

István Benedek – Tamás Szöllősi

■ ***The Role of Mobile Applications in Destination Branding***

Keywords: *destination branding, mobile communication, owned media, tourism apps*

This paper provides a general overview regarding the role of mobile applications in the communication strategies adopted by destinations. Our study focuses on mobile apps administrated by the county councils and county level DMO organizations in Romania. Based on previous research, this study examines several criteria in order to analyse these owned media channels from a destination branding perspective, including the brand naming, brand management, brand communication, available languages, social networking connections, and visual identity. Current good practices and future recommendations are also included.

A. Zoltán Biró

■ ***Informal Strategies in Rural Areas***

Keywords: *Szeklerland, rurality, informal strategies*

The introductory study of the thematic issue discusses the socio-historical and contemporary processes that make the operation of informal strategies common, important, and useful for the regional actors. It briefly describes research experiences and areas for further analysis on this topic, carried out within the framework of WAC – Centre for Regional and Anthropological Research.

A. Zoltán Biró – Judit-Tünde Kovács

■ ***Informal Knowledge Acquisition among Farmers***

Keywords: *innovative agricultural enterprises, learning practices, tacit knowledge*

The role of tacit knowledge has become important in the context of the process of valorisation of rural areas, the “new rural development paradigm”. The utilisation of local resources and the social embeddedness of development initiatives also bring to the fore the question of what, how much, and how rural development actors make use of the available tacit knowledge, which is a product of the functioning of local society and rural areas. This question is particularly relevant in the context of agriculture in rural areas, since this economic sector may also have a large stock of knowledge that can be useful for development based on local conditions. The topic is also on the agenda in the context of agriculture in Szeklerland. In our study we attempt to outline the formal and informal ways of knowledge acquisition and to examine the role of the incorporation of early childhood experiences as a component of informal knowledge.

Julianna Bodó

■ ***The Role of Informal Practices in the Symbolic Use of Space in Szeklerland***

Keywords: *symbolic use of space, formality, informality, local identity*

The study analyses how the symbolic use of public space in rural settlements in Szeklerland uses informal tools to build local identity. The study focuses on the practices of the three decades after the regime change in 1989, and outlines the informal practices of the previous era in order to contextualise the phenomenon more deeply. The symbolic use of space

in this region – where the Hungarian population lives in a minority status – has a powerful national identity-building function, a role that gives rise to a whole range of informal solutions. In addition to formal, official frameworks, informal solutions show a continuous operation in the examined period but can be categorised according to changing trends depending on the political and socio-cultural conditions of each period.

Judit Jakab

■ ***Informal Solutions Used by Teachers in Roma-Majority Classes***

Keywords: *education of Roma pupils, teachers, informal solutions*

In our region (Ciuc Basin, Harghita County), the mass school enrolment of Roma pupils has brought many challenges for schools and teachers. For students from different cultural/social backgrounds, the controlled world of school is quite unfamiliar. In the absence of institutionalised solutions and procedures, teachers try to bring the two worlds closer together. In my paper I investigate the practice of informal solutions used by teachers in Roma-majority schools and classes. For many of them, informality is an instrument to cope with situation they have no control.

Eszter Kovács

■ ***Approaches to Studying Informality***

Keywords: *informality, characteristics of the phenomenon, theoretical questions, sociocultural factors*

This study discusses the theoretical aspects of informality and the frameworks examined by different scientific fields, and the place of the most important eras and trends

of the phenomenon in the social sciences (economic sociology, economic anthropology, informal economy studies, communist studies, post-communist studies, urban studies, etc.), in addition to the results of the Hungarian literature and related research in Szeklerland. On the one hand, it makes an attempt to systematise the already existing knowledge of informality, and on the other hand, it deals with the theoretical questions of the phenomenon itself, particularly related to the findings concerning the social and sociocultural factors of informality. The purpose of this is to replace the informal economy, which occupies a dominant place in the literature, with cultural life, the social sphere, education, everyday human relations, and information acquisition, etc., which is intensively present in the area of informality. In summary, this work wishes to summarise the already formulated characteristics of the phenomenon of informality and the combination of these characteristics. It offers a range of approaches and analysis options for those who want to investigate the phenomenon.

Sándor Oláh

■ ***“There Has Been a Lot of Controversy over the Restitution of Lands”***

Keywords: *land ownership, state intervention, rurality, informal strategies*

The paper analyses the relationship between the central, state power and local society in the context of two changes in individual land ownership (collectivisation and the restoration of individual land ownership after the 1989 regime change in Romania) in

a social-historical context. The author describes the informal strategies used by local rural society in this relation.

Orsolya Sarány

■ ***Rural Areas, Media, Public Spheres***

Keywords: *regional media, media representations, regional public spheres*

The regional medias of smaller or larger regions are an integral part of the Hungarian minority public sphere in Romania; moreover, these represent the most characteristic type of Hungarian media in Transylvania. Their thematisation, distribution and market are related to the region they are published in, while the main aim of their activity is to represent the society of that region. In this study, I try to find some aspects and procedures of how the regional media contributes to the representation of the rural areas, through the description of some structural and operational features of the Hungarian language media – print, online media, television channels and radio stations. The aim of this study is to examine the position and role of the official media between the informal and formal public spheres.

Ágnes Sárosi-Blága

■ ***Signs of a New Entrepreneurial Model? The Bricolage Process of Agricultural Enterprises in Szeklerland***

Keywords: *new entrepreneurial models, agricultural enterprises, spatial bricolage, innovation*

In the context of the new economy approach and the group of entrepreneurs who show signs of an innovative entrepreneurial model,

who try to adapt to the needs of rural society and rely primarily on local resources, agricultural entrepreneurs are a specific group. An important characteristic of this model is the importance of “bricolage” solutions, personal components, resources of the immediate environment and social embeddedness. This analyses the components and informal solutions in the construction process of innovative agricultural enterprises in Szeklerland, which may well outline a new innovative entrepreneurial model. Analysing this model is important to understand the role of rural entrepreneurship in society and to raise awareness of the importance of innovative approaches in this field.

Mária-Magdolna Szász

■ ***“I’ll Call if I Have a Problem...”: Informal Relationships in Parents’ Attitudes towards School in the Rural Environment***

Keywords: *parental involvement, parent-school relationship, rural school, rural society*

An important objective of the education system and educational institutions is to improve the effectiveness of cooperation with parents. The COVID-19 pandemic situation has highlighted the problems of cooperation with parents and has accelerated the change in the forms of cooperation. This paper addresses the question of how rural society is responding to this challenge. What does it accept, support, or negate among the forms of cooperation that have been established and institutionalised in the past? How does it relate to new and as of yet uninstitutionalised possibilities and forms of cooperation? What new forms of coope-

ration does it initiate or support? The field of the analysis is the region of Caşin, Harghita County, Romania. Through personal participatory fieldwork, social history analysis, questionnaire data collection, and a series of interviews, I have been investigating the practice of parental involvement over the last four years, including changes in the relationship between parents and teachers. The study attempts to illustrate the patterns of formal and informal relationships that emerge and operate in rural settings, as interpreted by parents.

Kinga Katalin Székely

■ ***Beyond the Numbers: Personal and Informal Characteristics of Tourism Businesses in Szeklerland***

Keywords: *tourism in Szeklerland, tourism businesses, informal solutions, personal components*

The study focuses on the group of regional tourism entrepreneurs who, after the change of regime in Romania in 1989, built up their own businesses “from the bottom up”, relying on personal resources and knowledge acquisition. These are, in most cases, small or medium-sized businesses and rely to a significant extent on a family background. Based on interview research, case studies, and personal field experience in Harghita County, I examine the role of individual, ad hoc, creative solutions (informal procedures) based on personal skills in establishing, developing, and running businesses, which play a role in both fitting into formal structures and in their success.



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Dr. Úry Előd – fogorvos, az Erdélyi Kör elnöke, Sopron
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Árkossy István – képzőművész, Budapest
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Dr. Tibori Szabó Zoltán – szerkesztő, Kolozsvár



A lapszámot szerkesztette:

Biró A. Zoltán (vendégszerkesztő)
és **Keszeg Anna**

Bányász Anna (1996) – fotográfus,
Cyergyőtyúfalu

Benedek István (1988) – kommunikáció-
szakember, PhD, egyetemi tanár-
segéd, BTE, Kolozsvár

Biró A. Zoltán (1955) – társadalom-
kutató, kulturális antropológus, PhD,
KAM – Regionális és Antropológiai
Kutatások Központja; egyetemi tanár,
Sapientia EMTE, Csíkszereda

Bodó Julianna (1954) – társadalom-
kutató, kulturális antropológus, PhD,
KAM – Regionális és Antropológiai
Kutatások Központja; egyetemi tanár,
Sapientia EMTE, Csíkszereda

Jakab Judit (1967) – doktorandus,
Szociológia és Szociálpolitika Doktori
Program, Debreceni Egyetem

Keszeg Anna (1981) – kultúrakutató,
PhD, egyetemi docens, Moholy-Nagy
Művészeti Egyetem, BTE, Budapest-
Kolozsvár

Kovács Eszter (1991) – szociológus,
PhD, óraadó oktató, Pázmány Péter
Katolikus Egyetem Kommunikáció- és
Médiatudományi Intézet, Budapest
Kovács Judit-Tünde (1990) – doktoran-
dus, Szociológia és Szociálpolitika
Doktori Program, Debreceni Egyetem

Oláh Sándor (1954) – társadalomkutató,
KAM – Regionális és Antropológiai
Kutatások Központja, Csíkszereda

Sarány Orsolya (1993) – doktorandus,
Humán Tudományok Doktori Iskola,
Debreceni Egyetem

Sárosi-Bilága Ágnes (1989) – szocioló-
gus, PhD, KAM – Regionális és Antro-
pológiai Kutatások Központja,
Csíkszereda

Sebestyén Kinga (1998) – irodalom-
történész, tanár, Talentum Református
Iskola, Kolozsvár

Székely Kinga Katalin (1984) – kom-
munikáció szakember, PhD, egyetemi
adjunktus, Sapientia EMTE, Csíkszereda
Szöllősi Tamás (1990) – restaurátor,
doktorandus, Nemzeti Közszolgálati
Egyetem, Budapest

Szász Mária-Magdolna (1994) – Szocio-
lógia és Szociálpolitika Doktori Program,
Debreceni Egyetem



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„Milyen társadalom konstruálódik olyan térségben, amelyben – a társadalomtörténeti tapasztalat tanúsága szerint – a hatalmi struktúrák a térségi szereplők megítélése szerint tartósan »idegenek«, amelyben a formális és az informális világ gyakorlatilag naponta ütközik egymással? A két szint néha kiegészíti egymást, egyes esetekben párhuzamosan működnek egymás mellett, máskor oppozícióban vannak egymással. Az egymáshoz való viszony néha hangos és látványos eseményekben jut kifejezésre, máskor rejtett, vagy éppen társadalmi tabu teszi láthatatlanná. Az informális stratégiák néha háttérbe szorulnak, de gyorsan tudnak aktivizálódni, amikor szükség van rájuk. Az informalitás társadalmi tudásra támaszkodik, és működése révén újratermeli ezt a közösségi tudást.”

(Biró A. Zoltán)

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