

UNeECC Annual Conference 2023
Cultur(E)scapes – Innovation in Culture and Beyond

BOOK OF ABSTRACTS



Photo: Csaba Toróczkai – VEB2023

27-29 September 2023

Veszprém, Hungary

CONTENTS

ECoC MONITORING WORKSHOP	3
PhD Workshop	12
Shared Cultural Responsibilities	17
Land(E)Scape in Tourism	27
Cultural Land(E)Scape	33
Digital E-Spaces In Culture	38
Shared Cultural Responsibilities II.	47
Poster Presentations	53

UNeECC Annual Conference 2023
Cultur(E)scapes – Innovation in Culture and Beyond
27-29 September, 2023, Veszprém, Hungary



ECOC MONITORING WORKSHOP

27 September 2023

Veszprém, Hungary

ECoC Watch (CulTourData) – Supporting Data-driven Innovation for Tourism SMEs in European Capitals of Culture

Dora GOMES

Politécnico de Leiria, IPLeiria, PORTUGAL

Boosting and learning how to create a data-driven culture among ECoCs, especially future Capitals, by organizing a system of market intelligence that will help collect and analyze, then provide open access to, a broad amount of information, data, analysis, best practices and lessons learned, enhancing skills and strategies when these using data for tourism development and working at ECoCs' legacy.

Keywords: Culture; Tourism; SME

Liverpool Boroughs of Culture – An Impact Analysis 2018-2022

Rafaela Neiva GANGA

Liverpool John Moores University, UNITED KINGDOM

The Liverpool Boroughs of Culture, launched in 2018 by the Liverpool City Region Combined Authority, awards an annual title to one of the city region's six local authorities. With a £200,000 budget, the program aims to boost culture, creativity, and economic growth while enhancing the visitor experience. The Liverpool City Region Devolution Agreement recognises culture's transformative impact and prioritises it for economic development and skills improvement.

To evaluate the program, a research framework was collaboratively designed with policy-makers. The study employed mixed-methods research, combining audience surveys and participant observation. Key themes explored included visitor profiles, visit types, satisfaction levels, motivations, expectations, perceptions, learning, and sociodemographic characteristics. Qualitative data underwent transcription and analysis using N'Vivo 12, while quantitative data were cleaned in MS Excel and analysed with SPSS 26.

The Boroughs of Culture attracted a predominantly local adult audience, including families living and working in the borough. Overall, audience satisfaction was positive, and the program positively influenced the perceptions of approximately half of the event attendees. Different engagement opportunities yielded varied outcomes, with intensive activities/projects having a lasting impact on fewer residents, addressing social isolation, while events-oriented programs generated temporary impacts on a larger audience, creating a memorable experience.

Keywords: Cultural mega-events; Cultural Value; Impact; Liverpool; Place

Measuring the Innovation-related Impact of European Capital of Culture – Case Study of Esch2022

Jacques MAQUET

Esch2022 ASBL, LUXEMBURG

Co-author: Lidia GRYSZKIEWICZ

Organisation of a European Capital of Culture (ECoC) clearly has the potential to stimulate innovation in many respects. Indeed, this was also the ambition of Esch 2022, when, sharing the cultural responsibility together with 10 Luxembourgish municipalities, and 8 municipalities in France, Esch-Alzette in Grand Duchy of Luxembourg held the 2022 ECoC title. How successfully Esch 2022 has attained this goal can only be determined by a comprehensive impact research programme. Our work presents insights into preliminary efforts to evaluate the impact of Esch2022, zooming in on the innovation aspects related to different project stakeholders. Based on preliminary results derived from 20+ studies together covering 55+ impact indicators reflecting the ECoC objectives as set out by the European Commission, we can already conclude that Esch 2022 has had some positive effects on the region, visitors, and project owners, thanks to the overwhelmingly innovative character of Esch 2022 projects as some innovative ECoC processes and procedures including even the research itself.

Keywords: Impact measurement, innovation, ECoC, Esch2022

ECoC is in the Air – Impacts of the ECoC Programme on the Local University Community

Judit SÜLYÖK

University of Pannonia, HUNGARY

Co-authors: Darko DIMITROVSKI, Aleksandra DRAGIN, Alexandru DRAGAN

The European Capitals of Culture (ECoC) is a well-established, widely known initiative to put culture into the focus of the awarded European cities. The ECoC programme's tourism impact results in an increased volume of tourists first of all during the ECoC year. On longer term, the activities have a significant impact on locals' cultural consumption, thereby enhancing quality of life, especially wellbeing.

Current study's main objective is to monitor impacts of ECoC programme on local community's life. The focus is on the university community in three ECoC cities such as Novi Sad, Timisoara, and Veszprém. All of the involved cities hold the ECoC title recently (after COVID-19 period), and all of them are located in Central and Eastern Europe region, thereby showing similar socio-cultural background. The study is based on an online survey among university community including both students, and employees.

The results of the study highlights the importance of ECoC programme in image shaping and enlarging cultural activities options also available for locals. This reflects the shift from building infrastructure towards supporting a more pulsing and culturally vibrant city environment. Respondents of the survey show interest for participation in ECoC programmes that can be maintained also on longer term after the ECoC year.

The research can support decision-making both on EU and local level by mapping impacts among an important target group namely university community. This can help local decision-makers in future local planning. For involved tourism service providers, the results can support in developing attractive cultural activities, experiences. From the society point of view, the study contributes to the knowledge about how individuals can benefit from ECoC programme, and so enhancing a better quality of life.

Keywords: ECoC, impacts, university community

Data-driven Monitoring in the VEB2023 ECoC

Dóra KANIZSAI-NAGY

Veszprém-Balaton 2023 Zrt., HUNGARY

The VEB2023 Online Monitoring Platform presents key performance indicators on dashboards based on a real time data collection system. Sensory solutions are used to measure attendance at free events, but visitor numbers are also made available via external data sources such as the National Tourism Agency and Telekom. Qualitative data is gathered via on-line surveys, quizzes and focus groups with local residents, tourists and stakeholders. Data-driven decisions helped to minimize the carbon-footprint of key events thanks to the cooperation of the national transportation companies.

Keywords: ECoC, monitoring, VEB2023 ECoC

Constructing a Shared Multi-level Cultural Policy: Integrating European and Local Objectives in the Context of Oulu2026

Mervi LUONILA

Center for Cultural Policy Research Cupore, FINLAND

Co-author: Vappu RENKO

In 2021, Oulu was selected as the European Capital of Culture for 2026 from Finland. The Oulu2026 project is not only local but regional: it involves 39 municipalities with various backgrounds, sizes and population structures. These municipalities' objectives for Oulu2026 also vary. In an ECOC context, the various local aims need to be adjusted with the EU framework. This combination of local and European aims makes ECOC a multi-level (cultural) policy.

This presentation addresses different local stakeholders' objectives for Oulu2026 in relation to the EU objectives. We ask: 1) What are the similarities and differences in between the local and the European objectives for Oulu2026? 2) Which objectives have been included in Oulu2026 project?

The data consists of policy documents and surveys conducted with cultural actors, public cultural officials, municipal council members and inhabitants in Oulu2026 municipalities in Fall 2022.

The results show the variety of objectives included in constructing a shared multi-level cultural policy. The key differences in between local and European objectives in the context of Oulu2026 are related to the European dimension: while increasing the citizens' sense of belonging to a European community is important for the EU, it is not emphasised at the local level.

Keywords: Oulu, Finland, multi-level, cultural policy

Social Accountability in Evaluating Cultural Mega-projects? A Case of the European Capitals of Culture

Olga IERMOLENKO

Nord University Business School, NORWAY

Co-author: Alena NELAEVA

Such cultural mega-projects, as European Capitals of Culture (ECoC), promise to have a great impact on society by sparking social and economic development to the named city. ECoC initiatives are mostly publicly financed and aimed to bring local public sector value. Therefore, it is important to assess whether and how the results of these projects are achieved and what their actual effects/value are. In this context, within existing public-private-civil society interactions, citizens engagement, often in a form of participatory evaluation and social accountability becomes crucial. Theoretically, it is essential to engage citizens and hear their “voices” in view of the evaluation of such cultural mega-projects, as ECoC, that are aimed at strengthening local society, economy, and promoting democratic values. However, practices of evaluation of results/impacts of ECoC vary (Garcia & Cox, 2013; Nermond et al., 2021). Therefore, the aim of this paper is to investigate to what extent and how is social (participatory) accountability used for the European Capitals of Culture projects own evaluations? Our intended contribution is in showing how social accountability works (is applied) in practice and if there are differences between social accountability techniques/methods employed for ECoC’s evaluations among ECoC cities of different sizes. This research is topical in view of the calls on deeper investigation into how accounting practices work in collaborative arrangements (Grossi & Argento, 2022) and more research into the forms of accounting that serve social justice and ensure democratic legitimacy and effectiveness (Aleksandrov, 2023).

Keywords: social accountability, participatory evaluation, impact, mega-project, ECoC

The “People’s Jury” as New Methodology for the Evaluation of European Capitals of Culture: An Experiment in Bodø (Nordland)

Oliver HENK

Nord University Business School, NORWAY

Co-authors: Veronika VAKULENKO, Olga IERMOLENKO

This article proposes a new methodology for the creation of a “people's jury,” for the evaluation of a European Capital of Culture (ECoC). Previous studies for the evaluation of a ECoC have employed either a group of experts who assess the program's content and impact, or panels of larger groups of people who are targeted through telephone surveys. We argue, however, that the evaluation by experts may not accurately reflect the citizens' perception of the program's success. Moreover, it is difficult to evaluate how individual perceptions of the local members of the community change throughout the process of the ECoC program.

Keywords: European Capitals of Culture; Evaluation; Methodology

UNeECC Annual Conference 2023
Cultur(E)scapes – Innovation in Culture and Beyond
27-29 September, 2023, Veszprém, Hungary



PHD WORKSHOP

27 September 2023

Veszprém, Hungary

Effect of the Accommodation Industry of Veszprém on the Local Stakeholders

Alishan KARIMOV

University of Pannonia, HUNGARY

Co-authors: Dirk-Jan KAMANN, Petra GYURÁCZ-NÉMETH

This study measures the economic impact of hotels and similar establishments on the overall economy of the Hungarian Veszprém District. It is considered to be an individual part of the total hospitality sector. The local multiplier is utilized in the study from three perspectives: direct, indirect, and induced effects. Both secondary public data as well as primary data sources, merely questionnaires, were used to collect data. The resulting score for the induced impact (LM3) is 1.96, meaning that for every forint brought into the economy of the district of Veszprem by the hotels and similar establishments, another extra forint is generated. The study also finds that revenues of the Veszprem district as share of the national figures have shrunk significantly and development has stagnated in absolute terms over the past four years.

Keywords: hotel, local multiplier, Veszprém, hospitality industry

Experiencing Culture in a Different Way

Erika ZABULIONIENĖ

Vytautas Magnus University, LITHUANIA

Co-authors: Rasa PRANSKŪNIENĖ

Nowadays we are often seeking for different, unique experiences, something that we have not yet experienced in our lives and something that is not very traditional and usual. Thus, we are presenting two reflections - two cases of experiencing culture in a different way: one of them is related to digital technologies, i.e. viewing the art paintings of the famous Lithuanian artist and composer using VR cinema after creating the film "In the paths of Angels" and using VR glasses; and another example is the Lithuanian author's classic work of literature "Anykščiai forest", which came to life after creating a performance of the senses in the theatre of VMU, which is experienced blindfolded - i.e. relying on auditory, tactile and olfactory reflexes. The chosen cases help us to go to the discussion about experiencing culture and about the meaning of "different way". How can we experience what we previously experienced while looking at the walls of a museum or simply watching an ordinary performance in a different, unique way, in a way that we have never experienced before and maybe we have not even imagined the possibility of experiencing?

Keywords: Culture, Experience, Digital technologies - VR, Senses, Reflection

Relationships between Ethics, Trust and Business Success in the Case of Knowledge-oriented Organisations

Gabriela MICHALECOVÁ

University of Pannonia, HUNGARY

Co-authors: Andrea BENCSIK

More and more researchers are already dealing with the impersonal nature of organizational trust, but we are not yet close enough for the topic to receive greater recognition. After all, have we ever thought about the fact that what we believe to be personal trust can actually be impersonal? The importance of the topic is to fill the gaps that still exist regarding the topic and to learn about the factors of impersonal trust and their effects in today's technology world, such as technological reliability. The aim of our research is to examine what differences can be found in the depth of organizational trust in the cultural differences of the two countries, for example in technostress or ethics. We performed our study in the R Studio program, where we used cluster and principal component analysis as well as correlation analysis. Treating senior managers, middle and lower level managers, as well as mental and physical subordinates separately (together they distort the results), the results show that the model we set up can be explained by reduced latent variables, but technostress does not correlate with anything except for two variables. Knowledge-, labour-, and capital-intensive organizations have different views on the investigated issues in both countries.

Keywords: organizational trust, CSR, ethic, culture, cultural differences, technology

Values and Health Behaviour – The Relationship between Health Culture and Values System

Katalin Júlia DINNYÉS

University of Pécs, HUNGARY

Co-authors: Henriette PUSZTAFALVI

Despite its current relevance, health culture is an area that has been under-researched and has only recently come into the focus of scientific investigation (Járomi, Szilágyi & Vitrai, 2015). Our concept of health, and therefore our image of health, is significantly influenced by cultural factors, making the relationship and correlation between culture and health clear to us. Health culture is an area that needs to be developed, and it is a worthwhile investment in every respect. By being aware of and shaping this, numerous diseases can be prevented (Domrádi, 2019).

Objective: Our main goal is to demonstrate the role of values in improving health, thus justifying the importance of health education in educational institutions.

Method: Our data collection method was a survey, using a validated attitude questionnaire (IRVS Value List, WHO WBI-5), expanded with our own questions, which was completed by a total of 380 participants. Data processing was carried out using the SPSS 24.0 statistical software.

Results: Health was ranked first in importance (4.83) and third in implementation (4.16). According to the results of the Wilcoxon signed-rank test, the importance of values is significantly more frequent ($T = 54851$ $Z = -12.310$ $p < .000$ (1-tailed) $r = .631$) (Mdn = 108) than the realization of values (Mdn = 99). Our respondents consider values important, but they do not act on them.

Conclusion: Considering the needs and circumstances, promoting and preferring education for a healthier lifestyle is important regardless of age. We believe it is important to develop a preventive approach and to create an inclusive educational environment.

Supported by the ÚNKP-22 New National Excellence Program of the Ministry for Culture and Innovation from the source of the National Research, Development and Innovation Fund.

Keywords: IRVS, health, health education, university students, value list

SHARED CULTURAL RESPONSIBILITIES

28 September 2023

Veszprém, Hungary

Creating a More Inviting Cultural Landscape through Positivity

Candy FRESACHER

Freelance, AUSTRIA

There are many reasons to travel around the world. However, negative comments about a destination or an event can do a lot of harm. Such comments are usually passed on to 9-15 people, whereas positive comments are only passed on to 5. For every negative post made online, 40 good comments are needed to reduce the impact of that one negative remark. Statistics such as these suggest that it is far better to offer any product, including a destination, which minimizes negative experiences. And despite its many components, a tourist destination is often judged by the people with whom the visitors come in contact. If those hosts are positive, upbeat and uplifting, the visitors will have a much more positive experience and tell others about it and recommend it as well. There are some simple interventions that can help individuals as well as communities to increase their positivity. Especially when an area is a place of tourism, implementing these interventions can and will have a positive effect on everyone. It might also impact the GNH – Gross National Happiness indicator, which is shown in the UN National Happiness Report issued every year.

Keywords: positivity, psychology, well being

Effect of the Accommodation Industry of Veszprem on the Local Stakeholders

Alishan KARIMOV

University of Pannonia, HUNGARY

Co-authors: Dirk-Jan KAMANN, Petra GYURÁCZ-NÉMETH

This study measures the economic impact of hotels and similar establishments on the overall economy of the Hungarian Veszprém District. It is considered to be an individual part of the total hospitality sector. The local multiplier is utilized in the study from three perspectives: direct, indirect, and induced effects. Both secondary public data as well as primary data sources, merely questionnaires, were used to collect data. The resulting score for the induced impact (LM3) is 1.96, meaning that for every forint brought into the economy of the district of Veszprem by the hotels and similar establishments, another extra forint is generated. The study also finds that revenues of the Veszprem district as share of the national figures have shrunk significantly and development has stagnated in absolute terms over the past four years.

Keywords: hotel, local multiplier, Veszprém, hospitality industry

Student Perspective on the Quality of Pannonia University's Library

Sathawattey SADH

University of Pannonia, HUNGARY

In a world where technology is gradually taking over, physical library use is noticeably decreasing. Libraries are not only important to society, but also to students who seek various types of knowledge for their studies. It is undeniable that we can get most of our information from the internet, but many people have forgotten about the hidden treasure that can only be found in the book on the shelf that sits in the library. People are increasingly relying on the internet rather than reaching out to available physical sources as technology advances. Students and researchers would rather pay more money to obtain information from the internet that is also available for free in the library.

The purpose of this study is to measure the quality of Pannonia University's library based on current and recent former students' perspective. In this study, we would like to concentrate solely on the quality of the Pannonia University's library. The online survey will be conducted for this research using correlation and multiple regression to prove the hypotheses with the expected responses of N=200.

We aim to find the factors that influence students' perceptions of library quality. We will emphasize on students' perspectives on the relationship between resources availability in the library and the library quality; and if the overall atmosphere and environment influence student's perceptions of library quality. Since university students are the primary users, it is critical to understand which aspects of the library's services can be improved and worked on as well as its quality.

Keywords: Library, quality, university, student's perspectives, student satisfaction

Widening the Scope: Enhancing ERASMUS Exchanges among UNeECC Universities

László Imre KOMLÓSI

Széchenyi István University, HUNGARY

Rafael Robina RAMÍREZ

University of Extremadura, SPAIN

The presentation is an account of the distribution of “best practice” in the framework of ERASMUS exchange programs among UNeECC universities. There is a growing awareness that UNeECC should enhance and widen relations between UNeECC member universities by promoting ERASMUS exchanges among these universities.

The objective of the present report is to give account of a remarkable initiative of sharing cultural knowledge and cultural awareness in the field of culture tourism.

The example is about a beginning cooperation in the ERASMUS framework between the University of Extremadura, Spain and the Széchenyi István University in Győr, Hungary. The aim of the cooperation is to share knowledge, skills and applied methods of ERASMUS students during the process of inclusive training programs. An important aspect of the cooperation is to realize that UNeECC functions as a catalyst in bringing past, present and future stake-holders in European capitals of culture together and creating a forum for shared experiences.

As a pilot project, a group of six students from two European universities were invited to two tourist destinations in Spain to carry out a series of planned activities on a trial basis. They became ambassadors of their own cultural domains by putting into practice the touristic, communication, technological, linguistic skills they learn abroad.

Our study shows that the inclusive pilot training program in tourism for ERASMUS students at the University of Extremadura can serve as a sample and become “best practice” in tourist education focusing on the cultural resources of each touristic destination. As a matter of design, ECoC experiences incorporated during the ERASMUS educational process should be included in the contents of the training programs in foreign countries and at foreign universities.

Keywords: culture tourism, ERASMUS exchange programs among UNeECC universities, best practice of inclusive training programs, pilot project, ambassadors of cultural heritage

ECoCs – Finding the City Story – Citizen Centred Dramaturgy

Chris BALDWIN

CCD Productions Ltd., BULGARIA

ECoC's are unique opportunities for cities to reflect upon their identities and future aspirations, led through artistic and cultural conversation. Cultural and curatorial practices, predicated on the co-negotiation of dramaturgies and performance of stories citizen-centre dramaturgy can impact or even dissipate the effects of social and collective trauma, recognize symptoms such as isolation, silencing, reactions of anger, political intolerance and can be mediated or reduced through these practices.

Keywords: Citizen Centered Dramaturgy, co-negotiation, city narratives, trauma.

Adult Education in the Field of Early Childhood Education in Serbia and Hungary

Heléna KOLIP

University of Pécs, HUNGARY

Co-author: Gréta ÁBRAHÁM

Lifelong learning can be a solution to the most important socio-economic problems, such as increasing competitiveness and employment, equal opportunities, and improving the quality of life. To make lifelong learning a reality, adult educators are crucial (Farkas, 2014). Differentiating activities and competences set unique expectations on adult educators' professionalism, resulting in balancing between several logics of action while working at interfaces. For adult educators to be able to constantly coordinate the various economic, bureaucratic, and professional requirements in their daily work, it requires a "hybrid professionalism" (Noordegraaf, 2015).

The object of this paper is, on the one hand, to provide an insight into adult education and compare it in Serbia and Hungary and, on the other hand, to examine the actions, competences and associated professionalism of adult educators providing professional further education for pedagogues in early childhood education.

To achieve the set goal, we are looking for answers to the following questions in Serbian and Hungarian context: What are the main domains of practice in adult learning and education? What main activities and competences are developed by adult educators? What differences and similarities can be found in the two countries? How can the hybrid professionalism of adult educators be understood (Breitschwerdt & Guimarães, 2022)?

During the research, We conducted a semi-structured expert interviews with a Serbian and Hungarian adult educator, and we analysed the Law on Adult Education (Zakon o obrazovanju odraslih, 2013) and Regulations for continuous professional training and development for teachers, kindergarten teachers and colleagues (Republika Srbija, 2021) documents.

Since the education systems of both countries show the basic characteristics of the continental type, we find many similarities in the field of the domains, activities and competences. The differences stem from the diverse economic and management system of the two countries. Adult education and learning typically involve a wide range of practices that are intertwined with numerous other fields. The relationship between the theory of hybrid professionalism and the practice of adult education is confirmed by our presented interview partners.

Keywords: adult education, competences, diversity

The Change of a City through Culture – when Tourism Becomes Art

Georg STEINER

University of Passau, GERMANY

"Linz changes / Linz Verändert" - this has been the slogan of Linz since Linz09. The guests should experience how Linz developed from a dirty and unattractive industrial city to a cultural and industrial city. While tourism often consists of presenting the chocolate sides of a city and packing them into programs, in Linz the entire city was in view: culture-nature-industry - that was the motto that director Martin Heller led. The holistic view of the city in connection with new cultural formats that had the potential to inspire and introduce broader groups of guests to new, unusual things from culture, society, architecture and other elements. It was about making many aspects of quality of life in a modern city tangible for you. Tell the city anew! That's what Linz has been about since the 2009 Capital of Culture. And building on that, create experiences that deserve the name. One learned that in Linz through the impulses provided by the culture. It became a success story that culminated in campaigns such as "Linz is Linz" and "Visit Planet Linz" in 2021 and 2022. tourism changed. A Capital of Culture can achieve a lot if the mindset jumps to tourism and you can continuously develop and deepen a strategy over 10-15 years with the right people and good partners from culture and tourism.

Keywords: Tourism, Culture, Creativity, Art, Change

Attitudes towards the Transition to a Circular Economy – Results of a Questionnaire

Ildikó VIRÁG NEUMANNÉ

University of Veszprém, HUNGARY

Co-author: Zsuzsanna BANÁSZ

The European Capitals of Culture (ECoC) are also a focus for the United Nations' Sustainable Development Goals (SDGs). The research concentrates on examining the perspectives of individuals from Hungary regarding the concept of the circular economy. The research endeavors to investigate these viewpoints while also considering potential influencing factors such as demographics and the general value system of the participants. The dataset used for analysis comprises responses from 6,295 individuals obtained through a primary questionnaire survey. Descriptive statistics and relationship analyses are applied to analyze the data. With the help of our online questionnaire, we surveyed how well the opinion of our respondents is supported by their personal set of values based on Schwartz's Portrait Values Questionnaire(PVQ).The findings indicate that demographic characteristics and the general value system exert only a minimal impact on green attitudes.

Keywords: Hungarians, green attitudes, demographics, Schwartz values, questionnaire survey

The UK Cities and Boroughs of Culture Programmes: Emerging Critiques

William CHAMBERS

Liverpool Hope University, UNITED KINGDOM

As discussed at Kaunas 2022, the UK Cities and Boroughs of Culture Programmes have had many successes but a number of concerns are emerging. This paper identifies and critiques these issues and contrasts the viewpoints of those holding high and community culture perspectives.

Keywords: Cities and boroughs of culture; Criticisms; high and community cultural perspectives

LAND(E)SCAPE IN TOURISM

28 September 2023

Veszprém, Hungary

Landscape Memories: the Case of Observation Towers

Rasa PRANSKŪNIENĖ

Vytautas Magnus University, LITHUANIA

When discussing the landscape heritage, it seems important to pay attention to the origins of regional nature parks in Europe, noticing that Regional Nature Parks were created in many European countries in the 50s and 60s. Different structure of Regional Parks in Europe have been developed per time: German Regional Parks, French Regional Parks, Nordic Regional Parks, etc. Today, there are almost 900 Nature Regional Landscape Parks in 22 European countries, aiming to integrate the protection of biodiversity with sustainable land use and socio-economic development in their territories. Nature Regional Landscape Parks are protected areas in rural, inhabited territories with a specific identity, where landscape, culture and nature heritage are inextricably linked. Each Nature Regional Landscape Park is adapted for public access, including the creation of visitor infrastructure, educational trails and routes, forest parks, and sightseeing spots to enable visitors to experience the outstanding value of the landscape. Many visitors have probably often wondered how exciting it would be to see the area from above and nowadays it becomes possible - with the observation towers. Climbing up each watch tower gives a different view and feeling, because each of them represents another landscape. Observation towers, as the nature heritage interpretation tools, allow visitors not only to climb and observe their surroundings, but, as well, represent the unique opportunities and challenges when developing eco-friendly and sustainable tourism in protected areas and when providing the possibilities for the unique and unexpected landscape memories development.

Keywords: Landscape, memories, observation towers

Glocal Wine Tourism: A Thirst for Cultural and Natural Exploration

Ralf WAGNER

University of Kassel, GERMANY

Co-author: Swati SINGH

Aim: This study showcases the emergence of both sensory pleasures and experiential dimensions with glocalised wine tourism. The GLOW (Global to Glocal Wine tourism) framework developed in this study illustrates tourist's growing intention towards exploring cultural and natural heritage of tourist destinations in a backdrop of serene environment.

Methodology: In a mixed-method procedure, evidence describing the wine tourists' perceptions and motivations are assessed using a quantitative survey and fitting a structural equation model using the PLS algorithm. Complementing evidence through qualitative interviews with wine entrepreneurs on designing a glocalised experience is analysed.

Findings: The switch from global tourism to glocal tourism is revealed by fitting a structural model to empirical data gathered from vineyard visitors. The study reveals that wine tourists prefer to explore new terrains with local culture, local cuisine, local architecture and unfamiliar local landscape that give rise to an appreciation of the local efforts. Wine tourism, when portrayed in conjunction with cultural, rural, and natural dimensions, brings a novel yet familiar servicescape for wine tourists. Gastronomical delights coupled with cellar door experience sparkles the overall appeal of a local wine terroirs and elevates/enhances a region's profile among both 'wine novice' and 'wine connoisseurs'. Adding the wine events and wine festivals in this tourism setting lends a sense of euphoria to the overall luxurious setting.

Originality: The originality of this study arises from deriving the GLOW framework to capture the wine tourists' fascination to seek an extension of their global palate of wine consumption by tasting and understating local terroir and wines produced in these areas. This gives a great impetus to local vineyards for protecting and preserving their diversified regional landscapes that pulls wine tourists towards their local cultural heritage and also provides authentic experience with new sensations.

Keywords: regional tourism, local cuisines, indigenous wines, vineyards, natural beauty, wine-food pairing

Timisoara 2023 – an Opportunity for Sustainable Tourism Development in the Banat Region

Ionel SAMFIRA

University of Life Sciences "King Michael I" from Timisoara, ROMANIA

Co-authors: Cosmin Alin POPESCU, Mirela SAMFIRA, Sorin URLAN, Krisztián BAJKÓ, Adina PALEA

Timisoara Capital of Culture is part of the Banat region, a space of unique geographical, historical, and cultural characteristics that give it a special touristic value, thus becoming a distinctive region in the Romanian and European landscape. Banat is the place where an intercultural model has been created, where the multitude of natural attractions are often associated with cultural events and traditions.

The current work aims to combine two distinct concepts, namely the symbiosis between the environment and man, known as tourism and its modern therapeutic landscape, alongside the concept of multicultural value of diverse rural and urban communities that have been living together for centuries.

We argue that the Romanian Banat combines all the therapeutic landscape concepts that are extremely necessary in our days because social tensions require places of emotional retreat and healing from everyday life. Moreover, the intercultural soul of Banat, or Little Europe as it is called, is an attractive model of peaceful coexistence where each human community has preserved elements of identity such as language and cultural values. Currently, in addition to urban culture, environmental culture is developing in Banat through agricultural fairs, music festivals, summer, or winter sports competitions, etc., which bring people back to the perennial values of nature, but which also promote its sustainability.

Keywords: therapeutic landscape, Banat region, sustainable tourism, multicultural community, Timisoara European Capital of Culture

Landscape-Based Tourism Development towards Sustainability: A Case Study of the Balatonbike365 Project

Katalin LŐRINCZ

University of Pannonia, HUNGARY

Co-authors: Edit KŐVÁRI, Péter PRINCZINGER

Landscape-based tourism, encompassing both natural and cultural attractions, has become an integral aspect of sustainable tourism practices. As sensory experiences like soundscapes and smellscapes gain importance, rural destinations are seeking innovative ways to promote bicycle tourism, combat seasonality, and foster community engagement.

This study examines the Lake Balaton region in Hungary as a case study, focusing on the Balatonbike365 project's role in promoting sustainable tourism through landscape-based initiatives. The research aims to answer the following questions: 1) How does the balatonbike365 project influence the promotion and development of alternative tourism experiences, such as bike trails, in the Lake Balaton region? 2) In what ways can Lake Balaton capitalize on its unique landscapes and attractions to combat seasonality and encourage year-round tourism? 3) How do local communities around Lake Balaton benefit from the integration of landscape-based tourism experiences, and what challenges do they face in managing and preserving these attractions for future generations?

In-depth interviews with local stakeholders, such as tourism operators and balatonbike365 project representatives, provide insights into the project's impact on tourism development, seasonality, and community engagement. The findings of this study will contribute to the understanding of landscape-based tourism's potential to promote sustainable tourism practices and enhance community involvement. The results will provide practical recommendations for policymakers, tourism operators, and community stakeholders in developing and implementing landscape-based tourism strategies to foster sustainable growth and preserve the unique attractions of the Lake Balaton region.

Keywords: landscape-based tourism, BalatonBike 365, eBike, sustainability, local community

The Potential Appeal of Japanese Gardens in the Context of Slow Tourism

Tamara RÁTZ

Kodolányi János University, HUNGARY

Co-authors: Orsolya HOFFMANN

The paper aims to explore and identify the factors that can make Japanese gardens attractive for visitors in the context of slow tourism. Slow tourism is understood as a type of travel that emphasizes a deeper engagement with local culture, history, and environment. The study investigates how Japanese gardens contribute to slow tourism by providing unique aesthetic experiences and opportunities for reflection and contemplation.

In the study qualitative research methods were used, including personal observation and in-depth interviews with tourists who have visited Japanese gardens in Japan and other countries. The data was analysed using thematic analysis to identify common themes and patterns.

Preliminary findings suggest that Japanese gardens are highly valued by slow tourists for their ability to provide a sense of tranquillity, harmony, and connection with nature. Tourists also appreciate the gardens' historical and cultural significance, as well as their attention to detail and craftsmanship. By offering a unique blend of natural beauty, cultural heritage, and meditative experiences, Japanese gardens provide a compelling reason for tourists to seek out slower, more meaningful travel experiences.

Keywords: Japanese garden, slow tourism, experience

CULTURAL LAND(E)SCAPE

28 September 2023

Veszprém, Hungary

The Ohres Massif: from an Industrial Landscape to a Nature-based Tourism: Preservation and Innovation

Françoise ARFELLI

Avignon University, FRANCE

The ochres territory: Identifying the specificities and assets of a relict, former industrial site to become a continuing landscape: an organically evolved landscape, a natural and cultural place with a view to innovative sustainable touristic development, while preserving tradition and memory.

Presentation of the territory, its history and its problematics

The various tools and innovative developments involved in this project: How to give a territory a new breath while preserving memories, using traditional landscape as a brand image.

How to rationalize tourism in a sustainable way, and where to stand between tradition and innovation.

How associated strengths have succeeded in structuring the attractivity and visibility of a territory while preserving sustainability: UNESCO label, creation of an ecomuseum and ochres conservatory, classification as a Natura 2000 natural park, « Great sites of France » label, creation of walking and biking trails, creation of a mobile app as a guide and preservation tool.

Conclusion: The exploitation of a specific touristic landscape in a sustainable way, preserving the memories, ancient crafts and nature by uniting strengths between local, regional, national authorities under shelter of European and World heritage programs.

Keywords: continuing landscape/ innovation in sustainable tourism

Hidden landscapes in County Veszprém – the Roman Heritage under our Feet

Brigitta PÉTERVÁRY-SZANYI

Laczkó Dezső Múzeum, HUNGARY

When we think of Roman times in County Veszprém the first thing that pops into our head is Baláca – the site of a large Roman villa with partially reconstructed and preserved buildings.

But the Roman heritage of the county is so much richer, but mostly hidden underground. However, the systematic research of the sites and the changes in the landscape which could be traced back could yield great material for incorporating other sites into the palette of touristic attractions and incorporate them into cultural routes.

The presentation gives a glimpse into this rich heritage, lists some of the best practices where the landscape transformed by the Romans is presented for the tourists and explores further possibilities.

Keywords: Roman heritage, archaeology, cultural tourism

Landscape Attractions as Catalysts for Tourism Service Providers' Communication: A Study on Hotels near Major Scenic and Cultural Sites

Zsófia Márta PAPP

University of Pannonia, HUNGARY

Co-authors: Katalin FORMÁDI, Eszter MADARÁSZ

This research explores the role of landscape attractions as influential elements in the communication strategies of tourism service providers, focusing specifically on hotels located in close proximity to major scenic or cultural sites. The study aims to investigate whether hotels capitalize on the appeal of nearby landscapes, either as a fundamental basis for their communication or through the use of visual imagery such as photographs.

Through a comprehensive data collection process, information was gathered from a diverse range of hotels situated adjacent to significant scenic or cultural attractions. A meticulous analysis of their communication materials, mainly websites was conducted to examine the extent to which landscape attractions featured prominently in their promotional content.

The findings revealed that a significant number of hotels recognized the value of nearby landscapes as attractions and strategically incorporated them into their communication efforts. These establishments highlighted the scenic or cultural sites as a unique selling point, emphasizing the natural or historical features that surrounded their premises. Some hotels even utilized stunning visual imagery, including photographs capturing the captivating beauty of the landscapes, to entice potential visitors and create an immersive experience through their promotional materials.

The study's results suggest that landscape attractions play a crucial role in shaping the communication strategies of hotels located in close proximity to major scenic or cultural sites. By leveraging the appeal of these landscapes, tourism service providers can enhance their marketing effectiveness, attract more guests, and differentiate themselves from competitors.

This research contributes to the existing literature on tourism marketing by shedding light on the significance of landscape attractions in influencing the communication practices of hotels. Furthermore, it provides valuable insights for hoteliers and destination managers seeking to optimize their marketing efforts by harnessing the power of landscapes as integral components of their brand messaging.

Keywords: landscape attractions, cultural sites, hotel branding

MOME MAG and Landscape Futuring

Ábel SZALONTAI

Moholy-Nagy University of Art and Design Budapest, HUNGARY

Co-authors: Ferenc JORDÁN, Zsófia ILLÉS, Zsófia NÉMETH, Dóra SZENTADRÁSI

MOME MAG is a plan of Moholy-Nagy University of Art and Design for a campus outside Budapest. A future intellectual centre embedded in and coexisting with nature in harmony. A workshop and community space where the focus is on field work as well as on research and education development. A place suitable for individual and shared creation, which can host events, but which is equally suited for retreat and reflection. All this on a sustainable farm on the Balaton Highlands.

The idea of MOME MAG was inspired by the Balaton-focused courses of the university introduced in 2014, and through several projects, it is also closely connected to the Balatorium programme launched in 2022 by the Veszprém-Balaton 2023 programme.

Keywords: wisdom, doctrine, spirit, exploration, challenge

DIGITAL E-SPACES IN CULTURE

28 September 2023

Veszprém, Hungary

The Importance of Accessibility in Digital Communication

Anastassia ZABRODSKAJA

Tallinn University, ESTONIA

As of the 23rd of September 2020, the EU's Web Accessibility Directive obliges public sector websites and apps to comply with accessibility requirements. Despite it, most digital content is still not accessible to all users. In the near future, this will increase the demand for communication professionals who possess accessibility skills.

This paper aims to focus on two main perspectives:

1) Analysis of the accessibility training needs of university teaching and training staff in fields related to communication.

2) Analysis of the accessibility training needs of university teaching and training staff in fields related to communication from the students' viewpoint. The goal is to identify those areas where the staff require training in accessibility. It aims to identify the respondents' levels of knowledge in accessibility in different areas, such as legislation, the creation of accessible content and understanding the use of assistive technologies. It also addresses the extent to which the teaching and training staff consider accessibility in their current curricula. What is clear from both the student and staff surveys is that some clarification is needed as to what accessibility means in general terms and why it is important in the learning environments and in the field of communication.

Keywords: digital accessibility, inclusiveness, digital communication, ADORE project, Super-Diversity

Communicating Cultural Events – Challenges in the Digital Age

Mariana CERNICOVA-BUCA

Politehnica University of Timisoara, ROMANIA

Co-author: Adina PALEA

The digital age shifted the expectations of institutions, organizations and publics regarding communication patterns and tools, revolutionizing the practices in delivering, receiving, and managing information. In cultural communication, the public expects teasers, demos, invitations, multi-sense descriptions of the products and events they are offered for choosing, but with maintaining surprise elements and avoiding spoilers. The paper explores the challenges posed by communicating cultural events based on a case study showing the efforts of communicating new forms of artistic expression within the Timisoara – European Capital of Culture 2023 project. The multitude of social media platforms and mobile technologies used for promotional activities placed an extra-burden on the budgets and activities offering the communication dimension of a cultural project, that had to be unfolded both in a physical, real-life dimension and projected digitally, to satisfy the expectations of the technology savvy consumers. The research is based on participatory observation, social media monitoring and communication science theories. The results have both a scientific value, expanding the knowledge on cultural communication in the digital age, and a practical one, offering food for thought for communication strategists.

Keywords: cultural communication, cultural event, digital technologies, social media platforms, participatory observation

The Importance of Creating an Information Platform of the Brand of National Craft Products in Attracting Tourists to the Tourism Industry

Fotimakhon NAZAROVA

Tashkent Institute of Finance, UZBEKHISTAN

In ancient times, people learned to work, the emergence of crafts as a product of work is an important stage in the historical development of mankind. In this way, important discoveries are made in the Neolithic period, especially in the millennium BC. Craft appears in 6-4 thousand years. The appearance of handicraft products in our country and the preparation of the first handicraft products by agricultural peasants can be seen in the example of the Bronze Age culture.

Currently, under the conditions of globalization of the world economy, under the influence of increased competition and increased diversification of production, it is necessary to make wider use of the opportunities of the craft sector, to meet the needs of the population for folk art products, to increase the level of employment and income of the population, to develop international and domestic tourism, and to promote the forgotten, unique forms of applied art. special attention is paid to restoration. Therefore, researching the retrospective aspects of the state support of crafts on a global scale, taking into account historical traditions and taking a creative approach, conducting marketing research to financially support traditional crafts and increase the demand for it, using information platforms to increase the export volume of handicraft products It is necessary to demonstrate the need for priority directions in order to develop effective solutions for creation. Therefore, it is necessary to increase the brand of handicraft products and create practical developments on the platform of national handicraft products on an international scale. It is an important task to create a unique QR-code generation software for the products of Uzbekistan's artisans. It is aimed at increasing the attractiveness of tourism in the country, and it is planned to expand the role of tourism in the economy and the possibility of developing national handicrafts. Today, the increasing demand and need for handicraft products in tourism developed countries is causing them to compete in the international market and develop the business of product diversification

Keywords: craftsmanship, diversification, information platform, tourism, marketing research, product branding, unique QR code

The Use of Digital Technologies in the Promotion of Historical and Cultural Heritage and the Development of Tourism in Uzbekistan

Yulduz ERGASHEVA

Karshi Engineering-Economics Institute, UZBEKHISTAN

The article analyses the possibilities of using digital technologies in the popularization of the historical and cultural heritage of Uzbekistan, as well as in the development of tourism. The problems of compliance of digital technologies with modern world achievements in the field of science, engineering and technology, economics and culture are studied.

In Uzbekistan, the Ministry of the Development of Information Technologies and Communications, the Center of the Development and Implementation of Computer and Information Technologies UZINFOCOM are introducing Wi-Fi zones with high-speed Internet access in such large tourist cities as Tashkent, Khiva, Bukhara, in Kashkadarya and Tashkent regions, having on its territory a large number of ancient settlements. Since 2019, a scientific and educational project has been operating in the city of Samarkand, within the framework of which a team of specialists researches and forms the concept of a “smart museum” and a strategy for its digital development, shares the accumulated knowledge and thoughts within the framework of this work.

The latest Smart technologies are used that actively interact through IT systems: the Internet of Things (IoT), augmented, virtual, mixed reality (VR / AR / MR), the use and prediction based on big data (Big Data), iBeacon and other local technologies interactions (Bluetooth, WiFi, Push, NFC).

Keywords: digital technology, tourism, technology, cultural heritage, information and communication technologies

Towards the (Arche)types of Virtual Tourists – Exploring the Motivations for Future Virtual Travels

Igor MAVRIN

University in Osijek - Academy of Arts and Culture, CROATIA

Co-author: Corina TURȘIE

Virtual forms of travel have been emerging in the first two decades of the 21st century, with the advancement in immersive technologies opening new opportunities for the tourism industry. The concept of extended realities provides more options for the enhancement of touristic experiences. First stage of extended realities entering the touristic market is the use of augmented reality (AR), allowing visitors to overlay the reality with digital elements. The second stage is the concept of mixed reality (MR), in which physical and digital elements can interact. Virtual tourism uses the technological concept of virtual reality (VR), and represents a travel substitute. It represents an emerging touristic market focused on both existing tourists and non-travellers as potential new markets. The paper brings an overview of theoretical and practical implications and trends in virtual forms of travel worldwide, and deals with the tourism policy issues and challenges the technology brings to the thriving industry. In the survey conducted in the Republic of Croatia and the Republic of Romania, the motivations of future virtual tourists are being explored, building a conceptual framework and aiming to establish the typology of virtual tourists based on their motivations and preferences in virtual travel.

Keywords: extended realities (XR), tourism management, cultural landscape, travel motivation, tourism policy

Reconstruction and Presentation of the Ruins of Aquincum Using Computer Game Engines

András TIMÁR

University of Pécs, HUNGARY

The built heritage is an important reflection of our communities' spirit. The complex layers of architectural history weave through our entire built environment like a web. In more fortunate places, the condition of historic buildings allows people to physically experience this heritage. In less fortunate places, the ravages of time often only reveal the built past in foundations and structural fragments. However, due to a lack of appropriate architectural and geometrical knowledge, most people are unable to perceive real spatial relationships from these fragments and therefore cannot meet a true spatial experience. By the 2020s, the development of entertainment technology and computer graphics game engines had advanced to the point where architectural reconstructions could not only be presented in print and on screen, but could also provide people with a real spatial experience of visiting archaeological sites using everyday tools and applications. In my presentation, I will present the theoretical reconstruction and 3D representation of the "XIXth house" studied in Aquincum, addressing the issues of uncertainty due to fragmented data, reconstruction based on analogies, modeling and model optimization, virtual reality (VR), and augmented reality (AR).

Keywords: architectural history, theoretical reconstruction, architectural visualization, Aquincum

Communication of Cultural Attractions and Heritage through Online Guided Literary Tours

Mateja Kregar GLIHA

University of Maribor, SLOVENIA

Co-author: Jasna POTOČNIK TOPLER

Culture is often recognized as a primary motivation for tourists to choose a destination, but even when culture is not a primary, it is vital for tourism. Sightseeing tours delivered by licensed tourist guides – by the destination certificated local experts, are one of the most significant opportunities for the promotion of the destination's unique heritage, culture and civilization ideals. Guided tours can be done in person or online. The aim of this presentation is to present the possibilities of the online guided tours as means of positioning and marketing places and destinations as a valuable cultural and literary destination.

By employing the descriptive method and method of participant's observation this paper brings an overview of the benefits and impacts of online guided literary tours.

As various researches show, guided literary tours, as one segment of cultural tourism, can be an excellent opportunity for influencing the area's image and foster its visibility ...Modern technology, online world offer us limitless opportunities to promote destinations cultural and especially literary value and have an outstanding role in the development of the local community.

Keywords: communication, literary tours, European Capital of Culture, cultural tourism, online business, guided tours

Digitalisation in Cities as European Cultural Capitals

Tamás GYULAI

Széchenyi István University of Győr, HUNGARY

In my research I compared the context of the city and identity in a spatial approach as well as I explored the relationship of digitalisation in this context. The first target cities of my analysis were Marseille in France and Timisoara in Romania, both having been awarded the title of European Capital of Culture (in 2013 and 2023 respectively). I showed that spatial identity is part of a complex system in which the interaction between the natural environment and society is a determining factor. I presented my findings in an article in the 2022 edition of the Yearbook that the Count Bethlen István Research Centre published with the title "Current Challenges of the Creative Economy and Tourism".

During the next phase of my research, I looked at how the city of Novi Sad and the city of Kaunas appear in the digital space now (in 2023, after their year as European Capital of Culture). I found that the former central website (novisad2022.rs and kaunas2022.eu) continues to function in both cases but in different ways. In the case of Novi Sad, there is minimal new (up-to-date) information, while the Kaunas website provides information on good number of actual events and thus continues the role of the cultural information centre established during the previous year. The fact that the activities of the cities that follow them in 2023 (such as Veszprém and Timisoara) are also shown is particularly remarkable and also recommendable.

Consequently, I would like to summarise the results of my research to date in my presentation which can show that digital innovation can play an important role in both the preservation and the development of culture within a city.

Keywords: digitalisation, cultural capital, European cooperation

SHARED CULTURAL RESPONSIBILITIES II.

29 September 2023

Veszprém, Hungary

**Foster Cultural Responsibility through University Innovation
Ecosystem
Introduction of a Hungarian Case during the European Cultural
Capital Period**

Beáta FEHÉRVÖLGYI

University of Pannonia, HUNGARY

Co-authors: Júlia TOBAK, Eszter NÉMETH

Universities have an enormous role to shape the regional innovation ecosystem. They can contribute to sustainable and culturally responsible innovations by going beyond their traditional missions of teaching and research activities. Therefore, higher education institutions have a significant social contribution. To ensure sustainability and raise cultural responsibility in the long run, universities should integrate this vision into their operational strategy.

To explore the concept of cultural responsibility within the context of university innovation ecosystem it is crucial to understand the surrounding culture as well as the impact of creative region. Therefore the aim of this research is to find answers through an example of a Hungarian case study during the European Cultural Capital period and examine the attitude of mayors from the region through focus group discussions. It aims to determine how the creative region can contribute to the promotion of the cultural responsibility and what kind of tools and strategies do universities have to incorporate into their operations. The practical contribution and suggestions of the research include recommendations for collaborating with the members of the Quintuple helix, based on the case of the University of Pannonia.

Overall, collaboration with the creative region and local communities can enhance the effect of the universities' cultural responsibility within the innovation ecosystem.

Keywords: University, Culture, Third mission, Innovation, Quintuple helix

Subjective Quality of Life and Emotional Intelligence of the Hungarian Population in the Year of Veszprém-Balaton 2023

What can Future ECoC City Learn?

Henrietta KÖDMÖNNÉ PETHŐ

University of Pannonia, HUNGARY

Co-authors: Edit KŐVÁRI, Katalin LŐRINCZ

In 2023, the Veszprém-Balaton (VEB2023) region is European Capital of Culture. The subject of the research is the relationship between the population's subjective quality of life and the level of emotional intelligence in the Hungarian population. We conducted a computerized population data collection (CAPI). Based on this primary questionnaire survey descriptive statistics and relationship analysis (Kendall's Tau) were used to analyse the collected data (n = 1000). The results show that there is a positive significant relationship between subjective quality of life and the factors of emotional intelligence. In practice, the research results can also give guidelines and ideas to the decision-makers of the city government on how to attract people to events, permanent residence and/or settlement based on their satisfaction with the quality of life and their emotional state. The results can also add value and stimulate new research related to future ECoC cities' programs. Furthermore applications to monitor citizens' subjective quality of life and emotional intelligence before and after, potentially serving as a useful benchmark for other countries.

Keywords: subjective quality of life, emotional intelligence, European Capital of Culture, Hungarian population

Citizens' Motivation and Attitude as Potential Host Volunteers in the Preparatory Years of the Veszprém-Balaton 2023 European Capital of Culture Programme

Éva KRUPPA-JAKAB

University of Pannonia, HUNGARY

Co-author: Edit KŐVÁRI

This study is focusing on volunteering as a host in the local tourism industry. The Hungarian city, Veszprém and the Lake Balaton region won the title 'Veszprém-Balaton 2023 European Capital of Culture' (hereinafter VEB2023 ECoC) in 2018. Creating and managing an effective volunteer programme is one of the keys to the success of an ECoC project. The research aims to uncover the motivations and willingness of Veszprém citizens as potential host volunteers and their interest in the VEB2023 ECoC events during the preparatory years. In 2020, an online and offline survey was conducted to answer the following questions: Are those interested in the proposed ECoC events more likely to volunteer as a host? Are they willing to remain volunteers until and beyond 2023? Does the prestige of VEB 2023 ECoC motivate residents to be host volunteers? In May 2020, a case study was carried out on the opportunities for students of the University of Pannonia in Veszprém to participate in the VEB2023 ECoC programme. The findings and the practical recommendations help to develop a successful, sustainable and smoothly operating volunteering system in Veszprém and its surroundings, and can be beneficial for other future European Capitals of Culture or major event organisers as well.

Keywords: volunteering, tourism, host volunteers, European Capital of Culture, Veszprém, Balaton

BIM-based Design and Reconstruction of Historical Buildings – Innovative Methods and Future Opportunities

Zsolt SZŰRÖS

Széchenyi István University, HUNGARY

Co-author: Rita Rebeka ÖRDÖG

One of the outstanding unsolved challenges of our time is the preservation and reuse of buildings with architectural and historical value. In Hungary, there are over 15,000 buildings in this category, many of which are neglected, unused, and therefore deteriorating. The preservation of these historic buildings poses not only the challenge of maintaining them in good physical condition but also the complexity of their architectural processing. The intricate structures, geometries, ornamentations, and interior spaces often result in time-consuming and inaccurate surveying and processing steps when done manually or using traditional methods. In our presentation, we would like to demonstrate how the application of modern techniques can be integrated into the preservation of historic environments.

The Building Information Modeling (BIM) methodology, with its expanding toolkit, increasingly supports reconstruction workflows throughout their life cycles. The diversification and fusion of the latest technologies with design software provide highly accurate data sets that greatly facilitate the progress of processing. With deliberate planning, the BIM model produced becomes widely applicable.

In our research, we present the methods, software, and innovative technological possibilities of BIM-based processing of historic buildings through a historical case study. We also examine the potential applications and opportunities of computational design. By demonstrating and analyzing these methods, we aim to make advancements in design decision-making, process optimization, flexibility, and customization more tangible.

As a conclusion of our study, we aim to envision future possibilities for historical values and the diverse development potential of technologies. Automated processing methods and the application of artificial intelligence open up new perspectives for us in the reconstruction and methodology of historic buildings.

Keywords: Historical buildings, BIM, Reconstruction, Innovation, Modern technologies

Learn to Talk, then Walk the Talk – Stimulating Creativity through Cognitive Identification and Terming Based on a Taxonomy of the Relation Art-Innovation

Flora CARRIJN

KU Leuven, BELGIUM

In present day higher education, especially business programs and engineering sciences, but also in humanities, the broader dissemination of knowledge and research and their possible applications for society and the economy have gained enormous importance. Hence, industry – as future employer, the government – as subsidizing authority and responsible for the citizens' welfare, and universities – as suppliers of highly-qualified human capital, tend to strongly focus on creativity, innovation and entrepreneurship.

This contribution attempts to show the usefulness of cognitive insight into 'Innovative Art' and 'Artistic Innovation' as a mental framework for creative initiatives in other fields. By reflecting on innovation in art, identifying its characteristics, and analyzing and discussing different illustrations and examples, the aim is to make students aware of how they can use their own entrepreneurial and creative potential to accomplish innovation in their discipline or sector.

In order to be able to 'talk' about innovation, we will introduce a terminological taxonomy of creativity and innovation in art which can serve as a frame of reference for later applications beyond art. We attribute attention to the different forms or types of innovation, their possible genesis and characteristics, and the interplay with society.

The resulting typology allows us to 'talk innovation' and the acquired understanding through analysis, visualization and exemplification of how innovative ideas are formed and connected should in its turn induce new innovative exploits, and enable us to 'walk the talk'.

Keywords: Innovation and creativity, art and society, entrepreneurial education, cognitive processing

POSTER PRESENTATIONS

28 September 2023

Veszprém, Hungary

Landscape Memories: the Case of Observation Towers

Rasa PRANSKŪNIENĖ

Vytautas Magnus University, LITHUANIA

Place Perception through the Media of People, Objects and Space in the Urban Environment

Lei ZHAO

University of Pécs, HUNGARY

Measuring the Innovation-related Impact of European Capital of Culture – Case Study of Esch2022

Jacques MAQUET

Esch2022 ASBL, LUXEMBURG

The Importance of Creating an Information Platform of the Brand of National Craft Products in Attracting Tourists to the Tourism Industry

Fatima NAZAROVA

Tashkent Institute of Finance, UZBEKHISTAN

POSTER PRESENTATIONS

29 September 2023

Veszprém, Hungary

The Change of a City through Culture – when Tourism Becomes Art

Georg STEINER

University of Passau, GERMANY

Communicating Cultural Events – Challenges in the Digital Age

Adina PALEA

Politehnica University Timisoara, ROMANIA

Digitalisation in Cities as European Cultural Capitals

Tamás GYULAI

Széchenyi István University, HUNGARY

Experiencing Culture in a Different Way

Erika ZABULIONÉ

Vytautas Magnus University, LITHUANIA

The Relationship between Health Culture and Values system

Katalin Júlia DINNYÉS

University of Pécs, HUNGARY