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SIDE-ACTIVITIES IN THE RURAL NETHERLANDS

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Abstract

In many rural areas, not only in the Netherlands but also elsewhere in Europe, new economic opportunities are emerging, following the decline in traditional agricultural employment. As a result, the rural economy often is no longer dominated by agricultural activities, but by activities such as small scale industrial production, service provision, landscape management, and residential use. To a certain extent these activities have the form of side-activities next to primary income sources. Most attention in both scientific literature and policies is focused on side-activities by farmers, such as agro-tourism, nature management, and direct marketing. However, according to empirical data from the Netherlands, most side-activities are developed by non-farmers. In this paper the focus is on this last group. The numbers and types of non-farmers' side-activities will be analyzed, together with the motives to start new entrepreneurship endeavors, and the impact on the local community. It will be argued that this type of activities can stimulate economic and rural development, offering new job opportunities and income generation for the rural inhabitants.

Keywords: Entrepreneurship, side-activities, rural areas, non-farmers, motivations

1. Introduction

Dynamics of rural areas in The Netherlands. Rural areas are characterized by great dynamics and undergo far-reaching economic, political, and social changes (Woods, 2005; Strijker, 2007). In many rural areas, not only in the Netherlands but general in Europe, the economy is no longer dominated by agricultural but by other activities, especially related to the service sector (Strijker, 2000). According to Ilbery (1998), agricultural employment in rural areas is in decline, but new entrepreneurial initiatives can be a substitute for this, both in the rural development and the rural economy. Agriculture is facing the influence of new national or international policy and market perspectives and as a consequence many farmers are searching for new sources of income, including non-agricultural activities either on or off the farm (Bateman & Ray, 1994; Ilbery, 1998; Huylenbroeck et al., 2004; Van der Ploeg, 2003, Van der Ploeg, 2004).

The countryside increasingly becomes a space of consumption, rather than only a space of production (Ilbery, 1998) and the decreasing number of farms has contributed to the replacement of agricultural activities with new economic activities (Daalhuizen et al., 2003). Important is to notice that employment especially in non-agricultural sectors in terms of small and medium enterprises is growing fast in rural areas (North & Smallbone, 1995). Especially, tourism and environmental conservation are creating multiple development trajectories (Murdoch & Marsden, 1994). The increasing demand of society for recreation, tourist activities, quality and regional food production, residential functions, or protection of biotopes and wildlife, offers new opportunities for income generation and these new economic activities contribute to the transformation of the rural economy (Huylenbroeck et al., 2004; O'Connor et al. 2006; Daalhuizen et al., 2003). Contributing to the latest, Bryden and Bollman (2000) also stress that in many rural areas there is a diversity of employment growth. This transformation is also the result and effect of new “consumption” demands and new “consumption” uses of the countryside and this adds to the transfer of labor from agriculture to non-agricultural employment (Efstratoglou, 1990). The emergence of new perceptions of the countryside, especially in rich countries with a high population density like the Netherlands, and the emergence of new uses and functions which are linked to these perceptions, are a major factor for new rural employment (Bryden & Bollman, 2000; Haartsen et al., 2000).

A high degree of economic diversification in rural areas includes the emergence of new activities, either upstream or downstream of farming itself, or, in many cases, entirely unconnected with the agriculture sector. As a result of all these changes, agriculture has lost its importance in rural areas (EC, 1988). In an attempt to maintain or increase income levels, some rural entrepreneurs are diversifying their jobs into various types of side-activities, including traditional crafting, sale of food and drinks, tourism, and various other sources of secondary income. The role of side-activities in generating employment in rural areas is particularly more noticeable in densely populated land-scarce economies, where agriculture has reached its limits and rural inhabitants are looking for a way to generate income (Shand, 1986).

Moreover, as Strijker (2000) emphasizes, rural renewal should not be limited to an agricultural approach. The countryside offers new possibilities for profitable economic activities like camping sites, nature development and recreational sites but also business activities and services. These services can be provided by both farmers and non-farmers

entrepreneurs. To quote Strijker (2000): ‘The role of agriculture is only a part of this process, albeit an important part. Farms can provide facilities to accommodate urban pressures like recreational demand. However, other inhabitants of rural areas can also provide such facilities, and until now they are often neglected or even obstructed’.

2. Research topic

As in other European countries, rural areas in the Netherlands are changing from an agricultural production to a multifunctional consumption space (Murdoch & Marsden, 1994). As a result, side-activities are in the forefront of rural survival and reveal a trend in the economic diversification of the countryside (Van der Ham & Van der Schans, 1999; Daalhuizen et al., 2003). The new economic main or side-activities appear and contribute to the transformation of the rural economy, the viability of rural areas, and the sustainability of rural society.

The existing literature on side-activities is connected mainly to farming and multifunctionality and is divided into two main categories. The first category includes non-farm activities in the developing world (Rietveld, 1986; Zhu, 2006; Islam, 1986; Kada, 1986; Shand, 1986; Leones, 1998; Lanjouw, 1999; Simmons & Supri, 1997) and the second category includes non-farm activities by farmers entrepreneurs in the developed world. For the last category, a considerable amount of literature has been written about multifunctionality of agriculture and non-agricultural economic activities by farmers in rural areas in Europe (Huylenbroeck et al. 2004; O’Connor et al. 2006; Van der Ploeg et al. 2000; Bryden & Bollman, 2000; Heijman et al. 2002; Escribano, 2007; Eikeland & Lie, 1999; Carter, 2001; Vernimmen et al., 2003). However, little attention has been given so far to the initiation of side-activities in rural areas by non-farmers entrepreneurs as this group can also contribute to the local economy and development. .

Due to empirical data from the Netherlands (Nevenactiviteiten, Rijksuniversiteit Groningen, 2007), a great number of non-farmers, who live in (or move to) the countryside, take initiatives and start entrepreneurial activities in rural areas. A first inventory showed that of all the side-activities in the rural areas outside of the villages and the urban centers of the municipalities of Ooststellingwerf and Noorderveeld, three quarters was developed by non-farmers who have permanent residence in the countryside. Hence, there is good reason in this paper to broaden the perspective of side-activities to non-farmers entrepreneurs. This is even more important as the new initiatives can possibly contribute not only to the transformation of the local economy but also to the expansion of local networks, the interrelations between different actors in rural areas, the creation of new cultural identities, the attractiveness of the region for tourists and inhabitants, and the viability of rural areas and rural societies.

Main research questions. The main subject of this paper is to find out, who takes the initiative to start side-activities, what is the magnitude of non-farmers side-activities, compared to farmers’ side-activities, what are the motivations to start and the future perspectives of the side-activities in the rural areas.

The paper begins with an introduction of the empirical data gathering. Then the question of ‘who takes the initiative to start side-activities’ is being analyzed together with theoretical and empirical considerations on gender, education level and background of the initiators of

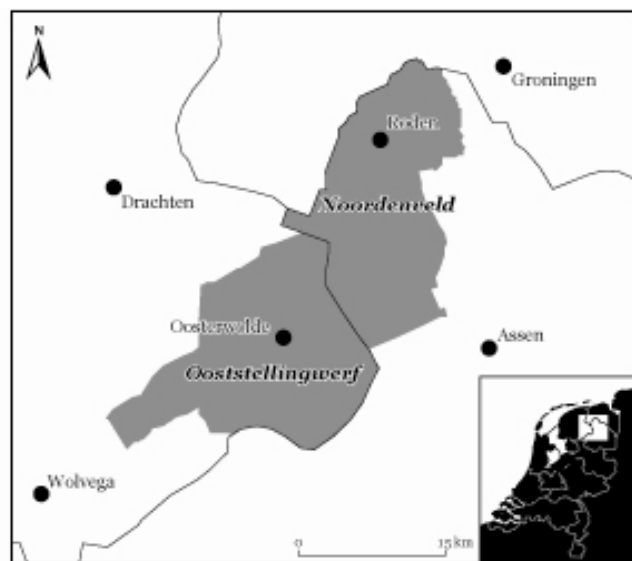
the side-activities. Continuously, the side-activities as such are examined and divided into 3 main categories, followed by the part of motivations of the people who decide to start a side-activity and the last part includes conclusions and remarks for future research.

3. Empirical data

Data collection – Method. In the municipalities of Noordenveld and Ooststellingwerf in the North of the Netherlands systematic research was performed in order to examine side-activities outside build-up areas. The primary data were collected throughout a survey with the suitable respondents. In order to find the respondents, the side-activities had to be found. For this reason it was decided that the side-activities had to be recognizable from the road, for example, with a commercial or board to indicate that there is on the spot of the rural household an activity. All the rural enterprises that were found were taken as an object of this research and interviews were held with the rural entrepreneurs that initiated or run the side-activity (annex 2)¹.

Location selection. The municipalities of Noordenveld in Drenthe and Ooststellingwerf in Fryslân were chosen for this research because they are rural municipalities.

Definitions. The definitions of rural areas and rural household that will be used for this paper can be found in Annex 1.



Map 3.1 The research areas: municipalities Noordenveld and Ooststellingwerf

3.1 Who starts the side-activities

To answer to the first research question ‘who starts a side-activity’ three main aspects have been examined, namely: the background of the rural entrepreneur, the level of education and gender. The main characteristics of the initiators of the side-activities are that they have a permanent residence in the countryside and on the spot of their household they run a side-activity.

Farmers–Non farmers. Most of the literature studies on side-activities are on farmers. The group of non-farmer entrepreneurs has been neglected so far, and not given the attention that should have. The appeal of side-activities, especially own account home enterprises are becoming more attractive (Simmons & Supri, 1997) but this type of activities has been a much neglected aspect of rural development (Ranis & Stewart, 1993). The argument is that the group of non-farmers can also contribute to the rural development and stimulate new employment opportunities in the countryside which are not connected to agriculture. Secondary data provide little more than a count of the number of persons engaged in these activities (Simmons & Supri, 1997). It could be expected that people who start side-activities in the countryside will be farmers as it is concluded from the literature but our results showed the opposite.

In this research, we found that there are significant more non-farmers entrepreneurs who start side-activities in the countryside than farmers. Statistically the difference is significant*. In only 8 of the 43 cases the side-activities are initiated by farmer entrepreneurs and the rest 35 cases from non-farmer entrepreneurs (81% non-farmers, 19% farmers). This shows that there is a tendency that side-activities in the countryside are being dominated by non-farmers and this has consequences for the development of local communities and the future of rural areas.

Our results are consistent with Broekhuizen et al. (1997) on their work ‘Renewing the Countryside’. They draw examples of main and side-activities in the Netherlands showing that rural inhabitants can extend their activities beyond the purely agricultural in the traditional sense of the word and furthermore, all these activities have an impact on the development of the countryside.

Educational level. Educational level can be a determining factor for participate in the labor market. Higher education level could have a positive influence on finding a job or starting a new business. It is expected that people with high education level will be overrepresented as the ones that start a side-activity because they can have better chances in the regular labor market. According to Benjamin (1994), the higher the education, the higher is the expectancy that people will be engaged in, or participate in off-farm labor and contribute to the rural household income.

The education system in the Netherlands is divided into: primary education, secondary education (VWO, HAVO, (V)MBO), higher education including university (WO) and professional college (HBO). According to the National Statistical Office of the Netherlands (CBS) 41% of the Dutch employed population has MBO² education level. VMBO follows with 24 % and HBO with 16% (CBS, 2006). However, in our research most initiators of the side-activities have HBO (40%) and MBO level (37%). The 40% of HBO compared to the

* Chi-square test: 16,956, significance: 0,000

16% of the whole Dutch employed population shows that there is a remarkable difference on the education level of people who start side-activities (diagram 3.2).

The average education level of the initiators of the side-activities is higher than the education level of the working population of the Netherlands (CBS, 2006). This is also consistent with the empirical results of Benjamin (1994) who declares that the higher the education, the higher is the possibility to be engaged in the labor market.

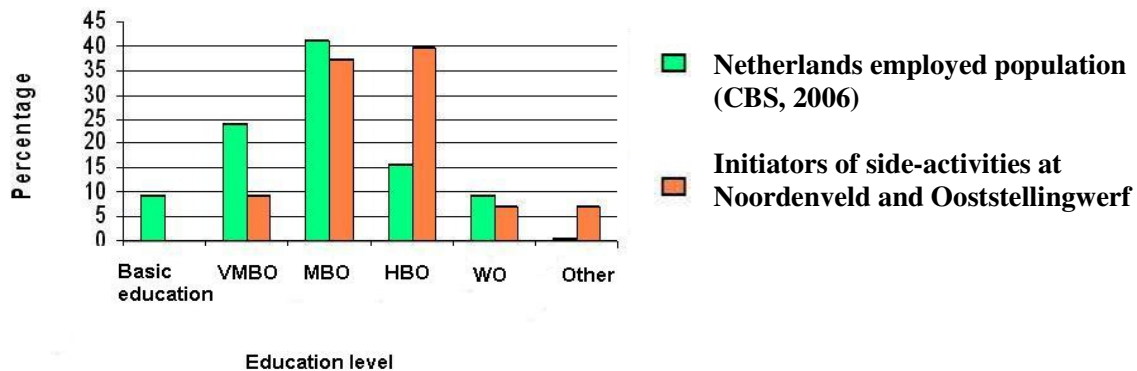


Diagram 3.2 Comparison of education levels[†]

Gender. Women’s increased participation in off-farm work is well documented in Western Europe (Gasson, 1988; Bock, 2004; Haugen, 2005; Haugen, 1996). Their participation has been documented as an integrated part of the farm household and doesn’t take into account non-farmers and rural permanent residents (Fuller, 1990; Bock, 2004; Benjamin, 1994). Empirical evidence shows that women’s off-farm work has been seen as an important contribution to the farm household income (Eikeland & Lie, 1999; Davis et al., 1997). What also plays role in the women’s contribution is the general increase in their education level, which has been found to be the most important factor (Haugen, 2005; Haugen, 1996, Benjamin, 1994). This is also consistent with many other studies of women’s off-farm participation (McCarthy et al., 1988). Research has shown that women play a vital role in the development of new income resources on the farm (Bock, 2004). Especially when new side-activities are concerned, it is often the spouse who takes the first step and builds up a new business (Gasson & Winter, 1992; Bock, 2004). By engaging in new economic side-activities, women contribute to the viability of the household income and the development of rural economy (Bock, 2004). Based on the literature findings, it is to be expected that women will be occupied not only with the household but also with side-activities outside their domestic duties.

Our results show that indeed more women than men took the initiative and start side-activities in the countryside. Out of the 43 cases of side-activities in rural areas in 23 cases (54%) the activities are initiated and occupied by women whereas 13 of the cases (30%) where initiated by male entrepreneurs. There are also 7 cases (16%) where the side-activities

[†] Diagram with the division of education levels of the employed population in The Netherlands (CBS, 2006) and division of the education levels of the initiators of side-activities in the municipalities Noordenveld and Ooststellingwerf (Survey of the side-activities in rural areas, 2006).

where initiated by men and women together. The result from the Chi-square test shows that the difference between women and men initiators is not significant.

The tendency, in the two Dutch municipalities, is that women are being involved in all the different kind of side-activities, tourism, art, antique curiosity, or sale of own products and services (see annex 2). Especially, in the categories of tourism and sale own products and services women's participation is high with 56%. The hypothesis that especially women are occupied not only with the household but also with side-activities is also confirmed from our results findings.

3.2 The side-activities

The second research question of this paper refers to the magnitude of side-activities that can be identified in the case study area. Different terms and definitions have been used in international literature to describe side-activities and the side-work on or off the farm. Terms like, non-farm or off-farm activities, diversified activities, other gainful activities have been broadly used in literature (Carter, 2001; Demeke, 1997; Gasson, 1988). To begin with, it is important to make clear what is meant by side-activities in this paper.

Side-activities are all the 'non-main-activities' that are taking place on the spot of the rural household and include small scale industrial production, service provision, landscape management, tourism, or residential uses. To a certain extent these activities are next to primary income sources and can be considered as side income of the rural household. The side-activities refer here to non-farm related activities or occupations that are undertaken by any working member of a rural household. For practical reasons activities which are connected to farming are included only if they are on small scale and are meant for selling in the spot of the rural household. However, it is a difficult term to define precisely, as it has connotations with respect to the type of work, the location of such a work and the composition of the rural household (Shand, 1986; Hymer, 1969).

Broadening and Deepening. The terms Broadening and Deepening that have been used in the literature for farmers also will be applied in this paper for the case of non-farmer side-activities. According to Oostindie et al. (2006), agricultural activities can be transformed, expanded, and reconnected to other sectors in order to deliver products and services that generate new value. The side-activities can be conceptualized as part of the dimensions of rural development that transform the mono-functional farms into multi-functional business by broadening and deepening the activities (Gorman et al., 2001; Van der Ploeg et al., 2000).

Broadening refers to the development and expansion of activities, meaning that agricultural activities can be extended or relinked to other sectors in order to deliver products with a higher value-added (Van der Ploeg et al., 2002). These include new non-agricultural activities such as agro-tourism, management of landscape and nature, energy production or delivery of different services. They create new sources of income and employment and are oriented at newly emerging markets in the countryside (Gorman et al., 2001; Oostindie et al., 2006).

Deepening refers to those activities which extend the involvement of the farm in the food supply chain beyond the primary production of commodities by food processing and marketing specific product qualities e.g. direct selling in the spot, high quality food

production e.g. home-selling, local products (table 3.3). New supply chains often produce more space for direct contacts and communication between producers and consumers (Oostindie et al., 2006). Deepening activities also can be seen as a response to consumer demands for food safety, traceability, and food with distinctive qualities.

For the non-farmer entrepreneurs the same terms of broadening and deepening will be used referring to the side-activities which are connected to: tourism, accommodation facilities, or direct selling of local products and that aren't the main source of their income. The side-activities can be conceptualized as the dimensions of rural development by broadening and deepening activities in the rural areas and table 3.3 shows these dimensions.

This paper will also apply the type of linkages of different occupations with the countryside in order to connect the side-activities and their functions with the rural areas. The types of linkages are adopted by Gasson (1988), where she developed the nature of linkages of agricultural and non-agricultural occupations in the countryside. In this research four linkages will be applied, namely, using land or space, using part of the rural household, using farm buildings and the farm.

Categories of side-activities. From 43 cases that have been examined, the side-activities are divided into 3 main categories:

- 1. Tourism**
- 2. Art, antique and curiosity**
- 3. Sale of own products and services**

Under the category 'Tourism' can be found activities such as camping, caravan sites, bed and breakfast, group-accommodations, apartments, restaurants, cafeterias. The type of link that these activities have with the rural areas is the use of land or space (e.g. caravan site), or the partial use of the rural household (e.g. apartments, bed and breakfast) (table 3.3). Tourism can be conceptualized as a broadening activity in the rural development as it delivers broader products than the limited traditional agriculture or the regular work of non-farmers.

The category 'Art, antique and curiosity' includes galleries, antique shops, potteries, souvenir, or craft shops. The type of linkage with the countryside is the partial use of the rural household. For example, to use a part of the rural household to run a local shop or a gallery in the spot- home selling. This category belongs also to the broadening aspect of rural development as it can be transformed or expanded to other sectors (e.g. paintings, potteries, or souvenirs) and deliver products that generate new value added.

Home-based enterprises where products are made like cheese, honey, furniture, belong to the last category 'Sale of own products and services'. Furthermore, side-activities such as pension for animals, Yoga-studios, and the activities connected to the service sector also belong to this last group. The types of linkages of these activities with the rural areas are: the usage of buildings (e.g. making products) or using part of the rural household (e.g. farm shop). This category, as it comprises different kinds of activities, can be conceptualized both as broadening and deepening. Deepening because the products are expanded further in the production chain, for example by home-selling or local specialized products, and broadening because they deliver services, as a care-farm that uses the space but also serves as a supplement service. The types of linkages with the countryside and the rural dimensions that were recognized in this research are listed in table 3.3.

From our research results it was found that the category ‘sale of own products and services’ comprises the majority of the cases (44%), where most of them were reported to deliver and sell products like cheese, honey, furniture in the spot of the rural household. ‘Tourism’ followed with 37%, including mainly camping sites, accommodation facilities and apartments and the category ‘art, antique, and curiosa’ comprises 19% of the cases including galleries, antique or craft shops.

Type of link	Dimensions	Example
Using land or space	Broadening	Caravan site, agri-tourist activities
Using part of rural household	Broadening	Bed and breakfast, accommodation, cafeteria, restaurant, apartment
	Deepening	Home-selling (souvenirs, crafts, pottery, antiques, local products), art galleries
Using former farm buildings	Deepening	Making products (cheese, honey, furniture, bags)
	Broadening	Yoga-studios, pension for animals, canine beautician
Using the farm	Broadening	Care-farm (services)

Table 3.3 Type of linkages and dimensions with the rural areas (source: adopted by Gasson, 1988)

Side-activities of farmers and non-farmers. The difference between the type of rural entrepreneur and the category of side-activity can be observed in table 3.4. Important is the observation that most of the side-activities in all the three categories are initiated by non-farmers entrepreneurs, whereas farmers make up a minority. It is also clear that both farmers and non-farmers are active in all three categories. However, farmers seem to be more active in sale of own products and services, while non-farmers are overrepresented in the other categories.

Categories of side-activities	Rural entrepreneur		
	Farmer	Non-farmer	Total
Tourism	7%	32%	39 %
Sale of own products, services	10%	35%	45 %
Art, antique, curiosity	2%	14%	16 %
Total	19%	81%	100 %

Table 3.4 Side-activities and the type of the rural entrepreneur

Profit generation and years of existence of side-activities. Table 3.5 shows the years that the side-activities exist in comparison with the profit generation. The years and profit are divided into three groups 1-10, 11-20 and > 20 years and <1,000, 1,000-10,000 and >10,000 euros/year respectively. The amounts of side-activities that have been established in the last 10 years have the highest score in the table with 52% of all cases. Side-activities that exist the last 20 years represent 12% of the cases. That suggests that side-activities are a recent phenomenon in the countryside of our two municipalities. From the table it can also be observed that 35% of the activities hardly offer a profit to the rural household (less than

1,000 euros), whereas, the last group (>10.000 euros) represents the 47% of all the activities, advocating that this type of activities eventually will contribute to the main income of the rural household.

Chi-square test between the years of establishment of the side-activities and the profit generation showed that there is no significant relevance. However, it should be taken into account that as a qualitative study, the number of cases is limited and this already means that their relevance is expected to be low.

The hypothesis is that the less the years of the side-activity existence the less the profit is expected and the opposite. The reason is that a side-activity, as a start-up, will offer low profit as it needs time to be established, to be known from the local community and to attract visitors and customers. On the other hand, when a side-activity exists for a longer period of time (10-20 years) then is expected that the profits will increase. However, the hypothesis is not fully shown by the table 3.5. In the future, when we will have gathered more cases, this aspect will be analyzed more in detail.

Years	Side-activities profit			Total
	<1,000 €	1,000-10,000 €	>10,000 €	
1-10	6	6	10	22 (52%)
11-20	5	2	9	16 (37%)
>20	4	0	1	5 (12%)
Total	15 (35%)	8 (20%)	20 (47%)	43 (100%)

Table 3.5 Profit and years of existence of side-activities (Profit per year in Euros)

3.3 Motivations

Although the neoclassical economic theory emphasizes the importance of economic rationality and the significance of cost-minimizing or profit-maximizing performance, in reality, people begin their own businesses for more diverse reasons. Quality of life, work satisfaction, psychological well-being and income generation, all have been reported to be the most vital motivations for new business creation (Hayter, 1998). Nevertheless, the non-economic considerations and the high value placed on independence and being one's own boss (e.g. authority, autonomy) have also been reported from various surveys and emphasizes on the degree to which self-employment satisfies personal values and needs (Stevenson & Sahlman, 1989; Feldman & Bolino, 2000; Kolvereid, 1996). For this current research the term 'motivation' is defined as:

'A driver to invest energy into an action of which you think that will bring you closer to the fulfillment of your own needs' (Ofman, 2002).

The last research question on 'what are the motivations to start side-activities' is quite complex as people with different backgrounds are being involved with different type of activities in the countryside. Diverse interrelated aspects may influence the decisions of rural entrepreneurs to start a new business. In line with our earlier remarks, the background

of the rural entrepreneur, the level of education and gender play an important role in starting a side-activity.

In the literature on the determinants of new entrepreneurship start-up, a distinction is often made between push and pull factors. Push and pull factors are those factors which either forcefully push people or attract -pull- them to start a new business. For example, push factors are connected to income generation, the threat of unemployment and pull factors associate with the search of pleasure, interest or the need of social contacts (Storey, 1991). For our research, the nature of motivations is divided into intrinsic (or pull factors) and extrinsic (or push factors) (figure 3.6). Intrinsic motivation is when someone is internally motivated (e.g. pleasure, happiness, enjoyment, autonomy, social contacts) and extrinsic when someone motivated by external factors (e.g. money, work, unemployment), (Waterman et al., 2005; Hessels et al., 2006). In our case, intrinsic motivation to be engaged in a side-activity is because it satisfies someone's interests, brings pleasure or the opportunity to create social contacts. Extrinsic motivation is the extra income generation, the necessity of employment, or the investment in capital (e.g. land, household).

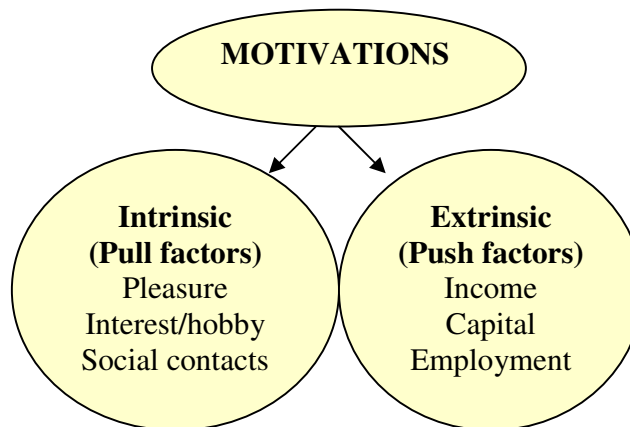


Figure 3.6 Motivations' distinction

Two motivation approaches to start a new business/start-up are being distinguished here, the motives from the side of farmers, and the motives of non-farmers. For the first approach, Bezemer (2003) argues that the combination of new markets, the less dependence on the income fluctuations of farming and the opportunities for new employment for the rural household members are the most important motivations for farmers to start a side-activity outside the agricultural sector. The second approach, of the motivations of non-farmers, places non-economical factors to be more important (De Vries, 1990, Bateman & Ray; 1994). De Vries (1990) reported that next to economic factors lays the 'quality of life' and the 'personal development' of the non-farmers and in contribution to that, Bateman and Ray (1994) also found out that the motivation of 'being independent' scored high on their research results.

A higher and more stable income for the rural household is most likely to be the main motivation to start a side-activity but in many cases the income is not the only motivating force. Gasson (1988) presents eight categories of perceived motivations that farmers pointed out during a farm survey with 700 respondents in England and Wales, with income considerations to be leading the list (table 3.7).

Motivation	Type	Description
1. Financial	Extrinsic	Provide more income/financial insurance
2. Capital appreciation	Extrinsic	Asset appreciation
3. Employment	Extrinsic	Work for the family members
4. Social contacts	Intrinsic	Provide social contacts
5. Complementary relationships	Extrinsic	Outlet for the farm products
6. Information	Intrinsic	Be up-to date
7. Hobby	Intrinsic	Interest/hobby
8. Lifestyle	Intrinsic	Raise the quality of life

Table 3.7 List of motivations (Source: adopted by Gasson, 1988, farm survey sample results)

During our research of the two Dutch municipalities, Noordenveld and Ooststellingwerf, 43 respondents were asked to indicate what are their motivations to start side-activities in the countryside. On the basis of the responds findings of this first pilot study, 4 categories of motivations were formed: 1) Interest/hobby, 2) Financial, 3) Social contacts, and 4) Independence (table 3.8). The order of appearance indicates also the importance of the motivation, with the first place to be occupied by 'Interest/hobby'.

Motivation	Type	Description	Cases	%
1. Lifestyle	Intrinsic	Occupied outside	33	53
2. Financial	Extrinsic	Provide more income	16	26
3. Social contacts	Intrinsic	Provide social contacts	8	13
4. Independence	Intrinsic	Autonomy, freedom	5	8
Total			62	100

Table 3.8 List and type of motivations

Table 3.8 shows the division of the motivations that the respondents indicated. Noteworthy is the fact that the economic criterion isn't the most important for the initiators of the side-activities. Interest and hobby comes in the first place with 53% and is followed by the financial with 26%. Interest/hobby is perceived to be the most important among the respondents in contradiction with Gassons' findings where the main motivation was income generation and capital appreciation (45%).

Comparing these results with Gassons' (1988, farm survey) the motivation lists have similarities and differences. The four motivations of our research (interest/hobby, financial, social contacts, and independence) are also indicated in Gassons' list but with different order of importance. In Gassons' list, capital appreciation, employment, complementary relationships, information, and lifestyle are mentioned whereas in our list these elements are missing as they were not indicated by the respondents. However, the four categories of our study include all the eight categories of Gasson, meaning that:

1. Interest/hobby: Hobby, Lifestyle
2. Financial: Financial, Capital appreciation, Employment, Complementary relationships
3. Social contacts: Social Contacts, Information
4. Independence: Lifestyle

Interesting is the fact that in Gassons' research there are more extrinsic motivations (income, capital appreciation, employment, complementary relationships) than in our research, where the only extrinsic motivation is income. One way of reasoning is that our respondents weren't only farmers as in Gassons' research and this already has connotations to the research findings. Farmers are more bounded in a place, because of the land or of their farm, than non farmers and furthermore, non farmers have more options available and are more flexible in their decisions than farmers.

There are differences in motivations to start a side-activity between farmers and non-farmers entrepreneurs (table 3.9). The results from our research showed that for farmers (46%) as well as for non-farmers (55%) interest/hobby seemed to be the most important motivation to start a side-activity in the countryside. The economic factor is in the second place and the social contacts follow in the third place. This has to be later elaborated on the basis of more cases.

Motivation category	Farmer	%	Non-farmer	%
1. Financial	5	38	11	22
2. Independence	0	0	5	10
3. Interest/hobby	6	46	27	55
4. Social contacts	2	16	6	13
Total	8	100	49	100

Table 3.9 Motivations between farmers and non-farmers

Interest/hobby. How can someone define a hobby? Based on the definition of the Oxford English Dictionary: *'hobby is something done for pleasure in one's spare time'*. Should a hobbyist be defined as someone who does something solely with the intent for pleasure? Generally, hobbies cost money, and businesses try to make money (Boyd, 1998). Hobby as an activity is associated with intrinsic motivations. It has been defined that intrinsic motivation is performing behaviors out of interest, pleasure, and enjoyment (Waterman, 2005; Vallerand & Ratelle, 2002). According to Waterman (2005), hobby and interest is an expression of 'feeling like doing' an activity which offers you happiness.

Based on our research results, the main reason for rural entrepreneurs to incorporate side-activities on their farm or on the spot of their rural household is to have a hobby beside their main occupation. Side-activities in the countryside may begin as hobby activities but in the long run they may turned to be an alternative way of not only using the land but also a way to generate income for the rural household. However, in line with our work in progress we have found that these side-activities are considered to be more hobby initiatives than firm start-ups and for the moment most of the initiators don't have future plans of growth or continuation from any other family member. Again the results that are being presented in this paper are preliminary and based on more cases; more concrete conclusions can be made in the near future.

Drawbacks of side-activities. It has to be taken into consideration not only the motivations to start side-activities but also the drawbacks and the disadvantages to be engaged with them. Side-activities cost too much time, stress and few returns and also cause a lot of frustration to be occupied with them as they consume not only time but also energy and

money (Gasson, 1988). Gasson mentioned that farmers suffer from stress in trying to combine another job with running the farm and possibly from frustration when prevented from developing other enterprises on the farm. One penalty of having two occupations is the long hours of work. This holds true when people have their main occupation (in or off the farm sector) and combine it with another activity as a sideline in their spare time. The 43 respondents were asked if the motivation to continue a side-activity differs from the initial-motivation. 28% of the respondents indicated that their motivation to continue their side-activity changed through the time. It is remarkable that 10% of the respondents found that the 'financial' motivation became more important since they started the side-activity. Whereas, 5% experienced the disadvantageous impact of combining main and side-activities[‡].

4. Conclusions

Diversity of economic activities has become a prominent theme in the study of rural development in recent years (Bezemer 2003). Gasson (1988) suggested that side-activities and part-time farming is *'in tune with the times'*. Rural families can supplement their incomes from side-activities, thereby helping to maintain rural communities and it may also be seen as a means of safeguarding the natural environment. With respect to labor productivity, they certainly have the power to counteract the problem of under employment not only for farmers but also for non-farmers entrepreneurs.

The emphasis of this paper is on the activity of combining another gainful occupation with the main occupation of the rural inhabitants in the rural areas. The research results from the two municipalities in the Netherlands showed that education level as much as gender have a positive influence on initiating a side-activity. Surprising is the fact that side-activities are initiated mainly by people that don't have an agricultural background although it could be expected that farmers would occupy the majority of the side-activities, as most of the literature is related to farmers (such as: Bateman & Ray, 1994; Benjamin, 1994; Efstratoglou, 1990; Van der Ploeg, 2003) but this isn't the case in our research.

This paper has pointed out the heterogeneity of the activities and the relative small dependence on farming. The three main types of activities that have been identified throughout this research; 'Tourism', 'Art, antique and curiosity' and 'Sale of own products and services' have different types of links with the countryside and can also be conceptualized with the terms of broadening and deepening that are mentioned extensively in the literature (Van der Ploeg et al., 2000; Oostindie et al., 2006; Gorman et al., 2001). Noteworthy is the observation that most of the side-activities in all the three categories, in the two municipalities under this research, are initiated by non-farmers entrepreneurs, whereas farmers are a minority.

There is a great variety of motivations on starting a new business in rural areas. Push and pull factors influence rural entrepreneurs to be involved in self-employment and start a business. From the research results there are four main motivations to start a side-activity,

[‡] Another 10% indicated that they want to expand their side-activities in the future as it generates more income than their main income. Moreover, 5% of the respondents stated that the engagement with the side-activities is becoming more interesting and amusing for them.

namely: interest/hobby, financial, social contacts, and independence. The order of appearance also indicates the level of importance among the respondent with interest/hobby to be in the first place, whereas the economic factor is only in the second.

Rural development. Rural society has been changing rapidly in the recent years: agricultural restructuring, economic diversification, social change, rise in population (Freshwater, 2000). Places and jobs that were seen by generations of people as being permanent are either disappearing or being altered in major ways (Castle, 1995). One consequence of the changes has been a search for some form of sustainable rural development and the emergence of side-activities in the countryside is possible to contribute on that.

Side-activities need to be vigorously promoted if they are to offer real opportunities for the creation of alternative sources outside agriculture. Increased demand of these activities leads to the diversification of the local economy and a growth of jobs in non-farm activities (Demeke, 1997). Strijker (2000) observed that the most important rural investment sector is not anymore agriculture, but the sector 'other economic activities', which accounted for the one-third of all rural investments in this research. Our results showed that this category comprises all sorts of activities, from a cafeteria to a local products or an antique shop which are relatively less connected to agriculture.

The new initiatives can contribute not only to the transformation of the local economy but also to the expansion of local networks, the interrelations between different actors in rural areas, the creation of new cultural identities and the viability of rural areas and rural societies. As a consequence of the above, rural change requires more attention nowadays (Smith & Phillips, 2001); therefore, more research has to be done in the rural context and to be supported by theoretical and empirical findings. Although, business growth in the countryside has traditionally focused on agricultural production and the farm business, it is clear however, that rural inhabitants are focusing their attention on growth strategies through engagement in a selection of additional businesses (Carter, 2001).

Despite the potential role of side-activities in rural areas, and despite the considerable interest expressed in them, there is usually an inadequate recognition of the importance of side-activities in generating employment and income in the countryside, partly owing to a lack of documentation on the degree of dependence of rural households upon side-activities for employment and income (Islam, 1986). However, the search for new, non-farm enterprises can offer new employment opportunities (Carter, 2001). This study however, suggests that farmers as well as non-farmers may have a more important role in stimulating new enterprises in rural areas in the Netherlands, than has previously been considered. In this respect, rural entrepreneurship within the farm sector may have specific policy relevance in the near future and may offer new opportunities for rural development.

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Notes:

1. These two municipalities are considered as a sample for other municipalities in the Netherlands. Practically all the initiators of the side side-activities in the area have been approached. The non-response was approximately 10 initiators and this means that the survey represents almost eighty per cent of the cases that have been examined.

2. The abbreviations and the meanings of the education levels that are mentioned in the papers are listed below:

HBO: Professional higher education, (hoger beroepsonderwijs)

MBO: Senior secondary vocational education and training, (secondair beroepsonderwijs)

VMBO: Preparatory middle-level vocational education (voorbereidend middelbaar beroepsonderwijs).

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Annex 1. Definitions

Rural areas: Areas outside the villages and the build-up areas in the municipalities of Noordenveld and Ooststellingwerf.

Rural household: The rural household rather the individual is the basic unit of analysis. Although household is a familiar term, behind this common usage lie a variety of meanings that must be clarified for this research. The term ‘rural household’ is based on the idea of a joint utility function and jointly determined decisions. It will include all members who are part of the household consumption unit and whose employment is likely to be subject to household decisions. The income of all those whose labor is considered as part of the joint decision will be included as component of household income (Shand, 1986). The focus will be on households where rural entrepreneurs (farmers or non-farmers) start non-agricultural side-activities. As it has been argued by Oughton et al. (2003) rural residents can use their household as rural micro-business start-ups or new micro-business ventures. **Definition:** ‘Rural household is a household which is located in inside or outside in a small town or village. It includes a person or a group of persons, who occupy the same dwelling and do not have another residence elsewhere (main residence). The residents pool all or some of their income and wealth and consume certain goods and services (mainly accommodation and food) collectively’ (UNECE, 2007).

Annex 2. The 43 cases of side-activities in the municipalities Noordenveld and Ooststellingwerf

Case	Side-activity	Years	Side-activity	Farmer/ non-farmer	Gender	Motivation*
1	Furniture	12	Own products	nf	m	3
2	Camping	4	Tourism	nf	m	4
3	Sport Prices	23	Own products	nf	m	3
4	Sell Honey	24	Own products	nf	m	3
5	Bed and Breakfast	9	Tourism	nf	m	1,3
6	Photography	18	Art/antique	nf	m	3,4
7	Bed and breakfast	3	Tourism	nf	m	3
8	Aquarium Fish	6	Own products	f	m	1
9	Local shop	2	Own products	nf	m	1
10	Furniture	12	Own products	nf	m	1,3
11	Bed and Breakfast	3	Tourism	nf	m+f	1
12	Souvenir shop	2	Art/antique	nf	m	2,1
13	Pottery	47	Art/antique	nf	m	3
14	Bed and Breakfast	10	Tourism	nf	f	1,3
15	Delivery services	10	Own products	nf	f	2,4
16	Sell food	9	Own products	nf	f	3
17	Group accommodation	2	Tourism	nf	f	2,3
18	Yoga-studio	5	Own products	nf	f	1,3
19	Care-farm	7	Own products	f	f	3
20	Canine Beautician	2	Own products	nf	f	3
21	Bric-a-Brac	3	Art/antique	nf	f	3,4
22	Antique	22	Art/antique	nf	m+f	1,3
23	Bric-a-brac	6	Art/antique	nf	f	3
24	Camping	19	Tourism	nf	f	1,3
25	Bags	9	Own products	nf	f	3
26	Cheese	7	Own products	f	m+f	1,3
27	Pension for animals	13	Own products	nf	f	3
28	Copywriter	18	Own products	nf	f	1,3
29	Canine Beautician	6	Own products	nf	f	3
30	Camping	16	Tourism	nf	f	4
31	Art Gallery	5	Art/antique	nf	f	2,3
32	Apartments	10	Tourism	nf	f	2
33	Cafeteria	11	Tourism	f	f	3
34	Group accommodation	12	Tourism	nf	f	3
35	Camping	27	Tourism	f	f	1,3
36	Rent a tent	17	Own products	nf	f	3
37	Home selling	4	Own products	f	m+f	1,4
38	Camping	2	Tourism	nf	m+f	4
39	Camping	4	Tourism	nf	m+f	1,3,4
40	Antique	11	Art/antique	nf	f	3
41	Cheese	7	Own products	f	f	1,3
42	Apartments	2	Tourism	nf	m+f	3
43	Camping	16	Tourism	f	m+f	3,4

* 1-Financial, 2-Independence, 3-Interest/hobby, 4-Social contacts

Annex 3. Side-activities' profit, years of existence and type of side-activities

Years	Side-activities profit			Total
	<1,000 € [§]	1,000-10,000 €	>10,000 €	
1-10	A(2) S(3),T(1) ^{**} 6	S(4),T(2) 6	A(1), S(3), T(6) 10	22 (52%)
11-20	A(1),S(3),T(1) 5	T 2	A(2),S(4),T(3) 9	16 (37%)
>21	A(2), S(2) 4	0	T 1	5 (12%)
Total	15 (35%)	8 (20%)	20 (47%)	43 (100%)

[§] Profit per year in euros

^{**} T= Tourism, A= Art, antique and curiosity, S= Sale of own products and services