

Bélyácz Iván: *Systemic Approach to Rural Development Problems. Romanian specificities*

Keywords: rural development, Romanian specificities, challenges of the new programming period of the EU

The paper consists of three parts. In the first part there are clarified basic concepts of the rural development; there are outlined those systems which include as an element the rural development policy; and dilemmas concerning rural development, especially in the case of Romania, are addressed. The second part of the paper offers a draft description of the rural state and mainly of the agriculture from Romania, emphasizing regional differences concerning the structure of the agricultural production and structure of the agricultural farms. The third part identifies the challenges of the new programming period of the EU, 2014-2020, in the context of the new relementation of the CAP, and in special, regarding to the second pillar, the rural development.

Benedek József: *Zone metropolitane și metropolizare în România post-socialistă*

Un rezultat important al europeanizării sistemului de planificare teritorială din România este reprezentat de instituirea zonelor metropolitane. Baza legislativă a acestui proces a fost creată în 2001, după care au fost instituite 12 zone metropolitane sub forma unor asocieri de consilii locale centrate pe orașe mari. Acestea au fost create, inițial, cu scopul realizării unor unități teritoriale mari și a gestionării dezvoltării spațiale din zonele caracterizate printr-o dinamică accentuată a dezvoltării. Scopului inițial s-a adăugat, pe parcurs, implementarea unui nou concept de dezvoltare urbană, reprezentat de poli de creștere, care, cu puține excepții, se axează pe zonele metropolitane. Astfel, această suprapunere ascunde riscul iminent al accentuării disparităților regionale, intrând în contradicție cu obiectivele politicii regionale.

Sinóros-Szabó Botond: *The Effectiveness of Leading Projects During the Development of the Tisza River Valley*

Keywords: leading project, Tisza River Valley, new structure, taxonomic details

The results and experience of several years of intensive research and developmental work, as well as the cooperation with the state decision-makers has established the system, which on the one hand, resulted in the new structure solution of rural development, and in the implementation of the leading projects, on the other hand. The above-mentioned new structure is built up to ensure that its logical, inevitable and natural consequence will be the realization of the projects. The projects are carrying the value-indicating indices and priorities of the rural development and growth in their given professional, area environmental, etc. characteristics. The taxonomic details and the projects indicating the uniform development of the Tisza area's environment in five countries contribute, in total, to the development and strengthening of the social cohesion, and to the economic and market expansion with social, economic, natural environmental, and ecological development.

Vincze Mária: *Systemic Approach to Rural Development Problems. Romanian specificities*

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Vincze Mária: Abordarea sistemică a problematicii dezvoltării rurale. Specificități românești.

Lucrarea se compune din trei părți. În prima parte sunt clarificate conceptele de bază ale dezvoltării rurale; sunt schițate acele sisteme din care face parte și politica de dezvoltare rurală; și sunt abordate acele dileme care apar în contextul problematicii dezvoltării rurale, în mod specific în România. A doua parte a lucrării oferă o descriere succintă privind starea ruralului, și mai ales a ramurii agricole din România, punând accent pe evidențierea diferențierilor regionale în privința structurii producției precum și a structurii exploatațiilor agricole. A treia parte pune în evidență provocările ale noi perioade de programare a UE, 2014-2020, în contextul noii reglementări a Politicii Agricole Comune, mai ales privind pilonul doi de politica de dezvoltare rurală.

Káposzta József – Kis Máté – Goda Pál: *Spatial Analyses by System Approach Using the Spider-web Entropy*

Keywords: system, general system theory, Ludwig von Bertalanffy, spider-web theory, local community

Our study starts from the system approach and accepts the principles of general systems theory. The general systems theory of Ludwig von Bertalanffy is introduced as a coherent axiom system. It is the backbone of the study and the starting point of a new approach that is entitled general spider web theory. The essence of the theory is that it regards the local community as a specific „spider web” arrangement. The interventions made in this arrangement are like in case of the spider web: after tapping one single point all the points are trembling.

Bakucs Zoltán – Fertő Imre: *Impact Assessment of Rural Development Programs: an International Perspective*

Keywords: rural development programs, EU support policy, impact assessment procedures, indicators.

In this study we focus on the theoretical and empirical questions related to rural development programs' impact assessment. The EU' support policy is gradually, but continuously shifting from production subsidies towards second pillar support programs. Similarly, rural development programs are increasing in complexity, with more and more policy measures included in a program, interacting with each other to result the desired or un-desired impact. Thus, the necessity of pre-, mid-term, and ex post impact assessment raised. A large number of impact assessment methods were developed in the past decades. In this paper we present and discuss the impact assessment procedures, paying special attention to methods based on partial and complex indicators. We conclude, that complex indicators result in better and more accurate understanding of rural development program impacts.

Szócs Emese: *Analysis of the Territorial Distribution and Contribution to the Sustainable Development Supports in Romania*

Keywords: rural development policy, European Union, Romanian regions, differences regarding to the use of the rural development supports.

In the rural development policy of the European Union requirement of the sustainable development becomes more and more emphasized, in order to the rural territories which receive financial support to be more viable, more sustainable from economic, social and environmental point of view. Romanian regions' development level differs, so their development priorities are also different. Thus the concept of sustainable development takes on a different meaning in different parts of the country. Aim of this paper is to analyze territorial differences regarding to the use of the rural development supports and the contribution of these supports to the sustainable development in Romania in the programming period 2007-2013. We processed data provided on the website of the Payment Agency for Rural Development and Fishing and we performed some regional and county level analyses. In the last part of the paper, we correlated value of financial supports with some socio-economic indicators.

Szócs Emese: *Analiza distribuției teritoriale și contribuția la dezvoltare durabilă a sprijinelor de dezvoltare rurală în România*

În politica de dezvoltare rurală a Uniunii Europene se pune un accent din ce în ce mai mare asupra necesității dezvoltării durabile, în urma căreia teritoriile rurale care obțin suport financiar să devină mai viabile, mai sustenabile din punct de vedere economic, social și de mediu. Regiunile din România stau pe trepte diferite de dezvoltare, deci și prioritățile lor de dezvoltare diferă. Astfel conceptul dezvoltării durabile capătă alt sens în diferitele părți ale țării. Scopul lucrării este evidențierea diferențelor teritoriale ale utilizării suporturilor pentru dezvoltare rurală, precum și a contribuției acestora la dezvoltarea durabilă în România în perioada de programare 2007-2013. Am prelucrat datele furnizate pe pagina de web a Agenției de Plăți pentru Dezvoltare Rurală și Pescuit și am efectuat analize la nivel regional respectiv județean. În ultima parte a lucrării, am corelat valoarea finanțărilor cu anumiți indicatori socio-economici.

Benedek József: *Metropolitan Areas and Metropolization in Post Socialist Romania*

Keywords: metropolitan areas, metropolization, post socialist Romania

One important outcome of the Europeanization of the Romanian planning system is the construction of the metropolitan areas. The legislative basis for this process was created in 2001. Since then a number of 12 metropolitan areas have been created as associations of local councils around large cities. They were created initially with the scope to create larger territorial units for the management of the spatial development in dynamic areas. However, this initial scope was run over by the implementation of the new urban development concept based on the selection and support of growth centers, which are – with few exceptions – metropolitan areas. We have shown in this article that this overlapping enhance some risks like the strengthening of the regional disparities, and coming at this way in strong contradiction with the aims of the regional policy.

Bíró Boróka Júlia: *Farm Accountancy Data Network Analysis of the Romanian Agricultural Sector with Special Focus on the Examination of the Income Situation*

Keywords: Romanian agricultural sector, Farm Accountancy Data Network, income situation

Present study proposes to give a general overview on the evolution of some of the key economic indicators of the Romanian agricultural sector, paying particular attention to the analysis of the income situation. Data currently available in the Farm Accountancy Data Network (FADN) public database for the years 2007 2008 and 2009 are used to depict the Romanian status-quo. The indicators are going to be analyzed in a European Union and a Central and Eastern European context, in order to define the position of Romania among the other member states.

Bíró Boróka Júlia: *Analiza sectorului agricol român pe baza datelor din Rețeaua de Informații Contabile Agricole cu accent special pe examinarea situației veniturilor*

Studiul de față își propune să ofere o privire de ansamblu asupra evoluției unora dintre indicatorii economici din sectorul agricol român, acordând atenție specială analizei situației veniturilor. Datele disponibile în cadrul Rețelei de Informații Contabile Agricole (RICA) aferente anilor 2007, 2008 și 2009 sunt folosite în vederea definirii status-quo-ului agricol român. Indicatorii sunt analizați într-un context European, și într-unul de Europa Centrală și de Est, în vederea definirii poziției României între celelalte state membre.

Madaras Szilárd: *The Situation of the Tourism in Regional Economy. Harghita County case study*

Keywords: tourism, regional economy, Harghita County

In Harghita County the tourism is in a particular situation, being the only one economic sector, for which it was developed a county strategy, respectively has acquired a special interest in the local administrations. The actuality of the problem it is justified by the presence of tourism

development priorities in local, micro-regional, county and regional strategies; also be considered a strategic priority of the development in the vision of decision makers and development specialists. The present study contains the analysis of the tourism situation in relation to other economic sectors during 2001–2011 in Harghita County. Based on the data of the National Statistics Institute, I have analyzed both the tourist profile according to several criteria, such as country of origin and means of transport used, and also the structure of present tourist facilities in the county. Finally I have presented in statistical map, the geographical distribution of tourists number overnight in the county.

Madaras Szilárd: *Situația turismului în economia regională. Studiu de caz, Județul Harghita*

În Județul Harghita turismul este într-o situație specială, fiind singura ramură economică, pentru care a fost elaborată strategie de dezvoltare județeană, respectiv a căpătat un interes deosebit la nivelul administrațiilor locale. Actualitatea problemei este justificată de prezența priorităților de dezvoltare ale turismului în strategiile locale, microregionale, județene și regionale, totodată este considerată o prioritate strategică de dezvoltare în viziunea factorilor de decizie și de dezvoltare. Studiul prezent, conține analiza situației turismului în raport cu celelalte ramuri economice, pe perioada 2001-2011 în Județul Harghita. Pe baza datelor Institutului Național de Statistică, am analizat atât structura turiștilor după mai mult criterii, precum țara de origine și mijloacele de transport utilizate, cât și structura unităților turistice prezente în județ. În sfârșit am prezentat pe o hartă statistică distribuția geografică a numărului turiștilor înnoptați în Județul Harghita.

Erős Lóránt: *The Online Marketing Communication Habits of Hospitality Units in Székely Land*

Keywords: online marketing, communication, hospitality unit, Székely Land

Purpose: This study aims to achieve a better understanding the online communication habits of hospitality units in Székely Land. In this survey I've studied hospitality units located in Harghita, Maros and Kovászna counties. Methodology/approach: Both secondary and primary data are analyzed in order to understand the on-line marketing communication, the opportunities and challenges raised by on-line communication. A quantitative research is used to explore the on-line communication habits. Through the primary research 65 useable questionnaires were collected. Chi-square and Pearson's chi-squares is used to examine the hypotheses put forward in the study. Findings: The hospitality units in Székely Land have recognized the importance of on-line advertising and communication but their on-line marketing activity is chaotic. Their communication isn't consciously coordinated. Originality/value: The paper provides a framework for similar quantitative researches and offer important information for other SME (Small and Medium Enterprises).

Erős Lóránt: *Obiceiurile de comunicații de marketing online ale unităților turistice din Secuime*

Obiectivele studiului: Obiectivul studiului este de a analiza comunicarea și marketingul online a unităților de cazare din Secuime. În lucrare am evaluat unitățile turistice din județele Harghita, Mureș și Covasna.

Metodologie: Pentru colectarea datelor am aplicat cercetare cantitativă, folosind metoda chestionarelor online. Prin cercetarea primară am colectat date de la 65 de unități de cazare. Pentru prelucrarea acestor date am folosit metode statistice de cercetare: relații asociative (testul chi-pătrat, coeficientul de asociere Pearson).

Rezultate/concluzii: După analizarea chestionarelor pot afirma că cea mai importantă concluzie este faptul că unitățile turistice de cazare au recunoscut importanța comunicării și aplicarea marketingului online, însă nu continuă o activitate de comunicare online destul de conștientă, nu profită nici de posibilitățile de cross marketing și rețele sociale.

Noutate: Nu au fost cercetări asemănătoare la nivel național sau în domeniul turismului în țară sau în Secuime. Această lucrare poate reprezenta un punct de plecare pentru alte cercetări cantitative similare.

Bíró Bíborka Eszter: *The Use of Structural Funds Provided by the European Union for Romania in the 2007–2013 Programming Period*

Keywords: structural funds, EU, Romania

The aim of present study is to give an insight into the current status of the use of European Union structural funds in Romania. For this reason it presents the EU program and funds information in Romania, defining those Operational Programs and the sums of money associated to them, through which beneficiaries can get supports from EU structural funds. After that the notion of absorption of the mentioned funds is defined. In this context, some possible explanations of the low level of the absorption ratio are indicated. Finally the ratio is calculated according to values from April 2013 and the annual absorption ratio is defined.

Bíró Bíborka Eszter: *Utilizarea fondurilor structurale asigurate de Uniunea Europeană pentru România în perioada de programare 2007–2013*

Scopul studiului de față este de a oferi o introspecție asupra stării actuale de utilizare a fondurilor structurale ale UE în România. Din acest motiv, informații privind programul de fonduri ale UE în România sunt prezentate, fiind definite acele Programe Operaționale și sumele de bani asociate acestora prin care beneficiarii pot obține finanțări din fondurile structurale ale UE. Prezentarea este urmată de definiția noțiunii de absorbție a fondurilor menționate. În acest context sunt indicate niște motive posibile ale nivelului scăzut al ratei de absorbție. În final se calculează rata conform datelor din aprilie 2013 pe programe operaționale după care rata de absorbție anuală este definită.

Eperjesi Zoltán: *Competitiveness and Social Cohesion in the European Union*

Keywords: competitiveness, cohesion, Eastern-European countries, convergence, innovations

In the first chapter of the study I deal with global competitiveness index of the World Economic Forum, serving the measuring of the nations' competitiveness. The current study strives to present how the European Union changed its economic policy due to the economic and financial

crises and the fierce global competition. The main emphasis is laid upon competitiveness on contrary of cohesion and social and economic close up of the newly joined Middle- and Eastern European countries. In the study I present the Europe 2020 strategy of the EU, that is a crucial paradigm change in the European strategy-making. While the Lisbon strategy focused on the social cohesion, the Europe 2020 strategy strives the fostering of the European competitiveness. Development strategy, formerly based on bureaucratic co-ordination turns to market co-ordination. Funds serving the target of competitiveness for growth and employment are increased by 6-7% annually during the budget period 2007–2013 while agricultural spending decreases by 3% annually. In the first chapter I demonstrate the funds division of the convergence and regional competitiveness targets in the financial perspective between 2007–2013. The change of paradigm projects the two speed Europe concept and causes severe tensions between the core regions and the peripheries. According to the study the main focus on competitiveness in the Europe 2020 strategy is a well-established decision even if social cohesion is hurt at the beginning because the knowledge economy can secure Europe's long term future. When executing the strategy, utmost attention has to be paid to the absorption capabilities of the Eastern-European countries concerning their innovation take-over and generation.

Mag Ildikó – Lazarec Alexandru: *Territorial Distribution of the Research and Development Infrastructure in Romania*

Keywords: expense, research and development, Romania, territorial distribution

In the paper is presented a territorial analysis of the situation of human resources and of the expenses for research and development (R+D). It is a quantitative evidence of the distribution of human capacity and of expenses for research and development on level of regions and counties of Romania. We can observed a high concentration of „infrastructural” indicators of research and development in Bucharest-Ilfov region and an under development in majority of other regions, and the 4-5 times lower level for research and development against average of EU. Practically in about 5 bigger towns is concentrated the infrastructure of research and development, with negative impact against the equilibrated development of regions. The dynamic analysis, for 2005–2009 put in evidence the positive impact of adherence to European Union, and the negative impact of general financial-economic crises about the research and development activity.

Varga P. Ildikó: *Béla Vikár and the Higher Education of Women in Hungary of 1890s*

Keywords: Béla Vikár, higher education of women, Hungary, 19th century

By analyzing his correspondence and editorial work, the study examines the role of Béla Vikár in promoting the higher education of women in Hungary of the 1890s. Between 1892 and 1895, Béla Vikár was the editor of *Élet* magazine. During this period, especially in 1892 and 1895, the number of articles and news dealing with issues regarding position of women in society increased considerably. In 1892, a first attempt was made to establish a secondary school for girls, which would grant high-school graduation. Vikár had done a lot for this purpose, both as an editor and -

as it shows up from his correspondence - as a translator. He used especially his Finnish relations and experiences in arguing for the necessity of secondary education for girls. In addition to the articles written or translated by Vikár, I have examined news, writings and opinions published in *Élet*, as well as the impact of the Finnish model. The secondary educational institution for girls was inaugurated in Budapest in 1896. The study investigates also the reasons why Vikár was absent – in spite of his active contribution of 1892 – from the founding of school in 1895.

Lakatos Róbert: *Museum of Memories*

Keywords: Creative documentary, association, symbol, method of replacement, narrative structure

Essentially there are two types of documentary films in terms of the relation between time and story. One of them, including situational documentaries and those based on observation handles the story in present time, in front of the camera. The other type recalls a story or stories that happened in the past. The power of Péter Kerekes's (Hungarian film director from Kosice, Slovakia) directorial method resides in correlating the presently provoked action to the story in the past, which raises strong feelings in the viewer.

Lakatos Róbert: *Muzeul amintirilor*

Cuvinte cheie: film documentar creativ, asociație, simbol, metoda înlocuirii, structura narativă

Povestirea din filmele documentare sau se petrece în timpul prezent, în fața camerei de filmat (de exemplu în documentarele observaționale), sau evocă întâmplări din trecut. Puterea filmelor regizorului de origine maghiară din Kosice, Slovacia, Peter Kerekes constă în faptul că acțiunea provocată de el în timpul filmărilor, adaugă o încărcătură emoțională puternică întâmplărilor petrecute în trecut, povestite de către personajele din film.