

The Local Aspects of the Silver Economy*

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Abstract

After the change of regime in 1989, significant changes in the structure of the population can also be observed in Romania, one aspect of which is aging. Our research concerns in the examination of the situation of the aging and elderly generation in Érmellék– a small region in Romania, along the concept of the silver economy. The empirical research was mainly done using qualitative methods, like individual interviews and focus group interviews, completed by document analysis and secondary data. Our main focus is to answer the research question, which dimensions of the silver economy can be identified in the Érmellék, what characteristics can be used to describe the range of services focused on the elderly in this area. The focus of our study is to map social services for the regional target population belonging to the silver economy. Through the research results, we take into account the peculiarities of the silver economy in Érmellék, while no similar research has been conducted in the area in this area.

Keywords: silver economy, elderly population, active ageing, elderly care, micro region from Romania