

2014

# Small Societies, Small Business, Small Cities & Villages Abstracts

International Conference on  
Small Societies, Small Business,  
Small Cities & Villages  
25-26 August 2014, Athens,  
Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH





International Conference on  
Small Societies, Small  
Business, Small Cities &  
Villages  
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First Published in Athens, Greece by the Athens Institute for Education and  
Research.

ISBN: 978-618-5065-72-0

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8 Valaoritou Street  
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## Preface

This abstract book includes all the abstracts of the papers presented at the *International Conference on Small Societies, Small Business, Small Cities & Villages 25-26 August 2014*, organized by the Athens Institute for Education and Research and the Institute of Local Development. Participants from Brazil, Chile, Greece, Mexico, Slovakia, Turkey, United Kingdom and USA presented their papers on areas such as Health System, New Technologies on Education, Economic Issues and other related issues. The conference was organized into VI sessions. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

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Institute of Local Development

Sardinia, Akarnania, Greece



Athens Institute for Education and  
Research

Athens, Attica, Greece

*International Conference on  
Small Societies, Small Business, Small Cities &  
Villages*

*25-26 August 2014, Athens, Greece*

*Conference Venue:*

*[Titania Hotel](#), 52 Panepistimiou Avenue (Eleftheriou Venizelou Avenue)*

*Athens 106 78 - Greece*

**Monday 25 August 2014**

**09:30-10:00 Registration and Refreshments**

**10:00-10:30 Opening Remarks**

- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
- Mr. Thomas Papanikos, President, Institute of Local Development (ITAΘΑΠ).

**10:30-10:45 Coffee Break**

**10:45-11:30 Session I**

**Chair:** Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

Panagiotis Petratos, Associate Professor of Computer Information Systems, California State University, Stanislaus, USA.

*Small Business Academic Programs Opportunities in EU and USA.*

**11:30-11:45 Coffee Break**

**11:45-12:30 Session II**

**Chair:** Dr. Panagiotis Petratos, Associate Professor of Computer Information Systems, California State University, Stanislaus, USA.

- Kavita Miadaira Hamza, Professor, University of Sao Paulo, Brazil, Denise de Abreu Sofiatti Dalmarco, M.Sc. Student, University of Sao Paulo, Brazil & Julia Christina Cortes Araujo, M.Sc. Student, Alves Faria Faculty, Brazil.

*Habits of Consumption in Low Income Rural Communities in Brazil: Challenges and Opportunities.*

**12:30-12:45 Coffee Break**

**12:45-13:30 Session III**

**Chair:** Mr. Thomas Papanikos, President, Institute of Local Development (ITAΘΑΠ)

- Julia Fawaz, Full Professor, Bio-Bio University, Chile, Paula Soto, Full Professor, Autonomy University of Mexico, Mexico & Rosana Vallejos, Professor, Bio-Bio University, Chile.

*Female micro-enterprises in rural central Chile. Construction and reconstruction of the role of women in agriculture. A case study.*

**13:30-14:30 Lunch**

**21:00-22:30 Greek Dinner (Details to be announced during registration)**

## Tuesday 26 August 2014

### 10:00-10:45 Session IV

**Chair:** Mr. Jesus Gaston Gutierrez Cedillo, Professor, Autonomy University of Estado, Mexico.

- Zoe Boutsoli, Deputy Head, [Health Research Unit](#) of ATINER & Instructor, Open University of Greece.  
*Comparison of Hospital Admissions in Two Rural Greek Public Hospitals.*
- Vasilis Haralabopoulos, Ph.D. Student, University of Stirling, U.K.  
*The Greek NHS and the Implementation of New Public Management Ideology and Practices.*

### 10:45-11:00 Coffee Break

### 11:00-11:45 Session V

**Chair:** Zoe Boutsoli, Deputy Head, [Health Research Unit](#) of ATINER & Instructor, Open University of Greece.

- Marta Dobrovodska, Researcher, Institute of Landscape Ecology Slovak Academy of Sciences, Slovakia, Veronika Piscova, Researcher, Institute of Landscape Ecology Slovak, Jana Spulerova, Researcher, Institute of Landscape Ecology Slovak Academy of Sciences, Slovakia & Dagmar Stefunkova, Researcher, Institute of Landscape Ecology Slovak Academy of Sciences, Slovakia. Academy of Sciences, Slovakia.  
*Cultural Heritage of Traditional Agricultural Landscape in Slovakia.*
- \*Jesus Gaston Gutierrez Cedillo, Professor, Autonomy University of Estado, Mexico, Jose Isabel Juan Perez, Professor, Autonomy University of Estado, Mexico & Elsa Mireya Rosales Estrada, Professor, Autonomy University of Estado, Mexico.  
*Local Rural Gastronomic Traditional Tourism. A Strategy for Local and Regional Development, at the south of the State of México.*

**11:45-12:00 Coffee Break**

**12:00-13:30 Session VI**

**Chair:** Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

- Zita Izakovicova, Director, Institute of Landscape Ecology, Slovakia & Milena Moyzeova, Researcher, Institute of Landscape Ecology, Slovakia. *Assessment of the Problems of the Slovak Rural Landscape, in the Context of Globalization and Transitive Economy.*
- Hatice Ozgul Ozhisar, Ph.D. Student, Middle East Technical University, Turkey.  
*Autonomous Architecture in the Transformation of Bodrum; From Small Coastal Village to Big Touristic Destination.*

**13:30-14:30 Lunch**

**17:30-21:00 Urban Tour with Dinner**  
(Details to be announced during registration)

**Zoe Boutsoli**

Deputy Head, Health Research Unit of ATINER & Instructor, Open  
University of Greece, Greece

## **Comparison of Hospital Admissions in Two Rural Greek Public Hospitals**

**Vasilis Haralabopoulos**  
Ph.D. Student, University of Stirling, U.K

**The Greek NHS and the Implementation of New  
Public Management Ideology and Practices**

**Marta Dobrovodska**

Researcher, Institute of Landscape Ecology Slovak Academy of Sciences,  
Slovakia

**Veronika Piscova**

Researcher, Institute of Landscape Ecology Slovak Academy of Sciences,  
Slovakia

**Jana Spulerova**

Researcher, Institute of Landscape Ecology Slovak Academy of Sciences,  
Slovakia

&

**Dagmar Stefunkova**

Researcher, Institute of Landscape Ecology Slovak Academy of Sciences,  
Slovakia

**Cultural Heritage of Traditional Agricultural  
Landscape in Slovakia**

**Julia Fawaz**

Full Professor, Bio-Bio University, Chile

**Paula Soto**

Full Professor, Autonomy University of Mexico, Mexico

&

**Rosana Vallejos**

Professor, Bio-Bio University, Chile

## **Female Micro-enterprises in Rural Central Chile. Construction and Reconstruction of the Role of Women in Agriculture. A Case Study**

Rurality has traditionally been associated to countryside as landscape and location, agriculture as economic activity and isolation as part of life. In recent decades, rural areas in Chile and Latin American, largely product of globalization and modernization of society, have been undergoing substantial transformations, which question those visions of rural societies and the traditional conceptual frameworks for analyzing the rural/urban relations as well.

From the premise that countryside and cities are not two opposite realities, but interdependent realities that are linked by multiple elements and influence each other, this paper argues that rural female work paths and meanings associated with work and family are undergoing deep transformation in Central Chile as a result of the rural / urban spatial mobility derived from labor, education and consumer reconfigurations.

The paper is part of a study on women's work in different socio-territorial spaces and their effects at personal and family level and in local development (Project 133324 DIUBB 2 / R). The study is conducted in Ñuble province, which exhibits high rural population and intermediate cities and towns with a historic, structural and symbolic linkage with the rural environment.

The analysis is done from recent statistics (Census, Casen 2011) and a survey to a sample of 248 rural women applied in 2011. Results show the increasing feminization of agricultural labor at expense of male employment, a female greater visibility in productive and social organizations at local level, rural family restructuring which show some tendencies similar to urban paths, and changes in traditional rural/urban linkages. Potentiation of domestic activities towards small business and microenterprise; growing women contribution to the home; revaluation of themselves accompanied by a transformation in gender roles and by tensions and conflicts; the local territory as framework of identity, but with lower quality employment opportunities; spatial mobility as a requirement.



**Jesus Gaston Gutierrez Cedillo**

Professor, Autonomy University of Estado, Mexico

**Jose Isabel Juan Perez**

Professor, Autonomy University of Estado, Mexico

&

**Elsa Mireya Rosales Estrada**

Professor, Autonomy University of Estado, Mexico

## **Local Rural Gastronomic Traditional Tourism. A Strategy for Local and Regional Development, at the South of the State of México**

At year 2010 we initiate the promotion of communitarian projects at Progreso Hidalgo village, located at Central Mexican Subtropical Highlands; at year 2013 we begin the management and installation of two communitarian projects: one agro industrial and one eco touristic, both are actually operating. The transaction procedures were made in front of Women in Agrarian Sector Program (PROMUSAG), financed by the Agrarian Reform Ministry of México.

The method applied for environmental, economic and social characterization, consisted in design and application of a questionnaire; interviews with families; direct systematic observation on field, observing natural environments and cultivated fields, sites geo reference means by Differential Global Positioning System, and elaboration of automatized cartography. For diagnosis, and for Natural and Social Sustainable Resources Management Strategies design, was applied an analysis from Logic Frame Approach (Camacho, 2001) and participatory diagnosis.

Actually we are working over design and transaction procedures about an Agro Alimentary Located System (SIAL) at regional scale, based on a Local Rural Gastronomic Traditional Tourism project at local scale. For activating the management of the project, it was realized a feasibility, profitability and viability analysis; and participatory prospective which concludes in a Strategic Multiescalar Proposal for development of a regional SIAL, based on local and regional touristic and gastronomic qualities.

The research gets theoretical support over the SIAL approach (Muchnik y Sautier, 1998; Velarde et al., 2002; Boucher, 2003; Blanco, 2006; Monroy, et al., 2007), Rural and Gastronomic Tourism (Cuesta, 1996). From SIAL approach, is relevant the importance of mesh and network functioning, of small agroalimentarian enterprises at Progreso Hidalgo, and their relationships with other formal and informal local organization forms, at territorial scale.

**Kavita Miadaira Hamza**

Professor, University of Sao Paulo, Brazil

**Denise de Abreu Sofiatti Dalmarco**

M.Sc. Student, University of Sao Paulo, Brazil

&

**Julia Christina Cortes Araujo**

M.Sc. Student, Alves Faria Faculty, Brazil

## **Habits of Consumption in Low Income Rural Communities in Brazil: Challenges and Opportunities**

In the last census (2010), Brazil accounted for 25% of the population earning an average household monthly income per capita of up to 79 USD, value which is less than the minimum wage (215 USD). The predominant household income per capita of 75% of the Brazilian population residing in small municipalities, up to 50 thousand inhabitants, is up to a minimum wage. It is also important to note that 47% of the 16.2 million people living in situations of extreme poverty are in rural areas.

The present study aims to understand the consumption habits of people with this profile (extreme poverty, residents of rural areas), in order to i) understand the degree of awareness regarding the impacts of their purchasing attitudes on society and the environment; and ii) raise market opportunities for manufacturers of consumer goods and services companies, through the use of the concepts of Prahalad and Hart on the base of the pyramid.

The research will be conducted via survey with a questionnaire divided into two blocks: i) consumption habits and their social and environmental impact; and ii) characterization of the sample, with demographic data and use of basic services (power, water, sewage, waste disposal). The interviews will be conducted from February to March 2014, in all regions of Brazil: i) Northeast; ii) North; and iii) Central-South (Central-West, Southeast and South).

The sample will include 100 people from each region, totaling 300 interviews, in order to verify possible similarities or differences between the regions.

With the survey results, it will be possible to obtain a picture of the basic conditions and habits of consumption of this segment, and thus identify opportunities for public and private organizations. The results will also point the dreams and ambitions of these consumers, in case there was an increase in their income.

**Zita Izakovicova**

Director, Institute of Landscape Ecology, Slovakia

&

**Milena Moyzeova**

Researcher, Institute of Landscape Ecology, Slovakia

## **Assessment of the Problems of the Slovak Rural Landscape, in the Context of Globalization and Transitive Economy**

In the last period the Slovak agricultural landscape went through vivid changes, which have conditioned in arising of new problems such as economic subjects decomposition, changes of agricultural structure, leaving the agricultural land, declining of the intensity of agricultural production, negative influences of leaving agricultural grounds on landscape biodiversity, over multiplying of synantropic species, increasing pressure on occupation of agricultural soil as a result of increasing pressure on enforcement of particular invested contemplations, increasing of unemployment, difficulties with administering open labor force into operating market, deterioration of psychic and social conditions as a result of these processes, migration of population including emigration of people from villages seeking job opportunities as well as migration of town people to the rural communities as a consequence of preferring better quality of environment. These processes are consequently appearing as changes of demographical structure, as a changes of life style as well as the creation of new image of the Slovak rural landscape. It includes all scale of newly arising actual and till now not solved problems. The particular problems are often mutually connected – for example the change in land utilization influences in a considerable extent the biodiversity and landscape stability, closing of industrial operations having negative impact on environment is often connected with increasing of social problems – growth of unemployment, growth of negative psychosocial issues etc. Based on the above information can be seen that the usage and management of landscape and its resources needs to be dealt the integrated approach needs to be applied. The paper will present analyses of the current problems of Slovak rural landscape, analyses of the causes and consequences and proposal for elimination these problems.

**Hatice Ozgul Ozhisar**

Ph.D. Student, Middle East Technical University, Turkey

## **Autonomous Architecture in the Transformation of Bodrum; From Small Coastal Village to Big Touristic Destination**

Bodrum, which was a small coastal town before 1970s, has now morphed into a big touristic destination of Turkey. Tourism was introduced to this village as an economic source of after the second half of the 20th century; however this pursuit has proceeded to another phase after 1980s tourism boom, in which land development and building prices were given the topmost importance. Metamorphosis from small city to big touristic destination has happened so dramatically that it has deteriorated both natural and built environment of the region under the increasing pressure of capitalist policies and the economies of Turkey with a mask of tourism.

Therefore; this paper aims to focus these devastating and transforming forces in a developing country: Turkey. The main aim of this work is to investigate how this alteration took place in small sea-shore town with tourism. Tourism is usually a positive medium of both economic and social development for small cities of low income; hence, present economic crisis that the world countries get stuck in is intended to be mitigated by tourism revenues. This potential is not new in Bodrum, since tourism has been recommended as a small business development utilizing traditional houses as pensions by the owner of them with the promotion of government. Meanwhile; the distortion of this innocent intend by development of summer housing sites and then finally big luxurious tourism complexes has revealed the current dilemma of Bodrum peninsula. Tourism has consumed Bodrum's identity and traditional housing type as touristic myth in the construction of built environment; whereas, traditional village center pretending to be authentic has utilized tourism's economical advantages for the benefit of whole region. Our intention is to decipher then the notion of autonomous architecture the changing role of architects as a social agent under such political and economic transformations since 1980s.

**Panagiotis Petratos**

Associate Professor of Computer Information Systems, California State  
University, Stanislaus, USA

**Small Business Academic Programs Opportunities in  
EU and USA**