

Deliverable 7.2: Ways to Csíksomlyó – Second pilot report

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This document summarizes the work done in the rurAllure pilot on the ways to Csíksomlyó, including reports of the actions conducted up to November 2022 with pilgrims or tourists, stakeholders and policymakers. It also documents the efforts invested in the documentation of Points of Interest and in the creation of featured trips and narratives.





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1. Pilot status and overview of implementation up to M24

In 2022 we continued our activities in the pilot “The Ways to Csíksomlyó”, 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.

While the pilgrimage platform and app are still being refined and tested, we continued uploading POI information, created feature trips and narratives (equivalent to shared exhibitions) to the related sections. Most narratives in Hungary have already reached their “uploadable form” (have been recorded or written). They are under development in Transylvania and Slovakia.

Our focus remained primarily on natural heritage, however, for better route planning we included well-known built heritage sites: castles, churches, monasteries, and service provider POIs: pilgrim accommodation, shops, restaurants, general services, as well.

During our stakeholder events, besides promoting rurAllure in general, we provided information about the forming of a network of institutions and its value proposition to the partners. The strongest interest in the network seems to be in Transylvania. We have reinforced our stakeholder communication with regular newsletters, however, we could put more emphasis on stakeholder contacts next year.

In September we organised a two-day event in Hungary for rurAllure partners and stakeholders: a study tour along the Way of Mary from Bratislava to Esztergom and Budapest and a roundtable discussion on sustainable and slow tourism in Budapest. We consider it as the highlight of our activities so far and we received positive feedback both from foreign and Hungarian guests. The participating Hungarian stakeholders at both events have a strong influence on religious tourism and rural development policy making. However, due to parliamentary elections in April this year and the following restructuring of some governmental functions we have received less direct support from high-level policymakers than expected, but we hope that it is due only to the transitional period.

We are grateful that the COVID Pandemic has become “milder” this year and we were able to organise live pilgrimage and stakeholder events with higher attendance. At the same time, the ongoing war in Ukraine, so close to each of our 3 pilot countries has brought a lot of uncertainties, high inflation and in general economic recession (particularly in Hungary, also due to the devaluation of the local currency).

Through our organised tourist and pilgrim activities we gained new insights into the local pilgrimage market in the selected sections. Our marketing and communication strategy became more diversified, addressing more often the segments of young people, families. We have started cooperation with the Travel Agency of the Archbishop (Cardinal) of Esztergom and we have exchanged ideas on new product developments for pilgrims, as well.

We identified that besides the natural heritage focus of rurAllure our audience also values historic and artistic content. Spiritual content remains very important for each route section, it has also been tailored to the type of audience.

Successfully involving service providers is dependent on the functioning of the rurAllure platform, so it will be next year’s task to lure them to the platform to offer their services.



2. Actions with pilgrims and tourists

Actions in Hungary

In Hungary we covered two sections of the Way of Mary in 2022:

- Mátraverebély-Szentkút to Gyöngyös -in spring,
- Péliföldszentkeresz to Mátraverebély – in summer.

These actions took the form of sample pilgrimages and related activities with various target groups.

Table 1. Pilgrimage for ‘spring rejuvenation’ on Palm Sunday from Galyatető to Mátraverebély Szentkút.

EVENT	Pilgrimage for ‘spring rejuvenation’ on Palm Sunday from Galyatető to Mátraverebély Szentkút
DATE	10/04/2022
REFERENCE ROUTE	Way of Mary
MOTIVATION	Involving local communities and attracting them to the Palm Sunday pilgrimage
TOPICS	<ul style="list-style-type: none">• Introducing natural and cultural heritage.• Implementing the methods of the ‘5 love languages’ from Gary Chapman during the pilgrimage.
GEOGRAPHICAL SCOPE	Galyatető-Mátraszentimre-Mátraverebély-Szentkút
RELATION TO PREVIOUS ACTIONS	Part of the Péliföldszentkereszt-Mátraverebély segment of WP7
TARGET AUDIENCE	Experienced pilgrims
SCHEDULING	Scheduled for Palm Sunday
PROMOTION	Facebook, newsletter, webpage, Thematic broadcast in Mária Rádió
NUMBER OF PARTICIPANTS	48
STAKEHOLDERS’ INVOLVEMENT	Parish of Galyatető, National shrine of Mátraverebély Szentkút, Pilgrimhouse
VENDORS’ INVOLVEMENT	Dinner at the Pilgrimhouse of Mátraverebély Szentkút
IT PLATFORM COVERAGE	Featured plan “Flower Sunday pilgrimage in the spirit of spring renewal to Mátraverebély-Szentkút”: https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/flower-sunday-pilgrimage-

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[in-the-spirit-of-spring-renewal-to-matraverebelyszentkut-1750932864432296](https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/hungarian-ruling-saints-in-the-matra-1731423327676291)

DISTANCES FROM THE OFFICIAL PATHS	<ul style="list-style-type: none">• Galyatető-Mátraszentimre: on the designated path• Mátraszentimre-Mátraverebély-szentkút: 3,7 km
FACILITATED TRANSPORT	Participants were transported back to the start by cars.
COST OF PARTICIPATION	1000-Ft/person
PROGRAMME	<ul style="list-style-type: none">• 9.00 to 9.30 Gathering from at Kodály Chapel in Galyatető (Mátraszentimre's Assumption of Mary Temple, address: Mátraszentimre, Kodály Zoltán promenade 25, 3234)• 9.30 to 9.45 Spiritual introduction• 10.00 Departure:<ul style="list-style-type: none">◦ Distance: 4,8 km• Arrival: Mátraszentimre's Assumption of Mary Temple (lunch, agape, spiritual program) Meeting point for those who wish to join for a shorter distance of the pilgrimage• 12.30 Departure:<ul style="list-style-type: none">◦ Distance: 4,2 km• 13.30 Arrival: Mátraszentimre, Csörgőszurdok (spiritual programme)• 13.45 Departure:<ul style="list-style-type: none">◦ Distance: 10 Km Ágasvár, spring, Foton-meadow, cave-Tuzson Botanical Garden-Mátraverebély-Szentkút (trash gathering during the walk as an aspect of the spring rejuvenation)• 17.00 Arrival: agape/ shrine visit
ITINERARY	Galyatető-Mátraszentimre-Mátraverebély-Szentkút
TRIP AND TERRITORY CHARACTERISTICS	Lookout points, mountain hills, religious places.
HERITAGE-RELATED NARRATIVES	<ul style="list-style-type: none">• Hungarian ruling saints in the Mátra: https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/hungarian-ruling-saints-in-the-matra-1731423327676291• Praying in the mountains: https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/praying-in-the-mountains-1731422818799366



INCENTIVES TO PARTICIPANTS	Small rurAllure gifts (water bottle), free meals, free transfer
PROVISIONS FOR ACCESSIBILITY	Prior registration is compulsory
COST SHARING	1000-Ft Participation Fee – other costs (gifts, meals, organizer fee) are covered by the rurAllure project
RURALLURE PARTNERS' CONTRIBUTION	This event was considered as 'recommended plan'. rurAllure team was involved in route planning, POI mapping, narrative writing, contacting stakeholders and vendors, etc.
CONTRIBUTION TO KPIS	Altogether 140 POIs in the Mátraverebély- Gyöngyös route. This activity was developed and enabled by the pilot. One narrative was developed. This was a newly-created action for pilgrims, where 48 pilgrims were involved.
MEDIA CLIPPING	<ul style="list-style-type: none">• Facebook posts:<ul style="list-style-type: none">○ https://www.facebook.com/mariaut/posts/pfbid0VD9nVBnHdiFwHFiYjzr2CUxvTQPTNiQxt8aLiSDb1s3uLvR-ZaBu1MFF38St74hkVl○ https://www.facebook.com/watch/?v=662432578361886○ https://www.facebook.com/mariaut/posts/pfbid0wEYaEFyQdRzWn7w8orvcxi-wgHUH3P68GLFBWSdA7eTuWfu3RqaZauxx8fs4T2SCvI• rurAllure blog post: https://rurallure.eu/palm-sunday-with-rurallure-in-hungary/
FEEDBACK	<p>In parallel to the pilgrimage, members of our staff had a promotional desk near the kiosk and also joined the ceremony in the shrine of Mátraverebély Szentkút.</p> <p>The participants of the pilgrimage left positive feedback, highlighting the track, the spiritual guide and the meals.</p>

PICTURES FROM THE EVENT





On ways to
Ways to Csíksomlyó

Flower Sunday pilgrimage in the spirit of spring renewal to Mátraverebély-Szentkút



Palm Sunday, and the highest mountain range of the country gives a good opportunity for a clean breath!

Plan description

Difficulties, problems that your soul struggles with every day, spring fatigue, illness your body struggles with. It's time for you to be cleansed and renewed! In fact, do not just experience this alone, but invite your family to be cleansed of physical and spiritual renewal.

Route	Travel time	Transport	Activities
From: Galyatető, Kodály church To: Mátraverebély, hermit caves	1 Days	Walking	Culture Heritage Nature Religion

[View featured plan](#)

Similar plans from organizers

Pilgrimage from the Honti Tisztár Spring – Mary Shrine to Marianostra

Pilgrimage from Pélliföldszentkereszt to Esztergom

Paddle to the deep. Biblical waters

[View all](#)



Table 2. Gyöngyöspata–Abasár: pilgrimage with MATE students.

EVENT	Gyöngyöspata–Abasár: pilgrimage with MATE students
DATE	27/04/2022
REFERENCE ROUTE	Way of Mary
MOTIVATION	Introduce the spiritual and physical impacts of pilgrimage and the natural and cultural values of the Way of Mary. Show examples of rural development through pilgrimage
TOPICS	Challenges of rural development in the area, the renovation of the Gyöngyöspata church, Mátra wine region, symbols of grape and wine in the Bible
GEOGRAPHICAL SCOPE	Gyöngyöspata–Mátrafüred–Pálosvörösmart–Abasár
RELATION TO PREVIOUS ACTIONS	Part of the Mátraverebély – Gyöngyös segment of WP7
TARGET AUDIENCE	Younger generations of pilgrims, students
SCHEDULING	Coordinated with university activities
PROMOTION	Directly with the university
NUMBER OF PARTICIPANTS	23
STAKEHOLDERS' INVOLVEMENT	MATE, Government of Abasár
VENDORS' INVOLVEMENT	Pálos Fogadó
DISTANCES FROM THE OFFICIAL PATHS	Along the designated path: <ul style="list-style-type: none">• Gyöngyös MATE–Gyöngyöspata: 11,7 km• Gyöngyöspata–Mátrafüred: 16 km• Mátrafüred–Abasár: on the designated path (short detour to Pálos Fogadó: 0,9 km)• Abasár–Gyöngyös: on the designated path



FACILITATED TRANSPORT	Bus transfer was provided for the group from Gyöngyös to Pálosvörösmart and from Abasár to Gyöngyös.
COST OF PARTICIPATION	Free
PROGRAMME	<ul style="list-style-type: none">• 7.45 assembling at the campus of Gyöngyös University• 8.00 departure to Gyöngyöspata by bus• 8.20 arrival, visiting the temple of Gyöngyöspata• 8.45 presentations about the local values and lectures about tourism at the building of the government of Gyöngyöspata (coffee and snacks are welcoming the students)• 9.15 departure to Mátrafüred by bus• 9.45 departure to Pálosvörösmart• 12.00-12.30 lunch at Pálos Fogadó• 13.30 departure to Abasár by bus• 14.30 arrival at Abasár; visiting the local church and the archaeological site, visit and aperitif at Pálinkás Cellar• 16.20 departure back to Gyöngyös• 16.45 arrival in Gyöngyös
ITINERARY	Gyöngyöspata – Mátrafüred – Pálosvörösmart – Abasár
TRIP AND TERRITORY CHARACTERISTICS	Rainy day, steep paths at some point
INCENTIVES TO PARTICIPANTS	Insert programme into university schedule, transport and free lunch
PROVISIONS FOR ACCESSIBILITY	Transfer
COST SHARING	University provided promotion
RURALLURE PARTNERS' CONTRIBUTION	This event was considered as 'recommended plan'. rurAllure team was involved in route planning, POI mapping, narrative writing, contacting stakeholders and vendors, etc.
CONTRIBUTION TO KPIS	Altogether 140 POIs uploaded in the Mátraverebély–Gyöngyös route This activity was developed and enabled by the pilot. A narrative was developed. This was a newly created action for pilgrims, where 23 potential pilgrims were involved.

MEDIA CLIPPING

rurAllure blog post: <https://rurallure.eu/younger-generations-of-pilgrims-explore-the-way-of-mary/>

FEEDBACK

Positive, in spite of the weather

**HIGHLIGHTS
AND RECOM-
MENDATIONS
FOR REPLICABIL-
ITY**

The experience may be repeated with other universities

PICTURES FROM THE EVENT









Table 3. Pilgrimage in the Danube Bend to find your “inner way”.

EVENT	Pilgrimage in the Danube Bend to find your “inner way”
DATE	9/7/2022
REFERENCE ROUTE	Way of Mary
MOTIVATION	To show alternative routes via natural heritage for experienced pilgrims.

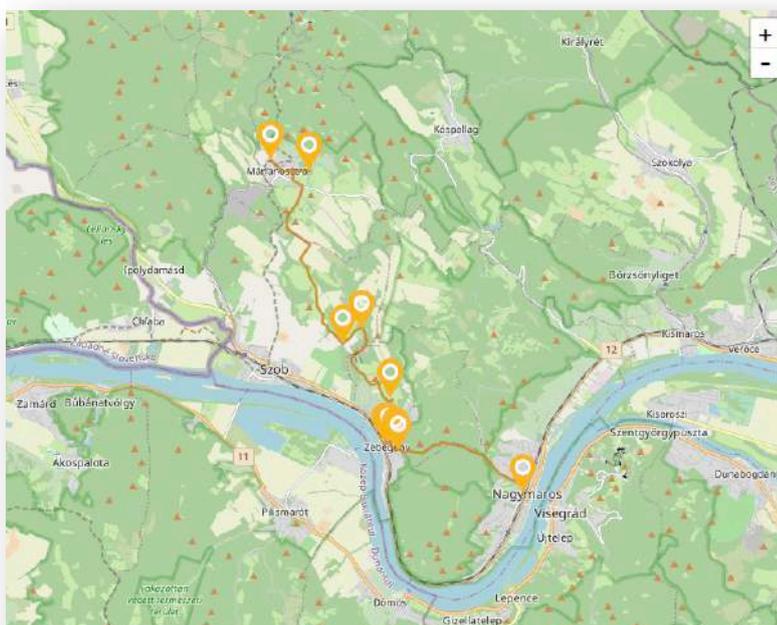


TOPICS	Discovering “God’s creation of the World” along the Way of Mary.
GEOGRAPHICAL SCOPE	Regional (Nagymaros–Zebegény–Márianosztra)
RELATION TO PREVIOUS ACTIONS	Part of the Péliföldszentkereszt–Mátraverebély segment of WP7
TARGET AUDIENCE	Experienced pilgrims
SCHEDULING	One-time event, possibly can be repeated multiple times.
PROMOTION	<ul style="list-style-type: none">• On Facebook: https://www.facebook.com/events/3045322479113794• Way of Mary website: https://mariaut.hu/szervezettut/32472/Zarandoklat-a-Dunakanyarban-a-belso-ut-megtalalasaert• Mailing lists
NUMBER OF PARTICIPANTS	60
STAKEHOLDERS’ INVOLVEMENT	Church of the Exaltation of the Holy Cross of Nagymaros (starting point), Havas Blessed Virgin Church of Zebegeny (en-route), and Márianosztra, Basilica of the Grand Lady of Hungarians (destination) provided free guided tour and toilet facilities.
VENDORS’ INVOLVEMENT	Lunch for the group was provided by Kulacs Restaurant (Zebegény). A Hungarian bus company provided the bus transfer at the end.
IT PLATFORM COVERAGE	Featured plan “Pilgrimage in the Danube Bend to find the inner road” at https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/pilgrimage-in-the-danube-bend-to-find-the-inner-road-1750932671643520
DISTANCES FROM THE OFFICIAL PATHS	Starting point: 10 km distance. Destination is part of the Way of Mary.
FACILITATED TRANSPORT	Bus transfer was provided for the group from Márianosztra to Budapest.
COST OF PARTICIPATION	1000 HUF/person
PROGRAMME	<ul style="list-style-type: none">• 8.50 Meeting point: Nagymaros-Visegrád, vasútállomás• 8.50-9-10 Starting notes• 9.10-10.45 Walking trip Nagymaros-Zebegény, Kós Károly lookout tower, spiritual narrative• 11.00-11.30 Zebegény church guided tour

- 11.30-13.00 Lunch, narrative presentation
- 13.30 Sárkány-domb, lookout point, spiritual narrative
- 14.30 Zebegény, Limestone Mine, snack provided by rurAllure team
- 15.00 Verbic-dűlő, spiritual narrative
- 17.00 Márianosztra, Basilica of the Grand Lady of Hungarians
- 18.00 Holy Mass
- 19.15 Bus transfer to Nagymaros and Budapest

- Nagymaros–Zebegény–Márianosztra as shown on the map:

ITINERARY



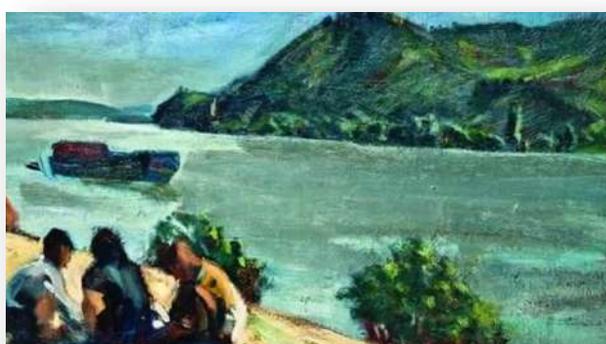
TRIP AND TERRITORY CHARACTERISTICS

Lookout points, mountain hills, religious places. Altogether 20-25 km.

The rural area catering facilities and museums can benefit from pilgrim visitors. At Nagymaros there is also a regularly organized week-end market with local producers

HERITAGE-RELATED NARRATIVES

- Artists of the Danube Bend: text with accompanying video



INCENTIVES TO PARTICIPANTS

Small rurAllure gifts (cap), free lunch and refreshments (fruit, mineral water)s

PROVISIONS FOR ACCESSIBILITY

Bus transfer back from Márianosztra to Nagymaros and Budapest

COST SHARING

Costs were covered by rurAllure + a symbolical participation fee of 1000 HUF/person was required



RURALLURE PARTNERS' CONTRIBUTION	This event was considered as 'recommended plan'. KIFÜ & MUTKE rurAllure teams were involved in route planning (KIFÜ), POI mapping (KIFÜ, MUTKE), narrative writing (KIFÜ), contacting stakeholders and vendors (MUTKE), etc.
CONTRIBUTION TO KPIS	Several POIs have been uploaded (altogether 193, ca. 50 of these are connected to this route). This activity was developed and enabled by the pilot. A narrative was developed. This was a newly created action for pilgrims, where 60 pilgrims were involved.
MEDIA CLIPPING	<ul style="list-style-type: none">• rurAllure blog post: https://rurallure.eu/rurallure-pilgrimage-in-the-danube-bend/• Radio interview: https://hangtar.mariaradio.hu/media/maria_ut/2022.07.12_10-50-maria_ut.mp3
FEEDBACK	Originally the tour was planned from Zebegény, but due to some problems on the train track it started in Nagymaros. It caused a somewhat tighter schedule.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Although the tour walked in nature, natural heritage could be more emphasized, it could be repeated each year.

PICTURES FROM THE EVENT







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Pilgrimage in the Danube Bend to find the inner road



Nagymaros-Zebegény-Marianostra

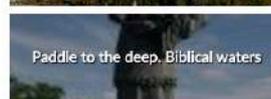
Plan description

Nagymaros-Zebegény-Marianostra one-day pilgrimage of 20 thousand.

Route	Travel time	Transport	Activities
<p>From: Nagymaros, Church of the Exaltation of the Holy Cross of Nagymaros</p> <p>To: Márianosztra, Basilica of the Grand Lady of Hungarians (Pálos Church)</p>	1 Days	Walking	<p>Nature</p> <p>Religion</p>

[View featured plan](#)

Similar plans from organizers



[View all](#)



Table 4. Pilgrimage by bassboat on the Danube.

EVENT	Pilgrimage by bassboat on the Danube
DATE	13/08/2022
REFERENCE ROUTE	Way of Mary
MOTIVATION	The action was part of the International Pilgrimage event “On 1Way”, this time with a slightly different focus
TOPICS	Discovering the natural and built heritage along the Danube on the given section
GEOGRAPHICAL SCOPE	International- between Slovakia and Hungary but a relatively small territory covered.
RELATION TO PREVIOUS ACTIONS	The “On1Way” Pilgrimage takes place every year, this time the focus of this section was on cultural heritage
TARGET AUDIENCE	Local people from the area, both from the Slovak and the Hungarian side, pilgrims who like canoeing
SCHEDULING	One day event, can be organised also on request
PROMOTION	Via Facebook and website of the Way of Mary Public Benefit Association, also related to the on 1Way International Pilgrimage day
NUMBER OF PARTICIPANTS	20
STAKEHOLDERS' INVOLVEMENT	Gábor Duka, Mayor of Kravany nad Dunajom (Karva) was the main organiser from the Slovak side. In Esztergom a mass in the Basilica was organised just for the pilgrims.
VENDORS' INVOLVEMENT	Written narratives were printed and laminated, t-shirts with rurAllure and Mária Út Logos were prepared by local companies
DISTANCES FROM THE OFFICIAL PATHS	The event was on the Way of Mary itself, but it is the only route on water.
FACILITATED TRANSPORT	Bass boat (larger canoe)
COST OF PARTICIPATION	1000 HUF
PROGRAMME	<ul style="list-style-type: none">• 10:00 Transfer from Esztergom to Kravany nad Dunajom



	<ul style="list-style-type: none">• 11:30 meeting at the Roman Catholic church, distribution of tour material and presents• 12:00 Holy mass• 12:45 Walk to the departure point• 13:30 Departure by bass boat (total of appr. 20 river km)• 14:00 Stop for refreshment at Nyergesújfalu (Hungary)• 17:00 Arrival in Esztergom• 18:00 Closing mass
ITINERARY	Kravany nad Dunajom (Karva) in Slovakia–Nyergesújfalu (Hungary)–Esztergom (Hungary)
TRIP AND TERRITORY CHARACTERISTICS	The route is only on water by boat. The river section until Esztergom used to be industrial (e.g. coal loading) with ruins of former limes fortresses (at Sánc Hill). At Esztergom the picturesque Danube Bend begins, where the river changes its direction from W-E to N-S.
HERITAGE-RELATED NARRATIVES	<ul style="list-style-type: none">• Heritage sites between Karva and Esztergom• Water as a Symbol in the Bible• The river as border: a historical perspective
INCENTIVES TO PARTICIPANTS	rurAllure t-shirts, laminated narratives, mineral water and fruit.
PROVISIONS FOR ACCESSIBILITY	Bus transfer from Esztergom to Kravany nad Dunajom, locally car transfer for participants with difficulty of walking
COST SHARING	The costs were covered from the MUTKE subcontracting budget, it included payment for the boats. Support was received by the Mayor of Karva ,and religious service was provided by voluntary priests from other villages came.
RURALLURE PARTNERS' CONTRIBUTION	MUTKE and KIFÜ team members were involved in the planning and execution of the programme.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• Several POIs uploaded along the route (193 altogether in the Péliföldszentkereszt-Mátraverebély pilot, 27 of these are nearby of this route)• 1 featured trip• 3 narratives prepared. <p>This was a previously existing activity integrated in the pilot, where 20 pilgrims took place.</p>
MEDIA CLIPPING	<ul style="list-style-type: none">• On Facebook: https://www.facebook.com/mariaut/posts/pfbid0E2QRoJpUJQGNcMNEmMw-gAagMeA29wgqAaC2bzMZsGwHW6f7XYjBxxNFH6JdrUK1kl

Positive in general, with the following highlighted comments:

FEEDBACK

- *“slightly longer route than ideal by boat, it would be worthwhile to have a longer stop at Nyergesújfalu”*
- *“not sure that both masses were necessary”*
- *“boat capacity limited the number of possible participants”*

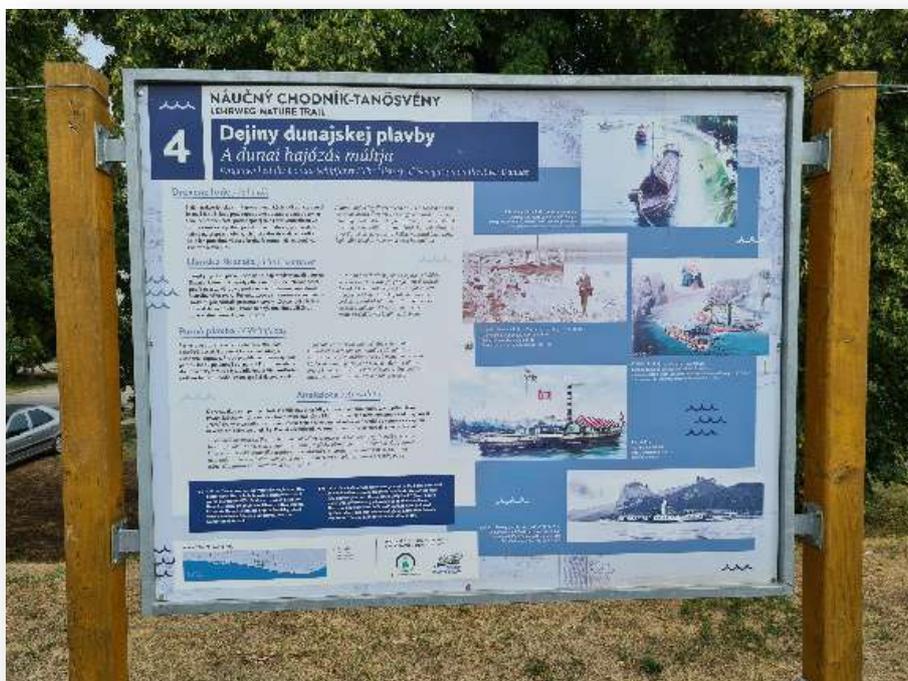
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Could be repeated also upon request, although weather dependent, could be extended to a full day programme,

PICTURES FROM THE EVENT



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Actions in Romania

In 2022 our objective in Transylvania was to raise awareness of rurAllure among pilgrims and stakeholders. A sample pilgrimage was organised in the area of Szentegyháza (Vlăhița), part of the Marosvásárhely (Târgu Mureș) – Gyimesbükk (Ghimeș Făget) pilot section of WP7 while an event targeted at families took place in the Garden of the Children’s Philharmonia of Szentegyháza (Fili).

Table 5. Family Day on the Way of Mary in Transylvania.

EVENT	Family Day on the Way of Mary in Transylvania
DATE	11/6/2022
REFERENCE ROUTE	Way of Mary
MOTIVATION	Promotion of the project among the population, institutions and local service providers of the region.
TOPICS	Discovering the less known natural and cultural heritage of the region.
GEOGRAPHICAL SCOPE	Local: Szentegyháza (Vlăhița) and its surroundings
RELATION TO PREVIOUS ACTIONS	Part of the Marosvásárhely (Târgu Mureș)–Gyimesbükk (Ghimeș Făget) pilot section of WP7



TARGET AUDIENCE	People and families from the region
SCHEDULING	One-day event, which can be organized at least once a year.
PROMOTION	<ul style="list-style-type: none">• Via the Facebook account and the website of the Way of Mary Public Benefit Association:<ul style="list-style-type: none">◦ https://www.facebook.com/events/2764051353903141/◦ https://mariaut.ro/vonzo-vidék-rurallure-csaladi-nap-a-maria-uton/• Via the Facebook account of the Romanian Way of Mary Association
NUMBER OF PARTICIPANTS	150
STAKEHOLDERS' INVOLVEMENT	Among the stakeholders and associated partners, the Municipality of Szentegyháza (Vlăhița) provided tents, benches and tables; the Romanian Way of Mary Association and ADI Harghita took a role in the promotion of the event; and the Legendry of Székelyföld provided a program point (cartoon screening).
VENDORS' INVOLVEMENT	Printed materials and rurAllure gifts were provided by Color Point Advertising from Csíkszereda (Miercurea Ciuc); lunch was made by chefs of the Zetelaka BBQ;
DISTANCES FROM THE OFFICIAL PATHS	The event was located on the Way of Mary, but the guided pilgrimage had some stops which were within 1-3 km of the route.
FACILITATED TRANSPORT	None
COST OF PARTICIPATION	Free
PROGRAMME	<ul style="list-style-type: none">• 9:00-17:00 Guided thematic pilgrimages (in and around Szentegyháza on the Way of Mary and along it; on foot, by bike)• 10:00-10:15 Opening• 10:30-11:30 Presentation and discussion<ul style="list-style-type: none">◦ Lecture by Dr. Gyöngyvér Mara (profesor, Sapientia Hungarian University of Transylvania): Greenwashing or environmentally friendly economy?• 12:00-13:00 Book presentation<ul style="list-style-type: none">◦ Réka Incze (co-author): Mofettas of Szeklerland: Medical Gases in the Serve of Health• 13:00-15:00 Lunch break



	<ul style="list-style-type: none">• 15:00-16:00 Presentation and discussion<ul style="list-style-type: none">○ Flórián Albert (herb grower and distributor, Halasági Csibi): Our Medical Plants in the Service of the Family• 16:00-17:30 Cartoon screening by the Legendry of Szeklerland• 18:00-19:00 Concert<ul style="list-style-type: none">○ The Children's Philharmonia of Szentegyháza <p>The program was enriched by the local products fair, full-day children activities including pottery creation, horse riding and we had a rurAllure stand.</p>
TRIP AND TERRITORY CHARACTERISTICS	The guided pilgrimage led through streams, valleys, mountain hills, mineral water springs. It was a 14,6 km long route.
HERITAGE-RELATED NARRATIVES	<ul style="list-style-type: none">• Mineral water, mofettas and baths• Medical herbs and folk medicine
INCENTIVES TO PARTICIPANTS	rurAllure gifts (bag, mug with carabiner handle, badge)
PROVISIONS FOR ACCESSIBILITY	None
COST SHARING	The location of the event, the Seedling Garden, as well as the closing concert was provided by the Children's Philharmonia of Szentegyháza. The preparation of the location (landscaping, lawn mowing) was undertaken by the Public Estate of Szentegyháza.
RURALLURE PARTNERS' CONTRIBUTION	KIFÜ and MUTKE team members were involved in the planning of the programme.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• 161 POIs have been uploaded• 1 featured trip• 2 narratives <p>This was a newly-created action for pilgrims, where 200 potential pilgrims took place.</p>
MEDIA CLIPPING	<ul style="list-style-type: none">• Local media: https://maszol.ro/belfold/A-rurAllure-nemzetkozi-projekt-kereteben-szerveztek-csaladi-napot-Szentegyhazan• rurAllure blog post: https://rurallure.eu/rurallure-family-day-on-the-way-of-mary-in-transylvania/• Radio interview: https://www.facebook.com/regioradio.info/videos/390768962949598
FEEDBACK	Contributors in the program (performers, local artisans, vendors) and the local government received positive feedback after the event. They felt it

was a gap-filling and high-quality event. The feedback received from local residents who participated in the event was that it would be necessary to organize such events regularly, even monthly or quarterly.

PICTURES FROM THE EVENT







Actions in Slovakia

In 2022 our concern in Slovakia was to raise awareness of the rurAllure project and Via Mariae journey among pilgrims and tourists. We organised Winter and Summer photo competitions: “Wander with heart and body”. The collected photos were used for marketing communication and propagation of the rurAllure. The goal of presentations for students of two universities in Slovakia and one university in Czechia was to raise awareness of rurAllure among young people,

More activities for pilgrims and tourists are planned for year 2023, since POIs along the route had to be developed from the scratch.

Table 6. Winter and Summer competitions: “Wander with heart and body.”

EVENT	Winter and Summer competitions: “Wander with heart and body” + exhibitions + video premiere
DATES	<ul style="list-style-type: none"> • 11/01/2021-12/31/2022 & 8/01-10/31/2022 (competitions) • April-July 2022; September-December 2022 (exhibitions) • 9/08/2022 (video premiere)
REFERENCE ROUTE	Way of Mary in Slovakia (Via Mariae)
MOTIVATION	<ul style="list-style-type: none"> • Collecting photos for marketing and communication purposes. • Raising awareness of the Via Mariae.
TOPICS	<ul style="list-style-type: none"> • Natural resources



	<ul style="list-style-type: none">• Ethnographic and cultural attractions• Pilgrimage sites• Spa towns and aquaparks
GEOGRAPHICAL SCOPE	Slovakia (Šahy-Trstená), 250 km
TARGET AUDIENCE	Pilgrims, tourists
PROMOTION	<ul style="list-style-type: none">• Leaflets• Facebook sites• Web sites• Roll-up• Youtube• 2 Exhibitions of photos• Video "I am Via Mariae"
NUMBER OF PARTICIPANTS	120 (competitions), 320 (exhibitions), 55 (video)
STAKEHOLDERS' INVOLVEMENT	YES
VENDORS' INVOLVEMENT	No
IT PLATFORM COVERAGE	The photos were used for the presentation of Via Mariae POIs.
DISTANCES FROM THE OFFICIAL PATHS	30 km
COST OF PARTICIPATION	Free
INCENTIVES TO PARTICIPANTS	Merchandising, free refreshments, rewards, transfer to a point.
PROVISIONS FOR ACCESSIBILITY	None
COST SHARING	No



CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.3: 495 interactions
MEDIA CLIPPING	<ul style="list-style-type: none">• https://fphil.uniba.sk/detail-aktuality/back_to_page/rubrika-veda2/article/poslite-svoje-fotografie-slovenska-do-sutaze-projektu-ruralure/• https://www.facebook.com/619362681501351/photos/a.619998074771145/4462079603896287/• https://www.marianskacesta.sk/spravy/zapoj-sa-do-sutaze-putuj-srdcom-telom-vyhraj-skvele-ceny/4462079603896287/• https://www.facebook.com/149182091780858/posts/5177556252276725/• https://www.facebook.com/fphil.uniba/posts/4707162122723431• https://fphil.uniba.sk/o-fakulte/novinky/rubriky/pozname-vitazov-sutaze-fotografii/• https://fphil.uniba.sk/fileadmin/fif/aktuality/2022/rubriky/5/tlacova_sprava_projekt_rurAllure.pdf• https://kamako.sk/rurallure/• https://www.facebook.com/photo/?fbid=5727595577259968&set=pb.100063696457050.-2207520000• https://fphil.uniba.sk/o-fakulte/novinky/zapojte-sa-do-fotografickej-sutaze/• https://www.marianskacesta.sk/spravy/putuj-srdcom-telom• https://www.facebook.com/kamako.uk/photos/a.394451550574424/5450556124963916/?type=3
FEEDBACK	Very positive: laudation and enthusiasm
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• Audience motivation and learning• Catch the attention• Creative approach

reach out!

Název projektu:
Projekt rozšírenia školení 2020: Propagácia stáročných miest
pomocou a lákadlami kultúrneho dedičstva v oblasti európskych
poľnohospodárskych terén

Riešenie:
Medzinárodné konzorcium partnerov zo špičkových európskych
organizácií a vládomernej inštitúcie (ES, IT, FR, NL, HU, RO, SK)

Zaoprávanie inštitúcie na Slovensku:
Univerzita Komenského v Bratislave, Slovenská technická univerzita

Partneri:
OZ Via Maria, Klub slovenských turistov, Asociácia informačných
centier Slovenska

Cieľ projektu:
Vytvoriť aplikáciu, ktorá bude propagovať autentické miesta v Európe a
poskytovať všetkým potrebne informácie o zapísaných miestach a ich
hlavných kultúrnych pamiatkach (ajstavebná, stavebná, kultúrna
pamiatka, kultúrne dedičstvo, športové štruktúry a pod.).

Slovenský tím:
Pútnická cesta Via Maria - úseky Stredozemná a juhovýchodná časť
(Bratislava - Banská Bystrica - Spišská Nová Ves - Bardejov - Prešov -
Záhrada - Horná Bystrica - Sereď - Hany - Ružomberok - Trnava)

Kontaktné osoby:
Doc. PhDr. Blanka Šimová, PhD. - simovab@fedz.uz.sk
Mgr. Tatiana Dvořáková, PhD. - tatiana.dvorkova@kamako.sk

Ďalšie informácie:
www.rurallure.eu
www.kamako.sk/rurallure/

Putuj srdcom a telom

Zapoj sa do letnej súťaže o najkrajšiu fotografiu
z pútnickej cesty Via Maria!

Práca je otvorená pre všetkých Slovákov, ktorí majú záujem o kultúru a
cesty. Tvoja fotografia bude zapísaná v knihu pamätí
Kultúrna marketingová komisia Ústavu Komenského

Viac informácií na www.kamako.sk/rurallure/



Table 7. Presentations for students of Tomas Bata University in Zlín (Czechia), Comenius University in Bratislava, Constantine the Philosopher University in Nitra.

EVENT	Presentations for students of Tomas Bata University in Zlín (Czechia), Comenius University in Bratislava, Constantine the Philosopher University in Nitra
LOCATION	Zlín (CZ), Bratislava, Nitra (SK)
DATE	April, September- October 2022
REFERENCE ROUTE(S)	Way of Mary (Via Mariae, SK)
MOTIVATION	To raise awareness of the project
TOPICS	rurAllure, Via Mariae

GEOGRAPHICAL SCOPE	SK, CZ
PARTICIPANTS	Students from universities in Bratislava, Nitra (SK), Zlín (CZ)
PROMOTION	Mailing lists
COST SHARING	Yes
RURALLURE PARTNERS' CONTRIBUTION	T. Deptová and B. Šramová – oral presentation
FEEDBACK	Positive feedback
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• Sharing of experience• Active face-to-face communication• Audience motivation

PICTURES FROM THE EVENT





3. Actions with stakeholders and policymakers

Actions in Hungary and Romania

Table 8. rurAllure promoting event at Saint Francis Antiochia Community (Budapest).

EVENT	rurAllure promoting event at Saint Francis Antiochia Community (Budapest)
LOCATION	Budapest
DATE	4/4/2022
REFERENCE ROUTE(S)	Way of Mary
MOTIVATION	Promoting rurAllure and the Way of Mary among young people who are possible future pilgrims.
TOPICS	Presentations were held on rurAllure and the Way of Mary.
GEOGRAPHICAL SCOPE	Way of Mary
PARTICIPANTS	20 young people from an Antiochia community in Budapest.
PROMOTION	Promoted via the mailing list of the local community.
RURALLURE PARTNERS' CONTRIBUTION	Three presentations were held by KIFÜ and MUTKE rurAllure team members.

<p>AGENDA</p>	<ul style="list-style-type: none"> • Ildikó Kádárné Kelemen: rurAllure project presentation (“Látogatóban a Szent Ferenc Antióchia fiataljainál”) • Ákos Lencsés: rurAllure technological platform • Zsófia Galócziné Szabó: Pilgrimage along the Way of Mary (“Kirándulás vagy zarándoklat?”)
<p>AGREEMENTS AND OUTCOMES</p>	<p>rurAllure events will be promoted via this community.</p>
<p>CONTRIBUTION TO KPIS</p>	<p>This event was developed and enabled by the pilot, ca. 20 possible pilgrims and 1 potential stakeholder were reached.</p>
<p>MEDIA CLIPPING</p>	<p>rurAllure blog post: https://rurallure.eu/younger-generations-of-pilgrims-explore-the-way-of-mary/</p>
<p>FEEDBACK</p>	<p>Interested in the platform features</p>
<p>HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY</p>	<p>Young church communities are planned to be contacted to promote pilgrimages to them and the platform (testing), as well.</p>

PICTURES FROM THE EVENT





Table 9. Discourse at Hungarian University of Agriculture and Life Sciences (MATE).

EVENT	Discourse at Hungarian University of Agriculture and Life Sciences (MATE)
LOCATION	Gyöngyös
DATE	22/04/2022
REFERENCE ROUTE(S)	Way of Mary
MOTIVATION	A discourse was held for the students from The Department of Ecological and Sustainable Production Systems of the Hungarian University of Agriculture and Life Sciences (MATE). The main goal of the event was to present rurAllure and to involve the attending students into the topic of sustainable tourism.
TOPICS	Way of Mary as a product of ecotourism and religious tourism in an international collaboration
GEOGRAPHICAL SCOPE	Gyöngyös
RELATION TO PREVIOUS ACTIONS	Previously lectures were held on the topic at Pázmány Péter Catholic University and the Szent István Campus of Hungarian University of Agriculture and Life Sciences (MATE)

PARTICIPANTS	Students of the Department of Ecological and Sustainable Production Systems of the Hungarian University of Agriculture and Life Sciences (MATE)
PROMOTION	Through the MATE's educational programme
RURALLURE PARTNERS' CONTRIBUTION	MATE - Hungarian University of Agriculture and Life Sciences promotion and organization
AGENDA	<ul style="list-style-type: none"> • Discourse: Way of Mary as a product of religious tourism and the stages of becoming one of the European Cultural Routes • Discourse: the effect of pilgrimages in ecotourism and the local economic system
AGREEMENTS AND OUTCOMES	Constant collaboration with MATE: workshops, lectures and dissemination events will be part of the Universities educational programme
CONTRIBUTION TO KPIS	This event was organized to increase stakeholders' awareness, where 1 potential stakeholder was contacted. This discussion opened the way to many newly created actions for young pilgrims
FEEDBACK	Survey made by the attending students
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	The topic can be built into the curriculum of the Hungarian University of Agriculture and Life Sciences (MATE)

Table 10. Stakeholder meeting in Abasár.

EVENT	Stakeholder meeting in Abasár
LOCATION	Abasár (Mátra Hills)
DATE	12/05/2022
REFERENCE ROUTE(S)	Way of Mary
MOTIVATION	Introducing the opportunities given by the project to local services and organizations and their invitation into the network
TOPICS	Introducing the values and potentials of natural heritage and religious tourism in rurAllure
GEOGRAPHICAL SCOPE	Mátra
RELATION TO PREVIOUS ACTIONS	Abasár is one of the most characteristic stops of the Way of Mary at the Mátra Hills, that is why the village was chosen for a dissemination event of the rurAllure project.



PARTICIPANTS	<ul style="list-style-type: none">• Municipality of Abasár Village• Municipality of Gyöngyöstarján Village• Municipality of Gyöngyösoroszi Village• Roman Catholic Church of Gyöngyöspata• Bükk National Park• Municipality of Gyöngyöspata Town• Saár Community Centre and Library
PROMOTION	The potential partners for the network have been surveyed in the area, POI-s have been recorded and target inquiries were made for the stakeholder meeting and their invitation into the network.
COST SHARING	Reception at the Community Centre was offered by the Mayor of Abasár, other costs from the rurAllure project
RURALLURE PARTNERS' CONTRIBUTION	Municipality of Abasár Village, Saár Community Centre and Library
AGENDA	<ul style="list-style-type: none">• 11.00-11.15: Arrival of participants• 11.30-11.35: Welcome by Attila Kazsu, mayor of Abasár• 11.35-11.55: Welcome and short introduction by the rurAllure project dr. Ms. Kádárné Kelemen Ildikó, head of the WP7 international working group, KIFÜ• 11.55-12.15: Details of the rurAllure collaboration from the point of view of partnerships, opportunities to get involved Dr. Ms. Kádárné Kelemen Ildikó, head of the WP7 international working group, KIFÜ• 12.15-12.30: Presentation of the rurAllure platform and its advantages for service providers dr. Ákos Lencsés, data specialist, KIFÜ• Coffee break• 12.45-13.15: The role and goals of the Mária Út Közhaznú Egyesület in the rurAllure project Dr. Galgócziné. Zsófia Szabó and Gergő Bodor• 13.15-13.45: Exchange of ideas on cooperation opportunities; sandwich lunch• 14.00-14.40: Aba Sámuel tomb excavation guided tour• 14.40-15.30: The Pálinkás winery section of Mária Út Brief introduction by Mr. Pálinkás, free wines
AGREEMENTS AND OUTCOMES	<ul style="list-style-type: none">• Municipality of Gyöngyöstarján Village• Municipality of Gyöngyöspata Town

CONTRIBUTION TO KPIS

This event was organised to increase stakeholders' awareness. 2 additional stakeholders signed, some more are still expected

MEDIA CLIPPING

- Official Facebook page of the Way of Mary: <https://www.facebook.com/mariaut/posts/pfbid02SCCMmHoAxDkgn83on9uRYQqp3NDLqRcgAsbWg89NMhTdUHP1j4usofxX3GV8kQw>
 - rurAllure website: <https://rurallure.eu/way-of-mary-stakeholders-meet-in-the-abasar-wine-region/>
-

FEEDBACK

The partners attended at the meeting with high interest and they were enthusiastic about the next events in the future.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

For maintaining the network and further expand by the invitation of new partners the event may be repeated in the future.

PICTURES FROM THE EVENT





Table 11. Info Day for Transylvanian Stakeholders on rurAllure.

EVENT	Info Day for Transylvanian Stakeholders on rurAllure
LOCATION	Csíkșzereda (Miercurea Ciuc)
DATE	10/06/2022
REFERENCE ROUTE(S)	Way of Mary
MOTIVATION	Promoting rurAllure and the opportunities rurAllure and the network of institutions could give its partners.
TOPICS	Presentations were held about the rurAllure project and about the involvement of stakeholders.
GEOGRAPHICAL SCOPE	Regional
PARTICIPANTS	10
PROMOTION	It was promoted via mailing list of the Romanian Way of Mary Association.
COST SHARING	The meeting room was provided free of charge by the Romanian Way of Mary Association



RURALLURE PARTNERS' CONTRIBUTION	The presentations were held by KIFÜ and MUTKE team members of rurAllure.
AGENDA	<ul style="list-style-type: none">• 9.45-10.00: Registration• 10.00-10.10: Welcoming words by Csaba Borboly (president, Harghita County Council); Sándor Molnár (executive director, Romanian Way of Mary Association)• 10.10-10.15: Greetings and short presentation of the rurAllure project dr. Ildikó Kádárné Kelemen (project coordinator, WP7 pilot, KIFÜ)• 10.15-10.40: Details of rurAllure cooperation in terms of partnerships, opportunities to get involved• 10.40-11.00: Introducing the rurAllure platform and its benefits for service providers by dr. Ákos Lencsés (data specialist, KIFÜ)• 11.00-11.20: The Romanian Way of Mary Association and the rurAllure project Sándor Molnár (executive director, Romanian Way of Mary Association)• 11.20-12.00: Exchange of ideas on cooperation opportunities• 12.00-13.00: Buffet reception
AGREEMENTS AND OUTCOMES	7 agreements for associated partners
CONTRIBUTION TO KPIS	The event was important from the point of view of the institutional network within the framework of rurAllure. Thanks to this meeting we could involve Transylvanian partners who want to actively participate in this cooperation. This event was also organized to increase stakeholders' awareness. As a consequence of this event, 7 stakeholders signed the agreement with rurAllure.
MEDIA CLIPPING	<ul style="list-style-type: none">• Info session for Transylvanian Stakeholders: https://www.facebook.com/rurallure/posts/pfbid036AeDSYr-PJBE5PSTCX45swKYYCcdKbD3XRhnMqqKGPZQNX7MmNySayzU65d6GSJd8I• rurAllure blog post: https://rurallure.eu/rurallure-info-day-for-transylvanian-stakeholders/
FEEDBACK	Positive, but the date should be more carefully selected next year for higher attendance, even more promotion is needed
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Will be repeated in 2023 with specific presentation of the rurAllure network opportunities

PICTURES FROM THE EVENT







Table 12. Study Tour and Stakeholder Meeting in Hungary, along the Way of Mary.

EVENT	Study Tour and Stakeholder Meeting in Hungary, along the Way of Mary
LOCATION	(Bratislava–Obid)–Esztergom–Budapest
DATE	7/09/2022-8/09/2022



REFERENCE ROUTE(S)	Way of Mary
MOTIVATION	The event was linked to the Consortium meeting held in Bratislava from 5/09/2022 to 6/09/2022. The closeness of Slovakia and Hungary, developing different sections of the same pilgrimage route offered a good opportunity.
TOPICS	Introduce the work done so far in this pilot, exchange ideas on the development of the Way of Mary and on pilgrimage and slow tourism in Hungary, involve stakeholders
GEOGRAPHICAL SCOPE	Regional and international
RELATION TO PREVIOUS ACTIONS	Consortium meeting in Bratislava, Pilgrimage by boat on the Danube
PARTICIPANTS	33
PROMOTION	Through the rurAllure network and by direct invitation
COST SHARING	Financed from the budget allocated for cross-border dissemination, subcontracted by MUTKE
RURALLURE PARTNERS' CONTRIBUTION	MUTKE and KIFÜ team members took part in the preparation of the event and the related brochure (Study Tour to Hungary on the Ways to Csíksomlyó)
AGENDA	<p>Wednesday 7th September Towards Budapest</p> <ul style="list-style-type: none">• [7:45–08.00] Gathering for the Study Tour at Hotel ibis Bratislava Centrum• [08:00] Departure for Hungary by (rented) bus• [11.30–13:30] Along/on the Danube from Obid (Ebed) to Esztergom• Pilgrimage' by boat on the water section of the Way of Mary in large (safe) bass boats (15 persons/boat) to Esztergom• [14.00–16:00] Lunch together with invited Hungarian stakeholders at the Resturant Prímás Pince in Esztergom (aperitif, 1 glass of wine, water, coffee offered)• [16.15–17:30] Guided to tour of the Castle and the Basilica of Esztergom• [17.30] Departure for Budapest• [18.30] Approximate arrival in Budapest Centre, occupation of hotel rooms, evening free <p>Thursday 8th September – Budapest</p>



-
- [10.45– 11:00] Registration and gathering for the Roundtable-discussion (suggested topics communicated separately)
 - [11.00– 13:45] Roundtable-discussion and buffet reception together with invited Hungarian stakeholders
 - [14.00– 16:30] Budapest walking tour including visit to the Parish Church of our Lady in Central Pest (Belvárosi Plébániatemplom) and the archaeological site around it.
 - [20.00–22.00] Study Tour closing dinner at Restaurant Vakvarjú-Pest.
-

AGREEMENTS AND OUT- COMES

In Esztergom:

- Cooperation with rurAllure in pilgrimage education
- Support rurAllure on the county level
- Interest from consortium partner from Vila do Conde to “exchange” a chesuble for an exhibition in Fatima
- Possible cooperation with rurAllure in literary heritage
- Visibility of the religious tourism activities via introduction of the Travel agency of the Archbishop (Cardinal)
- Possibilities of combining religious tourism and gastronomy through the cookbook “From the Cardinal’s table”

In Budapest:

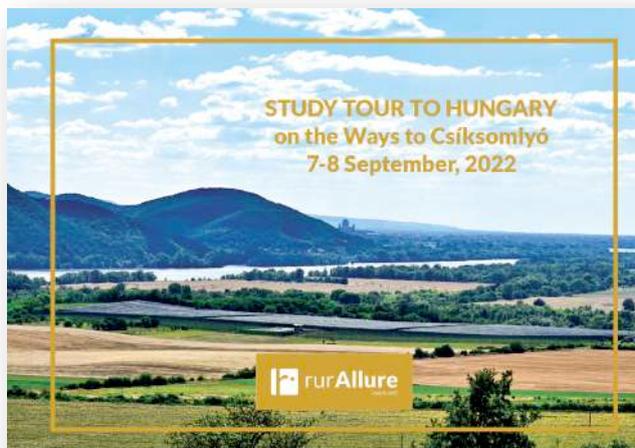
- Taking over best practices from well-known pilgrimage routes may accelerate pilgrimage tourism development in Hungary
 - The roundtable talks confirmed the logical step towards building the rurAllure network
 - Invited stakeholders from Slovakia and Transylvania (Romania) identify themselves more with the rurAllure objectives
-

CONTRIBUTION TO KPIS

Potential new stakeholders. This event was also organised to increase stakeholders’ awareness.

MEDIA CLIP- PING

- Brochure “Study Tour to Hungary on the Ways to Csíksomlyó” shared with participants and important stakeholders
-



One of the by-products of the mining activity was the creation of mine lakes in the area. They were primarily used to cool the power plants. Today, these small lakes have become favourite places for hikers and fishermen, the most spectacular of them being the Bokod lake, where the colourful piers and wooden houses curving into the lake form a real floating village. There are five smaller lakes of this type in the area of approximately 36 km².

Watch this picturesque video

While coal mining left its mark on the economy and daily life of the areas further north, bauxite mining defined most of the 20th century in Gánt and its surroundings. In the 1920s, one of the richest bauxite mines in Europe was opened here. During the years of World War II, the entire bauxite production in Gánt was used by the German military industry. Aluminium was of strategic importance also during the Soviet times, used also for (military) aircraft production and rocket production. You can recognize bauxite by licking it: it sticks to your tongue like a magnet. This test will not be necessary in the Gánt Geopark, where the huge red hills are guaranteed to be all bauxite.

- rurAllure Facebook post: <https://www.facebook.com/rural-lure/posts/pfbid0NrckZYyG8ygRMtqfyx6uEV2w7hX2r2iALuyhHaDATyd9bxGUM49bhQMBQS4uc5DYI>
- Mária út Facebook post: <https://www.facebook.com/mariaut/posts/pfbid0wkJHxX3M4Pi7o9pd5hip8vkSQ8WxMKV7KGASWvsAy6CwgPtmyfTesHYZSXS1PHtCl>
- Roundtable discussion Facebook post: <https://www.facebook.com/mariaut/posts/pfbid0DqifhBJM746647PyTZXsb4FQwncijBD7bPpk2isc3aXRtYpGAYzGrhcX5N9nXJNoI>
- Event communicated in the October edition of the Hungarian newsletter

FEEDBACK

Very positive from all partners, programme a bit too tightly scheduled

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- The cooperation threads should be picked up
- The ride in bass boats could be repeated also for teambuilding purposes but with some preparation beforehand
- The thermal heritage part can still be elaborated
- The literary heritage cooperation could be investigated

PICTURES FROM THE EVENT







Actions in Slovakia

Table 13. Panel discussion and workshop.

EVENT	Panel discussion and workshop
LOCATION	Bratislava
DATE	06/09/2022
REFERENCE ROUTE(S)	Way of Mary (Via Mariae, SK)
MOTIVATION	Stakeholder networking - connected to rurAllure Consortium meeting
TOPICS	Networking pilgrimage
GEOGRAPHICAL SCOPE	SK
RELATION TO PREVIOUS ACTIONS	<ul style="list-style-type: none"> • General meeting of the project team. • Personal and online meetings with stakeholder representatives.
PARTICIPANTS	<p>Stakeholders and Policymakers:</p> <ul style="list-style-type: none"> • ViaMariae (NGO) • The Civic Association Friends of the Way of Saint James in Slovakia (NGO) • Ministry of Culture of the Slovak Republic • Municipality of Nitra • Mons. Gavenda • Cyril and Methodius route (NGO)



PROMOTION	Facebook, Direct e-mail invitations
COST SHARING	No
RURALLURE PARTNERS' CONTRIBUTION	T. Deptová and B. Šramová (organization of stakeholders, communication with them), V. Bordoy (organization of participants, leading a panel discussion)
AGENDA	<ul style="list-style-type: none">• 12.30-13.00: Welcoming guests.• 13.00-15.00: Panel discussion "Sustainable tourism in the form of pilgrimage".• 15.00-15.30: Presentation of the results of the photo competition "Travel with heart and body".• 15.30-18.00: Exchange of experiences, free discussion with international partners.
AGREEMENTS AND OUTCOMES	<p>Improvement of cooperation among the associated partners from Slovakia. Via Mariae has agreed to take patronage over the local Slovak rurAllure website and take care of it after the project ends.</p> <p>UNESCO, the Department of State Policy and International Cooperation, Section of Tourism were not able to participate, but we have caught their interest and they want to be informed about the project.</p>
MEDIA CLIPPING	Posts on rurAllure website and Facebook account
FEEDBACK	Excellent, positive feedback
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• Sharing of experience• Building partnerships• Mutual support

PICTURES FROM THE EVENT





Table 14. Colloquium AiCES (Association Information Centres of Slovakia).

EVENT	Colloquium AiCES (Association Information Centres of Slovakia)
LOCATION	Bratislava
DATE	10/06/2022
REFERENCE ROUTE(S)	Way of Mary (Via Mariae, SK)
MOTIVATION	Promotion of project rurAllure, Via Mariae, (panel discussion, info on stakeholder website AiCES)



TOPICS	Discover Sustainable Slovakia
GEOGRAPHICAL SCOPE	SK
PARTICIPANTS	<ul style="list-style-type: none">• Bratislava Tourist Board• Slovakia Travel• Slovak Association of Rural Tourism and Agrotourism• Comenius University in Bratislava• AiCES
PROMOTION	Via AiCES website
COST SHARING	No
RURALLURE PARTNERS' CONTRIBUTION	Participation on the panel discussion (PhDr. Tatiana Deptová)
AGREEMENTS AND OUTCOMES	Evaluation of the cooperation and establishment of new goals
MEDIA CLIPPING	<ul style="list-style-type: none">• https://aices.sk/ako-dopadol-viii-rocnik-kolokvia-aices-v-roku-2022/• https://aices.sk/hotel-tatra-partnerom-kolokvia-aices/
FEEDBACK	Positive feedback
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• Coordination in posting on social sites• Presentation of POIs series on stakeholder' website and social media

PICTURES FROM THE EVENT

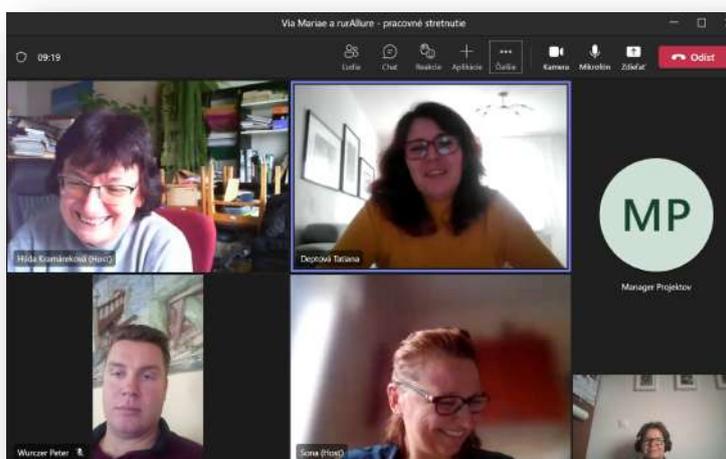


Table 15. Online meeting with potential stakeholders.

EVENT	Online meeting with potential stakeholders
LOCATION	Online
DATE	11/22/2022
REFERENCE ROUTE(S)	Way of Mary (Via Mariae, SK)
MOTIVATION	Promotion of project rurAllure, Via Mariae, (panel discussion, info on stakeholder website AiCES)
TOPICS	Cooperation with Nitra region
GEOGRAPHICAL SCOPE	SK

PARTICIPANTS	<ul style="list-style-type: none"> • Zuzana Pálenčíková - Deputy National Coordinator of the Cyril and Methodius Way • Soňa Bartoníčková - Project Manager of OOCR Tekov • Peter Wurzcer – the Mayor of Bartoňovo • Hilda Kramareková - Department of Geography, Geoinformatics and Regional Development, Constantine the Philosopher University in Nitra
COST SHARING	No
RURALLURE PARTNERS' CONTRIBUTION	<ul style="list-style-type: none"> • PhDr. Tatiana Deptová, PhD. (presentation of the rurAllure project) • Assoc. prof. Blandína Šramová, PhD. (discussion about possibility of cooperation)
AGENDA	<ul style="list-style-type: none"> • Presentation of the rurAllure project • Cooperation • POIs location in the Nitra region
AGREEMENTS AND OUTCOMES	Stakeholders agreed to cooperate and exchange experiences and information.
FEEDBACK	Positive feedback
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none"> • Coordination with potential stakeholders • The possibility of using geoinformatics tools, available maps, and resources for the creation of POIs with the option of their application to the rurAllure project

PICTURE FROM THE EVENT



4. POI documentation

In 2022 POIs were collected for 2 sections in Hungary, one section in Transylvania, Romania and in the Slovak section. Some technical difficulties have been encountered while recording the POIs in the CMS system, but these errors are being corrected in WP3. We believe that the platform will enable a better overview and creation of featured trips in 2023.

WP7 pilot section 2, Mátraverebély–Gyöngyös

Table 15. Pilot section 2, Mátraverebély–Gyöngyös.

PARTICIPATING RURAL LURE PARTNERS	<ul style="list-style-type: none"> • Ildikó Csepregi (for collecting and describing POIs) • Ákos Lencsés (for uploading)
DATES	December 2021 - April 2022
REFERENCE ROUTE	Way of Mary WP7, Pilot 2
MOTIVATION & STRATEGY	Give visibility to the lesser known parts of the Mátra Hills, develop alternative routes and create themes to show the region in a new light. Involve the small villages set in the natural heritage, especially 1, local craftsmen with their workshops where handcrafts can be practiced; 2, visiting smaller winemakers; 3, local community was so strong, e.g. in Gyöngyöspata, who actively sought collaboration; 4, collaboration with Gyöngyös university (future tourism experts)
NUMBER OF POIS UPLOADED	140
NUMBER OF ACTIVITY POIS	60%
SELECTION CRITERIA	<ul style="list-style-type: none"> • Mixing the well-known POIs with less known ones, to blend natural sites with historical, culinary, literary and ethnographical interests + highlight the unique characteristics of the region. • Tried to find the good ratio of “celebrity “ sites and use them as “magnets” to attract pilgrims to the deeper local natural heritage sites. • Select sites to which very interesting thematic routes can be attached.
DISTANCES FROM THE OFFICIAL PATHS	<ul style="list-style-type: none"> • 20%: 0 km • 35%: 1 km • 30%: 2-5 km • 15%: >5 km



SOURCES OF INFORMATION & METHODOLOGIES	<ul style="list-style-type: none">• History books, biblical sources, archaeological and geography monographs related to regions• Videos of drone photography, very much used by archaeologists and landscape experts (very good ones are made by Drónvillám, Vasidron, SkyDrone)• Ethnographers' collections of regional folklore (published books, eg. of Sándor Bosnyák, Éva Pócs, Zoltán Magyar, Zsuzsanna Erdélyi)• Booklets of visitor centers, castles, and botanical gardens in the region• National park books: Rakonczay Zoltán: Ipolytarnóctól Füzéradványig - Észak-Magyarország természeti értékei; A Mátra legszebb túrái: túrakönyv;• Gábor Klaniczay: Holy rulers and blessed princesses; Marianne Sággy: Hungarians in Hell. The visions of Laurentius Tar. The source: Tar Lőrinc Pokoljárása.• Zoltán Magyar: The legends of Saint Ladislaus. ... Erzsébet Fráter: A Biblia növényei; Collected poems of Sándor Sík;
	<p>All maps and route descriptions, official homepage and amateur bloggers on the National Blue Route (OKT)</p>
	<p>The thematic issues of the monthly Hiker's Journal (Természetjáró magazin)</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	<p>Yes</p>
CHALLENGES	<p>Lack of public transport</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Replicable all year around, with highlights as:</p> <ul style="list-style-type: none">• the glass frosts, glass making manufacture and crystal carving, a local activity that lasted for 300 years. The bottles made here were filled with the mineral water, famous in the whole country (Parád Valley)• the second largest wine region• the highest mountain of Hungary (Kékestető)• still practicing artisans (hand crafts)• the most important place of Marian worship (Mátraverebély)
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	<p>On the average 2-3 pictures / POI; 16% of the POIs have video links; in the case of Pilot 2 we used 3 audio files on the spot, with music related to the POI</p>



WP7 pilot section 3, Péliföldszentkereszt–Mátraverebély

Table 16. Pilot section 3, Péliföldszentkereszt–Mátraverebély.

PARTICIPATING RURAL LURE PARTNERS	<ul style="list-style-type: none">• KIFÜ – Ákos Lencsés -collecting and describing POIs,• MUTKE and other KIFÜ colleagues – recommending more POIs
DATES	M16-20 (1/4/2022-31/8/2022)
REFERENCE ROUTE	Péliföldszentkereszt–Mátraverebély
MOTIVATION & STRATEGY	<p>Two main religious sites of this segment are Esztergom and Márianosztra. Many POIs were added in connection with these two, mostly less-visited museums, vendors, and nearby natural heritage sites.</p> <p>Many other POIs were added to cover the whole route segment equally, highlighting main lookout points and other natural heritage sites, and also religious POIs.</p>
NUMBER OF POIS UPLOADED	193
NUMBER OF ACTIVITY POIS	51
SELECTION CRITERIA	<p>A certain balance was required for en-route and nearby POIs. While natural heritage sites were priorities, an equal distribution of added POIs (vendors, religious sites, museums, and other built heritage) was followed.</p>
DISTANCES FROM THE OFFICIAL PATHS	<ul style="list-style-type: none">• 0 km - 36 POIs<ul style="list-style-type: none">○ 1 km - 35 POI• 1-5 km - 42 POIs• 5-10 km - 42 POIs• 10- km - 36 POIs
SOURCES OF INFORMATION & METHODOLOGIES	<p>Many field trips were conducted that helped to collect photo images, and basic data of POIs.</p> <p>Many additional data were collected from tourist sites (e.g. https://www.termesztar.hu, https://csodalatosmagyarorszag.hu, https://il-ovedunakanyar.hu), natural heritage web-pages (e.g. https://parkerdo.hu, https://www.dunaipoly.hu, https://www.bnpi.hu), and other local or vendor web-sites.</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	Yes



ESTIMATIONS OF COST AND EFFORT	Ca. 1 PM (field trips, POI mapping, image selecting & repositoring, POI data recording, etc.)
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	So far 136 of the POIs are enriched with images.

WP7 pilot section in Transylvania, Marosvásárhely- Gyimesbükk

Table 17. Pilot section in Transylvania, Romania, Marosvásárhely–Gyimesbükk.

PARTICIPATING RURAL/URBAN PARTNERS	<ul style="list-style-type: none">• KIFÜ: mainly Réka Vas, supported by Ákos Lencsés• MUTKE: providing suggestions
DATES	M14-17 (06/2022-09/2022)
REFERENCE ROUTE	Marosvásárhely–Gyimesbükk
MOTIVATION & STRATEGY	<p>The chosen pilot section covers several important and interesting places from a touristic and religious point of view. The best known of these is Csíksomlyó (Șumuleu Ciuc).</p> <p>One of the considerations in the selection of POIs was to present the natural and cultural heritage attractions associated with these locations, especially those that are less known or visited by tourists and pilgrims.</p> <p>The same is true for local service providers and some activity and program opportunities located on and along the route.</p>
NUMBER OF POIS UPLOADED	165: <ul style="list-style-type: none">• 53 natural heritage,• 28 cultural heritage (churches and castles),• 52 museums or traditional houses of the region,• 32 service providers (accommodation, dining, pharmacies, hospitals)
NUMBER OF ACTIVITY POIS	67
SELECTION CRITERIA	In accordance with the objective of the project, our main focus was natural heritage attractions, but we also identified and selected religious and cultural heritage sites, vendors, accommodation facilities, restaurants, pharmacies, shops and other POIs necessary for planning a meaningful and experiential pilgrimage.



DISTANCES FROM THE OFFICIAL PATHS	<ul style="list-style-type: none"> • On the route - 29,2% of POIs (47) • 1-5 km - 37,3% POIs (60) • 6-10 km - 17,4% POIs (28) • 11-30 km - 16,1% POIs (26)
SOURCES OF INFORMATION & METHODOLOGIES	<p>Most of the information was collected with the help of the Romanian Way of Mary Association, as well as with the help of our stakeholders, among whom we could mention the Szentegyháza Tourinform's team and ADI Harghita (visitharghita.ro).</p> <p>In addition, experts in various fields and monographs published in connection with these POIs (e.g. Balázs Orbán: Description of Székelyföld – Székelyföld leírása) was the main sources of information.</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	Yes
ESTIMATIONS OF COST AND EFFORT	Approx. 1 PM (POI mapping, field trips and photo making, conversations with professionals and locals, photo collecting and repositoring etc.)
CHALLENGES	Unfortunately, many local service providers, natural and cultural heritage POIs and institutions in Transylvania still do not have a website or a presence on social media, which is why it is quite difficult to obtain information e.g. about opening hours. The rurAllure project can help these actors become visible and “forced” to be present on the world wide web.
OTHER QUANTITATIVE DATA	Until the end of November 131 of the POIs are enriched with image, in total 160 photos and 6 videos were uploaded.

WP7 pilot section in Slovakia, Šahy–Trstená

Table 18. Pilot section in Slovakia from Šahy to Trstená.

PARTICIPATING RURAL-LURE PARTNERS	STU and CU
DATES	1.1.2022 – 31.12.2022
REFERENCE ROUTE	Natural heritage on the ways to Csíksomlyó – Slovak route from Šahy to Trstená
MOTIVATION & STRATEGY	Beneficiaries' teams have reached out to the original creators of the route the civic association Via Mariae in Slovakia, locking down the key points of the route from Šahy to Trstená. The aim was to provide a trail which can be walked from one



key point to another. Then team has started to search and develop surrounding POIs.

The next step will be “service” POIs including vendors and activities which can be purchased by pilgrims.

NUMBER OF POIS UP-LOADED

114

NUMBER OF ACTIVITY POIS

0 – due to the novelty of the route, the activity POIs were not considered to be the priority.

Focusing on natural heritage, religious sites important for pilgrimage and number of interesting, mostly historical sites.

Presented POIs will be updated during the year 2023. There is room for additional POIs to be added later on, depending on the feedback from associated partners, stakeholder communities and vendors.

Types of POIs:

SELECTION CRITERIA

Archeologic site (1)	Gorge (3)	Religious monument (4)
Attraction (1)	Historical site (2)	Settlement (2)
Basilica (1)	Chapel (4)	Shelter (1)
Botanical garden (2)	Church (17)	Spa & Thermal (3)
Calvary (3)	Lake (4)	Spring (1)
Castle (5)	Monument (3)	Synagogue (1)
Cathedral (1)	Mountain (1)	Technical monument (1)
Cave (3)	Museum (4)	Viewpoint (11)
Crafts (1)	Natural monument (2)	Village (1)
Culture monument (1)	Natural Park (3)	Water reservoir (2)
Educational trail (2)	Natural Pool (1)	Waterfall (10)
Folk architecture (4)	Natural trail (5)	
Geological site (2)	Pilgrimage site (1)	

DISTANCES FROM THE OFFICIAL PATHS

POIs are within 30 km radius from the official path.



SOURCES OF INFORMATION & METHODOLOGIES	<p>Main source of information was found online and collected through numerous websites of local communes, city halls, or private hiking and accommodation website providers.</p> <p>Another source of information were publications such as Touristic guide and The most beautiful pilgrim routes.</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	<p>No, due to experiencing issues that were solved after the manual uploads</p>
ESTIMATIONS OF COST AND EFFORT	<p>1 PM to develop 50 POIs + translation to English by project manager, crew. 0,25 PM - technical IT support for data preparation and upload to the system. Beneficiaries are having different rates, each beneficiary will have different costs.</p>
CHALLENGES	<ul style="list-style-type: none">• Non-existing route, with a minimum information available.• Missing route signs.• Non-existing public awareness, only few enthusiasts.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Connecting the pilgrim route with the tourist hiking trails from Šahy to Trstená and the touristic infrastructure available.</p>
OTHER QUANTITATIVE DATA	<p>26 pictures of the POIs uploaded during monitored period. More to be added during year 2023.</p>



5. Featured trips creation

In 2022 we created 8 Featured trips in Hungary, 2 in Transylvania, Romania. In Slovakia 4 featured trips are planned for 2023, the marking of the Northern part of the route is expected by then. In most cases featured trips go hand-in-hand with related narratives.

WP7 pilot section 2, Mátraverebély–Gyöngyös

Table 19. Northern Mátra Hills.

PARTICIPATING RURAL LURE PARTNERS	KIFÜ, MUTKE
DATES	December 2021-April 2022
REFERENCE ROUTE	WP7, Pilot2, Gyöngyös-Mátraverebély
TYPE OF FEATURED TRIP	Linear, starting or ending at a major cult place of Mary, using alternative routes and connecting the greatest number of natural heritage sites
END-TO-END DISTANCE AND DURATION	<ul style="list-style-type: none">• Trip 1: Galyatető-Mátraszentimre-Tar-Mátraverebély 25 km, 1 day, on foot• Trip 2: Galyatető-Csörgő-szurdok-Mátraverebély 22 km 1 day, on foot• Trip 3: Parádsasvár-Parád-Ilona völgy-Parádfürdő 23 km 1 day, on foot
NUMBER OF POIS INCLUDED	<ul style="list-style-type: none">• Galyatető-Mátraszentimre-Tar-Mátraverebély 33 POIs• Galyatető-Csörgő-szurdok-Mátraverebély 28 POIs• Parádsasvár-Parád-Ilona völgy-Parádfürdő 20 POIs
NUMBER OF ACTIVITY POIS	<ul style="list-style-type: none">• Galyatető-Mátraszentimre-Tar-Mátraverebély 23 activity POIs• Galyatető-Csörgő-szurdok-Mátraverebély 18 activity POIs• Parádsasvár-Parád-Ilona völgy-Parádfürdő 9 activity POIs
OPPORTUNITY AND MOTIVATION	To highlight the connection between natural heritage and cultural/historical heritage sites; appreciate the beauty of these mountain region as part of the creation as well as source of artistic inspiration
DISTANCES FROM THE OFFICIAL PATHS	Galyatető-Mátraverebély: Both starting point and destination are part of the Way of Mary, while the tour makes ca. 5-7 km detours along the way. The Parád valley route is not part of the Way of Mary, its distance from it varies between 5 to 15 kms.
PROVISIONS FOR ACCESSIBILITY	<ul style="list-style-type: none">• Public transport + auxiliary transport arranged in advance.

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HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• For the thematic narratives along the route: for hearing disability: text; for visual impairment: audio.
	<ul style="list-style-type: none">• Replicable all year around; a unique opportunity to situate historical knowledge (previous or new) within the framework of natural heritage.• Spectacular natural heritage sites, linked with very well-known and well-received thermal and cultural heritage as well as the legacy of local artisans, unique in the country and uniquely connected between each other thanks to the characteristics of the region.

Table 20. Gyöngyöspata- Abasár area.

PARTICIPATING RURAL PARTNERS	KIFÜ and MUTKE
REFERENCE ROUTE	Way of Mary
TYPE OF FEATURED TRIP	All three routes end in a main pilgrim site, while usually approach the site via alternative routes, and join the official Way of Mary only at a certain point (usually the last part) of the route.
END-TO-END DISTANCE AND DURATION	20 km (~5,5 hours)
NUMBER OF ACTIVITY POIS	5 POIs: <ul style="list-style-type: none">• Mandula tanösvény [Almond walking path]• Kővágó pince [Kővágó winery]• Aba Sámuel sírja [Grave of the Hungarian king Aba Sámuel]• Terasz Restaurant• Pálinkás pince [Pálinkás winery]
OPPORTUNITY AND MOTIVATION	To show alternative routes leading to main pilgrim sites of the area. Introducing the cultural and spiritual values of the route.
DISTANCES FROM THE OFFICIAL PATHS	Gyöngyöspata sits about 10 km from the official route of the Way of Mary. Most of the stops can be found on the line of the official route.



WP7 pilot section 3, Péliföldszentkereszt–Mátraverebély

Table 21. Trips on land.

PARTICIPATING RURAL LURE PARTNERS	KIFÜ and MUTKE
REFERENCE ROUTE	Way of Mary, segment Péliföldszentkereszt–Mátraverebély
TYPE OF FEATURED TRIP	All three routes end in a main pilgrimage site (Esztergom or Márianosztra), while usually approach the site via alternative routes, and join the official Way of Mary only at a certain point (usually the last part) of the route.
END-TO-END DISTANCE AND DURATION	<ul style="list-style-type: none">• Trip 1: Nagymaros–Zebegény–Márianosztra - 20-25 km (1 day, on foot)• Trip 2: Péliföldszentkereszt–Tokod–Dorog–Esztergom - 30 km (1 day, on bike)• Trip 3: Hont–Diósjenő–Nógrád–Márianosztra - 50 km (2 days, on foot)
NUMBER OF POIS INCLUDED	<ul style="list-style-type: none">• Nagymaros–Zebegény–Márianosztra - 10 POIs• Péliföldszentkereszt–Tokod–Dorog–Esztergom - 7 POIs• Hont–Diósjenő–Nógrád–Márianosztra - 18 POIs
NUMBER OF ACTIVITY POIS	<ul style="list-style-type: none">• Nagymaros–Zebegény–Márianosztra - 2 activity POI• Péliföldszentkereszt–Tokod–Dorog–Esztergom - 1 activity POI• Hont–Diósjenő–Nógrád–Márianosztra - 6 activity POIs
OPPORTUNITY AND MOTIVATION	To show alternative routes leading to main pilgrim sites of the area.
DISTANCES FROM THE OFFICIAL PATHS	<ul style="list-style-type: none">• Nagymaros–Zebegény–Márianosztra - Starting point: 10 km distance. Destination is part of the Way of Mary.• Péliföldszentkereszt–Tokod–Dorog–Esztergom - Both starting point and destination are part of the Way of Mary, while the tour makes ca. 5 km detours along the way.• Hont–Diósjenő–Nógrád–Márianosztra - Starting point: 5 km distance, while the route crosses the Way of Mary at some points, usually runs 10-15 km distance of it. Destination is part of the Way of Mary.

SNAPSHOTS FROM THE IT PLATFORM

On ways to

Ways to Csíkсомlyó

Pilgrimage from Péliföldszentkereszt to Esztergom



One day cycling pilgrimage

Plan description

One day bike pilgrimage. At the beginning of the route, we have to overcome a significant ascent on the Péliföldszentkereszt-Tokod/Tokodaltáró section. Afterwards we reach Dorog with a leisurely roll, where parked by the lake we walk up the Strázsa hill and/or to the Sátorkőpusztai cave. Coming back from the top, we can easily roll into Esztergom. If you have time before the Esztergom Basilica, you can visit the Babits Memorial House.

Route	Travel time	Transport	Activities
From: Péliföldszentkereszt, Monastery and Hostel for Pilgrims	1 Days	Bicycle	Heritage Nature
To: Esztergom, Esztergom Basilica			Religion Sports

Similar plans from organizers

Pilgrimage from the Honti Tsitári Spring – Mary Shrine to Marianostra

Paddle to the deep. Biblical waters

Pilgrimage in the Danube Bend to find the inner road

View all



On ways to

Ways to Csíksomlyó

Pilgrimage from the Honti Tsitári Spring – Mary Shrine to Marianostra



Two Day Pedestrian Pilgrimage

Plan description

Both days are routes with a distance of 25-30 kilometers and an ascent. If necessary, the distance can be shortened by skipping Horpács on the first day and the Nógrád castle and the Királyrét viewpoint on the second day. Day 1: From the Tsitári fountain, we climb up to Drégely Castle, from where we descend to Nagyoroszi. From there, we cross to Horpács to see the Mikszáth Memorial House, then continue to Diósjenő. Day 2: We walk over to the castle in Nógrád, then we set off towards Királyrét. Before Királyrét, we climb up to the lookout point with a small turn, then descend to enjoy the well-deserved coffee and lunch. On a longer section with several climbs, we continue to the Calvary of Márianosztra, touching Kóspallag, from where our destination is just a few minutes' walk away.

Similar plans from organizers



Pilgrimage from Páliföldszentkereszt to Esztergom



Paddle to the deep. Biblical waters



Pilgrimage in the Danube Bend to find the inner road

[View all](#)

Table 22. Trip on water (Danube).

PARTICIPATING RURALURE PARTNERS	<ul style="list-style-type: none"> KIFÜ: POI collection and uploading MUTKE: providing starting point information, sharing experience and contacts of previous trips
REFERENCE ROUTE	Way of Mary, segment Péliföldszentkereszt–Mátraverebély
TYPE OF FEATURED TRIP	Pilgrimage by boat on the river Danube to the pilgrimage city of Esztergom



END-TO-END DISTANCE AND DURATION	Appr. 20 river km
NUMBER OF POIS INCLUDED	9 POIs
NUMBER OF ACTIVITY POIS	4 Activity POIs
OPPORTUNITY AND MOTIVATION	Promote natural and built heritage along the so far only water pilgrimage route of the Way of Mary, offer participants alternative stops and extend the tour to a full day event
DISTANCES FROM THE OFFICIAL PATHS	Some hundred meters
LINKED PHYSICAL INTERVENTIONS	Bus transfer is needed to bring (Hungarian) participants to Kravany nad Dunajom (Karva).
PROVISIONS FOR ACCESSIBILITY	Car transfer may be offered to pilgrims with walking problems who are able to row between the church and the boat departing point
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Some preparatory instructions may be needed for participants with no previous canoeing experience. The purpose of the boat trip should also be explained



SNAPSHOTS FROM THE IT PLATFORM



rurAllure

On ways to

Ways to Csíksomlyó

Paddle to the deep. Biblical waters



St. John of Nepomuk water pilgrimage

Plan description

St. John of Nepomuk water pilgrimage. The one-day pilgrimage on the Karva-Esztergom line (approx. 25 km long) can be completed by kayak or canoe.

http://1uton.mariaut.hu/cikk/30338/Kravany_nad_Dunajom_Karva_Esztergom

Route	Travel time	Transport	Activities
From: Karva, Church of the Blessed Virgin Mary To: Esztergom, Esztergom Basilica	1 Days	Walking	Nature Religion Sports

Similar plans from organizers



Pilgrimage from the Honti Tisztári Spring – Mary Shrine to Marianostra



Pilgrimage from Péllőföldszentkereszt to Esztergom



Pilgrimage in the Danube Bend to find the inner road

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View on map

Replicate plan

Days

1



Karva, Church of the Blessed Virgin Mary

The church, built at the beginning of the 13th century, was renovated in 1712 and 1936. The staff of the nearby mayor's office can open the building to those interested. Source:...



Karva, Karva Natural Park

The natural park next to the castle of the Láng family was created at the turn of the 19th and 20th centuries. This historic park was renovated in 1986, broad-leaved trees grow in it to a...



Karva, Lookout point

The Danube and its surroundings can be admired from the 16-meter-high observation deck on the Dunakorzó in Karva, which was handed over in 2014. Its height corresponds to the height...



Nyergesújfalu, St. Michael's Parish Church

The parish of Nyergesújfalu has medieval origins, already in 1332-37. In the papal tithe list of 1955, a priest named Saul is also mentioned, who was the priest of the settlement then...



WP7 pilot section in Transylvania

Table 23. Featured trips in the surroundings of Szentegyháza (Vlăhița).

PARTICIPATING RURAL LURE PARTNERS	KIFÜ
REFERENCE ROUTE	The Way of Mary from Marosvásárhely to Gyimesbükk
TYPE OF FEATURED TRIP	The trips are dynamic, as they sometimes lead on the Way of Mary, and at other times they are connecting alternative routes. They mainly affect natural attractions, but cultural heritage sites and local service providers are also involved.
END-TO-END DISTANCE AND DURATION	<ul style="list-style-type: none">• Trip 1: Szentegyháza – Szelterszfürdő – Szentegyháza (15 km, 1 day, on foot)• Trip 2: Szentegyháza – Kápolnásfalu – Kirulyfürdő - Szentegyháza (37 km, 1 day, by bike)
NUMBER OF POIS INCLUDED	<ul style="list-style-type: none">• Szentegyháza – Szelterszfürdő – Szentegyháza 7 POIs• Szentegyháza – Kápolnásfalu – Kirulyfürdő - Szentegyháza 9 POIs
NUMBER OF ACTIVITY POIS	<ul style="list-style-type: none">• Szentegyháza – Szelterszfürdő – Szentegyháza 4 POIs• Szentegyháza – Kápolnásfalu – Kirulyfürdő - Szentegyháza 4 POIs
OPPORTUNITY AND MOTIVATION	Szentegyháza and its surroundings are extremely rich in natural and cultural heritage, but these are not really visited due to the features of the landscape (mountainous and hilly region) and because they are less known. Unfortunately, even most local residents do not know this. At the same time, there are many active people (farmers, folk masters, etc.) living in this region. The purpose of creating these trips was to draw attention to them.
DISTANCES FROM THE OFFICIAL PATHS	The trips make ca. 5-8 km detours along the main path.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Replicable all year. It gives a unique opportunity to base or deepen historical, botanical and geological knowledge by visiting natural, historical and cultural heritage sites.



WP7 pilot section in Slovakia

Featured trips are closely linked to the narratives, allowing the pilgrim to listen and experience/observe the content through certain POIs on recommended path.

Table 24. Featured trips planned in Slovakia for 2023.

PARTICIPATING RURALLURE PARTNERS	STU
REFERENCE ROUTE	Via Mariae - Slovakia
TYPE OF FEAT- TURED TRIP	<p>To be developed. No featured trips were created for the Slovakian route yet. It will be set up in 2023 (N=4). It is due to the unmarked portion of the Northern part of the route by the Slovak tourism club.</p> <p>Featured trips will be linked to the following narratives:</p> <ul style="list-style-type: none">• Pilgrimage motives explained on Via Mariae• Church meanings on the Via Mariae route• Practice the silence• Follow the path of mysticism and natural symbols.



6. Narratives creation

Hungary, pilot section 2, Mátraverebély–Gyöngyös

The Mátra region is rich in history and natural wonders. It inspired the creation of 4 narratives of different styles and topics. Since the Way of Mary is principally a religious pilgrimage route, spiritual narratives are also of great importance. The first one was tested here during the sample pilgrimages.

Table 25. In the footsteps of saintly kings in the Mátra Hills.

TITLE(S)	In the footsteps of saintly kings in the Mátra Hills
REFERENCE ROUTE	Way of Mary, Pilot2, Gyöngyös-Mátraverebély
TOPIC(S)	The memorial places and legends in the Mátra hills related to the first holy rulers of Hungary, who were also the first canonized saints. In the Mátra there are three villages and a number of cult sites related to Saint Stephen, Saint Emeric and Saint Ladislaus
CONTRIBUTING RURALURE PARTNERS	<ul style="list-style-type: none">• KIFÜ: Ildikó Csepregi (Writing)• MUTKE: Zsófia Szabó (recording)
TARGET AUDIENCE	All pilgrims, esp. historical and cultural interest
LINKED FEATURED TRIPS	Mátraszentistván – Mátraszentimre – Mátraszentlászló – Mátraverebély
DURATION	For the podcasts we went for the 2-4 minutes length of the audios, it is good that listening to them is in the hands of the listener, so with their mobile app they can stop or repeat the files while they are at the sites.
OTHER QUANTITATIVE DATA	21 km, 9 stops, 33 POIs involved
FORMATS INVOLVED	Text and audio
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi (writing)
ESTIMATIONS OF COST AND EFFORT	48 working hours



CHALLENGES	Dosing historical information, paying attention to the different level of knowledge of an international audience and of Hungarians; a bit more explanation is needed for the international audience, since most historical facts and figures are well-known for Hungarians
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none">• Gábor Klaniczay: Holy rulers and blessed princesses• Zoltán Magyar: legends of Saint Ladislaus
NARRATIVE STYLE	Informative, interest-raising,
SEQUENCING	Successive episodes, in chronological as well as geographical order
MEANS OF PRESENTATION	Reading for individual use on the app, oral presentation by a pilgrim guide for groups, listening to audio recordings on site
PROVISIONS FOR ACCESSIBILITY	Yes, for hearing disability: text; for visual impairment: audio
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Replicable all year around; a unique opportunity to situate historical knowledge (previous or new) within the framework of natural heritage; beautiful landscape.

Table 26. Poems and music about the Mátra Hills.

TITLE(S)	Poems and music about the Mátra Hills
REFERENCE ROUTE	Way of Mary, Pilot2, Gyöngyös-Mátraverebély
TOPIC(S)	Natural heritage sites connected to works of art, in literature and music by Sándor Sík and Zoltán Kodály
CONTRIBUTING RURAL LURE PARTNERS	KIFÜ: Ildikó Csepregi (writing),
TARGET AUDIENCE	Experienced pilgrims, with cultural and artistic interest
LINKED FEATURED TRIPS	Galyatető – Mátraszentimre – Csörgő szurdok – Mátraverebély
OTHER QUANTITATIVE DATA	5 stops, immortalized by poems written about the woodland, the Csörgő gorge, about the small villages hidden in the woodland



FORMATS INVOLVED	Text and music recording
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi (writing)
ESTIMATIONS OF COST AND EFFORT	42 working hours
CHALLENGES	The related poems are available only in Hungarian
SOURCES OF INFORMATION AND CONTENT	Collected Poems of Sík Sándor; Hungaroton record of Csendes mise by Zoltán Kodály
NARRATIVE STYLE	Literary
SEQUENCING	In sequence, each narrative is to be read and listened to the related site
MEANS OF PRESENTATION	Reading or listening to the poems; listening to the music
PROVISIONS FOR ACCESSIBILITY	Yes, for hearing disability: text; for visual impairment: audio
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Using music was a great experiment, and great success!

Table 27. Grape and wine in the Bible.

TITLE(S)	Grape and wine in the Bible
REFERENCE ROUTE	Way of Mary, Pilot2, Gyöngyös-Mátraverebély
TOPIC(S)	In the vineyards of the Mátra hills connecting spiritual narrative with natural heritage sites
CONTRIBUTING RURAL LURE PARTNERS	<ul style="list-style-type: none"> • KIFÜ: Ildikó Csepregi (writing) • MUTKE: Zsófia Szabó (recording)



TARGET AUDIENCE	All pilgrim groups, gastronomy oriented
LINKED FEATURED TRIPS	Pilot2 Gyöngyöspata-Abasár
OTHER QUANTITATIVE DATA	5 stops: Gyöngyöspata-Gyöngyöstarján-Farkasmály-Pálosvörösmart-Abasár
FORMATS INVOLVED	Text and audio
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi
ESTIMATIONS OF COST AND EFFORT	45 working hours
CHALLENGES	If wine tasting or visiting cellars are involved, it is only recommended for smaller groups since prior arrangements are needed
SOURCES OF INFORMATION AND CONTENT	A book on Hungarian wine regions, the Bible and Erzsébet Fráter: Plants in the Bible
NARRATIVE STYLE	Easy to follow, imaginative, using some well-known images and verses of the New Testament; spiritual narrative with information
SEQUENCING	Each narrative comes at the sequence of natural heritage site, the biblical ideas come in chronological order
MEANS OF PRESENTATION	Text and audio
PROVISIONS FOR ACCESSIBILITY	Yes, for hearing disability: text; for visual impairment: audio
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>A very good way to connect wine tasting activity + spiritual narrative + the natural heritage sites of the vineyards</p> <p>Useful example to add more dimension to a gastro-tour as well as offers a fun activity for pilgrims</p> <p>Useful to connect with local winemakers, visit cellars who are not in the larger industrial wine production</p>



Table 28. Crystal and water: Glassmaking, crystal carving and all sorts of waters in the Parád valley.

TITLE(S)	Crystal and water: Glassmaking, crystal carving and all sorts of waters in the Parád valley
REFERENCE ROUTE	Way of Mary, Pilot2, Gyöngyös–Mátraverebély
TOPIC(S)	Natural heritage (water sources), thermalism and historical industrial activities related to these sites, unique for the presence of woods (glassmaking)
CONTRIBUTING RURAL PARTNERS	<ul style="list-style-type: none">• KIFÜ: Ildikó Csepregi (writing)• MUTKE: Zsófia Szabó (recording)
TARGET AUDIENCE	All ages and experiences, families, experienced pilgrims
LINKED FEATURED TRIPS	Parádsasvár–Parád–Ilona valley–Parádfürdő (on foot)
OTHER QUANTITATIVE DATA	6 stops
FORMATS INVOLVED	Text and audio
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildiko Csepregi (writing), Zsófia Szabó (recording)
SOURCES OF INFORMATION AND CONTENT	Local papers related to the history of the glass manufacture and local glass carvers
NARRATIVE STYLE	Easy flowing narratives, mixing historical and geographical, geological, thermal information with descriptions of the natural heritage sites
SEQUENCING	Successive entries, related to the sites on the route in geographical order
MEANS OF PRESENTATION	Text and audio via a mobile app for individual consumption, intended for a tourist guide leading a group, meant to be listened on the sites
PROVISIONS FOR ACCESSIBILITY	For hearing disabilities: text; for visual impairment: audio
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Spectacular natural heritage sites, linked with very well-known and well-received thermal and cultural heritage, unique in the country and uniquely connected between each other thanks to the characteristics of the region (woodland for glassmaking + presence of rich mineral and thermal waters)



Table 29. Spiritual narrative No.1.

TITLE(S)	The way of change and making change
REFERENCE ROUTE	Way of Mary
TOPIC(S)	(Máttra) Sharing thoughts about self-improvement, awareness-rising at breaks, developing self-consciousness and the quality of relationships
CONTRIBUTING RURAL LURE PARTNERS	<ul style="list-style-type: none">• KIFÜ• MUTKE Support was provided by: <ul style="list-style-type: none">• Mária Rádió• Government of Mátraverevély Szentkút
TARGET AUDIENCE	Pilgrim on foot. Specialized for different social groups and type of relationships
LINKED FEATURED TRIPS	Flower Sunday pilgrimage in the spirit of spring renewal to Mátraverevély-Szentkút: https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/flower-sunday-pilgrimage-in-the-spirit-of-spring-renewal-to-matraverebelyszentkut-1750932864432296
DURATION	16.07
OTHER QUANTITATIVE DATA	<ul style="list-style-type: none">• Research and writing of narratives: 4 days• Recording and editing podcast: 1 day
FORMATS INVOLVED	Source (with the permission of the author): Gary Chapman: The five love languages
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<ul style="list-style-type: none">• KIFÜ• MUTKE• Mária Rádió
ESTIMATIONS OF COST AND EFFORT	Approximately 50.000 Ft (130EUR), it includes the cost of renting a studio, the editors work, and the wage of the narrator
CHALLENGES	Representing the various difficulties in a relationship at a pilgrimage
SOURCES OF INFORMATION AND CONTENT	Gary Chapman: The five love languages, published in Hungarian by Harmat Kiadó
NARRATIVE STYLE	Contemplation in 5 parts

SEQUENCING	5 main ideas in build on one another
MEANS OF PRESENTATION	Written text, podcast
PROVISIONS FOR ACCESSIBILITY	Useful information for a wide range of audiences both in Hungarian and English. The written text was also recorded for listening.

SNAPSHOTS FROM THE IT PLATFORM

Flower Sunday pilgrimage in the spirit of spring renewal to Mátraverebély-Szentkút



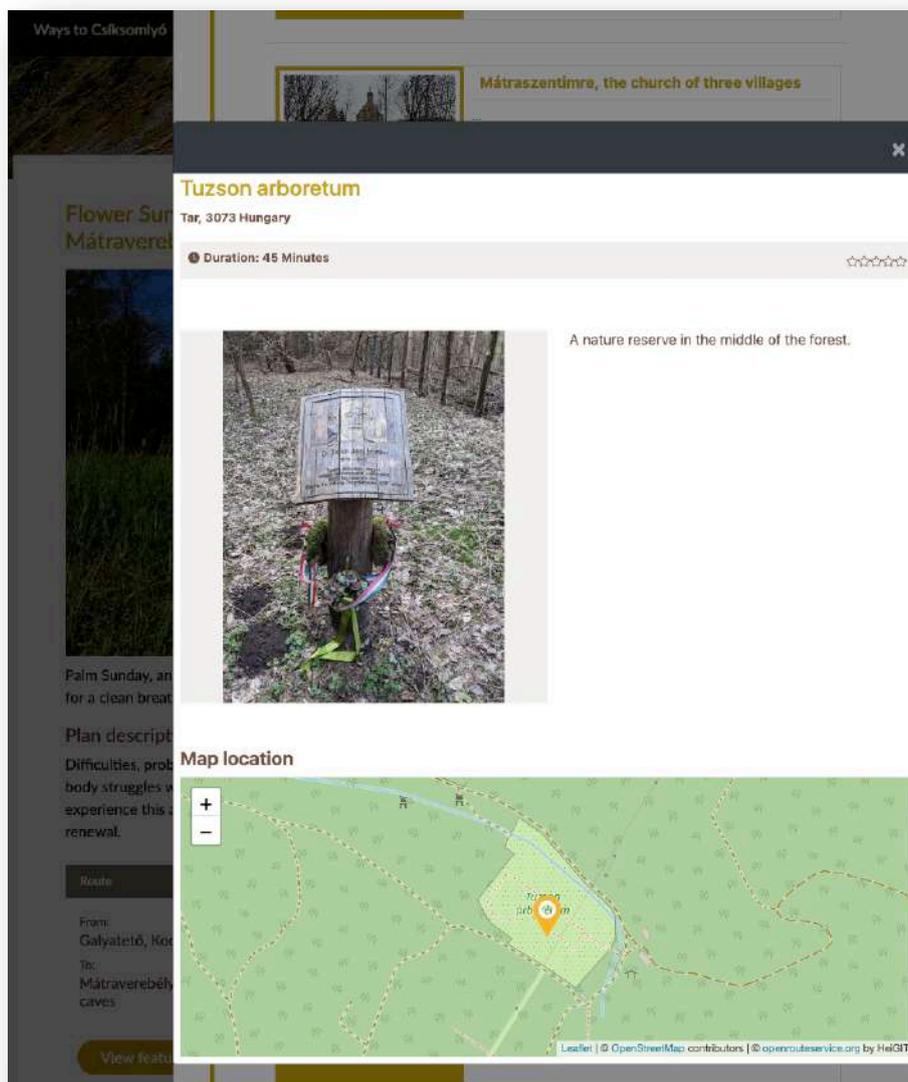
Palm Sunday, and the highest mountain range of the country gives a good opportunity for a clean breath!

Plan description

Difficulties, problems that your soul struggles with every day, spring fatigue, illness your body struggles with. It's time for you to be cleansed and renewed! In fact, do not just experience this alone, but invite your family to be cleansed of physical and spiritual renewal.

Route	Travel time	Transport	Activities
From: Galyatető, Kodály church	1 Days	Walking	Culture
To: Mátraverebély, hermit caves			Heritage
			Nature
			Religion

[View featured plan](#)



Hungary, pilot section 3, Péliföldszentkereszt–Mátraverebély

The river Danube, and the history of the settlements along it proved to be ideal topics for our narratives. Water and the other elements of nature have been the basis for the second spiritual narrative.

Table 30. Landscape as inspiration: artists in the Danube Bend – the Danube Bend in art.

TITLE(S)	Landscape as inspiration: artists in the Danube Bend – the Danube Bend in art
REFERENCE ROUTE	Way of Mary, Pilot3, Péliföldszentkereszt–Mátraverebély
TOPIC(S)	Natural heritage, the Danube bend as represented in a Hungarian painting



CONTRIBUTING RURAL LURE PARTNERS	<p>KIFÜ:</p> <ul style="list-style-type: none">• Ildikó Csepregi (writing)• Réka Vas (slideshow) <p>MUTKE:</p> <ul style="list-style-type: none">• Zsófia Szabó (recording)
TARGET AUDIENCE	Experienced pilgrims, historical-cultural interest
LINKED FEATURED TRIPS	<ul style="list-style-type: none">• Danube bend 1, on foot Nagymaros-Márianosztra• Danube bend 2, by bicycle, Szob-Nagymaros-Verőce
OTHER QUANTITATIVE DATA	Images of 17 paintings, related to 5 locations
FORMATS INVOLVED	Text, audio and images + video/slideshow
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi, Réka Vas
ESTIMATIONS OF COST AND EFFORT	50 working hours
CHALLENGES	Presenting images; on the sample pilgrimages we could use a projector. This was our first experimental work by putting images into the centre of the narratives
SOURCES OF INFORMATION AND CONTENT	Art history books on the Nagybánya painters, Károly Ferenczy, local history blogs (e.g. dunakanyarkult.blog.hu)
NARRATIVE STYLE	Longer narrative, centred on the paintings that aim to give an in-depth knowledge, yet understandable to a general audience.
SEQUENCING	Successive entries, in geographical order
MEANS OF PRESENTATION	Audio and images + video via a mobile app for individual consumption, text and images intended for a tourist guide leading a group, meant to be viewed and heard on the spot
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	A unique experience is to illustrate together the painting representing a landscape at the actual site! A very useful way to highlight natural heritage as artistic inspiration; most paintings are well-known, it is instructive to link them to actual places and likewise to the less learned audience and the young to connect the natural heritage sites to cultural heritage.

SNAPSHOTS FROM THE IT PLATFORM

Pilgrimage in the Danube Bend to find the inner road



Nagymaros-Zebegény-Marianostra

Plan description

Nagymaros-Zebegény-Marianostra one-day pilgrimage of 20 thousand.

Route	Travel time	Transport	Activities
From: Nagymaros, Church of the Exaltation of the Holy Cross of Nagymaros To: Márianosztra, Basilica of the Grand Lady of Hungarians (Pálos Church)	1 Days	Walking	Nature Religion

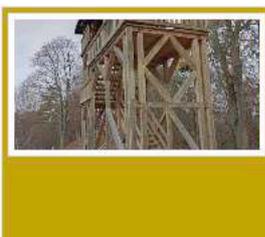
[View on map](#)[Replicate plan](#)

Days

1

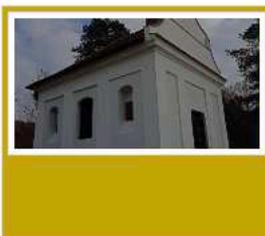
Nagymaros, Church of the Exaltation of the Holy Cross of Nagymaros

The parish church on Nagymaros is the only medieval church monument still standing in the Danube Bend. The originally 13th century church was rebuilt in the Baroque style. In the 1910s,...



Zebegény, Károly-Kós lookout tower

Built in 2015, a magnificent view tower on the 170-metre high platform of Calvary Hill.



Zebegény, Calvary Chapel

Chapel built in 1853. Some sections of the cross road are located on the slightly rising road, and some of the stations are located on the side or inside the chapel.



Zebegény, Havas Blessed Virgin Church of Zebegény

The church is an art nouveau work of Dénes Györgyi, Béla Jánszky, Károly Kós, with frescoes made from 1910, based on the plans of Aladár Körösfői-Kriesch. During the summer perio...

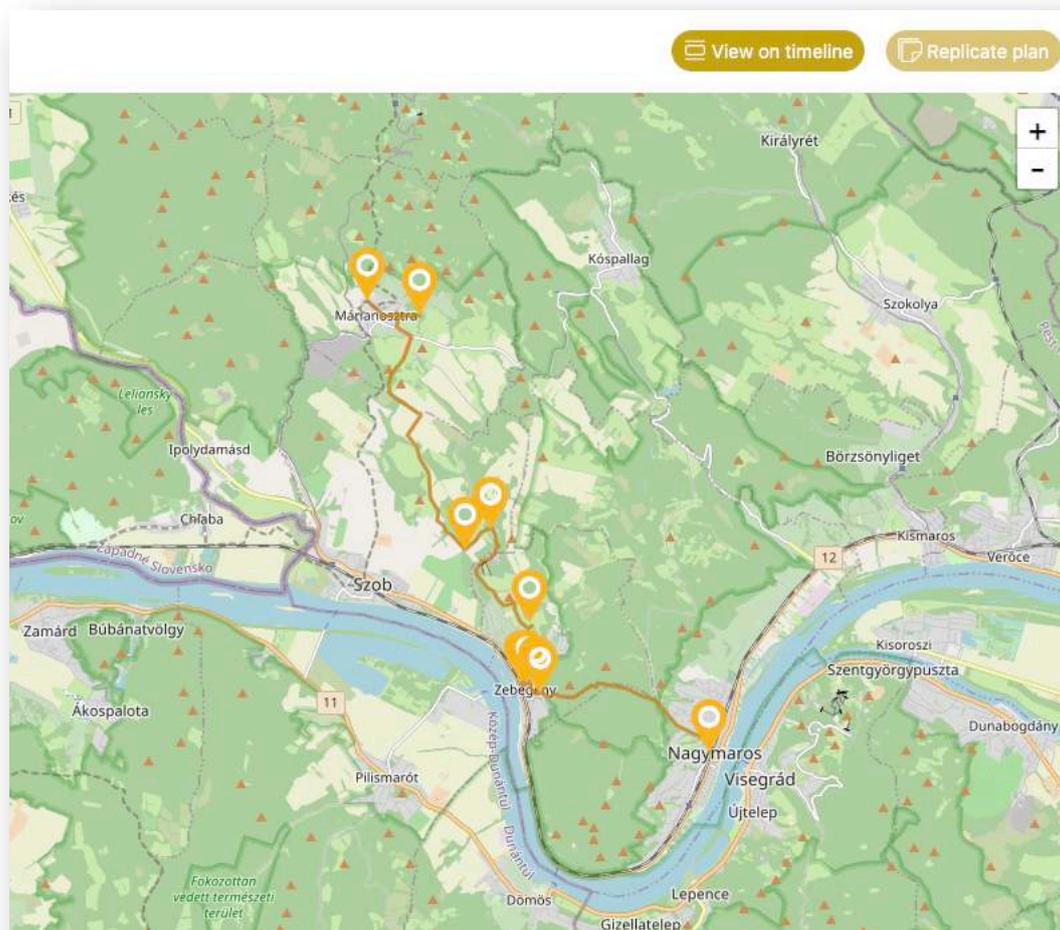


Table 31. Spiritual narrative No.2.

TITLE(S)	On a pilgrimage with the power of the five elements of nature
REFERENCE ROUTE	Way of Mary - Danube Bend
TOPIC(S)	Representing the five elements of nature in different aspects by applying psycho-dramatic methods, spreading information about natural values, self-awareness and social development
CONTRIBUTING RURAL RALLURE PARTNERS	MUTKE and KIFÜ, with the collaboration of Mária Rádió
TARGET AUDIENCE	Pilgrims on foot
LINKED FEATURED TRIPS	“Pilgrimage in the Danube Bend to find the inner road”: https://ways.rurallure.eu/ways-to-csiksomlyo/view/recommended-plan-info/pilgrimage-in-the-danube-bend-to-find-the-inner-road-1750932671643520



DURATION	15.33
OTHER QUANTITATIVE DATA	Research and writing of narratives: 3 days Recording and editing podcast: 1 day
FORMATS INVOLVED	Podcast
PEOPLE INVOLVED IN THE CREATIVE PROCESS	KIFÜ, MUTKE, Mária Rádió
ESTIMATIONS OF COST AND EFFORT	Approximately 50.000 HUF what includes the cost of renting a studio, the editors work, and the wage of the narrator
CHALLENGES	The representation of natural values with their spiritual aspects in an informative way
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none"> • János Székely: A zarándok belső útja [The inner path of a pilgrim]; Published by Mária Út Közhasznú Egyesület (MUTKE) • Dezső Kosztolányi: Hajnali részegség [Daybreak drunkenness]; • Attila József: Isten [God]
NARRATIVE STYLE	Descriptive and comparative, to be used during breaks
SEQUENCING	5 interchangeable units
MEANS OF PRESENTATION	Podcast
PROVISIONS FOR ACCESSIBILITY	Interesting and useful information for a wide range of social groups both in Hungarian and English. The written text was also recorded for listening.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Can be used at any pilgrim events

Table 32. Hidden treasures along the Danube between Karva (Kravany nad Dunajom) and Esztergom.

TITLE(S)	Hidden treasures along the Danube between Karva (Kravany nad Dunajom) and Esztergom
REFERENCE ROUTE	Way of Mary
TOPIC(S)	<ul style="list-style-type: none"> • Lines of defence - Sánc Hill - original part of the Roman limes, enlarged by a tower and ramparts • Rivers as transport routes - the coal loading tower near Esztergom, an industrial landmark



	<ul style="list-style-type: none">Natural heritage: TÁTI islands, Ecological Exhibition Centre at Lábatlan, Gerenday Botanical Garden, Esztergom, Garden city: Exhibition Centre of the Duna-Ipoly Natural Park, Strázsa Hill educational trail
CONTRIBUTING RURAL PARTNERS	<ul style="list-style-type: none">KIFÜ: writing and re-editing the narrativeMUTKE: printing and laminating the text for the Pilgrimage event, recording the podcast version
TARGET AUDIENCE	Pilgrims participating in the canoe trips, relatively mobile nature lovers, interested in the history of the area
LINKED FEATURED TRIPS	From Karva (Kravany nad Dunajom) to Esztergom, (although that includes only the Basilica in Esztergom)
DURATION	2 A5 laminated page shorter written version 5:30 minute long podcast
FORMATS INVOLVED	Written (shorter version) and audio (detailed version)
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Original version Ildikó Csepregi from KIFÜ, modifications by Ildikó Kádárné Kelemen
ESTIMATIONS OF COST AND EFFORT	Information gathering and writing: 15 hours, reviewing transforming: 3 hours, printing: 1 hour, recording 2 hours
CHALLENGES	How to convince the pilgrims to get out of the boats and walk on land, how to change the until now purely religious character of this route section
SOURCES OF INFORMATION AND CONTENT	Természetjáró magazin, Homepage of the Duna-Ipoly National Park, https://dunaiszigetek.blogspot.com
NARRATIVE STYLE	Descriptive text adapted to target audience
SEQUENCING	Chained, in the order of the related featured trip
MEANS OF PRESENTATION	Waterproof laminated text (given on spot) and podcast
PROVISIONS FOR ACCESSIBILITY	None
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Create water related narratives near other rivers or creeks



Table 33. The river as border – historical perspectives.

TITLE(S)	The river as border – historical perspectives
REFERENCE ROUTE	Way of Mary, Pilot3, Péli földszentkereszt-Mátraverebély
TOPIC(S)	Natural heritage, the Danube as border (limes) of the Roman Empire
CONTRIBUTING RURAL PARTNER-SKIFÜ	KIFÜ: Ildiko Csepregi (writing)
TARGET AUDIENCE	Experienced pilgrims, historical-cultural interest
LINKED FEATURED TRIPS	Danube rowing from (Karva) -Nyergesújfalu to Esztergom (by boat)
OTHER QUANTITATIVE DATA	12 sites, related to 7 locations
FORMATS INVOLVED	Text, audio
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi
ESTIMATIONS OF COST AND EFFORT	45 working hours
CHALLENGES	Highlight historical curiosities, not to be repetitive, pinpoint the close connection between nature and history; some sites are not so spectacular, after 2000 years
SOURCES OF INFORMATION AND CONTENT	Archaeology books on the province of Pannonia and the limes system
NARRATIVE STYLE	Longer narrative, centred on the excavation sites, to give an in-depth knowledge, yet understandable to a general audience.
SEQUENCING	Successive entries, in geographical order
MEANS OF PRESENTATION	Audio and text via a mobile app for individual consumption, text intended for a tourist guide leading a group, meant to be listened on the spot
PROVISIONS FOR ACCESSIBILITY	None
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	A unique experience is to illustrate together the archaeological remains of the ancient Roman border system at the actual natural heritage site! A very useful way to highlight geographical elements as shaping history, to connect the natural heritage sites to cultural heritage.



Table 34. Biblical waters.

TITLE(S)	Biblical waters
REFERENCE ROUTE	Way of Mary , During the events of 1Way International Pilgrimage Day
TOPIC(S)	Introducing the physical and symbolic aspects of water through the texts of the Bible
CONTRIBUTING RURALURE PARTNERS	Associated partners: <ul style="list-style-type: none">• Municipality of Karva (Kravany nad Dunajom)• Esztergom Basilica
TARGET AUDIENCE	Pilgrims on water (in boat)
LINKED FEATURED TRIPS	Recommended plan
DURATION	9:34 min
OTHER QUANTITATIVE DATA	<ul style="list-style-type: none">• Research and writing of narratives: 1 day• Recording and editing podcast: 1 day
FORMATS INVOLVED	Laminated text (given on the spot) and podcast
PEOPLE INVOLVED IN THE CREATIVE PROCESS	KIFÜ, MUTKE, Mária Rádió
ESTIMATIONS OF COST AND EFFORT	Approximately 40.000 Ft (100 EUR), it includes the cost of renting a studio, the editors work, and the wage of the narrator
CHALLENGES	Making suitable and usable text for pilgrims on water, what is informative and applicable for a pilgrimage on water
SOURCES OF INFORMATION AND CONTENT	Bible
NARRATIVE STYLE	Written text, podcast. Informative and interesting text for a wide spectrum of social layers both in Hungarian and English.
SEQUENCING	Independent episodes
MEANS OF PRESENTATION	Written text and audio recording



PROVISIONS FOR ACCESSIBILITY	None
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Can be used for any pilgrimage event on water

Table 35. Spiritual narrative No.3 – independent of location and route.

TITLE(S)	The peace of the Lord be with you always
REFERENCE ROUTE	Way of Mary
TOPIC(S)	The importance of peace
CONTRIBUTING RURAL PARTNERS	MUTKE, KIFÜ, Mária Rádió,
TARGET AUDIENCE	Advanced pilgrims, anyone interested in the topic
LINKED FEATURED TRIPS	The full length of the Way of Mary
DURATION	10.33
OTHER QUANTITATIVE DATA	<ul style="list-style-type: none">• Research and writing of narratives: 2,5 day• Recording and editing podcast: 1 day
FORMATS INVOLVED	Podcast
PEOPLE INVOLVED IN THE CREATIVE PROCESS	KIFÜ, MUTKE, Mária Rádió
ESTIMATIONS OF COST AND EFFORT	Approximately 50.000 HUF what includes the cost of renting a studio, the editors work, and the wage of the narrator
CHALLENGES	Adapting a sensitive content for wide audience for an international event.
SOURCES OF INFORMATION AND CONTENT	The Bible, thoughts from bishop János Székely, and citations from the sermon of Pope Francis
NARRATIVE STYLE	Presented at breaks
SEQUENCING	Spreading informative, awareness-rising and spiritual thought at breaks
MEANS OF PRESENTATION	Podcast



PROVISIONS FOR ACCESSIBILITY Interesting and useful information for a wide range of social groups both in Hungarian and English. The written text was also recorded for listening.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY The whole text can be used at a thematic pilgrimage or separately for the different stops, for the full length of the route as a spiritual content

Transylvanian pilot section Marosvásárhely - Gyimesbükk

The Transylvanian narratives have been inspired by the rich natural heritage of the area, such as mineral water springs and mofettas and medicinal plants. A special narrative for children has also been designed around the legends of Szeklerland.

Table 36. Medicinal Plants on the way – Your Daily Tea.

TITLE(S)	Medicinal Plants on the way – Your Daily Tea
REFERENCE ROUTE	The Way of Mary, Marosvásárhely-Gyimesbükk
TOPIC(S)	It draws attention to medicinal plants and herbs that can be freely collected on and near the Way of Mary. The narrative invites the pilgrim to get to know a special medicinal plant every day and to make tea from it when he arrives at his accommodation.
CONTRIBUTING RURAL LURE PARTNERS	KIFÜ
TARGET AUDIENCE	Pilgrims with botanical and cultural interest
LINKED FEATURED TRIPS	Szentegyháza – Kirulyfürdő – Szentegyháza
DURATION	25 minutes
OTHER QUANTITATIVE DATA	12 POIs, related to 6 locations
FORMATS INVOLVED	Text, audio, video
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi, Réka Vas (KIFÜ, writing)
CHALLENGES	This knowledge is already dying out, so the challenge is to present these medicinal plants in an attention-grabbing and yet accurate way.



SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none">• Documentary film: Károly Szabó: If it ain't benefit, it ain't hurt (Ha nem használ, nem is árt) (YouTube)• Zsuzsa Lopes-Szabó: In pursuit of the grass man from the Beech Mountains (A bükki füvesember nyomában)• Discussions with Ernő Macalik and Flórián Albert, herbs growers and specialist
NARRATIVE STYLE	Informative, interactive, integrates methods of experimental learning
SEQUENCING	Non-linear, individual units
MEANS OF PRESENTATION	Audio and text via mobile app for individual pilgrims, text intended for a tourist guide leading a group.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	It can be a unique experience that helps to expand botanical knowledge, and at the same time contributes to the deepening of natural values and knowledge related to them. It can even contribute to a change at the level of the individual: a change of attitude (using herbs instead of medicines), a different kind of health awareness.

Table 37. Mineral waters, folk spas and mofettas.

TITLE(S)	Mineral waters, folk spas and mofettas
REFERENCE ROUTE	The Way of Mary, Marosvásárhely-Gyimesbükk
TOPIC(S)	Presentation of the mineral waters, folk spas and mofettas of Szeklerland in and around the Way of Mary. Presentation of the chemical composition and active ingredients of them, their medicinal effects, involving cultural, historical and religious heritage aspects related to them and their environment.
CONTRIBUTING RURAL LURE PARTNERS	KIFÜ
TARGET AUDIENCE	Pilgrims and tourists with historical, natural and cultural interest.
LINKED FEATURED TRIPS	<ul style="list-style-type: none">• Szentegyháza – Szelterszföldő – Szentegyháza• Szentegyháza – Kirulyföldő – Szentegyháza
DURATION	1 hour
FORMATS INVOLVED	Audio and video



PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi, Réka Vas (KIFÜ, writing)
CHALLENGES	Since there are many sources of mineral water (more than 1,000 sources) on the affected road section, it was a challenge to choose which one to present.
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none"> • Réka Incze, Csaba Jánosi, Zoltán Kisgyörgy, Márta Tatár: Mofetta book of Szeklerland. Medicinal gases in the service of health (Székelyföldi mofettás könyv. Gyógygázok az egészség szolgálatában) • Csaba Jánosi: Mineral waters of Szeklerland (Székelyföld borvizei)
NARRATIVE STYLE	Informative, interactive, integrates methods of experimental learning
SEQUENCING	Non-linear, individual units associated with each site
MEANS OF PRESENTATION	Audio and text via mobile app for individual pilgrims, text intended for a tourist guide leading a group.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	It can be a unique experience that helps to expand botanical knowledge, and at the same time contributes to the deepening of natural values and knowledge related to them. It can even contribute to a change at the level of the individual: a change of attitude (using herbs instead of medicines), a different kind of health awareness.

Table 38. Fairy Tales and Legends of Szeklerland.

TITLE(S)	Fairy Tales and Legends of Szeklerland
REFERENCE ROUTE	The Way of Mary, Marosvásárhely-Gyimesbükk
TOPIC(S)	Presentation of surviving legends and tales related to natural, cultural and historical values on and near the Way of Mary.
CONTRIBUTING RURAL LURE PARTNERS	KIFÜ, stakeholder: Legendry of Szeklerland
TARGET AUDIENCE	Pilgrims with historical and cultural interest, children between 3 to 14 years
DURATION	The cartoons made from these legends has 11 episodes, 1 hour 25 minutes length.
FORMATS INVOLVED	Video



PEOPLE INVOLVED IN THE CREATIVE PROCESS	Ildikó Csepregi, Réka Vas (KIFÜ, writing the introduction part of the narrative)
CHALLENGES	A bit more explanation is needed for the international audience, since most historical facts and figures are well-known for Hungarians. For the time being, the cartoons are mostly only available in Hungarian.
SOURCES OF INFORMATION AND CONTENT	Balázs Orbán: The Discription of Szeklerland (A székelyföld leírása)
NARRATIVE STYLE	Interest-raising
MEANS OF PRESENTATION	Watching the video on website
PROVISIONS FOR ACCESSIBILITY	Yes, for hearing disability: video, for visual impairment: audio
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Replicable all year. It gives an interesting opportunity to base or deepen historical and to attract to involve a new target group, children.

Slovak pilot section

The region along the Via Mariae route is rich in national parks, protected natural areas, waterfalls, water reservoirs, mountains with associated legends, sacral buildings, pilgrimage sites, and places with a profoundly religious story. Narratives are linked to specific POIs, history, culture, natural attractions, selected pilgrims' motives, church symbols, mysticism and silence.

Table 39. Narratives focused on mapping cultural monuments.

TITLE(S)	Narratives focused on mapping cultural monuments
REFERENCE ROUTE	Narratives for POIs that are both on and near the Via Mariae route (SK)
TOPIC(S)	<p>Narratives present stories related to historical, cultural and ethnographic sites along and near the Via Mariae pilgrimage route. They bring interesting information about:</p> <ul style="list-style-type: none">• archaeological excavations and their impact on the knowledge of the history of the territory (Archeological Open Air Museum - Havránék)• the history of towns and villages (Kremnické Bane, Banská Bystrica, Vlkolínec)



	<ul style="list-style-type: none">• architecture, history and stories of castles and manor houses (Zvolen Castle, The manor house Svätý Anton)• traditional folk architecture and crafts (Vlkolínec – a monument reserve of folk architecture, Miner hoses in Špania Valley/Špania Dolina, pottery tradition in Trstená)
CONTRIBUTING RURAL LURE PARTNERS	CU, AiCES (associated partner)
TARGET AUDIENCE	<ul style="list-style-type: none">• Pilgrims• Tourists• Families with children• Young people• Older generations
LINKED FEATURED TRIPS	Bethlehem clay figurines presented annually in Trstená, accompanying activities organized by Archeological Open Air Museum - Havránek, attractions in the Banská Bystrica city (e.g. tower, square, historical train)
DURATION	The audio recording is between 2-3 min.
FORMATS INVOLVED	Text and audio form
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Tatiana Deptová + 2nd-year students Bachelor's degree in Media and Communication Studies (17 persons).
ESTIMATIONS OF COST AND EFFORT	<p>Time requirement for the processing of the narratives was approximately 8 weeks.</p> <p>The creative process was divided into several phases: selection of POIs, drafting, and reviewing texts, editing and finalizing, and processing audio recordings.</p>
CHALLENGES	Improving the process of recordings, incorporating music and accompanying sounds to enhance and intensify the impression in multiple narratives.
SOURCES OF INFORMATION AND CONTENT	Publications are focused on tourist attractions, and websites.
NARRATIVE STYLE	Factual and descriptive, use of expressive-emotional elements.
MEANS OF PRESENTATION	Spoken word, music, sounds



PROVISIONS FOR ACCESSIBILITY	<p>Narratives thematically oriented on history and culture:</p> <ul style="list-style-type: none"> • increase the attractiveness of POIs and the opportunities for WOM marketing, which is one of the most effective types of marketing • evoke an emotion that promotes experientiality, and increases the possibility of repeated visits to the POIs
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Have the potential to influence the decision-making processes of segments</p>

Table 40. Narratives focused on mapping religiously oriented POIs.

TITLE(S)	Narratives focused on mapping religiously oriented POIs
REFERENCE ROUTE	Narratives to POI that are both on and near the Via Mariae route (SK)
TOPIC(S)	<p>The narratives present stories related to the sacral monuments along the route and in the vicinity of the Via Mariae pilgrimage route. They bring exciting information about:</p> <ul style="list-style-type: none"> • sacral buildings (St. Nicholas Church and the Bell Tower in Sliač, Calvary Banská Štiavnica) • important pilgrimage sites (Staré Hory, Calvary Banská Štiavnica) • places with a deeply religious story/history (Chapel of the Holy Sepulchre in Špania Valley)
CONTRIBUTING RURAL PARTNERS	CU, Via Mariae (associated partner)
TARGET AUDIENCE	<ul style="list-style-type: none"> • Pilgrims • Families with children • Young people • Older generations with religious feelings
LINKED FEATURED TRIPS	Pilgrimages organized in Banská Štiavnica and Staré Hory.
DURATION	The audio recording is between 2-3 min.
FORMATS INVOLVED	Text and audio form
PEOPLE INVOLVED	Tatiana Deptová + 2nd-year students Bachelor's degree in Media and Communication Studies (17 persons).



ESTIMATIONS OF COST AND EFFORT	Time requirement for the processing of the narratives was approximately 8 weeks. The creative process was divided into several phases: selection of POIs, drafting, and reviewing texts, editing and finalizing, and processing audio recordings.
CHALLENGES	Improving the process of recordings, incorporating music and accompanying sounds to enhance and intensify the impression in multiple narratives.
SOURCES OF INFORMATION AND CONTENT	Pilgrimage-focused publications, and websites mapping sacral buildings and events related to the application of faith in practical life.
NARRATIVE STYLE	Factual and descriptive, use of expressive-emotional elements.
MEANS OF PRESENTATION	Spoken word, music, sounds
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Narratives thematically oriented on sacral monuments:</p> <ul style="list-style-type: none"> • increase the attractiveness of POIs and the opportunities for WOM marketing, which is one of the most effective types of marketing • evoke an emotion that promotes experientiality, and increases the possibility of repeated visits to the POIs • enrich the knowledge and experience of the pilgrimage route as a religious, cultural and spiritual journey

Table 41. Narratives focused on mapping natural attractions.

TITLE(S)	Narratives focused on mapping natural attractions
REFERENCE ROUTE	Narratives to POI that are both on and near the Via Mariae route (SK)
TOPIC(S)	<p>The narratives provide the target segments with information and stories (folk-tales) related to the beauties of nature and unique natural phenomena in the vicinity of the Via Mariae pilgrimage route. They bring interesting information about:</p> <ul style="list-style-type: none"> • national parks and protected natural areas (Chočské vrchy (Choč Hills), Nízke Tatry (Low Tatras), Veľká Fatra (Low Fatra) • water reservoirs, waterfalls (Liptovská Mara, Lúčk y- Waterfall) • valleys and gorges (Kvačianska dolina (Kvačianska Valley), Malachovská Tiesňava (Malachov Gorge) • mountains with associated legends (Sitno (Sitno Hill), Chočské vrchy (Choč Hills) • caves and their uniqueness (Harmanecká jaskyňa (Harmanecka cave)



CONTRIBUTING RURAL LURE PARTNERS	CU, KST (Slovak Tourist Club, associated partner)
TARGET AUDIENCE	<ul style="list-style-type: none">• Pilgrims• Tourists• Families with children• Young people• Older generations• Cyclists
LINKED FEATURED TRIPS	We see the potential for connections with thematically organised trips and events in nature.
DURATION	The audio recording is between 2-3 min.
FORMATS INVOLVED	Text and audio form
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Tatiana Deptová + 2nd-year students Bachelor's degree in Media and Communication Studies (17 persons).
ESTIMATIONS OF COST AND EFFORT	Time requirement for the processing of the narratives was approximately 8 weeks. The creative process was divided into several phases: selection of POIs, drafting, and reviewing texts, editing and finalizing, and processing audio recordings.
CHALLENGES	Improving the process of recordings, incorporating music and accompanying sounds to enhance and intensify the impression in multiple narratives.
SOURCES OF INFORMATION AND CONTENT	Publications focusing on tourist attractions, websites, nature trails, beauties of nature, and unique natural phenomena in Slovakia.
NARRATIVE STYLE	Factual and descriptive, use of expressive-emotional elements.
MEANS OF PRESENTATION	Spoken word, music, sounds.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Narratives thematically oriented on natural attractions: <ul style="list-style-type: none">• increase the attractiveness of POIs and the opportunities for Word of Mouth marketing, which is an effective type of marketing• evoke an emotion that promotes experientiality and increases the possibility of repeated visits to the POIs



- in times of pandemic crises, they can attract segments, disperse them in space and, given the variability of nature during the seasons, increase repeat visitation to the POIs, or trip
- promote cohesion of small social groups,
- increase the psychological well-being of target groups during a pandemic or high workload

Table 42. History of pilgrimage.

TITLE(S)	History of pilgrimage
REFERENCE ROUTE	Narratives for POIs that are both on and near the Via Mariae route (SK)
TOPIC(S)	<ul style="list-style-type: none"> • HP1 What is pilgrimage? • HP2 Christian East, the main goals and practices of pilgrims. • HP3 Pilgrimage to the tombs of St. Peter and Paul, to the tombs of martyrs; Western Middle-Ages. • HP4 The pilgrimage process and forms of piety.
CONTRIBUTING RURAL LURE PARTNERS	STU
TARGET AUDIENCE	All
LINKED FEATURED TRIPS	No
DURATION	To be clarified
OTHER QUANTITATIVE DATA	4 recordings
FORMATS INVOLVED	MP3
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>FIIT STU team:</p> <ul style="list-style-type: none"> • Marián Gavenda – script and content creator, recording, cutting. • Viera Bordoy – management and summarization of related tasks and processes. • Andrea Lengyelová – English translator. • Ján Lang – technical support, uploads.
CHALLENGES	Finding appropriate recording equipment.



SOURCES OF INFORMATION AND CONTENT	Own research and experiences from father Gavenda.
NARRATIVE STYLE	Historical narrative, Third-Person Narrative
SEQUENCING	Chain of 4 narratives
MEANS OF PRESENTATION	Podcast

Table 43. Pilgrimage motives.

TITLE(S)	Pilgrimage motives
REFERENCE ROUTE	Narratives for POIs that are both on and near the Via Mariae route (SK)
TOPIC(S)	<ul style="list-style-type: none">• PMn1 Pilgrimage motives.• PMn2 To see and touch.• PMn3 To pray and adore.• PMn4 To fulfill the promise and do penance.• PMn5 To stay there until death.• PMn6 To be heard and healed.• PMn7 To get relics.• PMn8 The pitfalls of pilgrim piety.
CONTRIBUTING RURAL/LURE PARTNERS	STU
TARGET AUDIENCE	All, pilgrims, tourists.
LINKED FEATURED TRIPS	YES – under development
DURATION	To be clarified
OTHER QUANTITATIVE DATA	8 recordings
FORMATS INVOLVED	MP3



PEOPLE INVOLVED IN THE CREATIVE PROCESS	FIIT STU team: <ul style="list-style-type: none">• Marián Gavenda – script and content creator, recording, cutting.• Viera Bordoy – management and summarization of related tasks and processes.• Andrea Lengyelová – English translator.• Ján Lang – technical support, uploads. External English language narrator.
CHALLENGES	Finding appropriate recording equipment.
SOURCES OF INFORMATION AND CONTENT	Own research and experiences from father Gavenda.
NARRATIVE STYLE	Third-person narrative
SEQUENCING	8 self-standing narratives, unnecessary to follow one after another.
MEANS OF PRESENTATION	Podcast

Table 44. Symbols in church architecture.

TITLE(S)	Symbols in church architecture
REFERENCE ROUTE	Narratives for POIs that are both on and near the Via Mariae route (SK)
TOPIC(S)	<ul style="list-style-type: none">• CHMn1 Church stairs• CHMn2 Church gate• CHMn3 Church towers• CHMn4 Church and presence of God• CHMn5 Church bells
CONTRIBUTING RURAL LURE PARTNERS	STU
TARGET AUDIENCE	All, pilgrims, tourists.



LINKED FEATURED TRIPS	Yes, under development, allowing listener to observe in person different church aspects.
DURATION	To be clarified
OTHER QUANTITATIVE DATA	5 recordings
FORMATS INVOLVED	MP3
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>FIIT STU team:</p> <ul style="list-style-type: none">• Marián Gavenda – script and content creator, recording, cutting.• Viera Bordoy – management and summarization of related tasks and processes,• Andrea Lengyelová – script translation to English.• Ján Lang – technical support, uploads. <p>External EN language narrator.</p>
CHALLENGES	Finding appropriate recording equipment.
SOURCES OF INFORMATION AND CONTENT	Own research and experience of father Gavenda.
NARRATIVE STYLE	Third-person narrative
SEQUENCING	5 self-standing narratives, unnecessary to follow one after another.
MEANS OF PRESENTATION	Podcast



Table 45. Silence.

TITLE(S)	Silence
REFERENCE ROUTE	Narratives to POI that are both on and near the Via Mariae route (SK)
TOPIC(S)	- Sn1 Silence as the pilgrim's guide. - Sn2 Silence as the meeting-place. - Sn3 Silence as the house of God.
CONTRIBUTING RURAL LURE PARTNERS	STU
TARGET AUDIENCE	Pilgrims, traveling alone, couples, seniors
LINKED FEATURED TRIPS	YES – under development, allowing listener to dig deeper into the silence and inner tranquillity in close connection with nature.
DURATION	To be clarified
OTHER QUANTITATIVE DATA	3 recordings
FORMATS INVOLVED	MP3
PEOPLE INVOLVED IN THE CREATIVE PROCESS	FIIT STU team: <ul style="list-style-type: none">• Marián Gavenda – script and content creator, recording, cutting.• Viera Bordoy – management and summarization of related tasks and processes,• Andrea Lengyelová – script translation to English.• Ján Lang – technical support, uploads. External EN language narrator.
SOURCES OF INFORMATION AND CONTENT	Own research and experiences from father Gavenda.
NARRATIVE STYLE	Third-person narrative
SEQUENCING	3 self-standing narratives, unnecessary to follow one after another.
MEANS OF PRESENTATION	Podcast



Table 46. Reaching the top of the mountain and mysticism.

TITLE(S)	Reaching the top of the mountain and mysticism
REFERENCE ROUTE	Narratives to POI that are both on and near the Via Mariae route (SK)
TOPIC(S)	<ul style="list-style-type: none">• MMn1 Mountain and mysticism I-Leaving the comfort• MMn2 Mountain and mysticism II-Taking only essentials• MMn3 Mountain and mysticism III-Mist, timber and rocks• MMn4 Mountain and mysticism IV-Mountain top
CONTRIBUTING RURAL LURE PARTNERS	STU
TARGET AUDIENCE	Pilgrims, traveling alone, couples, seniors
LINKED FEATURED TRIPS	Yes, under development, allowing listener to connect with nature, finding God in natural surroundings, or just finding peace in own mind.
DURATION	To be clarified
OTHER QUANTITATIVE DATA	4 recordings
FORMATS INVOLVED	MP3
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>FIIT STU team:</p> <ul style="list-style-type: none">• Marián Gavenda – script and content creator, recording, cutting.• Viera Bordoy – management and summarization of related tasks and processes,• Andrea Lengyelová – script translation to English.• Ján Lang – technical support, uploads. <p>External EN language narrator.</p>
SOURCES OF INFORMATION AND CONTENT	Own research and experiences from father Gavenda.
NARRATIVE STYLE	Third-person narrative
SEQUENCING	4 narratives, ideally following each other.



7. Conclusion and plans for 2023

In general, we can state that the WP completed most actions planned for 2022, and we can consider it a successful year. The key to the success of our WP in 2023 will be a well-functioning rurAllure platform & app and an attractive value proposition to the stakeholder network, besides the pilot activities carried out on the route sections. Our findings will hopefully contribute to viable exploitation beyond the project timeline.

The Hungarian plans for 2023 foresee the development of the Kőszeg–Bodajk section with several pilgrimages and stakeholder events. A special pilgrimage in horse carriages and the involvement of local producers seem to be the highlights in this segment. Featured trip and narrative development and their upload to the platform will take place, as well.

Successful rurAllure pilgrimages related to a particular yearly event will also be repeated. A final dissemination event of our pilot has also been foreseen.

Our WP plans cooperation with other rurAllure pilots that focus on thermal and literary heritage. It will probably happen by adopting some best practices during sample pilgrimages and creating featured trips and narratives in these fields. The details and possibilities will be discussed early next year.

In Transylvania, the completion of the Marosvásárhely–Gyimesbükk segment is planned, including featured trips and narratives with a high-visibility pilgrimage event and another stakeholder meeting. Building the rurAllure network will be a priority.

In Slovakia, the development of segment Šahy - Trstená by CU and STU will be extended to 2023. There has been a slowdown of activities as a result of the renewed regional travelling ban in spring 2022 due to COVID-19 concerns. "Scout marches", planned to take place in autumn 2022, targeting young pilgrims interested in natural heritage, were not possible to realise because of the Ukraine conflict.

Discussions with municipalities and parish authorities along the Slovak route are affected by the municipal elections in Slovakia, they will continue afterwards as well, as in early 2023. A new letter of intent was signed with the Civic Association Friends of the Way of Saint James in Slovakia.



Annex I: Calendar and resources

For this work package 90 Person-Months (PMs) were allocated, the following Table 47 indicates the planned resource use until the end of 2023.

Table 47. Usage of human resources.

WP7- ON THE WAYS TO CSÍKSOMLYÓ	2021	2022	2023
	WP7 PMs used	Approximate WP7 PMs for the year as of 15 December	Remaining WP7 PMs
KIFÜ	12,95	15,35	20,6*
MUTKE	9	10,47	9,53*
CU	1,45	2,18	1,37
STU	0	2,7	2,3
GVAM	1	2	0

*In the GA amendment of September 2022 KIFÜ conceded 0,7 PM to MUTKE and thus MUTKE received 1PM accordingly. This will help the events in Transylvania in 2023, because for organisational reasons the event preparation and subcontracting budget was moved from KIFÜ to MUTKE

KIFÜ continues to be the leading partner, and the composition of the team has not changed since 2021.

- Our Cultural Heritage expert for Hungary, **Ildikó Csepregi** was active in developing the Pilot Section 2 and she has been in charge of the natural heritage and history-related narrative developments. Recordings have been supported by MUTKE.
- In the Transylvanian section KIFÜ team member **Réka Vas** successfully prepared the events together with the local subcontractor and she has been in charge of Romanian POI development, as well. Her other responsibilities included leading the communication sub-team and acting as the main contact towards WP8.
- Our Data Specialist, **Ákos Lencsés** was the key person in developing Pilot Section 3. He also helped POI generation of other sections and has worked in WP3, mainly providing support to our team and to the other pilots with the use of the Information Retrieval System (IRS). He explained the rurAllure platform at stakeholder events.
- The WP and KIFÜ Team leader **Ildikó Kádárné Kelemen** has contributed to each field. She coordinated WP activities and monitored progress, supervised the event preparations, held various stakeholder presentations and was the key responsible for the September Technical Tour and Stakeholder Meeting in Hungary.
- The team had meetings with the KIFÜ members of the WP3 team, mainly with **Géza Dézsi**, about technical issues and future plans.

The team of the **Hungarian Way of Mary Association (MUTKE)** had a busy year.

reach out!



- Zsófia Galgócziné Szabó, the coordinator of the Way of Mary is the principal MUTKE team member, her work has been supported by volunteers during event preparation and execution. The cooperation with the event subcontractor worked smoothly
- Offering heritage content during pilgrimages is becoming more typical in the Way of Mary. It requires new skills in designing pilgrimages, such as writing spiritual content and delivering it during the event.
- MUTKE's experience, volunteer network and contacts remained indispensable during all events organised in 2022, in particular the September meetings in Esztergom and Budapest.

In Slovakia, the partners **CU** and **STU** divided the tasks in the following way:

- Each partner dedicated attention to a subsection of their route Via Mariae (North vs South).
- Involvement in various tasks has also been distributed. While the CU colleagues **Blandina Sramová** and **Tatiana Deptova** played a key role in the Exhibition “Wander with Heart and Body” and other communication actions and stakeholder relationships, **Viera Borđoy** at STU focused on project management issues and narrative development with outside expert **Father Marian Gavenda**. Father Gavenda participated in person during the Stakeholder event held in Bratislava at STUBA (together with the Consortium Meeting). We agreed to cooperate with him on narratives. Team member **Jan Lang** contributed mainly to the POI Development and platform-related activities.
- In 2023, new stakeholder contacts are foreseen. New narratives designed and listed in this document will be created (audio, video). Communication with museums is planned as well as municipalities. The credence of Via Mariae and track list will be created.

The Calendar (Table 48) indicates the resource and activity planning for the various pilot sections. Some tasks had to be extended (indicated in grey) due to external reasons, as in the case of Slovakia, other pilot sections lasted some months longer for organisational reasons, such as the ideal timing of a particular event. The Inventory creation and POI design and upload has taken place by pilot sections instead of the initial idea of planning everything up-front. These variations have not affected negatively the results of the current year.



Table 48. WP7 - Revised timeline.

	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																																				



Annex II: General Media coverage (independent of actions)

This section, Table 49 lists the general media coverage of the WP7 pilot during 2022 for Hungary, Transylvania and Slovakia.

Table 49. WP7 General media coverage.

DATE	CONTENT, MEDIA AND LINK	LANGUAGE	WHO
2022.01.12.	Web advertisement https://rurallure.eu/rurallure-presentation-at-the-day-of-regional-volunteers-hungary/ rurAllure web site	English	
2022.02.03.	Facebook post https://www.facebook.com/mariaut/posts/pfbid0JafKzMwcpwpm2JusNgYziYhmQw7zrbYXbpeDtG47BVShbFNZ6TWztpbFdeFQ3jmyl Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.02.04.	Facebook post https://www.facebook.com/mariaut/posts/5550854598263333 Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.02.09.	Facebook post https://www.facebook.com/mariaut/posts/5566479493367510 Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.03.23.	Facebook post https://www.facebook.com/mariaut/posts/pfbid0VD9nVBnHdiFwHFiYjzr2CUxvTQPTNiQxt8aLiS Db1s3uLvRZaBu1MFF38St74hkVI Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.03.28.	Web advertisement https://rurallure.eu/pilgrims-signs-sights-road-travelling-exhibition-of-sacred-wells-and-pilgrim-impressions-along-the-way-of-mary/ rurAllure web site	English	
2022.04.11.	Facebook post https://www.facebook.com/mariaut/posts/pfbid0wEYaEFyQdRzWn7w8orvcxiwgHUH3P68GLFB WSdA7eTuWfu3RqaZauxx8fs4T2SCvI Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.06.01.	Radio Interview https://www.facebook.com/regioradio.info/videos/390768962949598 Regio Radio	Hungarian	



2022.06.16.	Facebook post https://www.facebook.com/mariaut/posts/pfbidO34isaB3ewKkLLMJ35hA6PBx2J86TVw1veQNaAkxbfPWehh53RH9GPqUgW8EqVLzQyl Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.06.17.	Facebook repost https://www.facebook.com/mariaut/posts/pfbidOzX1RGwsTYhTsnUffgF1UYH7M8eeosbxsTvXFhdpthBzjAaSDfU86YAqUDbVdsce7l Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.06.17.	Web advertisement https://visitharghita.com/hu/events/vonzo-videk-rurallure-csaladi-nap-a-maria-uton Visit Harghita- Harghita county tourism promotion web page	Hungarian	
2022.06.14.	Facebook repost https://www.facebook.com/mariaut/posts/pfbidOvDgSu2AtEp6P24sZ9TCfEGJHBkn8tZMVv2zXUMPAqDiyxV6eiVDki1NpWZSUF6VYl Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia and VasRéka
2022.07.29.	Facebook post https://www.facebook.com/rurallure/posts/pfbidO324FmvUQocGuq9ptkga3hNun9xTN5xSGcvTtQrwJBTzHRzQxZd8S5uKfQdHzsvcyfl rurAllure Facebook page	English	
2022.08.05.	Facebook post https://www.facebook.com/mariaut/photos/a.224555507559962/6088142247867896/ Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.08.12.	Facebook Post https://www.facebook.com/mariaut/posts/pfbidOE2QRoJpUJQGNcMNEmMwgAagMeA29wgqAaC2bzMZsGwHW6f7XYjBxxNFH6JdrUK1kl Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
2022.08.13.	Facebook Post https://www.facebook.com/mariaut/posts/pfbidOHc83tnKp4NoCDLDzcyPDmpGhLjY7diggNTpXcWTT92Ytitqbxz5q5G2pGbp4jmEbl Mária Út Facebook page	Hungarian	Galgóciné dr.Szabó Zsófia
	Facebook post https://www.facebook.com/romaniaimariaut/photos/a.147493169443220/1150447169147810/		
2022.08.29.	Web advertisement https://rurallure.eu/the-via-francigena-attends-the-rurallure-general-meeting/ rurAllure web site	English	

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2022.09.02	Facebook post https://www.facebook.com/mariaut/posts/pfbidO226McuWcHaScbyGGYbraYk943CSQDMYQD6hw952UNisUJjmGe8RtrcR6DA3B9Noe3l Mária Út Facebook page	Hungarian
2022.09.08.	Facebook post https://www.facebook.com/rurallure/posts/pfbidO2MYH55RsXwGpzSrLqTe3542ETkZULe6LtBo vGdo2C55jyZKdEts2zozMNNG1oWuhjl rurAllure Facebook page	English
2022.09.08.	Facebook post https://www.facebook.com/mariaut/posts/pfbidO bzuM6wP4KUT3VvoL1UeA91vVvWp7z7BH5S VNwvvA2qbC9sGikMJGKaFR73Fxc68HI Mária Út Facebook page	Hungarian
2022.09.08.	Facebook post https://www.facebook.com/mariaut/posts/pfbidO2F3q9z4wVgmuV6UYXjXvvy9fzvni3HmdAfaCS trQ33mJzrh6uty7JgwoogEJH49c9I Mária Út Facebook page	Hungarian
2022.09.09.	Facebook post https://www.facebook.com/tataravos.hivatalosol dala/posts/pfbidO2kVSSeWhMzjq67mHcp1M4u FzKF173badJhu3xRMPqjUG18RTnRU9mfsMh d7eXNFELI Tata - Facebook page	Hungarian
2022.09.09.	Facebook post https://www.facebook.com/mariaut/posts/pfbidO Ws62CGDeez88oi3uDhFfA8cYixkw9BriueGbP PrKgZkhRu6mDZHS9P1aX8HQaaril Mária Út Facebook page	Hungarian
2022.09.10.	Radio report https://nava.hu/id/3985220/ Kossuth Radio	Hungarian
2022.09.13.	Web advertisement https://rurallure.eu/slovakia-and-hungary-welcomed-rurallure/ rurAllure web site	English
2022.09.14.	Facebook post https://www.facebook.com/rurallure/posts/pfbid OGq9Mb1pTMZygWAgTAHEVFtv1jqTVB2Z7P X19pzsSj4LMsCXs8E4bSVM8s4URwEyLI rurAllure Facebook page	English
2022.09.21.	Facebook post https://www.facebook.com/rurallure/posts/pfbid O2LfHH6NStdCxpzbWPG2ujnSgS6aEB4LnzVZ V3hBJQtHsv7HTDaKbGqdy1Do79SgW8I rurAllure Facebook page	English



2022.09.22.	Facebook post https://www.facebook.com/101136538624628/posts/pfbidOTFJJBHmbexwb3hyS43LhrHLLDz4nSoXhy5EEKFnNpDSU749xLnvxzqRebH3qNGVBl/?sfnsn=mo rurAllure Facebook page	English
	Facebook post https://www.facebook.com/romaniaimariaut/photos/pcb.1177883506404176/1177882526404274/	
	Web advertisement https://mariaut.ro/xii-maria-ut-konferencia/	
2022.10.11.	Facebook post https://www.facebook.com/romaniaimariaut/photos/pcb.1191440121715181/1191440025048524/ Facebook post https://www.facebook.com/rurallure/posts/pfbid02ctUDCfRMNvT9R6f2aap5XNSzdkWVsJA7uFVDJ8KPfuvG8RqJBBYt6KSrvcKbfr3KJI rurAllure Facebook page	Hungarian/Romanian/English
2022.10.14.	Facebook post https://www.facebook.com/mariaut/posts/pfbid0QpKpwpMUsV8vRXE6D9aFn3gbf7HYHB4AEx6p4zrjCjWzpKmJiFY7KKWwpsYMYnPtI Mária Út Facebook page	Hungarian
	Facebook post https://www.facebook.com/mariaut/posts/pfbid02tDL9rBD3NtJBN3vYzohddDjwqQCoX4VQE7zY1oo9hrFMTdCYrfFJhHJiK9gUdJycl Mária Út Facebook page	
2022.10.14.	Web advertisement https://mariaut.ro/a-maria-ut-minden-szivhez-kozel-all-sikeresen-zarult-a-xii-maria-ut-konferencia/	Hungarian
	Facebook post https://www.facebook.com/romaniaimariaut/photos/a.147493169443220/1205931893599337/	
2022.11.07.	Facebook post https://www.facebook.com/rurallure/posts/pfbid0Gs34mk6sywfl7j1sa1D9aPQvFsf1wqDLAyZS2DYtT66ZwDmeZHxyfQp3ih5ScWCPI rurAllure Facebook page	English



2022.11.08.	Facebook post https://www.facebook.com/mariaut/posts/pfbidO2aiEkuclQZsNfNpZPqUMg75x7wmJgDw7pDJq6imhbwPHLcC68Sud1e6nj6KJYGLwFl Mária Út Facebook page	Hungarian	
2022.11.10.	Facebook post https://www.facebook.com/rurallure/posts/pfbid02Bq1NFMQGFcGesMQxHugLs6GpCDcxRvmpT9UHeQm8iuJsLeDQbe82333o4yzoLQh9I rurAllure Facebook page	English	
2022.11.11.	Facebook post https://www.facebook.com/mariaut/posts/pfbid02CJRFLDqhGkvRqt14wQBajuyRhnrovYEHoypqZuXLnyiHQ8sFK3hYbLG1PxJ4UnXI Mária Út Facebook page	Hungarian	
2022.11.15.	Web advertisement https://rurallure.eu/rurallure-project-presentation-at-the-12th-way-of-mary-conference-in-csiksomlyo/ rurAllure web site	English	
2022.11.15.	Facebook post https://www.facebook.com/rurallure/posts/pfbid0SgnWs4Z7HZtgSLPEM8XyQSyvFMxkz5QwoNk2mPZQHrQ7oe7wqSiXJCpeg3qhFpwFI rurAllure	English	
2022.11.16.	Facebook post https://www.facebook.com/rurallure/posts/pfbid0Bx79bkMn2eTdtVGamC1LAIrwbmEjAubyUGrn11Vwc9R9bc8wPkDrKSXkBYCbpmGDI rurAllure Facebook page	English	
2022.11.17.	Facebook post https://www.facebook.com/romaniaimariaut/posts/pfbid02CWYrx3nxDkSC3xkgiWirsErnjukvxd56KNFfRCYens3cfXWmMJYb6uVLwS7Xx6I Mária Út Facebook page	Hungarian	Vas Réka
2022.11.22.	Facebook post https://www.facebook.com/watch/?v=1094495694576331 Mária Út Facebook page	Hungarian	



2022.09.26	Video, Web "I am a Via Mariae" https://kamako.sk/rurallure/ KAMAKO, CU, website	Slovak	Deptová Tatiana
2022.09.26	Video, YouTube "I am a Via Mariae" https://www.youtube.com/watch?v=YUiNsKfmKc8 CU, YouTube	Slovak	Deptová Tatiana



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