

sectors. These conversations, in providing a voice to some of the people and organisations who help shape place-making, have allowed for an exploration of leading and governing a place amidst a complex, and to some degree, unknown policy context. Thus this study uncovers local knowledge for understanding the importance and perceived importance of place-based leadership in a time of austerity in local government, and rediscovers what sort of local leadership works best for local places and local people.

*Urban and Regional Theory, Methodology and Data*

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**Reka Horeczki, Hungarian Academy of Sciences Centre For Regional Studies, HUNGARY**

Nowadays one of the most important topics of the EU regional policy is the development of the town and metropolitan region. All important socio-economic changes have impacted on every city as such changes may in fact begin in an emerging economy and are not necessarily limited to the most developed contexts. At the same time, small towns play a more important role than ever in local development. Most of the city researchers favour to analyzing big cities and agglomerations due to the accessibility and multitude of information. In correspondence with that, the studying of small towns can have a supplementary function among the other theories. The study aims to present the long-term developmental laws and characteristic features of small towns which entities strongly influence the economic, social and political life of Eastern and Central-Europe. The number of small towns in this area has permanently changed during the last centuries (market town development, urban laws of 1871 and 1886 had a decisive influence on this phenomenon), yet their portion increased mainly after the regime change in the early 1990s. My paper applies the methodology of comparison; it investigates primarily the development and opportunities of countries with a significant small town network disposing of similar assets and structures. It is obvious that there are several countries among the successor state of Austro-Hungarian Empire where the development of small towns was an important perspective from the aspect of societal, economic and political evolution (for example: see the birth of conservative values, small-town-mentality, local patriotism, and landlordism). The analyzed areas in my research are: South-Transdanubian region in Hungary, in Transylvania — the area between the border and the Királyhágó (Sekierland), in eastern Austria: Burgenland, Steiermark, Kärnten region, Upland („Felvidék”) in Slovakia, and Backa („Bácska”) in Serbia. All of these areas were border regions during the Monarchy and now they are still in this status, but, of course, under new state regimes. The investigation of the small towns of the area, and the drafting of their possible development path in harmony with the existing development plans may not only provide a positive vision of the future for the towns, but their wider environment (micro-region) as well. Regarding to the analyzed regions identical urban development paths are discernible. The factors which have relevant impacts on small town development potentials are: the geographic position, the historical development, and the emergence of civil society. Beside these aspects, local traditions, practices, special age-long agricultural activities, specialized knowledge or economic attitude (small firm production possibilities, special horticultural activities) are also relevant features.

*Spa Tourism/Music Tourism/Sports Tourism/Film Tourism*

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**Hans Hulling, SWEDEN**

Using history in effort of achieving individual, organizational or political goals is not at all a new phenomenon. On the contrary this is something that has in itself a long history. The increasing use of history in corporate marketing — History marketing, seems to offer great possibilities for corporations and regional economic development i.e. But, at the same time the niche, narrow or tendentious uses of history also pose problems. History marketing, a concept mostly connected with corporate advertising and PR, is used in a variety of contexts ranging from Steel industry to products such as cars, milk and ice cream. The use of specific history or cultural heritage differs depending on context. Civil society, communities and local and regional politics often use history, although perhaps with different motives and in different ways than those of corporations. On a national level a