

IS A MID-SIZED TOWN ENOUGH FOR THE GENERATION Z? - WHAT IS NEEDED TO KEEP THE YOUNG PEOPLE IN THEIR (HOME)TOWN

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Abstract:

My research focuses on the settlement aspects of nonbusiness marketing. It highlights a problem, which today many domestic and rural communities are struggling with: the out-migration of young people. This long-lasting problem in the rural environment has continued in the 2010s and affects not only villages, small towns but, as well. Many research results indicate that retention of a young workforce is a generic problem in Hungary today, almost in every settlement.

In my empirical research, I take into account those actors who act in a non-profit-making way but in the direction of social interests; that is to say, what can the non-business sector (local government, municipal government, public utilities, civil spheres, educational units) make in terms of marketing in order to accommodate talented young people. The interviews partly focused on the identity of the leaders, their impressions about the town, partly on the percept characteristics of Generation Z, also emphasized the initiations, what such a non-business institution can do in order to keep them in the town.

My research is given by two seemingly distinct areas whose relationship is nevertheless undisputed. The exploration of the characteristics and values of the Z generation is essential in order to find the proper way of communicating with them and to shape the future of a town that offers them a perspective. With it you cannot avoid the migration of young people in the capital; but can offer an option for rural towns to slow down this process.

Keywords: generation Z, middle-sized town, nonbusiness institutions, settlement development