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SCIENCES**

**TYPES OF SETTLEMENTS IN THE CIUC BASIN
AND THEIR ANALYSIS FROM MARKETING
POINT OF VIEW**

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INTRODUCTION

I did my research work on the region analysis of the Ciuc Basin from marketing point of view, which I examined with the help of settlement analysis.

In the course of region analysis of the settlements, I examined those historical, social, economic factors that determine the present development level and path of the settlements. Furthermore, I wanted to confirm that these factors (number of inhabitants of the settlements, their accessibility, the economic processes in the past, innovations, community life etc.) create different developmental levels in case of certain villages.

Besides settlement analysis, another significant aim of my study was the preparation of settlement typology of the Ciuc Basin, and a settlement development proposal from the point of view of settlement marketing that would refer to certain types.

The study has three important phases, the elaboration of the literature, presentation of the research field and of the methods, presentation of the results, which is the detailed review of the actual settlement analysis.

The chapter dealing with the elaboration of the literature discusses three main themes. The first one refers to the new rural paradigm, which appears as a new development possibility for the disadvantaged, peripheral areas. The second theme is related to this, the review of settlement marketing, which represents another new region and area development approach, and it is followed by the presentation of the literature of settlement branding and settlement image. I considered these important because in the preparation of marketing development plans, these aspects should have significant roles.

The methodological part starts with the presentation of the examined region, its historical, geographical and social features, and with the settlements involved in the examination. It is followed by the presentation of the developed analysis model.

While determining the methodology, my aim was to get a comprehensive view of the region with the help of settlement analysis. By taking into account the earlier regional examinations, it can be determined that so far no detailed settlement or region analysis of the Ciuc Basin has been created. In the course of the analyses performed earlier, (which were done within commune development strategies¹) everybody applied different data collection methods and data procession procedure. The analyses performed so far, did not examine the region from the point of view of the settlement, but rather based on the data of the administrative units (communes, cities), and they provided global analysis about the social, economic processes of the region (BÓDY 1999, GYÖRGY 2010, CIUC LEADER Development Strategy 2016). The research that I conducted is new because it examined the Ciuc Basin from the point of view of the settlement.

After the determination of the analysis model, I have done the descriptive analysis of the settlements, as well as their assessment, which was performed in 5 index groups, along 16 variables. In the course of the summarizing examination, four different settlement types were defined.

I closed the study with marketing settlement development proposals that refer to certain settlement types

¹ *The local development strategies were usually done by hired external experts who did some standard descriptions, mainly from official data of the commune, therefore, these do not provide any help in settlement analysis.*

1. MATERIAL AND RESEARCH METHODOLOGY

For the settlement analysis of the region, I elaborated a new method, which I tested to make the method applicable. In the course of the analysis, I used secondary and primary (obtained during field work) data, which during the testing phase I continuously varied according to the available data (see its details later).

The basic unit of my analysis was the settlement. These settlements are most of the time parts of a bigger administrative unit (commune). There were two factors that justified the choice of settlements as basic units:

- In the region, the basic units of social organizations are the settlements. It is true even if several settlements form one administrative unit (commune). The settlement is the basic unit of region developmental concept and programs.
- The Ciuc Basin has distinctive geographical, mental and functional features and operational models, and it cannot be considered a region from administrative-statistical point of view. The Ciuc Basin is a bigger regional unit than the administrative units (communes), it is smaller than a county (NUTS 3), and it is much smaller than the developmental region (NUTS 2). Therefore, no official data can be assigned to this region and no statistical summaries and analysis are made on this level. For the Statistical Office of the County the data collection and analysis unit is the administrative unit (city, commune). This is why the settlement does not form any statistical basic units.

The below questions were already formed when I started my research work (due to the lack of official data): which local indexes could suit the examination of the settlements, the disclosure of their abilities and how could we analyze the question related to homogeneity of the region. The incomplete statistical data restricted the sphere of applicable methodological procedures and the value

audit applied in settlement marketing practices faced some barriers too. The known competitive models were not suitable for the detailed analysis of these rural settlements, on the one hand, because those were elaborated for cities and bigger regions, on the other hand, due to incomplete data.

Since there were many settlements involved in the examination, I could not perform deep analysis in case of each settlement and I could not use only qualitative methods (on the site fieldwork, analysis of interviews, SWOT analysis etc.). I found it more effective (to strengthen objectivity and to be able to compare certain settlements) to rather deal with the quantitative method. Due to the incomplete data resources, from the sphere of quantitative regional analysis (descriptive, econometric, simulation, see KOCZISZKY 2013, p. 9) I chose the descriptive analysis.

To form the typologies, I found the settlement potential analysis the most effective, the one that Szörényiné–Kukorelli used in the course of Subregion examination. (SZÖRÉNYINÉ–KUKORELLI 1997, p. 33). The model she has developed seemed suitable for the examination of the settlements, but the used indices did not correspond to the settlement marketing examination and the soft factors were missing. Therefore, I had to elaborate my own indices. Based on the experiences I gained on the field, and the available settlement specific data, I formed five index groups that (by taking into account the regional relations and the nature of the settlements) could be suitable for settlement analysis and provide enough professional base for the formation of the settlement types and take into account the marketing approach too (SIKOS T.–TINER 2008).

Within the five index groups, 16 such variables were defined that determine the development potential of the settlements.

Table 1 summarizes the index groups, the primary and secondary variables along which the settlement analysis were performed.

Table 1. The index groups and variables used in the course of the analysis

Index groups	Primary variables	Secondary variables
Demographic indices	Number of inhabitants	
	Population retention force	
	Demographic effects of industrialization	
Economic situation	Companies	Number of companies
		Rate of employed people
		Number of companies with big turnover
	Tourism	Number of accommodations
		Accommodation capacity
		Number of nights spent by tourists
	Agrarian potentials	
Developmental possibilities	Administrative status	
	Spatial location	Distance from city
		Distance from main roads
	Borrowing practice	
Innovational practice		
Institutes-services	Education	Number of educational institutes
		Level of educational institutes
	Culture and civil life	
	Community services	
Positional practice	Events	
	External communication	
	Internal communication	

Source: own edition

In case of all variables I determined five categories, in which 1 was the lowest and 5 the highest value. This way each settlement was characterized along 16 variables on a scale from 1 to 5. When I indicated the types, I wanted to determine the achieved point number as well as the distribution degree of the

points in a settlement and whether they are coherent or not if we take into account all the indices and certain themes too.

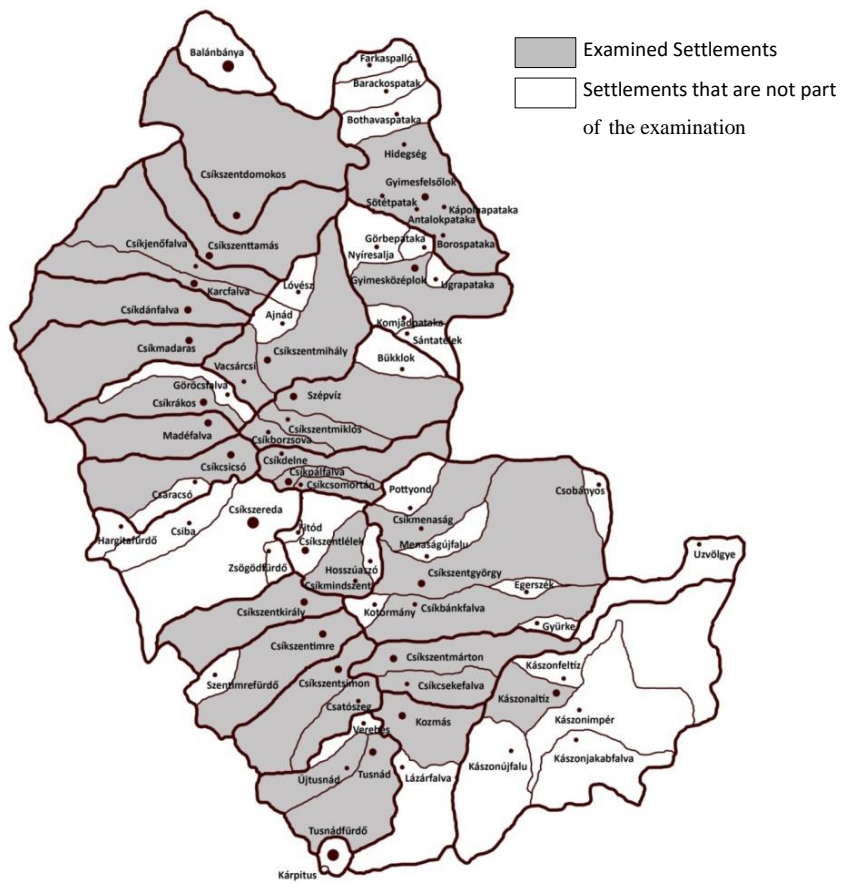
Examined settlements

In the Ciuc Basin 73 settlements can be found: three of them are cities (Miercurea Ciuc, Bălan, Băile Tuşnad, and they are not part of my analysis), and four suburban settlements that are closely related to Miercurea Ciuc. The other 66 settlements of the basin are part of 22 administrative units. The basic units of my analysis are these settlements. The purpose of my examinations was to disclose the way the rural settlements can develop.

The examination does not include those settlements (taking into account their present abilities) that are not suitable of being basic units of individual development programs. From the 66 settlements of the Ciuc Basin, the 34 settlements that do not correspond to the development conditions can be classified into several types. Among them you can find settlements with low population, isolated villages where only weekend houses can be found. Another group of settlements are those villages that have between 100 and 400 inhabitants. These are suffering from aging demographic erosion, their infrastructure is incomplete, their communities are rather inactive and the services they offer are incomplete. The examined settlements do not include those Ghimeş settlements that though have their own name, within the given commune they are rather considered village parts. The Ghimeş settlements are good examples of this (“streams”).

I did my analysis on the following 32 settlements (Figure 1):

Figure 1. The settlements of the Ciuc Basin



Source: own edition

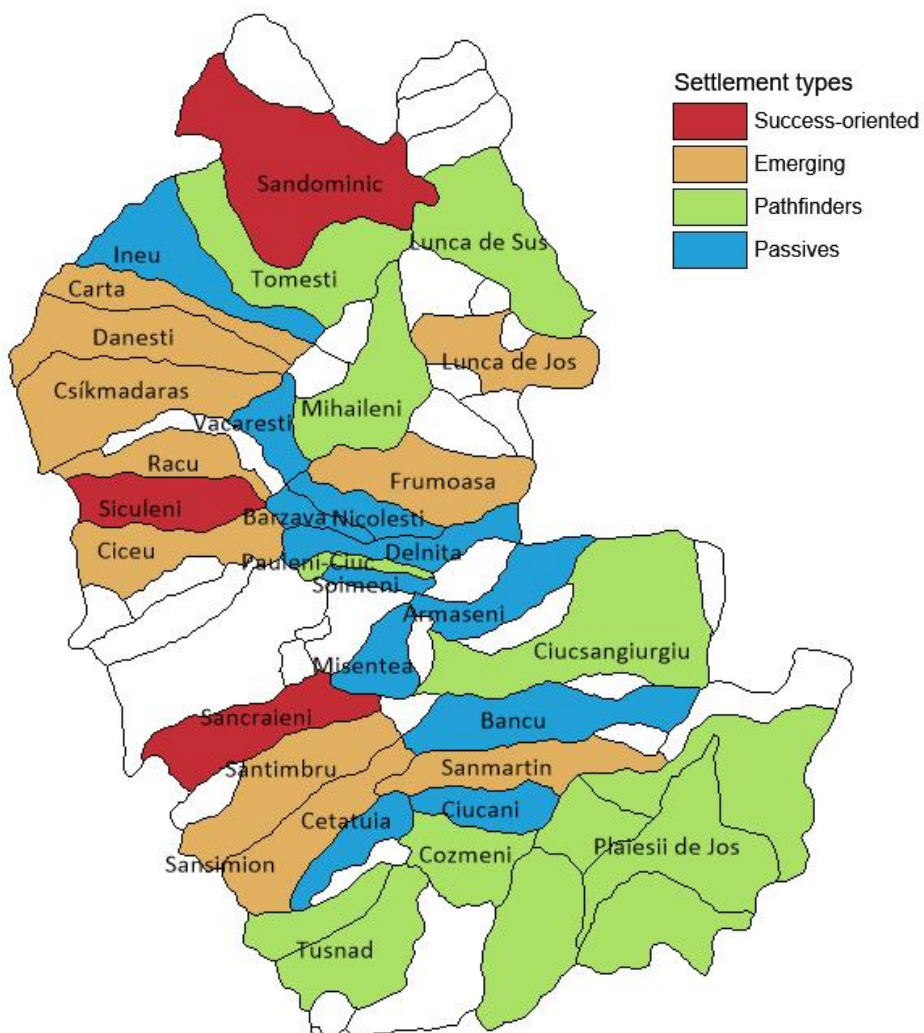
Based on the determined variables, I performed the settlement analysis for the chosen 32 settlements. Based on the indicated five index groups, I could form complex indices and I could present the results that I got in the form of cobweb diagrams.

The created local database gave me the possibility (1) to interpret, evaluate the situation of certain settlements, and (2) to perform the classification of the settlements. I designed four types, which are related to analyzing, interpretive work, as well as development politics proposals assigned to all identified types.

2. RESULTS

After having performed the settlement analysis, I summarized the variables of certain index groups. The values of specific indicators were between 1,82 and 3,77. I determined four intervals and the settlements were classified on the basis of these intervals. To be able to get the index number of a type, I had to average the variable values of settlements belonging to the respective type.

Figure 2: Regional distribution of settlement types



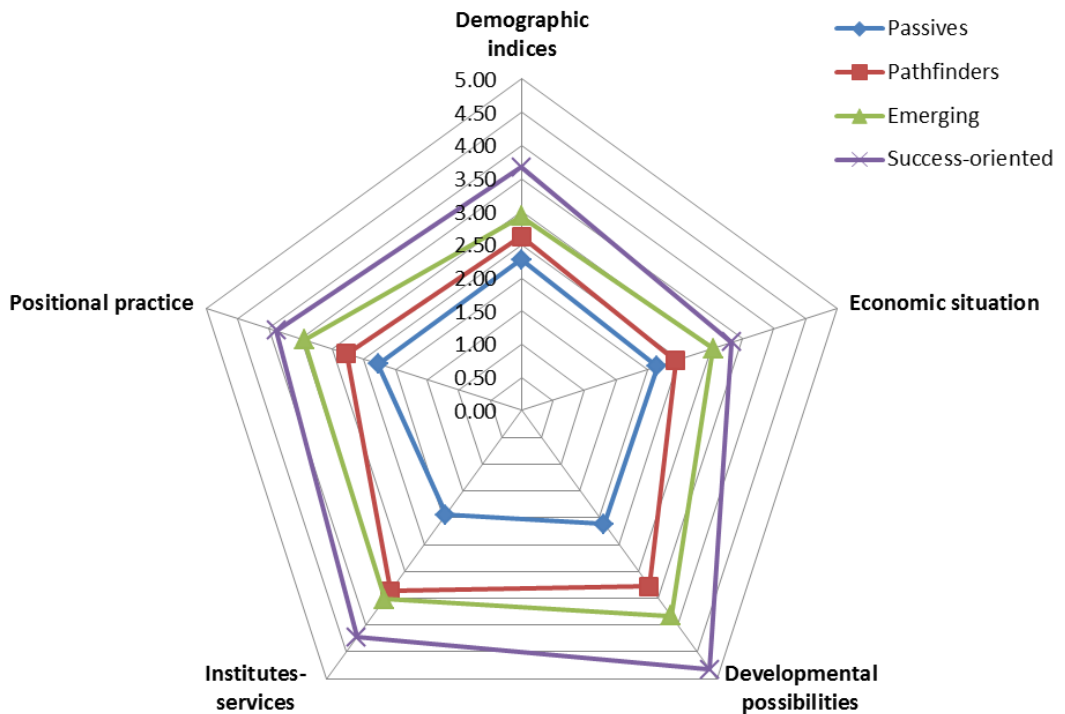
Source: own edition

Figure 2 presents the spatial location of the settlements types. The *passive* settlements form type 1 and have the lowest value (1,82-2,48), these are found mainly at the central part of the basin. The *waiting* villages (2,5-2,98) are found in the Ciucul de Jos Region, but there are such settlements in the Ciucul de Sus part of the basin too. The third types are the *emerging villages* (3-3,52). These are found mainly in the Ciucul de Sus Region. The last types are the *success-oriented* (3,7-3,77) settlements, that include only three settlements (Sândominic, Sâncrăieni, Siculeni).

To check my research results, I applied cluster analysis too. The hierarchy levels determined by the Ward method are hardly different from the typology I have designed.

After having determined the four types, I have drawn the summarized potential model (Figure 3), which displays the way the index group values of certain settlement types form. With the display method I chose, I could examine the homogeneity of the settlement types and I could disclose the sameness and the difference between the values of the index groups.

Figure 3: Assessment of settlement types according to the index groups, 2016



Source: own edition

If compared to the other settlements types of the classification, the passive settlements are behind in terms of institution-services and development possibilities index groups. The economic situation of these settlements is unfavorable too. In case of the settlements of the second type (the waiting) the institution-services are more developed, the development practice is better too, though their demographic and economic situation is similar to that of the settlements of the first type.

The settlements belonging to the emerging type have better development and positioning practice. This is why they have a more active attitude. Their demographic and institutional situation is similar to the ones that belong to the second type of settlements.

The last one is the success-oriented type. These are outstanding from the point of view of development practices and institution-services, but their economic level on the 5th scale is of middle strength, and their positioning practice is somewhat stronger than this (3,89).

Figure 3 displays well the hierarchic order among different settlement types. There is no overlap between the values of the index groups, there are no common points where the elements of certain settlement types would meet. This confirms the fact that settlements belonging to certain types follow similar development paths, and it is hard to leave these paths. Figure 3 confirms that the examined region cannot be considered a homogenous region.

Below I will present the features of the settlement types, which were discovered in the course of the settlement analysis:

Passives

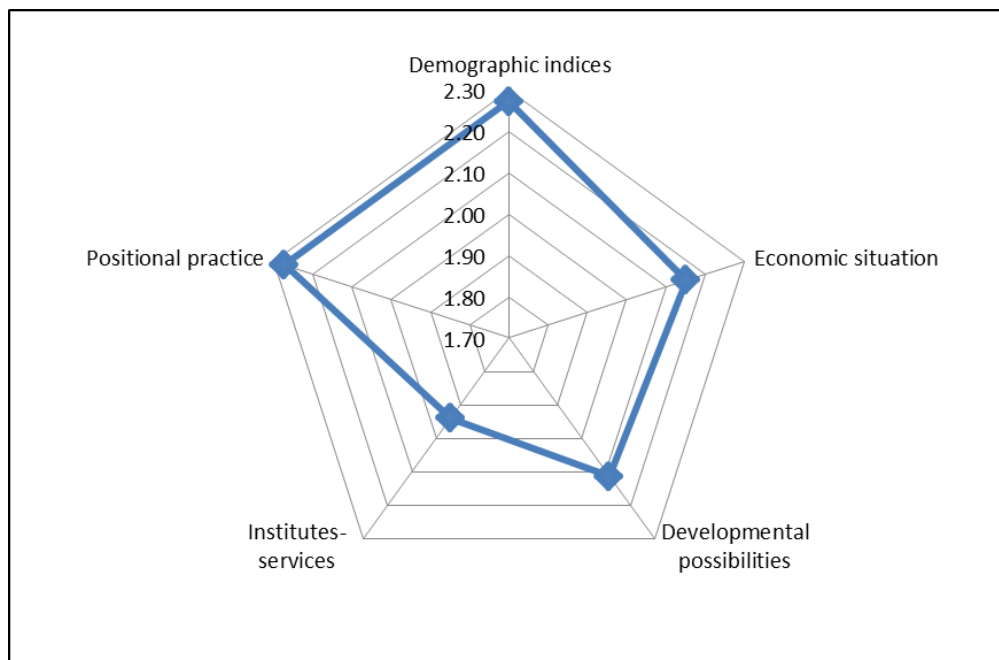
From the examined settlements, only 11 can be classified into this type. These are the following: Ciucani, Văcărești, Cetățuia, Bârzava, Șoimeni, Delnița, Ineu, Armășeni, Misentea, Bancu, Nicolești.

These settlements are smaller villages, they have no central administrative status, therefore their activity sphere is limited in many cases. The industrial processes had negative impact on these settlements, they rather distracted the active population. Regarding the population retention force, this number is usually lower at these settlements. The reasons are due to the underdeveloped economic environment, lack of jobs, slowly developing infrastructure and unfavorable transport facilities (Figure 4). The following settlements make some exceptions: Șoimeni, Delnița and Misentea.

There is no tourism at all at these settlements, their economic situation is rather unfavorable, their agrarian potential is mediocre and due to the low number of inhabitants and small agrarian areas there is hardly any agriculture. Regarding their activities, they are rather passive, there are no or just a few initiations that

are launched by the community. This characterizes the economic development as well as the community development. Although there are some non-governmental organizations, their activity is not decisive and not regular. The local values are forgotten, they are not recognized, therefore it is hard to manifest them. There are few or no local holidays, there are no community programs, the cultural and civil life is rather limited. They have no communication activity of their own, the villagers take part only in the communication the local government initiates. Their life is led and influenced by external forces, not by their own. Regarding these settlements there is no conscious communication, or if there is any, it is very limited.

Figure 4: Assessment of passive settlements according to the index groups



Source: own edition

Waiting villages/Pathfinders

Among the examined settlements, there are nine that have recognized the following: to develop and to increase the competency initiatives more intensive activities would be needed, but their present situation shows that these are only

in planning or conceptual phase and the main directions have not been formed yet, which could be followed. The identification of the values and specific elements is in course at these settlements, it is felt, they expect external help or support that could come from the county management or from the government, but it could be provided by the civil sphere or by the corporate life in form of investments. The settlements that belong to this type are: Mihăileni, Tușnad Sat, Pauleni-Ciuc, Tomesti, Plăieșii de Jos, Ciucsângeorgiu, Racu, Lunca de Sus, Cozmeni.

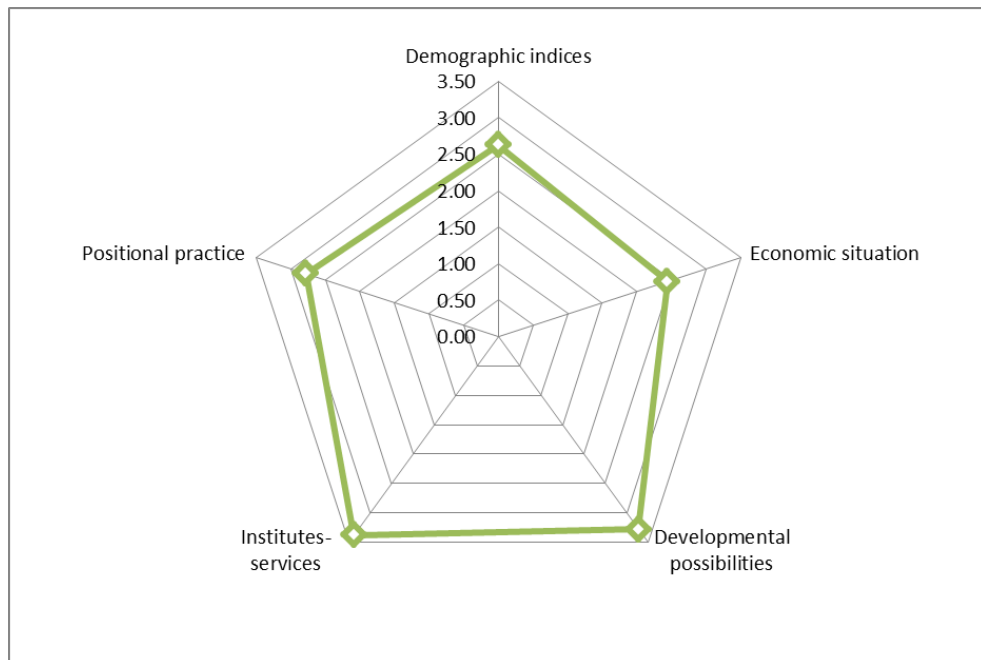
Among these settlements there are some bigger ones too, even communes where the basic infrastructural developments have been finished. This indicates the end of the development phase, which pops the question: how shall they continue? The innovative initiatives are not present in these villages. This might be due to the fact that the local community is rather passive. Although there are some non-governmental organizations, operating groups, these rather have local identity strengthening force than developing force. On the level of the community, there are no or just a few active people who could bring the community life into motion. Cultural events and holidays are organized periodically. The villages have their own events, which are organized every year, but these are few and they rather address the local inhabitants and do not invite any external audience (Figure 5).

Regarding corporate life: mainly small businesses operate in these villages, which can assure only a few jobs. The scope of activity of these businesses relates to the specific activities of the region (businesses dealing with trade, garages, wood processing plants and agricultural private companies).

There are some settlements that have real touristic potential (for example, Plăieșii de Jos, Lunca de Sus), but local inhabitants did not recognize this, therefore so far we cannot speak about any serious tourism, mainly because of the lack of tourism services. Racu is an exception because here one of the best tourism network of the region has been created.

The communication activity of these settlements is usually very irregular. Although they use the basic communication tools, they are still experimenting the possibilities offered by the new media. This kind of activity cannot be considered effective because of the lack of regularity and consciousness.

Figure 5: Assessment of waiting settlements according to the index groups



Source: own edition

Emerging villages

In the last few years, in case of a few settlements certain experimenter behavior could be traced. In these villages, the main infrastructural developments have been finished and today they intend to realize other projects, initiations and they collect resources for it. Nine settlements belong to this type: Sântimbru, Cârța, Sânsimion, Lunca de Jos, Mădăraș, Ciceu, Frumoasa, Sânmartin and Dănești.

At these settlements, the entrepreneurial willingness is much better, just like the community force. It manifests by the fact that the non-governmental organizations are more active, there are more events that are organized for the local population, and there are events that have as their target the external

groups. The values and traditions are of greater importance in the life of the villages. As far as the economic situation is regarded, several young enterprises have appeared in the past, these deal with new activities and the processing and food industry has appeared too (Mădăraș, Frumoasa, Cârța, Sânsimion, Sânmartin).

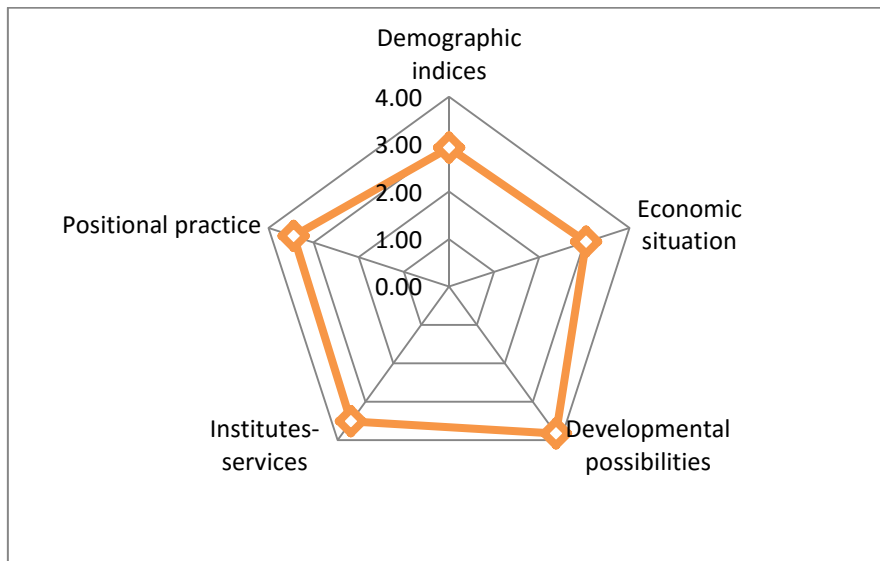
Where tourism related values are present, the inhabitants try to provide services related to this industrial sector (Mădăraș, Ciceu, Frumoasa, Lunca de Jos), but these are not developed enough to be competitive enough. Regarding the agrarian potential, except Lunca de Jos, the settlements have moderate characteristics.

The settlements are usually small or middle and in many cases there are many young or middle aged inhabitants. These are settlements that became independent in the recent past, or became a commune after the regime change.

Various initiations have been launched to identify, display the values, but the settlements lack any plan in this respect. The following question is raised several times: how could they present or use certain values? So far, no main developmental directions have been built, there is no positioning concept. Several attempts are launched at the same time, but there is no strategic concept in the background.

The same refers to marketing communication, they use the communication tools, publish the information from several sources at the same time, without any reconciliation or consistency. There are communication channels that work well, but their main purpose is to inform, there is less two-way communication, fame and branding. The assessment of emerging settlements according to the index groups is shown on the figure 6.

Figure 6: Assessment of emerging settlements according to the index groups



Source: own edition

Success-oriented villages

This type includes settlements that are developing and willing to do. Altogether three settlements were included in this type: Ciuc-Sâncraiu, Siculeni and Sândominic. These villages have bigger population, all three of them have been a commune in the last century. Their population retention force is high, this is due to the favorable effects of the industrialization processes and to their easy accessibility and favorable economic environment.

They have such specific values that have their roots in the past, are traditional, are widely known, therefore several programs and initiatives were launched based on them. The tourism services were formed on the basis of these elements. Besides tourism, other businesses have started in the recent years and there are several successful businesses where several dozen employees work.

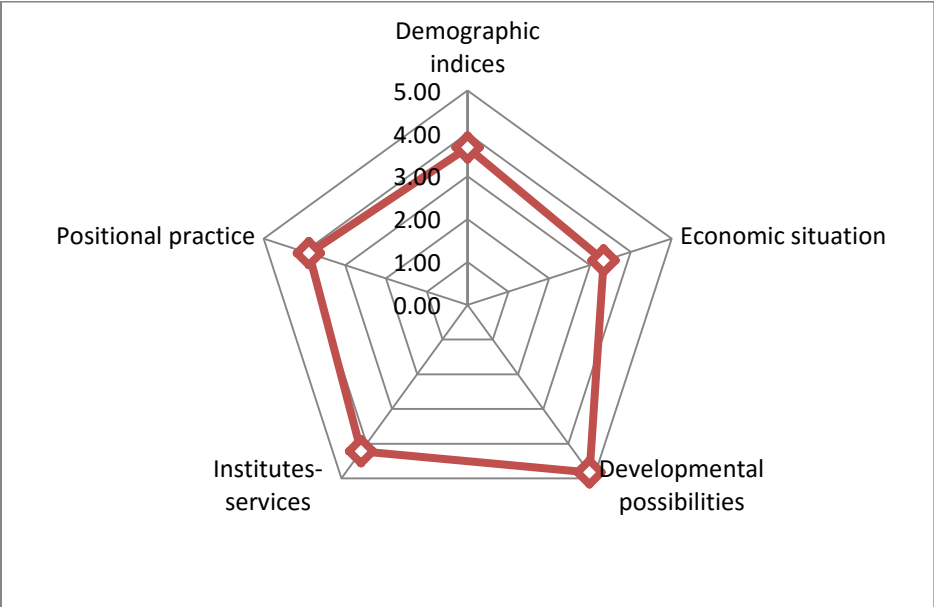
Besides the infrastructural investments, several other projects have been realized or are being implemented at the moment and these are all due to the successful borrowing activity. At these settlements, we see such innovative programs, which were not realized upon local governmental initiatives, but came to life

upon the ideas and leadership of the civilians or economic operators. All these confirm that in general a strong local community has formed, which has as its aim the strengthening of the community identity and the formation of a sustainable, economically developing settlement (Figure 7). Besides the local government, there is an elite group that supports and amends the work of the leaders. The events that invite a wider audience are organized mainly by this elite group.

Behind the achievements, conscious planning can be observed, and integrated programs are evolving too. Besides the many achievements, the positioning activities have been left behind, therefore expression is not efficient enough.

The inhabitants are aware of the importance of communication and PR, but their application is rarely planned, usually it is not coordinated and informing is in the center, not reputation formation or content expression. They use the main communication tools, but since there is no person who is responsible for these activities, the integrated communication practice is not achieved.

Figure 7: Assessment of success-oriented settlements according to the index groups



Source: own edition

3. CONCLUSION AND RECOMMENDATIONS

I was looking for an answer to the hypotheses formed at the beginning of the research by settlement analysis and type formation. Below you find the acceptability/rejection of the assumptions:

H1: *I assumed, certain historical, social and economic factors create different developmental conditions in the settlements of Ciuc Basin.*

The analysis work has already proved this hypothesis. The following fact was clearly outlined: the developmental conditions and performance potential of certain settlements are influenced by their past, mainly by social and economic factors.

H2: *I assumed that the different developmental conditions of the settlements are not determined by certain outstanding factors, but rather by several variables.*

In the course of settlement analysis, it became clear that the factors influence each other to a great extent and depend on each other, therefore the following can be stated: the different developmental conditions cannot be interpreted as effects of certain factors, but rather as collective effects of several factors.

The relationship between the variables can be observed within the index groups, as well as among them. The **H2** hypothesis confirms that there are several settlements that belong to the *Passive* or *Waiting* type, but in case of certain variables they have high values.

If we examine the values of the settlements belonging to the *Emerging* and *Success-oriented* type, the following can be determined: the higher values are divided among the index groups and in the index groups we find higher values in case of at least one variable.

H3: *I assumed that regarding the potentials and development chances, the Ciuc Basin cannot be considered a homogenous region, there are different settlement types that form a hierarchic system.*

The fact that I could determine four distinctive settlement types, confirms the third hypothesis (see figure 1 and 2). According to the summaries done on the basis of the situation analysis, the settlements found in the region are on different developmental levels and to be able to develop, they face different tasks to solve.

H4: *I assumed that the settlements belonging to certain settlement types have their own development path.*

The formed settlement types are quite distinctive, they have no overlapping points in case of any index group (see figure 2), and these results have confirmed the assumption according to which the settlements of the Ciuc Basin are in different development phases and they follow different development paths.

The hypotheses formed at the beginning of the examination, have been confirmed by the analysis results, but in the course of the work and during the interpretation of the results other observations and conclusions have come to life too. These can be found below:

- In the settlement development practice used in the region, there is no settlement marketing aspect on strategic planning or asset level. In case of certain settlements, marketing communication activity has been launched, but it is not conscious or is in the background. The branding and positioning practices are elementary. This observation has been supported by the settlement analysis, and the experience obtained at the fieldwork confirmed it to the greatest extent.
- The research results confirmed the importance and necessity of the settlement analysis, which supported the following idea: settlement

planning is reasonable and it is not enough to perform the examination only in the commune. In case of communes including several settlements, it is easy to prove that the development level of the attached settlements is far behind the development level of the commune center (for example: Ineu – Cârța; Bârzava, Nicoleşti – Frumoasa; Cetățuia – Sânsimion etc.). If we applied settlement line data to the analysis, these settlements showed better results too. The experiences of the fieldwork have confirmed that local identity consciousness is relatively high even at the smallest settlements and the local inhabitants define themselves according to the different settlements.

- The settlements of the Ciuc Basin have a rich landscape. The natural resources (recreational environment, clear air, water, preserved biodiversity) offer similar development possibilities for each settlement, this is why I did not find it important to include this variable in the analysis model. But in my opinion these endogenous factors are the ones that are not utilized well enough. The sustainable use of these would be important in case of those settlements that are interested in tourism.
- The collaboration among the settlements of the Ciuc Basin takes place formally (for example small regional organizations), there are just a few practical results. A reason for this could be the fact that the settlements with different development levels have different priorities and aims, which are hard to harmonize.

Proposals

At the beginning of the research work, the following purpose was formed: such region marketing settlement development proposals have to come alive, which could help the settlements enter into their next development phase.

I tried to form directives for certain settlement types, which could help the development of the settlements.

The proposals do not include any activity plans, but rather line up those initial steps, which could make the settlements belonging to certain types able to leave their present state and become more sustainable and livable.

In case of the *Passive villages*, a well-grounded value audit could be the first step. One should examine those potentials, abilities and competences (endogenous factors), on which supply development could be built. The comparative advantages that could define the future should be emphasized. The completed settlements analysis might provide help in it because to a certain extent that already includes the value assessment.

The economic potential of these settlements is low, therefore the main focus should be on community development, strengthening of local identity feelings, implication of the population and internal marketing development. These could provide the first step towards the strengthening of the cultural life of the villages, their informal leadership and opinion of the population. The strengthening of the local community life might imply the increase of innovation ability and borrowing practice.

The tools that could be used to realize these tasks are the following: foundation of non-governmental organizations and clubs; organization of mutual programs and events, preparation of local historical writings, strengthening of the internal communication (information and dialogue), strengthening of communication with community centers.

For the *Waiting villages* the supply development might be the proper step to move on. The basic infrastructural developments have been closed here, therefore it is possible to determine the future development directives. There are several possibilities to do this, depending on the potentials of certain settlements. Besides the existing values, it is worth turning to the forgotten values or re-using them.

The supply development could be realized on several fields: economic, environmental, human resource, administrative and cultural. As a first step, I would propose such a supply development that satisfies the needs of the primary target group (population). To recognize these, population image examinations are needed. These are, for example, the development of the public services (enhancement of local government communication, spreading the public information and more intensive implication of the population in the decisions), the programs that aim at the increase of economy (for example, agricultural developments: application of community agrarian marketing by collaboration with the local farmers, mutual sale;

formation of touristic service packages, adventure tourism and application of niche tourism; support for the local entrepreneurs/farmers, training, information on tenders, tax benefits, other benefits).

Here it is important to make the population more active because only a strong community can implement common projects. This is why programs that consolidate the community identity are favored, it is proposed to organize events and to improve the internal communication.

Another possible tool of supply development is the application of event marketing. An important event serves as a touristic attraction, has an image formation effect and strengthens the identity of the locals.

These settlements have to strengthen their positioning practice and their external communication, but one should be careful with this question as long as the following are missing: the positioning points that define the settlement and with which the population can identify themselves.

In case of the *Emerging villages*, mainly communication competences should be developed. The existing supply mix (environment, services, programs, events etc.) is valuable enough to provide larger publicity for the settlement and to become better known. For this, the communication activity shall be strengthened

and it should be spread to several channels. The next step should be the conscious branding concept. It has many methods, which I have dealt with in details in the literature review of my study.

It is important to note that in order to increase awareness and to form the settlement image, not only directed communication is needed, but popular projects, programs, events that represent the settlement or relate to it. It is of great importance from economy development view.

The economic and innovation performance of the *success-oriented villages* is higher than in case of the other ones, this could be enhanced by conscious positioning. The preparation of the proper positioning strategy justifies the realization of a complex image examination, which assesses the population image, as well as the tourism and economic image.

These settlements already have a brand image, this should be improved, formed, strengthened with the application of the proper communication mix.

Besides the above, these settlements already have a reception surface, which makes possible the application of the region marketing in the development as a tool and integration of the marketing aspect in the management and strategic processes.

New and novel scientific results:

- During the research work, I could do the settlement analysis of the Ciuc Basin. No similar examination of the region has been performed earlier.
- To perform the settlement analysis of the Ciuc Basin, I have elaborated a settlement potential model, which is suitable for the examination of other regions too.
- During my research, in the observation work I applied the regional marketing approach, which was also missing from the earlier conducted regional examinations.

- My examinations help in the formation of the settlement developmental path, as well as in the shaping of the particular development trends of certain settlements.
- Finally, I have created the classification of the Ciuc Basin settlements.

The work cannot be considered finalized since based on the available analysis results not only the directives can be elaborated for certain settlement types, but some more complex activity plans too. As a continuation, a strategic and tactical proposal package of one or two settlements of all types can be formed, that can serve as a sample for other types of settlements. However, its realization is beyond the volume of the present study. Later on, I will try to strengthen the marketing examination by including the image examinations in the analysis.

Another very important progress possibility is the discovery of potential collaboration between settlements with the same developmental path and the elaboration of co-operational forms, which could lead to the development of the whole region.

4. LIST OF PUBLICATIONS

4.1 Publications related to the topic of the thesis

Székely K. (2016): Settlement Types in the Ciuc Basin. Region Analysis Performed by Analysis of the Settlements. In: *Pro Scientia Ruralis*, 1 (2)

Székely K. (2016): A helymarketing és településfejlesztés kapcsolata. 63–70 p. In: Biró Z.–Gyetvai Á.–Magyar F. (Szerk.): *Helyi fejlesztés – Kreatív programok. Fejlesztési programjavaslatok a székelyföldi térségek számára.* Editura Status. 189 p., ISBN 978-606-661-048-3

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Székely K. (2015): A helytörténet, mint versenyképességi tényező? Újszerű, marketingorientált megközelítések a helyi fejlesztésben. 26-30. p. In: Blága Á.–Biró A. Z. (Szerk.): *Társadalomtörténet és helyi fejlesztés*. Miercurea Ciuc: Editura Status. 135 p. ISBN 978-606-661-42-1

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Other publications:

Székely K. (2016): Csíkszeredai Várospanok elemzése. 72–83 p. In: Bodó B. (Szerk.): *Erdélyi Magyar Civil Évkönyv 2015*. Cluj Napoca: Erdélyi Magyar Múzeum Egyesület. 324 p.

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4.2 Publications not related to the topic of the thesis

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Székely K.–Biró A. Z. (2015): Elitszerepek építése. 219–228 p. In: Gergely O.–Biró A. Z. (Szerk.): *Kihívások és megoldások*. Miercurea Ciuc: Editura Status. ISBN 978-606-661-033-9

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Székely K. (2009): Kulturális elemek jelenléte a reklámfilmekben. 54–72 p. In: Bodó J.–Kiss A. (Szerk.): *Kultúra – Kommunikáció – Innováció*. Miercurea Ciuc: Editura Status. 303 p. ISBN 978-973-1764-93-14

Conference presentations related to the topic of thesis:

Székely K.: A településmarketing lehetőségei a Csíki-medencében. – *Hogyan tovább? Fejlesztési esélyek és korlátok vidéki térségben*, 24/6/2016 Miercurea Ciuc.

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Székely K.: Közösségi agrármarketing kezdeményezések Székelyföldön. – *Multidiszciplináris kihívások, sokszínű válaszok*. 28/04/2015-29/04/2015, Budapest.

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Székely K.: Újszerű, marketingorientált megközelítések a helyi fejlesztésben. – *Helyi társadalomtörténet a helyi fejlesztés szolgálatában, A helytörténet, mint versenyképességi tényező?* 17/10/2014, Frumoasa.

Székely K.: Marketingorientált településfejlesztés, új lehetőségek a térségfejlesztésben Kovászna város példáján – *RODOSZ Konferencia „Innováció és kreativitás a tudományban”*, 07/12/2013, Cluj Napoca.

Székely K.: A települések iránti „kötődés” kialakítása. – *Kolozsvári Akadémiai Bizottság éves konferenciája*, 09/11/2013, Miercurea Ciuc.

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Székely K.: A Csíki-medence online kommunikációja. – *Enyedi György Konferencia*, 17/04/2013, Budapest.

Székely K.: A helyzetelemzés szerepe a marketingszemléletű település- és térségfejlesztésben. – *Kolozsvári Akadémiai Bizottság éves konferenciája*, 10/11/2012, Miercurea Ciuc.

Székely K.: Helyzetkép a Csíki-medencéről. Társadalmi és gazdasági sajátosságok. – *RODOSZ konferencia*, 08/11/2012-10/11/2012, Cluj Napoca.

Székely K.: Online kommunikáció, mint a térségmarketing egyik eszköze. – *RODOSZ konferencia*, 02/12/2011-04/12/2011, Cluj Napoca.

Székely K.: Csík térségi települések online kommunikációja. – *Fiatall Kutatók Fóruma*, 12/11/2010, Miercurea Ciuc.

5. LIST OF RESEARCH PROJECTS

5.1 Projects related to the topic of the thesis

- **Name of the Project: Local Development and Innovation in the Szekler Rural Region**
Project Number: 5706/2/2015/HTMT
Duration of the Project: 1 October–31 March 2016
Project Leader: Biró A. Zoltán
Inviter of the Project: MTA Domus
- **Name of the Project: The Development Strategy of Covasna 2015-2020**
Project Number: 11.171
Duration of the Project: 26 March 2015–30 September 2015
Project Leader: Biró A. Zoltán
Inviter of the Project: Municipality of Covasna
- **Name of the Project: The Development Strategy of Frumoasa 2015-2020**
Project Number: 6
Duration of the Project: 27 February 2015–27 May 2015
Project Leader: Biró A. Zoltán
Inviter of the Project: Municipality of Frumoasa
- **Name of the Project: Marketing Approach in the Development of Ciuc Basin**
Project Number: 11914
Duration of the Project: 1 February 2015–30. September 2015
Project Leader: Székely K. Katalin
Inviter of the Project: Pallas Athéné Domus Concordiae Foundation
- **Name of the Project: Creating and Implementing the Communicational Strategy for Frumoasa**
Project Number: 4/27-01-2014
Duration of the Project: 27 January 2014–27. April 2014
Project Leader: Biró A. Zoltán
Inviter of the Project: Municipality of Frumoasa
- **Name of the Project: The Implementation of Harghita County's Cultural Strategy**
Project Number: 2473/01.11.2013
Duration of the Project: 1 November 2013–23 December 2013
Project Leader: Biró A. Zoltán
Inviter of the Project: Harghita County Council
- **Name of the Project: Community Identity, Social Cohesion among szekler families**
Project Number: DSZ/56/2013
Duration of the Project: 2013–2014.

Project Leader: Biró A. Zoltán
Inviter of the Project: MTA Domus

5.2 Projects not related to the topic of the thesis

- **Name of the Project: Creative Young People – Innovative Region**
Project Number: NTP-HTE-M-14-0004
Duration of the Project: 3 March 2015–26 June 2015
Project Leader: Biró A. Zoltán
Inviter of the Project: Nemzeti Tehetség Program (National Talent Program)
- **Name of the Project: Job and Career: Young people’s integration on the labor market**
Project Number: 38/6865/HTMT
Duration of the Project: 1 October 2014–31 March 2015
Project Leader: Biró A. Zoltán
Inviter of the Project: MTA Domus
- **Name of the Project: National Talent Program: Case Studies and organizing professional contest. NTP-HTE-M-13.**
Project Number: 07/20.03.2014
Duration of the Project: 21 March–15 June 2014
Project Leader: Biró A. Zoltán
Inviter of the Project: Nemzeti Tehetség Program (National Talent Program)
- **Name of the Project: National Talent Program: Organizing professional programs for the talent management NTP-HTP-M-13.**
Project Number: 06/20.03.2014
Duration of the Project: 21 March 2014–15 June 2014
Project Leader: Biró A. Zoltán
Inviter of the Project: Nemzeti Tehetség Program (National Talent Program)
- **Name of the Project: The impact of media on children and youngsters. Sapientia EMTE – International Children’s Safety Service. Case studies and survey program**
Duration of the Project: 2013– 2014.
Project Leader: Biró A. Zoltán
Inviter of the Project: International Children’s Safety Service
- **Name of the Project: The impact of media on children and youngsters.**
Project Number: 27/19.03.2012
Duration of the Project: 2011– 2012.
Project Leader: Biró A. Zoltán
Inviter of the Project: International Children’s Safety Service