
Cultural aspects of the challenges of the sustainability of the medium-sized cities in the region of Southern Transdanubia, Hungary

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Introduction

The fundamental questions of sustainable development as well as the scientists, the researchers and the economic experts as well as the public opinion from the 1960-er years. Because of the economic, social and environmental challenges that are occurring with increasing intensity, the need to shape the equilibrium at a global, regional and also local level is becoming more and more urgent, which can also secure the prosperity and well-being of the given community in the long term.

The ever-increasing globalization of economic and social processes of modern times have left the important part of the more or less closed societies and communities that are fundamentally challenged by the challenges of strong sustainability. In the earlier historical times, the geographic and natural characteristics and characteristics of the individual regions, settlements have decisively determined whether the individual communities can have long-term functioning economic and social systems. The logic of the individual processes has not actually changed even in our day, the difference is rather the fact that the circle of economic challenges and the securing of continuous competitiveness appears to be increasingly strong in addition to the previously more strongly emphasized environmental and geographic dimensions. The individual development paths and competitiveness factors are influenced by economic, social events, relationship systems, cultural characteristics of the earlier times. This cultural dimension can, on the one hand, result in such sustainability patterns which can also secure the success of the individual communities and regions in the long term. On the other hand, the cultural offer in the given areas can be a competitive advantage; in an optimal case as a determining sector; , Social and environmental systems of the given region can also be sustainable in the long term.

In this lecture, I would like to give an overview of the sustainability challenges of the medium-sized cities in the region of Southern Transdanubia in Hungary, and the cultural aspects of these challenges.

Sustainability, sustainable development

The term „sustainable development”, although its main elements have already been used in studies, conferences and texts, is formulated for the first time in 1987 by the Brundtland Commission, entitled „Our Common Future” The satisfaction of the present needs without jeopardizing the satisfaction of the needs of future generations. When determining sustainable development, three subsystems are interrelated: the environmental, social and economic system. Many deny the feasibility of sustainable development, yet several historical examples and the current practice point to the need to organize such a resource use which can be functional for the individual communities, or, as the case may be, for mankind.

In a sustainable way, even situations that seem to be unacceptable to outsiders when the individual regions, municipalities, and communities can find the „market gaps” where they can be successful can work.

Beyond the effective adaptation patterns and diversification elements, the symbolic, false and institutional components of the given cultures can be reevaluated in market gaps, and they can appear as serious competitiveness factors by bringing interesting, special and last-selling elements to the outside world.

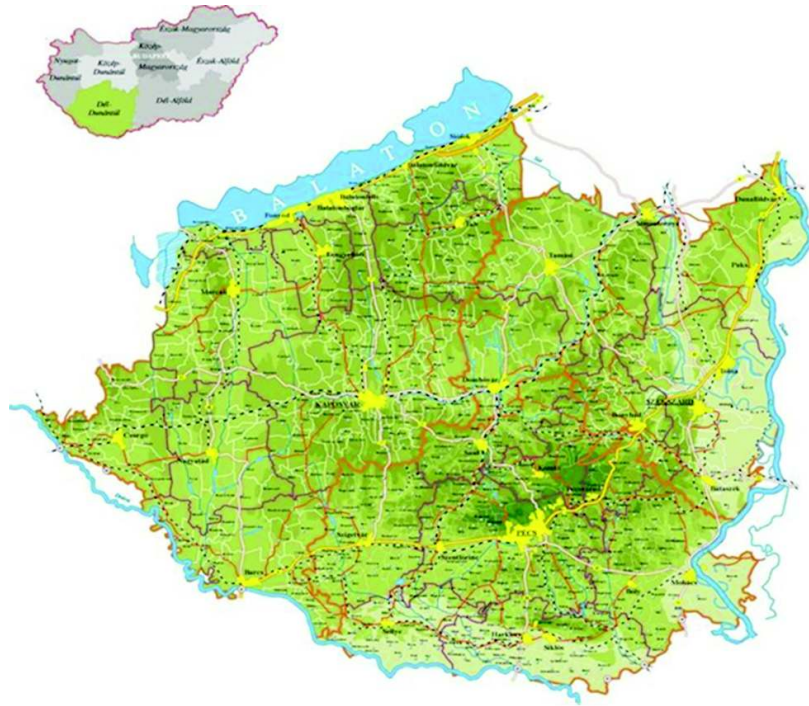
According to some approximations, the emergence of the idea of sustainability is actually a cultural phenomenon: the self-reflection of humanity on the problems caused by its culture. Humans are born into the individual cultures, and they later also live within the framework of the symbolic, objectified and institutional component of this culture. These human cultures, however, shape and change the impact of the constant challenges, so one must consider those effective adaptation patterns, or the resources accumulated through generations as parts of the culture, which can secure long-term favorable conditions for the individual, or the individual communities, settlements.

However, this adaptation is not always successful: numerous historical examples show how far the individual communities or societies have been able to expand such a social system, which has proved to be functional for a time, and there are also numerous examples where the given Communities were not able to master the critical problems. Behind the „failures” are generally the depletion of resources and economic, social and environmental catastrophes, which become serious only when the given societies do not replace their needs and the conditional system of their socio-economic activities with others, even with external resources, can complement. These processes are particularly relevant in those cases where there are no, or only limited, possibilities for the inclusion of external resources (e.g., in the case of islands or island-like regions).

The human culture is adaptive, but the answers can never be perfect, since even the environmental conditions can not be regarded as static. On the other hand, the individual adaptation solutions can bring additional costs, risks, or even the successful adaptation patterns can fade away (a kind of forgetting A time nobody will remember, no one will have a meaning to what the exact cause, the cause of the given cultural adaptation was). Cultural adaptation is generally opportunistic, since one wants to construct advantages from the resources available in the given time, and in most cases it is not a question that one should reckon more seriously with the possible future consequences.

What does all this mean in the case of a settlement? In essence, whether the given settlement can find the economic, social and environmental equilibrium, or cultural patterns, which in addition to the weak sustainability, ie the possibility of including the external resources, can ensure the sustainability of the given settlement in the long term. In this process, the cultural offerings of the settlements can also be seen as a factor of competitiveness, whether the management of the former cultural elements, or the formation of new cultural products and services that can place the given settlement on a new path of development.

The region of Southern Transdanubia



The region of Southern Transdanubia is 15% of the total surface area of Hungary, its population is 9% of the total population of the country. It is a planning and statistical region formed by three counties (Baranya, Somogy, Tolna), without regional administrative roles, without common cultural and identity elements, so it is not a classic region in the European sense. Their emergence is connected with the accession of Hungary to Europe, because of the strain on union projects.

The region is bordered to the north by Lake Balaton, to the east by the Danube, to the south and south-west by the river Drava and Mur. In the appearance of the Hungarian tribes it was inhabited rather sparsely, except for the southern regions it is mostly covered with coherent forests.

Until the middle of the 16th century, the share of urban settlements in the Western European sense was quite small despite the earlier Roman, then the later (Celtic, Slavic and Avarian) settlements. The important settlements are: Pécs (Bishop's Center) Somogyvár, Szekszárd, smaller towns (Tolna, Kaposvár, Paks, Dunaföldvár, etc.), the seat of the Queen (Segesd), and the centers of the Babócsa. The smaller settlements are essentially Rodedörfer, where the main source of the livelihood of the forest (wood, livestock), on the tobogganes agriculture, on the shores of the fishes and on the marshes is a complex fisherman, hunter and collector's life. A large part of these settlements are destroyed in the Turkish period, or their former role changes (eg Somogyvár, the former clan, county or church center is only a simple farming village at the end of the 17th century and the former appearance gets it Never back, its

role is taken over by other cities). In the 17-18th century there are significant population movements, intensive settlement (Hungarian, Slavic, German), yet the former settlements mostly do not revive.

A large part of the area is a backward agricultural region, where the peasantry is decisively operating a traditional soil management, the market processes affect the region less by the middle of the 19th century. The 19th century generated significant changes: industrialization, systematic exploitation and depletion of natural resources and mineral resources began slowly, market production appeared, bourgeoisization began, traffic, accessibility (roads, railways) improved, and urbanization began. At Lake Balaton the (domestic) tourism appears from the second half of the 19th century. These changes result in the transformation of the earlier cultural elements, the way of life and management, and the settlements, which have adapted well to the new economic, social conditions, show a significant economic, social and cultural development. In addition, the number of those (mainly smaller) settlements is already high at this time, where there is no serious development, their population preservation remains low.

The loss of territory after the First World War does not affect the region except for the southern part of Baranya County, but the new western, south - western and southern borders are also important cultural and cultural boundaries for centuries Region with itself. As a „positive” result, however, the strengthening of domestic tourism on the south bank of Lake Balaton can be considered (because of the „loss” of the traditional holiday resorts of the Austro-Hungarian Monarchy), where the summer holidays from the 1920s and 1930s not only is the privilege of the aristocrats: more and more popular people can afford to spend the summer in the settling settlements.

The socialist period only partially modifies the former settlement structure, the task circles and the development routes. The development is important in the highlighted settlements, which have central districts, but this is not decisive with the local, available economic, social, cultural resources, but with the peculiar allocation of external resources, which also generates changes in such areas, where its conditions do not exist (for example, construction of the nuclear power plant in Paks, developments in the machine industry, light industry, etc.).

These processes can, of course, also be observed in the field of culture. A number of cultural institutions, museums, libraries, community institutions are financed from state sources, the important part of which can not be maintained under the market conditions in 1990, without the state funding. From the 1990s onwards, market coordination dominated, which brought serious changes in the region. The formerly preferred heavy industry and mining industry are becoming less developed, resulting in serious unemployment, migration. The service sector shows a more serious development only in the larger settlements. The inflow of capital from abroad mainly affects the north-western region of the country, or the surrounding area of Budapest, the region of Southern Transdanubia is less attractive because of the insufficient traffic and accessibility conditions. In the case of more competitive settlements, the prosperity and well-being of the population are largely secured, but the majority of settlements can not adapt to changing circumstances.

The role of the state and the self-governments will remain significant in the cultural sector. Without these sources the sector will not function, because of the impoverishment of the population, there is no demand for money. In the case of cultural offerings, the roles of the state and the self-governments are also determined by the role of union projects, but corruption appears to be strong. The strong increase in political determinateness can be observed in the strongly centralized top-down interventions, developments, the source

allocations of the state and the self-administrations, with the appearance of such cultural elements, which, in addition to the more universal cultural values, the appearance of new popular values (With a national glaze cast-off kitsch).

Tourist attractions are „interesting area” (cultural traditions, folklore, wine and gastronomy, built heritage, untouched natural areas, the largest lake of Central Europe, fish and game stock, etc.), nevertheless there are serious infrastructural deficiencies, is not „world famous”, Regional, regional, and tourist task forces.^{3 + 1 T} (R. Florida, 2008) Regional success: talent, technology, tolerance and access to regional goods - essentially the region does not have any outstanding competitive edge in any of these cases .

Middle-towns in the region of Southern Transdanubia

The number of medium-sized cities (with a population of 20,000 and 99,000) is not particularly high in the region under study. In the region of Southern Transdanubia there are 41 settlements with the rank of a city, but only 4 cities (Kaposvár, Szekszárd, Siófok, Komló) can be considered as medium-sized cities.

In the region you can only find a „big” city, Pécs, the population is 145,985 people. The population of one part (9 cities) of the 36 other cities is between 10,000 and 20,000, as long as the population of the remaining 27 settlements is less than 10,000 (The settlement with the smallest population in the rank of a city is Igal in Somogy county and it has 1.305 Population).

A part of these cities has got the urban rank in the socialist period, but the number of cities is close to 20, which after 1990, after the system change cities became. Some of these small towns have also functioned as a kind of central settlement in the present, and they have shown a significant economic, social and cultural development in some historical periods (eg Barcs from the second half of the 19th century to the end of the Second World War) , But in the case of the major part of these cities, the sectors which are able to secure the long-term prosperity and well-being of the inhabitants are now missing. In the Hungarian literature, the term „hardly a city” is used to describe the settlements which do not reach the level of the infrastructure, institutional system and central functions characteristic of the metropolitan areas.

Kaposvár (63.742)

Kapovár is a county seat (Somogy County). Until the end of the 18th century, Kaposvar was a less important country town. Development began in the middle of the 19th century: Budapest-Gyékényes-Zagreb-Fiume Kaposvár, which has given a great boost to the development of the city. The settlement, which has existed since the 14th century and has a castle in the Middle Ages, has reached the size of a middle town in the first decades of the 1900s, which in this period was already a major activity (reworking) industry (Sugar industry, mill industry, meat industry) and culture center. The cultural offer of the settlement is colored in this time by a theater (1911), several film theaters and museum collections. The development has stopped between the two world wars, and the great economic crisis has hit the city considerably. During this time, the city of Kaposvár will lead the movement of flowery Kaposvár, a unique solution to unemployment, which is becoming more and more intense: within the framework of the city-run non-profit work program, the public places of the settlement are cleansed, with trees and flowers Planted, which determines the appearance of the city in certain areas until today. After the Second World War the development of the city gets a new impetus, partly based

on the earlier industrial activity. The population of Kaposvár reached its peak at the end of the 1970s, and the population of 74,000 inhabitants has been steadily declining since then. After system change, some of the past industrial activity is discontinued, but the light industry and processing industry character is preserved, the small and medium-sized enterprises are determinant. It is worth mentioning that the sugar factory of the city, belonging to the Austrian company group Argana, is the only functioning sugar factory in Hungary, which has been preserved. The unemployment rate of 4-6% of the years after the end of the year surpasses the 10% in 2013, starting from the years of the crisis, in 2013. The improving trend of the data for the year 2014 (slightly less than 6%) is not due to the stabilization of the labor market, but to the non-profit working group, which is again in fashion in Hungary.

Apart from the already mentioned conception of flowery Kaposvár, Carnival in February, which deals with the events of the Lustepos with the title Dorothea of Csokonai Vitéz Mihály, can be regarded as an essential cultural tradition. In the city, one of the famous theaters of the country, Csiky Gergely Theater, has been working, with an internationally recognized artistic work for decades.

Kaposvár is home to some of the most prestigious cultural events of the year. It is worth mentioning the Festival of Moods, which has been held every year since 2001 (since 2014, it is called Rippl-Rónai Festival). At Kaposvár, the work of several painters, mainly locally known at the end of the 19th century, was created at the beginning of the twentieth century, but the tradition of tradition, which has been going on for nearly a decade and a half, is the same (Not characteristic) was not a true, artistic milieu in the settlement. In part, the festival was also renamed and repositioned, so the local artists, who were not so well-known, or who were only easily committed to the city, „failed”, and the well-known painter, József Rippl-Rónai, who was born in the city, and settled in Kaposvár after the Parisian years.

Since the middle of the 20th century, universities have been operating in the county seat. On January 1, 2000, the University of Kaposvár was founded with a merger with the Pannonian Agricultural University and the Csokonai Vitéz Mihály University of Primary Education. The Center of the Faculty of Health Sciences of the University of Pécs also works in the city.

The city continually attaches importance to the systematic settlement development, to the preservation of the building stock of the city center of the settlement, which is not rich in monuments, which was decisively expanded by the turn of the 19th and 20th centuries. For the useful leisure time, to the preservation of the green areas, in general to the formation of a settlement, where one can live.

Szekszárd (33,032)

Szekszárd is a county seat (Tolna county), with important wine-making traditions. The economic life of the city, functioning as an ecclesiastical center in the middle ages, was for a long time completely determined by the viticulture which overtook many other industrial and industrial production. The „Weinstadt” character can still be regarded as stressed, in Szekszárd there are approximately 4500 cellars. The settlement has reached the size of a center town in the 1960s. At the end of the 1980s, the population figure was close to 40,000, which has been decreasing since then, similar to the population of Kaposvár.

The development of the city is primarily generated not by its economic importance, or by its industrial, traffic center character, but by the central functions resulting from

the administrative task circle, which long connected with a disadvantage in the field of traffic, the accessibility, the Accessibility. In the 1960s a number of activities have come to Szekszárd, which have not, or less, been linked to previous economic, industrial activities. Parallel to the development of the new industrial structure and the increase in the number of populations, those educational and cultural institutions were developed from the 1970s onwards, which were already suited to meet the increased needs (school for education of teachers, music school, cultural house, house of arts, Deutsche Bühne Hungary (1980), which cultivates the traditions of the German minority of the area and the settlement, and some of the economic, industrial activities of the settlement were abandoned in the 1990s, and the overcoming of the unfavorable economic situation has not been possible since, The construction of the M6 motorway, or the transfer of the Szélás László bridge to the north of Szekszárd, has significantly improved the accessibility of the city. Since 2000, the only university institution of the settlement, as well as the county of Tolna, has been the former university as the independent faculty of the University of Pécs. Similar to the case of other cities, also in the case of Szekszárd, the annual festivals, events in the cultural life of the city have an important role. Of these, the most important of the Pentecostal festivals, the German traditions, the Szekszárd folk festival and the folklore festival along the Danube, take place three times a year.

Similar to other settlements, Szekszárd also has writers and artists of great national and local interest, whose activities may be interesting to the interested, but in an international dimension they have a relatively smaller attractiveness.

The natural surroundings of the city, the dead river arms and the side arms of the Danube, the rich game of wild animals can be seen as important offer elements in addition to the wine growing character.

Komló (23,604)

Komló is an industrial city that has lost its industry. After the Second World War the more intensive development of the coal mining began. It is a typical socialist industrial city that suffered a serious economic, social crisis in the 1990s.

The population of Komló, the small settlement of Mecsek dating back to the middle ages, was a total of 9.9 years after the Turks were expelled. The population of the settlement began to increase in the 18th century on the influence of German settlements. With the beginning of ever-intensifying industrial coal production, more and more labor force and mining, services and services were needed. The development of the settlement has gained further momentum since the 1950s, because the socialist industrial city was expanded with steam during this time. As a result of this process, the settlement became the determining economic, administrative and cultural and health center of the area. In the 1990s, however, part of the often deficit mining industry was liquidated, and finally the low-carbon coal production in Komló was stopped in 2000. Some of the inhabitants of the settlement have moved away because of lack of work, or work in nearby Pécs. From this point on, Komló is looking for itself, rather with less success: in spite of the positive processes and favorable natural conditions, the settlement is unable to find such a profile, which could secure the prosperity of the inhabitants of the city in the long term as a determining sector.

The city's library and museum collection József Attila, which has also been home to a local historical and scientific collection, is the institute of the cultural life of the city. The House of Communities in Komló offers space for a theater and concert hall, for clubs, clubs, choirs, cultural and artistic groups and events.

Among the events of the city, the International Children's Village of Kodály Zoltán, which has been held twice a year since 1972, plays an important role, and the Komlós Days, which carry on the traditions of the previous mining day, are held every year on the first Sunday of September. As a further offer, the natural environment of the settlement and the castle ruins and churches in Mecsek, as well as the increasingly popular thermal baths of Sikonda, which is already part of Komló today.

Siófok (25,386)

Siófok is a holiday settlement, the development begins from the last years of the 19th century. Siófok is today the largest city on Lake Balaton, on the southern shore of the lake. The city is the fifth most popular settlement in Hungary with 582 thousand overnight stays (2012) in terms of the number of overnight stays spent in accommodation. The largest broadcasting markets are Germany (70 thousand), Austria (17 thousand) and Czech Republic (12 thousand).

Since the middle ages, a fortress built by the Turks in the 16th and 17th centuries but not too large, the development of the railway line between Buda and Nagykanizsa in 1861 has given way to traffic. Soon, the railway station, the shipyard protected with stone mollusks, as well as the sluice built on the Sió Canal, at the natural outflow of the Balaton, were made ready to regulate the water level of the lake. From this time on, the continuous increase in the popularity of the settlement can be observed, the accessibility, the proximity to the capital, the ever-expanding services, and then the fact that our traditional tourist destinations after the First World War have come abroad large quantities attracted to the city.

As a popular bathing resort in the Socialist era, which was considered the „capital” of the Balaton, the settlement has undergone serious changes over the last two decades, a development which recognizes that Siófok is adapted to the changing, more demanding, more conscious consummation requirements should. As a result of these, the public spaces, the green areas, the beaches and the city center were cleaned up and arranged, the infrastructure conditions were improved and instead of the mass tourism from the traditional 3S kind (sea, sand, sun) more sophisticated services crazy. This change and adaptation does not, of course, go from one day to the next; the alleviation of seasonal effects continues to be a persistent challenge, as is the appropriate management of the problems caused by the overcrowding of summer months. The most important cultural institution is the Cultural Center Kálmán Imre, named after the composer who was born in Siófok, and was recognized abroad. The cultural center is suitable for the organization of theater performances, cultural events and conferences. The offer of the center serves the cultural needs of the local population from autumn to spring, in the summer, in the tourist season, it primarily satisfies the needs of domestic and foreign guests. The summer offer, similar to other settlements, is also colored with different festivals, art galleries and galleries. In Siófok, a faculty of the university (Kodolányi János) works, but the years of successful university education for tourism has moved out of Siófok in recent years.

Seasonal middle cities

In the region under investigation, the larger settlements of the Lake Balaton can be classified. Until the end of the 19th century, tourism in the region is not decisive but with the improvement of accessibility and the accessibility (regulation of the balaton, railway construction), with the change of the consumption needs (increasing leisure, demand after recovery) Local owners (the parceling of their previously unused, essentially worthless areas on the shore), and the local inhabitants (the service of the needs of the increasing

number of holidaymakers in the summer months, products and services) are increasingly close to the new ones offered by tourism Opportunities. The result is the emergence of a series of new holiday settlements, or the fact that tourism is also a dominant sector in the former settlements.

It is an interesting phenomenon that different societies prefer other settlements, the individual groups do not really intertwine completely until the end of the Second World War: in other settlements, the aristocracy, the middle class, the Jewish bourgeoisie and the middle-class strata are holidaying. The local landowner, Count Dénes Széchenyi, decided in 1872 as one of the most systematic developments, Balatonföldvár, the holiday resort of the Hungarian aristocracy. After the cleansing of the grounds, tree planting and villa construction, 1896 came to the official presentation and opening with a park of 70 yoke enclosed bathing grounds. The development has resulted in the development of the local service sector (restaurants, accommodation, beach, ship harbor, health care, retail trade, construction industry) and the significant increase of the permanent population almost in all settlements at Lake Balaton.

The development of mass tourism after the Second World War has changed the economic, social and environmental characteristics of these settlements to a considerable extent. The Lake Balaton was almost completely installed, practically a coherent settlement conglomerate was established, where huge human masses took leave during the summer months. However, the expansion of the necessary infrastructure (communal works, road networks, etc.) has only followed a delay with the appearance of the domestic masses, and later of the rising foreign mass claims, which in many cases has brought heavy environmental pollution. Cultural products and services - in many settlements even today - are fundamentally the products and services of mass culture, without the cultural sector becoming decisive, or without responding to the changing demands on consumption.

Other seasonal challenges are seasonal: the main season lasts for a month, from mid-July to mid-August. In recent times it has been tried several times to extend the season, but these efforts are successful in the settlements, where besides the traditional offer, less seasonal services (medicinal waters, cultural programs, events, etc.) are available. A significant part of the private accommodation is not winter, is a real estate without heating, which is not suitable to ensure a corresponding level of comfort for the tourists, who want to stay longer in the spring, in the autumn and possibly in the winter even at the Lake Balaton. But the number of people who are accommodated, or the number of trade / private accommodation, is equal to the smaller settlements, which have a permanent population of 2-5,000, even weeks, the larger settlements almost throughout the season due to the number of just There, the criteria of the middle cities. Some of the settlements - although the situation is the same each year - can not necessarily deal with the increased needs, and not only in the case of the cultural offer, but also in the case of other products and services they can not satisfy the needs and so can serious functional disorders.

Current challenges

The cultural tasks are primarily fulfilled by the local self-administrations, in a small part by the non-profit organizations operating in individual settlements. The role of the market sector is small, lacking, or the minimum demand for cash is not a large number of cultural products and services. A real cultural industry can not be said. Culture can not even be regarded as a determining factor in the settlements where tourism is the main source of livelihood. The medium-sized cities of the region have monuments from different historical periods,

local historical collections, exhibition rooms, museums, community venues, cultural houses, libraries, theaters, educational institutions, but this offer is not „world famous”.

Economic activities, markets are less diversified and much more specialized because of the relative scarcity of human and non-human resources and markets: because of the relatively small local markets, there are limited opportunities for economic development. The end-market character is to be found, but not so intensively as in the smaller cities, or in villages (end market - of the products and services will appear on the market only as much as the roll carriers of the offer consider for sale).

The scarcity of available human resources: population density, age composition, migration, presence or the absence of different sectors has a serious impact on the quality and quantity of human resources. It may happen that the well-qualified worker can not necessarily find work corresponding to his or her own profession, which seems to be more limited possibilities to a greater extent than in a larger settlement, region (how much archaeologists need Komló?). Overall, the culture or the cultural industry in the case of the middle cities in the region of Southern Transdanubia can not be regarded as decisive in the current economic, social situation. The products and services offered by the cultural sector tend to complement the long-term competitiveness and sustainability of these settlements rather than secure them. Each dugout settlement is seriously concerned with supporting educational, scientific, cultural and artistic activities adequately, complementing the supply of the local market and non-profit rolling stock, but in many cases also replacing it so that one can be satisfied partly the local needs, partly the needs of the tourists.

In local politics, such efforts play a more important role than the position of the region ,s middle cities on a more sustainable path, which places the appropriate quality of life, the orderly, healthy, and demanding settlement environment at the forefront of the development of the local economy, To discover the ways of diversification that ensure a break-out opportunity for the settlements and their regions, the traditions, the possibilities, the already existing and the developing circumstances, or the sources available.

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