

REGIONAL STRATEGY

Lead Partner



ASSOCIATION OF MUNICIPALITIES
IN THE UPPER-TISZA AREA



Introduction of Regional Strategy

The main objectives of the regional strategy is development of transnational analysis and transnational focus areas on the preservation of cultural heritage based on churches. The main objectives of WP3 is to analyze tangible and intangible cultural heritage linked to churches in the regions and to build regional strategy for their preservation. Based on the transnational strategy each partner prepared its own regional cultural heritage preservation strategy based on churches.

I. Introduction to regional context (main contents of SWOT analysis)

1. Introduction of SWOT analysis

The cultural and sacred treasures and unique natural values of Fehérgyarmat small region may be an excellent platform for a religious foundation organized tourism development project. The strengths, which can be built on active civil / political participation, faith in local community, locally produced goods, may offset the disadvantages position of this region in many ways. During the regional SWOT analysis the status of the small region and the opportunities of cycling tourism, which based on the sacred tourism, is presented by four pillars. In the first chapter the social and economic situation of the small region and the local entrepreneurial spirit are presented. The second pillar examines the availability of the settlements (roads, busses and trains). The main emphasis is put the cycling paths, and we examine the opportunities offered by the existing (and under development) cycling routes, and further development trends and threats. The third pillar is the built environment; primarily it focuses on the introduction of the churches. In the fourth chapter the political and civic activity of the local people, and typical values, attitudes of population living this region are presented. At the end of all four chapters the strengths, weaknesses, opportunities and threats are summarized by SWOT analysis.

1.1. Socio-economic context and entrepreneurship

According to the official KSH classification (2007) the Fehérgyarmat small region was 9. most disadvantages small region in the country. However in 2008 according to the Human Development Index (HDI) this region was eleventh most disadvantages small region in

Hungary. This bad place was basically due to the lack of the job, and the low educational indicators¹. Of the regional centre's settlements only the development of Fehérgyarmat exceeds the national average. From the point of view of settlements development, Uszka is among the last 10 settlements², however Kishódos and Kispalád can be found the last 50 lists. Fehérgyarmat centred of job and the ethnic and economic lines mapping the distance from the centre indicate the need of developed programs that promote the inequalities reduction within

the area and the stable development the small region. Although in many aspects the economic data show strongly lagging small region, there are several indexes, which include the sub-region's strengths. The dominance of agricultural is not necessarily disadvantages in terms of the region's economic structure. The following things can develop significant tourist attraction: the strengthening of the local producer groups, the development of bio-food culture and it connecting to local tourist. Although the number of enterprises, compared to the national level, is very low, but the number of primary producers is extremely high. This capacity may be used supremely, when the farmers can produce to the local market. The rural tourism can strengthen this local market and can maintain constant/more constant demand. In the small region the number of accommodation is not low compared to the national level, however the highly comfortable hotels are currently absent in the small region. This is reflected by the low number of foreign guest-nights.

Currently the internet contents, which summarize the potential tourist targets, are not enough informative. In this respect it is necessary to develop the contents. The same is true also for the municipal websites. In the websites the contents being available foreign languages rate is extremely low. This greatly complicates the chances of attraction of the foreign tourists. Unfortunately it is coupled with the fact that in Hungary the knowledge of the foreign languages is one of the lowest in the European Union³, moreover it shows strong regional specificities. In Eastern-Hungary and smaller settlements difficult to find people who speak foreign languages.

¹ Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör - Helyzetfeltárás

² Personal calculation, based on the indicators of KSH Tstar

³ Vágó Irén 2009: <http://www.ofi.hu/tudastar/fokuszban-nyelvtanulas/vago-iren-nyelvtanulasi>

1.2. Routes and location

In this chapter location and availability of sights, which can be found on the Fehérgyarmat small region, and negotiated as the part of the 'sacred' tourism, are presented. In addition to the opportunities provided by the public transport, the review of the approach opportunities provided by bicycle infrastructure receives an emphasized role. The analysis, routes outside of the already completed, deals with the presentation of the cycle paths, which will be accomplished in future.

Within Fehérgyarmat small region planned church tour can be practically executed by bike without excessive detours in case of completion of existing and planned cycling infrastructure. The advantage of the cycle path that beside cultural experiences provided by churches, the nature proximity may contribute to the fun-packed trip due to the cycle paths running along riversides. If the church tour is delineated by function of the least travelled km per most visited churches, than two road trips are outlined on the map.⁴ The circles can be called 'south' and 'north' within the area based on their situation compared to 491 roads. The south circle is Fehérgyarmat-Gyügye-Szamosújlak-Jánkmajtis-Csegöld-Gacsály-Túrricse-Vámosoroszi-Kisszekres-Nagyszekeres-Fehérgyarmat. The north circle is consists of Fehérgyarmat-(Kisar)-Nagyar-Tizsakóród-Sonkád-Kölcse-Túristvánd Szatmárcseke-Nagyar-Kisar-Fehérgyarmat.

So the cycling trips may become more attractive that the development of Sonkád-Kölcse-Túristvánd-Szatmárcseke and Gacsály-Tisztaberek-Túrricse-Csaholc-Vámosoroszi-Kisszekeres-Nagyszekeres-Gyügye would be very important.

The potential cycling paths not only have to be promoted in the different brochures, but also in the development of the traffic signals. It is necessary to create a board system, which help cyclists chose the route and the availability of different places. In this connection a good example is the developed board system in the cycling paths around Balaton, and Small--Balaton.

⁴ Considering only cycling path and side roads is suited to cycling.

1.3. Strategy of the preservation of churches and heritage

The religious tourism – especially the religious backgrounds form, which go together the physical challenges (e.g. walking, cycling) – has become increasingly popular over the last 20 years. The popularity appears in the fact that in Europe the traditional making steps, which aim to establish new pilgrimages (Mary pilgrimage, Hungary El Camino, Poland pilgrimages), can be observed more and more points. At the end of the successful tradition creating work the pilgrimages increase the number of tourists by maintenance of the infrastructure, without additional investments. As the tourists, who arrive spiritual, cultural or sporting intention, can return again and again, and they recommend substantial recreational opportunities to their acquaintances.

It can be stated that this region – due to the architectural and cultural treasures - is suited for establishment of religion tourism. The density of settlements and monuments, the churches and the other sights can be an attractive destination for those interested in the topic. The value of the churches may be strength, if the visitors feel the appreciation of buildings based on what they saw

Further opportunities may be the presentation of architecture. The building appearing in program are similar in very much things in layman's, however based on the descriptions this building different from each other greatly. The presentation of this difference can be exciting tourist attraction. Further strength may be that three denominations are also represented by maintenance of the building.

Apropos of the development of the planned touring route it is important to emphasize its environmental friendliness. The cycle transport does not increase the area's environmental load, therefore does not damage the natural environment. This directive will become increasingly more important in the development of the European Union, thus, the planned project fits fully in this directive as well.

1.4. Local identity and commitment

In this chapter the issues of the local identity and commitment are presented by three aspects. These are the civil activities, voluntarism, political participation, and the values and attitudes of the local residents. The end of the chapter we introduce briefly the regular festivals and craft products which is characteristic of the region.

In several respects the civic and political activity and values of the people living in Fehérgyarmat small region strikingly different from the national average. Although the civic activity is below the national average, but it is compared with the others rural areas, the lagging can now be detected. The high association rate and relatively high proportion of volunteers good indicate that the part of the area's population is willing to do independently to improve their living conditions and life chances. They do not necessarily expect help from the government. The independent action and the role of civic play an important part in long-term subsistence of local project. The government failures (and partially local government) produced a civic stratum (unfortunately it is limited at present) in the last decades, who propose to do and also be able to do for the development of social, economic, cultural. The civic sphere is very sports-oriented in the small region. The non-profit organizations provide good learning opportunity for other role of civic. It can be important and resource to be exploited in the region. The mobilization of the people is shown by the political activity above the national average. Very positive fact is that the participation is above average in the economically underdeveloped settlements mainly (European Parliament election - 2009, parliamentary elections – 2010). In point of values and attitudes on the one hand the county data show very low general trust, on the other an above average institutional trust. It can be seen, that the trust in the churches is unequivocally the highest in this region, however the police and the healthcare institutions have higher confidence index in conformity with other institutions. In many respects (e.g. family, abortion) the people living in this region is characterized by more conventional, more conservative attitudes than the national average. The social condemnation of the trickeries and the frauds against the governmental is very high at the level of norms.

The people living in this region are connected by the primary identity to their settlements. 60% of these people are secondary linked to their region. Thus the primarily and secondary identity of one third of the region's population is linked to the narrower-wider surroundings.

2. Heritage and Preservation

Selection of the most important SWOT characteristics of the region for the choice of Regional Church Route:

Strengths

- Beautiful sacral monuments built in Gothic style of the Middle Ages or rebuilt later in the Renaissance and Baroque, most of all are renovated and listed monuments
- Other pearls of the cultural heritage are the last active water mill of CE in Túristvándi and wonderful castles built in Classical style e.g. Luby Castle in Nagyar
- Unique areas of natural beauty including nature parks of Szatmár-Beregi Tájvédelmi Körzet, even numerous rivers emphasizing Tisza and Szamos across the land
- Regularly organised traditional events demonstrated the authentic regional cuisine and food, also traditional art performances and handicraft connected with Szatmár hospitality
- Hundreds of miles atmospheric cycle paths of 2 river banks of Tisza and Szamos to approach sacred monuments

Weaknesses

- Lack of networking, thinking in individualism of sacred cultural heritage preservation
- Lack of local tourism destination office or travel bureau to join force and manage more visibility for the cultural sites organizing church routes, pilgrimage or other tourist routs
- Due to the high emigration rate regional knowledge management is absent
- Being peripheral area together poor quality of roads result low number of guests
- Lack of religious cultural traditions in sacred sites (e.g. festivals of religious holidays, organ music concerts)

Opportunities

- Foundation of regional tourism destination office which allows enhancement of Szatmár region along with sacred cultural heritage through integrated tourist packages
- Strengthening well-qualified labour force thereby enhancement of marketing
- Development of awareness of decision makers and local people in the importance of networking and collaboration
- EU financial support for development of infrastructure and cross-border cooperation
- Creative revitalization of regional cultural heritage sites through religious cultural festivals and concerts in churches

Threats

- Difficulty to establish cooperation between stakeholders to integrate regional tourism including sacred cultural heritage
- Possible problems of preservation i.e. increased costs, unsustainable strategy, excessive individualism due to different aspects, disorganized management
- Jeopardy of perceiving the area as tourist destination or even worsening of the regional image – lowering tourism attractiveness
- Difficulty in obtaining EU funds for actions or shortage of resources for heritage protection

II. Introduction to Regional Strategy with hints to regional tangible and intangible cultural heritage

The area of Upper-Tisza is a rural area of Hungary, with many small villages and towns having remarkable tangible and intangible cultural heritage. In Upper-Tisza area it is difficult to get access churches and to cultural heritage. Although churches are quite close to each other roads are often in bad condition and no signposts are available. There is a lack of traditional cycling routes, hiking paths, etc. However the area has many small rivers, and causeways of river banks, that can serve as an alternative ways of making the different cultural sites accessible for example. The strategy is aiming to combine a solution for the problem with the accessibility of churches, and for the preservation of its heritage.

On the plains of Szatmár - with its dense water streams - throughout the history a settlement system of many small villages emerged. The extreme geographic conditions, the devastating floods, the constant inland inundation preserved not only the settlement system, but the customs of the local community the architectural and natural heritage in an unmatched richness to be visible for the posterity. This area bordered by waters preserved its unique atmosphere and medieval buildings. As a consequence of the poverty and isolation special architecture styles evolved here that can be seen especially on churches. The atmosphere of the medieval churches of the historic Szatmár can be felt in the small churches with the wooden bell towers near them, the richly decorated coffered ceilings, painted galleries, carved ornate pulpits.

One of the prominent destinations of tourism of Szabolcs-Szatmár-Bereg county is the Szatmár and Bereg region. In the peripheral areas of north-eastern Hungary special historical, cultural and natural values can be found. The poverty, the lack of intensive industrialization has allowed keeping the historic and natural treasures of these areas. It is characterized by a high concentration of medieval churches, which is partly explained by the local rural communities did not have such wealth to build a new, larger church on the site of old church. The unfavourable hydrological conditions were kept away from the attacking army. In

addition to the built heritage the spiritual heritage conserved in in this area, and folk traditions survived strongly.

The intangible cultural heritage exist in words, knowledge and customs, and it is a cultural practice that is linked to living community. Its aim is to preserve these practices, to recognize the cultural diversity, to report the forms of expression are often threatened with extinction, and to preserve the heritage items. The intangible cultural activity is such a knowledge, which develops during the migration from generation to generation. In September 2013, five new cultural heritage items got into the list of intangible cultural heritage of Hungary, including plum jam cooking traditions in Szatmár-Bereg.

1. Strategy of the preservation of churches and heritage

The religious tourism – especially the religious backgrounds form, which goes together the physical challenges (e.g. walking, cycling) – has become increasingly popular over the last 20 years. The popularity appears in the fact that in Europe the traditional making steps, which aim to establish new pilgrimages (Mary pilgrimage, Hungary El Camino, Poland pilgrimages), can be observed more and more points. At the end of the successful tradition creating work the pilgrimages increase the number of tourists by maintance of the infrastructure, without additional investments. As the tourists, who arrive spiritual, cultural or sporting intention, can return again and again, and they recommend substantial recreational opportunities to their acquaintances.

2. Cultural heritage

The cross border peripheral areas of the north-eastern Hungary generally can be said that there are special historical, cultural and natural values, and this is especially true in the Szatmár-Bereg region. A part of Szatmár-Bereg region is identified as a cultural landscape having special value by the National Development and Spatial Development Concept; it is an adaptation possibility for tourism in the county. The natural environment, farming and settlement system, the landscape forming, landscape value townscape and cultural values are irreplaceable, and create a system to be retained for the future.

The cultural heritage is irreplaceable, unique and non-renewable sources of our country's past and present, it is inseparable component of national and universal culture. In Szabolcs-Szatmár-Bereg county 357 pcs monuments can be found (*Table 1.*). Regarding the concentration of the county's monuments can be said that 3.63% of the Hungarian monuments can be found here. However, it should be noted that in the whole Great Plains Szabolcs-Szatmár-Bereg county has preserved most of the monuments. In the county the most of monuments is located in the Bereg and Szatmár region (especially in the Micro-Region of Fehérgyarmat). More than half of monuments of Szabolcs-Szatmár-Bereg county are ecclesiastical buildings, among these are particularly unique and valuable medieval churches.

In tourism supply of Szabolcs-Szatmár-Bereg county play an important role the built values, essentially they are the basis of cultural and heritage tourism. This area has priority cultural heritage. In the county the most of monuments is located in the Bereg and Szatmár region. According to the data of the Office of Cultural Heritage in tourism supply the 206 pcs monuments of 307 pcs are ecclesiastical buildings.

Table 1. Concentration of monuments in sub-regions of Szabolcs-Szatmár-Bereg county, 2009. Source: Teir/ Office of Cultural Heritage

	Number of Monuments	Proportion of monuments
Fehérgyarmat micro-region	56	15,69%
Szabolcs-Szatmár-Bereg county total	357	100%

III. Description of regional church route

1. Introduction of process

The Upper-Tisza Area Regional Church Route consists of 8 beautiful sacral monuments built in Gothic style of the Middle Ages or rebuilt later in the Renaissance and Baroque, most of all are renovated and listed monuments. Although high percentage of people living in area exercise Reformed religion, other with smaller members existed religious groups such as Greek Catholic, Roman Catholic and Lutheran are also represented in Project THETRIS. Consequently, 5 Reformed, 1 Greek Catholic, 1 Roman Catholic and 1 Lutheran sacred heritage join to the Regional Church Route (Pictures 1-8). All monuments can be easily approached from district centre Fehérgyarmat even on road or on cycle paths of 2 river banks (Figure 1.).

Reformed Church of Cégénydányád

Construction's date of the original monastery sacred in honour of saint virgin was mentioned as far back as 1182. Thereafter it was restored in 1797 and its final form was won in the 19th century when its 32 m high tower was built and its romantic style was shaped. The church is a national listed monument and close to it the Mansion Kende can be found and the beautiful English Garden which is a national Protected Natural Value. The church was the burying place of Kölcsey-Kende families for centuries. Indoors we can see the main feature of all reformed churches in Szatmár region which is the colourful lacy carved pulpit crown. The organ was made with five versions by Reiger Ottó in 1922.



Greek Catholic Church of Csegöld

Construction's date of the church is presumably 1463. It was originally built for Roman Catholic than in 1545 it became Reformed and from 1785 to nowadays it is using by the Greek Catholic religious group. No written documents have survived about the initial church from the Middle Ages, namely its original title has not known yet. The church was rebuilt several times in its history. The east side of the original pentagonal presbytery is still standing now, but the west side was demolished in 1897. Inside of the church reshaped form of medieval vaulting has remained. In 1897 the west side of the presbytery and the vestry were demolished, the nave was broadened eastward and in the beginning of 1900s its north and south sides were completed with gallery-aisles to be able join the three spaces.



Roman Catholic Church of Jánkmajtis

First mentions of the church sacred in honour of Saint Márton are known between 1433 and 1448. It was built in the 15th century in late gothic architecture style, but its calvary sculpture group which is standing on the timber of triumphal arch has baroque style originated from the 18th century. Inside the church is relatively large and the original star vaulting of the presbytery remained intact. Peculiarity, that the keystones were created to the form of scutcheons and no gable was formed. To the rectangular ground planned nave an apse was joined from the east side and vestry was built to the north side of this apse. The church was constructed of stone, without tower and has an own little cemetery around the church.



Reformed Church of Fehérgyarmat

The church was mentioned for the first time in a document from 1436 and it has the simplest form of gothic architecture style. It is a national listed monument. In the west side there is a tetragonal tower, while eastward from it a nave and an apse can be found. Inner and outer side of the church signs of medieval and Neolithic origin are appeared. Presumably, on the brink of nave and apse a triumphal arch was formed, but it was demolished later. The church's final late baroque form was won in the 18th century when the lacy carved pulpit crown, the very old organ, the 2 wood galleries and benches were built. The top of the 37 meter square tower and the four turrets were made by wood shingles.



Reformed Church of Tiszacsécse

This small sized baroque church was constructed in the beginning of 19th century between 1820 and 1825. It is a national listed monument. The church was repaired in 1923 and also was restored with the contribution of OMF in the middle of the 1980s. It has a very simple architecture style partly outside, because walls were made by pise and there are shingles on

the top. This simplicity can be seen also inside of the church because of wonderful blue painted board ceiling, the very old wooden galleries and benches. The temple's interior is 7x16 meters wide. By the east side of the church a self-placed wooden bell tower can be seen, which is a typical type of tower location in Szatmár region. The belfry was built in 1822.



Reformed Church of Túristvándi

Church was built in Gothic style in the years of 1470-80. In the years of 1770 church was destroyed by fire. Rebuilding was finished in 1778 when ceiling was remade to cluster. Gallery of the church is folksy painted, in the middle of the gallery there is a caption on a protuberant place indicating its building time of 1811. Both sides of the caption and the protuberant place there is a folksy painted biblical image portrayed of the Eden. The existing stone tower was built between 1858 and 1876 in which a silver bell from the year of 1595 was worked. According to word of mouth the bell was interred around the church during the Rákóczi War of Independence. Residents of Túristvándi converted to Reformed religion by Perényi Family in the 1580's. During the restoration works of 21st century it was revealed that the church was served as a baronial burial place of members of Kende Family in the 17th century.



Evangelic Church of Kölcse

The village and the name of Kölcsey family are closely intertwined; Kölcse was the Family's property until 1830, too. After the plague of the 1700's when the village was abandoned, Slovaks settlers were immigrated by the squire to Kölcse. Long time they exercised the Lutheran religion in their home or nearby in Nagykároly what town currently belongs to Romania. Then in the middle of the 19th century Kölcse Lutheran church community was finally acknowledged and this outside and inside clear-out church could be built. The construction was started in 1865 and the temple was consecrated in 1869. Inside the church was restored in 1930.



Reformed Church of Vámosoroszi

Standing in the middle of the village, the building is still largely medieval. The two-bayed sanctuary closes with five sides of an octagon and is connected to a rectangular nave. The western tower of the church was built around 1820, and we have no information about its possible medieval predecessor. There are transformed medieval windows on the southern wall of the nave and the sanctuary. The sanctuary is covered with a ribbed net vault. On one of the

keystones Christ's head may be depicted, while on the other appears a coat of arms with a dragon. In the northeast and southeast corners, the ribs spring from carvings of human heads and in other parts of the sanctuary from small shields. The church was built at the end of the 15th century. Its wooden furnishings are also valuable, especially the crown of the pulpit made in the 18th century





Figure 1. Map of the regional church route

IV. Description of the reasons which have led to the identification of the religious and architectural monuments included in regional church route, description of the process

The most and richest religious touristic values of the county enclosed by waters kept its characteristic image, mood, medieval built values and customs of the people living here.

The small-sized churches (some of them were awarded with Europe Nostra Award, *Figure 2 and 3.*) and the wooden bell towers placed beside, the fancy cassette ceilings, the painted galleries and the colourful craved pulpit crowns give the uniqueness of the churches in the region. Additionally, literary and culture historic mementoes, beautiful nature offers many possibilities for relaxation and tourism, e.g. fishing, canoeing or cycle tours. More than ten years ago regularly organised traditional events were launched over the region demonstrated the specific non-material cultural heritage.



Figure 2. Reformed Church of Sonkád, Europa Nostra prize in 1998



Figure 3. Reformed Church of Gyügye, Europa Nostra prize in 2004

However, most of the historic middle-ages churches and other cultural heritage have been already renovated from different EU funds; the main problem is lack of networking, thinking

in individualism of both sacred and secular cultural heritage preservation. Consequently, there is not any local tourism destination office or travel bureau to join force and manage more visibility for the cultural sites organizing church routes, pilgrimage or other tourist routes, altogether to raise public awareness of touristic values of the region. Due to the high emigration rate causing low number of well-qualified labour force, regional knowledge management is absent to better manage heritage sites and develop efficiently preservation and marketing strategies. Being peripheral area together the poor quality of roads to reach monuments result lower number of guests and lower income for municipalities and churches, as well.

Churches in the project were selected between 1 January 2013 and 30 June 2013. It was not an easy task as there are many beautiful churches in the Szatmár area. During the selection process it was considered important that all denominations (*Figure 4.*) would be represented next to the beauty of the churches also. Thus, among the selected churches are available Protestant, Roman Catholic, Greek Catholic and Evangelic.

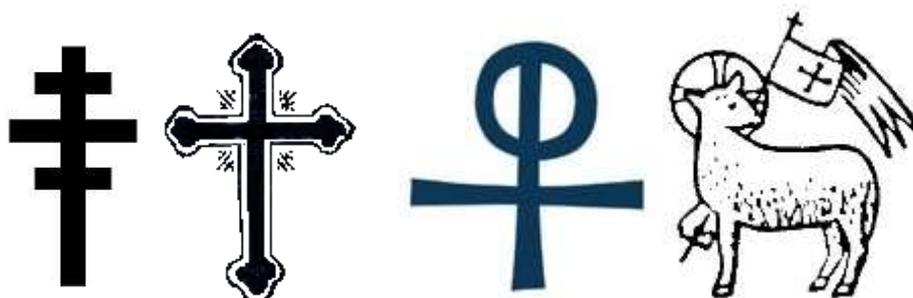


Figure 4. Symbols of different religious

For the Regional Church Route 8 middle-ages churches were selected. Although high percentage of people living in area exercise Reformed religion, it was very important for RWG that other with smaller members existed religious groups are also represented in Project Thetris. Consequently, 5 Reformed, 1 Greek Catholic, 1 Roman Catholic and 1 Lutheran sacred heritage join to the Regional Church Route. All monuments can be easily approached from district centre Fehérgyarmat even on road or on cycle paths of 2 river banks.

V. Description of the Regional Strategy

Vision

The maintenance, preservation and transmission of cultural heritage monuments are primary obligation of each generation. Their preservation is an unavoidable and urgent task, as it is exponentially exposed to the risk of disappearance. Nowadays, every community is faced with the question how they can preserve their cultural image and identity.

1. Cooperation between heritage and other cultural, educational and cultural institutions should be improved.
2. It is especially important that we present the tangible and intangible cultural heritage of own settlement for the student. Furthermore the promotion of protected cultural goods of settlements is very significant – e.g. the framework of organization of presentation and field trip for primarily and secondary school student.
3. Based on our medieval churches we are working out a strategy, in which addition to the implementation of a sustainable tourism and economic concepts play a central role in the preservation of cultural heritage associated with the churches.
4. The organization's vision is to continue the THETRIS project in the long term, to maintain the church route and if it is possible to develop further the transnational church route.
5. Our important goal is to familiarize the church and their cultural values for the future generation, the children and the people living here. We try to bring closer the religious to the people, to introduce them the architectural style and history of churches.

Strategic approach

In rural areas, well-preserved local churches and sacral monuments are repositories of a cultural heritage that can be a key part of regional development. To tap into this potential, THETRIS provides regional and transnational strategies to develop church routes, which can attract tourism.

One of the thematic objectives of the project is preservation and presentation of architectural and intangible cultural heritage related to the churches, as well as improves the access to

cultural heritage. During the project we would like to encourage the presentation of folk cultural traditions and the contemporary creative work of live arts.

The main strategic direction of the protection of cultural heritage:

- To deepen and broaden the knowledge of cultural heritage,
- Preservation of the cultural and natural heritage for future generations,
- Extension of access in the widest possible.

In order to the feasibility of the formulated objectives are the following general expectations:

- The built cultural heritage with their environment and landscape should be presentable
- Presentation of cultural history is essential
- Development and operation of education, training or talent management program related to cultural heritage
- To ensure the accessibility of renewed heritage elements for the general public
- Development of professional cooperation related to cultural heritage preservation

Goals of the strategy

The overall objective of the THETRIS project is the preservation and the sustainable exploitation of cultural heritage, based on churches in the Partner Region. The main objective is to increase the competitiveness of partners' areas by the capitalization of cultural heritage, to develop long-term strategies for the preservation and sustainable exploitation of churches in partner areas, and to raise awareness of local actors for the preservation of cultural heritage. Work Package 3 (WP3) main objective is to analyse tangible and intangible cultural heritage linked to churches in the partner region and to build regional strategy for their preservation. WP3 lead also to the preparation of a Transnational Strategy of churches and related cultural heritage.

The main objectives of the strategy are the preservation of tangible and intangible cultural heritage based on churches. In the focus area the churches represent a great artistic and historic value, however, unfortunately these churches are often in very bad condition and no strategy exists for their preservation and sustainable exploitation.

Stakeholders involved in the strategy implementation

Our Regional Working Group has several members who are experts on regional development of the local cultural heritage and provide us support to make analysis of the focused area.

There are management of Association of Municipalities in the Upper-Tisza Area as coordinator; representatives of Fehérgyarmat City Council, Jósa András Musuem, Szatmári Museum, Szabolcs-Szatmár-Bereg County Cultural Institute, Szatmár Leader Non-profit Association, Szatmári Szőke-Szamos Association, Zombor és Társa Ltd as expert of protection of historic buildings and regional representatives of 5 religions, same time of local sacred monuments. In addition it is important to emphasize the mayors of the municipalities and the priests of the settlements.

Actions foreseen

1. Improving cooperation between the heritage, cultural, educational and cultural institutions: organization of lectures, meetings and preparation of information leaflets.
2. Promotion of tangible and intangible cultural goods found in Szatmár: editing and printing of leaflets and brochures, establishment of tourist office, preparation of information booklets from sights of Szatmár
3. Further development of church route created in THETRIS project: selection of more churches in tour, additional promotion of THETRIS project.
4. Presentation of tangible and intangible cultural heritage for the students of the settlements: organization of lectures for primary and secondary school students, organization of field trips (bus rental, travel cost), organization of competitions, quizzes.
5. Presentation of churches and their associated with cultural values for local residents and future generations: organization of church tour.

Budget/financial resources

No.		Units	Number of units	Unit prize (Ft)*	Costs (Ft)*
1.	Improving cooperation between the heritage, cultural, educational and cultural institutions				550.000
1.1	Organization of lectures	event	2	50.000	100.000
1.2	Organization of meetings	event	5	50.000	250.000
1.3	Invitations, program booklets	piece	100	1000	100.000
1.4	Information leaflets	piece	100	1000	100.000
2.	Promotion of tangible and intangible cultural goods found in Szatmár				3.040.000
2.1	Editing and printing of leaflets and brochures	piece	300	1.000	300.000
2.2	Establishment of tourist offices				
2.2.1	Development of website	period	1	300.000	300.000
2.2.2	Staff costs (wages, contributions)	month	12	120.000	1.440.000
2.2.3	Rent of room	period	1	200.000	200.000
2.3	Preparation of information booklets from sights of Szatmár	piece	500	1.000	500.000
2.3.1	Collection of data (archives, churches, local governments)	period	1	100.000	100.000
2.3.2	Taking photos	period	1	50.000	50.000
2.3.3	Preparation of maps	period	1	150.000	150.000
3.	Further development of church route created in THETRIS project				650.000
3.1	Additional promotion of THETRIS project	period	1	300.000	300.000
3.2	Selection of more churches in tour	period	1	100.000	100.000
3.3	The organization of meetings with the pastors and the mayors	month	5	50.000	250.000
4.	Presentation of tangible and intangible cultural heritage for the students of the settlements				850.000
4.1	Organization of lectures for primary and secondary school students	month	3	50.000	150.000
4.2	Organization of field trips (bus rental, travel costs)	month	4	125.000	500.000
4.3	Organization of competitions, quizzes	month	2	100.000	200.000
5.	Presentation of churches and their associated with cultural values for local residents and future generations				300.000

5.1	Organization of church tour (bicycle rental)	month	3	100.000	300.000
TOTAL COSTS					5.390.000

*1 EUR is equal to 308.89 HUF in April 2014

Timeframes

Tasks	Estimated time
1. Improving cooperation between the heritage, cultural, educational and cultural institutions	2 months
2. Promotion of tangible and intangible cultural goods found in Szatmár	2 months
3. Further development of church route created in THETRIS project	5 months
4. Presentation of tangible and intangible cultural heritage for the students of the settlements	3 months
5. Presentation of churches and their associated with cultural values for local residents and future generations	3 months

Possible sources of funding

First of all we would like to finance from EU source. Actually we have two project ideas, which were submitted, the help of Észak-Alföld Regional Development Agency Nonprofit Ltd.:

1st project idea: Make your church the heart for you again:

Overall objective: Widening the use of religious heritage

Specific objectives:

- Organizing cultural events
- Rising the awareness of local citizens for the fame of their heritage
- Using the church as classroom
- Development of the church as an anchor of the local identity
- Creating church as a functional community centre of local people

2nd project idea:

Ideas for cooperation:

- Creation of an 1517 km long protestant pilgrimage route from Upper-Tisza region (Szatmár) to Saxony-Anhalt (Wittenberg)
- Joint development of thematic regional pilgrimage routes in Upper-Tisza region (Szatmár) and Saxony-Anhalt

- Creation of a Calvinist Memorial Park and House in Fehérgyarmat which would host interactive exhibition of the 500th anniversary of Protestantism – mobility projects related to Calvinist Memorial Park and House
- Cultural events celebrated the 500th anniversary of Protestantism in Protestant churches involved local actors and societies to the project

Expected results of the project:

- pilgrimage route between the regions
- regional thematic pilgrimage routes
- Calvinist Memorial Park and House

Additionally, the growing contribution of private capital should be encouraged in each area of cultural heritage preservation. Primarily tax benefits and tax credits, as well as development of responsible public thinking for preservation of tangible and intangible cultural heritage are needed.

Executive Summary

The help of regional strategy we strive to sustain and expand the THETRIS project. The main objective is to preserve the cultural heritage linked to the churches and it pass to the next generations intact condition.

The Regional Strategy focuses on the following tasks:

- cooperation with institutions;
- to present the tangible and intangible cultural heritage of own settlement for the student;
- to work out the implementation of a sustainable tourism and economic concepts;
- to continue the THETRIS project in the long term, to maintain the church route and if it is possible to develop further the transnational church route;
- to familiarize the church and their cultural values for the future generation, the children and the people living here.