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# Agric. Econ. – Czech

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## Development potential exploitation of the Bratislava rural region according to Goal 2

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168

The objective of the article is to describe the possibilities of the rural development in the Bratislava region. The rural region is represented by 71 municipalities in districts Malacky, Pezinok, Senec and by parts of the city Bratislava – Záhorská Bystrica, Vajnory, Jarovce, Rusovce and Čunovo. The analyses of the rural region are the segments of the Single Programming Document (SPD) for the 2004– 2006. It aims to support the areas with the main economic and social problems according the Goal 2. The article deals with the development possibilities in industry, market services, tourism and agriculture. The branch structure, main economic parameters of effectiveness and production, employment, wages are analysed in period 1999– 2002. The article contains also the results of SWOT analysis and the short-term activities to supporting rural development.

### Keywords:

rural region, economic potential, SWOT

analysis of region, industry, agriculture,  
tourism, market services, short-term  
activities to support regional development

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