

1. Record Nr.	TD15008005
Autore	Debs, Philipp <1984>
Titolo	Analysis of the Slow Food movement impact on the farmers and rural areas' sustainable development [Tesi di dottorato]
Editore	Alma Mater Studiorum - Università di Bologna, 2013-06-14
Lingua di pubblicazione	Inglese
Formato	Tesi di dottorato
Livello bibliografico	Monografia
Note	diritti: info:eu-repo/semantics/restrictedAccess In relazione con http://amsdottorato.unibo.it/5628/
Sommario	<p>The evaluation of the farmers' communities' approach to the Slow Food vision, their perception of the Slow Food role in supporting their activity and their appreciation and expectations from participating in the event of Mother Earth were studied. The Unified Theory of Acceptance and Use of Technology (UTAUT) model was adopted in an agro-food sector context. A survey was conducted, 120 questionnaires from farmers attending the Mother Earth in Turin in 2010 were collected. The descriptive statistical analysis showed that both Slow Food membership and participation to Mother Earth Meeting were much appreciated for the support provided to their business and the contribution to a more sustainable and fair development. A positive social, environmental and psychological impact on farmers also resulted. Results showed also an interesting perspective on the possible universality of the Slow Food and Mother Earth values. Farmers declared that Slow Food is supporting them by preserving the biodiversity and orienting them to the use of local resources and reducing the chemical inputs. Many farmers mentioned the language/culture and administration/bureaucratic issues as an obstacle to be a member in the movement and to participate to the event. Participation to Mother Earth gives an opportunity to exchange information with other farmers'</p>

communities and to participate to seminars and debates, helpful for their business development. The absolute majority of positive answers associated to the farmers' willingness to relate to Slow Food and participate to the next Mother Earth editions negatively influenced the UTAUT model results. A factor analysis showed that the variables associated to the UTAUT model constructs Performance Expectancy and Effort Expectancy were consistent, able to explain the construct variability, and their measurement reliable. Their inclusion in a simplest Technology Acceptance Model could be considered in future researches.

Localizzazioni e accesso

http://memoria.depositolegale.it/*/http://amsdottorato.unibo.it/5628/1/Debs_Philipp_tesi.pdf
