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**Faculty of Sciences**  
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**Interrelations between spatial and regional  
differences in the cultural infrastructure  
of Dunaújváros.**

**PhD thesis**

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### **Choice of subject, special literature preliminaries**

Studying the cultural life of a former socialist town and analyzing the effect of changes running with the headway of market processes might well claim public interest. The intention to research into newly founded socialist-type towns is integrated with the programs of various research fields up to this day, thanks to the specific historical past, ideology and crisis management strategy of these towns. The special development history of new towns basically determines their relation to the culture. The contacts deterministic at the beginning were transformed during the town development. The fundamental problem of research is: how did the regardful paternist state organization influence the relation of people to the everyday life .

Intensity and physical frames of social-, economic- and cultural activities of people are basically influenced by the settlement where they live. The settlement is the basic form of existence of people and society. Changes in the natural conditions and fundamentals, components of built environment as well as social-economic phenomena have mutual influence on the spatial concentration. They make possible the physical and spiritual needs of people living there to be fulfilled. The relationship between the region and the settlement includes the past and present of the community. Changes in the prevailing social-economic relations have an influence on the fulfilment of hidden and declared needs. The repeated unidirectional movements establish special space connections similar to the person-specific use of space. The en-

tirety of spatial connections represents the frame of spatial connections.

The subject of research is the examination of the cultural institutional system of Dunaújváros in space perception. The study overviews the cultural needs, expectances (demand) and experiences of the population of Dunaújváros as well as the supply offered by its cultural institutions together with their possibilities, deficiencies and problems. It is surveyed how the demand elements characterized by new values are enforced in the cultural practice of inhabitants and what is the extent of insistence on the customary traditional values. Based on the survey data, the conclusions drawn from the results obtained become suitable to be fed back to all the parties concerned i.e. institutions, decision makers and maintainers. The doctor's thesis is justified by the fact that Dunaújváros Town of County Right has only a small number of analyses and test results relating to the operation of cultural institutional system (DUNAÚJVÁROS TOWN MARKETING PLAN 2005, DUNAÚJVÁROS TOWN STRATEGY PLAN 2006, DUNAÚJVÁROS SMALL REGION PUBLIC EDUCATION, INSTITUTIONAL NETWORK OPERATION AND DEVELOPMENT PLAN 2008-2014 2008).

Towns are established as a result of urbanization process. It is a trend in our days that a large part of population live in towns. Really, the equilibrium between settlements and their surroundings is changed. The towns lose their unity and the borders become blurred. These processes influence the space structure resulting in needs of town-dwellers for culture, health-care and education at a higher standard and better way of life. The townscape and the life rhythm of people are largely transformed. The urbani-

zation improves the living conditions of people; yet, the processes may suffer a number of unfavourable environmental impacts due to the changes in the economy and industrial development.

The complexity of relations between the demographic- and migration indices, the regional infrastructure and the analysis of their influence on the cultural life of the town might well claim public interest. As for myself, I am also concerned as an active participant in the cultural life of Dunaújváros.

The natural, social, economic and cultural factors that determined the establishment and development of the town were examined. A primary aspect was the mapping of the cultural practice of people in Dunaújváros. The analysis and drawing conclusions were made by means of a complex research model developed by myself. Secondary research results enabled the characteristics of Dunaújváros to be compared to those of other socialist type new towns and those of county right. A number of researchers examined the socialist type towns, with fundamental differences of opinion in respect of which settlements can be called “socialist towns”. A common characteristic of socialist towns is that each of them has short historical past. In functional respect, these settlements were founded with economic and industrial objects in view. The new towns are centrally planned settlements to succeed in specified economic-, social- and ideological objectives using state resources.

## Objective of research

The main objective of research was to get acquainted with the opinion of people relating to cultural- educational and leisure possibilities offered by the town. The thesis is aimed at examining the cultural geographic fundamentals of the town based on data acquisition in the circle of population (2006, 2009), taking a survey of cultural practices of population, the functional characteristics of the institutional system and the quality of services. Based on the results of survey, proposals are made for the development. Within the scope of survey, the examination of practices to use cultural events, education and leisure time as well as their geographic distribution were of equal importance. The data of cultural infrastructure in Dunaújváros were compared to those of other towns including towns of county right. The practical implementation of research was based on the research model shown in Fig. 1. Basically, the model mixes the available sectoral secondary research data with the primary research data associated with the research subject.

The input data to the research model are divided into three groups summarized below:

- Results of interviews formulating the personal opinion of those influencing the economic-social life and having real effect on the operation of institutional system.

- Results obtained from representative survey made in the circle of town-dwellers as users of the institutional system.
- Results of other surveys relating to the research subject.

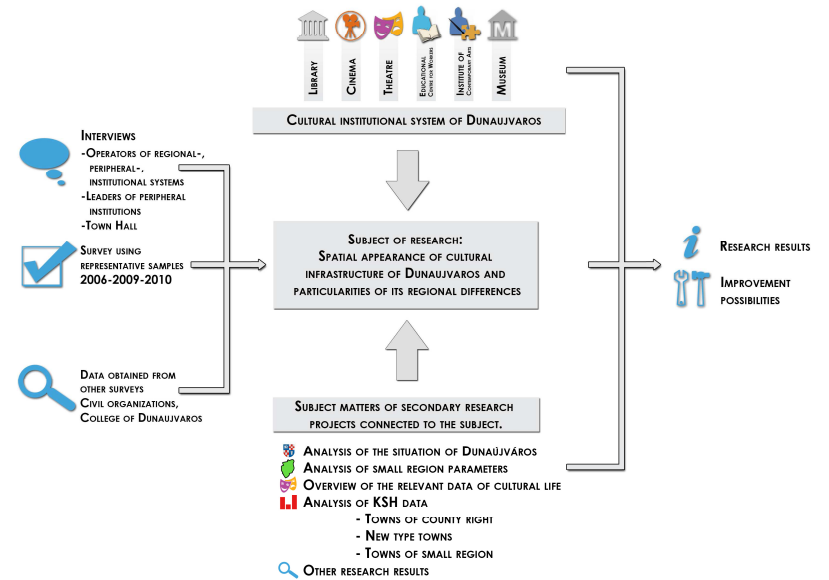


Fig. 1: Research model  
 Source: Based on research data edited by VARGA A 2009

An effort to compare the data thus obtained with those of socialist-type new towns of county right in Hungary was of importance in the theses. The research overviewed the agglomeration phenomena and sub-urbanization processes typical to the

neighbourhood of Dunaújváros. The regional (interregional) part played by Dunaújváros was also analyzed.

The summary of input data, information, research results made it possible to determine the effect the spatial arrangement of Dunaújváros and its local differences have on the operation of cultural infrastructure. The research results provided assistance to formulate the possibilities of improvement. The research was governed by the fact that no accurate information is available on the type and extent of the problems in question.

The survey wanted answer to the question what are the views of the town-dwellers as users of services and the leaders of cultural institutions as representatives of supply side on the culture. The hypotheses related primarily to the practices in leisure time, culture and education as well as the relations to the cultural institutions. Based on the above, the hypotheses listed below were examined:

- **Hypotheses relating to the characteristics of cultural life in Dunaújváros Town of County Right:**

Thesis 1: Research data support that the cultural life of the town is deterministic. Due to the normative regulation and financing, the town performs calculable activity. The part the civil organizations play is insignificant.



Thesis 2: The effect of variable economic- and social environment in Dunaújváros, demographic and migration processes as well as the features of the regional infrastructure have negative effect on the cultural life of town.

- **Statements relating to the changes in the cultural consumption practices:**

Thesis 3: The geographic situation of cultural institutions has positive effect on the cultural practice of town dwellers.

Thesis 4: The negative trend in cultural consumption practices is in accordance with that in other new type towns including towns of county right.

- **Hypothesis examining the overview of the operation of cultural institutional system:**

Thesis 5: The elements of the cultural institutional system operate alone, independently of each other under the coordination of the local authority. Due to the occasional type feed back, the adaptation of supply to the users' demand is not typical.

### **Means and methodology of research**

It is the subject and, at the same time, the cultural geographic situation of the town that raised the basic idea of using the methods in many aspects (Fig. 1). The aim was to prepare a scientifically founded map tinted from many respects and approaches. When analyzing the mass of data difficult to quantify, methods of exam-

ination connected with social sciences were preferred. The examinations were implemented by using primarily questionnaires, interviews, expert opinions and estimates. In addition, from among various database- and table management and statistical program packages, the use of SPSS and T-STAR database became necessary.

The dissertation relies on three main research methods: (1) Overview of trade literature and statistical data, (2) Survey using questionnaires based on representative sample and (3) Structured deep interviews. Following the study of relevant literature (town history documents, period documents and institutional history papers), the survey using questionnaires within a representative sample took place (2006, 2009). The data were processed by means of the descriptive statistics. In order to reveal and evaluate deeper relationships, mathematical-statistical methods were used. Following the summary of results obtained from questionnaires, the examination continued by using the method of structured deep interviews with the leaders of cultural institutions in Dunaújváros. For the structure of questionnaires and basic parameters of research, see Table 1 below.

The interview covered exclusively the circle of population aged above 15 in Dunaújváros; as this age group enables the majority of questions covered by the research to be truly evaluated. The interview covered 1% of the population, i.e. 518 persons. Under the effect of return and other deficiencies (e.g. blank questionnaires) the samples had to be modified. Blank and incomplete questionnaires were not processed. The proportions in the modified sample remained unchanged, while the number of persons

reduced to 487. Thus, this volume of questionnaires served as a basis of processing. Several questions were answered inaccurately or not at all; therefore, differences below 1% between the data lines may occur in many cases.

<b>Method</b>	<b>Period</b>
Data acquisition in the circle of town-dwellers	May 1 <sup>st</sup> . to June 30 <sup>th</sup> , 2006. July 6 <sup>th</sup> to July 24 <sup>th</sup> , 2009.
Structured deep interview based on personal inquiry with leaders or employees of cultural institutions	July 15 <sup>th</sup> to August 15 <sup>th</sup> , 2006. July 9 <sup>th</sup> to August 10 <sup>th</sup> , 2007. 2009.August 3 <sup>rd</sup> toAugust 28 <sup>th</sup> .
Structured deep interview based on personal inquiry with leaders of settlements belonging to Dunaujváros small region	July 5 <sup>th</sup> to September 30 <sup>th</sup> , 2010.
<b>Structure of questionnaire</b>	
Main questions (70 )	
Secondary questions (28 )	
Closed questions (55 )	
Open questions (22 )	
Mixed questions (21)	
Total:: 98 questions	

Table 1: Basic parameters relating to the questionnaire

Source: Based on the data of 2001 from the Central Statistical Office, edited by. VARGA A. 2009

## The research sample

	Educational level						$\Sigma$
	8 grades of primary school		medium level		high level		
Age	male	female	male	female	male	female	
15–29	55	45	20	23	3	5	151
30–49	58	58	20	30	10	10	186
50–64	30	40	15	15	5	5	110
65 –	33	20	8	5	5	0	71
$\Sigma f_0$	176	163	63	73	23	20	518

Table 2: Distribution of the research sample (persons)

Source: Based on the data of 2001 from the Central Statistical Office, edited by: VARGA A. 2009

## Results

### Hypotheses relating to the characteristics of cultural life in Dunaújváros Town of County Rígy

#### Thesis 1

*Research data support that the cultural life of the town is deterministic. Due to the normative regulation and financing, the town performs calculable activity. The part the civil organizations play is insignificant.*

When Dunaújváros was raised to a rank of town it was an artificially developed settlement without traditions and local establishers. Due to the socialist economics and industrial policy at the time the town was founded, the development of economic and social conditions was strongly dependent on the part played by the state. As the socialist power system declared, the so-called socialist-type urbanization, state ownership and the state control of spa-

tial processes terminated the emerging difficulties. The research made by Victoria Szirmai revealed a number of social problems in Dunaújváros (e.g. deviant phenomena, crime, extremely high proportion of divorces, difficulties in integrating residents of various social- and economic situation, problems of socialization, value crisis). (Szirmai, V. 1988).

In parallel with the development of the town, the cultural institutional system in its proportioned and arranged form functioning even at present was established. It is typical for the development of cultural life in the town that the socialist art policy set the objective to make the valuable works public property to the wider circles of society.

According to the judgment of the era at that time, the diversity in cultural life was primarily up to the artists, specialists of public education and the art policy leaders resident in the town instead of the cooperation of town dwellers. The cultural policy that played a pronounced part in the operation of cultural life founded and operated the Sztálinváros Entertainment Company. The new town was settled on Dunapentele with its traditions left out of consideration. Initially, the cultural situation of Sztálinváros under construction was of occasional character. Typically, the economic and social conditions changed late in the nineties. The operation of cultural life was based on public organization. The effect of this train of ideas is felt in respect of all the parties concerned up to now. The slow organic development and transformation that take place in the historical towns were implemented here in their non-classic form.

The changes in economic structure led to the occurrence and strengthening of further social tensions. Following the change in regime, the cultural institutional system was not fully transformed. The most important pillars to support the culture were the patronage and the support system connected with large industrial employers. Due to the well balanced supporting activity in the era of socialism, the needs and the tensions arising from differences of implementation remained concealed. The transformation of economic structure made the former supporting activity insignificant. The enterprising spirit was weaker than in other regions. New forms of support were not connected with the process. The market economy was not favourable to the interventions aimed at integration of sectors and fields; financing the culture was not profitable for maintainers and investors for short term.

As the interviews made with appointed persons of institutions show, their leaders typically believe the standard of operation to be acceptable. Their organizations operate within the scope delimited by the circumstances. Neither long-term objectives nor development trends were formulated and the survival of the institutions is set as the most important objective. It is exclusively the director of Bartók Intimate Theatre and House of Arts who declared his satisfaction and formulated his development proposals. Due to its peculiarity, said theatre is the best functioning element of the cultural institutional system.

With the change in regime, the political, economic and social transformation gave way to the development of civil sphere. The number of representatives of non-profit sector largely increased, while their part they play in the society is not cleared up.

Basically, the strengthening of the sector was due to the appearance of new social needs that could be fulfilled by neither the state nor the market sector. As a result, the strengthening of self-organization processes in the society became necessary. The civil organizations form the connection between the state, market and society. Their role in the decision processes is unbalanced. In Dunaujváros, the cooperation and information flow between the civil sphere and the entrepreneurs are not properly efficient.

In respect of fields of activity, there are four main spheres (culture/public education; leisure time/hobby; sport; education) also examined by the KSH in relation to the function of non-profit organizations. The number of civil organizations dealing with cultural values and public education shows a heterogeneous picture by counties. The highest value is represented by Pest county. As for other counties, the number of said civil organizations is the highest in Borsod-Abaúj-Zemplén county while it is the smallest in Nógrád county. Concerning the number of civil organizations active in the field of culture, Fejér county lies below the country average (296 cultural civil organizations).

In respect of fields of activity, the number of civil organizations active in the field of leisure time is the highest in Fejér county. The three most popular fields represented by the non-profit sector are: leisure time, sport and education. The activity is the smallest in the fields of social provision and the representation of trade and economic interests.

One of the key problems in the functional efficiency is the inclination to cooperate and interest enforcement capability. The Interest Conciliatory Council of Civil Organizations in Du-

naújváros makes effort to coordinate the actors in the non-profit sphere and promote the enforcement of their interest. In the web page of Dunaújváros Town of County Right, 185 civil organizations are registered. The results show that the civil organizations in Dunaújváros function. As a general rule, the services offered by them are accessible to everybody, and the arrangement of events and programs is typical. The most important sources of income to the civil sphere are local authority supports and competitions.

During the last few years, it is a trend perceptible even in case of Dunaújváros that the operation and sustainability of the civil sphere meet a number of obstacles. A negative factor is that the extent of state subsidies shows a decrease; therefore, the non-profit sector is forced to compete instead of cooperation in order to obtain resources. This situation is contradictory; in fact, the survey shows a need to join forces but the rivalry set obstacle to the efficient cooperation. As a summary, it can be stated that the efficiency of civil organizations could be promoted by a purpose-oriented strategy and inclusion of appropriate resources.

## **Thesis 2**

*The effect of variable economic- and social environment in Dunaújváros, demographic and migration processes as well as the features of the regional infrastructure have negative effect on the cultural life of town.*

The switch-over to the market economy gave birth to changes in the field of culture as well. The allowances granted to certain



fields were stopped and the utilization of cultural services required higher cost. The composition of public demand changed, the supply enlarged and a restructuring took place.

In the budget of towns of county right, the percentage of costs to spend on cultural financing amounts to about 4%. The Local Authority of Dunaújváros Town of County Right specified the percentage to spend on cultural financing to be 2.1% in the period examined.

When founding a new town, settlement of young unskilled/skilled manpower of working age is a typical process connected with the industrialization. During this period, the social mobility was directed from villages to towns. Immigration of unskilled- and skilled workers and intellectuals was also typical. This trend basically determined the demographic conditions. During the first three years, a large number of those settled here changed their job, selected a new life style under pressure or necessity in the hope of a new life. This phenomenon had an effect on the demographic processes and the operation of educational- and cultural institutional systems. Due to the capability of the new town to retain people, the population increased suddenly as compared to the traditional historical towns. Contrary to the national trends (1981), the population in Dunaújváros showed a sensible reduction as late as from the early nineties onward that was mainly due to the migration in addition to the natural loss. Between 1990 and 2005, the migration (to Székesfehérvár and Budapest) determined the changes in population that affected primarily the young and mobile labour power. The migration had positive effect on the surrounding settlements; Kisapostag, Nagyvenyim,

Kulcs, Rácalmás and Baracs are the beneficiaries of these changes. The significant increase in the ratio of those above 65 best characterizes the composition by age. In turn, the ratio of people below 15 was reduced by nearly 9%. The unemployment increased progressively from 2001 onward; its ratio was 5% in 2005 and 8% in 2009 as an average.

The cultural institutional infrastructure system functioned as typical of the period. From the nineties onward, the background sector of institutions upkept by local authorities renewed.

As the survey show, the interviewed judged the infrastructure parameters to be appropriate in both surveys (2006/2009). The judgment of projects in process in the region, however, changed during the examination period. The headstone of the development was the Pentele bridge handed over in 2007.

According to the research data, the investments (M6-motorway, Pentele bridge) have no significant effect on the cultural life in the town. As the survey of 2006 shows, nearly 60% of the town-dwellers positively evaluated the animating effect of the Pentele bridge believing it to give stimulus to the cultural life. In 2009, the judgment reversed as the expectances of town-dwellers were not proved. The statements made by institution leaders confirm the research data except the opinion of the director of Bartók Intimate Theatre.

During the examination period, the positive judgment of development projects reduced by 30%. Due to the recession, dismissals took place; reduction of employment possibilities polarize the incomes and reduce the share sent on (cultural) infrastructure and services significantly. The distribution by incomes follows

the normal distribution, yet, below the average income. Based on the results of research, it can be stated that the strengthening of the central part Dunaújváros plays in the small region were prognosticated primarily by the residents in quarters Upper Danube Bank, Friendship and Garden City. The skepticism was the most typical in the quarter Technicum. The demographic- and migration indices and the typical data of the infrastructure in the region show that the negative effects of ageing and emigration are not compensated by the outcomes of infrastructure development. The town-dwellers fail to utilize the effects of development to an extent larger than earlier. The infrastructure investment have no positive feed-back to the migration processes. The retaining power of the town did not increase according to the forecast and is stagnant at present. The animation of investments in accordance with the macro-economic processes did not even come about as expected.

### **Statements relating to the changes in the cultural consumption practices**

#### **Thesis 3**

*The geographic situation of cultural institutions has positive effect on the cultural practice of town dwellers.*

Siting of the elements of cultural institutional system was a conscious action. All the institutions managing central tasks were sited near the Vasmű street traversing the town. In relation to the development of visiting practices, the leaders of institutions stated

that the geographic distance typically has no influence on the visiting practices. The town-dwellers reach the institutions equally by foot, using public transport or motorcars without difficulty.

Examining the visiting practice shows that 20.5% of those interviewed visit the elements of the cultural institutional system once a year or half a year, 15.5% monthly or more frequently while 64% not at all.

A fellow of the Intercisa Museum gradated the picture by explaining that, in respect of museum pedagogic lessons, the geographic distance sets limitations to the visiting practice. In fact the pedagogues have to get in the time frame of the lesson, but those of schools far away of the institution are unable to do so with the remote lessons. In case of civil public, the visiting practice is basically independent of the geographic distance.

In case of Bartók Intimate Theatre, the visiting practice of town-dwellers is not influenced by the geographic location; still, the bridge built in Dunaújváros has positive effect. The residents in the settlements at the left Danube bank who visited primarily the performances of Katona József Theatre in Kecskemét formerly visit it in a significant number. This is probably due to the type of recipient theatre and more varied programs. ICA-D is centrally situated and well accessible from any direction.

The basic judgment of the events arranged by the Institution of Contemporary Arts has not been changed during the past three years. Half of those interviewed are not informed of the operation of institution. Still, the activity of institution may count on public interest due to its special range of collection.

The visiting practices relating to József Attila library shifted towards the remote utilization; no physical presence is required to use the library, proving again that there is no direct relation between the geographic location and the visiting practice. In contrary to my previous assumption, the spatial situation of cultural institutions typically has no influence on the cultural consumption practices of town-dwellers.

The survey proved that the people reach the individual parts of cultural institutional system without difficulty if they require to do so. During the overview of cultural institutional system in Dunaújváros, the statements below can be made: as a fundamental trend, the popularity of most cultural institutions is reduced; a small increase in respect of participation in events and visits to museums is shown; the trends in participating in the events of medium- and large size towns are similar; from among the culture mediation institutions the houses of culture are visited most frequently in small settlements; the part the various festivals and emblematic events play is upgraded.

#### **Thesis 4**

*The negative trend in cultural consumption practices is in accordance with that in other new type towns including towns of county right.*

When comparing the supply of institutions, it can be stated that the supply level of Dunaújváros can be considered range with similar towns of same size and development standard at a national scale. Comparison to towns of large historical and cultural past

(e.g. Pécs, Győr and Szeged) is inexpedient. Comparing with towns of similar population but different historical past (Nagykanizsa, Salgótarján, Hódmezővásárhely and Érd), Dunaújváros does not show negative picture in respect of either the number of culture mediation institutions or the standard of services. Its special fundamentals linked with its foundation have no negative influence on the elements of the institutional system at present. It is prominent in respect of the number of regional libraries and the permanent theatres. The capacity of cinemas can be considered adequate in relation to the size of town. No independent cinemas are found in the other similar towns. The low number of public educational institutions compared to the other similar towns can be considered a weakness.

Analysing the number of institutions in towns of county right of population similar to that of Dunaújváros, it can be shown that Dunaújváros is well supplied in respect of its cultural institutional system and has the advantage over the settlements of similar characteristics.

As compared to socialist type towns, Dunaújváros attained the best values in the development of both cinema shows and the number of visitors between 2001 and 2007. In 2006, the number of visitors was 64 692 in Dunaújváros and 16 942 in Tatabánya, while in 2007 Tatabánya left Dunaújváros behind. The reversal was due to the new multiplex cinema handed over in the town. In 2009, the popularity in the two socialist type towns of county right examined developed as follows: 43 145 visitors in Dunaújváros and 127 889 visitors in Tatabánya. In respect of the number of theatre performances, the examination of Dunaújváros

and Tatabánya is relevant based on the socialist character. In Tatabánya, the number of performances lies between 80 and 90 while in Dunaújváros it is above the order of hundred.

Analysing the numerical data of cultural events and the public educational institutions, it can be shown that Dunaújváros shows worse results than the socialist type towns in general. In relation to its population, the town ensures scene for few cultural events. Settlements of lower number of inhabitants leave it behind in respect of the number of events (Oroszlány, Ajka, Százhalombatta). Ajka rises above them where the number of cultural events was four times more than in Dunaújváros within the period examined. As a result, Ajka rises from the rank of socialist type towns even in respect of the number of visitors.

The negative trend in cultural consumption practice is in accordance with the trend of towns of county right.

Based on the examination of regional libraries it can be stated that the range of basic services according to the new customer needs was enlarged. Progress of Dunaújváros along with the national trends is indicated by the reduced number of registered readers, books borrowed and the reduction of library stock same as in large towns. The values show that the presence of higher educational institutions has positive effect on the data irrespective of the size of towns. The students participating in higher education utilize the library services more actively. In towns with higher education of long past (Győr, Szeged, Debrecen) every fourth person is a registered reader with some library. In Dunaújváros, every sixth inhabitant is a member of the institution. In respect of the ratio between registered readers and the population,

Sopron shows the best value where every second person is a library member. Within the time interval examined, the continuous increase was typical to Szeged (2002 – 2007) and Szombathely (2001 – 2006). The number of registered readers was the highest in Szeged with 42 237 persons. The data of Dunaújváros showed an increasing trend between 2001 and 2003; then, a continuous decrease took place and the number of library members decreased to 7874 by 2009. This represents a nearly 50% decrease relating to the reference year.

In the practice of visiting cinemas a clear-cut trend of decrease appears. As a result of change in regime, the operation of cinemans became multi-sector. The propagation of internet had influence on the development of the number of cinema-visitors. Going to cinema as a cultural activity showed a recess. Closing down of provincial cinemas involved the reduction of seating capacity. In respect of the number of cinema-shows, Dunaújváros takes precedence of towns of similar population (Érd, Hódmezővásárhely, Salgótarján). The highest value was reached in 2008 with 2043 shows. Surveying the data of towns it can be shown that Sopron shows an outstanding high value in respect of the number of visitors in the circle of towns without county seat status. The difference can be justified by both its specific past and geographic location. During the period examined, the higher number of visitors was due to the increased number of films marketed in that year.

The survey of theatre-going practices showed that, in respect of the number of performances, Dunaújváros was ahead of towns of similar population up to 2004; while the lead was taken



by Sopron from 2005 onward. Considering the number of visitors, Sopron preceded Dunaújváros in every year. In respect of theatre-going activity, Dunaújváros lies below the middle of field in the rank of towns of county right, leaving Szekszárd and Tatabánya behind. It is the intellectual and cultural centres (Debrecen, Győr, Pécs, Miskolc, Szeged) that show the best results. In large towns, the average number of performances presented to the public is five times as much as that in Dunaújváros. This proportion was also justified to the number of visitors.

The trend of visiting museum-type institutions can be considered relatively constant. The effects of tourism play part in the increased interest in the exhibitions arranged by museums. In Dunaújváros, a decreasing trend appears; the number of visitors reduced from 15 543 to 12 984 by 2009. The most dynamic increase was found in Szekszárd; the number of visitors has been doubled as compared to the reference year. The network of institutions was enlarged, outdoor ethnographic museums, country houses and commemorative museums were built. Most of the museum collections are specialized in regional history. The visiting activity is strongly concentrated on settlements significant in respect of foreign tourism and their museums (Pécs, Eger, Debrecen). Most of the visitors were registered in Debrecen: more than 240 000 in number in 2005. The outstanding values are due to the connection with national-fame events (Múzeumok Éjszakája [Night of Museums], Múzeumok Őszi Fesztiválja [Autumn Festival of Museums]). The low number of visitors can be justified by the fact that the museums did not receive guests due to renewals and reconstructions during the year examined.

The popularity of regular educational occupations and creative educational communities functioning within the frame of public educational institutions is low in relation to other types of cultural activity. From among the creative communities, the artistic groups are the best known ones. The regular artistic occupations include the courses and the activity of clubs. In the rank of towns of county right, Dunaújváros lies in the middle. The number of retired clubs is significant. More than hundred creative communities were registered in Pécs, Eger and Szolnok. .

A direct proportion between the increase in the number of visitors and the number of events cannot be demonstrated in every case. The distribution of state supports plays an important part in the establishment of events. The importance of state support is proved by the outstanding success of the year 2009 in the number of both the events and the visitors. During the Year of Cultural Tourism, a large scale inclusion of resources took place. In large towns (Pécs, Szeged, Debrecen), the number of programs was three times as much as in the earlier years. In respect of the number of events, Dunaújváros lies below the national average in the rank of towns of county right. There are few events of high standard to move large masses. Towns without county-seat status e.g. Érd, Sopron, Salgótarján and Nagykanizsa leave it behind in respect of the number of both visitors and programs.

Investments into the sector are directed typically to the protection of substance. The professional development tasks are implemented by means of competitions. The maintainers of institutional systems perform control functions.

The prices of tickets remained below the market price in case of preferred programs. The events with increased fare that represent a so-called “high culture” are primarily visited by a restricted circle of qualified people. The persons interviewed were not informed of the former research data that came up in the subject concerned. The self-organized cultural initiatives are present; in respect of their importance, however, no exact research data are available.

No unified information network is in operation; it is only occasionally that harmonized plans assist the work. No independent marketing strategy is available; the strategic development objectives relating to the culture are directed to make the community life active, renew the cultural squares of cities, maintain and develop the cultural results, values and characteristics of the towns. Supporting the cultural programs and events to increase the tourists’ attractive force of towns and rendering their cultural values public property appear as tasks. In relation to the examination of economic-social relationships of towns of county right it can be said that the cultural institutions function with permanent support granted by the local authorities.

In the circle of those interviewed, the problem of increasing the role of culture as a branch to intensify the economy and the competition in addition to that of bringing the talents in proper places tendentiously appears.. An outstanding objective is to make use of the cultural possibilities implied in the tourism. Strengthening the social cohesion is an important effort.

According to the national strategic objectives, the towns intend to pay more attention to the public education possibilities to

promote the chance to live of town dwellers to be improved. By means of mediating knowledge, they contribute to the improvement of knowledge and qualification levels of the population.

- **Hypothesis examining the overview of the operation of cultural institutional system:**

#### **Thesis 5**

*The elements of the cultural institutional system operate alone, independently of each other under the coordination of the local authority. Due to the occasional type feed back, the adaptation of supply to the users' demand is not typical.*

The power of the cultural sector to produce receipts is low relating to the expenditures and its interest enforcing ability (except the theatres) is small. The amount of central norm for the sector remains unchanged. The condition of public educational institutions taken in a traditional sense is stagnant.

The reduction in budget expenditures was detrimental to the operation of public educational institutions. Replacement of resources is a difficult task to the institutional system. The maintainers of institutions are of opinion that the resources for establishing high standard of cultural life are inadequate. The institutions ensure the funds necessary for their operation by selling tickets and obtaining various subsidies.

The state intervention remains necessary in certain fields; this, however, appears in a more moderated form. Financing from public funds, civil organizations and various competitions comes

to the front. In respect of financing its cultural institutional system, Dunaújváros is in a special position: the financing is mostly covered by the norms granted as in the earlier years. This, however, is only sufficient to maintain the institutional system without financing the development.

The statistical data in accordance with the research results support the opinion of institutional leaders that the disproportion between various strata of population further increases.

The Municipal Council and, later, the Local Authority performed the tasks of coordinating, supporting and maintaining the cultural life through the Cultural Office and Cultural Committee up to the millenary. In the recent years, the Local Authority as a maintainer and/or sponsor fails to report on the professional efforts made by the institutions. The maintainer has influence on the operation of cultural institutional system by means of appointment of leaders in an indirect way or by means of distributing the resources at the time of budget planning. Its coordinating part was pushed more and more into the background; the Cultural Office was closed and the task of coordination was replaced by data inquiry. No objective index numbers relating to the performance and successful operation of these organizations are available. In this particular situation, primarily infrastructure development and preservation of substance take place. With the state role driven back, the institutional system has financial problems and its possibilities are limited. Maintaining the elements and preserving their operational ability are of vital importance; terminating or wasting any of them would lead to a lack difficult to replace. During the survey, the representatives/leaders of cul-

tural institutions formulated the importance of establishing a common concept and strategy (in accordance with the cultural concept of town) while outlined the individual views, with the professional decision competences left unchanged. The ideas based on the maximum utilization of competition possibilities. At present, the professional agreements are made occasionally through linking up the individual subjects. The partner-centered view can be justified with each institution; its practical implementation, however, is not efficient in any case. Solving the current situation does not fall exclusively within the task of operators as the number of conscious and permanent visitors using the cultural institutions at regular intervals related to the population suffered a drastic reduction.

New forms of culture mediation channels appear. Through these channels, a huge volume of cultural products of heterogeneous quality and content flows. It is typical to the culture mediation system that the position of traditional public educational institutions is stagnant. One of the reasons is for example the digitization that enlarges the access to the internet. The examination relating to the elements of cultural institutional system in Dunaújváros found that their utilization and visiting demonstratively decreases.

The legal rules indicate which tasks are considered the most important ones by a given state, and whether the upkeep of cultural services (library, archives, public collection, museum institutions, public educational institutions) falls within the task of the state or local authority. The degree of financing has influence on the standard of service. The research results proved that the state role made the decision makers of certain institutions fleeing from

risk. The norm basically determined the limits of operation. Elements of the institutional system not shared in state subsidy developed their organizations by using other possibilities. It is these elements that function best in the institutional system.

The relation of the town to the culture is ambivalent. A significant part of the support is of normative type (in the order of 2% of the budget of local authority instead of 4% necessary for maintaining the standard and for the development. The role of sponsorship is insignificant. When surveying the need for cultural/entertainment events, the specific features made the use of factor analysis (main component analysis) possible. As a result, five groups of different cultural needs were outlined. Examining the relationships between the needs for cultural sites and events depending on the age, the statements below can be made:

The interviewed groups being well on in years refused the forms of entertainment as follows: blues inn, entertainment possibilities for young people, jazz rock clubs, festivals, cinemas and music evenings. They would require children's joint dance and other children's events (probably depending on their own family). In older age, the persons interviewed preferred the establishment of pleasure grounds with music, serious music concerts, events addressed to their own age class and folk art. In the younger age groups, contrary trends appeared. The examination of visiting practices demonstrated that the majority of answerers participating in the survey are satisfied with the extent and quality of cultural services available, in spite of that their majority fail to visit the institutions regularly. Based on the interviews and answers received, it can be stated that the services provided by the cultural

institutions (cultural programs) and the customers' needs are not in accordance with each other. The leisure time practices of the potential public do not connect closely with the cultural programs implemented. Among the preferred events, the need for free events — of light art genre and family type — strongly appears.

The changes in user needs can be prognosticated even in the future; the economic recession may result in decline in this sector as well. The coordinating function of the sector can involve efforts to rationalize. The individual elements specify their new directions of operation by including external resources. The leaders of institutions formulated innovative marketing activity. Cultural features attractive to the public may come to the front.

In financing of culture, the state takes part in a differentiated way. Basic conditions of strengthening the sector are: confidence, transparency and continuous development of the institutional system. The form and quality of state role have effect on these factors. The most important actors in financing of culture are: the state, the market actors and the non-profit sector.

The fundamental task of the state is to ensure the access to the rights including the constitutional principal right of cultural education. A typical trend in Hungary is that, in addition to professional experiences, it is the personal contacts that form the primary basis of self-assertion within the sector. In Dunaújváros, the operation of cultural institutional system fell — and falls even at present — within the responsibility of a narrow circle. The proportion of young people in the system management is insignificant.



The state role is bi-directional: it provides support and specifies the frames of operation, including the expectancies relating to the professional work. By offering tax allowances, the alternative financing partners shall be stimulated to undertake sponsorship and more powerful part. The specific feature of the system is that the artist has to create his/her individual composition that also arouses the interest of private persons. The condition of this form of financing is the partnership.

### **Utilization of results, further directions of research**

Based on the data of survey, the conclusions drawn from the results obtained become suitable to be fed back to all the parties concerned i.e. institutions, decision makers and maintainers. The research results enabled proposals to be formulated for promoting further steps forward..

During the preparation of doctor dissertation, two research directions were outlined for the further development. The two lines can be discussed according to ideas well distinct from one another. The research in the field of cultural geography is recommended to be continued in direction of both region and content.

While preserving the content elements, it would be appropriate to carry out the examinations from the aspect of spatial perspective with grouping as follows or discretionary combination of groups. According to the interpretation, the site of research can be expanded to the suburbanization zone of Dunaújváros.

The research subject can be enlarged to the directions of sport, health care and education. A possibility of further devel-

opment might be the segmentation in the composition of target group. The mapping of leisure time practices may involve the analysis of leisure time spending practices. On this occasion, the presumed reasons for negative changes in the visiting practices typical to the cultural institutions system may also come to the front.

## LIST OF PUBLICATIONS

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