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CultureNET- Save the date

Cross border shopping between Ausztria and Hungary

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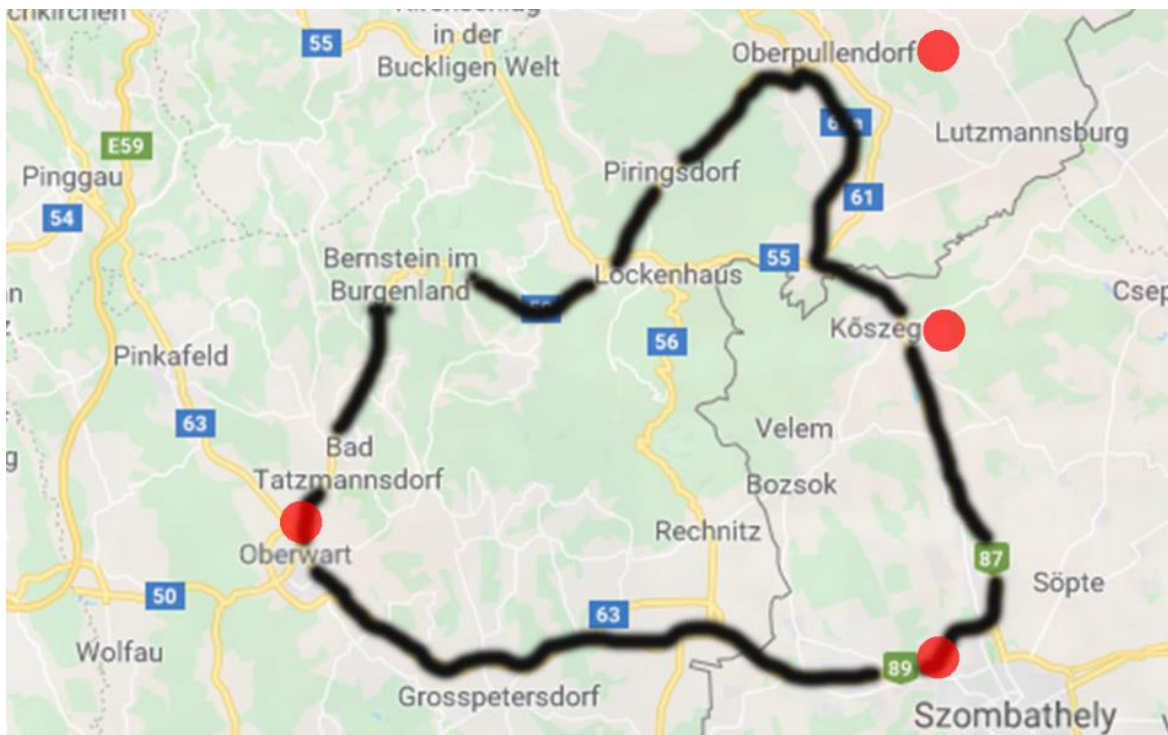
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Introductions:

Keywords: Cross-border cultural exchange, Urban renewal, Local economy

In the last years, urban cores are losing attractiveness as a result of current economic development trends. The main reason behind is moving from traditional shopping in the city centers to suburban areas. The consequence of this phenomenon could be seen through the deserted urban cores making them look like a “ghost cities”. Supporting local economy is the main idea of this project through advanced cultural offer in four border cities: Oberpullendorf, Oberwart, Kőszeg and Szombathely.



Remarkable structural changes have taken place mostly in cities. This is a physical aspect of city changes. In the past years there are a huge impact on economic aspect. People are not so motivated to come in city center as before. This problem could be a challenge for community (re)development in sense if sociological aspect.

Cultural networking could be an excellent ground for the setting of cultural economy. Strengthening the connections between knowledge sectors of economy, universities

and the business sphere could be one of a solution how to stimulate cross-border exchange.

Improvement of the community and individual living quality of the internal areas is also one of a project aims. This aim is a little bit abstract and not so measurable, but this is one of our guidelines.

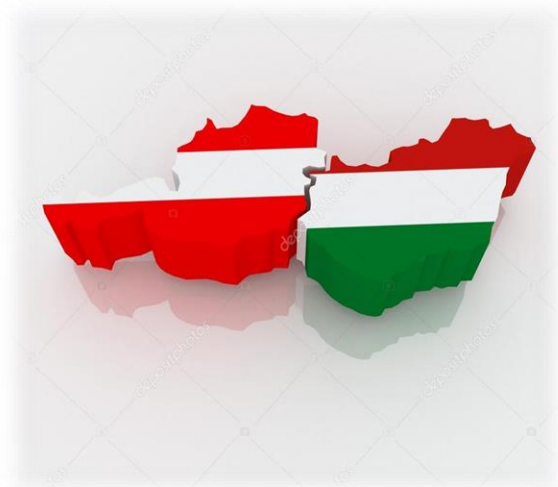
This project is focused on 3 segments:

- to make a list of cultural evnts in order to make a strong cultural network,
- to support local economy through through bring people back to city center,
- to renewal urban core -focus is more on four town then whole region.

The target groups that the project addresses represent the various actors involved in cultural events, transportation companies, regional development and management. The specific user group is not defined since the project provides overview of the diverse cultural events for all consumers regardless their age and gender. This project doesn't just target the population in this specific area, but also tries to represent a pull factor for other cities in the region following this example.

It follows from the neighbouring situation of Austria and Hungary that the inhabitants of the countries, especially those living directly on the border, are an integral part of cross-border life, possible daily commuting, tourism, etc. This phenomenon has always been in these areas, where it is more significant or less significant. In the past, before the EU joining, border controls made shopping in neighboring countries more difficult. Nowadays, this process is less prominent because of the free crossing.

In our work, we have taken into account our own experiences besides various internet and literary sources, cause some of us are also living in the border area.



Historical background:

Past:

In the time of Hungarian socialism, shopping abroad was not so typical. At that time, it was difficult to get western products within the country, especially household appliances, electronics, cars, etc.

The first signs of relief came in the 1960s, and in 1970, a law was passed to resolve the issue. Previously, the relevant laws was not even public, the applications were individually judged by the county police headquarters passport department, and there was no justification for the refusal. For the first time, the mentioned regulation, in 1970, said that every Hungarian citizen has the right to receive a passport and travel abroad. However, travel was also subject to a travel permit, which could be obtained for two or three trips in a year; but for this, It's needed to be an impeccable political pedigree (a dissident member of the family could already have been a reason for exclusion) and a good foreign relationship.

In 1976, the Hungarian government was forced to revisit domestic practice. However, the self-revolution was very anemic, and the reasons for the exclusion were not affected by the changes. Relief was therefore statistically hardly detectable: in 1969, 150,000 Western exit permits were issued, in 1971, 190,000, in 1975, 215,000. At that time, 4-5 percent of the applications were rejected.

There was a major breakthrough in the years before the regime change, when, in 1988, a world-wide passport was introduced as a result of a sudden idea. The passport was a kind of "unlimited" freedom, at least people could move more freely between countries than ever before.

This year, 210 thousand VCRs were imported to Hungary, while only 14 thousand were purchased domestically, 45 thousand were received from freezer cabinets and 180 thousand were bought here.

Due to the purchase of the freezer cabinets, the period was called „Gorenje tourism.”



"Passport entitles you to multiple entries to all countries of the world".

The trip had to be not only with a passport, but also with a currency - in 1988 at least \$ 3,000. Many of them, for this reason, also prepared the passport of their elderly, almost incapable parents, to bring their moneys together with their mum-dad slammed into the back seat.

The outbreak in 1988 culminated on November 7th, and the carriageway stood at Szombathely, 12 kilometers from Bucsui, for example. The absolute record was set up on another socialist celebration, on April 4, 1989, when it is estimated that half a million Hungarians - according to the News - "two-day video and cooler festival" - were in Austria. The number of visitors to the brother-in-law and those who spend less than 24 hours there, from 177,000 in 1987, tripled in the following year, and it is estimated that Austrian schilling was 50 billion forints between Nickeldorf and Vienna.

In the 1990s, besides the increase in the turnover of consumer goods, an increase in foreign capital investment was observed.

In 1994, 19.2% of rural investments were realized in the two border counties (Győr-Moson-Sopron, Vas), while 16.2% of the organizations had chosen the region as the number of organizations (Table 1). This proportion is significant, as it is almost the same as foreign capital invested in the whole Great Plain, so the concentration of investments in these two counties was outstanding from a national point of view.

The growth of foreign capital can be said to be steady, the big leap occurred in 1992, in the following years the rate has become more moderate, but from 1994 to 1997 the

amount of foreign investments (344%) increased more than three times in Győr-Moson-Sopron county. while in Vas County it is more than 1.5 times (181%).

Foreign investments mainly focused on the competitive industry of the industry, the manufacturing industry, where the introduction of new production cultures, products, product lines (eg automobile parts manufacturing and assembly, computer manufacturing), and the modernization of capacities. More than one fifth of mixed businesses are in the machine industry, one in six in textiles, clothing and leather products.

Since 1996, foreign affairs have become more prominent in the hotel and catering industry, in commerce (shopping malls), but also in various services such as bank branches or personal services (eg dental services).

Austria's 1995 accession and the 2004 accession to the EU and the Schengen Convention helped to strengthen the above mentioned processes. As a result, checks at the internal borders of the Member States were abolished, so that virtually anyone could travel or buy at any time. From now on, with the full opening of the cross-border market, people living in the border area could already make every day shopping in the neighboring country.

However, the fact that Austria has already joined the EU in 95 has led to a significant drop in the number of Austrian guests and guests not yet in Hungary at that time until 2004.



For people living on different sides of the borders, considering the differences in prices and quality, and the related decisions on consumption and investment, are crucial. Mostly, the grocery stores feel the negative consequences of joining the EU, the boutiques, the sewing shops are somewhat less, but the least - because the value of the workforce is lower than in Austria - the providers of various services, whether it is a hairdresser, a beautician or - and first of all - a dentist. However, the goal of Austrian visitors to Hungary is to continue shopping first and foremost.

On the one hand, because the number of shoppers on the market makes the competition for their mercy sharper, on the other hand, because the opening of the western border and the more favorable livelihoods in the average Hungarian conditions attract not only dentists and other larger, intellectual groups, but also lucky ones. The forms of shopping tourism that can be called "penetrant" - except now from the former bass whale from Mosonmagyaróvár to Hegyeshalom - were created by the Stadion business house in Sopron, where, in order for the Burgenland buyer to stay up to the city, they sell some of the boutiques' products at a lower price, or was it Exile Exile, a shopping street in Rabafuzes, where they are not trying to conceal the tying, because they combine shopping tourism with sexturism. By the end of the decade, the construction of large shopping centers and their networking started in large border towns (Gy guard: Plaza, Metro2, Baumax and other DIY stores; Sopron Plaza; Szombathely shopping center). the units of the grocery store chains (Penny Market, Lidl) appeared, so the cross-border centers are getting better prepared for the customers.

Present:

Hungarian shopping tourists spend most of their money in Austria, 50 billion, and an average of 25 thousand for a trip. In 2017, we spread 100 billion in cross-border stores. In five years, Hungarian tourism tourism doubled according to the latest statistics.

Mariahilfer Strasse, Shopping City Süd, Designer Outlet Parndorf are the most popular shopping destinations for Hungarian merchants over the past few decades and nowadays. Even so, the hikers rode the Hungarians to the store at Mariahilferen, where they would have to hurry their heaps of currencies (and even more of them to be more resourceful). But there was also "ungarische lángos" to have a good mood.

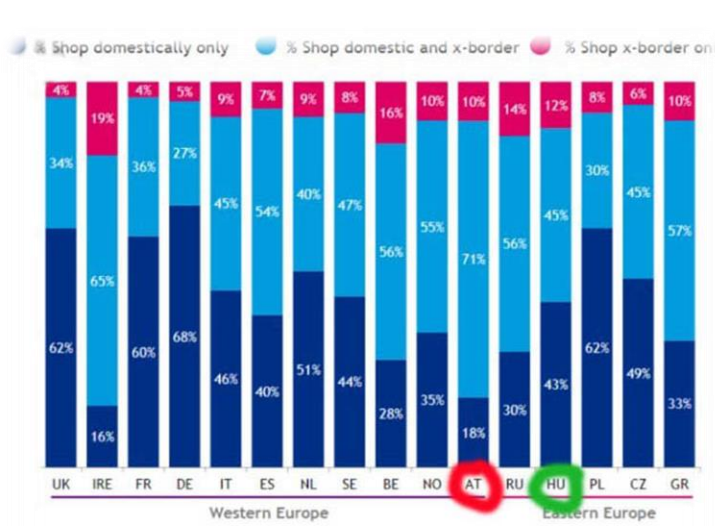
The Austrian shops have never had any language difficulties with the Hungarian customers, but it has to be shown more than today. Nowadays, however, some of the Hungarian sellers are probably not in a small number of Austrian stores.

But it cannot be denied that there is a consumer item that the Hungarian customer says is better outside.

Looking at the last five years, the starting point is that those who go shopping specifically go shopping for a day. Compared to the beginning of the period, the number of these shopping streets dropped to the bottom of a wave, then climbed back to the previous level, in terms of the number of people leaving.

The point is money. And here we can see that shopping tourism has jumped a lot in the past half decade, especially in the past two years, as its value has doubled: in 2013 we bought even 52.1 billion forints, last year it was already 96.6 billion forints.

The spending balance of shopping tourism exceeded HUF 100 billion in 2017. The double increase is a significant rate, and the value is higher than the estimated \$ 50



billion that we buy on the web from foreign stores. So shopping tourism pushes foreign web shopping.

More and more people are moving to neighboring Burgenland. In the Austrian province near the border, several shopping centers have been opened in recent years, which fully satisfy the purchasing needs of the Hungarians. The phenomenon of shopping tourism involves

Ecommerce News - Europe

Cross-border shopping in Europe 2018

both Austrian and Hungarian professionals

Oberwart has recently opened a center where more Hungarians go shopping than



Austrian. But there are many Hungarians going to Eisenstadt and Pandorf. Buying habits are similar in every country, and now there is a tendency for customers to buy everything from one place. These big shopping centers meet this demand.

Urban renewal:

When urban experts were realised the huge problem in urban everyday life, they start to searched for solution. The life is immanent for cities as well as for centers, and because of that one of the main issue is how to renewal city cores.

In order to achieve this, the major aims of urban regeneration are formulated:

- the relationship between the phisical conditions of urban space and social deprivation;
- the attractiveness of linking social improvement with economic progress;
- the changing role and nature of urban policy.

In Western civilisation, the first steps of this actions start very long ago (Picture 1). Since that, experts defined lot of strategies, guidelines and projects in order to improve an urban situation. A lot of sagnificant urban planers, stakeholders, decision makers and citizens still working in this field.



In order to improve cross-border cooperation, we tried to find examples which shows a good practice (Picture 2 and Picture 3). In the Midle-european context, street festivals and cultural events could be catchy for people in order to circulate between this cities and to make stronger connections.





Development trends

Global process of urbanization significantly impact on the historical development and survival of urban centers. The past two decades the city has experienced a massive backslide regarding its economic position. In european as well as in world urban practice is noticeable suffering from the lack of realisable strategies for development.



Picture 4 illustrates common situation in european cities in seventies and eighties years of the twenty century. City center was meetingpoint, shopping zone, magnetic place full of people. It looks that everybody had a reason to come in citycenter and to spend time and money there.

Nowdays, situation is completaly different. We can see nice and well designed places comletely empty. "People often say a city is defined by its inhabitants, so happens when you take the people away?"¹ This phenomena is called „ghost cities“ (Picture 5 and picture 6).

¹ Bobbie Edsor



Unfortunately, we recognized that border towns go this direction.² We formulated our task to renew those towns through cultural networking. Production of catalog with plenty events could be a tool how to make cities more attractive and turn negative development trends in opposite direction.

² Obvious is that this is not exclusive case typical only for this area; but this is a global phenomenon.

There are some good examples around the World where it was successful to refresh the life of the cities. In these places thousands of tourists come to.

Oslo Fjord City

- started on January 19, 2000
- the stretch of land closest to the fjord should be made available for urban development and become a part of the wider cityscape.
- The developments are due to finish in 2030, by then Oslo will have gained not only a beautiful new part of the city but also a brand new and modern container terminal.
- area of about 2,260 km²



Oscar Niemeyer International Cultural Centre

- it's the result of the combination of a cultural complex designed by the Brazilian architect Oscar Niemeyer and an international cultural project
- It was inaugurated on 26 May 2011
- it's "An open square to humankind, a place for education, culture and peace".
- This centre is the first Oscar Niemeyer's work in Spain, and he has said he believes it is the most important in Europe, which is the reason its name is "Centro Niemeyer"



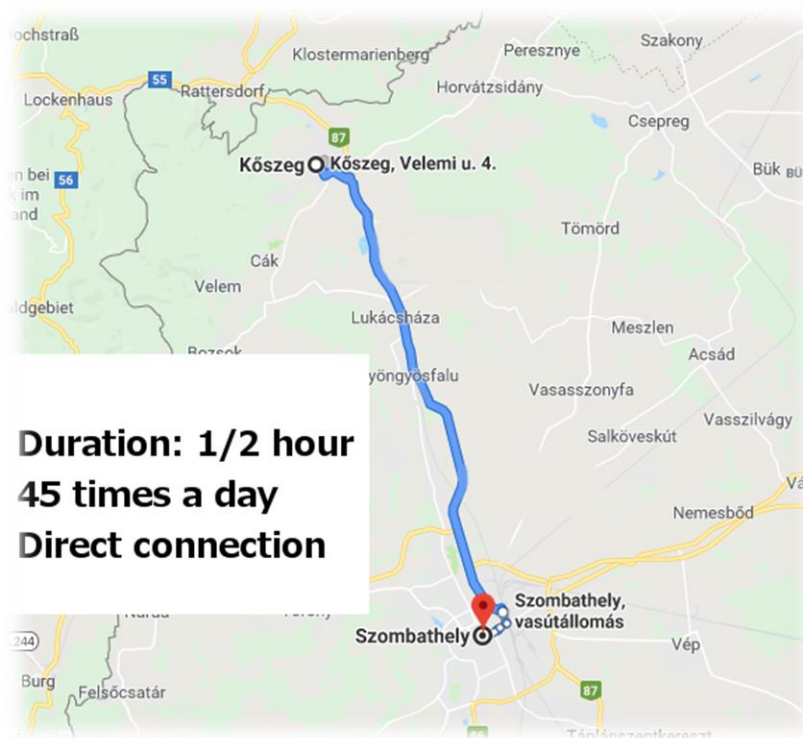
South Brisbane - Queensland

- South Brisbane is an inner city suburb of Brisbane, Australia on the southern bank of the Brisbane River, directly connected to the central business district by the Kurilpa, Victoria and Goodwill bridges.
- 17.5 hectares
- Open all year
- 800 parking spaces
- **Public transit access:** Train, bus and ferry
- Its population was estimated to be 7,196 at the 2016 Australian Census.
- Modern public transport services include suburban train stations at South Brisbane and South Bank and South East Busway stations at Cultural Centre, South Bank, and Mater Hill. CityCat ferry services link South Brisbane to other riverside suburbs.

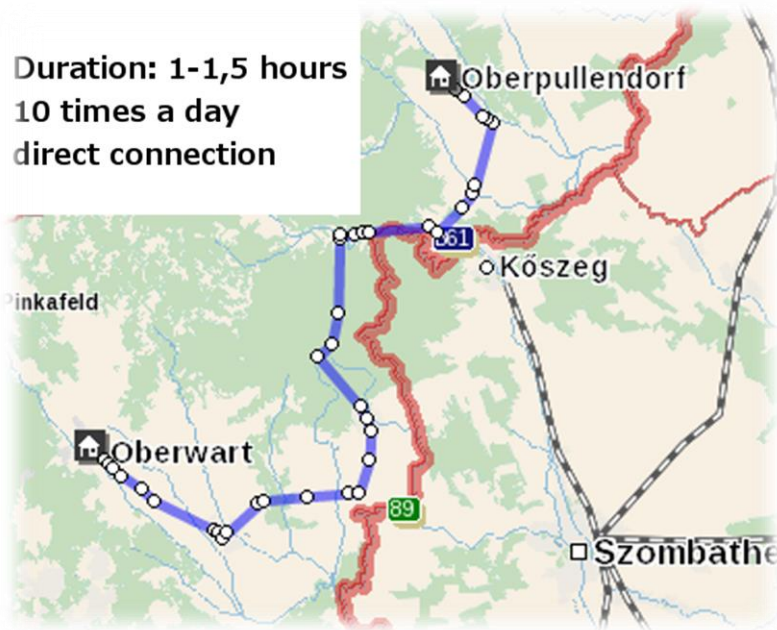


Challenges and Obstacles

As mentioned earlier, the main problem is the extinction of the downtown areas, the elimination of this, and our project offers an indirect solution to this. However, our research and our work has revealed several problems in the target area of our choice. One of these is the limitation of public transport between the Austrian and Hungarian cities. This is a problem because we have to consider the non-cared population in a partly tourism project. Having reviewed several timetables, we found that cross-border traffic is in most cases underdeveloped. Trips can be up to three or four times longer than traveling within the country. Here are some of the above-mentioned problems:



As you can see, there are no problems with the public transport between the two cities chosen, as the number of trips and the length of trips are adequate. There is a train and bus service between Szombathely and Kőszeg.



Looking at the Austrian side, there is already some problem with public transport, as there are far fewer flights per day and the journey continues due to the long, many stops. However, this is still acceptable

It can be seen that the real problem is when we examine cross-border public transport between the two countries.



As you can see on the map, Oberwart and Szombathely are not too far from each other, but by bus we can only travel between the two cities. This not only requires a very long journey time, but also requires 3-4 transfers.



This picture shows another possible route for public transport between Oberwart and Szombathely. This is a bit shorter in travel time than the previous one, but more transfers are needed. Incidentally, this route is also a huge getaway compared to car traffic. (By car about half an hour - forty minutes between the two cities.)

It can be seen that public transport crossing borders requires expansion, as the number of bus turns are low, the journey time is extremely long and there are no direct flights in the target area. This means that those who do not have a car are more likely not to travel to these cities, as this would require several hours of complicated travel.

One solution to this problem could be, for example, the expansion of bus transport within the project, so that anyone, at any time, can conveniently visit cities and their programs and events.

Another major problem is that there is no interface for gathering events in cities located in the border areas of the two countries in a simple way to make them aware of them and to attract them. Our project also offers a solution to this problem, as CultureNET would summarize the calendar of the region's programs from both sides

of the border and inform users about them on a website. Of course, this would be accompanied by a mobile application.

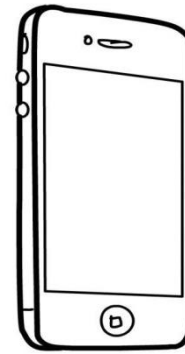
Otherwise, another problem could be solved. This is nothing but a lack of motivation for people. We think that there is not enough motivation today to visit the nearby cities of the neighboring country, because we do not really know what kind of colorful programs are available for those interested. By doing this, however, to create an interface to the chronological summary of events, people would be given sufficient motivation.

While we were looking for programs in the area, we noticed that there were mostly seasonal programs, while the number of tourist attractions dropped significantly in the winter. This is also a problem to be solved as it is in the interest of all cities to have more balanced tourism within a year. Within the framework of CultureNET, we would like to have events in these less active months, attracting tourists to cities.

Output

Platform, application

We would like to create a platform or an application where we can summarise these cities and their programmes. The platform's purpose is the people don't miss the events. These occasions are usually in city centers, and these attract people here.



Calendar 2020

January	February	March	April	May	June	July	August	September	October	November	December
1 We	1 Sa	1 Su	3 We	1 Fr	1 Mo	1 We	1 Sa	1 Tu	1 Th	1 Su	1 Tu
2 Th	2 Su	2 Mo	2 Th	2 Sa	2 Tu	2 Th	2 Su	2 We	2 Fr	2 Mo	2 We
3 Fr	3 Mo	3 Tu	3 Fr	3 Su	3 We	3 Fr	3 Mo	3 Th	3 Sa	3 Tu	3 Th
4 Sa	4 Tu	4 We	4 Sa	4 Mo	4 Th	4 Sa	4 Tu	4 Fr	4 Su	4 We	4 Fr
5 Su	5 We	5 Th	5 Su	5 Tu	5 Fr	5 Su	5 We	5 Sa	5 Mo	5 Th	5 Sa
6 Mo	6 Th	6 Fr	6 Mo	6 We	6 Sa	6 Mo	6 Th	6 Su	6 Tu	6 Fr	6 Su
7 Tu	7 Fr	7 Sa	7 Tu	7 Th	7 Su	7 Tu	7 Fr	7 Mo	7 We	7 Sa	7 Mo
8 We	8 Sa	8 Su	8 We	8 Fr	8 Mo	8 We	8 Sa	8 Tu	8 Th	8 Su	8 Tu
9 Th	9 Su	9 Mo	9 Th	9 Sa	9 Tu	9 Th	9 Su	9 We	9 Fr	9 Mo	9 We
10 Fr	10 Mo	10 Tu	10 Fr	10 Su	10 We	10 Fr	10 Mo	10 Th	10 Sa	10 Tu	10 Th
11 Sa	11 Tu	11 We	11 Sa	11 Mo	11 Th	11 Sa	11 Tu	11 Fr	11 Su	11 We	11 Fr
12 Su	12 We	12 Th	12 Su	12 Tu	12 Fr	12 Su	12 We	12 Sa	12 Mo	12 Th	12 Sa
13 Mo	13 Th	13 Fr	13 Mo	13 We	13 Sa	13 Mo	13 Th	13 Su	13 Tu	13 Fr	13 Su
14 Tu	14 Fr	14 Sa	14 Tu	14 Th	14 Su	14 Tu	14 Fr	14 Mo	14 We	14 Sa	14 Mo
15 We	15 Sa	15 Su	15 We	15 Fr	15 Mo	15 We	15 Sa	15 Tu	15 Th	15 Su	15 Tu
16 Th	16 Su	16 Mo	16 Th	16 Sa	16 Tu	16 Th	16 Su	16 We	16 Fr	16 Mo	16 We
17 Fr	17 Mo	17 Tu	17 Fr	17 Su	17 We	17 Fr	17 Mo	17 Th	17 Sa	17 Tu	17 Th
18 Sa	18 Tu	18 We	18 Sa	18 Mo	18 Th	18 Sa	18 Tu	18 Fr	18 Su	18 We	18 Fr
19 Su	19 We	19 Th	19 Su	19 Tu	19 Fr	19 Su	19 We	19 Sa	19 Mo	19 Th	19 Sa
20 Mo	20 Th	20 Fr	20 Mo	20 We	20 Sa	20 Mo	20 Th	20 Su	20 Tu	20 Fr	20 Su
21 Tu	21 Fr	21 Sa	21 Tu	21 Th	21 Su	21 Tu	21 Fr	21 Mo	21 We	21 Sa	21 Mo
22 We	22 Sa	22 Su	22 We	22 Fr	22 Mo	22 We	22 Sa	22 Tu	22 Th	22 Su	22 Tu
23 Th	23 Su	23 Mo	23 Th	23 Sa	23 Tu	23 Th	23 Su	23 We	23 Fr	23 Mo	23 We
24 Fr	24 Mo	24 Tu	24 Fr	24 Su	24 We	24 Fr	24 Mo	24 Th	24 Sa	24 Tu	24 Th
25 Sa	25 Tu	25 We	25 Sa	25 Mo	25 Th	25 Sa	25 Tu	25 Fr	25 Su	25 We	25 Fr
26 Su	26 We	26 Th	26 Su	26 Tu	26 Fr	26 Su	26 We	26 Sa	26 Mo	26 Th	26 Sa
27 Mo	27 Th	27 Fr	27 Mo	27 We	27 Sa	27 Mo	27 Th	27 Su	27 Tu	27 Fr	27 Su
28 Tu	28 Fr	28 Sa	28 Tu	28 Th	28 Su	28 Tu	28 Fr	28 Mo	28 We	28 Sa	28 Mo
29 We	29 Sa	29 Su	29 We	29 Fr	29 Mo	29 We	29 Sa	29 Tu	29 Th	29 Su	29 Tu
30 Th	30 Mo	30 Tu	30 Th	30 Sa	30 Tu	30 Th	30 Su	30 We	30 Fr	30 Mo	30 We
31 Fr	31 Tu	31 We	31 Fr	31 Su	31 Tu	31 Fr	31 Mo		31 Sa		31 Th

■ Kőszeg
 ■ Szombathely
 ■ Oberpullendorf
 ■ Oberwart



This is an outline of the calendar that contains the events. As you can see, it collects them by city, in chronological order. We marked kőszeg with orange colour, Szombathely with green, Oberpullendorf with brown, Oberwart with purple. The Calendar shows that in June, July and August, there are a lot of theatre programmes (It's the pinky area.)

Also you can see on the Calendar the problem that we mentioned in the part of Challenges and Obstacles, in winter there are no programmes and events.

Examples

Kőszeg

Kőszeg is a very nice city where you can find a lot of events regardless of the season.

The most important are:

ISES (International Summer University)

In the summer the streets of the town are filled with students from all over the world. They arrive here to listen to the lectures and presentations of well-known professors in a picturesque environment at Sigra Palace. During the two-week summer program Hungarian and international professors, researchers, and sometimes even politicians and diplomats hold lectures. It takes two weeks in the summer.

Days of Saint George and The Book of the „Grape’s Coming

The tradition of drawing the new sprouts of grape to a book called „A szőlő jövésének könyve” (The Book of the „Grape’s Coming”;) stands alone in the world. The custom started in 1740. Since then, the new sprouts are collected on the Day of Saint George (24th April). During the centuries, this has grown to a town-wide festival.



Castle Theatre, Kőszeg

The Castle Theatre is considered to be one of the most popular cultural attractions of the region, since the castle serves as a unique setting for the theatrical



performances.

Siege Days of Kőszeg

On the first weekend of August, Kőszeg sends its guests back to the 1532, when the Turkish troops laid siege on the Castle of Kőszeg. The atmosphere of the era is recalled by an spectacular program, which provides entertainment to all audiences. Harvest Festival and International Assembly of Wind Instruments The Harvest Festival and International Assembly of Wind Instruments is the festival of Kőszeg which moves the most people every year. The little town of Alpokalja has a long tradition of wine growing, reaching back to the Medieval period. The festival provides a lasting experience of walking on the cobbled streets, tasting wine and listening to cultural programs.



Orsolya Days (Saint Ursula Days)

The „Taste of the Nature Park and Market of Saint Ursula Days” is organized annually on the weekend closest to the day of Saint Ursula (21 October). At this time, the autumn flavours of Kőszeg and its region can be tasted. In the market, the guests can taste local specialties, such as mézeskalács (‘honey bread’, the Hungarian version of gingerbread), and different types of honey, local wines and chimney cake. The locals can compete by baking homemade cakes, which can also be tasted and bought. The income is spent on charity.



Szombathely

Skansen' Days of Vas County:

It is a folk themed celebration in May with Hungarian local products in the Village Museum in Szombathely. The products are mainly made by hand. This event has a number of concerts and other cultural programs.



Savaria Historical Carneval:

This is the biggest event in Szombathely. The Carneval is a Roman themed festival. The streets of the city are full of people at the time of the event. The Festival gives place for concerts, theatre plays, gastronomy.



Saint Ivan's Eve Celebration:

This event celebrates the longest day in the year, organized around Csónakázó Lake. This event attracts more than 25-30 thousand people every year. There are a lot of entertaining outdoor programs. The different stations of the event is linked by fair. In Midnight, there is a fantastic firework above the Lake which is the final program of the event.



Saint Marton Day: middle of November

It's also placed in the Vas County Skansen'. The base is also the handmade local products of the area, and the folk music and dance. The folk gastronomy offers classic meals from the Órség for the visitors, for example kukoricaprósza, dödölle and others.



Oberwart

Vintage cars

Every year, we look at the Motermion Exhibition in Oberwart, which has bound us for many hours this year. This is done for two reasons, first of all, because we are stumbling across petrol-fired vehicles across several halls and outdoor locations. Secondly, the details and details of the little things that are staring at a veteran car of a veteran car, looking at the meticulous workmanship of a built-in engine and sniffing the interior of a new car. Another hall is full of new cars, the yard can be "furious" by truck, there is also a flight flight, sometimes a streetfighter show, in the parking lot offroad. And then we didn't mention the motorcycle hall, where there are two-wheelers that sometimes get stuck in the mans word.



Burg Schlaining

The castle was donated by Charles Robert to the Kanizsai family in 1326. In 1371 they were replaced by King Louis the Great. In 1445 III. Emperor Frederick András Baumkirchner donated to German mercenary leader. The castle then lived its golden age, and it was built with the splendor of the castle to meet the needs of its age. Ferdinand I. donated to Ferenc Batthyány in 1527. Among the last owners of the castle was Count Lajos Batthyány. We can see various exhibitions in the magnificent castle, where the internationally recognized Peace Institute and the Peace University are also on display.



Inform shop

For almost half a century, it gives answers to all kinds of questions, connects business partners, directs professionals to the right professionals and party lovers in the party tent. INFORM Oberwart is held for the 49th time this year and has become the „queen“; of trade fair events in Burgenland over the past decades. Anyone who passes the Inform Oberwart exhibition hall will always find the answer and make a deal. This is no wonder in this theme mix, offers and the number of exhibitors.

Oberpullendorf

A few decades ago, Oberpullendorf was still an idyllic little village. Today, only the name of the place reminds us of this. In recent years, the settlement has become the shopping and economic center of the region, with more than 200 commercial and industrial companies, and with its well-established infrastructure, it has become a major cultural player in the region. Surrounded by woods, Oberpullendorf is an

excellent starting point for excursions and bike tours, but it is also an excellent choice for passionate hunters.

Naturpark Landseer Berge

The Landseer Berge Nature Park is a landscape conservation area entirely. It is located in the western part of Sonnenland Mittelburgenland and also includes parts of the adjacent Buckligen Welt in Lower Austria. (Celtic village Schwarzenbach). The total area of the park is approximately 6500 hectares. Embedded in a beautiful landscape lies the castle ruin Landsee, one of the largest castle ruins in Europe, which was built in the 12th century.



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