E-CONOM

development
monetary
economic
liquidation
economy
regional
policy
utilization
analysis
creative
spatial
dataminig
system
personal
forced
banks
shift-share
concepts
regulation
inequality
standard
redistribution
funding
productivity
spendingtax
overstructured.loan
education
common
questionnaire
growth
competitiveness
territorial.capital
Union
economic.growth
models
changes
basis
Washington-based.institutions
efficiency
culture
finance
market
network
reform
European
community
measurement
economics
quality
income
empirical
quota
public
basic
theory
neural
accounting

E-CONOM

Online tudományos folyóirat **I** Online Scientific Journal

Tartalomjegyzék I Table of Contents

Zsuzsanna Kovács[1]
Zsuzsanna Némethné Tömő[2]

The Cultural "Map" of a Micro-Region

The objective of this study is to make an inventory of factors which might affect the access to cultural assets and services. Its further aim is to put an emphasis on factors which depend on the number of inhabitants and to make an attempt to present their spatial inequalities. We have acquired important qualitative information by means of the interviews taken. Among spatial inequality parameters, standard deviation, relative deviation and entropy were used. The study has clarified that it is not true in many cases that the more important role is played by a settlement in the settlement network the better conditions the settlement has in order to access to cultural assets and services.

Keywords: creative economy, community culture, spatial development and inequality
JEL Codes: O10, R00, Z10

Egy kistérség kulturális „térképe"

Ez a tanulmány arra hivatott, hogy számba vegye azokat a tényezőket, amelyek befolyásolhatják a kulturális javakhoz, szolgáltatásokhoz való hozzájutást. További célja, hogy, kiemelje közülük azokat, amelyek függnek a lakónépesség számától. Mindemellett pedig megpróbálja bemutatni az ezekkel kapcsolatos területi egyenlőtlenségeket is. Néhány fontos kvalitatív információhoz is jutottunk az elvégzett interjúk által. A területi egyenlőtlenségi mutatók közül többek között a szórás, a relatív szórás és az entrópia lett alkalmazva. A kutatás elsősorban arra világított rá, hogy számos esetben nem igaz az, hogy egy település minél nagyobb szerepet tölt be a településhálózatban, annál jobbak a kulturális javakhoz, szolgáltatásokhoz való hozzájutás feltételei.

Kulcsszavak: kreatív gazdaság, közművelődés, területi fejlettség és egyenlőtlenség
JEL kódok: O10, R00, Z10

---

[1] The author is PhD student at the University of West Hungary Faculty of Economics (kovacszsuzsanna12 AT gmail.com)
[2] The author is Associate Professor at the University of West Hungary Faculty of Economics (ntzsuzsa AT ktk.nyme.hu)

Introduction

The objective of this study is to make an inventory of factors which might affect the access to cultural assets and services. Its further aim is to put an emphasis on factors which depend on the number of inhabitants and to make an attempt to present their spatial inequalities. Its further aim is to put an emphasis on factors, which depend on the number of inhabitants and to make an attempt to present their spatial inequalities. This "map" shows the – mainly quantitative – features of the micro-region of Szombathely – found in Vas County, in the Western-Transdanubian Region of Western of Hungary – connected to community and institutionalised culture.

We have decided to do an examination at the level of a micro-region because this is the smallest geographical space category, planning-development unit which provides opportunity to analyze differences in terms of development level between settlements.

There are several definitions for simplifying the notion of a micro-region. It is an area where at the time of settlement, the homogenity of its historical, cultural roots, social, natural and economic conditions and ethnographic values is the greatest within a given area unit. *(Egyed, 2009)* Pursuant to Act XXI of 1996: it is an area unit that can be delimited based on the totality of functional relationship systems existing among the settlements.[3]

We consider this as an important topic because the economic crises have shown that in addition to financial capital, intellectual capital – human capital making part of it – is also indispensable in the life of an enterprise or an organisation. Every person brings his/her own cultural capital in his/her features owing to his/her culture and qualifications. Cultural capital is convertible, on certain conditions, into economic capital and may be institutionalized in the forms of educational qualifications *(Bourdieu, 1983)*. Appreciation of creative economy[4] and the performance of creative industries[5] prove Bourdieu's claim. *(Table 1)*

Table 1: Some information on Hungary's creative economy

Contribution of the European cultural and creative sector to the Hungarian economy (Turnover, 2003, all sectors included)	**4,066 million euros**
Contribution of the European cultural and creative sector to the Hungarian economy (Value added to GDP, 2003, all sectors included)	**1.20%**
*Hungary emerged as the **fifth major exporter** of audiovisual services in the international trade. (2008)*	

Source: Own edition based on the UNCTAD (2010)

After this, we should ask: what is culture? Edward Burnett Tylor's definition *(1920 [1871] 1)* in anthropological sense: 'Culture, or civilization, taken in its broad, ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society'. It is the entirety of

---

[3] „… a települések között létező funkcionális kapcsolat-rendszerek összessége alapján behatárolható területi egység".

[4] It is „an evolving concept based on creative assets potentially generating economic growth and development". (UNCTAD, 2010, 10)

[5] UNCTAD classification:
Heritage: *Traditional cultural expressions*: art crafts, festivals and celebrations;
     Cultural sites: archaeological sites, museums, libraries, exhibitions.
Arts: *Visual arts*: painting, sculpture, photography and antiques;
     Performing arts: live music, theatre, dance, opera, circus, puppetry.
Media: *Publishing and printed media*: books, press and other publications;
     Audiovisuals: film, television, radio and other broadcasting.
Functional creations: *Design*: interior, graphic, fashion, jewellery, toys.
     New media: software, video games, digitized creative content;
     Creative services: architectural, advertising, cultural and recreational, creative R&D.

knowledge, values, reflexes, behaviour models and patterns, habits and beliefs, which individuals learn partly in an observable way and partly in an imperceptible way during their socialisation. *(Józsa, 1976)* Culture is what is considered to be culture by its participants.[6] (*Fábián, 2009*) We think these three definitions may overlap to some extent while they supplement each other as well.

The study concentrates on community culture and its accurate definition is the following: It is a sector or institutional system of the cultural sphere which transfers community culture, cultural assets and services. It functions from the resources provided by the state, the local municipality and by others pursuant to general and specific legal regulations. It is a system of self-developing and society-developing activities. The objectives are to improve the quality of life and to develop human resources. *(Division of Community Culture of the Hungarian Ministry of National Resources,[7] 2012)*

Spatial inequality and development

In spatial researches, the concept of inequality is mostly used for social value such as development and chance. *(Kusztor et al., 2005)*

Two approaches of the spatial development prevail nowadays.

According to *Porter (1999)* – a representative of *competitiveness-based concept* – it is the spatial competitiveness, the aim of which is determined by the company's improving productivity and the spatial environmental conditions. *Lukovics (2007)* believes that only those regions and especially big cities can develop rapidly which draw up and implement competitive strategies. Regional competition is a process whose aim is to increase the well-being of inhabitants by promoting the development of the local economy *(Lengyel – Rechnitzer, 2000).*

Prosperity is based on income, which is mainly characterized by the GDP[8] per capita for measuring competitiveness.

Human and ecological-concept is based on sustainable development, questioning GDP as the number one and exclusive indicator. The EF,[9] the ESI,[10] the GPI[11] and the HDI[12] indicators are frequently used for measuring sustainability.

Mathematical and statistical methods based on factor- and cluster analysis, scoring methods are also popular as these give a more complex view of development.

Hereinafter we describe the results of some previous studies which dealt with the micro-region of Szombathely. It can be ranked among "non creative micro-regions" based on combined dimensions of technology, talent and tolerance *(Rittgasszer, 2009).* It is a "highly developed and rapidly developing micro-region" based on the starting development (Development Index 1996) and development rate, from the social and economic aspect. *(Tánczos, 2010)* At country level, this micro-region is a so-called "centre possessing considerable cultural capacities": its most important features are outstanding cultural branches, education, entertainment opportunities and the presence of high-level cultural (background) infrastructure. *(Fábián – Tóth, 2013)*

We collected fundamental information from the system of Spatial Statistical Figures of the Hungarian Statistical Office,[13] GKIeNET Internet Research and Consulting Ltd.,[14]

---

6   „A kultúra az, ami a benne résztvevők számára kultúrának számít." (Fábián Attila, 2009, 22)
7   Nemzeti Erőforrás Minisztérium Közművelődési Főosztály
8   Gross Domestic Product
9   Ecological Footprint
10 Environmental Sustainability Index
11 Genuine Progress Index
12 Genuine Progress Index
13 KSH Területi Statisztikai Adatok

Hungarian Public Roads Non-profit Plc.,[15] CData-Map Thesaurus Ltd.,[16] the Office for the Protection of Cultural Heritage[17] and Vasi Volán Plc.[18] in order to produce the „map".

On the 22nd May 2013 Nagy Éva, Deputy Director of Berzsenyi Dániel County and Town Library,[19] and Handler András, Cultural Manager of Savaria Town Museum with County Scope,[20] were interviewed.

Owing to the fact that the micro-region of Szombathely is composed of 38 villages, one town and one town holding county rights, we examined the inequalities between the villages in accordance with their role played in the settlement network.

Among spatial inequality parameters, standard deviation, relative deviation and entropy were used.

For certain ratios it would have been more feasible to project to households but we could not carry it out this because settlement-level typology is missing for households; on the other hand, the usage of parameter "Average number of persons per household" based on their role played in the settlement network caused such important distortion that made it unreasonable to use the parameter "Number of households" derived from the previous parameter. That is why we used "100 inhabitants" as the reference basis in these cases.

We have examined dependence and independence compared to the number of registered population at the end of the year in question for each correlation parameter.

With the help of such parameters, we managed to find out the factors which mainly depend on the size of the population and which do not depend on the role played within the settlement network. It means that without sophisticated mathematical and statistical tools we would receive unrealistic information or the factors which are important from the point of view of the study, would have remained hidden.

Knowledge – consumption – shaping

In this part we take into account conditions of disseminate information on cultural goods and services. We draw attention to some other factors which can hinder culture consumption. In addition, we present the equipment, position and role of cultural and educational institutions. Finally, some cultural programmes are mentioned, which encourage some inhabitants to fulfil their artistic career.

The electric energy needed for operating the communication tools is certainly not available in all households at Szentpéterfa, Vassurány and Vasszilvágy. *(Spatial Statistical Figures of the Hungarian Statistical Office, 2011)*

---

[14] GKIeNET Internet–kutató és Tanácsadó Kft.
[15] Magyar Közút Nonprofit Zrt.
[16] CData-Térképtár Kft.
[17] Kulturális Örökségvédelmi Hivatal
[18] Vasi Volán Zrt.
[19] Berzsenyi Dániel Megyei és Városi Könyvtár
[20] Savaria Megyei Hatókörű Városi Múzeum

Table 2: Availability of communication tools/channels, part 1.[21]

	Villages		Town Vép	Town holding county rights Szombathely
Number of individual analogue telephone main lines (main apartment line) per 100 inhabitants (2011)	Range-ratio:	2.28	19.92 pieces	23.95 pieces
	Average:	18.65 pieces		
	Standard deviation:	3.91 pieces		
	Relative deviation:	0.21%		
	Correlation:	0.95		
Number of cable television subscriptions per 100 inhabitants (2011)	Range-ratio:	-	21.11 pieces	30.73 pieces
	Average:	8.73 pieces		
	Standard deviation:	9.14 pieces		
	Relative deviation:	1.05%		
	Correlation:	0.87		
Number of Internet subscriptions per 100 inhabitants[22] (2010)	Range-ratio	2.99	35.65 pieces	41.33 pieces
	Average:	44.41 pieces		
	Standard deviation:	13.23 pieces		
	Relative deviation:	0.30%		
	Correlation:	0.93		

Source*: Own calculation based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office, GKIeNET Internet Research and Consulting Ltd. (May, 2013)*

The availability of Internet is the highest both within the group of villages and the three types of settlements. In addition, the proportion of Internet access per 100 inhabitants both in Vép and in Szombathely. The biggest difference can be observed as regards cable television subscriptions. The volume of all the three availability parameters depends on the number of people living in the villages. *(Table 2)*

Based on the information provided by GKIeNET Internet Research and Consulting Ltd. from year 2010 at the level of the micro-region there are 129.4 mobile phone subscriptions per 100 inhabitants. The number of PCs available is 56.5 pieces and the number of Internet subscriptions is 123.9 pieces per 100 inhabitants. 51.0 percent of the inhabitants of the micro-region are Internet users and 123 users have 100 subscriptions.

On the grounds of entropy it can be stated for the case where only the villages are analysed, that inequality is greater than in the case of the whole micro-region. *(Table 3)*

Table 3: Availability of communication tools/channels part 2.

	Entropy within the group of villages	Entropy in the micro-region
Individual analogue telephone main lines (main apartment line)	1.07	0.62
Internet subscription	1.59	0.48

Source*: Own calculation based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office and GKIeNET Internet Research and Consulting Ltd. (May, 2013)*

---

[21] Parameters are correlated to the number of registered population at the end of the year.

[22] The number of Internet subscriptions does not include only the subscriptions of households.

The task of communication that is most important from the aspect of the topic can be read in the following definition: Communication is a tool by which one generation can bequeath the prevailing content of culture to the next generation and within which the individual can acquire it.[23] *(Kertész, 2013)*

The features of the road network, the quantity and quality of vehicles influence how many people would like to and can enjoy the advantages of cultural assets and services.

Table 4: Road network and means of transport[24]

	Villages		Town Vép	Town holding county rights Szombathely
Level of constructed road network within the settlement (2010)	Range-ratio:	7.69	93%	82%
	Average:	67.55%		
	Standard deviation:	23.37%		
	Relative deviation:	0.35%		
	Correlation:	0.23		
Number of passenger cars per 100 inhabitants (2011)	Range-ratio:	1.66	31.51 pieces	32.33 pieces
	Average:	31.86 pieces		
	Standard deviation:	3.79 pieces		
	Relative deviation:	0.12%		
	Correlation:	0.99		
Number of direct bus lines going daily to the centre of the micro-region (2009)[25]	Range-ratio:	6.00	7 pieces	
	Average:	8.35 pieces		
	Standard deviation:	4.28 pieces		
	Relative deviation:	0.51%		
	Correlation:	0.16		

Source*: Own calculation based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office, Hungarian Public Roads Non-profit Plc. and CData-Map Thesaurus Ltd. (May, 2013)

Within the group of villages the biggest difference appears between the number of lines going from and to the centre of the micro-region. The relative number of passenger cars is clearly defined by the number of inhabitants in the villages. The level of inequality is the least regarding the availability of passenger cars both within the group of villages and types of settlements. Vép has the best situation from the aspect of level of constructed road network within the settlement *(Table 4)*.

---

[23] „A kommunikáció az az eszköz, melynek segítségével a kultúra mindenkori tartalmát az egyik generáció a következőre hagyományozhatja, illetve ezen belül az egyén elsajátíthatja." (Kertész Zsuzsa, 2013, 6)

[24] Parameters are correlated to the number of registered population at the end of the year.

[25] There were no data available for the villages of Dozmat, Rábatöttös, Vasszilvágy and Zsennye.

Table 5: Length of roads qualified as bike-road, shared pavement and bike-road belonging to the municipality 2011 (km)

Balogunyom	1.1	Táplánszentkereszt	2.6
Csempeszkopács	4.0	Torony	0.5
Pornóapáti	20.0	Vaskeresztes	0.2
Rum	1.1	Vasszécseny	0.6
Tanakajd	0.3	Szombathely	13.9

Source: Own edition based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office (May, 2013)

However, we should consider that in 29 villages out of 38, there is no qualified bike-road or shared pavement and bike-road; the same is true for Vép as well. Pornóapáti itself with its 20 kilometres outshadows even Szombathely. But this is not surprising – all the roads in the village are constituted bike-roads – because the settlement is a part of the hiking trail of Vashegy (*Table 5*).

We have examined how people can get by bus or coach to see a performance in Weöres Sándor Theatre from each settlement of this micro-region. Performances – for example Peter Shaffer's Black Comedy on the 11ᵗʰ May 2013 – start at 19:00 on Saturday evening in summertime, their duration is 110 minutes.

Table 6: Going by coach to and back for seeing a theatre play (11ᵗʰ May 2013)

				Town Vép	Town holding county rights Szombathely			
	Villages				N-W suburb	N-E suburb	S-W suburb	S-E suburb
TO	There is a line	in 30 villages	There is a line	Yes	Yes, coach	Yes, bus	Yes, coach	Yes, coach
	The line departing the earliest	Rum: 16:56	Departure	18:09	18:32	18:00	17:40	17:47
BACK	There is a line	in 19 villages	There is a line	Yes	No	Yes, bus	Yes, coach	Yes, coach
	The line departing the earliest	22:25	Departure	22:25	-	21:30	22:30	22:30

Source: Own collection based on Vasi Volán Plc.'s Local bus schedule and Coach and long distance schedule (May, 2013)

Bus or coach is an ideal means of transport only for half of the villages. It is worth using the buses when starting from 3 parts of the county centre, which means coaches in two cases and there are no lines departing earlier after the end of the theatre performance either to the villages or to Vép or to these parts of the town (*Table 6*).

We do not forget institutions that are able to influence cultural life just by their existence − even without organising programmes. Such institutions are educational institutions, libraries and museums.

Concerning educational institutes, the following can be observed based on the Spatial Statistical Figures of the Hungarian Statistical Office for year 2011:

In case of villages,[26] 9 settlements have a kindergarten and 6 of them have a primary school out of ten villages. The kindergarten has Internet access in 4 villages out of ten. There is Internet in each primary school. The village of Csempeszkopács is in the worst situation, there is neither kindergarten nor primary school there. Vát has a primary school but does not have a kindergarten. Szentpéterfa has a kindergarten and two primary schools. The luckiest village is Rum where there are two kindergartens and two primary schools and one secondary trade school – being the only one among the villages. The number of public education institutions provided with a library is ten. Rum is also outstanding because its inhabitants can be proud of two institutions.

One kindergarten – without Internet access – is operated in Vép. It has one primary school and one trade school and a secondary trade school. Only one public educational institution has a library.

In Szombathely there are 21 kindergartens but only 3 of them can connect to the world-wide web. Thus, the availability of the tools is the highest in the villages in this regard. One out of 17 primary schools cannot use the advantages of the web that is to say both Vép and the villages leave behind the centre of the micro-region. The institutional system of secondary schools is composed of 9 trade schools and specialised trade schools, 13 secondary technical schools and 8 secondary grammar schools. There is a library in 30 public education institutions. In the county capital 4,224 persons participate in all the three course types of higher education – day, evening, correspondence and distance.

Five villages do not have a settlement library but in Sorkifalud there are two of them. On the average there are nine inhabitants out of 100 that are registered readers of the libraries, this number is the least in Vép which is only two and in Szombathely this number is ten times of that. (In Szombathely the situation is the following: in addition to two settlement libraries, there are four national and special libraries and there are an equal number of work places, higher education and other libraries.) The number of library units – which can be a book, audio recording and DVD – per one registered reader is the lowest and in Vép this number is the highest *(Table 7)*.

---

[26] There are no figures available for 16 villages: Bucsu, Gyanógeregye, Dozmat, Horvátlövő, Kisunyom, Meszlen, Narda, Nemeskolta, Rábatöttös, Salköveskút, Sé, Sorkikápolna, Tanakajd, Vasasszonyfa, Vasszilvágy, Zsennye.

Table 7: Some interesting parameters of year 2011[27]

	Villages		Town Vép	Town holding county rights Szombathely
Number of registered readers of the settlement library per 100 inhabitants	Average:	9.37 readers	1.85 readers	20.14 readers
	Standard deviation:	6.80 readers		
	Relative deviation:	0.73%		
	Correlation:	0.69		
The number of library units per one registered reader in the settlement libraries	Average:	16.33 pieces	33.19 pieces	24.07 pieces
	Standard deviation:	15.48 pieces		
	Relative deviation:	0.95%		
The number of participants in regular cultural workshops, events expressed as a percentage of the number of inhabitants	Average:	5.27%	8.13%	7.43%
	Standard deviation:	9.48%		
	Relative deviation:	1.80%		
	Correlation:	0.44		
Number of members per one cultural creative community expressed as a percentage of the number of inhabitants	Average:	0.57%	0.34%	0.03%
	Standard deviation:	1.11%		
	Relative deviation:	1.94%		
	Correlation:	0,54		

Source: Own calculation based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office (May, 2013)

The number of registered readers of Berzsenyi Dániel County and Town Library was 14,253 people in 2012, 38.91 percent of which were younger than 14 years, 54.30 percent of them belonged to the age-group between 14 and 65. 6.78 percent of them were older than 65 and the number of library units per one registered reader is 4.5. In 2012 there were totally 304 events and workshops. The service for adults completed 67 programmes out of which 10 were exhibitions and 14 were computer courses. 11 groups were received at the library presentations. The total number of visitors was 8,254; the average number of visitors was 27. There were events organised in connection with three country-scale programmes (Internet Fiesta, Book Celebration Week, Teaming programme). It is difficult to foresee which event is visited by the most interested people and which one does not arouse interest. This fact is not changed by either the subject matter of the programme, the popularity of participants or the local context. The events organised in the children's library can be proud of high numbers of visitors occasionally such as puppet-shows, workshops on the Children's Day, creative workshops connected to traditional holiday preparation. The readers borrow books in all areas of belles-lettres and specialised literature, in an almost equal proportion. For spending free-time, the so-called popular literature is the most beloved (crime stories, romantic books, fantasy). Its number is the highest as for fiction literature. Regarding specialised literature, social science works are borrowed to the highest extent, then comes information technology literature and everything that can be qualified as esoteric.

Nagy Éva believes the need for culture could be increased as follows: 'Education of a quality level which would provide school-leavers with the ability to read. Its importance should not be emphasised only at the level of expressions but support should be given to

---

[27] Parameters are correlated to the number of registered population at the end of the year.

education which can prepare the learners to understand all sectors of culture at basic level. To achieve this, the strengthening of general civilisation should play a much stronger role in higher education. People do not become users that like and understand culture all by themselves but they are trained to do so. In lucky but rare cases, it happens already in the family then at some level of education. As long as civilisation receives so little recognition […] we should not expect that a multitude of people will not spend their little free-time with light entertainment. What cultural institutes can do in recent difficult circumstance to foster traditional culture through small communities, to try to make education more popular, organize programmes which might arouse the interests of audience (familiar names) or support local artists, poets, craftsmen, but avoid superficial provincialism.'

Among villages, there is a Local History Museum in Csempeszkopács the collection of which is hosted in the Renaissance Balogh Palace. A museum institution can be visited in Vasasszonyfa. In 2011 in these two villages totally 7 expositions were organised where there were totally 594 visitors.

In Vép there is no museum institution but in Szombathely there are 8 of them. In 2011, 61 expositions were organised which arouse the interest of 57,331 visitors.

Most of the visitors of Savaria Town Museum with County Scope are students, school-children that visit the institution mainly within the framework of exceptional biology and history lessons and on the occasion of the Night of the Museums. Elderly people arrive at the museum mostly in an organised form. They also like the Night of the Museums and they like entering the tents of the event 'Garden of Muses'. The visitors arrive individually in general or in small groups. There is a permanent exhibition'82. The exceptional school lessons and the lectures held every two weeks of the Association of Museum-funs of Vas County[28] – currently with 250 members – and the workshops of Vas Museum Bug Club[29] with 16 active members – the youth section of the Association of Museum-funs of Vas County – are held in exhibition spaces equipped with interactive boards and ICT points.

Handler András draws the attention to some important facts: 'The market of culture has expanded very much; it is not only community culture institutions that organise programmes – independently of the quality – but, for example, plazas as well. The audience can select from very many and types of programmes. The programme of events has become ordinary at many places. The question is whether an institution "joins this trend" or tries to preserve the quality level that can be expected of them. Nowadays it is not enough to expose the objects themselves. Community culture and scientific theory correlate closely in addition, the appropriate installation of engineering and our modern age is necessary to that.'

Based on the figures of the Office for the Protection of Cultural Heritage, from year 2009 there are two monuments and ten archaeological sites in each village on the average; Vép has three times more of both types of objects. In Szombathely there are 88 monuments, areas with monumental importance and 359 archaeological sites recorded.

It is worth examining what opportunities there are in the micro-region for the inhabitants who feel high inner motivation to become artist thereby transmitting and shaping culture.

Seven villages out of ten have their own community culture institution where there are 88 workshops, courses regularly and 5.27 percent of the inhabitants participate in them. Despite the fact that Dozmat, Salköveskút, Sorkifalud, Sorkikápolna, Torony, Vassurány have a community culture institution, they do not organise regular workshops. Vép maintains only one community culture institution where the number of regular workshops reaches 661 and there is the highest proportion of the population present. In Szombathely, the figures are as

---

[28] Vasi Múzeumbarát Egylet
[29] Vasi Múzeumbogár Klub

follows: 14 community culture centres, 5,325 workshops but only 7.43 percent of the population participate *(Table 7)*.

On the average there is one cultural creative community in each village however, there are only 12 villages out of 38 where there is some sort of cultural creative community. In Szentpéterfa there are the most, totally 10 out of fifty-two. In Vép there are four such communities but in Szombathely there are 47 of them. The number of members per one cultural creative community is the highest in the villages expressed as a percentage of the number of people living there *(Table 7)*.

Both theatres of the micro-region are operated in Szombathely – the Tale Shop Muppet Theatre[30] and the Weöres Sándor Theatre. Based on the figures of Spatial Statistical Figures of the Hungarian Statistical Office for year 2011 it can be stated that one performance of the theatres attracts an average audience of 161 people.

If we continue the examination of cultural events in the above-mentioned database, it can be observed that no cultural event is held in 14 villages. Despite that, when calculating the events of which settlement type are the most popular on the whole, it can be stated that the events of the villages are more popular than the events of Vép but Szombathely is a leader in this regard as well.

The Savaria Historical Carnival is an outstanding series of cultural events in Szombathely, it is the biggest fancy-dress-historical event all over Central Europe and at the same time it is an outstanding heritage-tourism event in Western Transdanubia. Based on the figures of their official website, 130,000 people participated in the historical games in 2012. 250 programmes were organised on twenty sites. As it has been said by Handler András, at the time of the Carnival, the current exposition of the Savaria Museum is only visited by people coming from the countryside; moreover, most people choose programmes which are free of charge.

Maps

Figure 1 shows well that settlements performing better or worse than the average regarding each condition are not located separated but they form groups. There are settlements which are very much behind others from the aspect of the analysed feature but this is compensated by an advantage that can be experienced in connection with another condition (Csempeszkopács). It can be observed as well that there are features where the villages 'on the first and on the last places' respectively are neighbours (number of subscriptions per 100 inhabitants: Meszlen and Acsád, number of public education institutions: Rum and Csempeszkopács).

---

[30] Mesebolt Bábszínház
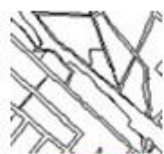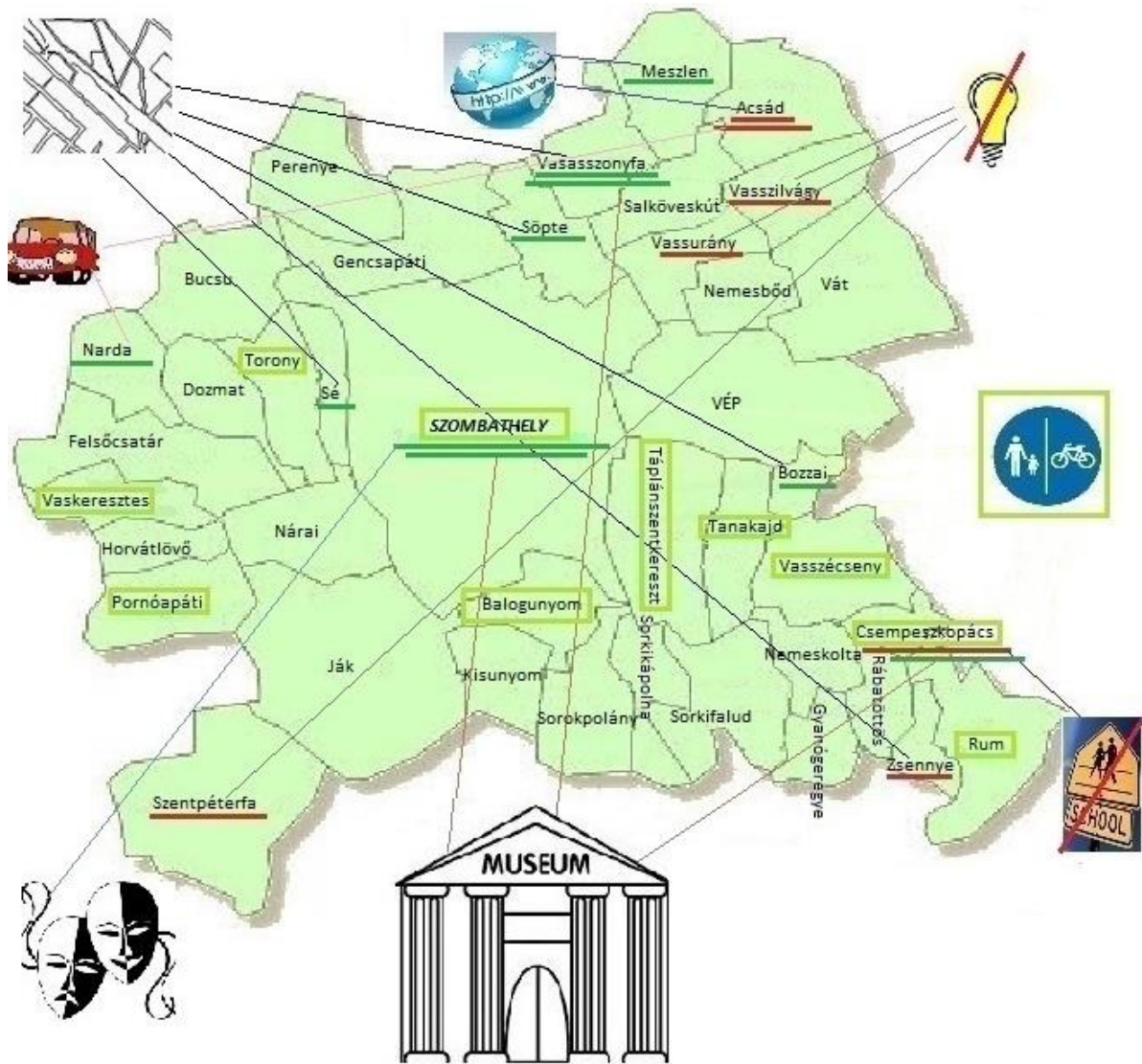
Figure 1: Spatial differences of more important traits of cultural demand
Source: Own construction

As for the demand for culture, the previous observation is correct as well which refers to the compensation between the quality level of the features of each settlement (Gyanógeregye, Ják, Vasszilvágy). Additionally, the statement above relating to the spatial placement in groups is true also in this case. All the above is supported by *Figure 2*.
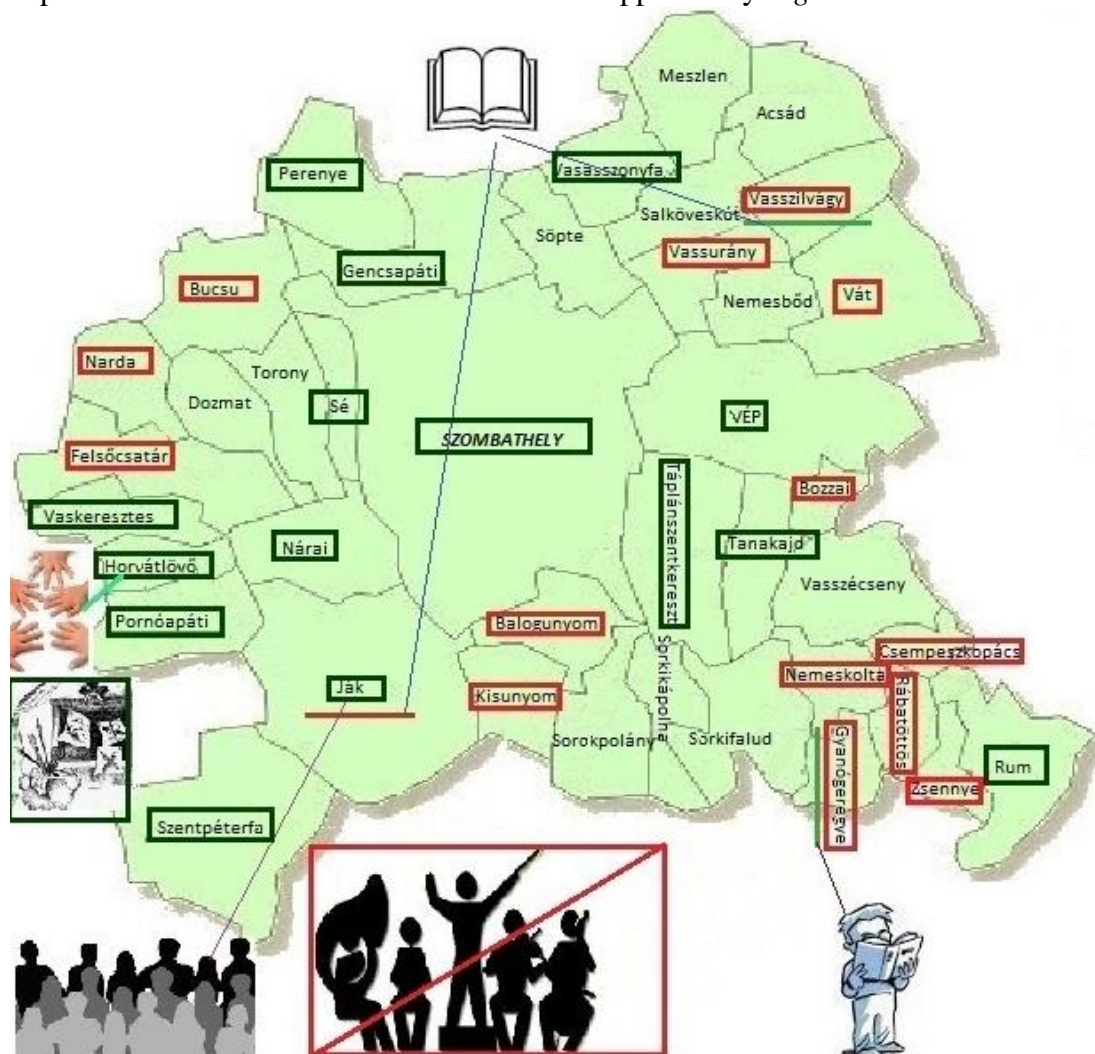
Figure 2: Spatial differences of more important traits of cultural needs
Source: Own construction

Enterprises in the economic sector that can be connected to culture

The role of the private sector should not be forgotten either when examining the consumption and conditions of culture. On the one hand, information possessing is very important so providing and developing communication tools and services continuously, which are realised by various info-communication companies, is an essential task. On the other hand, companies in accommodation and food service activities provide important resources of income for the country and employment and source of living for people. Finally, the main objective of most companies in education is to (re)train adults and to teach various foreign languages.

Table 8: Number of enterprises in the economic sectors that can be connected to culture (2011)[31]

	Villages		Town Vép	Town holding county rights Szombathely
The number of registered enterprises per 100 inhabitants in information and communication activities	Average:	0.18 pieces	0.27 pieces	0.50 pieces
	Standard deviation:	0.21 pieces		
	Relative deviation:	1.17%		
	Correlation:	0.63		
The number of registered enterprises per 100 inhabitants in education	Average:	0.26 pieces	0.24 pieces	0.91 pieces
	Standard deviation:	0.25 pieces		
	Relative deviation:	0.97%		
	Correlation:	0.86		
Number of registered enterprises per 100 inhabitants in arts, entertainment and recreation activities	Average:	0.22 pieces	0.30 pieces	0.53 pieces
	Standard deviation:	0.25 pieces		
	Relative deviation:	1.12%		
	Correlation:	0.77		
Number of registered enterprises per 100 inhabitants in accommodation and food service activities	Average:	0.51 pieces	0.39 pieces	0.74 pieces
	Standard deviation:	0.34 pieces		
	Relative deviation:	0.68%		
	Correlation:	0.83		

Source*:* Own calculation based on the Spatial Statistical Figures of the Hungarian Statistical Office (May, 2013)

Within the group of villages, the lowest ratio can be noticed with enterprises that work in the sector of information and communication while accommodation and food services have the highest proportion. The greatest inequality can be experienced in the number of registered enterprises also in the field of information and communication. In the case of villages, the number of population influences the parameters of education, accommodation and food services to the highest extent. From the aspect of accessibility, the catering units rank first in Vép while enterprises engaged in education rank last. Contrary to Vép, in Szombathely this availability parameter is the highest in the sector of education; however, it is the lowest in the sector of information and communication (*Table 8*).

---

[31] Parameters are correlated to the number of registered population at the end of the year.

Summary, consequences

Actually, we studied the segments of the main factors in creative economy– technology, demand, and tourism – which influence the local culture. Thus we drew three important conclusions: *It is not true in many cases that the more important role is played by a settlement in the settlement network, the better conditions the settlement has in order to access to cultural assets and services.* Such conditions are the following:

- Number of registered enterprises per 100 inhabitants in the national economic sector of education
- Number of Internet subscriptions per 100 inhabitants
- Level of constructed road network within the settlement
- Number of passenger cars per 100 inhabitants
- Length of roads qualified as bike-road, shared pavement and bike-road belonging to the municipality
- Going by coach to and back for seeing a theatre play
- Proportion of kindergartens that have Internet access

This list demonstrates – the fact which is not surprising – that the county capital – at the same time the centre of the micro-region– has the most institutions that can be connected to culture in some way, but it is not a leader regarding the construction level of transportation and info-communication infrastructure and the number of people and institutions that are able to connect to the info-communication infrastructure.

The social interface of cultural activities contributes to the social cohesion. The data made it clear – backed by the interviews – that *the humbler the position of a settlement is in the network, the larger proportion of inhabitants will participate in certain cultural creative communities*. As culture is able to mitigate and bridge the various differences and inequalities – age, gender, social and economic factors, ethnicity, territory, we believe that by this, the villages have an indirect chance to step to a higher position in the settlement network.

This study can be used as a basis for the culture-based development of any of the settlements in the micro-region of Szombathely. Further information on the needs of the population could be acquired via querying by surveys.

In our opinion, cultural diversity is essential, not only in sustainable development but also in competitiveness.

Acknowledgement

Bibliography

1996. évi XXI. *törvény a területfejlesztésről és a területrendezésről*

Bordieu, P. (1983): Ökonomisches Kapital, kulturelles Kapital, soziales Kapital. *Soziale Ungleichheiten (Soziale Welt, 2.)* 183-198.Göttingen: Otto Schartz & Co.

Egyed, K. (2009): A kistérségek kialakulása, kialakítása hazánkban: NUTS 4, újabban LAU 1 szint az Európai Unióban. *Területi Statisztika*, 1, 19–39.

Fábián, A. – Tóth, B. I. (2013): A kultúra területi mérhetősége és a kistérségek közművelődési jellemzői. *Tér és Társadalom*, 27. évfolyam 1. szám, 97-113., DOI: 10.17649/TET.27.1.1928

Fábián, A. (2009): Kultúraalapú városfejlesztés – kreatív városok. *Economica*, 3, 16–26.

Józsa, P. (1976): *Kód – kultúra –kommunikáció*. Budapest: NPI.

Kertész, Zs. (2013): *A kultúrdiplomácia története ázsiai kitekintéssel avagy az ázsiai kultúrdiplomácia története a kezdeti időktől az első évezredig*. Diplomadolgozat, Debreceni Egyetem, Állam-

és Jogtudományi Kar. Retrieved: May 11, 2013, from website http://hdl.handle.net/2437/163578

Kusztor, A. et al. (2005): Regionális tudományi kislexikon. In Nemes Nagy, József (Ed.), *Regionális elemzési módszerek* (pp. 259-284). Budapest: ELTE Regionális Földrajzi Tanszék – MTA-ELTE Regionális Tudományi Kutatócsoport.

Lengyel I. – Rechnitzer J. (2000): A városok versenyképességéről. In Horváth Gy. – Rechnitzer J. (Ed.): *Magyarország területi szerkezete és folyamatai az ezredfordulón*. Pécs: MTA RKK (pp. 130–152.)

Lukovics M. (2007): *A lokális térségek versenyképességének elemzése*. Doktori értekezés, Szegedi Tudományegyetem, Gazdaságtudományi Kar, Közgazdaság-tudományi Doktori Iskola

Nemzeti Erőforrás Minisztérium Közművelődési Főosztály (2012. február 5.): *Közművelődési Fogalomtár*. Retrieved: May 11, 2013, from website http://www.erikanet.hu/system//adatbazis_fajl.php?fajl_id=92943&meret=5

Országos Területfejlesztési és Területrendezési Információs Rendszer. (2013, May 11): Retrieved: https://www.teir.hu/

Porter, M. E. (1999): Microeconomics competitiveness: Findings from the 1999. Executive survey. Davos: World Economic Forum, *The Global Competitiveness Report*. pp. 30–53.

Rittgasszer, I. (2009): Kreatív kistérségek Magyarországon. *Tér és Társadalom*, 23. évfolyam 4. szám, 27-44., DOI: 10.17649/TET.23.4.1274

Savaria Történelmi Karnevál: *Értékeltük a karnevált*. Retrieved: May 11, 2013, from Savaria Történelmi Karnevál website: http://savariakarneval.hu/?p=68

Tánczos T. (2010): A magyarországi kistérségek jellemzése társadalmi-gazdasági fejlettségük és fejlődésük alapján. *Területi Statisztika*, 4, 406-419.

Tylor, E. (1920 [1871]): Primitive Culture. *New York: J.P. Putnam's Sons*. Volume 1, 1.

UNCTAD (2010): *Creative Economy Report 2010*. Retrieved: November 1, 2014, from UNCTAD website: http://unctadxiii.org/en/SessionDocument/ditctab20103_en.pdf)

Vasi Volán Zrt.: *Helyi menetrend – Helyközi és távolsági menetrend*. Retrieved: May 11, 2013, from Vasi Volán Zrt. website: http://www.vasivolan.hu