

Abstract

PÁL JUHÁSZ: RURAL PROBLEMS. ON THE ECONOMIC, SOCIAL, AND POLITICAL CONCERNS OF RURAL SPACE. Examining current problems of rural regions in Hungary, the author of the study calls the attention on the anachronism in the notion of traditional “rural society”. Village societies have opened up due to the more common functionally differentiated extra-village relations, the widening tracks of mobility among the various settlements, because of the more specific life conduct aspects as well as the disintegration of local public sphere. The study deals with present-day issues of such defined “rural space”, making use of the sociological, demographic and economic analyses of the past years and of the conclusions of programming experiments in smaller and larger regions.

DÉNES KISS: TRANSYLVANIAN REFLECTIONS CONNECTED TO THE NEW HUNGARIAN VILLAGE. The study below aims to provide a local context for the paper written by Pál Juhász, intended for the Transylvanian reader. It discusses whether the symptoms of changing Hungarian rural society also occur in Transylvanian villages and if so, to what extent do they appear. The analysis reviews the situation of Transylvanian rural society following the structure defined by the most important statements in Juhász’s essay, attempting to provide a complete overview of the problems faced by domestic rural regions.

CSATA ZSOMBOR: SOCIAL DETERMINATION OF THE APPEARANCE OF ECONOMIC VENTURES IN THE RURAL SETTLEMENTS OF THE SZEKLERLAND. The study draws a quantitative picture about the institutional actors of the private sphere of the economy in the three Szekler counties after the political transformations, it introduces the longitudinal trends of business foundations, and presents statistics related to the viability of economic corporations. Observing the map designed to illustrate the number of enterprises per one thousand inhabitants it could be concluded that the differences perceived in the intensity of entrepreneurial activity in the various communes cannot only be explained by the unequal distribution of resources, but specific structural differences of society must also be taken into consideration. Models created to provide a more accurate picture show that more intense entrepreneurial activity is likely to be found in settlements located in the center of the county, with a better infrastructure, higher reproduction indicators, and with a more significant, better qualified population capable of work.

MARIANNA KOPASZ: GOODWILL AND COMPETENCE –TWO COMPONENTS OF TRUST IN THE LIGHT OF AN ENTREPRENEURIAL SURVEY CONDUCTED IN HUNGARY. The paper presents the results of a survey of 246 enterprises conducted by the Department of Sociology and Social Policy, Corvinus University of Budapest in 2003, as part of an enterprise panel research. The prin-

ciple goal of the research was to study the factors influencing the level of trust buyer firms place in their suppliers (contractual trust). According to the main findings, the level of contractual trust is affected by the time horizon of planning, the prior cooperation between the firm and its partners, and the trusting attitude of the firm leader (in the sense of generalized trust) but is not influenced by the concentration of the market. The article also examines the question of whether the introduction of quality standards serves as a means for producing trust.

ANNAMÁRIA ORBÁN – ZOLTÁN SZÁNTÓ: SOCIAL CAPITAL. The study presents the notional changes of the term ‘social capital’ in history, eventually providing a synthesized definition. It explains the character of the notion connected to the individual and the collective, its mechanisms of operation, effects, and the different perspectives on its measuring. The authors trace back the genesis of social capital to the recurrent cooperative situations that can be modeled by the notion of public goods and the prisoner’s dilemma game. Finally, examining growth possibilities of social capital, the authors argue for a moderate state intervention.

GYÖRGY LENGYEL: AN OUTLINE OF THE CONNECTIONS AMONG POLITICAL TRANSFORMATION, THE CHANGE OF THE ELITES AND MARKET TRANSFORMATION. The study deals with issues related to the types of connections between institutions and elites in the context of political transformations. Its essential message is that the asynchronies produced between elite structures and institutional structures determine whether the transformation will be peaceful or violent, controlled or of a spontaneous character. Subsequently, the paper presents the dimensions of elite circulation, and it discusses the relations between the ways of elite change and institutional changes. It reviews the theories of the connections between political changes and market transformation, concluding with the statement that real political transformation can only occur if it brings along both market and political changes.

BENEDEK NAGY: INTERNET AS A MEANS OF COMMUNICATION IN THE SEKLERLAND, IN THE MARKETING OF LOCALITIES. The study examines the role played by the Internet in the marketing of localities, based on the experience of an empirical research about web-pages of towns in the Szekler region. Following a theoretical grounding – which presents the 20th century history of the formation and headway of town marketing – the analysis discusses the communication of Szekler towns following 1989, and the effects of Szekler urban configuration on marketing approach. It examines the perspectives prevailing during the towns’ processes of ‘electronic adaptation’, whether the examined web-pages reflect harmony between the image of the town as a product and communication, whether authentic or newly designed systems of symbols appear, to strengthen the identity of the town, whether essential economic, demographic and other important pieces of information oriented to fundamental target segments are present or not.

EMÍLIA PALKÓ – ZSUZSA SÓLYOM: THE SOCIOCULTURAL BACKGROUND OF THE SPREADING OF ENTERPRISES. ENTREPRENEURIAL TYPES IN TWO SEKLER VILLAGES. The study examines the social-economical context of the appearance of entrepreneurs after 1989 in two localities of the Szeklerland: Joseni (Gyergyóalfalu) in Harghita County and Ilieni (Illyefalva) in Covasna County. It starts by analyzing those local economic resources that can influence regional differences in the number and structure of ventures. Following that, it examines the sociocultural

background of the spreading of entrepreneurial attitude, then outlines the types of entrepreneurs. One of the essential messages of the paper is that the degree of entrepreneurial propensity is similar in spite of different natural resources and economic environment, which calls the attention on the cultural determination of the phenomenon. The history of the formation and development of ventures on the other hand strongly depends on the available resources and the existing economic conditions.

EDIT GÁBOS: GUEST PROVIDERS AND HOSTELRY. NETWORKS IN TOURISM – THE CASE OF ZETEA (ZETELAKA), HARGHITA COUNTY. The paper presents the networks of hostelry developing in tourism, along the case-study of Zetea's tourism history. The author – a sociologist studying in the MA program of the Babeş-Bolyai University – attempts to set up a new typology of the actors in the area of tourism. In the current structure of tourism in Zetea she distinguishes three types of entrepreneurs: occasional and permanent hosts, respectively tourism organizers. How these three types have formed? The qualitative research of Edit Gábos tries to find the answers to this question by observation and interviews. The e-mail address of the author is geditv@freemail.hu.