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PUBLIC SERVICES IN RURAL AREAS - CRITICAL APPROACH TO MODELS MANAGEMENT AND EVALUATION, APPLIED TO MUNICIPAL WASTE

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The countryside is “fashionable”. We also live them with intensity. A look over the countryside to see and feel its several functions, it is not new to any consumer that come and enjoy them. The changes were so many in recent times, that some of those functions, become more and more confused. These changes have, as in any other activity, consequences of structural and cyclical point of view. Today, you look to rural areas, not merely as weekend break but also as an alternative, as an innovative consumer identity, as distinct way of enjoying life and all the possibilities that may arise, from a potential integration on those activities, whether gastronomic, recreation, leisure or tourism nature.

This type of consumption and of consumer implies the existence of services and products satisfying their expectations, that incorporate new sensations, feelings and emotions related to a rural area, and they should involve the reuse of the same combinations, in a very near future. This set of variables requires, therefore, a need for users ratings, but also the entities that have an evaluation mission some of them imposed by the law. The “big” problem is the facility to measure these services in urban areas, compared to rural areas, by several factors.

In this paper will present some of these issues and factors. It is our goal, draw attention to the difficulty of implement MSW (municipal solid waste) management indicators to a rural areas.

Another aspect that should be noted is the impact of those activities and consumptions that must be matched to the needs and responsiveness required to maintain the satisfaction levels, for everybody. There unto, some equipments and other materials to facilitate the use and maintenance of the overall balance. You can give, as an example, the issue around the produced solid waste and its management.

In this context, although not very common to speak or take up this connexion, it is essential a raid between the ecological balances intended the best social solutions and techniques of representation of variables under consideration. The actions resulting from consumption cause some difficulties that force and establish intervention and fundamental assessments to converge in such a desired balance, by all territory users. In recent years, in our country, also as a result of our development level, there has been a greater openness and awareness in relation to the management of waste problems and even the rural areas, the government and all the users of the territory were not indifferent.

Although there are technical solutions, technossistems and technical operations that allow a final confinement, its integrated management imposes different combinations between the available resources and the existing low and high management models, so discrepant between territories. This multi-municipal or inter-municipal management happens because the territories have different features, rural and urban values such as: area, population, number of family accommodations, amounts of RU (urban waste) produced per capita and the amount of existing materials and equipment involved (Tchobanoglous et al., 1993). These factors listed above, one by one, allow a measurement of the difficulty of the qualification of RU management services in general and rural areas in particular. The problems surrounding waste management is a subject which has been following the evolution of human societies, by the impacts created over time, particularly those concerning the public health (George, 2006).

This set of conditions that originated the management of RU has become a social phenomenon and one of the major obstacles of contemporary societies, with social, economic, technological, political, environmental and legal implications. To understand this rhythm and "developments", we need to observe systematically the surrounding reality and to

be able to realize the description, classification and explanation of the built dimensions (Varandas, 2009).

With this communication we intend to present this problem applied to a rural territory, a county and a rural village in the centre of Portugal which was already the object of a study in other aspects applied to the territory, whose conclusions were disclosed and published in scientific meetings in the very recent past (Carvalho *et al.* (2013) and Ruivo and Carvalho (2014)). The best described and published models taken into consideration to a better approach and structure of this study, on RU management were performed by Guerrero *et al.* (2013), Santiago and Dias (2012), Wagner (2011), Pires *et al.* (2011), Onofre (2011) and Seadon (2010).

For the same fit into a valuation model based on indicators issued by a public and regulatory organism, you try to apply those determined by the Entity. (ERSAR). With this approach question up: concepts, methodologies and legal interpretations. For that a reference to a theoretical framework (legal, technical, institutional and geographical) of the county and the town is made and go along with a characterization of the collection system (low) RU (Urban waste), referring the technical specifications of the characterization of the RU, and the effects of the adjustment of TGR (waste management rate). You also apply the indicators of the quality of the waste management service, to the municipality and if possible to the parish.

In fact, you try a perception of the application and interpretation of the evaluation indicators, under a social, technical, institutional and economic point of view, whose results are a surprise, not only because the validation of some of them, but also for the non-applicability of others.

So, despite all the promises that, rural areas currently have human, technical and financial resources with ability to bring the best solutions to their problems related to the identification, attractiveness and territorial marks, sometimes the models that support them do not respect, nor can expose the individual or institutional strand. That means that such situation in some territories, spite of a strong desire to overcome by all involved agents, in the development process, it is not compatible with the reality of the process that evaluates them. That is, the products and services offered can be useful to the needs and expectations of users, may correspond to a political and social, with the validity of the organs with its own competence for such kind of decisions, they are what visitors and tourists but then they can not be validated by existing indicators.

In this long process there is something that fails and is made an attempt to determine where and how it fails and how much of it can be overcome in the interests of all users that benefit with these territories. Thank residents, visitors enjoy these details and the government earns a favorable attribute. The rural areas must not be marginal but structural.

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