

Abstract

Bertalan Pusztai

**Exoticising minority traditions in
culture economies: invented
traditions in rural festivals**

Using the theoretical framework of Ray's culture economies and Hobsbawm's invented traditions, present lecture focuses on a special segment of the festivalisation in Hungary. Rural and small town community festivals appeared in Hungary after the political changes of 1989/90. Local communities soon recognised that such events could not only provide a chance to rebuild local identity but also attract tourists to these highly resourceless localities. Festivalisation is spread spreading / has spread and currently almost every settlement sees local festivals as a chance to put itself 'on the map'. In most cases, there is an invented tradition in the centre of such events. The planning, elaboration, execution, mythisation, and media representation of these traditions provide a kind of capital or raw material for local culture economies. Present lecture takes a closer look on local festivals using ethnic German or Serbian and/or Croatian minority traditions to create an attractive image for a certain locality.