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*THE ROLE OF MUSEUM LEARNING IN PROMOTING
SUSTAINABILITY - COMPARATIVE RESEARCH IN BARANYA COUNTY
AND LANDKREIS GÖRLITZ*

Abstract

The study explores aspects related to the role of museums in promoting sustainability among the results of a comprehensive research entitled „The role of museum learning in strengthening resilience in peripheral regions – Comparative research in Görlitz District and Baranya County” conducted with the support of the Saxon State Ministry of Science, Culture and Tourism's Saxon Visiting Professors Program 2022.

Among the many aspects of the role of museums in promoting resilience, the empirical research also dealt with how much and in what way the museums/heritage sites in the two investigated areas contribute to the promotion of sustainability through their exhibitions, programs and other initiatives. Within the framework of the comparative research, based on a stratified sampling procedure, structured interviews were conducted with museum educators, museum directors, and relevant senior colleagues of 13 Baranya County and 13 Görlitz District museums/heritage sites between October 2022 and January 2023. The study compares the activities of the museums included in the research from the two regions in terms of the extent to which they promote the realization of the following seven of the 17 Sustainable Development Goals of the UN's Agenda 2030: health and well-being, quality education, gender equality, reducing inequalities, responsible consumption and production, action against climate change, sustainable cities and communities.

Keywords: sustainability; museum learning; comparative research

Introduction

One of the most important international trends related to museum learning in recent decades is the significant expansion of the social roles of museums. ICOM's latest museum definition, adopted in August 2022, defines a number of social tasks that were not included in its previous museum definitions, such as the realization of inclusivity, the support of diversity and sustainability, or the active involvement of communities into the operation of the museums (ICOM, n.d.-b).

In the past decade, the role of museums in promoting sustainability has become an increasingly important issue in the professional dialogue about the social role of museums at international, national and institutional levels alike.

The Agenda 2030, published by the United Nations in 2015, defined the following 17 Sustainable Development Goals as the determining direction of activities until 2030: 1. No poverty; 2. Zero hunger; 3. Good health and well-being; 4. Quality education; 5. Gender equality; 6. Clean water and sanitation; 7. Affordable and clean energy; 8. Decent work

and economic growth; 9. Industry, innovation and infrastructure; 10. Reduced inequalities; 11. Sustainable cities and communities; 12. Responsible consumption and production; 13. Climate action; 14. Life below water; 15. Life on land; 16. Peace, justice and strong institutions; 17. Partnerships for the goals (United Nations, n.d.).

In the last decade, many important works have been published on the relationship between museums and sustainability, including the role of the museum in promoting sustainability, as well as the conditions of the institutions' sustainable operation (eg: Madan, 2011; Brophy & Wylie, 2013; Sutton, 2015; Barthel-Bouchier, 2016; McGhie, 2019; Garthe, 2022, etc.)

Museum professional organizations also focus on the role of museums in promoting sustainability to a great extent.

The largest international organization of museums, the International Council of Museums (ICOM), defined "Museums, Sustainability and Wellbeing" as the theme of the 2023 International Museum Day and stated in connection with this that "*there are many ways in which museums can contribute to achieve the Sustainable Development Goals: from supporting climate action and fostering inclusivity, to tackling social isolation and improving mental health.*" (ICOM, n.d.-a)

The conference entitled "and... ACTION! Museums in the climate crisis" to be held by the Network of European Museum Organizations (NEMO) in Lahti, Finland, in November 2023, will focus specifically on the climate crisis within sustainability (NEMO, n.d.).

The "We are Museums" initiative which has been operating since 2013 and currently has a membership of around 2,000 museum professionals, developed an online platform in March 2020 to promote international professional dialogue in order to strengthen the active role of museums in sustainability. In addition to the online sharing of various resources and the dissemination of museum professional news, the initiative created an active professional community committed to sustainability (We are Museums, n.d.).

Numerous domestic and international researches and projects have been started around the world related to the role of museums in promoting sustainability, of which only a few German and Hungarian initiatives are highlighted here due to the comparative nature of this study.

The currently ongoing project "Green Museum and Climate-Friendly Culture. Environmental Management of Climate-Related Risks in Museums" implemented in cooperation between the German Federal Environmental Foundation – DBU, the Protestant Institute for Interdisciplinary Research – FEST and the Rathgen Research Laboratory of the National Museums in Berlin - Prussian Cultural Heritage Foundation – SPK aims to reveal German and international examples of museums' environmentally friendly operations in order to prepare museums for climate change (Questionnaire for Museums, n.d.). The following 6 aspects are in the focus of the research: control systems; resource use; control of heating, cooling, ventilation; mobility; careful material and waste management; building management and sustainable construction criteria (Deutsche Bundesstiftung Umwelt, n.d.).

In the summer of 2022, 11 museums in Hamburg launched a project defining carbon-neutral museum operation as a goal in order to ensure continuous and long-term sustainability efforts. The initiative plays a pioneering role in the cultural sector by the fact that, in their research report published in February 2023, the additional burden arising from visitor mobility – which is obviously only based on estimates – was included in the calculation of the carbon footprint of the institutions (Stiftung Historische Museen Hamburg, n.d.).

The role of museums in promoting sustainability has also become an important professional issue in Hungary for specialists dealing with museum pedagogy and museum andragogy, as well as for museologists, and more and more often from the point of view of museum strategy-making as well. In recent years the Pulszky Society – Hungarian Museum Association's Museum Andragogy Section has been particularly active in the topic of sustainability. In the fall of 2020, based on the results of the sustainability section of the online workshop series entitled "II. National Museum Andragogy Workshop Days", a proposal was submitted to the presidency of the Pulszky Society (Kriston Vizi et al.) and then between October 2021 and March 2022 a series of workshops with the title of "Museums for sustainability - Sustainability in museums" was organized for Hungarian museum professionals (Mayer, 2022). In addition, The Pulszky Society - Hungarian Museum Association's commitment to sustainability is clearly demonstrated by having McGhie's work entitled "Museums and the Sustainable Development Goals: a how-to guide for museums, galleries, the cultural sector and their partners" translated into Hungarian in 2022 and made it available for free on the association's website (<https://pulszky.hu>) among the downloadable documents.

Regarding the fact that the topic is extremely important and current in Hungary as well, it would also be sufficient to point out that the international conference "Museum Reflection: Society and Environment" organized by the Pulszky Society in May 2023 highlighted many aspects of sustainability (Tóth, 2023). Defining the criteria system of the Green Museum was an important objective of the conference. Regarding the topic, two Hungarian experts on the role of museums in promoting sustainability, Tamás Vásárhelyi and Adél Mayer sent a discussion paper to the participants in advance (Vásárhelyi, 2023), which was discussed at the conference in the plenary session and a resolution was drawn up on further steps related to the issue. Several papers in the special issue of the journal *Tudásmenedzsment* dedicated to the conference and published in September 2023, deal with the issue of sustainability (Koltai & Kovács, 2023). One of the studies in the volume presents a concrete institutional practical solution for the development of sustainable museum operation through the description of the sustainability efforts of the Museum of Fine Arts in Budapest (Galambos & Borbély-Roberts, 2023).

This study examines the role of museums in promoting sustainability in a comparative way, based on empirical research conducted in relation to the activities of museums and heritage sites in Baranya County, Hungary, and Görlitz District, Saxony, Germany.

Framework of the survey and research methods

The author conducted her empirical research entitled „The role of museum learning in strengthening resilience in peripheral regions – Comparative research in Görlitz District and Baranya County” with the support of the Saxon State Ministry of Science, Culture and Tourism’s Saxon Visiting Professors Program 2022. The aim of the research was to reveal the extent to which the museums in the two examined areas respond to social, economic and cultural changes and challenges, as well as what role they play in strengthening the resilience through their museum learning initiatives and community activities. The research revealed the local characteristics of museum pedagogy and museum andragogy and mapped the similarities and differences in museum community organization and engagement, communication and networking, as well as examined comparatively the efforts made by museums to promote sustainability and strengthen the resilience of local residents in the two investigated areas.

Within the framework of the research based on a stratified sampling procedure, structured interviews were conducted between October 2022 and January 2023 with museum educators/museum directors/relevant senior colleagues of 13 museums /heritage sites in both Baranya County and Görlitz District.

Since there are several heritage sites and so-called country houses in Baranya County that offer high-quality museum/heritage education activities and services, which are not classified as museums or so-called museum collections/exhibition sites of public interest according to the Hungarian legal regulations and the Hungarian professional classification of museums (1997. évi CXL. törvény; 376/2017. (XII. 11.) Korm. rendelet), thus, regarding Baranya County, the research population included all institutions and organizations that, based on their collections or exhibitions, carry out heritage education/museum education activities, or offer other programs serving knowledge transfer or community building. Since Pécs, the seat of Baranya County, has two significant institutions that include several exhibition sites and carry out extensive museum education work at various locations under the institutions' supervision, three colleagues from the Janus Pannonius Museum and two colleagues from the Zsolnay Heritage Management Ltd. (Zsolnay Örökségkezelő Nkft.) were included as interviewees in the research. (See the research sample in Appendix No. 1.)

All interviews related to the activities of the examined Baranya County institutions were conducted on MS TEAMS (with one exception, where a telephone interview was carried out due to the lack of technical conditions of the interviewee) between October and December 2022. Interviews regarding Görlitz District museums were conducted partly in person, partly by telephone and partly online between November 2022 and January 2023.

The interview questions prepared in English were translated into Hungarian and German. The interviews were conducted with Hungarian interviewees in Hungarian, and with German interviewees in English or German.

One block of questions of the comprehensive structured interviews was aimed to reveal the extent to which the institutions in the sample strive to achieve the sustainability goals formulated by the UN in 2015. Out of the 17 Sustainable Development Goals defined by Agenda 2030 (United Nations, n.d.), the set of questions in the structured interviews of

the empirical research asked about the institutional efforts related to the following six sustainability goals: 1. Health and well-being; 2. Quality education; 3. Gender equality; 4. Reducing inequalities; 5. Responsible consumption and production; 6. Action against climate change. Linked to the Sustainable Development Goal No. 11 (Sustainable cities and communities) of the Agenda 2030, the questionnaire dealt with the involvement of the local community in a separate block of questions.

Among the comprehensive research results, this study examines the museum learning programs and initiatives as well as the forms of community involvement in the sampled museums in terms of their connection to the above-mentioned goals of Agenda 2030.

Implementation of Sustainable Development Goals in Baranya County and Landkreis Görlitz museums

From promoting well-being to climate action

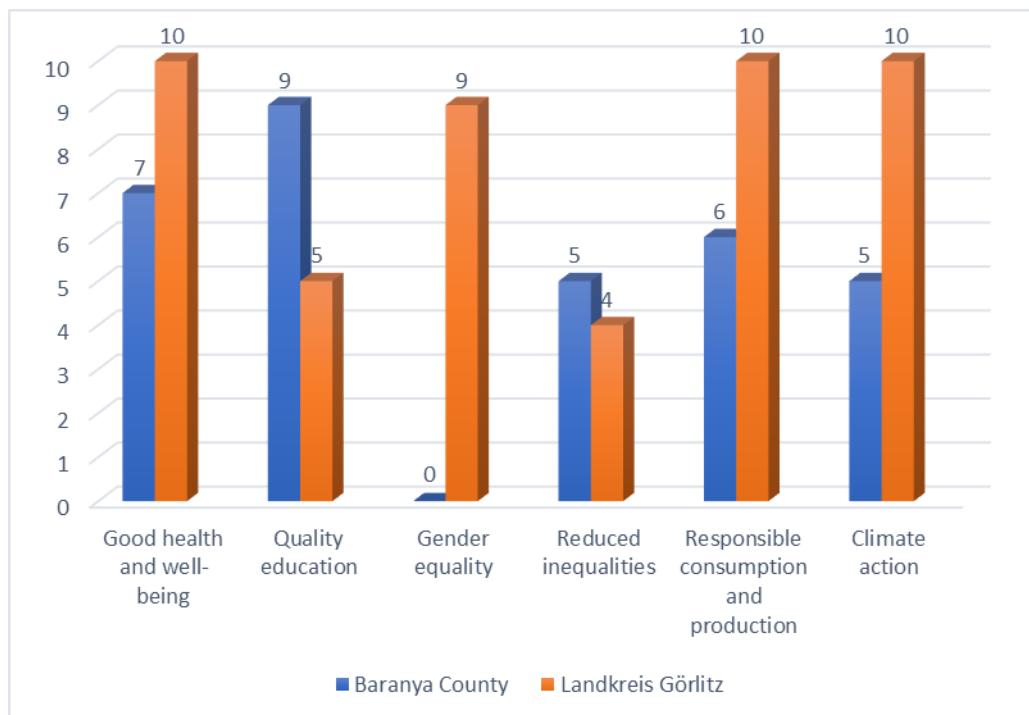
Based on the results, it can be concluded that in Baranya County the support of quality education is of particular importance in the operation of the examined institutions. However in Landkreis Görlitz beside promoting well-being as well as responsible consumption and production, striving for gender equality and raising awareness and education regarding climate change are important aspirations in the activities of museums.

While in Baranya County, responsible consumption and production as well as action against climate change are rather not taken into account when developing institutional programs or during institutional operation, these are expressed aspirations in three quarters of the museums in Landkreis Görlitz included in the research.

The biggest difference between the examined German and Hungarian museums can be seen in the area of efforts to achieve gender equality. While in three-quarters of the Landkreis Görlitz museums included in the sample, this is expressed as an endeavor in the operation and/or programs/ exhibitions, none of the sampled institutions in Baranya County had this aspiration. (see Figure 1)

We obviously cannot draw the conclusion from these research data that gender equality has already been perfectly realized in Hungary, so there would be no need to strive to achieve it. Rather, it shows that this aspiration does not even arise in terms of museum programs and knowledge transfer. (The CXL Act of 1997 (1997. évi CXL. törvény), which regulates professional work in museums, states that the intellectual possession of cultural heritage assets is a fundamental right of all people, and that making them widely and equally accessible to the public is the society's obligation.)

Figure 1: Promoting certain sustainability goals in the investigated institutions, Baranya County and Landkreis Görlitz (N=26)



Source: own source

Participation in cultural experiences and community programs is a fundamental feature of generating well-being. At the same time, some institutions specifically strive to promote well-being for example with community dance programs and creative activities (eg: Zsolnay Heritage Management Ltd.), or with performances aimed at promoting psychological well-being (Country House in Hosszúhetény/ Hosszúhetényi Tájház; Janus Pannonius Museum) in Baranya County. As a unique initiative, Szigetvár Castle provides a venue for animal therapy sessions in the green areas of the castle. In Görlitz District, for example the so-called City Game organized by the City Museum in Löbau strengthens the local community through participation and community interaction, and fosters the participants' sense of belonging to the local community, thereby promotes well-being.

The pursuit of quality education appears to a significantly greater extent in the Baranya County institutions of the sample than in the case of the Görlitz District museums. A particularly good initiative in Baranya County is the so-called "Unusual History" program of the World Heritage Division of Zsolnay Heritage Management Ltd. (Zsolnay Örökségkezelő Nonprofit Kft.), which is offered free of charge specifically for the 5th and 9th grade classes of Pécs schools, with the aim of enabling all Pécs schoolchildren to get to know the city's Roman heritage.

In Baranya County, the following initiatives promoting responsible consumption and production, as well as action against climate change have been identified in the examined institutions: sharing knowledge about climate change; selling locally made souvenirs;

conscious use of waste materials in museum education programs; joining programs organized on the occasion of Earth Day; introducing the waste-free nature of traditional rural farming.

In Landkreis Görlitz the following forms were revealed: discussions with locals; supporting research programs; executing projects; recycling; reuse of materials; sustainable operation of the museum in terms of energy, materials and travel; incorporating the theme into guided tours; offering museum education programs dedicated to the topic.

The Senckenberg Museum für Naturkunde Görlitz is particularly active and innovative in the realization of responsible production and consumption, as well as climate action objectives with its "Nature Scouts" program for children, scientific English language lectures, scientific and educational publications. In addition, operating the museum in a sustainable manner is also a fundamental objective here, starting from the use of recyclable materials, through colleagues traveling by train instead of flights, to the organization of Zoom conferences to reduce the carbon footprint related to transportation, many exemplary practices can be highlighted from the museum's operation.

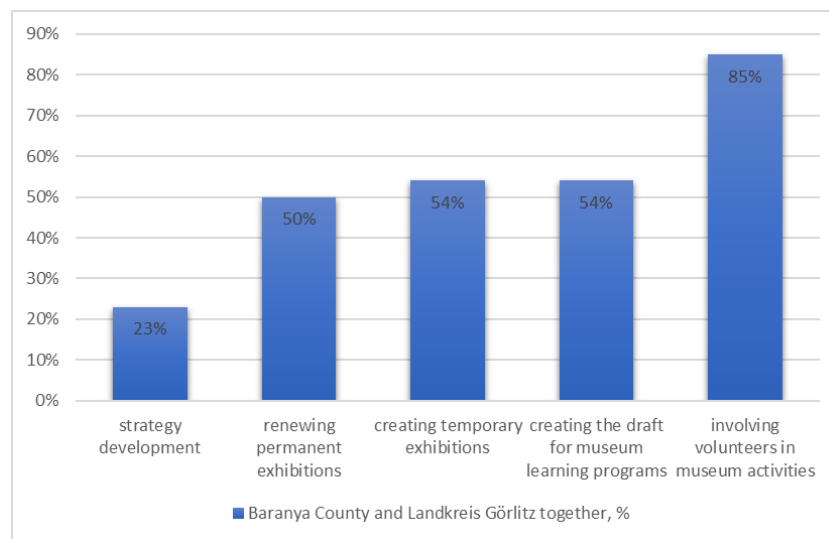
Museum education programs organized around environmental awareness can also have a multiplier effect, if the children pass on the knowledge acquired in the museum program to their parents or friends, as well as if they convey an environmentally conscious attitude to their environment.

Ways of involving and supporting local communities

The research also aimed to explore the extent and nature of the active involvement of the local community in museum work, as well as the forms of supporting and strengthening local communities, based on both the goal of Agenda 2030 for sustainable communities and ICOM's new museum definition. Accordingly, it was revealed through the structured interviews how and to what extent the active involvement of the community appears at the examined institutions in the following areas: 1. developing museum strategy; 2. modernizing permanent exhibitions; 3. creating temporary exhibitions; 4. developing the draft of the programs offered by the museum; 5. involving volunteers in museum activities.

Based on the summation of the research results, the active involvement of the local community is mainly achieved through volunteering in the two investigated areas. 85% of the sampled institutions are supported by volunteers with various intensities and ways. While half of the examined museums involve the local communities at some level in the creation of permanent and/or temporary exhibitions as well as in the development of the draft of the museum programs, in three quarters of the institutions the local communities have no influence on the development of the museum strategy. (See figure 2)

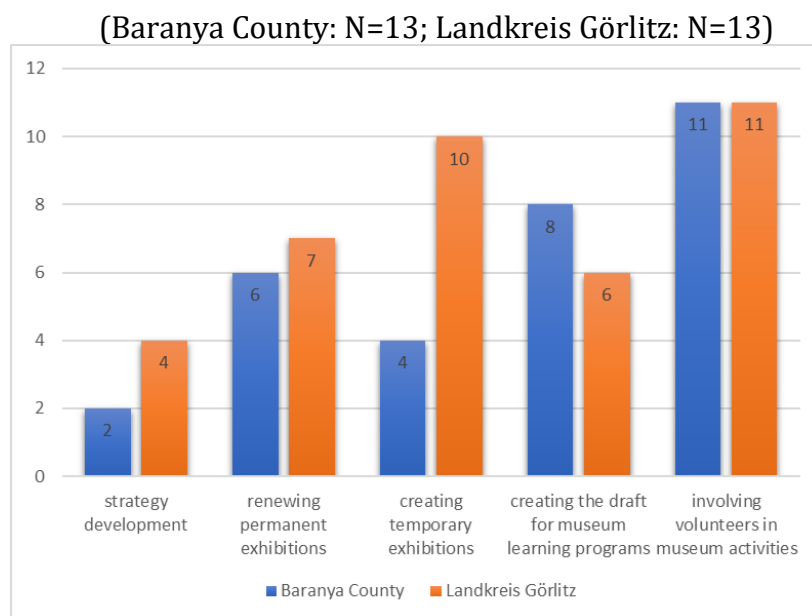
Figure 2: Involvement of the local community in the museum work, % (N=26)



Source: own source

Out of the 13 sampled museums in Baranya County, only two city museums involve the local community in their strategy development. In Landkreis Görlitz, twice as many museums involve locals in their strategy-making compared to Baranya County. (See figure 3).

Figure 3: Differences in the involvement of the local community in various aspects of museum work in Baranya County and Görlitz District (N=26)



Source: own source

Two different ways of involving local communities in museum strategy-making were revealed, which appear both in Baranya County and Görlitz District. These are:

1. asking the opinions of local communities directly
2. consultation with the museum association that supports the museum

The Zrínyi Castle in Szigetvár involves the members of the Castle Friends Circle in the development of the strategy. Out of a membership of about 300 people in the Castle Friends Circle, 20-30 people are active, and the institution regularly consults with them. The Kulturhistorisches Museum Franziskanerkloster & Die Zittauer Fastentücher in Zittau has a close relationship with its museum association, which has more than 100 members. The museum takes the feedback given by the members of the museum association into account both during the development of the museum strategy, the creation of permanent and temporary exhibitions as well as in developing the museum learning programs.

While in Sellye, the museum asks for the opinion of the local community regarding strategy-making in the form of informal conversations, the Völkerkundemuseum Herrnhut organizes the so-called "Teahouse Conversation" program which involves the local and wider community in planning and conceptualization (museum strategy, modernizing permanent exhibitions, creating temporary exhibitions). The strategy of the Glasmuseum Weißwasser was developed around 5 years ago in partnership with the city community.

In addition, in Görlitz District a third way of involving the community in museum strategy-making was revealed: The Deutsches Damast- und Frottiermuseum in Großschönau involves people who worked in textile industry in the strategy-making process.

It was also found that the involvement of local communities in museum strategy-making can, in some cases, generate conflict in a given settlement, as it happened in one of the sampled German museums. Although a local organization was previously involved in the development of the certain museum's strategy-making, this initiative was discontinued a few years ago, as it had generated controversy within the city.

While the Baranya County and Görlitz District museums included in the sample involve the local community in the process of renewing the permanent exhibition in almost the same proportion, a significant difference can be observed in relation to the creation of temporary exhibitions. 31% of Baranya County museums and 77% of Görlitz District museums involve the local community in the creation of temporary exhibitions.

The research revealed the following forms of involvement of the local community in the creation of exhibitions:

Permanent exhibition:

- The permanent exhibition was put together by the local community.
- The opinions of locals are sought regarding the modernization of the permanent exhibitions.
- Locals send e-mails or call the museum to share their ideas regarding the possibility of modernizing the permanent exhibition.

Temporary exhibition:

- Locals can exhibit their own works.
- Collaborating with local associations and /or foundations.
- The museum involves its own museum association in the process.
- Collaborating with local school and/ or kindergarden teachers.
- Creating co-designed exhibitions with the involvement of artists and other individuals.

The initiatives of the Country House in Hosszúhetény and the Zsolnay Heritage Management Ltd. regarding the creation of temporary exhibitions with community involvement can be highlighted as innovative practices from Baranya County. During the creation of temporary exhibitions the head of the country house in Hosszúhetény works closely with the local kindergarten teachers and the association founded to preserve local traditions. In the Zsolnay Cultural Quarter there was a photo contest to make Easter painted and decorated eggs during the COVID-19 lockdown. Everyone could submit a photo of the egg they designed. This is how the institution tried to keep in touch with the public during the pandemic.

In Görlitz District, the Kulturhistorisches Museum Görlitz and the Konrad-Wachsmann-Haus in Niesky are particularly innovative in this regard. The Kulturhistorisches Museum Görlitz always creates participatory temporary exhibitions where they deliberately invite people from Görlitz to actively contribute to the exhibition themes and the exhibited objects. Involvement of locals in the creation of temporary exhibition has a long tradition at the Konrad-Wachsmann-Haus in Niesky. They cooperate with locals interested in history, who support the museum's work with collecting objects. In the past, temporary exhibitions were always created together with this circle. The museum often has exhibition projects that call the local population in advance to participate, for example by lending objects.

The sampled Baranya County and Görlitz District museums involve the local communities in the development of museum learning programs in various ways. Consideration of visitors' feedback are implemented in both of the examined areas (eg.: Sellye City Community Center, Library and Museum; Kulturhistorisches Museum Görlitz).

At the same time, differences can be discovered between the Baranya County and Görlitz District museums in the sample regarding the ways local communities are involved in the development of museum learning programs.

The following forms were mentioned only by interviewees from Baranya County:

- Consultation with local civic organizations to ensure that there are no overlaps in the schedule or nature of the programs (eg: Zrínyi Castle in Szigetvár)
- Consultation with local teachers about the needs of the local schools (eg: Janus Pannonius Museum, Pécs)
- Involvement of professional organizations in the development of the programs (eg: Janus Pannonius Museum, Pécs)
- Involvement of local specialists and researchers (Country House in Hosszúhetény)
- Involvement of local NGOs in the development of the programs (eg: Janus Pannonius Museum, Pécs)

A peculiarity of some Baranya County museums is that the museum education programs are conducted by a certain group of the local community, thus the content of the museum learning program is completely determined by them. The museum education programs held at the German Country House in Majs (Majsi Német Tájház) are conducted

by local teachers. Since all learning programs in the Country House in Geresdlak are carried out by local volunteers, the determination of content, methods and schedule entirely depends on them.

In Görlitz District, two ways of involving the local community in museum learning programs were revealed, which did not appear in the examined Baranya County institutions.

- The Senckenberg Museum für Naturkunde Görlitz prepares tailor-made museum education programs for schools based on their requests and needs.
- The Völkerkundemuseum Herrnhut involves locals in developing the museum's programs in the form of the so-called Future Workshop, where interested young people can work on the museum concept and contribute with their own ideas and suggestions.

The role of volunteers in the operation and program organization of the country houses in Baranya County villages is particularly important. The volunteers help with maintenance in Majs and Geresdlak, cleaning in Kásád, and they contribute to the creation of exhibitions in Hosszúhetény. In Mecseknádasd, volunteers give guided tours in the collection. In Geresdlak extensive museum education activities are carried out through the voluntary work of local retired teachers. In Hosszúhetény volunteers help with the implementation of the programs organized by the country house in connection with Harvest Day.

In Baranya County villages, members of NGOs founded independently of the country houses take role as volunteers in the operation of the country houses. For example, in Majs the German Cultural Association of Majs takes care of the maintenance of the country house. In the German Country House of Mecseknádasd, members of the local pensioners' association hold voluntary guided tours. Volunteering related to the Harvest Day organized by the Hosszúhetény Country House is also realized through the activities of a local NGO. Volunteer work related to country houses is mostly done by local seniors.

The museum activities carried out by high school students in the framework of the compulsory school community service can be found in village country houses, city museums and in the institutions of the county seat Pécs. (e.g. country house in Hosszúhetény, Kanizsai Dorottya Museum in Mohács, Zrínyi Castle in Szigetvár, Janus Pannonius Museum and Zsolnay Heritage Management Ltd. in Pécs). At the same time, the possibility of integrating the so-called 50-hours mandatory school service of high school students into the professional work of museums more successfully than at present is a question that arises in several museums.

In the Kanizsai Dorottya Museum in Mohács university students help with museum work as volunteers, in the case of the Zrínyi Castle in Szigetvár locals are willing to support the professional work especially in the area of tradition preservation, but here the museum management must select in order to ensure that the requirement of authenticity prevails in all respects.

In the case of the sampled Baranya County institutions, with one exception, the activities of the volunteers are not formalized or official. Only the World Heritage Division of Zsolnay Heritage Management Ltd. has an elaborate volunteer program, which includes

the training of volunteers after recruitment. Applicants can choose from four types of voluntary work (museum education assistant, visitor information assistant, photographer, guide), they have a contractual relationship with the institution and receive a certificate of their participation in the volunteer program.

The Görlitz District museum associations play an extremely important role in volunteer activities in many museums. (eg: Völkerkundemuseum Herrnhut; Kulturhistorisches Museum Görlitz).

A significant difference between the museums of the two examined areas is that, while in Görlitz District the museum associations have a particularly important role not only in volunteer work supporting the museum, but also in funding the museum and expanding the collection, this is not typical for the museums in Baranya County. In the Heimatmuseum der Stadt Herrnhut, for example, the museum association enriches the collection by voluntarily collecting objects and donating them to the museum, as well as by purchasing objects. The interviewee representing the Heimatmuseum der Stadt Herrnhut emphasized that the role of the local museum association in expanding the collection is particularly important for the institution, since as a municipal museum they do not have adequate financial resources for this. In addition to the purchase of specific objects, the museum association also plays an important role in collecting donations, from which the museum can enrich the collection with new objects.

The research revealed the following additional forms of voluntary work in Görlitz District: assistance in organizing family events in the museum; involvement in research activities; taking photos for the museum; distributing flyers.

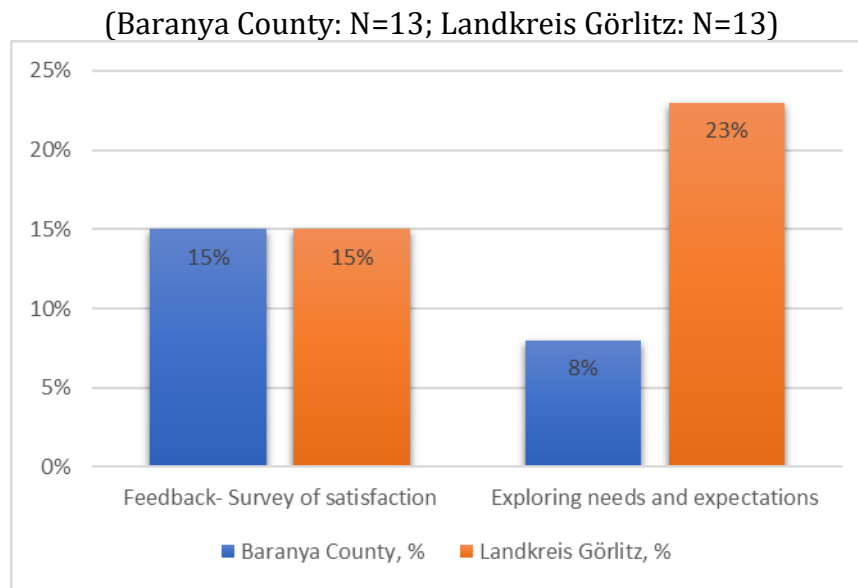
There is an example where volunteering is a condition of museum operation. Volunteers play an extremely important role at the Konrad-Wachsmann-Haus Niesky, since the museum could not be open without the help of volunteers, especially on weekends.

Visitor research and reflection on the needs of the community

In most of the sampled museums/heritage sites in Baranya County, only the visitor counting required by state regulations are applied, and professional visitor research is carried out only in two institutions of the sample. At the World Heritage Sites of Zsolnay Heritage Management Ltd. colleagues use questionnaires in Hungarian and English placed in the forecourt of the exhibition to find out about visitors' satisfaction with the exhibition. The results of the questionnaires are compiled and jointly evaluated by the museum educators in order to monitor changes every year. At the Sellye City Community Center, Library and Museum a questionnaire survey is conducted twice a year in order to assess the satisfaction of the audience with certain programs.

Professional research regarding the feedback of visitors is not typical in Görlitz District either, here too only two institutions from the sample have a specific survey to assess visitor satisfaction. In the Senckenberg Museum für Naturkunde Görlitz several forms of visitor research are carried out. In addition to the less frequently used questionnaire research, the public's reaction regarding new exhibits is investigated by using the method of observation.

Figure 4: The extent of conducting visitor research in the examined museums, %
(N=26)



Source: own source

In all other museums of the sample, museum professionals learn about the satisfaction of the visitors in relation to the exhibitions, operation, services and programs in an informal way by having personal conversations with locals or monitoring comments on the news feed of the Facebook profiles of the institutions. In other cases colleagues have information about the satisfaction of visitors exclusively from the entries of the museum guest books.

While a professional assessment of visitor expectations and needs takes place in only one of the Baranya County museums of the sample, it appears in 3 of the Görlitz District institutions. At the Völkerkundemuseum Herrnhut, visitors' needs are assessed once a year in the form of a questionnaire. Dorfmuseum Markersdorf places great emphasis on exploring the needs of the local community, especially through consultations with stakeholders and the supporting association held several times a year. The Löbau City Museum offers visitors the opportunity to share their suggestions regarding the topics of future exhibitions with sheets of paper displayed in the permanent exhibition. Entries are reviewed regularly by museum colleagues.

Summary

The study examined the role of the Baranya County and Görlitz District museums in promoting Sustainable Development Goals in a comparative way. The investigation revealed that while the Baranya County museums in the sample focus primarily on ensuring quality education in their museum learning programs, the Görlitz District museums rather focus on promoting well-being, gender equality, responsible production and consumption, and climate awareness. The research revealed a particularly significant difference between the two areas in terms of museum efforts aimed at promoting gender equality. While the promotion of gender equality is one of the most defining sustainability

objectives in the case of the programs, initiatives and operation of the Görlitz District museums in the sample, none of the Baranya County interviewees defined this as a goal to be achieved.

In terms of promoting the well-being of the local community and involving them in museum programs and professional work, many similarities can be discovered between the sampled museums of the two areas. Such a similarity is that, in the vast majority of cases, volunteers support the operation of museums. In the case of the Görlitz District museums, the institution's own association is pivotal in terms of both voluntary work and financial support. Visitor research in both areas is mostly carried out casually, informally, without a measuring tool. At the same time, some innovative practices related to the assessment of visitor needs were revealed in Görlitz District.

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Appendices

Appendix#1: Sample, „The Role of Museum Learning in Strengthening the Resilience in Peripheral Regions — Comparative Research in Görlitz and Baranya Counties”, Saxon Visiting Professors Program of the Saxon State Ministry of Science, Culture and Tourism, 2022

Baranya County:

1. Hosszúhetényi Tájház, Hosszúhetény (Interviewee1)
2. Janus Pannonius Múzeum, Pécs (Interviewee2;3;4)
3. József Attila Városi Könyvtár és Muzeális Gyűjtemény, Komló (Interviewee5)
4. Kanizsai Dorottya Múzeum, Mohács (Interviewee6)
5. Kásádi Sokac Tájház, Kásád (Interviewee7)
6. Majsi Német Tájház, Majs (Interviewee8)
7. Mecseknádasdi Német Nemzetiségi Tájház, Mecseknádasd (Interviewee9)
8. Német Nemzetiségi Tájház, Geresdlak (Interviewee10)
9. Pécsi Egyházmegye, Pécs (Interviewee11)
10. Sellye Városi Művelődési Ház, Könyvtár és Muzeális Intézmény, Sellye (Interviewee12)
11. Szigetvári Zrínyi Vár, Szigetvár (Interviewee13)
12. Városi Könyvtár és Helytörténeti Kiállítás Bóly, Bóly (Interviewee14)
13. Zsolnay Örökségkezelő Nonprofit Kft., Pécs (Interviewee15;16)

Landkreis Görlitz:

1. Deutsches Damast- und Frottiermuseum, Großschönau (Interviewee17)
2. Dorfmuseum Markersdorf, Markersdorf (Interviewee18)
3. Glasmuseum Weißwasser, Weißwasser (Interviewee19)
4. Heimatmuseum der Stadt Herrnhut, Herrnhut (Interviewee20)
5. Konrad-Wachsmann-Haus Niesky, Niesky (Interviewee21)
6. Kulturhistorisches Museum Franziskanerkloster & Die Zittauer Fastentücher, Zittau (Interviewee22)
7. Kulturhistorisches Museum Görlitz, Görlitz (Interviewee23)
8. Museum Dittelsdorf, Zittau OT Dittelsdorf (Interviewee24)
9. Nordböhmen Vereinshäusl mit Heimatstube, Großschönau (Interviewee25)
10. Schlesisches Museum zu Görlitz, Görlitz (Interviewee26)
11. Senckenberg Museum für Naturkunde Görlitz, Görlitz (Interviewee27;28)
12. Stadtmuseum Löbau, Löbau (Interviewee29)
13. Völkerkundemuseum Herrnhut, Herrnhut (Interviewee30)