

Information Systems as support tool to rural diversification

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Abstract: Family farming is recognized by the rural development that provides a sustainable manner, and to diversify its activities can prolong their existence and expand the principles of sustainability. However, this sector is lacking in tools in Information Systems (IS) to assist in decision making. The objective of this work is to understand the reasons that inhibit rural diversification and analyze the tools in IS available in the market for this purpose. For this, a questionnaire was applied to 20 family farmers of Oeste Paranaense with a quantitative approach and performed a bibliographic and documentary research about IS from rural sector, which had as sample Gerenpec and Planagri. The results show that the family farmers have difficulties in the financial planning of a new rural activity and little knowledge of persons or entities that offer this service. Still, everyone has access to the Internet and want to enhance their knowledge in the rural sector. For the IS available, both are outdated, lack mobility and ease of use. It is concluded that family farming is lacking in information systems to assist rural diversification, just in time that the Internet promotes agility to access the information. This paper presents data that contribute to researchers of the rural sector and Information Technology, as well as contributing to sustainable rural development through assistance to the family farmer.

Keywords: Family Farming; Sustainable Rural Development; Technological Innovations.

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