

TURISZTIKAI BERUHÁZÁS MUNKAHELYTEREMTŐ SZEREPÉNEK VIZSGÁLATA EGY VIDÉKI KISTÉRSÉGI KÖZPONTBAN

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ABSTRACT

A city of the country Hajdú-Bihar in the North-Great Plain Region, Hajdúböszörmény is the centre of a rural statistics area, in accordance with population density criteria of EU. Generally we can tell about rural areas, that they fight against multisectorial problems in the fields of employment. It's essential in every case of sectorial investments, that how much the labour demand is, to help keeping the inhabitants in the area, and to increase ability potential of population keeping. In the city there was carried out an investment with more periodic to create the conditions for health tourism. I have analyzed multiplicative affects in the aspect of new workplaces. In this article I have analyzed 2 hypothesis. First it's right that the Bocskai's thermal bath will be able to permanently employ the new labour force in the year, in spite of the famous cities are about, which have thermal bath? Labour force in the new department had been employed still now permanently, and most of them are at work in atipic form. Due to the multiplicative effect of the developments of turism 26 new work places had started up in the department of Bocskai's Thermal bath since 2004.

The second question is, that how many indirect labour demand had developed in connection with investment to health turism? Answering is more difficult, but approximately 30 person have been employed in other sectors.

Summary we can say that in „the capital city of hajdúk” the condition of medical tourism has evolved in the summer season, and as a result of the mutiplicative affects of the developments of turism new workplaces have come into existence. The Bocskai's thermal bath has important role among the national spas, and it can develop its own group of guests despite the nearby cities of the region's bathing centres. In my opinion Hajdúböszörmény sets a good example to cities, which have excellent thermal waters, and are ready to show human dedication in the long run to realise developments.

Kulcsszavak: vidéki kistérség, munkahelyhiány, beruházás, gyógyturizmus, új munkahelyek