



# **EUROPE TRADITIONS**

ECOS-OUVERTURE PROGRAM

VAS COUNTY  
HUNGARY

## **STUDY**

2000-2001

This study was prepared as part of the

**„EUROPE TRADITIONS”**

ECOS-OUVERTURE Program

on the behalf of the COUNCIL OF VAS COUNTY, NW Hungary

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**2000-2001**

## INTRODUCTION

The Council/Assembly of Vas County in Hungary is co-signing partner of the „Europe Traditions” ECOS-OUVERTURE Program, co-financed by the European Union. The “European Tradition” has been basically built on the experience of hospitable castles, mansions and manor houses in Portugal and in the European Network of the “Europe Traditions Consortium”. The main objective and aim of this project is to expand the private offer of accomodation facilities in traditional historic houses of Hungary, Slovenia, Bavaria, based on the experience of similar houses and their reservation system in Portugal and other countries, are to use their experience and adopt their methods in other countries and regions, among them in Vas County and Hungary.

## GENERAL INFORMATION

### **I. Analysis of the situation and potencial in Hungary, especially in Vas County (NW Region of Hungary)**

#### **I.1. A short outline of Hungarian castles and their architectural characteristics**

The development of the architecture of Hungarian castles has been harmonious with the trends and styles of European architecture, since the beginnings to the 20<sup>th</sup> century. The starting points of this development is the Roman „castellum” (cottages) which were spread along the River Danube already in the Roman period (from the 1<sup>st</sup> century B.C. until the 3<sup>rd</sup> century A.D.). The medieval architecture began from the foundation of the Hungarian Christian State (1000 A.D.) but the remains of these Romanesque and Gothic style palaces and houses can only be found as parts built in subsequently raised buildings. The Renaissance palaces and castles built after the destruction of the Tartar Invasion (1241-1242) had been again devastated during the Turkish occupation (which extended to over 2/3 of the Hungarian territories in the 16<sup>th</sup>-17<sup>th</sup> century). A part of these buildings were converted into fortresses in the war against the Turks. The mementos of the architecture of this era can now be found as component parts of these fortresses.

The 150 years of Turkish occupation had ended with the military action of the European army, led by Prince Eugene de Savoy, at the end of the 17<sup>th</sup> century. At the same time Hungary came under the authority of the strengthened Austrian Empire. The first new castles and palaces after these war times had been built at the beginning of the 18<sup>th</sup> century, as cultural and administrative centers of the aristocracy. The castles of this peaceful era do not appear any more as fortresses, they do not function as buildings of military defense but they reflect the imposing needs of their owners. They represent a new European architectural style the Baroque. Beside the Austrians, well known Italian and French master builders and outstanding Hungarian architects took part in the rebuilding of the country. These larger and smaller buildings raised by the noble families are called “kastély” (castles). Up to they are our most important historic buildings (Ráckeve, Fertőd, Gödöllő).

During the 18<sup>th</sup> century, which was a relatively peaceful period in Hungarian history, the building of castles became wild spread. From the biggest ecclesiastical and royal palaces to small rural mansions, castles were built by the thousand, representing status and wealth. Besides architecture, the Baroque appears in all kinds of art. Richly ornamented interiors French style parks and botanic gardens form these castles into artistic pieces of work.

The Napoleon wars at the beginning of the 19<sup>th</sup> century did not cause much destruction in Hungary but it led to a change in architectural style. The influence of rising national feelings and the current of liberty thoughts are reflected in the architecture of the era. The 19<sup>th</sup> century is dominated by the cold elegance of classicism and neoclassicism (castles of Fót and Seregélyes). Following the revolution and the war of independence in 1848-49,

for a short while the Hungarian romanticism is seeking its own „Hungarian style” by mixing Asiatic decorative elements. The most fashionable palaces and grandiose public buildings of the century were designed by famous Hungarian architects (Miklós Ybl, Hauszmann, Polláck).

Succeeding the neoclassicism, at the end of the 19<sup>th</sup> century, a new style, the eclecticism appears. The facades of the palaces, built at this time, mix the stylistic elements of the last thousand years, at the same time their interiors are most modernly equipped. The palaces of this era are often anachronistic in styles or carry stylistic elements of far away European countries. That is how we can recognize the Victorian architecture in some Hungarian castles (e.g. Keszthely) or some of them may remind us of a palace of the Loire Valley (Tura). Along with the embourgeoisement the aristocratic styles and forms began to appear in urban and rustic architecture. The wealthy peasant houses and town cottages become fashionable and create a new tradition in architecture and also in life style.

At the turn of the century, alongside with a change in styles of other European nations, a new demand on establishing a national architecture appears. During the peculiar Hungarian secession the last characteristic palaces had been built, mainly for the bourgeoisie. Following the I. world war, there were only some smaller mansions built, mostly in an anachronistic neobaroque style. From that time the smaller but modernly equipped cottages and summer residences take over the role of palaces.

Signing the Versailles Peace Treaty, after the World War I, Hungary lost almost 2/3 of its territories and half of its inhabitants. Most of the biggest and oldest castles can now be found in the surrounding countries (Slovakia, Rumania etc.). The castles of these territories are now taken care of by these countries, but the stylistic and spiritual contacts of these buildings with the Hungarian castles remain.

## **I.2. The Hungarian castles during the communist era (1949-1989).**

In the World War II. many of the castles had been destroyed or damaged. Their owners, for fear of the Soviets, sought refuge abroad. The neglected palaces had been plundered by the Soviet army and the local residents. Most of the libraries and galleries had got ruined the furniture carried off. In 1949 practically all the castles were taken into state ownership, most of them functioned as public buildings. They were converted into hospitals, schools, old people's homes, offices or at some lucky cases into museums. The parks of the castles were built up with new buildings their estates, which earlier ensured their maintenance, were liquidated.

The users of the castles usually did not feel any attachment to the buildings or if they did, it was regarded as politically condemnable sympathy with the former owners. There was only little money spent on the maintenance of the buildings. In consequence of the inappropriate use and because of the lack of proper renovations their conditions got worse continuously. In fact due to the high maintenance costs many of the using institutions moved out from the bigger buildings leaving 1/10 of all castles completely neglected.

Castles got regarded as monuments, national heritage in 1980 and a campaign was launched to save them. Around 15 great castles had been restored and converted into hotels and resort houses backed by the biggest state-owned industrial companies.

## **I.3. For general information on tourism, see:**

[www.hungarytourism.hu](http://www.hungarytourism.hu) and  
[www.gotohungary.com](http://www.gotohungary.com)

## **I.4. General data on Vas County**

County Vas situates at the most Western part of Hungary. Its territory is 3337 square kilometer. There are about 269000 inhabitants. The average density of population is 81 persons/square km.

The land surface is quite diverse, lowlands, hilly country parts and volcanic cones can be found all around. The height above sea level is ranging from 125 and 882 m.

The county has common boarder with Austria, Slovene, County Zala, County Veszprém and County Győr-Moson-Sopron. The later two counties alongside with county Vas belong to the region called Western Transdanubia.

The county town is Szombathely.

## **Tourism in the County**

Although not fully exploited, County Vas has quite many tourists attractions, only to mention some:  
- attractive and diverse natural surroundings;

- pleasant climate - some parts have curative effects for many disease , for example the Volcanic Sághegy where one of our potential houses can be found;
- thermal water - Bük, Borgáta, Mesteri, Sárvár,
- many protected monuments, County Vas is one of the richest county in mansions and manor houses in Hungary
- cultural events such as International Folklore Festival Sárvár, Savaria Dance Championship Szombathely.

Even though this favorable situation, the income generated by tourism is only 2-2.5 % of the total GDP of County Vas.

Spas and shopping are the two main branches of tourism. Among the most famous spas Sárvár and Bük can offer exclusive catering and thereapitic services. Shopping is connected to settlements which are near the boarders e.g. Szombathely and Kőszeg. Nevertheless, the tourists and the visitors who stay in this area are able to spend only modest amount of money.

At the very moment, there is still a great need to pay more attention to cultural events, promotion of protected monuments and the development of rural tourism. As a matter of facts, only 30% of the total accommodation can be found in villages. The most frequented villages are in Őrség (southern part of County Vas), but the majority of houses are open for guests only in summer as a result of the lack of modern heating system.

Due to the closeness to the boarder, the “transit tourism” should be mentioned as well. The most frequented places are Sárvár, Bük and Szombathely.

The proportion of tourists from abroad is continously decreasing while the total number of tourists is increasing. Most foreign guests come from Germany and Austria (2/3 of the total number of guests from abroad), however more and more guests travel from the Neatherlands as well.

There are seasonal fluctuation; the high season is from May to September reaching its pick in July and August, while spas can attract visitors all over the year. The most frequented places are Sárvár, Bük and Szombathely.

The main objectives of the tourist authorities are to prolong the average staying and develop exclusive village tourism which are parallel with our goals. Therefore, the Magyar Vendégváro Ódon Házak Associations main partners in connection with rural tourism can be:

Hungarian Tourism Ltd. , the national agency on behalf of the Ministry of Economy  
Ministry of Cultural Heritage  
Ministry of Rural Development  
General Assembly of the County Council - sub-committee of Tourism  
Local Governments  
Tourinform services

## II. ANALYSIS OF THE PROPERTY RIGHTS, LEGAL, INSTITUTIONAL AND FINANCIAL FRAMEWORK

### A. Privatization and property rights

As a result of the 1948 nationalization, practically, all castles, manor houses and mansions became state-owned. The majority of former owners emigrated, many of them were removed to countryside, others, losing their fortunes, dispersed in the country.

After the change of regime, in 1990, one of the first steps of the New Hungarian Parliament was to come into division unanimously, concerning compensation laws, namely, instead of restitution, they decided on recompensation. This meant that the former owners of castles, manor houses and mansions and their descendents - if they put in their claim within the appointed date – could receive compensation tickets in proportion with their lost properties. The compensation tickets could be used in the re-privatization to buy agricultural land and producing properties between 1990 and 2000. At the same time, with regard to the limited sources of Hungary, only fragments of the value of the lost properties, (max. 5.000.000 Ft in value) were possible to be reclaimed. Therefore, It did not meet the cost of the reacquisition and reconstruction of even smaller manor houses. (It is worth mentioning that according to the law which says that the privatization, based on the compensation tickets should have been finished by now, the process is still going on. However, in this phase only few percentage of compensation tickets are in circulation.

Some castles have been given to the local governments, some have been ordered to the proprietorship of the Treasury Property Directorate provided by statute which was to arrange the situation of state properties, parallel with the recompensation law. Therefore, - uniquely among the former communist countries – the former owners lost their right to reclaim their old castles as far back as 1990.

At the same time, theoretically, they have had the chance to buy back their former properties , partly for the compensation tickets. Besides the law value of the compensation tickets there have been other obstacles as well, namely

- the majority of the castles have kept their functions , given in the socialist era,
- many castles have totally seceded from its estate which provided its maintenance.

In the above mentioned situation, the majority of the formal owners or their descendents have invested their compensation tickets in real estate or assets. However, many of the former owners would like to regain possession of their family-castle and some parts of their estates. The basic problem is that the former owners or their descendents have lack of resources (nowadays, regaining of former properties can be done only following the market conditions), moreover, possessing, reconstructing and maintaining such an old building is very costly.

Parallel with the land privatization based on compensation tickets, the legal situation of castles, manor houses and mansions, belonging to the state or to the local government has been changed since 1990. The maintenance of these buildings, typically used before as schools, home for the destitute old, offices for the local government or repository became got unnecessary costly. For this reason, the emptying and selling of these castles which were used for public functions got underway with higher speed, in the first place among the castles belonging to local governments (county and settlements).

Recently, following the conditions of the real estate markets, the bigger castles were bought by companies, giving such functions as holiday home or hotel. Besides this, the castles got in private hands only in small proportion.

According to the experience, gained so far, the castles – smaller castles, mansions and manor houses - which were sold by local governments and state institute, have passed into the proprietorship of well-off intellectual and enterprisers . The selling of state properties, the so called privatization has been still under process, the culmination point can be expected in the following 4-5 years. It means that the ET Program not only helps the about-to-form circle of owners but also influences the future of the castles and has beneficial effect on the utilization of the castles. It opens the way to the participation in ETC Network, a good pattern of exploitation and utilization of castles in Western-Europe. Because of the ET program, more and more people will be interested in having a hospitable old house as to maintain the house from the profit. By means of the ET Program the former owners and their descendents can join the castle privatization. They would not be able to regain their old properties without professional and moral help. This direction is more favorable than the current practice from the point of view of national patrimony.

Nowadays, some of the castles are bought only with the intention of real estate speculation. However, there are instances that the buildings have been restored in a style which are against the regional traditions by their new, sometimes foreigner owners. Moreover, these castles cannot be visited by the general public anymore.

**Summary:**

The privatization of the smaller Hungarian castles, under market conditions, is still under process. By this means, under coordinated legal conditions, the former and also the new owners

- are able to join the program
- require international relationship,
- moreover, the program can have beneficial effect on the privatization of the castles.

## **B. FINANCIAL NEEDS AND SOURCES FOR RESTORATION AND PROMOTION**

At present, in Hungary, out of some 11.000 protected monuments, among them 700 „castles and mansions” are recorded, however, besides these, there are circa 1000 castles (historic houses bearing the signes of high architecture) which are continuously obtaining the category of “protected monuments”, irrespective to the proprietorship (state, community or private), this process is regulated by laws and decrees.

The organisation of the National Board for Protection of Hungarian Monuments is more than 150 years old. It has gained success in Europe with its methods of renovation, giving high priority to the strictly authentic restoration. The monument protection was active also during the socialist era. Notwithstanding, small amount of money was invested, the built values were professionally protected. For this reason, the majority of Hungarian castles and mansions are in bad condition, but their can be restored into their formal states.

At the same time, during and after the II WW, the furniture, the libraries and the technical instruments were totally destroyed or some of them stolen. Therefore, we have to pay great attention not only to the **renovation of protected monuments** but also to **the collection and substitution of old furniture, libraries and technical instruments**, moreover to **the reconstruction of gardens and parks**.

### **Important Authorities and Financial Sources**

**The Hungarian National Board for the Protection of Historic Monuments** is the highest authority and scientific institute for protected monuments. It concentrates mainly on the scope of professional and legal side of the renovation processes. Therefore their financial source for renovation is very limited. The direct sources, with the interposition of the State Treasury and the Ministries, are allocated specially to big castles of special value, which mainly belong to the Hungarian State, with property rights represented by the Treasury.

Under the authority of **The Ministry of Cultural Heritage**, the Cultural Foundation concerning monument protection invite the owners by direct tender for grants formaller private castles, too. In 2000, 2 or 3 small private mansions obtained money from this source. 2000 was the first year when the renovation of old castles, manor houses and mansions, moreover the substitution of furniture were separately budgeted.

**Local funds** have been brought into existence by most of the counties and towns. These are available through direct tenders. The main objective of these Funds is to improve the outlook of the settlements. Therefore, as the castles are determinant buildings of these, the funds are attainable to the smaller castles and mansions.

So far, **public sources for monument protection, economic and regional development** were available only by separate nominations, unrelated within projects concerning

monument protection. However, the possibilities to obtain the sources have positively changed. As the time, when Hungary joins the EU is approaching, the coordination of sources follows the pattern of that in Europe.

One of the important steps was to issue the so called “**Széchenyi**” **National Plan**, which is first and foremost marked out for supporting the development of rural economy and improving the quality of life. The Subprogram Nr, of the Széchenyi Plan has been especially issued in order to help castle renovations and restorations.

**Summary:**

Over and above the public castles, the privately owned castles can obtain governmental financial support, however to a lesser extent, through tenders from state, regional and local funds. In the near future, more grants will be available from funds of monument protection, tourism and regional development, to projects which are being intended to make professional renovation of protected monuments and their utilization in cultural tourism.

In this context the Europe Traditions Program

- helps the coordination of financial sources in respects of projects ( perhaps obtain further sources)
- turn the attention to the importance of privately owned castles which bear public values – it can contribute to increase the available funds.
- International sources will be available to the Hungarian Castles (EU, Foundations, law-interest bank loans)

**C. SWOT ANALYSIS**

As the focal area is County Vas and its Region, I have made the following SWOT analysis in connection with this program concerning Tourism in this region.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Many old houses,</li> <li>• planned and conscious help from the tourist authorities</li> <li>• rich in cultural heritage</li> <li>• nice environment</li> <li>• hospitable inhabitants</li> <li>• near the Austrian, Slovakian and Slovenian boarder</li> <li>• many potential guest from Germany, Austria and the Netherlands</li> <li>• good public security</li> <li>• expanding opportunities in economy</li> <li>• Central-European situation</li> <li>• Living traditions</li> <li>• Good relations with the Government</li> </ul>	<ul style="list-style-type: none"> <li>• No aristocracy,</li> <li>• Lack of Information</li> <li>• Poor conditions of main roads and other transportation possibilities</li> <li>• Infrastructure: Shortage of sewage system, shortage of organized refuse removal</li> <li>• Lack of complex products!!!</li> <li>• No airport for charter passengers</li> <li>• Seasonal fluctuation of tourists</li> <li>• no houses which reach the required standard</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Széchenyi Plan to gain financial help to develop attractions and rural tourism, reconstruct old houses and monuments</li> <li>• Expedient product development in the tourist industry</li> <li>• Many buildings are waiting for reconstruction</li> </ul>	<ul style="list-style-type: none"> <li>• There is only slow development of the road conditions</li> <li>• Environment protection is legging behind</li> <li>• Still slow to pass the boarder</li> </ul>

**D. MAIN TYPES OF HISTORIC HOUSES INVITED INTO THE PROJECT**

CASTLES (“kastély”) – bigger (over 400 m<sup>2</sup>) size alone-standing historic residence of noble families, built in architectural style of the building age, generally with later, but organic alterations and architectural interventions, center of (former) agricultural-economical estates and center of the cultural-social life of the neighborhood. Today protected as national or local historic building/monument. Castles are generally built on the edge of a settlement.

MANSIONS AND MANOR HOUSES (“kúria”) – smaller houses, generally as a “second” house of a noble family, center of a smaller estate or agricultural/horticultural land, generally built in a smaller village, often surrounded by auxiliary farm buildings.

HISTORIC FARM HOUSE (“parasztház”) – historic vernacular building, which kept its traditional look and architectural features, and some of the auxiliary service buildings (stables, graneries, etc), capable even today to give place to a family and also to their guests.

SPECIAL HISTORIC BUILDINGS - under this category are considered historic buildings, which originally combined house and economical functions (e.g.: water-mills built with the house of the miller, stables with rooms on the second floor, ruins of forts with reusable elements, former carriage/post-stations, etc). These buildings

### III. SETTING UP PILOT NETWORKS

#### III.1. CHARACTERISTICS AND SPECIAL DEMANDS OF THE HUNGARIAN CASTLES, MANSIONS AND OTHER TRADITIONAL HOUSES TO BE INVOLVED IN THE PROGRAM

In most instances, the majority of private castles and other historic houses are **in the hand of new owners** as a result of the above mentioned privatization. Most of new owners - intellectuals, business executives, patrons of ancient buildings - make attempts to restore the buildings into their former original state. In general, they try to do it in **collaboration with** the former owners to keep the names of the castles and save their authentic values as monument. The program “Europe Traditions” can contribute to this to a large extend (even to the returning of formal owners), if it offers a real chance to sources for renovation, maintenance and operation.

Due to the public functions of castles in the socialist era, all furniture of the castles were taken away or ruined. Furthermore, the estates – parks and gardens – were oftenly separated from the buildings, and in many cases other, new buildings were erected there. Therefore, **the concerned castles need complete architectural and indoor renovation.** This can be achieved with significant support and available profit, within the aims of ETP. At the same time, not well-known by foreigners. The Hungarian castles and historic houses are quite sobre and modest in their exterior, and neither their interiors are as rich as those of in Western Europe. For this reason, the Hungarian castles must do further efforts in order to attract as many visitors, as their Western European “counterparts”.

In respect to the above mentioned problems, it is proposable – opposed to the Western European Castles in ETP network – to let the old houses (joining to the ETP) offer other **additional services** which show **typical national characteristics.** These services once wrer integrated parts of the Hungarian hospitability (“catering”) tradition, therefore they would not be strange or new to the traditional use of castles, moreover, they could help to wake up **memories of their old time** traditional past.

The following services could be reproduced with prominent role in the traditional life of Hungarian castles:

- **Gastronomy** (locally made and served meals)
- **Horse riding** (stables are still integrated parts of a traditional Hungarian estate)
- **Music entertainment** (classical and folklore programs where the guests can be active participants)

These “historic life-style” services, which evoke the traditional castle life, could

- increase the attractive force of the castles,
- increase the obtainable profits,
- contribute to the formulation of positive image of tourism in Hungary.

### III.2. PRODUCT MARKETING

#### 1. Categories

**Type 1:** Noblemens' Houses: "Kastély & kúria"  
(Formal Noble Residence: Castle, Mansion, Manor Houses)

**Type 2:** Vernacular historic architecture: "parasztház"  
(Farm house, peasant house, etc)

**Type 3:** Protected monuments of special value: (mill, huntsman house, etc)

#### 2. Prices:

After the transition period, we would like to offer **3 (three) different prices** according to the set criteria, namely A,B,C. As the seasonal fluctuation is high in Hungary, it is also advisable to distinguish **two seasons**, high season and low season (e.g.. A/1). (High season ranges from May to October, furthermore comprises December. On the other hand the other months are considered low season).

#### 3. Rating system:

In order to distinguish the prices, the rating system of Hungarian Hotels and private accommodations are taken into consideration with respect to the type and services. In the future that should approach the standardised European Rating system.

#### 4. Segmentation of potential tourists

If we have a closer look at the history of tourism, we can see that the boom of mass tourism is over. More and more tourists are looking for unique destinations, but above all, unique products. We firmly believe that there is no better offer than that of local tradition. Local tradition, combined with high quality accommodation and hospitable family can attract tourists mainly with the following characteristics:

**Geographical characteristic:** tourists from bigger town and cities.

**Demographic characteristics:** couples of their 40-60's, families of 3 or 4 with children older than 6. Intellectuals with discretionary income, managers and business executives.

**Psychologic characteristics:** higher classes with love of culture, old buildings and peaceful environment

**Attitude:** prefer higher quality, faithful to a brand if satisfied with it.

## 5. Communication mix

### PR and Advertising

Advertising should be reduced to minimum – PR is preferred. It is very essential to have good relation with the media, as it gives respect to the project, and by doing so more and more people believe in its importance. Furthermore, PR is considered to be determining in the later phases of the project, as giving fame the so far established houses. We prefer PR to paid advertising, considering, that the “renaissance” of the national values are worth to the attention of the media for their intrinsic values and the importance of the project.

### Sales Promotion

- participation in travel fairs on behalf of the owners of the houses,
- publishing and distributing annual brochures with the objective of reaching the potential tourists and organizations such as tour-operators, travel agents etc.,
- as long as the ETC-type of reservation system is not established, we intend to distribute brochures through the Hungarian “Tourinform” network (cca. 150, all over in Hungary and the National Agencies of the Hungarian Tourism Offices - foreign representations - in many countries.

### Personal selling

With the establishment of center office, personal selling will play an important part in communication.

## 1. Positioning

Among the many advantages of our houses in relation to our competitors, such as hotels and bed and breakfast houses in rural area and towns, are the **uniqueness of “historical” and traditional atmosphere, the special care of guests, the quality accommodation in old buildings and the peaceful and natural surroundings.** The combination of these elements with the philosophy of “family accommodation” create a special product which is a novelty in Hungary.

## 2. Branding

Proposed name of the Hungarian network is:

**Magyar Vendégváró Ódon Házak (MAVOH)**

The rough English translation is: „Hungarian Hospitable Ancient Houses”

Under this brand name tourists can expect **traditional, Hungarian houses in special rural environment, standardized quality of accommodation and hospitable families or owners.**

**Proposed logo**, see: annex. The logo is inspired by a real architectural detail.

## 1. Reservation

At the first time the so far existing reservation systems are used / direct reservation, Travel agencies and Tour-operators. Further on, we aim to establish the computerized central reservation system as part of the ETC chain.

### **III.3. DESCRIPTION OF THE SITUATION OF THE POTENTIAL HOUSES, BASED ON SITE ANALISYS:**

List of houses invited into the Association MAVOH::

In Vas County:

BEJCZGYERTYÁNOS, Felsőbeczi-Kenedli House  
CSÖNGE, Csöngére House  
EGYHÁZASHETYE, Marton House  
FELSŐSZÖLNÖK, Nagyudvardi Ház  
KISSOMLYÓ, Old House  
MEGGYESKOVÁCSI, Nyers House (guest-house)  
TOKORCS, Fodor House  
SÁGHEGY, Vulkán House and inn  
SÁRVÁR, Szalay House  
SITKE, Kastélyfogadó (inn)  
SITKE. Mórgós House  
TÖMÖRD, Fehér House (artist home and atelier)  
ZSÉDENY, Maróthy Kúria

In other regions of Trans-Danubian:

CSABRENDNEK, Miklósi-Sikes House  
PUSZTAZÁMOR, "Öregtölgy" vendégház

With the help of the Tourism Commettee of Vas County and the Sub-Commettee of Tourism of the Parliament the program has strated to be extended, inviting further siutable historic houses from the region outside Vas County.

#### **Conclusions of visiting potential houses on April 2001.**

ZSÉDENY

The manor house is in good condition, with beautiful surrounding, alongside the 84 main road the park is beautiful. The house is furnished with mainly antique furniture, every room has its charm. The owner is enthusiastic about old buildings and she is a very nice hostess. At the moment the manor house functions as an "inn".

### SÁGHEGY, fogadó

This beautiful building is suitable for high quality tourism, however at the very moment it functions as tourists hotel of low quality. In September the owner wants to fit the house up for higher quality. (still not exclusive).

### KISSOMLYÓ

Problem the house too small to house of tradition

There is not enough place for the owner and the guests to live together. Beautiful horses!

### TOKORCS

The houses are suitable for village of tradition. Horse-breeding establishment with 46 horses.

### FELSŐSZÖLNÖK

Formal residence of the parish-priest from 1850. Beautiful house, nice and peaceful surrounding. The hostess couple is very nice and enthusiastic about the place. The problem is that the rooms are not suitable for joint bathroom.

### MEGGYESKOVÁCSI

Nice manor house with peaceful environment. Problem : it needs great investment in order to approach high quality accommodation.

### **Conclusion**

In our survey, we can see that even though the many castles and other protected monuments in private hands, there are not even one in County Vas which is ready to offer as high quality of accommodation as that is in Western European countries under the term of Europe of Tradition. Therefore, we can establish that besides the already existing hospitable ancient houses we need to deal with other ancient houses, whose owners want to offer high quality accommodation, however, at present, the gates are not open for guests. (más színű a térképen)

#### **III.4. FOUNDING THE**

#### **“MAGYAR VENDÉGVÁRÓ ÓDON HÁZAK” ASSOCIATION**

#### **Extract from the Statutum of the Association**

(Complete document to be translated to English).

1. The founders meeting took place in 27 of December in order to give directions in order to join the Europe Tradition Consortium. The founding of the association is in conformity with the Hungarian law.

The present headquarters of the association is Nádasdy-Castle Sárvár, Várkerület 1.

2. The main goals are the followings:

- to promote people who would like to preserve national tradition and culture
- to keep in touch and promote other associations and that are committed to preserve national and European values, culture and morals
- to create professional and civil forum in order to conserve and develop the region
- to collaborate with non-governmental associations
- to initiate the citizens in order to achieve regional objectives, to create plans, moreover, publicize the probable harmful tendencies
- to promote quality product of accommodation in private houses
- to develop the marketing and distribution of brochures
- to facilitate the exchange of ideas and networking
- to promote tourism for Europe from other continents
- to promote relations with the European Union

3. The scope of tasks are the following:

- to familiarize the public with the goals of the association
- to influence local and governmental decisions in favor of the association
- to achieve the common goals
- to organize meetings, conference connected to the objectives
- to promote studies with the given tools which helps the works of the association
- to express opinion in order to achieve the tasks

4. The members of the Association are those who accept the rules and the objectives in conformity with the Hungarian law

5. The membership comes to end in conformity with the Hungarian law

6. The rights of the members are in conformity with the Hungarian law

7. The duties of the members are in conformity with the Hungarian law

The founding of the association is in conformity with the Hungarian law

8. The tasks of the General Assembly and the Manager are in conformity with the Hungarian law, similar with that of the Europe Traditionae Consortium

9. The Consultative Council is corresponding to that of in the Europa Traditionae Consortium

**ADMISSION FORM**

Name of the house:.....
Proprietorship:.....
Name of the user:.....
Address:.....
Telephone:.....
E-mail:.....
Code of personal identity card:.....
Name of the owner:.....
Address:.....
Telephone:.....
E-mail:.....
Code of personal identity card:.....

Details of the house

Type 1: Formal Noble residence: (castle, mansion)

Type 2: Vernacular house: (cottage, rural house, farm house)

Type 3: Other houses of special value:  mill  huntsman house  agricultural building

Short history of the house

.....  
.....  
.....

Size of the house:.....

Number of rooms:.....

Number of guest rooms:.....

If guests room are not available yet, how many guests rooms do you plan:.....

Supplies and facilities:

.....

Total area of land/plot: .....

Auxiliary buildings:  stable  chicken run  pigsty  granary

Main directions to the house:

- road:.....

- train:.....

- bus:.....

- others:.....

Is/can be your house already open to the guests?  yes,  no

If your answer is no, when do you want to open?.....

Present condition:

- no need of reconstruction, in good condition,
- need constructing, great need of reconstruction, in a very bad condition,
- need of interior refurbishment,

Comments:.....  
.....  
.....

Present function of the house: .....

Grading of the house in respect of monument protection:      listed grade 1  
   listed grade 2  
   others, namely

**Guest rooms**

	Present	will-be
Ground floor:		
Upper floor:		
Total beds:		
Bedside table:		
Heating:		
Table:		
Bathroom:		

**Services**

What languages are spoken at the house? .....

What facilities are there?  swimming-pool  tennis  sauna

**1. Traditional/local gastronomy offered:**

- Hungarian breakfast
- Breakfast + dinner (complete dinner, made in the kitchen)
- Possibility for barbecue in the garden
- Wine tasting in the local cellar
- „Full scale” of local gastronomy

**2. Horse riding/carriage riding:**

- o support stable for guest horse
- o possibility for riding
- o riding and training

**3. Music entertainment :**

- o music room available
- o small concert rooms available
- o concerts organised on request:

in-door, open air,  
classical, folklore,

other services, namely: .....

Planned facilities

.....  
.....

Accessible rooms:  living room  library  dinning room  others, namely:..... Do you accept organised meetings? .....

Where is the breakfast served?

kitchen  dining room  guest room  as it requested  other, namely:.....

**Neighbourhood**

What type of restaurants can be found for 10 kms round? .....

Attractions in the neighbourhood:

Spa, namely: .....

Open air bath/pool, namely .....

National/natural parks, namely .....

Rivers, namely: .....

Lakes, namely: .....

Historic sites/monuments:.....

Cultural events:.....

Others, namely:.....

**The competitors**

Are there any hotels and other houses for 10kms round?  no,  yes, what categories?.....

Other accommodations in the area:.....

.....

Signature

Date:.....

**ANNEXES:**

1.

MODEL

OF A HOUSE WITH GUEST ROOMS

PUSZTAZÁMOR, ÖREGTÖLGY HOUSE

2.

MODEL

OF THE PRESENTATION SHEET

FOR

A HOUSE TO BE CONVERTED TO OFFER 2 GUEST ROOMS

CSABRENDNEK, MIKLOSI-SIKES HOUSE