

Preface

Social and regional drawbacks separately and also together pervade the life of those living in the Northern Hungarian region. The gradual – sometimes accelerating – lag from other regions of Hungary and Europe can only be combated with comprehensive partnership that is based on creativity, high level of knowledge and commitment. The diversity of the natural and cultural values of the region, the growing number of those thinking of identifying and solving problems and the increasing dissatisfaction with the current situation give hope to success. The University of Miskolc as a regional knowledge centre plays an active role in the professional establishment and organisation of the regional catching up. A proof of it is the launch and so far results of the so called “KEZEK” project (project number: TAMOP 4.1.1.C-12/1/KONV-2012-0001) that aims at the reduction of social and regional drawbacks.

The project is realised within the partnership of three higher education institutions of the region and serves the strengthening of the professional base of the catching up and the practical use of the accumulated knowledge, broken down into several components.

Within the formation of the regional social innovation cluster that aims at diminishing social and regional drawbacks, the Department of Work and Socio-Economics, Institute of World and Regional Economics, Faculty of Economics, University of Miskolc leads the involvement of students and lecturers into the development of the least developed regions in Borsod-Abaúj-Zemplén county. Within the project, in order to prepare the students for regional development work, we declare the national MARGÓ Case Study Preparing Competition which is of international scope, we organise the Periphery Summer School and the field work of the students in South Cserehát. The students of the program work within the Gunnar Myrdal Periphery Research Work Group, established in 2013.

The current issue of the journal publishes studies that enrich the intellectual basis of the above mentioned works, that highlight the understanding and decreasing of social and regional drawbacks and it also provides an insight into the so far completed works.

Miskolc, 8 June 2014.

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Kocsis, Zsolt:

The settlement system of Hungary

The stock, network and system of settlements are characterized by many factors, for example geography, history, therefore we have to face problems which are hard to be listed. One of them is the relatively low level of urbanization in comparison to other European or developed countries. That points on a long term handicap of the settlement network of Hungary: few, small cities, weak citizenship from the Middle Age until now. The dramatic change of boundaries after the World War I caused broken city-countryside regions along the new borders. The 20th century could not solve the problem of lacking centers, neither the National Concept of Settlement Network Development from 1971, nor the last decades' policy of promoting towns, because we have inner peripheries too, small regions without town. In my opinion, it seems to be crucial to reshape the public administration to create an effective spatial system with clear situations from the point of view of the hierarchy too.

The demographic processes (analyzed on the basis of the latest census of 2011) show a dark future: on the one hand, only one tenth of the settlements have more inhabitants than in 2001 and most of them are situated in the agglomeration of Budapest or some large cities; on the other: there is a considerable chance of further marginalizing despite of the growing population, the case of Third World.

Gyénizse, Péter – Bognár, Zita – Elekes, Tibor:

Classification of the inhabited area of Miskolc with geoinformatic methods

For a well-operating settlement, leaders and decision-makers have to know the natural conditions and the claims laid by the society. GIS programs are excellent devices to prepare a decision. In the first part of the examination, we qualified the area of the city based on the conditions of slope, aspect and hydrography from the point of view of building. Then we carried out classification from the viewpoint of the society, for which we surveyed the weight of factors, which are important for the inhabitants. We also mapped the objects, which are relevant for the population. In this study we rated the populated area of Miskolc with relative points on the basis of natural circumstances and social demands. We revealed that Tampere, Martintelep, Tatárdomb, Vörösmarty and the city centre have the highest points among the districts of the city.

Nádasi, Ildikó

Kiút Programme and public employment in a small settlement near Miskolc

Low employment, especially the low employment of the Roma and the difficulties of creating new workplaces are the hardest problems of the Northern Hungarian region. There have been several initiatives to find the solution for them. We deal with the realisation and the experiences of two of them: the public employment based on local municipalities and the microcredit programme that promotes self employment. The elements of the conclusions drawn by conducting interviews and by personal experiences highlight the importance of the general specificities and the imperfections to be solved of the system.

Gulyásné Kerekes, Rita

Communication challenges of the civil organization of Abaúj

As being one of the participants of non-profit marketing, civil organisations face communication challenges similar to those of profit-oriented sectors, but to solve these problems they have got by far more moderate resources and are out of managerial skills in most cases.

After elaborating the theoretical frames of social marketing, based on the results of an empirical research – a series of deep interviews-, this study strives to give a useful overview and tool for civil organisations to organise their communication activities even more efficiently and more impressively.

In the meantime, we have to identify who our target audiences are, what the main communication contents are, what our potential means are and what is more, we have to examine whether we can or should speak about integrated communication in the cases of different target audiences and whether the communication contents should differ or not.

Though finding sources eats up human resources at most organisations, communication toward the supported issue and the target audience is as important as persuasion of the staff and the volunteers.

Tózsér, Anett – Taralík, Krisztina – Kurcsinka, Tamásné – Baranyi, Aranka

The economic development opportunities in Heves micro-region

Promoting the internal tourism market has become an essential objective of Hungary. Beside the role of the capital - as destination -, it is necessary to develop rural possibilities, save their values and promote their attractions. This purpose is very important because it can mean an excellent loophole for the disadvantaged areas of the country, especially for those that own natural sources. We have to find solutions which can keep the visitors to stay longer in these destinations. This would mean more consumption and more demand for the local services and this means job for the inhabitants. In this study, we examined the position of Heves micro-region, with special emphasis on the possibilities of Kisköre, which abound with natural sources of attractions.

Based on this aspect, recent review includes a case study of an entrepreneur, whose example can show a possible solution for developing tourism in the disadvantaged Heves micro-region. If we want innovations, it is essential to investigate the position of the local ventures, because these ventures can be the main sources of the development. It is likely that they plan for longer time than those ventures that only plan the work for the compulsory actuation period.

Némediné Kollár, Kitti – Káposzta, József

Spatial disparities in Ózd micro-region

Significant socio-economical changes and processes have taken place in the last decades in Hungary, which resulted great transformations in the Hungarian settlement system, as well as in the territorial division of the population and in the concentration of the settlements. The integration of spatial economic and social criteria is greatly lacking currently, and the basis of cooperation is weak. Therefore, the most important characteristics of the investigated micro-region are that its economic indicators, as well as its social, infrastructural, touristic indices are not even close to the national average. The problems include the low number of small and medium size enterprises, the decrease in industrial employment – the formation of a significant work force surplus – high unemployment rate, as well as the lack of own contribution needed for gaining resources from tenders.

Babják, Boglárka

Settlement liquidation project in Kázmárk

The association of income poverty and residence segregation raises serious social problems. The liquidation of Roma settlements that indicate and increasingly reproduce social and regional handicaps at the same time is a joint task of the Hungarian social and settlement policies. Two out of the European Union supported projects promoted this task in the 2007-2013 programming period. Out of the settlements that joined both programmes, we overview the characteristics and the results of the programme through the example of the settlement of Kázmárk.

Visnyovszky, Gergely – Asztalos, Gergely – Dudás, Péter

The importance of herbal industry in local economic development through the example of Bükkszentkereszt

The popularity of medicinal herb products keeps increasing. The demand for them has increased by 10-15 percent annually in the past years. Hungary has a meaningful ecological potential in gathering and in the culture of medicinal herbs. 330 medicinal herbal species are known in the territory of the country. Many herbal products are also requested in other countries. The North Hungarian Mountains is one of the six advantaged regions of

medicinal herbs production in Hungary. Bükkszentkereszt has a unique reputation within this region thanks to György Szabó "The Herbal Man of Bükk Mountains". Bükkszentkereszt lies in a special geographical situation in the territory of the Bükk National Park. It is advantageous for gathering medicinal plants and for tourism. However, it has difficulties in establishing of infrastructure networks and in application of traditional economic development instruments. The utilization of local resources is exemplary in this village by gathering, cultivation, processing and trade of medicinal herbs. The sector ensures permanent job opportunity for 20 people and seasonal employment for more than 50 people. The sector has a determining role in the organization of local community, tourism and marketing activity of the settlement. The initiation of modern instruments of local economic development could strengthen this role and makes regional adaptation possible.

Keywords: cultivation of medicinal herbs, local employment initiatives, protection of local products, health tourism, service packages, regional cooperation.

Barta, Eszter – Mustos, Dániel – Tahi, Zoltán – Molnár, László

Economic development concept of Szikszó – summary of the 1st prize essay of the 3rd Hungarian Town Marketing Competition

Our development concept has been elaborated in order to boost the economy of Szikszó. The three members of our team called ME-ZED are Eszter Barta, Dániel Mustos and Zoltán Tahi, students of the Marketing Institute at the University of Miskolc. The name of our team refers to it: ME as University of Miskolc and ZED as the initials of our first names. Our advisor was László Molnár, PhD, lecturer of the Marketing Institute at the University of Miskolc.

As bachelor and master students at the university, we believe that we can contribute to the economic development of our selected town with professionally useful and feasible proposals.

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