

The cultural 'map' of a micro-region

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ABSTRACT In December 2012 the first library, which is located in a mall, was opened in Hungary. The library operates in Eger. All standard services are available there. Besides tourists can get public information about the city and the surrounding towns, places of interest, programmes. It has become a kind of community space.

The study aims to take into account the factors which can affect access to the cultural goods and services. In addition it highlights those which depend on the number of inhabitants. Moreover it attempts to introduce the regional inequality in this regard.

KEYWORDS: culture, community, regional inequality, interview

Introduction

This 'map' shows the mainly quantitative characteristics regarding institutionalized culture and community culture of the micro-region of Szombathely. The micro-region of Szombathely is located in West Hungary, in Western Transdanubia, in Vas County.

First some related concepts must be clarified: A territorial unit is an item where homogeneity of settlement in the matter of the roots of local historical and cultural; socio-economic facilities and natural, ethnographic values is the largest within a greater territorial unit. (Egyed, Krisztián 2009) According to the Law 1996/XXI.: Territorial unit is an item, which can be included on the bases of existing functional connection systems among the settlements.

In anthropology sense: 'Culture, or civilization, taken in its broad, ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.' (Tylor, Edward 1920 [1871] 1) That set of the knowledge, values, behaviours, reflexes, models and schemas, customs and beliefs which the individuals acquire during their socialization process which are partly observable, and unperceived in their foster medium. (Józsa. Péter 1976)

The culture is the concept which its participants think it is. (Fábián, Attila 2009). The three wording I think, although to some extent overlap, also complement each other.

One of the cultural sectors and institute system which do meditation of the active community culture, cultural goods and services. It functions thanks to pecuniary resources of the state and self-government on the bases of general and special law. It is a self and community activity system. (Nemzeti Erőforrás Minisztérium Közművelődési Főosztály 2012)

Methodology

After the review of technical literature I collected basic data from the system of the KSH Territorial Statistics Data, of the GKIE NET Internet-kutató és Tanácsadó Kft., of the Magyar Közút Nonprofit Zrt., of the CData-Térképtár Kft., of the Kulturális Örökségvédelmi Hivatal and database Vasi Volán Zrt. I interviewed Éva Nagy who is deputy headmistress of Berzsenyi Dániel County and Town Library; and András Handler who is the cultural manager of the Savaria County and Town Museum on May 22nd 2013.

As the micro-region of Szombathely consist of 38 villages, 1 town and 1 county town, I studied the regional inequality among the villages on the bases of their roles in the settlement's network.

I used the range rate, the dispersion, the relative standard deviation and entropy of the regional inequality indicators.

In case of some ratios it would have been more sensible to focus on households but it was not successful as in case of households the typology on settlement level is missing, anyway according to the roles in the settlement's network *Average number of household member's* indicator usage caused such a distortion which made the usage of *Number of households* indicator useless.

Enterprises in sections which attach to culture

Within the group of villages the lowest level of supply can be observed in case of enterprises in information and communication activities whereas the highest level of supply in case of enterprises is in accommodation and food service activities. The biggest inequality can be experienced in the number of firms in the information and communication area. Education- and hospitality-related indicators are affected most by the number of inhabitants in villages.

From the point of view of accommodation and service supply Vép is on the top however enterprises of education stand lowest.

1. Table: Number of enterprises in sections which attach to culture (2011)

	Villages		Town: Vép	County town: Szombathely
The number of registered enterprises per hundred inhabitants in <i>information and communication activities</i>	Average: 0.18 pcs Dispersion: 0.21 pcs Relative standard deviation: 1.17% Correlation: 0.63		0.27 pcs	0.50 pcs
The number of registered enterprises per hundred inhabitants in <i>education</i>	Average: 0.26 pcs Dispersion: 0.25 pcs Relative standard deviation: 0.97% Correlation: 0.86		0.24 pcs	0.91 pcs
The number of registered enterprises per hundred inhabitants in <i>arts, entertainment and recreation activities</i>	Average: 0.22 pcs Dispersion: 0.25 pcs Relative standard deviation: 1.12% Correlation: 0.77		0.30 pcs	0.53 pcs
The number of registered enterprises per hundred inhabitants in <i>accommodation and food service activities</i>	Average: 0.51 pcs Dispersion: 0.34 pcs Relative standard deviation: 0.68% Correlation: 0.83		0.39 pcs	0.74 pcs

Source: Own calculation on the bases of the KSH Territorial Statistics Data

In Szombathely – opposite of Vép – this supply's indicator in education is the biggest, but in information and communication sector it is in last place.

Communication equipments

Communication is a mean, with the help of it the content of culture can be handed down by one generation to the next one, and the individual can acquire. (Kertész, Zsuzsa 2013, 6)

The electric power supply – which needs to operate equipments – is certainly not available in all households in some villages – in Szentpéterfa, Vassurány and Vasszilvág.

The highest supply is in case of the Internet within the group of villages and all three settlement types too. The rate of Internet subscriptions per hundred inhabitants is bigger within the group of villages than in Vép and Szombathely. The biggest difference can be experienced in cable television subscriptions. The measure of all three supply indicators depends on the number of inhabitants in point of view of villages.

2. Table: Communication equipments I.

	Villages	Town: Vép	County town: Szombathely
The number of individual analogue telephone lines (main line of flat) per hundred inhabitants (2011)	Range-rate: 2.28 Average: 18.65 pcs Dispersion: 3.91 pcs Relative standard deviation: 0.21% Correlation: 0.95	19.92 pcs	23.95 pcs
The number of cable television subscriptions per hundred inhabitants (2011)	Range-rate: - Average: 8.73 pcs Dispersion: 9.14 pcs Relative standard deviation: 1.05% Correlation: 0.87	21.11 pcs	30.73 pcs
The number of Internet subscriptions per hundred inhabitants ¹ (2010)	Range-rate: 2.99 Average: 44.41 pcs Dispersion: 13.23 pcs Relative standard deviation: 0.30% Correlation: 0.93	35.65 pcs	41.33 pcs

Source: Own calculation on the bases of the KSH Territorial Statistics Data and the data of the GKINeT Internet-kutató és Tanácsadó Kft.

In the micro-region level there is 129.4 pieces mobile phone subscription per hundred inhabitants. The PC supply is 56.5 pieces in case of hundred inhabitants, but the internet subscription is 123.9 pieces, 51.0% of inhabitants of micro-region is Internet user, while there are 123 users in case of 100 subscriptions.

3. Table: Communication equipments II.

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

Source: Own calculation on the bases of the KSH Territorial Statistics Data and the data of the GKINeT Internet-kutató és Tanácsadó Kft.

It can be ascertained if we study the rate of inequality only within the group of villages it will be bigger than in all the micro-region.

Road network and means of transport

The features of the road network, the quantity and quality of different vehicles also play a role in how many people want to know and enjoy the pleasures provided by the cultural goods and services.

4. Table: Road network and means of transport

	Villages	Town: Vép	County town: Szombathely
Road network's expansion within the settlement (2010)	Range-rate: 7.69 Average: 67.55% Dispersion: 23.37% Relative standard deviation: 0.35% Correlation: 0.23	93%	82%
The number of cars per hundred inhabitants (2011)	Range-rate: 1.66 Average: 31.86 pcs Dispersion: 3.79 pcs Relative standard deviation: 0.12% Correlation: 0.99	31.51 pcs	32.33 pcs
The number of direct bus services per day to/from the centre of the micro-region /Szombathely/ (2009) ²	Range-rate: 6.00 Average: 8.35 pcs Dispersion: 4.28 pcs Relative standard deviation: 0.51% Correlation: 0.16	7 pcs	

Source: Own calculation on the bases of the KSH Territorial Statistics Data and the data of the Magyar Közút Nonprofit Zrt., of the CData-Térképtár Kft.,

The biggest difference is among the number of departing and arriving buses in the centre of the micro-region within the group of villages. The number of inhabitants of villages defines clearly measure of car's ratio.

There is the lowest inequality in point of view the car's supply within the group of villages and all three settlement types too.

Vép has the best situation in the case of road network's expansion.

We should consider that there are not bicycle lanes or shared footpath and cycle path in the 29 settlements of 38 villages. Vép is in the same situation. However it is surprising that Pornóapáti – a village – has 20 kilometres cycle lanes, or shared footpath and cycle path with which it outnumbers even Szombathely.

5. Table: Length of the local cycle path, of the local shared footpath and cycle path 2011 (km)

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

Source: Own edit on the bases of the KSH Territorial Statistics Data

I studied how people can get to the Weöres Sándor Theatre in Szombathely from each settlement by bus. The performance, which I chose, is called Black Comedy, by Peter Shaffer which started at 7 p.m. on Saturday on 11 May 2013. It finished at 8:50 in the evening.

6. Table: Getting out and back in order to see a theatrical performance by bus (11 May 2013)

		Villages	Town: Vép	County town: Szombathely			
				North-Western suburb	North-Eastern suburb	South-Western suburb	South-Eastern suburb
There	Bus services	Yes, in 30 villages	Yes	Yes, coach	Yes, local	Yes, coach	Yes, coach
	The earliest	From Rum at 4:56 pm	At 6:09 p.m.	At 6:32 p.m.	At 6:00 p.m.	At 5:40 p.m.	At 5:47 p.m.
Back	Bus services	Yes, in 19 villages	Yes	No	Yes, local	Yes, coach	Yes, coach
	The earliest	At 10:25 p.m.	At 10:25 p.m.	-	At 9:30 p.m.	At 10:30 p.m.	At 10:30 p.m.

Source: Own collection on the bases of the local bus timetable and coach timetable of Vasi Volán Zrt.

The bus service is ideal solution only in half of the villages. It is worth using the bus but only from three suburbs of Szombathely and this service means mainly coach. Moreover after the performance there are not earliest bus services to the suburbs than towards villages and Vép.

Education

In point of view of education you can consider the following facts on the bases of the KSH Territorial Statistics Data 2011. In case of villages³ 9 out of ten settlements have their own nursery school, 6 out of ten have elementary school and 4 out of ten settlements have a nursery school with Internet access. Each elementary school has Internet access. The worst situation is in Csempeszkopács as there is not either nursery school or elementary school. There is an elementary school in Vát but it lacks a nursery school. One nursery school and two elementary schools operate in Szentpéterfa. The luckiest of all is Rum where there are two nursery and elementary schools, besides the only vocational school among all villages. The number of institutes of public education which is provided with library is 10. Rum rises above the other villages, as this settlement can take pride in 2 such an institute.

One nursery school is maintained in Vép which does not have Internet access. Vép operates even an elementary school and a vocational school. But there is library only in one institute of public education.

21 institutes function as nursery school in Szombathely, but only 3 institutes can access the World Wide Web. So in this sense the villages are provided better. Out of the 17 elementary schools then is one which misses Internet access which means that the villages and Vép are ahead in this issue. The institute's system of secondary schools consists of 9 vocational schools, 13 technical secondary schools and 8 secondary grammar schools. There is a library in 30 institutes of public education.

4224 people take part higher education in different form – as regular students, correspondent and evening students, participants of distance learning.

Libraries, museums, theatres and cultural events

7 out of ten villages have their own community cultural institute, in which on average 88 free time activities are held regularly and 5.27% of inhabitants take part in them. Although Dozmat, Salköveskút, Sorkifalud, Sorkikápolna, Torony, Vassurány have their own community centre they do not organize regular activities. Vép operates only one community cultural institute where the number of regular activities reach 661 in addition the local population participate the highest number. The figures concerning Szombathely are the following: 14 community centres, 5,325 activities, but only 7.43% of inhabitants take part in them. (7. Table)

3 There was no data in the case of the following villages: Bucsu, Gyanógergye, Dozmat, Horvátlovó, Kisunyom, Meszlen, Narda, Nemeskolta, Rábatöttös, Salköveskút, Sé, Sorkikápolna, Tanakajd, Vasasszonyfa, Vasszilvagy, Zsennye.

On average there might count 1 creative cultural community; however the fact is that it can be found only in 12 settlements of 38 villages. The largest number of communities – 10 pieces out of 52 – is in Szentpéterfa. 4 communities are registered in Vép while 47 pieces in Szombathely. The number of participants per 1 creative cultural community expressed as a percentage of inhabitants is the highest within the group of villages. (7. Table)

5 villages do not have settlement's library, but Sorkifalud operates two. 9 out of hundred inhabitants are registered reader. This figure is the lowest in Vép which is 2, and tenfold in Szombathely. (The county town has 4 national and technical libraries; just the same quantity is the workplace's libraries and libraries of higher education and others; moreover 2 settlement's libraries.) The number of library's unit one person is the lowest in case of villages, but it is the largest in Vép. The library's unit can be for example book, audio and DVD. (7. Table)

7. Table: A few more interesting ratios of 2011

	Villages	Town: Vép	County town: Szombathely
The number of readers per hundred inhabitants who are registered in settlement's library	Average: 9.37 persons Dispersion: 6.80 persons Relative standard deviation: 0.73% Correlation: 0.69	1.85 persons	20.14 persons
The number of library's units per one registered reader in case of the settlement's library	Average: 16.33 pcs Dispersion: 15.48 pcs Relative standard deviation: 0.95%	33.19 pcs	24.07 pcs
The number of participants taking part in regular free time activities expressed as a percentage of inhabitants	Average: 5.27% Dispersion: 9.48% Relative standard deviation: 1.80% Correlation: 0.44	8.13%	7.43%
The number of participants per 1 creative cultural community expressed as a percentage of inhabitants	Average: 0.57% Dispersion: 1.11% Relative standard deviation: 1.94% Correlation: 0.54	0.34%	0.03%

Source: Own calculation on the bases of the KSH Territorial Statistics Data

The number of registered reader of Berzsenyi Dániel County Town Library was 14,253 persons in 2012. 38.91% of them were under the age of 14, 54.30% were between the ages of 14 and 65, 6.78% were over the age of 65. The number of library's unit one person is 4.5 pieces. 304 events and activities in all were

organized in 2012. The adult's service got up 67 programmes, of which there were 10 exhibitions and 14 free computer courses. 11 groups take part in the library's introduction. The number of visitors in all was 8,254, on average this means 27 people. The Library joined three country-wide events. It is very difficult to decide, which types of events are visited by a lot of people. The topic of programmes, popularity of performers and events of local interest do not change this fact. The programmes of children's department sometimes attract large number of visitors, such as puppet-shows, activities of Children's Day, workshops for preparation before religious and national holidays. Readers borrow both classics and technical literature on every field almost the same range. For spending free time the most favoured are the so called popular literature like crimes, romantic novels and fantasies. Among fiction these count the highest range. Readers prefer the IT and esotericism on social science concerning technical literature.

Among the villages in Csemeszokpács there is the Helytörténeti Museum, of which collection is located in the renaissance Balogh-Castle. Besides you can visit a museum institute in Vasasszonyfa. 7 exhibitions were set up altogether in these scenes which were attended by 594 people in 2011. Vép does not have a museum, but Szombathely operates 8 museum institutes, which were found to be interesting by 57,331 visitors.

The majority of visitors of the Savaria County and Town Museum are pupils and students, who attend this institution mainly on the extraordinary biology and history lessons, in addition on the annual occasion of the Múzeumok Éjszakája programmes. Elderly people come in this museum primarily in organised form. They also like participating in the Múzeumok Éjszakája, or looking around in the tents of the Múzsák Kertje event. Visitors tend to arrive individually or in small groups. The permanent exhibition was displayed in '82. The Museum has two associations. 250 people have already joined the Vasi Múzeumbarát Egylet, which hold a presentation every two week. Recently the Vasi Múzeumbogár Klub can take pride in 16 active members. Activities and trips are got up by them. The extraordinary lessons, presentations and activities are hold in an exhibition hall, which is equipped with an interactive board and ICT points.

On average two monuments and ten archaeological sites can be found in each village on the bases of data of Kulturális Örökségvédelmi Hivatal 2009. Vép has both objects threefold. In these issue 88 monuments, one monumental significance area and 359 archaeological sites are recorded concerning Szombathely.

Both theatres of the micro-region – Mesebolt Puppetry and Weöres Sándor Theatre – operate in Szombathely. We can state on the bases of KSH Territorial Statistics Data 2011 that on average 161 people enjoy a performance.

If we study the above mentioned database we can take note that cultural events are not organized in 14 villages. But when we count that on average which types of settlements organisations are more popular, we can claim that those set up by

villages are more popular than those got up by Vép, however Szombathely is the leader also in this sense.

Savaria Historical Carnival is the prominent annual cultural event of Szombathely, this is highlighted heritage tourism event of Western Transdanubia, and it is also the largest costume and historical event of Central Europe. According to the official website 130.000 participants attended this historical game in 2012. 250 programmes were organized in 20 different scenes. András Handler said that the actual exhibition of Savaria Museum was visited exclusively by participants from the countryside during the Carnival; moreover the majority of people chose the admission free programmes.

What is needed and how can be achieved that demand for cultural goods, services and events would be increased?

During the interviews I got the following answers for this question:

'We would need such a standard of education that those who finish their basic education would be able to read. Its prominence ought to be emphasized not only in words, but support education which prepares children to be able to understand each field of culture on a basic level. Enforcing the general culture ought to be given particular importance in higher education. People with the ability of understanding of culture and those who even culture lovers can not be from instinct they should be educated for this. It can happen in case of some fortunate in family circle afterwards on any level of education. Until the general culture has such a little acknowledgement we can not expect that a lot of people, who have too little free time, not to spend it on 'easy' entertaining. What cultural institutes can do in recent difficult circumstance to foster traditional culture through small communities, to try to make education more popular, organize programmes which might arouse the interests of audience (familiar names) or support local artists, poets, craftsmen, but avoid superficial provincialism.'

'The cultural market is much enlarged, nowadays not only community cultural institute get up programmes – regardless of the quality – but also for example malls. The audience can choose from plenty of and several types of programmes. However, in many cases, the programmes of events have become rather tabloid. The question is actually, that a community cultural institution will follow this trend or try to reach a reasonable quality. It is no longer enough to display the objects themselves. Community culture and scientific theories are closely related, and this requires the technique, the proper installation of modern age.'

Summary

In many cases, it is not true that it a settlement plays greater role in the settlement's network; the better is the conditions of access to cultural goods and services. These factors are as follows:

- The number of registered enterprises per hundred inhabitants in education
- The number of Internet subscriptions per hundred inhabitants
- Road network's expansion within the settlement
- The number of cars per hundred inhabitants
- Length of the local cycle path, of the local shared footpath and cycle path
- Getting out and back in order to see a theatrical performance by bus
- The proportion of nursery schools with Internet access

In addition you can state on the bases of data that a settlement with a more modest position in the network, the larger proportion of the population join in some creative community. Interviews also confirmed this fact.

This 'map' could serve as a basis for the culture-based development of any settlements in micro-region of Szombathely. Besides it can also be extended to other micro-regions, such as the micro-region of Győr and Zalaegerszeg micro-region. After having done the comparison it could be established that among the 3 county towns located in the Western Transdanubian region, which has better conditions of access to cultural goods and services in their near; and what is the demand in each micro-region. Moreover more information could be obtained from a survey of the residential demand.

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