines the notional framework of rural development or more exactly that of local development and further debates the issue of local products “produits de terroir” and their importance in the development of rural tourism. In order to form competent and well-trained people, the part of the French teacher is to choose the course thematic according to specialty. Therefore, the themes of “local products”, “rural tourism” are chosen to observe whether a connection can be made between them. The purpose of this paper is, on the one hand, to enrich the linguistic knowledge through the selection of authentic French texts, insisting on the phonetic and etymological appropriation between “territoire” and “terroir”, and on the other, to develop the communication ability in a foreign language, French in our case, a communication that should have as a support texts that are attractive, interesting and rich in ideas. In this respect, in order for the terms to be correctly comprehended, the notions should be defined exactly, to be able to operate with them in the future.

**Rezumat:** Dezvoltare rurală, produse locale, turism agricol sunt concepte la modă cu care viitorii specialiști din agricultură trebuie să se familiarizeze, să le înțeleagă corect pentru a putea opera cu ele. Lucrarea de față schițează, mai întâi, cadrul noțional al dezvoltării rurale, sau mai exact spus al dezvoltării locale, pentru ca apoi să dezbătă problema produselor locale “produits de terroir” și importanța lor în dezvoltarea turismului rural. În formarea oamenilor competenți și bine pregătiți, rolul profesorului de franceză este acela de a alege teme în concordanță cu profilul secției. Astfel, temele “produse locale”, “turism rural” sunt alese pentru a observa dacă există vreo legătură între ele. Scopul lucrării este, pe de o parte, de a îmbogăți cunoștințele lingvistice prin alegerea textelor autentice în franceză, insistând pe apropierea fonetică și etimologică dintre “territoire” și “terroire”, pe de altă parte, dezvoltarea competenței de comunicare într-o limbă străină, franceza în cazul nostru, comunicare care trebuie să aibă ca suport texte atractive, interesante, bogate în idei. Toate acestea pentru ca termenii să fie înțeleși corect, noțiunile să fie definite exact, pentru a putea opera cu ele în viitor.

**Key words:** rural development, local products, rural tourism.

**Cuvinte cheie:** dezvoltare rurală, produse locale, turism rural.

#### INTRODUCTION

Rural development, as a notion, constitutes nowadays the object of numerous discourses in France and other European countries. Rural development, and more exactly local development, is described as an economic and social dynamics, while also cultural to a certain extent, more or less concentrated and triggered by individual or collective actors on a given territory. It is a process that allows the advancement of priorities, the choice of actions to be pursued from the knowledge and proposals of citizen groups inhabiting a given territory and the application of available resources to comply with these proposals. It is thus a development practice, as well as a working method and a new theory towards completing or supplementing previous theories under their failure pretext.

The main idea is that we must ask ourselves on the possible means to succeed in the combination of various obstacles against development and the search for optimum resource convergence. Local development is first and foremost a decision-making process, while its major difficulty resides in the management of these complex issues. In order to support a dynamics of local development, the reference territory is not isolated, but articulated to more vast territories, namely to the national context.

The territorial dimension, namely a limited and geographically- determined area constitutes a strong reference of development, but not an exclusive one, however, as it constantly reminds of the search for identity.

Economically speaking, local development subscribes to a couple of prerequisites:

1 the local capitalization of existing and potential resources, in order to satisfy the internal market (that can be triggered by external demands, as for example the tourist flow), as well as more remote markets due to the competences and products to be fabricated or made;

2 a direction towards the diversification and enrichment of activities through an increase of exchanges between production units in the region to be considered, regardless their modern, traditional or informal nature envisioning the creation of an interactive network of activities

Socially speaking, local development is based on precise proposals:

1 the creation, reviving of real or assumed solidarities in order to organize a debate around a future project;

2 the consideration of population groups in the development territory as a multi-form human assemblies;

3 negotiation between groups;

These conditions being given, there is a need for the drafting of a local development plan, also called a territorial plan (“de terroir”). Local development also requires a political will, competent and well-trained professionals.

#### **Local products (“produits de terroir”)**

In order to present ourselves in accordance with the information included in the introduction and consider the formation of well-prepared specialist, the teacher should consider the French class to be structured on themes that can bring a contribution to the above mentioned. These themes should supplement specialty knowledge. Thus, themes should be attentively selected, notions should be correctly defined, while specialty terms must be correctly comprehended. For example, in order for students to become familiarized with the term “produits de terroir” we suggest a definition of this term over time.

The Petit Robert Dictionary gives the following explanation to the term “terroir”: “the surface of land considered with regard to its agricultural characteristics”, or “soil, land, appropriate for the cultivation of a product”, as for example wine, or a “rural region or provincial one, considered to exert an influence over the inhabitants”. “Territoire” and “terroir” are related terms, on a phonetic and word-formation basis. This is why the Institute for Agricultural Education Olivier de Serre organized a seminar on March 29<sup>th</sup> 2003. The decision to discuss these two terms is important as the theme of terroir corresponds to a present questioning of society and research. The need for territory and “terroir” is equally expressed in the every-day life of citizens-consumers, as well as in our imagination. Therefore, territory and “terroir” have a double material and symbolic nature.

Until the 17<sup>th</sup> century, the term “terroir” referred to the land producing fruits. In the 18<sup>th</sup> century, under the influence of works by a chemist, Fourcroy, who wrote the system of chemical knowledge in the 9<sup>th</sup> year of the republic, we are told that “terroir” is an area of land considered according to its qualities, thus specifying that land qualities are transmitted to plants grown from it and thus form the taste “du terroir”, of land, of the area. We can thus initially

observe that the term “terroir” is applied to a flavour or an odour of these products, characteristic to a land. This approach was developed especially in oenology, as until the 20<sup>th</sup> century, the term “terroir” was exclusively used for wine. As for other productions, such as vegetables or fruits, vaguer concepts are used, such as local, regional, provincial or national productions, but never the term “terroir”. Nowadays, this term has reached new heights, as if “production de terroir” is employed, then reference is made to a production that borrows the specificity or identity of the locality it belongs to, and thus distinguishes itself from other products.

There are three types of such products:

1 soil, plant or animal products, if they refer to the specific varieties of a “terroir”, to particular techniques related to knowledge and socio-economic organization characteristic to a region.

2 processing products originating in skills or gestures specific to a community;

3 “terroir” cuisine, which emerged around 1970, the preparation skills and particularities explained through an employment of local products, as well as a reference to feast rituals, conviviality practices that entirely correspond to a region;

We can thus draw the conclusion of the meaning assigned to the term “terroir”, which underwent a great extension. It started off from a land that transmitted its qualities to the products and eventually envisioned various products, nowadays receiving the name of “terroir” products, namely local products. This image sends us, on one hand, to the goodness of the place, soil natural quality and good climatic traits. This is in fact a name for quality, for the healthy and good product, for natural authenticity and last, but not least identity.

If we consider wine production, its objective is to capitalize the productive potential of the plant and fruit, as good as possible. This involves a thorough knowledge of the soil, plant physiology and the environment (climate, sun exposure etc.).

For an agronomist, the place is a constitutive element of product quality. We should not disregard however, the commercial aspect. The economic dimension in capitalizing the place is a reality that has always existed. This economic aspect also includes the defence of the product through the assertion of its strong identity. The defence strategy is essentially based on the geographic indication and this is not a recent finding, as the Romans used to identify wines according to their geographical name, as for example in Romania: Jidvei, Cotnari. In the Roman age, the term land’s *UMOARE* was widely used. Therefore, the fact that the land transmits its characteristics to the product though plant *SEVA*.

Olivier de Serre said that the “fundamentals of agriculture is the knowledge of the natural and the places we want to cultivate in”, further adding that the agronomists of the 21<sup>st</sup> century did not invent much.

Nevertheless, we can observe that the “terroir” is in fashion. For example, the mass-media is determinately employing the “terroir”. We feel that a change has occurred and the change emerged from the consumer.

#### **What is the relation between “terroir” and the development of tourism”?**

No doubt, there is a relation, as the “terroir” leads to an increase in the value of tourism. It was thus observed that several generations of persons going on holiday preferred to go to the seaside in summertime and to the mountains in wintertime, but few preferred to go to the country. Nowadays, the demand for the rural area strongly evolves towards a will to discover and a sensible tourism. If consumer maturity in general is seldom quoted among the reasons of this evolution of the tourism market, then the current nature and demand of visitors in rural areas (the need to discover the traditional productions and skills, the need to apprehend local cultural realities, the authenticity, simplicity and truthfulness expectations) signifies a totally different thing.

After a long period of rejecting visits to the country, the visitor returns by means of the “local products” that are high in fashion, but the “fashion effect” comes to a halt here. The desire to find “roots”, real and assessable landmarks and even “values” entirely confirms that the local (terroir demand) corresponds to a larger sociologic phenomenon that provides the answer to more profound expectancies of the population, especially the urban one.

### **CONCLUSIONS**

French classes may bring a contribution to the formation of future specialists in rural development, through the selection of topics in accordance with specialty profile.

Original texts chosen as a support may help to enrich language knowledge, as well as specialty knowledge. In accordance with present directions, "produits de terroir" or "tourisme agricole" are conceived to be in fashion and must be appropriated, correctly comprehended and applied in the future career.

### **LITERATURE**

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