

# Deliverable 7.1: Ways to Csíksomlyó – First pilot report

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This document summarizes the motivation, goals and plans of the pilot on the ways to Csíksomlyó, including a description of the preparations made and the actions conducted in 2021, as well as a breakdown of the actions planned for 2022 and 2023 and estimates for the Key Performance Indicators put forward in Deliverable 2.1 (“Common strategies for pilots”).



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*reach out!*



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## 1. Summary of pilot goals

The pilot “The ways to Csíksomlyó” was created with the goal of implementing rurAllure objectives and testing their feasibility in selected sections of Mária Út (the Way of Mary, in English) in Hungary, Transylvania (Romania) and Slovakia. In particular, it aims to:

- Use the state-of-the-art technology in form of the rurAllure pilgrimage planning platform to promote rural museums and heritage sites, with focus on natural heritage, in the vicinity of the Way of Mary in the defined areas.
- Build a network of institutions of various stakeholders to coherently present the cultural heritage and the available services along the routes
- Draw the interest of local policymakers in cooperation with the WP2 international tourism experts to the development needs of local pilgrimage routes.

In order to reach its objectives, the pilot partners have to:

- Familiarize themselves with the local pilgrimage market in the selected section:
  - The socio-demographic characteristics, the motivations and behaviour of users.
  - Potential other users.
  - Stakeholders along the route sections.
- Work out marketing strategies and plan communication to reach each identified target group.
- Make an inventory of heritage sites along the selected sections and after prioritizing them create a list of Points of Interest (POIs) in the rurAllure platform and create recommended trips based on them.
- Create detailed narratives for particular routes on selected themes (shared exhibitions) which give more information than the short POI descriptions.
- Lure service providers to the platform to offer their services.
- Encourage pilgrims to use the social media features of the platform.
- Encourage stakeholders along the route sections to support rurAllure on the basis of mutual benefits and create a network of them.

## 2. The ways to Csíksomlyó: Starting point for the pilot

### History

Building on the tradition of Marian reverence and pilgrimage since the Middle Ages, the idea was born 20 years ago to connect the shrines and holy places of Mary in the region with a pilgrimage route.

One of the aims was to build up a unified pilgrim route among the different religious traditions of Central Europe, and to create a network among these places. The most important Marian shrines in Central and Eastern Europe were connected: Mariazell with Şumuleu Ciuc and Częstochowa with Međugorje along with a number of smaller pilgrimage locations in between, such as Máriapócs and Máriaremete. These holy places have attracted visitors from all over the world for centuries.



The most important aim is to ensure the preservation and strengthening of Christian culture and faith by means of pilgrimage. The route was built by the nations of Central Europe in honour of the Virgin Mary. In the last 20 years, the route was built on 2.200 kms, which was recorded on a map. A network of pilgrimage accommodation is also available for those who travel.

Mária Út Közhasznú Egyesület (the Way of Mary Public Benefit Association) was established in 2006 in close cooperation with the municipalities, church and non-governmental organizations and individuals along the route, and has been working on the development and representation of the Way of Mary in Hungary and internationally ever since. In addition to the association, a volunteer network of nearly 350 people supports pilgrimage in the region. In Transylvania and the Highlands in Slovakia, associations, as independent legal entities operate parts of the Way of Mary. The [European Network Association of Mary's Route \(EUNAM\)](#) was set up in March 2021 with the participation of 9 legal entities from 5 member states to represent the case of the Way of Mary more effectively.

Mária Út is a representation of European values, such as:

- **Cultural heritage and its protection:** it presents Central-European history and in doing so sets the groundwork for the identity of all individuals. Rediscovering cultural heritage allows for its mediation and protection.
- **Commitment and influence on one another:** it creates openness towards one another by familiarizing us with the others' culture.
- **Strong structural differences:** it structurally opens possibilities in more fragile regions.
- **Cooperation:** it interconnects nine countries, with the possibility of expanding to 20 (of those part of the Europe Council).
- **Culture and the "spirit of democracy":** it is a bearer of history and identity and therefore a phenomenon, which carries, mediates, and strengthens culture.
- **Defence of particularity, and cooperation and dialogue:** it includes peoples of different languages, but also allows for cooperation among those of different religions and beliefs (Orthodox, Greek and Roman Catholic, Protestant, and Jewish).
- **Protection of the natural environment and landscape:** with its "quiet" tourism aims it contributes to presenting and protecting the environment.
- **Economic coordination, prosperity, and a continuous progress:** it contributes to economic progress by creating cooperative networks; and by sparking cultural tourism with globally competent programs.

The natural and cultural treasures and spirituality of the Way of Mary have attracted tens of thousands of pilgrims in recent years, and hundreds of organized group pilgrimages have been launched based on the traditions of the Marian pilgrimages.

In 2020, the Way of Mary Association submitted an application to the European Institute of Cultural Routes, accreditation is in progress, and we hope that the Way of Mary Association will soon be certified.

### Key stakeholders

In general, we can state that implementing the Way of Mary has been achieved in a quartet partnership: **churches** (Christian historical churches), **political actors and local governments**,



**companies** (touristic, non-touristic) and **organizations/associations**. These are the principal stakeholders to contact during the project:

- Among the **churches**, the most important is the Roman-Catholic church. In the area of Şumuleu Ciuc, the Franciscan Monks play a significant role. An outstanding Franciscan brother Csaba Bőjte, known for embracing homeless children through the Deva foundation, has long-standing cooperation with the Way of Mary. In Hungary Bishop János Székely, a leader in country level catholic activities, is a key supporter, too. Apart from “giving” the religious content, the secondary role of the church is to build pilgrim’s accommodations next to the way, where there is no tourist infrastructure and to provide general information. The volunteers can be involved in smaller works, like painting the way’s informative boards.
- The **political stakeholders and local governments** are important and involved actors both in the financial and in the organizational tasks. Besides solving administrative problems, they help overcome political barriers. In the governing body of the Hungarian Mária Út Association (MUTKE) there are several members with functions in other high-level institutions, such as an ex-minister, a chairman of a county local government, heads of tourism development. Prominent business owners also provide support to the initiatives.

In Hungary, 100 municipalities have become members of the Mária Út Association, showing support for the initiative (complete list is available, but not enclosed). In many cases local heritage museums are run by the local municipalities, e.g. Kemenes Vulkán park Celldömök.

In Transylvania, local governments give remarkable backing, among them the Development Organization in Harghita County has to be highlighted.

- **Local businesses**, even those not connected directly with tourism can be sponsors of the rurAllure initiative (providers of accommodation, restaurants, producers of handmade products, food products, shops of hiking kits, minibuses services, etc.).
- Other **non-governmental organizations**, helping with volunteers:
  - Transylvanian Carpathian Association: experts and volunteers with the designation part of the work.
  - The Scout Association, with a lot of enthusiastic young people.

It is of great importance to develop new relations with the **green associations**, especially with the ones who are taking care of the ways traversed by the Way of Mary.

- **Media supporting pilgrimage**: Mária Rádió, Catholic magazines (e.g. Képmás), religious tourism programmes of the Catholic Radio, slow tourism magazines and sites.
- Stakeholders related particularly to the Natural heritage focus:
  - ELTE University, Faculty of Natural Geography.
  - “Földgömb” (Globe) Magazine.
  - National parks along the Way of Mary: Órségi Nemzeti Park, Balaton-felvidéki Nemzeti Park, Duna-Ipoly Nemzeti Park, Bükk Nemzeti Park.
  - Local forestries.



- Hungarian National Museum: Archeological Site at Vértesszőlős (anthropology, palaeontology).

While working in the first pilot section from Bodajk to Mogyorósbánya in Hungary in autumn 2021, several regional stakeholder support letters have been signed. The list of such collaborators and their descriptions can be found in Deliverable 2.1 (“*Common strategies for pilots*”), together with those of the other pilots. It includes the following key stakeholders:

- **From Hungary:**
  - The Municipalities of Tatabánya, Tata and Fehérvárcsurgó.
  - The Parishes of Bodajk and Oroszlány.
  - Agora of the Vértes.
- **From Slovakia:**
  - The Way of Mary Association (Via Mariae): a non-profit organisation.
  - The Slovak Tourist Club: a non-profit organisation responsible for road markings.
  - The Association of Information Centres of Slovakia.
- **From Romania:**
  - Asociația Via Mariae.

Additionally, contacts have been made with the following stakeholders, who may become rurAllure collaborators in the future:

- **From Hungary:**
  - The Municipality of Oroszlány.
  - The Retreat of the Salesian Order of Don Bosco, Pélifyőldszentkereszt.
  - Gánt Geological Park.
  - Gerecse Náturpark Visitor Centre (museum).
- **From Slovakia:**
  - The Ministry of Culture (Department of Religion).
  - The Ministry of Transport and Construction.
  - The Conference of the Bishops of Slovakia.
  - Slovakia Travel.

The Slovak team is in negotiation with other organisations that may contribute to cultural or sport events organisation for rurAllure, or to improve the route visibility.

### **Geographical coverage**

The Way of Mary crosses Austria, Hungary, Romania, Slovakia, Poland, Croatia, Bosnia and Herzegovina. The route sections offer pilgrimage on foot, by bike and on horseback. Occasionally pilgrims can go by canoe, for example covering a section on the Danube.



As shown in Figure 1, the main route forms a cross upon the map of Central Europe: from west to East between Mariazell in Austria and Csíksomlyó (Șumuleu Ciuc) in Romania/Transylvania. The North to South axis is between the Polish city of Częstochowa and the Bosnian Medugorje.



Figure 1. The map of the Way of Mary. Source: <https://mariaut.hu/>

### Relationship with other routes

Pilgrimage routes often cross one another or go in parallel. It is in the interest of the associations to join forces to convince the local authorities about the importance of a particular trail. The Hungarian Way of Mary Association signed cooperation agreements with the following entities:

- Transylvanian Association of The Way of Mary.
- Slovakian Association of The Way of Mary.
- Way of Saint Elizabeth.
- Hungarian Association of Camino de Santiago (the Way of St. James).



- Way of Pearls.
- The Paths of Saint Martin.

The Transylvanian association established good relationship with the Association of Friends of Camino de Santiago. In Cluj county both the Way of Mary and El Camino signs are marked on the routes. Along the pass between Praid and Dealu, where The Way of Mary and Via Transilvanica meet, one can see the signs of both routes as a testimony of cooperation.

The rurAllure Slovak team has good relationships with the St. James' Way in Slovakia (Camino de Santiago); the northern and southern routes of the Slovak Way of Mary from Gaboltov to Šaštín and the Cyril and Methodius Pilgrim's Route.

### Key locations and cultural assets

- In “normal” years approximately 1 million pilgrims visit **Mariazell**, one of the most important shrines of Europe, located in the Austrian province of Styria. Its foundation goes back to the 12<sup>th</sup> century by the Benedictine monk Magnus, who erected a small chapel around a wooden statue of the Virgin Mary, “Maria in der Zette”. There are several legends about the miracles owing to the statue, including the healing of the Moravian margrave Henrik and the victory of King Louis I of Hungary over the Turks and other tribes under the protection of the Virgin.
- **Șumuleu Ciuc**, situated in Harghita County in Romania, has been a popular destination for pilgrims since the middle of the 15<sup>th</sup> century. Its Franciscan monastery was founded by János Hunyadi, future governor of Hungary and famous defender against the Ottoman invasion. According to legends the Catholic Székelys won a battle against the protestant King John Sigismund Zápolya at Pentecost with the help of the Virgin Mary. Even today hundreds of thousands of people visit it annually; for this reason, the main pilgrimage event takes place at Pentecost.
- **Częstochowa**, a city located in Southern Poland on the Warta river is famous for its Pauline monastery of Jasna Gora. According to the legend, Luke the Evangelist painted the portrait of the Black Madonna there, which to this day attracts millions.
- **Međugorje** is located in Bosnia and Herzegovina. The Virgin Mary “appeared” there in 1981 for 6 Croatian teenagers and the “Gospa” (Our Lady) apparitions have continued since then. The Church still examines the “validity” of these visions, for a while there was even a ban on officially organized pilgrimages there which was lifted by Pope Francis in 2019.
- **Mátraverebély-Szentkút** is located in the centre of the longest pilgrim route, the expression “szent kút” means “sacred well”. The news of the wonders and legends associated with the place spread rapidly even in the middle ages, a church was built in the village to serve the growing number of pilgrims. In the caves of on the hillside hermits had lived since the 13<sup>th</sup> century. The shrine was attended by the Cistercian monks, and since Turkish times the Franciscans have also taken part in leading pilgrim groups and pastoral ministry. From 1772 they were the inhabitants of the Szentkút monastery, but their final settlement took place only in the 19<sup>th</sup> century. In 2006, at the Indulgence of the Assumption Day, Cardinal Primate **Péter Erdő** declared this pilgrimage site, as the most important pilgrimage site of Hungary, a National Shrine. About 200,000 pilgrims visit Szentkút every year.



- The reputation of **Máriapócs** was brought about by the repeated tears of the holy image of the Virgin Mary in the basilica. It became a place of pilgrimage from the beginning of the 18th century. Basilite monks settled in the locality in 1749 and built a convent. The monastery became the centre of Greek Catholic culture and education. A memorable day of the settlement is 18 August 1991, the pilgrimage of Pope John Paul II to Máriapócs. Since 03 December 2005, Máriapócs has been a National Shrine.
- In the sanctuary of **Máriaremete**, the centuries-old oak tree and the holy image of Mary the Hermit in a gilded frame on it can still be seen today. The miraculous image was brought by the great admirer of Mary of Einsiedel, Katalin Thalwieser moving to Pesthidegkút from Switzerland in the 18th century. In gratitude to the Holy Virgin for her happy marriage, she attached a copy of the famous image to a tree in the forest of Hidegkút. The picture attracted the shepherds and foresters who went there, many of whom reported wonderful prayer hearings.
- **Bodajk** is the oldest Hungarian pilgrimage site, considered to be the church of the village, at the foot of the Bodok ridge, whose walls rest on the stones of the chapel of King St. Stephen. Its holy image arrived at the bottom of the Bakony from Passau, his wife's hometown. What is interesting about the shrine in Bodajk is that the first Hungarian holy family played a decisive role in its history: its chapel was built by St. Stephen, and its miraculous holy image was given to the church 600 years later by the town of the Blessed Gizella.

In **Slovakia**, the route crosses three regions: Nitra, Banská Bystrica and Žilina. The Slovak Way of Mary (Via Mariae) is less known than the other routes. Nevertheless, it offers a variety of interest points, enriching the pilgrims experience. The cultural assets comprehend pilgrimage churches, chapels and calvaries. The most known religious heritage sites along the selected route section from Šahy to Trstená are the following, together with some of their highlights:

- **Šahy**: calvary.
- **Banská Štiavnica**: calvary, Church of the Assumption of the Virgin Mary (13th century).
- **Zvolen**: Roman Catholic Church of St. Elizabeth.
- **Banská Bystrica**: Cathedral of St. Francis Xavier.
- **Staré Hory**: Basilica of the Visitation of the Virgin Mary (15th century).
- **Ludrová**: Roman Catholic Church of All Saints (13th century).
- **Trstená**: Franciscan Church of St. George and Monastery.

The route section offers interesting hiking routes, historical buildings and castles, thermal bathhouses, mining monuments as well. Pilgrims pass some of the most famous touristic sites, yet they find places allowing quiet contemplation as well.

### **Current status of development and promotion**

A lot of effort has been put into the discovery and recording of the networks of the main routes of Częstochowa–Međugorje and Mariazell–Şumuleu Ciuc. About 1/3 of the entire 2200 km stretch has been marked. In three countries involved, associations have been established to develop the trails.

The settlements along the routes have also initiated networks for service providers. These cooperation possibilities have been promoted at most pilgrimage events, such as the 40-day



pilgrimage or the 3 to 5-day pilgrimages. Maps, guidebooks, websites and GPS applications have been created for the main sights of the important route between Mariazell and Şumuleu Ciuc.

Although the COVID-19 situation has severely affected also the free movement of pilgrims, in “normal” years 20.000 pilgrims/year can be estimated on the whole section of the route, which results in approximately 30.000 guest nights/year. Although Şumuleu Ciuc is the final destination of the route, the estimated number of pedestrian pilgrims on the Transylvanian section is only 2.000 people/year. Most of them come from Hungary, but the number of visitors from different European countries is also growing. In Transylvania, **Asociația Via Mariae** (a rurAllure associated partner) coordinates all task related to route development. Routes are regularly checked and maintained, and those on the road are registered and tour-guided by local contact persons who are committed to nurture and pass on this heritage. The association organizes a network of partners including churches, political actors and local governments, touristic, non-touristic companies, organizations/associations, local communities and volunteers.

The following are relevant observations about infrastructure and catering to the pilgrims:

- **Accommodation.** In the more developed sections tourist lodges, pensions are available, but since this way is going through rural areas, in the villages an important part of development is to gather the possibilities, define categories and promote the accommodation options. While in Hungary one can choose from several officially listed “pilgrim’s accommodation” places, the Transylvanian section still needs to reach this level. There the popular alternatives are parishes, parochial places or family houses.
- **Food.** The pilgrims are open toward local products, and to taste local gastronomic specialties. The Way of Mary enables also the promotion of local products of the farmers or the small restaurants and groceries. It is of vital importance to provide information about the natural water sources for the wanderers.
- **Information and resting points.** Tourist information points operate at the key sights all over the country. However, orientation points tailored to the needs of pilgrims should also be constructed, together with new resting places with adequate infrastructure. Old establishments should be modernized to meet the comfort requirements of the 21st century. Information for the pilgrims should be available about first-aid centres, hospitals, pharmacies, transportation, exchange offices, cash withdrawal points.
- **Logistics of personal and luggage transportation.** Pilgrims do not usually cover the complete section of the Way of Mary. They need to get to their starting point and continue from their destination. Reservation of flight tickets should be promoted better for this segment. They should also get more information on how to make reservation for local, countywide, national and international buses, trains. There is also demand for luggage transportation, especially for the longer pilgrimages. A positive trend is that in Hungary each year new routes have been developed as part of the cycling network. Within the framework of the Interreg cooperation programme, [Sacravelo](#), a network of bicycle pilgrim routes has been created in 4 cross-border areas between Hungary and Slovakia.
- **Religious and cultural programs.**
  - The home page of the Hungarian Way of Mary Association listed around 50 pedestrian pilgrimage possibilities for 2020, two thirds of them offered on



specific dates. Bicycle tours are organized each year from Budapest to Şumuleu Ciuc including religious programmes, accommodation, meals and accompanying car. (The distance is approximately 800 kms.)

- In September 2021 Budapest was the venue of the 52<sup>nd</sup> International Eucharistic Congress. Related to this special event, pilgrims from 15 Mary worship places of the route (including Mariaszell, Częstochowa, Máriagyűd) set off for Budapest. This was a huge opportunity to promote rurAllure, which MUTKE took advantage of with flyers, information desks and personal reports.
- In Transylvania there are initiatives to make publicity for the main events. However, more focus should be placed on presenting the local cultural programs, museums, folklore houses and the traditional community values.

In Slovakia, the **Via Mariae Association** (also a rurAllure associated partner) is in charge of the events, popularization of the route, and cooperation with local municipalities. The association's initiatives are welcomed by the Ministry of Culture of Slovakia, the Ministry of Transport and Construction of Slovakia, the Conference of Slovak Bishops and newly-established organization Slovakia Travel. Currently, the Way of Mary lacks a proper description and overall promotion in the country. The direction is known, it passes specific cities and villages of historical importance. However, some paths and intersections need to be better clarified. A big drawback is that the unified marking of the way is missing, which could provide a better orientation for pilgrims. Interesting heritage sites are scattered all over the network and not all are offering foreign language descriptions. Unfortunately, the COVID-19 pandemic has affected existentially a high number of vendors on the route who had provided shelter and food services before. The good news is that a new window of opportunity has also opened by the fact that new target groups have been attracted to the trails and heritage sites.

### Rural surroundings

The Hungarian main section of the Way of Mary extends from West to East, with several intersections. Just considering this main section it crosses 5 EU NUTS2 regions of different economic and demographic characteristics. The sections we develop in this pilot fall into 4 regions:

- HU22: Nyugat–Dunántúl.
- HU21: Közép–Dunántúl.
- HU12: Közép–Magyarország.
- HU31: Észak–Magyarország

In Romania the Way crosses the RO11 Nord-Vest and the RO12 Centru NUTS2 regions. The section we plan to focus on can be found in the RO12 region, more precisely in Harghita and Mureş counties. There are hundreds of villages and communities along the Transylvanian sections of the Way of Mary. Their local governments, as well as most of the non-governmental and ecclesiastical organizations operating there know the pilgrimage route and are actively involved in the construction and coordination work.

In Slovakia, the regions covered fall in the NUTS2 SK03 “Central Slovakia” region.

The three countries involved in the project are characterized by large rural areas. The map of Figure 2 shows the degrees of urbanization of the area in 2016.

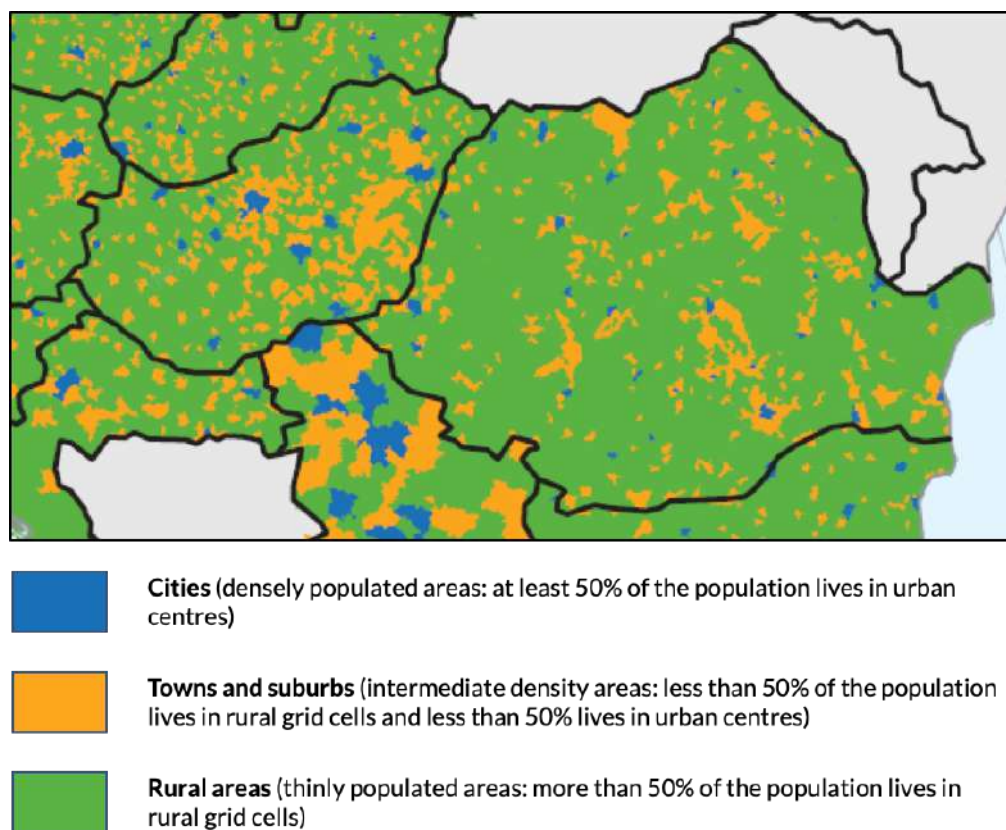


Figure 2. Degree of urbanization in the WP7 pilot countries in 2016. Sources: Eurostat, JRC and European Commission Directorate-General for Regional Policy.

Some of the selected route sections traverse areas of low economic growth. For example, according to 2017 data, the per capita GDP in the HU31 Észak-Magyarország region was among the lowest, only 46% of EU28 measured in PPS (purchasing power standard). The “Central Slovakia” region is also the one with the lowest per capita GDP within the country. In general, all the regions of our focus have per capita GDP data below 75% of EU28 average.

### Nearby heritage missed by (most) pilgrims

It is often the case in this area that a site or a landscape is famous among a large number of people, like the castles, the caves, the rock climbing sites or the vineyards but they are passed by pilgrims exploring the same area, simply because they are not on the official route. In the rurAllure team we have carefully selected the points of interest and designed featured trips specifically with this aim in mind: to attract pilgrims to the untraveled routes –which can be also well-known among hikers or bikers or nature enthusiasts or can be hidden and known only to a few.

The type of heritage we focus on includes:

- National parks: flora, fauna and geological sites.

- Special geographical sites: caves and cave systems, waterfalls, gorges, creeks, scenic observation points.
- Fauna: pasture areas with traditional facilities of animal husbandry; bird parks (with observation stations).
- Flora: botanical gardens, protected plants areas, (natural) herb gardens.

During the first stage of this pilot in 2021 we have examined one section of the route within Hungary with a natural heritage focus. While the natural heritage sites remain dominant in our selections even later, we will add more sights to the sections to make it useable for planning a pilgrimage trip on the approximately 500 km route. The maps of Figures 3 to 6 show the key natural heritage sites selected for each route. They will be revised as we explore the routes in more detail.

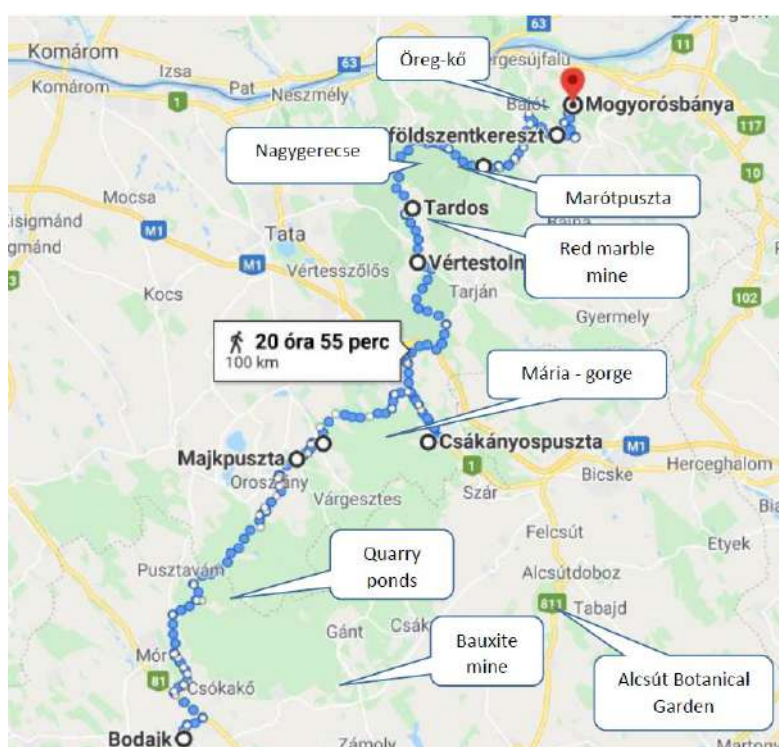


Figure 3. Selected natural heritage sites along the Bodajk-Mogyorósbánya segment.

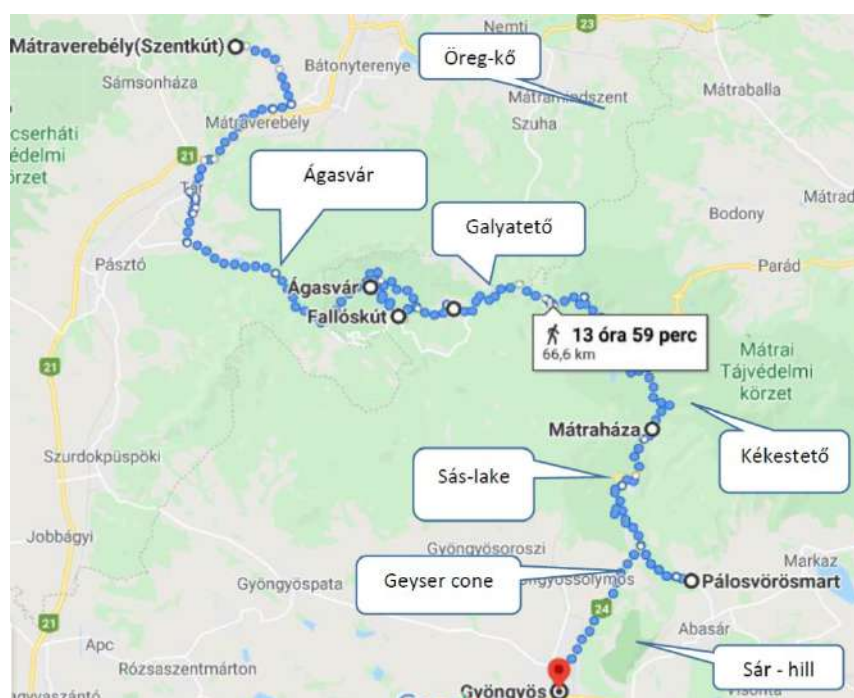


Figure 4. Selected natural heritage sites along the Mátraverebély–Gyöngyös segment.

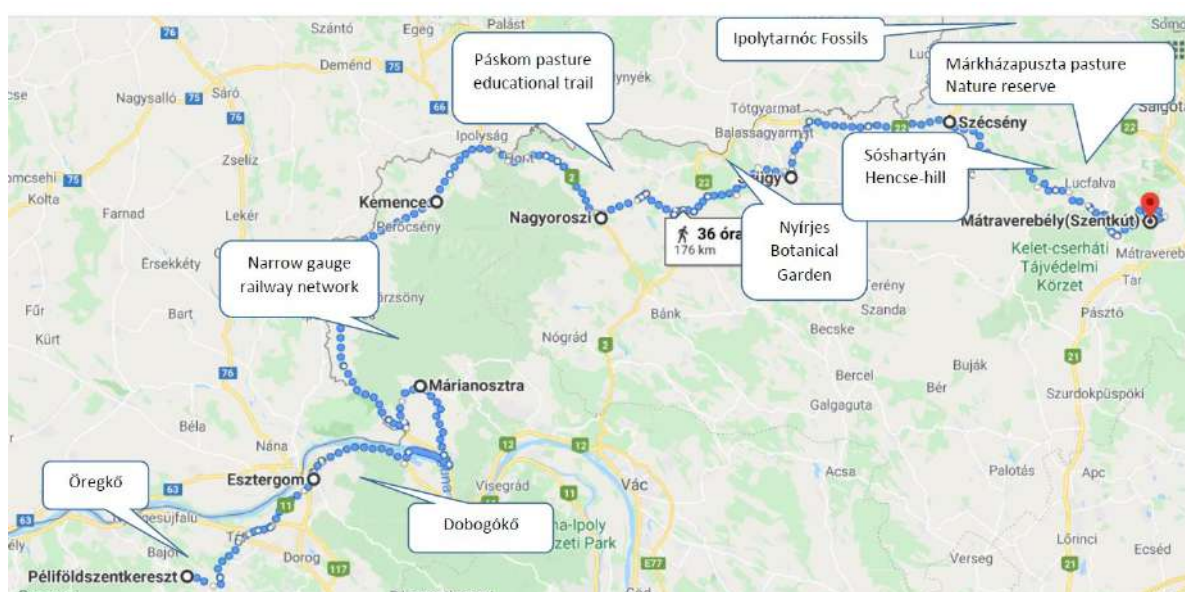


Figure 5. Selected natural heritage sites along the Péliföldszentkereszt–Mátraverebély segment.



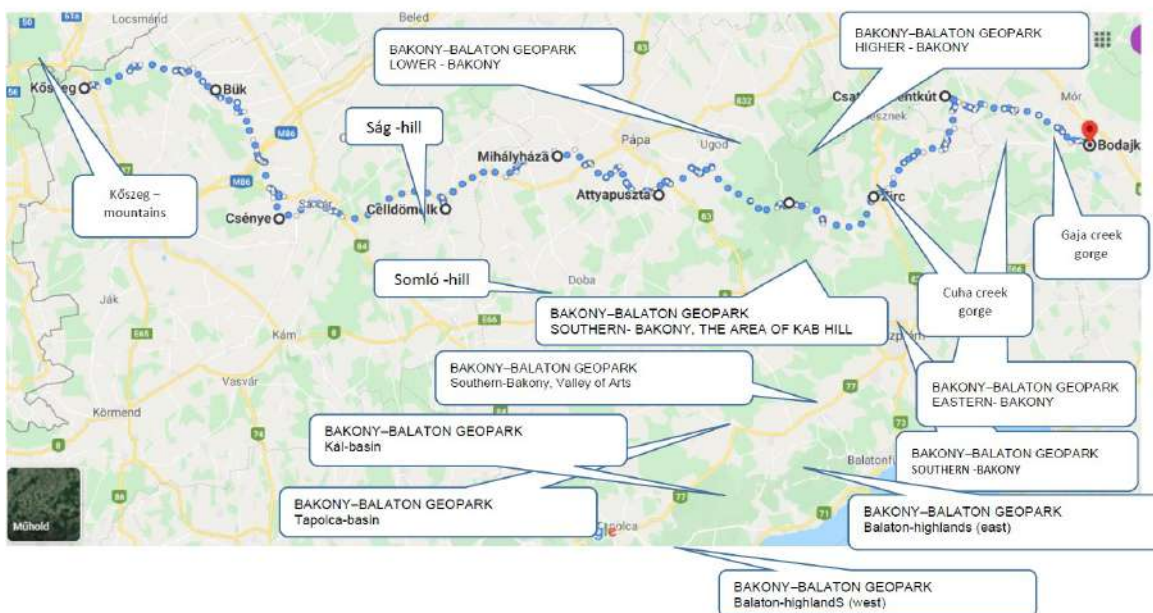


Figure 6. Selected natural heritage sites along the Kőszeg–Bodajk segment.

In Romania, regional-touristic facilities, promote mostly constructed heritage, natural heritage has not been described in detail. Due to the larger country size the knowledge about the sites along the route has to be improved on national level, too. In Transylvania we plan to develop one larger section of about 200 km during 2022 and 2023 (Figure 7).



Figure 7. Selected natural heritage sites along the Transylvanian segment.

In Slovakia, the rural areas the route crosses are spectacular, with four nature reserves: protected landscape area Štiavnica Hills, National park Low Tatras, National Park Great Fatra, protected landscape area High Orava. We can highlight natural resources: Zvolen basin, Koháry Oak (educational trail), Turiec wetlands, Santovs’ filagory (cultural monument), rock dwellings in Brhlovce, wetlands in Badin, Kremnica hills, Orava highlands, botanical gardens, arboretums, caves (Harmanicka, Bystrianska). The nature remains largely untouched.

The rurAllure Slovak team will integrate heritage sites along the route presented in the map of Figure 8. Besides of the natural focus, the local cultural or thermal heritage can become an interesting addition to the pilgrims' experience. Therefore, the Slovak Way of Mary offers a wider range of visiting options.



Figure 8. Map of the Šahy to Trstená route section (approximately 250 kms).

### Current needs and opportunities in cultural and touristic promotion

We evaluate the strength or weakness of the territory from the perspective of perceived value for the pilgrims. Several factors contribute to the attractiveness of a place and they build upon one another. The basis is the **destination attraction** (uniqueness, climate, variety) complemented by the **quality of support facilities and services** (e.g. accommodation, shops, programmes, info points, safety, security etc.). The **people-related factors** (quality of support personal, level of knowledge of foreign languages etc.) make the offer complete.

Pilgrimage has changed significantly in recent years. “Traditional” pilgrims have grown older and they have increasing needs for quality and comfort, they may also seek therapy during their trip. There is a lot of information available on pilgrimage via the Internet or social media, planning the journey online is especially attractive to younger people. The trends for slow tourism and health consciousness have reached also this segment, motivations for pilgrimage are not always religious anymore, but even the “new generation pilgrims” enjoy going on foot and using simple and traditional services.

This situation characterizes all three countries of the WP7 pilot.

### Strengths & opportunities

We can state that all the regions to be examined are **attractive destinations to the pilgrims mainly due to their built religious heritage**. They include shrines, various other sacred sites and holy objects, and former and still functioning monasteries and other examples of church architecture. Other cultural heritage sites like castles, museums, etc. are also relatively well represented.



The quality of support facilities is increasing, but there is a **big difference among the regions**, especially between Hungary and Transylvania. In Hungary the number of guest nights has increased again in summer 2021, after the spring COVID-19 wave. In both countries, routes have been constructed for cyclists, horse riders and motorbike riders; even pilgrimage on waterways has become accessible. Relationships with “religious” tour operators and travel agencies have deepened. **New communication channels have been created to reach new audiences.**

Factors related to personal involvement have improved significantly. In Hungary the network of volunteers organized by the Mária Út Association, the inclusion of local governments into the route are the biggest achievements.

During the construction and coordination of the Transylvanian sections of the Way of Mary the habits, needs and opportunities of pilgrims have been carefully observed. The results of the questionnaires conducted in recent months within the rurAllure project, also prove that the diversity and uniqueness, as well as the specific climate of the Transylvanian region is considered an interesting and strong point for pilgrims and tourists. Thanks to this, the region offers a variety of services and activities for pilgrims and tourists visiting here, especially when it comes to active leisure.

More and more sections of the Transylvanian part of the Way of Mary are becoming accessible for hikers, cyclists, horse riders and motorbike riders. We can highlight the successful management of stakeholder relationships, as well as the good communication with local non-governmental and ecclesiastical organizations.

Another human factor that is worth mentioning as a strength in Transylvania is local hospitality, which is really appreciated by visitors. This not only makes the pilgrimage or tourist experience even more pleasant and memorable, but it also has brand value and a serious economic impact, as it greatly contributes to the increase in the number of returning tourists.

The increased knowledge and higher educational level of visitors present opportunities in religious tourism. Transylvania is an ideal place for slow tourism, all the necessary elements are present there: small beauties, accent on details, animals, spirituality, religion, and people focus.

In Slovakia the strengths and opportunities are very similar to those in Hungary and Transylvania. Emphasis is on the interest in Christian values, tourism, local production, cycling, healthy lifestyle, availability of accommodation and food providers along the route, travel platform, using mobile game marketing. A well-developed Integrated Rescue System is available through the number 112, mountain rescue is included. Young generation, college students are potential target especially during COVID-19 time. The project is in accordance with the process of sustainable tourism strategy till 2030 in Europe, prioritizing development of rural areas. The project reflects the growing number of local youth or public civic communities involved in natural or cultural heritage protection and maintenance activities.

### **Weaknesses & threats**

- Policies related to pilgrimage are either non-existing or are part of a broader religious tourism policy. The key stakeholders involved in pilgrimage, the church and the tourism representatives know only “part of the story”, the level of cooperation is still very low among these entities.
- The individual cultural heritage institutions are often isolated due to the lack of an institutional network, thus experiences gained from pilgrims are not shared.

- The knowledge of foreign languages of the stakeholders and the quality of publications for foreigners are below the average of the tourism sector.
- The pilgrimage ways often see one another as competitors and they do not join forces to solve problems together.
- It seems difficult to involve children in pilgrimage activities, a unique proposition would be needed to raise the interest of this age group and that of the parents.

In Transylvania, it is worth paying special attention to road safety and maintenance, as well as to the indication of possible dangers (bears, shepherd dogs). We hope that progress will be made along this issue with the help of the rurAllure platform during the construction of the pilot route, which requires the involvement of local stakeholders.

Specific weaknesses and threats in Slovakia could be with the decrease of life standards and restrictions towards tourism and culture events (closed hotels, museums, natural parks because of COVID-19), up-to-date travel and logistic information for pilgrims. Other weaknesses include changeable quality of services provided to less touristic developed places, obsolete or non-existing information, or the fact that most of the existing cultural programs do not take into account foreign visitors.

### 3. Pilot actions

#### Territorial coverage

The Hungarian pilot aims to develop 6 segments along The Way of Mary. As of Fall 2021, the segment Bodajk–Mogyorósbánya (located in Central Transdanubia, Hungary as shown in Figure 9) was in focus. The detailed maps of the other 5 segments have already been included in the preceding section. We are going to review these earlier route and POI recommendations based on the experience gained during the development of the first section.

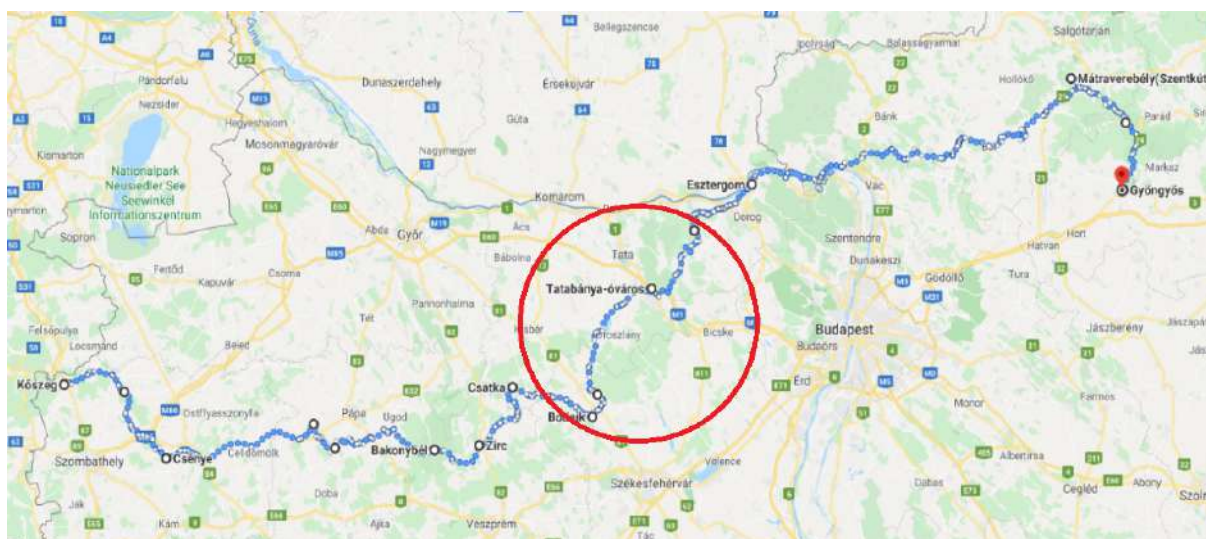


Figure 9. Segment of focus as of Fall 2021.

The segment between Bodajk and Mogyorósbánya covers (among others) the cities and villages of Bodajk, Majkpuszta, Tatabánya, Tata, Vérttestolna, Péliföldszentkereszt, Mogyorósbánya,



Csákberény, Csókakő, Tardos and Oroszlány. These settlements provide a rich variety of natural and cultural heritage, and religious places, as well. Many small villages are located in this region, out of the main route of The Way of Mary, though worth visiting due to natural or cultural attractions.

The following are the main POIs pilgrims might visit in this part of The Way of Mary:

- Gaja gorge.
- Károlyi Chateau, Fehérvárcsurgó.
- Csókakő castle.
- Arboretum at Alcsút.
- Tardos red limestone quarry, rock climbing area.
- Vértesszőlős Neanderthal Valley excavation site, nature reserve.
- Tata, Öreg Lake.
- Majk, Monastery of the Camaldolese Brothers.
- Bodajk, Shrine of the Helping Virgin Mary.
- Monastery and Hostel for Pilgrims, Péliföldszentkereszt.

As part of the project, **4 featured trips have been developed** so far:

- 2-day long pilgrimage on foot (Oroszlány–Bodajk–Fehérvárcsurgó), shown in Figure 10.
- 3-day long pilgrimage by bicycle (Tata–Bodajk–Fehérvárcsurgó), shown in Figure 11.
- 3-day long pilgrimage on foot, (Tata–Tardos–Péliföldszentkereszt), shown in Figure 12.
- 1-day pilgrimage trip on foot (Péliföldszentkereszt round trip), shown in Figure 13.

The trips in detail are described in a subsequent section, as part of the Complementary Performance Indicators.

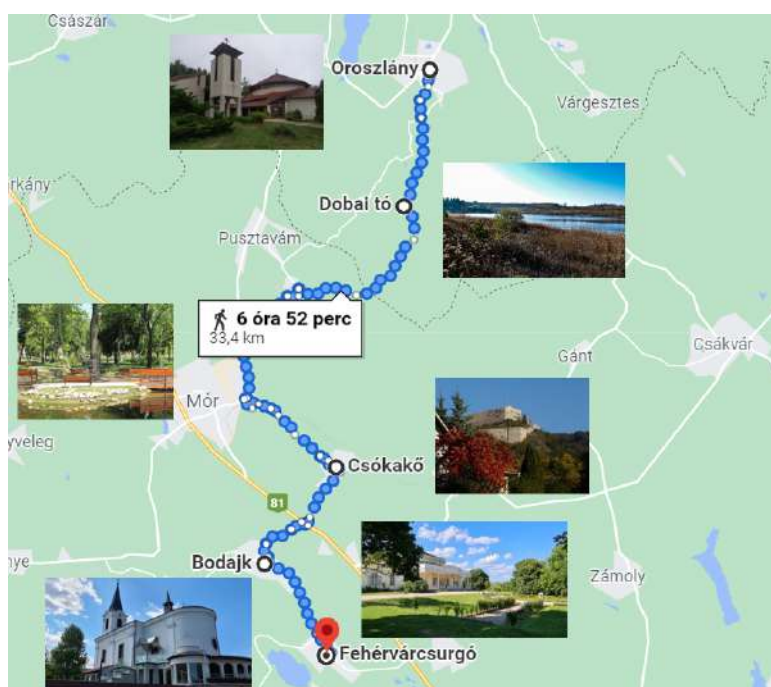


Figure 10. 2-day long pilgrimage on foot (Oroszlány–Bodajk–Fehérvárcsurgó).



Figure 11. 3-day long pilgrimage by bicycle (Tata–Bodajk–Fehérvárcsurgó).



Figure 12. 3-day long pilgrimage on foot, (Tata–Tardos–Pé liföldszentkereszt).

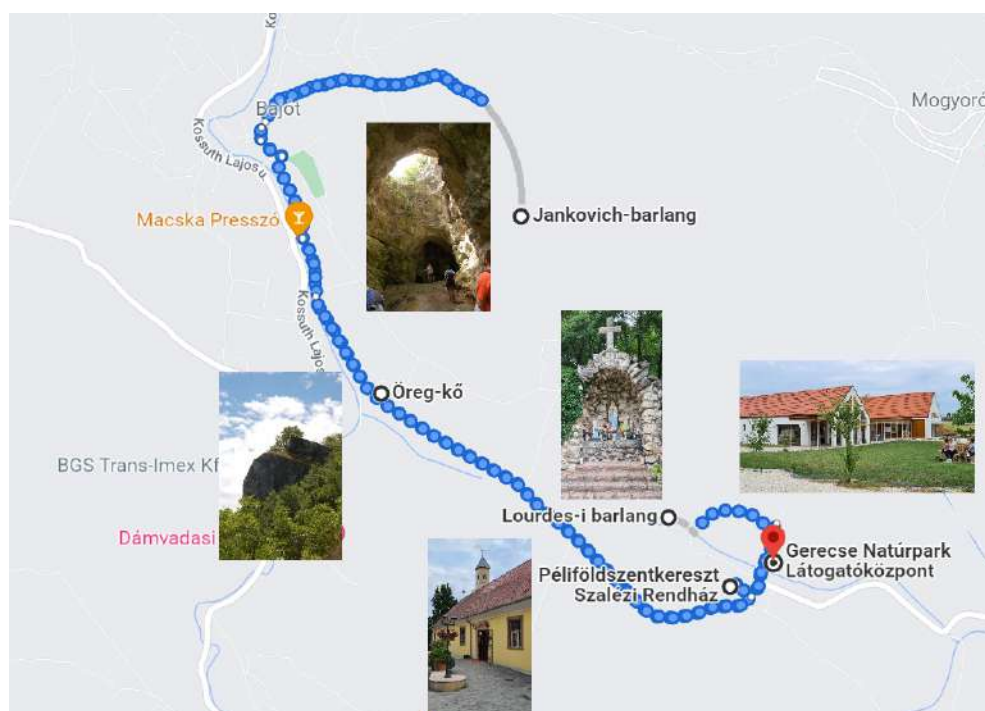


Figure 13. 1-day pilgrimage trip on foot (Pé liföldszentkereszt round trip).

### Newly-created actions (not happening without rurAllure)

rurAllure in Hungary has a natural heritage focus, therefore new actions are often explorations of some type of natural heritage, they may be part of built heritage sites, like botanical gardens, parks of historical buildings. Besides, there is strong emphasis on cultural and historical remains, (castles, ruins, chalets), minor museums, even private collections. Gastronomic experiences are not excluded either: wine-tasting or local cooking, or the delicacies and herbal products of the monastic orders can be part of the new activities.

We have been fortunate during the autumn pilot months because the region presents various types of such characteristic experiences, we just have to trace a line to incorporate them into the deviations and variations of the pilgrimage routes.

Three of the routes offered as featured trips have been the results of **sample pilgrimages**. These newly created actions proved that the itineraries for the featured trips were realistic, doable and raised the interest of the target groups. The three routes differ in length, in the localities they passed by, and also in the means of travel.

All three routes incorporated several stops and sights including important natural heritage sites, protected landscape, local museum, rural heritage typical of the region, local gastronomy, ecclesiastical buildings, castles and ruins of historical importance, sites of sacral architecture and places that are unique in the country (e.g. protected cave or the scenery of mining).

Participants at each event received promotional materials including a rurAllure leaflet in Hungarian (Figure 14), designed by the Hungarian team and targeted especially at pilgrims.



Figure 14. Leaflet for pilgrims.

The Hungarian team has also organized a regional **stakeholder event** at Pélifyódszentkereszt, in the nature reserve, administered by the Salesian brothers, an ideal place to combine spirituality and nature. The meeting included presentations about rurAllure and the Way of Mary and guests had the opportunity to visit the exhibition at the Visitor Centre about the conservation of natural heritage and the protection of the created world.





Figure 15. rurAllure WP7 team members at Pélifyöldszentkereszt after the stakeholder meeting.

As the rurAllure IT platform has not been operational yet (a beta version was originally scheduled for M12), no actions have been created towards vendors. However, a brochure has been printed to inform potential service providers about the opportunities offered by rurAllure (Figure 16).



Figure 16. Leaflet for service providers.

Although the **Transylvanian actions** are only in the planning phase, the initial thoughts are worth mentioning in this report: two new activities will be created on the Székelyudvarhely (Odorheiu Secuiesc)–Csíkszereda (Miercurea Ciuc) road section thanks to rurAllure. They are about herbs, as well as mineral and thermal waters and mofettes.

It should be emphasized that in the last two years The Transylvanian Way of Mary Association has put significant effort into the identification of new target groups and has developed tailored offerings for them. They recommend the Way of Mary for hikers, searchers, spiritual and

religious people. For everybody who is open, and is looking for cultural, spiritual or natural values, age does not matter. The pilgrims have the opportunity to choose between the short, half day tour and the long, hard pilgrimages. It can be reachable on foot or with bicycle, alone or in a group. They can walk the whole way, or they can choose a short one.

The **Slovak section** of the pilot is to be developed in detail from December 2021. The international pilgrimage day “On a journey together”, targeted mainly at families above the age 50 will be repeated in both 2022 and 2023 and rurAllure will actively participate in it.

The Slovak team plans to offer the following new activities:

- Competition “Wander with heart and body” (November 2021–January 2022 and March–July 2022) targeted at all pilgrims and tourists interested in natural heritage. This contest (Figure 17) is focused on gathering photos while wandering on the Way of Mary Šahy–Trstená. Dissemination of promotional materials about the pilgrimage route and the project is part of the action.



Figure 17. Kick off meeting and leaflet of exhibition “Wander with heart and body”.

- “Scout marches”, planned to take place in autumn 2022 is targeted at young pilgrims interested in natural heritage.
- Competition in orienteering, designed for autumn 2023 will also be targeted at young pilgrims interested in natural heritage.
- Stakeholder meeting: 1-day pilgrimage, in Spring 2023, including visits to Banská Štiavnica, Botanic garden, Stiavnica Hills and exhibition of natural heritage and spirituality.
- International conference “Via Mariae in Europe” (Nové Zámky, Autumn 2022).
- Meeting with vendors, Spring 2023 at Ružomberok, Great Fatra.

Participants at each event in Slovakia received promotional materials including the rurAllure leaflets (Figure 18), designed by the Slovak team at Comenius University and targeted at

pilgrims and tourists. The leaflets are available at tourist centres, municipalities, and church offices.



Figure 18. rurAllure leaflets made available at tourist centres, municipalities, and church offices.

### Previously-existing activities integrated in the pilot

There are activities belonging to the “daily routine” of pilgrimage route associations, thus due to the active participation of MUTKE in the project, they have also become part of rurAllure in Hungary. These activities include:

- **Route development.** The construction of the designated route section in the pilot – as part of the main branch of the Way of Mary– began 15 years ago. The permits required for the construction of the trail (land ownership, forestry, water management and municipal) have been obtained, the route has been marked and signposted in accordance with the regulations (Figure 19); GPS coordinates have been recorded and displayed on maps. The information has been posted on the website of the Way of Mary and promoted through its communication channels.
- **Infrastructural survey.** The most important POIs related to services have been surveyed and described. Those already recorded on the Way of Mary website will be uploaded also to the selected sections in the rurAllure platform.
- **Partnerships built.** The popularity of the Way of Mary has eased building partnerships with local governments and internal ecclesiastical legal entities involved in the route. Due to rurAllure, cooperation possibilities have become even more attractive for stakeholders. Intermediaries of natural and cultural values, have been contacted, and MUTKE has established some new close co-operations (Agora of the Vértés, Tata Municipality).



Figure 19. Signal painting at Bodajk.

- Organization of pilgrimages, large-scale events.** Approximately ten organized group pilgrimages take place on this section of the Way of Mary or touching on this section each year. Some of these are part of the annual large-scale events of the Way of Mary. (1Úton International Pilgrim Day; Pentecostal Pilgrimage, Szentkút (Holy Well) Pilgrimage). The group pilgrimages will be included as an offer on the rurAllure IT platform, once it is operational.



Figure 20. Running pilgrimage (Mary Marathon starting gate at the Lake of Tata).

In Transylvania several pilgrimage events have been cancelled due to the severe COVID-19 conditions. However, creating awareness of rurAllure and building stakeholder relationships

have progressed. An important event, the Yearly Conference of the Transylvanian Way of Mary Association took place in October (Figure 21), where the section coordinator Réka Vas presented rurAllure underlining the richness of fauna and flora in Transylvania, offering a great diversity of natural heritage to pilgrims.



Figure 21. Yearly Conference of the Transylvanian Way of Mary Association.

The Slovak rurAllure team has integrated the International pilgrimage day “On a journey together” to the project, a similar on foot pilgrimage will take place in August 2022 and 2023.



Figure 22. The “On a journey together” event in Slovakia.



## Target KPIs and strategies

This section contains estimations for the Key Performance Indicators (KPIs) and the Complementary Performance Indicators (CPIs) that require contributions from the rurAllure pilots, as explained in Deliverable 2.1 (“*Common strategies for pilots*”):

- KPI3: Involvement of pilgrims and local stakeholders in pilot actions.
- CPI1: Number of POIs uploaded to the platform.
- CPI2: Number of featured itineraries and narratives created for specific topics and segments.
- CPI3: Number and type of newly-created actions for pilgrims.
- CPI4: Number and type of previously-existing activities integrated in the pilots.
- CPI5: Media appearance and impact.

These KPIs and CPIs have been defined for the individual sections, then aggregated at the pilot level. So far, only one route section has been completed and it would be early to jump to conclusions how the targets will be reached. One aspect affecting the achievement of these targets is the COVID-19 situation, which has been severe this autumn in all the 3 countries involved in this pilot.

Tables 1, 2 and 3 show the selected and aggregated KPIs and CPIs for the total Hungarian sections, the Transylvanian section and the Slovak section of the WP7 pilot, respectively.

### KPI3: Involvement of pilgrims and local stakeholders in pilot actions

Before the start of the actual work on the first segment, we established a set of KPI and CPI targets for this region. Not all of them have been met yet, but we hope to improve the figures during the rest of the project. For now, we prefer a qualitative evaluation of the KPI3 values achieved in the Bodajk -Mogyorósbánya segment and the circumstances affecting these results.

Stakeholders in the Vértes-Gerecse region generally welcomed the rurAllure initiative. Some municipalities, like Tata, are very close to the way of Mary and the city is rich in natural and cultural heritage sites. The mayor of Tata organized the local television to be present at the arrival of the pilgrimage group, a local chorus welcomed them. The mayor even accompanied the bikers for a while. Some other stakeholders, however, expressed their scepticism about the potential of rurAllure; the pilgrim and vendor platforms have not been operational yet, so it has sometimes been difficult to show tangible results to the stakeholders.

The project has been warned about the potential danger of vendors being overwhelmed with data uploading as there are some other platforms contacting them with similar tasks.

Two types of promotional materials have been designed and printed, one for pilgrims another for service providers. They have proved to be very useful at the dissemination events (e.g., the Family Day at the International Eucharistic Congress, Figure 23). For regional stakeholders, personal meetings and a regional workshop have been organized allowing roundtable discussions, as well.



Table 1. Total performance indicators for the Hungarian sections.

INDICATOR	ON THE ROUTE	IN THE ROUTE VICINITY	TOTAL
<b>KPI1 (per pilot): Number of users of rurAllure pilgrim's portal and mobile app</b>			700
<b>KPI3: Involvement of pilgrims and local stakeholders in pilot actions</b>			
<b>KPI3.1: Specialized and private stakeholders engaged (civil society links)</b>			
Museums and heritage sites	29	19	48
Cultural and touristic companies	7	6	13
Small businesses	20	15	35
Territorial stakeholders engaged			30
<b>KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training</b>			10
<b>KPI3.3: Tourists/pilgrims lured to the POIs/involved in the pilot actions</b>	370	270	640
<b>CPI1: Number of POIs uploaded to the platform</b>	280	120	400
<b>CPI2: Number of featured itineraries and narratives created for specific topics and segments</b>			8
<b>CPI3: Number and type of newly-created actions for pilgrims</b>	8	8	16
<b>CPI4: Number and type of previously-existing activities integrated in the pilots</b>	20	10	30



Table 2. Total performance indicators for the Transylvanian section.

INDICATOR	ON THE ROUTE	IN THE ROUTE VICINITY	TOTAL
<b>KPI1 (per pilot): Number of users of rurAllure pilgrim's portal and mobile app</b>			200
<b>KPI3: Involvement of pilgrims and local stakeholders in pilot actions</b>			
<b>KPI3.1: Specialized and private stakeholders engaged (civil society links)</b>			
Museums and heritage sites	3	3	6
Cultural and touristic companies	4	3	7
Small businesses	8	4	12
Territorial stakeholders engaged			15
<b>KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training</b>			4
<b>KPI3.3: Tourists/pilgrims lured to the POIs/involved in the pilot actions</b>	200	150	350
<b>CPI1: Number of POIs uploaded to the platform</b>	100	50	150
<b>CPI2: Number of featured itineraries and narratives created for specific topics and segments</b>			3
<b>CPI3: Number and type of newly-created actions for pilgrims</b>	2	2	4
<b>CPI4: Number and type of previously-existing activities integrated in the pilots</b>	2	1	3





Table 3. Total performance indicators for the Slovak section.

INDICATOR	ON THE ROUTE	IN THE ROUTE VICINITY	TOTAL
<b>KPI1 (per pilot): Number of users of rurAllure pilgrim's portal and mobile app</b>			450
<b>KPI3: Involvement of pilgrims and local stakeholders in pilot actions</b>			
<b>KPI3.1: Specialized and private stakeholders engaged (civil society links)</b>			
Museums and heritage sites	21	7	28
Cultural and touristic companies	5	7	12
Small businesses	70	20	90
Territorial stakeholders engaged			6
<b>KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training</b>			4
<b>KPI3.3: Tourists/pilgrims lured to the POIs/involved in the pilot actions</b>	200	150	350
<b>CPI1: Number of POIs uploaded to the platform</b>	70	30	100
<b>CPI2: Number of featured itineraries and narratives created for specific topics and segments</b>			2 original + 50 adapted from other sources
<b>CPI3: Number and type of newly-created actions for pilgrims</b>	2	3	5
<b>CPI4: Number and type of previously-existing activities integrated in the pilots</b>	2	1	3



Figure 23. MUTKE Stand Presenting rurAllure on the Family Day at the International Eucharistic Congress (Budapest, September 2021).

Attendance to rurAllure events by pilgrims has been lower than projected. It was mainly due to the fact that one week earlier several pilgrimages had been organized for the International Eucharistic Congress in Budapest, in particular to Pope Francis's visit on September 12<sup>th</sup>. At the same time the Congress was a huge opportunity to present the Way of Mary and rurAllure for a wide audience, especially during the Family Day on Margaret Island.

The uncertainties related to the COVID-19 situation may also have contributed to lower attendance at the events, but we believe that on the long run the pandemic has a positive effect on pilgrimage, as people tend to spend more time in nature and not by all means travel very far.

The project members are working on targeted actions to attract new segments of pilgrims to rurAllure for the coming route section developments.

Table 4 shows the planned KPIs and CPIs for this 2021 Autumn route section.



Table 4. KPIs for the section Bodajk–Mogyorósbánya.

INDICATOR	ON THE ROUTE	IN THE ROUTE VICINITY	TOTAL
<b>KPI1 (per pilot): Number of users of rurAllure pilgrim's portal and mobile app</b>			N/A
<b>KPI3: Involvement of pilgrims and local stakeholders in pilot actions</b>			
<b>KPI3.1: Specialized and private stakeholders engaged (civil society links)</b>			
Museums and heritage sites	19	11	30
Cultural and touristic companies	1	1	2
Small businesses	6	4	10
Territorial stakeholders engaged			12
<b>KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training</b>			2
<b>KPI3.3: Tourists/pilgrims lured to the POIs/involved in the pilot actions</b>	100	60	160
<b>CPI1: Number of POIs uploaded to the platform</b>	70	30	100
<b>CPI2: Number of featured itineraries and narratives created for specific topics and segments</b>			2
<b>CPI3: Number and type of newly-created actions for pilgrims</b>	2	2	4
<b>CPI4: Number and type of previously-existing activities integrated in the pilots</b>	2	1	3

### **CPI1: Number of POIs uploaded to the platform**

The catalogue of POIs is a continuously evolving list. Updates of POI details and newly uploading POIs make it a vivid system that is easy to tailor individually on pilgrim side. During Autumn 2021, the section Bodajk–Mogyorósbánya along the Way of Mary in Central Transdanubia has been aimed to study.

At first, in early November, 87 POIs of this section were uploaded. These POIs include cultural and natural heritage sites, religious places, service providers, and many others. Another 10 POIs were added mid-November, and more updates will be provided regarding religious places by MUTKE.

Late November, 10 POIs for the Slovak part of the Way of Mary were uploaded for testing purposes. Altogether 107 POI are available in the system on November 15<sup>th</sup>, 2021:



- 25% correspond to service providers: accommodation, restaurants, etc.
- 25% are heritage sites: museums, castles, etc.
- 36% are natural sites: trails, lookouts, lakes, caves, etc.
- The remaining 14% are religious places: churches, chapels, calvaries, etc.

All these POIs have been uploaded using the batch upload system, part of the Information retrieval and research data service (IRS), developed by KIFÜ, which is documented in Deliverable 3.1 (*"rurAllure platform - beta version"*). At first, only basic metadata were available: title, description, GPS coordinates. Later on, the list of fields has been enriched with web-page, address, and a field to automatic image upload option. The manual batch upload of different language titles and descriptions also became possible. Other details, such as opening times, recommendations, activity types need to be updated manually, which is a continuous work for the pilot. We will incorporate information regarding accessibility of the sites at a later stage. There exists the option to translate POIs still in the IRS with the help of the integrated translator service (details in Deliverable 3.1, too).

## **CPI2: Number of featured itineraries and narratives created for specific topics and segments**

### **Plans for Hungary**

Our general target is to offer at least 2 featured trips and at least 2 thematic narratives and 1 spiritual one for each Hungarian section. For the pilot route in Autumn 2021, covering the segment Bodajk–Mogyorósbánya (located in Central Transdanubia) we have created 3 featured trips and an additional one-day trip which is actually part of a 3-day route. Cultural heritage experts at KIFÜ were in charge of exploring natural heritage sites, recommending detours and creating content while MUTKE contributed with its practical pilgrimage expertise to the design and leadership of the sample trips. Experts at KIFÜ ensured alignment with the project focus, tried to maximize rurAllure presence at the venues with new presentations and provided support also on the technical side.

- **Featured trip HU#1: 2-day walk from Oroszlány to Bodajk–Fehérvárcturgó.** The route was tailored to the rurAllure project and thus incorporated new features that previously were not known to pilgrims going to the annual feast day celebration of the shrine of the Virgin Mary of Bodajk, a place of miracle-working fame that attracts increasing number of people every year. It made deviations to pass by such spectacular sites as the red bauxite hills of Gánt or the abandoned mine shafts and the fishing lakes left by the mining activity.



Figure 24. Way of Mary pilgrims descending towards the Church of Bodajk, September 2021.

- **Featured trip HU#2: 3-day pilgrimage Tatabánya–Tata–Bodajk–Fehérvárcsurgó, by bike.** Compared to featured trip HU#1 on foot, this longer featured pilgrimage trip included more sites of natural heritage focus, with emphasis on geological and historical formations of the landscape. The accompanying explanations presented the rich ethnographic and cultural as well as industrial features of the area which operated coal and bauxite mines, for more than 100 years.



Figure 25. Pilgrims by bike in front of the Catholic church of Tatabánya- Bánhida, a former miner's settlement, September 2021.

Arriving at Bodajk, before the church ceremonies, pilgrims had the opportunity to visit the local museum, that presents not only the history of the area, but the works of artists living there today, as well.



Figure 26. Museum of Local History at Bodajk.

- **Featured trip HU#3: 3-day pilgrimage Tata–Tardos–Péliföldszentkereszt.** This three-day long trip has been tested in parts, but not in its totality as sample pilgrimage. It can show the pilgrims a new face of the Vértes and Gerecse hills with focus on the presence of religious orders (Franciscan, Salesian as well as the Camaldolese brothers) in the region and their closeness to nature and harmonious participation in the natural, cultural and educational activities of the past 150 years.



Figure 27. Red limestone quarry at Tardos.

- **Featured trip HU#4.** This trip includes actually the 3<sup>rd</sup> day of the previous one. It is targeted at families and larger children. It starts from and ends at Péliföldszentkereszt and includes natural heritage sites religious heritage and a local museum.



Figure 28. Peaceful landscape of the Gerecse Hills at Péliföldszentkereszt, September 2021.



Figure 29. Jankovich-barlang (Jankovich Cave) between Péliföldszentkereszt and Mogyorósbánya.

All featured trips in Hungary were concluded with dissemination events, where pilgrims, local people, clergy and professionals and amateurs of natural heritage could meet.



Figure 30. Guest at the stand at Bodajk filling out the quiz about rurAllure and the heritages sites of the area, while the short video about the IT platform is being presented.



Figure 31. rurAllure team member with pilgrims at Bodajk promoting the project.

The possibility to link **multimedia narratives** to particular pilgrimage route segments will be a distinguishing feature of the rurAllure app. For the first route segment 3 narratives have been designed, each of them with a different focus (natural /cultural/spiritual). A KIFÜ cultural





heritage expert has been responsible for the natural heritage and cultural narrative, while the MUTKE spiritual team has developed the spiritual thematic.

The **first narrative** can be offered during the featured trips HU#1 and HU#2, as well. It tells about nature and mining activities, geological interests, formation of the landscape and miners' culture. It has already been recorded in form of mp3 audio files. The speaking „voice” is that of a young ethnographer, doing a field trip in the area and being a mouthpiece of local curiosities related to nature, geology, history and mining folklore.

The following table shows the structure and logic of the narrative offered between Tatabánya and Csókakő.

Table 5. Summary of the narrative between Tatabánya and Csókakő.

STOP	LOCATION	CONTENT
1	<b>Tatabánya</b>	Introducing the history of mining in the Tata carbon valley. You probably know that you can mine coal and lignite and bauxite, even stone –but have you ever heard of mining water?
2	<b>Open-air Museum of Mining and Industry</b>	Geological and technological highlights as well as the everyday life of miners.
3	<b>Kórné lakes</b>	One of the side results of mining activity was the formation of lakes to cool the three power stations in the area. These picturesque ponds now serve as fishing lakes. The most spectacular one, with its system of hanging piers is the Bokod lake.
4	<b>Oroszlány</b>	A typical miners' town, socialist architecture, with a mining museum in the former XX shaft.
5	<b>Dobai lake, Oroszlánkő</b>	Recultivation of mining sites: how man and nature transformed the former landscape.
6	<b>Gánt, Geopark</b>	A magnificent, Mars-like landscape, the aftermath of bauxite mining, now a nature reserve.
7	<b>Csókakő</b>	The magnificent medieval castle attests not only to the rich history of the area but also to its importance of stone production. The nearby quarry still operates and has served the area for centuries with building material.

In the narrative to the featured trip HU#3, the narrator is an older male voice describing the history and settlement of the three monastic orders and their significance in preserving the spiritual and natural values of the area. At this stage, only the structure and the broad content of this narrative has been completed. It will be offered between Mór and Pélifyöldszentkereszt and is summarized in Table 6.



Table 6. Summary of the narrative between Mór and Péliföldszentkereszt.

STOP	LOCATION	CONTENT
1	<b>Mór, the Church and Convent of the Capuchins</b>	The history of the Franciscans and Capuchins, their arrival at the area and their involvement in wine-making.
2	<b>Csókakő castle</b>	The story of the Capuchin martyr, Saint Lawrence of Brindisi and the Battle of Csókakő.
3	<b>Majk, Camaldolese Convent and Hermitage</b>	The history of the Carnaldolese Order, their arrival and their settlement, their relation to the Esterházy family.
4	<b>Tata, Church of the Capuchins</b>	The invitation by the Esterházy family to settle here, the brief history the construction of the church and the establishment of the Library.
5	<b>Baj, Parish Church of Saint Francis</b>	At the church also belonging to the Capuchins, a short overview on Saint Francis and his followers.
6	<b>Péliföldszentkereszt, Church of the Holy Cross and Salesian Convent</b>	History of the site that had been home to hermits and pilgrimages for centuries; the newly arrived Salesian brothers brought the educational work of Don Bosco.
7	<b>Gerecse Nature Reserve, Visitor Centre</b>	At the end of the route, an overview on the relationship between nature and creation, following the themes of the exhibition.

As can be seen in the statistics resulting from the questionnaires included in Deliverable 2.1 (“*Common strategies for pilots*”), the current pilgrims at the Way of Mary in Hungary are mainly religious groups, so besides the cultural and natural heritage content, spiritual narratives are very important to offer. The first narrative of this type, that has already been recorded in form of mp3 audio files, offers the content summarized in Table 7.

### Plans for Transylvania

The number of featured trips and narratives created on the Transylvanian section of the Way of Mary is gradually evolving as the Transylvanian pilot will officially kick off in Spring 2022. This Autumn, preparatory work has been done to explore the natural heritage sites along the Way of Mary from Székelyudvarhely (Odorheiu Secuiesc) to Csíkszereda (Miercurea Ciuc), which is about a 60 km section within the rurAllure pilot.

- **Featured trip RO#1 (36 kms): Szentegyháza (Vlăhița)–Madarasi Hargita (Hărghita Mădăraș)–Szentegyháza (Vlăhița).** The main points of interest include Madarasi Harghita Natura 2000 reserve, the peak of the Madarasi Harghita (Madarasi Harghita/Hărghita Mădăraș) mountain, Via Ferrata, and the Szökő marsh and waterfall.



Table 7. Summary of the spiritual narrative between Tatabánya and Bodajk.

STOP	LOCATION	CONTENT
1	<b>Tatabánya</b>	Welcoming words, defining what is pilgrimage, distinguishing between a pilgrimage and a trip.
2	<b>Kórníe lakes</b>	Paddle deep; the first step in a spiritual journey of finding inner depth.
3	<b>Gánt, Geopark</b>	Raising awareness of the values of the created world.
4	<b>Mór, Wine Route</b>	Discovering Christian symbols in nature. What is the significance and real meaning of symbols?
5	<b>Csókakő</b>	Through the Sun Anthem of St. Francis of Assisi, we reach the divine gifts that can be discovered in natural values.
6	<b>Bodajk</b>	Interpretation of Christ's command to love.

- **Featured trip RO#2 (40 kms): The Big-Homoród (Nagy-Homoród/Homorodul Mare) river path.** Going through Kápolnásfalu (Căpâlnița)-Homoródfürdő (Băile Homorod)-Homoródkeményfalva (Comănești)-Abásfalva (Aldea)-Homoródalmás (Merești)-Vargyas (Vărghiș) gorge. Main POIs: graveyard in Kápolnásfalu (Căpâlnița) with its traditional tombstones, mineral water tasting in Homoródfürdő (Băile Homorod), lake of Homoródkeményfalva (Comănești), charcoal burner ruins in Homoródkeményfalva (Comănești), the special architectural landscape of Abásfalva (Aldea), home-made cheese with herbs Homoródalmás (Merești), Orbán Balázs cave in Vargyas (Vărghiș) gorge.
- **Featured trip RO#3 (25 kms): The Small-Homoród (Kis-Homoród/Homorodul Mic) river path.** Going through Szentegyháza (Vlăhița)-Lövéte (Lueta)-Homoródkarácsonyfalva (Crăciunel)-Homoródszentpál (Sânpaul). Main POIs: iron hammer of Szentegyháza (Vlăhița), salted water fountain in Lövéte (Lueta), unitarian church with frescoes of Homoródkarácsonyfalva (Crăciunel), the sweet chestnut grove in Homoródkarácsonyfalva (Crăciunel), lakes and bird resting of Homoródszentpál (Sânpaul).
- **Featured trip RO#4 (35 km): Kalibáskő (Piatra Colibei)–Hargitafürdő (Băile Harghita)–Csíkszereda (Miercurea Ciuc).** Main POIs: The Hut Stone (Kalibáskő/Piatra Colibei), Tolvajos top, mofettes of Hargitafürdő (Băile Harghita), Pauline monks near Hargitafürdő (Băile Harghita), Balu adventure park in Hargitafürdő (Băile Harghita), pilgrim resting huts along the route, Catholic church of Csíksomlyó (Șumuleu Ciuc), herbal garden of Franciscan monks in Csíksomlyó (Șumuleu Ciuc), mineral water spring and Monks Bath (Barátok feredője) in Csíksomlyó (Șumuleu Ciuc).

### Plans for Slovakia

The featured trips and narratives for the Slovak section will be elaborated in detail in early 2022. At this stage we can indicate the six parts of the Way of Mary in Slovakia:

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- Featured trip SK#1: Šahy–Plášťovce.
- Featured trip SK#2: Plášťovce–Rakovec–Hontianske Nemce.
- Featured trip SK#3: Hontianske Nemce–Mladá Hora–Beluj–Počúvadlianske jazero–Štiavnické Bane–Banská Štiavnica.
- Featured trip SK#4: Banská Štiavnica–Banský Studenec–Dubové–Zvolen.
- Featured trip SK#5: Zvolen–Sliač–Smapor–Lukavica–Banská Bystrica.
- Featured trip SK#6: Banská Bystrica–Sásová–Špania Dolina–Staré Hory.

The North section of the route Staré Hory–Trstená is planned in four stages. Whether this plan will be implemented should be determined in early 2022, as Via Mariae and the Slovak Tourist Club (associated partners of the project) need to reach an agreement first.

The Slovak plan is to create 2 featured itineraries and corresponding narratives and include approximately 50 narratives from other sources in the app.

### CPI3: Number and type of newly-created actions for pilgrims

Hand in hand with the places otherwise missed by pilgrims go the number of activities we propose to the future users of the rurAllure pilgrim portal. On the basis of the POIs for this segment, these activities embrace several categories of activities: beside the natural focus, there is a strong emphasis of cultural and historical remains, (castles, ruins, chalets) visit to sites on the intersection of cultural and natural, like botanical gardens, parks of historical buildings.

#### Plans for Hungary

The first route of the pilot has one of its focus on the mining and geological theme and offers some hands-on activities that can be organized for groups and individual pilgrims as well. Such activities include:

- **Treasure hunt for minerals**, fossils and geological features (Tata, Garden of Geology; at Gánt in the open-air bauxite mine; in the Tardos and Pisznice quarries, as well as the guided mineralogy tour in Fehérvárcsurgó).
- Workshops of **teaching the use mining tools**, wagons, underground elevators, carbide lamps, skills of staying and working under the ground (Tatabánya, Museum of Mining; Balás Jenő Museum of Mining at Gánt) and uniquely, in the Oroszlány Mining Museum at the XX shaft an escape room with the mining theme will also be active soon).
- **Rock-climbing** (Tardos; Csókakő; Pisznice).
- On demand a special **caving tour** can also be included, as the limestone hills offer a fantastic opportunity for visits to the caves. Some caves enable free access (Szelim cave in Tatabánya), others can be visited by guests with helmets on and accompanied by caving experts.

The routes often pass by vineyards. **Wine tasting** or even participating in the harvest of grapes at some vineyards can be attractive options (Baj, Neszmély, Mór).

The mid-Transdanubian region where our route passes, is home of various German-speaking communities who proudly conserved their heritage and offer their **Swabian gastronomy** products (food and liqueurs) or can organise hands on workshops (e.g. in Mór, Isztmér, Kőhányápuszta).



Several villages along the route, especially smaller ones, boast with a house transformed into “tájház”, a typically-built, 100-year-old house, a rural museum that shows the characteristic tools and interiors used in the region. During the rurAllure initiative they can provide **small-scale shows and workshops** where they can teach the typical handicrafts practiced by the villagers: weaving, forging metal, rope-making, basket-weaving and the use of long-forgotten agricultural tools – depending on the special skills and professions of the actual villages (e.g., in Bodajk, Tardos, Környe, Vértesszőlős).

**Herbal products** made and sold by locals and the Camaldulose brothers, personal tours and workshops can be organized on demand to collect, recognize and use herbs, which are richly found in the meadows and woods along all sections of the route. In the Majk convent, as well as in the castle gardens – Tata, Fehérvárcsurgó there are special herb gardens, just like in the botanical garden of Agostyán.

The landscape and now also the infrastructure offer a lot of possibilities for **horse riding** or even making the route partly or entirely on horseback or in horse carriages.

While Tata is an area famously partaking in the Ramsar agreement that protects wildlife and birds worldwide, the cities three major water habitats (the Öreg lake, the Cseke lake and the Fényes springs) are complemented by several other locations along the route, where **birdwatching** can be a fascinating activity, not only at official birdwatching towers but by the numerous mining lakes and fish-ponds, as well.

### Plans for Transylvania

In the first phase of the project, two new activities will be created on the Székelyudvarhely (Odorheiu Secuiesc)-Csíkszereda (Miercurea Ciuc) road section. Their focus will be on natural heritage of the area, in two lines:

- **Herbs and their usage.** There are plenty of herbal sites on the Way of Mary and in its surrounding areas. Dozens of herbs that can be freely collected for anyone grow in these regions. Here we can find plants that help cure cardiovascular complaints, locomotor and respiratory diseases, and help the general maintenance of female organs and the health of our bodies. Most of these herbs can be collected in the countryside from spring to autumn. Some species are also grown and sold by locals.

Thanks to the rurAllure project, tours and workshops led by specialists in this field will be organized. This whole-day program is aimed at getting to know the herbs, how to collect and use them, and also to discover the region and to meet local people and traditions.

- **Mineral and thermal waters, mofettes.** In Transylvanian Székely Land and the region from Homoródfürdő (Homorod) to Csíksomlyó (Șumuleu Ciuc) are especially rich in mineral water springs, which are consumed not only as an everyday drink, but also as a cure for several diseases. There are several thermal water springs in Szentegyháza (Vlăhița), which is one of the main branches of hospitality for the locals. The mofettes in Hargitafürdő (Băile Harghita) are also one of the special natural features of this region.

In order to get to know and taste this amazing natural treasure, we are planning to create guided tours in this pilot section of rurAllure. It will introduce the world of mineral springs in the area to everyone interested. Beside water tasting the thermal bath and the use of mofetta can be a special and a nice experience for visitors. We plan



to agree with these vendors to offer discounted participation to those who use their services through rurAllure.

There are examples of similar programmes in the vicinity of Szentegyháza (Vlăhița) and Csíkszereda (Miercurea Ciuc), although they are point-by-point actions and less complex than those planned under rurAllure.

## Plans for Slovakia

For the Slovak section the new activities have not been elaborated yet in detail, their general description has been included in Section 2. The area has great potential for the development of pilgrimage tourism and for the organisation of events related to the rurAllure project concentrating on rare species of flora, fauna, mineral springs and thermal water, mining sites, and traditional architecture:

- **Rare flora.** Along the route, the visitor will encounter a variety of plant species. The area of the southern part of the route is associated with viticulture (Stará Hora, Mladá Hora) and the region offers a variety of wine tasting events. Various species of traditional and medicinal plants can be found along the whole pilgrimage route, offering a possibility to collect the plants as you go. There are three primeval forests in the central and northern part of the route: Badínský forest, Horná Skala forest, Drastvica forest, where some tree specimens are more than 400 years old. Multiple botanical gardens can be visited, as well: the Banská Štiavnica Botanical Garden, Kysihýbeľ, where both native and alien tree species grow (such as the mammoth redwoods and cedar), and the Borová Hill botanical garden in Zvolen where educational events are organized (e.g. the Days of Roses, Autumn in the Borová Hill).
- **Rare fauna.** If we are lucky, we can meet the Tatra chamois in the Orava part of the Roháče Mountains. Reptiles and amphibians can be found in the National Nature Reserve in Čabrad, which houses 8 species of reptiles and 9 species of amphibians (e.g. tree lizard, collared lizard, smooth lizard, green lizard, blind-eyed lizard, etc.). A trail providing opportunities to observe the wildlife in its natural habitat runs through this area.
- **Mineral springs and thermal water.** The visitor can find healing thermal mineral water in the vicinity of the route: e.g. Slatina, Santovka, Čačín, Brusno, Liptovská Štiavnica, Lúčky.
- **Mining sites.** The area along the pilgrimage route is rich in mining sites: Štiavnické Bane, Banská Štiavnica, Banská Bystrica, Kremnica, Špania Dolina. You can visit the Bartolomej Shed (examples of ore mining) or the open-air Mining Museum in Banská Štiavnica. It is possible to take a tour around the original mining premises combined with educational lectures on the development of ore mining from the Middle Ages to the 20th century. Kremnica offers examples of precious metal mining and forms of their processing, an exposition of coins. The Kremnica Mint is one of the longest continuously operating enterprises in the world. Along the route the pilgrim will also find important technical masterpieces, e.g. Turček waterworks.
- **Traditional architecture.** The Southern locations of the route are associated with traditional agriculture and viticulture, offering a multitude of wine cellars and traditional country houses. The middle part of the route represents architecture of mining localities, e.g. Banská Štiavnica, Špania Dolina, Štiavnické Bane, Kremnica. The northern



part of the route is an example of the traditional architecture of the highlands, e.g. the Zuberec Museum in Nature and the village of Habovka.

The wooden articular churches in Hronsek (a UNESCO heritage) and Svatý Kříž (a church transported from Paludze) are also interesting features of the route. The church in Hronsek can also be viewed by a virtual tour. Both churches are open to the public during the main season as part of guided tours.

#### **CPI4: Number and type of previously-existing activities integrated in the pilots**

Earlier in the report 4 current key activities have been defined for integration in the WP7 pilot. In Hungary we estimate 100 kms of new route development, 10 infrastructural surveys, 10 organized pilgrimages or large-scale events/year. Partnership building activities will be integrated, but they will be considered as new activities, because rurAllure offers a completely new perspectives to potential partners either old or new.

Since route development and infrastructural survey in Transylvania and Slovakia are performed by the local Via Marie associations, that support rurAllure, but are not partners, in these countries recurring heritage events have the potential to be integrated into rurAllure. For example, in Slovakia the international pilgrimage day on foot “On a journey together” will be integrated into the pilot.

#### **CPI5: Media impact**

Since the pilots started only in June it is still early to speak of a significant media impact. However, we can measure the number and variety of media appearances since the beginning of the project. Annex I includes a media content review, including the list of media actions in chronological order from all the three countries.

Based on the list of media actions, the proportions of the various media appearances have been the following in Hungary, together with Transylvania:

- 30 appearances on social media sites.
- 2 appearances on online press.
- 10 appearances on other websites.
- 5 appearances on radio.

The Slovak project partners have been quite active in promoting rurAllure in the media, too, with the following figures during 2021:

- 2 communications with agencies.
- 4 appearances on social media sites.
- 2 appearances on online press.
- 10 appearances on other websites.
- 2 appearances on radio.
- 2 outdoor leaflets.
- 1 presentation at an international conference.

A communication sub-team has been formed within WP7. Apart from the Hungarian speaking members, CU contributes to this sub-team with its marketing expertise. Initially the sub-team dealt with the translation and distribution of the questionnaires for en-route and potential



pilgrim designed within WP2. These gathered a few hundred answers as of November 2021, the analysis of which can be found in Deliverable 2.1, “*Common strategies for pilots*”.

The Hungarian team members have already performed the task of pilgrim and stakeholder segmentation, in order to design the best communication actions and to select the optimal channels for the target groups in Hungary and Transylvania. The initial plans are presented in Table 8, to be regularly updated.

#### 4. Calendar and resources

WP7 officially started in M6, June 2021. Some preparatory work had been performed before. The work in this WP will continue until the end of the project. The workload is affected by the timely distribution of the activities on the various pilot sections.

90 Person-Months (PMs) were allocated to WP7, involving mainly 4 Consortium partners: KIFÜ (50 PMs), MUTKE (28 PMs), CU (5 PMs) and STUBA (5 PMs). GVAM’s support to this WP was estimated at 2 PMs.

The WP leading partner is KIFÜ. In the current month (November 2021) a Cultural Heritage expert for Hungary, another one for Transylvania, a Data Specialist (Data Steward) and the leader of the WP, who contributes to each field, have formed the KIFÜ WP7 team. The KIFÜ members of the WP3 team have also supported them, mainly in technical matters.

The team of the Hungarian Way of Mary Association (MUTKE) has also been very active. Its experience about route management, organization of pilgrimage events, stakeholder relationships and the media skills and contacts have been valuable assets. MUTKE has also received support from its precious volunteer network.

The pilot section of the Slovak partners will officially start in M12. In 2021 they have been “paving the road” with new stakeholder relationships and significant media appearance. They have been active in other WPs throughout the year.

We believe there is a great mix of professional experiences within the team, including knowledge about cultural and natural heritage of the regions covered by the pilot, project and data management. Earlier international exposure has so far contributed to efficient inter- and intraregional team communication.

In 2021 one pilot section was covered in Hungary (Task 7.4). Tasks T1-T3 were performed in parallel, to the extent necessary to execute the work in this section. Preparatory work for Tasks T5, T6 and T9 has also begun.





Table 8. Segmentation matrix for communication.

		RELI-GIOUS ORGAN-ISA-TIONS	NGOS		STAKEHOLDERS AND VENDORS		MEDIA
Communication interfaces		Briefings during mass Promotional materials	Website Social media Newsletter Events	Website Social media Newsletter Promotional materials	Promotional materials Ads Social media	Social media Personal lectures Personal contact	Promotion in thematic programs Ads
Target group (age and marital status)	Single people	X	X	X		X	X
	Young people (16-30)		X		X	X	X
	Couples	X	X		X		X
	Families	X	X	X	X		X
	Elderly (60+)	X	X	X			X
Target group (interests)	Religious persons and groups	X				X	X
	Individuals and groups with a cultural interest		X	X	X		X
	Student groups		X	X			X
	Hikers and scouts		X	X	X		X
	Tourists and casual visitors			X	X		X
	Cyclists		X		X	X	X
	Horseback riders		X		X	X	X
	Motorcyclists		X		X	X	X
	Company retreats and team building participants				X	X	X
	Inward-looking persons	X	X			X	

	2021												2022												2023											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Pilot preparations																																				
Marketing and communication																																				
Inventory of heritage sites along selected segments																																				
Development of segment Bodajk–Mogyorósbánya																																				
Development of segment Šahy–Trstená																																				
Development of segment Mátraverebély–Gyöngyös																																				
Development of segment Péli-földszentkereszt–Mátraverebély																																				
Development of segment Kőszeg–Bodajk																																				
Development of segment Targu Mures–Ghimes Faget																																				
Cross-border dissemination																																				

Figure 32. Timeline for WP7 tasks.

## 5. Conclusion

All in all, we can consider the first year of rurAllure, and within that, the 6 months of our pilot successful. As originally planned, the route section Bodajk–Mogyorósbánya has been analysed in detail, some POIs from other regions have been uploaded for testing. The Transylvanian and the Slovak route sections have not “officially” started yet, although marketing and communication activities for WP7, policy identification for WP2 and stakeholder management activities have already been performed.

We are convinced it has been a wise idea to divide the route into smaller sections and proceed gradually, learning from the previous experiences. This allows also for more manageable stakeholder relationships and regional focus. Without the rurAllure platform being fully operational during the first year (the beta version was planned for M12), we felt sometimes a bit empty-handed but tried to make up for it with creative promotional materials and convincing personal interactions.

So far, the pilot has also received high level support from the religious tourism experts of the Hungarian Tourism Agency (MTÜ), which may also contribute to the sustainability efforts.



## Annex I: Media content review

This annex lists the media impacts of the WP6 pilot during 2021.

DATE	CONTENT, MEDIA AND LINK	LANGUAGE	WHO
2021.03.01	Web info <a href="https://www.fiit.stuba.sk/rurallure-id-101004887.html?page_id=5931">https://www.fiit.stuba.sk/rurallure-id-101004887.html?page_id=5931</a> STU website	SK	Bordoy Viera
2021.03.30	Ad of the RurAllure project on Facebook <a href="https://www.facebook.com/mariaut/posts/4505397112809092">https://www.facebook.com/mariaut/posts/4505397112809092</a> Mária Út Facebook page	HU	
2021.04.12	Maria Radio Magazine Maria Út article	HU	
2021.04.12	Facebook post <a href="https://www.facebook.com/127887393893441/posts/4545951178753685/?d=n">https://www.facebook.com/127887393893441/posts/4545951178753685/?d=n</a> Mária Út Facebook page	HU	
2021.05.06	Facebook post <a href="https://www.facebook.com/mariaut/posts/4618069814875154">https://www.facebook.com/mariaut/posts/4618069814875154</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.05.05	Conference presentation Edcom conference, Brussels, online	EN	Šramová Blandína
2021.05.19	Web info <a href="https://www.fiit.stuba.sk/sk/aktualita/tlacova-sprava-2021-05-19.html?page_id=5991">https://www.fiit.stuba.sk/sk/aktualita/tlacova-sprava-2021-05-19.html?page_id=5991</a> STU website	SK	Bordoy Viera
2021.05.23	Web info <a href="https://fphil.uniba.sk/detail-aktuality/back-to-page/rubrika-veda2/article/trasu-via-mariae-na-slovensku-objavuju-pre-vereinost/">https://fphil.uniba.sk/detail-aktuality/back-to-page/rubrika-veda2/article/trasu-via-mariae-na-slovensku-objavuju-pre-vereinost/</a> CU_Faculty website	SK	Deptová Tatiana
2021.05.24	Web_info_Via Mariae_rurAllure <a href="https://www.teraz.sk/slovensko/trasa-via-mariae-je-v-centre-zaujimu-med/551122-clanok.html">https://www.teraz.sk/slovensko/trasa-via-mariae-je-v-centre-zaujimu-med/551122-clanok.html</a> TASR website	SK	Deptová Tatiana, Bordoy Viera
2021.05.24	Web_info_Via Mariae_rurAllure	SK	Adapted from TASR

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DATE	CONTENT, MEDIA AND LINK	LANGUAGE	WHO
	<a href="https://www.postoj.sk/79444/putnicka-trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure">https://www.postoj.sk/79444/putnicka-trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure</a> Postoj_News online		
2021.05.25	Web_info_Via Mariae_rurAllure <a href="https://www.stuba.sk/sk/diani-na-stu/trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure-teraz.sk.html?page_id=14276">https://www.stuba.sk/sk/diani-na-stu/trasa-via-mariae-je-v-centre-zaujmu-medzinarodneho-projektu-rurallure-teraz.sk.html?page_id=14276</a> STU website	SK	Bordoy Viera
2021.06.11	Facebook post Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.07.01	Facebook post Mária Út Facebook page	HU	
2021.07.23	Facebook post <a href="https://www.facebook.com/mariaut/photos/pcb.4861259690556164/4861026167246183/">https://www.facebook.com/mariaut/photos/pcb.4861259690556164/4861026167246183/</a> Mária Út Facebook page	HU	Szabó Vera
2021.08.03	Facebook post <a href="https://www.facebook.com/101136538624628/posts/204635028274778/?d=n">https://www.facebook.com/101136538624628/posts/204635028274778/?d=n</a> rurAllure Facebook post		
2021.08.03	Web advertisement <a href="https://rurallure.eu/regional-meeting-rurallure-pilot-natural-heritage/">https://rurallure.eu/regional-meeting-rurallure-pilot-natural-heritage/</a> rurAllure website		
2021.08.10	Facebook events <a href="https://www.facebook.com/events/1264689250612096/?ref=newsfeed">https://www.facebook.com/events/1264689250612096/?ref=newsfeed</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia,
2021.08.10	Facebook events <a href="https://www.facebook.com/events/1160215974460042/?ref=newsfeed">https://www.facebook.com/events/1160215974460042/?ref=newsfeed</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.08.13	Facebook post <a href="https://www.facebook.com/mariaut/photos/a.224555507559962/4927957720553027/">https://www.facebook.com/mariaut/photos/a.224555507559962/4927957720553027/</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.08.15	Mária Rádío show Maria Radio	HU	Galgócziné dr.Szabó Zsófia, Vas Réka
2021.08.19	Facebook post Mária Út Facebook page	HU	
2021.08.28	Facebook events	HU	



DATE	CONTENT, MEDIA AND LINK	LANGUAGE	WHO
	<a href="https://www.facebook.com/events/4935403143154370/">https://www.facebook.com/events/4935403143154370/</a> A Vértés Agoraja Facebook page		
2021.08.28	Web advertisement <a href="https://avertesagoraja.hu/program/kerekparos-zarandoklat-2021/">https://avertesagoraja.hu/program/kerekparos-zarandoklat-2021/</a> A Vértés Agoraja web site	HU	
2021.09.04	Kossuth Radio studio live report <a href="https://mediaklikk.hu/radio-lejatszokossuth/?date=2021-09-04_07-30-00&amp;enddate=2021-09-04_07-42-00&amp;ch=mr1">https://mediaklikk.hu/radio-lejatszokossuth/?date=2021-09-04_07-30-00&amp;enddate=2021-09-04_07-42-00&amp;ch=mr1</a> MTVA, Kossuth Rádió	HU	Galgócziné dr.Szabó Zsófia
2021.09.04	Maria Rádió Magazine Maria Út article	HU	Galgócziné dr.Szabó Zsófia
2021.09.08	Web info questionnaires <a href="https://kamako.sk/rurallure/">https://kamako.sk/rurallure/</a> CU_Department_website	SK	Deptová, Šramová
2021.09.14	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5030397800309018/?d=n">https://www.facebook.com/127887393893441/posts/5030397800309018/?d=n</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.09.21	Mária Rádió show <a href="https://hangtar.mariaradio.hu/media/maria_ut/2021.09.21_10-50-maria_ut.mp3">https://hangtar.mariaradio.hu/media/maria_ut/2021.09.21_10-50-maria_ut.mp3</a> Maria Radio	HU	Galgócziné dr.Szabó Zsófia, Lencsés Ákos
2021.09.17	Facebook post <a href="https://www.facebook.com/tataravros.hivatalosoldala/posts/4613076775403630">https://www.facebook.com/tataravros.hivatalosoldala/posts/4613076775403630</a> Tata Facebook post	HU	
2021.09.17	Web advertisement <a href="https://tata.hu/21885/kerekparos_zarandokok_tatan">https://tata.hu/21885/kerekparos_zarandokok_tatan</a> Tata website	HU	
2021.09.17	Web advertisement <a href="https://www.orozslany.hu/media/hirek/2021/09/18/zarandoklat-bodajkra">https://www.orozslany.hu/media/hirek/2021/09/18/zarandoklat-bodajkra</a> Oroszlány website	HU	
2021.09.18	TV show <a href="https://youtu.be/zX7hNwaY3uo?t=211">https://youtu.be/zX7hNwaY3uo?t=211</a> Tata tv	HU	
2021.09.18	TV show <a href="https://youtu.be/7ze1YgbSBWA?t=275">https://youtu.be/7ze1YgbSBWA?t=275</a> Tata tv	HU	



DATE	CONTENT, MEDIA AND LINK	LAN-GUAGE	WHO
2021.09.17	Facebook post <a href="https://www.facebook.com/watch/live/?extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=watch_permalink&amp;v=933952470802014">https://www.facebook.com/watch/live/?extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=watch_permalink&amp;v=933952470802014</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.09.18	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5044121512269980/?d=n">https://www.facebook.com/127887393893441/posts/5044121512269980/?d=n</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.09.18	Facebook post <a href="https://www.facebook.com/watch/?v=319744583243091&amp;extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=sharing">https://www.facebook.com/watch/?v=319744583243091&amp;extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=sharing</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.09.18	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5045056118843186/?d=n">https://www.facebook.com/127887393893441/posts/5045056118843186/?d=n</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.09.18	Facebook post <a href="https://www.facebook.com/watch/?v=857729675104174&amp;extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=sharing">https://www.facebook.com/watch/?v=857729675104174&amp;extid=NS-UNK-UNK-UNK-IO5_GK0T-GK1C&amp;ref=sharing</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.09.19	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5048523671829764/?d=n">https://www.facebook.com/127887393893441/posts/5048523671829764/?d=n</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.10.04	Facebook events <a href="https://www.facebook.com/events/137129695246869/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D">https://www.facebook.com/events/137129695246869/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.10.04	Web advertisement <a href="https://mariaut.hu/szervezettut/32327/Zarandoklat_Pelifoldszentkeresztben_a_teremtett_vilag_megorzeseert?fbclid=IwAR1AgTbrJZKBwSICcwTg2b4P65DKISZV6GOYCeNjla_2xC_Dnp9hpusQ4Wg">https://mariaut.hu/szervezettut/32327/Zarandoklat_Pelifoldszentkeresztben_a_teremtett_vilag_megorzeseert?fbclid=IwAR1AgTbrJZKBwSICcwTg2b4P65DKISZV6GOYCeNjla_2xC_Dnp9hpusQ4Wg</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út website		
2021.10.07	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5108271062521691/?d=n">https://www.facebook.com/127887393893441/posts/5108271062521691/?d=n</a>	HU	Galgócziné dr.Szabó Zsófia
	Mária Út Facebook page		
2021.10.07	Web advertisement		



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	<a href="https://rurallure.eu/first-rurallure-dissemination-event-was-held-in-bodajk-hungary/">https://rurallure.eu/first-rurallure-dissemination-event-was-held-in-bodajk-hungary/</a> rurAllure website		
2021.10.07	Facebook post <a href="https://www.facebook.com/101136538624628/posts/244436240961323/?d=n">https://www.facebook.com/101136538624628/posts/244436240961323/?d=n</a> rurAllure Facebook page		
2021.10.07	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5125178177497646/?d=n">https://www.facebook.com/127887393893441/posts/5125178177497646/?d=n</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.10.14	Web advertisement <a href="https://rurallure.eu/pilgrimage-experiences-budapest-international-eucharistic-congress/">https://rurallure.eu/pilgrimage-experiences-budapest-international-eucharistic-congress/</a> rurAllure website		
2021.10.15	Facebook post <a href="https://www.facebook.com/101136538624628/posts/249290383809242/?d=n">https://www.facebook.com/101136538624628/posts/249290383809242/?d=n</a> rurAllure Facebook page		
2021.10.20	Web_info_Stakeholder <a href="https://aices.sk/aices-podpisala-novu-dohodu-opolupraci-na-projekte-putnickej-marianskej-cesty-via-mariae/">https://aices.sk/aices-podpisala-novu-dohodu-opolupraci-na-projekte-putnickej-marianskej-cesty-via-mariae/</a> AICES website	SK	Deptová
2021.10.26	Web_info_Via Mariae_rurAllure <a href="https://www.tkkbs.sk/view.php?cislocikanku=20211026019">https://www.tkkbs.sk/view.php?cislocikanku=20211026019</a> TKKBS website	SK	Deptová, Šramová
2021.10.20	Facebook post <a href="https://www.facebook.com/mariaut/posts/5151877561494374">https://www.facebook.com/mariaut/posts/5151877561494374</a> Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.10.20	Facebook post <a href="https://www.facebook.com/mariaut/posts/5154797011202429">https://www.facebook.com/mariaut/posts/5154797011202429</a> Mária Út Facebook page	HU	Szabó Veronika
2021.10.26	Facebook post <a href="https://www.facebook.com/gerecsenaturparklatogatokozpont">https://www.facebook.com/gerecsenaturparklatogatokozpont</a> Gerecse Naturpark Facebook page	HU	
2021.10.28	Lumen radio_Infolumen <a href="https://lumen.sk/archiv-play/142674">https://lumen.sk/archiv-play/142674</a> Lumen radio	SK	Deptová Tatiana
2021.11.06	Web advertisement	HU	Lencsés Ákos



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	<a href="https://www.pelifoldszentkereszt.hu/2021/11/06/rurallure-program-pelifoldszentkereszt/">https://www.pelifoldszentkereszt.hu/2021/11/06/rurallure-program-pelifoldszentkereszt/</a> Szaléziak, Péliföldszentkereszt		
2021.11.09	Facebook post <a href="https://www.facebook.com/127887393893441/posts/5219081921440604/?d=n">https://www.facebook.com/127887393893441/posts/5219081921440604/?d=n</a> Mária Út Facebook page	HU	Szabó Veronika
2021.11.12	Facebook post <a href="https://m.facebook.com/FIIT.STU/photos/a.161655787200155/4959266967438989/?type=3&amp;source=48">https://m.facebook.com/FIIT.STU/photos/a.161655787200155/4959266967438989/?type=3&amp;source=48</a> STU_Facebook page	SK	Bordoy Viera
2021.11.15	Facebook post Mária Út Facebook page	HU	Galgócziné dr.Szabó Zsófia
2021.11.16	Mária Rádío show <a href="https://hangtar.mariaradio.hu/Maria_Ut">https://hangtar.mariaradio.hu/Maria_Ut</a> Maria Radio	HU	Galgócziné dr.Szabó Zsófia, Lencsés Ákos, Vas Réka
2021.11.18	Facebook post kick off exhibition <a href="https://www.facebook.com/kamako.uk/posts/4919617004724500">https://www.facebook.com/kamako.uk/posts/4919617004724500</a> CU_Facebook page	SK	Deptová Tatiana
2021.11.18	Outdoor leaflet CU_Department of marketing communication, Faculty of Art	SK	Deptová Tatiana
2021.12.07	Web_press kit <a href="https://www.marianskacesta.sk/spravy/propagacia-vidieckych-muzei-pamiatok-lokalit-kulturneho-dedicstva-v-blizkosti-europskych">https://www.marianskacesta.sk/spravy/propagacia-vidieckych-muzei-pamiatok-lokalit-kulturneho-dedicstva-v-blizkosti-europskych</a> Via Maria_Stakeholder_web	SK	Deptová Tatiana
2021.12.08	Facebook post_competition <a href="https://www.facebook.com/kamako.uk/posts/4985478361471697">https://www.facebook.com/kamako.uk/posts/4985478361471697</a> CU_Facebook site	SK	Deptová Tatiana
2021.12.08	Web_competition <a href="https://kamako.sk/sutaz-putuj-srdcom-a-telom/">https://kamako.sk/sutaz-putuj-srdcom-a-telom/</a> CU_web	SK	Deptová Tatiana





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