

REGIONAL DEVELOPMENT - RURAL EMPLOYMENT OPPORTUNITIES

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Abstract: The way of employment is changing. The primary and secondary sector offers less and less workplaces, shifting employment into the tertiary sector. Nevertheless, we are facing increasing rural unemployment, as the tertiary sector is found mostly around the high populated towns, but the primary and secondary sectors generate unemployment in the rural areas. This trend projects a vision of a very centralized Europe, which is opposite with the efforts of regionalization. In this study we evaluate these trends, and build a generic model which can be used to create employment opportunities in the rural areas, based on the specification of the tertiary sector.

1. INTRODUCTION

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Introduction

The employment opportunities outside cities, in rural areas, have significantly decreased in the last decades. The primary sector has been mainly automated, offering much fewer workplaces than before. The globalization also led to cheaper manufacturing solutions in the eastern countries, and in Asia, as the secondary sector is also showing decreased employment capacity. The tertiary sector, the services have become dominant, and show the most chance to pick up the unemployment. But the major market for the services are people, so the primary and secondary centers for the service providers are bigger cities, where effort can reach the most people. These are the large populated towns. So the people are shifted to move to the cities, reinforcing the centralization towards the cities, depopulating the rural areas. But what happens with the employment needs outside the cities...? The primary and the secondary sector were much more dominant in rural regions, therefore the collapse of their absorption capacity in the employment caused unemployment. These trends generate a consistent effort projecting as a very centralized vision, which is just opposite of the EU objectives.

Based on the SURVEY, the services generate around 70 % of the EU's GDP and employment, so we can easily say, that the employer of the XXI. Century is the service sector. Understanding these, we can see that people are shifted into the cities, depopulating the rural areas. This generates real challenge for the regional developers. The question should arise: what tool do we have to manage this challenge? What can we do, to generate jobs for the people living in rural areas? What are the employment opportunities in rural areas?

The regional developers should manage this challenge today, as this trend is an irreversible process. But what tool do they have for this? Setting up a factory takes a long time, requires high investment, and offers employment only for limited, spatially enclosed area. Rural tourism has also very limited capacity solving this problem. To be honest, not too many solutions are on the horizon.

Let's evaluate the current state and develop a possible solution for this challenge.

The solution, if any, should align to current trends, and should be naturally grown, sustainable in the long term. So the solution should be a business model, which is built on the service sector specificity, and naturally involves the most employment, strengthen the original efforts of the service providers. We cannot make a big mistake, if we assume that service providers would like to achieve higher profit. The profit can be increased in two way: lowering costs, and increasing income. To build a generic model, we are evaluating the costs side, as the income factors should differ from service to service. We can state, that the highest general cost factors in the service industry are wages, real estate related costs and communication. The raw materials in the service sector are people and information, and working tool is a computer. So if we can decrease these costs, then we can increase the profit. So if we build a business model, which decreases these costs, and this is somehow related to the rural employment, then we found a solution! It seems easy, as we know, that the wages and real estate costs are much lower (eg. 30% in Hungary) in rural areas, than in the cities. We discover now the communication factor, so we assume, that it is available at the same price in all rural cities (eg. at least the mobile internet).

So a solution could be to reinvent service providers to employ people in rural areas, as the costs will decrease this way, and they will achieve higher profit. If we can offer them unchanged working environment in other areas, meaning that they stay together with the market to leave the income side of the profit unchanged, and the replacing will not generate high and permanent investments.

How can we do it...? By phasing out the supporting functions to cheaper, rural regions, into working places, which are fully compatible with company perceptions, and could ensure a quality of the delivery of the function without any additional high cost and entrepreneurial risk. These working places are called "telework centers".

What differentiates the telework center?

If telework centers are providing a working place, for employees performing an existing function, then it is a branch office, nothing new. Or? How, can we distinguish among

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Table of Contents Untold The Stories Beh

1. Understanding the eBook Untold The Stories Beh
 - The Rise of Digital Reading Untold The Stories Beh
 - Advantages of eBooks Over Traditional Books
2. Identifying Untold The Stories Beh
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Untold The Stories Beh
 - User-Friendly Interface
4. Exploring eBook Recommendations from Untold The Stories Beh
 - Personalized Recommendations
 - Untold The Stories Beh User Reviews and Ratings
 - Untold The Stories Beh and Bestseller Lists
5. Accessing Untold The Stories Beh Free and Paid eBooks
 - Untold The Stories Beh Public Domain eBooks
 - Untold The Stories Beh eBook Subscription Services
 - Untold The Stories Beh Budget-Friendly Options
6. Navigating Untold The Stories Beh eBook Formats

- ePub, PDF, MOBI, and More
- Untold The Stories Beh Compatibility with Devices
- Untold The Stories Beh Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Untold The Stories Beh
 - Highlighting and Note-Taking Untold The Stories Beh
 - Interactive Elements Untold The Stories Beh
- 8. Staying Engaged with Untold The Stories Beh
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Untold The Stories Beh
- 9. Balancing eBooks and Physical Books Untold The Stories Beh
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Untold The Stories Beh
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Untold The Stories Beh
 - Setting Reading Goals Untold The Stories Beh
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Untold The Stories Beh
 - Fact-Checking eBook Content of Untold The Stories Beh
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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