



SZÉCHENYI ISTVÁN EGYETEM

REGIONÁLIS-ÉS GAZDASÁGTUDOMÁNYI DOKTORI ISKOLA

***The changing of multi-face rural area
Hungarian case study***

Regional Studies Association Conference

24-26th May 2010, Pécs, Hungary

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Years after transition

Difficulties and challenges, BUT full of new promising changes

„A” strategy: to strengthen instruments reducing changes' negative effects (eg. lack of workplaces, mass of workforce releasing from agriculture, low incomes, total lack of services, infrastructure and living environments in bad condition, etc)

„B” strategy: to prepare to absorb all benefits of changes (eg. autonomous local government with own decision making, geographical location etc)



What did Jánossomorja do?

„B” strategy!!!

The local management measured well its favorable location and the coming benefits (near to the Western border, existing natural resources etc)

- 3 ha land and a primitive pebble mine
 - 1993: creating the industry area
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Success factor

- Determinant role of local government in local economy development
 - Industrial background → culture
 - Spatial resources
 - ✓ *closeness to Western border*
 - ✓ *closeness of motorway ?*
 - ✓ *relative rapid access to centres*
 - ✓ *local government's resources for development*
 - ✓ *modern infrastructural equipment*
 - ✓ *nature protected area*
 - ✓ *pebble asset!!!*
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Facts can not be measured by statistical data

- Local support – no local resistance
 - Local patriot behaviour from companies
 - Balassi Bálint Culture House – creating balance between values and traditions
 - Schwabian local minority
 - the elements of their identity is still alive
 - consciousness= „diligence, orderliness, working passion etc”
 - Ability to create and adapt new strategies
 - Young population
 - Diversity and power of local economy
 - Closeness of Western border – possibility for supplementary income for households
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Where to go on?

**2008/2009 – increasing unemployment rate,
uncertainty**

**Crisis management= conserve the current condition or
further development?**

Assumptions:

- More company will not settle down in the town

→ Creating new alternative strategies



Choosing strategy again

The question is the same as 20 years before

„A” strategy: to strengthen instruments reducing changes' negative effects (discharges, migration, low educated workforce, aging inhabitants etc.)

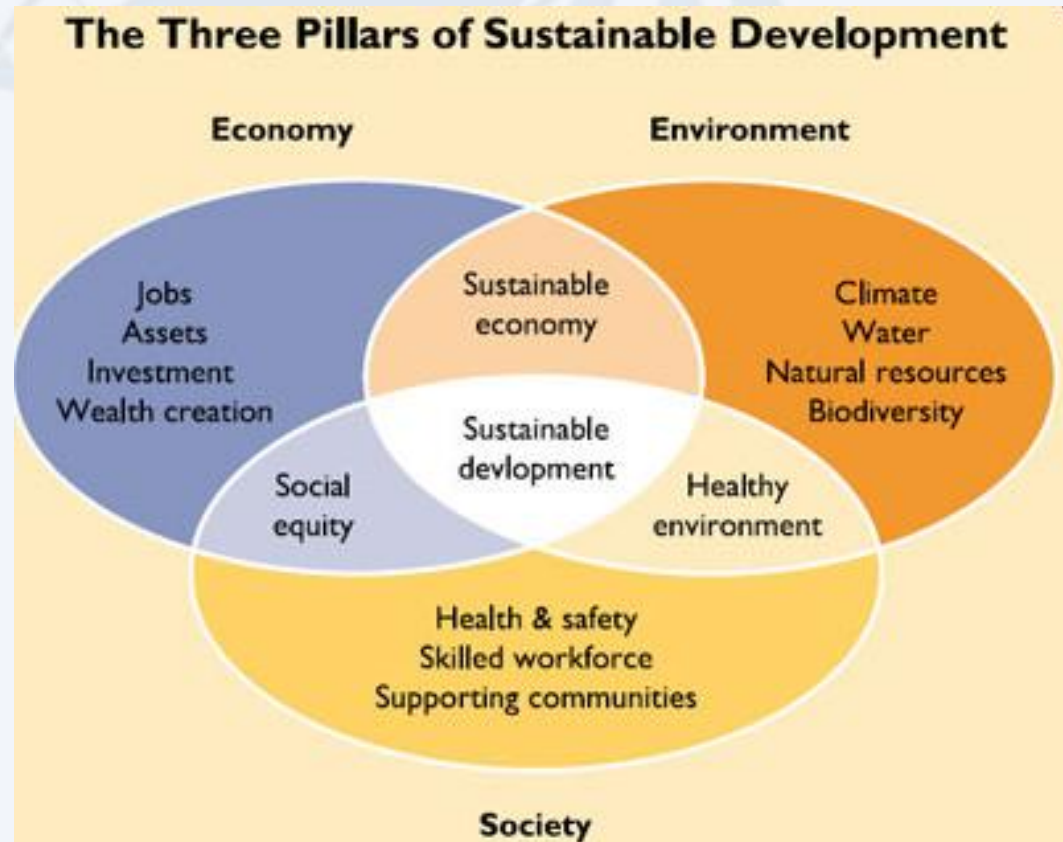
„B” strategy: to prepare to absorb all benefits of changes (becoming competitive, keeping inhabitants etc.)



Sustainable development

The economic growth itself is not enough to improve the quality of life.

3 basics:





ECONOMY

The main goal of all settlement is to widen the employment possibilities, to create workplaces ensuring stable and confident incomes = + improve the quality of life

What happens if the economy could not be developed further → conserve the current situation!



ENVIRONMENT

The economic development of our society is based on using natural resources → less and less

NEW alternative - natural resources!!!

The spread of production system based on renewable energy resources enables the production of product with higher added value.

Do we have the such nature asset???



SOCIETY

An economic development is not sustainable where the population is more less and elder.

Main goal: to support those people who plans their life in Jánossomorja (young and old people too)



Photo on Jánossomorja in 2010

- ✓ In 2009 – biogas power plant (fertilizer, by-product of butcheries etc.) – plan, implemented in 2011.
 - ✓ New residential park fulfilling the requirements of young and middle-aged people – to attract people from other villages
 - ✓ Youth strategy
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Suggestions for Jánossomorja

- ✓ to use local natural resources → biogas power plant → new alternative, aim: inhabitants could enjoy the cheap energy
 - ✓ To strengthen local identity → it enhances the population retention
 - ✓ The society of elder people is to be handled outstanding (to involve them into the daily life of the community)
 - ✓ to ensure more „space” for local NGOs (pl. participation in decision-making, extending opinions on local development plans, forming and building local community; acting as a communication channel) = bottom-up development is ensured
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THANK YOU!



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