

PhD-thesis
Summary booklet

Doctoral School of Earth Sciences

Heritage Tourism Resources of the German Nationality
in Hungary
(Landscape House Movement)

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1. Introduction

As a result of the trend change observed in the tourism market today, the motivation of the previous attraction-oriented demand is replaced by the satisfaction of the need to gain experience. Among the demand for experience-oriented tourism, the relevance of localities, attractions representing the authenticity of customs, visiting programs, has gained significance which, in addition to expanding an individual's knowledge base, provide a real experience for visitors. Global and local cultural offer of a country is highly dependent on the complexity of the society, as ethnic groups having unique customs determine the uniqueness of a destination, i.e. the variety of the tourist attractions. At the time of the census in 2011, a total of 13 legally recognized nationalities lived in Hungary, of which the second most populous group was the German nationality. In the 18th century on the occasion of the organized settlements, the German settlers have brought with themselves the cultural characteristics of the regions from the mainland, which, over the centuries, have strengthened and as a result, the customary world of Hungarian Germans with special features have been developed. This has grounded the image of the settlement and the diversity of its cultural life in several cases, especially in the regions inhabited by the Germans, such as the eastern villages of Southern-Transdanubia, the southern and western agglomerations of Budapest, and the region of Sopron and Veszprém. As a result of the motivation to acquire knowledge about the value systems of nationalities, a special type of cultural tourism, called ethnic tourism has emerged. In the case of our country, the definition applied in the international literature is not entirely correct, since there are no such radical differences between national cultures as in the case of some exotic peoples. In this sense I propose to replace the term ethnic tourism by the term nationality tourism. In my opinion, nationality tourism refers to tourism where the tourist is motivated by the desire to learn about the culture and traditions of the nationalities living in the destination and to participate in festivals that represent them. A nationality attraction is defined as any intellectual and architectural attraction that represents the values of a given nationality, i.e. by visiting an attraction, visitors gain an insight to the way of life of the nationalities, their traditions and folk customs. One of these nationalities' attractions in Hungary is the landscape house, which represents the spiritual and material culture of the nationalities living in a given locality. This paradigm shift in museological institutions is also present in German landscape houses. The change in consumer trends has led to a restructuring of the landscape house, in other words, the need to introduce additional elements beyond the basic museological function, which contribute to enhancing the visitor experience. The national culture preserved and represented in the institutions of the network of landscape houses on the Tentative List of UNESCO World Heritage plays a significant role in shaping and strengthening the sense of identity of the community.

The dissertation explores the possibilities of tourism utilization of the German heritage in Hungary, with a focus on the functional renewal of German landscape houses. Due to the complexity of the topic, the research is composed of several subthemes, which are connected by the socio-political and cultural-historical characteristics of the German nationality. After a review of the conceptual background in summarising the partial results of the thesis, represents the historical past of the German ethnic group from the time of the settlement to the present day, with particular attention to the effectiveness of the political measures taken in the years following the change of regime to support the awakening and strengthening of identity. The Swabian culture has a rich intellectual and built heritage, but a comprehensive survey is beyond the scope of this research, and therefore the study has given priority to answering questions related to the landscape houses. One of the main results of the primary research is the compilation of a model for the use of the landscape house, which includes new elements that are added to the basic museum function and contribute to the

creation of a "living landscape house". Finally, the success of the new functions and the satisfaction of visitors are confirmed by the results of the visitor surveys.

2. Research objectives

The aim of the research is to represent the role of the German nationality in tourism in Hungary via a typical network of cultural institutions, the network of landscape houses. Further aim is to explore the institutionalised forms of value preservation, to investigate the community-forming impact of culture and tradition nurturance and to assess the demand-side satisfaction with the effectiveness of the extension of the function of the landscape houses. The actuality of the topic is demonstrated by the fact that by the means of the transformation of tourism demand in Hungary the desire to learn about and experience local social values has gradually gained significance, and that Germanism has become a catalyst for national culture in the country following the removal of legal restrictions. The following sub-objectives have been identified for the exploration and analysis of the tourism resources of the Germanic minority in Hungary:

- interpretation of the concept of ethnicity and outline of its statistical characteristics,
- foundation of a conceptual framework for ethnic/nationality tourism,
- summary of the history of German ethnicity in Hungary, with a special focus on the decades following the change of regime,
- exploring the role of German national minority organisations in the promotion of culture in Hungary,
- a (partial) survey of the state of German landscape houses in Hungary,
- presentation of the elements of functional expansion achieved by the landscape houses, by the means of practical examples
- preparing and evaluating a guest survey reflecting the effectiveness of the functional operation of the landscape houses.

A comprehensive study of the investigated topic was undertaken to answer the following research questions:

Q1: How has the situation of the German ethnic minority in Hungary changed in the nearly 30 years following the regime change?

Q2: Which organisations are responsible for the management and support of Swabian culture in the tourism market of Hungary?

Q3: What new functions have emerged as a result of the paradigm shift affecting German landscape houses as museum institutions in Hungary?

Q4: Based on the guest feedback, how successful can the model change of the German landscape houses be considered?

3. Research methods

Secondary and primary methodology was used to answer the research questions. As the first step of the secondary source analysis, a literature review was conducted, covering three main areas. Firstly, to establish the geographical-historical framework of German nationality in Hungary, secondly, to summarise the conceptual framework of tourism and thirdly, to present the specificities of the landscape house as a museological institution, which can be understood

as a connecting link between the two topics. Furthermore, using national databases, I analysed the spatial and temporal changes of the German nationality, the development of the institutional network, the number of students participating in German nationality education, and after extracting data published by the Association of Landscape Houses in Hungary, I created my own database on German landscape houses, which was the starting point for the primary research.

The core of the research was based on the application of the primary methodology, which was based on interviews and a complex questionnaire survey in addition to field visits. A total of 10 in-depth interviews were conducted, targeting people who have relevant insight into the past and present situation of the German community and who are in close contact with German landscape houses in Hungary, either as managers of professional organisations or as landscape house managers. The interviews included a description of the organisation's structure, objectives, tasks, contacts and future plans, as well as a representation of the values of Germanism at national and local level, their preservation and possible forms of promotion.

The questionnaire survey was designed to interview several target groups. On the organisational line, two questionnaires were compiled for the staff members of the German municipalities and the German landscape houses in Hungary. The objectives were to survey all 124 German landscape in the database of the Association of Hungarian Country Houses, but due to the lack of updating of contact details, only 56 landscape houses provided a valuable response. The survey of local German municipalities was conducted twice, in autumn 2018 and 2019, during which time a total of 168 municipalities responded. In addition to supply-side actors, I also assessed two larger groups on the demand side. The aim of the public survey was to explore the motivation and experience of visitors. Unlike initially planned, the survey was carried out exclusively online, as it was not possible to complete the questionnaires distributed in the landscape houses following the outbreak of pandemic COVID-19, and therefore the survey presents the feedback of 351 respondents. As the landscape houses play an important role in national minority education, my aim was to evaluate the opinions of students in national minority education. In spring 2020, I received answers from 402 students in German national minority education.

The geographic information software, ArcGIS 10.2 was used to represent the results in the following topics: the spatial distribution of the German nationality, the distribution of the number of German nationalities, the spatial distribution of German municipalities, the spatial representation of the German landscape houses in Hungary and the spatial distribution of the German landscape houses participating in the survey.

4. Conclusions

After evaluating the results and based on the responses to the research questions, the following theses were identified:

The post-reform measures after the end of the period of political repression strengthened the acceptance of German belonging, supported the preservation of values and the cultivation of tradition, and thus the last 30 years can be seen as a period of confidence building, depreciation and networking.

- The 1993 National Minority Rights Act provided a legal framework for nationalities to reintroduce mother tongue education, elect representative organisations and

establish civil society organisations that play an important role in the protection of cultural values.

- Based on the information and experience gathered from the in-depth interviews, the revival of cultural activity of the German minority can be seen as a parallel to the establishment of the national minority self-governments. The necessary financial resources (own resources, subsidies, tenders) have been secured both for the maintenance of traditional groups and for the organisation of traditional events.
- Thanks to the local patriotic work of these organisations, members of the community are once again courageously declaring their German origin, as reflected in the increase in census figures.
- As a result of this activity, the collection and preservation of the remaining values of the Germanic community has begun, ensuring the transmission of Swabian culture to future generations. During the decades of conservation, several German landscape houses have opened their doors to visitors and the collections of existing landscape houses have been expanded.

The cultural outreach role of German national minority organisations is recognised, as evidenced by the rich programme of activities offered by municipalities and NGOs, and the support and strengthening of authentic German national minority education.

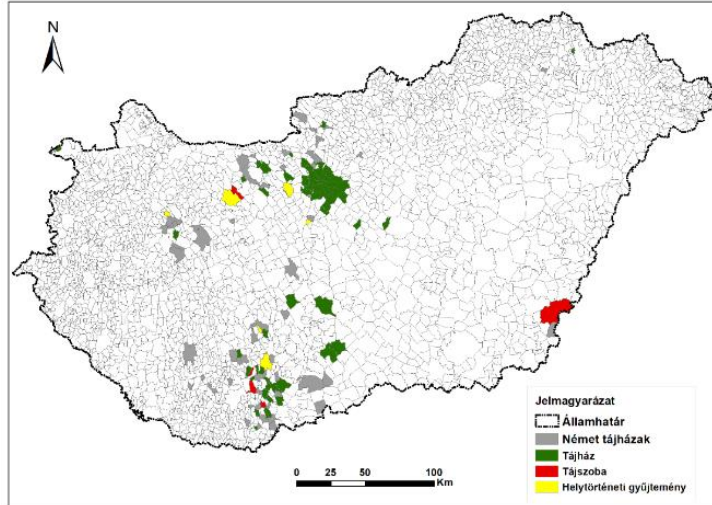
- The results of the survey of the national minority self-government confirm the importance of the work of the organisation and the effectiveness of its activities. Most municipalities enrich the cultural life of the municipality with permanent programmes and contribute to the cohesion of the local Swabian community and the strengthening of identity by maintaining community spaces.
- The in-depth interviews revealed that organisations with a national coverage tend to play a coordinating role, while local and regional organisations directly support the cultivation and transmission of traditions.
- Several organisations organise their national events in different locations, thus supporting municipalities with a low tourism potential. However, it is important to emphasize that the visitors to these events are mostly invisible tourists, as they are usually one-day events which are free of charge.

We have reached a milestone in the life cycle of the landscape houses that preserve and represent the values of the Germanic people. The building and the collection are mostly in good/acceptable condition, but the key to their successful operation lies not only in the availability of the necessary financial resources, but also in the employment of skilled human resources and a positive attitude of the local community.

- The results of the questionnaire survey covering 56 German landscape houses (Figure 1.) highlight the difficulties faced by the landscape houses, highlighting mainly the financing of maintenance costs and the lack of a museum education specialist.
- The experience of the field visits and the interviews confirm that the landscape houses have the necessary material conditions and professionally accepted collections, but that in many cases the renovation and conservation of the buildings are lagging

behind due to lack of financial resources. The lack of a licence means that they do not have access to many funding opportunities, and they often have problems in raising their own funds.

Figure 1: The spatial distribution of German local museums in Hungary



Ed.: Vig, 2020

- The interviews with the leaders of the professional organisations show that they support the work of the managers of the landscape houses with a number of professional programmes and training, in this way also supporting the renewal of the institutions and strengthening their future position.

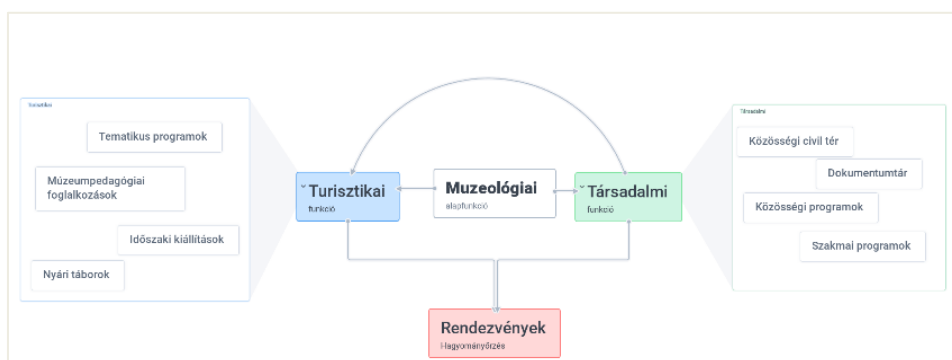
The paradigm shift in the landscape house paradigm, with new functions, both in terms of museum education and a more varied calendar of events, is increasing interest in the landscape house and helping to meet the needs of visitors for a more experiential experience.

- The modern technological innovations that are emerging in parallel with the changing consumer trends are less applicable to the landscape houses, since the institutions' objective is to represent German national values in an authentic setting. For this reason, it was necessary to introduce new features that would maintain and increase the interest in the landscape houses and the number of visitors.
- Interpretation has become of paramount importance in the case of the landscape houses.
- With the introduction of museum education activities, a so-called 'occupational space' has been added to the exhibition space as a venue for experiential education outside school. In parallel with the expansion of the range of programmes, an event space has been created to host a variety of thematic events, thus preserving the collections.
- The integration of the landscape houses into national education and the strengthening of existing partnerships will provide a basis for stability and growth in visitor numbers and a starting point for expanding the range of programmes offered by the

landscape houses. In my opinion, landscape houses located close to German nationality educational institutions have a competitive advantage, as they can build up a relatively stable clientele and visitor numbers by attracting kindergarten and school groups.

- After summarizing the results of the primary research, a model for the utilization of the landscape house was compiled, which includes all functions that contribute to the strengthening of the tourism role of the landscape houses and the creation and utilization of a civil community space for the strengthening of the sense of identity of the local society (Figure 2).

Figure 2: The German model for the use of landscape houses



Ed.: Szeidl, 2021

The results of both the public and student surveys confirm the effectiveness of the new programme elements resulting from the extension, as visitors prefer to visit the landscape houses for a programme and students participating in national education have a positive view of their time in the landscape house.

- The results of the population survey confirm the change in consumer trends, as the motivation of respondents is to experience, learn about local traditions and to attend events.
- The feedback shows that accessibility, opening hours and programme of the landscape house are highly important factors for the visitors, not he other hands, interactivity and gastronomic opportunities are less important, and the possibility to buy souvenirs and the price of an entrance ticket are not considered important at all. This also highlights the timeliness of extending the functionality.
- All in all, it can be concluded that the German nationality landscape houses are emerging as a complementary attraction in the cultural tourism market. Visiting the landscape houses is not considered to be the primary motivation for visitors, but the survey clearly confirms that the events significantly increase the willingness to visit.
- The success of the museum education activities, which are broken down by age groups, is demonstrated by the results of the student survey, which show that students in the national education programme prefer to visit the landscape houses and to take part in various thematic activities.

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