Turisztikai és Vidékfejlesztési Tanulmányok

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Tisztelt Olvasók!

A *Turisztikai és Vidékfejlesztési Tanulmányok* jelen különszáma egy olyan szakmai közösség negyed évszázados együttműködésének ad helyet, melyet hat egyetem (a pécsi-, grazi-, maribori-, plzeni-, pozsonyi- és bayreuthi) földrajzi intézeteinek társadalomföldrajzos kollégái hívtak életre és tartanak fenn rotációs rendszerben évről évre konferencia formájában. A témaköröket minden esetben a fogadó intézmény írja ki, a konferenciák angol és német nyelven zajlanak. E rendezvénysorozatba illeszkedett bele a 2018. szeptember 20-22. között Villányban megrendezett konferencia, amelynek címe *„Annual Meeting of the Hexagonal Research Group – Co-operative settlement, creative region”* volt. A rendezvény a Pécsi Tudományegyetem Természettudományi Kar Földrajzi és Földtudományi Intézet Turizmus Tanszékének EFOP-3.6.2-16-2017-00017-es pályázati projektjének támogatásával valósult meg, amelynek címe *„Fenntartható, intelligens és befogadó regionális és városi modellek”*. Így a konferencia témája összhangban állt a pályázat célkitűzéseivel.

A konferencia során több előadás hangzott el, amelyből 11-et most publikáció formájában is megjelentetünk a *Turisztikai és Vidékfejlesztési Tanulmányok* Szerkesztőségével együttműködve. Külön öröm számunkra, hogy rendhagyó módon a publikációk igen széles tematikát ölelnek fel, tágítva ezzel az olvasóink érdeklődési körét. A megjelent publikációk nemcsak a turizmus általános kérdéseit mutatják be, hanem olvashatunk a kiadványban térszerkezeti elemzéseket, helyi- és térségi turizmusmenedzsment trendeket, valamint a regionális politika országos és térségi szintű összefüggéseinek feltárását bemutató érdekes tanulmányokat.

A *Turisztikai és Vidékfejlesztési Tanulmányok* azon olvasóinak is ajánljuk e különszámot, akik szélesebb áttekintést szeretnének kapni hazánkon kívüli európai országok terület- és vidékfejlesztési gyakorlatáról, amelyek az esettanulmányokon keresztül számos tanulsággal szolgálhatnak az érdeklődők számára.

Aubert Antal	***Gonda Tibor***
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Dear Readers,

the special issue of the periodical *Turisztikai és Vidékfejlesztési Tanulmányok (Tourism and Rural Development Studies)* is the fruit of a quarter-of-a-century cooperation of an academic community created by social geography experts of the institutes of geography from six universities (Pécs, Graz, Maribor, Plzeň, Bratislava and Bayreuth). The cooperation is maintained in the form of an annual conference organised by the members in a rotation system. The topic of the conference is announced by the host institute in each case, and the official languages of the conferences are English and German. An event in the series of the programmes was the conference held in Villány, Hungary on 20-22 September 2018, called *"Annual Meeting of the Hexagonal Research Group – Co-operative settlement, creative region"*. The programme was organised with the kind support of the tender project EFOP-3.6.2-16-2017-00017, titled *"Sustainable, intelligent and inclusive regional and city models"*, managed by the Department of Tourism at the Institute of Geography and Earth Sciences of the Faculty of Sciences, University of Pécs. The topic of the conference was compatible with the objectives of the tender.

Several presentations were held at the conference, 11 of which are hereby published in the form of papers, in collaboration with the editorial board of *Turisztikai és Vidékfejlesztési Tanulmányok*. It is to our greatest pleasure that the papers, in an unusual way, cover the most diverse issues, enlarging thereby the range of topics of interest to our readers. The papers published do not only demonstrate the general issues of tourism but also feature spatial structural analyses, local and regional tourism management trends, and also papers dealing with the exploration of national and regional level correlations of regional development policy.

We also recommend this special issue to those readers of *Turisztikai és Vidékfejlesztési Tanulmányok* who want to get a broader picture of the practice of spatial and rural development not only in Hungary but also in other European countries. The case studies on these issues may give several ideas to those interested in the topic.

Antal Aubert
Chair of the Editorial Board

Tibor Gonda
Editor-in-Chief

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HINDERNISSE UND BARRIEREN DER BÄUERLICHEN DIREKTVERMARKTUNG AM BEISPIEL STEIRISCHEN GEMEINDE LEIBNITZ: FÜHRT KOORDINIERTE DIREKTVERMARKTUNG ZU VERBESSERUNGEN?

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Abstract

The paper in hand investigates the situation of farmers in the municipality of Leibnitz/Styria. The focus lies on direct marketing by farmers and those who are planning to go that way in future because a trend can be realized that consumers are more and more interested in good quality products from the region or local farms. Within a local participation process the intention of a coordinated and cooperative marketing strategy and marketing label was born, which led to the research work in this paper. The research questions are: What hindering factors and barrieres appear at direct marketing of farmers and which measures are necessary for a successful coordinative and cooperative direct marketing. Both a questionnaire and face-to-face interviews were made in order to get proper information. Together with a SWOT-analysis four chains of impacts between the strengths, weaknesses, opportunities and threats were created. What follows are seven strategies for the farmers to realize a coordinated and cooperative marketing under a common label. The new marketing concept can result in a strengthening of the local and regional farming economy.

Keywords: *Styria, Leibnitz, cooprative marketing, local farms*

Einleitung

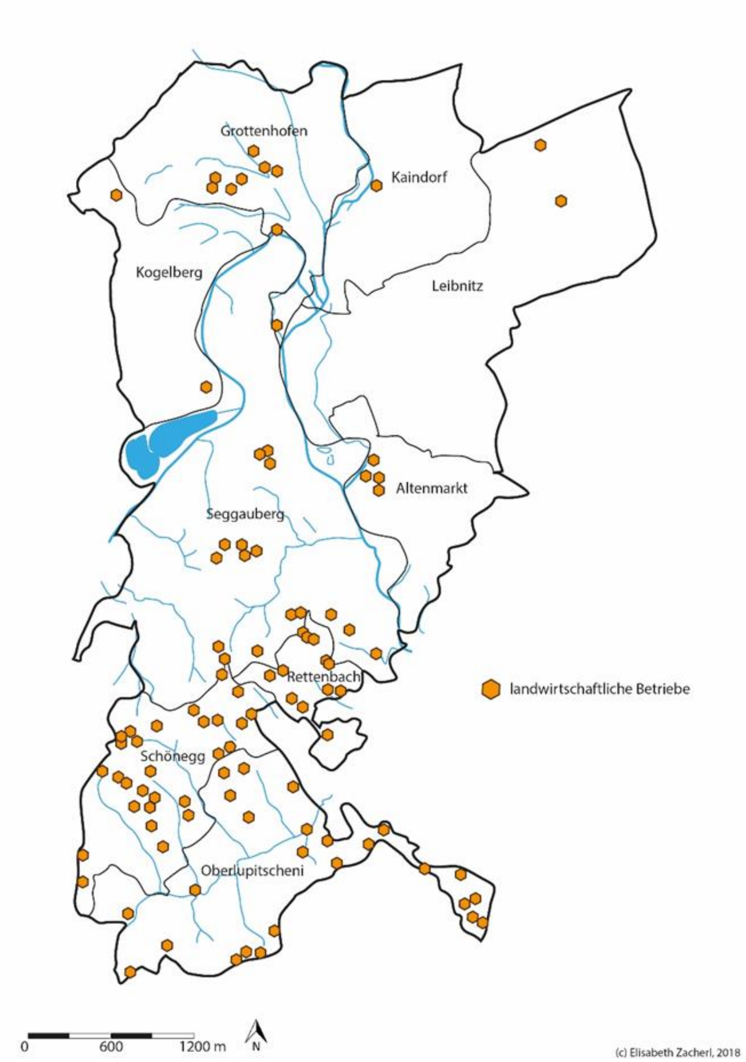
Regionale Wirtschaftskreisläufe stehen in engem Zusammenhang mit der Lebensqualität von Menschen. Da intakte Nahversorgungsstrukturen einen wesentlichen Bestandteil von Wirtschaftskreisläufen darstellen, sollten vormerklich die aktuell sinkenden Zahlen an Nahversorgern einer detaillierten Analyse unterzogen werden. In jüngster Zeit lässt sich eine deutliche Zunahme von Einkaufszentren, welche in Ortsrandlagen errichtet werden, konstatieren. Folglich wird durch diesen Prozess eine große Menge an Lebensmitteln produziert: Deren tatsächliche Herkunft ist schwer nachzuvollziehen, was die Schlussfolgerung zulässt, dass jene Produkte fernab von regionaler Nachhaltigkeit gefertigt werden. Die Transparenz ist vielfach kaum gegeben - das Resultat offenbart sich in unsicherem Auswahl- bzw. Konsumverhalten der

Verbraucherinnen/Verbraucher. Dieser Umstand begünstigt den Wunsch nach frischen lokalen bzw. regionalen Lebensmitteln seitens der Konsumenten, ganz nach dem Motto „Da weiß ich, wo es herkommt“. Wohl auch deshalb erlebt die bäuerliche Direktvermarktung eine Renaissance und gewinnt laufend an Bedeutung. Der Einkauf am Bauernmarkt oder direkt ab Hof wird zudem als Erlebnis empfunden und bietet den Konsumenten die Möglichkeit, mehr über die angebotenen Produkte und deren Verarbeitung zu erfahren. Das Anliegen nach verstärkter Transparenz und Lebensmittelsicherheit wird durch das Konzept der regionalen Nahversorgung aufgegriffen und erfreut sich zunehmend hoher Bedeutsamkeit in ländlich geprägten Räumen und Kleinstädten. Die meisten Direktvermarkter positionieren sich über Zusatznutzen wie Qualität, Artenvielfalt, transparente und tierfreundliche Produktion am Markt und erlangen dadurch eine wichtige Einkommensquelle, die den Fortbestand des Hofes sichert und jungen Generationen als Nachfolger ein wirtschaftliches Standbein bietet. So werden regionale Wirtschaftskreisläufe gestärkt, neue Arbeitsplätze geschaffen, bestehende gesichert und der Erhalt der kleinbäuerlichen Landwirtschaft gefördert.

1. Problemstellung

Im Jahr 2015 wurde auch Leibnitz den steirischen Gemeindefusionen unterzogen: Im Rahmen jener Umstrukturierungen bildete Leibnitz zusammen mit der Marktgemeinde Kaindorf an der Sulm und der Gemeinde Seggauberg eine neue, räumlich vergrößerte Agrargemeinde. Die Katastralgemeinden Seggauberg und Kogelberg weisen dabei landwirtschaftliche Nutzflächen auf, welche in ihrem Umfang den vorhandenen Siedlungsflächen nicht nachstehen. (STADTENTWICKLUNG LEIBNITZ 2017, S. 39). Die Bedeutung der Landwirtschaft konnte durch die vollzogene Fusionierung für die Stadtgemeinde Leibnitz bzw. damit zusammenhängende Stadtentwicklungen an entscheidenden Zuwachs gewinnen. Dies lässt sich an statistischen Daten nachvollziehen: Insgesamt 101 landwirtschaftliche Betriebe finden ihre Niederlassung im Gemeindegebiet von Leibnitz während sich der Großteil der Betriebe westlich der beiden Flüsse Sulm (inklusive Sulmsee) und Laßnitz (NS) lokalisieren lässt (Abbildung 1).

Abbildung 1: Verteilung der landwirtschaftlichen Betriebe in Leibnitz.

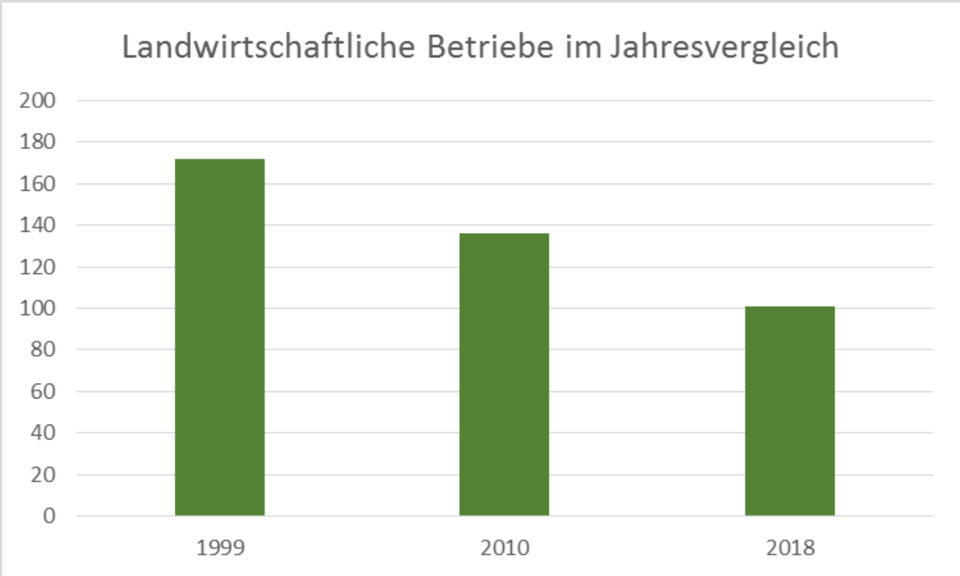


Arbeitsgrundlage: ÖEK Leibnitz 2017. Graphik: ZACHERL (2018)

Im Zuge der Agrarstrukturerhebung von 2010 wurde die Bodennutzung der Gemeinde Leibnitz erhoben. Die agrarische Gesamtnutzungsfläche im Ausmaß von 1864 ha spielte eine wichtige Rolle hinsichtlich vielfältiger Anwendungsmöglichkeiten. Mit 783 ha unterlag ein Großteil landwirtschaftlicher Nutzung (42 %), 1034 ha konnten forstwirtschaftlich umgesetzt werden (55,5 %), während lediglich 46 ha als „sonstige Flächen“ (2,5 %) gesonderte Verwendung fanden. Durch jene vorliegenden Zahlen kann der immense Stellenwert von Land- und Forstwirtschaft für die Gemeinde Leibnitz nochmals unterstrichen werden (STEIRISCHE STATISTIKEN 2017). Aufgrund des hohen Anteils der landwirtschaftlich genutzten Flächen erfährt regional konzentrierte Lebensmittelproduktion zusätzliche Potenzialsteigerung. Wird ein sorgfältiger

Vergleich zwischen jenen Daten der Agrarstrukturerhebung von 2010 und jenen aus dem Jahr 1999 gezogen, so lässt sich dennoch eine deutliche Reduzierung von landwirtschaftlichen Betrieben bzw. landwirtschaftlich genutzten Flächen diagnostizieren (Abbildung 2): Während im Jahr 1999 noch 172 Betriebe auf eine Nutzungsfläche von 2060 ha entfielen, konnten elf Jahre später nur mehr 136 landwirtschaftliche Betriebe, denen eine Fläche von 1864 ha zur Verfügung stand, erhoben werden. Der sukzessive Rückgang wird an einer Statistik für das Jahr 2018 besonders deutlich - lediglich 101 Betriebe verschrieben sich im Vorjahr im Gemeindegebiet von Leibnitz der landwirtschaftlichen Nutzung (STATISTIK AUSTRIA 2018 a). Während die Anzahl der Haupterwerbsbetriebe statistisch kaum relevanten Veränderungen unterlag, waren hingegen Nebenerwerbsbetriebe mit einer drastischen Halbierung konfrontiert (ausgehend von 140 Betrieben im Jahr 1999).

Abbildung 2: Anzahl der landwirtschaftlichen Betriebe in der Stadtgemeinde Leibnitz im Jahresvergleich.



Datengrundlage: Amt d. Stmk. Landesregierung, 2018. Graphik: ZACHERL (2018)

Jene Negativentwicklung wird vonseiten der Stadtgemeinde Leibnitz als problematisch wahrgenommen. Die Stadtpolitik hat sich deshalb zum Ziel gesetzt Vielfalt und Kleinstrukturiertheit von Betrieben zu gewährleisten, da folglich ein Ansatz zur Bewahrung von Kulturlandschaft, Biodiversität sowie Lebensqualität der südsteirischen Gemeinde vorangetrieben werden könnte. Eine konkrete Maßnahme in diesem Zusammenhang stellt „der Ausbau der Selbstversorgung der Bevölkerung mit örtlichen bzw. regionalen Produkten“ dar (STADTGEMEINDE LEIBNITZ 2017, S. 20). Im Rahmen des im Sommer 2016 gestarteten Bürgerbeteiligungsprozesses „Leibnitz 2030“ wurden Zukunftsideen gesammelt und nachhaltige Maßnahmen ausgearbeitet. Für den Themenkreis Landwirtschaft konnte dabei unter anderem die innovative Überlegung generiert werden, eine kommunale Vermarktungsschiene unter der Bezeichnung „Hergestellt in Leibnitz“ zu generieren. Dies führe wiederum zur Stärkung des Vertriebes landwirtschaftlicher Produkte von Direkt-Vermarkter aus der Region Leibnitz bzw. zur Optimierung von Kooperationsprozessen unter den einzelnen Betrieben.

2. Zielsetzung, Forschungsfragen und Arbeitsmethoden

Das Ziel der vorliegenden Arbeit liegt im Eruieren von vielfältigen Möglichkeiten zur verbesserten Koordinierung innerhalb der Direktvermarktung, so wie sie für die Stadtgemeinde Leibnitz angedacht sei. Hierfür werden bestehende Direktvermarktungsbetriebe erhoben und hinsichtlich ihrer künftigen Potentiale klassifiziert. Anschließend kann eine Identifizierung bestehender Kooperationen intentioniert werden, wobei auf wertvolle Wissens- und Erfahrungswerte der lokalen Akteure zurückgegriffen wird. Auch mögliche Maßnahmen sollen im Rahmen dieser Arbeit Platz finden, mit dem verfolgten Ziel, noch nicht bestehende bzw. wenig ausgereifte Kooperationen forcieren zu können. Die somit eruierten möglichen Potentiale sind als theoretische Grundlage für weitere Entscheidungsprozesse zu verstehen, da eine koordinierte Vermarktungsstrategie nur auf freiwilliger Basis erfolgen kann. Es ergeben sich folglich zwei relevante Forschungsfragen:

- Welche Hindernisse und Barrieren treten in der Direktvermarktung auf?
- Welche Maßnahmen können dazu beitragen, eine koordinierte Direktvermarktung zu realisieren, um eben jene bestehenden Hindernisse und Barrieren zu beseitigen?

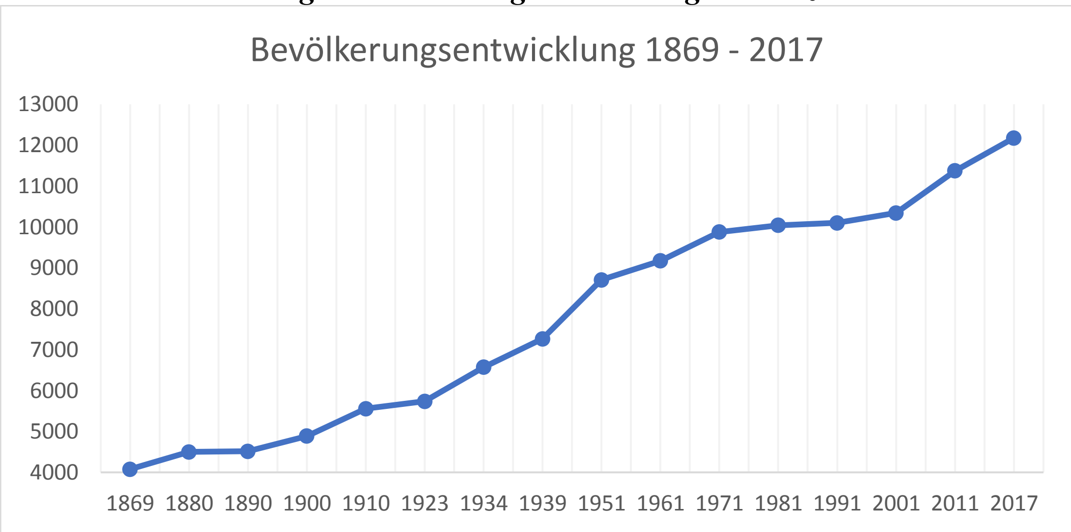
Für den empirischen Teil dieser Arbeit wurde ein Methodenmix aus quantitativen und qualitativen Forschungsmethoden herangezogen. Grundlegend erfolgte eine Befragung anhand eines Standardfragebogens per Postaussendung. Diese Befragung diente in erster Linie dazu, Grundinformationen über bestehende und potenzielle Direktvermarktungsbetriebe zu erhalten. Des Weiteren sollte die ausgewählte Methode der teilstrukturierten Befragung für zusätzlichen Erkenntnisgewinn sorgen: Dazu konnten relevante Daten von ausgewählten Landwirten der Stadtgemeinde Leibnitz mithilfe leitfadengestützter Experteninterviews abstrahiert werden. Die Interviewpartner wurden dabei in einem persönlichen Face-to-Face-Gespräch in einer für sie vertrauten Umgebung befragt. Die Ergebnisse dieser konzentrierten Kommunikation wurden neben einer Transkription im Rahmen einer SWOT-Matrix weiteren Strukturierungs- und Bewertungsabläufen zugeführt. Anhand der Gegenüberstellung von internen und externen Faktoren wurden Strategien abgeleitet, welche wiederum nützliche Handlungsoptionen offenbaren.

3. Das Untersuchungsgebiet

Das Untersuchungsgebiet Stadtgemeinde Leibnitz befindet sich in der Region Südsteiermark, etwa 30 km südlich der Landeshauptstadt Graz. Geographisch und historisch tief in der südsteirischen Weinbauregion verankert, verschreibt sich Leibnitz mit nutzbringendem Bezug auf Tourismusmarketing der Verkörperung als „moderne Weinstadt".

Im Zuge der Gemeindestrukturreform wurden die Marktgemeinden Kaindorf an der Sulm bzw. Seggauberg an die Stadtgemeinde Leibnitz angegliedert. Seit dem 1.1.2015 beläuft sich die erweiterte Stadtgemeinde Leibnitz auf eine Gesamtfläche von 23,53 km² (AMT DER STEIRISCHEN LANDESREGIERUNG 2017). Mit 12.176 Einwohnern (Stand 1.1.2017) zählt Leibnitz zu den 10 bevölkerungsreichsten Gemeinden der Steiermark (AMT DER STMK. LANDESREGIERUNG 2017). Unterzieht man die Bevölkerungsentwicklung im Zeitrahmen von 1869 bis 2017 (Abbildung 3) einer detaillierten Betrachtung, so ist ein kontinuierlicher Bevölkerungszuwachs zu erkennen. Für den Bereich Direktvermarktung bedeutet der starke Bevölkerungszuwachs einen theoretischen Anstieg an potentiellen Kunden, insofern sich der Trend sukzessive hin zu lokalen bzw. regionalen bäuerlichen Produkten manifestiert. Bei gemeinsamen koordinierten Vermarktungsprozessen könnte diese Entwicklung mitunter realistische Steigerungseffekte zur Folge haben. Inwieweit jene Steigerungseffekte anhand des derzeitigen Erzeugungsvolumens bäuerlicher Betriebe bzw. Direktvermarkter abgedeckt werden können, lässt intensivierte, wissenschaftliche Fragestellungen zu, die einer kritischen Überprüfung unterzogen werden sollten.

Abbildung 3: Bevölkerungsentwicklung Leibnitz 1869 – 2017.



Datengrundlage: Statistik Austria – Ein Blick auf die Gemeinde. Graphik: ZACHERL (2018)

4. Direktvermarktung, Voraussetzungen und Erfolgsfaktoren

Im ausgewählten wissenschaftlichen Diskurs kann zwischen persönlichen und betrieblichen Voraussetzungen unterschieden werden:

Persönliche Voraussetzungen: Steht eine bäuerliche Familie in ihrem persönlichen und emotionalen Wertebild geschlossen hinter der Philosophie von Direktvermarktung, so können jene positiven Zugänge in logischer Folge den Erfolg von Direktvermarktung begünstigen. In der individuellen, zwischenmenschlich geprägten Interaktion mit Konsumenten sollte folglich der Einfluss hoher sozialer Kompetenz keineswegs außer Acht gelassen werden (LFI ÖSTERREICH 2011, S. 5, WIRTHGEN – MAURER 2000, S. 20). Die unternehmerischen bzw. wirtschaftlichen Kompetenzen der Betriebsleiter stellen zudem eine essentielle Komponente für wirkungsvolle Direktvermarktung dar. Dabei existiert eine Vielzahl umfassender Anforderungen, welche vom einfachen Arbeiter bis hin zum Betriebsleiter in die vielfältigen Arbeitsbereiche der regionalen Direktvermarktung inkludiert werden sollten. Kreativität wird dabei an oberster Stelle genannt, da jene Eigenschaft sowohl für die Auswahl geeigneter Produkte als auch bezüglich facettenreicher Marketingaktivitäten von entscheidendem Vorteil sein kann. Auch die Kompetenz, Prozesse und Abläufe in organisatorische Effizienz zu gliedern, spielt eine für die Optimierung der Direktvermarktung notwendige Rolle, die sich zugleich mit dem anspruchsvollen Arbeitspensum jenes Marketingbereiches verzahnen sollte. Neben dem Vorhandensein von ausreichender Arbeitskapazität ist ebenso unabdingbar, jenen betrieblichen Rahmen zu schaffen, der erlaubt, bei erhöhten Arbeitsspitzen kurzfristig auf zusätzliche Arbeitskräfte zurückgreifen zu können (WIRTHGEN – MAURER 2000, S. 20). Das Interesse am Konsumentenverhalten bzw. an aktuellen Trends erforderlich sollte dabei stets im Auge behalten werden, da Bedürfnisse und Konsumverhalten der Kunden stetigen Wandlungsprozessen unterliegen. Zudem sollte bäuerlichen Direktvermarkter bewusst sein, Weiterbildungsangebote im Sinne von wirtschaftlicher und innovativer Stabilität in Anspruch genommen werden sollten (LFI ÖSTERREICH 2011, S. 5).

Betriebliche Voraussetzungen: Neben räumlichen und technischen Ausstattungen für die Produktion von Produkten der Direktvermarktung sollte Klarheit darüber geschaffen werden, ob jene essentiellen betrieblichen Voraussetzungen ebenso hinsichtlich Verarbeitung, Bearbeitung, Lagerung und Verkauf zur Verfügung stehen. Ist diese Ausstattung nicht gegeben, müssen zumeist höhere Beträge investiert werden, um in die Direktvermarktung einsteigen zu können (KIRSCHBICHLER et al. 1992, S. 17, WIRTHGEN – MAURER, 2000, S. 20).

Planungsrelevante Überlegungen in Bezug auf den Betriebsstandort bilden einen weiteren entscheidenden Faktor, welcher in der strategisch optimierten Direktvermarktung berücksichtigt werden sollte. Abhängig vom Betriebsstandort können Produktangebot und Vermarktungsform sinnvoll aufbereitet bzw. umgesetzt werden. Befindet sich beispielsweise der Betrieb in Ortsnähe, so sind Ab-Hof-Verkauf, Selbsternte, Buschenschank oder Zustellservice die zu bevorzugenden Vermarktungsformen. Betriebsstandorte, die sich in der Nähe von Ballungszentren, Tourismusregionen oder an stark frequentierten Verkehrswegen lokalisieren lassen, erfahren oftmals Wettbewerbsvorteile, die im stetigen Konkurrenzkampf der Betriebe das entscheidende Zünglein an der Waage ausmachen können. gekennzeichnet (KIRSCHBICHLER et al. 1992, S. 15). Auch die angebotene Produktpalette kann wichtige Impulse hinsichtlich des Bestehens bzw. Scheiterns innerhalb der Direktvermarktung setzen: Die Frage, ob für die Direktvermarktung bereits eine umfassende Produktliste besteht oder jene durch Produktion von neuen Erzeugnissen ausgeweitet werden muss, sollte unbedingt in die vielschichtige Planung jener Betriebe integriert werden (WIRTHGEN – MAURER 2000, S. 20, KIRSCHBICHLER et al. 1992, S. 17).

5. Ergebnisse anhand der Methoden Erhebung und Befragung

Acht landwirtschaftliche Betriebe zeigten Interesse an der ersten Erhebungsrunde, was eine Rücklaufquote von lediglich 8 % bedeutete und einen ersten Schluss in Bezug auf ein geringes Interesse an einer koordinierten Vermarktungsstrategie zuließ. Ein befragter Betrieb setzte Direktvermarktung um, konnte jedoch aufgrund mangelnden Interesses nicht im Zuge detaillierter Bearbeitung berücksichtigt werden. Die Erhebung zeigte zudem auf, dass 5 der 7 befragten Betriebe Mitglieder einer Vermarktungsorganisation sind (Tabelle 1).

Tabelle 1: Aktuelle Direktvermarkter und deren Vermarktungsorganisationen.

	Gutes vom Bauernhof	**Kernöl g.g.A.**	**Naturpark-spezialitäten**	**Keine Vermarktungs-organisation**
Happer Anton	X	X		
Kieslinger Peter	X		X	
Gaube Johann		X		
Haring Ingrid				X
Fam. Adam	X	X		
Schulter Ingrid				X
Pollanz Manfred	X		X	

ZACHERL (2018)

Im Erhebungsbogen wurde zuletzt der empirische Ansatz erhoben, inwieweit das Interesse zur gemeinsamen Vermarktung unter dem Namen „Hergestellt in Leibnitz“ bzw. an einer gemeinsamen Veröffentlichung der jeweiligen Produkte in einer Broschüre zwischen den ausgewählten Betrieben bestünde. Jener Ansatz wurde von allen sieben landwirtschaftlichen Betrieben positiv bestätigt. Hinsichtlich der Auswahl der Interviewpartner für die Befragungsrunde wurde besonderes Augenmerk auf (wirtschaftliche) Diversität gelegt: Die Betrachtung unterschiedlicher Arten der Direktvermarktung erlaubte zugleich das Fokussieren differenzierter Bereiche innerhalb des Sektors Landwirtschaft.

Tabelle 2: Übersichtstabelle der Interviewpartner.

	Interviewpartner	**Betriebszweig**	**Datum**
Interview 1	Anton Happer	Schweinehaltung & Ackerbau	22.03.2018
Interview 2	Maria Robier	Gemüseanbau & Inhaberin Frischehof	22.03.2018
Interview 3	Alois & Andrea Adam	Ackerbau & Inhaber Adamarkt	04.04.2018
Interview 4	Werner Paulitsch	Kogelberger Wollschweine	04.04.2018
Interview 5	Peter Kieslinger	Weinbau & Buschenschank	24.04.2018
Interview 6	Petra Harkamp	Weinbau & Sektmanufaktur	24.04.2018

ZACHERL (2018)

Die Kontaktaufnahme mit den Interviewpartnern erfolgte telefonisch, während Intentionen der Befragung veranschaulicht bzw. erläutert und ein gemeinsamer Gesprächstermin vor Ort vereinbart werden konnten.

Die Interviews wurden im März und April 2018, jeweils an einem für die Gesprächspartner vertrauten Ort, persönlich durchgeführt. Mit der Erlaubnis der Interviewpartner wurden fünf der sechs Gespräche elektronisch mit Hilfe einer Diktier-Applikation am Mobiltelefon aufgezeichnet. In der folgenden Tabelle 2 werden die Interviews gelistet.

5.1. Hindernisse und Barrieren in der Direktvermarktung:

Gesetze und Auflagen: Zahlreiche Gesetze und Auflagen, die von offiziellen Behörden kommuniziert wurden und in der Lebensmittelerzeugung und -verarbeitung einzuhalten sind, stellten in der Wahrnehmung der meisten Interviewpartner problematische Hindernisse dar. Dabei wurden unter anderem ständige Kontrollen, die von diversen Vermarktungsorganisationen (z.B. „Gutes vom Bauernhof" durchgeführt werden) als „nicht praxisnah" und teilweise „übertrieben" charakterisiert. Ein Interviewpartner führte in diesem Zusammenhang Vorschriften zur Errichtung eines Freilandgeheges für Schweine aus: Die Eingrenzung eines solchen Geheges erfolge demnach durch die Anbringung dreier Zäune von unterschiedlicher materieller Beschaffenheit. Der geforderte Hauptzaun müsse bis zu 30 cm tief in die Erde eingegraben werden, während ein weiterer Zaun an der Innenseite im Abstand von einem Meter zum Hauptzaun bzw. ein zusätzlicher Elektrozaun an der Außenseite angebracht werden sollten. Jene bürokratischen Bestimmungen könnten Bauern, welche sich der Direktvermarktung verpflichten, in punkto finanzieller bzw. zeitlicher Investitionen durchaus vor kritisch zu betrachtende Hürden stellen.

Ein weiterer Interviewpartner äußerte sich zum Problem der An- und Abmeldungen von Arbeitskräften bei Verkaufsständen auf Märkten. Dieser zusätzliche bürokratische Aufwand wird im Vergleich zu der geringen Stundenanzahl, die jene Arbeiter auf dem Marktplatz verrichten, als äußerst „zeitaufwendig" und „nicht in Relation stehend" beurteilt. Für den Interviewpartner war dies der Hauptgrund, warum er seine Waren nicht mehr über Märkte vertreibt und somit nur noch Ab-Hof verkauft. Ein weiteres Problem stellt die Akquisition von Arbeitskräften dar. Hier fehle es vor allem an Erntehelfern und Aushilfskräften, die für den Service in Buschenschänken benötigt würde. Als weitere Barrieren wurden sich stetig ändernde Bezeichnungsvorschriften genannt: Hier würde vor allem im Fokus korrekter Etikettierung hohes Maß an Flexibilität seitens der Direktvermarkter gefordert. Durch ständige Neuregulierungen können zusätzliche Kosten anfallen, welche insbesondere von kleinen direktvermarktenden Betrieben kaum zu begleichen wären. Die in Österreich seit 25.5.2018 eingeführte Datenschutz-Grundverordnung wurde unter den Befragten ebenfalls kritisch eingeordnet: Ein Betrieb müsse die Kundschaft durch das regelmäßige Versenden von Newslettern per E-Mail am Laufenden halten, eine Marketingstrategie, welche durch jene neue Verordnung durch zusätzlichen intensivierten Zeit- und Arbeitsaufwand erschwert würde.

Erhöhter Arbeitsaufwand und finanzieller Aufwand: Für die meisten der befragten Betriebe stellt die direktvermarktende Tätigkeit erhöhtes Arbeitspensum dar. Neben der hohen Arbeitsbelastung bei der Produktion falle zudem hoher Vermarktungsaufwand an. Insbesondere beim Einstieg in die Direktvermarktung müsse erheblich Zeit investiert werden, um hergestellte Produkte effizient präsentieren und folglich den eigenen Betrieb in Bezug auf Marketing & Verkauf etablieren zu können. Dabei wird vorausgesetzt, Präsenz bei diversen (regionalen) Veranstaltungen, Märkten etc. zu zeigen, um die Nachfrage durch den Erwerb potentieller Neukunden zu festigen. Der Aufbau eines Kundenstocks wird von allen Interviewpartnern vor allem beim Einstieg in die Direktvermarktung als schwierig erachtet (in diesem Fall wäre die gegenständlich zur Disposition stehende koordinierte Vermarktungsstrategie von Vorteil). Wird die Direktvermarktung nicht im Haupt-, sondern im Nebenerwerb geführt, intensiviere sich der Arbeitsaufwand, was nicht von der Hand zu weisende negative Auswirkungen auf Privat- und Familienleben der Direktvermarkter ausübe. In jenem Kontext wird vorrangig die besondere Bedeutung eines starken Familienzusammenhaltes thematisiert. Ohne diesen, so berichtete ein Interviewpartner, wäre die Ausführung der Direktvermarktung insbesondere im Nebenerwerb nicht möglich. Neben dem zusätzlichen Arbeitsaufwand floss auch der finanzielle Aufwand, der vorrangig beim Einstieg in die Direktvermarktung anfällt, in die Stellungnahmen der Befragten ein. Ein Gesprächspartner berichtete von hohen Investitionen, welche zu Beginn für diverse An- und Umbauten in die Hand genommen werden mussten. Die Ungewissheit, inwiefern sich diese Investitionen im Laufe der Zeit rentieren würden, trug nicht positiv zum Meinungsbild jenes befragten Direktvermarkter bei.

Akzeptanz und Preisbereitschaft: Die Akzeptanz der Gesellschaft gegenüber regionalen Produkten und der Landwirtschaft wurde von allen Interviewpartnern in Bezug auf Hindernisse und Barrieren in der Direktvermarktung angesprochen. Hierbei wird vor allem die geringe Wertschätzung der Gesellschaft gegenüber regional produzierten Produkten hervorgehoben. Vielen Menschen sei heutzutage nicht mehr bewusst, woher konsumierte Produkte stammen bzw. welche Wege diese von Beginn bis zur Fertigstellung zurücklegen müssten. Der unisono thematisierte in Verbindung mit Direktvermarktung stehende Aufwand wäre ebenso wenig in der allgemeinen Wahrnehmung von Konsumenten verankert. In diesem Kontext erwähnt ein Interviewpartner die unterschiedlich hohen Erzeugungskosten von Weinen aus dem Weinviertel und der Steiermark. Der Befragte erläuterte, dass Weinbauern in der Steiermark aufgrund des hohen Handarbeitsanteiles dreifachen Arbeitsaufwand im Weingarten leisten müssten. Dadurch seien Produktionskosten bzw. Verkaufspreise für steirischen Wein deutlich erhöht. Umso notwendiger sei es folglich, Konsumenten über Herstellungsprozesse von regionalen Produkten aufzuklären und neues Bewusstsein zu diversen Abläufen der Direktvermarktung zu generieren. In erweitertem Zusammenhang wird der Lebensmitteleinzelhandel als treibende Kraft erwähnt, der dafür verantwortlich scheint, Angebote nicht ausreichend regional und saisonal zur Verfügung zu stellen. Kritisches Preisbewusstsein und die Bereitschaft, für aufwendig hergestellte Produkte höhere Summen in Kauf zu nehmen bzw. den Wert regionaler Produkte über jenen sogenannter Billigprodukte zu definieren, bedeute für die im Zuge dieser Arbeit ausgewählten Befragten ein weiteres Hindernis bezüglich Direktvermarktung.

Jener Kundenkreis, der gewillt ist, für gute Qualität mehr zu bezahlen, bewege sich demnach in äußerst überschaubaren Mengenordnungen. noch relativ klein. Grundsätzlich ließe sich nach Meinung der Befragten festhalten, dass die unüberschaubare Anzahl von billiger Importware den Zugang hochwertiger, regionaler Erzeugnisse zum öffentlichen Lebensmittelmarkt in nicht zu unterschätzendem Maße blockieren würde.

6. Ergebnisse und Wirkungsketten aus der SWOT-Analyse

In Tabelle 2 wurden die internen Faktoren „Stärken und Schwächen“ mit den externen Komponenten „Chancen und Risiken“ in Beziehung gesetzt. Die einzelnen Punkte konzentrieren sich dabei auf die aus den Fragebögen und Interviews abstrahierten Ergebnisse, während die von den Autoren gewonnenen Erfahrungen stichwortartig den einzelnen Teilbereichen der SWOT-Matrix zugeordnet werden können. Die aus der Analyse abgeleitete Stärken, Schwächen, Chancen und Risiken der sind bezüglich ihrer Anzahl ausgeglichen und konstruieren ein uniformes Bild. Um hinsichtlich Zusammenhänge der Teilbereiche ein tieferes Verständnis zu erlangen, wurden Wirkungsketten entworfen, mithilfe jener höhere Transparenz ermöglicht werden sollen. Eine Wirkungskette geht von einem Ereignis bzw. Auslöser aus und zieht eine Abfolge (Kette) von weiteren Ereignissen mit sich. Von einer Wirkungskette ist also die Rede, wenn jede Wirkung selbst wieder eine Ursache für ein neues Ereignis konstruiert (*Riepel.Net*, 2018). Im Folgenden werden vier mögliche Kausalketten dargestellt und erläutert (Abbildung 4).

Wirkungskette 1 (blaue Linie): W3 – S6 – W5 – R6 – O1 - O5 – O6

Durch die direktvermarktende Tätigkeit fällt eine für Familienmitglieder zusätzliche hohe Arbeitsbelastung (W3) an. Diese Arbeitsbelastung könnte durch die Schaffung von neuen Arbeitsplätzen (S6), also durch die Anstellung einer zusätzlichen Arbeitskraft minimiert werden. Da jedoch ein Großteil der landwirtschaftlichen Betriebe mit Finanzierungsproblemen (W5) und steigenden Investitionen (R6) zu kämpfen hat, ist es vielen nicht möglich, jene Investitionen zu manifestieren. Diese Finanzierungsprobleme könnten durch die Schaffung neuer Absatzkanäle (O1), die durch die Unterstützung der Stadtgemeinde (O5) forciert werden und somit zu zusätzlichen Gewinnen führen können, kompensiert werden. Im Weiteren könnte auf diese Weise eine Erhöhung der lokalen und regionalen Wertschöpfung (O6) angestrebt werden.

Wirkungskette 2 (gelbe Linie): W4 – O2 – R1 – O5 – S1 – O8

Kooperationen in der Direktvermarktungslandschaft in Leibnitz sind teilweise nicht ausreichend entwickelt (W4). Durch den Ausbau und Optimierung (O2) dieser, kann Direktvermarktung gestärkt werden. Da es unter den Partnerbetrieben zu möglichen Kooperationsschwierigkeiten (R1) aufgrund unterschiedlicher Meinungsbilder und Intentionen kommen kann, könnte durch die Unterstützung der Stadtgemeinde (O5), die beispielsweise als Serviceeinrichtung und Bindeglied zwischen den Partnern agiert, die Zusammenarbeit untereinander erleichtert werden. Durch verstärktes gemeinschaftliches und vernetztes Auftreten würde die Lebensmittelerzeugung & -verarbeitung in Leibnitz (S1) bekräftigt und folglich lokale bzw. regionale Nahrungsmittelversorgung (O8) erweitert werden.

Wirkungskette 3: S3 – S4 – W1 – R4 – W6 - R2 – O4 – O3 – O9

Produkte von Direktvermarkter in Leibnitz zeichnen sich durch überdurchschnittliche Qualität (S3) und vermittelte Transparenz bezüglich Produktionsabläufen (S4) aus. Regionale Lebensmittel mit dementsprechender Qualität sind im Vergleich zu konventionellen Lebensmittel aus dem Lebensmitteleinzelhandel meist teurer (W1). Geringe Akzeptanz der Gesellschaft (R4) gegenüber regional produzierten Lebensmitteln bzw. fehlende Verbraucheraufklärung bezüglich Landwirtschaft und Ernährung (W6) führen zu marginaler Preisbereitschaft der Konsumenten und folglich zu etwaigem Ausbleiben der Kundschaft (R2). Durch Information und Aufklärung der Konsumenten (O4) hinsichtlich der Produktionsbedingungen und der Vorteile von regionaler Nahrungsmittelversorgung könnte der zunehmende Trend im Lebensmittelsektor in Bezug auf Regionalität, Authentizität und Herkunft der Produkte (O3) verstärkt und daraus resultierend Neukunden (O9) für den Kauf regional produzierter Lebensmitteln gewonnen werden.

Wirkungskette 4: S7 – R7 – R8 – S9 – S2

Die landwirtschaftlichen Tätigkeiten tragen wesentlich zum Landschaftsbild der Stadtgemeinde Leibnitz bei (vergleiche Kapitel 7.4.2) und münden somit zu einer Attraktivitätssteigerung der Gemeinde bzw. der gesamten Region (S7), ein Umstand, der sich wiederum positiv auf den regionalen Tourismus auswirke. Die Problematik in Bezug auf den Rückgang der landwirtschaftlichen Betriebe in Leibnitz wurde im Kapitel 1.1 thematisiert. Das Risiko, dass weitere Landwirte ihre Betriebe aufgeben (R7) und dadurch eventuell landwirtschaftlich genutzte Flächen aufgeforstet (R8) werden, kann zu einem veränderten Landschaftsbild der Gemeinde führen. Die Ausübung von direktvermarktenden Tätigkeiten bietet zusätzliche Einkommensquellen (S9) und kann zur Erhaltung traditioneller bäuerlicher Betriebe und Werte beitragen (S2): Einem möglichen Attraktivitätsverlust des Landschaftsbildes von Leibnitz könnte auf diese Weise ebenfalls entgegen gewirkt werden.

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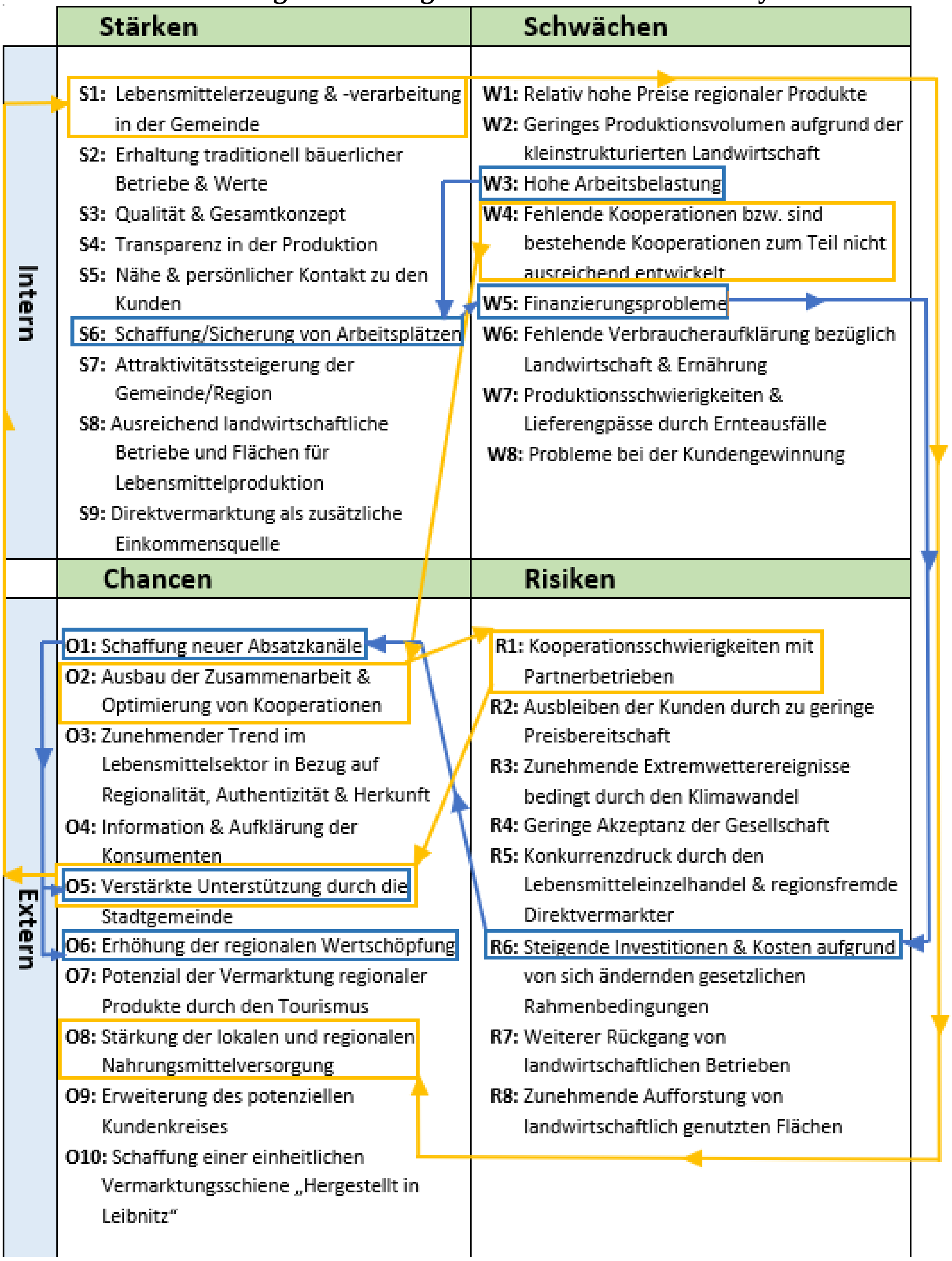
Abbildung 4: Wirkungsketten in der SWOT-Analyse.



7. Strategieentwicklung und mögliche Handlungsoptionen

Zur Erreichung einer vollständigen Informationslage wurden die aus der Analyse erarbeiteten internen Stärken und Schwächen mit den externen Chancen und Risiken der Direktvermarktungslandschaft von Leibnitz verbunden und folgende Strategie-Alternativen erarbeitet:

- Stärken/Chancen-Strategie: Stärken einsetzen, um Chancen wahrzunehmen
- Schwächen/Chancen-Strategie: Schwächen minimieren, um Chancen zu nutzen
- Stärken/Risiken-Strategie: Stärken einsetzen, um Risiken zu minimieren
- Schwächen/Risiken-Strategie: Schwächen abstellen, um Risiken zu reduzieren (RWTH 2018).

Nachstehend werden mögliche Strategien und Handlungsoptionen, welche die Direktvermarktungslandschaft der Stadtgemeinde Leibnitz Weiterentwicklungen bzw. positiven Förderungen unterziehen könnten, erörtert und in analytischen Erläuterungen dargestellt.

Stärken/Chancen-Strategien

Strategie 1 bestehend aus S5 und O4, O7, O9: Eine Besonderheit der Direktvermarktung stellt die Nähe und der persönliche Kontakt zwischen Produzenten und Konsumenten dar. Um das Einkaufserlebnis für die Kunden noch stärker in den Vordergrund zu rücken, könnten etwa Hof-Feste veranstaltet werden. Dadurch biete sich bestehenden sowie potentiellen Kunden verbesserte Einblicke in Herstellungsprozesse der Lebensmittel bzw. in den Arbeitsalltag der zuständigen Landwirte. Eine weitere Idee, die aus dem Bürgerbeteiligungsprozess „Leibnitz 2030" stammt, wäre die Schaffung eines Leibnitzer Hofwanderweges. Darunter sind eigens angelegte Wanderwege zu verstehen, die zu speziellen Höfen führen und bäuerliches Leben „spürbar" machen. Solche Maßnahmen können zu einer Belebung des Gemeinde-Tourismus führen und folglich vorhandenes Potential der Vermarktung von regionalen Produkten durch den Tourismus ausgeschöpft werden.

Strategie 2 bestehend aus S1, S8 und O1, O5, O6, O8: Die Stadtgemeinde Leibnitz verfügt über ausreichend landwirtschaftliche Betriebe und Flächen für eine potenzielle Lebensmittelproduktion. Durch direktvermarktende Betriebe bleibt die Lebensmittelerzeugung und -verarbeitung innerhalb der Gemeinde bestehen, Arbeitsplätze würden geschaffen bzw. gesichert. Durch den Ausbau der Direktvermarktungslandschaft in Leibnitz kann die lokale bzw. regionale Nahrungsmittelversorgung gestärkt und somit auch die regionale Wertschöpfung erhöht werden. Die Stadtpolitik von Leibnitz ist bemüht, den direktvermarktenden Betrieben als unterstützende Funktion zur Seite zu stehen. Im aktuellen örtlichen Entwicklungskonzept der Stadtgemeinde wurde diesbezüglich eine konkrete Maßnahme erstellt, die „den Ausbau der Selbstversorgung der Bevölkerung mit örtlichen bzw. regionalen Produkten" (ÖEK, 2017, S. 9) in den Mittelpunkt stellt. Im Rahmen des Bürgerbeteiligungsprozesses „Leibnitz 2030" wurde dieses Thema ebenfalls behandelt und eine mögliche Organisation einer solidarischen Landwirtschaft in der Gemeinde diskutiert. Durch die Verwirklichung dieses Konzeptes können Landwirte finanziell unterstützt und Bürger verstärkt in landwirtschaftliche Tätigkeiten eingebunden werden. Eine weitere Möglichkeit wäre, eine FoodCoop in der Stadtgemeinde zu installieren und dabei den direktvermarktenden Betrieben die Möglichkeit eines zusätzlichen Absatzkanals zu bieten. Da das originale Konzept einer FoodCoop auf landwirtschaftliche Produkte aus biologischem Anbau ausgelegt ist, müsste dies für eine mögliche Umsetzung in der Gemeinde überarbeitet werden, da kaum biologisch geführte landwirtschaftliche Betriebe aufzuweisen sind.

Schwächen/Chancen-Strategien

Strategie 3 bestehend aus W8 und O5, O9: Ein verbreitetes Problem direktvermarktender Betriebe stellt die Kundengewinnung dar. Hier möchte die Stadtgemeinde Leibnitz ansetzen und den direktvermarktenden Betrieben die Möglichkeit bieten, deren Produkte und Angebote mittels einer Broschüre bzw. über die Homepage der Stadtgemeinde zu veröffentlichen. Dazu wurde bereits in der Februarausgabe (2018) der Gemeindezeitung ein Artikel veröffentlicht, indem die Landwirte aufgefordert wurden, sich bei Interesse zu melden. Da dieser Aufforderung niemand gefolgt ist, stellt sich die Frage, ob seitens der Landwirte tatsächlich Hilfestellungen bezüglich Werbemaßnahmen gewünscht wird bzw. die Art und Weise (Artikel in der Gemeindezeitung) als zielführende Variante angesehen werden kann. Als angedachte Möglichkeit zur optimierten Kontaktaufnahme könnte etwa ein persönliches Schreiben des Leibnitzer Bürgermeisters an die angesprochenen Direktvermarkter fungieren.

Strategie 4 bestehend aus W4 und O2, O10: Im Rahmen der Direktvermarktung in Leibnitz bestehen zwar grundsätzliche Kooperationen, die in ihrer tatsächlichen Umsetzung jedoch zu wenig entwickelt bzw. ausgereift scheinen. Um die Zusammenarbeit auszubauen bzw. bestehende Kooperationen zu optimieren könnte die Einrichtung einer einheitlichen Vermarktungsschiene hilfreich sein. Im Bürgerbeteiligungsprozess „Leibnitz 2030“ wurde die Idee geboren, gemeinschaftlich landwirtschaftliche Produkte unter der Bezeichnung „Hergestellt in Leibnitz“ zu vermarkten. Durch die Realisierung dieser Idee könnte das kommunale Auftreten von direktvermarktenden Betrieben in Leibnitz optimierten Prozessen zugeführt werden.

Stärken/Risiken-Strategie

Strategie 5 bestehend aus S1, S4 und R5: Um dem Konkurrenzdruck durch regionsfremde Direktvermarkter bzw. Lebensmitteleinzelhandel entgegenzuwirken, könnte die Einführung einer „Garantie zur Regionalität“ in regionalen Gasthäusern und Buschenschänken hilfreiche Impulse setzen. Durch die verstärkte Zusammenarbeit zwischen Gastronomen und Direktvermarkter aus der Gemeinde würde das Entstehen eines positiven „Wir-Gefühls“ begünstigt. Durch eine Produktherkunfts-Kennzeichnung in der Speisekarte würde einerseits Transparenz für Kunden geschaffen, andererseits effiziente Marketing-Effekte für den Direktvermarkter und seine Produkte entstehen.

Schwächen/Risiken-Strategien

Strategie 6 bestehend aus W6 und R2: Um das Risiko des Ausbleibens von potentiellen Kunden aufgrund geringer Preisbereitschaft zu minimieren, könnten grundlegende Zielsetzungen hinsichtlich einer transparenten Verbraucheraufklärung in punkto Landwirtschaft und Ernährung gesetzt und ausgeführt werden. Durch Exkursionen lokaler Kindergartengruppen und Schulklassen zu lokalen Produzenten würde basales Wissen zur Produktion heimischer Lebensmittel bereits in frühen Jahren verankert werden. Da Kinder und Jugendliche neue Erfahrungen mitunter an Erwachsene weiterleiten können im Idealfall auch Familien und Verwandte in jene Informations- bzw. Aufklärungsprozesse eingebunden werden.

Strategie 7 bestehend aus W3, W5 und R1, R4: Landwirte und ihre Familie sind vor allem zu regelmäßigen Erntezeiten erhöhter Arbeitsbelastung ausgesetzt. Die Suche nach geeigneten Erntehelfern gestaltet sich zunehmend beschwerlicher, Finanzierungsprobleme tragen zusätzliche negative Auswirkungen bei. Die Gründung einer „solidarischen Landwirtschaft“ könnte hierbei eine Möglichkeit darstellen, die regionale Bevölkerung in Ernteprozesse zu integrieren und gegenseitig bekräftigende Zusammenarbeit etwa mit dem Veranstalten eines gemeinsamen Erntedankfests besonderen Charakter zu verleihen.

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Resümee

Seit der Gemeindestrukturreform (1.1.2015) hat sich die Rolle der Landwirtschaft in und für die Stadtgemeinde Leibnitz verändert. Die Idee einer gemeinschaftlichen und koordinierten Vermarktungsstrategie von landwirtschaftlichen Produkten lokaler bäuerlicher Betriebe unter dem Namen „Hergestellt in Leibnitz" ging aus einem Bürgerbeteiligungsprozess „Leibnitz 2030" hervor. Im Rahmen dieser Forschungsarbeit wurde diese Idee aufgenommen und die Direktvermarktungslandschaft von Leibnitz untersucht. Es konnte festgestellt werden, dass die Erwartungen der Gemeinde und tatsächliche Interessen der Landwirte mitunter weit auseinanderklaffen. Ein vorab ausgearbeiteter Fragebogen wurde an insgesamt 101 landwirtschaftlichen Betriebe gesandt, wenn auch lediglich acht Betriebe nachhaltiges Interesse an einer gemeinsamen Bearbeitung der Fragestellungen zeigten. Es stellt sich daher die Frage, ob eine gemeinschaftliche Vermarktung von den Landwirten überhaupt gewünscht wird. Jene sieben Betriebe, die den Befragungen erhöhte Aufmerksamkeit zukommen ließen, trugen zu wertvollen Erkenntnissen, die aus der Erhebung gewonnen werden konnten, wesentlich bei. Aus den Experteninterviews ging hervor, dass die derzeitige Situation grundsätzlich als zufriedenstellend bezeichnet werden kann. Die Interessenten teilen jedoch die geschlossene Überzeugung, dass gemeinschaftliches Auftreten in entsprechender Kooperationsform auf die Ausschöpfung vorhandener Potentiale bzw. auf positive Weiterentwicklungen der bestehenden Direktvermarktungslandschaft stärkenden Einfluss ausüben könnte. Jene Maßnahmen, die zur einer nachhaltigen Verbesserung der Situation bzw. zu einer stabilen Etablierung von Direktvermarktung im Raum Leibnitz führen können, wurden anhand der SWOT-Analyse aufgezeigt. Theoretische Ansätze sind gegeben – praktische Umsetzungen könnten in Ergebnissen münden, die alle Beteiligten vollauf zufriedenstellen würden.

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THE CORRELATION OF THE FAME OF WINE REGIONS AND WINE GASTRONOMY FESTIVALS IN THE PANNON WINE REGION

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Abstract

Due to the change in consumption trends, the interest in wine gastronomy festivals has continuously increased in the recent years. The basis of the increased demand was the expanding supply of festivals. In our opinion the wine gastronomy festivals may play a significant role in the improvement of the reputation of wine producing areas, but this potential in not used to the same extent in the various wine regions of Hungary. During our research we collected and analysed the findings of surveys conducted in recent years on the reputation of the Hungarian wine producing areas. From different sources we collected the wine gastronomy festivals of Hungary, and then we used the database compiled for the definition of the major, especially geographical and thematic features of the supply. We found several exemplas that well demonstrate the correlation between the fame coming from the reputation of the wine producing areas and the number of the wine gastronomy festivals. The Pannon Wine Region is one of the enological tourism centres of Hungary from both (wine) professional and tourism aspects, but we have to emphasise that the wine producing areas within the wine region have different levels of involvement in enological tourism.

Keywords: *wine producing area, fame, wine gastronomy festivals*

Introduction

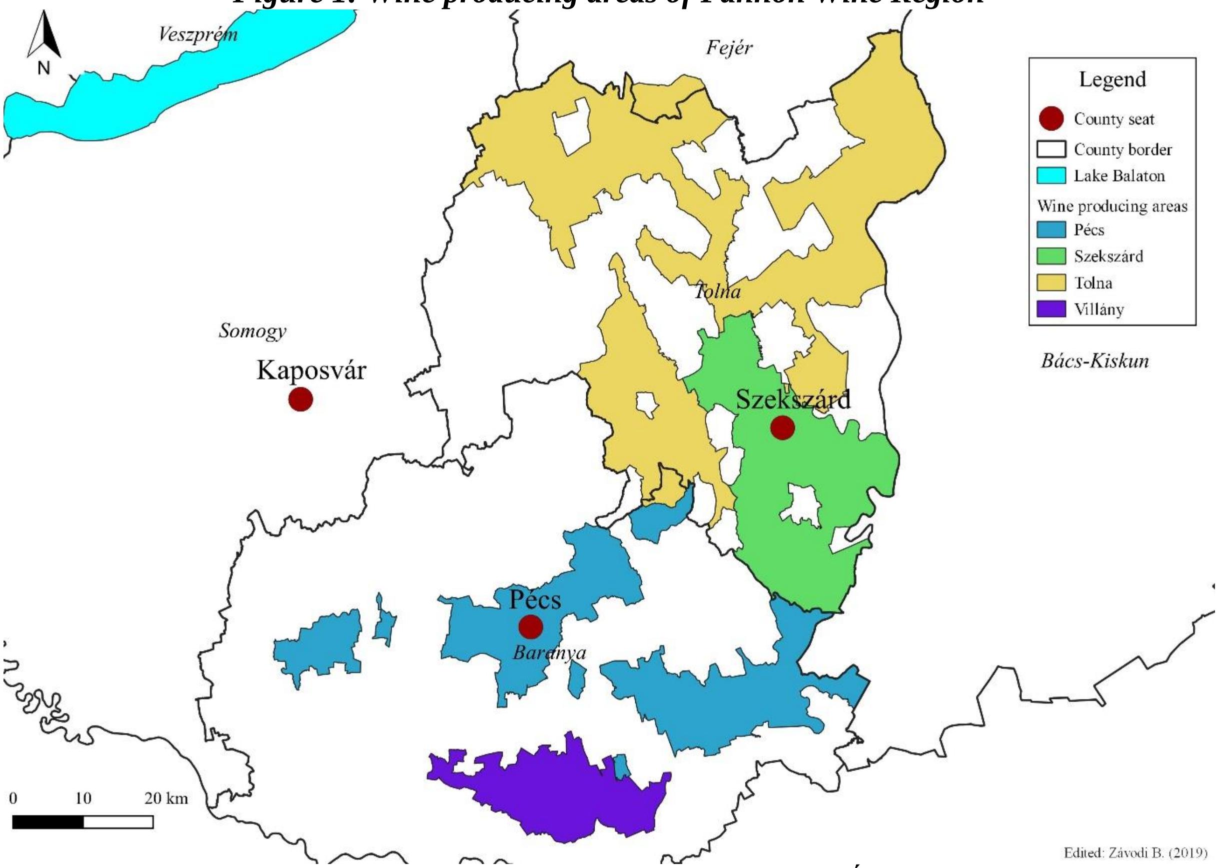
The interest in wine gastronomy festivals has continuously increased in the recent decades in Hungary, as a result of which festival tourism has become a dominant segment of today’s tourism sector. Festivals can have several positive impacts on their destinations, such as the preservation of the culture of the local inhabitants (GETZ 2008). By the invigoration of the cultural life of the location the attachment of the local inhabitants to their settlements is also strengthened, in addition to the improved external image of the destination (LEENDERS 2010). The increase of the touristic attractivity will also improve the satisfaction of the guests arriving at the destination, as a result of which the touristic attraction of the settlement will increase (GRAPPI – MONTANARI 2011). A special type of festivals is made by the ones related to wine, enological tourism and wine gastronomy. HALL et al. (2000) say that enological tourism is more than the simple visiting of vineyards and wineries: it is also about different wine-related events and the participation in exhibitions. In Germany, a country very rich in the traditions of enological tourism, the role of wine festivals is seen in the winning of new target groups (RÜDIGER et al. 2015). RÜCK (2013) defined several advantages of wine festivals, manifested for wineries among others in the direct sales of their high prestige products. For the destination management organisation of the respective area it is the growth in the volume of guests, improved reputation and better image that are advantages. Even local residents can feel the favourable impacts in the increased attractivity of their residential areas.

Gastronomy festivals, in the themes of which a central role is played by the preparation, demonstration and tasting of meals, can be organised not only about foods but also beverages (wine, beer, pálinka). One type of this category is wine gastronomy festivals with wine as the central element is, supplemented by different services. According to SZABÓ et al. (2017), wine gastronomy festivals can be classified into four categories:

- Wine festival: Basically the local, regional and national exhibitions for the wines of the wine regions for the public with a significant wine professional content.
- Wine gastronomy: A gastronomy event, festival where the foods and drinks are both presented to the audience.
- Wine culture: The meeting of the wine and the arts, a cultural event, festival where the wines also play a highlighted role in the programme.
- Harvest festivals: Harvest folk feasts, festivals, balls, where the audience meets the wine culture and the traditions of the wine region with particular concern.

Hungary has significant traditions related to viticulture and wine production, which is also proved by the increase in the number of wine related events year after year. The Hungarian production areas are classified into 22 wine regions whose total territory is almost 62 thousand hectares. The Pannon Wine Region (Figure 1) involves four wine producing areas: the Pécs, the Szekszárd, the Tolna and the Villány Wine Producing Areas. With the exception of one single settlement (Igar – situated in Fejér county) the whole of the Wine Region is located in the region of South Transdanubia, in Tolna and Baranya counties. The enological tourism (MÁTÉ – SZABÓ 2012) and the wine routes (CSIZMADIA et al. 2012, SZABÓ 2012) of the Pannon Wine Region is crucial in the tourism of the region.

Figure 1: Wine producing areas of Pannon Wine Region



Source: based on boraszat.kormany.hu edited by ZÁVODI (2019)

Several activities promoting enological tourism in the Pannon Wine Region have been implemented, such as the organisation of prestigious programmes, establishment of interactive exhibition rooms and museums (OROSZI et al. 2015). According to GONDA et al. (2017), in the area examined wineries also place a great emphasis on the marketing of wines, in addition to the development of the product supply. The result of this ability of renewal is the capacity of the Wine Region to find innovative solutions, and to reposition and market traditional products, in addition to new products and new brands. These factors can contribute to a large extent to the improved reputation of the wine producing area. According to SZABÓ (2010) and AUBERT – SZABÓ (2012) the marketing activity of this wine region is also outstanding which is an important factor regarding the shaping of its fame

The fame of a wine producing area is influenced by several factors. One of the bases is terroir, i.e. the natural and farming endowments and the human-traditional-heritage factors of the production area (AUBERT– SZABÓ 2008), but the impacts of this can only increase the reputation of a wine region to a certain extent. Human contribution, the labour invested by the stakeholders and the extent of cooperation are also significant influencing factors (HIRA – SWARTZ 2014). In addition to the terroir related factors, the reputation of wine producing areas can play important role in the pricing of the wines (CROSS et al. 2011). SHAW et al. (2011) too emphasise that besides the high quality products it is the reputation of a wine producing area that plays an important role on the international market. The research by YANG et al. (2012) concerned some wine producing areas in the United States. According toe authors, in the wine producing areas of certain states (Washington and California) where wineries are situated close to each other, it is more typical to produce higher quality wines that can be marketed at higher prices. Due to the geographical proximity, in these wine producing areas self-identity, attachments to the territory is stronger, which in turn may play significant role in the improvement of the reputation. GALLOWAY et al. (2008) examined sensationalist consumer behaviour, during which several findings concerning the reputation of wine producing areas were made. Besides the reputation of the wine producing area the reputation of the winery also plays a significant role, as does the fact whether consumers find the respective wine producing area popular or not. An important finding by GETZ and BROWN (2004) is the detection of very strong correlation between enological tourism and wine consumption. Wine consumers are the potential demand for enological tourism. Consequently, wine producing areas with better reputation are more likely to attract tourists, especially the ones for whom the reputation of a wine producing area plays an important role when making the travel decision.

Objectives

The primary objective of the research is the detection of the correlation between the reputation of wine regions and wine gastronomy festivals in the Pannon Wine Region. In order to reach this goal we must examine the two factors separately, furthermore demonstrate the characteristic features of both the Hungarian wine regions in general and the Pannon Wine Region in particular.

Methodology applied

A dominant element determining the reputation of wine producing areas is the market demand for the respective wine producing areas also in Hungary (SZOLNOKI – TOTTH 2017). Several factors can contribute to the reputation and fame of an area, from historical traditions (see the historical wine producing area of Tokaj) through renowned and successful producers, famous terroirs, and awards in wine competitions right to the good position achieved in enological tourism and the related wine festivals.
Another complex possibility for comparison could be offered by the examination of awards in Hungarian and international wine competitions, however, despite the prestigious awards, this is less evaluated by consumers in their purchases (SZOLNOKI – TOTTH 2017).
A more effective method in our opinion is the evaluation of the role of enological tourism, and within that wine festivals, attracting the visitors to the production area and allowing the contact with the wines of the production area and the producers. The focus of our examination is thus on the correlations between the wine gastronomy festivals and the reputation of the wine producing areas. During the research several methods were applied so that we could analyse the issue in-depth and from several approaches.
When determining the fame of the wine regions, the reputation of the wine producing areas can be seen as the basis. During the research we collected and analysed population surveys of the last decade and a half

made on the reputation of wine producing areas, the consumers' judgements and the concomitant fame. The oldest national survey was conducted in 2005; the other six analysed surveys were made in a yearly sequence from 2012 to 2017. These researches were made with various methodologies and diverse sizes of samples, and their comparison results in a quasi representative rank. Two main methodology approaches could be seen at the surveys in question (Table 1):

a) sample of 1,000 or 1,500 respondents, compiled by the Hungarian Central Statistical Office, which is representative in several parameters for the population aged over18;
b) questionings of smaller samples (a few hundreds of respondents) or very large ones (thousands of respondents), and internet-based sampling in which the representativeness of the sample is compared to the characteristic features of the respondents.

Table 1: The collected surveys about the fame of wine producing areas

	Date	Organization	n=	Methodology	Source
Survey 1	2005	Magyar Turizmus Zrt.	1000	a	szakmai.itthon.hu
Survey 2	2012	Borászportál	5744	b	boraszportal.hu
Survey 3	2013	Bormarketing Műhely Nonprofit Kft.	1550	b	turizmusonline.hu
Survey 4	2014	Agrárgazdasági Kutatóintézet	1015	a	docplayer.hu
Survey 5	2015	Corvinus Egyetem	309	a	MOLNÁR – TEMESI (2015)
Survey 6	2016	Nagy Bor Teszt	27452	b	vinoport.hu
Survey 7	2017	Hegyközségek Nemzeti Tanácsa	988	a	SZOLNOKI – TOTTH (2017)

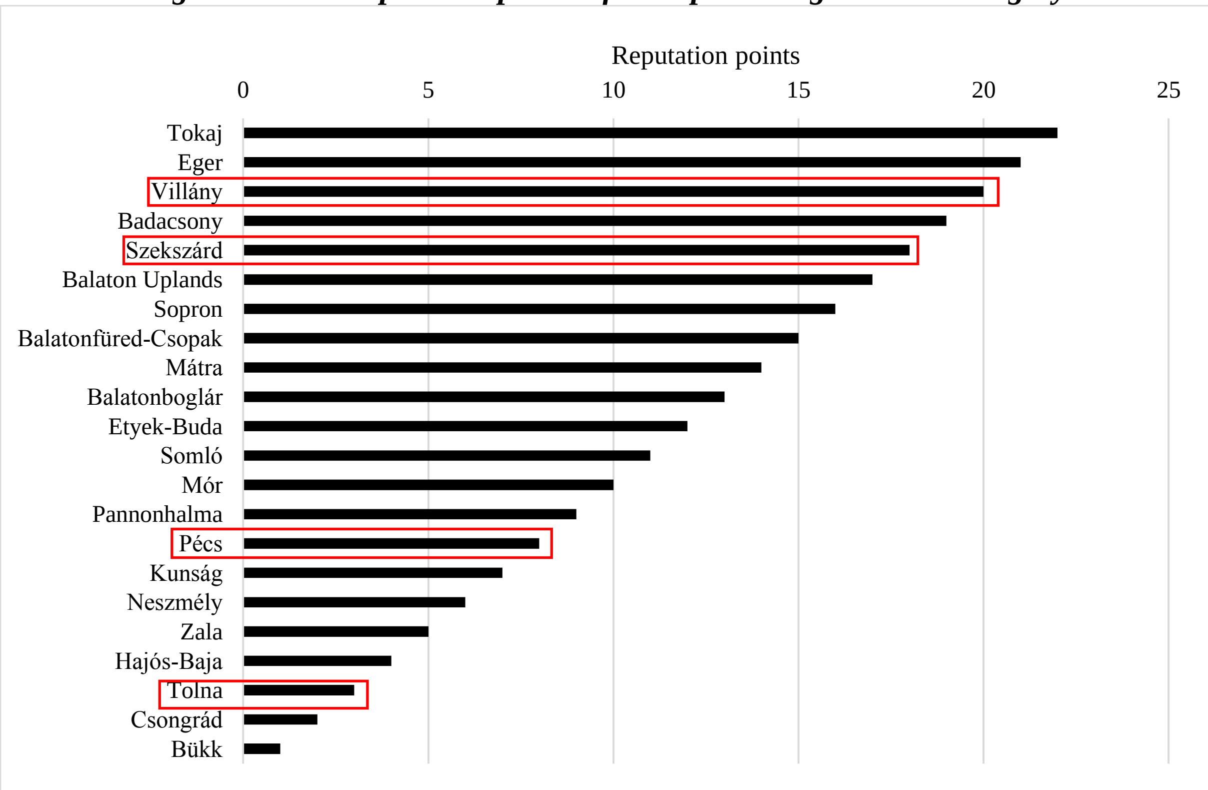
Source: based on collected measurements own editing

We collected the wine gastronomy festivals of Hungary from different sources. The collection of festivals and the related information was done by the analysis of the websites of the wine producing areas and the wine routes, their web 2.0 sites, and the sites of programme promoters of national recognition. These programmes were analysed on the basis of their supply, and then categorised into the thematic types previously created (SZABÓ et al. 2017). The database compiled allowed us to define the major, especially geographical features of the supply.

1. Studies on the reputation of wine producing areas made between 2005 and 2017

The findings of the seven collected surveys were summarised in order to get as accurate as possible information about the reputation of the respective wine producing areas. On the basis of the surveys we made an order of the wine producing areas and scored each of them. The wine producing area in rank one was given 22 points, whereas the last one was given one point. The seven sums gained this way were averaged and thereby we got a final rank that can be seen in Figure 2.

Figure 2: Total reputation points of wine producing areas in Hungary



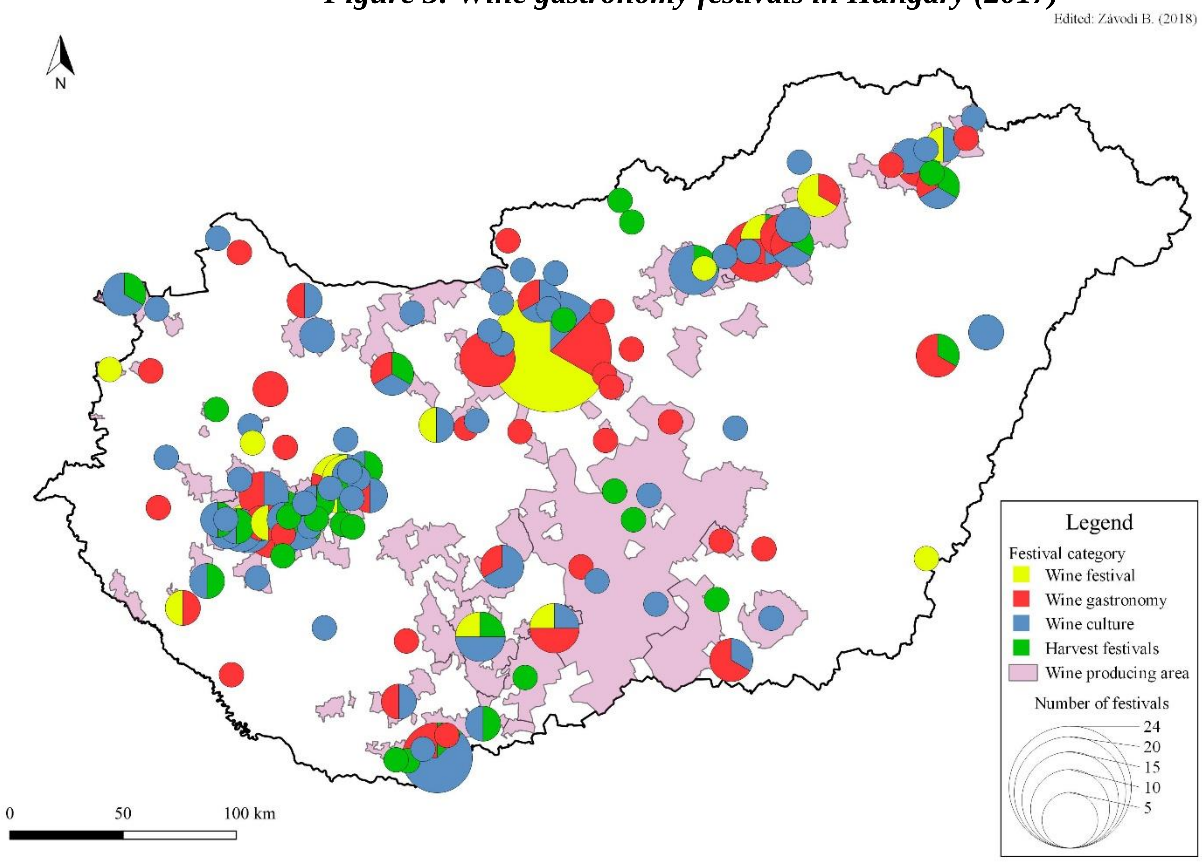
Source: based on collected measurements own editing

The wine producing areas of the Pannon Wine Region can be put into two categories by the overall ranking of the wine producing areas. The first group involves the wine producing areas of Villány and Szekszárd, in position 3 and 5, respectively. The second group involves the wine producing areas of Pécs and Tolna at position 15 and 20, respectively. The main reason for the difference is the disparities in the professional side of wine production: while the wine makers of Villány and Szekszárd were awarded the title "Wine producer of the year" nine times (from the wine producing area of Villány 4 such awards and 5 from Szekszárd), no wine maker of the wine producing areas of Pécs and Tolna has managed to get this title so far. The market reputation and weight of the two upper category wine producing areas (Villány and Szekszárd) are far above that of the other two. Despite the disparities within the Wine Region, looking at the awards from a national context we can see that the Pannon Wine Region has won almost twice as many awards in the category mentioned (9) than the North Hungarian Wine Region at position two (with 5 awards).

2. The supply of wine gastronomy festivals

Wine gastronomy festivals are primarily connected to the wine producing areas of Hungary (Figure 3), but there are several exceptions as well, settlements that are situated outside the wine producing areas. In 2017 a total of 247 wine gastronomy festivals were organised in Hungary, one-third of them (31%) in settlements that are not part of any wine producing area. The main reason why these settlements organised wine gastronomy festival was to utilise the potential lying in festivals, which may make important contributions to the external image and reputation of the respective settlements.

Figure 3: Wine gastronomy festivals in Hungary (2017)



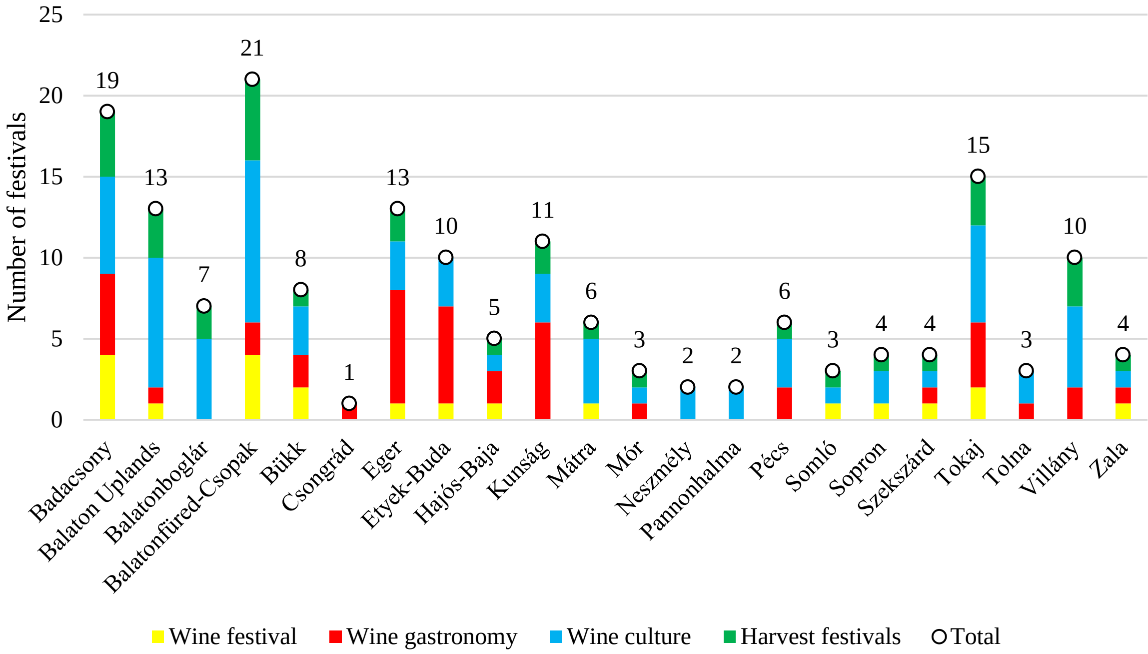
Source: based on online sources edited by ZÁVODI (2018)

The proportions of festivals in different categories within the total of the supply are as follows: 15% are wine festivals, 29% wine gastronomy, 39% wine culture and 17% harvest festivals. Wine festivals are usually connected to the famous Hungarian wine producing areas like Tokaj, Villány and Eger. A significant part of the events in the category wine festivals was organised in the Hungarian capital, Budapest. This city, coming from its size, has a considerable consumer market, which is a guarantee for the demand for and success of such events. The territorial distribution of wine gastronomy festivals is more balanced. The main junction is Budapest and its neighbourhood, and we also have to mention Etyek, a wine gastronomy centre of Hungary. Festivals related to wine culture are primarily concentrated in the territories of the wine producing areas, but the role of wine cities like Sopron, Villány, Eger and Pécs is also determining. Harvest festivals too are primarily linked to wine producing areas, but also in this category we come across settlements (Ópusztaszer, Szécsény) with no enological traditions, still organising such festivals every year.

2.1. Supply of wine gastronomy festivals in the wine producing areas of Hungary

Hungary has a total of 22 wine producing areas that organised various numbers of wine gastronomy festivals in 2017 (Figure 4). Eight wine producing areas organised at least ten or even more wine gastronomy festivals. These are the wine producing areas that best use the potential lying in wine gastronomy festivals, including the generation of income, increase of the reputation of the wine producing area and preservation of the traditions. The most popular category in most wine producing areas was wine culture. These festivals target a wider audience. The large-scale wine weeks lasting for several weeks, the number of which is dominant in Hungary, are also in this category. The number of festivals in the wine gastronomy category is dominant in the wine producing areas of Eger, Etyek-Buda and Kunság. The Eger Wine Producing Area boasts of several traditions related to foods that match well the wines of the wine producing area. The Etyek-Buda Wine Producing Area is one of the wine gastronomy centres of Hungary, a proof for which is the fact that the "Etyek Picnic" is now organised four times a year, due to its success. The proximity of the capital city is of decisive importance in this case, it is not accidental that Etyek calls itself the "the vineyard of Budapest".

Figure 4: Wine gastronomy festival supply of Hungarian wine producing areas (2017)



Source: based on online sources own editing

2.2. Supply of wine gastronomy festivals in the Pannon Wine Region

The four wine producing areas of the Pannon Wine Region organised various numbers of wine gastronomy festivals in 2017. The Villány Wine Producing Area had 11, the Pécs Wine Producing Area 5, the Szekszárd Wine Producing Area 4, and the Tolna Wine Producing Area 3 wine gastronomy festivals. Figure 5 demonstrates that, in line with the national trend, the largest number of festivals was organised in the category of wine culture in each wine producing area. Events that fall into the category of wine gastronomy festivals are organised in all of these wine producing areas. Harvest festivals were held in all wine producing areas except the Tolna one in 2017. These programmes are important parts of not only the tourism supply but also the preservation of the traditions of the wine producing areas. The only wine festival that we found during our survey was organised in the Szekszárd Wine Producing Area, which is not surprising, knowing the role of Szekszárd in wine profession circles. The role of the Villány Wine Producing Area in wine profession could also make us expect such wine festivals as festivals with high enological content, but the truth is that not one such event was found in our sources.

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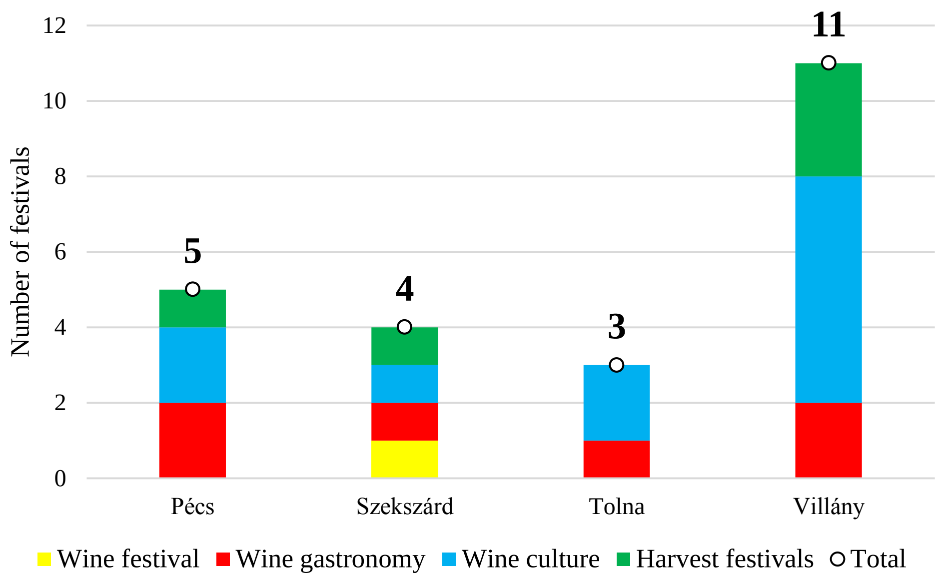
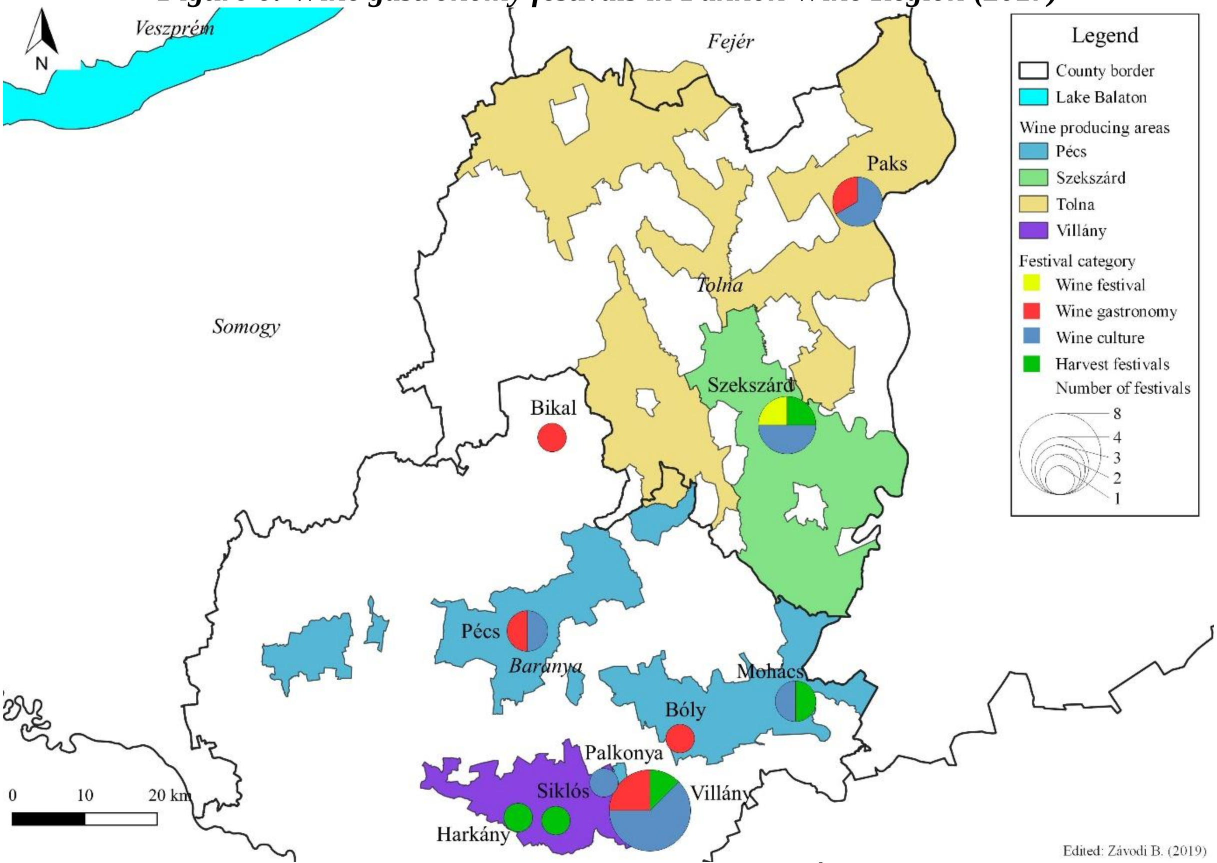
Figure 5: Wine gastronomy festival supply of the wine producing areas in the Pannon Wine Region (2017)



Source: based on online sources own editing

Figure 6. demonstrates the territorial distribution of festivals held in the Pannon Wine Region and outside the Wine Region but in the territory of Tolna or Baranya county. Outside the Wine Region it is only Bikal where a wine gastronomy festival was organised, which is another reinforcement of our statement that such festivals are usually connected to the wine producing areas.

Figure 6: Wine gastronomy festivals in Pannon Wine Region (2017)



Sources: based on online sources edited by ZÁVODI (2019)

In the Tolna and the Szekszárd wine producing areas it is striking that only two settlements concentrated all wine gastronomy festivals: these are Paks and Szekszárd. Paks organised only three wine gastronomy festivals in 2017, while the number of such events in Szekszárd was four. The supply of the Pécs Wine Producing Area is less concentrated geographically, with two festivals organised in Pécs, two in Mohács and one in Bóly. The Villány Wine Producing Area had four settlements that hosted festivals organised around wine, but only one in Harkány, in Palkonya and in Siklós, whereas the centre of the wine producing area, Villány had eight events. The reason for this is the fact that this settlement is not only the eponym but also the professional centre of the wine producing area. In the destination hallmarked with the names of Harkány, Siklós and Villány it is evidently the latter settlement that is the centre of enological tourism. This is where the necessary infrastructure was created together with the large capacity festival space. The events in Villány attract tens of thousands of visitors, and the conditions to accommodate such large numbers of visitors are mainly given in Villány.

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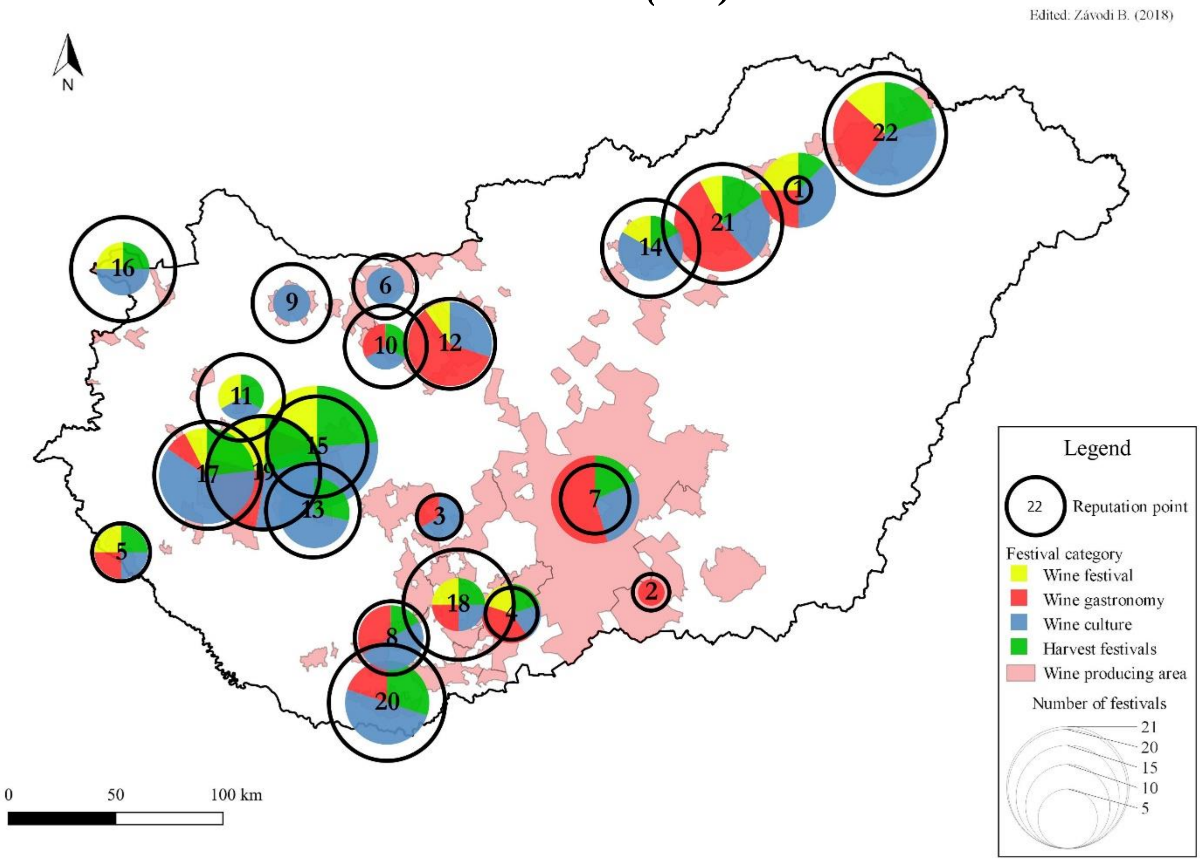
3. Relationship of the reputation of wine producing areas and the supply of wine gastronomy festivals

For the discovery of the correlations between wine gastronomy festivals and the reputation of the wine producing areas we demonstrated both factors (Figure 7). It is clear that there is a correlation between the supply of wine gastronomy festivals in the wine producing areas and the reputation of the areas, but several examples also suggest that this correlation is not always detectable.

Figure 7: The reputation and the wine gastronomy festival supply of Hungarian wine producing areas (2017)



Sources: based on online sources edited by ZÁVODI (2018)

The values of both factors were divided into three parts in accordance with JENKS's (1967) "natural breaks". The space informatics software (QGIS 3.4.3) found the natural clusters in the data series, on the basis of Jenks's formula. The programme identifies the major break points in the data series, taking which into consideration each category includes the most similar values and the differences among the categories are maximised. As regards reputation, the three groups are high (22-14), medium (13-6) and low (5-1). The three clusters created on the basis of the numbers of festivals are high (21-15), medium (15-7) and low (6-1). High reputation was coupled with large numbers of wine gastronomy festivals in three wine producing areas: Balatonfüred-Csopak, Badacsony and Tokaj. All three wine producing areas have considerable traditions in the organisation of wine related events. Several programmes of theirs, like the Balatonfüred Wine Weeks, have been organised for many decades and are now outstanding wine and gastronomy festivals of Hungary. The category where high reputation is matched by a medium number of festivals concerns four wine producing areas: Eger, Villány, Balaton Uplands and Balatonboglár. Each of these wine producing areas plays important role in the enological tourism of Hungary, which is proved by the high reputation. The number of their festivals is lower than that of the wine producing areas in the previous category, but several of these programmes can attract tens of thousands of visitors to the respective destinations. A peculiar example for a wine producing area with high reputation but low number of festivals is the Szekszárd Wine Producing Area. Despite the fact that the wine producing area has only four festivals, the event called Szekszárd Harvest Days, in the category of harvest festivals, attracts more than 50 thousand visitors to the town each year. A total of seven wine producing areas have medium reputation, but the number of festivals organised in them does not reach a value necessary for the category 'high'. A medium number of festivals can be visited in the Etyek-Buda Wine Producing Area and the Kunság Wine Producing Area, the former one having festivals with considerable numbers of visitors. The main reasons for this are the stable level of demand due to the proximity of the Hungarian capital, Budapest, and the high quality supply with a renewal potential year after year. Other wine producing areas with medium reputation are the Somló, the Mór, the Pannonhalma, the Pécs and the Neszmély wine producing areas, but all of these feature low numbers of festivals. Not one of the wine producing areas with low reputation – the Bükk, the Zala, the Hajós-Baja, the Tolna and the Csongrád wine producing areas – has a high number of festivals. These wine producing areas play inferior role in enological tourism in Hungary, but we must mention the Bükk Wine Producing Area. This area is the least in the rank; nevertheless it has eight festivals that play an important role in the festival tourism of the region.

3.1. The correlation of the wine gastronomy festivals of the Pannon Wine Region and the reputation of the wine producing areas

The four wine producing areas of the Wine Region all belong to different categories specified above. The Tolna Wine Producing Area has a low reputation and also features a low number of festivals. It is important to remark, on the other hand, that two of these programmes, the National Siller Festival of Paks and the International Gastroblues Festival in the same town have regional attraction and are visited by thousands of people year after year. The Pécs Wine Producing Area has a medium reputation and a low number of festivals. Because of the medium reputation of the wine producing area, not one of its wine related events has a national scope, these programmes are primarily organised for the local inhabitants who make a considerable consumer market. The high reputation of the Szekszárd Wine Producing Area is coupled with a low number of festivals, but it must be mentioned that the number of visitors to these programmes and their scope are outstanding in the enological tourism of the Wine Region. The Szekszárd Harvest Days is a programme with decades of tradition, attracting visitors from all over the country and their number is estimated by the organisers at approximately 50-60 thousand. Considering that the Wine Producing Area is open to new solutions and new products, it may gain further advantages in the future by the organisation of some innovative and novel programmes. The high reputation of the Villány Wine Producing Area is matched by a high number of festivals, including smaller-scale programmes in addition to the festivals attracting tens of thousands of visitors. The Villány Red Wine Festival is one of the large-scale events of the Wine Region with tens of thousands of visitors, with a national scope. This festival too has decades of traditions now.

Conclusions

The research proved that the correlation between wine gastronomy festivals and the reputation of the respective wine producing areas is strong in some cases and weaker in relation to other wine producing areas. On the basis of the reputation of the wine producing areas, further researches are necessary in the future for the more in-depth exploration of the issue. The real professional and methodological challenge of these is the definition of the number of festivals and the demand for them.

Acknowledgement

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KREATIVE MILIEUS UND INTERKOMMUNALE KOOPERATION ALS TEILSTRATEGIEN DER REGIONALPOLITIK/ ERFAHRUNGEN AUS DEN LETZTEN 30 JAHREN

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Bayreuth – Pegnitz

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Abstract

Cooperation at municipality level is a long known solution for the management of existing problems. Creative milieus allow cooperation on the ground of existing trust. Cooperations with upper administrative tiers on qualitative grounds, like regional tourism advertisements or image campaigns at regional level, seem to yield to more results than quantitative cooperations based on daily challenges. This is also demonstrated by the experiences of the municipal cooperations of the settlements of the A9 – Fränkische Schweiz business community, which show, on the one hand, that such cooperations already exist, even though to a limited extent (mostly only at the level of administrative associations), and, on the other hand, that such cooperations are often unsuccessful. There are several reasons for this: leaders of the municipal administration often say that new tasks at the level of joint administration are not reasonable or possible, due, among other things, to bureaucratic obstacles. Nevertheless we can see examples from other regions for innovative solutions at intermunicipal level. This requires in the first place, "makers", i.e. dedicated persons within the municipal administration, with strong network relations and adequate information within the region. It is a frequently mentioned problem recently that the relations among the respective municipalities or the knowledge of the other municipalities are often limited to the person of the mayor and event the leaders of the neighbouring municipalities may not know each other personally.

This calls for a "functional reform", i.e. project-based cooperation according to the areas/topics of daily operation, in order to exploit possibilities like savings and enhanced work efficiency. Freely available personal resources could be utilised, in addition to the classic administrative tasks, in new areas, allowed by the reasonable concentration of the municipal tasks. Of course there are fields where such cooperations do not seem possible, e.g. protection against fire.

Keywords: *creative milieus, cooperation, Fränkische Schweiz, functional reform*

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Einführung: Neue Wege der Regionalpolitik

Gesellschaftliche Wertbildungen und politische Strategien, finanzielle Ressourcen und weltweite Trends tragen dazu bei, dass Grundfragen der Gesellschaft allenthalben, meist mit einer eindeutigen Stoßrichtung immer wieder neu beantwortet werden. Dies führt aus längerfristiger Sicht häufig zu einen Auf und Ab der Bewertung. Die Regionalpolitik ist dafür ein gutes Beispiel, nimmt man nur die Herausforderungen ländlicher Räume und ihre Förderung durch die EU. Die kreativen Milieus und damit auch die interkommunale Kooperation hatte so einen ersten Höhepunkt in der Diskussion in den 90-er Jahren des letzten Jahrhunderts, eine Neubelebung um 2011/2012 und erfährt aktuell wieder eine regionale Ausdehnung. [1] So enthielt das Spotlight 2018 300 kreative Milieus in Europa mit besonderer Betonung in Ländern wie Bulgarien, Finnland, Griechenland, der Schweiz, der Slowakischen Republik und Ungarn[2]. Daher war es richtig und notwendig, dass wir uns mit diesem Thema, seinen Möglichkeiten aber auch Grenzen auseinandersetzen. Deshalb, weil in den 90-er Jahren die Diskussion vor allem bei der Regionalwirtschaftslehre und angewandten Wirtschaftsgeographie lag, hat sie sich nun auf alle Regionalwissenschaften ausgedehnt, von stark theoretisch begründeten Konzepten zu praktischen Einsätzen in der Regional- und Kommunalentwicklung geführt[3].

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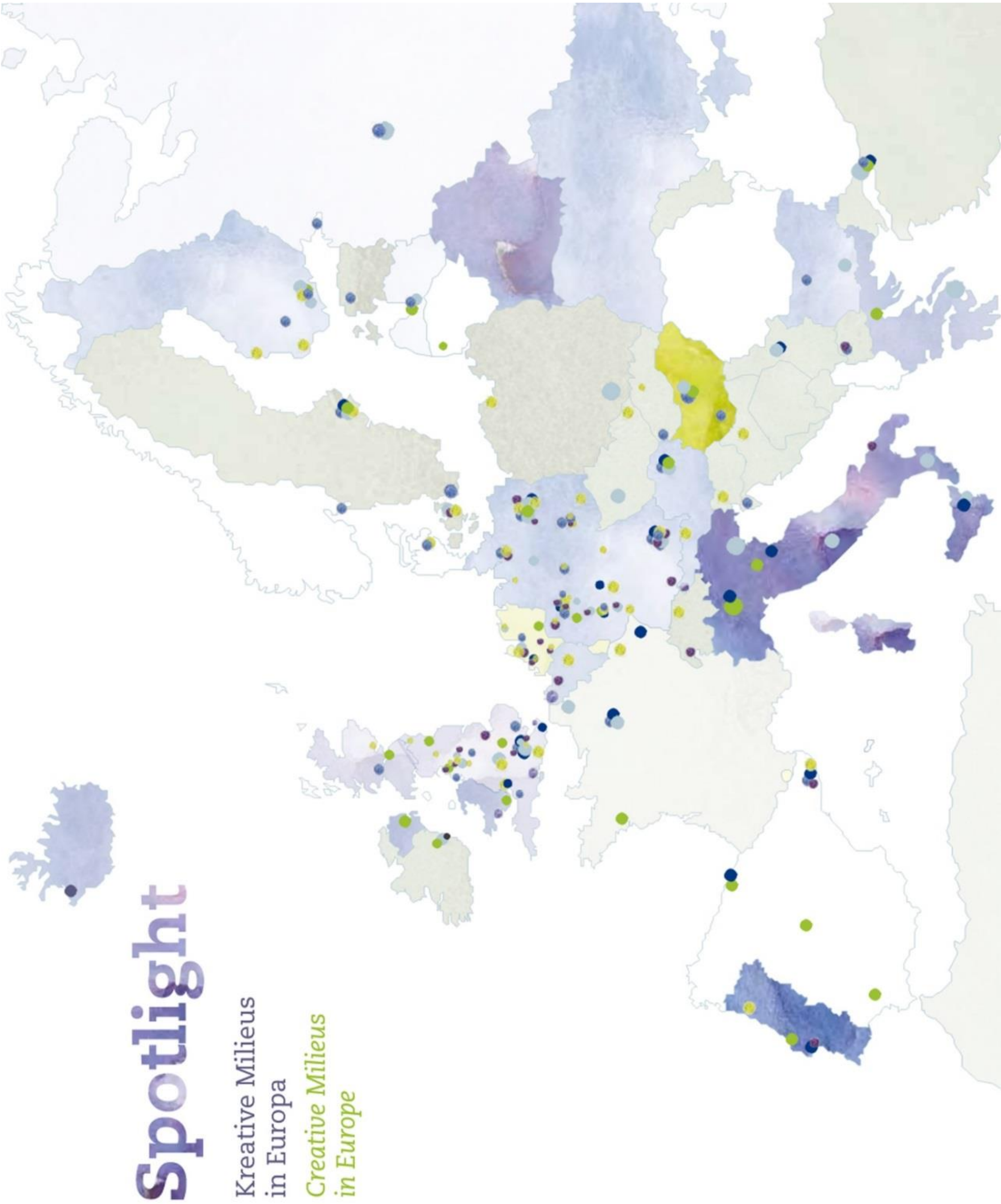
[1] Camagni, R., local „milieu“, uncertainity and innovation networks: towards a new dynamic theory of economic space, in: Camagni, R. (Hrsg.), Innovation networks: spatial perspectives, London 1991, S. 1, vgl. u.a. Fromhold-Eisebith, M., Das „kreative Milieu“ als Motor regional-wirtschaftlicher Entwicklung, in: Geographische Zeitschrift,83. Jg., H.1, 1995,S 30–47; Rösch, A., Kreative Milieus als Erklärungsansatz regionaler Entwicklung – dargestellt am Beispiel des Raumes Coburg, in: Arbeitsmaterialien zur Raumordnung und Raumplanung, H. 179, Bayreuth 1998; Obermaier, F., Kreative Milieus und Netzwerke – Neue Erklärungs- und Strategieansätze der Regionalentwicklung sowie deren empirische Überprüfung anhand von Fall-Studien in Bayern, in: Arbeitsmaterialien zur Raumordnung und Raumplanung, H. 186, Bayreuth 1999; Zenk, M., Grenzüberschreitende lokale Zusammenarbeit im bayerischen Grenzraum zur Tschechischen Republik, in: Arbeitsmaterialien zur Raumordnung und Raumplanung, H. 196, Bayreuth 2000; Bodenschatz, Th., Kooperation und Vernetzung als Strategie der kommunalen Wirtschaftspolitik in Kernstädten von Verdichtungsräumen, in: Arbeitsmaterialien zur Raumordnung und Raumplanung, H. 210, Bayreuth 2002

[2] Spotlight, London 2017

[3] vgl. als Beispiel Deskalakis, M., Vehreschild, Ph., Innovation, Kreativität und Kooperation in Stadt- und Landkreis Kassel, Reihe empirische Analysen, 6, Kassel 2011 oder Agrarsoziale Gesellschaft, ASG-Frühjahrstagung 2015 in Bamberg, Göttingen 2016

Karte 1:



Quelle: Spotlight 2017, Condor 2017

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1. Grundfragen kreativer Milieus

Die Diskussion um kreative Milieus entstand in einer Zeit des gravierenden Strukturwandels, in Deutschland nach der Wiedervereinigung und der Suche nach neuen Instrumenten der regionalen Entwicklung. Gleiches galt für die Jahre nach dem großen Bankencrash, wobei in der Betonung der weichen Standortfaktoren des Regionalbewußtseins, der kreativen Milieus mit ihrem hohen Anspruch an gegenseitigem Vertrauen der regionalwirtschaftlichen Akteure und interkommunaler Kooperation die Chance für neue Ansätze gesehen wurde. Heute, zumindest in Bayern, ist mit einer außergewöhnlich geringen Arbeitslosenquote, d.h. Vollbeschäftigung bzw. den Bemühungen um neue Arbeitskräfte eine neue Komponente regionaler Milieus erreicht. Was macht nun kreatives Milieu aus und kann man es messen?

Schon die ersten Arbeiten dazu in den 90-er Jahren betonten als Hauptfunktionen kreativer Milieus
– die Reduzierung von Unsicherheiten der Umweltbedingungen durch regionale Kontakte, und
– die Bedeutung von lokalen Lernprozessen, die zu Innovationen führen können (Stichwort „lernende Regionen“).

FROMHOLD-EISEBITH[4] faßt dabei die Merkmale kreativer Milieus wie folgt zusammen:

- „Das kreative Milieu“ bildet eine räumlich abgrenzbare Einheit, wobei nicht administrative Grenzen das Abgrenzungskriterium darstellen, sondern die Homogenität im Verhalten, in der Problemwahrnehmung und technischen Kultur,
- es gibt sie in Gruppen von Akteuren, die aus verschiedenen Bereichen stammen (Unternehmen, Vertreter von Forschungs- und Bildungseinrichtungen, lokale Behörden, u.a.) und eine relative Entscheidungsautonomie über zu wählende Strategien haben,
- das „Milieu“ beinhaltet materielle (Unternehmen, Infrastruktur), immaterielle (know-how) und institutionelle Elemente (Behörden mit Entscheidungskompetenz),
- zwischen den regionalen Akteuren finden Austausch und Interaktion statt, die zu einer effektiveren Nutzung der vorhandenen Ressourcen führen, und
- es besteht eine aus der Tradition erworbene hohe Lernfähigkeit, die den Akteuren ein schnelleres Reagieren auf veränderte Rahmenbedingungen ermöglicht.

[4] Fromhold-Eisebith, M. Das „kreative Milieu“ als Motor regionalwirtschaftlicher Entwicklung. Forschungstrends und Erfassungsmöglich keiten, in: Geographische Zeitschrift, 1995. H. 1, S.30

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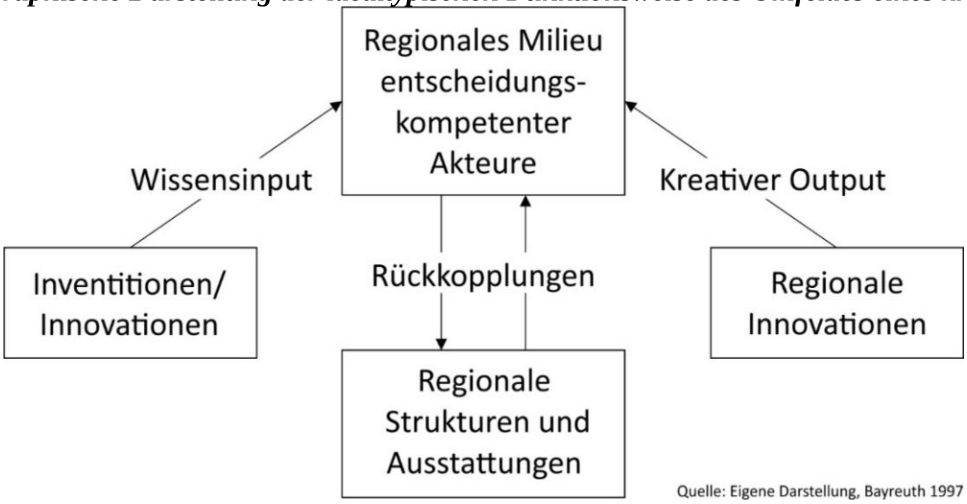
Abbildung 1: Graphische Darstellung der idealtypischen Funktionsweise des Umfeldes eines kreativen Milieus



Quelle: Eigene Darstellung, Bayreuth 1997

2. Beispiele kreativer Milieus in Bayern

Neben der Diskussion um die Faktoren kreativer Milieus und der Bedeutung bzw. ihren Auswirkungen für die Regionalentwicklung als theoretische Modelle war in den 90-er Jahren die Frage nach der Meßbarkeit bzw. dem empirischen Nachweis im Vordergrund. RÖSCH[5] und OBERMAIER[6] haben an städtischen Beispielen in Franken versucht, diese Umsetzung vorzunehmen. Dabei zeigte sich etwa, dass die geringe metrische Distanz zwischen Erlangen und Nürnberg nicht zu ähnlichen regionalspezifischen Entwicklungsimpulsen beitrug, wie zunächst vermutet, sondern die Untersuchungen von Obermaier Ende der 90-er Jahre zeigten, dass deutliche Unterschiede zwischen beiden Städten in bezug auf den Aufbau und die Einflußfaktoren kreativer Milieus vorhanden waren:

Der Stadt Erlangen etwa wurde in den Expertengesprächen durchaus ein innovationsfreundliches Klima bescheinigt, resultierend v.a. aus dem Zusammenwirken der Universität und der Firma Siemens AG und daraus hervorgehenden Existenzgründungen. Die Möglichkeiten der Stadt Erlangen, ihr innovatives Potential im technologischen Wandel im Rahmen eines kreativen Milieus zu nutzen, wurden aber für ausbaufähig gehalten. Es fehlte an Umsetzern oder „Machern“ vor Ort, die das häufig auch überregional wirkende Innovationsnetz in wirtschaftliche und kulturelle Bereiche für Erlangen stärker mit einbinden. Negativ erschien die mangelnde Präsenz weiterer industrieller Unternehmerpersönlichkeiten sowie ein geringer Besatz kleiner und mittlerer Unternehmen. Die Firma Siemens AG prägte zu sehr die Wirtschaftsstruktur –und vielleicht auch die Arbeitskultur Erlangens, wenngleich auch ihre positiven Einflüsse z.B. hinsichtlich des Regionalmarketings nicht in Abrede gestellt wurden. Erlangen verfügte daneben über ein eher farbloses Image.

Betrachtet man dagegen die Situation in Nürnberg, so war Ende der 90-er Jahre eine breite Palette an unterschiedlich wirkenden Akteuren und Netzwerken festzustellen. Nürnberg war und ist regionales Zentrum eines relativ einflußreichen Milieus des unternehmerischen Mittelstandes, das über einen starken Zusammenhalt verfügt. Als weiteres wichtiges Milieu war in Nürnberg ein sog. „Kreativmilieu“ vorhanden,

[5] Rösch, A., a.a.O.

[6] Obermaier, F., a.a.O.

das als lockerer Kreis von Unternehmern, Künstlern, Verwaltung, Politik und Verbänden angesehen wurde. Ohne Zweifel hat sich im Verdichtungsraum Erlangen – Fürth – Nürnberg in den letzten 20 Jahren Erhebliches geändert, was am Beispiel der Entwicklung der Europäischen Metropolregion Nürnberg[7] besonders deutlich wird oder auch an der Hochschullandschaft, die durch die Bayerische Staatsregierung in jüngster Zeit maßgeblich ausgebaut wird.

Um deshalb nicht zu sehr die historische Dimension zu betonen und auch die ländlichen Räume in die Betrachtung einzubeziehen, soll als drittes Beispiel aus der Beschäftigung mit kreativen Milieus und „lernenden Regionen“[8] auf das „Wirtschaftsband A9 Fränkische Schweiz“ [9] hingewiesen werden:

Bild 1: Beim Siemens Campus in Erlangen werden in den kommenden Jahren über 300 000 m^2 Büro-, Labor-, Hotel- und Konferenzräume in rund 20 Gebäuden entstehen.

[7] vgl. Schläger-Zirlik, P., Die Europäische Metropolregion Nürnberg als Stadt – Land – Partnerschaft, in: H. 275 der Arbeitsmaterialien zur Raumordnung und Raumplanung, Bayreuth 2010, S. 7–24

[8] vgl. dies. Der Ansatz der lernenden Region in der Stadt- und Regionalentwicklung, H. 220 der Arbeissmaterialien zur Raumordnung und Raumplanung, Bayreuth 2003

[9] Maier, J., Gewerbeflächenpool – Wirtschaftsband A9 Fränkische Schweiz, in: H. 46 der Materialsammlung des Lehrstuhls für Bodenordnung und Landentwicklung; München 2014.S. 79-85

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Bild 2: Nürnberg

Anfang 2006 entschieden sich die Bürgermeister von 18 Städten, Märkten und Gemeinden aus den beiden Landkreisen Forchheim und Bayreuth zu einer interkommunalen Kooperation. Hierzu wurde für die Region zwischen Bayreuth und dem Kern der Europäischen Metropolregion Nürnberg mit der Unterstützung des Amtes für Ländliche Entwicklung Oberfranken ein Integriertes Ländliches Entwicklungskonzept (ILEK) erarbeitet. Die Region erstreckt sich über 626 km² und ist die Heimat von rund 57 000 Einwohnern. Sie zeichnet sich durch eine heterogene Wirtschaftsstruktur aus: Während im Bereich um Prebitz die Landwirtschaft dominiert, ist Pegnitz eine Industriestadt. In Creußen, Gräfenberg und Egloffstein spielt der Dienstleistungssektor eine große Rolle, in Pottenstein und Gößweinstein ist der Tourismus ausgeprägt. Trotz und gerade wegen dieser unterschiedlichen Ausgangssituationen ziehen die Bürgermeister an einem Strang und haben nach einem knapp zweijährigen Entwicklungsprozess im Juni 2008 die Kommunale Arbeitsgemeinschaft Wirtschaftsband A9 Fränkische Schweiz gegründet.

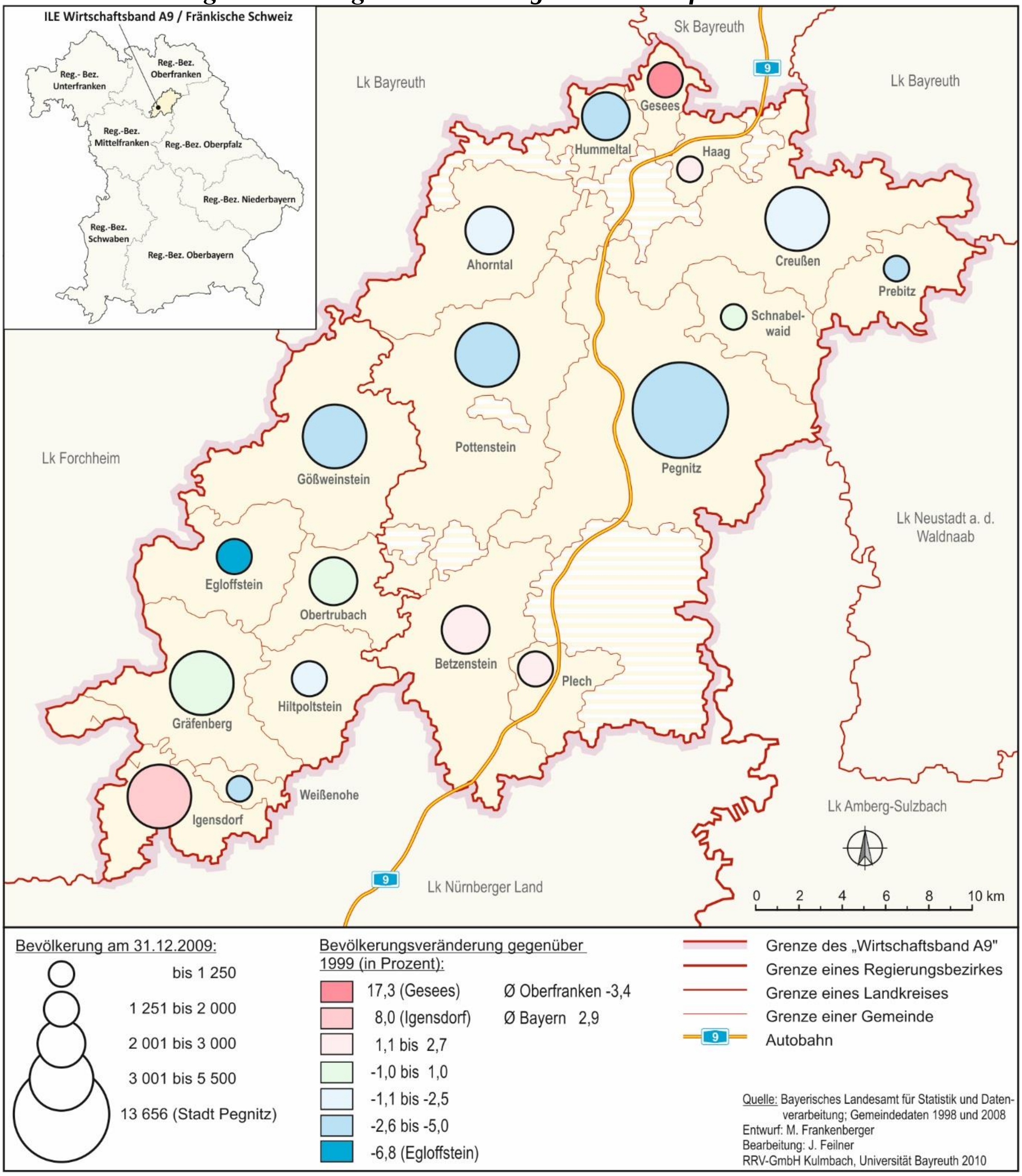
Für die ILE-Region wurde eine übergeordnete Entwicklungsstrategie erarbeitet, die sich aus drei Strategielinien zusammensetzt:

– Anpassung kommunaler Aufgaben und zukünftige Gegebenheiten,
– Inwertsetzung von Landschaft und Kultur,
– Innovation und Unternehmensentwicklung.

Diese übergeordnete Entwicklungsstrategie ist Arbeitsgrundlage für über 50 konkrete Einzelprojekte. Wesentlich für die Existenz und Weiterentwicklung dieser Kooperation ist das Vertrauen der politischen Entscheidungsträger untereinander, die demokratischen Auseinandersetzungen und nicht zuletzt die Förderung durch staatliche Mittel. Allerdings hängt die interkommunale Zusammenarbeit stark von den jeweiligen kommunalen Entwicklungen ab, z.B. durch neue Personen in den politischen Entscheidungsgremien, die sich erst einarbeiten und damit Vertrauen erarbeiten mußten.[10]

[10] Breitenfelder, M., 10 Jahre Wirtschaftsband A9 Fränkische Schweiz, Pegnitz 2017

Karte 2: Bevölkerungsentwicklung in der ILF-Region Wirtschaftsband A9-Fränkische Schweiz



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3. Umsetzung konzeptioneller Übertragungen in Gestalt interkommunaler Kooperation

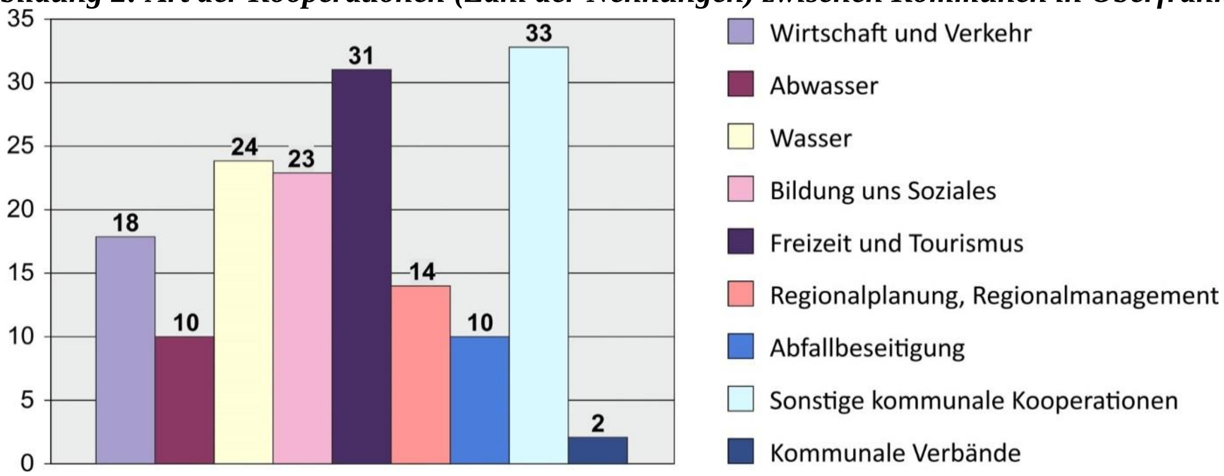
Versucht man nun, ausgehend von den konzeptionellen Überlegungen zur Milieuforschung und ihren empirischen Überprüfungen konkrete Strategien abzuleiten, so bietet sich dafür u.a. die Umsetzung im kommunalen Bereich in Gestalt interkommunaler Kooperationen an. Dabei handelt es sich um alle Formen der Zusammenarbeit zwischen kommunalen Gebietskörperschaften, wo es gilt, Belange von gemeinsamen Interessen wahrzunehmen.[11] Derartige Zusammenarbeit gibt es in Deutschland schon sehr lange, so wurde etwa 1911 der Zweckverband Berlin, 1920 der Siedlungsverband Ruhrkohlenbezirk gegründet.

In der aktuellen Diskussion in Deutschland liegt der Schwerpunkt auf den Beziehungen horizontaler Kooperation, also zwischen Kommunen auf der gleichen Verwaltungsebene. Dabei gilt es zwischen harten und weichen Formen zu unterscheiden, etwa Wasser- und Abwasser-, Ver-/Entsorgung einerseits oder Regionalmarketing oder Tourismusförderung andererseits. Nach einer im Jahr 2008 durchgeführten Umfrage der Regierung von Oberfranken[12] gab es damals 165 oberfränkische Kooperationen, deren Schwerpunkte Bildung und Soziales, Abwasser und Wasser betrafen (vgl. Abb. 2). Als denkbare Tätigkeitsfelder für die weitere kommunale Zusammenarbeit wurden u.a. angesprochen:

Standesämter, gemeinsamer Bauhof, Einkaufs-Kooperationen, Personalwesen, Steuer- und Kassenwesen, Feuerwehr, Flächenmanagement, Verkehrsüberwachung, Kinder-, Jugend- und Seniorenarbeit, Breitbandversorgung.

Da eine Evaluierung all dieser Tätigkeitsbereiche den Zeitraum dieser Veranstaltung sprengen würde und um gleichzeitig auch auf Probleme bzw. Herausforderungen hinweisen zu können, möchte ich nur das Thema Flächenmanagement aus einer empirischen Studie 2010 im Raum des Wirtschaftsbandes A9 Fränkische Schweiz heranziehen:[13]

Abbildung 2: Art der Kooperationen (Zahl der Nennungen) zwischen Kommunen in Oberfranken



Quelle: Helbig, A., Projektkommunaler Zusammenarbeit, Bayreuth (2008)

[11] Schulz-Hönerhoff, B., Interkommunale Kooperation in ländlichen Räumen, Bonn 2012
[12] Helbig, A., Projekt kommunaler Zusammenarbeit, Bayreuth 2008
[13] Hacke, A., Maier, J., Möglichkeiten und Grenzen interkommunaler Kooperation im Wirtschaftsband A9 Fränkische Schweiz, unveröff. Manuskript, Bayreuth 2010

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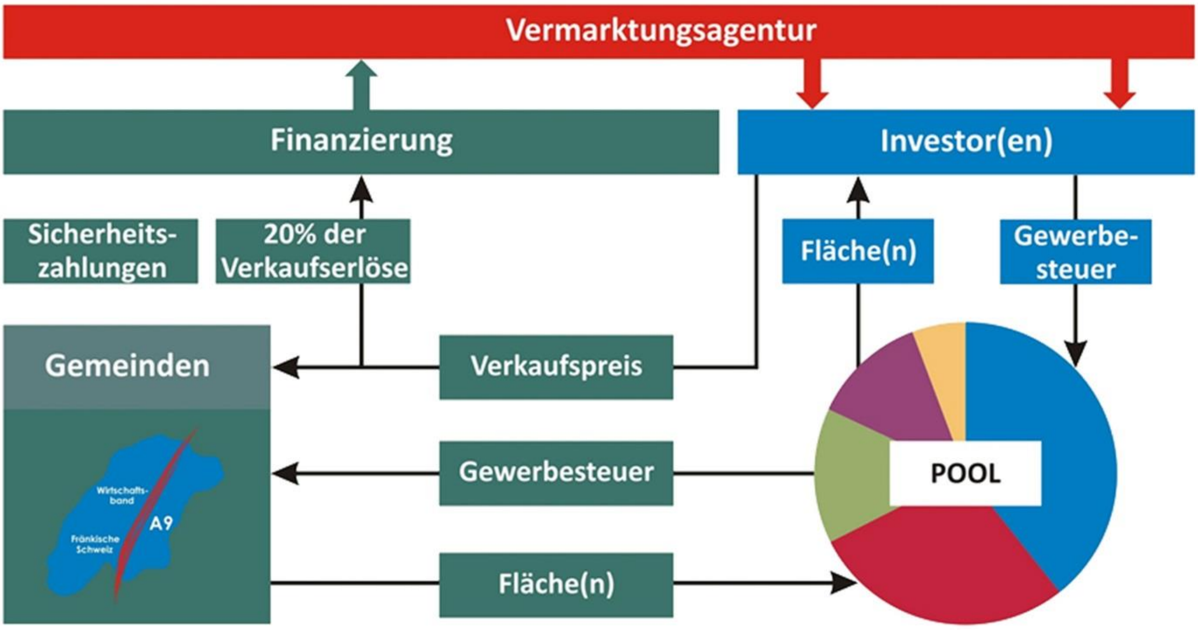
Wachsende Beliebtheit bei Regionen und Kommunen erfahren seit einiger Zeit interkommunale Gewerbegebiete, stößt doch die Ausweisung von gewerblichen Bauflächen in immer mehr Gemeinden an quantitative und qualitative Grenzen. Die traditionellen Ansätze der kommunalen Gewerbepolitik gibt es deshalb zu hinterfragen und das Konzept eines interkommunalen Gewerbeflächenpools zu diskutieren. Das Beispiel des Modells im Wirtschaftsband A9 Fränkische Schweiz ist dafür sehr geeignet.[14]

Dabei haben sich nach einen umfangreichen Bewerbungsverfahren 2011 von den 18 Gemeinden drei Städte und zwei Gemeinden, also etwa ⅓ der Partner für die Errichtung des Pools entschieden, und dies trotz mancher Unterschiedlichkeit unter den Kommunen im Größenverhältnis und den sozioökonomischen Strukturen. Entscheidend erscheint bei einer Gesamtbewertung das Vorhandensein einer Führungspersönlichkeit mit viel diplomatischem Geschick und Souveränität sowie ein fest angestellter, engagierter Mitarbeiter.

Abbildung 3: Grundmodell eines Gewerbeflächenpools



Quelle: RRV-Forschungsstelle für Raumanalysen, Regionalverwaltung und Verwaltungspraxis

[14] Maier, J., a.a.O.

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Kurzes Fazit

Kooperationen auf kommunaler Ebene sind eine lange bekannte Möglichkeit, vorhandene Probleme gemeinsam zu regeln. Kreative Milieus erleichtern aufgrund des vorhandenen Vertrauens die Zusammenarbeit. Ganz allgemein zeigt sich, dass Kooperationen im übergeordneten qualitativen Bereich, wie etwa Tourismuswerbung auf regionaler Ebene bzw. regionale Image-Kampagnen weit leichter und häufiger Zustandekommen als im quantitativen Bereich täglicher konkreter Herausforderungen. So haben die Gespräche und Untersuchungen zu Kooperationen auf Verwaltungsebene in den Gemeinden des Wirtschaftsbandes A9 – Fränkische Schweiz einerseits gezeigt, dass in vielen Bereichen bereits, wenn auch eher kleinräumig (meist auf Ebene der Verwaltungsgemeinschaften), erfolgreich zusammengearbeitet wird, andererseits jedoch auch, dass in vielen Bereichen eine Kooperation mit anderen Gemeinden nicht erfolgt.[15] Dafür sind verschiedene Gründe zu nennen: Von Seiten der befragten geschäftsführenden Beamten ist dabei häufig die Meinung zu hören gewesen, dass neue Ansätze in der Verwaltung nicht praktikabel bzw. nicht umsetzbar seien, beispielsweise aufgrund bürokratischer Hemmnisse. Demgegenüber belegen jedoch Beispiele aus anderen Regionen, dass im Verwaltungsbereich durchaus innovative Lösungen umgesetzt werden können. Dafür braucht es hauptsächlich „Macher“, d.h. engagierte Personen innerhalb der Verwaltung, in Verbindung mit einer verstärkten Vernetzung und gegenseitigen Informationen innerhalb der Region. Letzteres wurde häufig als Problem genannt, da sich die Verbindungen zwischen den einzelnen Gemeinden bzw. die Kenntnisse über andere Gemeinden meist auf die Ebene der Bürgermeister beschränken und selbst die Geschäftsführer benachbarter Gemeinden sich oft nicht einmal persönlich kennen.

Insgesamt ging der Tenor der Aussagen in die Richtung einer „Funktionalreform“, d.h. einer projektbezogenen Zusammenarbeit in bestimmten Bereichen/Themenkreisen der täglichen Arbeit, um mögliche Potentiale bezüglich Einsparungen und Arbeitseffizienz zu nutzen. Frei werdende personelle Ressourcen könnten so auf neue Aufgabenfelder außerhalb der klassischen Verwaltungsaufgaben umgelagert werden, im Zuge einer gewissen Konzentration der Verwaltungsaufgaben. Allerdings gibt es auch Arbeitsbereiche, in denen eine Kooperation unmöglich erscheint, etwa das Feuerwehrwesen.

[15] Hacke, A., Maier, J., a.a.O.

Turisztikai és Vidékfejlesztési Tanulmányok

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THE GERMAN ETHNICITY IN THE CULTURAL TOURISM MARKET OF HUNGARY/SOUTH TRANSDANUBIA

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Abstract

Due to the changes in the tourism market in the latter years a part of society is not seeking for experiences that can be repeated annually but they favour those tourism attractions which provide real experiences for the visitor. As a consequence of the change of the tourist motivation such a development direction has been started which pays peculiar attention to the discovery and utilisation of local values. The cultural peculiarity of the tourism destinations is greatly depending on the value system of the local dwellers. In this respect South Transdanubia as a tourism region is in a lucky position since on the eastern part of the region we can find the greatest area of the country populated by Germans where the most important values of the Swabian culture subsisted until now. Within the framework of the study the region's cultural attraction supply elements connected to the German ethnicity will be analysed and evaluated. The investigation is focusing on the analysis of Swabian attractions related to the two groups of heritage tourism, which belongs to the scope of cultural tourism, the intangible cultural heritage and the built cultural heritage. Within the intangible cultural heritage belonging to the category of animated culture the *ethnic festivals* came into prominence, while within the built cultural heritage belonging to the inanimate culture the research was organised around the *country houses*.

Keywords: *cultural tourism, German ethnicity, heritage tourism, ethnic festivals, country house network*

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Introduction

In the latter decades the tourism market became a coherent, complex system during which the demand and supply side transformed for several times. Based on the present touristic demand trends one can say that a certain proportion of tourists possess a different motivation than the accustomed, the tourism attractions providing real experiences come into prominence. As a result today cultural tourism is getting an increasing role within tourism which can be mentioned as the primary scene for taking care of traditions.

Besides the natural values Hungary possesses numerous cultural historical memories out of which one should highlight the rich built and intangible heritage related to traditional folk lifestyle. The folk customs can constitute primary attractions in festive occasions. Getting to know or living through the traditions of certain ethnic groups can be especially attracting for the visitors seeking for such experiences. In Hungary numerous tradition preserving festival is organised with international scope out of which folk dance and folk music play a central role. In terms of cultural tourism the greatest advantage of the South Transdanubian Region is that it possesses a wide and complex supply due to which it can satisfy the needs of the visitors with cultural motivations. During the decades the region covering Baranya, Tolna and Somogy counties, or as the ethnography researchers mention it the SchwäbischeTürkei, became the centre for Germans living in Hungary (SZEIDL 2018b). The German speaking population living here preserved its traditions and major folk customs which, besides preserving the traditions, became tourism attractions as well, also assisting to the cultural and social variegation of the region and at the same time of Hungary. During the latter years numerous such attractions appeared in the tourism supply of the region which are related to the lifestyle and traditions of the German ethnic group or possibly with the Swabian cuisine.

1. The concept and subjectsof cultural tourism

Cultural tourism is one of the most complex segments of tourism, its supply is based on the familiarization of the cultural differences of the divergent cultures. In order to analyse the components of cultural tourism in detail we have to clarify what do we understand under the concept of cultural tourism. The word can be originated back to the Latin “colore” verb for which it was understood as cultivation and tillage, but as time passed by it was used more and more in the intellectual sense (JONES 2009). The analysis of the different conceptual definitions is not the objective of the research, so on the whole we can state that a part of the researchers consider E. B. TYLOR’s definition from 1871 as the most adequate according to which culture is “Culture… is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by [a human] as a member of society” (TYLOR 1871). With the determination of culture in an extensive sense there is a chance to the connection with other disciplines, although its definition is still concrete and exact (CSAPÓ – MATESZ 2007).

In the extensive sense cultural tourism is such a tourism product where the central element is the attraction satisfying the most extensively understood intellectual needs of the tourist. Based on this definition almost all type of leisure and recreational travels can be classified into the concept of cultural tourism (MICHALKÓ 2004). But in the narrower sense cultural tourism is such a tourism product in where the tourist is travelling decidedly because of cultural motivation and the services representing the supply side of the product satisfy the needs of the tourist motivated by culture. So based on the two approaches cultural tourism is such a tourism product where the motivation of the tourist, representing the demand, is the cognition of new cultures, taking part in cultural events and visiting cultural attractions and the attraction as the central element of the supply is the unique culture of the visited destination (JÓNÁS-BERKI – RÁTZ 2012). Furthermore we can consider cultural tourism as a kind of overall category so we can count heritage-, ethnic- and village tourism as well since these segments primarily rely on their cultural features. Heritage tourism can also be considered as a complex category since all the memories of mankind can be counted here either having global or local significance. Based on this heritage can be a historical, archaeological, architectural, religious or art historical memory (CSAPÓ – MATESZ 2007). Concerning the appearance forms of the cultural heritages the categories drafted by the UNESCO in 1972 are tangible heritage covering built and natural heritage and the intellectual, intangible heritage (KELLY 2009). We have to mention ethnic tourism as a part of cultural tourism which, based on the affiliation of the participants, can be divided into two types. The main motivation of the "homesickness tourism" is to visit the homeland. In the case of the Germans in Hungary it is a more and more frequent phenomenon that the Swabians who got abroad due to the political measures of the last century, or their descendants, buy properties in the old settlement and so, although for just a short time, but they will be reconnected to the cultural life of the settlement and furthermore slightly decrease the shrinking of the – for the most part micro – settlement (e.g. Feked, Kisújbánya, Liptód). The interpretation of the other category is much simpler since in this case the main motivation is getting to know the culture of another ethnic group. Of course it can appear not only in the forms of intercontinental travels but we can also talk about ethnic tourism within a country or a region such as in the case of tourism generated in the Swabian villages or by the ŠokacandBunjevac people in Mohács in Baranya. Besides this within cultural tourism we can mention village tourism as a distinct element which role was gradually valorised due to the experienced urbanisation processes. The motivation of the participants is provided by the need to escape from the everyday stress and noises since the environment of the village more or less offers quiet, calmness and rural recreation (CSAPÓ – MATESZ 2007). The familiarization of the traditions, folk customs, gastronomy within the framework of village tourism became the brand of certain destinations. Due to this those century long ethnic values can be sustained which can provide real experiences to visitors coming from different regions, mainly from cities. Getting to know folk art and folklore became an ever increasing demand worldwide (PUCZKÓ – RÁTZ 2005).

2. Intangible cultural heritage: ethnic festivals

Based on the 2006 XXXVIII act the intangible cultural heritage is such custom, imagery, form of expression, knowledge and skill – and their coherent instruments, objects, artwork and cultural scene –which are acknowledged by communities, groups and in some cases individualsas part of their cultural heritage. This intangible cultural heritage demised from generation to generation – which the communities and groups constantly reproduce as an answer for their relation with the environment and nature and their history – provides the feeling of identity and continuity advancing in this manner the respect for the living cultural variegation and human creativity. According to the convention the intangible cultural heritage manifests itself in the following areas: aural traditions and forms of expression, performing arts, social traditions, rituals and festive events, knowledge and practices related to nature and the universe and the traditional handcraft (CSONKA – TAKÁCS 2010).

The attendance and resuscitation of the intangible heritage of the ethnic groups serves the basis for the festival supply in the region. Because, besides entertainment, festivals as cultural events have an important role in the attendance, preservation and transmission of the different traditions and heritage values. Festivals level the attention of the visitors on one or more local values generating tourism demand by this. The festivals as we know it were really art feasts and taking into consideration their topic they covered one genre each. With the passing of the decades the concept of festival as an art event has been diluted mainly due to the changes of the consumer trends (KUNDI 2014). The certain cultural festivals and events can mean a tourism attraction per se but in the high competitive situation in tourism there is a growing need for such events and programs which concentrate on a certain special area of cultural life. The festivals based on the traditions preserved by the ethnic groups belong to the concept of animated culture (RÁTZ 2011). These events are frequently effectuated with tourism purposes but they have a crucial role in the strengthening of the local community, since the characteristic customs are demonstrated by the member of the ethnic group creating the cultural experience for the visitors with that (MACCANNELL 1976).

In the varied tourism supply of the South Transdanubian Region the festivals related to the intangible cultural heritage constitutes a broadening group where one of the special elements are the cultural events based on the tradition and folk customs of the German ethnicity. In the German speaking settlements of the analysed area there are countless such events organised from the carnival to the Advent period where certain Swabian traditions, peculiar meals or the preservation of the identity are in focus (SZEIDL 2018a). During the survey the events were sampled based on earlier elaborated criteria. Among the criteria we listed the frequency of the organisation of the event, the uniqueness of the attraction and the scope of attraction of the festival. During the survey it can be stated that the majority of the ethnic festivals with regional or greater scope of attraction can be classified into wine and gastronomy, folk art and tradition keeping festivals with more complex program offer (Figure 1.).

Figure 1: The grouping of the analysed festivals based on their thematics

Gastronomy	**Wine**
Gőzgombóc (Steam noodle)Festival – Geresdlak Stifolder(special German thick salami) Festival – Feked	Emmaus járás(Emmausz walking) – Bóly Pincenapok (Cellar days) – Györköny MagyarországiNémetekBorversenye(Wine Contest of the Germans of Hungary) – Mecseknádasd OrszágosSillerfesztivál(National Siller Festival) –Paks
Profession	**Tradition keeping**
OrszágosKékfestőFesztivál(National Bluepainting Festival) – Nagynyárád Múzeumnapok (Museum days)–Geresdlak	Sváblakodalmas(Swabian nuptial) – Véménd, Nagynyárád Sommerfest(Summer Festival) –Bonyhád

Ed.: SZEIDL (2019)

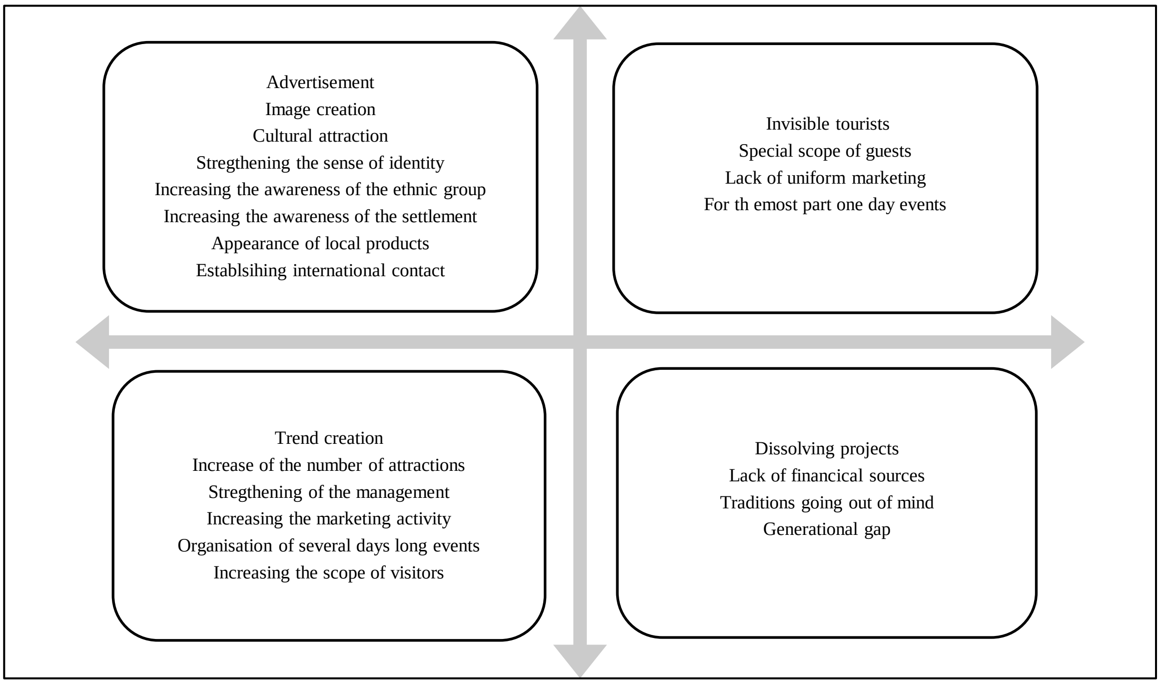
One of the key attractions of the touristic supply of the SchwäbischeTürkei is the wine and the related services which is due to the developed grape culture and wine producing of the German language settlements with excellent geographical conditions. In the scope of the guests besides wine tasting which is complemented with culinary delights, wine festivals are more and more popular. Out of the classic wine festivals the Emmausz-járás (walking) is outstanding evoking the more than 100 year old Easter Monday folk traditions of the German speaking dwellers of Bóly. The event augmenting the fame of the settlement was put on the list of the National Collection of Hungarian Values in 2011 (SZEIDL 2018a).

Thanks to the varied Swabian cuisine the ethnic program offer of the region was enriched with numerous *gastronomy* festivals. In the centre of these events we can find the familiarization and introduction of a certain Swabian meal speciality (AUBERT et al. 2016). The most prestigious German ethnic gastronomy festival of the region and also the country is the National Steam Noodle Festival (OrszágosGőzgombócFesztivál) which was organised for the 11^{th} time in Geresdlak. In the scope of the individuals with German origins and especially among the Swabian population of Baranya steam noodle, originated from the former homeland, is still very popular, so the series of events based on the Hefenknödel, the “local Swabian magic” experienced a continuously growing amount of visitors in the latter years (HORVÁTH et al. 2016). The success of the interlocking of tradition and innovation is also proved by the fact that the traditional festival was listed in 2011 in the Collection of Values in Baranya (kincsesbaranya.hu 2017) and also in 2012 it obtained the Traditions – Tastes – Regions brand.

The greatest folk art festival of the region is connected to one of the *ancient professions*, the blue painting. Saluting the workmanship of JánosSárdi blue painter master the National Bluepainting Festival (OrszágosKékfestőFesztivál) is annually organised from 1999 onwards in Nagynyárád which at the same time became the brand of the settlement. The tradition of bluepainting was listed in 2018 to the “Representative List of the Intangible Cultural Heritage of Humanity” due to which the Intangible Heritage list of Hungary was further extended.

The events based on ethnic values possess numerous positive aspects both concerning the organising settlement and also the region’s competitiveness in tourism, although there are countless such disadvantages and threats whose enhancement would implicate serious risks (Figure 2.).

Figure 2: The SWOT analysis of the analysed festivals



Ed.: SZEIDL (2019)

The ethnic festival significantly contribute to the awareness and the strengthening of the sense of identity of the local German ethnicity and the settlement providing the location and also it can be interpreted as a kind of meeting point in the scope of the Germans. Furthermore the events provide a chance to introduce and sell the local products. The events greatly contribute to the establishment of international contacts since most of all the delegations and culture group of the organising settlement's twin settlement are present which further strengthens the cooperation with the mother country. The festivals are most of organised for one day so the visitors only rarely spend a guest night on the certain settlement due to which they strengthen the invisible tourism. Most of the festivals can be visited for free so their demand data can only hardly be followed by statistical methods. The increase of the uniform marketing activity and the strengthening of the management would lead to the increase of the scope of attraction of the event and the increase and broadening of the visitors, which would further strengthen the awareness of the certain destinations. The other main threat of the ethnic festivals is the dissolving financial sources, the exhaustion of the present tender sources, since most of the events are organised from the successfully obtained tender sources. The termination of these opportunities would cause robust changes in the festival supply of the region's German ethnicity.

3. Built cultural heritage: country house network

One of cultural tourism's "non-renewable (cultural) resources" is the traditional folk architecture, since in correspondence with the social-economic changes and due to the radical changes in lifestyle such creation would never be born againin the villages. The country house network has been established in order to inhibit the complete passing out of mind of the values of the past, due to which the young generation can come to know the lifestyle of the Swabians in an authentic environment and can have a look at the formerly used everyday tools and décor objects. The country houses appearing in the 1970s in Hungary as the new players of cultural life show the traditional culture of the local ethnic groups of the settlement with the locally preserved and collected objects in a folk architectural environment. The country houses play a significant role in the preservation and interpretation of the Swabian traditions.

According to the Hungarian Law of Cultural Education the country house is such a public interest museum exhibition place which is authorized with the permission of the minister to exhibit the cultural goods, architectural sites and buildings and groups of buildings with all their accessories and equipment (*1997 CXL. act 48.§(3) chapter*). Further on country houses are such open air ethnographic collections which together with the locally collected and preserved objects exhibits the given settlement's or landscape's traditional tangible culture, the decors within the buildings which are important in terms of folk architecture (perhaps qualified as folk monument building), sometimes workhouses, farm buildings or simpler industrial establishments (BERECZKI 2009). The aim of the exhibition place is to demonstrate the folk culture of the local community, to preserve and exhibit the tangible and intangible values of the given community for the local young generation and for the tourists arriving to the settlement (FÜZES 1997:311). The idea of establishing a country house was elaborated in the second half of the 19th century at the time of the strengthening of the village life style, intangible traditions, folk art and national identity. However as a catalyser for the establishment of the country house network we should concern the order of the Ministerial Council in 1974 where it guaranteed 30 million forints state support for the state ownership or renewal of local preserved folk monuments and their development to country houses, village museums, memorial houses or open air museums (BERECZKI 2009). With the cooperation of professional organisations and the Ministerial Council dozens of country houses were established in the country especially in the Great Plains area and the South Trandanubian Region. Between 1974 and 1984 nearly 200 country houses opened their gates (BERECZKI 2014). In the establishment of the country houses the local population playa a crucial role, since the majority of the collections are composed from voluntary dedications, inheritances or the donations of the local population. Since at that time country houses did not fulfil any other functions in the cultural life of the settlements than being a museum the local interest necessarily decreased and in many cases the annual number of visitors did not even reach 100 persons (BERECZKI 2009). In the time of the turn of the millennium new tendencies appeared related to the country houses. As a consequence of the strengthening of the local identity more and more places noticed their cultural values and the keepers of their past. Besides the theoretical support for the local governments due to the application opportunities financial sources were associated as well. The country house is a kind of symbol of the ethnic culture in the settlement. The institutions are popular among the visitors who love the tradition-based cultural programmes, the special ethnic food and all this is an authentic environment (KÁLLAI 2010:96). Based on the database of the German Country Houses National Professional and Information Centre until 2017

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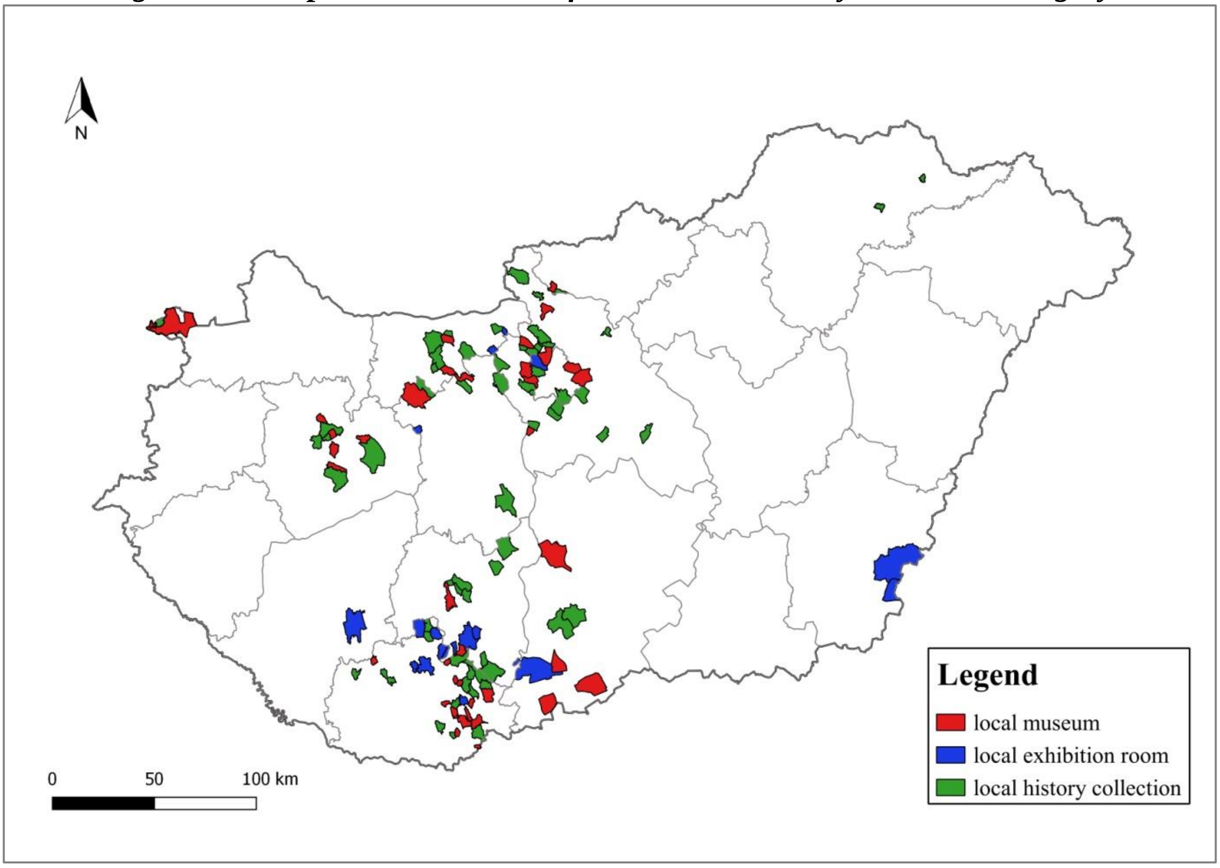
altogether 124 German ethnic country houses are functioning in the country. Depending from the characteristics and the size of the collection we can differentiate country houses, country rooms, local history collections and relic collections (Figure 3.).

Figure 3: The spatial distribution of the German country houses in Hungary

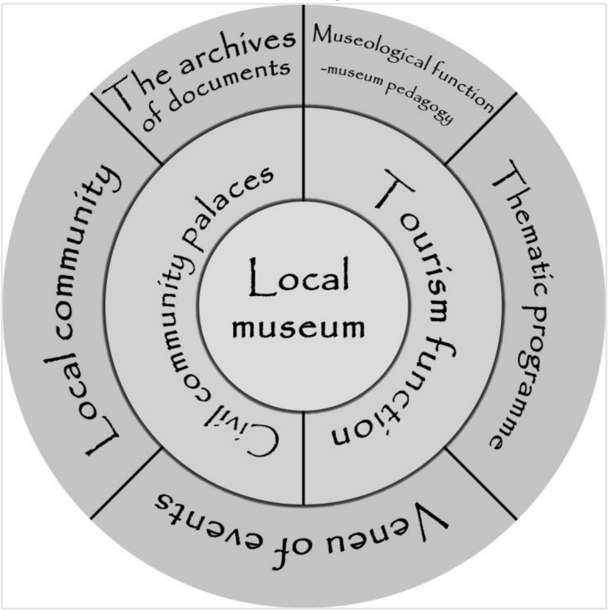


Source:Based on the database of the Német Tájházak Országos Szakmai és Információs Központ (German Country Houses National Professional and Information Centre) ed. SZEIDL – AUBERT (2018)

On Figure 3 we can see spatial allocation of the museums exhibiting the ethnic values of the Germans living in Hungary whose spatial concentration is oriented to the major centres of the ethnic group. The number one core area for the Germans is the South Trandanubian Region. In light of this most of the exhibitions can be found in Baranya County the densely populated domestic Germans, where altogether 37 settlements' cultural life is enriched by the country house. The county can be proud of numerous such exhibitions which play a highlighted role not only in the region but in the country as well. Such are for instance the ethnic collections of Mecseknádasd, Óbánya, GeresdlakandFeked. Out of the 14 institutions of Tolna County the Swabian room established in the Völgységi Museum in Bonyhád plays a highlighted role and also the country house in Nagymányok remunerated with the "Country House of the Year" award.

The impacts of the present day social-economic changes made the repositioning of the country houses inevitable. Starting from the principles of the museum marketing in order the country houses should be working as a community civilian space, there is a need for such attitude which basically puts the visitors' needs and their alteration into focus (SZEIDL – AUBERT 2018). As the result of the survey the country house utilisation model has been compiled designing the possible elements of function change, the scope of the extended role and the network of the country house (Figure 4.).

Figure 4: The German country house utilisation model



Ed.: SZEIDL (2019)

In the latter years the supply of the country houses already exceeded the regular museum role since due to the expansion of the functions it also appears as civilian community space in the life of the settlements. The country houses as independent tourism attractions *primarily possess basic museology functions* which are supplemented with *museum pedagogy* based on permanent collections of local tangible records and the collections of accidental periodical exhibitions. Further on the education service functions were established due to its *thematic program supply*. Due to a museum pedagogical program supply adequately compiled, elaborated and set to age groups, the country house can become the target of school excursions and other professional trips resulting in the significant increase of the number of visitors. The new kind of utilisation of the *event space* as the location of the country house both touches the roles of touristic and civilian community space. The tradition preserving events organised in an authentic environment one the one hand can strengthen the tourism potential of the country houses and on the other hand, besides the satisfaction of the cultural needs of the local population, it contributes to the preservation of the identity for the members of the ethnic group. The *collection of documents* protected in the country houses can serve as a starting base for historians and ethnographers and also professional meetings, general assemblies are frequently held there, so the scientific sphere appears in the expansion of functions of the institution as well.

Conclusions

The work of the German ethnic group, who are living in the analysed region, in terms of tradition preservation and strengthening the identity is outstanding, which is manifested both in the areas of culture and economy, that is how they are the active organisers and participants of the tourism attractions. The ethnic festivals enriching the intangible cultural heritage possess significant tourism potential, which is confirmed by both the increase of the number of visitors and several professional acknowledgements as well. We can detect a change of paradigm in the functions of the country houses which are based on the activity of local communities, since for an institution sustainable for the long run it became indispensable to introduce such services which, besides the familiarization of the tangible and intangible culture, is oriented to the international trends and to the needs of the local community. Besides the classic museum role the services coming into prominence further strengthen the tourism functions of the country houses. In recent times the number of attractions based on the Swabian culture is growing, and as a consequence of this its future position will supposedly be strengthened since with the alteration of the needs of the tourists the need to explore, understand and preserve traditions will increase and further on the spread of the traditional lifestyle will come into prominence. Nevertheless it is important to mention that the festivals enriched with innovative elements and the visitors of the country houses possessing a repositioned supply will only strengthen the group of the invisible tourists which will set back the further demand based investigations of ethnic tourism.

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NO SHOT IN THE DARK – FACTORS FOR A SUCCESSFUL IMPLEMENTATION OF COLLABORATIVE HOUSING PROJECTS

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Abstract

The aim of this paper is to detect factors for a successful implementation of collaborative housing projects based on experiences and lessons learned in various Styrian examples. Styria, as well as Austria, has a long-standing tradition in resident orientated housing policies and a well-established cooperative sector. To gain an insight into current chances, challenges and obstacles to participatory housing initiatives, three expert interviews were conducted. Subsequently, general factors of success were abstracted and discussed as the main findings of this paper. These factors should by no means be understood as a checklist for success. In fact, they can be used as a guideline or general required framework on the way towards successful collaborative housing projects.

Keywords: *collaborative housing, co-operative settlement, participatory housing, cohabitation, community development*

Introduction

The provision of affordable housing is a central concern of Austria's political system since the early 20th century. Until recently, the housing sector had been characterized by stability and adequate productivity compared to international standards. Since 2008, the financial and economic crisis has intensified the economic situation, which increasingly reveals fundamental structural problems: The current ways of living and organizing housing space are based on ecological overexploitation in terms of material and energy consumption, CO_2 emissions, land consumption and soil sealing. Additionally, a growing number of people are not able to afford living in the tenements provided by the real estate market, which severely degrades the quality of life. Currently, housing provision is barley realized in line with national and international sustainability goals, because social and ecological aspects have been subordinated mainly to efficiency and economic growth. These unsustainable housing practices are no longer applicable, because changing framework conditions make financing of housing increasingly difficult. As a result of the economic crisis, new capital and liquidity regulation for banking institutions, the slump in the housing market and, most importantly, saving requirements in the public budget led to the fact that financing of both refurbishment and new construction can no longer be guaranteed. This systemic financial crisis situation especially affects subsidized housing and causes a big challenge not only for the demand side of tenants, self-supply buyers and house builders, but increasingly also landlords, the real estate industry and housing developers struggle with their business. At the same time, there is a strong immigration dynamic in urban areas and a continuing trend of investment in real estate to ensure capital value.

As building measures are not able to cover this growing demand, property prices are increasing steadily. This is reflected by the declining quality of many residential buildings, especially buy-to-let flats. Often the best price determines investment decisions instead of the quality or concept of the offer. After the crisis is no longer just undeniable, but also increasingly affects larger projects, the call for political action arises. As a response to a decades-long aberration that focused on economic growth and profit maximization, instead of public interest and sustainability, the development of alternative approaches to current housing patterns should be based on the analysis of existing niche innovations to sustainable housing (FELFERNIG et al. 2014).

In response to the ecological and social challenges, more sustainable settlements such as cohousing communities, neighborhood-ecovillage developments, and participatory housing projects have been appearing globally in rural as well as in urban areas since the 1980s. These alternative and often citizen-led housing initiatives have developed small-scale demonstration projects, which aim to reduce the consumption of resources while enhancing living quality. In times of strong influx into urban areas with the simultaneous discourse about densification of cities, extension processes, urban sprawl and affordable housing, participatory housing initiatives can be seen as valuable learning environments to gain insights into the transition towards a more sustainable housing sector (HÖFLEHNER 2011).

The Austrian province of Styria has a long-standing tradition in realizing participatory housing projects on a larger scale. As a critical response to the trend of mass housing developments and urban sprawl caused by the rising demand of single-family-houses in the country side, the Styrian provincial government supported the realization of 60 participatory housing projects under the program “Modell Steiermark” from the beginning of the 1970s to the early 1990s. A political upheaval in 1991 put an end to this innovative phase in Styria. Since then, projects have hardly made it to the stage of full realization, not just in Styria but all over Austria. This reflects the fact, that there has been a lack of forward-looking political ideas and measures during the last decades. Only recently, a rising number of participatory housing projects could be successfully implemented in the Austrian capital Vienna. The city supports these niche innovations by reserving construction areas for such projects in new housing developments. These sustainable housing projects are characterized by thinking beyond their property borders. By considering economic, ecological and social aspects, they are not just able to enhance living quality of their residents, but also to add public value to the neighboring area. Especially the social integration in terms of increased networking of people with their neighborhood, as well as the on-site provision of child and elderly care offers advantages compared to standardized housing. Additionally, the space supplies of individual flats, and the settlement as a whole is carefully considered and complemented by communal areas. The resource-saving implementation represents a main objective of participatory housing developments (JANY 2018).

During the last years, the trend towards participatory housing projects in Vienna inspired new initiatives in

Styria, especially in the surrounding area of the provincial capital city of Graz[16]. The aim of this paper is to look at both successful and failed niche innovations in the Styrian housing sector with the focus on experiences of experts in the field in order to gain insight into current obstacles to participatory housing initiatives. This leads to the following research question: What factors affect the successful implementation of collaborative housing projects?

1. Methodology

This paper aims at outlining the influence of factors responsible for successfully putting co-operative settlement projects into practice. First, in depth desktop research was necessary to acquire knowledge about co-operative forms of settlement in general and to gather information about projects in the surrounding area of Graz. Most contributions deal either with the institutional or sustainable component of collaborative housing. Therefore, we detected a research gap when it comes to factors of success. Success in this case is defined as a collaborative housing project, that surpassed the planning phase and was realized. These factors should by no means be understood as a checklist. In fact, they can be used as a guideline or general required framework on the way towards successful collaborative housing projects.

As our goal was to determine which factors affect the successful implementation of co-operative housing projects, we conducted semi-structured interviews with three experts on this topic in the spatial context of Styria. Therefore, we created a guideline applicable to all interviews with open questions to guarantee quality and comparability of the individual outcome and final findings. As one of the authors is professionally and privately involved in the spheres of collaborative housing in the local context, we already had a good access to the experts and the general topic. With this approach we could determine factors for the successful implementation of co-operative housing projects. Finally, we put forward one selected example of a co-operative housing project in the surrounding area of Graz in order to illustrate our findings.

2. Framing the issue

The global financial and economic crisis of 2008 increased the pressure on the European housing market which caused a chronic lack of supply, rising real estate prices and rents, as well as growing homelessness in many parts of the continent. In search for solutions to these challenging developments and their negative effects to the housing sector, interdisciplinary scholars show growing interest in learning from ‘alternative’ forms of housing provision, including different forms of collaborative housing (e.g. CZISCHKE 2018, TUMMERS 2015, WANKIEWICZ 2015, LANG – STOEGER 2018, LABIT 2015, MULLINS – MOORE 2018, DROSTE 2015). These collectively build and self-managed housing approaches are an international phenomenon that cover a broad spectrum of interrelated terms and concepts, both in practice and theory (FROMM 2012). Because of this great conceptual diversity, specifications such as ‘collaborative housing’, ‘community-led’, ‘resident-led’, ‘housing co-operatives’, ‘participatory housing’ or ‘co-housing’ are often used interchangeably (CZISCHKE 2018).

The conceptual roots of these initiatives can be traced back to utopian communitarian settlements and

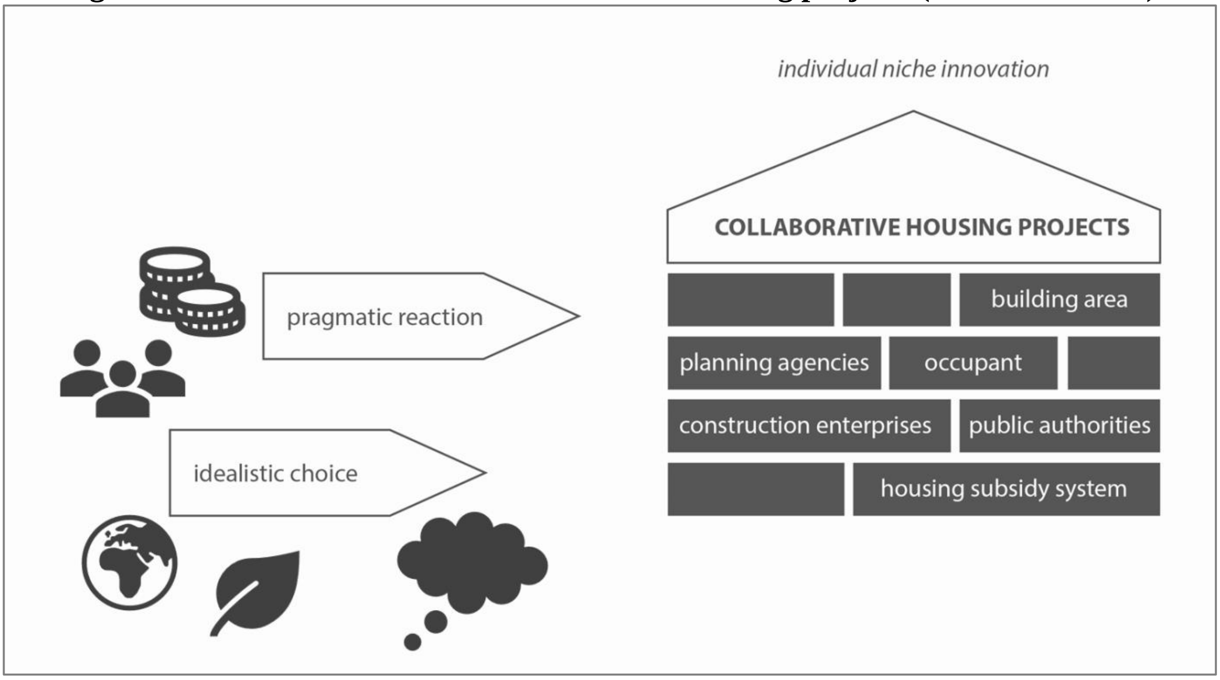
[16] Graz is the capital of the Austrian federal state Styria, counting 325.021 inhabitants by January 1st 2018. (STADT GRAZ 2018)

collaborative residential experiments of the early 19th century. More specifically, current collaborative housing approaches are often based on ideas developed in Denmark, Sweden and Netherlands in the late 1960s and early 1970s (VESTBRO 2012). These classical co-housing developments combine private homes with shared infrastructure and focus on resident's participation in the development process, community self-management, and a design that fosters social interaction between neighbors (FROMM 2012). These approaches gained momentum in the 1980s, when architects introduced the cohousing concept in North America, Australia, New Zealand and Japan (RUIU 2016).

In line with Fromm (2012), this study uses '**collaborative housing'** as an umbrella term which incorporates different forms of participatory and community-oriented housing projects. This reflects the fact that current participatory housing initiatives in Austria do not solely build on the traditions of the cooperative or cohousing movement, nor exclusively on community-led developments. Although Austria has a longstanding tradition of non-profit housing and housing cooperatives, contemporary cooperative housing sector does not share the same characteristics with collaborative housing. In the early 1970s and 80s, both approaches developed corresponding features, but during the last years, cooperatives became a synonym for large-scale-top-down housing provision that triggered recent collaborative housing activities as countermovement to it. Since the early 2000s, collaborative housing has gained increased public attention in Austria. Especially in the city of Vienna there has been political support and some state advocacy for so-called *Baugemeinschaften* or *Baugruppen*. However, the Austrian activities in collaborative housing cannot be limited to a single approach or location. This diversity of locally based initiatives is reflected in the establishment of a nation-wide umbrella association '*Initiative for Collaborative Building and Housing*', which serves as an interest group for collaborative housing projects, cohousing as well as self-help initiatives, both in urban and rural contexts (LANG – STOEGER 2018).

The increased interest in collaborative housing can be interpreted as a pragmatic reaction to the financial and economic crisis, demographic change and new life-style options that link energy-efficiency and social interaction in order to reduce the individual costs of living, avoid isolation of elderly residents and allow new life schemes for young middle class families. But these housing alternatives also touch upon idealistic topics that form urban policy objectives of many European cities: social cohesion, care for the elderly, local identities in the globalized world, healthy and child-friendly neighborhoods, sustainable economy, structural change in energy systems, citizen participation in urban development, diversity, solidarity, and inclusion (TRUMMERS 2015).

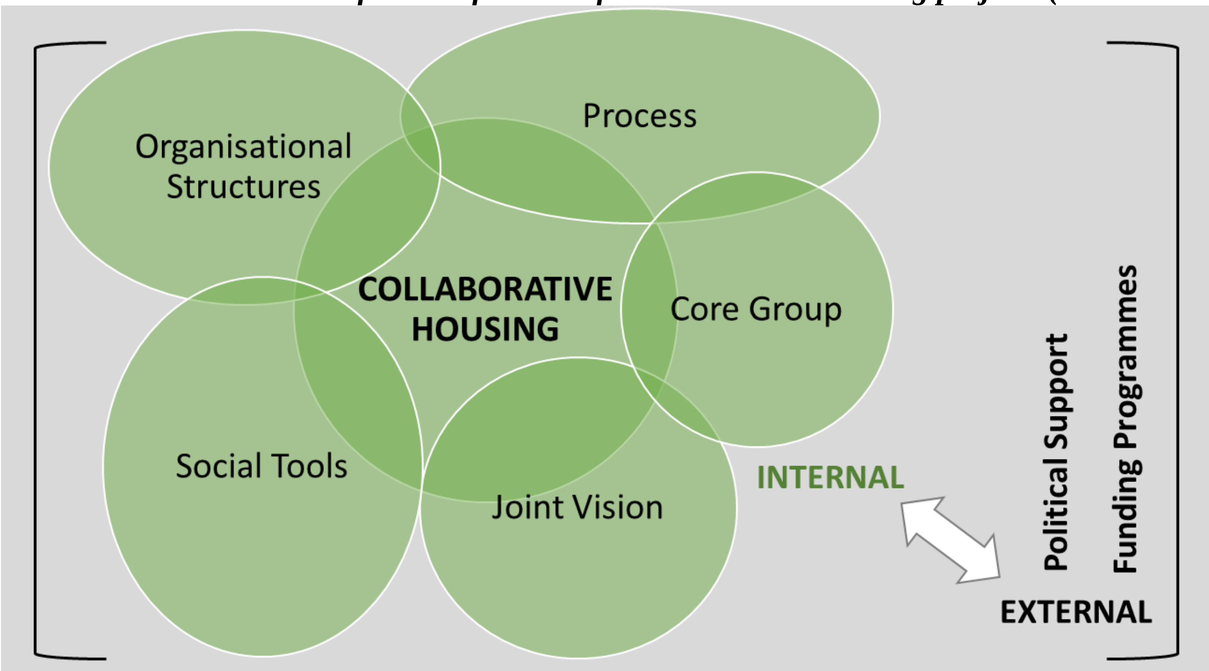
Figure 1: Reasons and actors of collaborative housing projects (own illustration)



Although collaborative housing projects have developed pioneering solutions to current sustainability challenges, the cooperation between occupants, construction enterprises, public authorities, planning agencies, and the housing subsidy system only seem to work for individual niche innovations, with only partial transfer into the conventional planning regime *(Figure 1).* Therefore, advocates of collaborative housing, professional planners and architects call for modifications in current planning and participation cultures, care and infrastructure systems, building regulations, housing subsidy systems and access to building plots. More specifically, scholars argue that planning and housing policies should favour flexible forms of living for all live phases instead of new-build owner-occupied lifetime homes. A revision of building regulations, planning legislation and housing subsidy systems should emphasise flexibility, self-building and self-management. Additionally, cohousing groups could be supported by an upscaling of planning to ensure infrastructures for everyday life from local to regional level to co-create tailor-made housing and infrastructures with good locational qualities. Moreover, planning processes demand a shift of power relations which requires radical changes to favour participatory and civil society-oriented decision-making processes. The housing subsidy system and planning system should be reoriented towards renovation and adaption and towards community building and mediation processes for the planning phase as well as for the lifecycle of the houses (WANKIEWICZ 2015).

Factors of success and other findings

Figure 2: Internal and external factors of success for collaborative housing projects (own illustration)



The factors abstracted can be clustered in internal and external factors of success *(Figure 2)*. All factors are of equal importance and influence each other at different levels. Internal factors (process, core group, joint vision, social tools, organizational structures) address the collaborative housing project per se. External factors (political support, funding programs) are the main framework that enable but also foster successful collaborative housing projects, they can be seen as a fertile soil for such projects.

All three interviewees highlight the importance of understanding projects of collaborative housing as a **process** of joint and personal development structured in different phases with various challenges. Such a process is time, energy and money consuming but results in new forms of living, that, however, remain a niche innovation. In a successful project, this process does not have an end, but it is the momentum of success.

"Generally speaking, today's regimes [of living] developed because we tend to look at everything through excel sheets, everything needs to be compact, cost and time efficient. […] Such projects are processes that need energy, engagement and mainly time, […] this is not intended nowadays anymore! […] Such projects are for marginal groups, but it does not mean, that they do not address issues that concern something bigger." (Interview Jany 2018)

"Mainly important are the processes within the community. […] It [collaborative housing projects] needs and is a process! […] With the help of the process and self-reflection projects are successful. Sometimes also short-term irritations emerged – e.g. members leaving the group – but overall it strengthened the project. […] It is also an individual process of learning and not 'only' a group process." (Interview Schwarz 2018)

The process needs actors, i.e. the **core group.** The core group is connected by the cohesion of a **joint vision**.

"It takes a core group with a clear and joint vision. […] After a setback it is important to focus on the question 'What is our joint goal?'. […] This is success […], a group with a clear vision, everything else is resulting. […] Constructional and spatial matters [for example] are secondary, much more important is a group that has a clear vision and is putting their heart into it. The sequence of finding the joint vision cannot be skipped. […] At given phases the core group needs to open up and grow repeatedly." (Interview Schwarz 2018)

"This groups have a certain [joint] critique of society against the consisting system and want to creatively deal with possibilities how to do it differently, better or collaborative. […] If the group members fit and they know what they want, […] it [collaborative housing] can work everywhere. By being so adaptable and creative with their environment, external factors [e.g. exposition, position, size of building sight, etc.] don't play a big role. Such projects can even cope with unattractive building land, classical housing cannot […]. If they play with it, one can wonder, what added value emerges." (Interview Jany 2018)

As building land is mentioned before, it is important to highlight that the experts interviewed do not agree with each other to the full extent as far as the role and importance of building land is concerned.

"It is important to find the building land at an early stage with the core group or initiators. It should be accessible and fulfill certain criteria. […] Some examples in Graz failed due to no consent on the decision for an appropriate building land. The group was there, but they could not agree on a location. Therefore, the building sight is the first common denominator" (Interview Schwarz 2018)

"Attractive building land is important as it valorizes the project. It should be easily accessible, other location criteria are depending on the group and need to be agreed on." (Interview Rosegger 2018)
"When it comes to that [building land] such projects can turn a bad location into something good." (Interview Jany 2018)

To keep the process on track and the core group together it needs special **social tools** that regulate the cohabitation, set a communication structure and act as conflict resolution mechanisms.

> *"Clear conflict resolution mechanisms and different structures and processes within the community are substantial." (Interview Rosegger 2018)*

> *"Moderation, conversation culture, self-reflection, bringing motivation […] loops of taking time, perceiving and appreciating […] such social tools must guide the process. This is the cornerstone!" (Interview Schwarz 2018)*

> *"Communication tools help and foster the process. […] Groups also need guidance. Especially groups here in Graz did not succeed as they were lacking a competent assistance. It also takes planners, architects, […] openness, social skills and tools […] and to get help from outside when needed." (Interview Jany 2018)*

All mentioned factors are regulated by an **organizational structure**. Thereby it is not important if strict rules and mechanisms or a more laissez-faire structure regulate the cohabitation; it is pivotal that the group agrees on them. Moreover, it is important to have clear and transparent organizational structures.

> *"It showed that working groups proofed as a sufficient and satisfactory tool for the organization of such projects. Each work group focuses on one topic, has a certain autonomy of decision and is composed of mainly professionals in that field or people with experience. You concentrate on what you can do best. […] Different organizational levels are also vital. For example, a cooperative that is the owner of the projects and regulates juridical, structural and financial issues. An association that is the general tenant of the object and regulates social issues and cohabitation. Individually, every resident is the tenant on their own, member of the cooperative and association. […] Sometimes it is hard as one person has different roles at different levels. […] One important issue to be solved at the very beginning is the question of ownership. It showed that projects that failed after a longer period [10 years], did not consider the question of ownership in detail, for example when it comes to a generation change etc. This is a brainteaser!" (Interview Schwarz 2018)*

> *"It is important to consider the competences of the group and also to allow guidance and assistance from outside when needed." (Interview Jany 2018)*

At the end of the interviews each expert was asked if there was another aspect they would like to add or other topics that are very important to mention in that context. It is interesting that all three interviewees highlighted missing factors that are summarized here as external factors, i.e. political support and funding programs. The interviewees describe the need for **political support** as follows:

> *"It needs a special handling for such projects and concrete political decisions!" (Interview Schwarz 2018)*

“At the moment mainly legislative loopholes are used, there is no real handling for such projects. To be successful they need a political support. […] This can only be reached by a more comprehensive look on the housing sector.” (Interview Rosegger 2018)

“Quite a lot is happening, but there are still some steps to take. […] Especially when it comes to the political level. It needs (competence) platforms and contact points so that interested groups and individuals can find and use information. Moreover, it needs real political support, commitment and responsibility for projects of collaborative housing. […] One step is to rethink the whole housing sector and find more holistic approaches to the topic. […] Awareness-raising is indispensable in this context. It is important to mainstream the topic and provide a ‘stage’ for smaller projects to showcase them.” (Interview Jany 2018)

Closely connected to political support are **funding programs**, that can be seen as tools to help implement projects of collaborative housing. Here it is important to highlight, that it is not funding programs in general, but adjusted, focused funding possibilities for such niche projects. They are a sign of political willingness to foster and enable these projects.

”It needs a landscape of funding programs.” (Interview Jany 2018)

“There is a lack of adjusted housing subsidies and funding programs for such projects. […] At the moment it is a catastrophe! There are no specific funding programs, only calls that can be used.” (Interview Rosegger 2018)

“Funding programs do not address such projects, they only address the big ones. Small projects do not meet the criteria of this strict catalogues, sometimes they just miss the criteria slightly, but the funding programs do not have measures for that. […] It needs programs for new styles of living, that foster cohabitation, produce social spaces and can be used as an instrument for small groups.” (Interview Schwarz 2018)

Both internal and external factors are developed, installed and fostered by **pioneers** of collaborative housing. Pioneers can be researchers in the field, practitioners, politicians, residents, etc.

“We need more detailed research on the social sustainability of such projects and general evaluation of collaborative housing projects. […] also as an multiplicator. […] It also needs a special training for architects [and other practitioners]. […] It takes general leading figures, […] actors, that are important for a single project but also influence the sphere of collaborative housing on a higher level. It needs a figurehead.” (Interview Jany 2018)

3. Case study “KooWo Volkersdorf”

In order to find out whether the factors of success – we abstracted from our three interviews and our in-depth research – can be applied to reality, we analyzed a co-operative housing project in the rural area of Graz. The case study was conducted at KooWo Volkersdorf (derived from the German words “kooperativ” and “Wohnen”, meaning co-operative housing), a project that is still in process of implementation. Currently, 25 apartments are built for about 40 adults and 20 children who have known each other since 2015. The final moving in is planned for spring 2019. Despite having different age, all “KooWos” – as the members of the association use to call themselves – share the same vision. They see “collective” action as response to the aging of the society, meaning that people tend to live longer nowadays and thus public expenses for elderly care are rising, however, in this case, elderly care – as well as child care – can be provided collectively on-site. The inhabitants see their project also as criticism to the lack of affordable residential property and as a contribution for mainstreaming sustainable forms of living. There is a strong focus on sustainability and agriculture so that the inhabitants can (partly) supply themselves as well as on renewable energies and co-working (SCHWARZ PLATZER ARCHITEKTEN 2017).

Social factors

There was a core group with a joint vision from the beginning on. During the process of planning every now and then some people decided to leave the project, which often caused confusion for a little time, however, the other inhabitants could often well understand the personal reasons for moving out as the inhabitants got to know each other very well through the continuous social process. A common reason for moving out was the fact that the circle of friends would be too far away when living at KooWo in the countryside. In order to establish contacts with the local population the inhabitants of the co-operative housing project purposely went to village festivals and also invited the local community to events for the purposes of informing them about their plans (*Interview Schwarz* 2018).

Structural factors

KooWo is generally organized as a cooperative called “WoGen” (derived from the German words “Wohnen” and “Genossenschaft”, meaning cooperative for living). “WoGen” serves as property developer. The relation between WoGen and KoWoo could be described as a mutual partnership as KooWo can profit from WoGen’s yearlong experience with co-housing initatives in the city of Vienna, whereas WoGen can profit insofar as the whole architectural preparations are executed by the architectural office “Schwarz Platzer Architekten”. The inhabitants chose to become a cooperative because they had the experience that it was the easiest way to realize a project like theirs. The whole housing initiative is organized in various task forces, each of them dealing with specific topics.

Financial aspects

As far as financial affairs are concerned, it is clear that the inhabitants of KooWo have an advantage compared to people building or buying single-family-homes. In the case of KooWo the savings are about of 10 to 15 %, however, the inhabitants have to participate in the process of planning, which is extremely time-consuming but pays off in the end. KooWo is not a publicly funded project. In fact, KooWo applied for different types of funding in various contexts but was always rejected, because of not meeting the program's criteria. Despite the financial disadvantage, not being sponsored by public can nevertheless be considered as an advantage as not being dependent to grants and thus not having to fulfill any conditions means being able to act more flexibly (*Interview Schwarz* 2018).

Spatial factors

The site of the co-operative settlement project is situated in Volkersdorf, a local district of the village Eggersdorf, in the rural surrounding area of Graz. The driving distance from Volkersdorf to the outskirts of Graz is approximately 11 km, which equals about 15 minutes by car. It takes also about 15 minutes to get to the closest regional center, Gleisdorf. Despite the spatial proximity to Graz, Volkersdorf is already situated beyond the exurbs (*Interview Schwarz* 2018). In the proximity of Volkersdorf there are no trains but busses, however their frequency is low. The site of KooWo has a size of 3,6 ha whereof 30 % are used as building land, 50 % for agricultural production and the remaining 20 % are left as green area (SCHWARZ PLATZER ARCHITEKTEN 2017).

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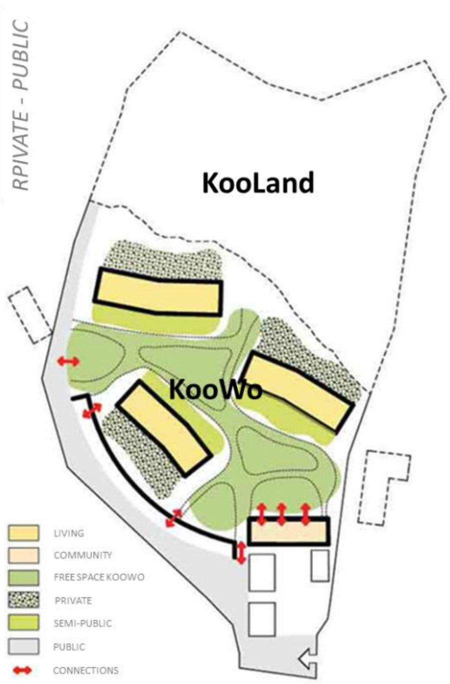
Figure 3: "KooWo" Volkersdorf



KOOWO
Kooperatives Wohnen

SCHWARZ PLATZER ARCHITEKTEN (2017)

Political factors

The local mayor was curious about the project right from the start and thus supported the project even if not financially. However, the project received support from Johann Seitinger, the responsible member of the provincial government. KooWo had to deal with the problem that it is nowadays still difficult to get subsidies from politics because there are still too little reference projects concerning this special form of residential building – just as many other similar projects (*Interview Schwarz* 2018).

Discussion

> *"There were several magical moments during the process."* (Interview Schwarz 2018).

Collaborative housing projects can be seen as small-scale demonstration projects, that developed promising processes and methods for dealing with the complex sustainability challenges the housing sector is facing. The transfer of these niche innovations to the wider public requires a paradigm shift in housing policies and practice. The current housing regime favors large housing associations, which often feel little committed to the implementation of national and international sustainability goals. Societal and political concessions are needed to support housing models that allow more sustainable ways of living. Political decision-makers need an adjusted legal framework and funding programs with pre-defined criteria to promote the implementation of sustainable housing initiatives and transfer these innovative approaches to the conventional housing regime.

This claim is not unreasonable, because Styria looks back on a rich legacy from the time of the "Modell Steiermark". In the 1970s and 1980s, the provincial government promoted innovative housing strategies as part of a comprehensive long-term political programme. Through concrete objectives, new architectural approaches were facilitated that looked at innovative solutions to floor plan design, building technology, and resident participation. Unfortunately, this innovative phase was ended by a political upheaval at the beginning of the 1990s without a comprehensive evaluation of the lessons learned. Thus, the implementation of new funding programmes should start with the analysis of old achievements and a discussion of current trends with regard to the funding guidelines for ecological housing, thermal insulation, fire protection and accessibility. The aim should be to create social spaces that promote coexistence and focus on the needs of residents instead of overemphasising building physics and ecology.

Housing cooperatives could play a crucial role to promote cooperative forms of housing. Currently, they have no interest in financing or implementing forms of cooperative housing because they operate under total different premises. They precisely calculate their building plans with tight financial and time limits. They look for tenants or buyers when the project is already realized and have no interest in opening up the planning process for future residents because this would require more time and budget. The opening of existing schemes of developing residual buildings towards allowing future residents to co-decide upon the design of outdoor spaces, staircases, shared infrastructure or common areas would be a first step of carefully introducing collaborative housing principles to conventional housing.

Conclusion

Our findings confirm that it is hard to measure the success of collaborative housing projects as they differ significantly. One reason therefore is that the outcome of such initiatives depends mainly on the inhabitants and the social structures within. The existence of a core group with a joint vision from the beginning is as important for the successful implementation of co-operative housing projects as external support, such as political or financial support. As a consequence, the number of successfully implemented co-operative housing projects is still very poor, just as the number of potential funding programs. This is due to the fact that there is hardly research as far as these form of alternative, innovative housing is concerned. To encourage quantity and quality of such projects, already existing initiatives need to be undertaken precise analysis. The future implementation of similar projects depends on the success of already realized ones, measured – for instance – in terms of sustainability. Furthermore, the topic of collaborative housing needs to be mainstreamed to exceed the stage of an individual niche innovation and find practice also in the general housing sector.

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A CO-OPERATIVE SETTLEMENT FOR THE UTILIZATION OF THE HERTELENDY CASTLE

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Abstract

In the successful management of the settlements cooperation, both vertical and horizontal, is indispensable. The present paper introduces such a cooperation which provides a chance through a vertical network to achieve the advantages more effectively. The research presents Kutas as a case study where in the cooperative process a triple unit has been investigated. In favour of the utilisation of the castle allocated in the settlement the paper analyses the structure of the cooperation of the operator, the mayor and the local dwellers. During the impact analysis, which was based on three pillars, field work and interviews played an important part of the primary research. As a result of the analysis of the acquired data the aim of the study is to reveal, analyse and introduce the cooperation trends coming off in the settlement (in favour of the castle). The research uses the empirical data in a way to create the answer for the following question in the end: Is Kutas a cooperative settlement if the future of the castle depends on the efficiency of the cooperation?

Keywords: *cooperation, heritage protection, settlement development, castle*

Introduction

There are numerous castles and manors in Hungary and in the research area, in Somogy County also. The castles which belong to the built heritage can have several functions. They can be the subject of the integrated value protection but they can provide a place for castle tourism as well as long as they are used for event centres, museums or castle hotels (NAGY 2013). The utilisation and the way of the utilisation of the castles is a persistent dilemma since such aspects should also be considered as heritage protection, financial returns and the conciliation of the different interests.

Out of the questions emerging during the utilisation the greatest dilemma is how the reconstruction, renovation, and the filling with new functions would serve heritage protection. Based on the 2001 LXIV act on the protection of cultural heritages heritage is defined by the Parliament as follows: “our cultural heritage is the irreplaceable, unique and non-renewable source of our country’s past present, the inseparable component of national and general culture" (2001 LXIV act). The act formulates the aim of heritage protection as well that the saving, protection, sustainable utilisation and its making to be a common property should be prevailing within the framework of the act. The type of building investigated in the study, the castle, is also one of out of the countless cultural heritages and their protection and utilisation is also regulated by law. But the law does not touch upon the question how the present generation should transmit the values that arose in the past for the future society. This theoretical question is important from the point of view that the destruction of the non-utilised castles is not necessarily against the principles of heritage protection. The act determines the way of rebuilding and the interventions but one may transmit these cultural elements for the future when those are left untouched. And the other side of the hardly interpretable heritage protection is exactly that if the castles are reutilised according to the needs of the present society than with the forthcoming changes they will also be heritage values for the future generations just as the peculiarly used buildings in the past for the present. Form the point of view of architecture a building just rarely counts to be a representative of a clear and uniform style since due to the changes during the reconstructions and renovations and also because of the uniqueness of the castles such a building will be put under heritage protection which could be endowed with new elements just because of this.

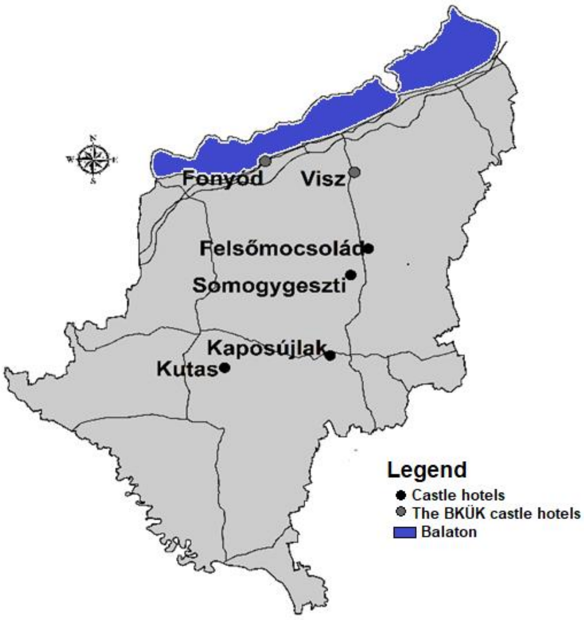
This study is not aiming to answer for the heritage protection question arising because of the reviewed philosophical background. It is univocal that these values issued in the past are prevailing in the present as well, so the value system of heritage continuously changes according to the given economic circumstances (TÓTH – TRÓCSÁNYI 1997). Practice shows that the unique buildings will be renovated according to their unique past and proprietary interests but with a uniform judicial framework and they will – more or less – be utilised according to the present heritage protection direction.

Based on the exploration on the research area we can find 94 castles and manors in the county – because of the lack of data and the changes it is only an approximate data – but 41 percent of the buildings are mot utilised (PÉTERFI 2015). During the endowing with functions many solutions appeared such as social utilisation (nursing home in Berzence, hospital in Marcali, school in Zsitfa), utilisation as dwelling place (Somogybabod, Jákó, Kötcse) and also utilisation with tourism purposes. This latter comes the closest to the principles of the heritage protection law, but because of the reconstructions and the proprietary interests reconciliation is very hard here as well. In the case of the built heritages serving tourism functions we can find numerous implementations in the practice, such as the Berzsenyi Memorial Museum in Nyikla, strengthening the aggregation of the museums, the – at present non-functioning – golf club in Hencse or the castel hotel in Somogygeszti. The conversion of the castles into accommodations was carried out in several places in the county, since we can find numerous castle hotels in the analysed area (Visz, Fonyód, Somogygeszti, Kaposújlak, Felsőmocsolád, Kutas). The case study of the present research is also analysing such building, namely the Hertelendy Castle Hotel in Kutas-Kozmapuszta and their vertical network in the settlement.

1. Theoretical and research background

As it was already listed, there are six castle hotels in the county, but in order to make a reasonable analysis about the castle in Kutas it is primarily important to reason the case study and for this it is inevitable to understand the concept of the castle hotel and also the introduction of the research methods and the aims and objectives. “*A castle hotel is such a hotel which is standing the proof of the requirements specified for the three start hotels, operates in a castle, manor, palace or other castle-like building, can be interpreted with historical background, possesses high level of services and its operator continuously guarantees the grooming of the built cultural heritage and the gastronomical traditions*” (MSZSZ, 2007). Two out of the six castle hotels are situated in the Balaton Accentuated Tourism Zone (the Chateau Visz and the Boros Castle Guest House in Fonyód). The proximity to Lake Balaton takes such a pull effect to the settlements – and to their values – there which would deform the comparison, that is why I consider it necessary to separate this tourism region in the research from Somogy County. In this way there are four such castles in the restricted area of Somogy County which meet the requirements (Figure 1): the Gesztenye Castle Hotel in Somogygeszti (three stars), the Szarkavár Castle Hotel in Kaposújlak (there stars) and the Bánó Birtok (asset) Castle Hotel in Felsőmocsolád (three stars). There are more such accommodations in the county providing an opportunity for recreation in manors, castles or fortresses but these are not matching the qualification so we cannot consider them officially as castle hotels. The fourth castle hotel in the county is the Hertelendy Castle in Kutas-Kozmapuszta which is the only five star castle hotel in the analysed tourism region (PÉTERFI 2018).

Figure 1: The geographical allocation of the castle hotels in Somogy County



Source: own editing, 2018

In order to successfully survey the co-operational processes in the settlement taking into consideration the utilisation of the castle such a research method is needed which is significantly based on primary sources. Out of the traceable seconder sources we cannot disregards the related professional literature either, establishing the theoretical background of the research. In many cases tourism (LENGYEL 1994, MICHALKÓ 2004), cultural tourism (MICHALKÓ – RÁTZ 2005, CSAPÓ – MATESZ 2007, BERKI – CSAPÓ 2008), heritage protection and castles (KELÉNYI 1980, PETRAVICH 1996, SISA 2007, NAGY 2010, 2013, FEKETE 2016) came into prominence on scientific works which materials cannot be neglected in the opening phase of the research. Within the framework of the primary research a field trip was taken place where interviews were carried out with the mayor of the settlement (*Ütő Szabolcs*), the economic manager of the castle (*Gyenesei István*) and with several local dwellers (25). During the passing around of the settlement I was given a chance to get to know the castle better with the related estate and internal premises and with their functions. And during the making of the interviews I received answer for all my questions from the mayor and also from the economic manager. I took the answers of the semi structured interviews as a basis for the research and they were completed with the opinion of the dwellers, which was primarily surveyed with a questionnaire survey, but because of the low willingness of answering (12 questionnaires were filled out of 220) a shortened list of questions were asked personally, that is how I received an insight to the opinion of the local dwellers. The query was carried out during February and the summer of the 2018, and the processing of the data was continuous. I think the applied methods were adequate to get answers for the question: *Is Kutas a cooperative settlement bearing in mind the interests of the castle?*

After the utilisation methods of the castles, heritage protection and research methods it is necessary to cover the co-operative opportunities and their importance before the results will be presented. As I mentioned it earlier the present study illustrates the vertical type of co-operation where the advantages generated by the connections within the settlement will be emphasized. This connections system is established based on a tripartite impact assessment where the opinions and acts of the concerned parties will draw the network of co-operation. The study puts the information received from three sides into such a content, where it can be stated, primarily based on the opinion of mayor, the operator of the castle and the local dwellers, how co-operative the settlement should be considered.

The professional literature determines the co-operatives settlement as a form of city marketing or city management where the integrative forms are prevailing in order to establish the system of communicative planning based on dialogue (HERVAINÉ 2008). Of course there are disadvantages of the co-operative method as well, since as a result of the nature of interest relations a group or even a certain actor could be found in a dominant position. From another point of view since public funds have no negligible importance corporatism can appear as well, but in many cases the settlement is unable to c-operate rather because of the lack of capital, real partnership and trust (LIESZKOVSZKY 2008). Along these ideas the central scope of the study, the castle in Kutas can only be surveyed partially, since the building is in private property, so in the planning processes the local management possesses no decisive power, compulsory consensus is only occurring in questions affecting the settlement as well. The research intends to illustrate the co-operation above the necessary co-operation level with soft factors and to confront the interests.

2. Kutas and the Hertelendy Castle Hotel

The analysed castle is unique in Somogy County due to its geographical allocation and characteristics as well. The castle can be found in Kozmapuszta which periphery belongs to Kutas. So the analysed settlement is Kutas which is a village with ribbon-like layout with 1477 citizens. The village allocated in Belső-Somogy the share of the agrarian sector is dominant and its unemployment rate was 10.55% in May, 2018 (*www.nfsz.hu*). The technical infrastructure of the settlement is adequate, the different services are present to (shop, post office, offices) and local farming is significant. It is unique because the castle is not an organic part of Kutas since it is allocated 6 km away as the crow flies. It gives a kind of isolation and calmness for the building and for the associated establishments.

The history of the heritage value allocated between Kutas, Nagybajom and Segesd started in the 20th century when the castle has been started to be built by Andor Hertelendy in 1920 in a classicist style. At this time the builder and his family belonged to the pauperizing minor nobility families with smaller estates around Kutas-Kozmapuszta and its surroundings. In 1929 at the time of the great economic crisis the family suffered such losses due to which they were unable to finish the house, that is why the southern part of the building has been built by the new owner based on contemporary plans and so the castle has been finished in 2006 with neoclassical elements. In the era before the world wars the family found themselves in such difficulties that due to the debt burden and insolvency a bank agent has been sent to manage the estate. Luckily the 2nd World War spared the building but in December 1944 the famous Margit line was allocated in the line of Nagybajom and Kutas where the German soldier hold back the Russian and Bulgarian forces. It is a curiosity that the castle functioned as German and later Bulgarian headquarters (GYENESEI 2018).

The family was living in the house until the secularization but all their fortunes have been expropriated, however, together with the fortunes all their debts have been abolished as well. After the secularization the castle belonged to the Kutas State Holding. It was a kind of luck for the building that because for quite a long period of time there was no electricity in the settlement and also no paved road was leading there, in the 1950s they could not really find the new function of the building so it was not transformed to a collective farm centre, or to an elderly home or school, library or mayor’s office, which was characteristic to many Hungarian village castles or manors at that time. Due to this the conditions of the castle were not failing and its internal structure remained as well. In the 1970s when a building camp was built in Kozmapuszta a student home was built next to the Hertelendy Castle in a socialist type of completely incongruous style. Students arrived to Kozmapuszta from numerous places of the county to take part in the apple harvest, so many secondary school students stayed there, the girls in the castle and the boys in the accommodations formed around the castle (GYENESEI 2018).

In 1990 the state holding went bankrupt that is why from 1990 the house was empty than in 1997 the conservation works were started by László Hagyánek, who bought the house an saved it from destruction, but could only operate it until 2002. At that time it worked as a 3 star hunting castle with 7 rooms and with only 4 bathrooms. Than in 2004 due to a Swiss investor a huge construction work started and nearly within two years, finishing a 2.5 billion investment, the Hertelendy Castle opened its gates in 2007 as the first 5 star hotel of the region where apparently 40 rooms can be found (Picture 1.). In the beginning the castle was open all year long but from 2012 it is open only seasonally. The supply of the hotel is developed and renewed year by year and, in a great proportion recurring and also new, guests are welcomed by highly skilled personnel and luxury (GYENESEI 2018).

Picture 1: The Hertelendy Castle in Kutas-Kozmapuszta

Source: https://www.utazzitthon.hu/szallas/kutas-kozmapuszta/hertelendy-kastely

The relationship between the castle hotel and the settlement is not only unique because it is a 6 kilometre distance between them but also because, despite of this distance, the locals feel themselves mentally close to the building and they can work or relax there. And as distance is a disadvantage, at the same time it becomes an advantage, since it is the interest of the operator that the guests can have a rest in a quiet, relaxed area where there are no neighbours where distance is an advantage but from the point of view of accessibility it is obviously a disadvantage.

3. The levels of co-operation

The triple system of the co-operation in favour of the analysed castle primarily the approach and opinion of the two decision making bodies – the operators of the castle and the mayor – is authoritative. There is a need for the local government and the local population for the operators of the castle because of certain investments, developments and changes. For instance in March, 2018 because of the tourism development of the castle the body of representatives of the village congregated a population forum in order to implement the modification of the settlement planning instruments. The aim of this development is that the castle shall be able to be open again all year long by hosting international sports events in the future and also to strengthen its labour hoarding ability in the region. The development is financed by the Swiss company of the owner (Urs Koller Peter) the Koller Group AG and the operation is still continued by the Hertelendy Kastélyszálló Kft. (www.kutas.hu). It is a good example of the necessary co-operation where the co-operation of the local government, the local population and the operators is needed to achieve the advantages. But as it turned out from the interviews the interests do not always correspond with each other that is why I consider it important to emphasize the soft elements, primarily in the field of the differences in the interests and views of the mayor and the economic manager.

3.1. Co-operation between the local management and the operators of the castle

According to the mayor there are no special changes in the life of the settlement since the reconstruction and reopening of the castle, while according to the economic director the reconstruction is a success story not just according to the Monument Protection Office but according to the local citizens as well. According to the local leaders the mentioned distance is negative since the increase of the demand cannot be experienced in Kutas (the shops are not visited) and the visitors do not spend time in the settlement, just travel through it. on the contrary from the side of the operation the distance is a unequivocally positive factor since as it was already mentioned the visitors of the hotel come to relax and it mean an advantage when looking out of the window they can see the park with the size of several hectares and not the neighbouring houses. This contradictory opinion is fully logical since as a service provider the operators are interested in to satisfy the needs, calmness and aesthetic wishes of the guests. In this field co-operation is not an important element since there is no physical meeting point in the question among the interested parties.

Derived from the 5 star nature of the castle it is not affordable for the local dwellers so they do not use this space for recreation, although it is also important to mention that anyone can approach the building, the park and the lake since those are open for the locals as well. According to the mayor the castle cannot be considered in the settlement as an image creating element, while István Gyenesei highlighted that honour and appreciation can be unequivocally perceived from the local dwellers towards their work and the building as well. At this topic co-operation can be seen well since the castle should not necessarily be accessible for the locals but the operators kept this aspect in mind as well in favour of the local dwellers.

The univocal positive impact of the Hertelendy Castle has been accentuated by the mayor only from the perspective of the natural environment since during the construction and the utilisation the natural environment is protected and the operators keep in mind sustainability. Nevertheless according to the economic manager the advantages of the connection touching social and economic relations can be well perceived. Besides this, the airport made by the castle is not used by the village, neither the other infrastructural elements, however the opportunities are given here as well. By means of the airport such co-operation has been established – on a higher level – where this means of transport was not (only) realised for private aims, but it can be used by anyone to welcome domestic small airplanes (ICAO: LHKU). It is interesting that according to the mayor the presence of the castle is not decisive in the life of the settlement and its long term future is also not influenced by it, but the measure of the tourism tax paid by the operators (in 2018 more than 2 million HUF) and the establishment of workplaces (annually 5-6, seasonally 30 citizen of Kutas) as well induce a direct positive impact, meaning concrete income for the settlement. Here the co-operation has been established in a level which is guaranteed by the judicial framework since collecting the tourism tax is such a privilege for the local government where apparently the maximum amount is charged. This is such a compromise from the side of the castle which guarantees the long term advantages and the better co-operation, but besides this the directorate is focusing on to relieve the local government where it is possible (cleaning the access road). The summarizing opinion of István Gyenesei about the castle sounds like this: "Our role is unequivocally positive, we create workplaces and have good connections with the local leaders. They appreciate our work and are pleased" (GYENESEI 2018). This also shows that the co-operation between the directorate of the castle and the local government functions well and even the local dwellers are appreciating the castle hotel (Table 1.).

Table 1: The mayor's and the castle management's opinions

The mayor's opinion	**The castle management's opinion**
There is no particular change	The renovation is a success story
Distance as a disadvantage	Distance as an advantage
The people can't afford using it as a recreational space	Free access but no public bath
The castle's image making potential is quite low	Pride of the locals
Positive natural effect	Positive natural-social-economic effects
The future of the settlement is not really affected by the castle hotel	Tourist tax + workplaces direct and indirect influence is positive

Source: own editing based on the interviews, 2019

3.2. Co-operation between the local dwellers and the managers of the castle

The park and the belonging areas are open recreational spaces which is accessible for the local dwellers as well. However, based on the answers of the interviewees, the local population does not use this opportunity because of the distance. Based on the answers of the economic manager, from the several hectares area of orchard 300 kilograms of apple are donated annually for the locals and they also sponsor the events of the settlement. This is such a form of co-operation where social responsibility represents a significant emphasis. In addition, the co-operation between the operators of the castle and the local dwellers is also manifested in the support of local producers, since as many products (honey, mushroom) are purchased by them locally as it is possible.

The highest level of co-operation – within the framework of this analysis – can be univocally seen in the workplace creation of the castle since the local citizens are the most intensely present in the theoretical framework concerning this connection point. Arising from the hotel function 30-35 people are employed annually out of which the majority arrive from the neighbouring settlements (and 5-6 persons from Kutas). And the orchard of the estate gives work in the harvest period for 30 such workers who are mostly in disadvantaged situation (Roma, unemployed). In this way the work retaining ability of the settlement is promoted by the utilisation of the castle as well and also the payments are directly strengthening the local economy. The operators also promote the citizens by supporting the local events, so in this respect, on the whole, the relation between the castle and the citizens of Kutas is positive.

From the point of view of the population the castle appears as such an element which can be explained differently at the individuals. Among the interviewees, for the members of the older age groups the building possesses an identity strengthening role, while for the middle aged it is a workplace or such a built heritage which is the scene for luxury tourism. The physical distance weakens the bonding of the local dwellers with the building but we can say it in general that they are proud of the castle and of its fame. On the whole the co-operation of these two members of the three pillars – the local population and the operators – is workable since they are not in each other's black book and help each other in order to achieve the common goals.

Conclusions

On the whole we can answer for the research question "*Is Kutas a cooperative settlement bearing in mind the interests of the castle?*" as follows. The operators of the castle, the local leaders and the local population are members of such vertical eco-operation where the common needs can be realized in a simpler way. The study demonstrates the role of the castle in the life of the settlement and the community during which heritage protection and the demonstration of the utilisations play a highlighted role together with the disadvantages and the emerged questions. The role of built heritages is important because, as the research also highlights, co-operation are carried out in favour of the successful future of the castle, and the maintenance of the castle has positive feedback on the community. *This is such a co-operation – which is partly necessary and is partly a form of social responsibility – where the will of the different interest groups are not damaged and there is no disadvantage for the actors*. As LIESZKOVSZKY wrote (2008) that in most of the cases the settlement is unable to co-operate because of lack of capital, real partnership and lack of trust, than these factors are not restraining success here. From the side of the castle, capital – as financial contribution in this case – is guaranteed by the Swiss investor so it does not constitute a barrier. The economic contribution in wages and taxes can be considered as a kind of capital as well in the life of the settlement. It is such a responsibility from the side of the castle which can support the citizens of Kutas in favour of improving their life quality. However in order to measure this improvement we need such a research method which will be the task of a following study as the further step of the research.

In my opinion the direct and indirect impacts of these co-operations are univocally contributing to the further successful maintenance of the castle, to the income producing ability of the settlement and on the whole to the improvement of life quality. Besides these factors the aim of the co-operation is also to promote the protection of heritage values, their tourism utilisation and the boom of the local tourism. Nevertheless I consider it important to mention that this co-operation network is also depending on the personal approach of the leaders, since in this case for the operators of the castle the main aim is not just making profit, the mayor would not only like to collect taxes, so as a result of this the locals can profit from the castle as well. Co-operation is very important in a bottom-up and top-down system as well since in the case of Kutas, because of the realisation of the co-operation, the settlement can be called with good grounds a co-operative settlement in the co-operating South Transdanubian Region.

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THE ANALYSIS OF THE MARKETING ACTIVITIES OF DESTINATION MANAGEMENT ORGANISATIONS IN SLOVAKIA

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Abstract

Destination management organizations are key players in the destination management and marketing as they have active relationship with the supply and demand side. The aim of the study is to examine marketing activities and tools used by Slovak destination management organisations in purpose to attract targeted segments of visitors and to improve destination competitiveness. Results of field research in Slovakia, realized in summer season 2018, are employed, as well as the survey draws on multiple secondary sources of information. Study provides the empirical framework for identifying the key destination marketing processes and activities in the tourist regions of Slovakia.

Keywords: *Destination Management Organisation. Destination Marketing. Marketing Activities. Marketing Tools. Slovakia.*

Introduction

The main responsibility of tourism management organizations is to get a target place in a highly competitive tourism market based on marketing management (MORRISON 2013). Destination Management Organizations (DMO) have a significant role in stimulating tourism demand for their destination. Globalization and the related changes in the tourism market are changing the demands and tasks placed on tourism management organizations, which many contemporary authors find difficult (BIEGER 2005, MORRISON 2013). The core tasks of DMO include leadership and coordination, planning and research, product development, marketing, encouraging partnership and building relationships with the local population (MORRISON 2013, PÁLFI et al. 2017a).

DMO is the holder of the marketing management of the tourism destination, which is based on the principle of cooperation of all stakeholders involved in the development of tourism in the destination. It is a management based on a common vision, coordination and cooperation that improves the competitiveness and sustainable development of the destination. Although tourism stakeholders in the destination may be in competition with each other and have their own marketing goals, within the DMO, these goals must be part of a common goal in competing with other destinations. This is the reason of emerging the new term "coopetition" in tourism theory (GAJDOŠÍK 2015).

Managing Destination Marketing is a process aimed at achieving the destination's stated marketing goals (SEATON – BENNET 1996). It consists of the number of marketing activities, such as organizing visitor events, creating and distributing products, building tourism infrastructure, operating TIC, creating a brand and image of a destination, marketing research, developing a tourism development strategy, educating residents for tourism development, creation of statistical database and evaluation of statistics, internal marketing and others (MIDDLETON et al. 2009, PÁLFI et al. 2017b, KVASNOVÁ 2018).

1. Material and methodology

The aim of the paper is to examine what marketing activities are performed by the DMOs in Slovakia and which marketing tools are most used. The material we have processed is secondary and primary data sources. Secondary sources were obtained from scientific domestic and foreign literature (BIEGER 2005, GAJDOŠÍK 2015, KVASNOVÁ 2018, MEDVEĎOVÁ 2015, MIDDLETON et al. 2009, MORRISON 2013), professional journals and internet resources. Primary data were obtained by field survey by sociological inquiry method, data collection was done by questionnaire. The survey was conducted in April-May 2018 and was aimed at assessing the DMO's marketing activities by their managers. The basic sample consisted of 36 local DMOs and 5 regional DMOs, and we received answers from 19 of them (18 local DMOs and 1 regional DMO), which represents 46 % return on questionnaires (53% local DMOs and 20% regional DMOs). The current register of regional tourism organizations kept at the Ministry of Transport and Construction of the Slovak Republic is recorded by 37 local DMOs (*www.mindop.sk*, 2019), while in 2018, at the time of the survey, they were 36. They are represented in all eight local government regions of tourism. The data we obtained were processed and evaluated using MS Office Excel.

2. Results and discussion

The Act No. 91/2010 Coll. on the Support of Tourism has stimulated the creation of DMOs in Slovakia. First local DMO started to be created in 2012, with the application of the Act. In accordance with the law, 7 regional and 37 local (micro-regional) tourism organizations have been established up to date in less and more developed tourist destinations (Table 1). According to the law, the aim of the DMO is to support and create conditions for the development of tourism; this means carrying out activities aimed at increasing the number of domestic and foreign visitors, extending their stay in the Slovak Republic and increasing their contribution to the national economy.

The DMO protects the interests of its members. There are two types of DMOs, possible to establish under the Act No. 91/2010 Coll. on Support of Tourism, regional and local (micro-regional) ones. Local DMO represents the lowest level of tourism management in Slovakia. In accordance to the Act, it can be created by at least five municipalities and unlimited number of tourism business enterprises operating in the destination area with the minimum number of 150 000 overnight stays. They represent the public-private partnership approach. Each of the eight local government regions (Slovakia is administratively divided in eight local government regions) can establish the only regional DMO. A regional DMO is a higher territorial unit (local government region) and at least one local DMO should be operated in its territory.

Table 1: Destination management organisations in Slovakia

Name of regional DMO	Date of Establishment	Members – local DMOs
Bratislava Region Tourism	February 2012	Bratislava Local Government Region; Bratislava Tourist Board; Senec Tourist Board; DMO Malé Karpaty; DMO Záhorie
Žilina Tourist Region	March 2012	Žilina Local Government Region; DMO Kysuce; DMO Cluster Orava; DMO Rajecká Walley; DMO Region Liptov; DMO Turiec – Kremnicko; DMO Malá Fatra
Northeast Slovakia	December 2012	Prešov Local Government Region, DMO Šariš – Bardejov; DMO High Tatras - Foothills; DMO Tatry – Spiš – Pieniny; DMO North Spiš – Pieniny; DMO Horný Zemplín and Horný Šariš; DMO Region High Tatras; DMO Region Šariš
Košice Region Tourist Board	December 2012	Košice Local Government Region; DMO Zemplín, DMO Košice Tourism, DMO Slovak Paradise & Spiš
Trenčín Region	May 2015	Trenčín Local Government Region; DMO Upper Nitra – Bojnice; DMO Horné Považie; DMO Trenčianske Teplice; DMO Trenčín and surrounding
Banská Bystrica Tourism Region	December 2018	Banská Bystrica Local Government Region; DMO Middle Slovakia; DMO Horehronie; DMO Region GRON; DMO Tourist Novohrad & Podpoľanie; DMO Banská Štiavnica; DMO Dudince
Trnava Region	March 2019	Trnava Local Government Region; DMO Trnava Tourism; DMO Resort Piešťany; DMO Žitný ostrov – Csallóköz

Source: Own elaboration, 2019.

At present, the Nitra Local Government Region is the only one without a regional DMO. In Nitra, according to the official opinion of the local government region, the conditions for setting up a regional DMO are not yet suitable and would be ineffective because there is no established network of local DMOs within the Nitra region (TASR, 2017). In fact, there exist a cooperative network of three local organizations in the Nitra Local Government Region: Nitra DMO (established in 2012), DMO Podunajsko – Dunamente

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(established in 2015) and DMO Tekov (established in 2017). In many countries worldwide, the funding of DMOs is provided by state (Morrison, 2013).

The sources of funding of DMOs in Slovakia are private and public. Each member pays a membership fee. Other resources include: business income, grants and fund contributions (eg. EU), municipality contributions, state subsidy up to the amount of membership fees of all members of the DMO per year, sponsorship, accommodation tax (voluntary amount of collected tax), commission fees and other incomes. The act motivates tourism stakeholders in destinations to work together and use the opportunity to receive a state subsidy up to the amount of collected membership fees in the previous year. DMOs are entitled to use funds most often for branding and marketing management, which includes creating and managing a destination web portal, creating and distributing information and promotional materials, strategic planning, creating tourism infrastructure, participating in congresses, exhibitions and fairs, and visiting service (MEDVEĎOVÁ 2015).

3. Marketing Activities provided by the DMOs in Slovakia

By law, most of the DMO´s tasks are related to destination marketing management. These are activities related to planning, market research, creation and implementation of the marketing mix. The market research is vital to the successful development of tourism destination and it is the foundation on which all effective and strategic marketing decisions should be made. It should provide objective and reliable information that can help when deciding to use appropriate marketing channels (including online / digital, press and others); determine the level of awareness and perception of the destination by the visitor; identify the destination's top competitors; and know the decision-making processes of visitors, as well. As the expectations of visitors evolve, research allows DMOs to have the knowledge to position their destination strategically and compete effectively.

In Slovakia, the DMOs conduct mostly visitors´ research to identify tourist profile and segment the visitors (57%) and the visitor satisfaction (32%). Supply side research includes survey of tourism service providers (11%). None of the DMOs conducted a survey of local residents' opinion on the development of tourism in the destination, which is one of the shortcomings of managing tourism in the destinations of Slovakia (Table 2).

Table 2: Types of Market Research in Slovak DMOs

Answer	Number	Expressed in %
surveying visitors (who, when, where, how, etc. comes to destination)	11	57
visitor satisfaction survey	6	32
service providers survey	2	11
exploring the views of local residents on tourism development in the destination	0	0
Total	19	100

Source: Own elaboration, 2019.

Hiring a third-party research firm or university allows DMOs to gain the objective and reliable information and concentrate on effective decision making about the marketing plan and marketing mix. 63% of Slovak DMOs conduct research by themselves in order to save money for other marketing activities and operations (Table 3). The lack of professionalism in research can unfortunately lead to biased information and bad decisions.

Table 3: Market Research Realisation

Answer	Number	Expressed in %
Own employees of DMO	12	63
Third party research firm	4	21
University	3	16
Total	19	100

Source: Own elaboration, 2019.

As part of tasks related to planning and development of tourism, the creation and implementation of marketing strategy is a key marketing activity of a DMO. The strategy is a basic conceptual document that sets out a common vision for the destination and mission of the DMO (PALENČÍKOVÁ 2018). In 2018, just 37% of the examined DMOs confirmed the elaboration of this conceptual document. On the other hand, 47% of examined DMOs specified that they were planning to prepare the strategy within a year (Table 4).

Table 4: Developing a marketing strategy of tourism organization

Answer	Number	Expressed in %
Yes	7	37
No	3	16
Getting ready	9	47
Total	19	100

Source: Own elaboration, 2019.

Due to the short existence of DMOs in Slovakia, many of them are lagging satisfactory financial background and are especially understaffed (an average 2 employees per 1 DMO), therefore only a quarter of them (26%) compiled this document by their own employees and up to 42% it was outsourced (Table 5).

Table 5: Author of marketing strategy of tourism organization

Answer	Number	Expressed in %
executive team DMO	5	26
DMO with the members of the organization	6	32
Third-party company in cooperation with DMO	8	42
Total	19	100

Source: Own elaboration, 2019.

The most activities performed by DMOs in Slovakia in accordance with the law are related to the creation and implementation of marketing mix, including product design and delivery (its promotion), pricing policy, distribution and promotion of the destination on the domestic market as well as on foreign tourism markets. Marketing strategy, as an organisational and support tool of DMOs for delivering the right marketing activities in the annual marketing plan, should be started by defining all key products of the destination. According to our findings, practise in Slovak DMOs is quite different and just less than half (47%) has defined the key destination products in their marketing strategy (Table 6). However, 32% of the DMOs plan to define key destination products within a year, what indicates that DMOs are aware of the necessity of this step for the effective destination marketing.

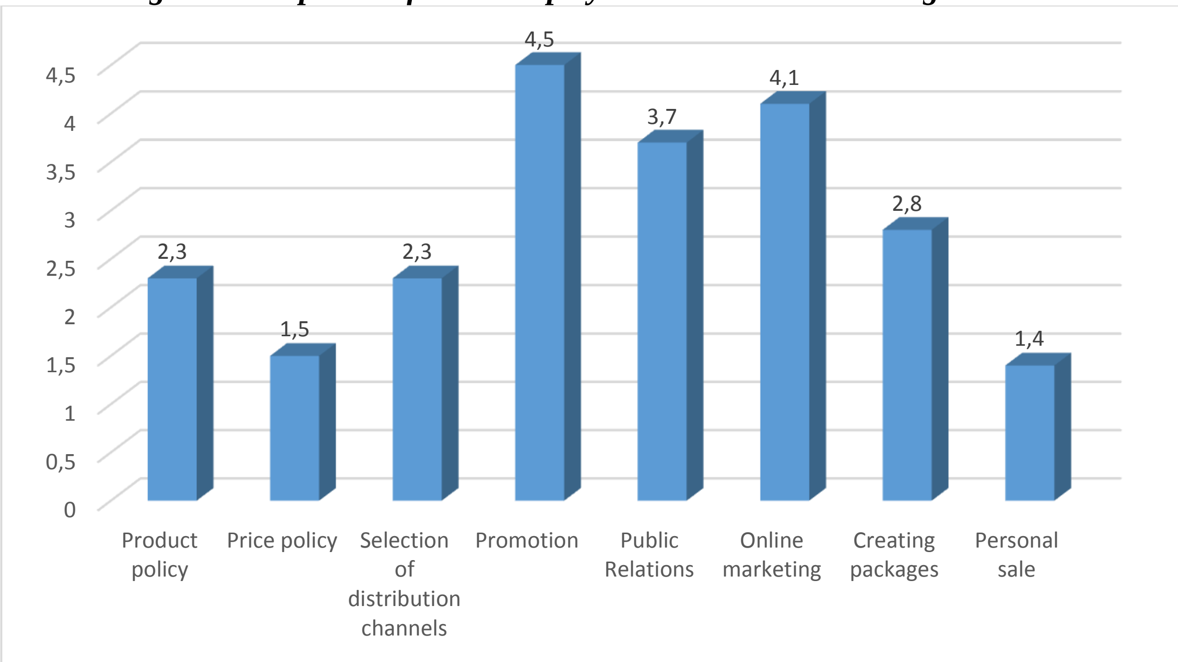
Table 6: Defining the key tourism products of the destination in the marketing strategy document

Answer	Number	Expressed in %
Yes	9	47
No	1	5
It´s in the process of defining	3	16
No, but we plan to define within a year	6	32
Total	19	100

Source: Own elaboration, 2019.

The marketing orientation of the DMOs can be seen through the attitude of destination managers to the implemented marketing activities. In our survey, DMO employees were given the opportunity to express which of the marketing activities (listed in Chart 1) they consider to be the most important and to which they place the greatest emphasis on (on a scale of 1 to 5, with 1 representing minimal emphasis, 5 maximum emphasis). Clearly, they pay the most attention to typical activities like offline promotion (4.5). According to GÚČIK et al. (2017) this includes leaflets, posters, outdoor activities, participation in exhibitions and fairs, promotional literature, promotional items. They are implemented by an online marketing (4.1) that covers activities such as mobile apps, databases and direct mailing, corporate website, owned social media platforms (e. g. Facebook, Instagram, YouTube) and online advertising (MIDDLETON 2009). The third most important activity is public relations (3.7). On the contrary, they put the least emphasis on price (1.5) and personal selling (1.4), which is confirmed by the well-known fact that the DMOs are only exceptionally engaged in the sale of travel destination products (MIDDLETON et al. 2009, MORRISON 2013).

Figure 1: Emphasis of DMO employees on selected marketing activities



Source: Own elaboration, 2019.

DMO employees in Slovakia also evaluated the effectiveness of individual marketing tools on a scale of 1 to 5 (1 - minimum efficiency, 5 - maximum efficiency) (Figure 2). Among the 22 selected tools, primary online marketing tools are the most effective. The highest value was achieved by operating a custom destination website (4.1), which can be perceived as a virtual "gateway" to the destination. It is a cost-effective activity that even with a limited budget and the right targeting allows you to achieve the marketing goals. About the other tools, respondents rated the promotional video (3.8), profile on the social network Facebook (3.7) and Instagram (3.4) and banners (3.2) relatively high. Out of the offline tools, according to respondents, the most effective are the logo and brand (3.2), advertorial (3.1) and advertising in newspapers and magazines (2.8), furthermore leaflets and booklets (2.9). The least important instrument is the official DMO profile on the Pinterest social network (1.3), which is not very widespread in Slovakia in the domestic population.

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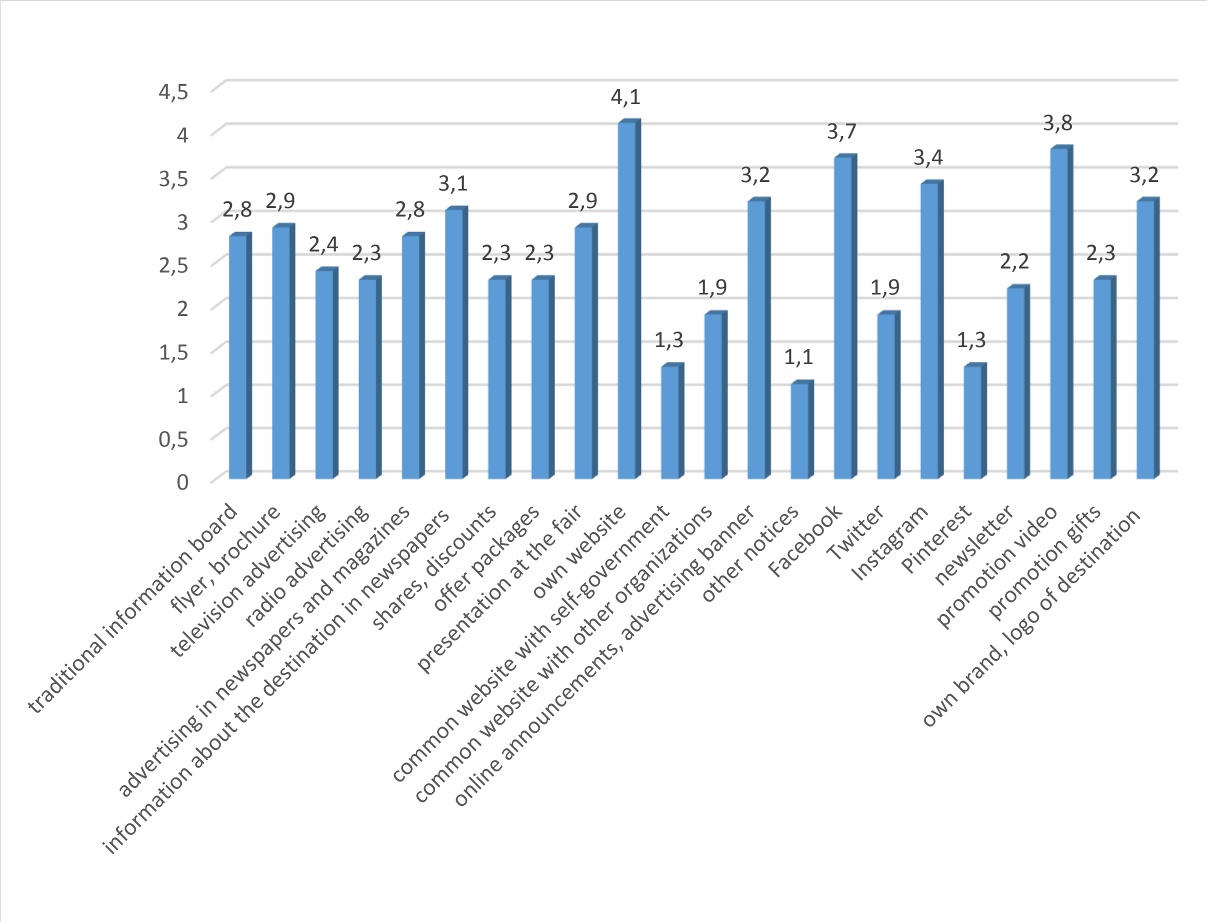
Figure 2: The effectiveness of marketing tools of tourism organizations in Slovakia



Source: Own elaboration, 2019.

Conclusion

The research paper did not deal with complex analysis of marketing processes performed by the DMOs in Slovakia, but only with selected marketing activities. The ambition of the paper was to provide the general view on the current situation of marketing activities performed by Slovak DMOs and to identify which of them are the most applied in the practise. Part of crucial marketing activities is outsourced to third-party companies, for example conducting and evaluating the marketing research (37% outsourced) or creation of marketing strategy (42%). Among the destination managers of the Slovak DMOs the most important marketing activities performed by their DMO are promotion, online marketing and public relations. The most effective marketing tools are their own website, Facebook, Instagram and promotion videos.

On the other hand, we revealed those marketing activities that are important but are not carried out as a priority due to different reasons (financial, personnel under sizing, etc.). Among them the most serious is the absence of exploring the views of local residents on tourism development in the destination. Attitude of local residents towards tourism development can significantly affect the planning of the DMOs in either positive or negative way, therefore they should be taken into account when planning strategic documents and making strategic decisions.

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TOURISM DESTINATION MANAGEMENT ORGANISATIONS IN THE SOUTH TRANSDANUBIAN REGION

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Abstract

The present article studies and introduces the characteristics and activities of the South Transdanubian tourism destination management (TDM) organisations through the results of an online questionnaire survey. The aim of this research is to reveal the tourism management activities of the South Transdanubian tourism region and to introduce its characteristics regarding either the basic TDM characteristics (number of members, settlements within the area of operation, operation form) or the characteristics of operative activities. Thus, based on a former research we studied and analysed the nine TDM organisations of the selected area in a national comparison as well. Though the South Transdanubian tourism region is not one of the most visited tourism regions of Hungary the results showed that the tourism management activity is quite intensive. The co-operation among the TDM organisations, actors of tourism supply, the service providers and the operators of attractions is promising, whilst the statewide problems and the local operational difficulties can also be observed here as well.

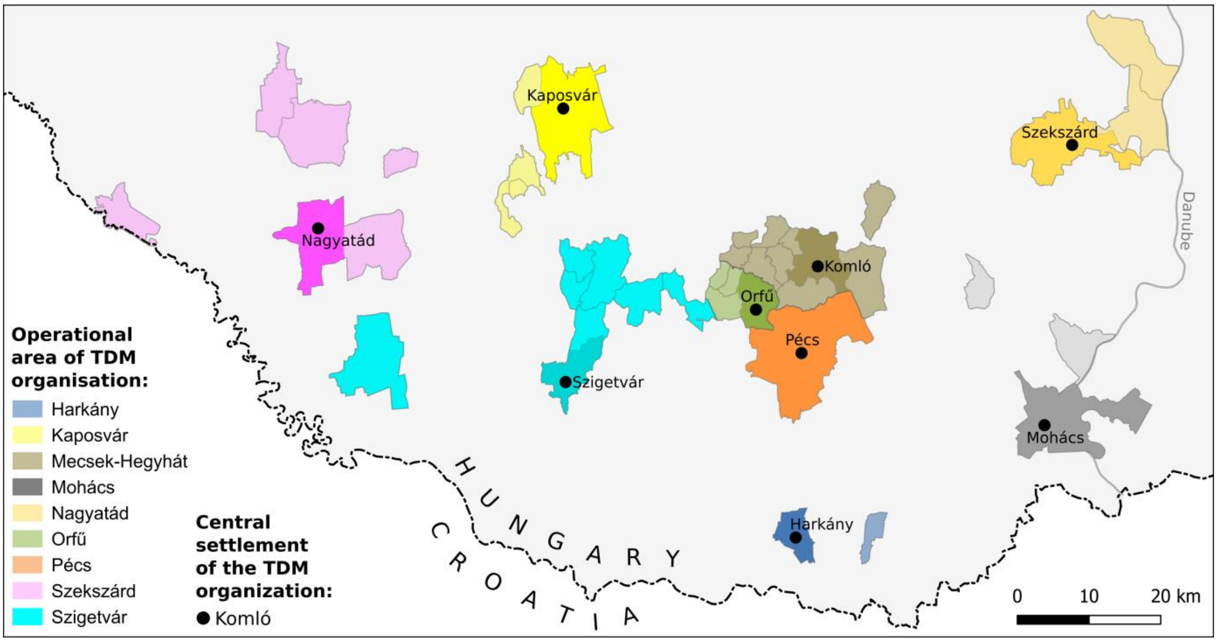
Keywords: *tourism destination management, tourism management, South Transdanubia*

Introduction

The need of introducing the system of tourism destination management first appeared in 2005 (NTS 2005) within the National Tourism Development Strategy (2007-2013), thus defining the reformation of the system of Hungarian tourism management. The Hungarian system is rooted in Austrian, German and South-Tyrolian examples, where the beginning of the conscious, strategic and long-term tourism management can be originated a few decades earlier (BIEGER 2005, PECHLANER et al. 2007, PECHLANER et al. 2009, PECHLANER et al. 2012). LENGYEL (2008) had an active role in developing the Hungarian theory of tourism management. In Hungary the system has been developed in several stages adjusting to the certain calls for tenders (AUBERT et al. 2017) and the establishment of Hungarian Tourism Agency and the NTS 2030 brought new directions in its development. The aim of developing TDM organisations was to form the relationship (cooperation) between the public- and private sectors, thus increasing tourism competitiveness and creating the conditions for entering the tourism market (TŐZSÉR 2010). This is supported by the different innovations (organisational, service and marketing innovations) (LENGYEL 2008) with strategic thinking, long-term planning and a destination approach based on the concept of „collaboration through competition" (SZIVA 2012, SZIVA 2014) and even the common financing (PECHLANER 2003).

For all these, the destination-level concession and cooperation competences are needed within the partnership (AUBERT – SZABÓ 2007), which in addition helps to develop a unified brand and brand politics (HORKAY 2013 a, b). The latter one includes the up-to-date and reliable information of tourists (offline and online), product and service development – that is the development of new programmes and programme elements in the destination –, the improvement of tourist reception (e.g. establishment of rest areas, placing information boards etc.) (PÁLFI 2017). In 2017, 81 registered TDM organisations were operating in Hungary (NGM 2017, MTDMSz 2017) of which 9, thus 11.1 % of the organisation were operating in South-Transdanubia (Figure 1.). Besides the settlements with higher number of visitors (Pécs, Harkány), we can observe the cooperation based tourism management activity in the county seats (Kaposvár, Szekszárd), small towns (Szigetvár, Nagyatád, Mohács) and in rural areas (Orfű, Komló) as well (Figure 1). At the same time, it is also striking that there are TDM deficient areas even though the number of guests and the tourism supply account for a TDM based mentality (e.g.: the Villány-Siklós region). However, in these areas the system of thematic routes, wine routes, thus another form of tourism management, are successfully operating (SZABÓ 2013, GONDA et al 2016). The present study introduces the 9 TDM organisations of South-Transdanubia.

Figure 1: Location of TDM organisations in the South Transdanubian tourism region



Source: Own edition on the basis of NGM (2017), MTDMSz (2017) and own research

1. Research methods

The present study is based on the research of PÁLFI (2017), who studied the TDM organisations on a state-wide level, applying a comprehensive online questionnaire survey. The research included the national and international theoretical characteristics of TDM approach, the (supply and demand based) tourism characteristics of destinations with TDM organisations as well as the organisational characteristics of TDMs and their activities. Based on the mentioned questionnaire we had contacted the 9 TDM organisations operating within the South-Transdanubian Tourism Region. All 9 organisations filled in the questionnaire, thus the void-to-fill ratio was 100%. Besides this we had the opportunity to conduct in-depth interviews with the representatives of 4 out of the 9 organisations. During these interviews we were able to clarify the disputed questions, to specify the answers thus to prepare a more comprehensive and accurate analysis of the situation. The questionnaire used in this research examined many aspects of TDM organisational structure and activity (e.g. structure of organisation, educational level of workers, human resource development, TDM practical activities) with more than 70 questions, while the interviews contained 13 questions. A part of these results are introduced in the present study. Most questions were closed, however if there was a chance to have unique organisational characteristics the respondents had the opportunity to select the “Other” option and to discuss their answer.

2. Results

2.1. General characteristics of TDM organisations in South Transdanubia

Out of the studied TDM organisations, the TDM based organisational activity was first (2009) introduced in the case of the organisations of Pécs and Kaposvár, though Harkány, Szigetvár and Nagyatád also applied for tenders in the same year. The participation in tenders reached its peak in 2011 and 2012 when all the studied organisations applied and won subsidies to finance their activities. The TDM organisations attached hopes to the future as with two exceptions all of them applied in the 2016 tender period, though it was withdrawn after the reformation of the management system (AUBERT et al. 2017) (Table 1).

The number of members in the TDM organisation is 54.2 on the average, which is under the country's average (79.9). Harkány and Pécs have the most members, while Komló has the fewest. There was an intensive increase in the number of members at least in the case of 77.8% of the organisations since their establishment. This means that at least five new members have joined the organisational works. Considering the ratio of members, we can conclude that most of them are accommodation facilities (20-40%) and catering units (5-30%). Attractions also have a significant ratio (5-30%) within the organisations. The ratio of local civilian organisations is about 5-15%, while the ratio of private individuals is 5-10%. Only one organisation, the organisation of Harkány has a tourist agency among its members. The role of municipalities is different in the TDMs, according to 44.4% of the respondents the relationship with the municipality is smooth, in the case of 33.3% it is concessional while 22.3% reported it as dominant. According to the respondents the three most important partners are the municipality, the operators of attractions and the accommodations. The TDM organisation do not only have an active role in establishing their internal relationships and membership cooperation, but their external cooperation is also important.

The most important partner of the TDM organisation of South Transdanubia is the Hungarian TDM Association operating as an organisation for the representation of interests. Besides this it has a significant role in sharing knowledge and to introduce the Hungarian and foreign good practices. 66.6% of the organisations have an effective and 22.2% of them have a formal relationship with the national parks. With the county municipality and the Hungarian Tourism Agency they only have a formal relationship. In the case of national professional associations (like the Hungarian Hotel and Restaurant Association) 22.2% have actual, 22.22% informal and 33.3% have formal relationship. The relation with universities, educational and research institutions is rather formal (44.4%), however 33.3% have an actual cooperation with them.

It is worth to analyse the operational area of TDM organisations, thus the number of settlements involved in TDM activities. The national average is 4.7 settlements and the average of the South Transdanubian tourism region is almost the same (4.5). Komló co-ordinates the most settlements during the management activity, but we can talk about a wider destination in the case of Szigetvár, Nagyatád, Kaposvár and Orfű as well. Pécs, however, stands alone, which is not surprising considering that it is typical of towns and spa towns with higher number of guests in Hungary. Here the number of members and tourists meets the criteria of tenders (guest nights). Besides that, the internal operative activity is more intense regarding the management as they have to coordinate the same number of, or even more service providers within a concentrated area, who have got the same profile in many cases. In the case of destinations with more settlements, the relatively low number of tourists or the widening of product profile, thus the diversification of supply, are accounted for the cooperation.

76.5% of the organisations operate as an association in Hungary, while this ratio is 88.9% in South Transdanubia as only one, the organisation of Pécs is operating as a non-profit Ltd. It is a preferred organisational form in the case of settlements and destinations with a higher number of tourists and where the municipality (leadership of towns) is active in the maintenance and operation of attractions. In this case the persons in charge can be clearly defined. Though this operational form is non-profit based, the members have a business share in it, therefore have a say in the issues of tourism as well.

Table 1: General characteristics of TDM organisations in South Transdanubia

TDM centre	Year of establishment	Number of members	Number of municipality members	Operational form	Participation in tenders
Pécs	2009	96	1	nonprofit Ltd.	2009, 2011, 2016
Orfű	2010	56	4	association	2012, 2016
Harkány	2010	70	2	association	2009, 2012, 2016
Szigetvár	2011	42	8	association	2009, 2016
Komló	2012	28	10	association	2011
Nagyatád	2014	40	6	association	2009, 2012, 2016
Mohács	2011	52	3	association	2012
Szekszárd	2012	55	3	association	2012, 2016
Kaposvár	2009	49	4	association	2012, 2016

Source: own edition

According to the answers there were three reasons for the establishment of TDM organisations, thus to form cooperation within the region and its improvement among the service providers and attractions, to increase the interest for the destination and the opportunity of an effective (strength in unity) appearance in the market. These correspond with the national objectives. The budget of the organisations is below 20 million HUF except Pécs (21-30 million HUF) and Harkány (41-50 million HUF), from which they have to finance their activities and maintenance (wages and other costs). But, as a result of the constraints of tenders, only 10-20% of this amount can be spent on marketing activities, though its importance, besides the application of successful practices, is inevitable according to the organisations. According to the organisations (88.8%), in this form the amount is not sufficient for effective work. Though tenders were important for the budget of all organisations, they were ceased from 2016 and the organisations are in their 5-year maintenance period. Also contributing to this is a percentage of tourism tax revenues (IFA) which is increased by state contributions, but is dependant on the preference of a given local council. Besides these, the organisations finance their operation from other municipality contributions, membership fees and income from their own activities.

The 21st century is the era of special qualifications. It is not only a question of prestige to win a given qualification but it can define the clientele as well. In South Transdanubia 3 TDM organisations have such special qualifications. Orfű, Pécs and Kaposvár have won EDEN – Excellent European Destination title, in 2011 Orfű and Pécs won „Old values – New functions" title, while Kaposvár and the Zselic area won EDEN and obstacle-free destination titles.

2.2. Characteristics of human resources of South Transdanubian TDM organisations

a. Characteristics of human resources

There are two main areas of TDM organisation activities. One is the so called „Back office", where the operational activities of the organisations are done. On average there are 1.7 employees in this field within the South-Transdanubian Tourism Region, however most of the organisations have 2 permanent employees, while the seasonal employment is not typical. The other area is the „Front office", which is the main site of tourism information service, but also has an important role in the collection of information, which is important for supply development. Here, there are an average of 2.1 permanent employees and 0.7 seasonal employees. The median age of employees is 31-40 years. There were only 1-2 personal changes in 55.6% of the organisations since their establishment, while the personnel are stable or constantly changing in the case of 22.2% each. The latter occur in Pécs and Harkány, having the highest number of guests. The reasons behind could be the influence of municipality and the complexity of tasks. These numbers are under the national and international averages as well (PÁLFI 2017), which of course affects their activity regarding both the range of activities and the effective work. 66.7% of TDM managers have a university or college degree with specialisation, while 66.7% of the other employees have a university or college degree but without specialisation. In 77.8% of the cases the leaders of the front office also have a university or college degree with specialisation, while the other employees here do not have specialisation or they have a certificate of baccalaureate (22.2%). The managers of all TDM organisations in South-Transdanubia have at least one language exam, while in the back office 66.7% of the employees own one language exam. Only 55.6% of employees working in the front office have a language exam, though they are in direct contact with the tourists. These numbers are under the national average.

2.3. Activities of TDM organisations of South Transdanubia

The questionnaire studied the activities of TDM organisations according to the following classification: general activities of TDM organisations, tourism product development, human resource development and training, monitoring and marketing activities. The present study does not include the latter one because of its complexity.

b. General activities

The activities of the organisations are very diverse. The questionnaire included 29 possible activities out of which the organisations selected 15.9 activities on average. The most popular activities are the tourism information related ones, such as the printing and distribution of printed tourist information materials, development and operation of webpages and the use of social media sites. To build a cooperation smong the actors of tourism in the destinations is a basic activity, thus all the TDM organisations have selected this option. In addition, most of the organisations selected the following activities: placing of informational boards, organizing programmes for tourists, development of thematic routes (e.g. sightseeing) and the preparation of annual event calendar. 22.2-22.2% of the TDM organisations operate accommodation search sites and booking sites and the same ratio introduced benefit system, card system. Though the popularity of tourism fairs has fallen in Hungary, 55.6% of the TDM organisations in South Transdanubia were present in such events. We also wanted to know how important the TDM organisations consider the studied activities on a 1 to 5 scale. The marketing (4.8 points) and online marketing (4.6 points) turned out to be the most important followed by branding, image building (4.3 points), product development (4.2 points) and the coordination of membership (4.2 points). It turned out during the interviews that the TDM organisations do not have enough capacity to develop human resources (3.8 points) and to the monitoring activities (3.5 points).

c. Tourism product development

66.7% of TDM organisations deal actively with tourism product development. Within its frames 77.7% of destinations got a unified image, 44.4% changed their profile and repositioned themselves (Orfű, Mohács, Szigetvár, Nagyatád) and 11.1% (Pécs) see the future in it. In the case of product development, 77.7% of destinations implemented service development and 66.7% developed attractions. In 55.6% of destinations new tourism product has been introduced. Product development includes the development of programme packages or exact programmes which were performed in 66.7 and 33.3% of organisations. We can find examples to the development of mobile application and tourism benefit system in 22.2% of TDM organisations. 55.5% of them introduced new events and rounds of events. Providing comfort is also part of tourism and product development, which means advantages both to the tourists and the local people. 55.6% of TDMs have improved the image of settlements, 33.3-33.3% placed out bicycle holders, resting sites and adult playgrounds, while 22.2-22.2% applied QR codes and free WIFI for guests to make communication easier. In 77.7% of destinations informational boards were placed out.

d. Human resource development and training

Since their establishment an average of 4.2 persons attended any training from the employees of TDM organisations. Most of them – 12 persons – were from the TDM organisation of Pécs. The most popular are the marketing trainings (77.8%), workshops (55.6%) and the info-communicational trainings (44.4%). The participation rate in language trainings is very low, 22.2% but there are special trainings (22.2%) to help the attitude towards the disabled. The organisations rated the importance of continuous trainings with 4.6 points. The most useful are the annual or two-year trainings containing theoretical and practical elements (4.3 points), while the half-day, one day professional trainings are not so popular (3.6 points). TDM managers attended mainly the specialised trainings, while other employees attended the other courses. And only the employee from one TDm organisation took part in a vocational training.

In Hungary 88.9% of TDM managers had the opportunity to participate in study tours, while the other employees and the members of the organisations had this opportunity in the case of 77.8 % TDMs. In contrary, only 44.4% of the TDM managers and 33.3% of other employees and members have participated in foreign study tours, though the respondent organisations consider them 100% useful.

e. Monitoring activity

All the organisations consider the regular monitoring activities important, but most of them (77.8%) confessed they still have to improve in this area. According to the organisations the lack of time and human resources are the reasons why the necessary surveys/assessments are not completed or not regularly completed. Only 22.2% of the organisations do this kind of activity annually, the other organisations perform them more rarely. Clientele survey and guest satisfaction survey were conducted in all destinations. 55.6% of the organisations considered it important to survey the service providers, while 44.4% surveyed local people. The TDM organisations (22.2%) held a few forums as well. 77.8% take part in the monitoring activity. 44.4% has carried out their monitoring activity with the help of assigned firm or research institution, while 11.1% involved universities/colleges in South Transdanubia.

Summary

An active TDM organisational activity can be observed in South Transdanubia. The activity of the 9 studied TDM organisations adjusts to the national and international trends. All the touristically active areas of the South Transdanubian tourism region have joined the organisational system of TDM, but of course the rate of activity is different in each organisation. The number of members is under the national average, while their activity (except one) takes place within the frames of associations. The internal structure of membership and the external relationships of TDM organisations are similar to the national survey. Their most striking achievement of TDM organisations is product development, which includes the renewal of past tourism products and the introduction of new ones and even repositioning. An example of the latter one is Orfű, where a strong repositioning can be observed in the past few years. Pécs and Kaposvár are also active and doing effective works regarding tourism destination management mainly by the renewal of classical tourism products (destination with EDEN award). In the case of Harkány, not only the destination management, but their main product, health tourism also requires a focused management activity. When talking about Komló, Szigetvár and Nagyatád, the regional extent of TDM cooperation is remarkable, thus the number of municipalities involved in the operation is above average. However, this refers to a diverse but underperforming tourism supply, which actually accounts for the cooperation of these settlements and their entering to the tourism market. Similarly to Pécs, in Szekszárd the role of town municipality in the planning and management of tourism is strong.

Just like in the case of the national survey, the human resource development and the monitoring activities are pushed into the background in the case of the South Transdanubian organisations as well, because they have not got capacity for these activities.

The TDM organisational activities are performed by a smaller number of members. This number is under the national and international averages, which of course affects their activity regarding both the range of activities and their effectiveness. The educational level of the employees tends to the national trend, though their language skills and especially of those who work in the front office is under the national average. Considering the trainings, we can conclude that there are nationally popular forms and types of trainings among the TDM organisations.

At present, most of the organisations are running their maintenance period following their active tender period. Their future is doubtful as the tourism management is undergoing a reform period from 2016. It is certain that the TDM approach has appeared within the certain destinations. Most of the TDM organisations have an especially good relationship with the municipalities, which is promising as it can be a good basis for maintaining later cooperation based on another funding.

Acknowledgement

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THE COUNTRYSIDE OF SVEČINSKE GORICE – WHO MAKES THE LANDSCAPE AND IN WHAT WAY?

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Abstract

The purpose of this text is the geographical presentation of Svečinske gorice hills. We selected six thematic sections: natural disasters in the area, socio-demographic caracteristics of population, changes in cultural landscape, economic structure of the area, quality of living environment and phenomenon of nearby border. Several actors that built such regional caracteristics have been recognised and also several kinds of cooperation between them.

Keywords: *rural landscape, regional development, Svečinske gorice, Slovenia*

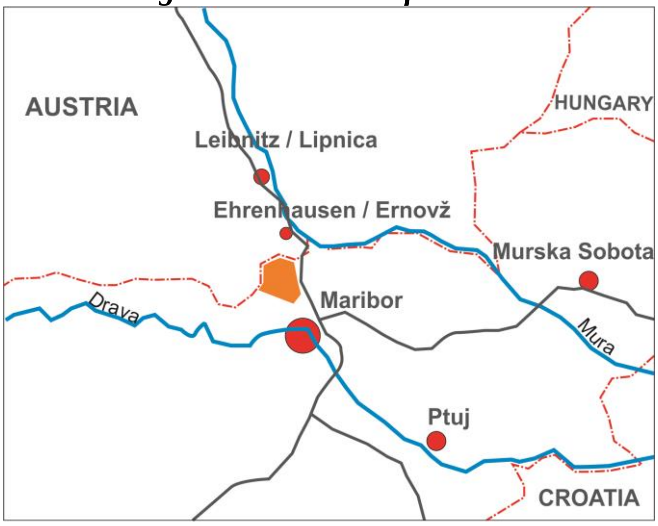
Introduction

The paper presents some of the characteristics of today's rural areas and the actors who create such an image. The area discussed in the paper comprises the western part of Slovenske gorice, on the border with the Republic of Austria. In administrative terms it coincides with the boundaries of the Kungota municipality. The area is small, it measures only 49 km², and there live about 4700 inhabitants.

MARIJAN M. KLEMENČIČ described today's countryside as "*a hybrid space*, as a region of different entities that coexist in a common space; one group represents the remains of former agrarian structures, others are the product of the urban industrial period" (KLEMENČIČ 2006, 162). This description illustrates in a concise manner the key characteristic of today's rural area: it is an area that is differentiated, functionally and socially heterogeneous, where agrarian and urban structures meet, where numerous non-agrarian activities occur that have not been present in the countryside so far. Rurality is just a pale remnant of the past.

The development of today’s countryside as much as it shows self-initiative, and can be seen as organic, is based on triggers from the outside. Cooperation between regional development actors is of great importance. Below we present some forms of cooperation, the consequences of which are evident in the structure and the image of the landscape.

Figure 1: Location of the area



1. Landscape characteristics of Svečinske gorice hills

As the key characteristics of Svečinske gorice hills, we have selected those that illustrate the current economic, social, ecological and cultural conditions in the area. The methodological question on how to define them remains on the side.

1.1. Exposure to natural disasters

The threat to the area due to natural disasters is due to climate change and changes in the environment and has become an increasingly important regional element. There are several types of natural threats in the area of Svečinske gorice: flood threats, landslides, droughts and hail.

Due to the specific lithological composition of the bottom of the valleys, the flood risk is very high. The valley around river Pesnica, the central watercourse in the area, is a potential flood zone due to impermeable soil, a high drainage ratio on the surrounding slopes and a relatively shallow riverbed. Because of a high population density in the Pesnica valley, the threat of flooding is even greater; especially the threat of raising ground water.

Due to lithological composition, avalanches are common in the area. Most avalanches occur near new buildings, new roads in the slopes, in areas where vegetation has been removed (for example, forests or vineyards) or on abandoned agricultural land. Due to the dispersed settlements, it is very likely that the number of landslides and the associated damage and threat to humans will increase further. As in the case of exposure to floods – disregard of natural limitations and excessive environmental damage are the cause of the risk of human and community property. The landslides are not large; mostly only a small part of the slopes slips away, which threatens the house or two or the local road.

Figure 2: The landslide endangered the houses in the near.

Among natural disasters one can find weather damages – hail and drought. Both are probably the result of the climate change we have witnessed in recent decades. Data show that the number of days without rain is increasing. The number of days without precipitation increases, so does the number of days with abundant precipitation. The area is exposed to frequent hailstorms.

1.2. New economic activities

We can follow the changes in the economic structure of the area. There are two directions in this regard: increased number of jobs in non-agrarian activities where the domestic population is employed. The number of business entities has increased from 248 to 338 since the year 2008. The most heavily represented are business activities (26%), most of which were independent sole proprietors involved in accounting, insurance and consulting; there are also many cultural activities (17%), among them cultural and sports associations; and construction (15%). Most of these activities have nothing in common with the countryside and agriculture, but with the urban way of life. They are intended not only for the local population, but for the users living in the region of Maribor. The eastern part of Svečinske gorice is the suburban area of Maribor. There is a rehabilitation centre for people with disabilities in the area, which exploits the idyllic rural landscape and is very close to the regional centre. In spite of the increasing number of jobs, the area is still strongly linked to the regional centre in the economic sense. There are not enough jobs, only about 450 (data for 2002), and about 1100 people go to work in the neighbouring towns, mostly to Maribor.

On the other hand, there is a growing market orientation of agriculture. The number of farms is decreasing; in 2000, there were 302 farms in the municipality, in 2010 only 284. Those that remain are directed to the cultivation of special crops and to supplementary farming activities. Viticulture and fruit growing are becoming increasingly important activities, both related to tourism as a complementary activity. There are 132 wine producers in the area, most vine growers not only grow vines but have their own wine production (cultivation of wine). There are also farms oriented towards the cultivation of flowers and vegetables, breeding horses and associated riding as a form of recreation and tourism, as well as organic farms.

1.3. Supplementary activities on farms

Farming is no longer the only activity on farms, but the basis for new activities. Higher revenue is provided by products or activities with higher added value; supplementary activities are key to the survival of farms. Supplementary activities are dominated by catering, and the production and processing of food and beverages (meat production, processing of apple and grape juices, production and processing of fruits and vegetables). This is related to the development of tourism in the border area and the marketing of local products. Ecological production of vegetables and winegrowers, which reaffirm and develop the brand of wines from this area, should be pointed out. Some farms supplement the primary activity with the production of flowers and plants (5%), harvest (10%), cleaning of roads (14%) and breeding of horses and related riding sports.

1.4. Making of idyllic landscape

By increasing the number of wine-growing and fruit-growing farms and tourism development, the preservation of the former cultural landscape, which is called the making of an idyllic countryside, has become topical. This is reflected by the increasing number of renovated old farm houses and commercial buildings, as well as the reconstruction of newer houses in a way that they are becoming more like autochthonous buildings. Even in the scenery of the landscape, there is an increasing number of decorations, ornamental flower plants, information boards with a touch of rural, use of autochthonous construction materials. The traditional landscape, religious monuments and autochthonous architecture stand out in the medial image of Svečinske gorice. An idyllic countryside also includes the protection of the intangible cultural heritage and the awakening of traditional customs, such as the blessing of horses, the feast of wine, the ethnological museum in Svečina.

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Figure 3: Idyllic landscape of vineyards

1.5. Residential area for migrants from the city

The part of Svečinske gorice, which is closer to the regional centre, is the area of immigration for the inhabitants of Maribor. Housing construction is very intense there, the area is gaining importance in the urban landscape. The process of suburbanisation includes only the growth of the number of dwellings and the larger area of settlements, while the development of supply and service activities is lagging behind the intensity of housing construction. As a result, the quality of the living environment in residential neighbourhoods is still inadequate.

Figure 4: Residential area in the small village

Figure 5: Residential area in suburban part of the area

1.6. The new meaning of the border area

Until 1918, the area of Svečinske gorice belonged to the Austrian Empire of the Monarchy. After the birth of Yugoslavia, the state border was put exactly in the middle of the previously economically and culturally single area. To date, the regime has changed on the border two times. During the period of the socialist social system, the state border was closed, but there were many forms and ways for cross-border cooperation between both private individuals and societies. Today's border with the Republic of Austria is open, without border crossings. After 1991, economic and cultural cooperation between people on both sides of the border has been restored. The link is tourism and wine roads, as well as the possibilities of employment of locals on the Austrian side. The border area, which has been on the edge of economic areas for four decades, is becoming part of a new emerging economic region along the Austrian–Slovenian wine road. This is related to several topics: wine growing farms, which as a supplementary activity develop catering services and wine making, walking and cycling routes through the wine-growing region, the tendency to create an "idyllic" countryside, which is reflected in the preservation of autochthonous architecture and cultural heritage, new tourist offer, joint advertising in the media and thus creation of the brand "Svečinske gorice". According to the operators of tourist farms, among visitors are at least one-third of foreigners.

In the past, the border was largely conceived in a negative sense. ŠILIH cites four aspects of the border: demographic changes, abandonment of land cultivation, bureaucracy and seasonal cross-border employment (ŠILIH 1980, 141). Comparing the demographic data of border settlements with other settlements in the area, we can identify the same and equally intense demographic processes. One notices a decrease in the number of inhabitants, aging population and an increase in the educational level everywhere. The abandonment of land treatment would also be difficult to attribute to the border, but to the negative demographic processes and the economic co-existence of the population. An important aspect of the border is the ownership situation of both Slovenians and Austrians. After 1950, the number of Slovenian owners decreased, and since 2004, more and more vineyards and lands suitable for vineyards have been transferred to Austrian vineyard owners. This reduces the potential for tourism development in rural areas on the one side of the border, while the situation strengthens on the other. Surely the settlements in the border area were deprived of the development of tourism and tourist infrastructure, which in Slovenia began 20 years later than on the other side of the border. An important aspect of the border is the labour migration of Slovenes to the neighbouring Austria. There are no precise data on this, but we estimate that this is primarily seasonal employment during the most intensive work in vineyards and orchards and at the peak of the tourist season.

1.7. Inadequate quality of the living environment

The area has predominantly non-urban population living the urban way of life. However, the range of supply and service activities in Svečinske gorice is modest. In two settlements, only basic needs are met (small market, elementary school, kindergarten, amateur culture), and all other needs are to be met by residents in nearby Maribor. The area offers only housing conditions but is inadequate for living. The public bus transport network is adapted to daily commuters, schoolchildren and employees, which is insufficient for many residents and visitors. Also, the bus stop network is too scarce for the majority of the inhabitants due to dispersed settlement outside the radius of affordable accessibility. Most of the places in Svečinske gorice are therefore accessible only with a personal vehicle, and most of the local population depends on a daily car usage.

2. Who makes the landscape and in what way?

In the previous chapter, we showed the characteristics of Svečinske gorice which are visible in the landscape, in statistical data and seen from discussions with locals in the administrative services. The question is who makes such a situation in the said area and on the landscape, and in what way? The statistics do not speak about this; this cannot be seen from the landscape as such. Today's countryside is made by a multitude of actors; we want to mention just some most important ones:

- *Farmers as business owners*. One of the visible consequences of their activities is the use of land for individual cultures and related changes in recent decades. Two ways show: 1. extensive exploitation of agricultural land and abandonment of processing. 50 years ago, there was much less agricultural land in overgrazing, much less grassland. Small farms are becoming self-sufficient, and therefore they reduce the extent of arable land. 2. intensification of agricultural land. This shows by increase in orchards and vineyards, partly also the growth of meadows, which is associated with intensive livestock farming. Many permanent crops are protected against hail with protective nets. The market orientation of agriculture is also evident in the growing areas of monocultures.

Figure 6: Vineyards covered with nets against the summer storms

- *Non-native population* that lives or has migrated to the countryside. Mostly they are young families, retired persons and middle age families of higher economic status. This is related to the construction of housing and accompanying infrastructure. New residential neighbourhoods, as well as individual housing units, are being created. Due to the increasing number of immigrant populations, service activities are also increasing, which are intended to meet their needs. Both contribute to the transformation of the countryside towards greater urbanity.

- *Entrepreneurs*. Especially those who are regional oriented, not just local. The number of private entrepreneurs is increasing in the area. Their work brings greater visibility of the area, new jobs, increased demand for goods and economic development. For this purpose, zone for crafts and small business has been created in the settlement of Zgornja Kungota. Many production facilities are due to their size and image changing the image of rural landscape to urban.
- *Governmental institutions and local (self) administration*. Although the consequences of the functioning of administrative institutions are not directly evident in the landscape, their share is of key importance. They act as initiators in most projects; they are coordinators and funders of spatial documents. The formation of the Kungota municipality in 1994 was a new impetus for the area in the management of local conditions, which were often ignored in the former large municipality of Maribor.

Co-operation among individual spatial development actors has led to the regional features, as we presented in the first chapter. However, which activities have led to these spatial and landscape characteristics? In addition to the tendency to rationalise the activities that originate in the initiatives of individuals, various forms of cooperation among spatial development actors are important as well. We will only list some of them:

Projects and programmes resulting from cooperation between municipalities
The rural development programme, under which a tourism development project was set up along the Slovenian–Austrian border, was prepared by neighbouring municipalities in 2013. It is a plan whose implementation has been partly financed by the European Union and has already been implemented in large part. On the basis of the joint project, numerous cycling and walking routes, information boards, renovated ethnological museum and thematic learning path (fossils and rocks) were arranged. Based on this project, individual farms have obtained financial resources to start supplementary activities; among other things, a horse breeding and horseback riding centre, a viewing tower on Plač hill, a unified media image of Svečinske gorice and a zone for crafts and small business in the settlement of Zgornja Kungota were created.

Another project of this type is defence against hail. At the initiative of the winegrowers, municipalities where summer storms and hail frequently damage the harvest have agreed on co-financing defence against hail by airplanes. It is a project that has been going on with shorter interruptions for many years and is apparently quite successful.

At the level of municipalities, there is also cooperation between local communities and societies on both sides of the state border, which refers primarily to participation in cultural events related to local customs and tourist offer. As a rule, Austrian winegrowers and cultural societies from Gomilica (in German: Gamlitz) and Ernovž (in German: Ehrenhausen) participate in tourist events in Slovenia.

Projects that are the result of cooperation among individuals
Seventeen winegrowers joined in a cooperative union, the purpose of which is the joint possession of a machine for filling bottles of wine. The machine is jointly owned, and the use is determined by a special protocol. This form of cooperation has been in place for the seventh year.

Winemakers from the area of Svečinske gorice organise an annual event on young wine with the intention to create a brand. Each wine-maker is obliged to raise some young wine and offer it at the event.

Projects resulting from cooperation between the state and the municipality
To reduce flood risk, a flood protection plan was prepared with a buffer in which the water level will be collected if/when the Pesnica river reaches a critical water level. The initiative for this measure came from the side of the municipality, and the state institutions funded and implemented the proposal.

Summary

The countryside of Svečinske gorice – who makes the landscape and in what way?

The hills of Svečinske gorice, once a typical agrarian area, are today heterogeneous and spatially different. In the southeastern part of the region, which is closer to Maribor, the concentration of inhabitants is greater, housing construction is more intense, and there are also several primarily service activities. The western and northern parts of Svečinske gorice are more agrarian, but agriculture is intensively dominated by viticulture and fruit growing, and farms are engaged in supplementary activities, especially those intended for tourism. Such conditions are found predominantly in the area along the Slovenian–Austrian border. In the central part of Svečinske gorice agriculture is less intensive, and there are fewer urban elements in this area. It is a transitional area between a more urban and more agrarian part. The bearers of these changes come from the area, but also from the outside, we are talking about the growing economic and social integration in the space. In forms of cooperation whose consequences are evident in the province, individuals, mostly entrepreneurs and farmers, the administration (municipality and state) and civil society institutions are involved.

Conclusion

Today's countryside has more and more features of urban areas; the agrarian landscape is only a pale reflection of the former times. There are obvious changes in the land use and hence the landscape, the economic orientation, the many non-agrarian activities and the new functions of the countryside related to housing, tourism and recreation. The bearers of these changes come from the area, but also from the outside, we are talking about the growing economic and social integration in the space. New forms of cooperation are evident in the countryside, caused by the involvement of individuals, mostly entrepreneurs and farmers, the administration (municipality and state) and civil society institutions.

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THE ANALYSIS OF THE ECO-TOURISTIC ACCOMMODATION LABELLING IN HUNGARY AND CROATIA

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Abstract

The types of tourism which are destined for reducing the negative effects of mass tourism, like ecotourism, mild tourism and green tourism appeared at the end of the 20th century. The approach has changed, visiting natural and cultural values has become one of the main motivations of the tourists who are responsible for their environment. This change of approach has become necessary for the touristic service providers, who are the important pillars of the touristic superstructure. The eco-touristic labelling system was introduced some years ago in South Transdanubia, Hungary. The highest obtainable rank is the three "hellebores". One can label the ecotouristic service providers in three categories, for instance the accommodation, the catering and the services/events. We had done some labels therefore we were able to analyse whether the criteria system was living or not, in which section the touristic service providers performed the best and what were their most common difficulties. During the research it turned out that the criteria system must be changed at some points. Because of the differences between the capacity of accommodation it is essential to reconsider or change some terms, regarding their necessity.

Key words: *responsibility, tourism, service providers, eco-label, Hungary*

Introduction

The negative impacts of tourism development can destroy the environmental resources on which it depends, resulting in a continuing pressure on the environment and the cultural heritage of destinations. Destinations under the pressure of overtourism are not new phenomena, though, we are increasingly faced with that: the local inhabitants suffer from mass tourism and it is also a negative experience for visitors.

The number of international tourist arrivals grew by 7.0% in 2017. By region, Africa and Europe grew above average, but we can see the increase in every region. Europe is only second in the list with growth of 8.4%, but it is still the most popular destination (WTO 2018).

The types of tourism which are destined for reducing the negative effects of mass-tourism, like ecotourism, mild tourism and green tourism appeared at the end of the 20th century. The approach has changed, visiting natural and cultural values has become one of the main motivations of the tourists who are responsible for their environment. This change of approach has become necessary for the touristic service providers, who are the important pillars of the touristic superstructure. The goal of tourism sustainability is twofold. On the on hand, it is “morally” responsible for not causing irreversible damage to the natural, social and economic environment of the world. On the other hand, the sustainability of the environment is important from a business point of view, as the inadequate development of tourism can damage or destroy the natural and cultural environment on which it is based (PUCZKÓ – RÁTZ 2001).

Responsible tourism refers to tourism which creates better places for people to live in and to visit (responsibletourism.com). If we think about it responsibly: could eco-accommodations be the solution? The idea of application of green technologies in accommodation industry is not new. Eco-accommodation is a type of accommodation in ecotourism where the philosophy and principles of ecotourism meet. Key incentives for the tourism sector to use certification schemes include the benefits (financial savings, marketing benefit, brand recognition, etc.) accruing to those successfully applying for the certification. Energy efficient construction and environmentally friendly materials is the beginning of ecologically oriented business philosophy (HOOK 2009 in BRADIĆ et al. 2017). Within positive economic effects it could be mentioned that accommodation facilities that received the eco-label are better positioned in the market.

The reduced number and interest of eco-certified accommodation units in the countries surveyed is an element which is indicated by the research.

1. Theoretical background

The decisions of tourists are more and more frequently influenced by environment consciousness: there is a visible growth in the number of those tourists in whose choice of destination the state of the environment of the destination is also taken into consideration (GONDA 2017).

“Certification can and should play a role in sustainability initiatives where the criteria are clear and public, and where the certificate carries a clear guarantee” (GOODWIN 2016). It is worth mentioning international eco-labels like Green Label, Green Globe 21, Energy Star, Viabono, Ecotel and EU Eco-label as the most frequent and globally recognisable eco-labels in tourism and hospitality. We also know numerous eco-certifications at national level. They were created mostly in the late 90’s.

Several international programmes related to environmental responsibility and sustainability have been launched (e.g. Planet21 Programme, EcoLabel), but their significance in Hungary is negligible. There is only one tourism service provider with EcoLabel qualification in Hungary: this is Eco-Park Pension, Camping Site and Adventure Park in Eger-Szarvaskő, the North of Hungary. It is positive, on the other hand, that the Hungarian Hotel and Restaurant Association announced the tender called “Green Hotel” already in 1994 for the first time, more than twenty years ago.

In one of the visions of the Hungarian National Tourism Development Concept (MTÜ 2017), the Hungarian tourism sector in 2030 is characterised, among other things, by its being "a pull sector in sustainable economic development". In order to achieve this, sustainability appears, on the one hand, among the pillars of the Strategy (KISFALUDY TURISZTIKAI FEJLESZTÉSI PROGRAM), and also among the horizontal fields of intervention of the strategic goals of the Strategy: H1 – "Tourism living with us" (MTÜ 2017).

In Hungarian tourism the South Transdanubian Region is peripheral, even if it is well perceived that the interest of visitors travelling to the region is more focusing on the natural beauties and landscape endowments which well fit to the international trends of ecotourism as well (CSAPÓ et al. 2015).

The eco-touristic labelling system was introduced some years ago in South Transdanubia (GONDA et al. 2016), Hungary and the situation is similar in Istria and Dalmatia County, Croatia. Comparing labelling systems located in such diverse areas could be problematic, but in every research case the touristic supply side faces the consumer preferences mentioned above, eco-conscious tourists. Nevertheless, the examined areas have different effects of tourism. According to regional data from Eurostat (ec.europa.eu) for example Dalmatia is affected by (high) seasonality, overtourism, in some summer period the region is on the end of its carrying capacity, while Istria Peninsula shows a dichotomy: high coastal demand – beach tourism, resulting in more developed tourism and economic activity (ZADEL et al. 2018), in contrast there is less interest in the inland of Peninsula, Central Istria.

2. Research methods

Eco-labelling in tourism sector is mostly regional (except some programmes for the big chained-brand hotels) and they focus on small accommodations. Based on this I chose four eco-accommodation qualifications: the South Transdanubian Eco-lodge system, Eco-accommodation qualification of the Ecotourism Cluster (South Transdanubia, both from Hungary), Eco domus (Istria county) and Dalmatia Green (Split-Dalmatia County) from Croatia.

I did desk research to collect possible useful information from websites and applications forms. For the collection of primary data in this study I used an e-mail survey from coordinators and interview. I examined some labels; therefore, it is possible to analyse whether the criteria system was functional or not, in which section the touristic service providers performed the best and what were their most common difficulties.

3. Results

3.1. Eco-accommodation qualification (South Transdanubia, Hungary)

South Transdanubia the one and only region that has an operating Ecotourism Cluster, they worked out the qualification system for eco-accommodations. The handbook written by the Ecotourism Cluster gives advice and information related to the application of the principles and practice of sustainability in all sorts of tourism-related enterprises. The qualification system has separate chapters designed for accommodation owners and operators, gastronomy service providers, programme organisers, festival and event managers and also for other tourism service providers like tour operators etc. The highest obtainable rank is the three "hellebores", which depends on the acquired points.

3.2. The South Transdanubian Eco-lodge system

In 2010 for the pilot area of South Transdanubia, the Baranya County Rural Tourism Association worked out the qualification and criteria system of the network of “environment friendly hosts” or “eco-accommodations”. Only a village accommodation operating in rural areas and in the quality category of 3 or 4 sunflowers can apply, and the accommodation can have maximum 16 beds. The first level contains the basic criteria, the second level contains the necessary criteria, the third level is extra achievements that are acknowledged by the system (special attraction). Recently there are 27 qualified accommodations in this system.

3.3. EcoDomus (Istria county, Croatia)

EcoDomus is a marking programme carried out by the Istrian Region Administrative Department for Tourism with the aim of increasing both social and environmental awareness in tourism. (In 2017 the ECOmode Accommodation label for Istria was transformed into the new Istrian County owned EcoDomus label.)
It is created for small tourist accommodations with maximum 30 beds. Facilities bearing the EcoDomus mark have complied with at least 50 basic criteria within the 12 categories (maximum 75). Facilities Eco Domus Premium must meet all basic criteria and minimum 20 points from 53 from the additional criteria.

3.4. Dalmatia Green (Croatia)

Dalmatia Green is an initiative of the non-for-profit Association for Nature, Environment and Sustainable Development Sunce, with a mission to promote authentic eco-friendly tourism offer in Dalmatia. It is a regional certification programme for small tourist accommodations, recognised by the Ministry of Tourism of the Republic of Croatia. It has only 22 members, but as the manager told me, more and more service providers are interested in the programme. It is in early phase because it started only in 2017. In this programme the specialty is the cooperation with private sector and to increase the visibility of member accommodations, they are in connection with Ecobnb, which is a web platform that allows travellers to find and book every kind of green accommodation. Dalmatia Green programmes offer for participants that they will teach and guide them through all 10 “Eco Steps” to Sustainable Accommodation, but they choose the right pace for themselves. Certificate Dalmatia Green for 5 “eco steps” is the beginning; with 7 or 8 “eco steps” they will receive the Dalmatia Green PLUS certificate and by filling in 9 or 10 “eco steps” they will become Dalmatia Green PRO-fessional.

3.5. Comparison of the qualification systems

While there is a state institution behind EcoDomus Istria, in the other three cases non-for-profit organisations, cluster or association, which might have relevance in resource allocation. In Table 1 I compare four eco qualification systems. At the qualification the questions are asked with different details, so I looked at the criteria to be met by groups of topics. It is clearly visible that three of them have stricter conditions. I could highlight that just in two Hungarian cases or systems the location is a basic criteria, which means the facility should be located in the vicinity of protected values. The green building is a requirement is in two cases, the "Hellebore" Eco-accommodation qualification and Green Dalmatia. It is clear that the criteria of Green Dalmatia are the most permissive. When I got here I started looking for the reasons and try to find explanation.

Table 1: Comparison of four eco-labelling systems by category

CERTIFICATION/ CRITERIA	**ECODOMUS (ISTRIA)**	**GREEN DALMATIA**	**"Hellebore" Eco-accommodation qualification**	**Eco-lodge system**
MANAGEMENT AND COMMUNICATION	X		X	X
WATER	X	X	X	X
WASTE	X	X	X	X
RECOVERY & REUSE OF RAINWATER		X	X	
ENERGY, RENEWABLE ENERGY	X	X	X	X
HYGIENE (environmental friendly product)	X		X	
INTERIOR AND EXTERIOR	X		X	X
LOCATED IN THE VICINITY OF PROTECTED VALUES			X	X
GREEN BUILDING		X	X	
MAINTENANCE, CLEANING AND DISINFECTION	X	X	X	
NOISE AND LIGHT POLLUTION	X		X	
LOCAL VALUES	X		X	X
FOOD AND DRINK	X	X	X	X
MOBILITY, CAR-FREE ACCESSIBILITY	X		X	
SOCIAL COMMITMENT	X		X	

Source: edited by the author

At present, the public system does not allow for the separation of 80% of waste, and citizens are not able to compost, as biological waste bins do not exist at all. In region Dalmatia (Croatia) green mobility is very limited, accommodation facilities are not accessible by public transport, especially those in the hinterland of Dalmatia, bicycle paths are not well decorated and marked, in the city almost none exist, and those are mostly parked by cars. These are all obstacles that can have a negative impact on the willingness to qualify even in cases when tourism service providers are dedicated towards responsible tourism.

Organic food supply is limited due to a lack of organic producers and it is also problem in all cases investigated. The food safety regulations for hospitality industry are rigorous and small accommodation service providers also face the same. Providing a declaration of compliance or appropriate supporting documentation causes a problem. On the supply side it is difficult to provide a wide range of locally sourced products – i.e. a product which has been caught or grown within 100 km of the tourist accommodation – because a common platform, channel or network that connects the stakeholders is weak or missing.
Another surprising result is connected to the criterion "management and communication". If a tourist accommodation actively takes measures, for example, to use renewable energy sources, save energy and water, to reduce waste, to improve the local environment, it should give information to guests on environmental policy, objectives and actions. It is not a realistic expectation of smaller service providers - which are often family businesses - to have paper-based detailed action plans concerning their future measures for environment consciousness, although it is a criterion in the case of the Eco-accommodation qualification called "Hellebore".

Local values and social commitment are in close contact. One or both are missing criteria at Dalmatia Green and Eco-lodge system. It should not be forgotten, on the other hand, that in the latter case only those accommodation providers can apply who are qualified village hosts, in which a great emphasis is placed on the organisation and promotion of programmes based on local values, and so the criteria mentioned above are met without having to demonstrate them again.

All those actors who participate in the promotion of a destination must take into consideration the technological development of our time and the trend that the primary source of information for tourists is the Internet (ZÁVODI – SZABÓ 2018). (According to TOMAS LJETO (2017) Tourism Institute, in 2017 in Croatia the proportion of tourists using the Internet as the primary source of information was 44%.) This makes it reasonable to look at the four qualification systems also from the aspect of the provision of information via this channel. Unfortunately, only one of them (Dalmatia Green) has a separate website with relevant and upgraded information content. It is also available by social media where information is shared not only about its programmes and best practices but also the accommodations that it qualified. As regards the South Transdanubian systems, more accurate information about the qualification systems is available through the website of the patrons, i.e. the association and the alliance. Information about the EcoDomus qualification and the qualified private accommodations can be read on the website of Istria Tourist Board. It is important on the demand side that in three cases (South Transdanubian Eco-lodge system, EcoDomus, Dalmatia Green) the contact details of the qualified accommodation providers can be found on the websites mentioned above, i.e. they use online marketing tools, thereby alleviating communication for tourists focusing on environmental responsibility, and creating a bridge between the service providers and the potential demand.

Conclusion

As regards the Eco-accommodation qualification (South Transdanubia, Hungary), the accommodations in our examination possess and eco-qualification, furthermore they are after the repeated qualification as well, so the selected tourism service providers can share very useful experiences concerning the system of criteria that is an essential element in the responsibility of the tourism sector. During the interviews several obstacles were detected that makes it more difficult for accommodation providers to be dedicated to responsible tourism, also, criticisms were stated concerning the qualification system, the deficiencies of the systems and the problematic contradiction in them.

It is a voluntary certification scheme. The cost of applying for certifications is relatively low, while tourism certification bodies sometimes create excessive entry barriers by raising the standards.

Tourism service providers' limited knowledge about the certification is considered a major factor inhibiting the adoption of certifications. The negligible marketing about labelling is a hindering factor in many ways. Standards like Framework for Responsible Environmental Marketing Communication can offer basic guidance for changes also in the area of tourism (ICC 2010). The transparency of the verification process and simplified, intelligible criteria would be more advantageous for the applicants. Guests should be provided with appropriate information about the service provider, the natural and cultural environment and about the adequate behaviour.

During the research it turned out that in Hungarian cases the criteria system must be changed at some points. Because of the differences between the capacities of accommodations it is essential to reconsider or change some terms regarding their necessity. Revision of the scope and definitions of the current criteria is desirable.

The use of certification schemes in the tourism industry has to be transparent, as well as providing detailed information to the public. Satisfying this – environmental friendly, eco-conscious – demand is increasingly seen by the tourism industry as a key to success. The long-term value of labelling systems is the approach of both the demand and supply side of tourism sector to responsible tourism.

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CHANGES IN THE STRUCTURES OF SMALL CITIES – A DOCUMENTATION OF LAND USE PATTERN CHANGES IN SELECTED REGIONS OF THE PROVINCE STYRIA (AUSTRIA)

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Abstract

The paper deals with the documentation of land use pattern changes in selected small urban regions in the Province Styria (Austria). The first part describes some useful definitions like “land consumption”, “built up area”, and “land cover and land use” in the context of Remote Sensing recording. In the following, different nomenclatures for Urban Remote Sensing Analyses from the Copernicus Land Monitoring Service such as the “CORINE Land Cover”, “Impervious Products”, “European Settlement Map” and the “Urban Atlas” will be documented and compared with the “Land Information System Austria – LISA” and local “Land Use Classification System” for the city of Graz. Several selected case studies/maps of small cities (Fohnsdorf/Judenburg, Liezen, Leibnitz and Deutschlandsberg) in Styria are proofing that a continuously observation of land consumption and land use pattern changes can be guaranteed by the analyses of different remote sensing data sets.

Keywords: *land use pattern changes, Remote Sensing, small cities, Styria*

Introduction

The application of Remote Sensing in urban research has progressed rapidly in recent years. The evaluation of urban development processes is a frequently asked question in the field of urban planning. The emphasis is increasingly on the development of new methods of urban remote sensing for use in politics and administration. Analysis of urban growth from Remote Sensing data, as a pattern and process, helps us understand how an urban landscape is changing through time. This understanding includes (GUPTA 2014):

- the rate of urban growth,
- the spatial configuration of growth,
- whether there is any discrepancy in the observed and expected growth,
- whether there is any spatial or temporal disparity in growth, and
- whether the growth is sprawling or not.

Remote Sensing, although challenged by the spatial and spectral heterogeneity of the urban environments (HEROLD et al. 2005, JENSEN – COWEN 1999), seems to be an appropriate source of urban data to support such studies (DONNAY et al. 2001). The city planning and the field of activity of individual offices of the city is based on heterogeneous data sets such as digital cadastre, topographical maps, aerial data, technical data, surveys, etc. Aerial images have been successfully used for a variety of issues for several decades. Since the availability of modern Remote Sensing image data with different spectral, radiometric, geometric and temporal resolutions, their application possibilities and the comparisons of the evaluation methods are analysed in numerous projects. In addition to method development such as the linking of additional information (e.g. digital surface models from laser scanner or digital cadastre), the operational use of Remote Sensing data in planning (such as the repeated use of aerial image surveys by means of DAEDALUS or ULTRACAM data for the city monitoring Graz (SULZER et al. 2008, SULZER – KERN 2009, SULZER 2016).

The urban environment is a highly dynamic system with a permanent change in shortest time intervals. It shows persistent and constantly changing structures, which are extremely heterogeneous and small-structured. There is a continuous change of artificial and natural (vegetated/water) surfaces, a constant change in the (city) relief (SULZER 2018). Remote Sensing is therefore challenged by the spatial and spectral heterogeneity of urban elements/features. It is proved that Earth observation is a modern science, which studies the Earth’s changing environment through remote sensing tools such as satellite imagery and aerial photographs (EUROPEAN ENVIRONMENT AGENCY 2002).

Urbanization process is a major factor of change in Central European cities and causes land use and land cover changes, which can lead to deeper social, economic and especially to environmental changes. Because of its negative effect on the soil water balance, microclimate, flora and fauna (destruction of habitats), noise and the urban heating, monitoring in soil sealing provides basic indicators of urban ecology. Multitemporal analyses of remotely sensed data provide time-series information to define and locate the urban sprawl trends in sealing processes.

1. Some Definition of Terms

Land is a scarce resource, whose supply is fixed for all practical purposes at the same time. The demand for land for various competing purposes is continuously increasing with the increase in human population and economic growth. The concept of land consumption, a very important current environmental issue, developed in backgrounds where the urbanized area appeared extended, fragmented and widespread (BATTY – LONGLEY 1994).

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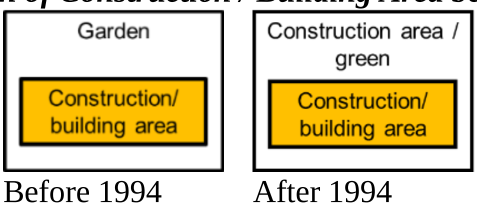
„***Land consumption***” refers to the irreversible use of agricultural and forestry land for settlement, traffic and economic purposes as well as for the disposal and energy generation. Characteristic of the land use is an irreversible change of use of "fertile" soil (in the sense of "where something grows", e.g. agricultural and forestry areas, gardens and recreational areas, semi-natural areas) to “infertile” soil (in the sense of "where nothing grows", e.g. buildings, paved are "barren" soil as, roads, railways, mining areas, landfills, power plants). This process is irreversible because the dismantling of buildings or road systems is only carried out in exceptional cases and even then the soil functions can usually no longer be produced. The term land consumption is thus used as a synonym for the direct consumption of space/soil (UMWELTBUNDESAMT 2019). The term land consumption is used for planning and cadastre purposes: This type of use "construction area" with all uses ("buildings", "attached", "green" and "no differentiation"), "gardens" with use of "recreational areas". The type of "others" includes "road facilities", "railway facilities", "mining areas" and "no differentiation".

Built up area includes "construction area" with all uses ("buildings", "attached", "green" and "no differentiation"). The definitions of built up areas and gardens changed in 1994. Before 1994, only the area that was actually developed, e.g. permanently constructed buildings, was referred to as "construction area". The areas around the buildings, but on the same property (for example, the garden around the house) were referred to as "gardens". From 1994 on, the entire property was designated as a construction area; this was then further subdivided into the types of use of "building", "attached", "green" and "no differentiation" (Figure 1).

Figure 4: Definition of Construction / Building Area before and after 1994



Land consumption (ÖROK 2001) is an indicator for continued urban sprawl and high land and resource consumption through:

- Dynamic construction activity and settlement expansion,
- Space intensive building construction (high percentage of single houses) and remote settlement structures,
- Space intensive industrial zones (single floors),
- Trends towards huge land consuming shopping centres and recreation areas with connected parking lots,
- Space intensive traffic areas.

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The daily land consumption in Austria is 12.9 ha/day on average for the three-year period 2015-2017 and is thus still well above the reduction target of the sustainable development strategy of 2.5 ha/day. The daily consumption in 2017 was 5.7 ha/day for construction and traffic areas, 5.5 ha/day for operational areas and 1.2 ha/day for recreational and mining areas (UMWELTBUNDESAMT 2018).

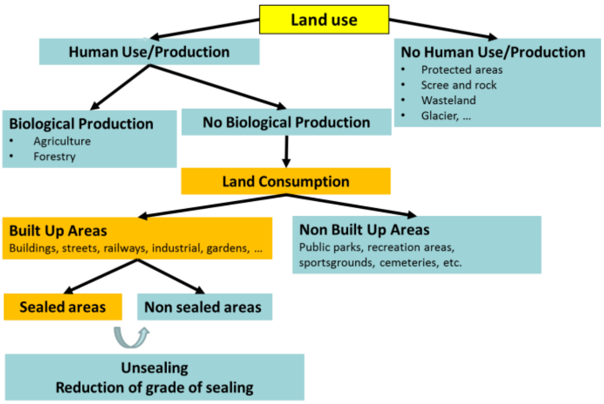

Figure 5: Structure of land use according to the model of the intensity of human land use
(Source: Umweltbundesamt, 2018)

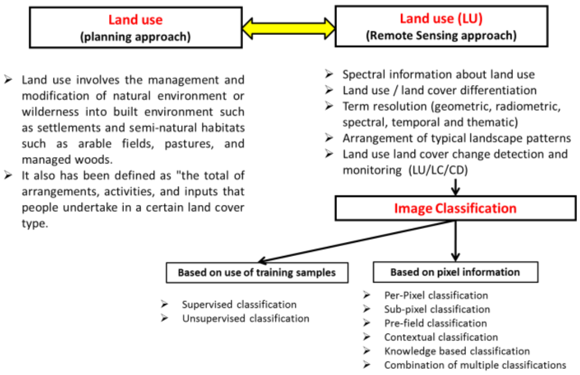

Figure 6: Land use and land cover by means of Remote Sensing

Figure 2 documents the structure of land use according to the model of the intensity of human land use and shows the potential inclusion of remotely sensed methodologies by analysing the land consumption via detecting built up areas, sealed areas etc. Figure 3 tries to document the different approaches of the term land uses for planning and Remote Sensing techniques.
The European Environment Agency (EEA) introduced in 1990 and 2000 the indicator land uptake, defined as a measure of the surfaces employed for urban growth, in order to monitor land consumption in all European countries starting from the data collected in the project CORINE Land Cover. The measure of land consumption requires the quantification of the phenomenon of settlement dispersion. Numerous studies in literature use different metrics regarding landscape ecology for the analysis of urban configurations (GERUNDO – GRIMALDI 2011). Urban configuration / urban metrics can be achieved by using information from Remote Sensing. It describes urban land use structures and land cover changes that result from urban growth. Landscape metrics can be calculated for segmented areas of homogeneous urban land use to allow a further characterization of the land use of urban areas (HEROLD et al. 2002).

Land cover is the physical material at the surface of the earth and includes grass, asphalt, trees, bare ground, water, etc. **Land use** is a description of how people utilize the land and of socio-economic activity. Urban and agricultural land uses are two of the most commonly known and use classes. At any one point or place, there may be multiple and alternate land uses, the specification of which may have a political dimension. "Land cover" is distinct from "land use", despite the two terms often being used interchangeably (UN FAO, 1998).

2. Nomenclatures for Urban Remote Sensing Analyses

A number of national, regional and global land cover classification systems have been developed to meet specific user requirements for land cover mapping projects, independent of scale, nomenclature and quality (Yang et al., 2017). The classifications which describe the systematic frameworks with the name of the classes and the criteria used to distinguish them and the relation between classes depend on a specific user's requirements, including biodiversity, planning, monitoring and statistics (Meinel & Hennersdorf, 2002). For urban analyses the following classification schemes/examples will be used for smaller towns (not megacities):

The Pan-European component is coordinated by the European Environment Agency (EEA) and produces satellite image mosaics, land cover / land use (LC/LU) information in the CORINE Land Cover data, and the High Resolution Layers (HRL) and the related Pan-European products:

CORINE Land Cover (*https://land.copernicus.eu/pan-european/corine-land-cover*)**:** The main European Environmental Agency (EEA) data source is the Copernicus Land Monitoring Service which includes the CORINE Land Cover data set (European Environmental Agency 2017; Copernicus Programme, 2017). The CORINE Land Cover (CLC) inventory was initiated in 1985; the data sets themselves were first elaborated in 1990. Updates have been produced in 2000, 2006, and 2012 (see Fig. 4) and are based on the cooperation between EEA members, collaborating countries, and the Copernicus Program. In 2018, a new inventory was planned, but is still not available. The concept and nomenclature of CLC is used as the quasi-standard for land cover and land use mapping in Europe. The data consists of an inventory of 44 classes. CLC uses a Minimum Mapping Unit (MMU) of 25 hectares (ha) for areal phenomena and a minimum width of 100m for linear phenomena. The time series are complemented by change layers, which highlight changes in land cover with an MMU of 5 ha. The CORINE Land Cover is a vector map with a scale of 1:100 000, a minimum cartographic unit (MCU) of 25 ha and a geometric accuracy better than 100m. It maps homogeneous landscape patterns, i.e. more than 75% of the pattern has the characteristics of a given class from the nomenclature. This nomenclature is a 3-level hierarchical classification system and has 44 classes at the third and most detailed level. In order to deal with areas smaller than 25ha a set of generalization rules were defined. The CORINE Land Cover (CLC) inventory can be used for the analyses of larger areas and their recent changes which allows a multitemporal analysis for the time period 1990-2012 (Lieb & Sulzer, 2019).

The **Imperviousness Products** **(***https://land.copernicus.eu/pan-european/high-resolution-layers/imperviousness*) as the High Resolution Layers (HRL) is a capture the percentage and change of soil sealing (see Fig. 4.). Built-up areas are characterized by the substitution of the original (semi-) natural land cover or water surface with an artificial, often impervious cover. These artificial surfaces are usually maintained over long periods of time. The imperviousness HRL captures the spatial distribution of artificially sealed areas, including the level of sealing of the soil per area unit. The level of sealed soil (imperviousness degree 1-100%) is produced using a semi-automated classification, based on calibrated NDVI.

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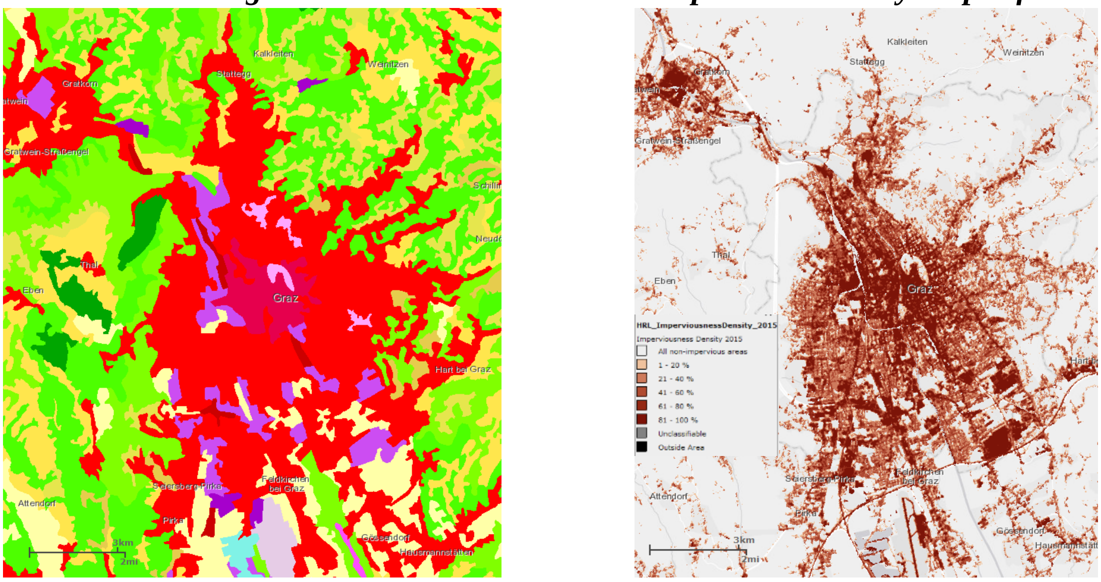
The **European Settlement Map** (*https://land.copernicus.eu/pan-european/GHSL/european-settlement-map*) as part of the "Related Pan-European products" is a spatial raster dataset that is mapping human settlements in Europe based on SPOT5 and SPOT6 satellite imagery. The map represents the percentage of built-up area coverage per spatial unit. The GHSL method uses machine learning techniques in order to understand systematic relations between morphological and textural features, extracted from the multispectral and panchromatic (if available) bands, describing the human settlement. The thematic content of this product is similar to the imperviousness HRL.

Figure 7: Corine Landcover and Impervious Density Maps of Graz



Corine Landcover Map 2012 of Graz Area
(https://land.copernicus.eu/pan-european/corine-land-cover)

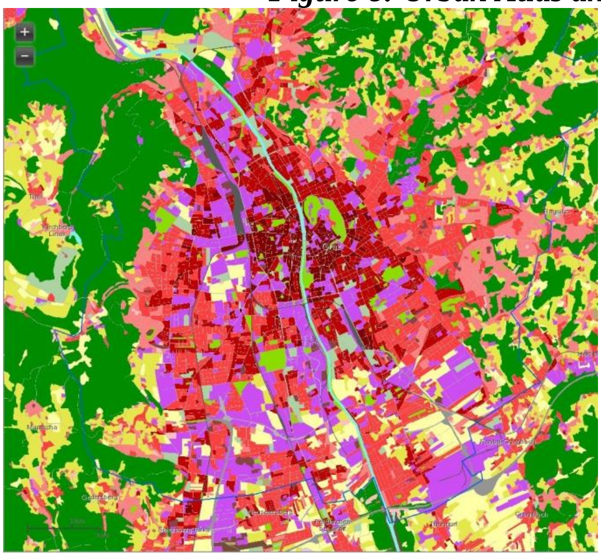
Impervious Density Map of Graz
(https://land.copernicus.eu/pan-european/high-resolution-layers/imperviousness)

Urban Atlas (*https://land.copernicus.eu/local/urban-atlas*): The "local component" is coordinated by the European Environment Agency and aims to provide specific and more detailed information that is complementary to the information obtained through the Pan-European component. The local component focuses on different hotspots, e.g. areas that are prone to specific environmental challenges and problems. It will be based on very high resolution imagery (2,5x2,5 m pixels) in combination with other available datasets (high and medium resolution images) over the pan-European area. The three local components are: Urban Atlas, Riparian Zones and Natura 2000. EU regional policy justifies the production and maintenance of detailed land cover and land use information over major EU city areas. The Urban Atlas provides pan-European comparable land use and land cover data covering a number of Functional Urban Areas (FUA). In 2012, additional layers (Street Tree Layer, Building Height and Population Estimates) were produced, too

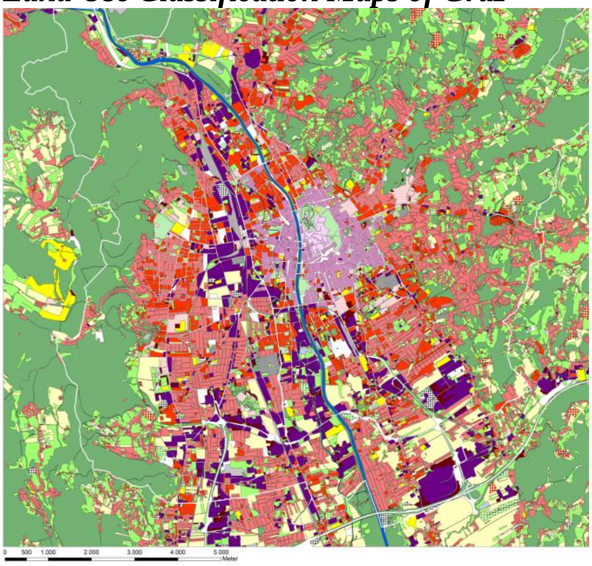
(European Environmental Agency, 2016). Building Height is available for core urban areas of selected cities (capitals in EU28 + EFTA), the Street Tree Layer (STL) within selected FUAs (depending on availability of suitable satellite imagery).

Land Information System Austria – LISA (*https://www.landinformationsystem.at*): The overall aim of the Land Information System Austria is to provide current and detailed geospatial information of the status and development of land cover and land use in Austria to public authorities and the private sector. LISA reduces the existing lack of information of different special fields such as spatial planning, forestry, agriculture, water and natural hazard management, as well as environmental protection and conservation. Deficits of available data like too large scales, insufficient informational content of object classes, a lack of international standardization and topicality will be cleared out with LISA data sets (BANKO et al. 2014).

Figure 8: Urban Atlas and Land Use Classification Maps of Graz



Urban Atlas Graz
(https://land.copernicus.eu/local/urban-atlas/urban-atlas-2012)



Land Use Classification Graz
(SULZER, 2016 and 2018)

3. Case studies in Styria

Methodology: The methodology adopted here for detecting land cover changes was based on the comparison between the orthophoto imageries of different years. The visual interpretation of the aerial data took place in ArcGIS. At the beginning of the evaluations, all data records should be completely present in order to avoid misinterpretations. The selection of the image data was made according to the available offer, whereby it was attempted to achieve as far as possible a constant time of about 10 to 15 years. The basis of such analysis is the interpreter's knowledge of spatial arrangements of urban land-cover features (for example, pattern shapes, frequencies) that are used to characterize urban land use (HEROLD et al. 2002).

Description of the Land use classes: The differentiation of the individual classes depends on the quality of the image material. Geometric high-resolution aerial image data allow a very accurate and reliable interpretation, while the older panchromatic aerial image data are only available in a panchromatic channel, and have lower geometric resolutions which offer significantly less possibilities of interpretation. However, a targeted image enhancement can improve the contrast of this data. The construction of the legend is based essentially on the proposal of the Austrian Conference on Spatial Planning - ÖROK (1990). Here, an attempt was made - in cooperation with the City Surveying Office and the City Planning Office - to develop a supra-regional legend. The Austrian Spatial Planning Conference (ÖROK, 1990) introduces a catalogue of uses for recording current land use and zoning. This recommendation also draws attention to the lack of uniform documentation of land use or land cover in Austria. Official surveys (Austrian Official Statistics: Land Use Survey, Federal Office for Metrology and Surveying: Cadastre, Land Database) serve different purposes, often incompatible survey methods and terminologies. Moreover, not always the actual land use aimed at zoning (see Fig. 3.). The data for the type of land use catalogue should be recorded at least in a community-based manner (possibly catastrophic / count-splitting way).

On closer examination, the land use categories proposed by ÖROK (1990) make it clear that only a part can be directly derived from aerial or satellite imagery. The classes can therefore be divided into two groups, functional and non-functional classes. The non-functional classes are directly related to objects on the Earth's surface. On the one hand there are objects including artificial objects such as buildings and parking lots, and on the other hand they include also various types of natural surface cover such as meadow, field, vineyard, etc. A class may also consist of various objects. The detailed definition of the individual classes, e.g. for rivers, not only the immediate surface of the water but also the shore area is included. The other land use classes can be referred as functional classes. They are defined by the function of the objects. For example, buildings can be used as residential buildings. This information is difficult or impossible to obtain from an aerial or satellite image. Furthermore, the assignment to the individual classes cannot always be assigned unambiguously. For example, a green area can sometimes be used as a meadow, or as a recreational area.

The above mentioned problems proved that generating land use maps with methods of Remote Sensing is very often limited to the interpretable classes and has to integrate additional information from an existing GIS or from field work. The plot-type zoning can be taken from the official zoning plan and integrated into a GIS. During mapping current aerial image data, an accompanying field survey can provide improved information about the use of the buildings or areas. In historical aerial data, this is done by the knowledge of the evaluator, as without experience only a reduced mapping of the land cover is possible.

Finally, the classification consists of the different categories as follows:

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Table 2: Landuse categories (SULZER 2016)

1. Agricultural Area: - Arable land - Open space/meadows - Vineyards - Fruit-growing/ plantation - Dispersed fruit trees - Market-garden - Allotment garden **2. Forested Areas** - Woodland **3. Surface Water** - River and rivulets - Lakes	**4. Traffic Areas** - Streets - Railway - Parking lots **5. Built up Areas** - Residential buildings - Middle-Age building structure - Promoterism building structure - Multi-storey buildings - Single familiy-residentials (1-2) - Open land building structure - Trade and industrial area - Other buildings	**6. Other Areas** - Recreation areas - Technical supply areas - Disposals - Mining areas - Hedges, alleys - Parks - Cemeteries - Sports fields - Other areas

Results of the study are different GIS-based maps with topics, which are related with time changes: land use / land cover maps and associated information about traffic network (streets and railways), drainage network, technical infrastructure, housing, relief, etc. The following figures are documenting some case studies of the project:

In SULZER (2016, 2018) the application for the capital town of Styria was documented. The land use of the individual research years and the development of the built-up areas of Graz (1944/45, 1952, 1968, 1974, 1984, 1990, 2002, 2004, 2007, 2011 and 2015) are documented in maps and land use statistics. Different Remote Sensing classification methodologies were used and generated specific information features for town planning (SULZER et al. 2016, SULZER et al. 2017, SULZER 2018). This analysis approach was widened to several district towns in Styria, to document the urban growth; respectively the land use changes in smaller urban areas, which are not covered/mapped by EU Copernicus initiatives.

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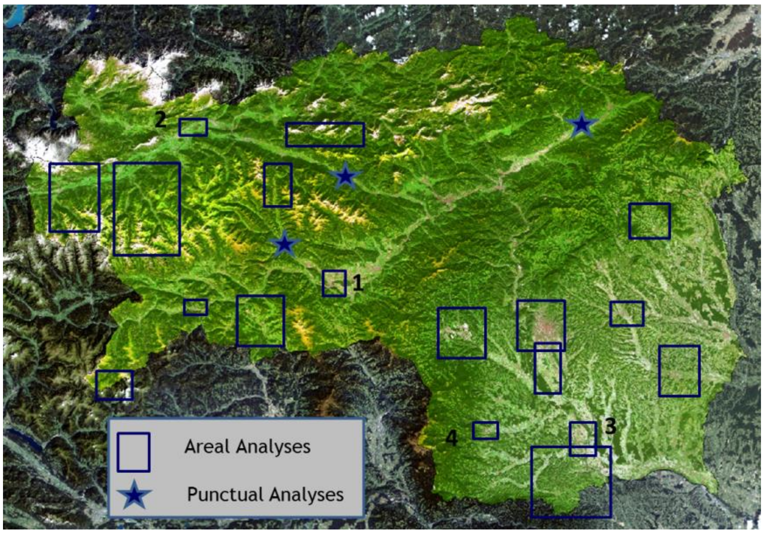
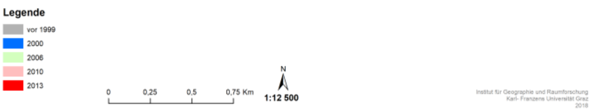
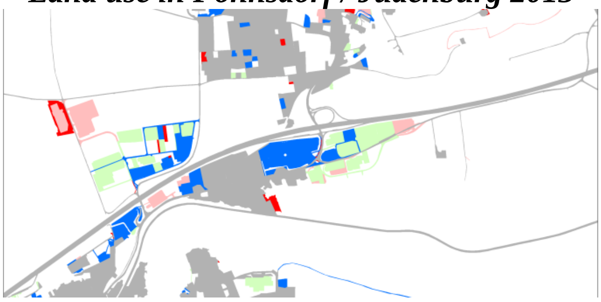


Figure 9: Study areas for multitemporal land use classification (1-4 case study areas)

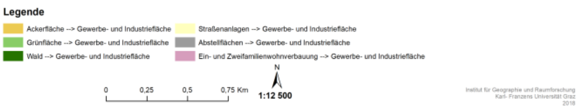
Land use in Fohnsdorf / Judenburg 1999

Land use in Fohnsdorf / Judenburg 2013



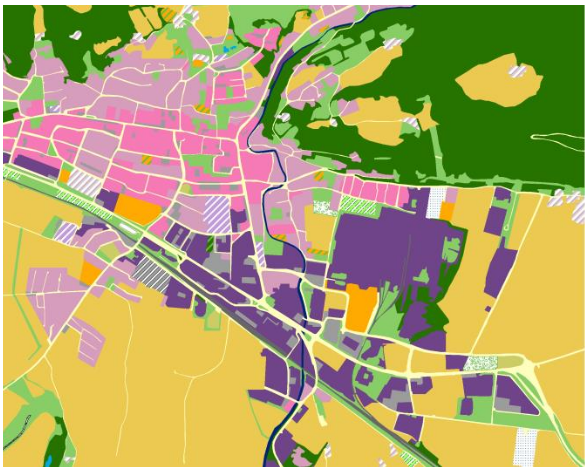


Change Sealed Areas 1999-2013

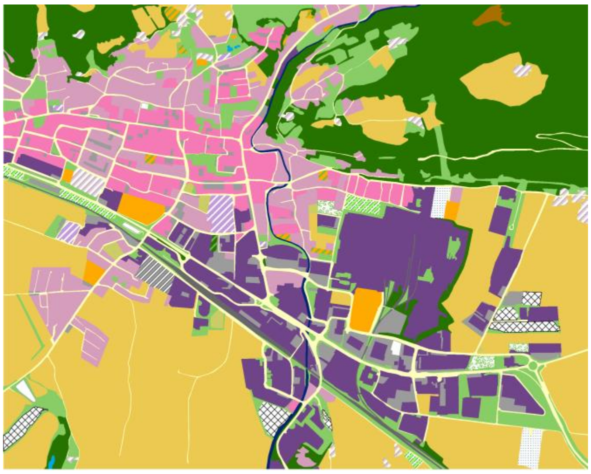


Change Trade and Industrial Areas (199-2013)

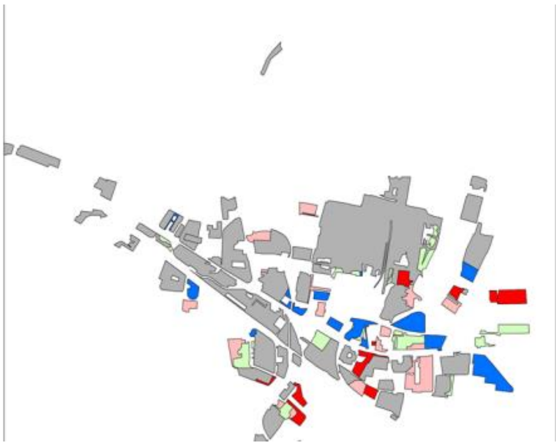
Figure 10: Land use Maps of Fohnsdorf / Judenburg (Area 1 in Figure 4)

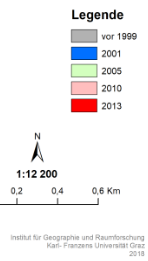


Land use Liezen 2001



Land use Liezen 2013



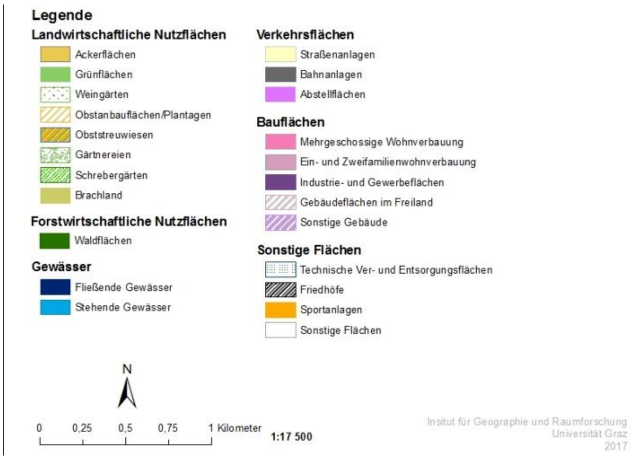


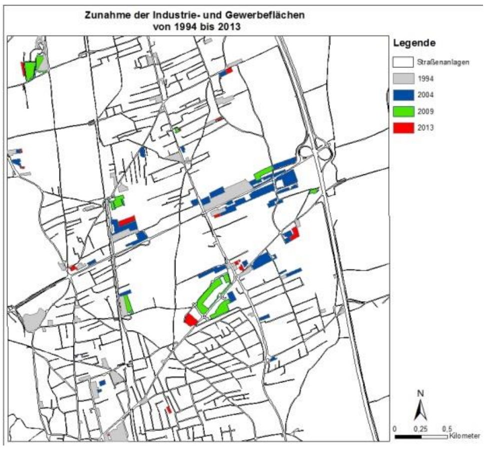
Change of Trade and Industrial Area (2001-2013)

Figure 11: Land use Maps of Liezen (Area 2 in Figure 4)

Land use Leibnitz 1994

Land use Leibnitz 2013





Change of Agricultural Area (1994-2013)

Figure 12: Land use Maps of Leibnitz (Area 3 in Figure 4)

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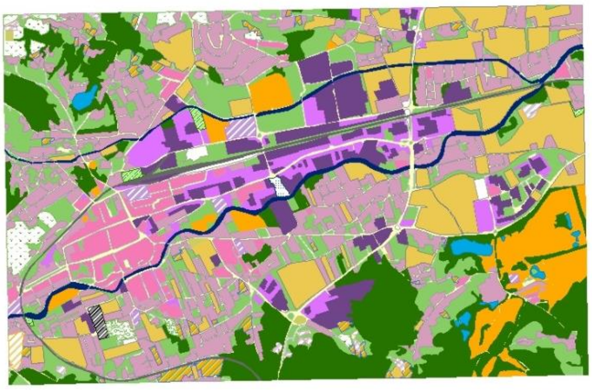
Land use Deutschlandsberg 1996

Land use Deutschlandsberg 2004



Land use Deutschlandsberg 2013

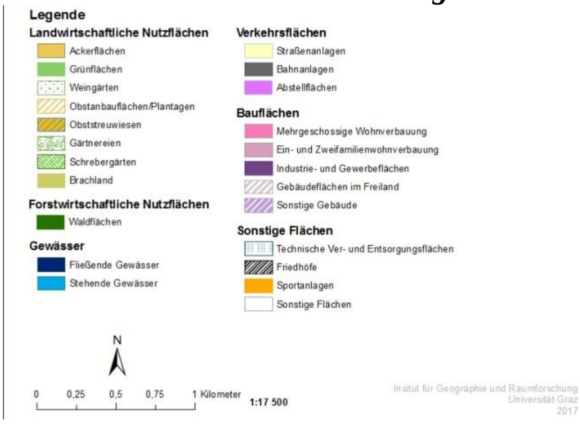


Figure 13: Land use Maps of Deutschlandsberg (Area 4 in Figure 4)

Conclusion

Visual land use classifications are still representative methods to obtain worthwhile information about small cities. CORINE land cover data (1:100.000) are suitable for larger cities; the demand of high resolution scales 1:10.000 for local planning purposes cannot be achieved. Detailed EU Copernicus local layers are still not available for the investigation areas in Styria. The multitemporal timescale for these high resolution EU Copernicus data ends back in the 2000, whereas aerial photographs are available back to 1952 (or in some cases to 1944/45, SULZER 2018). A hierarchical nomenclature, which is commonly used in land use / land cover mapping, obtains variable scale and a comparison opportunity for different investigation areas. It fits for local cities and rural areas, and can be extended on whole Styria and into open land, too. The methodology is repeatable with a high temporal resolution with different remote sensing data sets (aerial photographs and high resolution satellite images); so a continuous observation of land consumption can be guaranteed. These meet the needs of the demands of local and regional planning purposes, and finally can be semantically transferred to European nomenclatures.

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