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The Role of Hungaricums in the Development of Settlements



Summary

Due to the national strategic significance of the topic, the Research Institute for National Strategy aimed to examine the impact of Hungaricums in the development of the affected settlements. In the literature review, we examined the development of the concept of the Hungaricums, evaluated its national strategic significance, and discussed the impact of the Hungaricums on local and national identity. During the primary research, we conducted a questionnaire survey among those Hungaricums in the Hungaricum Collection, which are related to a settlement. We looked for the answer to the question, among other things, to what extent the Hungaricum determines the practice of settlement development, how the management of the settlement relates to it and how the population. We also asked the organizations concerned to what extent the Hungaricums have an impact on job creation and cooperation in the given settlement and region. The results showed that if, in the opinion of the respondents, a Hungaricum plays a more significant role in the development of the settlement, the inhabitants are also more proud of these values. It also turned out that in addition to the greater utilization of the Hungaricum in settlement development, the value can have an impact on job creation and community building at a higher territorial level (not only at the local level, but also at the regional, national or even international level).

Keywords: Hungaricum, national value, local identity, national identity, Carpathian Basin

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INTRODUCTION

There are two possible interpretations of Hungaricums. One is to define the content of the concept according to what we Hungarians consider to be our own, what we believe to be the things that best characterise Hungarians. The other approaches the concept from the foreigners' point of view: it considers it important what foreigners think of as Hungarian, what are the products that they think can be associated with Hungary and with the Hungarians.

Hungaricums as a whole are thus values that are specific to Hungarians and for which Hungarians are known throughout the world. Hungarians therefore play a key role in shaping the image of the country. Foreigners often identify Hungarians with the “Hungaricums” that are known throughout the world. Gulyásleves¹, “Tokaji aszú”² and the “Hortobágyi National Park”³ are internationally recognised brands. The collection of Hungaricums and their promotion to a wider public will help to improve the image of Hungarians abroad and will also help to strengthen the sense of national identity. In Hungary, until 2012, Hungaricums were not officially collected and there was no uniform regulation on what can be a Hungaricum (Tózsza–Zátori, 2013). Today, the regulation allows, for example, the achievements of Hungarian scientists, cultural values and works of art from Hungary, Hungarian food products, indigenous or bred animal and plant species, or natural values of Hungary to become Hungaricums.

The collection of national values is not unique. Most nations collect values that express their identity and are considered patriotic. Thus, we can speak of “Polonicums, Germanicums, Italicums, Francophoncums or Anglicums”. If there were a French, English or German catalogue of values like the Hungarian one, the list would certainly include iconic brands of these nations, such as the Eiffel Tower, the Louvre, the croissant, the rooster (France); Windsor Castle, the Tower of London, Yorkshire pudding, the English bulldog (England); Bavarian leather trousers, beer, the Berlin Wall, and the Frankfurt sausage (Germany).

Hungary's Fundamental Law, guided by the unity of the Hungarian nation, states that Hungarian national values are unique values to be preserved and protected, and that their protection contributes to the development and consolidation of a sense of national identity (Fundamental Law of Hungary, 25 April 2011).

Referring to the Fundamental Law of Hungary, István Tózsza drew attention to the fact that in the difficult challenges of the 21st century, the preservation of values is a great task for us. We cannot give up our values and the heritage left to us by our predecessors, because our common values are the guiding principle for knowing where we are going and what the true meaning of our lives is (Tózsza, 2019).

The term “Hungaricum” can rightly be considered a unique phenomenon in the world, as it refers to “*material or spiritual values that are considered Hungarian by Hungarians or foreign peoples and identified with the nation, which are Hungarian in origin and reputation*” (Zentai, 2015:5). Act XXX of 2012 on Hungarian National Values and Hungarian Hungaricums (hereinafter referred to as the Hungaricum Act) states that Hungarian Hungaricum and national values

should be collected, cultivated and preserved, as they play a key role in strengthening national cohesion and national consciousness. They should also be promoted, as they play an important role in building identity and image, and can also bring economic benefits. They also have a role to play in national strategy, as the *scope of the Hungaricum is not limited to Hungary, but covers all communities made up of Hungarian people* (jogtar.hu).

Due to the national strategic importance of the Hungaricum theme, the National Institute for Strategic Studies has set itself the objective of studying the Hungaricum movement and the role of Hungaricums in the development of the settlements concerned.

Firstly, we explored the interpretation of the concept of Hungaricum, the provisions of the Hungaricum Act and its national strategic significance by means of literature research. In addition, the impact of Hungaricums on local and national identity was discussed.

To complement the literature synthesis, a questionnaire survey was conducted in the settlements where Hungaricums are located. Based on this, we selected those values that are linked to settlements from the 76 Hungaricum currently (April 2021) listed in the Hungaricum Collection. We have also highlighted those that have or could have a tourism impact. We then identified the organisations responsible for the management of the selected SCIs and carried out a comprehensive questionnaire survey with the help of the managers and representatives of these organisations. In total, 35 organisations linked to the municipalities concerned were asked to complete our questionnaire. Of the 35 organisations asked, 30 completed the questionnaire.

In the primary research, we investigated how, to what extent and by what means the Hungaricums have the greatest impact on the development of a municipality. To research this issue, the questionnaire survey sought answers to the following questions:

- To what extent is the Hungaricum a determining factor of settlement development, how does the management of the settlement relate to the Hungaricum?
- What is the attitude of the population towards the Hungaricum associated with their settlement or region?
- At what levels (local, regional, national, international) does Hungaricum have an impact on job creation, businesses, NGOs, and communities?
- To what extent does Hungaricum have an impact on job creation, on businesses based on Hungaricum, on cooperation between the local government, businesses and NGOs in the settlement?
- How many jobs does this mean? What proportion of the settlements' income comes from businesses that can be linked to a given Hungaricum?
- How and to what extent does the Hungaricum have an impact on job creation, business creation and cooperation in the region (county) concerned?
- How and by what means could Hungaricums be used to a greater extent in order to strengthen the identity of the settlements?

The expected results will help to raise awareness among municipalities and professional organisations of the further opportunities for the use of Hungaricums and the social and economic benefits that can be derived from their use.

THE CONCEPT AND INTERPRETATION OF HUNGARICUM

The conceptual interpretations that preceded the Hungaricum Act expressed the concept of a Hungaricum differently, yet they were uniformly exclusively concerned with material products. It can also be seen from these definitions that they were primarily formulated in relation to agricultural and food products (Szabó, 2012; Zentai, 2015).

The Parliamentary Resolution on the Protection of Hungaricums was the first to define the concept of Hungaricum in legal terms. However, like previous interpretations, this legislation focused on agricultural and food products. According to this, these values are uniquely and uniquely Hungarian specialities, i.e. Hungaricums, which have become particularly important in today's fast-paced, globalised world. Hungaricums have a geographical, historical, linguistic and ethnographic identity. They are specific Hungarian products whose characteristics include the essential and prominent Hungarian national character and which, in connection with our natural endowments, indigenous breeds and production and breeding traditions, have characteristics that are specifically Hungarian. By their Hungarian character, their specificity and their quality, Hungaricums can significantly enhance our reputation and increase our esteem throughout the world (Resolution No. 77/2008 of 13 June 2008 on the protection of Hungaricums).

The Hungaricum Act of 2012 has already set out a precise definition of a Hungaricum. The definition in the Act contains more than the previous ones, as the product designation has been extended to include intellectual and cultural goods. These are collectively referred to as values. In this context, the Act has distinguished three categories of values: '*Hungaricums*', '*outstanding national values*' and '*national treasures*'.

According to the 2012 law, a Hungaricum is a generic term that "*in a uniform classification, classification and registration system, denotes a value worthy of distinction and emphasis, which, with its characteristic feature, uniqueness, distinctiveness and quality, is the peak achievement of the Hungarians*". According to the Act, *national value* is any intellectual, material, natural, community, natural, community value or product, tangible or intangible, related to the culture of production, knowledge, traditions, the Hungarian landscape and wildlife, accumulated and preserved. An outstanding national asset is an asset that is of national significance, characteristic and well-known for Hungarians, that significantly enhances our reputation and can increase our esteem around the world (jogtar.hu).

National values define a broader set of values, so they include not only the highest achievements, but all the values that characterise Hungarians. This leads to the conclusion that all Hungaricums are national values, but not all national values are Hungaricums. With regard to the distinction between Hungarian national value and Hungaricum, it is also important to point out that while the former is defined as the accumulated and preserved spiritual, material, natural, community value or product that can be associated with Hungarians, the latter, i.e. Hungaricum, is defined as a national value worthy of distinction, which, with its characteristic properties, uniqueness, distinctiveness and quality, represents the peak achievement of Hungarians (Tózsá– Zátori, 2013).

In the context of the law, we can confirm the following approach and use it as a starting definition for our research. "*Hungaricums are Hungarian products of a unique quality, specific to Hungary,*

or unique natural or cultural values found only in Hungary: a species of animal or plant native to Hungary or bred here, a nationally known Hungarian folk art or fine art, a special architectural work, a monument, music, language and Hungarian literature. It includes traditional cultural values, folk traditions and natural values that are unique to Hungary” (Tózsza–Zátori, 2013:9).

Based on the regulations of the Hungaricum Act, the implementing regulation provides for the categories of national treasures to be identified by subject when collecting and identifying them. According to this, the categories of identification are: agriculture and food economy, health and lifestyle, the built environment, industrial and technical solutions, cultural heritage, sports, the natural environment, tourism and hospitality (Act XXX of 2012 on Hungarian National Values and Hungaricums; Tózsza, 2019).

The Hungaricums Collection currently (as of April 2021) contains 76 outstanding national treasures. Most of them are in the cultural heritage category. The Hungaricums are divided into the following categories: agri-food (25), health and lifestyle (5), built environment (1), industry and engineering (3), cultural heritage (31), sport (2), natural environment (3), tourism and hospitality (6) (Collection of Hungaricums).

By decision of the Hungaricum Committee of 31 January 2013, according to the relevant Section III § 12 (2) of the Hungaricum Act, i.e. by virtue of the Act, UNESCO World Heritage Sites and Intangible Cultural Heritage Sites are also Hungaricums (What are the Hungaricums?).

THE NATIONAL STRATEGIC IMPORTANCE OF THE HUNGARICUM ACT

The development of the Carpathian Basin network economy and the implementation of the national strategic framework programmes can also benefit greatly from the issue of Hungaricums. The Act on Hungarian National Values and Hungaricums is a law with a national approach, whose target group and target area is not only Hungary, but all communities made up of Hungarian people (Tózsza, 2019).

One of the most important provisions of the 2015 amendment of the Hungarian Hungaricum Act was the creation of a Hungarian model for the collection of foreign values. On the basis of these provisions, foreign organisations participating in the Hungarian Standing Conference can operate a Hungarian National Treasures Abroad for their own regions. In addition, local governments and legal entities from abroad may establish a municipal or regional treasury for their own country, provided that they are supported by the foreign organisation invited to the Hungarian Permanent Conference. The aim is to enable the collection of values at a local level beyond the national borders, to launch grassroots initiatives there and to ensure that they are channelled into the unified National Value Pyramid system. As a result of the amendment, the cross-border collection movement has started to be actively organised. In this system, the largest Hungarian block abroad is represented by a regional value depository, the Szekler land Value Depository and Value Depository Committee (Act LXXX of 2015 amending Act XXX of 2012 on Hungarian National Values and Hungaricums; Tózsza, 2019). Most of the Hungaricum Collection’s settlement related Hungaricums are located in Hungary, two of them are related to Hungarian territories outside Hungary (the built heritage of Torockó and the Pentecostal Pilgrimage and the Shrine of Csíksomlyó) (Hungaricum Collection).

THE ROLE OF HUNGARICUMS IN SHAPING LOCAL AND NATIONAL IDENTITY

Marika Németh believes that the positive self-esteem of our own nation requires that it be endowed only with valuable qualities. Valuing our own group is in our own interest and protection and is an indispensable condition for a viable national consciousness. Hungaricums, which represent specific local and national characteristics, contribute to this (Németh, n.d.).

Márta Nótári added that patterns of national feeling and identity are alive and well among the Hungarian population (Nótári, 2008). Sociological studies have identified an increase in economic nationalism in our times. According to these, ethnocentrism assumes the superiority of the domestic or national market, one of the reasons for which is that some nations have consumers with a specific ethnocentrism (orientation towards a particular nation). This type of orientation also influences an individual's choice of products. According to Nótári, consumer ethnocentrism is highest among the Hungarian population aged 60 and over. This may be due to the fact that different levels of ethnocentrism - national identification, national preference - develop at older ages. József Berács and Erzsébet Malota noted that if an individual considers it important, for example, to win a Hungarian gold medal at the Olympics, he is likely to have a more positive opinion of Hungarian products (Berács–Malota, 2000).

In addition to the importance of national identity, Káposzta and his fellow researchers have highlighted the role of local identities (Káposzta et al., 2015). They found that one of the consequences of globalisation is the changing and valorisation of the role of regions and localities. As a consequence of the new territorial policies, local, endogenous resources are also playing an important role in our country as the building blocks of self-reliance. The use of local resources ensures that capital invested remains local and is recycled. In addition, emphasising and promoting local diversity, promoting the characteristics of place, developing and selling local identity and the various quality goods and services that go with it, is also a way of protecting against globalisation.

The research results of the Káposztas have demonstrated that the production of Hungarian products has a number of direct and, above all, indirect benefits for the society and economy of the regions studied, albeit still limited. They contribute, among other things, to the creation and preservation of local jobs and to an increase in the incomes of raw material producers and hence in local tax revenues. Another important finding is that the Hungaricums they have studied are not at all or not sufficiently emphasised in the development plans of the regions concerned. They therefore believe that more attention should be paid to the integration of these endogenous resources into national and local development strategies. It can also be noted that festivals, fairs and thematic tours are typical tools for presenting these values to the local population (and tourists) (Tóth et al., 2017).

RESULTS AND CONTEXT OF THE PRIMARY RESEARCH

At the time of the survey, there were 76 Hungaricums in the Hungaricum collection. These include both Hungaricums linked to specific localities and Hungaricums with a general scope - not linked to a specific place. The latter include, for example, Goulash soup, Dobos⁴ cake, brandy⁵ or Chimney⁶ cake (Hungaricums Collection).

The questionnaire survey was carried out among 35 Hungaricums linked to a settlement. Most of the Hungaricums in the Hungaricum Collection are related to settlements and regions in Hungary, two are related to Hungarian areas outside Hungary (the Pentecostal pilgrimage and shrine of Csíksomlyó and the built heritage of Torockó).

In the primary research, we assumed that if respondents believe that a particular Hungaricum plays a more important role in the development of a settlement, then the people living there will also feel more pride in these values. We hypothesise that by making greater use of these values in settlement development, they can also have an impact on job creation and community building at a higher territorial level (not only at the settlement level, but also at regional, national or even international level).

In the course of the questionnaire survey, we contacted the local organisations that are either responsible for the dissemination of the Hungaricums or their management and asked them to fill in our questionnaire. Of the 35 organisations invited, 30 completed the questionnaire. Organisations that manage more than one Hungaricum were asked to fill in a questionnaire for each value separately. Thus, two completed questionnaires were received from the Tokaj Wine Region Development Nonprofit Ltd., which also filled in a questionnaire on the Tokaj-Hegyalja Historic Wine Region Cultural Landscape and the Tokaj Aszú produced in the wine region. Two questionnaires were also received from Pick Szeged PLC., which also filled in questionnaires on Pick winter salami and Herz Classic winter salami. The Viski Károly Museum in Kalocsa helped us by filling in a questionnaire on the folk art of Kalocsa (writing, embroidery, daubing) and on the Kalocsa spicy paprika-flavoured speciality. The Zsolnay Heritage Management Ltd. also returned two completed questionnaires, one on the Zsolnay Cultural Quarter and the other on the Early Christian cemetery of Pécs (Sopianae). Szegedi Paprika Fűszer- és Konzervgyártó Zrt. completed a questionnaire on the Szeged paprika and on the foie gras preparations.

Each of the other organisations completed a questionnaire on one Hungaricum:

- CsabaPark about Csaba sausage and Csaba special thick sausage;
- the a Gyulai Turisztikai Nonprofit Kft. [Gyulai Tourism Nonprofit Ltd.] about the Gyulai sausage and Gyulai sausage pairs;
- the Makói József Attila Városi Könyvtár és Múzeum [József Attila City Library and Museum of Makó] about the onion of Makó;
- the Debreceni Értéktár Bizottság [Debrecen Values Committee] about the Debrecen paired sausage;
- the Eger Tourinform Office about the Eger Bikavér wine;
- the [Szóreg Cultural Centre] about the Szóreg Rose Garden;
- the Hévíz Tourinform Office about Lake Hévíz and the traditional Hévíz spa;

- an expert on Torockó's built heritage;
- the Mohácsi Városszépítő és Városvédő Egyesület Idegenforgalmi és Turisztikai Szervezete [Tourism Organization of the Mohács Town Planning and Conservation Association] about the Mohács Busó Festival, a model of the winter ending masquerade tradition;
- head of the Matyóland Tourism Association, on Matyó folk art and the traditional embroidery culture of the community;
- the Lechner Knowledge Centre's Directorate for Cultural Heritage Protection on the Budapest - the Danube banks, the Buda Castle District and the Andrassy Avenue World Heritage Site;
- the Hollókői Világörökség-kezelő Nonprofit Kft. [Hollókői World Heritage Management Nonprofit Ltd.] about the Old Village of Hollókő and its surroundings;
- the Pannonhalmi Főapátság [Pannonhalma Archabbey] about the millenary Pannonhalma Benedictine Archabbey and its natural environment;
- the Hortobágy National Park Directorate the Hortobágy National Park - from the Puszta;
- the Fertő-táj Világörökség Magyar Tanácsa Egyesület [Hungarian Council of the Fertő-Táj World Heritage Site Association] about the Fertő/Neusiedlersee cultural landscape;
- the Halasi Csipke Alapítvány [Halas Lace Foundation] about the traditional lace from Kiskunhalas;
- the Vizsolyi Református Egyházközség [Reformed Parish of Vizsoly] about the Vizsolyi Bible (the first Hungarian translation of the bible);
- an expert on the Pentecostal pilgrimage and shrine at csíksomlyói;
- the Aggteleki Nemzeti Park Igazgatóság [Aggtelek National Park Directorate] about the caves of the Aggtelek Karst and the Slovak Karst;
- the Karcagi Birkafőzők Egyesülete [Karcag Sheep Cookers Association] about the Karcag mutton stew;
- the Bajai Települési Értéktár Bizottság [Baja Municipal Values Committee] on the Baja fish soup.

The questionnaires were completed between 11 February and 16 March 2021. When evaluating the questionnaires, groups were formed of Hungaricums of the same category and with the same characteristics. This allowed us to better examine both the similarities within the groups and the differences between the groups. In the sub-chapters of each chapter, the impact of the natural and cultural World Heritage sites, the agri-food products and other cultural heritage on the identity exercised on the identity of settlements and regions was analysed separately based on this grouping.

Treating *World Heritage sites* as a separate category is justified both because of their outstanding value and because of the significant proportion of World Heritage sites in the sample, which account for almost a third of the 30 sites examined (8 sites - 27%). The World Heritage sites include Budapest - the banks of the Danube, the Buda Castle District and the Andrassy Avenue, the Hollókő Old Village and its landscape, the Pannonhalma Abbey, the

Fertő Valley World Heritage Site, the Sopianae Early Christian Cemetery of Pécs, and the Hortobágy National Park - the cultural landscape of the Puszta, the Aggtelek and Slovak Karst caves and the Tokaj-Hegyalja Historical Wine Region. Together, these sites belong to the category of the cultural heritage and the natural environment of the Hungaricum Collection.

Food products account for the largest share of Hungaricums in our research (12 values - 40%). In this group, we also analysed the products classified in the Hungaricum Collection in the categories of the agri-food economy, and tourism and hospitality. These include Szeged paprika, foie gras products, Kalocsa red paprika, Csaba sausage, Tokaj Aszú wine, Debrecen sausage, Makó onion, Herz and Pick Winter salami, Egeri Bikavér wine, Karcag Mutton Stew and Baja Fish Soup.

Cultural heritage includes the values included in the cultural heritage category of the Hungaricum Collection (including those on the Representative List of the Intangible Cultural Heritage of Humanity), in addition to the World Heritage sites mentioned above, and the built environment. In this group, the Sőregi Rose, the Vizsoly Bible (first bible printed in the Hungarian language), Matyó folk art, Kalocsa folk art, Kiskunhalas traditional lace, the Hévíz Lake Spas, the Csíksomlyó pilgrimage, the Mohács Busó Festival, the constructed heritage of Torockó and the Zsolnay Cultural Quarter (10 sites) were examined. These values represent one third, (33%) of the present research.

First, the respondents asked how much Hungaricum is a determining factor in the development of the settlement, and how the local government considers the Hungaricums.

When comparing the three categories, it can be observed that the most significant use of local development is the use of food products, which was indicated by 92% of the respondents. For the World Heritage sites, it was assumed that they would be integrated into the municipal development to a similar extent as food products, but compared to the assumed result, only half of the respondents indicated that the settlement administration would significantly integrate these values into the urban development. It was instructive for us to ask why these values, which are attractive to all nations of the world, are not more prominently reflected in the urban development tools. Also in relation to cultural heritage, half of the respondents considered that it is a significant element in urban development. However, in addition to the positive opinions, the relatively high proportion of less positive opinions (one third and one half of the responses respectively) for world heritage and food products may point to the need to promote urban marketing and development activities in both product groups. The analyses also show that, in the case of the World Heritage sites and cultural heritage, public attitudes are still more positive towards these assets than their involvement in urban development. Food products are an exception to this, as their use by settlements is more significant than their perception by the public.

We also asked how respondents felt about the public's attitude to these values and how proud they are of them.

A comparison of the three groups of Hungaricums showed that the *public's perception of* cultural heritage was the most positive. For these, 80% of respondents said that the public felt proud of these values. This was followed by the perception of food products. In their

case, 67% of respondents believed that the public had a positive attitude towards these values. This was followed only by the world heritage sites, which yielded a similar instructive result as the question of the presence of these values in the development of settlements. A more positive perception and a greater sense of pride in the public's perception of the sites were assumed beforehand. Here, half of the respondents felt proud of their World Heritage sites, while the other half of the respondents felt that the importance of these outstanding sites was moderate or less important.

The next survey question asked respondents to identify the territorial level (local, regional, national, international) of the impact on businesses, NGOs and communities.

The aggregated analysis of the Hungaricums confirmed that, for those values that have an impact on jobs and businesses at a national or regional level, the majority of respondents considered that the Hungaricum is a key factor in the development of their localities and that the people living there are generally proud of these values. However, only 40% of the respondents said that the Hungaricums had an impact on jobs and businesses at local levels, and the attitudes of local residents to the value were mixed. Hungaricums that have an international impact on businesses have a variable presence in urban development programmes: the Budapest and Hévíz sites are outstanding and good, while the role of the Szóregi rose in urban development can be rated as "mediocre". At the same time, the local population tends to be proud of these assets.

For those Hungaricums that do not have an impact on NGOs and communities, it can be concluded that they do not have an impact on businesses either, or at most only at the local level. The data analyses also showed that the Hungaricums that have an impact on NGOs and communities at municipal or regional level also have an impact on enterprises at municipal or regional level, with few exceptions. For those values that have an impact on NGOs and communities at national and international level, the impact on enterprises also tends to be more widespread at regional, national or international level.

The three categories of Hungaricums were also compared in terms of the level of impact of their values on businesses and communities.

It was found that food products have the greatest impact on businesses at a national level, confirmed by a third of respondents. Most respondents (40%) said that the cultural heritage has the greatest impact on businesses at regional level, while for the world heritage, half of the respondents said that it has the greatest impact at local, municipal level.

In terms of community organisation, we can highlight the impact of the World Heritage sites at national or international levels. The UNESCO World Heritage Programme, ensuring the World Heritage sites having an international presence, is decisive in this respect. This programme aims at registering the cultural and natural heritage of humanity, and countries that are inscribed on this list must therefore undertake to protect the World Heritage sites on their territory so that future generations can enjoy their beauty. This responsibility therefore also justifies the community impact generated by the World Heritage sites at national and international levels.

World Heritage Sites are followed by cultural heritage sites that have an impact primarily at the municipal level. These values have a major impact on communities at the muni-

cipal level, even though UNESCO has set out in its Convention comprehensive international principles for the conservation of the intangible cultural heritage included in this group and is using its own instruments to promote its recognition at local, national and international level. The main explanation for the impact at the municipal level is that folk traditions, which are over-represented in the cultural heritage category, play a key role in the preservation of municipal heritage values and the development of local identity and the various services associated with them, and that they determine the way in which traditions are passed on, particularly at local level.

Finally, food products, although having a community impact mainly at the municipal and regional level, received a large proportion (one third) of the opinions reflecting a relatively weak community-building potential. The respondents therefore believe that the community-building potential of food products is much greater than they have been able to exploit. This is also partly explained by the fact that it is mainly the products included in the tourism and catering category (Baja fish soup, Karcag mutton stew), as well as the wines included in the food products category (Tokaj aszú wine, Egri Bikavér wine) and Csaba sausage that have a greater community-organising factor, since these products are the main basis for community events and traditional programmes. These 'established traditions' are needed by the communities of the municipalities, as they are the most important factor in shaping the identity of the population and building communities. Indeed, the aim of gastronomic festivals is to preserve traditions and shape the community by reviving culture, since eating together is an important community-building factor and can therefore also shape identity. However, it can be seen that in the sampling of the research, these products account for only a third of the value of the food products.

We also looked at the impact of Hungaricums on job creation, Hungaricum-based businesses, and cooperation between local government, businesses and NGOs in a given municipality.

In previous data analyses, the highest proportion of organisations surveyed on the World Heritage sites indicated that they have the most significant impact on job creation and business at the municipal level. Returning to the present research question, it can also be seen that the World Heritage sites themselves were rated as having a greater (50%) potential and ability to create jobs at the municipal level than cultural heritage and food products. The World Heritage sites were followed by cultural heritage sites (30%) and then by the food products in terms of job creation potential (17%). Among the three groups, we can notice the underestimation of the impact of food products on job creation in settlements and the contradictory answers resulting from subjective opinions. This can be seen, for example, in the perception that Tokaj Aszú wine and Eger Bikavér wine, which are classified as having a low or medium impact on job creation in municipalities, perform better than products that are classified as having a higher impact on job creation in municipalities.

The majority of respondents in all three groups therefore consider that Hungaricums have a relatively small impact on job creation in municipalities. The opinion of a significant majority of respondents who stress the small potential for job creation (two thirds of respondents for food products, half of respondents for world heritage and 40% of respondents for

cultural heritage) may also draw the attention of managers to the need to make better use of the opportunities this situation offers.

However, a small capacity to create jobs does not mean that these values do not have an impact on municipal cooperation and communities. For all three groups, these values were shown to have a greater impact on municipal cooperation and community building than on job creation.

For the number of businesses, the level of employment and the contribution of business income to annual revenue, we highlight the following results.

For food products, the largest proportion of respondents (50%) indicated between one and ten businesses, a higher proportion than for World Heritage (25%) or Cultural Heritage (30%). However, in all three cases, the highest proportion of respondents mentioned between one and ten enterprises in each locality.

Among the World Heritage sites, the Budapest World Heritage Site and the Tokaj wine region are the two sites with the highest number of businesses and the highest number of people employed. Among the food products, most enterprises can be found in Tokaj Aszú wine and these enterprises employ the most people. Among the cultural heritage sites, Lake Hévíz is the largest “employer” and the one with the largest number of enterprises.

In addition to the municipal impacts, we also asked stakeholders how and to what extent the Hungaricums have impact on job creation, business stimulation and cooperation in the region (county) concerned.

By comparing the three groups, it can be concluded that food products have a greater economic impact at the regional level than World Heritage sites and cultural heritage sites. At the municipal level, world heritage sites came first, followed by cultural heritage sites and finally food products.

In the case of food products, one third of respondents said that they make a significant contribution to regional job creation and half of the respondents said that they make a small or medium contribution to regional job creation. On the other hand, for World Heritage products, a quarter of respondents said that they contribute significantly to job creation, while two thirds said that they contribute less to job creation. In the case of cultural heritage, 20% of respondents reported a high regional economic impact, a third a medium regional economic impact and 40% a low regional economic impact.

The majority of the responses therefore supported a low regional economic impact (half of the responses for food products, two thirds of the responses for world heritage sites and 60% of the responses for cultural heritage sites). These responses confirmed that the job creation potential of these assets was even less exploited at regional level than at municipal level. Thus, when comparing the regional economic impacts with the impacts on the municipality in all three groups, we find that the municipal than the regional job creation impact is more significant for all three groups.

In the context of regional cooperation, it was also confirmed that Hungaricums have a greater incentive for cooperation than they contribute to job creation at the regional level. This was confirmed for food products by a third of the respondents, who considered food products to be a significant driver of cooperation at the regional level, while 67% of them considered

them to have a significant impact on cooperation at the municipal level in particular. A similar result was found for World Heritage sites, where a third of respondents said that they are a significant driver of cooperation at the regional level, but 63% of respondents confirmed that World Heritage sites have a significant impact on cooperation mainly at the municipal level. Cultural heritage has the most significant impact on cooperation at regional and municipal levels. For these, half of the respondents said that cultural heritage makes a significant contribution to cooperation at the regional level, while two thirds of the respondents said that it contributes to cooperation mainly at the municipal level. Here again, we can therefore highlight the finding for all three groups that the impact on cooperation is more significant at the municipal level than at the regional level.

We also sought to find answers to the question of how and by what means to make greater use of Hungaricum to strengthen the identity of the municipality.

In the World Heritage group, respondents highlighted the need to strengthen cooperation between the municipalities, businesses and NGOs concerned and to integrate the World Heritage development programme into the support schemes. Reaching out to young people, passing on values and integrating them into education were also among the suggestions. A special chapter was devoted to the promotion of municipal/regional marketing activities and the need for normative marketing support, as well as to the development of communication tools (advertising and media tools, publications, tomorrow, community identity events).

Among food products, several respondents stressed the importance of subsidies. In this group of answers, the uniform quality assurance, the development of a trademark system, the Hungaricum product protection heritage preservation tenders, personal support for heritage guards and support for heritage sites were highlighted. The need for more support for activities requiring a large manual workforce was also raised. The third category of responses highlighted the potential for tourism. Respondents mentioned the creation of a product manufactory, where the history of the product and the entire production process could be presented, with tasting and shopping opportunities. Within the marketing theme, regional communication tools, multilingual publications and image films, the development of online communication tools, participation in exhibitions and the organisation of identity events were also mentioned.

In the context of cultural heritage, the idea of creating a network of quality-certified Hungaricum shops was raised. The exploitation of Hungaricums could also be enhanced through the development of attractiveness (creation of a museum to preserve and display their tangible and intangible heritage) and through ongoing marketing communication activities (media and advertising tools, publications, educational programmes, community colleges, camps, conferences, training courses, events involving young people, and interactive programmes). The organisations consulted consider it important to familiarise children with these values from an early age (nursery and primary school), as this can strengthen the long-term sustainability of the municipality and encourage young people to stay in their homeland.

SUMMARY AND CONCLUSIONS

Research in the literature has shown that Hungaricums play an important role in the development of a viable national identity, since one of the conditions for a positive self-esteem of our nation is that it should be endowed with valuable qualities. However, in addition to the national feeling and national identity patterns that are alive among the Hungarian population, the role of Hungaricums in local identity can also be highlighted. They have a special, authentic value. Hungaricums are an opportunity for rural areas to break out of their rural environment and can play an important role in the development of a diverse range of products in cities. The preservation and exploitation of Hungarian products has a number of direct and, above all, indirect benefits for the society and economy of the regions concerned. They contribute, among other things, to the creation and safeguarding of local jobs and to an increase in the incomes of raw material producers and hence in local tax revenues.

Festivals, fairs and themed tours are tried and tested ways to showcase these values to native citizens and tourists. Revived culture allows for the preservation of traditions, community development and the shaping of identity. On the other hand, active participation and involvement has led to a growing demand on the part of consumers for offers of authentic value. This in turn can bring economic benefits to local communities and develop their infrastructure.

In the questionnaire survey, we sought to find out to what extent the Hungaricum is a decisive factor in the development of the municipality; how the municipality's leadership and the population relate to the Hungaricum. We also asked the organisations concerned at what territorial level (municipal, regional, national, international) does the Hungaricum have an impact on job creation and communities, and to what extent does it have an impact on job creation, businesses and cooperation in the municipality or region concerned. Finally, our study also looked at how and by what means the Hungaricum could be used to a greater extent to promote the development of the municipality and strengthen the identity of its inhabitants.

Primary research has shown that the use of values in community development is related to the perception of values. Positive attitudes of municipal leaders towards the use of values may also influence public perceptions. Indeed, in municipalities where the municipal authorities pay a great deal of attention to the use of these values, there is a more positive perception and a greater sense of pride on the part of the population.

This may lead us to ask why people should be more proud of their cultural heritage than of their world heritage sites, which are the outstanding treasures of humanity. To this end, it is worth bearing in mind that the cultural heritage group is made up mainly of assets that are on UNESCO's representative list of intangible cultural heritage. This includes the Busó Festival of Mohács, folk art from Kalócsa, Matyó folk art and handmade lace from Kiskunhalas. The above question may be explained by the fact that these values are cultural expressions passed on as knowledge of living communities, which still strongly determine the identity of the communities, groups and individuals concerned, while these forms of expression and shared knowledge are recognised as their own cultural heritage. This shared knowledge can contribute significantly to the sustainability of a community and provide resources for its survival.

The aggregated analysis of Hungaricum has shown that the more prominent presence of a given value in the development of a settlement generally also leads to a more widespread territorial impact on job creation and businesses, and a more positive perception of the value by the population. This suggests that food products have an impact on job creation and business stimulation mainly at national level, cultural heritage at regional level and world heritage sites mainly at municipal level. In terms of community building, however, World Heritage sites and cultural heritage are the most important. It also emerged that a third of the respondents believe that the community-building potential of food products is much greater than they have exploited.

NOTES

- ¹ Goulash is a soupy dish with plenty of stock, onions and peppers, diced potatoes and chips. Gulyás is one of the most popular beef-based dishes of Hungarian origin and is known all over the world. Quality paprika is an essential part of the recipe. The birth and spread of gulyás is linked to the pastoral life of the lowlands, which was based on extensive livestock farming (Hungarikumok Gyűjteménye - Hungarian Collection of Values; Hungarian National Values and Hungarikumok Szövetsége).
- ² An aszú wine produced in the Tokaj wine region in the north-east of Hungary, i.e. a dessert wine made from acidified grapes. Tokaj has a microclimate and soil conditions that are unique in the world, which are particularly favourable to the formation of aszú (Collection of Hungarian Valuables).
- ³ The Hortobágy, Europe's largest continuous grassland, was not created by deforestation but by the work of pastoral communities, and has been able to preserve its biodiversity ever since. It is the largest and oldest national park in Hungary and, in the eyes of many, the essence of the country, synonymous with the Hungarian wilderness (Hungarian Heritage Collection - Hungarian Value Register).
- ⁴ The creator of the Dobos cake (1884) was József C. Dobos (1847-1924), a famous confectioner from Pest. The Dobos cake is a circular cake with a Dobos cream between five layers of the cake. The cake layer and the cream are of almost equal thickness. The top of the Dobos cake is made of a Dobos sugar top made with golden brown caramelized sugar (Collection of Hungarian Food and Dobos Cakes - Hungarian National Inventory).
- ⁵ Pálinka is a protected fruit spirit produced in Hungary. The most common raw materials for pálinka are plums, pears, apples, apricots, sour cherries, cherries, grapes, grape marc or strawberries, but it can be made from any fruit produced in Hungary (Hungarikumok Gyűjteménye - Hungarian Collection of Traditional Hungarian Values).
- ⁶ The chimney cake gets its name from the fact that the elongated, cylindrical shape of the cake is reminiscent of the chimney used to vent smoke. By the end of the 18th century, the cake had spread throughout the Hungarian-speaking world. At the beginning of the 20th century, its surface was flavoured with granulated sugar and walnuts (Hungarikumok Gyűjteménye - Hungarian Collection of Traditional Hungarian Products - Hungarian Valuables).

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