

SOUNDNESS AND SUSTAINABILITY RESEARCH IN THE REGIONAL AND SETTLEMENT DEVELOPMENT PROGRAMMES (2014-2020)

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ABSTRACT

This article presents the results of projects the “Establishment of a green town”, which is one of the Regional and Municipality Development Operational Programs (TOP) programs. The objective is to present the soundness of the utilisation, sustainability and needed for a measurement plan for the small European town, along with the primary and secondary data. The cohesion of the project compared to the strategic documents of the municipality is also investigated. The research results can be of help for the project planners and municipality stakeholders of the European Union.

KEY WORDS

spatial and municipality development, sustainability, strategic document, EU project

CLASSIFICATION

JEL: P25

INTRODUCTION

The problem of sustainability has become one of the most crucial issues on the highest European levels. The European Parliament has voiced its support of action plans and their elements regarding sustainable consumption and production. One practical manifestation is the fact that in the programming period 2014-2020 sustainable development appears as a requirement of the EU *subsidy* systems. The EUROPE 2020 strategy and the system of the Innovative Union describe the pillars and goals of the action plan. The most important notions from the perspective of the research are the development of the low carbon-dioxide emission economy, the improvement of quality services, the increase of environmental protection and resource-efficiency and the bolstering of sustainable development.

Our research problem is focused to a Central-European touristic centre, the town of Sárvár, which is one of the most developed touristic centres in Hungary. A decision was made by the town administration to start the “Green town” project, which includes the self-governmental infrastructure development, and the establishment of commercial and service spaces. The economic and environmental sustainability is a key requirement and the development has to fit into the long-term strategic objectives of the town, which are highly relevant taking into account the relationship with the community stakeholders [1, 2].

The research is based on primary research and questionnaire inquiries among the stakeholders. The data are analysed and evaluated with a chi-square analysis and a descriptive data analysis. The analytical work is conducted on the basis of the secondary research was aimed at the comparison with strategic documents. The research-related, available documents were collected, organised and elaborated. The up to date status of available documents during data collection was a major concern. This article presents the branch-specific programs and systemises those bits of information, which describe the criteria system of the “Green Town” project. It also introduces the analytical work and criteria system necessary for implementing a successful project.

BACKGROUND

The Lisbon Agenda aimed at the development of the competitiveness of the European Union finished 2010. It was the time of the global financial and economic crisis, when the economic and political steps of the EU member states aimed to the reduction of the adverse impacts of the crisis and the acceleration of recovery. This was the reason why the member states adopted the new Europe 2020 Strategy as quickly as possible. This new strategy defines three main priorities (intelligent, sustainable and inclusive growth) and 11 thematic objectives [3]. The most important objectives are: bolstering the research, technological development and innovation, supporting the conversion to a low carbon-dioxide emitting economy, assisting the adaption to climate change, increasing the efficiency of environmental protection and resources. There are several initiatives to reach these objectives, and the Innovative Union Initiative is one of them. The program is an innovation oriented perspective with the objective of reducing administration, creation of innovative products and services, while searching answers for social challenges (e.g. environmental sustainability) [4].

The EU rendered its Multiannual Financial Framework to the strategy, where the main objectives are the preservation and management of natural resources and competitiveness for the sake of growth and employment. The poorer member countries (typically Central-European countries) are among the net paying countries. The EU signed a Partnership Agreement with the member states with the economic development and employment being the most pivotal points of the Agreement. The Operative Programs span over 9 main areas. The counties and

towns with county rights became the planning levels of the Spatial and Settlement Development Operative Program (henceforward: TOP). The financial frame-system allocated to the strategy started these developments. This was a true restart.

The planning can thus be interpreted along the following hierarchy [5]:

1. EU Regulations,
2. Community Strategic Framework,
3. Partnership Agreements (between the member-state and the EU for every Fund),
4. Operative Programs,
5. Priorities and
6. Actions.

THE RELATION BETWEEN THE NATIONAL AND EU-LEVEL DEVELOPMENT IN THE PERIOD 2014-2020

Member states organise the planning on the national levels in their own competences, however this must be synchronised with structures on the EU Community level. A Community Strategy Program was developed on the basis of the EU2020 Strategy for the period 2014-2020 on EU level, on the basis of which the EU signed a Partnership Agreement with each member state. Operative Programs can be financed on the basis of this. In Hungary, there is long-term planning document, the National Development and Spatial Development Concept (OFTK) which is the basis of the planning. Figure 1 shows the relation of these two systems.

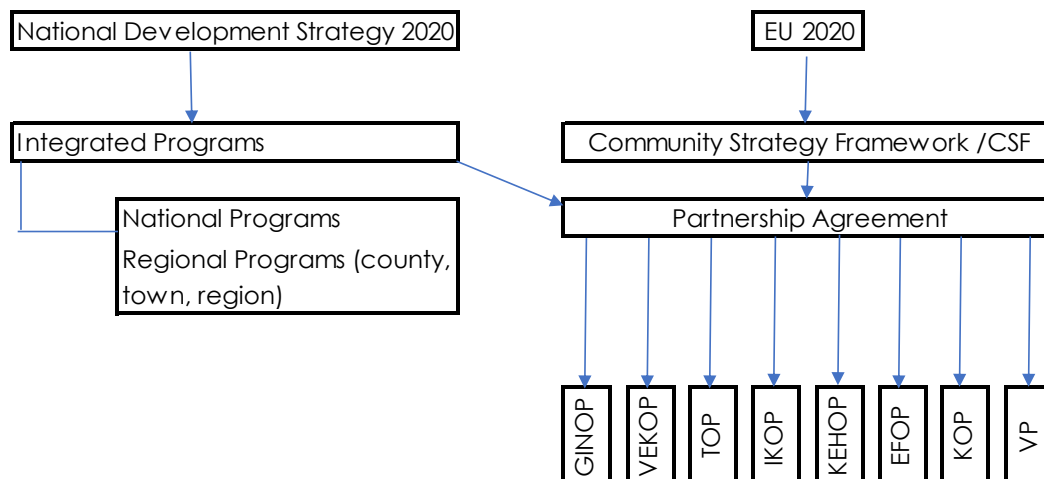


Figure 1. The relation between the OFTK and the EU2020 [5].

The Settlement and Spatial Development Program (TOP) is important from the point of view of the research, because the practical work is related to the elaboration of such a program. The counties became the coordinators of the TOP programs in Hungary, thus the county spatial development concepts and programs and the related smart specialization strategies were compiled.

SPATIAL AND SETTLEMENT DEVELOPMENT OPERATIVE PROGRAM (TOP)

The primary aim of the TOP is a decentralised economic development and the increase of employment and thus the securing the wellbeing of local employees. Each priority, action directly, or indirectly contributes to this objective. The TOP primarily provides sources to the development of self-governments and supports the economic development and related town and settlement development actions.

The TOP is primarily related to the national development priority V. of the Partnership Agreement, i.e. the implementation of local and regional developments assisting the economic growth. According to this the other dimension of competitiveness is the bolstering of the local and regional economic systems. The priority sets a great emphasis on the utilisation of the local opportunities of employment which creates a chance for the groups usually outside of labour markets. The aim is to strengthen the economic organisation power of towns and to improve the attractiveness of towns via settlement development actions, the access to work, and economical, physical and social renewal [6]. The TOP provides subsidies on the basis of integrated regional programs for the development coordinated on the level of counties and towns with county rights.

The most important objective of the TOP is to find and strengthen the development areas showing development elements in case of adverse regions and municipalities which the potentials, resources can be unfold and activated. Therefore, the primary objective of the TOP is the increase of the local economic development and employment [7].

Based on the aforementioned the program is based on the following priorities: (1) creating local conditions for bolstering economic growth and the increase of employment, (2) Enterprise friendly urban development, meeting the demands of the inhabitants: Development of urban green areas and small-scale environmental infrastructure; Development of sustainable urban traffic; Improvement of the energy efficiency of local administration buildings; Development and expanding of public services; Development of adverse urban areas; and Increasing the local communities and the cooperation.

The researched project is built upon this priority which has the aim of motivating economic growth and the preserving and developing green urban areas. The economic growth potential is present in the researched settlements via the tourism as well: the town is one of the most important touristic centres with a strong development potential, it is one of the most promising development centres in Middle-Europe. The “Green town” development program of the settlement can also be interpreted from the directions of developing urban infrastructure, tourism-growth and environmental sustainability.

SMART SPECIALISATION

A novelty of the new EU call system lies in the application of the smart specialisation strategic (S3) aspect. In the following the authors wish to summarise the main characteristics and local practices of the S3. The EU pays special attention to research development, innovation and the motivation of the social-economic use of its results in the planning period 2014-2020. Thus key objectives over those seven years are to make Europe a scientific player on the global level, remove obstacles to innovation and bolster the relations between the public and private sectors. It is important that all nations and regional units coordinate their own research and innovation strategies with each other. These documents are the basis for the smart specialisation strategies [8].

Intelligent specialisation has become one of the topics of EU debates, however, it still has a logic [9]. In order for the EU to be successful, the policy – just like the regional policy – meant the involvement of more partners operating on the various levels of government. Complementary, mutually assisting impacts can be reached the best way, if they occur on local and regional levels.

Foray [10] clearly explains that the term of intelligent specialisation puts the decentralised knowledge acquired in the wake of changes into the centre of all policies. At the same time the term of intelligent specialisation preserves the privilege of policy-makers to define the points of interference by themselves. The most important merit is that there should be a

balance between the industrial policy (with the aim of supporting the development of regional economies) and the bottom-up informational processes, which in the end brings the discoveries of enterprises into the policy/strategy.

The intelligent specialisation and the regional development can increase the non-localised and localised processes for the sake of economic growth and higher quality of life [11]. The new S3 strategies differ from their predecessors: (i) the wide range of the local target group and resources are involved into strategy-building; (ii) the focus is shifted from the technological research-development to the support of the whole range of innovation; and (iii) they do not merely copy the best practices, but base upon economic competition advantages and future potentials after having recognised the individual strengths and values of the areas.

Foray and Goenaga [12] defined the goals of intelligent specialisation as follows: (i) appearance and growth of new activities capable of further development and which are rich in innovation; (ii) diversification of regional systems by means of generating new possibilities/options; and (iii) creating critical masses, networks and clusters in diverse systems. McCann and Ortega-Argilés [9] state that the SMEs are special stakeholders of the intelligent specialisation policy. The focus in some regions of Europe is put on launching new enterprises, while in other regions the priority is the increase of the number of existing enterprises and again in other regions the development of the supply chain can be prevailing. Wherever the priority is, it must be clear that among the indicators of these policies the degree of the participation, mobility and dynamism of the enterprises is of key importance.

Intelligent specialisation is actually finding the way to be special in a highly competitive world. In order to grant this specialisation, Foray [10] suggests regional economies to understand this intelligent process as a kind of evolution, building on the economic strengths of a given region, or economy, while completing all this with new, knowledge-based processes.

In the spring of 2014 there were two rounds of S3 workshops held in all 19 counties of Hungary involving the entire range of decision-makers and entrepreneurs. The main task of the county events was to formulate region-specific industry/branch-related priorities on the basis of relevant county-related R+D+I statistics and documents, and introduce specialisation directions. The real objective was that the entrepreneurs and (regional and national) political decision makers listen to each other's reasoning and elaborate the potential development directions of the given region (in a bottom-up way). Regional and local political decision makers could make suggestions on the basis of that for infrastructure developments which provide the foundation for further solid businesses of entrepreneurs. Thus working next to each other and depending on the other party for the sake of success (for the sake of innovative, competitive regions). The research was conducted in Vas county where the tourism industry amounts to a major percentage of the GDP. Subsequently the national priority of "healthy society and well-being" meant the specialisation on medicinal- and health-tourism in Vas county [6; pp.61-63].

In connection with the above notions the Leipzig Charta [13] must be mentioned, which though outpaced the compilation of the above mentioned strategies in time, yet it signalled the way for the future development directions.

LEIPZIG CHARTA

The Ministers of the member states of the European Union responsible for urban development approved the text of the Charta during their meeting in Leipzig 2007. The Leipzig Charta about sustainable European towns is a document of the member states and it was elaborated under the wide-range and clearly arranged participation of major European

stakeholders. Being aware of the chances and challenges, as well as the different economic, historical, social and environmental backgrounds the ministers of the member states responsible for urban development agreed on common urban development political principles and strategies. Correspondingly, on national level, the governmental bodies must clearly recognise the importance of towns in the implementation of national, regional and local levels and the impact that policies have on the towns. The urban development related activities, or the ones affecting urban affairs of governmental organisations must better be accorded and integrated with each other in order to complete each other's activities, rather than causing a conflict among them.

The Charta highlights that urban development policies must be defined on the national level and innovative solutions must be worked out on both national and local levels. It is necessary that the towns receive enough competence of action and a reliable financial source which secure the long-term stability. Subsequently it is also vital that the member states can utilise the European Structural Funds for their integrated urban development programs of proper importance. Local authorities must acquire the skills necessary for implementing integrated urban development policies and the aspects of the quality and sustainability of built environment while focusing on efficiency [13]. The introduction of the theoretical framework system leads to the practical introduction of the research. The project is the "Green town" project of the Spatial and settlement development operative programs based on the above theoretical foundations.

TOURISM, ENERGY EFFICIENCY AND SUSTAINABILITY

Tourism is one of the most dynamically developing branches of the service sector in Hungary, its GDP share is 5,9 % and its direct share amounts to nearly 10 %. There are approximately 320 000 people employed in tourism. In accordance with the EU2020 objectives, the priorities of the national specification strategy and the development directions defined in the Partnership Agreement the quality service development built on energy efficiency, environmental and economic sustainability can be one way of achieving a healthy society and well-being. The European Union can be regarded as one of the vanguards in the battle for the new energy economy, especially on the fields of alternative energies and climate policy. The economic policy of the future must focus on rural areas. State-owned resources must be focussed on strategically important areas as renewable energy sources and health tourism [14].

Hungary is not rich in natural gas and fuel sources, therefore available national renewable energy potential must not be left unused. It is important that investments are not spontaneous initiatives, but parts of a long-term objective implemented as a part of a development concept. The task of spatial development policy today is not only a mere compensation of the undesired regional impacts of other branches and market processes. The main function of the renewable spatial development policy is the creation of the regionally efficient operation and the balanced regional development of the country. This must aim at securing the regional competitiveness and the sustainable regional development [15]. Thus, it is worth thinking in terms of the developments which serve the objectives of these strategic fields and have an impact on the directions of tourism, commerce and service functions and sustainability supported by renewable energy sources at the same time.

GREEN TOWN PROGRAM

The action primarily supports infrastructure-developments which improve the general environmental condition of settlements, assist the setting of the municipality on the path of sustainable development and mean the application of technologies and methods during the

implementation which provide the functioning of the settlement and the built infrastructure in an environmentally and naturally protective way, aid sustainable development, in accordance with the binding Settlement Development Concept and the Integrated Settlement Development Strategy and contribute to the economic development aims of the TOP, and thus to the keeping of the inhabitants of the towns in the town. The objective aiming at economic stakeholders, providing attractive business environments, enhancing the role of towns as a target of economic investments and motivating the role of local economy is the renewal of suitable green fields and related infrastructural elements owned by the local governments. As a result of the developments the objective is the long-term cooperation between the local administration and the entrepreneurs, the coordination of the developments planned by the public and private sectors, which results in the renewal of the urban environment, but also the economic development and the increase of employment. In the course of developments the environmental, family-, and climate friendly of urban public spaces must be taken into consideration, i.e. it is important that the areas of intervention are suitable for the useful spending of the leisure times of families and youngsters, while the developments serve the criteria of environmental sustainability and contribute to the economic upholding [15].

METHODOLOGY

RESEARCH PROPOSITIONS

The municipality of the town of Sárvár, as one of the most important touristic centres, made a decision about implementing the “Green town” program within the frame of the TOP. The research objective was to inquire the soundness of the project via primary and secondary data collection and analysis and the measurement of the cohesion with other strategic documents of the town. This article thus has the objective to present the research results related to the soundness and to inform the decision-makers about matching call objectives. The soundness is presented with the help of a need inquiry and the compilation of an availability plan. A primary questionnaire research was conducted for the need inquiry. A secondary research and data analysis was used for the comparison with the strategic documents of the town.

In accordance with the previously defined notions the research propositions are the following:

RP₁. *A significant connection can be shown between the demographic and personal parameters, the parameters being affected to the town and development needs formulated toward the project*

RP₂. *The defined strategic goals of the town provide a major basis for the development needs.*

RESEARCH INSTRUMENT

The primary research was a conducted in September and October 2016. This period does not belong into the major touristic season and the objective was to conduct the questionnaire in the development area, or its vicinity. Thus the interviewees could immediately see and feel the development area. Table 1 shows the questionnaire structure. The questions can be grouped into four categories: demographic and person-related parameters, parameters of commitment to Sárvár, needs in connection with the Green town project, use of the Green town project area.

SAMPLE CHARACTERISTICS

A total of 191 questionnaires were filled in. Table 2 shows the sample characteristics Among the interviewees there were 96% representing the “active and typically working as an employee” group. Inhabitants from Sárvár were represented in 93,7 % and almost 72 % work in the town.

Table 1. Research instrument. Source: authors' work.

Demographic characteristics	Gender
	Age
	Work (employment) status
Parameters of commitment to Sárvár	Resident status (Likert 1-5)
	Workplace settlement (Likert 1-5)
	Length of residential living in Sárvár area (Likert 1-5)
	Commitment to the town (Likert 1-5)
Needs in connection with the Green town project	Green area development
	Commercial function
	Fair function
	Street furniture, terraces
The Green town project area focus	Rest
	Entertainment
	Visiting fairs, events
	Traffic
	Fairs – selling

Table 2. Sample characteristics. Source: authors' work.

Characteristic	Modalities	Frequency	Percentage
<i>Gender</i>	<i>Male</i>	77	40,3
	<i>Female</i>	114	59,7
<i>Age</i>	<i>Below 18</i>	3	1,6
	<i>Between 18-65</i>	184	96,3
	<i>Above 65</i>	4	2,1
<i>Job type</i>	<i>Entrepreneur</i>	10	5,2
	<i>Owner of Ltd. Or LLC</i>	5	2,6
	<i>Employee</i>	142	74,3
	<i>Student</i>	19	9,9
	<i>Retired</i>	8	4,2
	<i>Jobless</i>	1	0,5
	<i>Child care</i>	5	2,6
<i>Resident in Sárvár</i>	<i>Resident in Sárvár</i>	179	93,7
	<i>Tourist</i>	12	6,3
<i>Working in Sárvár</i>	<i>Working in Sárvár</i>	137	71,7
	<i>Working outside Sárvár</i>	54	28,3

RESULTS

Table 3 presents selected characteristics of respondents.

The analysis of the parameter “Commitment to Sárvár” indicated that 139 of the 179 inhabitants work in Sárvár. Working in situ indicates a greater commitment, as people spend more time in the town. In addition, almost 60% have been continuously living in the town for more than 25 years. This is typical for Hungarian residents which high immobility. The fact that 94 % of the interviewees have been living in the town for 5 years shows that they already have a local background and know the local environment. All this assumes that their opinion about the targeted project developments is – based on the proper knowledge of the environment – is reliable.

Another important value is the commitment to Sárvár which above the average with 67 % of the interviewees. The average (4,56) shows a remarkably positive relation to the town. These basic parameters already convey the hope that the answers received are “valid” and give a true picture about the development objectives.

Table 3. Selected characteristics of respondents. Source: authors’ work.

Characteristic	Modalities	Frequency	Percentage
Resident in Sárvár	resident in Sárvár	179	93,7
	tourist	12	6,3
Working in Sárvár	working in Sárvár	137	71,7
	working outside Sárvár	54	28,3
How long living in Sárvár	0-5 years	11	5,8
	6-10 years	11	5,8
	11-15 years	10	5,2
	16-20 years	19	9,9
	21-25 years	19	9,9
	more than 25 years	113	59,2
	not from Sárvár	8	4,2
Your loyalty to Sárvár	1	0	0,0
	2	1	0,5
	3	19	9,9
	4	43	22,5
	5	128	67,0

The research objective was to analyse the need for the inquiry plan of the project area and to bolster, or deny it. The task was to receive feedback from the users (town inhabitants, tourists) regarding the planned development demand and usability.

Table 4 shows the planned intervention areas of the project area. All questioned categories received remarkable results. The establishment of the commerce and service platform received a subsidy rate of 83 %, yet this can also be considered remarkable. The high rate of the four planned interventions tells investors that the time has come to step onto the road of physical implementation. The task for the future is how the four functions can be implemented as a unit and in a healthy ratio, and the answers are aligned to the modern spatial functions.

Table 5 presents the planned future development of the area. Questions in six categories were asked about the future usability of the project area. Regarding any other usage of the spaces the commerce and service functions are rather favoured (77,5 %, 67 %). Events are preferred by 63,9 % while 48 % of the interviewees like relaxation spaces, or parts of spaces.

Table 4. Agreement with planned developments. Source: authors’ work.

Target of development at project area	Modalities	Frequency	Percentage
Developing by planting trees, bushes, grass	No	3	1,6
	Yes	188	98,4
Develop to be a commercial area that offers products and services	No	32	16,8
	Yes	159	83,2
Develop to be place of fairs, and open terraces	No	20	10,5
	Yes	171	89,5
Develop to install facilities to support commercial activities and relaxation closed to nature	No	12	6,3
	Yes	179	93,7

Table 5. Plans for the future development of the area. Source: authors' work.

Use of future developed area	Modalities	Frequency	Percentage
resting, going out	No	43	22,5
	Yes	148	77,5
going out by visiting pub, restaurants	No	63	33,0
	Yes	128	67,0
visiting fair and events	No	69	36,1
	Yes	122	63,9
walking, looking around	No	99	51,8
	Yes	92	48,2
selling products, services during fair	No	174	91,1
	Yes	17	8,9
selling products, services by chance	No	164	85,9
	Yes	27	14,1

DISCUSSION

First research proposition was defined as the following:

RP₁. *A significant connection can be shown between the demographic and personal parameters, the parameters being affected to the town and development needs formulated toward the project*

The chi-square analysis of the demographic characteristics and the planned activities was done with the aim of finding significant relations ($p < 0,05$), which were found in five cases, although the connection showing the strength of the relation (Cramer's V) indicated medium strength of the relations.

Table 6 shows the detailed data e.g. men and women would enjoy being close to the nature to an almost equal degree and both genders – projected onto the base multitude – would enjoy fairs and events. The commitment to the town and fair venue function is also significant and could be recommended to decision-makers. The same applies for the years/age division. In the course of the chi-square analysis the number of cases in the cells is below five on four occasions, this must be marked as the research limitation.

Second research proposition was defined as the following:

RP₂. *The defined strategic goals of the town provide a major basis for the development needs.*

Another question of the research was the manner in which strategic documents of the town support development, i.e. how the previously defined objectives harmonise with them and what message does the mission of the town convey to the project evaluators. This was done with a secondary research and the analyses of documents. The formulated mission of the town is the following: “*Sárvár, as an international spa town, becomes a liveable place and a town offering an ever higher life standard for the inhabitants and visiting guests.*”

The following strategic documents are taken into consideration for the purpose of this work:

- Integrated Town Development Strategy
- Settlement planing tools
- Asset management plans
- Economics programme

Table 6. Cross tabulation and chi-square analysis of variables. Source: authors' calculations.

Respondent characteristic	Variable		Chi-square (p-value)	Cramer's V
Develop to install facilities to support commercial activities and relaxation closed to nature				
<i>Gender</i>	Disagree	Agree	6,402 (0,011*)	0,183
<i>Male</i>	9	68		
<i>Female</i>	3	111		
Develop to be place of fairs, and open terraces				
<i>Commitment to Sárvár</i>	Disagree	Agree	9,140 (0,027*)	0,219
<i>2 – less committed</i>	1	0		
<i>3 – moderately committed</i>	2	17		
<i>4 – highly committed</i>	3	40		
<i>5 – fully committed</i>	14	114		
Visiting fair and events				
<i>Gender</i>	Disagree	Agree	7,952 (0,005**)	0,200
<i>Male</i>	37	40		
<i>Female</i>	32	82		
<i>Age</i>	Disagree	Agree	8,208 (0,017**)	0,207
<i>below 18</i>	3	0		
<i>between 18-65</i>	63	121		
<i>above 65</i>	3	1		
Going out by visiting pub, restaurants				
<i>Length of residence in Sárvár</i>	Disagree	Agree	11,609 (0,05**)	0,247
<i>0-5 years</i>	3	8		
<i>6-10 years</i>	3	8		
<i>11-15 years</i>	0	10		
<i>16-20 years</i>	5	14		
<i>21-25 years</i>	3	16		
<i>more than 25 years</i>	45	68		
<i>not from Sárvár</i>	4	4		

**statistically significant at 5 %

Integrated Town Development Strategy (ITS). The Integrated Town Development Strategy defines the major directions of the town development and the necessary specific interventions for a mid-term period (7 years). According to this the mid-term expectations of the ITS – aligned into thematic objectives – serve the reaching of long-term future perspective. The ITS defines those necessary strategic interventions, actions for the coming period. Subsequently the mid-term expectations for Sárvár in the period 2014-2020 are the following: Future perspective: conscious development of Sárvár by building upon high-quality services, the good environmental conditions and the local characteristics. Table 7 shows the objective system of the ITS.

Settlement planning tools. The settlement regulates the specific construction regulations binding for its public administrative area and the structure of regional use. The development of the town, the validation of public and private interest and the adaptation to the changing demands local construction regulations require the periodical modification of settlement planning tools.

Asset management plan of Sárvár. The task of an asset management plan is to set the guidelines of necessary actions in the various fields of asset management, and to formulate the most important objectives of an efficient and responsible asset management for the future.

Economic program. The economic program defines all those objectives and tasks, which in accordance with the budget of the settlement serve to secure the tasks to be provided and the improvement of their level. The economic program of Sárvár for the period 2014-2019 centres on the following fields: a) tourism, b) town marketing, destination building, and c) infrastructure development tasks.

Table 7. The objective system of the ITS. Source: authors' work based on ITS document.

DEVELOPMENT AREAS	STRATEGIC OBJECTIVES
Economy	Tourism development
	Diversification of the economy
Built and natural environment	Conscious urban development
	Validating the principles of sustainability and environmental consciousness
Society	Establishing and maintaining a quality and competitive knowledge
	Creating the access to quality public services, securing equal opportunities
	Creating a safe urban environment and cohesive society

CONCLUSION

The analysis of the four documents revealed that the development objective of the call is in accordance with the above documents both the source of financing and the physical structure support the call criteria. Research revealed that the strategic documents of the town are coherent and provide the proper foundation for elaborating the call. The target system of the documents helps to establish sustainable developments. The elaboration of the call material was fruit-bearing in the end and the research supported its success. Authors agree with the reasoning of Németh [5], who believes that the solution of sustainability-related questions and the reaching of regional and national development policy objectives lies in the performance ability of smaller regional units of a country. Therefore, the cooperation with the stakeholders is the mainly important factor of the process [1, 2].

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