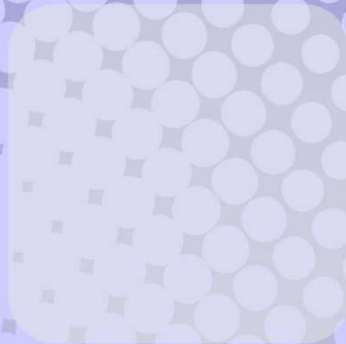


# DETUROPE



## Central European Journal of Regional Development and Tourism



# **DETUROPE**

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## **EDITORIAL**

It is a pleasure for the Editor-in-Chief to introduce the Volume 7, issue 3. of the online journal, which offers a possibility for the international community of professionals working in the fields of regional and rural development or tourism to exchange their ideas and research results or practical achievements.

As seen from the previous issues, CEJRDT is an online journal with open access to the interested community of researchers and practitioners. The Editorial Board of the Journal is made up of Czech, Hungarian and Serbian members. The papers are published in English and German as the two main tools of international communication in the regions, but the journal intend to support national languages as well, allowing the publication of papers in Czech, Hungarian and Serbian – with English summaries. The strict review process coordinated by the three editorial boards and the joint scientific boards of the journal guarantees the quality and professional value of published papers. The papers can be read on the homepage of the journal, or downloaded as printable PDF files. Authors wishing to publish their results can also find the guidelines and contact addresses in the homepage.

According to the decision of the editorial board made in May 2010, we will publish at least three issues every year with at least six essays in each. For preserving the strict formal requirements from earlier and strengthening the institution of reviewing, we definitely insist on providing a correct English summary beside every paper written in Czech, Hungarian and Serbian.

The editorial board wishes to ensure the presentation of the articles in SCOPUS, which is one of the greatest and most important abstract and citation databases of peer-reviewed literature. Shortly we will also establish contacts with other databases for the same purpose.

In order to strengthen national languages, we strongly recommend the Czech, Hungarian and Serbian authors to attach a summary in their native language as well when they publish essays in English or German.

According to the Editorial Board's decision, the cover page of the journal has been modified, but more importantly, its usability has also been improved. From last year, the published papers - articles can be handled or printed out one by one, depending on the reader's interests.

Sándor Somogyi  
*The Editor-in-Chief*

**THE BALATON AS A BRAND**  
**(EXPERIENCES OF A QUESTIONNAIRE SURVEY)**

**A BALATON, MINT MÁRKA**  
**(EGY KÉRDŐÍVES FELMÉRÉS TAPASZTALATAI)**

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**Abstract**

The authors of this study examined the destination image of Lake Balaton which region is one of the top tourist destinations in Hungary. The empirical research was designed to obtain answers to two questions: whether the image of the region well recognizable and the much-discussed "Balaton-brand" could be formed? Research results indicate the different views about the region's image of the various stakeholders, the lack of effective communication between tourism operators and those professionals are not sufficiently aware of tourists' views.

The touristic region of Balaton has had an important role in the tourism of Hungary and the tourism supply of the region has undergone a huge transformation in the past period. In spite of these positive changes the main characteristic of the Balaton is still the shortness of its high season which is characterized by bathing in the lake. To enhance competitiveness, apart from broadening complex services it is necessary to introduce a clear Balaton brand and image on both internal and international markets.

Keywords: tourism destination, Balaton-brand, communication, image

**Abstract**

A szerzők a tanulmányban Magyarország egyik legjelentősebb turisztikai desztinációjának, a Balaton régióinak imázsát vizsgálták. Az empirikus kutatás célja az volt, hogy választ kapjanak két kérdésre: vajon a térség imázsa jól felismerhető-e, illetve a sokat emlegetett „Balaton-márka” kialakítható-e? A kutatás eredményei rámutatnak arra, hogy a térség imázsával kapcsolatban a különböző érintettek eltérően vélekednek, hogy a turizmus szereplői között nincs hatékony kommunikáció, hogy a turisták véleményét a szakemberek nem kellő mélységben ismerik.

A Balaton turisztikai régiója jelentős szerepet tölt be Magyarország turizmusában és a térség turisztikai kínálata az elmúlt időszakban sokat változott. A pozitív változások ellenére azonban a Balaton fő jellemzője továbbra is a rövid szezon és a vízparti fürdőzésre alapozott turizmus. A versenyképesség fokozásához a komplex szolgáltatások bővítése mellett elengedhetetlen az egyértelmű Balaton-márka és imázs bevezetése a belföldi és külföldi piacokon egyaránt.

Kulcsszavak: turisztikai desztináció, Balaton-márka, kommunikáció, imázs

*“The Balaton marketing is not appropriate, as it failed to appear as a unified brand and product in the tourism market.” (Buday-Sántha, 2007).*

## **INTRODUCTION**

The above quoted statement is from six years ago though as if it would have been made today. This can be said despite the local professionals and tourism organizations made a lot of efforts what in the region during the past six years for the Balaton destination appear worthy in the international and domestic tourism market. Due to this inconsistency we would like to know more about what might be behind this phenomenon and why not felt significant progress on this issue?

The present study is part of a larger research. It is related to only one specific part of this research: it evaluates the marketing activity of the local tourism destination management organizations (DMOs) that operate in the Balaton region, which is a key activity of the management.

The Balaton region plays an important role in the tourism of Hungary. The Balaton Lake is the largest freshwater lake in Central Europe and one of the greatest natural treasures in Hungary. After Budapest, in the domestic tourism, this is the second most important destination. Its attraction due to pleasant water temperature, favorable climatic endowments and variety of beautiful landscapes. Its value is determined by not only the beauty of the land, the sand spit on the southern coast, the vineyards in the Balaton Highlands, but also determined by the high quality of its water. The lake surface is 600 km<sup>2</sup> and the coastline length is 235 km, the water mass is two billion m<sup>3</sup> (Picture 1). 179 settlements are situated in the Balaton tourism region with permanent population of 274,068 persons.

**Figure 1** The Lake of Balaton



Source: [www.google.hu](http://www.google.hu)

From ecological aspects, the environment around the lake is extremely diverse, the natural and landscape values are uniquely rich. The reed framed shallow lake basins has valuable flora and fauna. In the region there are large areas protected under the Balaton Uplands National Park, the Natura 2000 and the Ramsar Convention. Here can be find the so called witness mountains with volcanic origin (basalt), the typical karst topography areas and rock forms and the red sandstone formations (typical local construction materials). The whole region with unparalleled scenic qualities, with built cultural heritage and preserved historical monuments is an outstanding pearl, an open-air museum of Hungary.

A substantial proportion of the Balaton's "revenue generation" comes from the tourism industry, which is also shown by the dominance of tourism and other enterprises (from the related sectors) operating in the Balaton region. In addition, the proportion of trade and service, real estate, business services and construction industry is significant and these businesses are largely tied to tourism.

24.8% of the Hungarian commercial capacity is located in the Balaton region. According to the KSH data (*Hungarian Central Statistical Office*), in the past 12 years, 20%-27% of the

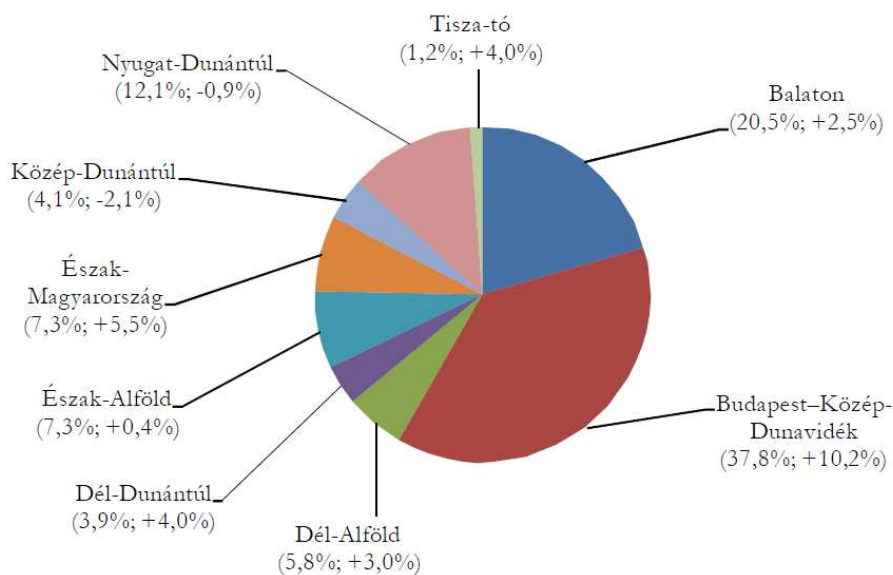


total guest nights of commercial accommodation were recorded in the region, which is after experiencing a decline since 2000, clearly shows a steady increase from 2005.

The data in Fig. 2 1 shows the proportions in 2012 (Hungarian Tourism Ltd., 2013). As a result of the expansion of domestic tourism, nearly three-quarters of the guests, visiting the region, were Hungarian visitors with nearly two-thirds of the registered guest nights. The domestic tourism marketing mainly concentrated in hotels: in 2012, almost 70% of the 953 thousand domestic customers were realized in hotels, 12% at pensions or holiday houses and 10% stayed at a camping.

The majority of foreign visitors come from Germany (28.7%) and Austria (15.7%). However, the visitors number increased greatly from Ukraine, Russia and the Asian continent but decreased by 20% from Denmark and Romania. From the Asian continents, the visitors came from mainly China (7,451 guests) and their number and guest nights spent here exceeded the previous year by one and a half times.

**Figure 2** Number of guest nights spent in commercial accommodation according to touristic regions in Hungary, in 2012 (portion in 2012, change 2012/2011)



Source: the authors' work based on KSH data

The tourist offer of the region has changed a lot over the past two decades as major health tourism developments were implemented with public support, the Balaton bicycle network was expanded, the M7 motorway was completed which leads to the Slovenian and the Croatian borders, an international airport was opened and developed in Sármellék, significant developments were made at the beaches, the sailing ports were extended and accommodation and services were developed as well. Despite the positive changes, however, the main feature

of the Balaton region is still the short season, which is limited to 4-8 weeks, on which the water-based coastal tourism can be built.

A positive result is that the background settlements in the region are increasingly getting involved in tourism. In the case of domestic tourism, the respondents from the 18-49 age group most commonly associated to the Balaton thinking about holiday travel, according to a comprehensive survey (Hungarian Tourism Ltd., 2013). The tourism industry in Hungary considers the Balaton as "ambassador" of Hungary, since the foreign tourists associate to Hungary hearing the word of Balaton. In addition to the expansion of domestic guests new markets have emerged, especially from the nearby countries: Czech Republic, Slovakia, Slovenia, Romania, Russia and Poland. The examination of tourist's satisfaction traveling to the region showed that the average satisfaction was 89.8 out of the 100-point scale.

Over the past few years the destination position had a positive change in the market and the region has a generally good perception according to specialists' opinion. According to them, there are no real competitors to the Balaton on the internal market. In the recent years the position of the region is strengthening due to local cooperation, advertising campaigns and improvements in quality and capacity. The Balaton has major competitors on the international market in neighboring countries: e.g. the Croatian and Bulgarian coast, the Austrian part of Neusiedl, the Garda and the Wörth region. These competitors have more complex and more intensive marketing activities, in which they concentrate more on improving services instead of maintaining their current level (Hungarian Tourism Ltd., 2013).

The Balaton, on the basis of its endowments, is an excellent tourism destination with great potentials which are waiting for exploiting. This requires enhancing the existing cooperation, spreading strategic thinking and effective communication in which the DMOs have prominent role. To enhance the competitiveness, in addition to the expansion of complex services, is essential to introduce a clear Balaton brand and image on the domestic and international markets as well, according to the above-mentioned survey (Hungarian Tourism Ltd., 2013).

### **LITERATURE ANALYSIS: VISION – NATURALLY, BALATON!**

Several studies revealed in the international literature over the past few years which have been carried out to understand the nature of destination branding. Although in defining of destination branding attributes, such as brand personality, image and elements of this image, significant advances have been made, there is still not clearly accepted definitions between researchers and experts and there is no clear view either to how these elements work with the

destination brand (Hudson - Ritchie, 2009). Nevertheless there is a consensus among the experts in the process of creating a destination brand and its components. In the proposed implementation of multistage branding models (Morgan et al, 2003; Knapp - Sherwin, 2005), the following four steps are the same during the development process.

Step 1: An evaluation of the current status of destination brand.

Step 2: Creating brand identity and brand promise.

Step 3: Communicating the brand promise.

Step 4: Measuring the effectiveness of brand building.

In Step 1, the core values of destination and destination brand will be determined in which an objective point of view is created, taking into account the opinions of tourists, event organizers, members of the DMOs and tour operators (etc.). In step 2, two substantive elements of brand's "personality" have to be built up: one is the logically arranged main characteristics and the other is the emotional associations and expected benefits. The communication can be built around these elements, in which the brand promise is supported by the emotional and physical characteristics (in Step 3). These promises can be experienced as advantage and pleasure by the visitors during their destination-stay. During the promotion organization a variety of communication campaign, advertisement and message are formulated (including logo, story, name, etc.). As attention is increasingly directed at the experiences, since the importance of the experiences is rising in the travel decisions, marketing messages should focus on those experiences (Williams, 2006). In Step 4, the appearance of this created brand has to be evaluated in the markets. This is a very difficult task. It essentially means a continuous monitoring and evaluation of the effectiveness of the communication. The development of tourist traffic measurement is one of the most commonly used methods, mostly connected to each promotional campaign. Another but more complicated method is to investigate the visitors' attitude to the destination-brand in which it is determined how visitors prefer a specific brand against other destination-brands.

The main characteristic of a successful destination is that it conveys the promise of unforgettable travel experience, which cannot be separated from the destination, closely linked to it (Blain et. 2005). Experiencing the brand in this way can help the consolidation of a specific emotional connection that can be formed between visitors and the destination. This may contribute reduction of the sense of tourists' risk related their traveling, promise of the specialty and uniqueness, and it can also result in more "tourist's spending". There is no guarantee that this four-step model mentioned above may be the key to success but some destinations, such as Las Vegas, New Zealand, India or Australia, had followed similar

strategy in their brand building process to create unforgettable destinations experience (Hudson - Ritchie, 2009).

A study published in 2013 (Ekinçi et al, 2013) examined the relationship between the symbolic meaning of tourist destinations brands and the brand loyalty linked to them. The study identified the main dimensions: the so-called self-congruence (which expresses the compliance of the individual and the destination), the brand identification and the lifestyle-congruence (the compliance of the lifestyle and the destination), which have impact on the destinations' brand loyalty. The research showed that the tourists' loyalty related to the destination-brands is based basically not on the functional characteristics (e.g. quality of services, accommodation, destination location, beach, sunshine, climate, etc.) but rather on that the destination can fulfill the individual expectations of self-image, social identity and lifestyle improvement. In other words, these factors play an important part in developing brand loyalty. It means: the chances are higher that an individual will visit a destination again if the image formed in the individual and the image conveyed by the destination brand are close to each other. The brand identification can also positively influence the brand loyalty. Visitors can also use their favorite tourist destination to express their social class which also increases the chance of revisiting the destination. The situation is similar in the case of lifestyles as well. Chances are much higher to visit a destination again when the individuals' lifestyle or desired lifestyle and the lifestyle conveyed by the destination brand are suitable for each other.

In Hungarian literature several studies has been presented in the past decade, regarding the Balaton brand. The "Balaton-brand" was defined in the region's development strategy (2007-2013) as follows: **"... in Central Europe, the Balaton region is the model region for naturalness and high quality of life...** a healing destination ... a healing lake image is developed where the lake and thermal springs with medicinal waters, the micro-climate, the healing and healthy local products and services for experiencing active leisure time await visitors all year round and curing the local people as well ..."

 (Vital Pro Ltd., 2005).

In the Balaton tourism development concept, creating the sustainable and competitive tourism of the region were defined as a primary long-term objective (LT Consorg Ltd., 2005). The key element of this is the competitiveness, the specific identity and Balaton brand which identify it and a well-established tourism industry with high-quality services. The main objective of the strategy, for the period of 2007-2013, was to start a new phase in developing of the regional tourism. The sub-goal is in achieving this strategic *"to create a tourism*

*destination management (TDM) system in the region"*, for creating the basic conditions for sustainable development and designing the destination brand image (LT Consorg Ltd., 2005).

The brand is a key element of tourism demand, one of the final goals of destination marketing activity and an indicator of market success. The supply, the tourism products or destinations only have a chance to take into account in travel decisions when these are clearly recognizable for the visitors and promise a clear benefit (attraction and experience). Brand creation and brand management are considered to be the highest level of the art of marketing among international specialists: "Brand creation is an art and the cornerstone of marketing" (Kotler, 1998).

Branding is very popular in the tourism business, thus it is not a surprise that tourism destinations also consider it more and more important for their own distinction and identification. The *destination brand* is a name, symbol, logo, trade mark or other graphic image that identifies and distinguishes the destination; moreover it conveys the promise of the travel experience which can be uniquely associated with the destination. The brand also helps in strengthening the memories of experiences after the journey (Ritchie - Crouch, 2003).

Branding experiences is one of the most influential marketing activities. For customers the quality of products or services is not the only determining element to consider but the overall satisfaction on product usability is determining also. As the travel experience includes chains of many services and behavioral manifestations (Otto - Ritchie, 1995), the attention of the marketing needs to focus on the advantages of travel experience offered by the destination (and its brand). It is not easy to decide on which aspect of the experiences offered by the destination should be used during branding. A distinction must be made between the basic, the secondary and the peripheral elements of the experiences.

Strengthening the destination as a brand is a very important task for every stakeholder as the often mentioned synergic effect can be easily captured here. However, as the interest of the tourism providers and other stakeholders is generally low in destination branding, image and positioning, it would be necessary to give information and enhance cooperation in order to raise awareness about these elements and help providers to introduce these steps in their own marketing activities (Holczer, 2011).

The positioning is an outstanding task for accessing a tourism destination to the market what must be carried out by the destination management. By carrying out the destination positioning, identifying and differentiating characteristics are also created. As positioning always needs to be fitted to the expectations of selected market segments, the destination needs to be positioned on every market.

The aim of positioning is to form a precise image of the product or the brand in the visitor's mind. So the most important is how the consumer perceives the product and not the information was transferred or what product attributes has been developed. The success of positioning thus cannot be measured in profitability or market share but the change in the consumer's behavior. In the autumn of 2005 the M.A.S.T. Market and Public Opinion Research Society carried out a series representative research with seven focus groups. Based on the results, the Hungarians have a basically positive and multicolour picture about the Balaton and consider it as their national treasure. The most common associations are related to water and relaxation: the Hungarian sea, water, holiday, vacation, travelling and bathing were mentioned in first place. The landscape, the natural resources and the elements of local cultural heritage were mentioned as the main values of the region. It was found that the image within the Hungarians is a good starting point for marketing activities and successful brand strategy (MAST, 2006).

The research was repeated in 2009. The positive image of Balaton was even more improved and became clearer during the past few years. This was concluded from those associations which could be captured in the personalization of the lake, the image montages, the general and personal attitudes. This is also supported by the fact that in 2005 the Hungarian population considered the role of Balaton is decreasing in tourism, by 2009 clearly believed that the destination is playing an increasing role in the economy again. The improvements of the Balaton tourism supply were evaluated positively (water quality, beach development, hotel development, tidiness, continued bike route construction, programs' development): thanks for the expansion of spa services and programs more and more people are visiting the region outside of the summer period (Sulyok, 2010).

In the summer of 2012, the Hungarian Tourism Ltd. conducted a survey among tourists staying in the region and the results showed that the previously formed image about the Balaton has a positive change in one-third of the visitors and the majority of them has experienced what they expected. The positive change was even higher in the case of foreign tourists. According to local experts, interviewed during this research, the Balaton region has a positive perception and has no competitors in Hungary. Among the foreign tourists, however, a declining tendency can be observed in destination popularity, which is mainly caused by that, the realized improvements could not adjust to the changing needs and the Balaton promotion in abroad was not intense enough during the recent time. The SWOT analysis based on this survey has underlined the sense of "ownerless" of the region and the lack of

Balaton brand and identity introduced in Hungary and abroad (Hungarian Tourism Ltd., 2013).

## **MATERIAL AND THE METHODOLOGY OF EVALUATING THE QUESTIONNAIRES**

The geographical area of the examined destination was the Balaton region. The existence and efficient, effective work of local DMOs is a priority issue for creating a sustainable and competitive tourism destination. Evaluating the operation of TDM system, it is equally important to take account the opinion of tourists, professionals and members of TDM organizations. Within the research in 2011 and 2012, three different questionnaire surveys were carried out in the Balaton region among the members and employees of local DMOs and among Hungarian tourists, staying in the destination. The planned size of the sample was 500 questionnaires, containing:

- 400 domestic tourists,
- 80 DMOs' members,
- 20 DMOs' employees.

The number of returned questionnaires was 199, representing 39.8% return-ratio. The composition of the returned questionnaires was as follows:

- tourists: 158 (39.5% of return-ratio),
- members of DMOs: 32 (40% of return-ratio),
- employees of DMOs: 9 (45% return-rate).

The time period of interrogation was made to the following schedule:

- tourists: between 01/07/2011 and 10/31/2011,
- members of DMOs: between 01/04/2012 and 30/06/2012,
- employees of DMOs: between 04/01/2012 and 06/30/2012.

The survey is not representative for the examined region therefore we may draw conclusions from the results only in general.

The survey questions focused on the effectiveness of the management of 19 destination tourism organizations (DMOs) operating in the region. This study, however, is only directed to a narrow area that is analyzing the effectiveness of marketing activities of these tourism associations. The main objective of the study is to evaluate the results of the questions. As recommended by Piskóti (2002), we have assumed in the framing and processing of the survey that the recognizability of local and regional image clearly shows the effectiveness of

the regional marketing activities. The questionnaire included open and closed type questions. The structure and the content of the questionnaires, sent the target groups, were identical to carry out comparative analyzes.

### ***The process of sampling procedure***

To complete the questionnaires we personally searched for the following organizations.

- Each of the 19 DMOs and their related Tourist Information offices in the Balaton region. The query was conducted with their help among the employees, members and domestic tourists visiting the Tourism Offices.
- Five commercial accommodation facility in the Balaton region (Hotel Club Tihany – Tihany, Hotel Panorama – Balatonyörök, Hotel Fit – Hévíz, Hotel Azúr– Siófok, Ramada Hotel & Resort Lake – Balatonalmádi). We could expand the number of tourists with the help of three of these accommodations.

Tourists and members were personally asking by the collaboration of DMOs' employees and the hotels receptionists involved in the survey. Overall, the questionnaires were received from 14 DMOs and three commercial accommodations.

### ***Limitations of the research***

Among the *tourists*, the research sample covered only those tourists who visited the area during the investigation. The reason of this, the experiences of tourism services and tourist information offices were only meaningful for those who stayed in the area at the time of the research.

In the case of *members*, the research covered only those who had enough time to complete the questionnaire. We tried to choose the period of inquiry, when probably they were not too busy with tourists so they could have more time and greater willingness to participate in the research.

In the case of *DMOs' employees* the research sample covered only those professionals who worked for organizations operating in the region which was only 19 at the time of the study.

The questionnaires provided anonymity, was not controlled, so responses were received from a variety of target groups in a not predictable way. As a result, the responses could only draw general conclusions about the region which can provide hopefully a good starting point for a more comprehensive analysis in the future which may contribute to the achievement of competitiveness and sustainability of regional tourism (in our case the Balaton tourism).



During the evaluation of the results of the questionnaires we used distribution ratio known from descriptive statistics and basic statistics, moreover association test and factor analysis known from inductive statistics were performed as well. The examination was prepared with spreadsheets and SPSS 20 statistical program package. The tests were prepared with EXCEL program and SPSS 20 statistical package.

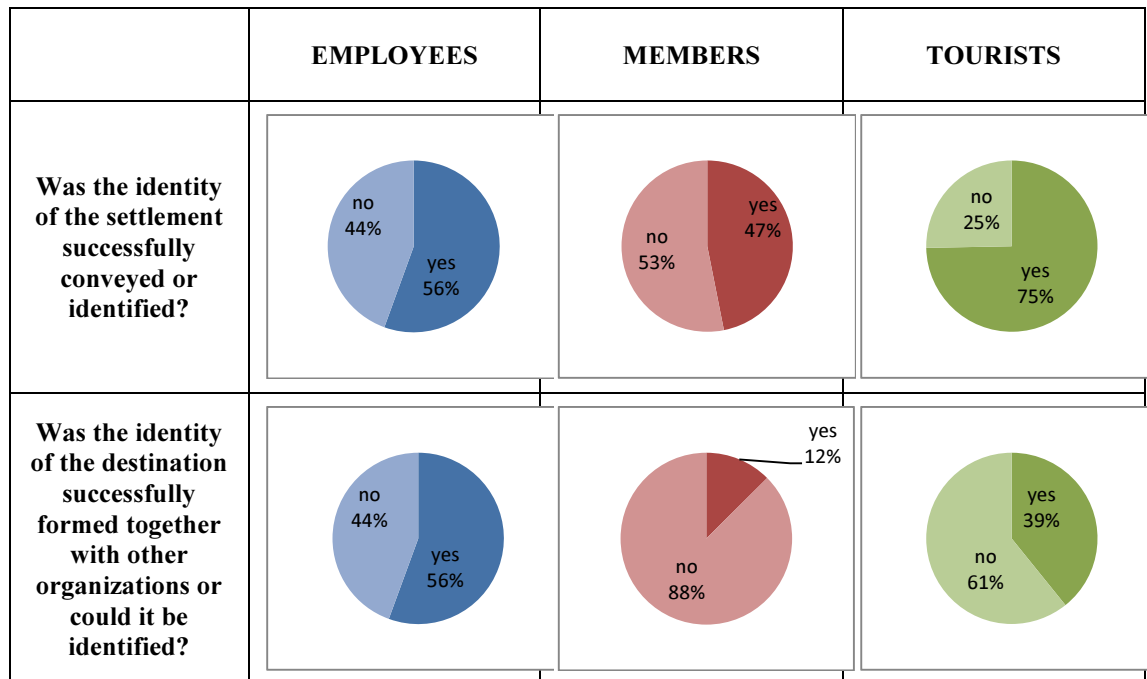
During the examination we have applied homogeneous data ratios, whose common characteristic is that the compared data, as it can be seen from the name of the group, homogeneous with the same unit and they are only differ in temporal, spatial or other criteria. This group includes the distribution rate is used by us, which shows the percentage represented by the share and the distribution between the parts of the whole (Szűcs, ed., 2002).

Examination of the relationship between a large number of variables included in a multivariate statistical analysis. To ensure effective analysis multiple variable statistics uses advanced mathematical methods. We applied the component analysis and the factor analysis of them. The goal of factor analysis is to find a common factor or factors that influence the majority of the examined variables. The presence of common factor(s) – the so-called hypothetical variables – can be concluded from the connection with the studied variables. Usually several studied variables can be combined in a common factor, such, which variables have an effect collectively on one variable (Szűcs, ed., 2002).

## ***RESULTS AND EVALUATION***

The evaluation of recognizability and preference of local and regional image (such as a regional brand) gives an advanced but a good approach about the effectiveness of marketing activities in tourism destinations. The analysis of the marketing activity of DMOs operating in the Balaton region basically focused on *effectiveness of conveying the settlement's identity*. The first line of Fig. 3 presents the opinions of employees, members and tourists. The tourists declared most positively, 75% were able to identify local image in the region while the numbers of employees and members were significantly lower (56 and 47%).

**Figure 3** Comparison between the recognizability of the identities of settlements and the destination



Source: own research

Those who answered ‘yes’ could determine precisely what the perceived or the communicated identity expresses, which in the latter case signals a higher level of image building awareness. The significant difference in the level of perception of the target groups can be explained by the high difference in the number of the questionnaires but it can also indicate that an unconscious identity building can be behind the higher proportion of the image perceived by the tourists. This latter opinion appears to be confirmed by the differences of the opinions among employees and members as well. As the rate of image identified by members is lower than the employees’, it is assumed that the communication activity of image building of DMOs is lower than it would be necessary, which may be related to the intensity of the relationship between DMOs and their members. (This was proved by an other parts of the research.)

For the question, *"Can you identify a micro-regional identity?"* (bottom line of Fig. 3), we received also very different results in relation to the target groups. In this case, the employees had the most positive opinion (56%), followed by the tourists with 39%. Members’ opinion is lower than the value of the other two groups, it is only a total of 12%.

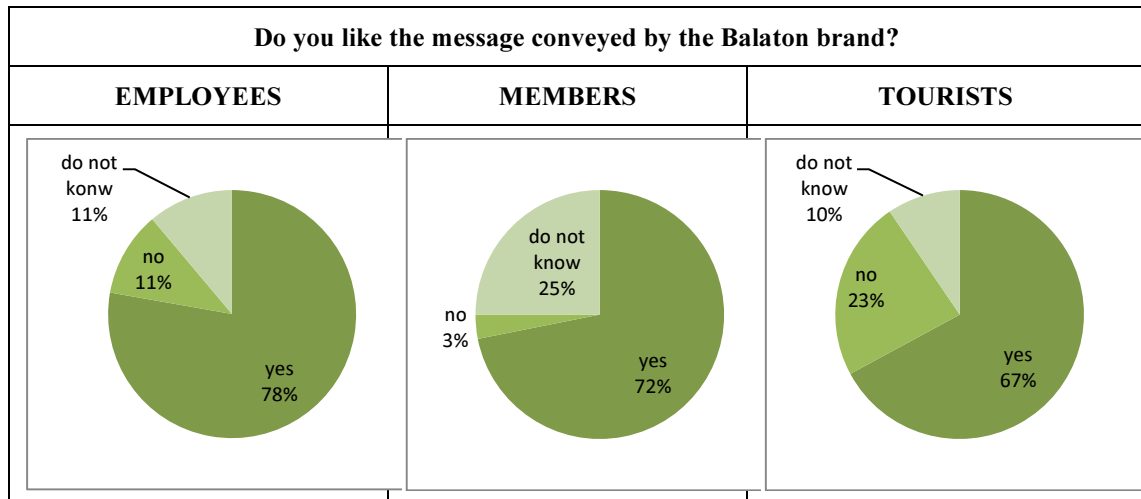
One of the key tasks of DMOs is entering the settlements to the tourism-market as a part of their own micro-region, which becomes possible as a result of cooperation with other settlements in their smaller destination. However, the employees’ high "no" response (44 %) suggests in general that conscious image building is not carried out in all micro-regional level

during the regional marketing activities. This is confirmed by the responses of tourists as well, as only 39% of total respondents could identify micro-regional image compared to the 75% of local image. Employees had better opinions about both of local and micro-regional image forming compared to the members (Fig. 3). This leads to the conclusion that the work of experts carrying out image building is becoming more conscious. Since the employees' perception of image-formation in local and micro-regional level was the same, we can assume that this consciousness is presented in the fact that settlements are considered to be parts of their own destinations and this reveal in their promotion activities.

Much less members can identify a micro-region identity, only 12%. This may be due to the lack of communication between DMOs and their members, as they have a better opinion about the recognizability of their own settlements' image (47%). The fact that members cannot know too much about the characteristics and image of their micro-region can indicate that the DMOs do not communicate and do not raise awareness of their marketing activity sufficiently carried out in cooperation with the neighboring DMOs.

The survey also examined the perceptibility of the regional identity of Balaton. We formulated more questions about this topic. The answers given for the first question "*Do you like the message, image and experience conveyed by the Balaton brand?*" (Fig. 4) show significant differences in the three target groups. The tourists were the most critical: only 67% liked, 23% did not like it at all and 10% did not know the "Balaton brand". Extends the number of "Does not know the Balaton brand" nearly a quarter of members (23%) and 11% of employees as well (the latter value may be somehow misleading since the "no" answer was only one out of nine respond). The values measured among members and employees can make us conclude that there is insecurity in the communication activities between the local DMOs and the regional marketing organization as well. It can cause further thinking that 23% of the tourists and 11% of the employees does not like the message conveyed by the "Balaton brand" (Fig. 4). We will return to the reasons of this phenomenon in a latter part of this study.

**Figure 4** Do you like the message conveyed by the Balaton brand?

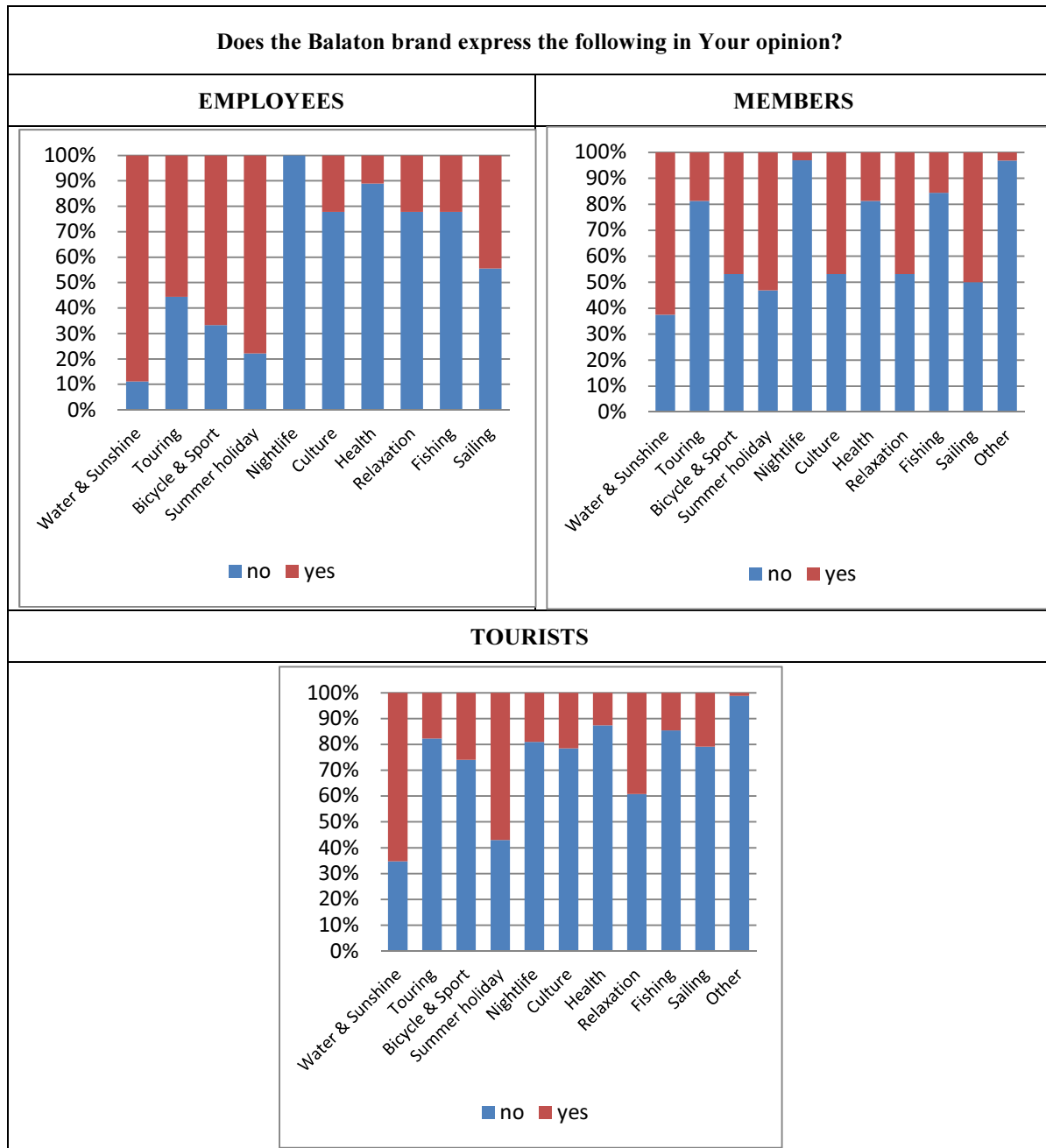


Source: own study

The result of the association examination carried out about this question is  $V=0.17$  which shows a loose connection between the three examined groups and the fact whether they like the message, image and experience conveyed by the “Balaton-brand”. The same can be seen in the case of groups of the supply side ( $V=0.196$ ). These values enforce the opinion that the flow of information is uncertain or not effective enough between the groups of the sides of supply and demand.

Those who know the “Balaton-brand” have identified its character (*Fig. 5*). More answers could be given to the question. Most of them chose the “*water and sunshine*” (8 employees, 20 members, 103 tourists). This was followed by the “*summer holiday*” (7 employees, 17 members, 90 tourists).

**Figure 5** What can the experience conveyed by the Balaton brand identified with?



Source: own research

The target groups had different opinions about the other characteristics.

- *Tourists* primarily consider the Balaton region as the destination of "relaxation" (62 people), "sport" (41 people), "culture" (34 persons) and "sailing" (33 people). This is followed by "night life" (30 people), "touring" (28 people) and "fishing" (23 people). The "health" is at the end of this ranking with 20 votes.
- According to the opinion of the *members*, the Balaton is very typical of the experience of "sailing" (16 people) and "sport", "culture" and "relaxation", each with 15-15 vote.

It follows by *"touring"* and *"health"* with 6-6 votes, and *"fishing"* with five votes. In their opinion *"nightlife"* is the least typical of the region (1 person).

- According to the employees, the destination can be most defined by *"sport"* (6 persons), *"touring"* (5 people) and *"sailing"* (4 people) as well. The *"fishing"*, *"culture"* and *"recreation"* all have 2-2 vote and *"health"* has only 1 vote. The *"nightlife"* was not selected by anyone.
- Among *other specifications*, the tourists have mentioned *wine and winetasting*, the members – besides wine – also associated to *gastronomy*.

Compared the perception of ranking features, it can be said that the first two characteristics, ***"water and sunshine"*** and ***"summer holiday"*** are the main profile of the region. In the importance of other characteristic, there are differences between the opinion of the groups of supply side (members and employees) and between supply and demand (tourists).

- The most striking difference between groups on the supply side is in assessing the role of *"culture"* and *"touring"*. According to members, culture has stronger characteristic in the destination but employees believe that touring is stronger. The demand side considers that culture is stronger than touring as well.
- The character of *"recreation"* is mentioned at the beginning of the ranking by members and tourists and at the end by employees.
- The last three characteristics (*"fishing"*, *"health"* and *"nightlife"*) are the same among the three groups but there are differences in their order. The order of importance is health, fishing and nightlife according to *members*, fishing and health according to *employees*, and nightlife, fishing and health according to *tourists*.

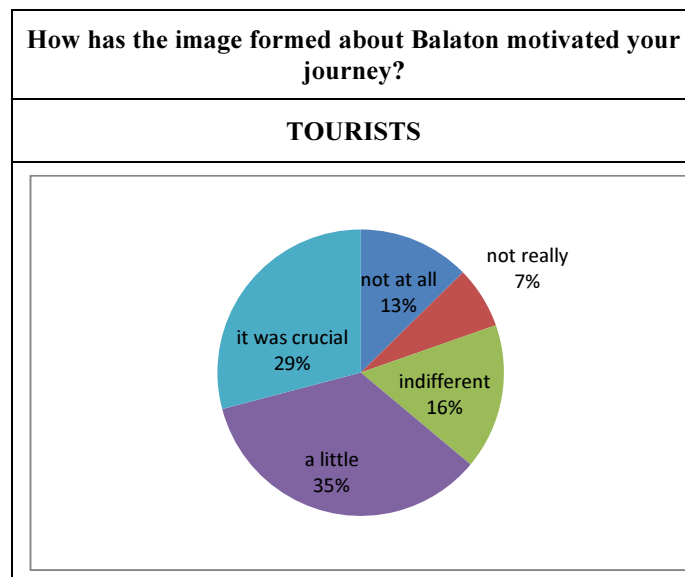
The association test shows a very weak relation between the examined groups ( $V=0.149$ ) and the elements to identify the messages, image, experiences conveyed by the Balaton brand. An association test was carried out between members and employees with the value of  $V=0.219$ , which is though stronger but still shows a very weak relation.

The model was significant, so we ran a factor analysis of the responses of tourists. For the first time (after varimax rotation) 4 experience-factors (adventure-features) were pointed out by the program, which explained 58.2% of the total variance, which did not achieve the desired 60% variance criterion level. After studying the Scree Plot figure we ran the factor analysis for five factors. At that time, 67.7% of the variance was explained by the established factors. The five factors, in the following order 16.6%, 14.2%, 13.1%, 12.7 % and 11.1%,

explained the variance of the variables, a total of 67.7% which can be considered high. The first factor contains the *elements of active leisure time (hiking, cycling and sports) and culture*. In the second factor, the factors of *water sports* were arranged: fishing and sailing. The third factor includes the experiences associated with the *summer beach* (water and sunlight, summer holiday). In the fourth factor contains the components of physical, mental health and recreation, and the fifth factor the feature of nightlife. Inefficient communication activity can be the reason of the differences of the conveyed image and main characteristics. This can be traced back to the insufficient recognition of the opinion of the demand side and local population and members as well as their ineffective opinion shaping. In other words, awareness, conception and joint thinking are missing.

We asked tourists how the message conveyed by the “Balaton-brand” has influenced, motivated them in their decision to travel to the destination. According to the distribution ratios (Fig. 5.) for more than half of the respondents it was decisive in the travel decisions, 29% said it was very important and 35 % said it had less important role. Some had the opinion that it did not matter at all (13%), or it was not really important (7%) or it was neutral (16%). We used a five-pointed Likert scale for the evaluation and we calculated their average. 1 stood for “did not motivate me at all” while 5 meant “it was decisive”. The result had a medium average: 3.61.

**Figure 6** How has the image formed about Balaton motivated your journey?

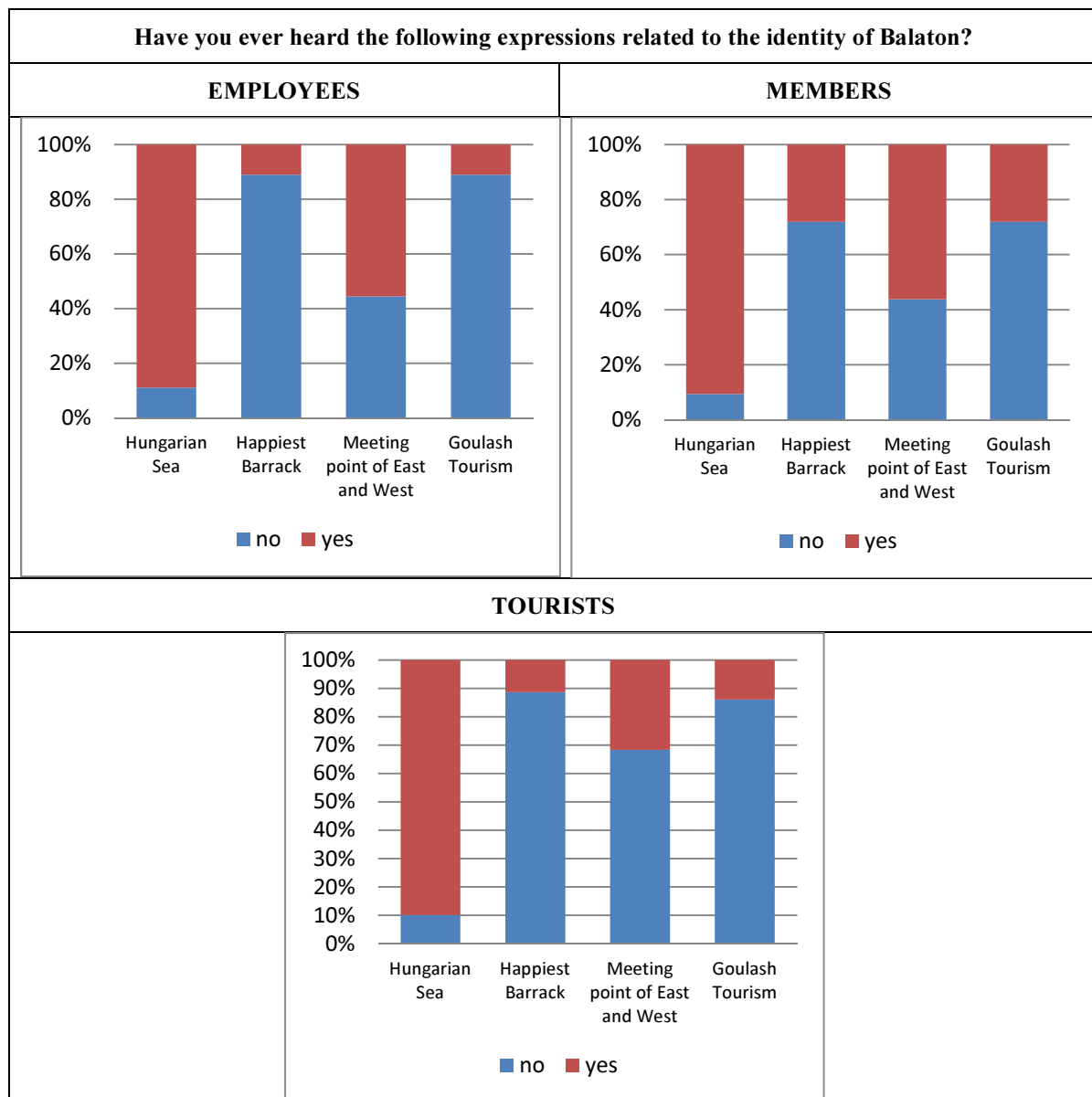


Resource: own research

With the last two questions of the questionnaire, we were curious whether the identified characteristics, during different periods of the last century, with Hungary and the Balaton

region, nowadays how well known or how correct. With this, we wanted to determine whether the region could get rid of the primarily political signals or not. The question “*Have you heard about one of the identity images related to the Balaton?*” (Fig. 7) had the following results: the “*Hungarian sea*” expression was known in all three target groups, 91% of the members, 89% of the employees and 90% of the tourists confirmed this. The other well-known phrase, the “*Meeting point of East-West*”, was familiar to 56% of the members and employees and 39% of the tourists. The “*Happiest barrack*” and “*Goulash tourism*” expressions were the least known among the interviewed.

**Figure 7** Have you ever heard the following expressions related to the identity of Balaton?

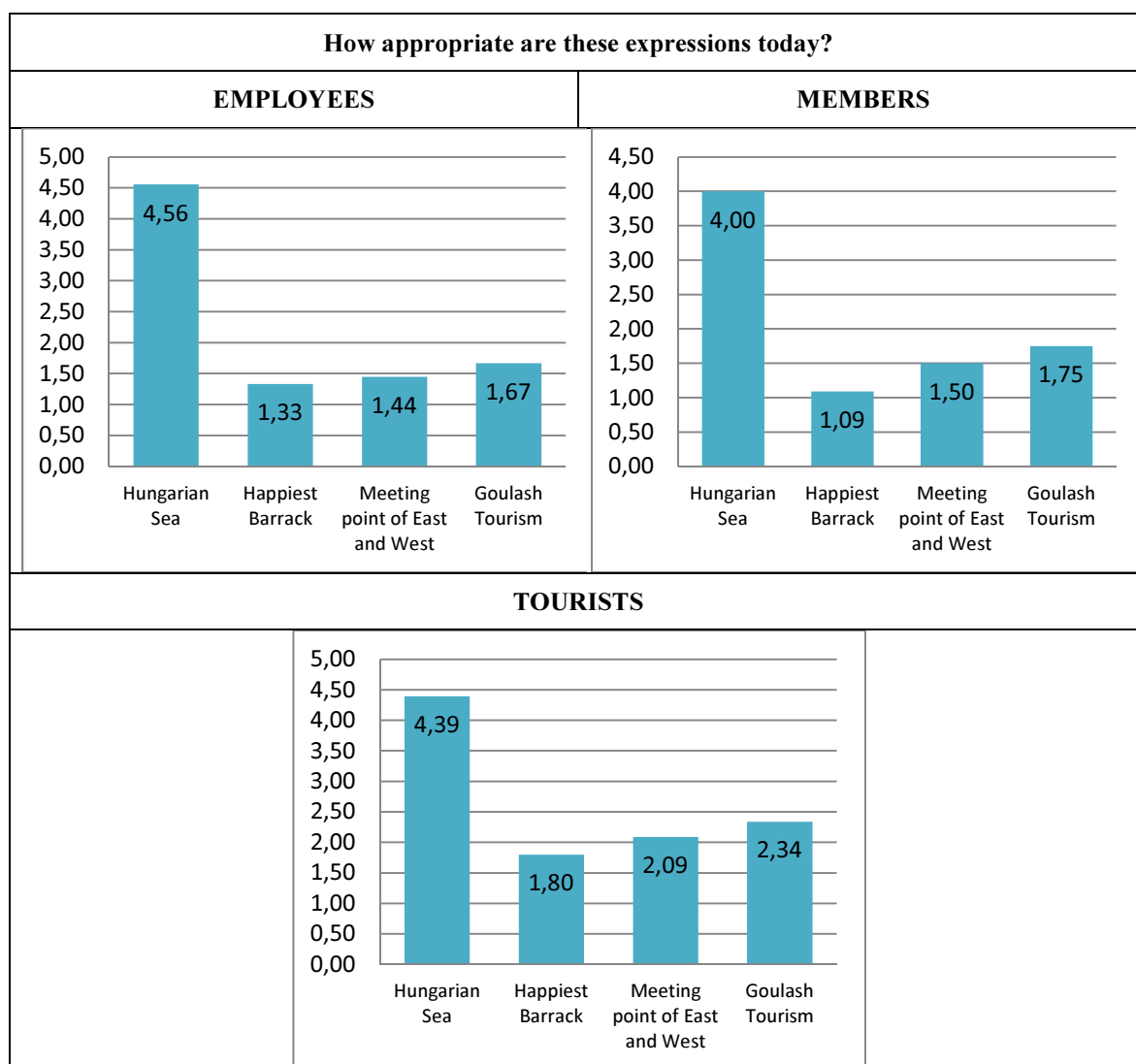


Resource: own research



For the next question “*How appropriate are these phrases today?*” (Fig. 8) we prepared a five-pointed Likert scale where 1 was “not appropriate at all” and 5 stood for “very appropriate”. We wanted to set up a ranking of the four expressions from the average results. The first was “*Hungarian sea*” with very high scores, as members gave 4, employees 4.56 and tourists 4.39 points on average. The other three expressions received far lower average scores than 3 which are so low that we cannot reckon their influence for the present image of the destination.

**Figure 8** Opinions about the recognizability of the Balaton brand- a comparison



Resource: own research

## CONCLUSIONS

We can make the following statements based on the results of the questionnaire study conducted in the Balaton tourism region in 2011-2012 among the members and employees of DMOs and the tourists residing in the destination:

The evaluation of the recognizability of the settlement's or destination's image can be preliminary, but of good directions. The research has examined the recognizability of the destination's image on three levels: settlement, micro-region and Balaton-region among members of the scope-groups. By comparing the results it became possible to state that tourists can identify settlements in a positive way. Members were the ones who could least identify settlements and micro-regions. Employees could give a positive answer in the same ratio in both cases. This latter is a sign that the profession thinks of the settlements as parts of the micro-region, which is a positive change in the attitude when entering the market. The scale of less favorable opinion of members, however, can be a warning, as this can partially mean that the profession has an inefficient communication with its members, does not convey its steps of marketing related activities and its directions, and it does not emphasize forming its members' opinion. To determine this, further investigations should be made.

In order to identify the regional identity, we asked whether the message of the "Balaton brand" can be liked. The results show that this message is most popular among the professionals. However a major portion of tourists does not like this message. One reason of this could be due to an ineffective marketing communication and another, that the "Balaton" is not identical with the presented picture in the media for almost a quarter of the tourists. There is another result worth to take into consideration: one quarter of the members do not know this "Balaton brand". These members live by the Balaton, so the answer "I don't know the brand" with such a high ratio raises awareness to severe lack of communication. Justifying this, additional research should be conducted.

For the questions related to the content of the "Balaton brand" all three groups classified "*water and sunshine*" and "*summer holiday*" among the first places. The scope groups are somewhat different when it comes to determining the importance of the other characteristics. Among the groups on the supply side the largest difference is about the roles of *culture and touring in nature*. Members say that the nature of culture is stronger, while employees say that touring in nature is more important. The demand side considers culture a more important characteristic than touring. *Relaxation* is mentioned by members and tourists at top of the list, employees towards the end. The last three characteristics are the same, there is a difference only in their order (fishing, health and nightlife).

Our results support the Balaton researches conducted by Hungarian Tourism Ltd. and Balaton Regional DM Organization in 2012. During the evaluation of these researches it was concluded that there is no unequivocal "Balaton brand" and identity introduced inland and abroad, which is a serious deficiency in further developing the destination's tourism. Those

interviewed have underlined the natural beauty of the destination, the characteristic landscape, the possibilities for relaxation, bathing and cultural events (*Hungarian Tourism Ltd., 2013*).

We asked tourists how has the message conveyed by the “Balaton” brand motivate them when choosing to travel to the Balaton region. More than half of the answerers was influenced by the identity when making their travel-related decision. One third of those interviewed said that it was not really important, or neutral. The average value of the answers can support the fact that even if the identity plays part in the motivation of those travelling to the Balaton region, it is not as characteristic as it could be hoped for, or as we would like it to be.

Among the expressions used in the socialist era “*Hungarian sea*” is still found expressive by all three groups. In our opinion this expression is free of any politic content; it emphasizes the natural characteristics and significance of the lake that we can be proud of.

As the final conclusion of the study we can say that until touristic organizations and their members cannot convey the Balaton image authentically besides the identity of the settlement, the identification and the recognition of these will also be problematic for tourists as well.

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# FOGLALKOZTATÁSI LEHETŐSÉGEK A HATÁRON TÚL – AVAGY A MIGRÁCIÓS FOLYAMATOK VIZSGÁLATA A KELET-KÖZÉP- EURÓPAI TÉRBEN

## EMPLOYMENT OPPORTUNITIES BEYOND THE BORDER – ANALYSIS OF MIGRATION TRENDS IN CENTRAL-EASTERN- EUROPEAN SPACE

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### **Abstract**

In this study I examine the main factors of migration, in particular to globalization, as well as the unemployment. This factor affects the migration processes. The main effect of globalization on labor market is manifested most in demand for labor flexibility and growth rather than an overall reduction in demand site. The factors of production in the global economy will be higher mobility than before, so the workforce as an economic factor in the globalization movement across national boundaries thereof. The processes associated with adverse global decline in the working age population (whose evolution I demonstrate this with calculating the Hoover index). A variety of factors can not easily be separated from each other of migration trends with respect. An increasing number of skilled workers get work in Eastern Europe.

Keywords: labour market, migration, unemployment

### **Kivonat**

A tanulmányban megvizsgálom a kelet-közép-európai régió gazdasági folyamatait befolyásoló legfontosabb mozgatórugókat, különös tekintettel a globalizációra, valamint a migrációs folyamatokat befolyásoló tényezők közül a munkanélküliség jelentőségére térek ki. A globalizáció fő hatása a munkaerőpiacokra leginkább a munkaerő iránti kereslet rugalmasságának növekedésében és nem pedig a kereslet általános csökkenésében nyilvánul meg. A kedvezőtlen folyamatokhoz társul a munkaképes korú lakosság globális csökkenése (melynek alakulását Hoover-index segítségével szemléltetem). A különböző tényezők a migrációs tendenciák tekintetében sem választhatók el könnyen egymástól. Kelet-Európa növekvő számban fogad főleg kvalifikált külföldieket, de a küldő jelleg érvényesül erőteljesebben. Megvizsgálom a kelet-közép-európai országok foglalkoztatáspolitikai céljait és az alkalmazott eszközöket is.

Kulcsszavak: munkaerőpiac, migráció, munkanélküliség

## BEVEZETÉS

A globalizáció fő hatása a munkaerőpiacokra leginkább a munkaerő iránti kereslet rugalmasságának növekedésében és nem pedig a kereslet általános csökkenésében nyilvánul meg. (Rodrik, 2011) A termelés-áthelyezést tekinthetjük a munkaerő keresletet befolyásoló tényezőjeként, amely a migráció kínálati oldali változását befolyásolja.

A globális gazdaságban a termelési tényezők a korábbihoz képest magasabb mobilitással járnak, így a munkaerő, mint gazdasági tényező globalizációja alatt az államhatárokat átlépő mozgásokat értjük. A globális munkaerőpiac új szerveződési rendet követ, az egyes szektorok eltérő súlya eredményezi az egyre megosztottabb munkaerőpiacot, aminek eredményeképpen egy a korábbinál rugalmasabb, ugyanakkor bizonytalanabb munkaerőpiac alakul ki. A kedvezőtlen folyamatokhoz társul a munkaképes korú lakosság globális csökkenése is.

Hipotézisem szerint a kelet-közép-európai térben a kedvezőtlen lokális munkaerő-piaci folyamatokhoz párosul egy szelektív kivándorlás.

### **A globalizáció, mint a migráció egyik mozgatórugója**

A migráció mozgatórugói között elsősorban a demográfiai folyamatokra és a gazdasági erőkre gondolok, ugyanakkor a globalizáció is értelmezhető mozgatórugóként. A globalizáció fogalmi meghatározása többféle megközelítést rejt önmagában. *Giddens (1990)* szerint a globalizáció a világméretű társadalmi viszonyokat fokozza, amely összekapcsolja a több mérföldre lévő társadalmakat is. A migrációs folyamatokra a globalizáció is hatással van, mint a működőtőke-áramlás (FDI) és a humán erőforrás (HR) összhangja, ami úgy teljesül, hogy a globalizáció gazdasági tényezői között négy kulcsfontosságú terület azonosítható, úgy mint (1) a kereskedelmi forgalom növekedése nemzetállamok között, (2) technológiai felgyorsulás, innováció, (3) határokon átnyúló pénzáramlások fokozódása, (4) szektorális munkaerő-piaci változások. (Boda– Scheiring, 2011)

A wallersteini centrum-periféria elmélethez kapcsolódóan „a függetlenségi elmélet alkalmazói azt állítják, hogy a perifériák fejlődése olyan átmenetben következik be, hogy nem közvetlenül a világ mintáiba, standardjaiba kapcsolódnak be, hanem másolni igyekeznek azt, ami a közeli központjukban látható. Ez az ún. lépcsőzetes alkalmazkodás, tanulás, ami a migrációs folyamatokra oly jellemző. Egy migrációs esemény megvalósulásával kezdődik el az új környezetbe való beilleszkedés.“ (Kincses-Rédei, 2010)

A globalizáció munkaerő-piaci hatásai összetettek és a kutatók is csak bizonyos szegmenseket vizsgálnak. Bhagwati (2005) szerint a globalizáció a termékpiacok volatilitását

is növeli és a munkabiztonságot csökkenti. A munkaerőpiacok egyre növekvő felbolydulása nemcsak a bizonytalanságot és egyenlőtlenséget növeli a képzettségi kategóriákon belül, hanem a képzetlen munkások relatív munkabéreinek egészére is csökkenő hatással van. A globalizáció fő hatása a munkaerőpiacokra leginkább a munkaerő iránti kereslet rugalmasságának növekedésében és nem pedig a kereslet általános csökkenésében nyilvánul meg. (Rodrik, 2011)

Rédei-Kincses (2008) szerint a globális, kontinenseken átívelő világméretű migrációban Magyarország geopolitikai helyzeténél fogva közvetítő módon tud részt venni. Magyarországot célországként értelmezve pedig a kistávolságú nemzetközi vándorlás jellemzi. A szerzőpáros megvizsgálta Magyarországot, mint célországot a kelet-közép-európai térben, több hasznos következtetésre jutottak: a nemzetközi migráció Magyarország számára kedvező volt, mivel a humán tőke javult.

A megváltozott gazdasági környezetből fakadó, a munkaerő keresletét befolyásoló tényezők közül az alábbiak hatottak a globális munkaerőpiacra az 1980-as években, amelyet már egyértelműen a globalizáció hatásának tekinthetünk:

- a gazdasági növekedés lassulása a fejlett tőkés országokban,
- a beruházások visszaesése,
- a kevés munkahelyteremtés,
- a reálbérek gyors növekedése,
- a nyersanyagárak emelkedése,
- a nemzetközi munkamegosztás szerepe.

A munkaerő kínálatát befolyásoló tényezők:

- a demográfiai tényező és az aktivitási ráta változása,
- fokozott női munkavállalási hajlandóság,
- a nemzetközi migráció erősödése. (Zboróvári, 1988)

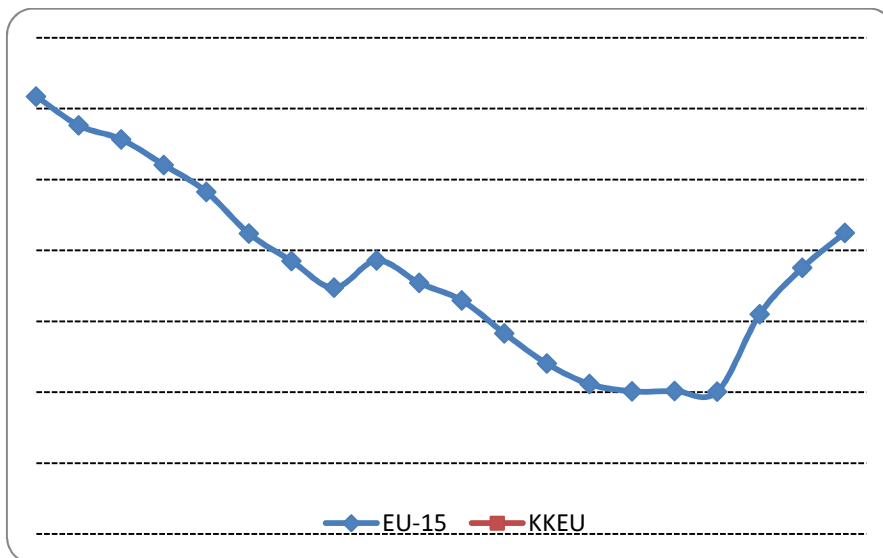
A fenti tényezőkhöz kapcsolódva a Hoover-index alkalmazásával szemléltettem a globális munkaerő tömeg változását és a kontinensek és országok közötti különbségek alakulását 1991-2009 között, ugyanis az index az egyik legelterjedtebb mutató a területi egyenlőtlenségek alkalmazására. „A mutató százalékban fejezi ki, hogy egy társadalmi-gazdasági jelenség hány százalékát kell a területegységek között átcsoportosítani ahhoz, hogy annak területi megoszlása megegyezzen a másik jellemzőjével (pl. a lakónépességgel).” (Péter, 2010:36)

$$h = \frac{\sum_{i=1}^n |x_i - f_i|}{2} \quad (1)$$

Az  $x_i$  és  $f_i$  megoszlási viszonyszámok, amelyekre érvényesül, hogy  $\sum_{i=1}^n x_i = 100$   $\sum_{i=1}^n f_i = 100$

A kelet-közép-európai országok esetében a rendszerváltást követő tömeges munkanélküliségben az elbocsátott munkavállalóknak több lehetősége volt, vagy új munkahelyet kerestek, vagy véglegesen kiléptek a munkaerőpiacról (a korai nyugdíjazás segítségével) vagy kivándoroltak vagy pedig munkanélküli segélyre szorultak és reményvesztett munkanélkülivé váltak – ennek egyik oka, hogy elmaradt a képességfejlesztés, és a rugalmatlanság is jellemezte a munkanélkülieket. Ez a jelenség a kelet-közép-európai régió szabályszerűsége volt. A Hoover-index értékeit megvizsgálva a népesség és a foglalkoztatottak között az EU-15 és Kelet-Közép-Európa esetében a keleti blokk sajátos fejlődési útvonala jól kirajzolódik. A nyugat-európai tendenciához képest Kelet-Közép-Európában ellentétes folyamatok mennek végbe (1. ábra).

**1. ábra.** Hoover-index alakulása Európában (népesség és foglalkoztatottság alapján)  
**Figure 1** Hoover-index in Europe (according to the population and employment)



Forrás: Saját szerkesztés Eurostat adatok alapján

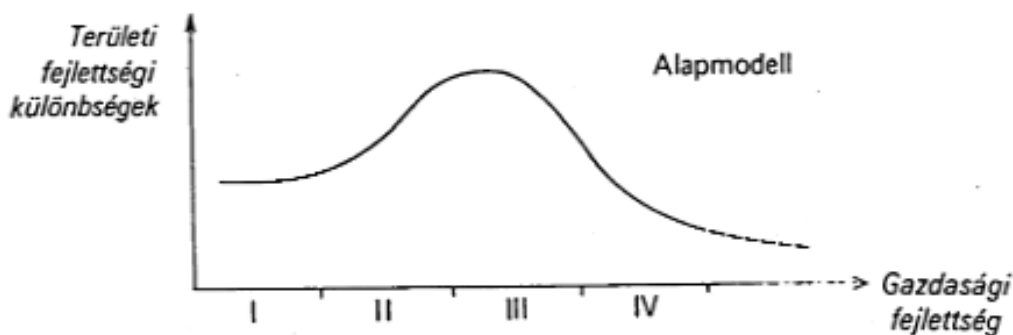
2004-ig Kelet-Közép-Európában nőttek a területi különbségek és 2004-től napjainkig elindult egy területi kiegyenlítődés, ugyanakkor Nyugat-Európában területi kiegyenlítődés 2008-ig folyamatosan ment végbe az időszak elejétől, míg a gazdasági válság óta az országcsoporton



belüli területi különbségek újra fokozódtak. Kelet-Közép-Európában országcsoponton belül a különbségek csökkennek, de az értékeik rosszabbak. Az ábra azt erősíti meg, hogy a kelet-közép-európai régióon belül a területi különbségek csökkentek, míg a többi európai országon belüli különbségek nőttek.

A gazdasági fejlettség ábrázolásának legjobb elméleti módszere a Williamson-hipotézis, melynek alapmodellje a gazdasági fejlettség és a területi különbségek koordináta-rendszerben való ábrázolása (2. ábra). Egy ország belső, területi jövedelemegyenlőtlenségeit vizsgálva a fő területi jelzőszám az egy lakosra jutó jövedelem, az egyenlőtlenségek mérésére pedig a súlyozott relatív szórást alkalmazva meghatározhatjuk, hogy a harang-görbe melyik szakaszában tart egy ország.

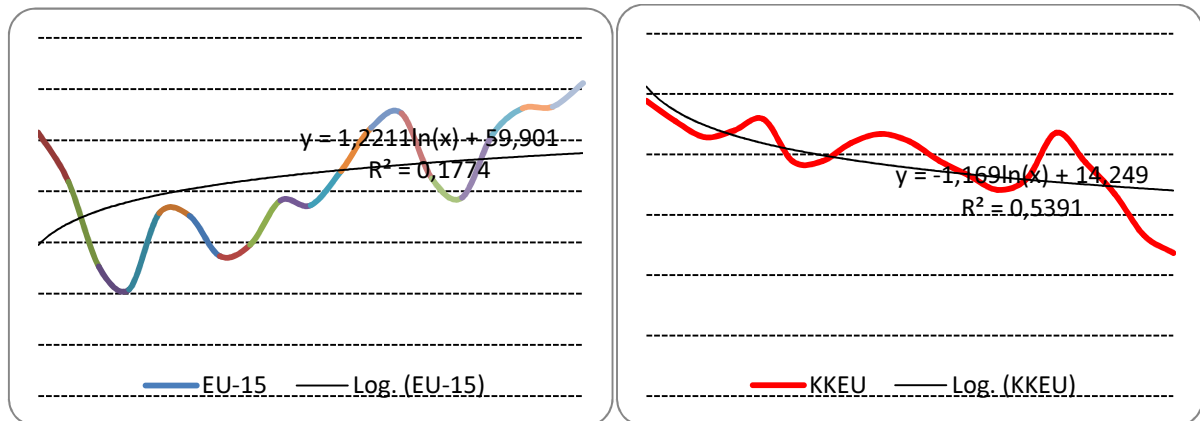
**2. ábra.** Williamson-hipotézis  
**Figure 2** Williamson-hypothesis



Forrás: Nemes Nagy (2005) [http://geogr.elte.hu/REF/REF\\_Kiadvanyok/REF\\_RTT\\_11/RTT-11-03-teregenlotlenseg.pdf](http://geogr.elte.hu/REF/REF_Kiadvanyok/REF_RTT_11/RTT-11-03-teregenlotlenseg.pdf)

Az EU-15 országcsoport és a kelet-közép-európai országok körben végzett számítások alapján a Williamson-hipotézis megállapításainak megfelelő eredményeket kaptam. Az EU-15 esetében a III. szakaszban tartanak az országok, azaz a gazdasági fejlettség még erősödik és a területi különbségek is nőnek, addig a kelet-közép-európai országok esetében az I. és II. szakasz figyelhető meg, azaz a gazdasági fejlettség még alacsony szintű és a területi különbségek sem olyan jelentősek. A jelentős eltérés a két adatsor számértékeiben figyelhető meg, azaz a fejlettségi szint nem azonos. A Williamson-hipotézist így nagyon leegyszerűsítettem, de az alapállítás igazolására alkalmas.

**3. ábra.** Williamson-hipotézis alakulása az EU-15 és a KKEU országokban  
**Figure 3** Williamson-hypothesis in EU-15 and Central-Eastern-Europe



Forrás: Saját szerkesztés Eurostat adatok alapján

A globalizáció hatásaként megnőtt az igény az állandó foglalkoztatási formákra a bizonytalanság szemben, azt is mondhatnánk, hogy a tipikus foglalkoztatást felváltja az atipikus foglalkoztatás. Egyes országokban már az atipikus foglalkoztatás minősül tipikusnak. Növekszik a foglalkoztatásban eltöltött munkavállalók ledolgozott éve, a nyugdíjkorhatár is folyamatosan kitolódik. A munkába állás „adója” (bérterhek, szociális juttatások megvonása stb.) általában igen magas, ami megkérdőjelezi a munkavállalás ésszerűségét. Mindez azt jelenti, hogy mind a minimálbéren foglalkoztatottak, mind a különböző segélyekből élő munkanélküliek jövedelme elmarad a munkaerő újratermeléséhez szükséges minimális szinttől. (Artner, 2006)

#### ***A foglalkoztatási szerkezetben bekövetkezett változások értékelése***

A kelet-közép-európai térben Magyarország régióinak munkaerő-piaci pozícionálásához segítségül hívtam a foglalkoztatási adatokat is. Kíváncsi voltam arra, hogy a foglalkoztatási ágazatok között milyen elmozdulás történt a gazdasági válság kitörésének évében (2008) és válságból való kilábalást alátámasztandó 2013. évi adatok között. A számítások elvégzéséhez shift-share analízist (hatásarány-elemzés) végeztem, amely a regionális növekedés területi sajátosságainak kimutatására alkalmas. Az elemzés módszertanát röviden ismertetem:

Legyen  $X_{ij}$  az  $i$  szektor ( $i=1, \dots, s$ ) foglalkoztatottainak a száma a  $j$  területi egységben ( $j=1, \dots, r$ ) és a kezdeti időpontban, míg  $X'_{ij}$  az elemzés végső időpontjában. Tehát a két érték különbsége felírható a következőképpen:

$$X'_{ij} - X_{ij} = \Delta X_{ij} = X_{ij}g + X_{ij}(g_i - g) + X_{ij}(g_{ij} - g_i) \quad (5)$$

ahol:

$$g = \frac{\sum_{i=1}^s \sum_{j=1}^r (X'_{ij} - X_{ij})}{\sum_{i=1}^s \sum_{j=1}^r X_{ij}} \quad g_i = \frac{\sum_{j=1}^r (X'_{ij} - X_{ij})}{\sum_{j=1}^r X_{ij}} \quad g_{ij} = \frac{X'_{ij} - X_{ij}}{X_{ij}} \quad (6)$$

A shift-share elemzés három kategóriába sorolja a jelenségek növekedésének összetevőit:

- összes hatás (vagy nemzeti hatás):  $EN_{ij} = X_{ij}g$

Kifejezi, hogy milyen mértékben növekedett a teljes foglalkoztatottság helyi szinten (a j területi egységben) az országos gazdasági növekedésnek köszönhetően a vizsgált időszak alatt.

- területi hatás (vagy lokális hatás):  $ER_{ij} = X_{ij}(g_{ij} - g_i)$

Kiemeli, hogy a területegység szintjén melyek a vezető és melyek a lemaradó, leszakadó ágazatok. Összehasonlítja az adott ágazat helyi szintű növekedési ütemét, ugyanazon ágazat nemzeti szintű növekedési ütemével, meghatározva ezzel, hogy az adott területegységnek létezik-e versenyképességi előnye valamelyik ágazatban. A területegység szintjén vezető ágazat az, ahol az ágazat helyi növekedési üteme nagyobb, mint a nemzeti növekedési ütem.

- ágazati hatás (vagy szektorális hatás):  $ES_{ij} = X_{ij}(g_i - g)$

Megmutatja, hogy a különböző szektorok nemzeti növekedése alapján az adott területegységben gyors vagy lassú növekedés ment-e végbe a vizsgált időszak alatt.

A teljes hatás:  $L_{ij} = EN_{ij} + ES_{ij} + ER_{ij}$  a területegység növekedését jelöli.

Nemes Nagy (2005) összesítette a hatásokat azok előjele és elmozdulási iránya szerint és 8 kategóriát határozott meg (1. táblázat), melyeket én is alkalmaztam a számításaimban.

**1.táblázat.** A shift-share analízis értékelési kategóriái**Table 1.** The categories of shift-share analysis

Ssz.	Kategória	Összes hatás (EN)	Területi hatás (ER)	Ágazati hatás (ES)	A tényezők nagyságának viszonya
1.	Átlagosnál nagyobb változás	+	+	+	ER>ES
2.	Pozitív területi tényező Pozitív strukturális tényező	+	+	+	ER<ES
3.	Átlagosnál nagyobb változás Negatív területi tényező Pozitív strukturális tényező	+	-	+	ER > ES
4.	Átlagosnál nagyobb változás Pozitív területi tényező Negatív strukturális tényező	+	+	-	ER < ES
5.	Átlagosnál kisebb változás Negatív területi tényező Pozitív strukturális tényező	-	-	+	ER > ES
6.	Átlagosnál kisebb változás Pozitív területi tényező Negatív strukturális tényező	-	+	-	ER < ES
7.	Átlagosnál kisebb változás	-	-	-	ER>ES
8.	Negatív területi tényező Negatív strukturális tényező	-	-	-	ER<ES

*Forrás: Nemes Nagy (2005) hivatkozva Péter (2010:32)*

Az Észak-magyarországi régióban 2008-ban az összes foglalkoztatott létszáma 409.000 fő volt, 2013-ban 400.800 főre csökkent (2%-os csökkenésnek fele meg). Az egyes ágazatokban a régió foglalkoztatottainak a létszáma az alábbiak szerint alakult 2008-ban (2. táblázat): mezőgazdaságban, erdőgazdálkodásban 15.300 fő, az iparban 116.700 fő, az építőiparban 38.700 fő, a kereskedelem, vendéglátás területén 100.800 fő, az információ és kommunikáció területén 4.500 fő, pénzügyi területen 7.600 fő, a közigazgatás területén 97.600 fő dolgozott. A foglalkoztatottak száma 2013-ra lecsökkent, amely ellentétes a magyarországi adatok alakulásához képest. Magyarországon 2013-ra 58.900 fővel növekedett a foglalkoztatottak létszáma (növekedés volt megfigyelhető a Közép-magyarországi, a Dél-alföldi és az Észak-alföldi régiókban is). A szektorok között a foglalkoztatottak létszámában a legjelentősebb növekedés a mezőgazdaságban, az információ és kommunikáció és a közigazgatás területén történt országos viszonylatban.

**2.táblázat.** Az Észak-magyarországi régió foglalkoztatottainak létszáma (fő)  
**Table 2.** The number of employed people in Northern Hungary (person)

TEÁOR struktúra	2008	2013	Változás 2013-ra
Mezőgazdaság, erdőgazdálkodás, halászat	15.300	20.700	5.400
Ipar (építőipar nélkül)	116.700	119.500	2.800
Építőipar	38.700	23.800	-14.900
Nagy- és kiskereskedelem, a közlekedés, a szálláshely-szolgáltatás, vendéglátás	100.800	86.600	-14.200
Információ és kommunikáció	4.500	3.200	-1.300
Pénzügyi, biztosítási tevékenység	7.600	5.500	-2.100
Ingtatlanügyletek	n.a.	n.a.	n.a.
Szakmai, tudományos, műszaki tevékenység; adminisztratív és szolgáltatást támogató tevékenység	16.800	17.000	200
Közigazgatás, védelem, oktatás, humán-egészségügyi és szociális ellátás	97.600	114.000	16.400
Művészet, szórakoztatás, szabadidő; egyéb szolgáltatások	11.000	10.500	-500

Forrás: Saját szerkesztés Eurostat adatok alapján

A shift-share számítás eredményei azt mutatják (3. táblázat), hogy az Észak-magyarországi régió foglalkoztatottsági létszamadatainak csökkenési dinamikája elmarad az országos értéktől (-14.292 fő foglalkoztatott az országos növekedési szintet feltételezve), amelynek egyaránt vannak az ágazat szerkezetéből (-33.905 fő foglalkoztatott) és a térségi adottságokból (19.613 fő foglalkoztatott) származó összetevői. A régiók közötti összehasonlításban az összes hatás (EN) pozitív értékeinek nagy aránya a Közép-magyarországi, Dél-dunántúli és Észak-alföldi régióban jelent meg. Ezzel szemben az országos szinttől való lemaradás a legnagyobb arányban Közép-Magyarországon, Észak-Magyarországon jelent meg.

**3.táblázat.** Shift-share elemzés a foglalkoztatási ágazatokban alkalmazottak létszáma szerint (2013/2008)

**Table 3.** The result of the shift-share analysis in sectoral employment (2013/2008)

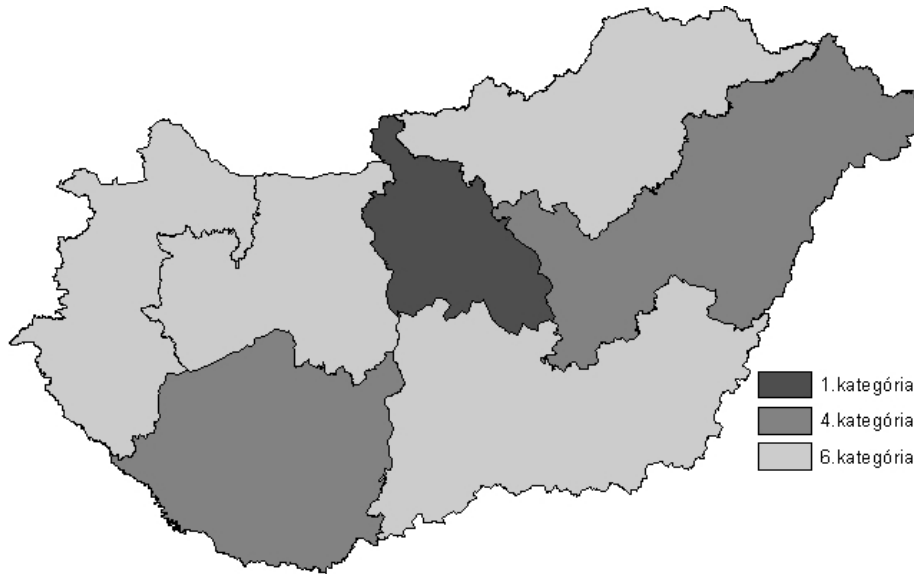
TEAOR struktúra	Közép-Magyarország	Közép-Dunántúl	Nyugat-Dunántúl	Dél-Dunántúl	Észak-Magyarország	Észak-Alföld	Dél-Alföld
Mezőgazdaság, erdőgazdálkodás, halászat	-315	-3734	1993	3786	2978	-261	-4445
Ipar (építőipar nélkül)	4669	-6083	-13259	3820	4767	6091	-6
Építőipar	836	28900	28600	23500	23800	35200	31500
Nagy- és kiskereskedelem, a közlekedés, a szálláshelyszolgáltatás, vendéglátás	10316	4274	3315	-1106	-10732	-6530	463
Információ és kommunikáció	-879	712	-1250	1775	-2038	2014	-334
Pénzügyi, biztosítási tevékenység	2486	-70	244	-1907	-2270	-2199	3715
Ingatlanügyletek	4852	0	-2380	0	0	-2472	0
Szakmai, tudományos, műszaki tevékenység; adminisztratív és szolgáltatást támogató tevékenység	5553	-5167	2368	-1791	-2500	2088	-551
Közigazgatás, védelem, oktatás, humán-egészségügyi és szociális ellátás	-7652	-2871	-3351	6337	5487	10431	-8381
Művészet, szórakoztatás, szabadidő; egyéb szolgáltatások	-1659	1222	3280	-251	121	-2486	-226
EN (összes hatás)	23728	-16214	-10827	9315	-14292	10758	-2468
ER (területi hatás)	18205	17184	19560	34163	19613	41876	21735
ES (ágazat hatás)	5523	-33398	-30387	-24848	-33905	-31118	-24203

Forrás: Saját számítás Eurostat adatok alapján

A számítási eredményeket a 7 magyarországi régió esetében térképen szemléltettem a Nemes Nagy (2005) által kidolgozott kategóriák alapján. A régiók esetében a területi hatás érvényesült erősebben a Közép-magyarországi, Dél-dunántúli és az Észak-alföldi régiók esetében, a többi régiónál pedig az ágazati hatás érvényesült erősebben.

**4. ábra.** Shift-share analízis eredményei (a 3. táblázat besorolási kategóriái alapján)

**Figure 4.** The result of shift-share analysis (according to the categories of Tab. 3)



Forrás: Saját szerkesztés saját számítások alapján

Érdeemes lenne összehasonlítani a foglalkoztatási ágakban bekövetkezett változásokat és a migráció mértékét az egyes ágazatban dolgozóknál, de az utóbbira sajnos nem találtam statisztikai adatokat.

#### **A nemzetközi munkaerő áramlás**

„A nemzetközi vándorlás az eredeti (szokásos) lakóhely országának olyan tartós elhagyása, amelynek célja egy más országban való lakóhely létesítése letelepedés vagy jövedelemszerző tevékenységvégzése céljából. A fenti definíciót egészíti ki Rédei Mária a tanulási célú migráció fogalmának bevezetésével (Rédei,2007), valamint Illés Sándor az időskori vándorlással, melynek célja lehet a nyugdíjak vásárlóerejének jobb kihasználása vagy a kedvezőbb éghajlat keresése.” (Kincses, 2012:14)

„A migráció kérdése a korábbi jogi és belügyi irányításból kilépett. Nem a jogi korlátok határozzák meg a migrációt, hanem az egyéni készségek és képességek.” (Rédei, 2007)

Illés-Kincses (2009) szerint a hagyományos migráció értelmezés a migrációt egyszeri eseményként fogja fel. Az információs és közlekedési technológia fejlődése magával hozta a többes vándorlások nemzetközi szintéren való megjelenését. Legkiterjedtebb szakirodalma a transznacionális vándorlásnak van, melynek régi megközelítése szerint a nemzetközi migráció folyamata során legalább két egymástól független államot érint. „A kibocsátó államtól elszakad és a fogadó országhoz kapcsolódik a vándorló. Modern értelemben azonban a

migráns a kibocsátó országtól nem szakad el véglegesen, a befogadó államhoz viszont munkája, lakhatása és egyéb tevékenységei révén kapcsolódik.”

Nemzetközi vándorlás alatt többnyire az önkéntes migrációt és a kényszer migrációt értjük.

Röviden érdemes áttekinteni a nemzetközi munkaerő-áramlás főbb típusait:

- magasan kvalifikáltak nemzetközi migrációja („brain drain” jelenséggel sokan egyenrangúnak értelmezik),
- alacsony képzettségű vagy szakképzetlen munkaerőnek a családjával együtt történő áttelepülése,
- ideiglenesen külföldön tartózkodó munkaerő,
- illegális betelepülők és munkát vállalók csoportja,
- külföldre menekülők nemzetközi áramlása. (Szentes, 1995)

A különböző tényezők a migrációs tendenciák tekintetében sem választhatók el könnyen egymástól. Kelet-Európa növekvő számban fogad főleg kvalifikált külföldieket, de a küldő jelleg érvényesül erőteljesen.

A migráció témakörében a mobilitás fogalma sem megkerülhető. Visszatérek a rugalmasság kérdésére, ami úgy teljesülhet, hogy térbeli mobilitás jelen van. A mobilitás földrajzi és társadalmi mobilitást is jelent és a földrajzi mobilitás közül az államhatárokat átlépő mobilitást emeltem ki. A termelés-kihelyezést tekinthetjük a munkaerő keresletet befolyásoló tényezőjeként, amely a migráció kínálati oldali változását befolyásolja. Nagy (2010) szerint a globális gazdaságban a termelési tényezők a korábbihoz képest magasabb mobilitással járnak, így a munkaerő, mint gazdasági tényező globalizációja alatt az államhatárokat átlépő mozgásokat érti. A globális munkaerőpiac új szerveződési rendet követ, az egyes szektorok eltérő súlya eredményezi az egyre megosztottabb munkaerőpiacot, aminek eredményeképpen egy a korábbinál rugalmasabb, ugyanakkor sérülékenyebb munkaerőpiac alakul ki.

A külföldi befektetésekkel ez annyiban függ össze, hogy átlagban magasabban képzett munkaerőt foglalkoztatnak. A fizikai dolgozóknak a külföldi cégek sem fizetnek többet, mint a hasonló termelékenységű hazaiak. A migráció napjainkra világjelenséggé vált, az alacsony képzettségű, alacsony bérű munkaerő beáramlása a kínálat bővülése által kis mértékben növeli a munkanélküliséget. A bevándorlások hatása függ az adott ország makroökonómiai feltételeitől, a bérvizonyoktól, a képzettségi szinttől is. A migráció okozta foglalkoztatási probléma összetett, mely beleolvad az általános foglalkoztatási problémákba. (Falusiné, 1999), (Rédei, 2005)

A globalizáció hatásaként a technológia fejlődése egyre inkább kiszorítja az élómunkát a termelésből, ugyanakkor a tőkének szüksége van a munkaerőpiac rugalmasságára. Már



Beveridge (1909) is felismerte azt, hogy a munkanélküliség nem küszöbölhető ki teljesen a gazdaságban, sőt szerinte a munkanélküliség minimális szintje (2-3%) szükséges. Szerinte enélkül a tartalék nélkül a munkaerőpiac nem lenne eléggé flexibilis – a munkanélküliek egy csoportját Marx „tartalékseregnek” nevezte. Gazdasági fellendülés idején a foglalkoztatás kisebb mértékben bővül, mint a kibocsátás, gazdasági visszaesés idején viszont gyorsabban csökken, mint a termelés.

A munkaerő-piaci következmények között megjelennek a fokozódó munkanélküliségi problémák, a szegénység és kirekesztettség, a társadalmi és gazdasági problémák, a függőségi viszonyok erősödése, a szegregáció fokozódása és ezek együttes hatásaként az erősödő migrációs folyamatok.

A tartós munkanélküliség veszélyei között szerepel, hogy megnehezíti az inaktivitási arány csökkentését, a munkanélkülit a munkaerőpiac végleges elhagyására ösztönzi, a fekete és szürkegazdaság veszélyei erősödnek. Továbbá a költségvetésre nézve kettős negatív hatással bír: a munkanélküli támogatások folyósítása jelentős kiadásokat okoz, valamint az elmaradt adóbevétel is számottevő és ezek csak közvetlen hatások. A nemzetközi vándorlás közvetlen és közvetett hatásai a népesedési folyamatokra is hatással vannak. A közvetlen hatások közé soroljuk a beérkező fiatalok magas arányát és ebből kifolyólag a korszerkezetben érzékelhető „fiatalító” változásokat. A közvetett hatások közé tartoznak a befogadó országban jelentkező, a migránsok életkorából fakadó folyamatok, úgy mint a születésszámok növekedése, házasságkötések számának növekedése, ingatlanpiaci adatok javulása és természetesen a munkaerő-piaci módosulások. (Kincses-Takács, 2010; Kincses-Takács, 2012)

A migrációt befolyásoló tényezők összetettek, magának a migrációnak számos oka van, majdnem annyi, mint ahány migráns, azonban alapvetően három fő típusra oszthatók:

- kereslet által vezérelt tényezők a célországban
- kínálat által vezérelt tényezők a származási országban
- hálózati tényezők, melyek összekötik a származási országot és a célországot.

#### **4.táblázat:** A migráció főbb típusai

**Table 4.** The types of migration

migráció típusa	igényvezérelt	kínálatvezérelt	hálózati
gazdasági migránsok	munkaerő kereslet (pl. vendégmunkások)	munkanélküliség, alacsony foglalkoztatás, alacsony bérek	állás és bérinformációk, családgyesítés
nem gazdasági migránsok	családgyesítés	üldöztetés és háború elleni menekülés	kommunikáció, szállítmányozás, kalandvágy

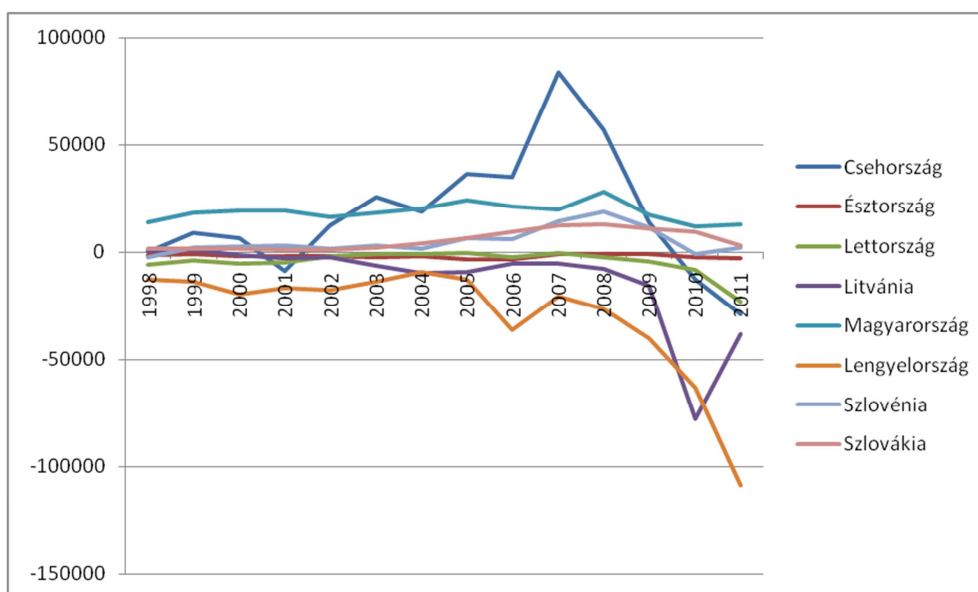
Forrás: Martin, 2003

A nemzetközi vándorlási különbözet adatait vizsgálva a kelet-közép-európai országok esetében jól látható, hogy a 2004. évtől kezdődően egyre nagyobb a be- és kivándorlások aránya országonként (5. ábra).

A vándorlási különbözet Lengyelországban a gazdasági válság óta jelentősen megnőtt, amely egy erőteljes kivándorlást jelent (amelyre hatással volt a 2008. évi gazdasági válság is). Hasonló tendenciát figyelhetünk meg Litvánia esetében is, ezzel szemben Csehországban 2007-ig a pozitív vándorlási egyenleg jellemezte az országot, majd a válság után óriási mértékű visszaesés tapasztalható.

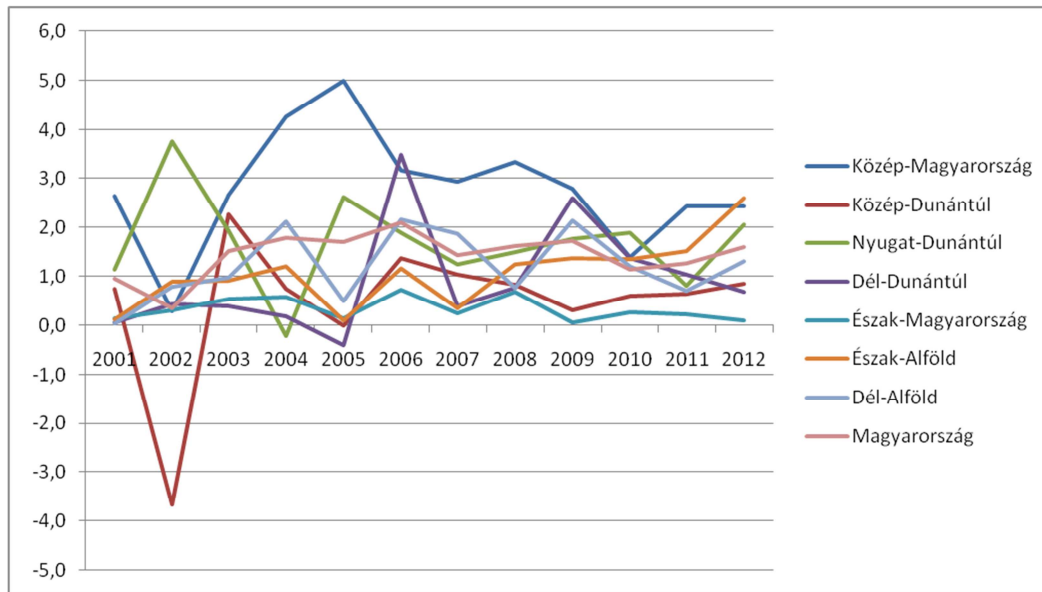
### 5. ábra. Nemzetközi vándorlási különbözet

Figure 5. International migration difference



Forrás: Saját szerkesztés KSH adatok alapján

Sokkal hektikusabb és reálisabb képet mutat a vándorlási különbözet nagysága ezer lakosra vonatkoztatva. A rendszerváltás után a térség a külföldi állampolgárok befogadó országaiá váltak (6. ábra).

**6. ábra.** Magyarország vándorlási különbözete ezer lakosra**Figure 6.** Migration difference in Hungary (per 1000 inhabitant)

Forrás: Saját szerkesztés KSH adatok alapján

Érdeemes megemlíteni, hogy a Magyarországra érkező környező országból a szerb állampolgárok alkotják az egyik legjelentősebb külföldi népesség-csoportot. „A rendszerváltás óta Magyarország nemzetközi vándorlási többlettel rendelkezik. Azaz, több külföldi érkezik az országba, mint ahány magyar állampolgár elhagyja azt.” A szerb-magyar migrációs kapcsolatok történeti síkon vizsgálva is erősek, nagy múltúak a folyamatok. A migráció az összes szerb- és magyar megyét érinti. (Kincses-Takács, 2010:70)

Tóth-Kincses (2010) útmodell és gravitációs modell segítségével szemléltették a szomszédos országokból a Magyarországra érkező migráns munkavállalók arányát és statisztikai jellemzőit. Külön vizsgálati téma lehet a magyarországi állampolgárokra és a szomszédos országok állampolgáira jellemző migrációs folyamatok (ezeket jelen tanulmányban nem vizsgálom).

### Foglalkoztatási célok kelet-közép-európában

Kíváncsi voltam arra, hogy a kelet-közép-európai országok foglalkoztatási céljai között milyen szerepet kap a migráció, egyáltalán megjelenik-e. Az Európai Unió foglalkoztatáspolitikája jelentős mértékben meghatározza, keretek közé szorítja a nemzetállamok foglalkoztatási céljait, törekvéseit. Magyarország foglalkoztatáspolitikája a rendszerváltás után az aktuális kormányzati céloknak megfelelően gyakran változott és más-más szempontok kerültek előtérbe. A rendszerváltást követő 3 évben hazánkban másfél millió munkahely szűnt meg, melynek veszteségeit ma is érezni. A Horn-, az első Orbán-, a Medgyessy- és a Gyurcsány-

kormány alatt a munkanélküliség csökkentése és a munkahelyteremtés célként megjelentek, de tartós eredményeket nem tudtak elérni a munkaerőpiacon.

A kelet-közép-európai országok legaktuálisabb foglalkoztatáspolitikai célkitűzéseit szükségesnek tartottam megvizsgálni, de nehézségekbe ütköztem, ugyanis néhány ország esetében ilyen dokumentumok csak az adott ország nemzeti nyelvén voltak elérhetőek. Így minden ország esetében egységesen a National Reform Program (NRP) 2012. évi dokumentumait elemeztem ugyanazon szempontok alapján, mindegyik NRP az Európa 2020 Stratégia fő céljaira épít (5. táblázat). Az alábbiakban az egyes országokra jellemző foglalkoztatási célokat tekintem át.

**5.táblázat.** Kelet-Közép-Európa foglalkoztatáspolitikája országonként  
**Table 5.** The employment policy in Central-Eastern-Europe

Ország	Elérendő célértékek 2020-ra	Prioritások	Atipikus foglalkoztatás	NRP hossza
Cseh-ország	foglalkoztatási ráta: 75% idősek foglalkoztatása: 55% munkanélküliségi ráta: n.a.	-aktív foglalkoztatáspolitikai eszközöket alkalmaz, -fiatalok munkanélküliségének csökkentése	nem jelenik meg	117 oldal, ebből 12 oldal a foglalkoztatási rész
Észt-ország	foglalkoztatási ráta: 75% idősek foglalkoztatása: n.a. munkanélküliségi ráta: 2,5%	-aktív foglalkoztatáspolitikai eszközöket alkalmaz, -munkanélküliség csökkentése, -életminőség javítása, oktatás fejlesztése	nem jelenik meg	77 oldal, ebből 5 oldal a foglalkoztatási rész
Lett-ország	foglalkoztatási ráta: 73% idősek foglalkoztatása: n.a. munkanélküliségi ráta: n.a.	-vállalkozások fejlesztése, -adminisztratív terhek csökkentése, -oktatás fejlesztése, -munkanélküliség csökkentése, -mobilitás támogatása,	nem jelenik meg	60 oldal, ebből 6 oldal a foglalkoztatási rész
Litvánia	foglalkoztatási ráta: 72,8% idősek foglalkoztatása: 53,4% munkanélküliségi ráta: n.a.	-gazdaságilag aktívak számának növelése, -oktatás fejlesztése, -új munkahelyek teremtése, -Munka Törvénykönyvének módosítása egy hatékonyabb szabályozási rendszer megteremtéséért	nem jelenik meg	42 oldal, ebből 7 oldal a foglalkoztatási rész
Magyar-ország	foglalkoztatási ráta: 75% idősek foglalkoztatása: n.a. munkanélküliségi ráta: n.a.	-inaktivitás csökkentése, -korai nyugdíjazás megszüntetése, -fogyatékosok foglalkoztatásának növelése, -rugalmas munkaerőpiac megteremtése, -szakképzési rendszer fejlesztése, -fiatalok a fókuszban, -idősek foglalkoztatásának növelése	rugalmas foglalkoztatási formák előtérbe helyezése, (továbbá közfoglalkoztatás támogatása)	156 oldal, ebből 27 oldal a foglalkoztatási rész

**5.táblázat.** (folytat)  
**Table 5** (continued)

Ország	Elérendő célértékek 2020-ra	Prioritások	Atipikus foglalkoztatás	NRP hossza
Lengyel-ország	foglalkoztatási ráta: 71% idősek foglalkoztatása: n.a. munkanélküliségi ráta: n.a.	-LLL fejlesztése, -idősek foglalkoztatásának növelése (50+ programok), -fiatalok foglalkoztatásának növelése (30- programok), -alacsonyabb foglalkoztatási terhek	nem jelenik meg	71 oldal, ebből 4 oldal a foglalkoztatási rész
Szlovákia	foglalkoztatási ráta: 72% idősek foglalkoztatása: n.a. munkanélküliségi ráta: 3%	-fiatalok foglalkoztatásának növelése, -hátrányos helyzetűek foglalkoztatásának növelése, -oktatás fejlesztése, -új munkahelyek teremtése	nem jelenik meg	41 oldal, ebből 3 oldal a foglalkoztatási rész
Szlovénia	Nem elérhető sem szlovén, sem angol nyelven a Nemzeti Reform Program			

Forrás: Saját szerkesztés az NRP (2012) dokumentumok alapján

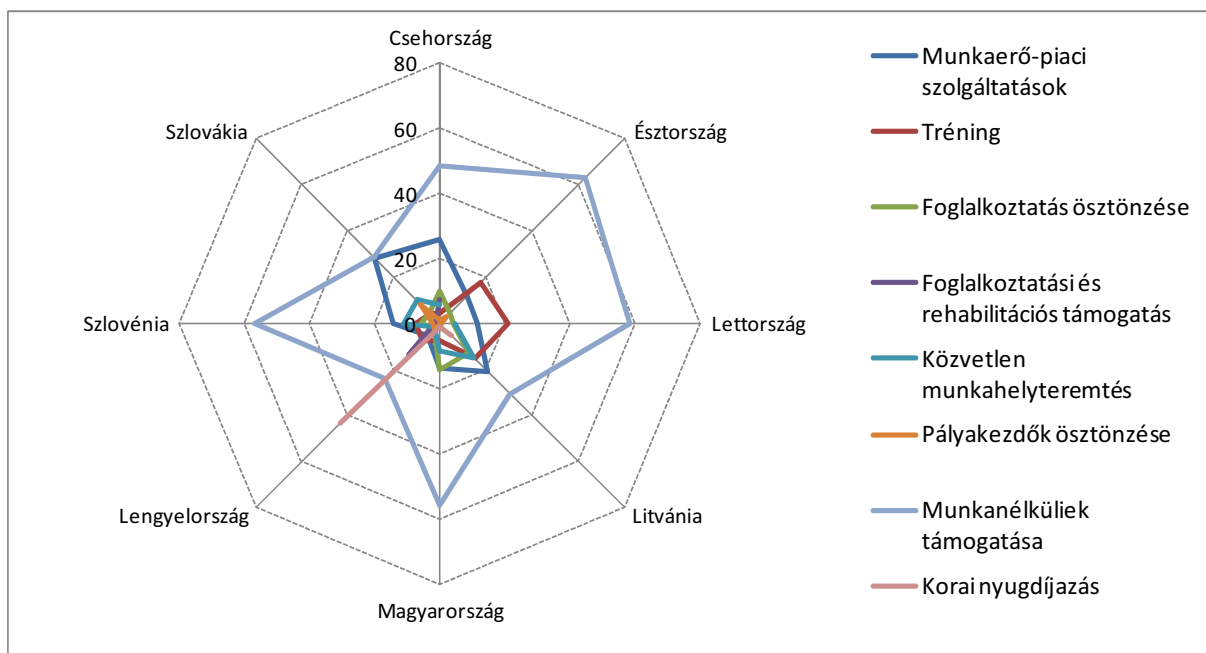
A megvizsgált NRP dokumentumok alapján kirajzolódik, hogy a legtöbb ország az Európa 2020 Stratégiában elfogadott 75%-os foglalkoztatási rátát tekinti elvárható és teljesítendő kritériumnak. Az időskorúak foglalkoztatásánál Csehország és Litvánia adott meg célértéket, a többi ország erre nem tért ki. A munkanélküliségi ráta Észtország és Szlovákia esetében került meghatározásra, ott is irreálisan alacsony célértékekkel (2,5-3%). A prioritások között többnyire az aktív foglalkoztatáspolitikai eszközök alkalmazása jelenik meg, a legtöbb esetben nincs pontosan megnevezve az alkalmazandó eszköz. Az életminőség javításában, az oktatás fejlesztésében, új munkahelyek teremtésében és a mobilitás támogatásában látja a legtöbb ország a munkaerőpiac jövőbeli fejlesztését. Ugyanakkor az ezekhez hozzárendelni kívánt támogatási összegek vagy programok nem kerültek megemlítésre a dokumentumokban. A vizsgált Nemzeti Reform Programok közül Magyarországon foglalkoztak a legtöbb oldalon keresztül ezzel a témával (27 oldal), míg a többi ország 3-10 oldalban foglalta össze nagyon röviden a foglalkoztatási prioritásokat. Meglepő, hogy az atipikus foglalkoztatást csupán Magyarország említi meg az anyagban és itt sem részletezték ennek a megvalósítási formáit. Összességében megállapítható, hogy az országok foglalkoztatási irányvonalait az Európa 2020 Stratégia gyökeresen meghatározza, azt tekintik követendő célnak és hiányoznak az országspecifikus irányvonalak.

Az egyes kiadások típusát a teljes kiadások összegéhez viszonyítottam 2005. és 2010. években (7. ábra és 8. ábra). 2005-ben a legnagyobb arányt egyértelműen a munkanélküliek támogatása teszi ki. A legjelentősebb összeggel Észtország támogatja a munka nélkül maradt lakosait, a sorban Lettország és Magyarország követi mindkét évben. 2005. évben

Magyarország 341 millió eurót költött a munkanélküliek támogatására, míg Lengyelország 745 millió eurót. Észtországban a munkanélküliek támogatása a teljes támogatáson belül 63,3% volt, Magyarországon 55,72%, míg a legalacsonyabb Lengyelországban 23,8%. Kiugróan magas volt a korai nyugdíjazásra fordított kiadás Lengyelországban (1.350 millió euro, azaz 43,7%), amely közvetlenül hat a munkaerőpiacra, de az államháztartásra csak közvetetten. Az aktív foglalkoztatáspolitikai eszközök közül a munkaerő-piaci szolgáltatásokra 2005. évben Szlovákia fordította a legtöbbet (28,1%-ban), majd Csehország (25,9%), Magyarország a középmezőnybe tartozott (13,7%), míg a legkevesebb ráfordítás Lengyelországban volt (5,4%) a teljes kiadásokhoz képest. A tréningekre fordított kiadások a Balti államokban 15-20% közöttiek a teljes kiadáshoz képest, míg a többi országban elenyésző a tréningekre fordított kiadás. A passzív foglalkoztatáspolitikai eszközök sokkal jelentősebbek minden vizsgált országban, mint az aktív eszközök, ami a munkaerőpiac kedvezőtlen állapota mellett a foglalkoztatáspolitikai konzervatívizmusát is mutatja.

**7. ábra.** Foglalkoztatáspolitikai kiadások aránya (%) a teljes kiadáshoz képest (2005)

**Figure 7.** Percentage of the expenditure of employment policies (%) compared to the total expenditures (2005)



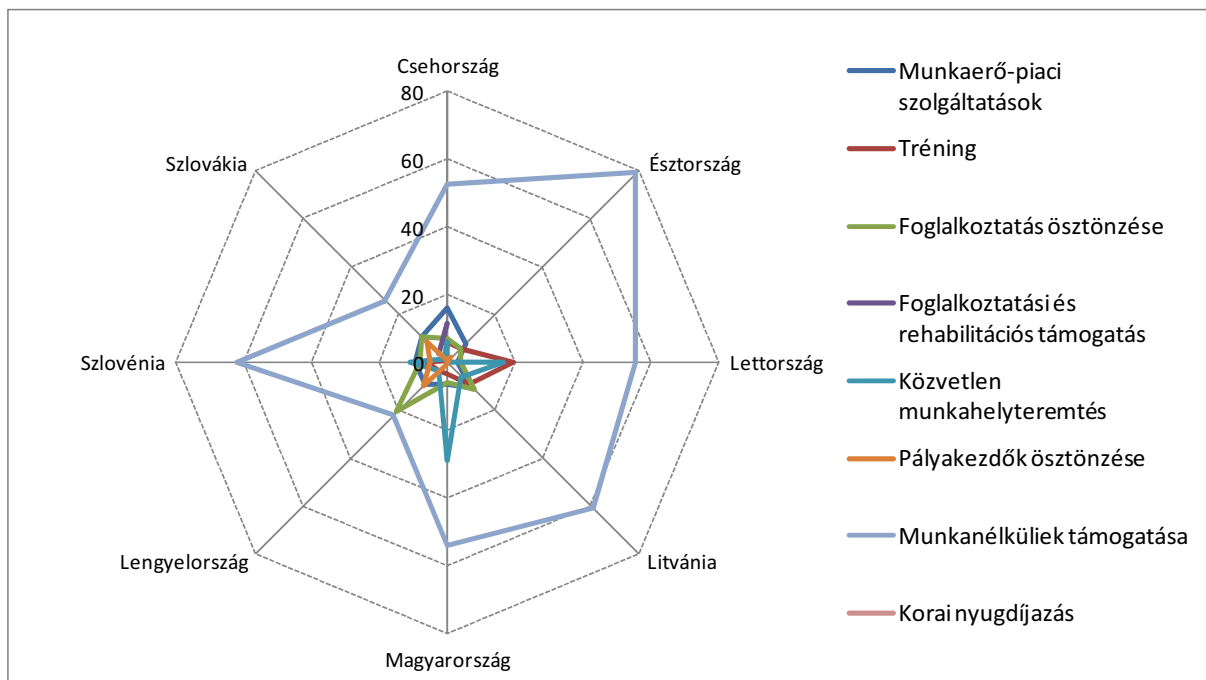
Forrás: Saját szerkesztés Eurostat adatok alapján

2010-ben a gazdasági válságra a foglalkoztatáspolitikai minden országban a passzív eszközök összegének és arányának növelésével válaszolt. A munkanélküliek támogatása jelentősen megemelkedett mindenhol. A munkanélküliek támogatása Észtországban a legnagyobb arányú (79%) a teljes kiadáson belül, hasonló mértékű növekedést eredményezett a gazdasági

válság Litvánia esetében is (59%). Litvániában 5 év alatt a munkanélküliek támogatása 30 százalékponttal lett magasabb, Észtországban 15,7 százalékponttal. Meglepő módon Lettországban, Magyarországon és Szlovákiában a munkanélküliek támogatására fordított kiadások aránya 2-3 százalékponttal csökkentek, annak ellenére, hogy a gazdasági válság hatására a munkanélküliségi ráta a 2005. évihez képest magasabb lett ezekben az országokban is. Lettországban és Magyarországon válságkezelési technikaként a közvetlen munkahelyteremtésre szánt támogatásának jelentős növelését alkalmazták, míg Szlovákiában a foglalkoztatás ösztönzését helyezték az előtérbe. A többi aktív foglalkoztatáspolitikai eszközre költött kiadás 5 év alatt lecsökkent, a legnagyobb mértékben a munkaerő-piaci szolgáltatásokra és a tréningekre fordítható kiadásokat fogták vissza.

**8. ábra.** Foglalkoztatáspolitikai kiadások aránya (%) a teljes kiadáshoz képest (2010)

**Figure 8.** Percentage of the expenditure of employment policies (%) compared to the total expenditures (2010)



Forrás: Saját szerkesztés Eurostat adatok alapján

Bár a foglalkoztatáspolitikai deklarált céljaiban a vizsgált országok között jelentős különbség nem mutatható ki, addig a foglalkoztatáspolitikai eszközöket differenciáltabban alkalmazzák. Megállapítható, hogy a foglalkoztatási irányvonalak között a migráció kérdése egyáltalán nem jelent meg.

## **A befogadó ország szerepe**

A nemzetközi migráció esetében a befogadó országnak kiemelt szerepe van, egyrészt már a migránsok befogadásának hajlandósága meghatározza, hogy mennyire „kedvelt” célterületről van szó. A beilleszkedés folyamatának megkönnyítésében szintén kiemelt szerepe van az adott országnak, a sikeres beilleszkedés után a migráns munkavégzési hajlandósága és szakképzettségi szintje lesz meghatározó. (Dabasi, 2009) A kelet-közép-európai országok a rendszerváltást megelőzően kibocsátók voltak, majd a rendszerváltást követően befogadó országok lettek. A mai folyamatokban együttesen jelen vannak a küldő és a befogadó elemek is, de a két folyamatot vizsgálva a lakossági összetétel alapján eltérő adatokkal találkozhatunk. A minőségi munkaerő megtartása minden ország számára fontos, ehhez szükséges egy megfelelő gazdasági-társadalmi környezet. Az országhatárok szerepének csökkenése szintén hozzájárul az egyéni döntéseken alapuló migrációhoz is, az adminisztratív akadályok megszűnése révén nagyobb tömegeket érint a nemzetközi migráció a kelet-közép-európai térben, mint a rendszerváltás előtt.

## **KÖVETKEZTETÉSEK**

A migrációs folyamatok egyensúlyban tartásához szükségesnek tartom, hogy egy hatékony migrációs politika kerüljön kialakításra, amelyet célszerű összehangolni a foglalkoztatáspolitikai irányvonalakkal. A nemzetállami szintű migrációs politika helyett szakma specifikus szintű migrációs politika kialakítása lenne indokolt. A kelet-közép-európai térben komoly kihívást jelent a munkanélküliség kezelése, amely szintén erősen hatással van a migrációs folyamatok élénkülésére.

## **SUMMARY**

In this study I examined the main factors of migration, in particular to globalization, as well as the unemployment. This factor affects the migration processes. The main effect of globalization on labor market is manifested most in demand for labor flexibility and growth rather than an overall reduction in demand site. The production shift will be considered as a factor affecting labor demand, which is influenced by changes in the supply-side migration. The factors of production in the global economy will be higher mobility than before, so the workforce as an economic factor in the globalization movement across national boundaries thereof.

The global labour market is following new sourcing organization, the weight of each sector results an increasingly segmented labour market, resulting in a more flexible than before, but develops uncertain labor market. The following factors, among those influencing the demand for labour, resulting from the changed economic situation, exerted an impact on the global labour market in the 1980s. They can clearly be seen as the impact of globalization: slow-down of economic growth in the developed capitalist countries, decrease in investments, few job-creations, rapid growth of real wages, increase of raw material prices, role of international division of labour. Factors influencing the supply of labour force: change in the demographic factor and activity rate, increased women's willingness to work, intensification of international migration.



The change in the mass of global labour force and the evolution of differences among continents and countries between 1992 and 2011 are illustrated by means of Hoover-index. It is one of the most widespread index to show regional disparities. Having analyzed the Hoover index values between the population and the employed in EU-15 and Central-Eastern Europe, a special development path, that is lagging behind, of Eastern Bloc can be seen well, totally opposite processes take place. While competition is intensifying within EU-15 member states, the differences are apparently decreasing in Eastern countries; however it does not mean development or convergence, it rather means a joint divergence.

The factors which are influenced the migration are complex, the migration has many causes, almost as many as the number of migrants, but basically can be divided into three main types: (1) driven by demand factors in the host country, (2) driven by supply factors in the country of origin, (3) network elements that connect the country of origin and the country of destination.

A variety of factors can not easily be separated from each other of migration trends with respect. An increasing number of skilled workers get work in Eastern Europe. I examine the employment policy objectives and the instruments in Central-Eastern-European countries, as well as I analyze the immigration and emigration data trends. According to my hypothesis the Central-Eastern-European unfavorable labour market trends coupled with a selective emigration, which is further complicated by the internal labour market status of the nation state.

I analysed the employment policy of the European Union, which significantly determines and sets limits on the employment-related objectives and efforts of the nation states. The analysed NRP documents indicate that most countries views the 75% rate of employment, accepted in the Europe 2020 Strategy, as an expected and attainable criterion. The Czech Republic and Lithuania displayed target values for the employment of the elderly, other countries did not specify it. The rate of unemployment was put forth by Estonia and Slovakia, with also unrealistically low target values (2.5-3%). The priorities mainly include the use of active employment policy tools, although in most cases the tool to be applied is not specifically named. Most country see the future development of labour market in improving the quality of life, development of education, creation of new jobs and supporting mobility. At the same time, the amounts of support or the programs assigned were not mentioned in the documents.

According to my opinion it is necessary to develop an effective migration policy balancing the migration, which should be aligned to the employment policy guidelines. It would be reasonable to develop a profession specific level of migration policy instead of the national level of migration policy. The treatment of the unemployment in Central-Eastern-Europe is a serious challenge, which is also strongly affects the revival of migration processes.

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## **CHALLENGES AND THEIR POSSIBLE SOLUTIONS IN THE EVER- CHANGING LAKE BALATON REGION**

### **A FOLYTON VÁLTOZÓ BALATON TÉRSÉG KIHÍVÁSAI ÉS LEHETSÉGES MEGOLDÁSAI**

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#### **Abstract**

We carried out this research focussing on the importance and local role of entrepreneurs in order to find out how “Balaton identity” can be developed and enhanced and which factors influence its existence. We are also interested in the way the political marketing for regionalisation can help the local inhabitants achieve higher living standards and form a bond with the region through small enterprises. The stronger and finer the bond is, the more active the local communities in the examined region are and they perform better in environmental, economic and social tasks. The potentials in “Balaton identity” may play an important role in future regional development.

Health literacy, which promotes the cooperation between health care employees and the people, has become a new, important concept for the European Commission. If health literacy is integrated into the European Union Health Strategy that emphasises the increasing role of citizens, the efficiency of the health care system may improve and the burdens may decrease.

The results are determined by the quality and the direct/indirect impacts of the working environment that affect our health condition in several ways. Consequently, one of the most important scenes for health promotion and health protection is the workplace. Workplace health promotion is clearly a profitable activity, since the employer, the employee and the social system all have interest in the benefits. Healthy, qualified and motivated workers increase the innovative potential and the productivity of the enterprise. Correct workplace health promotion also improves the company’s image among the clients and on the labour market.

**Key words:** Lake Balaton Resort Area, change, small and medium enterprises, health literacy

#### **INTRODUCTION**

The largest freshwater lake in Central and Eastern Europe is Lake Balaton. It is located in Lake Balaton Resort Area, one of the country’s most favourable tourist destinations, where tourism is the key industry. In order to exploit the benefits of tourism, we need conscious planning. Beside financial aspects, self-fulfilment, educational programs for the visitors,

display of our own culture and respect for other nation's intellectual heritage are essential in the long run. Human factors are important as well. The success or failure of Lake Balaton as a tourist destination is greatly influenced by the local population.

Health literacy is based on general literacy and entails people's knowledge, motivation and competences to access, understand, appraise and apply health information to make judgments and take decisions in terms of healthcare, disease prevention and health promotion to maintain and improve quality of life throughout the life course. The impact of health literacy is threefold: It enables the individual to understand information about his/her health; it enables a person to make informed decisions and act independently based on his/her knowledge; finally, it allows a person to reflect about and explore alternative health-related options.

It is necessary to improve the conditions of employment in Lake Balaton region during off-season.

Although in Lake Balaton region it is forbidden to establish manufacturing and processing plants that damage the environment, we might find a balance between industry and nature that may help attract companies with income generating capacity. Taking into account this consideration, we can achieve the objectives of enterprise development plans by breaking them down into certain fields. In Lake Balaton region these fields may include: information technology, pharmaceutical industry, medical device manufacturing, manufacturing of goods to improve the quality of life and production activities related to renewable energy industry (considering infrastructure, transportation possibilities, payload and environmental protection). Furthermore, these manufacturing plants have relatively low environmental impacts. Strategic plans claim that due to the developments in infrastructure and services, institutions and service providers may attract not only patients from 2015 on. The growing number of qualified staff speaking foreign languages and the increasing amount of patients treated in the region also inspire research and development companies in health industry. The activities and the earnings of companies that supply healthcare (pharmaceuticals, medical devices, IT etc.) can be boosted with developments aimed for creating clinical sites, starting research programmes and establishing research cooperation. It is needless to say that a favourable market environment for research and development requires the presence and cooperation of several fields (healthcare, specialised care, quality management, legal representation, management).

Balaton Regional Development Strategy was published in September 2014 and it defines the strategic plans integrated into the overall objectives. The material is divided into seven parts. The topic related to our study is "Health and recreation at Lake Balaton", which is

designed to improve the health and quality of life of visitors and local people by offering health services based on the area's natural resources (Lake Balaton Development Council, 2014).

## **SCIENTIFIC BACKGROUND**

As a starting point for the research the authors used their own scientific works that had been published previously. The results of these studies can be found in this article as well. There already exists a PhD dissertation on the topic, which was written by Erzsébet Péter in 2008 and it evaluated the entrepreneurship in retail and catering enterprises located in Lake Balaton Resort Area. The next survey was titled "Situation analysis of tourism-related businesses in a referential resort area of Hungary" that was published in The Central European Journal of regional Development and Tourism. It was followed by a study for Laky Teréz Research Scholarship, which analysed the entrepreneurship in the designated area in 2010. The results were published under the title of "More can sometimes be less, - in other words, what and how much do Hungarians consume?"

In 2014 the results of the research written for Magyary Zoltán Postdoctoral Fellowship were published in GAZDÁLKODÁS Agricultural Economics Journal, which studied health literate food consumption and the role of enterprises in health maintenance. The authors felt important to present the results by analysing the demands. The title of the paper was "The role of health-conscious decisions in food consumption".

## **OBJECTIVES AND MAIN ISSUES**

The aim of this research is to reveal the characteristics of Lake Balaton Resort Area, which is one of the most important tourist destinations in Hungary. The research involves identifying the improvements in trade and also wants to find out how the main season tendencies and the changes in the composition of visitors influenced accommodation and catering. A corporate culture in which health is at least as important as the economic objectives set by the company may contribute largely to the employee health promotion. Nowadays enterprises put emphasis on prevention and on the preservation of good physical and mental condition of the co-workers by applying health oriented work organisation because it may improve work efficiency. The empirical study analyses enterprises in Lake Balaton Resort Area to get information how employers provide fringe benefits and activities to protect health and how the capital invested in public and private health care system is returned. The present study

evaluates the preventive approaches to health and what support employees can get in various size categories and forms of business enterprises. The importance of the service sector in Lake Balaton Resort Area, where the research took place, is increasing and it provides alternative workplaces for local inhabitants. Employees dismissed from the first sector are concerned in the first place, since this is nearly the only possibility for them to earn their living. This study classifies the enterprises into branches and examines the concentration of retail trade and the trends in catering trade.

The retaining power of an area means that it can provide employment for the local population, which enables them to become self-employed or work as a valued employee throughout the year. That is why it is crucial to know how much the employers appreciate their staff, what the opening hours are and whether the businesses operate during the main season only or off-season as well.

## **METHODS AND RESULTS**

The location of our empirical study covers settlements from three counties and, although it is not classified at NUTS level 2, might as well be an individual region from functional aspects. The Lake Balaton Resort Area is made up of settlements from three counties, namely Somogy, Zala and Veszprém.

One of the surveys took place in 2010, which was also an essay written by Erzsébet Péter for Laky Teréz Research Scholarship in the same year. The title of the paper was “Evaluating entrepreneurship in Lake Balaton Resort Area 2005-2010”. In the meantime the Act regarding the place of the survey was modified. At present, the Act LVII of 2008 on accepting a regional development plan for the Lake Balaton Resort Area and the amendment of Act CXII of 2000 are in effect. As a consequence, both the number of settlements and the number of businesses changed in LBRA (Lake Balaton Resort Area). Nowadays the area consists of 179 settlements, 51 of which can be found near the shore. Their analysis is significant since the entrepreneurial activity is more persistent in settlements near the shore. We established seven methodological subregions and conducted a survey administering 300 questionnaires. During the sample selection process we took into consideration the number of enterprises and their distribution in the methodological subregions. The businesses were represented by their location (near vs. far from Lake Balaton; city vs. village), size, sectors and sub-sectors in order to easily compare the data with the figures from the previous study (Babbie, 2001). When investigating the hypotheses, we ran regression and correlation analyses on the

collected data by using Microsoft Excel and PSS software. The area of the research is made up of 179 settlements which are parts of 17 subregions. 162 of them are villages and 17 are cities. Lake Balaton Resort Area lies on the territory of three regions, namely Southern Transdanubia, Central Transdanubia and Western Transdanubia. The settlements of the Lake Balaton region are located in Somogy County (69 settlements), Veszprém County (72) and Zala County (38).

The other survey was completed between 2013 and 2015. We analysed the secondary data focussing on health literacy and its presence in consumer habits. The primary research aimed at health literacy and consumer culture. We analysed the demand and supply relations. The population data of the resort area published on 1 January 2013 provided the sample for the quantitative survey. The sample consisted of 500 people, 47% of which were male and 53% female. The survey represented the respondents by age and sex. We applied random selection when choosing samples. The survey regarding entrepreneurs was conducted using questionnaires as well. It reflects the employers' opinion on health literacy in corporate culture. We applied systematic sampling method; every fifteenth enterprise was selected after defining a random starting point.

We visited 200 entrepreneurs in person, 198 of them gave answers that could be sufficiently evaluated. The sample represented the enterprises by size and sector (public vs. private). The research, which provided the basis for the publication by Erzsébet Péter Ph.D., was supported by the Hungarian „National Excellence Programme to support students and researchers” within the framework of the project TÁMOP 4.2.4.A/1-11-1-2012-0001. The project is supported by the European Union and co-financed by the European Social Fund.

The research was based on the following initial hypotheses:

- Our first hypothesis claims that retail enterprises with supplier activities only are less successful than independent businesses.
- Our next hypothesis claims that investments carried out in the previous year influence business turnover.
- Our third hypothesis assumes that the smaller the enterprise the more intimate the atmosphere is and the employers have a better understanding of the demands and problems of their employees and attach importance to offering fringe benefits, adequate services and vaccination.

### **Correlation between supplier activity and success**

The respondents ranked their success on an ordinal scale. Ordinal scales can display not only similarity and difference but also sequence. The sample is arranged based on a common feature. In this case for example, 0 means total failure and 10 means total success. We studied supplier activity as a measure of success.

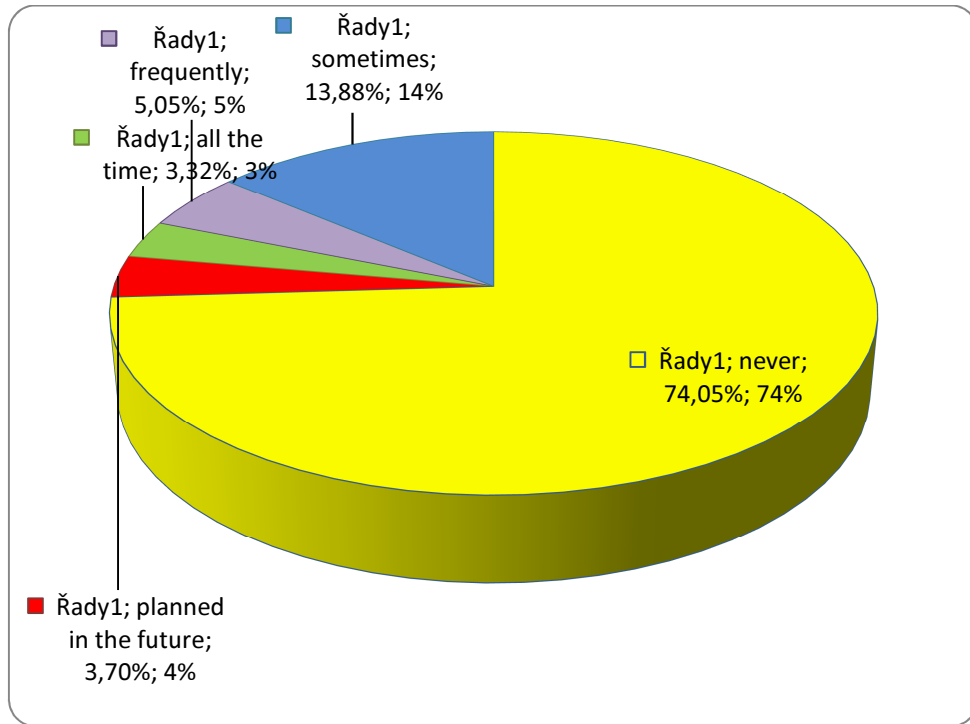
Considering the division of labour in small and medium-sized enterprises the influence of supplying on success can be classified into six groups. There are companies using inward and outward processing, active and passive suppliers, self development enterprises and independent, competitive firms. Supplier activity means a subordinate position where the customers dominate and impose the conditions for cooperation. They have the regulations regarding production, organisational and management tasks kept and they set the purchase price. Suppliers can get the payment 30 or 60 days after delivery, which makes it difficult or impossible for companies with low turnover to become suppliers.

Customers always require goods of constant quality, continuous and punctual delivery, costs as low as possible, and a wide range of products throughout the year. In order to achieve these goals they aspire to build direct relationship with the producers by eliminating middlemen and trading margins.

The results of the survey conducted in 2010 show that nearly half of the enterprises do not supply to other businesses. However, 3.32% do it on a permanent basis and 13.88% occasionally supply to multinational companies (see Fig. 1). Some entrepreneurs deliver car parts to showrooms, while many convenience stores supply produces to local school canteens on a daily basis. Business market is more permanent and strictly defined by the customers. Its relationship with the consumers is arranged by the customers and their activity is similar to the act of supplying.



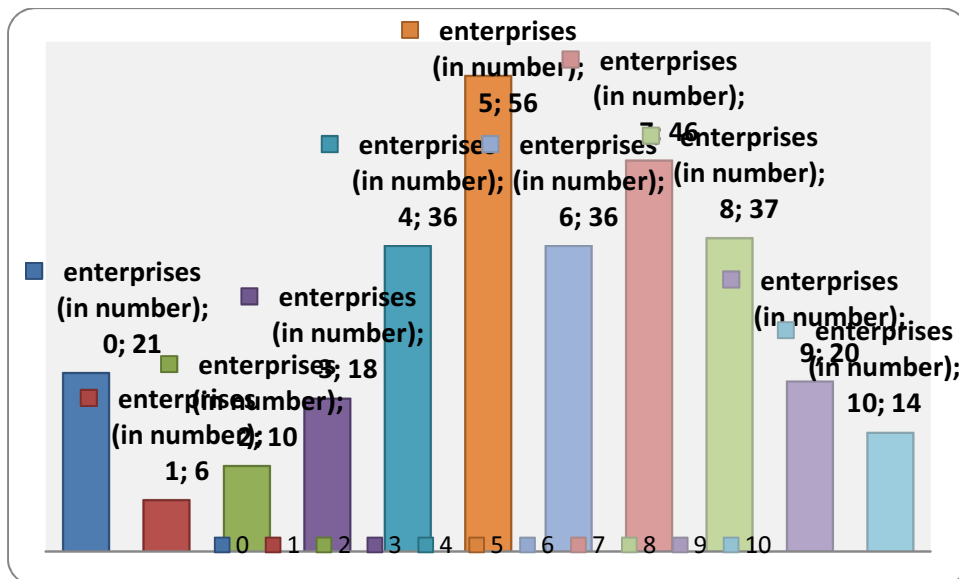
**Figure 1** Supplier activity, 2010



Source: Self-administered surveys

The majority of the respondents considered the success of the business moderate or higher. 21 people thought their situation was total failure (Fig. 2). They blamed the short main season and the changing structure of tourism industry. 0 value means total dissatisfaction, while 10 stands for total satisfaction.

**Figure 2** Entrepreneurs' satisfaction with their success, 2010



Source: Self-administered surveys

Retail enterprises with experience in supply activities feel vulnerable, because they are usually forced to sell their products and services on credit and receive payment with long delay. However, between autumn and early spring they are dependent on this form of income so as not to close their businesses. Only 25% have positive vision for the future. We applied linear regression to find out the relation between supplier activity and its influence on success. The level of significance does not exceed the 5% margin of error either for the constant or the supplier activity, however further sector analyses were required because of the low coefficient of determination. Equation of linear regression regarding the 300 investigated retail enterprises:

**Success:  $6.217 + (-0.264 \times \text{supplier activity})$**

It means that 1% increase in success results in decreasing supplier activity. Enterprises with more independence have to take account of their own decisions and demand factors only, consequently they feel more successful.

The regression line slopes downward, because the regression coefficient has a negative sign meaning inverse correlation between the variables.

The markers are not located along the trend line but scattered around it, because we converted qualitative variables into quantitative data.

There are no industrial complexes or corporate enterprises in the Lake Balaton Resort Area, since the so-called “Balaton-law” forbids their construction and operation. Retail enterprises with less than 9 employees become suppliers mainly and consequently they get into a subordinate position.

There is no obvious relationship in the sample. Further researches proved that supplier activity is less significant for catering ventures (as opposed to retail enterprises) to determine whether they are successful in their field.

In case of catering ventures, both the value on t-test and the error of supplier activity coefficient are high, so the correlation is rejected. Considering retail enterprises the error is acceptable, but we have to emphasise that the value on coefficient of determination indicating close connection is low, particularly regarding catering enterprises.

Retail enterprises have several possibilities to supply goods to multinational companies and commercial chain stores. 80% of retail ventures are open throughout the year, while 40% of enterprises in catering trade produce their income during the summer season and remain closed in winter. We inquired 184 retail enterprises and 116 catering ventures, which is a representative number of entrepreneurs in the Lake Balaton Resort Area.

**Table 1** Result table on linear regression, classified by branches regarding supplier activity and success.

	Retail enterprise	Catering enterprise
Standard deviation	0.181	0.065
Coefficient of determination	0.033	0.004
Constant	6.326	6.083
Standard error of the constant	0.512	0.852
Supplier activity coefficient	-0.345	-0.151
Standard error of supplier activity coefficient	0.139	0.220
Result of Student's t-test using constant	12.366	7.142
Result of Student's t-test regarding supplier activity	-2.491	-0.685
Significance level using constant	0.000	0.000
Significance level regarding supplier activity	0.014	0.495

Source: Self-administered surveys

Equation of linear regression regarding retail enterprises:

**Success:  $6.326 + (-0.345 \times \text{supplier activity})$**

Equation of linear regression regarding catering ventures:

**Success:  $6.083 + (-0.151 \times \text{supplier activity})$**

Our thesis assumes that retail enterprises with supplier activities only are less successful than fully independent enterprises. It might be explained by the fact that most ventures cannot afford to be open throughout the year but during summer season only. Supplier activity means subordinate position which cannot be utilised completely by catering ventures. Catering establishments far from the lake serve as meeting-places for the community all year through.

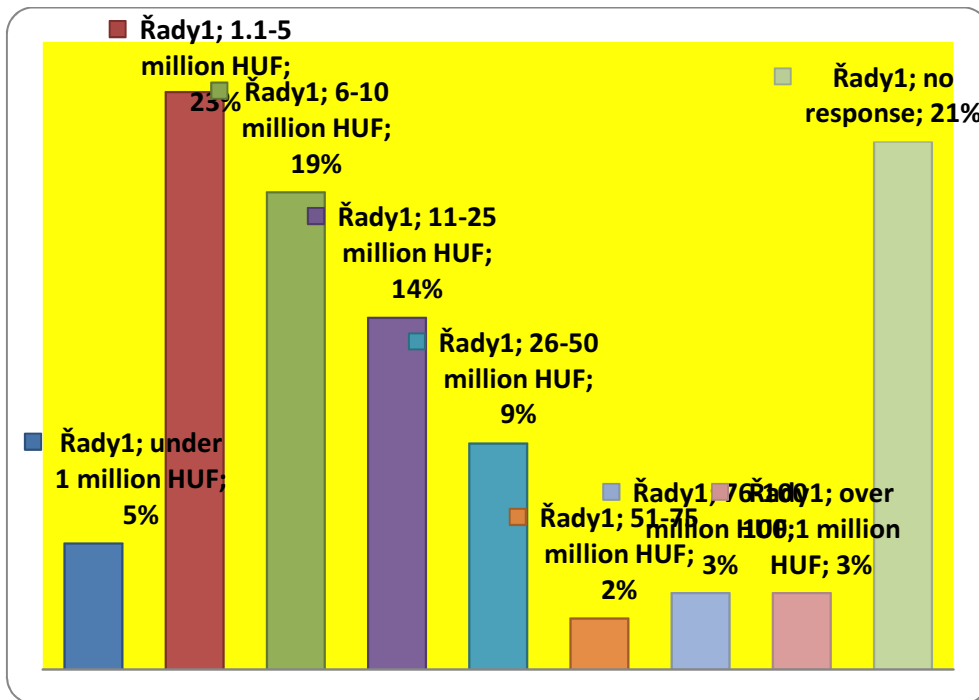
### **Correlation between the investments and the turnover of enterprises**

We studied the effects on turnover of previous year's investments in 300 retail and catering businesses, classified by size (i.e. number of employees).

We assume that there is a significant relation between the volume of investments (data is expressed in HUF) and the business turnover.

63 enterprises out of 300 did not answer the questions about turnover. Fig. 3 shows the results regarding business turnover.

**Figure 3** Distribution of annual turnover in retail and catering trade at Lake Balaton, 2010



Source: Self-administered surveys

The majority (23%) stated a turnover between 1 and 5 million HUF in 2010. Legal small and medium enterprises operating for the whole year generated a turnover over 100 million HUF (3%).

The trend in turnover was assessed after being identified with the corresponding median on the interval scale.

The other factor in the correlation analysis was the trend in investments during previous years. However, there are questions regarding how entrepreneurs can generate investment capital and whether they can manage household and enterprise expenses separately. Analysing small enterprises we found that many reinvest temporary or regular financial reserves into the business and a significant number spend it on household costs bringing about disinvestment. Nearly one-third of the enterprises have no financial reserves. Some amount of the working capital is spent on operating costs, which cannot be considered investment for development.

Correlation regarding 300 enterprises in the sample:

**Turnover:  $56064715.748 + 3.730 \times \text{investment in previous year}$**

Provided that variables move together due to coding, but the result is positive at any rate.

We analyse the dependent and independent variable classified by size, separately for micro, small and medium enterprises.

**Table 2** Result table on linear regression classified by size

	<b>Micro enterprises</b>	<b>Small enterprises</b>	<b>Medium-sized enterprises</b>
Standard deviation	0.179	0.164	0.064
Coefficient of determination	0.032	0.027	0.004
Constant	45733129.261	96628710.114	150655696.611
Standard error of the constant	3835407.587	8884774.499	19607770.964
Coefficient for previous year's investment	4.108	-1.965	-0.424
Standard error of the coefficient for previous year's investment	1.476	1.797	1.608
Result of Student's t-test using constant	11.924	10.876	7.683
Result of Student's t-test regarding previous year's investment	2.783	-1.094	-0.264
Significance level using constant	0.000	0.000	0.000
Significance level regarding previous year's investment	0.006	0.280	0.795

Source: Self-administered surveys

**Equation of linear regression regarding micro enterprises:**

Turnover:  $4533129.261 + 4.108 \times \text{investment in previous year}$

**Equation of linear regression regarding small enterprises:**

Turnover (small):  $96628710.114 + (-1.965 \times \text{investment in previous year})$

**Equation of linear regression regarding medium enterprises:**

Turnover (medium):  $150655696.611 + (-0.424 \times \text{investment in previous year})$

The equations show that previous year investment in small and medium enterprises may result in decreasing turnover. Considering the results, the hypothesis is true for micro enterprises. The significance level is below the acceptable limit, which means that they represent the closest relationship between previous year investment and business turnover. There may be many reasons for this: micro enterprises are usually sole proprietorships or private limited companies and they have the lowest initial capital. Investments for development are more demanding for micro enterprises than for medium enterprises; in the latter case the money on development accounts for a smaller proportion of the turnover. The sample implies that there are a significant number of micro enterprises in the economy.

## **Results of the consumer survey 2013-2015**

First we present the results of consumer evaluation in the quantitative study, including the analysis of health maintenance, health service (public and private health care), outpatient care, eating habits and marketing strategy.

92.3% of the people involved in the research claim that they have positive attitude towards health maintenance. 60.7% consider their health condition average, 28.2% feel completely healthy, and 11.1% admitted having some kind of disease. Our main concern included the participation in screening tests and the reasons behind it. 20.7% of the sample took part in pulmonary screening, 16.7% in dental screening and 16.2% in ophthalmologic screening. 10.1% were screened for gynaecological cancer, which is a significantly low number since 53% of the respondents were female. Nearly 6% attended either mammography or cardiovascular and general medical examinations respectively. 2.7% of the respondents, most of whom are children, did not participate in any screening. 35.1% voluntarily go to screening because they feel it necessary, 31.1% attend on the advice of a doctor, while 21.7% need screening because of their job or driving licence. Other category included school physical exam and genetic disorders. Health of the skin is very important, because it can be either a protective shield or a “root” of a disease. 25.4% used suntan lotion while sunbathing, 14% hydrate their skin on a daily basis. 4% visit solarium, the excessive use of which may have serious consequences. 3% turns to dermatologists for advice, 3.6% attach importance to the care of the aging skin while 13.8% are not concerned with this matter. Tooth-brushing seems to be more important, 8.1% clean their teeth after every meal, 57.6% two or three times a day and 29.9% once a day. Sadly, 3.4% of the respondents happen to brush their teeth a few times per week only and 1% is not preoccupied with this activity at all; consequently sooner or later they will have nothing to worry about.

We managed to separate several groups by identifying health literacy segments in lifestyle, however, what they have in common is that primary prevention is present at a negligible rate only, while secondary and tertiary prevention are getting to become general. Despite the fact that Hungary has age-old traditions in beef production due to its ecological conditions, beef consumption has never been significant. Traditional Hungarian cuisine prefers pork and poultry, which can be explained with their favourable price to value ratio and the historical background (e.g. Turkish occupation).

Our hypothesis assumes that in case of micro and small enterprises food perks and the visible elements of corporate culture are much more revealed, thus they contribute to a more

health literate way of food consumption in Zala County. The research mentions consumption figures calculated for various food groups including food products converted into ingredients and it takes account of fringe benefits on three levels of organisational culture. Micro and small enterprises provide more food perks and more visible elements of corporate culture contributing to more health literate food purchase.

The enterprises participating in the survey offer an outstanding amount of fringe benefits, preceding even multinational companies and underfinanced state-owned organisations. By these means, this form of appreciation is integrated into corporate culture creating a healthier and more productive workplace in the long run. Beside the visible elements of corporate culture, the middle level (organisational values and ideologies) and the third level of organisational culture (fundamental assumptions and premises) can also be observed in micro and small enterprises. Organisational culture should play an important role in promoting health literate consumption, because children can be trained to become conscious consumers through their parents. Enterprises influence health literate consumption indirectly through organisational culture. As a consequence, preventive health measures - no matter how insignificant they seem - have long term effect and employers might control the process. Consumer habits are considerably affected by trends related to nutrition, by marketing and by food prices. Health literate food consumption is a good investment for private and public companies both locally and globally, furthermore, it may boost the economy in the long run.

The working environment must be considered while examining health since most of our daily lives is spent there. Therefore, filtering harmful effects on physical and psychological health and on the nervous system should have priority; moreover, physical and mental strain in connection with the work load and the working environment should be reduced (Varga-Hatos – Karner, 2008). The majority of experts agree that health promotion has two basic levels: individual and collective. Individual health promotion intends to improve directly the individuals' health condition, which means that the individuals are required to change their attitude, lifestyle and the environmental factors that affect their health. The individual approach is closely linked with clinical intervention, advice and direct instruction. The collective approach aims at improving the economic, social, cultural, natural and technical factors of health, so it is based on public health and medicine (Glatz, 2002). Corporate culture may influence behavioural and motivational factors. The structure and services of the healthcare system are also essential to support well-being.

### **Evaluation of correlation analyses conducted in 2013-2015**

We compared the variables of size categories (micro, small, medium-sized and big companies) with other variables and checked the closeness of their relationships and co-movement by calculating correlation with SPSS 16.0 programme package. We determined a 5% margin of error for the variables.

Regarding size categories and fringe benefits we found a moderate but negative relationship (significance: 0.00, Pearson: -0.317). The results show the smaller the enterprise the more intimate the atmosphere is and the employers have a better understanding of the demands and problems of their employees and attach importance to offering fringe benefits, adequate services and vaccination. Paying attention to co-workers is also fundamental, which may be recognised in multinational companies as well, although it seems to be the result of conforming to the rules.

Team building may enhance social relations in micro and medium enterprises. The main force to change lies in the individuals' own experience when they recognise the personality, communication style and behaviour of their own and their co-workers. It may help build up team spirit and empathy to create a better atmosphere, motivation, and psychologically balanced employers. The results show elements of corporate culture as traditions and collective values. Sport facilities, subsidised catering and holiday resorts offered by companies affect employees' health. We inquired the employers whether they support vaccination for the employees. Vaccination required for the job but not funded by the National Health Insurance Fund and influenza vaccination are financed by micro and small enterprises mainly, which becomes visible on the level of organisational values and ideologies. It is demonstrated by the negative coefficient (- 0.160). However, we cannot draw clear conclusions from this weak relationship, since the medium and big companies represented a small amount in the sample and they usually do not offer dangerous jobs, consequently vaccination seems to be unnecessary.

### **CONCLUSION AND PROPOSALS**

Retail trade suppliers in Lake Balaton Resort Area do not consider themselves more successful than individual enterprises.

The observation justified that the examined retail suppliers employing a low number of employees do not always find a thriving vertical relationship with a large companies. The results conclude that retail enterprises with supplier activity do not definitely consider



themselves more successful than fully independent enterprises in Lake Balaton region. The explanation might be that in this tourism-based area most enterprises are open during the summer season only. One possible solution is that they become suppliers to other companies, consequently get into a subordinate position but manage to be open all year through. Catering enterprises are in different situation. Catering establishments far from the lake still serve as meeting-places for the community all year through. Enterprises near the shore are usually open during the summer season only, but some offer cultural programmes or specialise in health and wellness services to satisfy the needs of guests and visitors, thus they become independent.

Investments carried out in the previous year influence business turnover. We studied whether the previous year investments and turnover move together and found that co-movement exists with regard to micro enterprises employing fewer than 9 people. These mainly operate as sole proprietorships or private limited companies. Micro enterprises had the lowest start-up capital. Investments for development were more challenging for these enterprises than for medium enterprises, where the money on development accounts for a smaller proportion of the turnover. As a consequence, our hypothesis applies to micro enterprises because of the volume of investments and their payback period.

As for tourism in Hungary, each destination must strive to become a brand and it should be the main objective in Lake Balaton Resort Area as well. We have to accomplish that both local residents and visitors have pleasant experiences and special affection towards the area, which makes them stay or return. One of the most effective marketing activities is turning experiences into a brand. Websites, PR, leaflets, brochures, online advertisements, souvenirs and other branded products may all be marketing tools, but the major factor is the satisfied guest, which requires an appropriate organisational structure.

The prolonged lack of health may cause the very loss to the companies as the permanent absence from work. Employers, therefore, find corporate health promotion important through fringe benefits that encourage prevention. Paying attention to co-workers is also fundamental, which may be recognised in multinational companies as well, although it seems to be the result of conforming to the rules. Primary prevention can be observed in the premises in the corporate culture, because it aims to strengthen unity, create a better atmosphere and improve the quality of work. However, fringe benefits occasionally serve as wage substitute and have no direct impact on health-conscious nutrition; food consumption is mainly influenced by food trends and the income level of the consumers. Food perks and the visible elements of

corporate culture are demonstrated to a greater extent in micro and small enterprises contributing to more conscious food purchase and healthier consumption.

The smaller an enterprise is, the more intimate atmosphere it has and the more the employers are aware of the needs and problems of the employees. Micro and small enterprises in the studied area offer an outstanding amount of fringe benefits (team building, holidays, food allowances, vaccinations) preceding even multinational companies and underfinanced state-owned organisations. By these means, this form of appreciation is integrated into corporate culture creating a healthier and more productive workplace in the long run. Beside the visible elements of corporate culture, the middle level (organisational values and ideologies) and the third level of organisational culture (fundamental assumptions and premises) can also be observed in micro and small enterprises. However, mainly the visible elements dominate in medium and large enterprises. It can be explained with the fact that despite the lack of resources in institutions with lower staff number the commitment to health literacy is bigger, while in bigger companies the financial decisions related to human resources management are dominant.

Organising theme days may boost demands for accommodation, where customers could learn about health literacy and recognise the advantage of therapies. It would be worth to promote these services by giving lectures involving nutritionists and specialists. Smaller events called “Health Day” might as well be organised, where hotels could promote their services and cities could also demonstrate their sporting opportunities such as cycling, Segway trips and Nordic walking in Zalakaros; hiking and fishing in Kehidakustány and bicycle trips and golf in Hévíz. Family doctors, specialists and distributors of medical instruments should be contacted and asked to promote health services available in hotels for their patients.

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## **CROSS ROADS, WRONG TRACKS, OR NEW GOALS IN GLOBALIZED EUROPE?**

## **KERESZTUTAK VAGY TÉVUTAK, AVAGY ÚJ CÉLOK A GLOBALIZÁLT EURÓPÁBAN**

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### **Abstract**

A variety of motivations are needed to make people move house but, an even more profound determination is necessary to leave one's home country. It is not simple to replant an old walnut tree but, sometimes, owing to the fertile soil and the new, favourable environment, replanting can bring richer harvest. True, in the 21st century the continuously changing and, at times, revolting Europe is opening up for new migrants. Yet, a modern-age adventure-seeking Ulysses has to face many challenges; the Great Unknown might hide good and bad as well, meaning, that the migrants' knowledge and experience is often not enough: they often need much luck to succeed, too.

In a globalized European Union migration processes are organic parts of life but, due to the intensifying nature of the trend a sensitive question needs to be asked from time to time. Is migration a chance or a danger? In consumer societies interpersonal relationships transform lifestyle, as well as people's opinion concerning social mobility. Thus original social roots are being torn off, traditional relationships are fading and this is how a phenomenon called chameleon migration is established. As a result of the formerly mentioned processes temporary migration of work force is replaced by a new type of migration, aimed at uniting families. Thus the question inevitably arises: who stays at home and how do they cope?

Key words: globalized migration, interpersonal relations, torn roots

### **INTRODUCTION**

At the end of the 20th century inner wars as well as social and political hopelessness were the factors contributing to the intensification of migration tendencies in Serbian society of the time. After the changing of their political systems Central European countries became receiving countries. Migrants primarily arrived from nearby countries and regions with well-prepared interpersonal relationships.

After joining the EU the number of migrants from third countries increased further within the population of Europe as well as Hungary. Most often it was not Hungary but another EU country that was the target country for the new immigrants. Very often the EU would have meant a new opportunity for migrants to break free.

Hungary joined the Schengen zone in 2009, and the simplified naturalization process – dual citizenships – have resulted in a new wave of migration, a phenomenon, which might pose a lot of questions for the country's leaders as well as for the researchers of social sciences. Model-like interpretation of migration paths and the identification of migrants' final destinations have become of utmost importance for researchers. The consequences of migration might hide dangers for both the sending and the receiving countries, because family uniting trends pose new challenges for the researchers, who investigate the problems of social metamorphosis.

In a globalized European Union globalized processes are going on meaning, that migration processes have become powerful worldwide. Although, players in this process most often come from different cultures with different traditions, so, they might look strange for communities in the receiving countries. But they only look strange! Theoretically within the European Union nothing and nobody is supposed to be strange, since people are each other's guests, friends and companions. But in practice it is different. Can we really co-habit with or, make friends with persons, who are 'strangers' for us?

It would be too beautiful to be true! Unfortunately, legal regulations deal with this issue of legal harmonization from a different angle: if a person crosses the border as a refugee without official documents, then he or she will be under the control of immigration authorities for 12 months.

We are all on the road. Is it the right way, or is it the wrong track? We will only learn it when nearing the finish line.

### **The new project**

In February 2012 a complex research project entitled 'Serbian citizens in Hungary' was launched. Project partners included the Hungarian Research Centre from Subotica, Serbia and the Lóránd Eötvös University of Budapest. Project work was supported by the Integration Funds of the European Union and the Ministry of the Interior of Hungary.

Members of the research team included dr. Mária Rédei-Langer, Doctor of the Hungarian Academy of Sciences, dr. Irén Gábrity Molnár, university professor, dr. Sándor Illés habil., dr. Dávid Karácsony PhD, dr. Áron Kincses PhD, Zoltán Takács Zoltán PhD student and Beáta Kovács project manager..

Research outcomes were published by the research consortium in December 2012.

When considering the pre-history of research it needs to be emphasized that, in relation to the social and economic characteristics of the region a considerable amount of research material had already been collected by professionals which needed to be analyzed. In addition, the topic itself is a perennial topic which has to be re-discussed every now and then by the profession.

In the first part of the survey the general results of the global research into migration problems, the lessons learnt from resettlement, the characteristics of the bargaining process and the strategic questions of individual mobility and employment are discussed.

In the second half of the survey the author deals with those practical questions which are related to the free –with some restrictions - flow of products, capital, services and work force in a globalized economy. This part of the survey is followed by the author's recommendations concerning the future and the role of the state in the integration process. The strategies in relation to keeping the qualified work force in the home country - which means safety for the state - and the creation of surplus value by employers will also be mentioned.

The key question of the future will be raised, too, namely the relationship between the pure business aspect of production and the national employment strategy.

### **Expanding Europe – dwindling euphoria**

International monitoring attempts have for some time been focusing on Serbia, especially, since the country became the border country of the Schengen zone. The country officially submitted its application to join the European Union on December 22, 2009. As a result, since then the country has been enjoying the benefits of being part of the so-called 'White Schengen' list, which brought visa liberalization for Serbian citizens.

Since March 2012 (becoming a candidate country), Serbia has come about half way on the road of integration processes, although, by the opinion of experts the accession will not take place before 2020. This fact can have an impact on the living conditions, the simple existence and on the feeling of collective security of the Hungarian minority of Serbia.

July 2013 launched a new period in the life of the country, since Štefan Füle, EU commissioner for enlargement made an announcement in Belgrade, which can be summarized as follows: European Union experts are convinced that Serbia is going to be the 29th state of the European Union, or, alternatively, the 28th, if in the meantime one country would leave the Union. These were days of great significance in the life of the community. This was the same period when Croatia enjoyed the first days of its new status as member state. On the other hand, its neighbour, Serbia, was only shown the green light to become a member in the future.

Presumably, several years will pass until the former Yugoslav republics will be able to live peacefully next to one another and they will be able to cooperate in a friendly way within the framework of a new integration.

### **Doubts and solutions**

In this story on one side there is Serbia and on the other side one can find the European Union, currently burdened with many problems. The expansion of the integration on the one hand would be a political success, while on the other hand there would be several reasons to doubt its success.

The changing of Europe's borders is not approved by several of the founding member states. In addition, the political and economic conditions of the candidate countries also raise doubts in member countries with stable economies. (It is a well known fact that the Serbian state debt is well over 60 - 65 % of the GDP.)

Although, there can be solutions to this problem. The IMF is willing to give a helping hand. and Dominique Strauss-Kahn, former IMF head has been appointed as economic adviser in charge of restructuring the country's large foreign debts. In addition, it is worth mentioning that Serbia is expected to get 3 billions from the United Arab Emirates, a sum, which would serve to pay back part of its former debts.

In the opinion of several researchers, owing to the depth of the European crisis, even the reason for the existence of the union is questionable. During the past few years the major issue that featured in the discussions of the monetary union was to outline a possible future for Europe. Thus the question arises: why would the union want to accept a new member state, struggling with many problems, in a situation, when the EU itself failed to solve several of its inner problems. On the other hand, this question can be reversed as well by asking: why would a country want to become part of a union, which is struggling with serious problems. Despite all arguments and counterarguments, EU membership is still very attractive. The negotiations and the promise of improving relationships between Serbia and Kosovo might prove that governments and politicians, who used to live as 'brothers' and then, concerning their opinions and political paths, got separated and distanced from each other, might once again approach each other. It would be a move, solely motivated by the promise of the accession to the European Union. [Pákozdi A. 2013]

In addition, it can be raised, too, that the European Union owes a lot to this region; member-countries had not done much when multiethnic Yugoslavia had been falling apart in a violent and bloody war. Now there is an opportunity for the European Union to prepare and

implement a new and clever 'Balkan policy' and by stabilizing the relationship between the countries of the region they could make up for the faulty policies of the past. This is a real historical moment for the Balkan region because the EU integration of Serbia and Kosovo can be viewed as the closure of the conflicts of the past. This solution looks very nice!

In connection with the same issue there is one more single question to be asked, namely, whether or not this new dialogue, initiated by the EU, will settle the chaotic relationship within the region once and for all?

Some countries have expressed their doubts in relation to this question. Germany requested to review the relationship between Belgrade and Pristina in December 2013 and continue accession negotiations only if the relationship between the two countries is considered acceptable.

### **Migrating world**

In the last 35-40 years the number of migrants doubled in the world. After 1990 this number began to grow faster. It is a well known fact that every 35th inhabitant of the world lives outside his or her mother country. It is approximately 3% (220 million people).[Rédei M. 2010] If we examine closely the statistical indicators of the individual countries, it can be stated that about 3 – 5% of a country's population lives far away from the mother country.

At first sight there is no problem with these figures. Those, who want to leave, let them go, independently of age, gender or motivation. But every coin has two sides. On the one hand there are the countries of origin, where there are worries how to replace the missing population. On the other hand there are the receiving countries which have a surplus of people.

In addition to artists, researchers, university professors and leading sportsmen, migrants also include large unskilled, uneducated masses of people, who are willing to do whatever work they find. A good example can be seen in Great Britain, a country, which is the new Babylonian 'melting pot'.

In connection with this topic some new questions will arise, including the following:

- Can central interests be promoted so that individual interests would not get harmed?
- Can demand and supply of work force meet?
- Can emigration and immigration be regulated?

In the past few years researchers considered free movement of people as the expression of general human rights and as a topic of outstanding significance. 'Emigration is a human right, while immigration is not.' [Heller Á. 1993]. The political situations and regulations –control

before entry, screening by age, knowledge of language, educational background, work experience, retrainability, and the willingness to invest all play a role in the process. The 'trodden path' of emigration, the relationship with those who are already there [Marrus 1990] definitely influence potential migrants. It can be concluded from the above, that the easiest way to get into the chosen country is via family reunion. In addition, as it is attested by experience, easy access to the target country also might intensify migration processes.

In the developed half of the world all people expect migrants to solve the problem of shortage in work force. But it is not an automatism that each migrant finds a suitable job for himself or herself easily and in a very short time.

### **Targets, temporary residence or wrong paths?**

When focusing on Serbia (Voivodina), considering the historical implications it can be said that Hungary's role has been increasing since the 1990s. On the basis of the statistical figures of the census of 2011 it can be stated that the number of people, who live in Hungary but consider themselves Serbian minority has risen by 36.6 % since 2001. (2011 – 10,038 persons)

It is 'only' statistics. Nobody can be sure how people answer census questions, what is more, they are not even obliged to answer questions about their ethnic or national background; it is generally thought that migration is more significant than that. Serbian statistics reveal that the number of people leaving for Hungary from 1992-2011 was 4,200.

Databases of the receiving countries reveal interesting data. These are as follows:

According to figures by the Central Statistical Office of Budapest and the Office of Immigration and Citizenship (BÁH), a total of 13,986 persons, born in Serbia, received Hungarian citizenship between 1993 and 2009. On January 1, 2010, 79,035 people stayed legally in Hungary from a third country, among whom there were 17,197 Serbian citizens.

Where have the other people gone? They live among us, but adapted to their environment. It is a chameleon migration.

Based on currently available BÁH statistical figures it can be said that the interest in Hungary as a target country has recently been on a decline, although, there were examples in the past, too, showing that this country served only as springboard for the Serbian intellectuals, 80 % of whom later moved on to a western country.

Consequently, we can ask the following question. Do we/Did we really need these immigrants? It is important to say that the country needs every registered person, who is

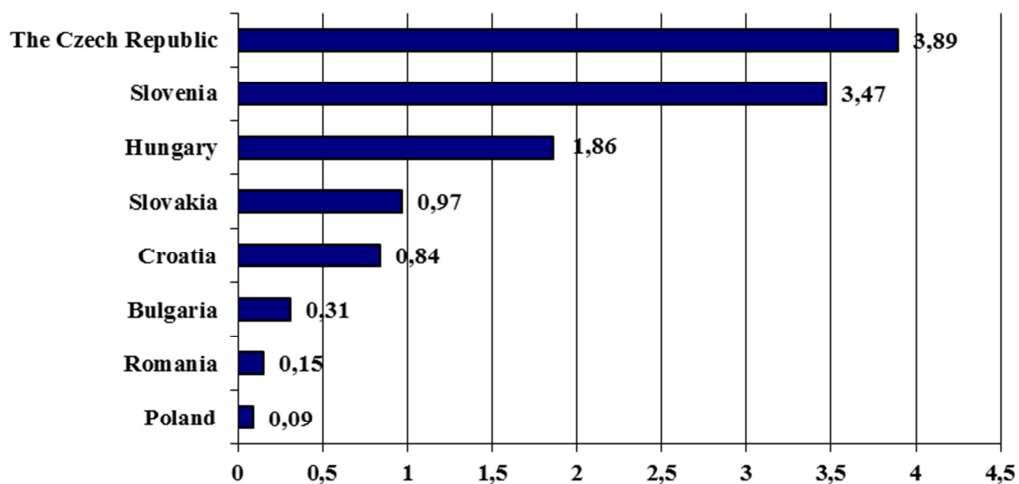


active, willing to work, since they contribute to GDP growth, which is from 0.5-1% in the developed countries. (In Hungary no statistical data are available).

It was in 2010 that Political Capital made a survey in Central Europe examining the relationship between migrants and the citizens of the receiving countries

Eight countries participated in the survey, including Hungary, the Czech Republic, Slovakia, Poland, Slovenia, Croatia, Romania and Bulgaria.

**Figure 1** Proportion of foreigners in the total population in 2010 (%)



Source: Eurostat - Political Capital (edited by: Suti Z.)

The facts speak for themselves: the proportion of those who are against immigration is the highest (52%) in Hungary. Czech society also opposes immigration, while the inhabitants of Poland, Slovenia, and Bulgaria seem to be more tolerant. (Only about 30% is the proportion of the opponents of immigration).

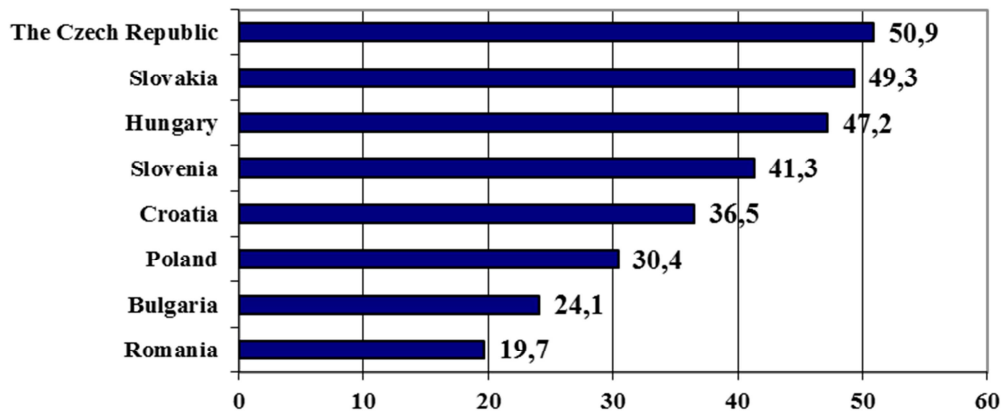
It is likely that those who are in theory against immigration are motivated by economic reasons. While Polish and Slovenian people think that immigrants play a beneficial role in their respective country's economy and culture, in Hungary negative feelings and fears dominate.

The most sincere opinions came out when people were asked about the immigrants' contribution to the budget. Those people, who move from another country to Hungary pay their taxes here, but they are also given a number of social benefits. 60% of those who were asked said that immigrants get far more benefits than their contributions to the budget would make them eligible for.

The proportion of contributions and benefits had to be evaluated on a scale from 0 to 10. (I.e. an 11-point rating scale, where 0 meant that immigrants get more benefits than their contributions while rate 10 meant that their contributions exceed the benefits they are given.

When looking at those answers, which said that immigrants get far more benefits than their contributions to the central budget (from 0-4), it can be seen that welfare chauvinism was the strongest in the Czech Republic (50.9%) and Slovakia (49.3%), while the inhabitants of Romania and Bulgaria proved to be more open-minded.

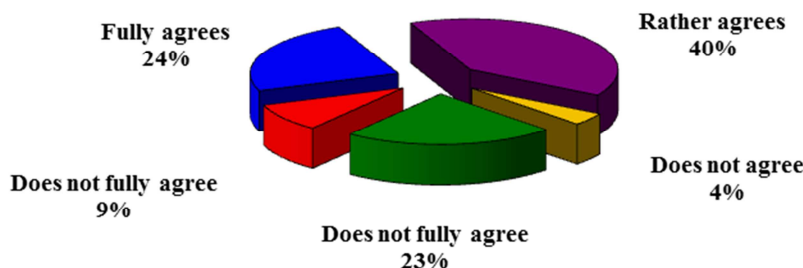
**Figure 2** Opinions on immigration-related contributions and benefits: results in the percentage of the 11-point rating scale



Source: Eurostat - Political Capital 2010 (edited by: Suti Z.)

TÁRKI (Social Research Institute) also contributed to research results. A similar survey was conducted by them in April 2011, trying to find out more about the high percentage of those who oppose immigration. The final data were similar to those, which had come out at the end of the previous research, despite the fact that the immigrants were Hungarians from the other side of the border, whose roots and traditions are similar to those who live permanently in Hungary. When analyzing research results it has become obvious that the citizens of Hungary nurture negative feelings toward immigrants.

**Figure 3** Immigrants take work away from those who were born in Hungary



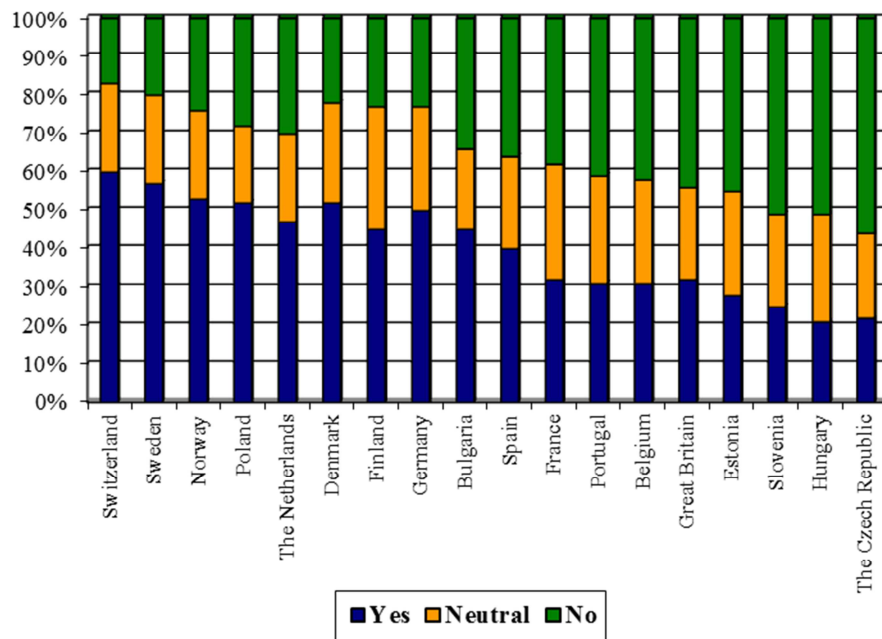
Source: TÉNYTÁR – TÁRKI Omnibusz, April 2011 (edited by: Suti Z.)

Results speak for themselves: 64% of all respondents are not happy about the presence of foreigners because they think that there will be fewer jobs available for the Hungarians. It was only 23% that disagreed with the content of the research statement (see above).

When analyzing the Hungarian situation it can be said that it is a special case. There are no (at least not yet) large-size immigrant groups in Hungary, which would be culturally very different from the native culture (not counting the 21st century immigrants coming from the Far East). What is more, Hungary did not become a target country for the immigrants within the European Union either. The situation of Hungarian minorities living outside Hungary's borders has become a special question by now, which has given grounds for many debates and conflicting opinions. Will they become the saviors in a time when population figures are shrinking? We do not know, but it is certain, that it is equally important to keep them in their respective countries of residence, in order to save and cherish their special cultural heritage.

According to survey figures by the previously mentioned Political Capital it was only 3.1%-of Hungarian respondents who said that it would be important to increase the number of immigrants. It was about 60 % of respondents that would like to reduce the number of immigrants. (They do not consider the fact that immigrants come here to work.)

EES (European Social Survey) has conducted a similar survey with the same results. The question to be answered was as follows: Does immigration have a beneficial effect on the economy? 18 countries participated in the survey and among them after the Czechs it was the Hungarians who rejected immigrants the most vehemently. In the opinion of most Hungarians the immigrants do harm to the economy. It is surprising, since the survey was made in an economically stable period, with the recession in the background. We might add that in Hungary people are not very tolerant toward their own compatriots and ethnic minorities either. The carriage needs to be pushed out of the ditch, but not everybody is joining the group.

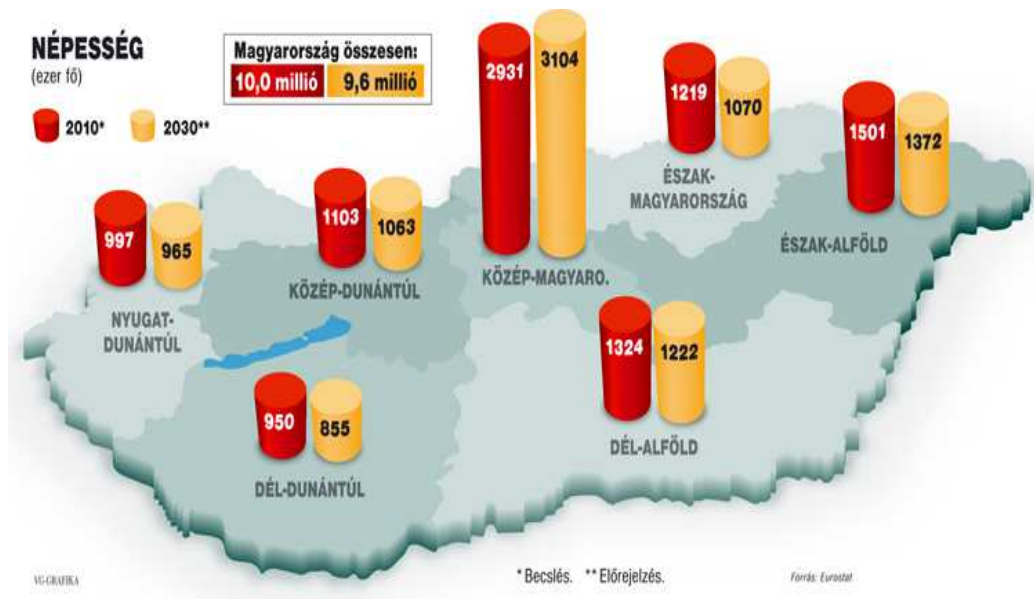
**Figure 4** The relationship between immigrants and the economy

Source: TÉNYTÁR - European Social Survey 2010 (edited by: Suti Z.)

Hungary at present does not have any strategy or concept concerning migration. (The fact, that would-be university students had to sign a contract prior to their studies that upon the completion of their studies for some time they would not go abroad to work, also generated heated debates in the country). It is also well known that the birthrate is the second worst in Europe after Germany, although the phenomenon of shrinking population figures is present in other Central European countries, too. [Wetzel T. 2011.]

As it is attested by figures taken from a variety of surveys, the lack of migration strategy leads to economic problems and losses even at a short term. Thinking about longer periods very serious problems occur considering the number of inhabitants of the country as well as their composition by age.

According to estimations of EU statisticians from 2010-2030 the number of potential migrants to Hungary might be 450,000. They might be of key importance when considering overall population figures, still, the number of inhabitants will decrease by 400,000. In addition to their influence on population figures, and the difficulties of their integration into society, the immigrants have indirect impact on unemployment and economic activity figures, life expectancy, fertility and dependency rates in their respective receiving countries. Out of the seven regions of the country it is only Central Hungary where the number of inhabitants is thought to be increasing, partly due to the internal, and partly due to external migration. In the other six regions of Hungary demographers should expect a decrease in population figures.

**Figure 5** Population of Hungary in 2010 (facts) and by 2030 (estimates)

Source: Eurostat 2011.

### The future- the situation in the European Union

Based on modelling in the area of the 27 current member countries a 5.5 million natural decrease in population figures is estimated together with the appearance of 30 million immigrants up to 2030. Consequently, in theory, the number of inhabitants in the USE (United States of Europe) would be 520 million. Working age would increase, too, from 39.6 to 45.5 years and 100 active people would keep 38 pensioners (aged 65+), instead of the present 25.4. It is and will be an enormous burden on the old-age pension and health care systems.

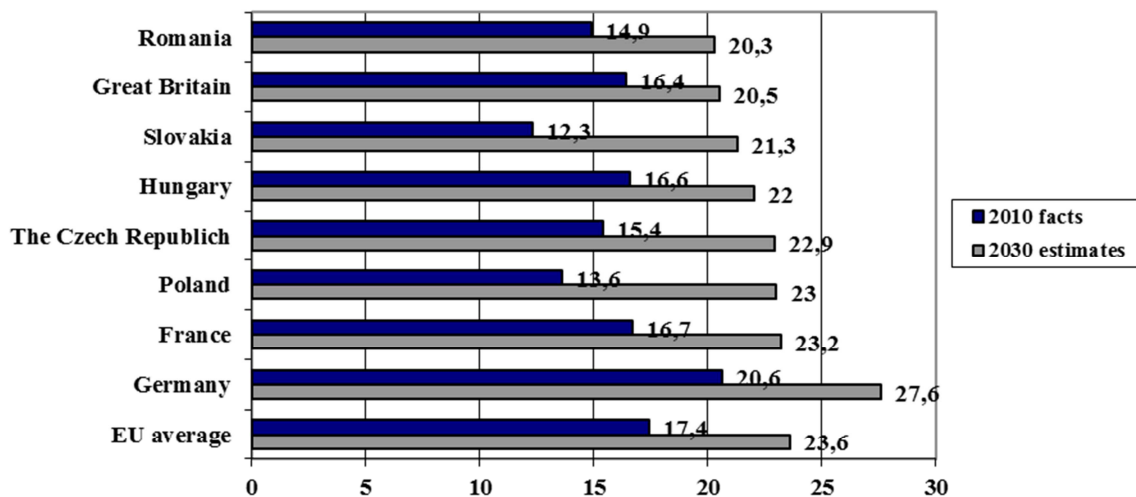
There are enormous differences in the individual countries considering the quality of life. Natural increase of population is positive in France and The Netherlands. In Germany there are enormous differences between the regions. Population figures go down at alarming rate. The 'youngest regions' of the Union include new centres of migration such as London and its environs as well as Ile de France.

The Czech Republic is doing well in a demographical sense because by 2030 the newly arriving immigrants will have been able to compensate for the natural decrease of population. As it is attested by police registration figures about 150,000 foreigners – mainly Slovaks and Ukrainians – have been registered in and near Prague.

By Eurostat figures other countries of the region –including Hungary - are to be prepared for population decrease in the next two decades, although at different rates. Population decrease will primarily be felt in the provincial areas of the given country.

The harmonization of immigration and refugee policies is expected to take place in Europe in the very near future, and the ministers of the 27 countries have already had several meetings and heated discussions with the aim of establishing a harmonized policy within Europe. The most important aim is to motivate immigration, which is deemed to be necessary for the maintenance of population and economic figures and another aim is to stop illegal immigration. After the introduction of unified regulations each member country would be able to make independent decisions as to the annual quotas, but the selection procedure would be organized by the common policy. The immigrants' knowledge of the given language, their certifications would be checked prior to their entry to the receiving country and in order to stop illegal entries, the border management agency of the EU, the Frontex would be given more authority.

**Figure 6** Proportion of the 65+ age group in the individual EU countries in 2010 and in 2030 (estimates) in the percentage of the total population



Sources: Eurostat 2011 Edited by : Suti Z.

## SUMMARY

The formerly outlined ideas and factors attest to the fact that the most significant problem area of the next two decades will be of demographic nature. The population decrease, caused by economic factors in certain regions of Hungary, seems to be irreversible, even today. In connection with it the question may be raised that whether or not the immigrants will be able to reverse this process or lighten its burden.

The answer to this question is still not known to us, but it is certain that a long-term demographic strategy (national strategy) needs to be elaborated which would include a variety

of elements, such as immigration and demographic issues and the improvement of the relationship of the Hungarians living abroad with their mother country. (This latter migration is different from other forced or free migrations, because it is the result of the factors of historical separation.) A short-term future-driven strategy is also needed to stop the recent population decrease of tragic proportions. This is a parliamentary competence and it succeeded in solving some aspects of the problem – not without stirring controversies.

In summary the following two questions need to be raised:

a.) Does the country need immigrants? If yes, in what proportions?

Although statistical figures may be misleading, it is known that in order to compensate for the annual population decrease the country should receive about 35 thousand immigrants on an annual basis to stabilize the country's population of 10 million. Then, in addition to the current figures it would mean 20 thousand more. Being aware of the Hungarian tendencies and conditions and considering global migration processes it is not very likely to receive 35 thousand new immigrants per year. Most often the attraction of the mother country, its economy and democratic freedom are not motivating enough. In addition, those immigrants, who are already here most often move on toward the west because they are dissatisfied with the opportunities Hungary can offer.

When analyzing the statistical figures of the period from 1990 to 2010 the conclusion can be drawn that the naturalized citizens are most often well-educated young or middle-aged people, who were related to the other country, thus their integration was smooth and unproblematic. They got the citizenship, had jobs, consequently, from economic and demographic points of view their presence was important for the country. Thus it can be stated that the immigration and the settlement of Hungarians who lived outside Hungary's borders was able to counterbalance population decrease for a while.

b.) What kind of immigrants do we expect to come?

If we approach the issue of the ideal immigrant from a sociological point of view, then this person should have the following qualities:

- Ethnic Hungarian, who would easily integrate into Hungarian society,
- Hardworking, who could finance his or her family's desirable standard of living
- Would hold a secondary school certificate or a degree from higher education because lower levels of education would easily lead to unemployment.
- Would be between 20 and 40 years of age and would be willing to start a family in Hungary.

Unfortunately, these expectations rarely come true, since the Hungarian minorities living abroad are not endless sources of immigration. Also, emptying the areas, inhabited by Hungarians in the neighbouring countries is not desirable either. It would be painful to see the disappearance of their ethnic culture, which is part of our historical heritage, too.

The research conducted in Voivodina was significant for a number of reasons, which can be summarized as follows:

- To analyze the number, composition and the geographical location of Serbian citizens living in Hungary.
- To examine Hungary-related migration processes and their territorial characteristics.
- To outline the specific features of Serbians living in Hungary from the point of view of socio-economics, demographic and job market characteristics.
- To elaborate a model of the impact of the aforementioned characteristics on Hungarian society and economy.

From a methodological point of view the research was based on empirical investigations, questionnaires and in-depth interviews. The questionnaires focused on three target groups. :

1. Serbian citizens who live in Hungary
2. Serbian citizens who live in Voivodina
3. Members of the receiving (Hungarian) communities (local population)

During research it was possible to get an in-depth picture of

- the opinion of local people about the immigrants,
- the immigrants' motivations,
- the aims of their stay

It became possible to quantify :

- the level of their contentedness,
- their degree of integratedness
- the features of the application procedure for Hungarian citizenship
- and the importance and intensity of the citizenship acquisition procedure (in the group of inhabitants from Voivodina).

It was also one of the research aims to link the taxes paid by immigrants to areas, demographic and other indicators in order to maximize the economic benefits of immigration.

The in-depth interviews have made it possible to map

- the relevant specific features of the individual target groups,
- their integration into the Hungarian system of education and training
- their integration into Hungarian society, culture and Hungary's job market



- the immigrants' transnational network
- their relationships with their countries of origin
- the objective and subjective judgement of their social integration.

Within the framework of the project recommendations have also been formulated with the aim of determining

- the social and economic benefits of immigration,
- ways of enhancing integration processes,
- the geographical priorities.

The political as well as the socio-economic conditions of the period after the turning of the millenium rearranged the tendencies and proportions of migrations in the Carpathian Basin. Since the outbreak of the Southern Slav war the ethnic Hungarians of Serbia have shown an increased tendency to move to Hungary. Migration tendencies can further be intensified as a result of the fear of Serbia's isolation within the EU as well as the possibility of dual citizenship.

Formerly there were no attempts to investigate the degree of integratedness of Serbian citizens into Hungarian society, what is more, there were no data available regarding their integration.

It is one of the researchers' long-term aims to trigger changes within the country and contribute to the elaboration and implementation of efficient long-term integration strategies at governmental level.

One of the specific tasks of the project was to publish and disseminate its recommendations and the preparation of all parties involved for a major 21st century global migration.

These project outcomes might be helpful for Hungarian citizens, too, because they would be able to

- formulate well-judged opinions about immigrants,
- eliminate racism,
- enhance the subsidiarity of migration,
- prepare the reception of immigrants more efficiently
- explore multiplicatory effects.

If all these objectives could come true, the situation would be much better: the alarming demographic statistics would improve, birth rates could be on the rise again, family-centred (tax) politics would be introduced to support families, those citizens who are well educated and trained would get enough opportunities to work in their home countries, brain drain

would stop, and those, who are already abroad could eventually come back to their native countries.

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National Employment Service: <http://www.afsz.hu/>

Administration Government website <https://ugyintezes.magyarorszag.hu/>

## **THE RECOGNITION OF OUR NATIONAL PARKS AMONG YOUNG ADULTS**

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### **Abstract**

I conducted a survey questionnaire about the recognition of national parks among the students of the University of Pannonia, Georgikon Faculty in 2012 and 2013. According to my previous experience as a lecturer, I supposed that young people had incomplete knowledge about national parks. As the result of my previous survey about the Danube-Drava National Park Directorate, which is my narrower research area, I had the idea to test the knowledge of young people in a more general questionnaire in the hope of getting a more favourable picture. In order to prove my hypothesis I conducted a survey questionnaire among the students of the Georgikon Faculty who had not met this topic in their university studies yet. 132 students took part in the survey. The research revealed that although young adults had much better knowledge about national parks in general than about one particulate directorate, the results can be improved. According to the results the order of the recognition of national parks can be determined among young people. Young adults like hiking and going on outings in nature but they do not prefer taking part in the programs organized by the national park directorates.

Keywords: Hungary national parks, survey, questionnaire, young people, ecotourism

### **Kivonat**

A nemzeti parkok ismertségével kapcsolatos kérdőíves felmérést készítettem a Pannon Egyetem, Georgikon Kar hallgatóinak körében 2012-ben és 2013-ban. Korábbi oktatói tapasztalataimból kiindulva azt feltételeztem, hogy a felsőoktatásba kerülő fiatalok nemzeti parkokkal kapcsolatos ismeretei hiányosak. Szűkebb kutatási célterületem, a Duna-Dráva Nemzeti Park Igazgatósággal kapcsolatos korábbi kérdőíves felmérésem eredményei láttán jött az ötlet, hogy egy tágabb, általánosabb kérdőívben tesztelem a fiatalok tudását, bízva abban, hogy kedvezőbb képet festenek majd az eredmények. Hipotézisem igazolására kérdőíves felmérést készítettem a Georgikon Kar azon hallgatóinak körében, akik a felsőoktatási tanulmányaikban még nem találkoztak a témakörrel. A felmérésben 132 fő hallgató vett részt. A kutatásból kiderül, hogy a fiatal felnőttek nemzeti parkokkal kapcsolatos ismeretei ugyan sokkal jobbak, mint egy konkrét igazgatóság esetében, de még javíthatóak. Az eredmények alapján a nemzeti parkok ismertségének sorrendje is felállítható a fiatalok körében. A fiatal felnőttek szertak és szeretnek is túrázni, kirándulni a természetben, a nemzeti park igazgatóságok által szervezett programokon azonban nem jellemző a részvételük.

Kulcsszavak: magyar nemzeti parkok, kérdőíves felmérés, fiatal felnőttek, ökoturizmus

## INTRODUCTION

The main aim of my research is to reveal the knowledge of young people about national parks and their habits concerning hiking. Before starting the survey I set up three hypotheses that can be justified by the results described in the study.

## REVIEW OF THE RELEVANT LITERATURE

### National Parks in Hungary

For the past three decades ten national parks directorates have been established in our country the oldest of them is the Hortobágy National Park Directorate (1973), while the youngest is the Órség National Park Directorate established in 2002. The government decree of 347/2006 (XII 23) appoints the national park directorates establishments, which are responsible for handling protected natural areas in an environmental conscious way. The law includes the responsibilities, headquarters, and activity areas of national park directorates. The present ten national park directorates (NPD), with the year of their establishments, are as follows:

- The Aggtelek NPD (1985),
- Balaton Uplands NPD (1997),
- Bükk NPD (1976),
- Duna-Dráva NPD (1996),
- Duna-Ipoly NPD (1997),
- Fertő-Hanság NPD (1994),
- Hortobágy NPD (1973),
- Kiskunság NPD (1975),
- Körös-Maros NPD (1997),
- The Órség NPD (2002).

I am not going to introduce the Directorates of the National Parks of Hungary in details. Several authors (Kapocsy, 1993; Kalotás, 1996, 2004, 2005, 2008, 2012; Vojnits, 2006), and the publications of the Hungarian Tourism cPlc. and our ministry, (KVvM 2005 then VM 2014), which is responsible for environmental protection, give detailed information about the most important features of our national parks.

The decree of 14/1997. (V 28) by KTM ranked the territories of the national parks into zone categories. § 5 describes the exhibition area, where the *exhibition centre* can be placed according to the rules determined in the technical plan and the conditions of *environment friendly exhibition activities* must be ensured here too, that is, sustainable tourism called ecotourism forms here.

### Ecotourism

Unfortunately, ecotourism still does not have a general definition which is accepted internationally. In Hungary its meaning was first determined in the ecotourism section of the Natureexpo conference in 1996 (Lengyel, 1998), according to which on the one hand it is an

approach, on the other hand it includes the different forms of tourism which are based on natural and cultural attractions. The definition of UNTWO (World Tourism Organization) summarizes the features of ecotourism in five points. Several sources (Sulyok 2001, Cousins 2007, Weaver-Lawton 2007, Ahmad 2014, Sulyok 2014, Mintel 2014) take these into account which can be summarized as follows: nature based tourism with its traditional culture, containing educational and interpretation features, generally organized for small groups from below, it minimizes the negative impacts on the natural and socio-cultural environment, it supports the maintenance of natural areas (with employment and income opportunities for local communities). Ecotourism, has the following definition according to IUCN (International Union for Conservation of Nature), suggested for acceptance as official Hungarian position by the authors' of the National Ecotourism Development Strategy (OÖS): 'ecotourism is a form of travel or visit in relatively undisturbed regions which takes responsibility for the environment in order to enjoy and appreciate the natural and cultural values of the past and present and provide social and economic benefits to the local residents, but these visits moderate the harmful effects'( OÖS,2008, p. 12.). In my opinion the most suitable definition comes from the International Ecotourism Society, which says:' Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people' (Lindberg, 1993. p. 8.).

The National Ecotourism Development Strategy (2008) characterizes the participants of ecotourism in the following way: they are young and middle aged with higher qualifications and their income is higher than the average. That is why I find it worth examining the potential future demand, that is, young people studying in higher education.

## **METHODS AND HYPOTHESES**

On the basis of the results in my research area, the Danube-Drava National Park Directorate (Tóth, 2007, 2008, 2010a, 2010b, 2013a), I had the idea to get information about the knowledge of young people in a questionnaire with a more general topic. Besides surveying the available secondary sources about the topic I carried out observations. Having spent several years in education I noticed that university students' knowledge about general geography, at least about national parks is not satisfactory. After my personal experiences I started to gather primary data, which was based on a questionnaire. The works of Majoros (2004), Babbie (2008) and Malhotra (2009) helped me to improve my methodological knowledge. My self-completed, voluntary questionnaire mostly contained open-questions

besides general personal data. The subjects of my research were the students of the Georgikon Faculty who had not meet this topic in their university studies. The first group of questions of my questionnaire aimed to survey the recognition of national parks, the second part examined their hiking habits.

132 students took part in the survey between the spring semester of 2012 and the autumn semester of 2013. The results were evaluated by Microsoft Office Excel 2003, and SPSS Statistics 17.0 programs. Besides fundamental statistical analysis the categorized variables needed the application of the  $\chi^2$  test while the correction formula of the Kendall rank concordance coefficient helped to set up the orders of preference.

At the beginning of my research I had the following assumptions:

- 1 The knowledge of the students in Georgikon Faculty about national parks is insufficient before starting their studies in this field.
- 2 Students in the Georgikon Faculty go hiking regularly and the majority of them like individual relaxation.
- 3 The students of the Georgikon Faculty do not often take part in the programs the national park directories offer.

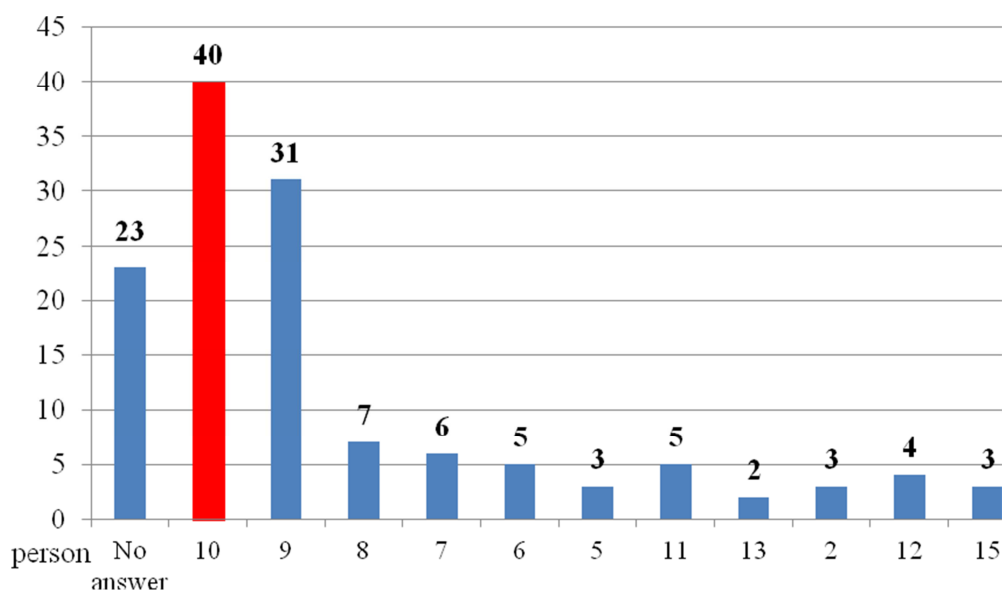
The exposition of the results is listed in the order of my presumed statements.

## RESULTS

62.8% of the participants of the survey are women, 31.8 %of them are men, 83.3% belongs to the age group between 18-25 and the majority has secondary level qualifications. 43.9% comes from Zala county, 18.2% from Veszprém county, 7.6% from Vas county and 6.8% from Somogy county.

My first question about national parks was: **How many national park directorates are there in Hungary?** (Fig. 1) 23 people said no (17,4%), of the others 40 people (30.3%) gave the correct answer, that is there are ten national park directorates in the country. 23.5% of the participants answered 9, which is close to the correct answer while the others (52.3%) guessed between 2 and 15.

The indication of **the number of national park directorates** does not depend on the gender, age, qualifications, place of living and hiking habits of the participants but it does depend on the **time of questioning** and this connection is justified by the Pearson  $\chi^2$ .

**Figure 1** How many national park directorates are there in Hungary?

Source: edited by author

In the different semesters the students who made up the sample had very different knowledge.

At a significance level of 0.008%, the value of the Cramer V index is 0.23, which shows a weak significance connection (Tab. 1). While in both of the semesters of 2012 the majority (61.5% and 88.9%) gave good values (10) or made one mistake (9, 11) when answering the questions, in both of the semesters of 2013 the majority gave answers, which had a difference more than one comparing it to the correct answer or they did not answer at all (52%, 57.5%).

**Table 1** Variable indicating significant connection with the number of National Park Directorates

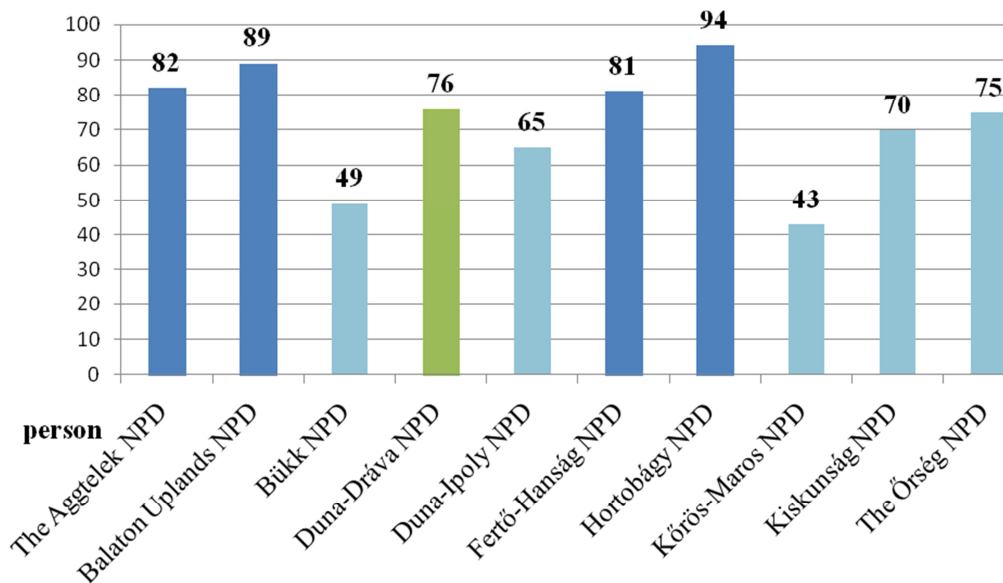
Criterion	$\chi^2$	Cramer -V	p
Time of questioning	22,36	0,238	0,008

Source: edited by author

It is not sure that there is real knowledge if a number is correct therefore my next question asked them to **list the parks**. 13 students (11.4%) could not mention any of the national park directorates however 17 people (12.9%) could list all the NPDs correctly. On average the respondents could name 5.5 NPDs.

Of course nobody listed more than 10, although they mentioned 11, 12, 13, 15 in the previous answers several times, and it also happened that the respondents named non-existent directorates. Among others the answers included the NPDs of the Great Hungarian Plain, Kis Balaton, Mátra, Lake Fertő, Gemenc and Nagyunság. Fig. 2 shows how well young people know our different national park directorates.



**Figure 2** The frequency of reputation of National Park Directorates

Source: edited by author

We can observe that the Hortobágy National Park Directorate (HNPD) is the most popular. This result is not surprising because this is our largest and oldest national park directorate that celebrated its 40<sup>th</sup> anniversary in 2013. It was mentioned by 71.2% of the interviewees and 80.3% of the respondents. Hortobágy NPD was followed by Balaton Uplands NPD (BFNPD), Aggtelek NPD (ANPD), and Fertő-Hanság NPD (FHNPD). The fact that BFNPD is well known is not surprising as the majority of the interviewees live in the territory of this directorate and all of them studies in the capital of Lake Balaton in Keszthely. The Danube-Drava National Park Directorate, which is in the centre of my basic research, is placed in the first part of the middle section. Its recognition is satisfactory as more than half of the interviewees (57.5%) mentioned it and 65% of the respondents named it. I also wanted to know whether the recognition of the NPDs changed during the years therefore I examined the relation of the recognition of the NPDs to each other in each semester. It can well be seen that the most popular ones are those which have already been mentioned above, whereas the least known are the Bükk NPD (BNPD) and the Körös-Maros NPD (KMNPD). However the recognition of the Őrség NPD grew continuously among the students from semester to semester.

If the NPDs are graded according to the number of their mentioning in each semester, it can be seen clearly that the rate of bonds is high that is the parity of rank numbers is high in the preference order (Tab. 2).

**Table 2** Reference to National Park Directorates and orders of preference

	The Aggtelek NPD	Balaton Uplands NPD	Bükk NPD	Duna-Dráva NPD	Duna-Ipoly NPD	Fertő-Hanság NPD	Hortobágy NPD	Kőrös-Maros NPD	Kiskunság NPD	The Órség NPD
Spring 2012	22	30	12	21	19	26	28	15	15	11
Autumn 2012	13	12	8	13	10	13	16	7	12	12
Spring 2013	32	34	21	27	25	29	35	17	32	35
Autumn 2013	15	13	8	15	11	13	15	4	11	17
Spring 2012	4	1	9	5	6	3	2	7,5	7,5	10
Autumn 2012	3	6	9	3	8	3	1	10	6	6
Spring 2013	4,5	3	9	7	8	6	1,5	10	4,5	1,5
Autumn 2013	3	5,5	9	3	7,5	5,5	3	10	7,5	1

Source: edited by author

In this case the correction formula of the Kendall rank concordance coefficient can be applied in the calculations to establish how much the parity is between the preference orders.

$$W = \frac{\Delta}{\frac{1}{12}k^2(n^3-n) - k\sum L}, \text{ where}$$

$\Delta = \sum_i (R_i - \bar{R})^2$ ,  $k$  is the number of the existing rank orders,  $n$  is the number of the factors to be ranked and  $L = \frac{\sum(r^2 - r)}{12}$

In our case taking the bond number of each semester into consideration

$$\sum L = \frac{(2^2-2)}{12} + \frac{(3^2-3)+(3^2-3)}{12} + \frac{(2^2-2)+(2^2-2)}{12} + \frac{(3^2-3)+(2^2-2)+(2^2-2)}{12} = \frac{105}{12} \text{ and } \Delta = 862 \text{ from where}$$

$$W = \frac{862}{\frac{1}{12}4^2(10^3-10) - 4 \cdot \frac{105}{12}} = 0,671$$

As it can be seen that 67% of the order of preference is the same regarding each semester. The value of the coefficient is significant because:

$$\chi^2 = \frac{12\Delta}{kn(n+1)} = \frac{12 \cdot 862}{4 \cdot 10 \cdot (10+1)} = 23,51 > \chi_{0,99}^2 = 21,7 \text{ (} \nu=10-1=9 \text{)}$$

A parity of 67% is considered suitable to set up a final order on the basis of the sums of the rank numbers (Tab. 3).

**Table 3** Order of National Park Directorates on the basis of the total of ranking numbers

	<b>The Aggtelek NPD</b>	<b>Balaton Uplands NPD</b>	<b>Bükk NPD</b>	<b>Duna-Dráva NPD</b>	<b>Duna-Ipoly NPD</b>	<b>Fertő-Hanság NPD</b>	<b>Hortobágy NPD</b>	<b>Körös-Maros NPD</b>	<b>Kiskunság NPD</b>	<b>The Órség NPD</b>
Ri	14,5	15,5	36	18	29,5	17,5	7,5	37,5	25,5	18,5
Order	<b>2</b>	<b>3</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>1</b>	<b>10</b>	<b>7</b>	<b>6</b>

Source: edited by author

Listing the national parks do not depend on the year of questioning, the gender, the qualifications, the place of living and the hiking habits. It depends on the age and the answers about the number of the NPDs as it can be seen in the connection indicated by the Pearson  $\chi^2$  significance value.

When the connection between the **age** and the **list of the NPDs** was examined we got a 0.35 Cramer V value, which shows a loose significance connection ( $p=0,020$ ) (Tab. 4).

We can conclude that 88.2% of the respondents who gave a perfect answer (they could list the 10 NPDs) belonged to the age group between 18-25. The rate of non respondents was about 13% in both groups. While more than the half of the age group between 18 and 25 (50.8%) could list 7 or more national park directorates, 50% of the age group over 25 could name fewer than 5. therefore we can state that the younger generation has a more precise knowledge.

When I examined the connection between **listing the NPDs** and the **number of the NP directorates**, the Cramer V=0.44 value showed medium strong significance connection ( $p=0.000$ ) (Tab. 4). 100% was achieved by those who said that there were 10 NPDs. However only 42.5% of the students who knew that there were 10 national park directorates in Hungary could name them precisely while 12.5% gave 9, 8 or 7 correct answers. The two values of  $\lambda$  show that the given number of NPDs depends on the success of listing the national parks and not the other way round.  $\lambda = 0.239$  ( $p=0.003$ ), which means that if we know how many national parks someone can list correctly we can improve our chance by 23.9% to say what number they will write for the number of national parks.

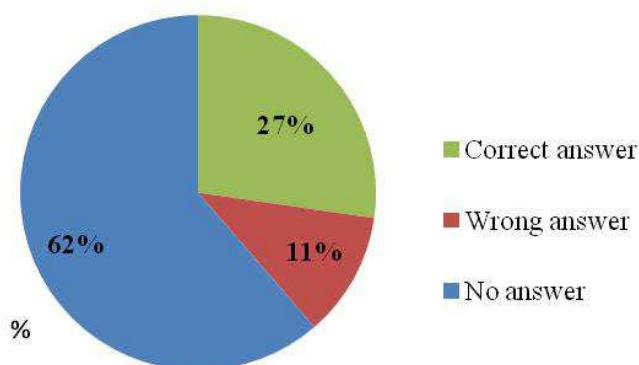
**Table 4** Variables indicating significant connections with listing National Park Directorates

<b>Criterion</b>	<b><math>\chi^2</math></b>	<b>Cramer -V</b>	<b>p</b>
Age	16,572	0,354	0,020
Number of National Park Directorates	77,459	0,442	0,000

Source: edited by author

I asked them whether they know **which one the oldest and youngest NPD is**. 62% of the interviewees (81 people) did not know or did not want to name our oldest directorate. 11% gave the wrong answer, most of them thought that the Aggtelek NPD was the oldest but BFNPD and the Bükk NPD were also mentioned. 36 people (27% of the interviewees) wrote correctly that the Hortobágy National Park Directorate was our first and at the same time our largest national park directorate (Fig. 3). "

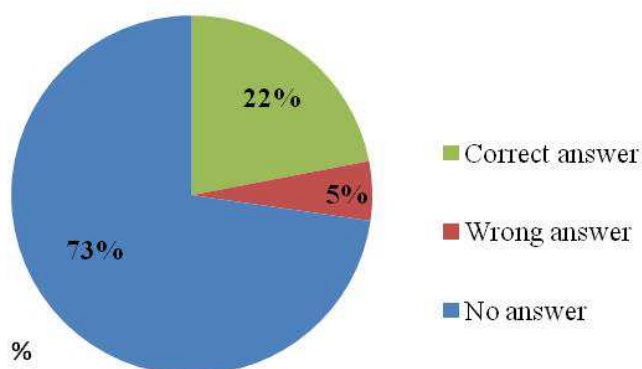
**Figure 3** Distribution of the name ‘oldest National Park’



Source: edited by author

The youngest one is the Órség NPD, which got the title in 2002, is not so well-known, 29 people, 22% gave the correct answer, 5 answers were wrong and almost three quarters of the interviewees did not even answer this question (Fig. 4).

**Figure 4** Distribution of the name ‘youngest National Park’



Source: edited by author

Mentioning the oldest national park directorates indicates a significant connection with two variables it depends on whether they could say the number of the national park directorates

and whether they could name them, the connection is indicated by the Pearson  $\chi^2$  significance value.

When I examined the connection between **naming the oldest NPD** and **the given number of NPDs** the value of the Cramer V=0.26 showed a weakly significant connection ( $p= 0.007$ ), (Tab. 5).

The respondents who wrote the numbers of 10, 9 or 11 as their answer, gave 80.5% of the right answers in connection with the oldest national park. 40% of the respondents who marked number 10 could name the oldest national park, but 47.5% did not answer. 36.1% of those who marked 9 or 11 knew HNPDP well as the oldest NPD but 56% of them did not answer. More than one fifth (21.2%) of those who gave an answer with a difference more than one gave the wrong answer and 67% of them did not answer at all. The smaller the difference was from the correct number, the higher the rate of correct answers were and the smaller the rate of non respondents. The interviewees who did not write an answer to the number, did not want to guess therefore they did not answer about the oldest NPD (87%), although 13% of them certainly knew that Hortobágy was the oldest NPD.

When I examined the connection between **naming the oldest NPD** and **listing the NPDs** the value of Cramer V=0.36 showed a weakly significant connection ( $p=0.001$ ) (Tab. 5). 70.6% of the respondents who could name all the 10 NPDs exactly knew that the Hortobágy NP was the oldest. A large proportion of those who could name 9 NPDs (45.5%) gave a correct answer. Below this 16-27% could name the oldest NPD correctly but in these categories most of them did not answer (60-85%). The rate of wrong answers was between 0-20%.

**Table 5** Variables indicating significant connection with the name ‘oldest National Park’

<b>Criterion</b>	<b><math>\chi^2</math></b>	<b>Cramer -V</b>	<b>p</b>
Number of National Park Directorates	17,716	0,259	0,007
List of National Park Directorates	35,432	0,366	0,001

Source: edited by author

Naming the youngest national park did not depend on the year of questioning, gender, qualifications, place of living and hiking habits. However it depends on the age and the answer given to the number of NP directorates and the connection is indicated by the Pearson  $\chi^2$  significance value.

When I examined the connection between **naming the youngest NPD** and the **age** the Cramer V=0,20 value a weakly significant connection ( $p= 0.081$ ) (Tab. 6). The cross table shows that although 70% of the age group between 18-25 did not answer, one quarter of them (25.5%) gave a correct answer that the ÖNPD was the youngest NPD. On the other hand, 86.4% of the age group over 25 did not answer and only 4.5% of them gave a correct answer. It is also approved that the younger generation have a better knowledge just like when they listed the NPDs.

When I examined the connection between **naming the youngest NPD** and the **given number of NPDs**, the Cramer V=0.25 value showed a weakly significant connection ( $p=0.012$ ) (Tab. 6). Those who answered with numbers 10, 9 or 11, gave 82.8% of the correct answers in connection with the youngest national park. 40% of those who voted for 10 could name the youngest national park but 55% of them did not answer. 22.2% of those who marked 9 or 11 knew the ÖNPD as the youngest national park but 69.4% of them did not answer. The great majority (81.8%) of those who wrote a number with a difference more than one did not answer. The smaller the difference was from the correct number, the smaller the rate of non respondents was. But there was also a big difference of knowledge about the oldest and youngest NPD because the rate of correct answers is smaller in the case of the youngest NPD and the rate of non respondents was much higher in this category.

When I examined the connection between **naming the youngest NPD** and **listing the NPDs** the Cramer V=0.49 value showed a medium significant connection ( $p=0.001$ ) (Tab. 6). 76.5% of the respondents who could name all the 10 NPDs precisely knew that the Örség was the youngest. A great majority of those (63.6%) who listed 9 gave a correct answer. Below these values 6-18% could name the youngest NPD correctly but most of them in these categories did not even answer (68-100%). The rate of the wrong answers was between 0-18%. The value of  $\lambda$  is 0.361 ( $p=0.010$ ), which means that the chance that we can guess whether the person knows the youngest national park can be improved by 36.1%, if we know how many directorates he can list correctly.

**Table 6** Variables indicating significant connection with the name 'youngest National Park'

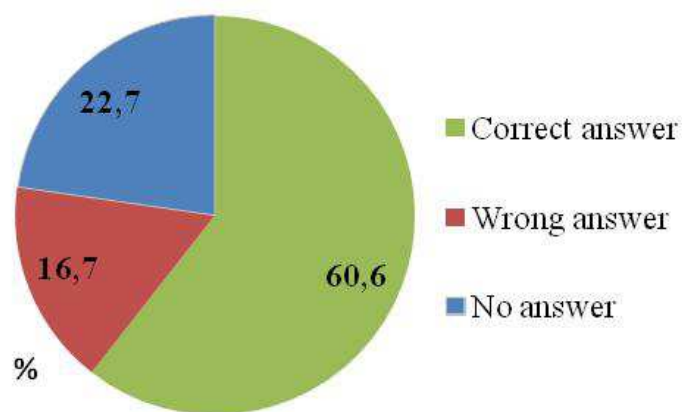
Criterion	$\chi^2$	Cramer -V	p
Age	5,038	0,195	0,081
Number of National Park Directorates	16,332	0,249	0,012
List of National Park Directorates NPI-k felsorolása	64,814	0,495	0,000

Source: edited by author

We can conclude that the recognition of the oldest national park is more of the part of general knowledge and even those who do not know national parks very much could name it correctly. The recognition of the youngest NPD reflects a deeper knowledge because people who could name it (64-77%), could list the NPDs correctly or almost correctly. Those who could list 8 NPDs the rate of mistakes is rather high, (15% of them could give a correct answer) and the rate of non respondents also increased (from the previous 18-36% to 73%).

I was given a mostly correct answer (66.6%) to the question: ‘**Which national park directorates is located closest to your place of living?**’ (Fig. 5). Regarding evaluation this question took up most of the time because in personal questions first I connected the place of living to the county and then to the NPD and I compared this with the answers to this question. The reason for this is that I did not want to influence the answers in any way. 80 people knew which NPD territory they lived in, 22 people (16.7%) gave the wrong answer, however most of them could determine the geographical area but they had problems with the name of the directorate, I had to face this problem at the 2<sup>nd</sup> question too. 30 people did not answer.

**Figure 5** The distribution of naming the national park directorate nearest to the place of living



Source: edited by author

Naming the closest national park directorate does not depend on any other variables, only on the respondent's place of living – as I have expected I – this connection is indicated by the significant value of the Pearson  $\chi^2$ .

When I examined the connection between **naming the closest national park directorate** and **the place of living**, the Cramer V=0.47 value showed a medium significant connection ( $p=0.000$ ) (Tab. 7). At least half of the respondents knew which national park territory their place of living was located in. Zala (62,1 %), Somogy (55,6 %), Baranya (50 %), Vas (90 %),

Veszprém (83,3 %), Csongrád (50 %), Tolna (50 %), és Bács-Kiskun (50 %). Most wrong answers came from the inhabitants of Zala and Somogy counties, while three quarters of the inhabitants of Komárom-Esztergom and Pest counties did not even answer. The value of  $\lambda$  is 0.231 ( $p=0.004$ ), which means that the chance that we can say about somebody correctly that he knows his local NPD can be improved by 23.1% if we know where he lives.

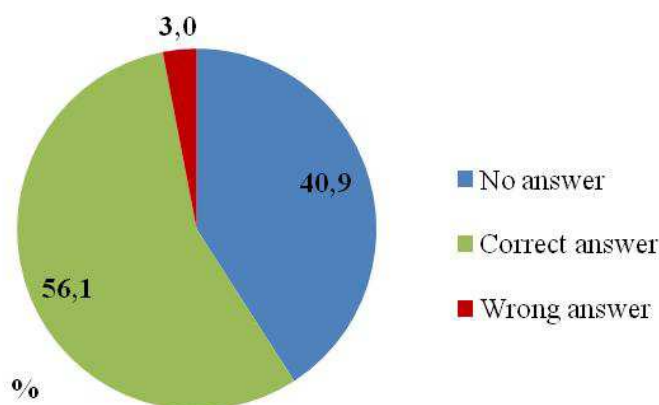
**Table 7** Variables indicating significant connection with the name 'closest National Park to the place of living'

Criterion	$\chi^2$	Cramer -V	p
Place of living	59,399	0,474	0,000

Source: edited by author

My next question was: **'Could you list sights and attractions in your local national park directorates?'** The name of the NPD and its sights were not needed, I simply wanted to get information about the region of their homes. More than half of the respondents (74 people, 56.1%) could name the sights of their place of living, however 54 people (41%) got frightened of the question and did not answer (Fig. 6). Listing the sights has no significant connection with any other variables.

**Figure 6** Distribution of listing the sights of the National Park close to the place of living



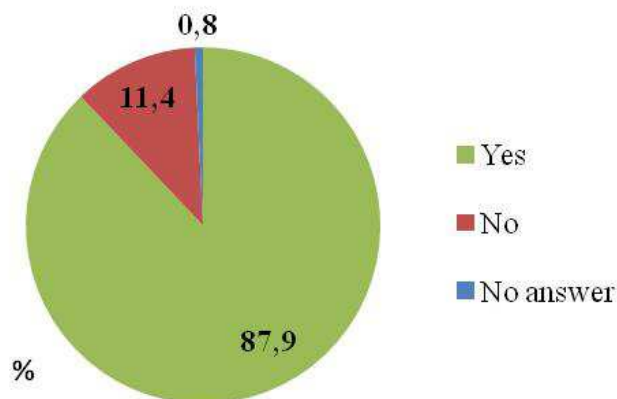
Source: edited by author

## 2. Students at the Georgikon Faculty go hiking and most of them prefer individual programs

The second part of my questionnaire focused on information about hiking habits. The question **'Do you go hiking?'**, was not answered by 1 person, 15 people (11.4%) never go hiking, however 87.9% (116 people) of the respondents do (Fig. 7). There is not any variable that shows significant connection with hiking habits.



**Figure 7** Do you go on outings or hiking?

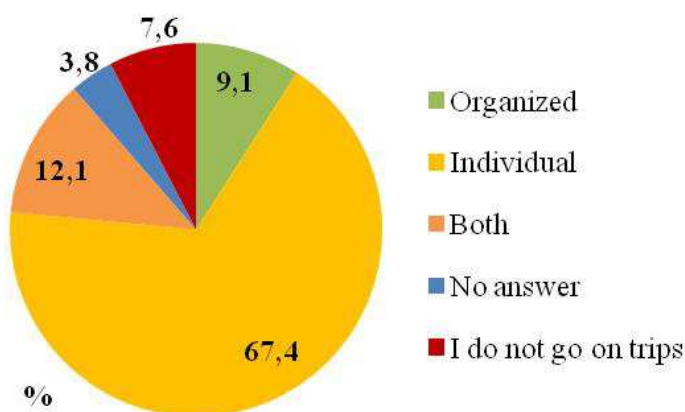


Source: edited by author

Next question: ‘**If you do, do you prefer organized trips or individual relaxation?**’ The results are as follows: 12 people (9.1%) prefer organized trips, while the majority, 89 people (67.4%) like individual trips and 12% is fond of both individual and organized trips alike (Fig. 8). The majority of students do not seem to rely on other people to organize the trip, they do it individually.

The preference of organized and individual trips does not depend on any variables only on the fact whether the respondent go hiking regularly or not, the connection is indicated by the Pearson  $\chi^2$  significance value.

**Figure 8** Distribution of the preferences of organized trips or individual trips



Source: edited by author

When I examined the connection between **the preference of organized and individual trips** and **hiking habits** the Cramer V=0.69 value showed the upper level of a medium strong connection (p=0.000) (Tab. 8). According to some sources this connection is rated as very strong. 9.5% of those who like hiking prefer organized trips, 75.9% likes individual forms and

13.8% cannot make a difference. People who do not go hiking regularly (66.7%) do not prefer either of the two. Examining the  $\lambda$  values, if hiking is our dependent factor, its  $\lambda$  value is 0.750 ( $p=0.001$ ) that is our chance to evaluate the person's hiking habits can be improved by 75% if we know which form of hiking he prefers. The cause-effect relation is obvious if someone prefers organized or individual trips he probably goes hiking more or less frequently. If the chosen form is the depending factor the value of  $\lambda$  is 0.233 ( $p=0.003$ ), which means that our chance to say about somebody whether he likes organized or individual trips can be improved by 23.3% if we know whether he goes hiking regularly or not.

**Table 8** Variables indicating significant connection with organized or individual hiking trips

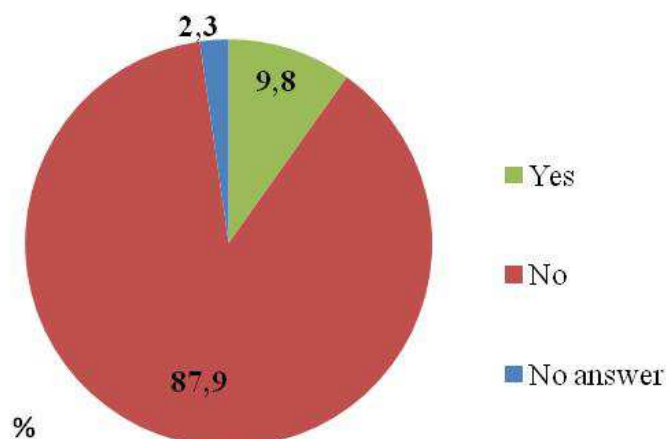
Criterion	$\chi^2$	Cramer -V	p
Do you regularly go hiking	127,994	0,696	0,000

Source: edited by author

**3. The students of the Georgikon Faculty do not often take part in the programs the national park directories offer**

My next question: **Do you take part in the programs organized by the national park directorates?** The result is not surprising the previous answers showed that 9% of the hikers (11 people) like organized trips. Only 13 people, 11.2% of the hikers and 9.8% of the interviewees have ever taken part in programs organized by the national park directorates (Fig. 9).

**Figure 9** Distribution of the participation in programs organized by the National Park Directorate



Source: edited by author

My last question: **‘If you do, what kind of programs do you take part in and how often?’**

It was a relevant question for only 13 people. There was only one person who could be regarded eco-tourist following the real sustainable aspect, because he takes part in the different programs organized by the national park directorate monthly, for example eco trips, bird ringing, rescuing frogs and lectures. He is the so-called hard eco-tourist (Weaver, 2005). The other 12 people take part in organized trips like these once a year mostly in hiking, camps and bird watching. The main aim for most of them is the excursion (9 people). They are the so-called soft eco-tourists (Weaver, 2005).

## **DISCUSSION**

### **1. The knowledge of the students in Georgikon Faculty about national parks is insufficient before starting their studies in this field.**

40 (30.3%) students out of 132 respondents knew correctly that we have 10 national park directories but only 17 students 12.9% of the respondents could list them correctly. The question: which is our oldest and youngest national park remained unanswered by more than 60%. 36 students (27% of the respondents) answered correctly that Hortobágy National Park is the oldest and 29 of them (22%) knew that the Órség National Park is the newest. 60.6% could identify the national park in their own place of living. Very often the official name was the problem and not the geographical location. More than half of the respondents (56%) could list supply elements in the directory of the park in their settlement. Knowledge is really insufficient but youths have a lot of information about national parks, on average they can list half of the national parks.

### **2. Students in the Georgikon Faculty go hiking regularly and the majority of them like individual relaxation.**

According to the questionnaire survey youths like hiking (87.9%) and the majority of them (67.4%) prefer individual relaxation to organized trips.

### **3. The students of the Georgikon Faculty do not often take part in the programs the national park directories offer.**

One fifth of the responding youths go hiking in organized trips therefore it is not surprising that only few of them (9.8%) took part in the programs organized by the national park directories.

## CONCLUSION

The results of the study show that taking aim at the future eco-tourists, the present young adult age group is an important task. Young people have a lot of knowledge about national parks, they like relaxing outdoors but the programs organized by the national park directorates are not very popular with them. In my opinion aimed marketing and special programs could increase the young people's interest. These organized programs should be more attractive or alternative program opportunities should be offered where they can select their own program packages to provide a sense of individuality.

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## **CHANGING PRINCIPLES HOW TO DEFINE AND REGULATE THE TERM ‘INDUSTRIAL PARK’: THE CASE OF HUNGARY, ROMANIA AND BULGARIA**

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### **Abstract**

The development of industrial parks began in the 1960s with the transformation of previous production systems and the technological change. Initially, the first industrial areas were developed spontaneously when positive externalities rose from the close spatial proximity of companies. Therefore, the producing plants started to build common infrastructure and a variety of special facilities within the industrial areas which resulted in the concentration of production and creating the first industrial parks. The industrial spatial structure has changed and taking the positive benefits of proximity in mind, the creation of industrial parks has become conscious.

This trend has reached the Central and Eastern European countries later, consequentially the first initiatives were realized at the beginning of the 1990s after the collapse of the soviet bloc. The post-socialist countries have tried to take over the methods and strategies used in Western European countries but due to the different economic, political, social backgrounds in these states diverse development dimensions can be observed in the case of industrial parks. In the present study, the authors will introduce a historical overview of industrial parks’ development, the characterization of parks and the characteristics of certain park types. Moreover, the paper will review the main terminological information related to the parks. The parks will be examined in three Central and Eastern European countries (Hungary, Romania and Bulgaria), looking for similarities and differences between industrial parks in the listed states.

Keywords: Industrial park, Central and Eastern Europe, historical overview, different development paths

### **INTRODUCTION**

The establishment of industrial parks was begun at the beginning of the 1990s in Central and Eastern European countries. The post-socialist countries tried to adapt methods which had been used and had stood the test of time in Western-European countries. In the Central and Eastern European region, the role of central government was much stronger than in the western part of Europe and regional differences were also embodied in the establishment period and the development path of industrial parks.

Though the pace of industrial park creation has slowed in Hungary (Kiss, 2013), they still appear as depositories of the domestic economic development. Since 1997 until the

millennium more than one hundred industrial parks were established in the country (Kiss, 2013, p. 14). Taking the simplest definition, industrial parks are "*areas prepared for industrial use*"<sup>1</sup> (Kiss, 2013, p. 13), however in the 21st century it is not entirely true as most of the parks are not limited to industrial production.

The main purpose of this paper is to give an overview of industrial parks, their different types and their main attributes. The research study focuses on the term 'industrial park' and give a conceptual theoretical framework on the term used in Hungary, in Romania and in Bulgaria.

The first section of the study reviews the Hungarian theoretical background of industrial parks and describes their characterization. There are many aspects in regional science how industrial parks can be differentiated – the authors focus on the classification based on the different region types where the parks are situated. The second and the third chapters provide a brief overview of the Bulgarian and the Romanian industrial park terms and regulation. Finally, the findings are summarized in a table which shows the main results of the research.

## LITERATURE REVIEW

### **Historical Overview of Industrial Park' Development**

After the "Fordism" mass production was unable to find a respond to the challenges of the 1970s, so a new system approach was needed. It was the era of the development of decentralized and flexible systems that also gave place to industrial areas (Kumar, 2005; Tylecote, 1995). In the beginning, positive externalities were launched between firms located geographically close to each other spontaneously; therefore the production plants began to set up a variety of common infrastructure facilities within the industrial area. It was a period when the first industrial parks were established (Rechnitzer, 2002).

### **The term ,industrial park' has changed**

In Hungary the majority of studies and pieces of research regarding industrial areas were published at the beginning of the 2000s, which examined the parks from different aspects. The term is an umbrella term that refers to a very complex concept (Markó, 1999, p. 4) and was introduced into the Hungarian language as a loan word of the English word 'industrial park' (Lengyel et al., 2002) which also contributed to the difficult interpretation of the term.

According to Rakusz (2001) "*the industrial park is an estate-wise established group of industrial and service facilities which is able to provide essential conditions for the*

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<sup>1</sup> Translated by the authors.

*production of state of the art products and for the application of modern technologies mainly for small- and medium sized companies”* (Rakusz, 2001, p. 21). The park provides not only physical infrastructure but also a variety of services for companies located inside the park helping their daily activities. In many cases parks appear as *the results of real estate development projects* when the letting of built properties and the services provided for settling companies come to the focus (Rakusz, 2001). Parks are also mentioned as *“important tools for regional development”* (Tiner, 2011, p. 291).

Müggenborg and Bruns (2003) delivered a similar definition in the German literature, they stated that industrial parks are *“industrially used sites, where, on a restricted area, mostly legally independent enterprises have established close cooperation in terms of goods and services and at which the users of the park typically share different infrastructural facilities such as sewage system, (...) pipeline network, etc. based on private sector agreements”* (Müggenborg and Bruns, 2003, p. 14).

If we take a look at definitions used in other countries, we will face some similarities with the Hungarian term usage. In Finland, industrial parks also play an important role and as the existing definitions of industrial areas did not totally cover the features of parks, some Finnish researchers (Malmén et al., 2008) decided to create a new definition. *“An industrial park consists of independent production companies operating inside the same fence and thus sharing infrastructure and sometimes even buildings with each other. (...) Another basic feature is that none of the main operating companies has a dominating role over the others, which means that none of the companies can be considered as hosting the site. This is one of the main differences compared to traditional industrial areas”* (Heikkilä et al., 2010, p. 432). In contrast to the Finnish concept, none of the Hungarian definitions considers the cooperation of companies within the park.

Similarly to the previous Finnish term, Ben and Wang (2011) hold the view that *“industrial park development is an important policy tool adopted in many industrialized countries (...) creates job opportunities, improves urban productivity, and maintains the country’s competitive environment”* (Ben and Wang, 2011, p. 57).

According to the diversity of definitions – especially when taking into account the international variations of park terms – we can refer to Salonen (2010) who identifies that *“due to the varying development backgrounds and purposes of industrial parks in different countries several synonyms are used for them”* (Salonen, 2010, p. 80).

The main aim of this study is to present a comparison of industrial areas in three analyzed countries in the Central and Eastern European region, i. e. in Bulgaria, Hungary and Romania.



## **AIM, METHOD AND RESEARCH QUESTIONS**

We have chosen to analyze the above mentioned 3 countries because they had to restructure their economies and industries after the period of the communist regime. They faced similar tasks and difficulties in the past in this restructuring period and today, they also have some similarities regarding their economies.

They are all European Union members states, Hungary joined the EU in 2004, Bulgaria and Romania in 2007.

If we take a look at the GDP per capita (PPP based)<sup>2</sup> data in 2012, we find that all the three analyzed countries can be found in the last 5 with the lowest rates – see Appendix 1. Comparing the data to the EU28-average (100), Hungary's GDP per capita (PPP based) is around 65, Romania a little bit over the half of the average and Bulgaria is under the half of the EU28-average.

If comparing the FDI inflows in 2013, after the Czech Republic (3760 million EUR), Romania (2725 million EUR), Hungary (2317 million EUR) and Bulgaria (1092 million EUR) has the highest FDI inflow rates (Popescu, 2014, p. 8151).

The study focuses on industrial parks which are seen as important tools and facilities in the studied states. As the EU tries to enhance innovation, R&D activities, competitive clusters and networks, different types of industrial areas (industrial districts, business incubators and e.g. industrial parks) came to the fore. The analyzed post-socialist countries also support such entities by attracting primarily foreign capital. Although these facilities are mostly production-related sites, they act as relevant factors in the economy and their development paths should be analyzed.

The authors of the paper use document analysis to get a deeper insight into the terminology of the term 'industrial park'. The main objective is to compare the Hungarian, the Romanian and the Bulgarian term usage, regulation and the main conditions of industrial areas, both in the literature and also on the level of law.

At the beginning of the research, the authors defined two main research questions which are answered in the next part of the study.

- Q<sub>1</sub>: What are the main differences of industrial park' regulation in the analyzed countries?

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<sup>2</sup> The GDP per capita (PPP based) is gross domestic product converted to international dollars using purchasing power parity rates and divided by total population. This data is useful to compare nations' living standards. (Source: <http://data.worldbank.org/indicator/NY.GDP.PCAP.PP.CD>, Downloaded: 02. 08. 2015.)

- Q<sub>2</sub>: How diverse are the conditions of industrial areas in Hungary, in Bulgaria and in Romania?

## RESULTS AND DISCUSSION

### Industrial Parks in Hungary, in Bulgaria and in Romania

**In Hungary**, there is a governmental ordinance (23/2013 (II. 1.)) which determines the conceptual framework and types of industrial parks and specifies the conditions of gaining the title ‘industrial park’. According to the governmental edict, industrial park “*is an institution which deals with general industry- and regional development, has an area supplied by infrastructure, and runs production, development and service activity, aspires to improve innovation activity and has got the title ‘Industrial Park’.*”<sup>3</sup> According to this act, a new term was introduced, the science and technology park, i.e. *an industrial park which was established or is now functioning with the aim to give support to primarily knowledge-intensive companies dealing with technological innovation for their development*” (23/2013 (II. 1.) Gov. ordinance).<sup>4</sup>

**In Bulgaria**, industrial areas are called *industrial zones*. These zones are areas that have been designed for industrial development and creation of logistics, commercial and business parks (Industrial-zones, 2015). These industrial zones provide attractive conditions for both, national and international companies ensuring the area for production, trade and logistics. All these incentives are supported by the Government, by the local authorities and by the Chamber of Commerce and Industry ((Ilieva, 2002).

In Bulgaria, the industrial zones are regulated by the Investment Promotion Act (seen as IPA) which also gives a definition: “*industrial zone shall be a set of one or several adjoining lots with similar characteristics and prevailing assigned use for manufacturing activities, projected by an effective detailed plan, according to the Spatial Development Act*” (IPA, 2004).

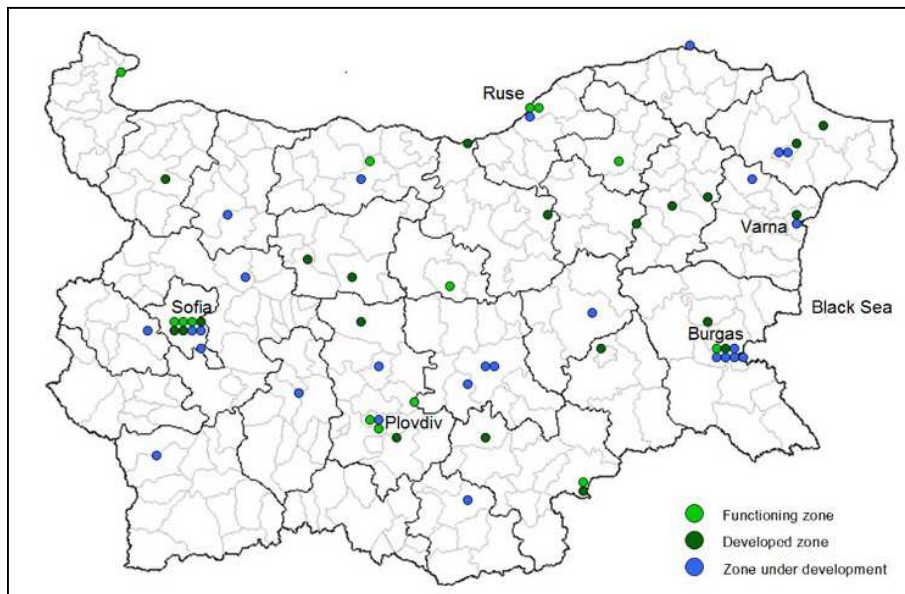
The main purpose of the Bulgarian state is to establish and develop industrial zones and provide special support for settling companies in order to make the established/or emerging industrial areas more attractive. 14 functioning industrial zones can be found in the country and 48 areas are under development stage today. As it can be seen in Fig. 1, there are zones of which infrastructure has been already developed and are ready to invest (21 zones), the other 27 zones are going to be developed in the future.

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<sup>3</sup> Translated by the authors.

<sup>4</sup> Translated by the authors.

**Figure 1** The location of industrial zones in Bulgaria



Source: <http://www.investbg.government.bg/en/destinations> (Downloaded 08. 02. 2015.)

The trend of the differentiation between industrial parks and science and technology parks –appears in the Bulgarian terms. According to the IPA, “*technology park shall be a park which satisfies the requirements for an industrial zone but with a prevailing scientific research and development activity and/or education, and/or information technologies and for innovative activities for technological renovation of manufacturing products and technologies*” (IPA, 2004).

**In Romania**, the development of industrial parks has started later than in Bulgaria. “*The first legal industrial park status was granted in 2002*” (Dumitrescu, 2009, p. 1). The Industrial Park Program (based on 1116/2001 decision) developed by the Romanian Government was introduced in 2002 with the aim to improve business environment by developing and modernizing the physical infrastructure and encouraging domestic and foreign capital investments.

In 2001, a governmental ordinance (65/2001) was implemented that defines the term ‘industrial park’. According to this regulation, “*the industrial park represents a delimited area in which economic activities, scientific activities, industrial production activities, services and scientific research and/or technological development valorisation are developed, in specific facilitating working conditions, to render valuable the human and material zone potential*” (65/2001 Gov. ordinance). The definition also gives some requirements which have to be satisfied:

- a minimum of 10 hectares area,

- access to highways,
- is owned/used by a trading company.

Based on available data of 2010, 63 registered industrial parks are in industrial towns in Romania but not all the parks are operating (Dodescu and Chirilă, 2012, p. 333.). As in the Hungarian legislation, the Romanian Government also took into consideration the international trend of modernization of industrial parks. According to the act mentioned above, scientific and technological (S&T) parks are defined as “*zones where activities of learning, research and technology transfer are performed. The S&T park is set up based on a joint venture contract concluded between universities and/or a R&D organization, on one hand, and national companies, commercial companies, local public administration authorities, employers' or professional association, individuals, Romanian or foreign investors, on the other hand*” (50/2003 Gov. ordinance).

### **Comparison of parks in the analyzed countries**

Based on the interpretation of the European Union, industrial parks are able to adapt to changing needs which also leads to their diversity (EESC 2006). In parallel to the economic development, industrial areas are also changing, as it is also observed in the case of industrial parks. In addition to the fundamental attributes of parks, park types are allocated according to the basic functions and activities inside the area (e. g. Benko, 1992, Rakusz, 2001, Pálmai, 1996, Scandizzo, 2001).

Industrial parks have different types according to the regions they are located in. Basically, there are three types of regions, based on the competitive strategy they use, where different types of industrial areas can be found:

1. Neofordist region: where mass production has the main role and which are specialized in routine activities. The level of innovation and R&D activities is low, and the relationships between companies are weak or completely absent. Regions are seen as “*production sites*” (Lengyel, 2009, p. 27).
2. Knowledge transfer region: is able to accommodate new technologies and production processes, thus their competitive advantages are well qualified labour, strong networking and innovation.
3. Knowledge creation region: where the focus is on high value-added services, where the latest technologies and trends appear and strong integration can be observed between companies. Regions are the “*hubs of knowledge*” (Lengyel, 2009, p. 27).

In the former socialist bloc countries, including the analyzed countries, the first type of regions, i. e. industrial zones/parks can be found, although some exceptions also exist which can be classified as knowledge transfer regions. Such examples are

- the International Industrial Park of Győr, in Hungary,
- the high-tech parks of Sofia and Plovdiv in Bulgaria and
- the most advanced park in Romania is the Oradea Industrial Park in Oradea.

**Table 1** Comparison of industrial parks’ characteristics in the case of Hungary, Bulgaria and Romania

	Hungary	Bulgaria	Romania
<b>Regulation</b>	23/2013 (II. 1.) Governmental ordinance	Investment Promotion Act (2007)	1116/2001 law, based on the 65/2001 Governmental ordinance
<b>Regulated definition of the term 'industrial park'</b>	An industrial park “is an institution which deals with general industry- and regional development, has an area supplied by infrastructure, and runs production, development and service activity, aspires to improve innovation activity and has got the title ‘Industrial Park’.	Industrial zone shall be a set of one or several adjoining lots with similar characteristics and prevailing assigned use for manufacturing activities, projected by an effective detailed plan, according to the Spatial Development Act	The industrial park represents a delimited area in which economic activities, scientific activities, industrial production activities, services and scientific research and/or technological development valorisation are developed, in specific facilitating working conditions, to render valuable the human and material zone potential.
<b>Responsible organisation for contribution of the title 'industrial park'</b>	Ministry for National Economy	Bulgarian Government through the Invest Bulgaria Agency (IBA)	Ministry of Regional Development and Public Administration and the Romanian Government
<b>Number of industrial parks</b>	220 industrial parks (2012)	14 functioning industrial zones, 21 developed zones, 27 under development zones (2012)	63 registered industrial parks (2012)
<b>Main conditions</b>	<ul style="list-style-type: none"> <li>• At least 20 hectares area,</li> <li>• At least 5 functioning companies at the planned industrial area, totally with at least 100 full-time employees,</li> <li>• Further conditions: The number of located companies should be at least 10 and the number of full-time employees should reach 500 until the 5<sup>th</sup> years’ end since the area has got the industrial park title.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to highways,</li> <li>• Tax incentives for settled companies,</li> <li>• Development phase of physical infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to highways,</li> <li>• At least 10 hectares area,</li> <li>• Trading company as owner/user,</li> <li>• Physical and human capital utilization based on geographical proximity.</li> </ul>

Source: own data (2015) based on the references in the study

Tab. 1 shows that the Bulgarian term and regulation system related to industrial areas differ from the Hungarian and Romanian systems. Although some elements of the terms mean basis for the comparison but in many cases, different scale needs to be considered when analyzing. Compared with the two other countries, the Bulgarian Government puts emphasis on the country's low tax conditions and, consequently, makes industrial areas more attractive for foreign capital. There is no evidence what the term 'industrial park' means whereas it is used in some cases.

Based on the secondary data analysis, the following responses are accurate to the research questions of the paper. The interpretation of the Hungarian and Romanian 'industrial park' term use differs from the Bulgarian one – in both cases, all examined dimensions can be interpreted and on their basis the comparison can be performed. In both countries, i. e. in Hungary and in Romania, a clearly articulated definition exists, on the one hand it is related to industrial parks and on the other, scientific and technological parks. While there is a slight difference in the definitions used, the explanation of terms is regulated on a central regulatory level.

Furthermore, beside the marked definitions of industrial parks, Hungary and Romania also defined some criteria related to the terms which more accurately give the conditions for the development and maintenance of parks. While the size of the industrial area is less in Hungary than it is in Romania (10 hectares), it should be also accessed to main national or international highways.

Proximity, i.e. geographical proximity is an important factor in Romania (Popescu and Ungureanu, 2008) – just as it is in Bulgaria and in Hungary but it is not articulated in the ordinance in latter countries. Within Hungarian conditions, further criteria are specified for the regulation of industrial parks being formed in the future, regarding for example the number of companies or of the full-time employees on the area.

The number of industrial parks is the highest in Hungary (220 parks in 2012), future analysis is needed to consider the qualitative attributes of the parks in all three countries.

## **CONCLUSION**

In the era of democratic transition, the primary goal of industrial parks was the attraction of foreign capital in all Central and Eastern European countries, especially in Hungary. These parks were primarily related to traditional industrial production activity.

However, during the nearly quarter century since then, these industrial areas have been changing and the focus has moved to services and innovation – the term 'scientific and

technological parks' appeared in the Hungarian central regulation and it can be seen that the number of them as an entity is also growing.

In Bulgaria, the establishment of industrial areas started only a few years later and the country focuses on different attractive factors, e. g. tax incentives for foreign investors. In Romania, the industrial park development has a shorter history than in Hungary or Bulgaria but the country tries to put focus on the modernization of existing areas.

The collected definitions and regulations introduced in this study suggest that industrial areas (parks and zones) are handled as priority development territories, however, these countries take different goals and strategies into consideration.

The paper gave a wide-range analysis of industrial park terminology use in three Central and Eastern European countries and showed how the term differs at international level. If we take into consideration other countries then the puzzlement in term usage and meaning is more diverse. Thus, a common and unified term should be used on the level of the European Union. The different park types also have an impact on the terminology.

In the future, statistical data should be also examined when studying industrial parks to observe how these facilities have an impact on economic development. In future studies, the latest industrial park types – science and technology parks, eco-parks, etc. – should be highlighted from a terminological aspect because these parks have spread all around the world and play an important role in the economy of developed countries.

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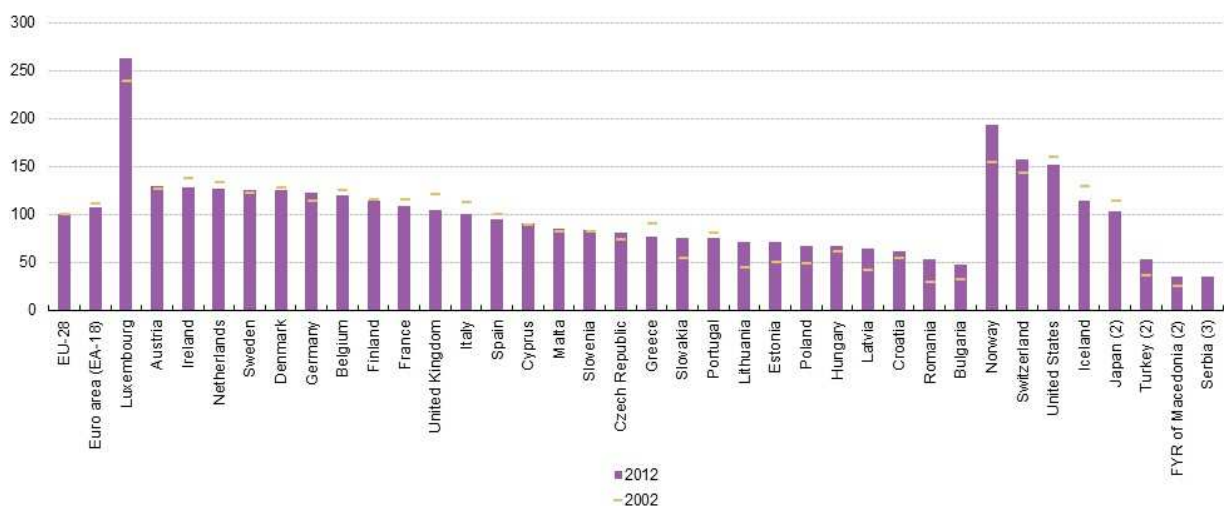
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## APPENDIX 1

**Figure 2** GDP per capita (PPP based) in EU28 countries, 2002 and 2012



(<sup>1</sup>) Break in series. GDP per capita in PPS is expressed in this figure relative to the EU-27 average, which by definition has the exact value 100. In this figure the EU-28 value relative to the EU-27 average, rounded to the nearest whole number, is also 100, because the impact of Croatia is relatively small. For the same reason the countries' and aggregates' values relative to the EU-28 average would be close to those presented in this figure relative to the EU-27 average.

Source: [http://ec.europa.eu/eurostat/statistics-explained/index.php/National\\_accounts\\_and\\_GDP/hu](http://ec.europa.eu/eurostat/statistics-explained/index.php/National_accounts_and_GDP/hu) (Downloaded: August 10 2015)

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**FERENC GYŐRI:**

*Tehetségföldrajz: magyarországi vizsgálatok;*

**Közép-Európai Monográfiák (3.), Egyesület Közép-Európa Kutatására, Szeged, 2011**

Napjaink tudásalapúnak nevezett társadalmában egyre fontosabb területfejlesztési szemponttá válik a humán erőforrás minősége. A világ vezető nagyvállalatai, a fejlett országok munkaerő piaci szereplői tehetségkutató cégeken keresztül keresik az invenciózus, kreatív, vállalkozó szellemű, kivételes képességekkel rendelkező munkatársakat. Nem meglepő tehát, hogy megszületett a gondolat a tehetség bonyolult, nehezen meghatározható fogalmának földrajzos szempontú vizsgálatára is.

Ezt az izgalmas feladatot Győri Ferenc vállalta magára a Pécsi Tudományegyetem földtudományok doktori programjának keretein belül.

A könyv szerkezete átlátható, jól felépített, nyelvezete érthető. A közölt tudományos ismeretanyag a könyv terjedelméhez viszonyítva óriási. Ebből következően nem a vasárnap délutáni könnyű olvasmányok közé tartozik. A könyv rövid bevezetővel indul, melyben a szerző felvázolja kutatásaival kapcsolatos céljait, azokat a módszereket, melyeket segítségül hív a tehetség jelenségének földrajzos vizsgálatához.

Az első terjedelmes rész a tehetségföldrajz elmélet alapjaival foglalkozik, melynek végére világossá válik annak fogalma és helye a földrajztudomány rendszerében. A fogalom megszületéséig azonban igen részletes elemző-értelmező esszét olvashatunk a tehetség térbeliségének kutatási előzményeiről, a tehetségfelfogások fejlődéséről, a tehetség kibontakozására ható környezet hatásairól. A szerző tanúbizonyságot tesz a témával foglalkozó számos tudományterület szakirodalmaiban szerzett kivételes jártasságáról, úgymint a pszichológia, szociológia, kreatológia, kultúratörténet, regionális gazdaságtan. A térképekre, térbeli információkra vágyó földrajzos olvasónak nem ez lesz a kedvenc fejezete, azonban alapozó mű lévén belátható ennek szükségessége a további kutatás szempontjából.

A vizsgálat tárgyának definiálása után a 3. nagyfejezetben mely a könyv több mint felét elfoglalja, végre megismerhetjük a szerző kutatásai milyen képet rajzolnak Magyarország tehetségföldrajzáról. A kutatást megalapozó vizsgálatként először fiatal tehetségek téradatait modellezi az író tanulmányi versenyek, felvételi adatok és tudományos fokozatszerzések alapján. Ezen kezdeti próbálkozások megerősítették azt a feltételezést, miszerint a földrajzi környezet struktúrái hatással vannak a tehetség térszerkezetére. Amennyiben a tehetséget a

földön egyenletesen eloszló jelenségnek értelmezzük, térbeli anomáliái a ráható földrajzi struktúrák egyenlőtlenségeire világítanak rá.

Az író e tapasztalatok birtokában lát neki Magyarország teljes körű tehetségföldrajzi modelljének felépítéséhez, a Magyar Életrajzi Lexikon több mint 17 ezer címszót tartalmazó digitális változatának feldolgozásával. Kutatási módszere adaptálható más lexikonok elemzéséhez is. A lexikon adathalmazából olyan térinformatikai eszközökkel kezelhető koherens adatbázist szerkeszt, mely alkalmas a térbeli, az időbeli, valamint a tehetség típusonkénti adatok leválogatására és vizsgálatára. Ezek segítségével olyan tehetségháztartási mutatókat képez, melyek segítségével lehetőség nyílik a tehetség térbeli eloszlásának és mozgásfolyamatainak elemzésére. Településekre és megyékre is elkészíti mutatóit, melyek jól láttatják egy terület kibocsátó, befogadó, megtartó és vonzó képességét, tehetségháztartását. A kapott eredményeket diagramok, táblázatok, térképek segítségével teszi szemléletessé. A mélyreható elemzés sebezhető pontja talán, hogy az elemzéshez – jobb híján – a mai közigazgatási határokat veszi alapul a szerző. Ez természetesen torzulásokat eredményez különösen a határ menti területeken.

A szerző módszertana és megállapításai azonban minden tekintetben újszerűek a területi kutatásokban. A tények, jelenségek melyekről korábban csak sejtéseink, percepcióink voltak, adatokkal alátámasztva jelennek meg előttünk. Kiderül többek között, hogy a tehetségháztartási mutatók alapján a történelmi Magyarország városai közül kiemelkedik Budapest, míg a regionális centrumok szintjén Kolozsvár, Debrecen és Szeged valamennyi szempont szerint a többiek elé kerül. Megállapítja, hogy jó tehetség-kibocsátás és rossz megtartó képesség sohasem, jó kibocsátás és rossz vonzókéesség pedig csak ritkán jár párban. Fényt derít arra is, hogy a „Dunán inneni” megyék tehetség-kibocsátása többnyire felülmúlja a dunántúliakét, s hogy a legjobb tehetség-kibocsátó és megtartó megyék területe, vagy annak nagyobb része egybeesik a regionális fejlődés magterületeivel. Rámutat továbbá, hogy a legrosszabb tehetségháztartás ott figyelhető meg, ahol a település-földrajzi adottságok (városhiányos térségek, aprófalvak), a gyors népességszaporodás, a kulturális infrastruktúra vontatott fejlődése, az előnytelen társadalmi-gazdasági környezet visszahúzó erőkként hatottak.

Győri Ferenc munkája alapmű, mely az olvasót a téma továbbgondolására készíti. A záró fejezetben összegzett kutatási eredmények után felvázolt perspektívák ígéretes lehetőségeket villantanak fel a téma további kutatására. A létrehozott adatbázis bővíthető, a belőle kinyerhető tudományos igényű vizsgálati lehetőségeknek csak a fantázia szabhat határt.

Izgalmas belegondolni milyen adalékokkal szolgálhat a tehetségföldrajz más szakterületek vizsgálatához, mint például a sport-, oktatás-, vallás-, vagy akár az etnikai földrajz.