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# The Transformation of Cultural Heritage Content during Urbanisation

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31. August – 3. September 2022 – Antwerpen

M11. Cultural Heritage in Remote Areas VS Territorial Inequality due to Rural-urban Population Movements

# Aim and structure

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## Aim:

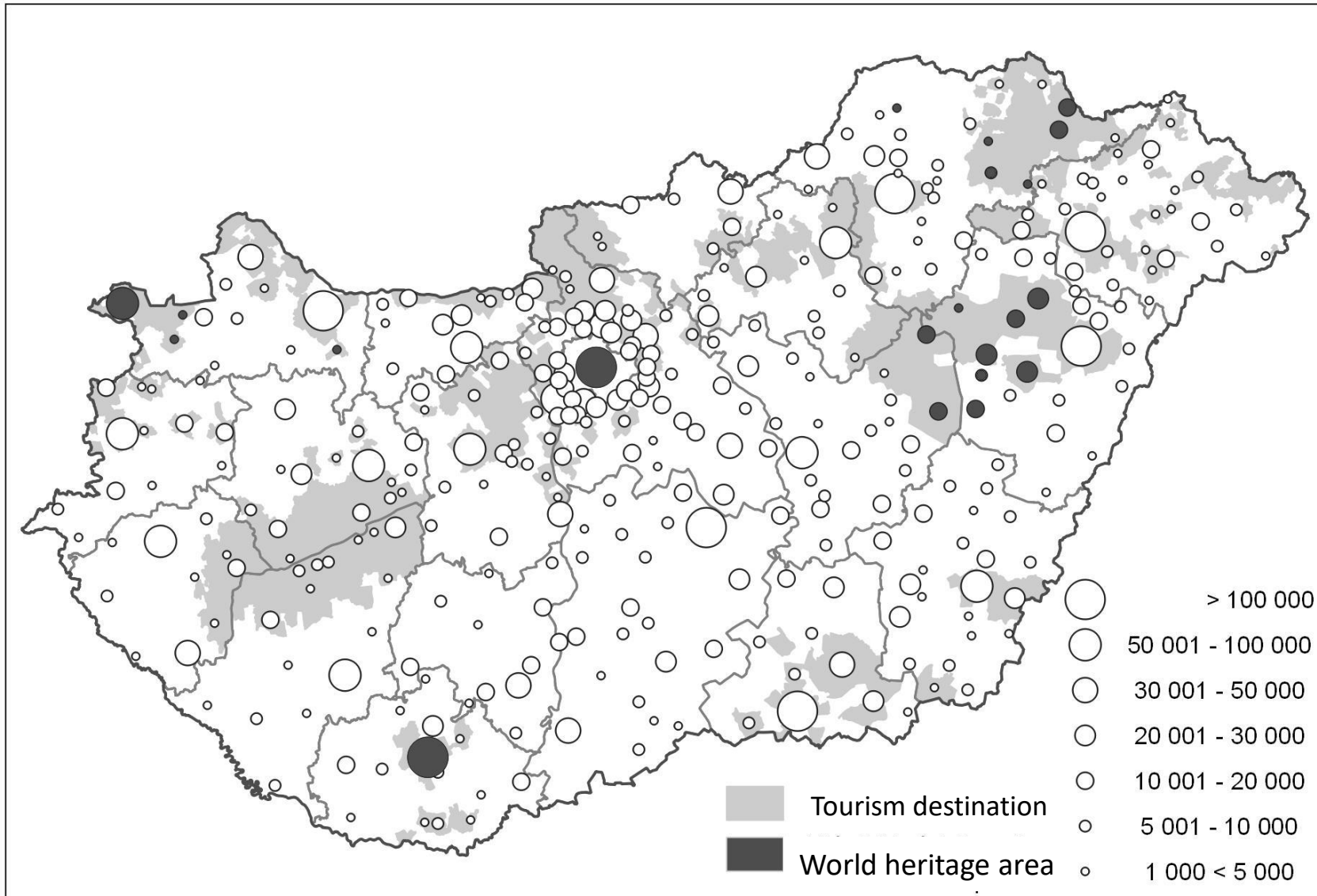
- Is it possible to develop an urban image in municipalities that were granted the title of town after the 2000s?
- What are the factors that have been successfully overcome in these municipalities? Or did the loss of image guarantee the 'ceremonial town' status?

## Structure:

- Cultural heritage in Hungary – what does it mean?
- Urbanization in Hungary - quantitative or qualitative?
- Small towns and the cultural heritage

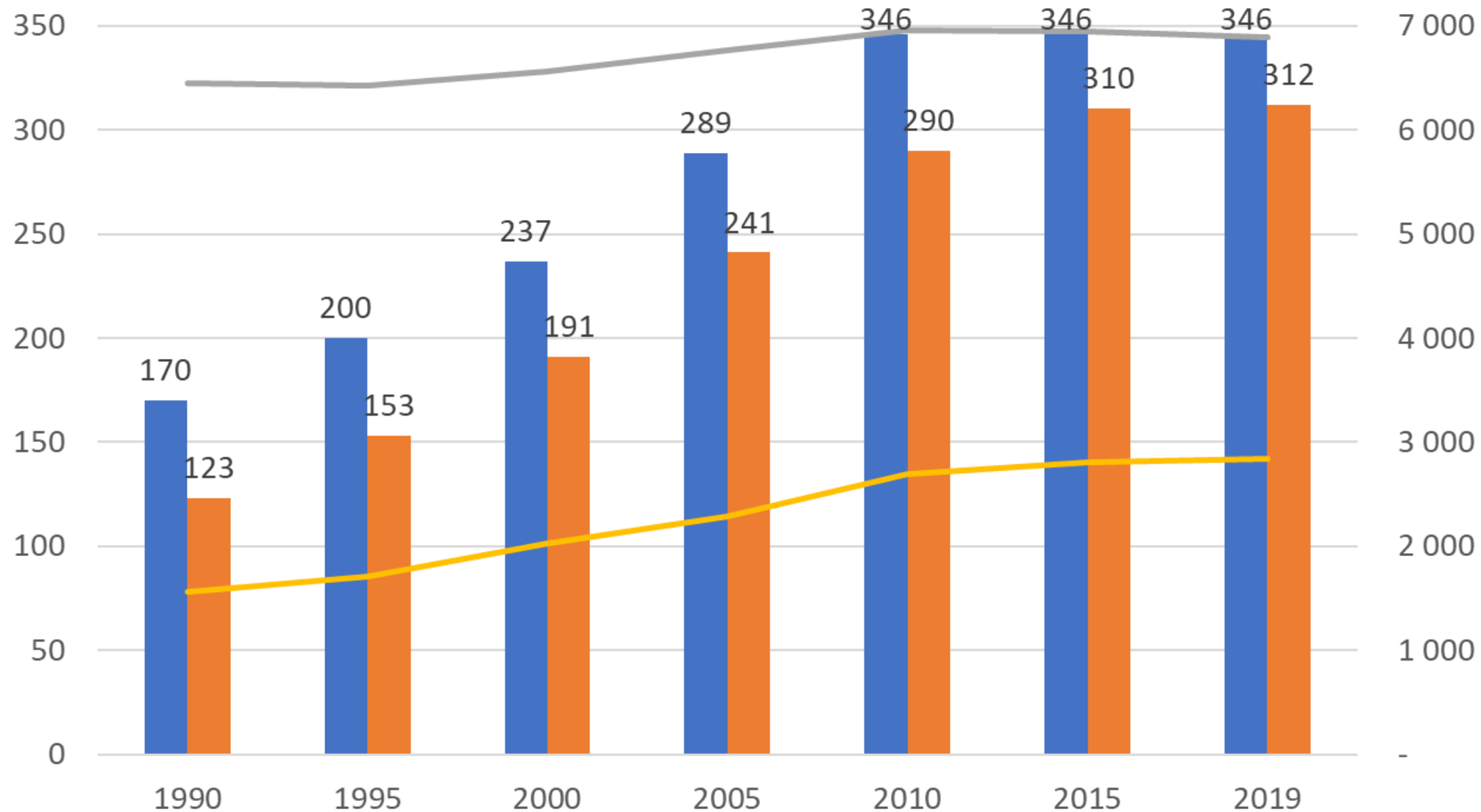


# Cultural heritage in Hungary



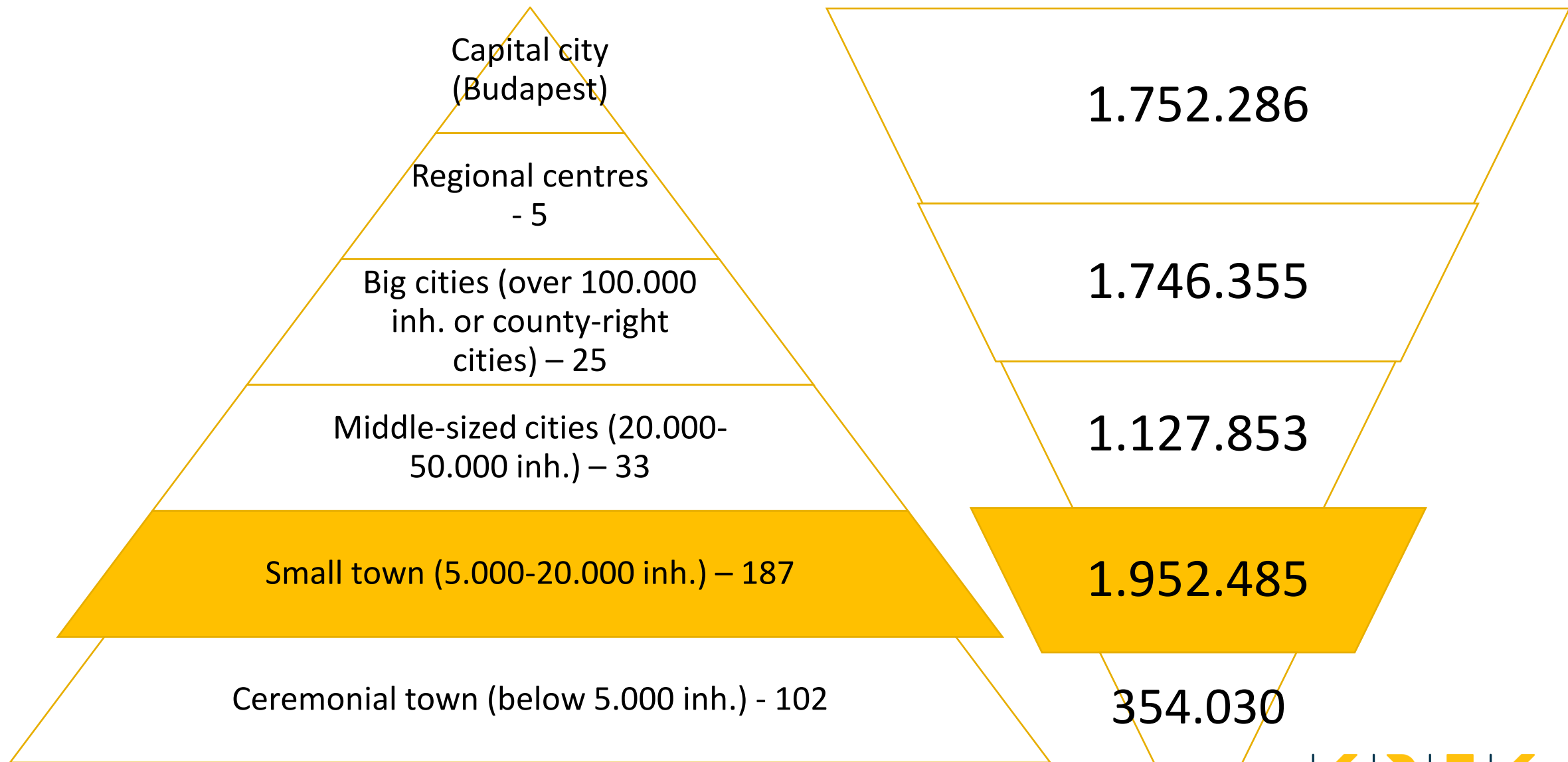
- Strong territorial disparities have persisted despite the waves of urbanisation.
- Priority areas of Lake Balaton and the "lakes" region
- A lot of white space left on the map (mostly towns)

# Urbanization in Hungary



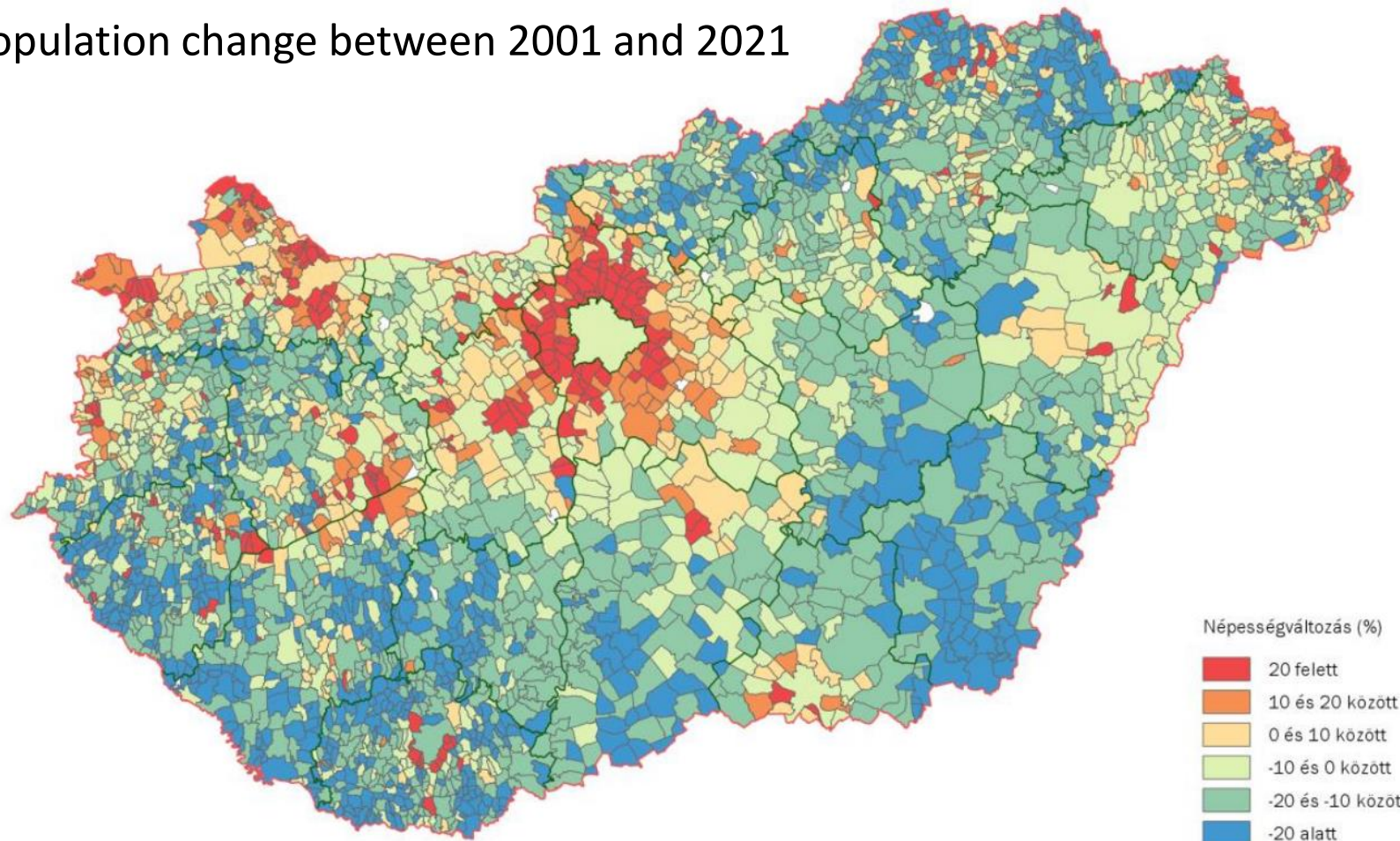
Source: own editing based on Hungarian Statistical Office Annual Report 2021

# Hungarian urban system



# Urbanization in Hungary

Population change between 2001 and 2021



## Suburbanization

Around Budapest,  
Győr and Balaton

Almost all small  
urban areas: below  
average position

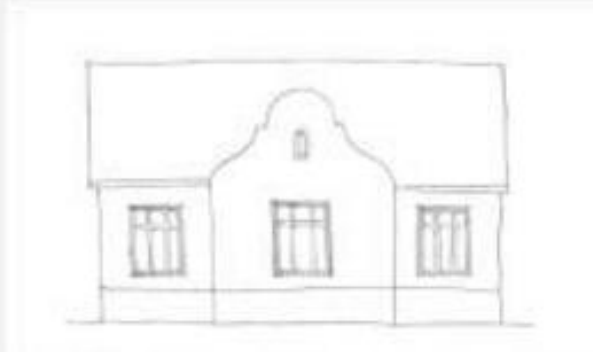
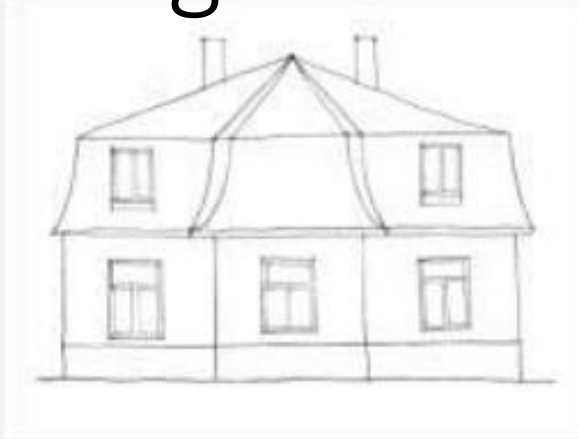
# Value registers and the economic development

- Collection of municipal value registers
- Somogy County Inventory (Main Heritage Factors): 141 items

Built and natural environmental, cultural values that meet all of the following criteria:

- any **intellectual** and **material, natural, community value** or **product** related to the creative activity, productive culture, knowledge, traditions, landscape and wildlife of Somogy, accumulated and preserved in the history of Somogy and in the recent past,
- may be accepted as being of particular importance from a Somogyian point of view and therefore **specific** to Somogy and well known, significantly enhances the **reputation** of Somogy County and can increase its esteem in Hungary and throughout the world,
- **contribute to the development and strengthening** of Somogy's sense of belonging and Hungarian **identity** in new generations.

# Somogy value register



# Culture-based (small) urban development

- Mostly metropolitan examples
- Role of historical heritage: e.g. educational culture (in the case of Csurgó)
- Threats: gentrification, society unable/willing to absorb this new type of wealth, intergenerational imbalance (who will benefit?), sustainability of cultural diversity alongside economic benefits
- Opportunity: strategic and integrated use of cultural resources in development; the definition of cultural resources in the plans should be clearly defined for the given territorial unit, age group and gender.
- Look for national and international examples of this type of urban development (combining liveability, well-being).

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# THANK YOU FOR YOUR ATTENTION!

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