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REGIONAL ACTION PLAN OF KŐSZEG AND ITS SURROUNDINGS



iASK 
INSTITUTE OF ADVANCED STUDIES KŐSZEG

**Local
Flavours** 
Interreg Europe

GENERAL INFORMATION

<i>Project</i>	LOCAL FLAVOURS – Authentic Tourism based on local cultural flavours
<i>Partner organization concerned</i>	Institute of Advanced Studies Kőszeg (iASK)
<i>Country</i>	Hungary
<i>NUTS 2 region</i>	Western-Transdanubia
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POLICY CONTEXT

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<i>Name of the policy instrument(s) addressed</i>	“Creative City–Sustainable Region” National Programme on the Pilot Regional Development Approach in the West-Pannon region (KRAFT Programme)

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I THE TARGETED POLICY INSTRUMENT

In order to develop the town of Kőszeg and its surroundings, the **Institute of Advanced Studies Kőszeg** (iASK henceforth) exploits one of the three pilot regional development policies of the Hungarian government, named „**KRAFT**” (Creative City–Sustainable Region, in Hungarian: Kreatív Város–Fenntartható Vidék), that aims at developing small and medium-sized border towns and their surroundings jointly. The basic idea of the concept is that the key to successful development initiatives and projects is the effective cooperation between the socio-economic stakeholders of the relevant region and the synergies inhered in social, cultural and networking capital. The concept takes into consideration both individual (company, city, university etc.) and community interests in the region. The other important element of the KRAFT concept is, that before starting to develop a region, we must find those common points and contributive areas for common interests that could enhance and bring out the latent knowledge, innovation capacity, sustainability, and creativity for socio-economic and institutional cohesion of the stakeholders and other actors. Contrary to traditional regional and urban development practices, **KRAFT uses „soft” factors** – local culture, identity, social vitality, traditions, heritage, creativity, networking, knowledge transfer – for development, while creating connections between institutions and actors that are able to realize these factors (see Miszlivetz [ed.] 2014). The KRAFT methodology integrates these factors with traditional „hard” ones such as infrastructure, energy and communication networks, and economic sustainability. The joint, planned and common development of these factors can ensure that cities/ towns and microregions that do not usually have a complex, comprehensive vision and long-term strategy would get into a sustainable development path and become dynamic key players and creative cities/ regions. **Another novelty of KRAFT is to identify and utilize synergies of interdependencies** among rural and urban development factors, thus properly revealing the full range of conditions required for the implementation of new, complex regional development strategies of cities/ towns and their rural environment. iASK is identified by the government as responsible for the preparation of the KRAFT Programme and its adaptation to other border regions in Hungary.

In the course of **Local Flavours**, iASK aims to improve the KRAFT Programme to specifically build on cultural heritage based urban development, often the most promising development asset of small/medium cities, and an intervention area providing better economic position, job creation, business/tourism attractiveness, workforce/inhabitant retention benefits all at the same time.

A simplified, illustrative outline of the integrated KRAFT-strategy is shown in *Figure 1*. The synergies inherent in social, cultural and relational capital, as well as more effective cooperation between key economic, social and public actors in the region, can be interpreted across three areas, through the concepts of Creativity, Innovation and Connectivity. The planned developments, based on the Actions presented later in the Action Plan, can be separated within these three categories along five closely related areas (see *Figure 1*). Within the framework of the project, research will play a key role (this is reinforced by the presence of iASK and its leading role in the project), so as culture, arts and heritage management, to which the Kőszeg's rich built environment and its cultural potential provides a stable basis. Other important pillars for creating a „livable and lovable“ urban centre lie in tourism development, but integrative and complex development cannot be realized either without a comprehensive transport and communication (eg. development of ICT tools, operation of communication channels, etc.), or without the inclusive development of social sphere and health care.

The town of Kőszeg and the Írott-kő Nature Park provide an excellent place to introduce and implement the new KRAFT concept. Kőszeg has a huge and unified built heritage, rich historical traditions, school town and non-governmental organizational history, which can boost the tourism and development potential that is essential for becoming a creative city/region through an integrated urban development program based on the utilization of knowledge and cultural heritage.

The overall goal of the KRAFT Programme is therefore “to create a complex and integrative regional development strategy through the qualitative renewal of research, innovation, education, cultural and existing industrial production infrastructure and institutions, a new management approach of cultural heritage, and through the development of public services and public spaces. This strategy could only be achieved and be successful by more effective cooperation between the city and its environment, its institutions, and the key economic,

social and public actors, and by revealing the synergies inherent in social and cultural capital” (ISES 2014, 69.o.).

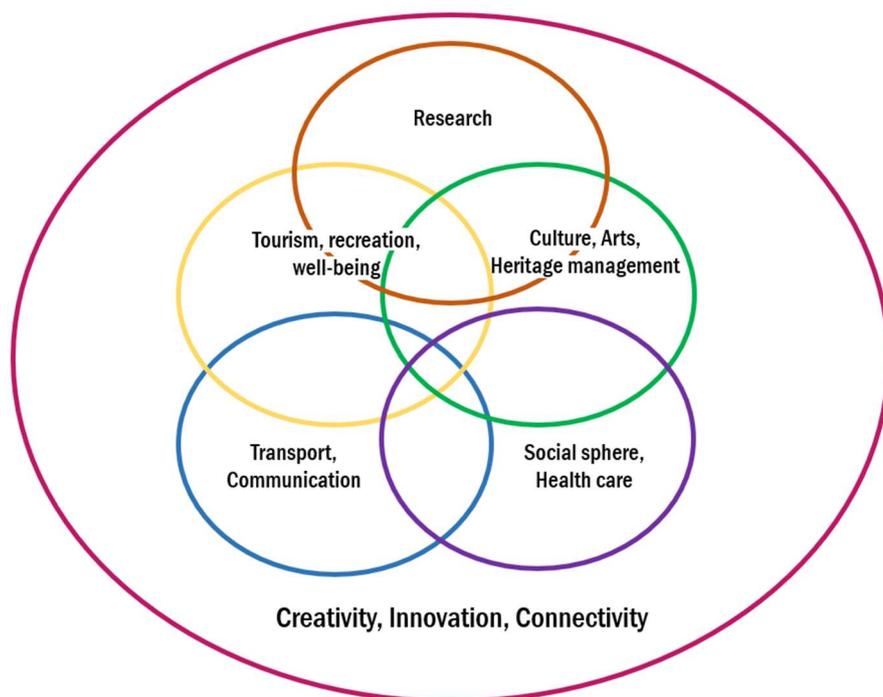


Figure 1: Schematic drawing of the integrated KRAFT-strategy

II THE PROJECT'S BACKGROUND

Introductory remarks

Undoubtedly, the role of tourism amongst economic sectors both globally and at macro-regional level is outstanding: according to a recent analysis of OECD, tourism sector directly contributes 5% to GDP and 7% to employment and has been heavily expanded over the last decades. The importance of tourism is even higher in the European Union, where its share both in GDP and in employment is around 10%. The European Union has recognized the growing importance of the sector, and has recently sought to make the tourism market more diverse and competitive through a variety of strategies, in line with current EU policies of increasing regional economic growth, employment and social and sustainable development. In terms of diversification, new strategies have recently emerged that increasingly

focus on tourism development based on local cultures, environmental sustainability, heritage conservation and local communities, in line with the appreciation of locality and rurality in development policies.

Beside these facts, in recent decades there has been a perceptible shift from mass tourism based on production and consumption to the so called “experience tourism” (Richards 2009; Solima & Minguzzi 2014), where the focus is not necessarily on tangible tourism products (eg. museums, buildings, natural heritage), but rather on intangible ones (image, cultural identity, sense of life, atmosphere).

The growing importance of the creative sector and its relationship with touristic image according to Pine & Gilmore (1988) could be related to the emergence of experience economy, in which the previous approach of accumulating material goods is replaced by a new, experience-centered approach (see also Florida 2002) and the problems of previous living conditions (eg. livelihood) are increasingly replaced by the idea of living the life. From the side of tourism sector this shift could be paralleled with the appearance and emergence of the so called „transformational tourism”, where the aim of touristic services and tourism itself is not only gaining experiences but also the spiritual and personal development of the tourist, who consciously seeks to change his attitude to life, to learn about local cultures and communities and to expand its worldview. (see further Régi, Rácz & Michalkó 2017; Mártonné & Simonyi 2018).

This Action Plan focuses on the implementation of similar development policy aspirations, outlining the opportunities and breakout points of a borderside settlement (and its narrower area) that is rich in history and cultural heritage in locality-based tourism. The document focuses on the development of tourism in Kőszeg and in the Írott-kő Nature Park through the revitalization of local cultural features and natural / cultural heritage. The Action Plan is being developed within the framework of the Local Flavours INTERREG project, launched in August 2019 in partnership with eight countries. The total budget for the 3-year project is 1.7 million EUR, of which iASK – as project leader – will receive almost 300.000 EUR. 85 % of the budget is supported by the EU, while the other 15% is by the

Hungarian government. The main objective of the project, based on local cultural heritage, is to develop the policies of those settlements, that, due to their less favourable geographic location, are not able to properly exploit the opportunities inherent in their cultural heritage. The project will help the partners to identify the most effective policy tools to support specific local attractions and landmarks through an innovative toolkit, broad knowledge sharing and improved communication between public and private stakeholders.

The Action Plan consists of three Actions, and their content and implementation are closely linked to good practices previously collected, implemented and still operating in different partner countries. Before discussing the concrete Actions the document deals with the challenges affecting – and requiring intervention – the area, and with their possible solutions. Then we briefly outline the development policy initiative which the Actions are based on, and also their links with other strategic documents of Kőszeg and its narrower area. In connection with each Action the organizations and actors interested in implementation strategies, the specific objectives of the Actions, the expected results and the indicators to be used for monitoring the Actions are also discussed in detail.

Problem identification and current situation

The aim of the regional Action Plan is to foster the development of Kőszeg and its surroundings by applying and further developing the KRAFT methodology through the Actions to be presented later. However, before discussing the Actions in detail, we consider it necessary **to outline the socio-economic situation of the town and its surroundings**, emphasizing those factors that highlight the need for intervention and where synergies and interactions between the different actors can work the most effectively. The chapter mostly relies on policy documents previously prepared for Kőszeg (seat of the Írottkő Nature Park and centre of LAU-1 Kőszegi járás) and its surroundings (Integrated Urban Development Strategy, Integrated Settlement Development Strategy, Status Quo Analysis, Csillaghúr Development Programme, etc.) and sheds light on the objectives formulated in the INTERREG project through the main connection points. The aim of this chapter is therefore to provide a comprehensive, problem- and goal-oriented introduction with special focus on the local endowments and values of Kőszeg, as well as the factors necessary to become a creative city.

The town of Kőszeg is located in the Western-Transdanubian region, in the northwestern part of Vas county, 20 km far from Szombathely. The town is also the center of Kőszeg microregion and thereby plays an integrating role in the area both economically and socially. The population of Kőszeg microregion has been stagnated around 25.000 persons in recent years, making it the fourth most populous area in Vas county. Kőszeg itself accounts for almost 12.000 of the total population, i.e. almost half of the microregion's population lives in the center.

There are basically two factors that contribute to the demographic changes: on the one hand the rate of natural population change, and the migration rate on the other.

From this point of view, the region has been characterized by a natural population decline since the turn of the millennium, however the migration rate has been positive in the last decade, which maintains a stable, but slightly declining population. These processes are also accompanied by a gradual ageing of the population: the ageing index in Kőszeg microregion has increased 1.5 times in the last decade, but this value is more favourable than both the county and the regional averages (see iASK 2021).

From a functional and spatial point of view, Kőszeg and its surroundings – in line with the area types of the National Development and Spatial Development Concept (hereinafter: OFTK) – could be defined as a triple-functional area. Firstly, the northern part of Vas county together with the border areas of Győr-Moson-Sopron county is an *area with touristic functions*, where Kőszeg is a “nationally recognized tourism destination as part of the landscape of Sopron-Kőszeghegyalja and Fertő” (Kőszeg Integrated Settlement Development Strategy 2014, p.12.).¹ On the other hand, the town is also among the *areas with predominantly settlement functions*, referring to the agglomeration area character of Szombathely county seat and Kőszeg. At the same time, within this agglomeration area Kőszeg also has an independent function, therefore it not only merges into it, but also complements it. Thirdly, on a wider, national scale Kőszeg and its microregion function as a core economic and technological area, in which the city - due to its past and present and to the implementation of KRAFT programme - could gain more attention.

Kőszeg's economic position (due to its geographic location) might improve significantly in the future because of the fact that borderness and cross-border relations has been acquiring

¹ It is important to note, that after 2014, when the document had been written, the touristic regions were redefined and Kőszeg were reclassified into the Bük-Sárvár Touristic Region.

more and more significance in East-Central Europe. In the case of transportation, the accessibility of the city has been significantly improved with the construction of M86 (to Szombathely) and M85 (towards Sopron) motorways. Szombathely is around 25 minutes away from Kőszeg in the main road 87, while the M85 motorway is also half an hour away from the city by car.

Beside these facts, in terms of regional relations, the closest capital to Kőszeg is still Vienna, which can be reached in an hour less than Budapest, but the Slovak capital, Bratislava is also accessible faster.²

This “duality” makes Kőszeg town and its surroundings special: in terms of fostering cross-border relations it is in a favourable position, but its distance from the other parts of the country and its transport dependence on Szombathely only strengthen its peripheral character. The settlement and its narrower area is even more disadvantaged from the aspect of public transport. The rest of the country can only be reached by train via transfer in Szombathely due to the elimination of north-south railways (that was still operating decades ago) and to the lack of wing lines towards Austria. Considering these facts, the development of the railway system was of high importance (Kőszeg Integrated Settlement Development Strategy 2014). Considering these facts, the Hungarian government has started to construct an intermodal node in Kőszeg in 2020, consisting of e.g. 54 P+R parking places, 2 new crossings with traffic lights, new bus platforms for local and long-distance buses, etc., but the project is still in its preparation phase.

In the rest of the chapter we focus on those areas, that -beside the abovementioned factors - make Kőszeg and its surroundings unique and a suitable target area within the framework and the further development of KRAFT. In the current image and situation of Kőszeg, in its socio-economic functions and in the sense of identity of its local communities, the traces of specific historical development and borderside location could be found. At the beginning of the XX. century, as a result of the Treaty of Trianon and the new borders, the cultural and historical unity of the region ended for a long time. After World War II, Kőszeg - which previously had been the only free royal city of Vas county - was isolated, and after the border adjustments former touristic areas of the region (e.g. Hétforrás [Sevenspring], Hörmann-

² At the time of writing this Action Plan, the construction of the extended section of the Austrian S31 motorway to the Hungarian border was completed, so Vienna is now available from Kőszeg directly through highway and motorway.

forrás, Felsővár, Óház-kilátó [Oldhouse Peak]) became border checkpoints and inaccessibly far from the town (see Bokányi 2016). At the same time, Írott-kő, the highest peak of Kőszeg Mountains and Transdanubia still symbolizes the historical processes of borderside towns and the inseparability of the thousand-year-old Austro-Hungarian history and culture. This symbol role is equally valid for Kőszeg, which preserves the unity of cultures in its urban fabric.

Architecturally, the settlement essentially reflects the image of three different nations: the one-street, row-built urban structure, the formerly walled town center with its XVI century townhouses hold the features of the southern Hungarian suburbs; the northern part of Kőszeg with the two-storey buildings and large gates create the atmosphere of a German and Austrian settlement. Fortunately, historical processes did not cause any changes in the townscape, as the untouched nature has been preserved, the high-value building stock has not been demolished and the historical settlement pattern has also remained unchanged.

The Geschriebenstein-Írottkő Naturpark, established in 1996–1997, is also a symbol of the reunification of the region in terms of tourism and nature protection, and includes a total of 16 settlements together with Kőszeg on the Hungarian “side”. In 2009 the Írottkő Naturpark Association won the "European Destinations of Excellence" award, issued by the European Committee, and became “Hungary’s best developing ecotourism destination”. The Naturpark is a landscape with significant natural values, historical and cultural heritage with a 16-km cycle path, 15 nature trails, a visitor center and several cultural and local history exhibitions, that could also provide a basis for further development of KRAFT Programme. The Integrated Settlement Development Strategy prepared in 2014 emphasizes the importance of the Írottkő Naturpark several times when defining the goals for the development of Kőszeg. From a tourism point of view, the document considers the Naturpark’s activity to be “extremely important”, which in accordance with the Írottkő Naturpark Association it “should strengthen the organization of tourism marketing building upon thematic, pilgrimage and walking paths of the region” (Kőszeg Integrated Settlement Development Strategy 2014, p.23.). On the other hand, in the vision of Kőszeg as a “cooperating city” it is emphasized that regional cooperations need to be further strengthened (beside the existing good examples, e.g. IGEN, alpannonia, Puregreen), and it should be extended to other areas of the economy in addition to tourism both in the Austrian and in the Hungarian bordersides. But as the document puts it: “Írottkő Naturpark is already

closely cooperating with “Naturpark Geschriebenstein” located in the Austrian side of Kőszeg Mountains” (ibid. 24.); these cooperation-based activities are of high importance in case of the Actions envisaged.

Tourism in Kőszeg and its narrower area is a priority target area to be developed due to several factors. The natural and landscape values mentioned earlier, the existence of cultural heritages, the rich tourist program offer (not only in Kőszeg, but in the wider area of Írottkö Naturpark) and the rural, “small-village” character of the region offer many opportunities to boost cultural and rural tourism. The importance of the sector is clearly illustrated by the fact that the number of nights spent by foreign residents per 1000 inhabitants in Kőszeg is twice as high as the national average, and since the turn of the Millennium the decrease in both spent nights and guests has been replaced by an increasing trend. However, only 10% of the guests were foreigners, so tourism in the town is mostly focused on Hungarian visitors, the higher share of foreigners in the region is mainly due to the tourist traffic of Bük and Csepreg (iASK 2021). In connection with this, it’s important to note that the need for renewing the tourist offer and building on unique attractions in Kőszeg has already appeared in its Integrated Urban Development Strategy in 2008. Since then, many strategic documents (Csillaghúr Development Programme, IGEN project) have also worked on the renewal of the tourist offer and on the construction of common tourism development strategy with Austria.

Some previous studies on the image and local values of Kőszeg (Kiss 2016, Ernszt 2016, Lőrincz 2016) have already highlighted the challenges/ problems that should be taken into account in the Actions to be presented later in order to ensure the successful implementation. Examining the image of Kőszeg and its appearance on online media platforms, Kiss (2016) came to the conclusion that although the town has favorable and unique features, it cannot take full advantage of them. One of the reasons for this, according to the author is, that the town is not able to formulate and communicate its endowments effectively, thus make them more widely known. Due to these and returning to the low number of foreign tourists, only the “price-sensitive” Hungarian tourists come to the town, to which the hospitality sector has to adapt by offering cheaper prices and simple packages. Thus, Kőszeg couldn’t host the effective and solvent demand, so these tourists choose cities that have

attractive offers, a conscious and strong brand and image. As Kiss argues: “These settlements are able to define what makes them different to others, why it is worth visiting there, what can be done there and they can also effectively communicate this to their target groups. As a result, over time the interest in these settlements increases, [...] that means additional revenues to the city” (ibid p. 326). Another problem that hinders the increase of the number of foreign and “more solvent” tourists is that Kőszeg and its surroundings have only one hotel with a larger capacity (the 3-star Hotel Írottktó) and there aren’t any at least four-star hotels suitable for larger tourist groups.

In addition to this we must add that the previous years were successful for increasing the capacity of commercial accommodations due to the KRAFT Programme and Kisfaludy Programme. The Kőszeg Evangelical Vocational High School financed the transformation of one of its buildings through a KRAFT tender. The Bell Tower Hotel thus established operates primarily as a teaching hostel in the school's tourism and hospitality training, but doubles as a commercial accommodation with 24 rooms. The former Benedictine monastery was converted into the 65-room Hotel Benedict with government support making it the second hotel in Kőszeg. Thanks to the Kisfaludy program of the Hungarian Government, capacity has been expanded in several establishments, and in the autumn of 2020 the construction of the four-star Boutique Hotel above the Ibrahim Restaurant has begun.

Kőszeg – although it is not the most capitalised settlement of its region – with its cultural heritage values and its natural environment, is an important town of Western-Transdanubia. Kőszeg has the highest number of historic listed buildings (per inhabitants) in the macroregion, and according to the number of monuments per thousand inhabitants it is the fifth richest town in Hungary. The exact number of monuments differ in the official development policy documents: the Integrated Urban Development Strategy (2008) mentions 176 monuments, while the Írottktó Program Development Strategy (2014) counts 326, but the latter takes into consideration the whole area of Írottktó Natúrpark, not only Kőszeg itself. The most important of these is maybe the historical center of Kőszeg, which is a notable area of Vas county and Western-Transdanubia and part of the national cultural heritage. The Jurisics Square, where the Town Hall, the Maria Statue, the Saint Emeric and Saint Jacob Church, the Heroes’ Gate, the Pharmacy Museum, the Sgraffito House, the Lada-house

and many other valuable buildings are located – are also concentrated in the downtown, but accompanied by a number of negative consequences (Figure 2). Because of the monumental protection, these buildings are very difficult to be renovated (with additional costs), or even cannot be renovated at all, thus there is a huge risk of depopulation in the downtown area, and the number of buildings in bad condition is also high.

Because of the new local residents and the effects of suburbanization, former inhabitants of Kőszeg also prefer to move to the outside areas of the settlement, thus the population of the town center and monumental areas has been showing a decreasing trend in the last years. In the town and in its narrower area – as the Írottktő Strategy highlights – there are a high number of monuments and old buildings that could be refunctioned, so can be the part of the region cultural life again. iASK, in the framework of KRAFT-programme has started to work on several reconstructions in the town center, e.g.: Zwinger – Old-tower, Szemző House, Sgraffito House, Festetics Palace etc. The town has many historical events as well building on the local values and products, e.g. Open-Air Theatre, Historical Siege Days, St. George’s Day Celebrations (Book of Vinesprouts), Harvest of Kőszeg, St. Ursula’s Days. Among the priorities and development goals of the town (see the Settlement Development Concept of Kőszeg, 2014), in line with the Írottktő Strategy, visions of a sustainable city, a



Figure 2: The town center of Kőszeg with some remarkable sights

creative city, a tourism recreation center and a cooperative city all are at high importance. As the document states: *“special emphasis should be given to the protection and renewal of landscape, of natural, built and historical values of the city; the harmonious coexistence of man and its surroundings through awareness-raising and example leading; [...] and the refunctioning of empty, or misused protected buildings, and the ensuring of sustainable use”* (ibid p.14. own emphasis). In case of the tourism recreation center, the overall goal is to create and further develop the recreational offer, that *“builds on the attractive landscape, the natural and cultural values of the town that are easily accessible to the inhabitants providing a wide range of services and in the same time increase tourism’s [...] income-generating capacity”* (ibid, own emphasis).

The paradigm shift mentioned in the introduction can create new opportunities in Kőszeg. In their study on Kőszeg, Ernszt and Lőrincz (2017) examined the possibilities of “slow tourism”, as a new product development concept. The history of slow movement dates back to the 1970s and can be identified as a cultural revolution: it actually means a response to the accelerated world and lifestyle; the members of the movement want to “establish real relationship with people, with themselves, their family, with their community and friends [...] with their residences and with life itself” (Ernszt & Lőrincz 2017, p.54.). The movement has covered several segments of life (see Table 1), and has been operating successfully in Italy for decades as part of “Cittáslow”, known from the international good practices of Local Flavours. For slow tourism, Kőszeg and its surroundings should be an ideal place: beside the important monumental heritage, the historical, natural and cultural demand, the “talking houses”, the historical sights and cultural events and the climate can all make the small region suitable for slow movement. Thus, there are several elements in Kőszeg that could form the basis of this so called “slow philosophy”. The implementation of tourism recreation city and sustainable city brands (mentioned earlier in the Settlement Development Strategy of Kőszeg) are both strategic objectives, which, in connection with the KRAFT methodology can create new synergies between social and economic actors of the region. The results of the self-image survey carried out in Kőszeg (see Ernszt 2016) and a primary research surveyed by local residents (Lőrincz 2016) also indicate: according to local residents and local community, good quality of life, calmness, proximity to nature and the good public security are all “strong” attributes of Kőszeg. The people of the town are also aware of and emphasize

the exceptional features of the settlement, especially the harmony of cultural heritage and nature. According to the settlement's tourism service providers and decision-makers Kőszeg and its region can also be a suitable target area for various stakeholder partnerships. As Lőrincz (2016) argues, one of the main reasons for this is that the *attitude of local residents to the community is outstanding*, as the NGOs and inhabitants of the town often volunteer to help in organizing cultural events and other programs.

In connection with the development of slow tourism, the results of the authors' primary research based on four elements of sustainable tourism also projected concrete proposals. In case of the socio-cultural segment, tourism development should focus on the experiential presentation of existing cultural heritage elements (Jurisics Castle, historical mousmets, authentic events), and should build on the cooperation between NGOs and residents.

This new approach to cultural heritage (see "Chernel walk" later) also presupposes a new interpretation of histories of the town and the experience of "learning for fun". In each case, the ultimate goal of tourism development is to improve the quality of life of local communities which can be achieved effectively by the existing knowledge-hubs (University of Pannonia, iASK). The basis for economic sustainability must be to help local SMEs and to create markets for local products. The environmental aspect builds upon the natural and landscape features of Kőszeg and the Írottkő Nature Park, namely upon the subalpine climate, the existing hiking trail network, and upon the preservation of environmental awareness of population. Due to the size and location of the town, as mentioned earlier, it is primarily recommended to improve and develop the conditions of eco-tourism and health tourism. Finally, it is important to emphasize the organizational aspect, which is essential for successful tourism development. The driving force of a successful destination is a tourism organization that builds and manages the image of the host area, whose main task is to coordinate the interests of tourism stakeholders, and responsible for the involvement of local residents and NGOs (hospitality, openness, product development, creative solutions), that is to say the *enforcement of sustainability approach* (see Ernst & Lőrincz 2017).

The school town, educational and inclusive traditions of Kőszeg cannot be separated from the cultural endowments of the town either, so exploiting the synergies arising from direct and indirect effects, many project elements have been defined and created based on these

attributes. The school town traditions of Kőszeg are emphasized in most development policy documents: the Integrated Settlement Development Strategy (2014), when discussing the settlement's functional character, highlights that Kőszeg still has a very rich institutional network, which was further expanded in the late XIX. and early XX. century with institutions of special national interest and it "mostly retained its educational character during the last centuries" (ibid p.125.). The document also considers the high intellectual potential of Kőszeg to be equally important, mainly due to the presence of Institute of Advanced Studies (iASK) and the Kőszeg campus of University of Pannonia. One of the key pillars of KRAFT-strategy is the development of research and education in interaction with each other, which builds on the connection of theoretical and practical aspects of the different disciplines, and ensures coherence between the municipality, the educational institutions and companies, thus enabling the continuous and effective cooperation between its institutions, key economic and social actors and also the flow and utilization of knowledge.

The undisguised aim of the Action Plan and the development policy initiatives is to further strengthen the school town traditions of Kőszeg and to bring its community-building effects to the fore. The cultural history of Kőszeg and the former scientists and teachers all predestine the inhabitants of Kőszeg to preserve the culture of their predecessors and the European way of thinking. In their minds, the settlement still remains a "school town" to this

„Areas” of Slow Movement	Basic Idea
„Slow food”	Respect of traditions, use of quality foods, eco-friendly agricultural production, favouring local products
„cittáslow”, „Slow city”	Liveable cities, active human relations, culture that is based on local traditions
„Slow tourism”	Sustainability, concept of „local” in the core (local foods, culture, traditions), relations with the locals, spiritual transformation of tourists
„Slow fashion”	Natural ingredients, eco-friendly production, respect of traditions
„Slow industry”	Sustainable and eco-friendly production
„Slow education and learning”	Preserving „fun” in learning, enjoyment of learning that leads the individual to her/himself
„Slow ageing”	The passage of time must be accepted and befriended.

Table 1: Examples of Slow Movement in different segments of life (Ernszt & Lőrincz 2017, p.55.)

day; among other things, the oldest grammar school in Vas county (Jurisics Miklós Grammar School), built in the XVII. century still operates here, although not in the same building as before. Géza Ottlik's famous novel, "School at the Frontier" made the city's former military school famous throughout Europe, which is now replaced by a special education school; but also by the second half of the XIX. century a Teacher Training College had also operated in Kőszeg, which was later moved to Szombathely after the revolution in 1956. In connection with the school town's past, Kőszeg is usually called the town of science and researchers: cultivating the bequest of Kálmán Chernel, István Chernel, Imre Festetics, Kálmán Miske or even Flóris Rómer, also doing and supporting research and science are still living heritages in the town. It is no coincidence, that the KRAFT-project builds on these characteristics of the town. From the very beginning, creators of the strategy believed that Kőszeg provides an ideal place for the establishment and maintenance of an interdisciplinary international research center ("knowledge hub"). As the Integrated Settlement Development Strategy (2014) emphasizes: "Within the framework of KRAFT-program, building on the educational traditions of the city, in connection with the planned research programs, Kőszeg could become the center of higher educational or other additional training programs" (ibid 21.). Furthermore, as described in the founding document of the strategy, the expansion of the cultural and recreational offer as well as higher education are of high importance for Kőszeg, based on its traditions and current directions of development.

The Action Plan of Kőszeg and the concrete Actions are mostly based on the above-mentioned characteristics of the town. In their content - in line with the basis attributes of Local Flavours project - the emphasis is put on *local community building*, the best possible use of local facilities, the involvement of inhabitants in development, and on close cooperation. Hereby, as it will also be clarified in the next section, *all actions are "small-scale" ones regarding their territorial level and budget, focusing on some pre-defined parts of Kőszeg and its surroundings and volunteering*. Thus the implementation of the actions are mostly based on in-kind contributions of different stakeholders. Because of this latter fact, and the immaterial character of the actions (all of them are soft actions in their nature, not requiring huge material contributions), the cost/action does not exceed 25.000 euros. The Actions are also related to the goals and the strategic vision of Kőszeg and its surroundings defined in the Integrated

Settlement Development Strategy. According to the latter, building on its history and traditions, in the next 10–15 years Kőszeg will be a town that “preserves its landscape and natural values and its cultural heritage, well-organizes its microregion, takes active role in wider regional cooperations, provides high quality of life and offers attractive residence and workplaces, builds on local values and products, has multiple economic basis, and will be an outstanding scientific, intellectual and cultural center of its region” (ibid p.8.). In order to achieve these goals, it is necessary for the town to reach all age groups and to offer experiences with its touristic services, as experiences gained at a young age could encourage visitors to return later. Further strengthening of tourism also requires the development of existing and the creation of new attractions. The activities of Írottkő Nature Park will also continue to be of paramount importance: in parallel with the enhancing of tourism marketing, communication about the region (and about Kőszeg itself) must be expanded and the consumption of local products must be urged through joint service provider cooperations.

As a conclusion of this chapter, in the light of the abovementioned facts and in parallel with other strategic documents, a SWOT-analysis has been prepared focusing on the specifics of Local Flavours project (see Table 2).

In the next main chapter we will discuss the envisaged actions in detail, also encompassing and summarizing those Good Practices that gave impetus to our actions and objectives.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Traditional education center of regional significance (secondary level), extensive vocational training, regional enrollment • International reputation in higher education • Borderside location, low level of unemployment, cross-border employment opportunities • Cross-border tourism cooperation • Preservation of historical settlement structure, “untouched” town center • Relatively high level of education in society • Strong tourist attractions, well-established image (Jurisics) and strong sense of identity • Favourable conditions for the development of green-, eco- and rural tourism 	<ul style="list-style-type: none"> • Value of local business tax is only half of the rural average • Peripheral situation in terms of transport (especially rail and bus transport) • Modest local supply of jobs in the area of Írottkő Naturpark • Limited supply of jobs for highly skilled people • Constraints related to the maintenance of completed investments (lack of guardianship practice)

Opportunities	Threats
<ul style="list-style-type: none"> • Construction of an intermodal hub • One of the towns with the most untapped tourist potential in Hungary • Further expansion of accommodations • More conscious online appearance and activities and strengthening the “prosumer” community • Strengthening the cultural tourism offer based on intellectual heritage (national and international) 	<ul style="list-style-type: none"> • Dormitory town character is further deepening • Stagnation of national and international networking • Conservation of fragmented tourism initiatives • Lack of national and inter-county coordination • Permanence of peripheral character, low level of cross-border cooperations and greater draining effect • Renovation and re-functioning of historic buildings are hampered by uncertain investment costs and risks

Table 2: SWOT-analysis of Kőszeg

As a single project cannot provide answers and solutions to all (structural) problems identified in the SWOT analysis, in the course of identifying the actions we focused on the exploitation of the opportunities and elimination of the threats instead, such as the increased tourist potential, the more conscious online appearance, more advanced cultural tourism offer based on intellectual heritage and the reduction of the draining effect.

Contribution of the identified Actions to policy change

The current Action Plan addresses the targeted Policy Instrument, namely the “Creative City-Sustainable Region” National Programme on the Pilot Regional Development Approach in the West-Pannon region (KRAFT Programme) in three ways.

The identified Actions all **contribute to policy change** directly, as follows:

Action 1:

Awareness raising to Kőszeg’s authentic school town heritage through call for artistic work for students in the town

As the call for artistic works for the students under Action 1 will be financed by the KRAFT Programme, thus the policy instrument provides funding, so there is a clear link and direct influence in the form of **Type 1: implementation of new projects**. This project can serve as an inspiration to other regions to import and finance within their programmes.

Action 2:

Cognitive mapping, examination of mental images with the participation of residents in Kőszeg and in its surroundings through experiments – examination of the shared sense of identity/place

In the Institute of Advanced Studies Kőszeg the KRAFT Centre is responsible for the development of the methodology of the Programme in order to provide sufficient knowledge base for place-based strategies, initiatives in the Programme area. Dr. Mariann Szabó - as one of the two leaders of the centre - after the stakeholder meeting on 1st June discussed Action 2 with the research group. As before the KRAFT programme mainly focused on formal and functional regions, this Action has the potential to strengthen its applicability to perceptual regions, which would contribute to the **change in the strategic focus of the policy instrument (Type 3)**. As the Director supports this initiative, Action 2 has been added to the research agenda of the KRAFT Centre for 2022. The results of Action 2 hereinafter will be included in the Annual Report of the Institute which is submitted to the Prime Minister’s Office (Responsible body of the KRAFT Programme).

Action 3:

Development of a self-guided walking tour for the existing “Kőszegi Séták” mobile application about the built and intellectual heritage of the Chernel-family with the application of the ‘Learning by visiting approach’

In case Action 3, **Type 2 influence** can be identified, as **change in the management of the policy instrument (improved governance)**. The improved governance can be identified through stronger and widened cooperation and networking with local stakeholders. Due to Action 3, a new modul (mobile application guided tour) will be added to an existing application (project of Kőszeg town), so it is a modification of an existing initiative. This will also contribute to better monitoring, as the number of tourists/customers downloading the new modul could be directly monitored, so the results of the Action could be easily quantified and evaluated.

III DETAILS OF THE ACTIONS ENVISAGED

As a short introduction, in Table 3 we summarized the basic information of the three actions that had been defined and detailed later in the current chapter.

#	Title of the Action	Timeframe		Coordinator	Stakeholders	Costs	Result indicators
		Start	End				
1	<i>Awareness raising to Kőszeg's authentic school town heritage through call for artistic work for students in the town</i>	05/21	12/22	iASK	» Schools of Kőszeg » City Museum and Library » Municipality of Kőszeg » iASK	22 843 €	Increasing social media appearance Number of artistic works elaborated Number of applicants (individuals and groups)
2	<i>Cognitive mapping, examination of mental images with the participation of residents in Kőszeg and in its surroundings through experiments – examination of the shared sense of identity/place</i>	08/22	12/22	iASK	» Írottkö Naturpark Association » Municipality of Kőszeg » iASK	2 386 €	Number of visitors at the stands Number of participants in the experiments Research documentation
3	<i>Development of a self-guided walking tour for the existing "Kőszegi Séták" mobile application about the built and intellectual heritage of the Chernel-family with the application of the 'Learning by visiting approach'</i>	02/22	06/22	iASK	» Írottkö Naturpark Association » Tourinform Kőszeg » City Museum of Kőszeg » Directorate of Órség National Park » Schools of Kőszeg » Enterprises	5 258 €	The Hungarian version of the Chernel Walk is developed The English version of the Chernel Walk is developed Printed map is developed Number of downloads of Kőszegi Séták application and Chernel Walk

Table 3: Summary matrix of the Actions envisaged

ACTION 1:

Awareness-raising to Kőszeg's Authentic School Town Heritage through Call for Artistic Work for Students in the Town

Relevance to the project

The basic goal with Action 1 is that the „Town of schools” role of Kőszeg must be further emphasized and enhanced both among local people of the town and among tourists as well. Kőszeg has a rich institutional network and until nowadays it has also preserved its historical educational character. Many strategic documents (Integrated Settlement Development Strategy, Creative City – Sustainable Region document) have formerly acknowledged the *high intellectual and cultural potential of the city and the importance of the collective development of research and education.*

Among the formerly discussed **Good Practices** (and by taking into consideration international experience exchanges between partner organizations) there have been several examples where the methodology and objectives of the GPs helped to define and create our first Action and its content. Regarding the estimation of local tourism potentials, two GPs from Waterford City Council have strongly focused on the *synergies between tourism attractions and the actors of creative and cultural industries*, and by negotiations and experience exchanges between different tourism organizations the tourism potential built upon the strength of local identity could be estimated. From these two GPs our first Action could rely on the *user-generated content* and on the *key opportunities for locations that share a common sense of identity/place.*

Another inspiring Good Practice that gave impetus to the first Action comes from Finland: the “Culture Finland: National Cultural Tourism Coordination Programme” serves as proof that specific tourism development measures can be successfully implemented with a *top-down approach* and the GP itself is *well-diversified in sectoral terms* (sustainability, cultural & authentic tourism) and in *stakeholder involvement*. In our point of view these attributes could easily be applied in the “Town of schools” Action both by involving as many stakeholders as possible via public-private co-operation and by calling attention to the cultural, educational, and authentic values of the town. The winners of the application would receive an award (or multiple awards) that might be connected to brand new but authentic experiences while also strengthens the local educational identity of Kőszeg.

Action 1 also implies a “learning-by-visiting” approach, an idea that had been successfully implemented in Treviso, Italy by “The Area Brand of the Thematic Didactic Parks of the Alta Marca Trevigiana” Good Practice. With the implementation of Action 1, it is aimed at popularizing the Ottlik Thematic Walk in Kőszeg that goes across the main locations of Ottlik’s famous novel “School at the Frontier”. The Action and the application itself also call attention to ecumenism and the importance of religion, thereby tolerance and religious diversity could be a part of scholar city heritage in Kőszeg. This latter attribute of the Action derives from Ludbreg’s Good Practice, where the city as a traditional religious place had been successfully re-positioned by city marketing through its historical and cultural heritage.

Nature of the Action

This project builds upon the school town role of Kőszeg, and its main aim is to strengthen the scholar city identity and to reveal its past by involving the local students of the town, who in most cases know little about this heritage. Our basic assumption (heavily based on former researches of local identity, see Lőrincz 2016, Kiss 2016 in Miszlivetz (ed.)) is that Kőszeg has always strongly been defined by, and been proud of its school town heritage and the town itself is also very determining for the students. As part of the heritage, many materials and documents have been maintained in which local communities and teachers were the main actors. These have a community-forming power and could strengthen the common local identity and enhance the *sense of place*.

Basically, there will be two different calls for artistic work in the Action. The first call is called “Legendary teachers and students of Kőszeg”, in which a research should be done in a written form about famous persons in the education history of the town. The genre is optional (it could either be an essay, a novel, or an imagined interview), but it’s important to justify the choice of topic and the person whom the research is done about. Beside the written work students should make an awareness-raising poster (digital or paper) which later could be exhibited in the Zwinger / Old Tower and later in each school. The second call is named “Proud student of Kőszeg”. In this research students must do a research about *why it is good to be a student of Kőszeg, what do they like in their school*, and they should also

seek the *history of their alma mater*. The calls are addressed not only to primary school students (both lower and upper level), but to students at secondary education as well.

In order for the Actions to be successful, an awareness-raising campaign is necessary before the project starts. This campaign primarily focuses on social media activities (campaign videos about former students or teachers as ambassadors, Instagram or Tik-Tok challenges, etc.) to share information about the Action and to continuously build the school town image. It would be also necessary to make presentations about the local cultural heritage of Kőszeg.

What the Action could give to the schools basically lies in a very good promotion:

- the campaign videos with the ex-students and teachers will be available for free online,
- the school would get a “school town” logo that it could use optionally beside its own logo,
- there will be a publication written that promotes the school,
- media appearance,
- the campaign is not only for the application, but also for the schools of Kőszeg,
- possibility of networking – the goal is networking and cooperation among the schools.

For the successful implementation we need the schoolteachers to motivate the students for the application and they should also provide us venues for the travelling exhibition. Beside these, the followings are required from the side of schools:

- increasing social media (Facebook mainly) activity,
- help in the organization of presentations,
- designation of one or two contact persons per school,
- designation of 2–3 students (control group) who help the successful implementation,
- suggestion for Alumni students who could be Ambassadors of the Action,
- thinking further and possibly connect to the “year of school town” (2022) with own programmes

Players and stakeholders involved

Due to the content of the Action, several Stakeholders are needed for the successful implementation. Beside iASK and the schools in the town, as main actors in the process, the City Museum and Library of Kőszeg (helps and facilitates the research of the students) and the

Municipality of Kőszeg (helps in positioning Kőszeg as a school town) are the most important Stakeholders of this Action.

Timeframe

Phases of implementation of this Action are divided basically in six parts. A preparatory phase has already started. This is meant by that schools in Kőszeg has appointed a contact person who is responsible for the internal communication of the schooltown heritage. The other aspect that relying on the importance of internet-based consumer-generated content we have designed an awereness-raising campaign. In 2021 (still ongoing) the preparation and the awareness-raising phases are taken place. (1st and 2nd phase). The preparation phase ends at the end of August 2021, while the awareness-raising starts in September and lasts until January 2022. It is important to note, that these preparatory work would enhance the popularity and successful implementation of the Call but they are relevant in their nature as well. The “concrete” Action phase starts at the beginning of February 2022 with the application phase: this is a two-and-a-half-month period where students must do their research and make their work done by 15 April 2022. Between April and June 2022, the evaluation of the applications, the preparation for the exhibition and later the exhibition opening (13 June 2022) will take place; the exhibition will be accessible and open for visitors in Zwinger between June and August 2022 (phase V). During the remaining months of the next year, we plan a travelling exhibition in six different schools in Kőszeg (see Table 4 below).

	2021								2022												
	V	VI	VII	VIII	IX	X	XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	
Preparation	■	■	■	■																	
Awareness-raising					■	■	■	■	■	■											
Application									■	■	■	■									
Evaluation, preparation for the exhibition & exhibition opening											■	■	■								
Exhibition in Zwinger													■	■	■	■					
Travelling exhibition and book launch																	■	■	■	■	■

Table 4: Planned timeframe of Action 1

Costs and funding sources

After several discussions the following costs have been calculated and agreed. As it can be seen most part of the budget would go for labour costs (3 persons), the awards and for the exhibition. In the case of the potential awards, we plan to offer “experience gifts” of Kőszeg in the group category (e.g., one-night accommodation somewhere in the Kőszeg Mountains, professional photo-shooting in Kőszeg), while for individuals, tablets and/or gift coupons will be awarded. The Action, including all **costs are funded primarily by KRAFT Programme** besides the in-kind contribution of partner Stakeholders – mainly work by human resource (see Table 5).

	Item	Cost	Notes
Material costs	Awards	2 715 €	<ul style="list-style-type: none"> In the “group” category we offer experience gifts, e.g. 1-night accommodation in the Kőszeg Mountains, professional photo-shooting in Kőszeg. Individuals will be awarded by tablets and/or gift coupons.
	T-shirts for the participants	1 145 €	
	Pins	260 €	
	Exhibition	2 570 €	The amount includes the rent for the venue and other joint costs.
	Book / study	2 000 €	
	Poster	58 €	
Personal costs	Graphic artist	715 €	
	Labour cost for 2 persons	9 950 €	20 hour / week, 6 month-period
	Fellowship for one person	3 430 €	6 month-period
TOTAL		22 843 €	

Table 5: Cost table of Action 1

Possible impacts and monitoring (result indicators)

With the Action’s implementation we expect results that are only partially quantifiable but have important effects on the future and assessment of Kőszeg. If the Action is successful, we can expect a stronger linkage from the residents to the town and an even stronger local identity among them. Hopefully, over the years, more and more school age kid in Kőszeg and the Írottkő Nature Park will choose schools located in the town. By the inclusion of

former students and teachers in the project, Alumni communities would be reviving and the linkages between the schools in Kőszeg might be further intensifying.

Taking into consideration the results, the following indicators and/or measures could help to follow-up the Action:

- 1) Increasing social media appearance about Kőszeg's school town heritage
- 2) Number of artistic works elaborated
- 3) Number of applicants (individuals and groups)

ACTION 2:

Cognitive Mapping, Examination of Mental Images with the Participation of Residents in Kőszeg and in the Írottkő Nature Park through Experiments – Examination of the Shared Sense of Identity/Place

Relevance to the project

The basic idea of our second Action takes into consideration the individual's role in urban planning and development. By mental mapping the core objective is to highlight and call forth the people's cognitive maps: *which part(s) of the examined territory do they consider important, how these concrete physical spaces "live" in the individuals' mind, how could they define the borders of Kőszeg and its surroundings, etc.* These attributes could vary remarkably between individuals by sex, age, or by the level of education. The method of mental mapping helps to identify symbolic parts and buildings of the town and its surroundings and its most remarkable sights and it might also help the stakeholders to identify what parts of the town should be further developed and/or reconstructed. By implementing this Action our further goal – just as with Action 1 – is to strengthen the local identity amongst residents of the Írottkő Nature Park.

The Action is the result of an iterative process due to the ongoing interregional knowledge exchange. On the 17th of June 2020 we had an online meeting where the question of regional identity was discussed.

The Irish partner hold a presentation called "Accessing Rural Waterford's Identity" and emphasized the importance of bottom-up approach for regionalization. After that we were thinking about from the viewpoint of the KRAFT Programme that the basic phenomenon is

the “Creative City – Sustainable Region” – but do we know, *what is the region exactly we are talking about?* Here, we understood that we need a new type of methodology to assess that region which is the “product of the community”, formed by identity. The Advisory Partner was aware that the question of regional identity and its research is an important issue for the consortium, that’s why they have prepared a so-called “Place telling toolkit” which has been discussed on the 8th of July 2020. The key message for us was that: “Place-making means to put more importance to the place than to the physical space, more to the lives lived there than to the buildings or the spaces hosting them. It is often a policy which is needed to give back the feeling of the place to the inhabitants who lost it, or to the new temporary citizens interested to understand and feel it as well.” From methodological point of view, we decided to elaborate a research with cultural mapping, a special type of cognitive mapping proposed by the UNIBO. The last inspiration was the Good Practice developed by Waterford City & County Council called “Opportunity Study Approach – Communities of Place”. We discussed the GP during an online meeting on 8th December 2020. We comprehended that as the GP says: “identification of key opportunities for places with a shared sense of identity is an important part of this approach where potential for development and promotion of vibrant tourism, heritage and recreation destinations is maximised” – so it became evident that if we would like to conduct the research it is optimal to do on the level of the Írottkő Nature Park, which is primarily the touristic region of Kőszeg.

Nature of the Action

As Pillai (2013) and Rashid (2015) argues, cultural mapping is a systematic approach to identifying, recording, classifying, and analysing a community’s cultural resources or cultural assets that traced the historical, economic, social, geographical significance of a site. The research relies on two pillars/ways for the creation of mental – cultural maps of inhabitants in the Írottkő Nature Park. The first pillar are on-site experiments for drawing cultural maps (during an event of the European Heritage Days in Kőszeg in September 2022 and at The Fair of Saint Ursula’s Day (“Flavours of the Nature Park”) for traditional cultural hand-craft in Kőszeg in October 2022).

The second one will be an online call for drawing and sharing cultural maps online/ offline (email, hashtag, or submission) during September and October 2022.

The aim of the research is to foster the shared sense of identity in the Írottkő Nature Park. The methodology will help to receive the right answers – we will provide a simple map of the territory and the respondent will indicate what he or she feels about the region they belong to. We will also ask to indicate those sites, monuments which are important, and we will provide the opportunity to the respondents to tell their feelings about the region (open-ended questions).

Players and stakeholders involved

There are three main groups of stakeholders involved in the implementation process. Firstly, the Írottkő Natúrpark Association that is responsible for stakeholder targeting, for the experiment at the Fair of St. Ursula's Day ("Flavours of the Nature Park"), for traditional handcraft and for the assistance of the online research (e.g. content sharing). Municipality of Kőszeg is also responsible for stakeholder targeting, but it gives us the online communication support as well. Finally, the Institute of Advanced Studies Kőszeg (IASK) completes the research design, and is responsible for implementation, evaluation, and the dissemination process.

Timeframe

The Action consists of six main steps (see Table 6) in a five-month period. Starting in August 2022, the preparation for the research and the experiments will take place (1 month). Then, from September to the end of October comes the implementation and the assistance of the online experiment phase. The first on-site experiment (together with the European Heritage Days) will be held in September, while the second one (with the Fair of Saint Ursula's Days) in October. The iASK starts the evaluation of the results in October, this phase will last to the end of November. In December 2022, as the last phase, the preparation of the research report and a study about the tailored assessment method come off.

	2022				
	August	September	October	November	December
Preparations for the research, experiments					
Implementation and assistance of the online experiment					
First on-site experiment (European Heritage Days)					
Second on-site experiment (The Fair of Saint Ursula's Days)					
Evaluation of the results					
Preparation of the research report, study about the tailored assessment method					

Table 6: Timeframe & Main Activities of Action 2

Costs and funding sources

The costs for this Action consist of two main categories: material and personal costs. All sources and materials are **funded primarily by the KRAFT Programme**, and by the Íróttkő Nature Park (see Table 7).

	Item	Cost	Notes
Material costs	European Heritage's Day – venue rent and security	-	• Venue: Festetics Palace
	European Heritage's Day – Materials, tools and services (paper, graphics, printing, stationery)	143 €	• Naturpark (venue) and iASK financed (materials)
	Fair of St. Ursula Days – venue rent and security	43 €	• Venue: Fair, Main Square, Stands
	Fair of St. Ursula Days – Materials, tools and services (paper, graphics, printing, stationery)	143 €	• Naturpark (venue) and iASK financed (materials)
	Internet survey	-	
Personal costs	Labour cost of a Senior Researcher (1 month period)	1 485 €	Responsible for controlling the experiments, designing and creating the online platforms, evaluation of results and publication writing
	Junior Research Fellowship (1 month period)	572 €	
TOTAL		2 386 €	

Table 7: Planned cost table of Action 2

Possible impacts and monitoring (result indicators)

In case of this Action, on one hand the result indicator is the number of visitors who will visit our stands and/ or participate in the experiments. On the other hand the experiments' result will be included in the methodology of the KRAFT Programme which is developed continuously by the Institute's KRAFT Centre.. As mentioned before, the results of Action 2 will be included in the Annual Report of the Institute which is submitted to the Prime Minister's Office (Responsible body of the KRAFT Programme) proving the change in the strategic focus of the policy instrument (applicability of the methodology on perceptual regions too) due to LF.

ACTION 3:

Development of a Self-guided Walking Tour for the Existing “Kőszegi Séták” (Kőszegi Walks) Mobile Application about the Built and Intellectual Heritage of the Chernel-family with the Application of the ‘Learning by Visiting Approach’

Relevance to the project

Action 3 joins to an already functioning smartphone application of Kőszeg (“Kőszegi Séták”). As it has been mentioned in the earlier section, Kálmán and István Chernel were both famous residents and scientists of Kőszeg (István was an ornithologist, while his father, Kálmán was a lawyer and a local historian in the XIX. and XX. century). Taking into consideration the “Town of schools” heritage of Kőszeg and the still perceivable legacy of the Chernels in the town, it became clear that their role must be further popularized amongst tourists and visitors. From the already implemented Good Practices we drew upon the ideas of Waterford City Council's approach of measuring the common sense of place and tourist potentials, and also relied on Savonlinna's cultural tourism coordination programme. Besides the mobil application, we would print maps indicating the “Chernel walk” and other chosen ones alternatively. In the printed map we can also show gastro-nomic offers of the town and the surroundings, therefore the “slow” element of the micro-region and the milieu could be emphasized as well beside the cultural part.

It is also worth mentioning that the “learning by visiting” approach would be used during the implementation of the Action. Visitors and users of the application could acquire relevant historical and cultural information about the Chernel-family and what they had done for boosting the town of Kőszeg. From the intellectual and built heritage of the Chernel Family the “Day of Birds and Trees” must be highlighted which has a tradition of more than a hundred years in Hungary and it is linked to István Chernel.

Nature of the Action

After several discussions (the final one held in June 2021) with the stakeholders of this Action, it became clear that the already known and widely used “Kőszegi Séták” smartphone application should be supplemented by another self-guided tour which focuses on the intellectual heritage of the Chernels and goes through the most memorable and relevant places where they had impact on Kőszeg. Currently, “Kőszegi Séták” application has 13 different walks with around 130 sights in the town and in the Írottkő Nature Park; some of them is available in multiple languages and with audio description. Institute of Advanced Studies already had a publication called “Histories of Kőszeg” (Kőszegi történetek) and some articles had also been published in a local historical journal, “Papers of Kőszeg” (Kőszegi lapok) about the Chernel family. These former publications and materials gave inputs to the stakeholders and actors to add a new walk into the application with another 8-10 stops. There are already several places in Kőszeg that are named after the Chernel family, eg. the Chernel-garden and Bird Rescue Center (“Chernel kert és Madárvédelmi Mentőközpont”), the Festetics-Chernel Palace, or the István Chernel ski course. These places are all planned to be the part of the walk, supplemented by other important points of the town. Other possible stops would be:

- Chernel str. 6 (“Fügh-ház”) – Kálmán Chernel spent his childhood here
- Benedictine Secondary School – both Kálmán and István studied here
- Strucc Restaurant – Kálmán Chernel and Ferenc Liszt met here in 1846
- Heroes’ Tower – Miklós Chernel’s memory plaquet can be found here
- Archives of Kőszeg – for writing the monography of Kőszeg, Kálmán Chernel spent a lot of time here
- “Andalgó” – a favoured walk of Kálmán and István

The stops of the walk will be finalized after the research phase of the implementation (see Timeframe later).

Players and stakeholders involved

For the successful implementation of the Action we needed to involve multiple stakeholders who are (and could be) interested in the development of the walk. As the **Tourinform Kőszeg/Írottkő Nature Park Association** is the owner of the “Kőszegi séták” application, it is considered to be the most important stakeholder in the project. The **Town Museum of Kőszeg** is also interested in the implementation, keeping the legacy of Chernel family. The **Directorate of Órség National Park** is responsible for the exhibition of life history of István Chernel, and of the Chernel-garden Arboretum, and it organizes the “Day of Birds and Trees” (first initiated in Hungary by István Chernel in 1902) with Írottkő Nature Park, when we symbolically plan to finalize the implementation process. We also plan to introduce the Chernel walk to students in Kőszeg, so the **schools** also play an important role in the implementation. Finally, involving **enterprises** located along the walk would be also at high importance.

Timeframe

The whole implementation of the walk from the very beginning will take place in the next year in a five-month period (see Table 8). The work starts with a preliminary research on the different interesting stories of the Chernel family. For this activity we will work closely together with the local historians of iASK. In parallel with this working step we finalize the Walk’s stops based on the work done by the historians and then we start writing the descriptions of the stops firstly in Hungarian language. In the first half of March 2022 we upload the Walk into the “Kőszegi Séták” application and we plan to introduce it during the “Kőszeg’s secret treasures” local event with a guided tour. In the last 3 months of the implementation period a printed map and a foreign language description will be created and we start to popularize the Chernel walk in the Tourinform office. It is also important to mention that next year will be the 100th anniversary of István Chernel’s death and 200th anniversary of Kálmán’s birth, therefore the design and development of the Walk has symbolic value too.

2022

Activity	Feb	Mar	Apr	May	Jun
Research on the histories of Chernel family					
Writing the description of the stops in Hungarian					
Upload the Chernel Walk to the „Kőszegi Séták” application					
Introduction of the walk together with „Kőszeg’s secret treasures” (guided walk)					
Preparation of the map, description in foreign language to the main tourism season and popularization of the walk in Tourinform office					

Table 8: Timeframe and main activities of Action 3

Costs and funding sources

The total material cost for the implementation will be around 1 370 EUR. This includes several elements, e.g. printing cost of the maps (500 or 1000 pcs.), inserting an audio description of the walk into the smartphone application, translation of the texts, and possible costs of the guided tour in March at the local event. Labour costs will be the following:

- Graphic artist who designs and creates the map: 571 EUR
- Labour cost for 2 researchers (20 hours/week, 2-month period): 3 315 EUR
- Fellowship for 1 person (1-month period): 286 EUR

All costs will be funded primarily by the KRAFT Programme besides the in-kind contribution of partner Stakeholders – mainly work by human resource.

	Item	Cost	Notes
Material costs	Map printing	515 €	
	Translation, audio description, text formatting	571 €	
Personal costs	Labour cost for 2 Researchers	3 315 €	20 hours / week, 2-month period
	Fellowship for 1 person	286 €	1-month period
	Graphic artist	571 €	Designs and creates the map.

TOTAL

5 258 €

Table 9: Cost table of Action 3

Possible impacts and monitoring (result indicators)

By the implementation of Chernel walk we definitely hope a *growing number of downloads* in the Kőszegi séták application.

The Action will also result:

- 1) The Hungarian version of the Chernel Walk
- 2) The English version of the Chernel Walk
- 3) A printed map with selected tours and service providers

A very specific and easily quantifiable indicator will be the number of downloads of the new applications and also the feedbacks and opinions of the users.

In the next table (Table 10) we summarized the GPs that provided the inspiration to the Actions as a summary of previously detailed information on the nature of the actions and their relevance to the project.

Table 10: Summary of Good Practices that gave inputs to the actions (to be continued on the next page)

Action	Partner	Good Practice(s) that inspired the action	Inspirational tools and approaches
<p><i>Awareness raising to Kőszeg's authentic school town heritage through call for artistic work for students in the town</i></p>	<p>Waterford City and County Council</p>	<p>Tourism Analysis & Promotional Plan 2019</p>	<ul style="list-style-type: none"> ✓ User-generated content ✓ New evaluation methods of local authentic tourism potentials
		<p>Opportunity Study Approach – Communities of Place</p>	<ul style="list-style-type: none"> ✓ Key opportunities for locations with a shared sense of identity/place ✓ New evaluation methods of local authentic tourism potentials
	<p>Savonlinna Development Services Ltd.</p>	<p>Culture Finland: National cultural tourism coordination programme Finland</p>	<ul style="list-style-type: none"> ✓ Brand new but authentic experiences as awards ✓ Public-private cooperation in cultural product, service and destination development
	<p>Municipality of Vittorio Veneto</p>	<p>Prosecco Hills - Network of Enterprises for Touristic Product Club (MVV, Italy)</p>	<ul style="list-style-type: none"> ✓ Public-private cooperation in cultural product, service and destination development
		<p>The Area Brand of the Thematic Didactic Parks of the Alta Marca Trevigiana</p>	<ul style="list-style-type: none"> ✓ Learning by visiting approach ✓ Vertical and horizontal cooperation mechanisms
	<p>Institute for Tourism, Croatia</p>	<p>Improving continental tourism - the City of Ludbreg</p>	<ul style="list-style-type: none"> ✓ Vertical and horizontal cooperation mechanisms ✓ Call attention to ecumenism and the importance of religion, tolerance and religious diversity

Action	Partner	Good Practice(s) that inspired the action	Inspirational tools and approaches
<i>Cognitive mapping, examination of mental images with the participation of residents in Kőszeg and in Írottkő Nature Park through experiments – examination of the shared sense of identity/place</i>	Waterford City and County Council	Opportunity Study Approach – Communities of Place	<ul style="list-style-type: none"> ✓ Key opportunities for locations with a shared sense of identity/place ✓ New evaluation methods of local authentic tourism potentials
<i>Development of a self-guided walking tour for the existing “Kőszegi Séták” mobile application about the built and intellectual heritage of the Chernel-family with the application of the ‘Learning by visiting approach’</i>	Savonlinna Development Services Ltd.	Culture Finland: National cultural tourism coordination programme Finland	<ul style="list-style-type: none"> ✓ Public-private cooperation in cultural product, service and destination development ✓ Paper-based map that shows important tourist attractions
	Municipality of Vittorio Veneto	The Area Brand of the Thematic Didactic Parks of the Alta Marca Trevigiana	<ul style="list-style-type: none"> ✓ Learning by visiting approach ✓ Vertical and horizontal cooperation mechanisms
		Slow tourism and slow food: the case of Bra	<ul style="list-style-type: none"> ✓ Vertical and horizontal cooperation mechanisms ✓ Gastronomic offers on the map – putting emphasis on “slow” elements of Kőszeg

IV RISK ASSESSMENT

#	Risk Classification	Risk Description	Impact Severity (1-5)	Risk Probability (1-5)	Risk Score (Impact x Probability)	Contingency Plan	Responsible
1	External Risk	New wave of COVID virus and connected counter measures.	3	4	12	More online meetings and ensuring the online availability of all actions.	iASK
2	Stakeholder Risk	Inability to integrate cooperation between stakeholders from different sectors	3	2	6	Widening the stakeholder list and involvement of new stakeholders.	iASK
3	Regulatory Risk	Change in the concept of governmental funding and therefore funding of iASK is endangered.	4	2	8	Involving new funding sources and focus on in kind contributions of partners and stakeholders.	iASK

V IMPACTS

#	Name of the Action	Policy Instrument	Self-defined performance (result) indicator	Impact (on society and/or policy)
1	Action 1	"Creative City – Sustainable Region" National Programme on the Pilot Regional Development Approach in the West-Pannon Region (KRAFT Programme)	Tailored assessment methods developed to measure and evaluate authentic tourism potential of cities and regions	Positive change in the assessment of Kőszeg and more focused development path through stronger local identity and community
2	Action 2			Stronger sense of place which could enhance the market potential for authentic products, services in the micro-region
3	Action 3			Increased visibility and reputation of Kőszeg at both national and international level

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