MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE
A SURVEY ON PEOPLE SATISFACTION RELATED TO AN INVESTMENT CALLED „WITH SOUL ALONG THE RIVERS KÖRÖSÖK” (2014-2015)

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Abstract: In our study we are describing the results of a survey on people satisfaction related to an investment called „With Soul Along The Rivers Körösök” (2014-2015). Our survey was focused on what the population thinks about the utility of the above-mentioned investment, whether they are satisfied with it or think it useless, what their opinion is about financing the maintenance, also what suggestions they have about future investments. To get answers to these questions we carried out a questionnaire survey. As a result of the questionnaire assessment, we could conclude that people of different age groups have different views on the investment, their level of satisfaction is different. It also came to light that the residents like living here but many of them would leave the town because there is not enough work opportunity. Most of the residents cannot see whether the town council would finance the maintenance of investments from its own source or from some external source. Though the population is satisfied with the investment, they do not visit it too often.

Keywords: satisfaction survey, questionnaire research, population, investment, Gyomaendrőd, maintainability

1. INTRODUCTION
The purpose of our research is to assess how the population of Gyomaendrőd reacts to the investment „With Soul Along The Rivers Körösök”, what their opinion is about it, whether they find it a good idea or perhaps oppose it. There have been several studies about the economic changes in the role of the Southern Plain region (Komarek 2007), and about the opportunities of economic recovery, boom (Abonyiné Palotás and Komarek 2007). The project was implemented from the subsidy of the European Union, and it is a very big help for settlements like Gyomaendrőd since most of the costs of the investment are paid by the European Union, so the town council has to spend less on the project. It is a great chance for settlements of lower population the council of which cannot afford to carry out an investment of larger volume. It is an important question whether these investments can be maintained (Irimie et al. 2014), and how much the tax system influences their implementation, maintenance (Lenghel and Miculescu, 2016).

We have made some hypotheses, as follows:
1. We presume that according to most of the answerers more tourists will come to visit the town as a result of the investment.
2. We presume that development of Gyomaendrőd is important for most of the answerers but they would leave the settlement if they had the chance to. We think it possible because though most of the inhabitants love the town, they do not consider it developed (liveable) so if they got a better job opportunity in another town, probably they would leave Gyomaendrőd.
3. We presumed that different age groups have different opinions on the investments. While the younger generation is not so satisfied with them, the level of satisfaction of the oldest age group is higher.
4. We presumed that the investments did not provoke changes in the life of most answerers.

We think that most of the repliers regard the town more developed from the aspect of tourism rather than that of the economy. Tourism can be a significant factor in life of many settlements, regions (Sava and Pinteala 2016). Tourist information centres have important roles (Sava 2016).

As a part of our research, we are intending to talk about the history of Gyomaendrőd briefly since it is the settlement where the assessed investments took place. As Gyoma and Endrőd were separate places for centuries the united town does not have such a long history.

The settlement Gyoma is mentioned from the 13th century in written documents, though it did not have this name that time. Originally, the village was called Gyama, then Gama, and finally, from 1393 Gyoma. During centuries the settlement was destroyed several times but it was always rebuilt (Maday, 1960). Endrőd proves to be the older settlement since findings from the period of Körös culture have been discovered there. The village was first called Endred, then Endreed, later Endryd, and finally Endrőd. In the 15th and 16th centuries a lot of inhabitants in Endrőd had high ranks. Like Gyoma, Endrős was destroyed several times too but it was always rebuilt (Maday, 1960). Gyoma and Endrőd united on 1 January, 1982 under the name Gyomaendrőd. That time the settlement was a large village constituting an administrative division but the population wanted to change it. They wanted to get the rank of a town. Finally, Gyomaendrőd was declared a town on 1 March, 1989. Csapó and Kocsis deal with designation to a town in details (2008). In addition, we can read about the questions of principal of designation to a town in another work of Csapó Tamás (1998). The town started to develop after this time but there are several factors that have not changed so far, like for example the constant relocation of young people from the city (Babos, 2012).
2. MATERIAL AND METHOD
We determined what survey methods we want to apply in our research, which are the following: field survey and questionnaire survey. During field survey we had a closer look at the investments, took photos of all five sub-investments, which we are showing in this study too.
After the field study we compiled a questionnaire which contained 19 questions. We used several types of questions, like for example open and closed questions, but scales, as well, rating ones and Likert-scale. After compiling the questionnaire we made a test, after which we finalized the questionnaire. We carried out the questionnaire survey on our own. We told the answerers that the answer is entirely anonymous. We asked people from both Gyoma and Endrőd, we intended to ask the population from both settlement-parts in an equal proportion. Altogether 472 inhabitants answered our questions.

3. RESULTS OF MY OWN RESEARCH
We think it necessary to introduce the sub-investments of the investment „With Soul Along The Rivers Körösök”. These are: Körös Visitor Centre, Study paty and lookout in Erzsébet gardens, Bárka Visitor Centre, St. Antal Pilgrimage house, St. Antal Bread-baking house. Besides, we would add in connection with implementation and maintenance of investments that we should pay attention to quality control (Tisca et al. 2015) and quality management (Scalera et al. 2012), too.
Körös Visitor Centre (Photo 1) has been built on the site of an old school. It includes a permanent and a temporary exhibition, there is a stage and a tourist route. The building can be fully used by the disabled, too. The building uses renewable energy. The study path and lookout in Erzsébet gardens (Photo 2) has a land part where the study path is and a water part where rowing in a boat, the visitor can admire the wonderful fauna of backwaters. There is also an air part, meaning the lookout from where tourists can observe the birds of the canopies.
Bárka Visitor Centre was opened to help visitors get to know the old fishing tools, there is a „study-lake” here where visitors can peep into the mysteries of the underwater fauna by means of a fiber optic camera. The relative proximity of the Romanian border can give the opportunity for foreign tourists to visit the settlement (Gál and Dumitrescu 2014). St. Antal Pilgrimage house (Photo 3) was built to serve not eco-tourism but religion tourism. The house can accommodate 21 people in 4 rooms, one of them is for the disabled. Each room has a bathroom and toilet, and there is a kitchen (tea kitchen and laundry), as well.
St. Antal Bread-baking house was born to serve religion tourism, like the latter one, but the Bread-baking house had been there before. It was built in 1903 and its operation terminated 20 years ago, after that it was used as a storage, then the house was renovated as part of the investment.

In our questionnaire altogether 244 people of Gyoma and 228 people of Endrőd answered the questions. 76% of the answerers was born in the settlement, 24% moved there. 444 like living in Gyomaendrőd, 28 do not. Then, they have to rank some things in a scale 1-5. Regarding the security of the town, they ranked it 4 which is the second best. Regarding economic and touristic development, the rank 3 was the most popular, 284 for the former and 276 for the latter. The inhabitants like living here since the rank 3 was chosen most (220 people). Most of the answerers would leave the town only if they had a good opportunity (193 people), but the development of the town is important for 282 answerers.

Regarding investment satisfaction in all 5 investment parts, the rank 3 was the most popular one, though in case of Bárka Visitor Centre 2 and St. Antal Pilgrimage House 4 were very close to the most popular rank. In connection with the attendance of the investments, rank 2 was thought to be right in each case, and in contrast to satisfaction, this rank was the dominant one, the other did not even reach it. 14% of the answerers said that there had been a change in their life, which means 64 people.

39% of the answerers (183 people) ranked 4, 34% (160 people) ranked 3 the answer to the question whether more tourists come to visit Gyomaendrőd due to the investments.

Most of the answerers did not know what source the town council use to finance the maintenance of the investments, 220 people (47%) chose this option. The age distribution is relatively even, most of them were 15-28 years old, altogether 105 (22%). As for the education, 37% of the answerers (176 people)
have finished their secondary education (vocational secondary school/grammar school). There were 224 men and 248 women.

At the end of the questionnaire the answerers had to give suggestions for what to develop in the town. Mostly, they suggested the internal road repair, job creation and the development of the bath.

The result of our hypotheses:

1. hypothesis: it was proved false, only 45% of the answerers (212 people) thought that more tourists come to the settlement, most of the answerers (55%) thought the opposite.

2. hypothesis: it was proved to be true, since 82% of the answerers (393 people) considers the development of Gyomaendrőd important, and 66% of the repliers (298 people) would leave the town. Both parts of the question were true during the research.

3. hypothesis: it proved to be true, since the older chose rank 3 or more in 316 cases, while the young „only” in 288 cases.

4. hypothesis: it was proved to be true, since 86% of the answerers (408 people) did not experience any change in their life due to the investments.

5. hypothesis: it was proved to be true because 79% of the answerers (372 people) think the settlement is touristically more developed, while 67% of the repliers (316 people) chose the economic development, so more people consider Gyomaendrőd touristically stronger.

4. SUMMARY

On the basis of the study, we can conclude that though the population is satisfied with most of the investments, there has not been any particular change in their life. It became clear people of different age groups have different levels of satisfaction in connection with the investments (the older like them, most of the young think them useless). The last question of our questionnaire was formed to ask for some suggestions about the possible changes in the town, which investments they would welcome more. Investments to create jobs were mentioned most, as the inhabitants know that there is not enough jobb opportunity in the town, but other frequent answer was the improvement and constant maintenance of internal roads, and the development of Liget Bath. Before starting repairing the roads, it would be worth to carry out a research on transport habits and needs (Hampel 2016). We would suggest building a food processing firm since it has a great need of live labour. It may be possible to accomplish developments like in Makó earlier (Tanács et al. 2008), and build the processing firms for them.
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